



Media Plan

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JB 3013

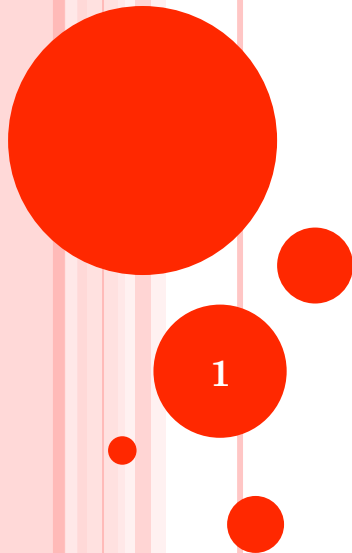


TABLE OF CONTENTS

Situational Analysis.....	3
Marketing Goals.....	18
Media Objectives.....	20
Media Strategies.....	27
Media Tactics.....	33
Media Scheduling and Costs.....	41
Pie Chart.....	42
Flowcharts.....	44
Budget Worksheet.....	49
Plan Performance.....	52
Appendix.....	56

SITUATIONAL ANALYSIS

PRODUCT EVALUATION

- QuikTrip is a privately owned quality gasoline and convenience store that provides name brand beverages, food, candy, and tobacco. QuikTrip also created its own brand of gasoline and other food and beverage products. The company acknowledges that it has a civic and social responsibility to the communities that they are located in making them a more favorable convenience store.

TARGET MARKET

○ Demographics

- Age: 18-34
- Secondary- 14-18
- Sex: Male and Female
- Income: Lower class
- Race: Penetrated: Caucasian
 - Opportunities: Hispanic and African American
- Marital Status: Single and Married
- Education: High School and Higher

○ Psychographic

- The target audience values convenience and quality. The target audience owns cars and is actively on the go driving themselves and families.

○ Geographic

- Penetrated: Suburban and Urban areas in the Midwest
- Opportunities: Suburban and Urban areas in the Southwest

○ Usage Habits

- There is an average of 2.28 vehicles per household in the United States, and on average they use 1 tank of gas every 2-3 days.

○ Consumer Profile

- Minivan Molly- Molly graduated community college 14 years ago with an associate's degree in physical therapy. A year after graduating she got married and had four children. Her family moved to Atlanta, GA where she carools and takes her children to karate.

SALES HISTORY

- In 2009, QuikTrip's annual sales reached over seven billion dollars, an increase of 7.2 percent from April of 2008. QuikTrip's annual sales have continued to increase since 1958 when the store first opened.

PRODUCT DISTRIBUTION

- QuikTrip has more than 550 stores that are operated in ten states, mostly in the Midwest region of the United States. Atlanta, Georgia has the largest number of QuikTrips.
- In some locations, QuikTrip has partnered with different fast food companies such as Burger King and Wendy's to increase sales.
- QuikTrip has its own distribution centers, which are located in Missouri, Georgia, and Arizona. More than 70 percent of QuikTrip's products are shipped through its own warehouse and trucking systems.

SWOT ANALYSIS

○ Strengths

- Strong brand loyalty
- High brand recognition
- Career salaries and job benefits for employees
- Fresh quality food (QT Kitchen)
- QuikTrip Corporation owns QT Distribution.
- Over 70 percent of the products sold in QuikTrip stores are shipped through the QT warehouse system.
- Stores are a registered safe place.
- 5% of QuikTrip's net annual profits as contributions to eligible nonprofit organizations
- Fortune's 100 Best Companies To Work For, for the last 8 years
- High quality Gasoline that is guaranteed
- QuikTrip gasoline contains IQ, QuikTrip's specially formulated additive that helps clean your engine as you drive
- Customer Service
- Brand-name beverages, candy, and tobacco

SWOT ANALYSIS

- Weaknesses
 - Only located in nine states
 - Lack of awareness in surrounding states

SWOT ANALYSIS

○ Opportunities

- Distribution channels from wholesaler to store are always growing
- Could expand to more states or internationally
- Growing convenience store market
- New products on the market to sell in stores

SWOT ANALYSIS

○ Threats

- Gasoline and oil prices
- Increased gasoline stations that have their own distributors and make their own quality and fresh products: Texaco, Shell
- Fuel efficient cars

COMPETITIVE ANALYSIS

- QuikTrip primary competitions would include 7-Eleven and Texaco. 7-Eleven licensees and affiliates operate more than 29,300 7-Eleven in countries all over the world and some 6,970 stores in North America. They also introduce more than 2,500 new products each year.
- While 7-Eleven and QuikTrip are still competing for customers, an agreement was made that neither would compete in the others market.
- Behind 7-Eleven is Texaco, a North American company that has been selling gasoline for more than 100 years. Texaco sells fuel and lubricants worldwide. As of 2005 there were more than 1,500 stores operating in more than 20 states.

ADVERTISING HISTORY

- QuikTrip chose Austin Kelly Agency to promote QuikTrip's private label Select Blends Coffee. John O' Hurley, of Seinfeld, was hired for radio commercials and played his Seinfeld character in the series of popular ads. QuikTrip features their logo on all their product to further encourage brand loyalty. Recently, QuikTrip added its name to the QuikTrip Park, in Grand Prairie, Texas which was a \$3 million River Parks project.

MARKETING GOALS

- To increase sales among men and women ages 18-34 by 10% in 12 months.

MEDIA OBJECTIVES

TARGET AUDIENCE

- Advertising will be directed toward Caucasian lower class men and women, ages 18-34 who live in suburban and urban areas, who are the primary purchasers.

GEOGRAPHIC COVERAGE

- During the 2010-2011 college football season we will provide regional coverage to support the stores located in the SEC and Big 12 regions, such as Georgia, and Texas. Also, we will advertise in Arizona. Advertising will be heaviest in Georgia because that is where the most stores are located. Throughout the year we will advertise in states containing QT stores, as well other states in the SEC that do not have stores, to generate demand.

PATTERNS OF SCHEDULING

- We will use the pulsing method by using low advertising levels though out the year. Advertising will increase in the third quarter continuing through the fourth quarter, to coincide with and help raise awareness of QuikTrip's promotion with the SEC and Big 12 football conference.

REACH/FREQUENCY

- Frequency will be our primary goal of our advertising.
- We want a frequency of 5, with a reach 80 percent.

CREATIVE IMPLICATIONS

- We will use outdoor advertising such as billboards as well as radio ads as our primary advertising source. This will help reach the target audience because they are traveling throughout the day.

PROMOTIONAL SUPPORT

- We will pair with the Big 12 and SEC college football conferences for the 2010-2011 season. We will heavy up our advertising during the months of September through December to increase sales during the promotion. QuikTrip is pairing with the universities and during the football season they will give out coupons. They will also ask consumers to register to win tickets to the national championship game, every time they purchase gas or a product. The receipt will have a code to enter online. This will help QuikTrip increase sales in the regions of the football conferences.

MEDIA STRATEGIES

TARGET AUDIENCE

- We will use out of home advertising such as billboards. Radio will also be used to go along with the billboards and newspaper.
- Rationale- we will use billboards because our target audience is driving and on the go through out the day. We will use radio advertising to draw attention to the outdoor advertising and continue to remind the audience about QuikTrip.

GEOGRAPHIC

- We will achieve regional coverage by advertising through outdoor, radio and newspaper. We will heavy-up newspaper ads, radio spots and billboard placement in Atlanta, Dallas and Phoenix.
- Rationale- QuikTrip is only regional; because of this our advertisements will focus in these three cities because they have the largest number of QuikTrip stores located in them.

PATTERNS OF SCHEDULING

- We will use a pulsing method of advertising. During the months of August through November we will increase frequency of radio spot times. We will combine regional radio broadcasting with the different football broadcasting during the promotional months. Our billboards will continue year round as well as radio spots.
- Rationale- We will use pulsing to promote QuikTrip and influence our target audience to return to QuikTrip. Heaving up during the football season to increase sales and awareness about the SEC and Big 12 promotion.
- Reach/Frequency- Because we want to increase frequency, we will makes sure that our regional radio broadcasting is continually airing through out the day focusing on 6 am to 10 am spots as well as evening drive radio spots because these spots have the most listeners in our target audience at these times. The radio broadcasting will also help increase reach of our audience because during the airing times there is a high listener rate. Radio broadcasting combined with football radio broadcasting for the SEC and Big 12 promotion.

CREATIVE IMPLICATIONS

- We will buy billboards where there is heavy traffic and also where there are exit ramps for QuikTrip. We will also buy radio advertising and have the ads aired during heavy traveling times because our audience is on the move during the day. Our budget will be used primarily on billboard and radio advertising roughly about 95 percent.
- Rationale - Placing billboards at exits for convenience and airing ads during heavy travel time will help increase sales during those times and at stores located by heavy traffic areas, because our product is for people on the go who are driving and traveling.

PROMOTIONAL SUPPORT

- QuikTrip has paired with the Big 12 and SEC schools. Anytime anyone makes a purchase from QuikTrip they can go online to enter a code from the receipt to have a chance to win tickets to the National Championship game at the end of the season. We will use radio, outdoor, and newspaper advertising.
- Rationale-We have done this to help increase sales in the regions of the SEC and Big12 football conference.

MEDIA TACTICS

RADIO

- We will promote QuikTrip on the radio in the three largest cities that QuikTrip is located in. We will use pulsing by using low advertising levels though out the year. Advertising will increase in the third quarter continuing through the fourth quarter, to coincide with the college football season and help with our promotion.

RADIO

- Phoenix, Arizona
 - 94.5 KOOL FM
- Atlanta, Georgia
 - WZEE 103.3 FM
- Dallas, Texas
 - 106.1 KISS FM

NEWSPAPER

- We will promote QuikTrip using newspaper in three of the largest cities that QuikTrip is located in. Ads will run Thursday through Saturday. We will use pulsing by using low advertising levels though out the year. Advertising will increase in the third quarter continuing through the fourth quarter, to coincide with the college football season and help with our promotion.

NEWSPAPER

- The Dallas Morning news, Dallas, TX
 - Ad will run Thursday-Saturday, full page, full color. In the first and second quarters there will be a frequency of 3 and in the third and fourth quarters there will be a frequency of 13.

NEWSPAPER

- The Atlantic Journal-Constitutional, Atlanta, GA
 - Ad will run Thursday-Saturday, full page, full color.
In the first and second quarters there will be a frequency of 3 and in the third and fourth quarters there will be a frequency of 13.

NEWSPAPER

- The Phoenix, Phoenix, AZ
 - Ad will run Thursday-Saturday, half page, full color. In the first and second quarters there will be a frequency of 3 and in the third and fourth quarters there will be a frequency of 13.

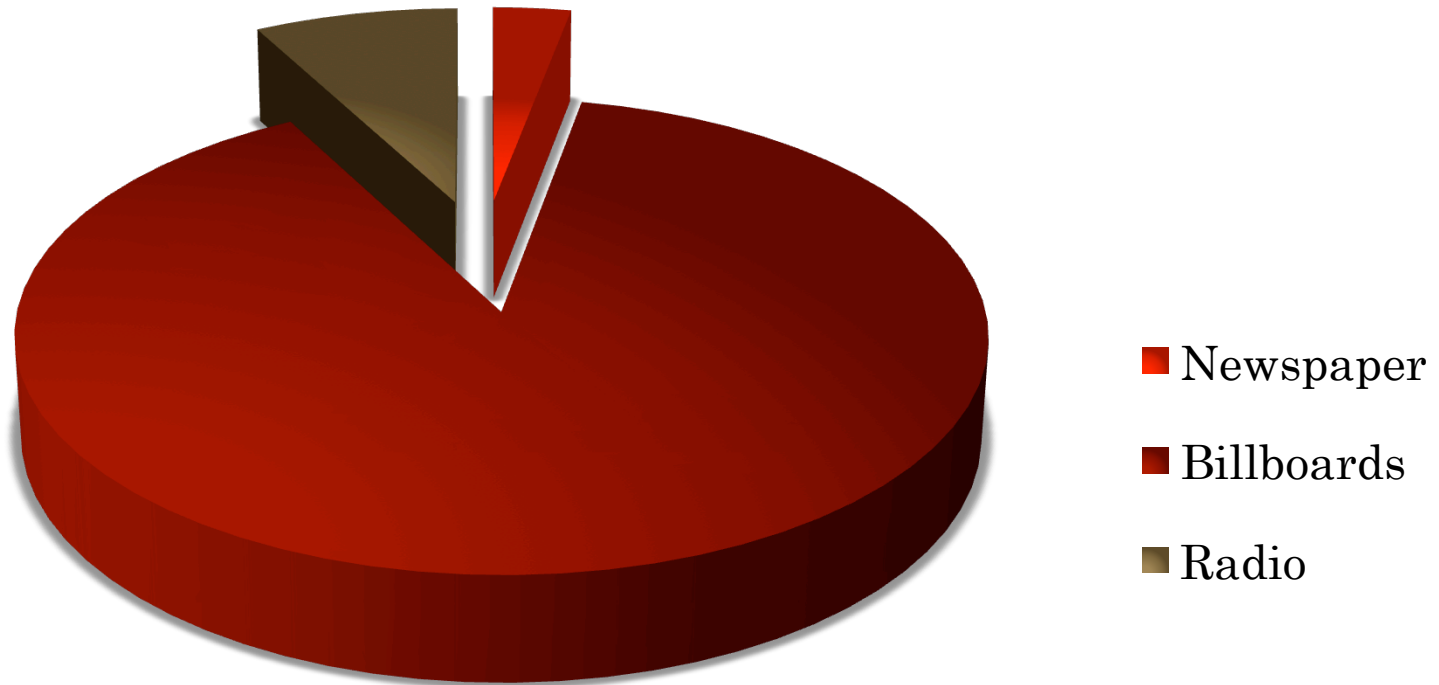
BILLBOARDS

- We will be placing billboards in three major cities, Atlanta, GA, Dallas, TX and Phoenix, AZ. where QuikTrip is located. In all three cities billboards will be in one to two mile ratios to the stores to direct people who are in close proximity, to the store location.

MEDIA SCHEDULING AND COSTS

PIE CHART

Cost Percent By Medium For All Media



FLOWCHARTS AND BUDGET WORKSHEETS

2010 MEDIA FLOWCHART

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ATLANTA BUDGET WORKSHEET

		First Qtr	Second Qtr	Third Qtr	Fourth Qtr	TOTAL
Atlanta	GRP	0	125	100	100	325
Outdoor	4-Week Rate	\$19,980	\$19,980	19980	19980	19980
	Cost	\$0	\$2,497,500	\$1,998,000	\$1,998,000	\$6,493,500
Spot Radio:	GRP	225	225	325	375	1150
AM Drive	CPP	359	359	359	359	359
	Cost	\$80,775	\$80,775	\$116,675	\$134,625	\$412,850
Spot Radio:	GRP	225	225	325	375	1150
PM Drive	CPP	365	365	365	365	365
	Cost	\$82,125	\$82,125	\$118,625	\$136,875	\$419,750
The Atlanta Journal- Constitution	GRP	100	100	125	150	475
	Frequency	3	3	13	13	8
	Rate	\$2,053	\$2,053	\$14,890	\$14,890	
	Cost	\$6,159	\$6,159	\$193,570	\$193,570	\$399,458
	GRP	325	450	550	625	1950
TOTAL	Average CPP	6781	6781	6784	6784	6782
	Cost	\$169,059	\$2,666,559	\$2,426,870	\$2,463,070	\$7,725,558

ATLANTA FLOWCHART

[illegible]

DALLAS BUDGET WORKSHEET

		First Qtr	Second Qtr	Third Qtr	Fourth Qtr	TOTAL
Dallas	GRP	0	125	100	100	325
Outdoor	4-Week Rate	\$28,452	\$28,452	\$28,452	\$28,452	28452
	Cost	\$0	\$3,556,500	\$2,845,200	\$2,845,200	\$9,246,900
pot Radio	GRP	225	225	325	375	1150
AM Drive	CPP	307	307	307	307	307
	Cost	\$69,075	\$69,075	\$99,775	\$115,125	\$353,050
pot Radio	GRP	225	225	325	375	1150
PM Drive	CPP	294	294	294	294	294
	Cost	\$66,150	\$66,150	\$95,550	\$110,250	\$338,100
Dallas	GRP	100	100	200	300	700
Morning	Frequency	3	3	13	13	8
News	Rate	\$2,205	\$2,205	\$2,205	\$2,205	
	Cost	\$6,615	\$6,615	\$28,665	\$28,665	\$70,560
	GRP	325	450	625	775	2175
TOTAL	Average CPP	9587	9587	9591	9591	9589
	Cost	\$141,840	\$3,698,340	\$3,069,190	\$3,099,240	\$10,008,610

*Dallas Morning News flat rate of \$100,000

DALLAS FLOWCHART

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PHOENIX BUDGET WORKSHEET

		First Qtr	Second Qtr	Third Qtr	Fourth Qtr	TOTAL
Phoenix	GRP	0	125	100	100	325
Outdoor	4-Week Rate	\$19,000	\$19,000	\$19,000	\$19,000	19000
	Cost	\$0	\$2,375,000	\$1,900,000	\$1,900,000	\$6,175,000
pot Radio	GRP	225	225	325	375	1150
AM Drive	CPP	149	149	149	149	149
	Cost	\$33,525	\$33,525	\$48,425	\$55,875	\$171,350
pot Radio	GRP	225	225	325	375	1150
PM	CPP	198	198	198	198	198
	Cost	\$44,550	\$44,550	\$64,350	\$74,250	\$227,700
The Phoenix	GRP	100	100	200	300	700
	Frequency	3	3	13	13	8
	Rate	\$2,841	\$2,841	\$9,555	\$9,555	
	Cost	\$8,523	\$8,523	\$124,215	\$124,215	\$265,476
	GRP	325	450	625	775	2175
TOTAL	Average CPP	6384	6384	6387	6387	6386
	Cost	\$86,598	\$2,461,598	\$2,136,990	\$2,154,340	\$6,839,526

PHOENIX FLOWCHART

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PLAN PERFORMANCE

TOTAL SCHEDULE: ATLANTA

<i>Medium</i>	<i>weeks of adv.</i>	<i>net GRPs</i>	<i>reach</i>	<i>avg.estimated freq.</i>	<i>cost</i>
Radio					
4	750	94%	8.1x		\$406,125
Newspaper					
4	150	12%	113x		\$193,570
Billboard					
4	100	25%	4x		\$1,998,000
Total					
4	1000	96%	10.4		\$2,597,695

TOTAL SCHEDULE: DALLAS

<i>Medium</i>	<i>weeks of adv.</i>	<i>net GRP</i>	<i>avg. reach</i>	<i>estimated freq.</i>	<i>cost</i>
Radio					
4	750	94%	8.1x		\$225,375
Newspaper					
4	300	23%	13x		\$28,665
Billboard					
4	100	25%	4x		\$2,845,200
Total					
4	1150	96%	12.1X		\$3,099,240

TOTAL SCHEDULE PHOENIX

<i>Medium</i>	<i>weeks of adv.</i>	<i>net GRPs</i>	<i>avg. reach</i>	<i>freq.</i>	<i>estimated cost</i>
Radio					
4	750	94%	8.1x		\$74,250
Newspaper					
4	300	23%	13x		\$124,215
Billboard					
4	100	25%	4x		\$1,900,000
Total					
4	1150	96%	12.1x		\$2,098,465

APPENDIX

COST CALCULATIONS: ATLANTA

Media:	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Outdoor	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost
	\$19,980*0=\$0	\$19,980*125=\$2497,500	\$19,980*100=\$1,998,000	\$19,980*100=\$1,998,000
Radio AM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*359=\$80,775	225*359=\$80,775	325*365=\$118,625	375*359=\$134,625
Radio PM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*365=\$82,125	225*365=\$82,125	325*365=\$118,625	375*365=\$136,875
Newspaper	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost
	3*\$2,053=\$6,159	3*\$2,053=\$6,159	13*\$14,890=\$193,570	13*\$14,890=\$193,570

COST CALCULATIONS: DALLAS

Media	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Outdoor	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost
	\$28,452*0=\$0	\$28,452*125= \$3,556,500	\$28,452*100= \$2,845,200	\$28,452*100= \$2,845,200
Radio AM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*307= \$69,075	225*307= \$69,075	325*307= \$99,550	375*307= \$115,125
Radio PM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*294= \$66,150	225*294= \$66,150	325*294= \$95,550	375*294= \$110,250
Newspaper	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost
	3*\$2,205=\$6,615	3*\$2,205=\$6,615	13*\$2,205=\$28,665	13*\$2,205=\$28,665

COST CALCULATIONS: PHOENIX

Media	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Outdoor	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost	Rate*GRP=Cost
	\$19,000*0=\$0	\$19,000*125=\$2,375,000	\$19,000*100=\$1,900,000	\$19,000*100=\$1,900,000
Radio AM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*149=\$33,525	225*149=\$33,525	325*149=\$48,425	375*149=\$55,875
Radio PM Drive	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost	GRP*CPP=Cost
	225*198=\$44,550	225*198=\$44,550	325*198=\$64,350	375*198=\$74,250
Newspaper	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost	Frequency*Rate=Cost
	3*\$2,841=\$8,523	3*\$2,841=\$8,523	13*\$9,555=\$124,215	13*\$9,555=\$124,215