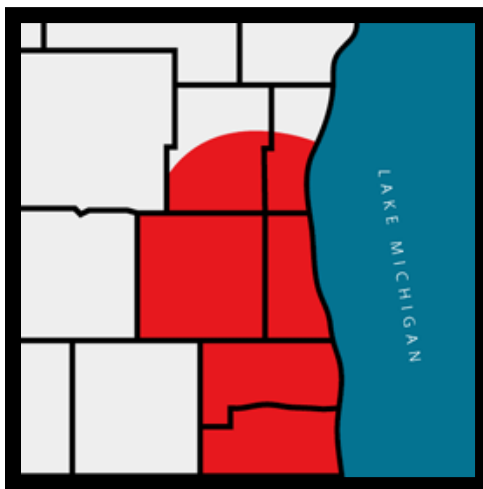


COMPREHENSIVE MEDIA PLAN: SOUTHEASTERN WISCONSIN MARKET

American

ANDREW S. MOSES & ALAN-JOHN J. WHEELER





RECOMMENDED MEDIA PLAN

PURPOSE:

The purpose of this marketing document is to present a year-long media strategy that positions American Furniture ahead of the competition in Southeastern Wisconsin.

AGENDA:

- I. Executive Summary
- II. Background & Analysis
- III. Media Plan Objective & Strategies
- IV. Recommended Media Scheduling & Flowcharts

I. EXECUTIVE SUMMARY:

American has a firm reputation for being a value retailer with-in the furniture retailer industry. In recent years, American has made strides to be more widely recognized as upscale. In the three targeted markets: Milwaukee, Waukesha, and Racine; American has always been successful in terms of profit margins. Considering the recent rise in competition over the past decade, it is now time for American to separate themselves as the leader in both value and prestige. In recent fiscal quarters, the furniture market has not fluctuated substantially. The opportunity to advance American's exposure with-in the market is to stay the course while increasing the top-of-mind awareness.

- Media plan will be more aggressive than previous sales years.
- Increase overall media spending in order to grow exponentially in the markets.
- Utilize most effective local television, radio, and out-of-home advertising outlets.
- Comprehensive media delivery focused on peak audience awareness.

II. BACKGROUND & ANALYSIS:

- Of the four top furniture retailers, American is the fourth ranking in terms of overall televisions expenditures (**\$ 799,785.00**)
 - Recommend budget be increased to 2,459,390
- 31 percent of people would shop at American for furniture in the market (**2nd**)
 - Increase the percentage of people who would shop at American for furniture by five percent
- Adults looking for furniture, American has 1/3 the market (**31%**)
 - Recommend increasing the number four percent. This will be achieved by our demographical analysis and geographical analysis
- Market breakdown for adults looking for furniture (Top-of-Mind awareness)
 - Racine first
 - Waukesha tied for second
 - Milwaukee second
 - Increase advertising in markets where American finishes second. Focus on Waukesha because of location near I-94
- Age Ranges
 - 18-34 and 45-49
 - 2nd in the markets.
 - Increase our top-of-mind awareness with these groups by targeting them with the comprehensive media strategy.
- In all markets, people with an income of \$50-\$75K+ were the strongest with 38% (**2nd**)
 - Increase American's prestige of being a value but also a quality product. Achieved by targeting \$50-\$75K+ with TV and Radio ads during their peak listening hours according to statistical data.

CUSTOMER ANALYSIS:

There are tough economic times but the wealthy are still looking to buy. There is a great opportunity to take advantage of our situation, being second throughout the market, by bumping up the advertisements in specific demographic or geographic areas. What we can take away from the Market that is looking to buy furniture/mattress from the Qualitative data is

information that can be used to bolster more sales. What we know about the consumer most likely to buy right now would be females in the age range of 35-44 who are employed full-time with some college and have a high school education. The occupation they will be holding will be a white collar most likely a professional and/or a related occupation. Their income is \$75,000+ and have a 73% of owning a home and a 56% of not having kids. 13% looking to buy are retired.

III. MEDIA PLAN OBJECTIVES & STRATEGIES:

Objectives & Media Tactics:

- Consistent and comprehensive spread between the programming on the most successful networks in our demographic
- Increase the television expenditure in markets where we finished 2nd but also increase the amount in demographics we excel in.
- Television advertisement is the primary means of advertising during the seasonal months and will this will be achieved with nearly half the overall project budget.
- Radio will be a year-round advertising campaign that had different ads at different times of the year
- The summer months will be our outdoor advertisement blitz.
- Diversify among the top radio stations in southeastern Wisconsin during key listening hours.
- Update the look of advertisements. More appealing to the consumer's eye.
- Update the store's appeal to the target market by concentrating on techniques and tactics that appeal to the demographic.

In 2010, the economy is projected to increase. The goal is to get the attention of people during the seasonal months when people are indoors more, thus increasing television ads during this time period will give our target audience more front of mind recognition. The year round radio campaign will get the attention of our demographic during their morning drives and drive homes. Summer months people take there activities outdoors, this is when our out-of-home campaign using the clear channel network.

Media Strategy:

1. **Media Strategy** – What overall usage of media will be implemented, and how will it be scheduled over a year? Is there a secondary target? If so, how will it be reached?
 - For *television*, please list the percentage of the weight allocated by daypart (EM, DT, EF, EN, PA, PT, LN, LF, Sports) with a sampling of the titles. For *cable*, do the same and list cable networks/programming.
AM
 - For *radio*, please list the percentage of the weight allocated by daypart (AM Drive, Mid-Day, PM Drive, Evenings, Overnights, Run of Schedule and Weekend) as well as radio formats and stations you'll consider.

For *Out-of-Home*, types of units used and type of location. See <http://clearchanneloutdoor.com/>

IV. RECOMMENDED MEDIA SCHEDULING & FLOWCHARTS:

Client Annual Budget: \$4,000,000

Fiscal Year: December 28, 2009 through December 26th, 2010

(Monday-Sunday Weeks – 52)

Recommended Budget:

Media

Budget

Local Television \$2,500,380

Local Radio \$1,263,860

Local Billboards \$235,760

Station/Channel	Network	Program	DP	Time Slot	Rate	W25-54	CPP	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.	Weekly Totals	Total Weeks	Total Spots	Total TRPs
WTMJ CH. 4	NBC	Live at Daybreak	EM	6:00 am to 7:00 am	\$250	4.8	\$52	4	5	5	5	4	0	0	23	36	828	3974
WITI CH. 6	FOX	Fox 6 Wakeup	EM	7:00 am to 8:00 am	\$385	4.9	\$79	2	2	3	2	2	0	0	11	36	396	1940
WISN CH. 12	ABC	12 News This Morning	EM	6:00 am to 7:00 am	\$300	4.9	\$61	2	3	3	3	2	0	0	13	36	468	2293
WDJT CH. 58	CBS	CBS Milwaukee Morning News	EM	6:00 am to 7:00 am	\$35	0.8	\$44	4	5	5	5	4	0	0	23	36	828	662
WTMJ CH. 4	NBC	Days of our Lives	DT	1:00 pm to 2:00 pm	\$175	4.8	\$36	2	3	3	3	2	0	0	13	36	468	2246
WITI CH. 6	FOX	Morning Show	DT	9:00 am to 10:00 am	\$200	1.6	\$125	1	1	1	1	1	0	0	5	36	180	288
WISN CH. 12	ABC	The View	DT	10:00 am to 11:00 am	\$80	3.1	\$26	2	3	3	3	2	0	0	13	36	468	1451
WDJT CH. 58	CBS	The Young and the Restless	DT	11:00 to 12:00 am	\$200	1.7	\$118	1	1	1	1	1	0	0	5	36	180	306
WTMJ CH. 4	NBC	Live at 5:00 pm	EF	5:00 pm to 5:30 pm	\$375	3.6	\$104	3	4	5	4	3	0	0	19	36	684	2462
WITI CH. 6	FOX	Fox 6 News at 5:00 pm	EF	5:00 pm to 5:30 pm	\$500	2.4	\$208	2	2	3	2	2	0	0	11	36	396	950
WISN CH. 12	ABC	Oprah Winfrey	EF	4:00 pm to 5:00 pm	\$500	4.9	\$102	1	1	1	1	1	0	0	5	36	180	882
WDJT CH. 58	CBS	Ellen	EF	3:00 pm to 4:00 pm	\$125	1.4	\$89	3	4	5	4	3	0	0	19	36	684	958
WTMJ CH. 4	NBC	The Listener	PT	9:00 pm to 10:00 pm	\$1,000	11.7	\$85	0	0	0	3	0	0	0	3	36	108	1264
WITI CH. 6	FOX	House	PT	7:00 pm to 8:00 pm	\$2,100	10.7	\$196	3	0	0	0	0	0	0	3	36	108	1156
WISN CH. 12	ABC	Brothers and Sisters	PT	9:00 pm to 10:00 pm	\$3,500	13.6	\$257	0	0	0	0	0	0	3	3	36	108	1469
WDJT CH. 58	CBS	Without a Trace	PT	9:00 pm to 10:00 pm	\$1,000	4.1	\$244	0	3	0	0	0	0	0	3	36	108	443
WTMJ CH. 4	NBC	Saturday Night Live	LN	10:30 pm to 12:05 pm	\$375	7.8	\$48	0	0	0	0	0	3	0	3	36	108	842
WITI CH. 6	FOX	Fox 6 News at 10:00 pm	LN	10:00 pm to 11:35 pm	\$1,100	4.2	\$262	1	1	1	1	1	0	0	5	36	180	756
WISN CH. 12	ABC	ABC Nightline	LN	11:05 pm to 11:35 pm	\$100	1.8	\$56	3	4	5	4	3	0	0	19	36	684	1231
WDJT CH. 58	CBS	Late Show with Dave Letterman	LN	10:35 pm to 11:37 pm	\$125	1.1	\$114	1	1	1	1	1	0	0	5	36	180	198
Totals:								35	43	45	43	32	3	3	204			25,772