

Group 9 Plan Book:
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Executive Summary

In the small town of College Station, frozen yogurt shops are the new trend for residents seeking to satisfy their sweet tooth. Although novel at first, numerous competitors moved in quickly causing locally owned, Froyoyo, to be lost in the crowd. Its charming personality was overshadowed by its poor location and the loud buzz of the local competition.

Our campaign seeks to overcome these obstacles and establish Froyoyo as a part of the community by appealing specifically to the women of College Station by showcasing the endearing and heartwarming qualities that make Froyoyo so special. This integrated campaign has a wide amount of flexibility for multiple creative executions to showcase Froyoyo's specific strengths all while maintaining a consistent theme projecting the happy experience of purchasing a frozen treat from Froyoyo. This campaign is justified as it showcases highly the attributes of a frozen yogurt shop that has been deemed important by our target market as we discovered through our extensive market research. Additionally, we provide recommendations with our executions on how to be implemented by Froyoyo in the most effective way.

Situational Analysis

Industry Overview

Frozen yogurt is "a hybrid between the traditional ice cream dessert and the healthier yogurt based products."¹

The major advantage of frozen yogurt shops is that every time a customer comes in they can create their own personalized treat. Patrons have the choice of customizing exactly what treat they want with a variety of flavors and toppings offered.

A new trend for owners and franchisors of frozen yogurt shops are to try to make their stores places to socialize and relax, not just places to go in-and-out to get their sweet treat fix. "Modern froyo stores include high-end furniture, Wi-Fi, flat-screen televisions, and live musical performances."¹

Company Overview

Froyoyo owners and founders, Joan and Dave Duce, are both from the College Station, TX area. They opened their first location in Westlake, Texas (a suburb in the Austin area). With success with Froyoyo in Westlake area, the Duces' decided to expand Froyoyo and open a second location in the College Station area and opened its doors on October 2010. The Duces' goal was to create a bistro/café environment for their shop with a warm, friendly, and inviting atmosphere along with an emphasis on high quality and healthy options.



Situational Analysis (continued)

Competitor Analysis

Through observational studies and interviews we identified the top competitors of Froyoyo are Spoons, Yogurtland, and Red Mango. They are highlighted below.

		
<p>“Have Fun. Eat Well. Spoon Often.”</p> <p>Being the first frozen yogurt shop along with its prime location, Spoons is positioned as the top of mind shop for frozen yogurt for consumers in the area.</p>	<p>“You Rule.”</p> <p>Yogurtland is known for having the cheapest prices out of the frozen yogurt shops as well a large variety of unique flavors and toppings.</p>	<p>“Treat Yourself Well”</p> <p>While not as competitive in the area, Red Mango has corporate backing and a reputation of having the healthiest options of the frozen yogurt shops.</p>

Brand Position

Froyoyo strives to give their consumers a healthy yet satisfying treat that they can create themselves. Froyoyo creates an environment welcoming for the consumer to catch up with friends or reward himself or herself after completing a to-do list, acing a test, or finishing a tough workout. The current consumers of Froyoyo we surveyed have positive feelings about the store and agree that Froyoyo has good flavors and many varieties for a cheap price. Having owners from the College Station area, Froyoyo has an additionally quality of being a part of the community and not just another place of business. While Froyoyo offers a unique and inviting atmosphere, challenges with location and increases in competition have led to a lack of awareness among the general population in the College Station area.



Situational Analysis (continued)

We took the above information along with research of both Froyoyo and its competition to create a comparison to further explain Froyoyo's position in the College Station market.

See below our analysis of Froyoyo's strengths, weaknesses, opportunities, and threats compared to the identified competitors.

S.W.O.T ANALYSIS

STRENGTHS

- Froyoyo has an exclusive offering on machines proven to make creamier yogurt.
- Froyoyo is perceived as more natural & fresh.
- Out of all the frozen yogurt stores, Froyoyo offers the most flavors that are "Only 8" calories per oz.
- Froyoyo is the only frozen yogurt place to offer real cookie dough as a topping option.

WEAKNESSES

- Froyoyo is a relatively unknown, not top-of-mind for people in College Station area.
- Froyoyo doesn't have the "ideal" location.
- Froyoyo has a relatively weak brand position/brand identity.
- Based on our research, Spoons is a familiar brand for the residents & college students in College Station. It has the strongest brand identity.
- Yogurtland has cheaper prices than Spoons and Froyoyo.
- Red Mango is a franchise, CS location has corporate backing.

OPPORTUNITIES

- Froyoyo has an opportunity to cater to a certain niche of the market by offering 2 oz. gluten-free topping portions.
- Froyoyo is locally owned, not a franchise. There is opportunity to create local community customer base.
- Being that Froyoyo is relatively new, if they can position their brand as a warm and inviting place where customers can create their own creation that will make them smile. Froyoyo has an opportunity to capture some of the College Station market share.
- At times Spoons is overcrowded.

THREATS

- Froyoyo is not well known by the community or college students, which gives other frozen yogurt shops the opportunity to step in.
- Spoons is consistently top-of-mind for college students and community members in College Station.
- If new frozen yogurt stores (i.e. Tutti Frutti) move into town there is more competition for the existing frozen yogurt stores.
- If Spoons opens up more locations in the College Station area, they will get more market share.

Key Takeaways:

- Froyoyo has unique opportunities with its warm décor and local ownership
- While Froyoyo does have better machines and "Only 8" offerings, this is not perceived as enough of a strength for consumers to differentiate it among competitors.
- Froyoyo has a lack of awareness due to location and missing brand identity



Situational Analysis (continued)

Target Market Analysis

Our campaign will target the **women of College Station**.
There are **36,834** women in this overall segment.

In order to better understand this market we conducted research online as well as the following primary research:

- 7 mall-intercept surveys
- 11 personal interviews
- 5 mind-mapping sessions

We decided to divide this target market into two different segments: **non-student community women**, and **female students**.

Primarily, we will target the non-student community women of College Station with the following characteristics:

- Ages 24-64
- 15,179 in College Station making up 32.9% of the total local population
- Majority are college educated with middle to upper level incomes
- Career women with families
- Read parenting magazines, watch both the Discovery and Disney channels
- Socially connected, one of the top age groups for social media use

Key research findings:

- These women choose a place **based on what the kids will want**.
- Are concerned with price, healthy options, but more importantly **a one-stop shop where every kid can create their own special treat exactly how they like it**
- Will **take the kids to get frozen yogurt as a treat or reward** after doing chores, doing well in school, or after a long practice or game.

***Note:** Most interviews where kids were also present, it was clear that the kids are the most vocal ones making the decision of where they get to go after they've earned the treat of frozen yogurt.

This key "Aha! insight" showed that we need to appeal to children through our campaign as well.

We will also target a secondary market of female students with the following characteristics:

- Ages of 18-24.
- 21,655 in College Station making up 46.9% of the total local population
- Lead active lifestyles balancing classes, organization involvement, and social lives
- Socially connected and use Facebook and Twitter almost constantly

Key research findings:

- These girls choose a frozen yogurt place **based on where their friends are**.
- Want a place to **sit and talk and catch up with friends** usually late at night after studying or as a late night snack
- Like a variety of choices including healthy options, are concerned with price, but are more concerned with keeping up with the **latest trends of gathering spots among their social groups**



Situational Analysis (continued)

Target Market Profiles:

Here are examples of our target profiles at a glance to put faces with the findings from our target market research.



Meet Ashley Turner

- Age 20
- President of Kappa Delta
- Studies Kinesiology at Texas A&M University
- Uses Facebook, Twitter, Pinterest, and loves her new iPhone
- Watches Keeping Up with Kardashians



Meet Lucy Howard

- Age 47
- Sales Manager
- Married with two children
- Watches HGTV
- Shops at Disney Store
- Drives a Volkswagen Passat
- Has a profile on Facebook, and reads cooking blogs



Campaign Objectives

Our goals for our Froyoyo campaign

Marketing Objectives

1. Raise awareness of Froyoyo by community women to 90% and 90% for female college students in the College Station area.
2. Position Froyoyo as top-of-mind frozen yogurt shop for both community women and female college students.

Media Objectives

1. Raise Facebook fans from 919 to 2000 within the next 6 months.
2. Raise Twitter followers from 168 to 252 (increase by 150%) within the next 6 months.

Sales Objectives

1. Reach average monthly sales of \$23,000 by bringing in a consistent base of 5,750 ticket sales per month.

(See Appendix for Sales Objective calculations)

Communication Objectives

1. Communicate that Froyoyo is an ideal place for community women, their families, and female college students to come for frozen yogurt.
2. Communicate Froyoyo in the minds of the community women as a warm and inviting yogurt shop to take their families.

Analysis of Objectives

We know the above objectives are achievable from the following calculations:

- 2,875* women will need to become customers of Froyoyo to reach our monthly sales objectives.
- This is 7.8% of the 33,151 women that will need to be made aware of Froyoyo.
- These 33,151 women are the 90% of the total population of 36,834 women in our target market that we aim to make aware of Froyoyo as a marketing objective.

*We will assume that 2,875 people from our overall target market of women ages 18-64 will buy Froyoyo twice a month to reach our goal of an average 5,570 tickets a month.

(See complete calculations for Analysis of Objectives in Appendix)



With the above objectives and target market insights in mind, we developed the following campaign brief to guide the formation of our overall campaign theme and creative executions.

Why are we advertising?

Froyoyo is a relatively unknown frozen yogurt shop that does not come to mind for the large majority of consumers in the College Station area. To increase sales and grow their client base, Froyoyo needs to raise its brand awareness and establish itself as the top-of-mind frozen yogurt shop and the go to place when consumers want a sweet treat.

Whom are we talking to?

The women in the College Station area are primarily community members with female college students as a secondary market. These community women have children who are the main voice who decide where they go when they go as a family to get frozen yogurt. They want a fun and healthy snack for their children but more importantly want a place with enough variety that each child can be happy creating their ideal treat.

What do they currently think?

Frozen yogurt is a great option for a healthy and economical indulgence, but they currently only think of Spoons as a go to frozen yogurt shop. The majority are unaware of Froyoyo, but those who are aware think Froyoyo is fresher, more inviting, and has a better variety of flavors and toppings.

What would we like them to think?

Froyoyo is the first place to think of when one is craving a sweet snack. Froyoyo has the right variety of flavors and toppings to satisfy sweet cravings. It is a warm and friendly shop that is fun for the entire family. At Froyoyo, everyone can have their treat exactly how they like it.

What is the single most persuasive idea we can convey?

While Froyoyo has great flavors and fresh toppings to satisfy a sweet tooth, it offers more than the other frozen yogurt shops with its warm personality and inviting atmosphere. Froyoyo is a place you can feel welcome and enjoy with all of your friends and family.

Why should they believe it?

Froyoyo separates itself with a warmer décor opposed to the industrial feel of other shops. With “Only 8” options, an exclusive offering on machines that make creamier yogurt, and quality toppings and flavors, Froyoyo provides enjoyable frozen yogurt treats consistently. One can have their frozen treat just as they like it as well as a comfortable location to enjoy it in.

Are there any creative guidelines?

Maintain a low budget, and do not change the layout of the Froyoyo shop itself.



Campaign Theme

With the creative brief as our guide we had an idea generation process* with the focus on developing a big idea to express the unique qualities of Froyoyo as well as appeal to the key insights we gained from our target market research.

With all of this in mind, we decided on the big idea of...



Campaign Theme (continued)

We will use the campaign theme of “Create Your Smile” to encompass the friendliness and warmth of Froyoyo as well as play on the theme of how every customer can create their own perfect treat at Froyoyo.

This theme will appeal to our overall target market, can be applied in different ways to target our sub-segments more specifically, and has a great amount of flexibility for various executions, as we will demonstrate below.

Creative Execution

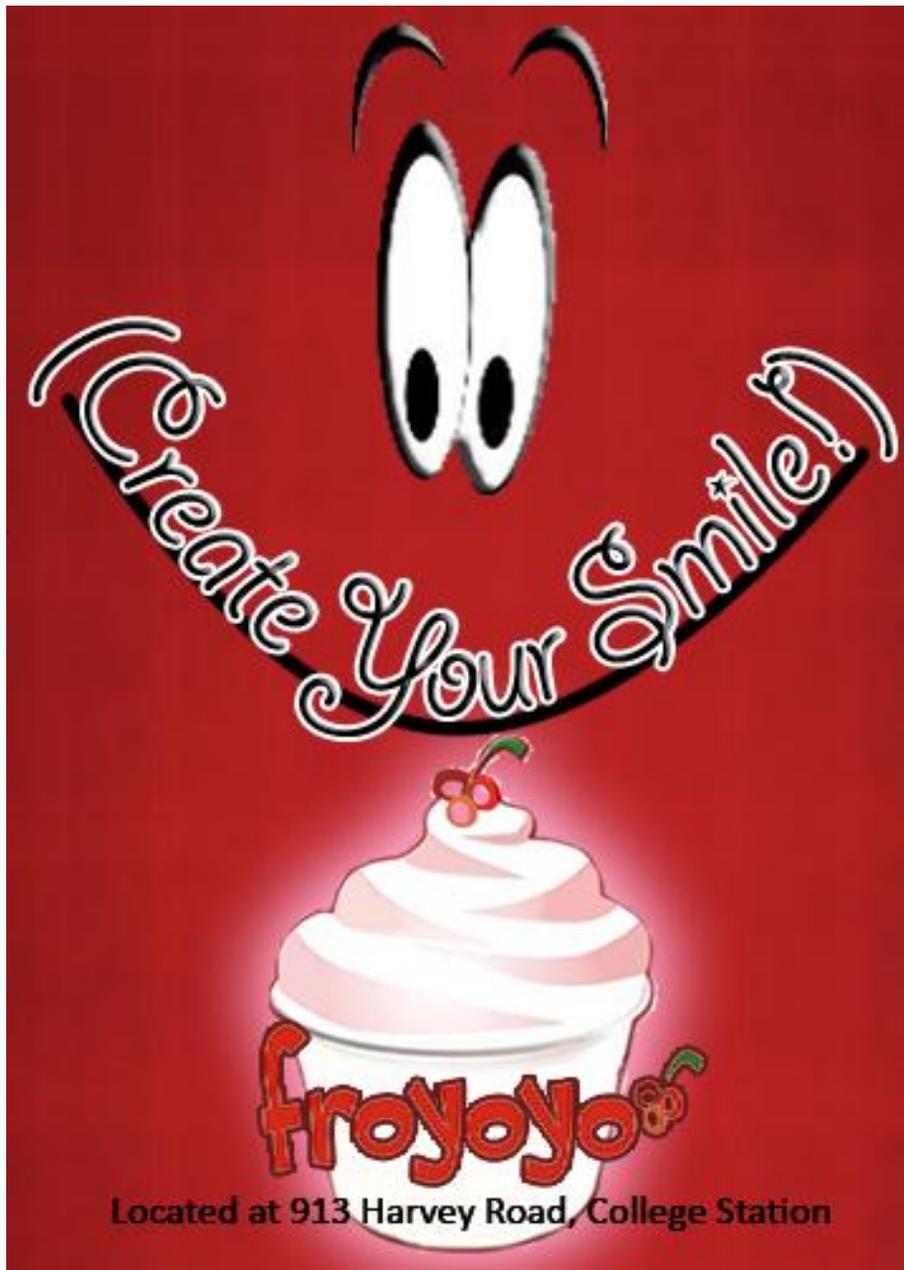
We decided on the following creative executions because we feel as though these outlets will be the most cost effective and better suited for the objectives that Froyoyo is trying to meet.

- Print Executions
- Social Media Promotions
- In-Store Merchandise
- Promotional Giveaways
- Kids Klub Contest
- YouTube Contest
- City of College Station Youth Sports Sponsorship

You will find justifications for these execution choices below our media plan section.



Print Executions

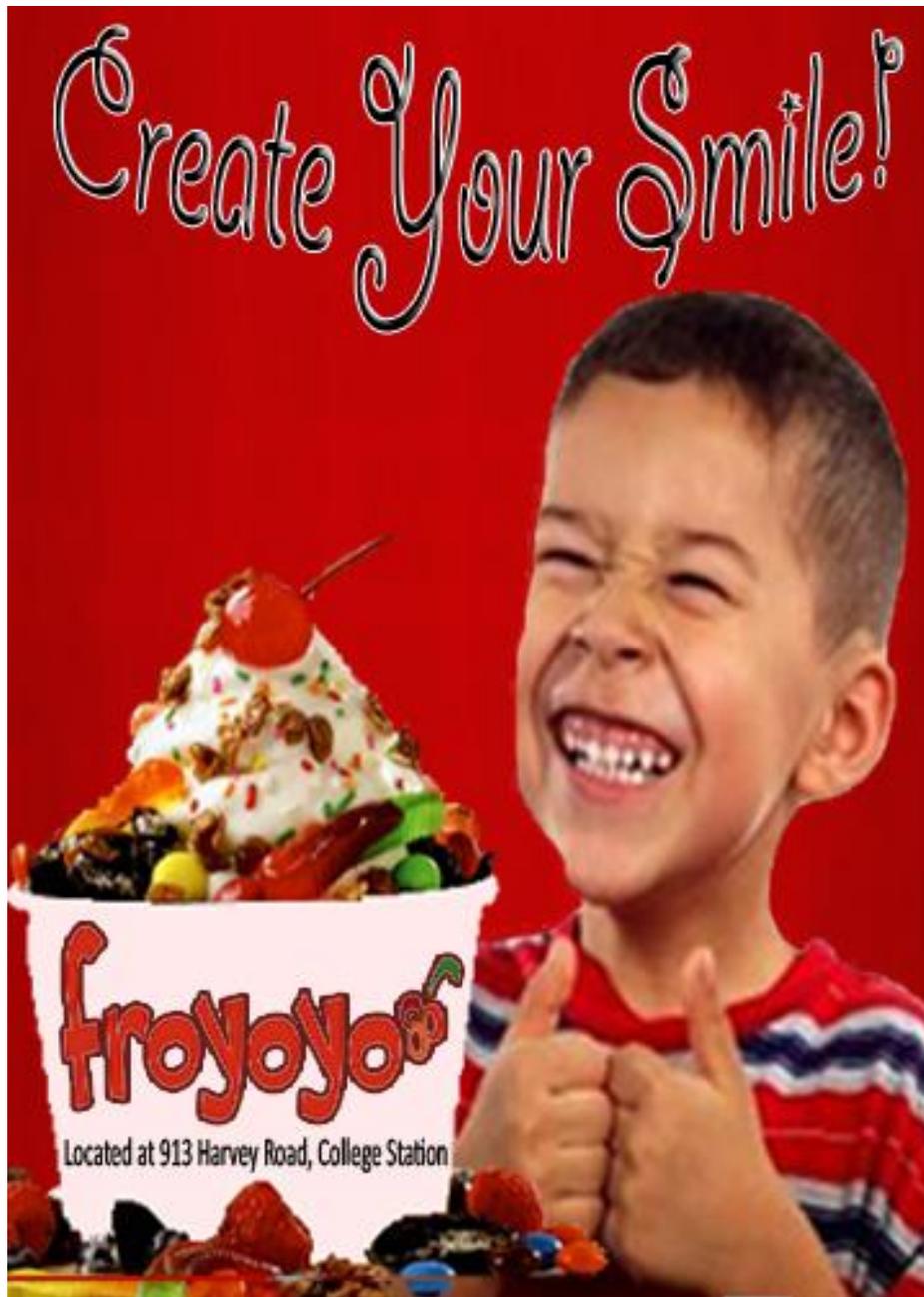


This first print execution would be great to use as an initial introduction to the campaign.

- Simple, but effective visual message
- Conveys the “Create Your Smile” theme clearly
- Initial pre-testing responses
 - “cute but professional”
 - “intriguing to both kids and adults”



Creative Executions (continued)



This second print is targeted more towards kids and families, but still applies the “Create Your Smile” theme.

- It showcases the variety of toppings at Froyoyo
- Initial pretesting responses
 - “fun and exciting”
 - “Makes Froyoyo seem like a dreamland for a child who wants everything”
 - “seems like the perfect place to take my kid after a good report card”



Creative Executions (continued)



This third print execution targets college females as well as community women with its clever comparison that showcases Froyoyo's unique attribute of providing fresh cookie dough as a topping.

- This again showcases the versatility of the "Create Your Smile" theme as comparisons such as this can show how Froyoyo has better options for one to create their frozen yogurt treats
- Pretesting responses
 - "clever and proves a good point"
 - "would make even a Spoons fan want to try Froyoyo"
 - "Froyoyo seems like a place that takes pride in its ingredients"



Creative Executions (continued)

Social Media Promotion Executions



- Both prints can be placed in store or on flyers to promote Froyoyo's social media marketing
- Encourages consumers to follow them on Twitter and Facebook.
- Consistent with the "Create Your Smile" theme with a similar logo and layout.

Creative Executions (continued)

In-Store Merchandise

Redesigned T-Shirts

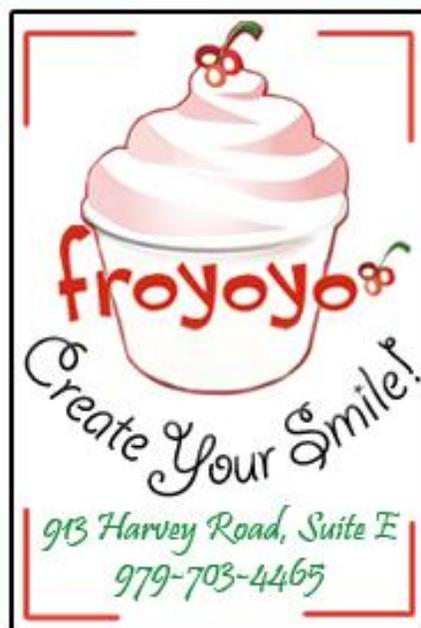
- Sell in-store and online through website
- Use as employee uniforms



Promotional Giveaways

Fridge Magnets

- Free promotional item to give to customers in store



Creative Executions (continued)

Promotional Giveaways

“Create Your Smile” Coloring Book

- Provide coloring books in-store and donate to local Kids Klub, an after school program that caters to the College Station area children. These coloring books can be a way to position Froyoyo in the minds of these children as well as play off of the campaign theme playing on creativity. We suggest pictures include frozen yogurt where kids can draw their dream toppings as well as other sweet treat themes. Providing coloring books in store is a way to show Froyoyo’s friendly and family atmosphere as well.

Kids Klub Contest

- Sponsor a flavor label design contest for children at the College Station Kids Klub to come up with designs for the different flavor labels. Winners can receive free frozen yogurt coupons and would bring the entire family in to redeem coupon for child. This plays on the creative aspect of the “Create Your Smile” theme and also shows Froyoyo as a brand that is involved in the community and welcoming for families.

YouTube Jingle Contest

- Through Facebook and Twitter, host a competition to create a jingle for Froyoyo. Winners will receive free frozen yogurt for themselves, and musicians can be offered the opportunity to hold a concert at Froyoyo to showcase their musical talent. This will appeal to college-aged students and again positions Froyoyo as involved within the community.

City of College Station Youth Sports Sponsorship

- Sponsor a youth sports program (football, basketball, etc.) to have Froyoyo logo on youth team shirts. This positions Froyoyo as a supporter of local community activities.



Media Planning

We have come up with a recommended schedule of when to launch each of the creative executions that we have come up with to supplement the campaign.

Media Planning Schedule from January 2012-December 2012

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.
In-Store Promotions												
Print Ad Executions												
Social Media Promotions												
Promotional Giveaways												
Contests with Community												

We will begin our campaign with a “Grand Re-Opening” event to be held late January to introduce the new message of “Create Your Smile” to the community. This will also coincide with students returning to College Station for the Spring semester. We plan on implementing all executions in a continuous plan year around with the exceptions of our two contests.

- Hold a Kids Klub contest to be held in May to position Froyoyo as the choice of frozen yogurt shops for the summer among the local community
- Hold both a YouTube and Kids Klub contest to be held in August as a back-to-school promotion to target both young children and college-aged students
- Hold an additional Kids Klub contest in December to target more of the community and to increase store traffic during a traditional slow month for frozen yogurt sales



Media Justifications

We chose the above media plan and executions based on the following justifications.

- Does it maintain consistency of the “Create Your Smile” theme?
- Does it reach a large portion of our specific target market?
- Will it last over time?

Our executions meet the above requirements as explained specifically below.

Print Executions

- These print executions appeal to our target market as described, are versatile, and create a visual to further clarify our campaign theme. These executions can be used in a variety of ways. We suggest using these prints as flyers to distribute to raise awareness of Froyoyo. We recommend distributing these at Post Oak Mall, which has a high reach of community women with it being the only mall in the area. Additionally, we recommend distributing flyers on campus to reach the female student population and to create buzz among the student community about Froyoyo.

Social Media Promotions

- With our entire target market being high users of social media like Twitter and Facebook, these ads will encourage these users to follow Froyoyo on these platforms to further raise awareness of Froyoyo. We recommend placing these images in store to encourage current customers to show their support, and with the sharing aspect of social media, their friends will be more likely to follow Froyoyo as well after seeing their friends become fans.

In-Store Merchandise

- Selling t-shirts in store and online allows customers to become ambassadors of Froyoyo in a way and continue to create further awareness of Froyoyo. V-necks and pocket tees are popular styles among women today, so we feel women will be more likely to buy these styles and wear them more often.
- Using these shirts as uniforms for your employees will create a more professional and unified feel to the store.



Promotional Giveaways

Fridge Magnets

- Promotional giveaways have been proven effective to increase awareness and favorability of a company. Furthermore, others will see these magnets on their friends' refrigerators spreading awareness of Froyoyo.
- Advertising industry sponsored studies have shown that 76% of people who had received a promotional product in the last year recalled the company's name and 52% of those had an improved impression of said company.²

“Create Your Smile” Coloring Books

- These coloring books will appeal to the children of our target market of community women. As we found in our research, the children are the most vocal in choosing where the family goes to get frozen yogurt, and these coloring books can make the children more familiar with and more likely to choose Froyoyo. Distributing these books in store and at the Kids Klub of College Station will reach a large portion of our market as this Kids Klub is a popular after school program for young children. While elementary schools would reach this market as well, we found with their strict curriculums, it would be more feasible to have these books utilized at an after school program instead.

Kids Klub Contest

- Further working with the Kids Klub, this flavor label design competition will provide a fun activity to position Froyoyo in these children's and their mothers' minds as a fun and community oriented business. The Kids Klub was chosen over elementary schools again for the convenience and the increased likelihood of cooperation from this organization. With winners receiving a Froyo prize, it will bring their entire family in the store as well.

YouTube Jingle Contest

- Utilizing Facebook and Twitter to launch this contest, it will reach this socially connected target market. This contest will create buzz and raise awareness for Froyoyo as well.

City of College Station Youth Sports Sponsorship

- The City of College Station Youth Sports program is a very popular program for local residents of College Station. This sponsorship will reach the community women and their families and will again become a promotional item the child can continue to wear to raise awareness for Froyoyo.



Campaign Evaluations

In order to judge the effectiveness of this campaign, we have the following recommendations:

To assess marketing objectives:

- Measure awareness increase through a post-campaign survey to be performed one year after launch of campaign via online (surveymonkey.com provides free surveys) and mall-intercept surveys at Post Oak Mall.
- Based on acceptable market research calculations³ to be 90% confident in your results, at least 268 women in the College Station area should be surveyed.
- With this survey, you can judge whether or not a 90% awareness level is reached.
- Additionally use these surveys to assess whether Froyoyo becomes top-of-mind frozen yogurt shop for the target market.

To assess media objectives:

- Monitor Facebook fans to see if goal of 2000 fans is reached within 6 months.
- Monitor Twitter followers to see if 252 followers are reached within the next 6 months.

To assess sales objectives:

- Measure average monthly sales to see if a \$23,000 average monthly sale is reached. Additionally keep count of monthly sales receipts to see if average level of 5,750 tickets is reached

To assess communication objectives:

- Perform post-campaign surveys after one year from campaign launch online and through mall-intercept interviews to assess customers' perceptions of Froyoyo.

In assessing the effectiveness of specific executions

- Print promotions
 - Measure recall and awareness through post-campaign surveys after one year from campaign launch.
- Social Media promotions
 - Measure increase of Facebook fans and Twitter followers.
- In-store merchandise:
 - Measure sales of t-shirts in-store and online.
- Promotional Products
 - Measure number of magnets and coloring books distributed, assess recall and awareness of promotional products with post-campaign surveys.
- Contests
 - Measure number of participants in both contests as well as if prizes are redeemed.
- Sponsorship
 - Measure awareness of sponsorship through post-campaign surveys.



Appendix-Research Documentation

Client Research

- We performed client research by performing observations at Froyoyo throughout the semester, sampling of Froyoyo products, and from the client briefing we received in class.

Competitor Research

- We assessed competitors through observational research at the beginning of the semester as well as through interviews during our target market research to gain insights on the perceptions of the competitors from our target market.

Target Market Research

- We performed 7 mall-intercept surveys specifically targeting community women ages 23 and up. We asked the following questions in our survey:

Which frozen yogurt shops are you familiar with in town?

Which one do you visit most often?

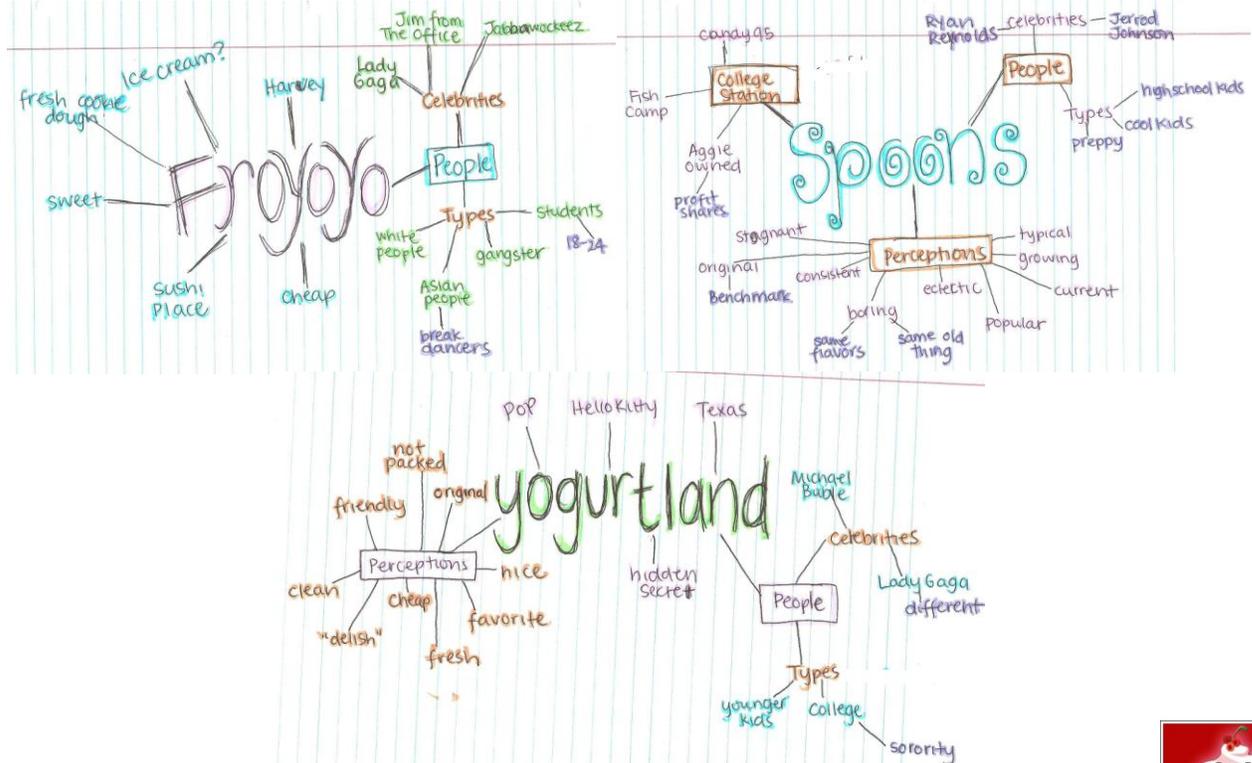
Any particular reason why you choose this one over the others?

Who do you go with?

When do you go to get frozen yogurt? (Special occasion, time of day, etc)

What do you look for in a frozen yogurt shop?

- We performed 11 personal interviews with female college students with the same questions as above, but used this opportunity to probe further into these questions.
- In a focus group type setting with 5 female college participants, we conducted mind-maps to assess feelings of each of the local competitors and Froyoyo. See images below.



Appendix-Creative Process Documentation

Idea Generation Session 1: October 5, 2011

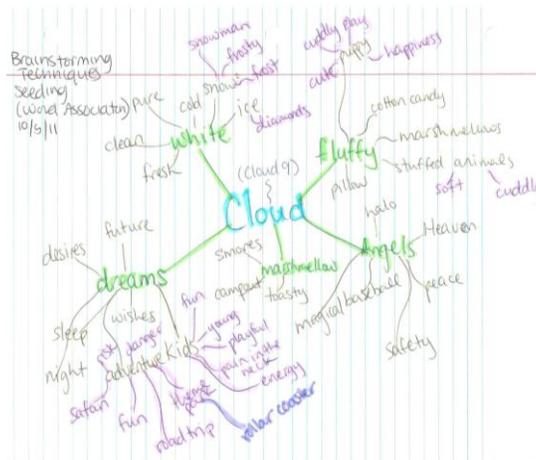
Location: Froyoyo Frozen Yogurt Shop

Goal: Come up with the top ideas for the campaign theme.

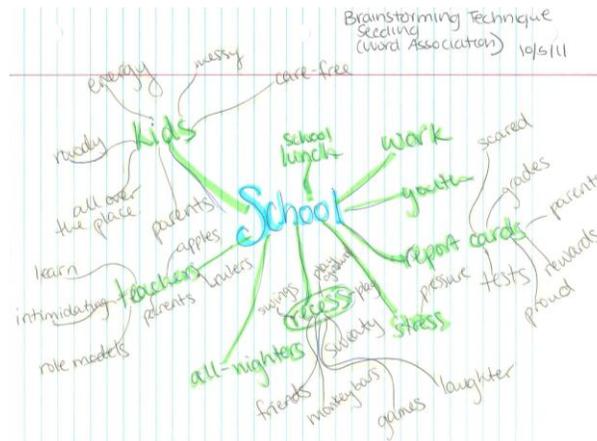
We used a seeding technique with random word association.

Some examples can be seen below

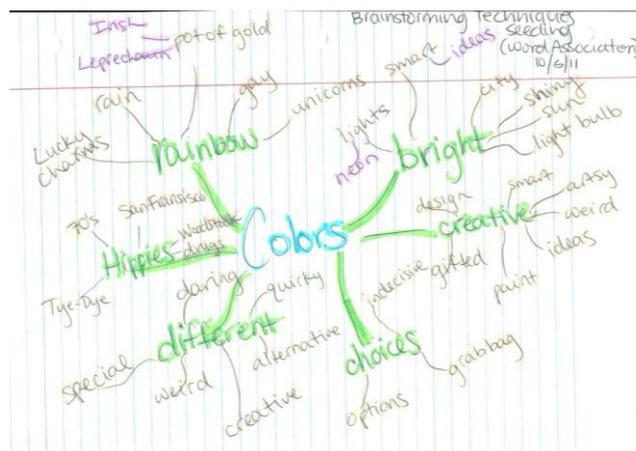
Seed Word: Cloud



Word: School



Word: Colors



Appendix-Creative Process Documentation

With this idea generation we came up with 61 campaign ideas of which we narrowed down through comparing our target market research findings and what we felt was Froyoyo's key attributes we needed to incorporate.

**As we are aware we need to have over 100 ideas, we came up with our remaining ideas during brainstorming sessions for specific implementations and executions for our campaign theme. Find full idea list below our description of how we implemented our client feedback.*

We chose the top 2 ideas, "A Smile With Every Swirl" and "Treat Yourself." We developed and presented these ideas for our initial idea pitch and client meeting with Mr. Rich and Froyoyo owner, Mrs. Duce.

In our initial client meeting with Mr. Rich and Mrs. Duce, we received valuable feedback that we incorporated in the formation of our final campaign idea and executions.

Key feedback notes:

- "A Smile With Every Swirl"- needs to focus on smile aspect as it is unique and captures how Froyoyo is a happy experience. Swirls conjured up too much of a Dairy Queen image and should be avoided. This could be an opportunity to capture a personality and brand image for Froyoyo, and executions would be key to portraying this unique idea.
- "Treat Yourself"- although had strong research support, was too generic.

We incorporated this feedback as can be seen in our final idea of "Create Your Smile" which Mrs. Duce herself helped develop during our feedback and discussion. We were sure to execute this theme thoughtfully in each implementation as well. Mr. Rich had commented that having "Froyoyo" in a smile shape could be a good idea which we incorporated by putting our slogan in the shape of a smile instead. We used colorful imagery to capture the happy feelings of going to Froyoyo as discussed.

In pre-testing our campaign, we interviewed 25 people, 18 of which being college females and 7 being community women. There was an overall positive evaluation and overall feelings of the executions were that they were cute, inviting, and made them want to try Froyoyo. There were more specific feedback for each print execution as previously described (see creative execution section), and the overall theme of "Create Your Smile" was unique, creative, and appealing for families and children.

After developing our big idea, we had a second idea generation session:

Idea Generation Session 2: November 6, 2011

Location: West Campus Library

Goal: Come up with idea for creative and media executions

We used a brainstorming technique including visual representations.

We came up with 48 ideas of which we narrowed down to the 7 executions we felt were most justifiable and implementable for Froyoyo.

See our list below of our full list of 109 ideas from both idea generation sessions:



**Idea Generation 1: Campaign Theme
October 5, 2011**

Other ideas:

1. Competition at local schools for kids to design and color flavor tags and decorations for store. Winners get free froyoyo and art displayed at store.
2. YouTube competition with Facebook, have facebook fans create jingles and theme songs. Winner with most likes gets free froyoyo for a year.

Graphics ideas:

3. Froyoyo trophy
4. Skinny froyo
5. Froyo as a finish line
6. Froyo as an allowance for kids
7. Froyo money
8. Froyo as bargaining chips with mom and kids
9. Froyo as a payroll system for kids doing chores

Froyoyo Idea Generation:

10. A sweet treat, with only 8 when you eat
11. You deserve it
12. You've earned it

Brainstorm session 1 October 5;

Technique: (seeding with random word associations):

Dreams:

13. desire Froyoyo
14. always daydreaming of froyoyo
15. kids daydreaming at school
16. adults daydreaming at work
17. teacher and kids both daydreaming of froyoyo
18. find genie, get 3 wishes, only what froyoyo, froyoyo, froyoyo

Adventure:

19. treasure hunt for Froyoyo
20. so many options, different flavors everytime
21. roasting competition
22. mouth on a roller coaster ride
23. smore's flavor
24. carnival of flavors
25. froyoyo makes your dreams come true
26. your dreams become reality

Happiness

27. Froyoyo makes you happy
28. Bad day? Froyoyo will fix it
29. Treat yourself
30. Come get your smiles
31. Get your smile on
32. Swirl a smile
33. Smiles with every ounce
34. Smiles with every swirl

35. Only 8 calories, but unlimited smiles
36. Froyoyo is the way to go!
37. Create your own happiness
38. Where never-ending happiness is created

Creative:

39. dare you to try them all
40. gift that doesn't stop giving
41. best reward you can get
42. get the "best mom" award
43. treat yourself with colors
44. Anybody can give an allowance, get creative moms!
45. Never tastes so good
46. So many options, dare you to try them all
47. Need ideas to inspire the kids
48. Nothing ever made your day taste this good!

Winning:

49. You keep the prize; I'll take the Froyoyo
50. Don't stress, it's only 8
51. Pictures with thoughts of reasons mom, student, and kid of why they earned it (chores, good grades, workout, dentist)
52. Cartoon froyo holding a A+ report card
53. Making a froyo characters for kids
54. A _____ treat that you deserve
 - a. -dreamy
 - b. creamy
 - c. sweet
 - d. yummy
 - e. unique
 - f. healthy, etc
55. daydreaming mom, kid, and student of froyoyo while working on respective projects

Endless Possibilities

56. Almost TOO many choices
57. A smile with every swirl
 - What makes you smile?
 - All of the smiles, none of the guilt
 - pictures of mom, student, kid with thoughts of reasons to smile around them
58. Graphics with smile theme for kids, students, and moms
59. Same great taste, but Only 8
60. Special events (Halloween trick or treating)
61. Polls for flavors

**Idea Generation 2: Media Executions
November 6, 2011**

62. Flash Mob
63. Photobooth contest

64. Coloring books- to schools
65. Kids competition
66. Yogurt section stickers
67. Jingle competition
68. YouTube competition "What makes you smile"
69. Website
70. Giant smile stickers
71. Create flavor ideas (best combinations)
72. Local tv spot
73. Facebook advertising
74. Pens
75. Magnets
76. Tshirts designs
77. V-necks
78. Sticker flyers
79. Mass distribution of flyers to create smiles on campus-cookie dough print
80. Say something nice podium (What makes you smile?)
81. RecTV
82. Good Report Card incentive
83. City of College Station youth sports sponsorship
84. Create tshirts for teams
85. Radio commercial
86. Radio contest
87. Promote more profit shares
88. Phone game
89. Mini game on campus
90. Create your smile giant puzzle
91. Scavenger hunt in town
92. Trophy
93. flyers at Boys and Girls Club Lincoln center
94. mall card board cut-outs
95. mall create your smile game, giant cut out
96. coloring books at mall
97. cut-outs in cubbys at libraries
98. meet the owner
99. churches
 100. advertise beside Maddens food truck
 101. beside Chef Tye's food truck
 102. advertise at local gyms
 103. hair salons
 104. nail salons
 105. sponsorship at schools (on scoreboards)
 106. sponsorship at high school football games
 107. Sponsorship of Christmas in the park
 108. Provide coloring books to Kids Klub of City of College Station
 109. Flavor label design contest with Kids Klub



Appendix-Analysis of Sales Objectives Calculations

2011-12 Sales Objective:

\$23,000 per month average

5750 customer per month average
assume \$4 avg ticket

Froyoyo First Year Sales by Month			
	Sales	Over/under Objective	#Customers (assume \$4 avg ticket) Over/ Under Objective
Nov-10	\$15,832	(\$7,168)	3958 (1,792)
Dec-10	\$10,838	(\$12,162)	2710 (3,041)
Jan-11	\$11,651	(\$11,349)	2913 (2,837)
Feb-11	\$14,452	(\$8,548)	3613 (2,137)
Mar-11	\$19,215	(\$3,785)	4804 (946)
Apr-11	\$22,136	(\$864)	5534 (216)
May-11	\$18,917	(\$4,083)	4729 (1,021)
Jun-11	\$16,880	(\$6,120)	4220 (1,530)
Jul-11	\$16,129	(\$6,871)	4032 (1,718)
Aug-11	\$19,820	(\$3,180)	4955 (795)
Sep-11	\$25,745	\$2,745	6436 686
Oct-11	\$25,390	\$2,390	6348 598
	\$217,005	(\$38,995)	

Above is our calculations used to determine reasonable sales objectives. We used the sales data given from the past year along with Mrs. Duce's determined goal of \$23,000 sales per month to measure how many customers this can translate to based on an average sales ticket of \$4 per customer. From this we calculated that 5,750 average sales tickets per month would reach this goal.

Appendix-Analysis of Objectives Calculations

For our Analysis of Objectives, we used a standard advertising brand funnel. Based on this brand funnel format, one can calculate the number of people that are likely to become customers based on the number of people that are reached and made aware by a campaign.

The total population of our target market (women in College Station) was our starting point.

- 100% = 36,834 women
- 90% Aware = 33,151 women
- 7.8% Purchase = 2,875 women

We assume these 2,875 women will visit the store twice a month to reach our goal of 5,570 sales tickets a month.



Appendix-Profits and Losses Statement (Client P&L)

Team Number: **Group 9**
 Team member Last Names: Jithendran Mueller Bielitz
 Hourly Rates: \$100 \$100 \$100

2011 P&L

		13-Sep	20-Sep	27-Sep	4-Oct	11-Oct	18-Oct	25-Oct	1-Nov	8-Nov	15-Nov	22-Nov-6-Dec	2nd Qtr	Total
Gross Income														
Weekly Fee (retainer)		1,100	1,100	1,100	2,000	1,100	1,100	1,100	6,800	2,000	2,000	2,000	6,800	20,600
Total Gross Income		1,100	1,100	1,100	2,000	1,100	1,100	1,100	6,800	2,000	2,000	2,000	6,800	20,600
Time & Overhead														
Account Management														
Jithendran		125.00	50	50	175	50	100	100	850	50	100		50	280
Mueller		125.00	50	50	50	50	100	100	825	50	100		50	725
Bielitz		125.00	50	50	50	50	100	50	450	50	100		50	650
Situation Analysis and Research														
Jithendran		100.00	25	225	150	25	50	100	675		200			280
Mueller		100.00		175	100	100	50	100	625		200			280
Bielitz			50	125	150	50	50	100	525		200			725
Campaign Objectives														
Jithendran					50				50		50			100
Mueller					50				50		50			100
Bielitz					50				50		50			100
Creative Brief														
Jithendran					50		50		100	100				200
Mueller					50		50		100	100				200
Bielitz					50		50		100	100				200
Idea Generation and Screening														
Jithendran						200		100	300		100			450
Mueller						100		100	200	50	100			350
Bielitz						100		100	200	50	100			350
Idea Pitch Preparation and Presentation														
Jithendran								200	575					775
Mueller								200	575					775
Bielitz								200	575					775
Creative Execution														
Jithendran											400	250		650
Mueller											400	300		700
Bielitz														0
Media Planning														
Jithendran														50
Mueller														50
Bielitz														50
Campaign Evaluation														
Jithendran														0
Mueller														0
Bielitz														0
Appendix														
Jithendran													450	450
Mueller													450	450
Bielitz													450	450
Production														
Jithendran											200		900	1,100
Mueller													750	750
Bielitz													550	550
Direct Expenses:														
Product purchase and evaluation					10				25					25
Materials and supplies								5	5					5
Printing								15	15			10		25
Total Time & Overhead	0	990	225	675	1,360	325	1,560	2,200		600	300	2,200	4,200	14,280
Over(Under)	0.00%	61%	81%	42%	64%	73%	40%	-10%	140%	15%	-10%	23%	1,740	6,320



Appendix-References

1-Frozen Yogurt Industry Report 2011 Author- FranchiseHELP

Website-<http://www.franchisehelp.com/industry-reports/frozen-yogurt-industry-report>

2-Textbook-Advertising and Promotions: An Integrated Marketing Communications Perspective, Belch and Belch Jan 2011.

3- For an acceptable sample size

The required formula is: $s = (z / e)^2$

Where:

s = the sample size

z = a number relating to the degree of confidence you wish to have in the result. (1.64 for 90% confidence)

e = the error you are prepared to accept, 10% error,

$$s = (1.64/.10)^2$$

$$s = 268$$

website-

http://www.marketresearchworld.net/index.php?option=com_content&task=view&id=23&Itemid=1&limit=1&limitstart=2

