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# Amycakes Bakery

## Media Plan Proposal

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# Business Overview

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*"Creative custom cakes and cupcakes for every occasion"*

AmyCakes is a custom cake bakery located in downtown Springfield. It was founded in 2009 and since that time has moved from a storefront walk-in bakery to solely a custom order bakery. The bakery's hours of operation are Tuesday-Friday 8-4, Saturday 10-3, and the first Friday of each month 6-10. Amycakes has a variety of products but the businesses's specialty is decorated cakes. The business also does cupcakes, gourmet cream cakes, bundt cakes, coffee cakes, cookies and bars, cinnamon rolls, and pies. All of these products range in price by the product and the amount ordered.

As of now Amycakes has a wide range of customers, but their largest audience is mothers buying birthday cakes or cakes for their families. Amycakes also does a lot of wedding cakes but those customers are normally just one-time customers. Many businesses also contact Amycakes, to purchase cinnamon rolls for their employees. Amycakes has many loyal customers but they are looking to expand their audience to those outside of the categories listed above. Amycakes was originally a walk-in bakery, but decided that it was a better use of the business's time to be a custom bakery because they put so much time into each of their products. Everything was baked daily and Amycakes was often left with extra goods, while some days not having enough. Because of the time it took to stock the store with goods, the business was unable to do as many custom cakes as they would have liked.



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# Situational Analysis

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## **Strengths:**

- Experienced staff
- Variety of products
- Prime location
- Strong social media presence, including an active presence on Facebook and Twitter
- Well priced goods
- Quality customer service
- Fresh ingredients

## **Weaknesses:**

- Small bakery
- Custom bakery only
- Heavy reliance on existing customer relationships for word-of-mouth sales

## **Opportunities:**

- Develop organic or gluten free products
- Increase production of custom cakes as to not turn away customers
- Enter new market segments

## **Threats:**

- Local competition (existing and potential)
- Economic downturn
- Product substitution

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# Problem Statement

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Amycakes Bakery has an overwhelmingly large competitive market for their cakes and baked goods. A strategic media plan is needed to strengthen awareness of the Amycakes brand and ultimately create top-of-mind awareness.

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# Marketing Goal

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The goal of this media plan for Amycakes is to increase brand awareness and sales among the target audience within the Springfield area. An increase in sales by 25% for the 6-month period of July-December 2013 with a media investment of \$5,000.

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# Communication Objectives and Strategies

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## Media Objective

Increase brand name awareness among women 35-54 in the Springfield metro area who purchase custom cakes for various reasons. This comprehensive six month media plan is based on a reach objective. Various communication patterns and tactics will be used based on a pulsing scheduling pattern. This is an appropriate strategy because the communication task is to maintain awareness.

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# Communication Tactics

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Currently Amycakes is featured some mornings on KSMU, but according to research that radio station is not among the top 20 radios stations for women 35-54. But since that station is advertising for them at no cost, it is recommended that they keep that spot for the exposure they are getting.

This media plan for Amycakes Bakery will be using the following media classes: Newspaper, Radio, Magazine and the non-traditional media of Guerilla Marketing. Within those classes they will be using the vehicles of 417 Magazine, Community Free Press, News-Leader, KTTS-FM, and KTOZ-FM radio.

**Newspaper** -The Newsleader weekend section was chosen because of its large circulation of 35,000 among the Springfield metro area. Four ads were purchased in this outlet and will be placed strategically on the first week of July, August, October, and December. These ads are being placed at the first of the above four months because Amycakes has baked good available during First Friday Artwalk. These ads with hopefully bring in first time customers who have never heard of Amycakes, while also attracting loyal customers. They are being emphasized at the end of the summer months because this is when a lot of weddings are take place, so while weddings are on the mind of the audience Amycakes should be prevalent as well. October was chosen because as the seasons are changing people get excited to have seasonal items such as a pumpkin cupcakes. Lastly, December was chosen because many people are wanting baked goods for the holiday season, so we want to keep Amycakes as a top-of-mind bakery.

CPM: 8.8

**Radio-** Radio was chosen because of the number of impressions available to be made quickly. KTTS-FM was chosen because it is the number one radio station for women ages 35-54 for the morning drive, so this time specifically is weekdays from 6am-10am. KTOZ-FM was also chosen because it is the second most listened to radio station during the daytime, specifically 10am-3pm. These two radio stations were chosen, because it is an effective way to reach a large audience efficiently. More advertising time was purchased on KTTS-FM (12 ads), because it was the number one radio station for the target audience. But advertising time was also purchased on KTOZ-FM because it was the second most listened to radio station and it is important to be on more than one radio station. Six ads were purchased on KTOZ-FM.

KTTS-FM CPM: 4.21

KTOZ-FM CPM: 41.67

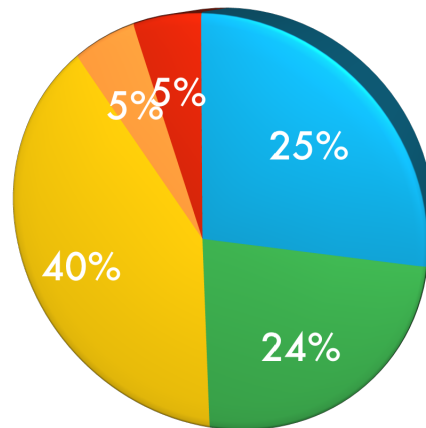
**Magazine-** This plan utilizes two different magazines, the first is the Community Free Press and the second is 417 Magazine. The Community Free Press has a circulation of about 13,900 and is free to the public and is distributed throughout Springfield. 417 Magazine has a circulation of about 25,000 and has subscribers to its magazine. For these high circulation reasons 6 ads were purchased in the Community Free Press, and 5 ads were purchased in 417 Magazine. The ads purchased in the Community Free Press were 1/8 color running at about \$159.60 a piece. The ads purchased in 417 magazine were also 1/8 color. The readership for this magazine is 66% female making it a perfect outlet for Amycakes to advertise in.

Community Free Press CPM: 11.48

417 Magazine CPM: 25.15

**Guerilla-** Guerilla marketing is used as unconventional and unexpected tactics. In Springfield, this is not used with any of the other bakeries so it will set apart Amycakes from the competition. An example for Amycakes would be to make trashcans around Springfield, especially downtown, look like cupcakes saying "Do you know what's in your cupcake?" This specifically relates to Amycakes because they only use the freshest ingredients.

● Radio ● Newspaper ● Magazine ● Guerilla ● Contingency



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## Budget

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This project was allocated a \$5,000 with 5 percent saved for contingency. In order to increase brand awareness among women 35-54 in the Springfield metro area, with a small budget this plan uses three traditional classes; newspaper, radio, and magazine, while combining with one non-traditional media outlet of guerilla advertising. The media buys are equally distributed, while slightly favoring print. The scheduling pattern for this plan is pulsing with consistent support in the peaks and valleys. Currently Amycakes is featured some mornings on KSMU, but according to research that radio station is not among the top 20 radios stations for women 35-54. But since that station is advertising for them at no cost, it is recommended that they keep that spot for the exposure they are getting.

Class	Vehicle	Budget	Frequency	Time	Total Impressions
Newspaper	NewsLeader	\$1,232	4 ads	Weekend	140,000
Radio	KTTS-FM	\$960	12 ads	6am-10am M-F	22,800
Radio	KTOZ-FM	\$300	6 ads	10am-3pm M-F	7,200
Magazine	Community Free Press	\$957.60	6 ads	N/A	81,000
Magazine	417 Magazine	\$1,048	5 ads	N/A	125,000
Guerilla	Random	\$250	N/A	N/A	N/A
Total:					4,747.00



