

SCOPE

PLANS BOOK

STRATEGIC COMMUNICATIONS CAMPAIGN • 2010

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EXECUTIVE SUMMARY

In 1966, Scope mouthwash was introduced as a competing product against Listerine. Scope has solidified itself as the number two brand in the mouthwash category. The main ingredient of Scope, cetylpyridinium chloride (CPC), kills 99 percent of the germs that cause bad breath in lab tests and gives its users fresh breath that lasts five times longer than if they had only brushed. This has helped to ensure that Scope is a lasting property for Procter and Gamble. Within the product category, however, there are several problems that limit the success of Scope in the marketplace. First, Listerine is securely the category leader, commanding impressive sales and top-of-mind awareness among users of the category. Second, there has been little innovation within the category over the past several years. Third, almost all of the of the new innovation in the category has been the work of Scope's competitors, for instance the new Crest Pro-Health mouthwash and new products in Listerine's line. Lastly, ad spending by brands throughout the category, even that by fellow Procter and Gamble owned Crest and Oral-B, absolutely dwarfs that of Scope, putting Scope in a potentially dangerous position.

The two greatest problems that scope currently faces are that it lacks top of mind awareness and brand preference and that it tried, unsuccessfully, to target a younger market than actually uses it. Therefore, the immediate goal for this campaign is twofold. First, to increase sales and brand preference among the heaviest users of the category, namely the 35-44 year old group. Second, to more effectively communicate to a secondary audience and increase trial purchase and brand preference among 18-24 year olds. By affectively achieving this, overall sales for the brand will benefit from its traditional target market, while building brand preference among a younger age range, influencing purchasing decisions for the rest of their lives.

The overall campaign solution is to develop a fresh and exciting advertising campaign incorporating IMC elements that entices 18-24 year-olds to buy Scope. Based on primary research, this target audience uses mouthwash to obtain fresh breath. Users in the target audience are not concerned with health aspects of using the product, but because of their social lifestyles, are concerned with being perceived as having good hygiene.

In order to effectively reach the target audience, the campaign will use Matt Ryan, NFL player, as its spokesperson. Each aspect of the campaign will use football as the central theme. Only media outlets that allow the employment of visual elements will be used because seeing the product is key in developing the top



SITUATIONAL ANALYSIS

Macro environmental Considerations

Norms and Traditions

Many purchase decisions are made based on cultural norms and traditions. Men and women may have different aspects of a product in mind, ranging from flavor, price, brand and usage based on their culture or background, that affects their buying behavior.

Social Consideration

Outward appearance and the use of products to create and maintain certain looks are more important socially than ever. As part of that, men and women increasingly want fresh breath and a clean feeling mouth longer, according to focus group research. The target market places a high value on the opinion of peers and sees fresh breath as a desirable quality.

Child Safety

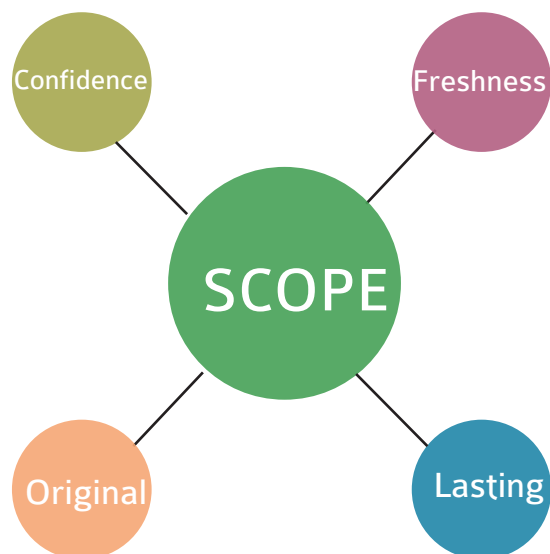
Child safety is a large factor when consumers are buying products, especially when there is alcohol content in the product, which Scope has. If a product is not "child-proof" and is potentially hazardous to children, men and women may be less likely to purchase it. In fact, in early 2010, Scope mouthwash was recalled due to non-childproof caps, which hurt its market share, according to LexisNexis (2010). Product recalls due to child safety affects the buying minds and behavior of a consumer at present or in the future.

Brand Preference/Loyalty

Many consumers will stay loyal to a single brand throughout the time they purchase a product in the category. If a consumer knows he or she likes a specific product and the way it works, the affinity for that brand affects his or her buying behavior the next time he or she needs to make a purchase in the product category.

Body/Oral Health

Personal health and oral hygiene trends affect the consumer's buying behavior. Many consumers are conscious of products that offer more than a single benefit for them, such as toothpaste fighting cavities and gingivitis as well as making their breath fresh.



SITUATIONAL ANALYSIS

Company Analysis

Proctor and Gamble

Scope is owned by Proctor and Gamble. According to Proctor and Gamble's website it is recognized as a leading global company with many accolades to its name. The awards listings are as follows:

- #1 ranking within the industry on Fortune's Most Admired list for 25 of 26 total years
 - #2 "Top 25" – AMR Research Supply Chain (the only company to have been in the Top 5 for six consecutive years)
 - #2 "Top Companies for Leaders" – Fortune survey
 - #3 "World's Most Respected Companies List" – Barron
 - # 6 "Global Most Admired Companies" – Fortune
 - #12 "World's Most Innovative Companies" – Bloomberg Businessweek
 - #13 ranking on the list of the Global 100 Most Sustainable Corporations in the World
 - Top rankings on the Dow Jones Sustainability Index from 2000 to 2010
- (Proctor and Gamble website, 2010)

Proctor and Gamble's purpose is to "provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come," according to its website. It values integrity, leadership, ownership, passion for winning and trust, according to its website. Proctor and Gamble's principles include, showing respect for all individuals, mutual success for the company and individuals, remaining strategically focused, being innovated, valuing personal mastery, seeking the best, continuing to be externally focused and pride themselves in mutual interdependency, according to its website.



SCOPE

"I am a Nurse and am constantly in contact with patients. Since using this product I have been complemented on my BREATH by my patients!! If that is not a good thing I don't know what is!!!"

-Peach, Product Review

"I love the taste of Scope Outlast Mouthwash especially when used in coordination with Crest Extra White Plus Scope Outlast Long Lasting Mint Toothpaste. A winning combination!!! I am a teacher which means I am in close contact with my students. I believe they appreciate the freshness!!!"

-jminnifield56, Product Review

Situation Analysis

Product/Brand Analysis

History

According to crestplusscope.com, Scope was first introduced by Procter and Gamble in 1966 after years of research and development. The Scope processing and ultra-filtration system produces its sparkling, clear appearance.

Features

According to crestplusscope.com, Scope mouthwash kills millions of bad-breath bacteria (99 percent in lab tests) and keeps the mouth feeling clean and refreshed. Scope is available in Original Mint. Scope White is available in Mint Splash and the newest addition to the Scope label, Scope Outlast, is available in the Long Lasting Mint and Peppermint flavors.

Benefits

Scope Outlast is the most recent addition to Scope's label, and has been recently launched as Scope's unique selling point. Consumers will be more confident as they can be sure their breath is minty fresh 5 times longer with Scope Outlast than with toothpaste alone. According to an article on brandweek.com, in August 2009 the Procter and Gamble launched its new product benefit called "Outlast," which claims to deliver five times longer fresh breath across its Scope, Crest and Oral-B lines.

The new product is an attempt to reinvigorate the mouthwash category, which has seen sales slow due to private label and a lack of new product innovation in recent years. Outlast works by "binding tightly to select receptors in the mouth." The result is a "cool, refreshing sensation" that continues long after flossing, brushing or rinsing, the company said.

Procter and Gamble says Scope Outlast is the biggest innovation for Scope mouthwash in 40 years.

Personality

Scope has a lighthearted personality and concentrates more on the fresh breath aspect than the bacteria-fighting quality of the product, appealing to a less health conscious consumer and reaching a more social crowd. The "Outlast" line has a new bottle design, making the product stand out on the shelves, appearing innovative.

Life Cycle

Scope is in the maturity stage. Though they have just released the new "Outlast" line, the brand is well-established and the market share seems to remain fairly consistent. There has been little innovation in several decades.

Market Share

As of October 2005, Scope holds 8.6 percent of the Mouthwash/Dental Rinse market. Procter and Gamble holds 13.2 percent, preceded by Pfizer Inc., which accounts for 58.1 percent of top Mouthwash/Dental Rise Makers as of June 2005.

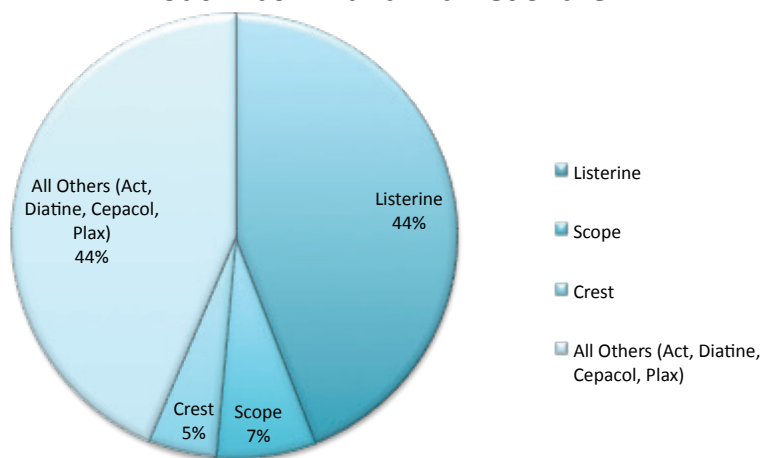
Rank

The market share listed as of October 2005 places Scope second in its category. Listerine is securely in first place with 44.6 percent of the market share, Advanced Listerine holds the third spot with 7.3 percent of the market share and Crest takes the fourth spot with 5 percent. Diatene, Act, Plax and Cepacol follow.

Ad Campaign

According to an article on brandweek.com, Procter and Gamble introduced the Outlast products via a TV, print and digital campaign in August and September 2009. Ryan Seacrest, spokesperson for Scope, starred in a commercial for both the paste (Crest Plus Scope) and the rinse, which shows him using both products as part of his “getting ready” routine. Hours into a Hollywood party, the American Idol host is still the attraction of every woman around him, with the secret ingredient, of course, being his fresh breath. According to an article on adweek.com, Procter and Gamble advertised the new product through radio ads on Seacrest’s nationally syndicated radio show, On-Air With Ryan Seacrest. The radio ads ran through Dec. 31. Online ads went live on RyanSeacrest.com. Scope also appeared in six televised spots during the broadcast of New Year’s Rockin’ Eve on Dec. 31. Created by Saatchi & Saatchi, the ads follow in the same format as the ones for Scope White, which show Seacrest using the mouthwash before running on stage. As one crew member tells him it’s time to go on stage, Seacrest reinforces the importance of the mouthwash routine: “Everyone likes to smell good. Makes you more likeable.”

Mouthwash Brand Market Share



Situational Analysis

Product/Brand Analysis

Vehicles Used

Television, radio, magazine, online-this was found through looking at AdAge.com, YouTube and Google.

Ad Expenses

According to an article on adweek.com, Procter and Gamble spent \$6.4 million advertising Scope in the U.S. in 2007, and \$1.4 million through October 2008, excluding online. This information was cited as being found through Nielsen Monitor-Plus. Procter and Gamble is reported as spending \$191 million and \$51 million in measured media for its Crest and Oral-B brands in 2008. Scope got a total of \$2 million in U.S. advertising, excluding online channels. This brings concerns about Procter and Gamble's confidence in the brand. An article on fiercepharma.com quoted Listerine's expenses at \$111 million in 2007, making it no surprise that Listerine is the top-selling brand.

Marketing Efforts

In addition to paid advertisements, Procter and Gamble used American Idol host Ryan Seacrest in a New Year's Eve promotion for its Scope brand. According to an article on adweek.com, Procter and Gamble is made a donation to Operation Smile for every couple caught kissing on the Scope "Kiss Cam" New Year's Eve 2008. The charity, which is supported by celebrities including Jessica Simpson, Billy Bush and Mario Lopez, raises money to treat childhood deformities, such as cleft lip. Seacrest partnered with Procter and Gamble on a similar promotion for Scope in 2007, which ran during Dick Clark's New Year's Rockin' Eve countdown on ABC. As part of its promo with Seacrest, Procter and Gamble also launched an in-store program, called "See a Difference, Make a Difference," to support children with cleft lip. Procter and Gamble is donated money to Operation Smile on behalf of purchases made on its Scope, Crest and Oral-B products.



Situational Analysis

Competitive Analysis

Listerine

Listerine's total US market share is 44.60 percent, according to Chain Drug Review. The sales figures for Johnson & Johnson in 2010 is \$61.90 billion with a result of a net income \$12.27 billion, according to LexisNexis. Listerine is the more dominant name in the competition in mouthwash category.

Although favorable among many Americans, a study by Franklin College showed Listerine to be the least affective mouthwash in battling the bacteria Bacillus Subtilis and Staphylococcus epidermidis, according to Franklin College's website. Scope and Therasol were the front-runners in the effectiveness of defeating staphylococcus epidermidis.

"Listerine was shown in a clinical study to reduce 52 percent more plaque and 21 percent more gingivitis than brushing and flossing alone," according to Listerine's website. The main active ingredients are Eucalyptol and Thymol, which are for plaque and gingivitis, according to its website. Listerine also contains 21.6 percent alcohol, according to its website.

Listerine used this research and seized upon the information by pointing to healthier gums as its unique selling strategy. Listerine = No Gingivitis = Healthier Gums, according to the LexisNexis. Listerine's target audience was Therapy Seekers: adults 25 – 39 who are optimistic about their health and want to take charge of it, according to LexisNexis.

COMPETITORS



Competitive Analysis Continued...

Competition for Listerine and its reign as the top has been somewhat lackluster. Although Listerine has been known for its alcohol content, they've recently introduced a new product. It's touted as Listerine Zero and contains no alcohol, stating it "kills millions of bad breath germs," according to its website.

Listerine has had vigorous ad spending to stay in the forefront. In 2007, Listerine spent \$111 million in ad spending, according to fiercpharma.com. The brand has had near constant video ads throughout the brand's life such as the commercial on the front page of its website.

Recently, Listerine has produced a documentary, which is titled "This Is Your Mouth" where consumers can donate money to children in need to watch the film, according to thisisyourmouth.com. The documentary is voiced by star, Neil Patrick Harris, according to the website.



Crest

Crest's total US market share is 5.10 percent, according to Chain Drug Review. The sales figures for Procter & Gamble in 2009 were \$13.40 billion, with a result of a net income of \$1.23 billion, according to LexisNexis. Crest mouthwash is for "protection against plaque and gingivitis," according to crest.com. Crest has "12 hour protection."

Crest's Pro-Health avoids the burning sensation due to the lack of alcohol, according to its website. "Crest Pro-Health Rinse works with CPC (cetylpyridinium chloride), which is a bacterial agent that attracts to the bacteria in your mouth," according to associatedcontent.com. "It weakens the membrane of the bacteria, allowing it to be killed."

The lack of alcohol content and the use of CPC in replacement give more of a soothing taste than alcohol based mouthwashes, according to associatedcontent.com.

Crest Pro-Health is known as a "germ killer" and this quality is used as its unique selling point, according to all business.com. "Unlike Listerine, Pro-Health does not use alcohol, a factor that will be touted in a supporting TV and print campaign," according to the website.

According to MRI Reporter, Crest's target audience is single 18-24 year olds, with an index of 125. The audience is educated, having graduated from high school and attended college.

Crest is also popular in the Midwest with an index of 106, according to MRI.

In April 2005, Crest introduced Crest Pro-Health. It costs \$7.69 for 1.5 liters. Crest Pro-Health was a 100 million dollar health-focus campaign, according to LexisNexis.

ACT

ACT's total US market share is 2.80 percent, according to Chain Drug Review. The sales figures for Chattem is 463.34 million with a net income of \$63.17 million, according to LexisNexis. ACT contains no sugar or alcohol except ACT's restoring mouthwash., according to their website. ACT's main active ingredient is sodium fluoride, according to livestrong.com.

"ACT Rinses and Mouthwashes have also been clinically shown to reduce root caries in adults by up to 71 percent more than brushing with a fluoride toothpaste alone," according to actfluoride.com. ACT also has been shown to reduce cavities by 40 percent more than normal fluoride toothpaste, according to its website.

Other benefits include the prevention of "white spot lesions in teens with braces," according to its website. ACT also "protects the roots of adult teeth as their gums begin to recede."

ACT's recent advertising has recently been targeted toward kids, such as advertising on Sponge Bob Squarepants on the front page of its website. Previous ads have been target toward adults like the print ad that states, "bad breath is unforgiving" with a man speaking to a priest in a confessional, according to stillad.com



Situational Analysis

Consumer/Market Analysis

Current Target Market

According to MRI, 19.1 percent of total adults, who have used Scope in the last six months, were age 35-44. Also, 71.3 percent of total adults, who have used Scope in the last six months, were Caucasian. Our primary audience makes a below average income. According to MRI, 11.7 percent of total adults, who have used Scope in the last six months, had a household income of \$30,000- \$39,000. Also, 21.3 percent of adults, who have used Scope in the last six months, were widowed/divorced/legally separated.

Prospective Target Market

12.5 percent of total adults, who have used Scope in the last 6 months, were age 18-24. For this reason, adults 18-24 years old are not being reached; therefore they are being left out and need to be reached. Their average household income is between \$20,000- \$29,000 and have graduated from college. Caucasians, with a below average income are going to be emphasized in the campaign. The target market, is using magazine and television to obtain their media. The quintile I index for TV is 114. The quintile I index for magazine is 112.

Geographic differences

Scope is more heavily used in the south. 41.1 percent of total adults, who have used Scope in the last six months, were located in the southern U.S.

Psychographics

The target audience is sports enthusiasts with a busy lifestyle. This consumer is a type "A" personality who is social and likes to meet new people. The consumer is hygienic and cares about his or her appearance. Because this consumer is social and wants to take care of him or herself, he or she is self-aware.

SWOT

Strengths

- Owned by a leading company. Procter and Gamble.
- Gives five times longer fresh breath when compared to brushing alone.
- Kills 99 percent of the germs that cause bad breath.
- Boasts the new Outlast Line

Opportunities

- Little innovation in the product category in many years
- Securely the number two brand in the category
- Many cross-branding opportunities

Weaknesses

- Limited ad spending.
- No health benefits
- Product in its mature stage
- Lacks top-of-mind awareness

Threats

- Ad spending dwarfed by competitors
- Procter and Gamble spending more on Crest and Oral-B advertising
- Listerine dominates the market
- Has no non-alcoholic product
- Lacks ADA seal of approval



Comprehensive Problem Statement

Scope's attempt to reach a younger audience was unsuccessful and left the brand lacking in top of mind awareness and brand preference for consumers. This ultimately led to a drop in market share. These facts were evident after focus group research.

Marketing Objectives

- The second objective is to attain 15 percent of the category market share within six months from the start of the campaign.

Advertising Objectives

- The first objective is to increase top of mind awareness of the brand with 18-24 year olds by 10 percent three months from the start of the campaign.
- The second objective is to increase brand preference with 18-24 year olds by 10 percent within six months from the start of the campaign.

Recommended (primary) research emphasis

Research should emphasize why customers choose the product, what they use the product for, and what they base their purchases on, such as price, taste and brand. Through a focus group, these questions can be answered:

- What do you want from a mouthwash?
- What are you expecting from a mouthwash?
- Does brand matter?
- Does taste overrule price?
- What purpose do you use mouthwash for?

Analysis of Primary Research

Research Procedure

When and where?

Data was collected through a focus group. The focus group took place in The Paul Miller Building, room 105, and lasted from 4-4:30 p.m.. The group sat around a large table and included a moderator, co-moderator, the participants and three people around the edge of the room taking notes, video and voice recording.

Jenna Dickson was the moderator for the focus group, with Marissa Chavez sitting in as co-moderator. Robert Mixon set up a voice recorder and wrote notes, Chad Lock set up his computer to video record the focus group and took notes, and Alyson Wegener took notes of the discussion on the computer.

Sample Characteristics

Participants were male and female college students ranging from ages 18-24. They had various majors and were asked to participate by more than one group member. The sample characteristics were chosen to correspond with the target audience. These participants helped in discovering how and why the target audience uses and chooses mouthwash, and what they know and think about Scope.

The information obtained through the focus group, was used to create and adjust the campaign accordingly. Men and women were used to get both perspectives of why using mouthwash is important. The ages were chosen because it fit within the potential target audience. Different majors allowed for different thought processes, ideas and variety. The participants didn't know each other and weren't friends because they were all asked by different group members. This may have allowed the participants to answer truthfully, rather than having to worry about siding with friends.



Focus Group Atmosphere

The focus group atmosphere was relaxed. Some participants were more talkative than others but everyone responded to at least one question with their view and not just a nod or “yes” or “no.” The focus group was willing to give answers to questions, though sometimes had to be prompted. The focus group was aware it was being recorded, both by a voice recorder and video on the computer and did not seem to be bothered by this. The moderator and co-moderator sat at the table and kept the discussion going while other members of the research team sat around the edge of the room taking notes. The focus group did not pay attention to the three taking notes and, again, did not seem bothered by it.

Primary Research Findings

Our basis for holding a focus group was to get into the heads of our primary target audience, adults 18-24. We wanted to know why or if they use mouthwash and their motivation behind purchasing it. From our focus group research, the primary target group’s motivation for purchasing mouthwash was to get rid of bad breath and maintain fresh, clean breath. New information to us expressed by the focus group was that the participants paid attention to the design of the bottle as well as the time of day when they used mouthwash. While most used mouthwash in the morning, some used it at night before they went to bed. On the other hand, focus group participants did not use mouthwash for health benefits, such as avoiding gingivitis. Based on the research completed in the past, Listerine holds a little less than half of the market share, which made it surprising when nobody in our focus group mentioned Listerine. The brand was only mentioned after we hinted around to it and asked specific questions regarding Listerine. Crest seemed to be popular among the participants in the focus group, which wasn’t what we were expecting to hear.

Themes

Fresh Breath

When asked about social interactions and why they purchase mouthwash, several participants frowned upon bad breath and had negative feelings toward it. Participants view people with bad breath as having poor hygiene habits. To them, bad breath is unattractive and a “turn-off” to the opposite sex. They use mouthwash to avoid bad breath and are not concerned with the health benefits that arise from using mouthwash, such as avoiding gingivitis, because they aren’t aware of 18-24 year olds getting gingivitis. They typically use mouthwash for the social aspect of being appealing to others that surround them.

Time of Day

An individual in the focus group expressed using mouthwash at night because that’s when she had the most time on her hands and felt that her breath was fresher in the morning. Other participants agreed with this statement. This proves that participants believe mouthwash works and can last at least several hours. However, they mentioned they don’t really believe mouthwash continues to work after a meal.

Convenience

When asked about reasons for using mouthwash, many said they used it as a quick alternative to getting fresh breath faster. Many thought mouthwash was a fast acting bad breath fighter. A few participants mentioned that mouthwash is less portable than other options for freshening breath such as gum or mints. These options can be more convenient. However, if they found a mouthwash that lasted all day, they would no longer see any use for other breath freshening options. This would actually be more convenient and cost effective because, for many participants, mouthwash is already a part of their hygiene routines.

Taste/Flavor

When asked focus group participants’ taste preference for mouthwash, several liked the simple fresh, clean, minty flavor. Most tried to avoid the citrus flavors. Some preferred the less harsh flavors of mouthwashes that offer alcohol free formulas, but several participants like the alcohol. They said the burning sensation of the alcohol makes them feel like the mouthwash is working.

Aesthetic Quality (Visually Appealing)

When asked about Scope's bottle design and other mouthwash bottle designs, some participants paid attention to how the bottle looked. Scope Outlast looks too feminine to the men in our group. When looking at the bottle's design, some thought about how easy/difficult it would be to hold the mouthwash bottle. The women said that because they have smaller hands, the thin neck of the Scope Outlast bottle is easier to hold and pour than the bulky Listerine bottle. Along with the bottle's design, focus group participants also paid attention to the color of the mouthwash. Many liked the clear mouthwash Crest has and the more common blue and green hues. The purple and orange colors are not visually appealing to the target audience.

The relationship among these five themes is:

Qualities that make a mouthwash desirable to our primary target market.

Based on findings from primary research, Scope will take the position in the market of having the best long-lasting effect.



Discussion Questions

The Welcome:

Hi everyone and thank you for taking the time out of your busy schedules to join our discussion group.

If you don't know me, my name is Jenna and I'll be leading the discussion. My team members are Marissa Chavez, Alyson Wegener, Chad Lock and Robert Mixon. I'm going to ask some open-ended questions about various products and advertisements. Please be open and honest with your answers, ideas and perceptions. The more feedback we get the better. With that said, my group members and I will talk very little aside from asking the questions.

The Overview:

Our primary topic this afternoon will be mouthwash and its competitors.

The Ground Rules:

Before we get started, I just want to reiterate that it is vital for you all to participate in the open discussion. Please be polite to one another, all statements are valid and each person deserves to have their opinions heard, so please, no interruptions. If you don't mind, go ahead and put your phones on vibrate as well.

If you'll notice, we have some laptops set up to record the discussion, but don't worry, your names will be kept anonymous in all our reports. The recording is just for us to be able to refresh our memories when we're compiling reports. And with that, we'll go ahead and begin!

The Questions:

To get things going, will everyone go around and say your name, major and the furthest place you've ever traveled?

1. What is your normal morning routine?
2. If you were running late to class what would be the one thing you would do before you leave?
3. Why or why don't you use mouthwash?
4. What brands of mouthwash have you used in the past?
5. What is your reasoning for purchasing mouthwash?
6. What factors do you consider while buying mouthwash?
7. What is the first brand that comes to mind when someone mentions mouthwash?
8. Does anyone know what it means for a product to have the ADA seal of approval?
9. When you interact with someone with bad breath how does that make you feel?

10. What products do you use to make sure you have fresh breath? Why do you prefer that product to mouthwash?

11. People who use mouthwash are _____.

12. _____, you said you don't use mouthwash. Some use it to avoid gingivitis. What do you think about gingivitis?

13. Think of the last Scope advertisement you have seen. What can you recall from the advertisement.

14. What do you think of Scope's current spokesperson, Ryan Seacrest?

15. Who do you think would be a good spokesperson for Scope?

16. What do you think of Scope's bottle design in comparison to other brands?

17. What is your taste preference for mouthwash?
What are your expectations?

Conclusion:

As you probably noticed from the discussions, we are researching the mouthwash brand, Scope. It is our goal to make sure the brand is addressing the correct target market in a way that will cause top-of-mind awareness for Scope, as it is not currently the market leader. Your feedback will help us decide what steps the product should take for future marketing and advertising efforts.

Does anyone have anything to add? If not, that's all we have for you today. Thank you so much for participating in our focus group!

Target Market Profile

Demographics

The target market for Scope is men and women between the ages of 18 and 24. Caucasians were found to be the race that used Scope products the most, according to MRI. The target demographic usually graduated high school and retained some college education. These consumers generally live in the southern states and earn under \$40,000 dollars a year.

Psychographics

The target consumer is a sports enthusiast with a busy lifestyle. This consumer is a type “A” personality who is social and likes to meet new people. The consumer is hygienic and cares about his or her appearance. Because this consumer is social and wants to take care of him or herself, he or she is self-aware.

Usage Habits

The target consumer would use this product once daily for quick, fresh breath. This person uses Scope before going out or before getting ready for either the day or at night. He or she also uses mouthwash before an interview or other important outings.

The consumer believes that using mouthwash is secondary to teeth brushing because brushing teeth is his or her main source of keeping clean oral hygiene. Although mouthwash is secondary to brushing ones teeth, it is an alternative to chewing gum.

This target market is relevant and strong for the brand because it does not care about the medical benefits of mouthwashes. MRI findings showed more of the market uses the product in the south. This market is more likely to try different products because of its younger age. Older markets tend to be more brand loyal, while the younger demographic is more open to new ideas and new mouthwashes. “Scope has a lighthearted personality and concentrates more on the fresh breath aspect than the bacteria-fighting quality of the product, appealing to a less health conscious consumer and reaching a more social crowd,” according to what was previously explained. The focus group based its mouthwash purchases on size and color.

Advertising Creative Strategies

Advertising Objective

Increase top of mind awareness of Scope Outlast among 18 to 24-year-olds by 10 percent within 6 months of the start of the campaign.

Based on our primary research Scope lacks top of mind awareness and general knowledge of the brand. The focus group had to be aided in recalling Scope's presence in the market place and past advertisements. Once the brand was mentioned, they were aware of the brand, but it was not one they thought of automatically. We estimate the current top of mind awareness level to be about 35 percent. After a successful campaign, top of mind awareness will be at 45 percent of the target market. The objectives are reasonable and necessary for Scope because awareness will increase the likelihood of Scope purchases in future. If consumers are more knowledgeable of the brand and its benefits, they will accept Scope as a mouthwash choice.

Positioning Development

Based on our primary research found in our focus group, advertising will position Scope as the best option for long lasting fresh breath. It will secure Scope as an independent product rather than being a complimentary to Crest.

Focus group participants expressed their want for long lasting fresh breath rather than concerning themselves with the health benefits. Crest positions its product as a pro-health whitener and a nonalcoholic mouthwash, while Listerine positions itself as being tough and a strong germ fighter.

Advertising Creative Strategy Continued...

Big Idea

“Endless Confidence” – This was chosen as our campaign theme because our primary research alluded to confidence in social situations as a major factor in the purchase and use of mouthwash. The implementation of the word “endless” is vital to our campaign because Scope’s major distinguishing factor from the rest of the brands in the product category is its long-lasting quality. Scope claims to last 5 times longer than the competition. In relation to our advertising campaign idea, a credible athlete of our choice would demonstrate “endless confidence” throughout his daily routine. Not only does his confidence last all day, but so does his mouthwash. From early morning practice, through the game and the press conference, he can be sure that his mouthwash will perform as well and as long as he does. By using a credible celebrity source and relating the time element to an athlete’s busy lifestyle, our audience will be more inclined to believe our claims.

Strategy:

Focal point- Scope is the best option for long-lasting fresh breath.

Tactic:

Unique Selling Proposition – The goal of the campaign is to position Scope as the best option for long-lasting fresh breath. The unique and unmatched concept Scope offers to consumers is that it lasts five times longer than any other product in the category. Scope can claim superiority on this feature. By focusing on this quality, which other brands have ignored in the past, the name Scope will become synonymous with long-lasting fresh breath.

Integrated Marketing Communications

Integrated Marketing Communication

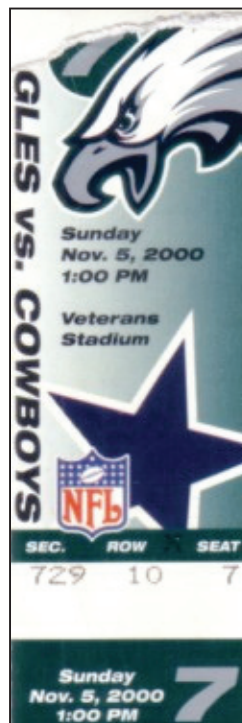
Elements

For a public relations effort, Scope will sponsor a “Kiss Cam” at NFL playoff games near the end of the season. This PR tactic will place the Scope logo on big screens in some of the largest stadiums in the world while reinforcing the message that Scope gives you the confidence to kiss in front of thousands of people. This is also relevant to the overall football theme of the campaign.

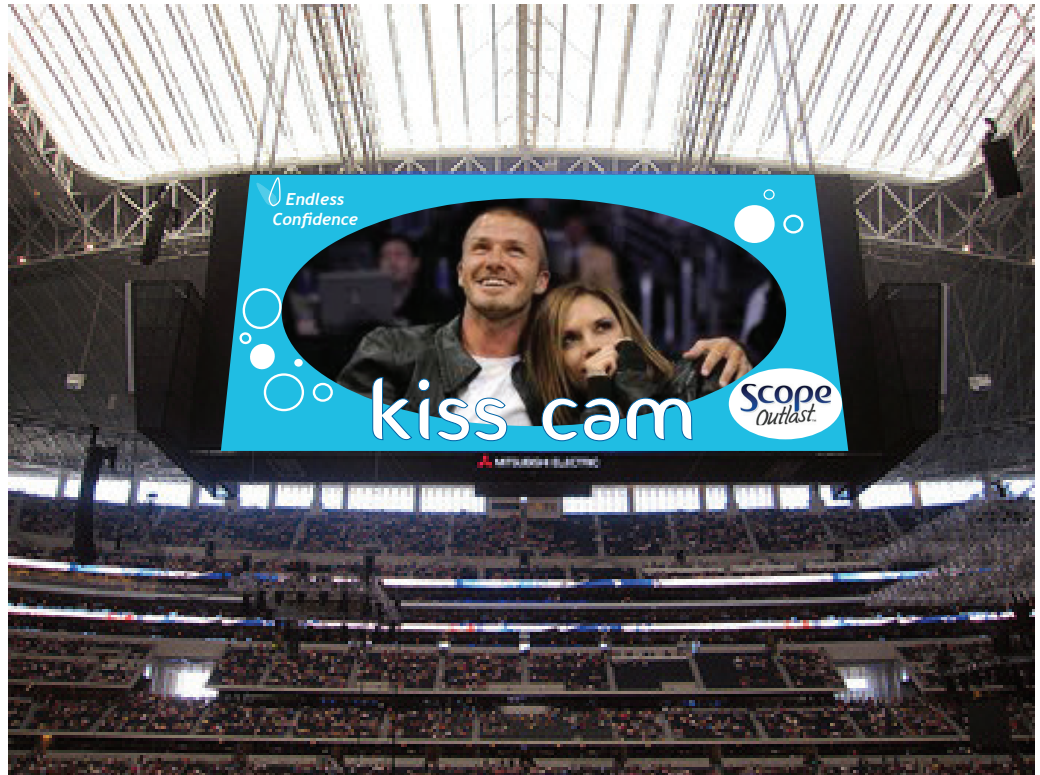
To remain consistent with the theme, Scope will use the sales promotion tactic of printing a “\$1 off” coupon for Scope products on the back of the NFL game tickets during the playoffs. This promotion will reinforce the message the audience sees on the video boards with the kiss cam because both will occur during the same games.

To reach the members of the target audience who are in college, direct marketing efforts will take place in college stadiums in the Big 12 and SEC conferences. By choosing these two conferences, the message will have a greater impact in the southern region of the U.S., which is part of the geographic strategy. For one game during the season, each school in the two selected conferences will be visited by Scope. Each bathroom in the stadium will be equipped, for the specific game, with dispensers containing a single-serving sealed cup of Scope Outlast mouthwash. The cups will be similar to creamer cups served at restaurants and will dispense one at a time. The presence of Scope will be announced during the game and the logo will be placed on the big screen.

Sales Promotion



Public Relations



Direct Marketing



Media Objectives and Strategy

The media objective is to reach 75 percent of the target audience, an average of 4.5 times, during continuous and flighting months between August 2011 and February 2012, with the message that Scope Outlast gives “endless confidence” with long-lasting fresh breath.

Target Audience:

The target audience is Caucasian men and women between the ages of 18 and 24 who have graduated high school and have some college education. A majority of the audience resides in the southern states and earns less than \$40,000 per year. They are sports enthusiasts that lead a busy lifestyle, have a type A personality and enjoy being social and meeting new people. They are self-aware, concerned with their hygiene and appearance.

Reach/Frequency:

Frequency is more important for the campaign because the campaign focuses on top of mind awareness. The goal is a 75 percent reach with a frequency of 3.8. Using Ostrow’s Model, it is estimated that a frequency of 3.8 would be effective in creating top of mind awareness. However, by having only a moderate reach goal, more funds from the campaign can be diverted to frequency.

With building brand preference being a primary goal, message repetition is key, so a frequency goal of 4.5 times per consumer.

Geographic Coverage:

It will be most effective to advertise nationally, with heaviness concentrated in the south because MRI cites higher usage of the Scope product in the southern region of the U.S. A national campaign is the best choice because the campaign goal is to obtain top of mind awareness. It is important to reach as many people with the message as possible.

Creative Implications:

Showing the product to the target audience is key in developing top of mind awareness and delivering a clear message. Newspaper advertisements do not give a clear enough visual element, and radio does not have the capability to show the product at all, therefore neither one is a good choice. TV, magazine and internet are the most effective choices because they can show the product with a high resolution, full-color and movement (with TV) to get our message across in the best and most clear way.

Media Objectives and Strategy Continued...

Strategy:

A. Media Mix: Television and magazine are the primary media selections; internet is the secondary medium. The quintile I index for TV is 114. The quintile I index for magazine is 112. These statistics are useful in reinforcing the brand image of Scope to current users, while reaching the younger primary target audience in media they use as well. The quintile V index for internet is 90. Internet is a logical choice for a secondary media because the target audience members are not heavy users of Scope, therefore would not be in quintile I, however they are heavy users of internet. To effectively reach this target, it is important to access them on the medium they use the most.

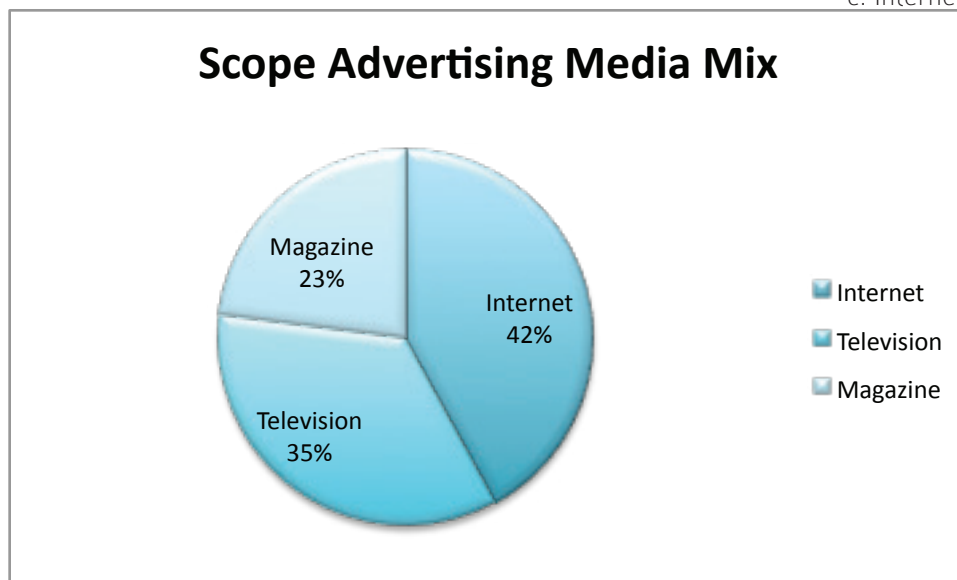
The main reason for choosing these media is that they are the primary media that the target audience uses.

This would allow us to surround our target as they go about their daily life, increasing the frequency to which they're exposed to our message. A secondary reason for choosing these media is that they are all very visual media. We are able to use high-quality images to reach our target with messages about the confidence benefit of using Scope mouthwash, confidence being a concept that is most easily expressed visually. Radio and newspapers would not be an effective medium because they do not reach the primary target audience. Local TV would not be effective because it is a national campaign, and network television is too expensive without a significant difference in results.

a. Cable Television: CMT, ESPN, TLC

b. Magazines: InStyle, Southern Living, Sports Illustrated

c. Internet: nfl.com, yahoo.com



Media Objectives and Strategy Continued...

B.Scheduling: Internet will be used with a continuous scheduling strategy from the beginning of the campaign in August 2011 to August 2012. Magazine and cable television will be used with a flighting scheduling strategy from August 2011 to February 2012. Television ads will be placed during programs airing in the early fringe and early morning day parts. Early fringe is a logical choice because it is a good time to reach college aged students who have not yet entered the work force. The early morning day part targets people in the work force and shift workers who are getting ready for work but remain fairly attentive to the program they are tuned in to. Seasonal flighting is the best choice for the campaign to reflect the football theme of the ads during football season. Continuous scheduling for internet is logical because mouthwash is a product people need to purchase year-round. Flighting is cost-effective in building and stealing market share from competitors. By mixing the media in this way, a pulsing pattern is essentially created. Pulsing strategies are most effective in creating top of mind awareness, which is the primary goal of the campaign.

Media Vehicle Tactics: Specific Vehicle

Recommendation

- The chosen media vehicles are the best for the campaign based on MRI statistics on heavy users of Scope. All vehicle choices are relevant to the interests and age group of the target audience.
- For cable television channels chosen, the index for CMT is 113 with 23,112,000 total viewers, the index for ESPN is 111 with 67,683,000 total viewers and the index for TLC is 107 with 47,370,000 total viewers.
- For magazines chosen, the index for InStyle is 106 with 10,427,000 readers, the index for Southern Living is 117 with 15,621,000 readers and the index for Sports Illustrated is 120 with 21,264,000 readers.
- For websites chosen, the index for nfl.com is 137 with 12,682,000 visitors and the index for yahoomaps.com is 105 with 21,358,000 visitors. Because the number of visitors is so high for yahoomaps.com, the message would be seen by even more visitors of the general Yahoo! site as many users visit the Yahoo! homepage before clicking the link to yahoomaps.com.

Media Objectives and Strategy Continued...

Budget Justifications

While television is an expensive medium, it is also one of the most effective media when it comes to reaching our target. To maintain our reach goals and meet our frequency goals, it is necessary to use this medium. Magazines and Internet ads would be cheaper to place. Magazines are a long-lasting medium, so if the consumer buys one of the magazines, they would also have the advertisement for as long as they kept the book. Internet would also catch the target audience repeatedly as they go about their daily routine online.

Scope[®]
Outlast[™]



Internet Ad: Ad with Flash allows for movement to catch the target audience's attention. Matt Ryan, the spokesperson, is throwing a football in the first screen. Words will also "zoom" on the screen.

Endless Confidence.

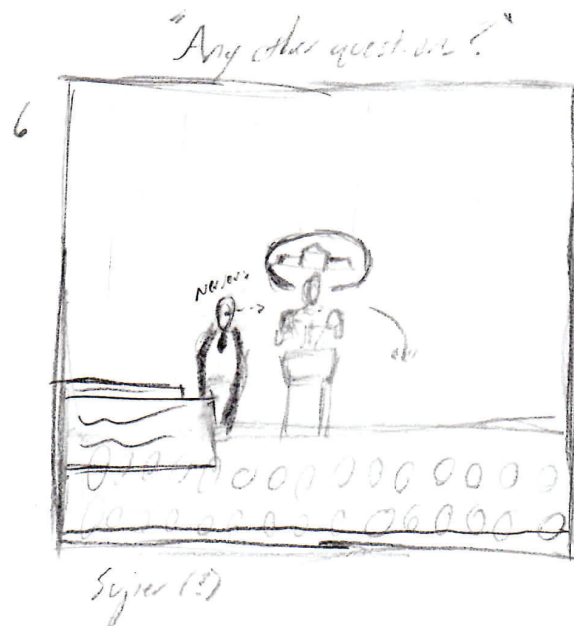
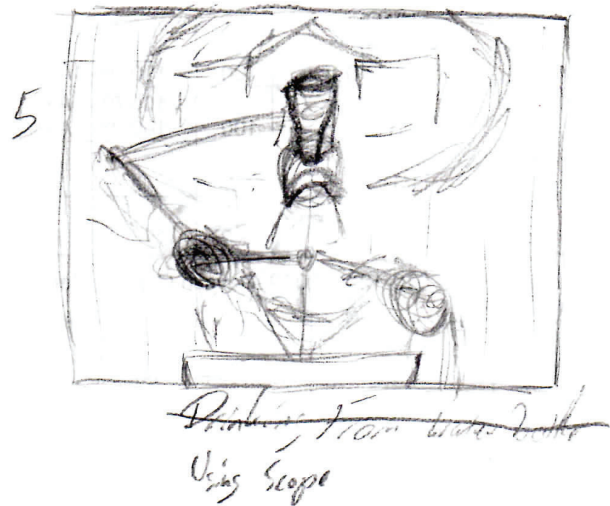
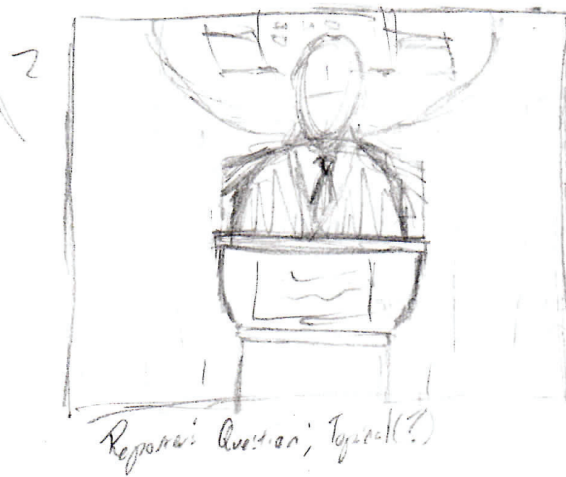
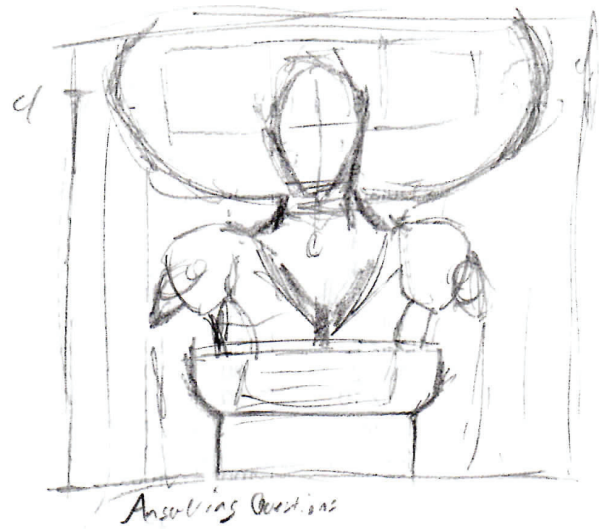
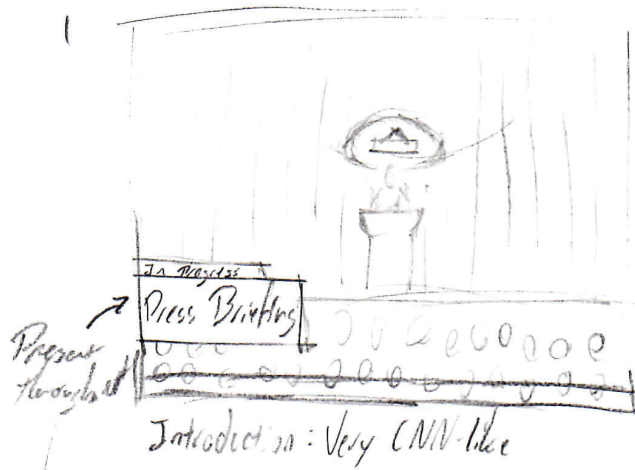


{ Matt Ryan
Quarterback:
Atlanta Falcons }



Matt Ryan has confidence on and off the field. Whether he is going on a date or practicing with his championship team, the Atlanta Falcons, he wants to impress. That's why he chooses Scope mouthwash to exude endless confidence.

Story Board



TV Script

*FADE IN TO WHITE HOUSE PRESS CORPS ROOM

*SUPER: CNN-like title banner and news ticker

ANNOUNCER (very CNN like): We now return to the press briefing, now in progress

REPORTER: With tensions in the Middle East mounting, when will the president make his stance on Ahmadinejad's most recent claims clear?

PRESS SECRETARY: Uh-huh, now that's-

*PRESS SECRETARY LOOKS TO THE LEFT, MATT RYAN ENTERS FROM THE LEFT

MATT RYAN (interrupts): I got this one, hoss.

*TAKES THE PODIUM

*PRESS SECRETARY BACKS AWAY NERVOUSLY

MATT RYAN: Now that's a great question guy, when will the president have the confidence to stand up to Ahmadine-jerk? When will you have the confidence to step out of Kyle Dallas's shadow?

REPORTER: Well, now, that's...

MATT RYAN (intense): Really, where can any of us find the confidence to get done what needs to get done?

*PULLS OUT A BOTTLE OF SCOPE OUTLAST, GARGLES IT BRIEFLY, SPITS IT ON THE FLOOR

MATT RYAN (sarcastic): Well I don't know, where could we get that confidence?

*SUPER: Scope Outlast

MATT RYAN: Any other questions?

*SUPER: Endless Confidence

*FADE TO BLACK

Evaluation

Concept Testing:

1. Conduct a second focus group about the “Big Idea,” Campaign Themes and Spokesperson.
2. Run comparison tests with one-on-one interviews, comparing our chosen spokesperson to another, like Ryan Seacrest (Scope’s previous spokesperson).

Copy Testing

Predict Effectiveness of Ads

1. Run a rough copy of the new Scope television advertisement to individuals and get feedback. Did they remember the ad among the other ads shown?
2. Place a Scope magazine advertisement inside a one of the chosen magazines and ask individuals to read the magazine then later see if they can recall the Scope ad.
3. Test Internet ads by walking individuals through certain websites, while Scope and other Internet ads are displayed, then ask for recall of ads.

Concurrent Testing

Tracking Studies

1. Track market sales and use google analytics to see social media mentions to gain insight into target market awareness, product usage, attitude and product satisfaction.

Post Testing

Look at final market share after campaign is complete. Run more focus groups, one-on-one interviews and email surveys out to individuals to track final overall awareness.

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Research Appendix

<http://www.allbusiness.com/marketing-advertising/branding-brand-development/4685078-1.html>

Strategy: Scope Mouthwash To Get Second Wind

By Christine Bittar

Publication: Brandweek

Date: Monday, November 29 2004

After letting the brand languish ad-free since 2001, Procter & Gamble will try to breathe life into Scope mouthwash, with a marketing spend estimated at \$30-40 million, sources said.

A product relaunch, in the form of new flavors backed by English- and Spanish-language TV and print campaigns, will attempt to draw additional general market consumers and get a bigger share of Hispanic demos with flavors designed to appeal to the segment. A P&G rep would not confirm the launch.

P&G spent \$34 million in 1999 and \$16 million in 2000 on Scope ads, per Nielsen Monitor-Plus. Saatchi & Saatchi, New York, is the lead agency. Bromley, San Antonio, handles Hispanic ads. Scope's largest rival, Pfizer's No. 1-selling Listerine, got \$39 million in media support last year and \$34 million through September 2004, per TNS/CMR.

Pfizer has also upped Listerine's marketing activities of late. An orange flavor, released this year, now had more than a 10% share of the \$524 million mouthwash category in the last 12-week period, per Nielsen Monitor-Plus.

To counter Pfizer's efforts, Procter & Gamble will introduce Scope in flashier packaging and offer two new flavors, cinnamon and orange citrus, which are similar to two Crest Whitening Expressions toothpaste flavors, Citrus and Cinnamon Rush.

The extensions are expected to ship at the end of the first quarter.

The P&G rep said lack of media support for the brand was an internal choice to "funnel that money into other areas of oral care," such as a handful of new Crest SKUs like Vivid White, Whitening Expressions and the Crest Spinbrush.

<http://www.crestplusscope.com/crest-products/scope-outlast-mouthwash-mint.aspx>

Product description:

Scope Outlast Mouthwash uses ground-breaking outlast technology that binds tightly to select receptors in the mouth, creating a cool, refreshing sensation that lasts longer.

- Kills 99% of bad breath germs (in lab tests)
- Keeps breath feeling fresh up to 5 times longer*

* Versus brushing alone.

http://www.adweek.com/aw/content_display/news/digital/e3i3d331a733bc9b824dbc8dc70da58b7e8

MySpace Puts Ads 'In Stream'

New units appear directly within users' status updates

Feb 24, 2010

- Mike Shields, Mediaweek

MySpace has quietly begun testing a new "In-Stream" ad unit that appears directly within a user's personal "stream" of friend activities and status updates.

The new placement debuted on Feb. 10, with Coke offering fans a free download of the Selena Gomez song "Naturally." Later that week, Procter & Gamble used the In-Stream ad to offer samples to women of Scope Outlast mouthwash and a free Crest Extra White Plus Scope Outlast Toothpaste.

The new ad tactic, which is designed to harness the share-with-your-friends viral nature of the site, should serve as a good barometer for MySpace's new positioning as a "discovery" engine. That new focus was explained in detail late Tuesday at the Interactive Advertising Bureau's annual meeting during a panel session headlined by MySpace's new co-president Jason Hirschhorn and chief revenue officer Nada Stirratt.

Originally that session was to include former CEO Owen Van Natta, who was ousted on Feb. 10. Hirschhorn was matter of fact when asked about Van Natta's dismissal, saying that the executive was simply not moving fast enough.

But Hirschhorn and Stirratt took pains to assure the IAB crowd that MySpace isn't dumping the strategy that Van Natta and company have laid out over the past year. They see the site as a place for entertainment fans to gather to interact not only with friends, but other passionate fans. And those groups of fans will help facilitate discovery of new bands, shows, content, or in the case of the new in-stream ads -- advertisers' messages.

According to Stirratt, when you "craft an ad that goes between people ... it becomes an annuity."

Numerous times during the panel session, Stirratt also pointed out MySpace's still huge audience of "70 million uniques." In fact, amid the company's recent upheaval, MySpace's audience has stabilized.

Though lower than its peak from about two years ago, according to comScore, MySpace's unique user base increased by 2 percent from December 2009 to January 2010 to 69.7 million uniques, the site's largest audience since July 2009. January was the second month in a row that the site's audience grew.

Hirschhorn credited the site with becoming more agile in its development over the past year, more user-friendly and more focused content wise. That has meant ditching the portal strategy that had been previously adopted. "If you want the weather, don't come to us," he said. \ Going forward, he wants MySpace to be known for product innovation as much as anything else. "We are an engineering-focused organization more than ever before," he said.

http://www.adweek.com/aw/content_display/news/client/e3ifa55677495b300159e9fe316b6cb53dc

Seacrest Scopes Out P&G's 'Kiss Cam'

'Idol' host fronts New Year's Eve promo donating money to Operation Smile

Dec 28, 2008

- Elaine Wong, Brandweek

NEW YORK Procter & Gamble has tapped American Idol host Ryan Seacrest in a New Year's Eve promotion for its Scope brand.

The packaged-goods giant is making a donation to Operation Smile for every couple caught kissing on the Scope "Kiss Cam" this New Year's Eve. The charity, which is supported by celebrities including Jessica Simpson, Billy Bush and Mario Lopez, raises money to treat childhood deformities, such as cleft lip.

Seacrest partnered with P&G on a similar promotion for Scope last year, which ran during Dick Clark's New Year's Rockin' Eve countdown on ABC. Based on the success of last year's Scope Kiss Cam with Seacrest, P&G decided to revive the promotion this year, said P&G rep Laura Brinker.

P&G has begun advertising the promotion via radio ads on Seacrest's nationally syndicated radio show, On-Air With Ryan Seacrest. The radio ads run through Dec. 31. Online ads went live on RyanSeacrest.com today and will continue running through Jan. 4.

Scope also will appear in six televised spots during the 10 p.m. EST broadcast of New Year's Rockin' Eve on Dec. 31.

Created by Saatchi & Saatchi, the ads follow in the same format as the ones for Scope White, which show Seacrest using the mouthwash before running on stage. Even as one crew member tells him it's time to go on stage, Seacrest reinforces the importance of the mouthwash routine: "Everyone likes to smell good. Makes you more likeable," he says before running off.

As part of its promo with Seacrest, P&G also is launching an in-store program, called "See a Difference, Make a Difference," to support children with cleft lip. P&G is donating money to Operation Smile on behalf of purchases made on its Scope, Crest and Oral-B products.

Torri Leeds, svp at DeVries, New York, a public relations firm that worked with P&G on the launch, said linking Scope with a classic New Year's Eve tradition—the kiss—made sense, given that it's a mouthwash brand. "It's all about fresh breath and the idea of getting close [to someone]," Leeds said.

Scope brand manager Matt Kenneway said the program, which runs through March, would help more than 200 children with cleft lip living in Third-World countries. "We found that consumers really sparked to the idea of having their purchases do something for [the children] . . . and they like to use their dollars to help with worthy causes," Kenneway said.

P&G spent \$6.4 million advertising Scope in the U.S. in 2007, and \$1.4 million through October of this year, excluding online, per Nielsen Monitor-Plus.

http://www.brandweek.com/bw/content_display/news-and-features/direct/e3i2a5df3fec0d17837894ab6b2962480a

P&G's Outlast Aims to Outfox Private Label

Aug 29, 2009 - Elaine Wong

Can an innovation that promises longer-lasting fresh breath give the oral care category a second wind?

Procter & Gamble seems to think so. This week the company is launching a new product benefit called "Outlast," which purports to deliver five times longer fresh breath across its Scope, Crest and Oral-B lines. The move is an attempt to reinvigorate the segment, which has seen sales slow due to private label and a lack of new product innovation.

Outlast works by "binding tightly to select receptors in the mouth." The result is a "cool, refreshing sensation" that continues long after flossing, brushing or rinsing, the company said. P&G says it's the biggest innovation for Scope mouthwash in 40 years.

Outlast-enhanced versions of Scope, Crest and Oral-B won't command a higher price point, and the packaging for the latter two products will look much the same. Scope Outlast, however, will be sold in a genie bottle to distinguish it from the original lineup and to draw users' attention to the product, said Jocelyn Wong, associate marketing director on Crest Toothpaste and Crest/Scope Rinse.

P&G is introducing the products via a TV, print and digital campaign breaking this and next month. Ryan Seacrest, spokesperson for Scope, stars in a commercial for both the paste and rinse, which shows him using both products as part of his "getting ready" routine. Hours into a Hollywood party, the American Idol host is still the attraction of every woman around him, with the secret ingredient, of course, being his fresh breath.

Agencies involved in the campaign include Publicis Groupe units Publicis, Digitas, Starcom Mediavest Group, Arc Worldwide and Burrell Communications, which handles multicultural marketing, as well as Interpublic Group's DeVries.

The effort comes as U.S. oral care sales remain relatively flat; sales increased from \$3.1 billion in 2003 to just \$3.3 billion last year, per Mintel. The Chicago-based research firm forecasts a sales decline of 1.1 and 0.1 percent this and next year. Adding to the decrease are cheaper-priced store alternatives, a shortage of significant innovation in the category and consumer cutback in a recession.

P&G, the market leader in oral care, bets it can reverse some of that by emphasizing a regimen-based dental hygiene approach to consumers. The move is similar to that used in skin or hair care. (Shampoo or conditioner bottles, for instance, often tout the label “for best results, use with” when trying to sell consumers a corresponding product.)

Like previous ads starring Ryan Seacrest and Scope, the Outlast campaign is really intended to convey that confidence factor, Wong said, adding that the ideal consumer for these products is someone who is “young at heart, a glass half-full kind of person,” she said. “We’re trying to elevate it to confidence in a bottle because that’s what she really wants,” Wong said of the target customer.

Tom Vierhile, a research director who tracks new products at Datamonitor, said Outlast could do for oral care what P&G’s CoverGirl Outlast did for the makeup category. The latter was hailed as “being so long lasting [at the time], that it required makeover remover to take off,” Vierhile said, citing it as an example of innovation that really stuck around. And, with the number of new products carrying breath freshening claims going down, there could be opportunity in this niche.

In 2008, for instance, there were 48 such new products that carried this benefit versus 97 in 2002 when breath freshening mints simply took off, Vierhile said. Moreover, a Datamonitor survey last year found that only 25 percent of consumers weren’t concerned about fresh breath, implying that the majority are.

P&G spent \$191 million and \$51 million in measured media for its Crest and Oral-B brands last year. Scope got \$2 million in U.S. advertising, excluding online channels, per Nielsen.

Company: Johnson & Johnson

2007 Ad Spending: \$2.409 billion

2006 Ad Spending: \$2.401 billion

Breakdown

- Magazines: \$ 402.1 million
- Newspaper: \$ 50.9 million
- Outdoor: \$ 4.8 million
- TV: \$ 879.4 million
- Radio: \$ 34.8 million
- Internet: \$ 49.2 million

Where J&J is spending money: J&J spent \$50.2 million promoting its epilepsy drug Topamax. The drug--which was originally scheduled to go off-patent in September--won extended market exclusivity for one year based on a new pediatric indication for the med. The multi-purpose biologic Remicade saw \$14.3 in advertising spending. Overall, J&J spent \$49.2M on Internet advertising--far more than any other drug company.

Though J&J spent a substantial amount on prescription drugs, consumer product advertising was the name of the game in 2007. Neutrogena (\$165 million), Tylenol (\$152 million), Aveeno (\$126 million), and Listerine (\$111 million) made up the company's top four ad campaigns. J&J also spent \$80 million on image advertising, though that was down from \$100 million in 2006.

J&J boosted its Internet advertising budget 41 percent in 2007 to 49.1 million. The company also embraced outdoor advertising--that budget increased 470 percent to \$4.8 million. National radio spots were up 71.9 percent to 9.2 million. Overall, company sales rose 14.6 percent to \$61 billion.

Where J&J isn't spending money: None of J&J's top five ad campaigns included spending on prescription drug advertising. Remicade was the only prescription drug that had an increased budget in 2007 (there was no budget for the biologic in 2007). Topamax dropped 16.2 percent and Zyrtec dropped 17.8 percent. Newspaper advertising fell a whopping 98 percent to a paltry \$149,000 from 7.4 million.

Fall 2009 Product
Health & Beauty Aids

Print

Mouthwash

Used in last 6 months Scope Original (Green)

Base: Adults

Spreadsheet

<u>Stub</u>	<u>Total</u> <u>'000</u>	<u>Proi</u> <u>'000</u>	<u>Pct</u> <u>Across</u>	<u>Pct</u> <u>Down</u>	<u>Index</u>
Total	225,887	23,019	10.2	100.0	100
Educ: graduated college plus	60,806	4,727	7.8	20.5	76
Educ: attended college	63,023	5,722	9.1	24.9	89
Educ: graduated high school	69,801	8,331	11.9	36.2	117
Educ: did not graduate HS	32,257	4,239	13.1	18.4	129
Educ: post graduate	20,290	1,625	8.0	7.1	79
Educ: no college	102,058	12,570	12.3	54.6	121
Age 18-24 <i>secondary audience</i>	28,537	2,885	10.1	12.5	99
Age 25-34	40,349	3,910	9.7	17.0	95
Age 35-44 <i>primary audience</i>	42,375	4,390	10.4	19.1	102
Age 45-54 primary audience	44,155	4,110	9.3	17.9	91
Age 55-64	33,466	3,433	10.3	14.9	101
Age 65+	37,006	4,292	11.6	18.6	114
Adults 18-34	68,885	6,794	9.9	29.5	97
Adults 18-49	134,084	13,292	9.9	57.7	97
Adults 25-54	126,879	12,409	9.8	53.9	96
Men 18-34	34,689	3,124	9.0	13.6	88
Men 18-49	66,843	6,373	9.5	27.7	94
Men 25-54	62,815	6,132	9.8	26.6	96
Women 18-34	34,196	3,671	10.7	15.9	105
Women 18-49	67,241	6,919	10.3	30.1	101
Women 25-54	64,064	6,277	9.8	27.3	96
Occupation: Professional and Related Occupation	30,311	2,086	6.9	9.1	68
Occupation: Management, Business and Financial Operations	21,717	1,887	8.7	8.2	85
Occupation: Sales and Office Occupation	33,214	3,512	10.6	15.3	104
Occupation: Natural Resources, Construction and Maintenance Occupation	13,444	1,245	9.3	5.4	91
Occupation: Other Employed	39,994	4,310	10.8	18.7	106
HHI150,000+	23,605	1,794	7.6	7.8	75
HHI\$75,000-\$149,999	64,718	6,086	9.4	26.4	92
HHI\$60,000-\$74,999	24,815	2,435	9.8	10.6	96
HHI\$50,000-\$59,999	18,924	1,790	9.5	7.8	93
HHI\$40,000-\$49,999	20,241	2,262	11.2	9.8	110
HHI\$30,000-\$39,999	21,328	2,691	12.6	11.7	124
HHI\$20,000-\$29,999	21,550	2,428	11.3	10.5	111
HHI<\$20,000	30,706	3,535	11.5	15.4	113
Census Region: North East	41,622	4,163	10.0	18.1	98
Census Region: South	83,038	9,458	11.4	41.1	112
Census Region: Midwest	49,827	4,670	9.4	20.3	92

Census Region: West	51,401	4,729	9.2	20.5	90
MediaMarkets: Top 5	47,517	4,268	9.0	18.5	88
MediaMarkets: Next 5	22,899	2,338	10.2	10.2	100
County Size: A	93,183	8,675	9.3	37.7	91
County Size: B	68,286	7,185	10.5	31.2	103
County Size: C	32,762	3,284	10.0	14.3	98
County Size: D	31,656	3,875	12.2	16.8	120
Marital Status: Never Married	58,619	5,408	9.2	23.5	91
Marital Status: Now Married	124,254	12,709	10.2	55.2	100
Marital Status: Engaged	11,083	1,132	10.2	4.9	100
Marital Status: Widowed/Divorced/Legally Separated	43,013	4,903	11.4	21.3	112
Child age: <12 months	9,017	1,006	11.2	4.4	109
Child age: 12-23 months	8,592	900	10.5	3.9	103
Child age: <2 years	17,038	1,828	10.7	7.9	105
Child age: <6 years	41,670	4,358	10.5	18.9	103
Child age: 2-5 years	32,266	3,499	10.8	15.2	106
Child age: 6-11 years	42,124	4,664	11.1	20.3	109
Child age: 12-17 years	44,996	4,898	10.9	21.3	107
Years At Present Address: <1 year	36,047	3,730	10.3	16.2	102
Years At Present Address: 1-4 Years	65,308	6,460	9.9	28.1	97
Years At Present Address: 5+ Years	124,356	12,824	10.3	55.7	101
Home: Owned	158,033	15,915	10.1	69.1	99
Home value: \$500,000+ Dollars	16,612	1,447	8.7	6.3	85
Home value: \$200,000-\$499,999	45,233	3,939	8.7	17.1	85
Home value: \$100,000-\$199,999	48,276	5,006	10.4	21.7	102
Home value: \$50,000-\$99,999	19,099	2,441	12.8	10.6	125
Home value: <\$50,000	8,768	1,225	14.0	5.3	137
Race: White	173,131	16,404	9.5	71.3	93
Race: Black/African American	26,199	3,441	13.1	14.9	129
Race: American Indian or Alaska Native	* 2,545	277	10.9	1.2	107
Race: Asian	5,969	530	8.9	2.3	87
Race: Other	21,576	2,691	12.5	11.7	122
Race: White only	170,380	16,134	9.5	70.1	93
Race: Black/African American only	25,505	3,398	13.3	14.8	131
Race: Other Race: /Multiple Classifications	30,001	3,487	11.6	15.2	114
Spanish spoken in home (most often or other)	31,298	3,654	11.7	15.9	115
Internet Quintile I (Heavy)	45,203	4,164	9.2	18.1	90
Internet Quintile II	45,161	3,836	8.5	16.7	83
Internet Quintile III	45,178	4,051	9.0	17.6	88
Internet Quintile IV	45,168	5,078	11.2	22.1	110
Internet Quintile V (Light)	45,177	5,890	13.0	25.6	128
Magazines Quintile I (Heavy)	45,161	5,164	11.4	22.4	112
Magazines Quintile II	45,176	4,518	10.0	19.6	98
Magazines Quintile III	45,168	4,099	9.1	17.8	89
Magazines Quintile IV	45,178	4,170	9.2	18.1	91
Magazines Quintile V (Light)	45,203	5,069	11.2	22.0	110
Newspaper Quintile I (Heavy)	45,215	4,752	10.5	20.6	103

Newspaper Quintile II	45,157	4,795	10.6	20.8	104
Newspaper Quintile III	45,161	4,236	9.4	18.4	92
Newspaper Quintile IV	45,185	4,362	9.7	18.9	95
Newspaper Quintile V (Light)	45,170	4,875	10.8	21.2	106
Outdoor Quintile I (Heavy)	45,210	4,655	10.3	20.2	101
Outdoor Quintile II	45,168	4,544	10.1	19.7	99
Outdoor Quintile III	45,178	4,563	10.1	19.8	99
Outdoor Quintile IV	45,152	4,280	9.5	18.6	93
Outdoor Quintile V (Light)	45,179	4,976	11.0	21.6	108
Radio Quintile I (Heavy)	45,176	4,858	10.8	21.1	106
Radio Quintile II	45,178	4,738	10.5	20.6	103
Radio Quintile III	45,176	4,044	9.0	17.6	88
Radio Quintile IV	45,187	4,424	9.8	19.2	96
Radio Quintile V (Light)	45,170	4,955	11.0	21.5	108
TV (total) Quintile I (Heavy)	45,215	5,270	11.7	22.9	114
TV (total) Quintile II	45,175	4,849	10.7	21.1	105
TV (total) Quintile III	45,184	4,659	10.3	20.2	101
TV (total) Quintile IV	45,169	4,332	9.6	18.8	94
TV (total) Quintile V (Light)	45,145	3,909	8.7	17.0	85
TV (Primetime) Quintile I (Heavy)	45,195	4,892	10.8	21.3	106
TV (Primetime) Quintile II	45,158	4,770	10.6	20.7	104
TV (Primetime) Quintile III	45,176	4,314	9.5	18.7	94
TV (Primetime) Quintile IV	45,186	4,390	9.7	19.1	95
TV (Primetime) Quintile V (Light)	45,172	4,653	10.3	20.2	101
TV (Daytime) Tercile I (Heavy)	23,964	2,887	12.0	12.5	118
TV (Daytime) Tercile II	23,948	2,719	11.4	11.8	111
TV (Daytime) Tercile III (Light)	23,944	2,323	9.7	10.1	95
Cable available in neighborhood	204,150	20,403	10.0	88.6	98
HH subscribe to Cable	132,923	13,470	10.1	58.5	99
HH subscribe to digital cable	88,878	8,639	9.7	37.5	95
HH have a satellite dish	61,909	6,798	11.0	29.5	108
Watched any pay-per-view/last 12 months	38,629	4,128	10.7	17.9	105
Watched any Video-on-Demand/last 12 months	38,823	3,645	9.4	15.8	92
Any cable viewing/last week	185,726	19,388	10.4	84.2	102
Cable: ABC Family Channel Any watching	53,878	6,140	11.4	26.7	112
Cable: Adult Swim Any watching	16,785	1,658	9.9	7.2	97
Cable: A&E Television Network Any watching	56,194	6,016	10.7	26.1	105
Cable: AMC (American Movie Classics) Any watching	41,741	4,711	11.3	20.5	111
Cable: Animal Planet Any watching	49,573	5,623	11.3	24.4	111
Cable: BBC America Any watching	14,888	1,479	9.9	6.4	97
Cable: BET (Black Entertainment TV) Any watching	21,963	2,757	12.6	12.0	123
Cable: BETJ Any watching	* 3,980	482	12.1	2.1	119
Cable: Biography Channel Any watching	15,877	1,455	9.2	6.3	90
Cable: Bloomberg Television Any watching	4,914	559	11.4	2.4	112
Cable: Bravo Any watching	27,779	2,687	9.7	11.7	95
Cable: Cartoon Network Any watching	30,443	3,337	11.0	14.5	108
Cable: CBS College Sports Network Any watching	10,962	1,190	10.9	5.2	107

Fall 2009 Product:
Chewing Gum
Chewed in Last 6 Months Trident Sugarless
Adults

	Total '000	Proj '000	Pct	Pct Down	Index
			Across		
Total	225887	19833	8.8	100	100
Educ: graduated college plus	60806	6404	10.5	32.3	120
Educ: attended college	63023	5901	9.4	29.8	107
Educ: graduated high school	69801	5340	7.7	26.9	87
Educ: did not graduate HS	32257	2188	6.8	11	77
Educ: post graduate	20290	2247	11.1	11.3	126
Educ: no college	102058	7528	7.4	38	84
Age 18-24	28537	2135	7.5	10.8	85
Age 25-34	40349	3672	9.1	18.5	104
Age 35-44	42375	4876	11.5	24.6	131
Age 45-54	44155	4203	9.5	21.2	108
Age 55-64	33466	2604	7.8	13.1	89
Age 65+	37006	2342	6.3	11.8	72
Adults 18-34	68885	5808	8.4	29.3	96
Adults 18-49	134084	12633	9.4	63.7	107
Adults 25-54	126879	12752	10.1	64.3	114
Men 18-34	34689	1917	5.5	9.7	63
Men 18-49	66843	4381	6.6	22.1	75
Men 25-54	62815	4281	6.8	21.6	78
Women 18-34	34196	3890	11.4	19.6	130
Women 18-49	67241	8252	12.3	41.6	140
Women 25-54	64064	8471	13.2	42.7	151
Occupation: Professional and Related Occup	30311	3403	11.2	17.2	128
Occupation: Management, Business and Fin	21717	2196	10.1	11.1	115
Occupation: Sales and Office Occupation	33214	3353	10.1	16.9	115
Occupation: Natural Resources, Construction	13444	868	6.5	4.4	74
Occupation: Other Employed	39994	3311	8.3	16.7	94
HHI\$150,000+	23605	2516	10.7	12.7	121
HHI\$75,000-\$149,999	64718	7091	11	35.8	125
HHI\$60,000-\$74,999	24815	2246	9.1	11.3	103
HHI\$50,000-\$59,999	18924	1543	8.2	7.8	93
HHI\$40,000-\$49,999	20241	1448	7.2	7.3	81
HHI\$30,000-\$39,999	21328	1605	7.5	8.1	86
HHI\$20,000-\$29,999	21550	1581	7.3	8	84
HHI<\$20,000	30706	1802	5.9	9.1	67
Census Region: North East	41622	4177	10	21.1	114
Census Region: South	83038	6397	7.7	32.3	88
Census Region: Midwest	49827	4299	8.6	21.7	98
Census Region: West	51401	4960	9.6	25	110
MediaMarkets: Top 5	47517	4685	9.9	23.6	112
MediaMarkets: Next 5	22899	2048	8.9	10.3	102
County Size: A	93183	9011	9.7	45.4	110
County Size: B	68286	6031	8.8	30.4	101
County Size: C	32762	2496	7.6	12.6	87
County Size: D	31656	2295	7.2	11.6	83
Marital Status: Never Married	58619	4355	7.4	22	85

Table 2200. Hispanic or Latino origin of reference person: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2008

Item	All consumer units	Hispanic or Latino	Not Hispanic or Latino		
			Total	White and all other races	Black or African-American
Number of consumer units (in thousands)	120,770	13,975	106,795	92,214	14,580
Consumer unit characteristics:					
Income before taxes	\$63,563	\$49,317	\$65,427	\$68,842	\$43,826
Income after taxes	61,774	48,955	63,451	66,590	43,600
Age of reference person	49.1	43.1	49.9	50.3	47.0
Average number in consumer unit:					
Persons	2.5	3.2	2.4	2.4	2.5
Children under 186	1.1	.6	.5	.8
Persons 65 and older3	.2	.3	.3	.2
Earners	1.3	1.5	1.3	1.3	1.2
Vehicles	2.0	1.6	2.0	2.1	1.3
Percent distribution:					
Sex of reference person:					
Male	47	46	47	48	39
Female	53	54	53	52	61
Housing tenure:					
Homeowner	66	51	68	72	46
With mortgage	42	36	43	45	32
Without mortgage	24	15	25	27	15
Renter	34	49	32	28	54
Race of reference person:					
Black or African-American	12	2	14	n.a.	100
White, Asian, and all other races	88	98	86	100	n.a.
Hispanic or Latino origin of reference person:					
Hispanic or Latino	12	100	n.a.	n.a.	n.a.
Not Hispanic or Latino	88	n.a.	100	100	100
Education of reference person:					
Elementary (1-8)	5	17	3	3	4
High school (9-12)	35	44	34	32	46
College	60	38	63	65	50
Never attended and other	(1)	1	(1)	(1)	(1)
At least one vehicle owned or leased	89	84	89	91	76
Average annual expenditures	\$50,486	\$43,052	\$51,457	\$53,773	\$36,685
Food	6,443	6,596	6,423	6,706	4,566
Food at home	3,744	4,039	3,707	3,842	2,813
Cereals and bakery products	507	509	507	526	380
Cereals and cereal products	170	191	167	170	147
Bakery products	337	318	340	356	233
Meats, poultry, fish, and eggs	846	1,039	822	818	844
Beef	239	307	230	234	205
Pork	163	190	160	157	173
Other meats	106	100	107	111	85
Poultry	159	214	152	146	190
Fish and seafood	128	152	125	122	143
Eggs	51	76	48	48	47
Dairy products	430	429	430	455	262
Fresh milk and cream	168	194	165	172	117
Other dairy products	261	235	265	283	145
Fruits and vegetables	657	789	640	670	444
Fresh fruits	222	284	214	227	128
Fresh vegetables	212	246	207	219	129
Processed fruits	116	138	114	116	97
Processed vegetables	107	120	105	107	91

See footnotes at end of table.

Table 2200. Hispanic or Latino origin of reference person: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2008 — Continued

Item	All consumer units	Hispanic or Latino	Not Hispanic or Latino		
			Total	White and all other races	Black or African- American
Other food at home	\$1,305	\$1,274	\$1,309	\$1,373	\$882
Sugar and other sweets	129	121	130	138	80
Fats and oils	104	125	102	105	81
Miscellaneous foods	680	608	689	726	446
Nonalcoholic beverages	342	384	337	349	261
Food prepared by consumer unit on out-of-town trips	49	36	50	56	14
Food away from home	2,698	2,556	2,716	2,864	1,753
Alcoholic beverages	444	297	463	502	208
Housing	17,109	15,582	17,307	17,868	13,743
Shelter	10,183	9,688	10,248	10,611	7,953
Owned dwellings	6,760	5,334	6,947	7,425	3,921
Mortgage interest and charges	3,826	3,525	3,866	4,090	2,446
Property taxes	1,758	1,217	1,829	1,977	891
Maintenance, repairs, insurance, other expenses	1,176	592	1,252	1,358	584
Rented dwellings	2,724	4,065	2,549	2,360	3,745
Other lodging	698	289	752	826	286
Utilities, fuels, and public services	3,649	3,457	3,674	3,685	3,610
Natural gas	531	424	545	547	533
Electricity	1,353	1,305	1,360	1,346	1,444
Fuel oil and other fuels	192	51	210	234	58
Telephone services	1,127	1,231	1,113	1,104	1,171
Water and other public services	446	446	446	453	403
Household operations	998	797	1,024	1,090	602
Personal services	383	402	381	398	271
Other household expenses	614	395	643	692	331
Housekeeping supplies	654	542	669	700	461
Laundry and cleaning supplies	148	184	143	142	153
Other household products	350	252	363	383	227
Postage and stationery	156	107	163	175	81
Household furnishings and equipment	1,624	1,098	1,692	1,782	1,117
Household textiles	126	93	131	133	115
Furniture	388	266	404	414	339
Floor coverings	45	15	48	53	22
Major appliances	204	164	209	223	121
Small appliances, miscellaneous housewares	113	91	116	124	61
Miscellaneous household equipment	749	468	785	835	459
Apparel and services	1,801	2,119	1,760	1,728	1,973
Men and boys	427	468	422	424	407
Men, 16 and over	344	357	343	349	299
Boys, 2 to 15	83	111	79	75	108
Women and girls	718	878	698	686	775
Women, 16 and over	597	717	582	572	644
Girls, 2 to 15	121	161	116	114	131
Children under 2	93	146	86	84	99
Footwear	314	395	304	278	477
Other apparel products and services	248	231	251	256	214
Transportation	8,604	7,986	8,684	9,025	6,525
Vehicle purchases (net outlay)	2,755	2,554	2,781	2,911	1,961
Cars and trucks, new	1,305	802	1,371	1,462	797
Cars and trucks, used	1,315	1,679	1,268	1,300	1,065
Other vehicles	134	274	142	149	299
Gasoline and motor oil	2,715	2,717	2,715	2,787	2,259

See footnotes at end of table.

Table 2200. Hispanic or Latino origin of reference person: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2008 — Continued

Item	All consumer units	Hispanic or Latino	Not Hispanic or Latino		
			Total	White and all other races	Black or African-American
Other vehicle expenses	\$2,621	\$2,335	\$2,658	\$2,755	\$2,041
Vehicle finance charges	312	316	312	316	287
Maintenance and repairs	731	564	752	796	477
Vehicle insurance	1,113	1,078	1,118	1,130	1,040
Vehicle rental, leases, licenses, and other charges	465	378	476	514	237
Public transportation	513	380	530	573	264
Healthcare	2,976	1,571	3,160	3,406	1,596
Health insurance	1,653	816	1,763	1,881	1,013
Medical services	727	407	768	843	296
Drugs	482	274	509	550	250
Medical supplies	114	75	119	132	36
Entertainment	2,835	1,787	2,971	3,203	1,480
Fees and admissions	616	364	648	717	208
Audio and visual equipment and services	1,036	851	1,060	1,086	898
Pets, toys, hobbies, and playground equipment	704	380	745	822	244
Other entertainment supplies, equipment, and services	479	192	517	577	130
Personal care products and services	616	545	625	641	520
Reading	116	38	126	139	48
Education	1,046	669	1,095	1,186	516
Tobacco products and smoking supplies	317	143	339	357	225
Miscellaneous	840	586	873	921	567
Cash contributions	1,737	1,010	1,832	1,935	1,178
Personal insurance and pensions	5,605	4,124	5,799	6,156	3,542
Life and other personal insurance	317	116	343	357	255
Pensions and Social Security	5,288	4,007	5,456	5,799	3,287
Sources of income and personal taxes:					
Money income before taxes	63,563	49,317	65,427	68,842	43,826
Wages and salaries	51,007	42,875	52,072	54,511	36,641
Self-employment income	3,219	2,600	3,300	3,632	1,200
Social Security, private and government retirement	6,577	2,304	7,136	7,606	4,165
Interest, dividends, rental income, other property income	1,509	355	1,660	1,886	234
Unemployment and workers' compensation, veterans' benefits	225	194	229	235	194
Public assistance, supplemental security income, food stamps	371	506	353	272	867
Regular contributions for support	446	280	468	497	283
Other income	208	202	208	203	242
Personal taxes	1,789	362	1,976	2,252	226
Federal income taxes	1,817	731	1,959	2,185	534
2008 Tax stimulus (new UCC Q20082)	-784	-715	-793	-816	-643
State and local income taxes	542	247	581	637	228
Other taxes	213	99	228	248	108

See footnotes at end of table.

Table 2200. Hispanic or Latino origin of reference person: Average annual expenditures and characteristics, Consumer Expenditure Survey, 2008 — Continued

Item	All consumer units	Hispanic or Latino	Not Hispanic or Latino		
			Total	White and all other races	Black or African-American
Income after taxes	61,774	48,955	63,451	66,590	43,600
Addenda:					
Net change in total assets and liabilities	- \$4,072	- \$3,017	- \$4,210	- \$4,886	\$64
Net change in total assets	7,349	5,275	7,621	8,089	4,662
Net change in total liabilities	11,421	8,292	11,831	12,974	4,598
Other financial information:					
Other money receipts	519	115	572	650	77
Mortgage principal paid on owned property	-2,295	-1,676	-2,376	-2,548	-1,284
Estimated market value of owned home	169,794	115,549	176,893	191,751	82,920
Estimated monthly rental value of owned home	877	651	907	967	526
Gifts of goods and services	1,209	699	1,276	1,372	660
Food	97	55	103	113	36
Alcoholic beverages	14	5	16	18	3
Housing	229	101	245	264	122
Housekeeping supplies	31	17	33	37	9
Household textiles	13	² 1	15	17	² 3
Appliances and miscellaneous housewares	21	15	22	24	² 3
Major appliances	6	² 4	7	8	² 1
Small appliances and miscellaneous housewares	14	² 11	15	17	² 1
Miscellaneous household equipment	57	24	62	69	14
Other housing	106	44	114	117	93
Apparel and services	223	210	224	227	205
Males, 2 and over	47	35	49	51	33
Females, 2 and over	79	76	79	81	65
Children under 2	50	49	50	49	57
Other apparel products and services	47	50	47	46	51
Jewelry and watches	18	² 10	19	20	² 13
All other apparel products and services	29	40	27	26	38
Transportation	99	25	109	122	29
Healthcare	22	² 7	24	27	² 6
Entertainment	89	54	93	101	42
Toys, games, arts and crafts, and tricycles	29	² 17	31	33	² 17
Other entertainment	59	36	62	68	24
Personal care products and services	12	10	12	14	3
Reading	1	(¹)	1	1	(¹)
Education	324	129	349	380	154
All other gifts	99	103	99	105	61

¹ Value is less than or equal to 0.5.

n.a. Not applicable.

² Data are likely to have large sampling errors.

Fall 2009 Product
Health & Beauty Aids

Mouthwash

Used in last 6 months Crest Pro-Health Rinse

Base: Adults

Print

Spreadsheet

<u>Stub</u>	<u>Total</u> <u>'000</u>	<u>Proj</u> <u>'000</u>	<u>Pct</u> <u>Across</u>	<u>Pct</u> <u>Down</u>	<u>Index</u>
Total	225,887	15,676	6.9	100.0	100
Educ: graduated college plus	60,806	4,449	7.3	28.4	105
Educ: attended college	63,023	4,827	7.7	30.8	110
Educ: graduated high school	69,801	4,424	6.3	28.2	91
Educ: did not graduate HS	32,257	1,977	6.1	12.6	88
Educ: post graduate	20,290	1,358	6.7	8.7	96
Educ: no college	102,058	6,401	6.3	40.8	90
Age 18-24	28,537	2,483	8.7	15.8	125
Age 25-34	40,349	3,367	8.3	21.5	120
Age 35-44	42,375	2,939	6.9	18.7	100
Age 45-54	44,155	2,639	6.0	16.8	86
Age 55-64	33,466	2,176	6.5	13.9	94
Age 65+	37,006	2,072	5.6	13.2	81
Adults 18-34	68,885	5,850	8.5	37.3	122
Adults 18-49	134,084	10,007	7.5	63.8	108
Adults 25-54	126,879	8,946	7.1	57.1	102
Men 18-34	34,689	2,428	7.0	15.5	101
Men 18-49	66,843	3,940	5.9	25.1	85
Men 25-54	62,815	3,547	5.6	22.6	81
Women 18-34	34,196	3,422	10.0	21.8	144
Women 18-49	67,241	6,066	9.0	38.7	130
Women 25-54	64,064	5,399	8.4	34.4	121
Occupation: Professional and Related Occupation	30,311	2,319	7.6	14.8	110
Occupation: Management, Business and Financial Operations	21,717	1,418	6.5	9.0	94
Occupation: Sales and Office Occupation	33,214	2,678	8.1	17.1	116
Occupation: Natural Resources, Construction and Maintenance Occupation	13,444	866	6.4	5.5	93
Occupation: Other Employed	39,994	3,081	7.7	19.7	111
HHI150,000+	23,605	1,533	6.5	9.8	94
HHI\$75,000-\$149,999	64,718	4,827	7.5	30.8	107
HHI\$60,000-\$74,999	24,815	1,795	7.2	11.5	104
HHI\$50,000-\$59,999	18,924	1,420	7.5	9.1	108
HHI\$40,000-\$49,999	20,241	1,243	6.1	7.9	88
HHI\$30,000-\$39,999	21,328	1,553	7.3	9.9	105
HHI\$20,000-\$29,999	21,550	1,430	6.6	9.1	96
HHI<\$20,000	30,706	1,874	6.1	12.0	88
Census Region: North East	41,622	2,602	6.3	16.6	90
Census Region: South	83,038	5,957	7.2	38.0	103
Census Region: Midwest	49,827	3,663	7.4	23.4	106

Census Region: West	51,401	3,454	6.7	22.0	97
MediaMarkets: Top 5	47,517	2,826	5.9	18.0	86
MediaMarkets: Next 5	22,899	1,430	6.2	9.1	90
County Size: A	93,183	5,985	6.4	38.2	93
County Size: B	68,286	4,877	7.1	31.1	103
County Size: C	32,762	2,275	6.9	14.5	100
County Size: D	31,656	2,539	8.0	16.2	116
Marital Status: Never Married	58,619	4,650	7.9	29.7	114
Marital Status: Now Married	124,254	8,686	7.0	55.4	101
Marital Status: Engaged	11,083	745	6.7	4.7	97
Marital Status: Widowed/Divorced/Legally Separated	43,013	2,340	5.4	14.9	78
Child age: <12 months	9,017	835	9.3	5.3	133
Child age: 12-23 months	8,592	637	7.4	4.1	107
Child age: <2 years	17,038	1,410	8.3	9.0	119
Child age: <6 years	41,670	3,391	8.1	21.6	117
Child age: 2-5 years	32,266	2,584	8.0	16.5	115
Child age: 6-11 years	42,124	2,949	7.0	18.8	101
Child age: 12-17 years	44,996	3,048	6.8	19.4	98
Years At Present Address: <1 year	36,047	2,737	7.6	17.5	109
Years At Present Address: 1-4 Years	65,308	4,967	7.6	31.7	110
Years At Present Address: 5+ Years	124,356	7,939	6.4	50.6	92
Home: Owned	158,033	10,804	6.8	68.9	99
Home value: \$500,000+ Dollars	16,612	1,057	6.4	6.7	92
Home value: \$200,000-\$499,999	45,233	3,065	6.8	19.6	98
Home value: \$100,000-\$199,999	48,276	3,509	7.3	22.4	105
Home value: \$50,000-\$99,999	19,099	1,064	5.6	6.8	80
Home value: <\$50,000	* 8,768	569	6.5	3.6	93
Race: White	173,131	12,181	7.0	77.7	101
Race: Black/African American	26,199	1,770	6.8	11.3	97
Race: American Indian or Alaska Native	* 2,545	198	7.8	1.3	112
Race: Asian	5,969	411	6.9	2.6	99
Race: Other	21,576	1,411	6.5	9.0	94
Race: White only	170,380	11,953	7.0	76.3	101
Race: Black/African American only	25,505	1,733	6.8	11.1	98
Race: Other Race: /Multiple Classifications	30,001	1,990	6.6	12.7	96
Spanish spoken in home (most often or other)	31,298	1,688	5.4	10.8	78
Internet Quintile I (Heavy)	45,203	3,437	7.6	21.9	110
Internet Quintile II	45,161	3,478	7.7	22.2	111
Internet Quintile III	45,178	2,929	6.5	18.7	93
Internet Quintile IV	45,168	3,027	6.7	19.3	97
Internet Quintile V (Light)	45,177	2,805	6.2	17.9	89
Magazines Quintile I (Heavy)	45,161	3,710	8.2	23.7	118
Magazines Quintile II	45,176	3,375	7.5	21.5	108
Magazines Quintile III	45,168	2,957	6.5	18.9	94
Magazines Quintile IV	45,178	3,112	6.9	19.9	99
Magazines Quintile V (Light)	45,203	2,522	5.6	16.1	80
Newspaper Quintile I (Heavy)	45,215	3,132	6.9	20.0	100

Ostrow Model

Once you complete your model, use format on the previous page as a convenient way to report it.

Marketing Factors That Affect Frequency

Established brands	-2	-1	+1	+2	New brands
High market share	-2	-1	+1	+2	Low market share
Dominant brand in market	-2	-1	+1	+2	Smaller, less known brand
High brand loyalty	-2	-1	+1	+2	Low brand loyalty
Long purchase cycle	-2	-1	+1	+2	Short purchase cycle, high volume
Product used occasionally	-2	-1	+1	+2	Product used daily
			+1	+2	Need to beat competition
			+1	+2	Adv. to older consumers/children

Copy Factors That Affect Frequency

Simple copy	-2	-1	+1	+2	Complex copy
Copy more unique than competition	-2	-1	+1	+2	Copy less unique than competition
Continuing [old] campaign	-2	-1	+1	+2	New copy campaign
Product sell copy	-2	-1	+1	+2	Image type copy
Single kind of message	-2	-1	+1	+2	More difficult kinds of messages
To avoid wear out: new messages	-2	-1	+1	+2	Older messages
Larger ad units	-2	-1	+1	+2	Small ad units

Media Factors That Affect Frequency

Lower ad clutter in media mix	-2	-1	+1	+2	Higher ad clutter in media mix
Compatible editorial environment	-2	-1	+1	+2	Non-compatible environment
Attentiveness (to media) high	-2	-1	+1	+2	Attentiveness (to media) low
Continuous schedule campaign	-2	-1	+1	+2	Pulsed or flighted campaign
Few media used in media mix	-2	-1	+1	+2	Many media used
Opportunities for media repetition	-2	-1	+1	+2	Fewer opportunities

Source: Ostrow, Joseph W. by personal permission. First published in "Setting Frequency Levels," in *Effective Frequency: The State of the Art*. Copyright 1982. Note: Model edited by permission for Media Flight Plan.

Reach & Frequency Guidelines

3.8 75%

Planners need to ask why on every decision, and provide answers for the client. Two of the most challenging questions in writing media objectives are: How much reach is enough? And, how much frequency is enough? These questions are also related to **Media Strategy**. Media objectives tell *what* the plan will accomplish - e.g., how much reach/frequency is needed? What percent of budget will be spent on TV? Media strategies tell *how* they will be accomplished - that is, which media can best accomplish the reach/frequency goals? Which vehicles? When is the best time to advertise? Is flighting called for? Which markets make sense? etc.

Review of Key Issues is Important. The "Ostrow Model" will help you to estimate frequency levels for your plan. Also review the MFP chapter titled "Organizing a Media Plan" for other important items to include in your plan.

Reach & Frequency Dilemma. As GRPs increase, both reach and frequency increase. But reach follows a law of diminishing returns--it is a curve that flattens as weight increases. Initially reach climbs fastest, then reach takes over and begins to climb more quickly as reach grows ever more slowly. Most marketing situations force the planner to optimize one over the other. Two exhibits shown below are intended to help you deal with the reach/frequency dilemma. These exhibits are simple rules of thumb--most of these rules have exceptions based on the product and marketing situation at hand. Consider these exhibits starting points you can build on to extend your knowledge and experience with reach and frequency.

Sunday at 8

SCOPE

PLANS BOOK

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