

# Eugene + Springfield Media Plan

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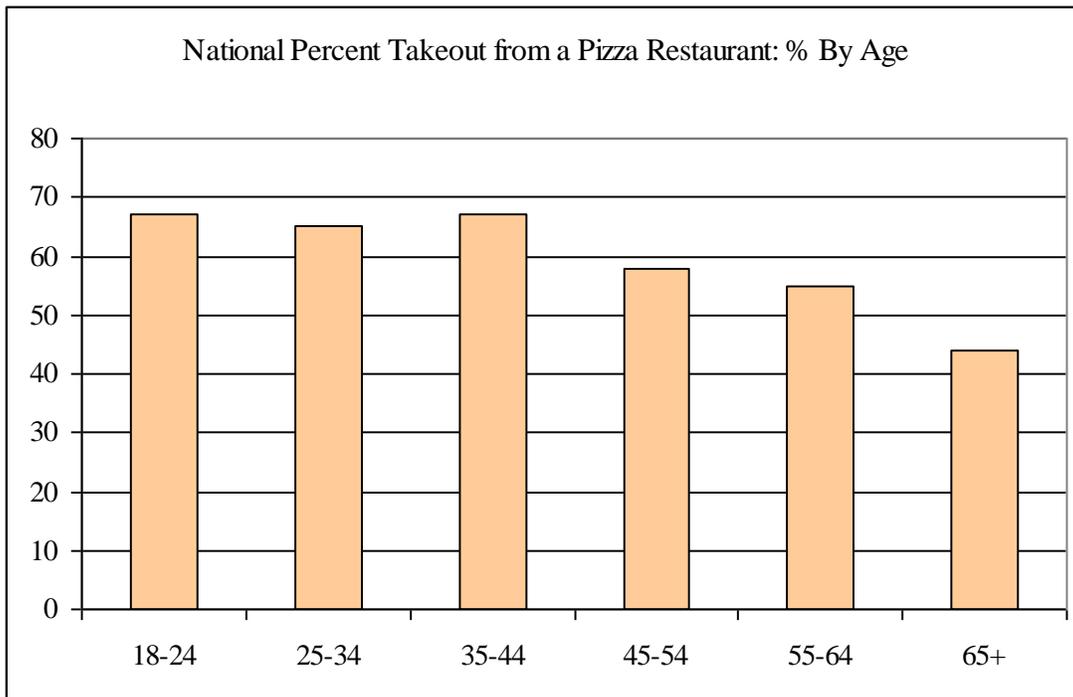


## Overview

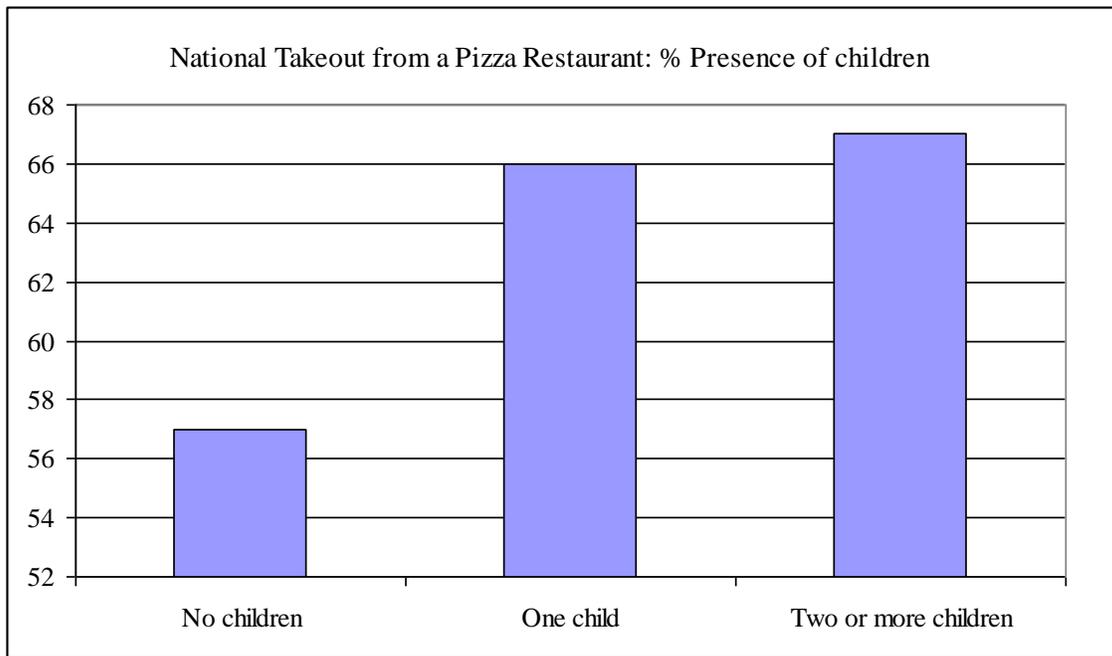
We are targeting mothers as a primary market and UO college students as a secondary market.

## Background

The national market for pizza is growing. According to the 2010 US Pizza Restaurant Mintel report, the highest form of pizza consumption among those 18 years of age and older is through a pizza restaurant like Papa John's. Pizza bought from the grocery store, either frozen or refrigerated, follows but is not even close in sales. In 2011, the market is estimated to grow to \$34 million in sales. If we look at the national percent takeout by age, we can see that adults 18-24 and 35-44 have the highest pizza consumption making them ideal consumers for Papa John's.



Note: These percentages exceed 100% because the information was taken from a larger data collection that compares the type of pizza consumption within the age range.



Note: These percentages exceed 100% because the information was taken from a larger data collection that compares the type of pizza consumption within the presence of children.

Families are also large consumers of takeout pizza. From the second chart we can see that the takeout consumption increases as the number of children in the family increases. Although this information pertains to the nation, it is still an adequate reflection of what is occurring in the local Eugene and Springfield market.

Papa John's was founded in 1983 when John Schnatter started selling pizza out of his tavern. He opened the first pizza store in 1984. Throughout the years, Papa John's has continued to offer quality pizza through their delivery and carryout stores. Papa John's is not a sit down restaurant. There are 3,000 locations worldwide and 3 located within Springfield and Eugene. The first Eugene store opened in 1989. The success of these local stores depends on the balance of national and local marketing. In the past, local advertising has been a mix of traditional and nontraditional media including television, radio, print and digital. Marketing has consisted of

NFL promotions, coupons in the UO student survival guide, yellow pages online, and partnerships with the Boy Scouts called Junior Achievement.

Quality ingredients are a unique aspect of Papa John's that differentiates them from their competition. It should continue to be the focus of their communication to keep a consistent message both locally and nationally. We need to position Papa John's as it has been seen for years, with "Better Ingredients, Better Pizza Papa John's." Papa John's has a lot of competition in Eugene. It is competing with other national pizza restaurants like Dominos, Little Caesars and Pizza Hut. They are also competing with local pizza restaurants like Tracktown Pizza and Pegasus, both of which have close ties to University of Oregon students. However, Pegasus has a different atmosphere. Although they do offer delivery, Pegasus is more of a sit-down restaurant where students go to have a beer and watch a football game. This attribute makes Pegasus more of an indirect competitor that appeals specifically to the college student audience. As far as the other competition, none of them emphasize quality ingredients like Papa John's.

### **Audience (Primary): Mothers**

Mothers are a strong audience for Papa John's because they value the quality ingredients assured in every pizza. They are busy raising and working to support their family, so they want to have something quick and easy for dinner. However, they do not want to sacrifice quality and fresh product ingredients. These moms tend to make the dinner decisions. They will choose what the entire family will have for dinner, what time dinner is served and how often they will serve a particular meal. They are the ultimate decision makers and while they want to make sure their whole family is eating healthy, they also may not have the time needed to make a home-made

nutritious meal. Therefore, when choosing a quick meal or a pizza option they would prefer Papa John's because they are willing to pay the couple extra dollars for a quality pizza.

This local Eugene mom works part time and raises her children full time. She takes a 20 minute commute to work every morning in the family minivan and gets off just in time to pick up her children from school and take them to their sports practices and games. Her three children range in age from elementary to high school and their family earns an average income of \$70,000. She values coupons and promotions and does what she can to take advantage of a good deal. She is less likely to value a sit down pizza restaurant that serves beer and provides televised sports games because she does not have the time and wants to quickly grab a pizza to bring home for a nice family dinner after a long day.

On her drive home from work, in between picking up the kids from school and running errands, she starts to get hungry and thinks about what to make for dinner. Also, as she is driving her children to and from their sports practices and games, the radio plays in the background. She prefers listening to country, but will switch over to adult contemporary and sometimes switch to popular contemporary. Pizza is a quick and easy thing to grab on the way home after all her errands and activities.

### **Objective**

**Marketing Objective:** Increase in store sales by 15% from January 2011- December 2011.

**Advertising Objective:** Emphasize the better quality ingredients in Papa John's pizza.

**Media Objective #1:** Use radio to get customers to come into the store through promotion and reminder of the quick and easy, yet quality ingredient dinner option.

**Media Mix:** Establish a sports jersey promotion to encourage moms to come into the store. This promotion is giving 10% off a large pizza when you bring in a child wearing a local sports team jersey. The jersey can be any youth or high school jersey from any sport team from the local Eugene and Springfield area. This will encourage moms to stop by the store after their child's sports game to receive a discount and pick up dinner on the way home. Our goal is to reach 80% of the parent population through radio advertising.

- 15sec Radio spots will run in promotional periods 5 days a week (Tues-Sat).
- The message will remind the consumer of Papa John's quality ingredients, how your family deserves the best and will announce the sports jersey promotion.
- 18 spots total will run each day between 3:00-7:00pm on stations KGNU (country), KMGE (adult contemporary) and KDUK (pop contemporary).

(26 weeks x 18 spots a day x 5 days x \$27.5= \$64,350)

**Media Objective #2:** Use social media to promote and bring awareness to the jersey promotion.

**Media Mix:**

- Twitter will tweet a "have you heard" type message about the promotion and encourage customers to come into the store.
- The Eugene/Springfield Facebook will update its status during the promotional periods to remind customers about the promotion and get them to come into the store.

- Using Facebook, status updates can encourage people to post photos of their athletes while holding up the discounted pizza. This will provide a visual to the promotion and engage the consumer online to become more involved with the brand.

**Media Objective #3:** Use promotional items to remind the consumer and keep Papa John's in the top of their mind.

**Media Mix:**

- Provide Papa John's magnets that have interchangeable pizza and topping options in the store. (5,000)
- Provide Papa John's specified silly bands in store for children. (1,000)
- Staff will encourage consumers to take one for free.
- A poster displayed in the store will visually show the free magnets and silly bands offered and attract the consumer to grab one or even two each to take home with them and give to family or friends.

**Media Objective #4:** Use national TV spots during local news to increase frequency and reach with this audience.

**Media Mix:**

- Run television spots on 4 different local news stations on Monday-Friday during early fringe.
- These will run during the non-promotional weeks  
(19 weeks x 4 stations x 5 spot x 5 days x \$25 per spot).

**Media Objective #5:** Sponsor little league teams to attract those families and to have the Papa John's name out there on display.

**Media Mix:**

- Choose 5 local little league teams to sponsor.
- Provide \$500 for each team to help with fundraising.
- In return, the logo will be printed on the back of those team jerseys.
- Provide 10% off pizza for team party.
- Provide a 20% discount for those team's families during the season.

**Evaluation**

- Track and record in-store sales each month for the year.
- Noticing trends in high in-store sales in relation to the promotion times and radio spots will evaluate whether the promotion contributed to in-store sales.
- If yearly total in-store sales increased from 2010- 2011 then we met our marketing objective.

**Audience (secondary): University of Oregon Students**

The University of Oregon offers a large consumer population who are already targeted through national Papa John's advertising. This demographic of students makes up a large percentage of local Papa John's business. With the number of pizza businesses close to campus, we believe it is important to connect with university students through social media and online. The goal is to gain more awareness of the brand's online presence and provide incentives for

students to order Papa John's. Social media platforms are a great environment in which to engage with students. Therefore, we will be connecting with our secondary audience, college students, through a social media plan.

In order to connect university students with Papa John's through social media and online platforms, we suggest the use of a hired UO student campus representative team. Four campus reps would be hired through AHA (SOJC Allen Hall Advertising) each year and would work closely with the local Papa John's stores. These students would be responsible for maintaining the local Facebook page and twitter account, posting periodic updates, promotional deals and responding to consumer comments. In addition, they would promote ordering pizza through the Papa John's website and mobile application. We suggest the students help initiate on-campus promotional events to raise awareness, such as free giveaways, seasonal contests or handing out flyers during sporting events.

We feel that the position of Papa John's campus rep is best suited for university students because they are most connected to other students on campus, have a wide knowledge of online and social media and would be a more cost-efficient option than hiring a full-time employee. Most university students are involved in other clubs, activities, jobs or internships outside of school; therefore, this would be a great opportunity for any student. University students are constantly plugged in through email, Twitter, Facebook and internet sites; therefore, Papa John's needs to tap into this network to differentiate from competitors and increase awareness and overall student sales.

### **Objective**

**Marketing Objective:** Increase pizza sales through Papa John's website by 15%.

**Advertising Objective:** Emphasize the better quality ingredients in Papa John's pizza.

**Media Objective #1:** Connect with students through online platforms to increase awareness and ordering with Papa John's online.

**Media Mix:** Social media

- Twitter account – updating for local promotions, specials, fun facts.
- Facebook page – posting regularly about promotions, local happenings, and commenting back to customers. Campus reps will be able to engage with other students and create a following.
- These sites would also promote the use of the mobile app.

**Media Objective #2:** Increase Papa John's involvement on the University of Oregon campus to engage with students and increase awareness of the pizza company.

**Media Mix:** On Campus Events

- Campus reps can keep Papa John's informed about university events so the pizza store can become involved through sponsorships or promotions.
- Promotional flyers or coupons handed out to fans after big game days – football, basketball, baseball, etc. These would encourage both in-store and online ordering.
- Tailgate – Campus reps would be responsible for planning/executing a Papa John's tailgate during all home football games during the fall quarter. Students could participate in an online contest the week before each game to try and win the tailgate spot. The winning student would earn the tailgate spot to go with his/her friends prior to the game. The campus reps would set it up with Papa John's tents, pizza and soda for the winning

student as well as games for everyone to participate in. There would be large cardboard cutouts of 'Papa' that all fans could take pictures with and upload to the Facebook page. Campus reps would not only facilitate the tailgate but also hand out coupons and flyers to fans. Each game, another student would win the spot and bring their friends. This would attract more fans to the Papa John's tailgate and raise awareness.

**Media Objective #3:** Reinforce better quality pizza and keep Papa John's in top of mind for university students when they are ordering pizza.

- Pizza Magnets / Silly Bands – to give away on campus, during sporting events as well as in stores as a consistent reminder to students about the quality pizza of Papa John's.

### **Evaluation**

- Track online pizza sales throughout the year.
- Through the use of Google Analytics we will see how much time consumers spent on our website, what links brought them there and what keywords were used. This will help to understand what online platforms were most successful.
- Track increase in Facebook friends/likes as well as Twitter followers. It would be possible to also track comments and feedback.
- In-store tracking of coupons given out during game days will gauge success.
- Campus reps will check in once a month with Papa John's stores to make sure objectives are being met.