

2011 Media Plan

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Situational Analysis

* Product
* Fruit of the Loom is one of the world's leading apparel companies
* Target Market
* Adults 18-54
* Graduated college
* Married
* Distribution
* Fruit of the Loom underwear can be found in many stores across America, most notable are Target, K-Mart and Wal-Mart.
* Competition
* Sara Lee Corporation, manufacturer of Hanes products.
* Jockey International
* Calvin Klein
* Advertising History

1975

* First “Fruit of the Loom Guys” campaign.
* Featured three guys dressed as grapes, an autumn leaf and an apple, which are all elements of the brand’s trademark.

1988

* “Fruit of the Loom Guys” replaced by a more modern campaign, “We fit America like we never did before”.
* Included family scenes and the first views of women in a pair of panties on network television.
* Emphasized Fruit of the Loom’s move to basic apparel for both men and women.

1990

* Unveiled first network advertisements that featured a male model in white briefs.
* Asked the question, “Whose underwear is under there?”

1991

* Introduced the “It’s your time” campaign.
* For their growing line of casualwear.

2002

* “Fruit Guys” make a comeback.
* The spots target women, who generally purchase underwear for their family.

Marketing Objective

* Measurable
* Increase sales by 2 percent.
* Benchmark
* Sales fell 22% in 2001 and are still trying to recover.
* Timeframe
* One year, by the end of 2012

Advertising Objectives

* Increase usage of product among our target audience by 25 percent.
* Distinguish the Fruit of the Loom brand from the competition.

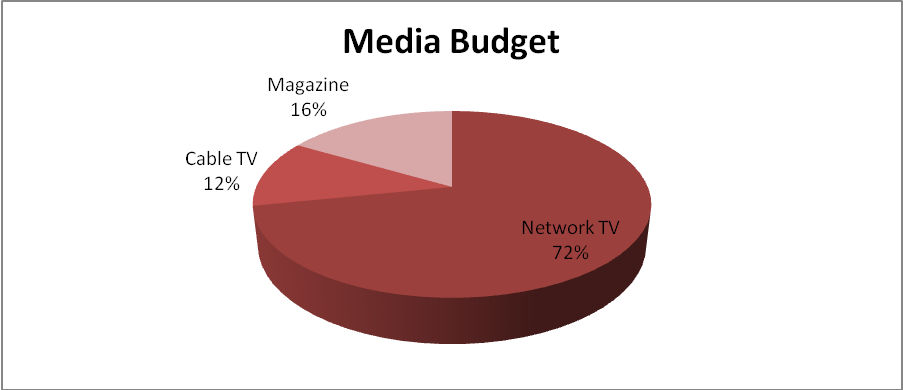
* Accentuate the value of Fruit of the Loom underwear.

Media Objectives

* Target Audience
* Married adults ages 18-54.
* Geography
* National campaign with a focus on the holiday months and the start of the school year.
* Seasonality
* Focus on holiday months: November, December, and January.
* Focus on months right before the beginning of the school year: June, July, August.
* Magazine to run year round.
* Creative Constraints
* Focus on target market and try not to have wasted air time.
* Budget
* $45,000,000

Media Strategies

* Network Television
* Prime time and early fringe
* Air during the months of June, July, August, November, December and January.
* Reach a broad audience.
* Cable Television
* History Channel and ESPN
* Air during the months of June, July, August, November, December and January.
* Reach target audience.
* Magazine
* National
* To run monthly
* To reach our target audience.



|  |  |  |
| --- | --- | --- |
| Fruit of the Loom underwear Advertising Budget | | |
| Network TV | 32,292,000 | 71.76% |
| Cable TV | 5,250,000 | 11.66% |
| Magazine | 7,190,460 | 16.57% |
| **Total** | **44,732,460** | **100%** |

Media Tactics

* Network Television: $32,292,500 (71.76%)
* Early News and Prime Time
* 100 GRPs for Prime Time and 90 GRPs for Early News per week.
* 2 and 4 week flights
* :30 spot
* Cable Television: $5,250,000 (11.66%)
* ESPN
* 50 GRPs per week
* 2 and 4 week flights
* :30
* Magazine: $7,190,460 (16.57%)
* Full page, four color to run monthly for 12 months in Car and Driver Magazine
* Inside cover to run monthly for 12 months in ESPN The Magazine.

Budget Worksheet

Fruit of the Loom Underwear

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1Q | 2Q | 3Q | 4Q | TOTAL |
| **TV** |  |  |  |  |  |
| GRPs | 200 | 200 | 560 | 560 | 1520 |
| COST | 3,900,000 | 4,500,000 | 11,112,000 | 12,780,000 | 32,292,000 |
| **CABLE** |  |  |  |  |  |
| GRPs | 100 | 0 | 200 | 0 | 300 |
| COST | 1,750,000 | 0 | 3,500,000 | 0 | 5,250,000 |
| **MAGAZINE** |  |  |  |  |  |
| GRPs | 6 | 6 | 6 | 6 | 24 |
| COST | 1,797,615 | 1,797,615 | 1,797,615 | 1,797,615 | 7,190,460 |
|  |  |  |  | **Total:** | $44,732,460 |

Summary

In using this media plan Fruit of the Loom underwear will reach the target market of 18-54 married college graduates and increase the brand’s awareness. We will be able to distinguish the brand from competitors and increase its value.

Equations

**Network TV**

Prime Time

* 1st Qtr (2 weeks x 100 GRPs)= 200 GRPs
* 2nd Qtr (2 weeks x 100 GRPs)= 200 GRPs
* 3rd Qtr (4 weeks x 100 GRPs)= 400 GRPs
* 4th Qtr (4 weeks x 100 GRPs)= 400 GRPs

Early News

* 1st Qtr (No advertising)
* 2nd Qtr ( No advertising)
* 3rd Qtr (4 weeks x 90 GRPs)= 360 GRPs
* 4th Qtr (4 weeks x 90 GRPs)= 360 GRPs

Cost

1st Qtr

* Primetime (200 GRPs x $19,500)= $3,900,00
* Early News (No Advertising)

2nd Qtr

* Primetime (200 GRPs x $22,500)= $4,500,000
* Early News (No Advertising)

3rd Qtr

* Primetime (400 GRPs x $19,500)= $7,800,000
* Early News (360 GRPs x $9,200)= $3,312,000

4th Qtr

* Primetime (400 GRPs x $22,500)= $9,000,000
* Early News (360 GRPs x $10,500)= $3,780,000

NETWORK TELEVISION TOTAL = $32,292,000

**CABLE TV-ESPN**

ESPN

* 1st Qtr (2 weeks x 50 GRPs)= 100 GRPs
* 2nd Qtr (No advertising)
* 3rd Qtr (4 weeks x 50 GRPs)= 200 GRPs
* 4th Qtr (No advertising)

Total= 300 GRPs

Cost

* 300 GRPs x $17,500 = $5,250,000

**MAGAZINE**

**Total Audience**

ESPN(2,073,812 x 6.91rpc)=14,330,040

Car & Driver (1,326,350 x 5.37)= 7,122,499

**Cost**

ESPN Inside cover

12 Copies x $447,522 = $5,370,264

Car & Driver Full page 4-color Ad

12 Copies x $151,683 = $1,820,196