

Síggí's: Media Planning Strategy and Execution

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Siggi's target market includes young to middle-aged, working, females who are between the ages of 25-45. The goal for our promotional plan is to increase our customer base by 30% through our promotional efforts. Our promotional plan focuses on highlighting the quality texture of skyr-yogurt as well as emphasizing the few, natural ingredients that are used in making the product. In addition to the use of only a handful of ingredients, Siggi's products also have more nutritional benefits compared to competitors, which serves as a secondary, supplemental attribute to the brand.

In order to highlight these benefits and expand our consumer base, we will institute multiple different promotional efforts. Currently, Siggi's focuses the majority of their efforts on outdoor advertising, and minimally on social media advertising. We plan to:

- Expand our efforts to host giveaways and contests via all of our social media platforms.
- utilize Facebook, Twitter, Instagram and Snapchat for contests and campaigns.
- Host a guerilla marketing event in the north eastern region of the US at the beginning of the new year.

This promotional event will be held in various major cities across the northeastern region. We will collaborate with Trader Joe's and Whole Foods storefronts to provide blind taste tests of both Siggi's yogurt samples as well as competitor's yogurt samples. Customers will try both and decide for themselves which yogurt they prefer. After tasting the yogurts, the Siggi's representative will inform them of the wholesome, natural ingredients in Siggi's yogurt; as well as, educate them on the artificial ingredients that many competing yogurts have.

Overall this media campaign will strive to provide consumers with the opportunity to become familiar with the Siggi's product prior to a store purchase. We hope that these efforts will strengthen our consumer base as we try to interact more directly with potential consumers.

Executive Summary:



Situational Analysis:

Background: Siggí's was founded in 2004, when creator, Siggí Hilmarrsson, felt homesick for Skyr, a popular dairy product in Iceland and brought it to New York City. Skyr is a thick consistency that is rich in protein, low in sugar, and contains a more mild flavor compared to Greek Yogurt Brands.

Within the past few years, Siggí's has grown 120% from 2004 and has expanded to many areas along the east coast in over 11,000 different storefronts. The most prominent benefit of Siggí's is that it is technically Skyr, not yogurt- making it the healthiest type of yogurt-like product on the market. (siggis.com)



Situational Analysis:

Target Audience: This campaign aims to target females ages 25-45 who are health conscious and already consuming yogurt. This female is constantly looking for healthy eating options, but is unaware with Siggi's yogurt along with its benefits. We chose this target because:

- 1) of men and woman who already consume yogurt, 71% are female;
- 2) of all individuals that consume yogurt, the age range 24-34 and 35-49 contain a high index number of 113 and 125 in Simmons One View;
- 3) there are index numbers of 112 and 111 for single women who eat competitors and have a full or part-time job;

High index numbers indicate a higher usage from a certain demographic. From this data, it is evident that younger to middle aged females, regardless of marital status, who are health conscious, is the ideal target for this campaign. (Simmons)



Geography: Siggi's can only be found in the Northeast coast of the country, including Pennsylvania, Connecticut, New York, New Jersey, Maryland, and some places in between. In these areas, Siggi's is found in Giants, Natures Pantry, ACME, Whole Foods, Wegmans and TraderJoes.





Situational Analysis: Competitive Analysis

Yoplait Greek Yogurt



Yoplait Greek Yogurt is the least healthy across the market. Yoplait has about 1.75 times as many calories as Siggi's, along with a much higher quantity of sugar and carbs. The product is sold at a less expensive rate than Siggi's, but the yogurt is far more unhealthy. Yoplait Greek Yogurt is advertised as a "lighter" yogurt as their ads have the yogurt cup in the clouds.

FAGE



Fage has protein that is only two grams less than Siggi's; however, sugar, calorie, and carb content skyrocket over Siggi's. FAGE's creative strategy consists of one half of the ad being a more expensive item, such as a luxury brand watch or necklace, then the other half of the ad is the yogurt with indents in it that replicate the luxury picture on the other half. This is showing that FAGE yogurt is high quality and well worth the little higher price.



Situational Analysis: Competitive Analysis

Chobani



Although sold at a low price, Chobani Greek Yogurt has poor nutrition in comparison to Siggis. The brand is high in protein, but also high in sugar, carbs, and calories. For Chobani, their ad strategy is based upon the fact that it is healthy and will give you natural energy to get through the day.

Oikos



OIKOS is the top competitor of Siggis because it has the same amount of protein as Siggis, a significantly lower price, and contains no sugar at all. The amount of calories and carbs is much higher in OIKOS than Siggis. OIKOS bases their ad strategies on the fresh ingredients, taste, and enjoyment of their yogurt by their customers. They have some ads where the yogurt replaces a burger patty in between burger buns; the yogurt cups replaces chicken on the grill, and the yogurt replaces eggs in a carton of eggs. Along with that, there are different ads that use headlines, such as "Fuel Your Pleasure", "Possibly the Best Yogurt in the World", and "Possibly the Perfect Protein Snack".

Situational Analysis:

Competitive Analysis:

This media mix chart shows which types of media the competing brands of Greek yogurt used most. Among all of the competitors of Siggis's, the chart reveals that every brand spent the most of their advertising budget on Network television. The second depending on the brand was either Spot TV or Cable TV. This indicates that competitors invest most of their advertising to television commercials oppose to print, like Siggis's.

Media Mix of Competitors:

<u>Brand</u>	<u>Total DOLS (000)</u>	<u>Outdoor DOLS (000)</u>	<u>Network DOLS (000)</u>	<u>Cable TV DOLS (000)</u>
Siggi's	28,500	28,500	0	0
Chobani Greek Yogurt	32,229.7	5,940.00	28,527.4	2,465.5
OIKOS Greek Yogurt	6,774.3	0	3,052.8	2,756.7
Yoplait Greek Yogurt	21,954.8	0	10,551.8	7,349.4
FAGE Greek Yogurt	32,807.4	0	8,416.7	8,007.5
Totals	\$122,266.20	\$34,440.00	\$50,578.70	\$20,579.10



Competitor Ingredients:

Brand Name	Serving Size	Trans Fat	Protein	Calories	Carbs	Sugars	Cost for 1 container
Siggi's	5.3oz	0g	15g	80.00	5g	5g	\$1.59
Chobani	5.3oz	0g	11g	130.00	17g	14g	\$1.00
OIKOS	5.3oz	0g	15g	120.00	14g	6g	\$1.00
Yoplait Greek Yogurt	5.3oz	0g	11g	140.00	22g	18g	\$0.66
FAGE	5.3oz	0g	13g	120.00	18g	16g	\$1.37

Competitor Annual Sales:

Brand	Annual Sales
Siggi	\$560,000
Chobani	\$1.2 Billion
OIKOS (Sub-brand)	\$400 Million
Yoplait Greek Yogurt	Roughly \$2 Billion
FAGE	\$ 1 Billion

Competitive Analysis:

Because Siggi's is one of the only Skyr-Style yogurt sold in the United States, we decided to open our competitive market up to the top Greek yogurt brands.





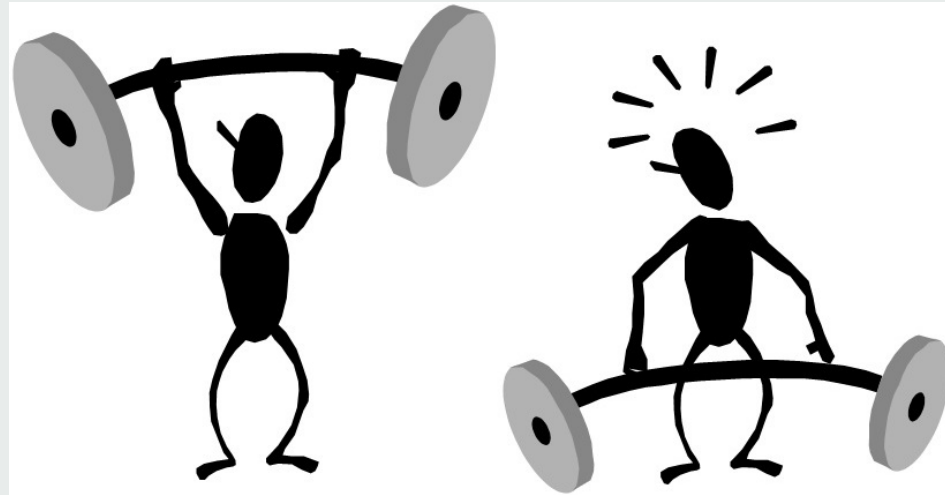
Situational Analysis:

Strengths

- Siggi's is the healthiest brand of Greek yogurt among its competitors. Siggi's has the highest amount of protein, lowest amount of added sugar, and is made with no aspartame, no sucralose, no gelatin, no artificial coloring, no preservatives, no high-fructose corn syrup, is non-GMO verified, which is what our competitors put in their yogurts. Also, with milk from grass-fed cows, consumers are likely to perceive the brand as a healthy one.

- BAV Consulting, a global strategic consultancy excelling in brand marketing research and strategies, provides useful data about how consumers view Siggi's. According to BAV, Siggi's is perceived by our target audience as "socially stylish", meaning consumers view the brand as trendy, high-quality, charming, upper-class, and prestigious (BAV Consulting).
- Siggi's has category dominance over the yogurt industry because it is the only Icelandic yogurt sold in the United States.

- All parts of Siggi's cup is recyclable: the plastic cup itself and the paper wrap.



Weaknesses

- Siggi's is only sold on the Northeast region of the United States.

- Siggi's individual cups of yogurt are sold for about \$0.50 more than top competitors like Chobani, Oikos, and Fage.

- Not many people are aware that Icelandic yogurt is better for an individual's health than Greek yogurt.



Situational Analysis:

Opportunities

- Health and fitness trends are higher and stronger than they have been in awhile. According to Nielsen's 2015 Global Health & Wellness Survey, individuals of all demographics are willing to pay more for healthy food (Gagliardi).
- Siggi's direct, bright, and simple visual displays correlate with current trends. According to BAV Consulting, consumers currently view Siggi's as "socially stylish" and associate the brand with adjectives including "trendy, high-quality, charming, upper-class, and prestigious".
- Siggi's is the *only* brand that offers Icelandic style yogurt in the country, making it hold a unique product feature.



Threats

- Siggi's market is limited to the Northeast coast., which decreases brand exposure. consumers will be more likely to buy other brands instead.
- More individuals are eliminating dairy from their diets. The rising trend of dairy alternatives creates competition among Siggi's market with dairy-free yogurt (Shaeffer).
- Many individuals are unaware of Icelandic style yogurt. Siggi's needs to educate potential consumers so they are more familiar of this type of yogurt.

Situational Analysis:

Creative History of Products:

Siggi's advertisements and social media perpetuate their simple and traditional message with white backgrounds and clean design. Siggi's highlights the ingredients of the product and shows that they have nothing to hide by using bright, sharp, images of the yogurt. Siggi's copy is direct and simple. Siggi's uses this clear-cut style in all of their advertising. On the website, Siggi's displays a video to show customers exactly how Siggi's is made, which emphasizes the health benefits of the yogurt.

Siggi's most recent project, has been the creation of yogurt tubes directed for the family market, specifically young children. With this, they added yogurt drinks to their products to compete with other yogurt brands in their competitive set. (siggisdairy.com).





Timing and Purchase Cycle:

Currently, Siggi's yogurt ships from New York to all across the Northeastern region of America at all times of the year. People usually buy Siggi's during the summer months when it is warm out for a filling, healthy snack throughout the workday.

Since Siggi's is still new to the yogurt scene in America, there is not much information on how much time it takes for the yogurt to be made, packaged, and shipped out; however, competing brands ship out 2,000 yogurt cups a week.

Situational Analysis:



Promise:

Siggis promises to produce thick and creamy yogurt with a unique taste and texture that only Icelandic Skyr yogurt provides. Siggis will also provide natural ingredients that are used in the minimal-step process and ensures customers that no additives are included.

Positioning Statement:

Siggis is for young to middle aged women, ages 25-45, who value their health and are already consuming competing brands of yogurt. Siggis is the only Skyr-style yogurt sold in America that offers an authentic, thick and creamy texture as well as wholesome, high quality ingredients that keep the consumer full and focused throughout the workday.

Tone:

The tone we wish to convey straight forward and simple. Rather than using a lot of complicated patterns or colors for our advertisements, we plan to continue the simplicity of the product with clear and straightforward visuals to create a simple tone that Siggis has done in the past.

Creative Strategy:



Communication objectives:

1. Our advertisements will inform consumers of Skyr's rich, thick, and simple ingredients that differentiates it from other yogurt brands and increases brand awareness.
2. We hope first-time consumers will recognize the rich taste of Siggí's that separates it from other yogurt brands.
3. After consumers respond positively to trial purchases, we expect this will create a foundation of satisfied customers, resulting in increased brand loyalty.
4. We hope to strengthen our sales on the Northeast region, specifically by inserting digital ads on TV's across the store, which will lead to increased customer traffic to our product.



Creative Strategy:



Theme line or slogan:

Currently, Siggí's slogan: "Rather delicious yogurt with simple ingredients and not a lot of sugar"

New Slogan: "Know it's real"

Creative History Look:

Siggí's has focused on keeping a clean, plain design that highlights a Siggí's container with a nutritional fact about it's yogurt. Not only do they use a clear-cut look on their outdoor traditional advertising, but they continue their simple look theme on their website. Here, they provide an interesting video on how Icelandic yogurt is made. Siggí's most recent project has been the creation of yogurt tubes directed for the family market, specifically young children.



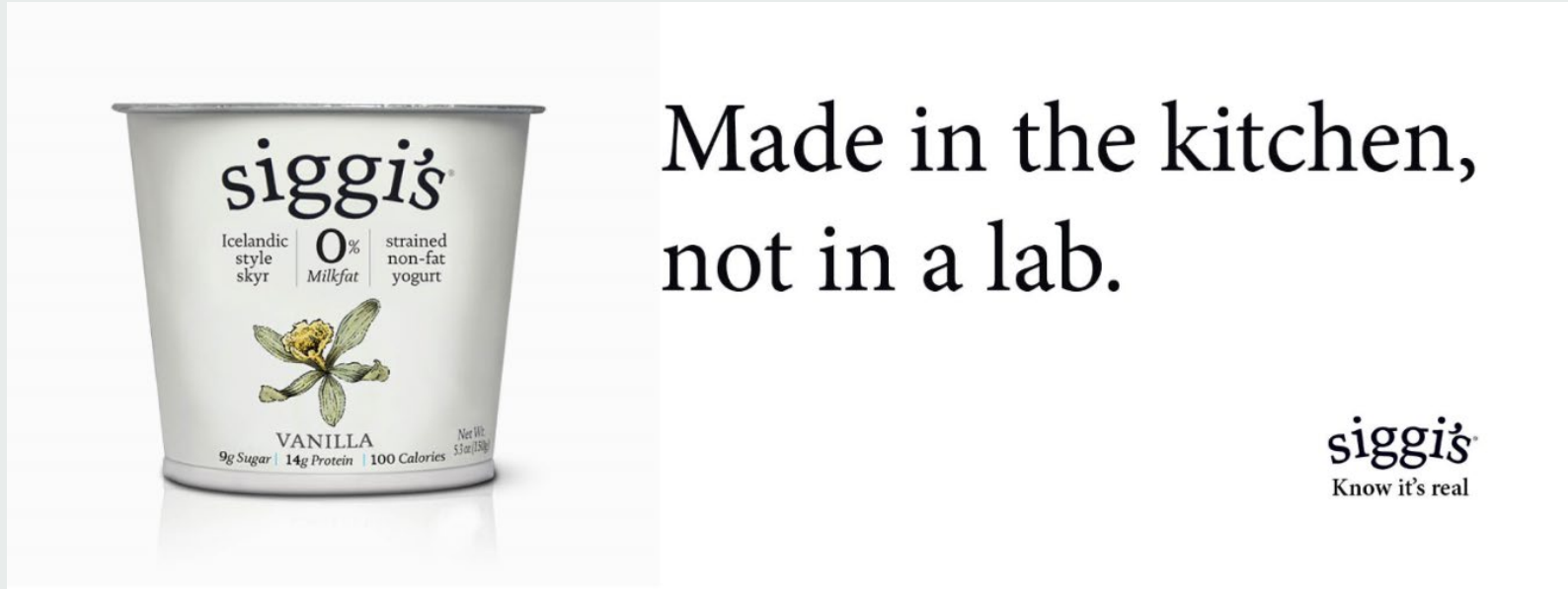
Creative Executions:



1. Thick Texture Ad: On this ad, you can clearly see the thick consistency of the Siggis Yogurt. You can see the headline "Thicker fills you quicker" and the thick Siggis yogurt scoop on the spoon. Siggis is known for the filling taste that keeps you full throughout the day.



Creative Executions:



2. Traditional Siggi's Concept: This ad shows a version of a typical Siggi's ad where the yogurt is largely scaled and there is a headline on a white background. In the bottom corner you can see the Siggi's logo with our new slogan "know it's real".



Media Objectives and Strategies:

Target Audience

Objectives:

Since 66% of all females who are employed between the ages of 25-45 are already consuming competing brands of yogurt, our goal of this campaign is to increase brand experience by 30% among the target.

Strategy:

Because our target is health conscious, young to middle-aged, working, females, we feel that social media, outdoor advertising, and guerilla marketing events will be the most effective way to reach our target audience.



Geography

Objectives: This campaign will execute regional coverage rather than a national. We plan to market within the northeast region focusing on seven large cities. The goal of this campaign is to raise awareness and sales for Siggi's in the northeast region and gradually expand as sales increase.

Strategy:

The markets we will be focusing on include Boston, Providence, Hartford, New York City, Philadelphia, Baltimore, and Washington D.C. Trader Joe's and Whole Foods stores will be targeted within these seven markets for the guerilla marketing event and outdoor ads.



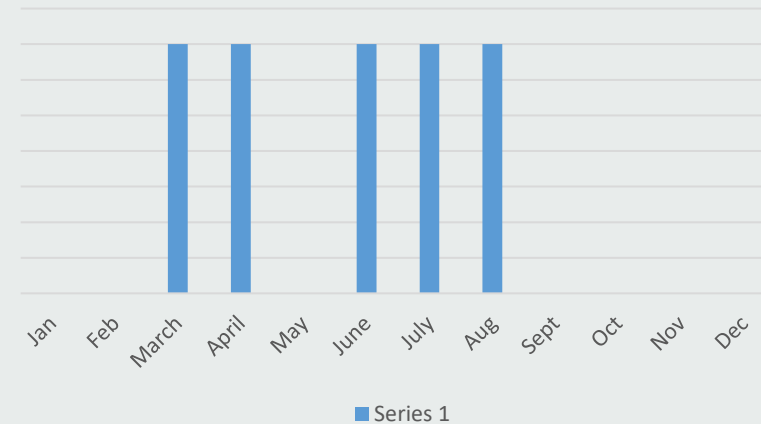
Media Objectives and Strategies:

Scheduling and Timing

Objective: The kick-off for social media and outdoor advertising will begin the first day of January right around the new year. Social media and outdoor advertising will follow a continuous advertising style because these media have wide coverage and are cost effective. March will kick off the guerilla marketing event. The guerilla event will go on for a month and then start up again in June for the beginning of the summer.

Strategy: With continuous outdoor advertising and social media starting in January, 75% reach and 3.6 frequency will be likely. Guerilla marketing will start up in March. When consumers go into stores, they will recognize the Siggi's brand from social media and outdoor ads and be more inclined to try the product. The taste testing events will pursue a pulse advertising style because Siggi's representatives will be needed at select stores across all seven markets. The event will take a break after the month of April and kick back up again in June for the start of the summer.

Timing for Guerilla Marketing Event



Media objectives and strategies:

Reach and Frequency

Objectives: Our reach goal is to achieve and maintain a 75% reach throughout the entire campaign. Additionally, we hope to reach our target at least 3.6 times throughout the campaign. This would be the ideal frequency rate according to the Ostrow Model we researched. Despite the fact that these reach and frequency levels are low, our simple, yet bold branding will leave a lasting first impression on the target.

Strategy: We will attain our reach and frequency goals by positioning our guerilla marketing events and outdoor advertising in places where Siggi's is relevant to the target. Ads will be posted outside grocery stores, fitness centers, and bus and train stations because our target will see them while grocery shopping, at the gym, or on their way to work. Social media will be posted frequently to raise brand awareness digitally as well. Both traditional and non-traditional ads will be short and simple so that messages are delivered quickly and clearly to consumers.



Media Objectives and Strategies:



Budget

Objectives: Our goal is to reach our target at least 3.6 times and stay within our limited budget of \$57,000. We found this budget by doubling Siggi's original budget of \$28,500 as advised by our professor since our advertising budget is very small.

Strategy: Because our budget is so low, we feel that in order to effectively reach our target, it is best to spend advertising dollars on social media, outdoor advertising, and guerilla marketing events in select stores and markets.

The \$57,000 Budget is allocated as follows:

- \$26,000 spent on outdoor advertising
- \$20,500 in Guerilla marketing events across 7 markets (cities), which include Whole Foods and Trader Joe's,
- \$10,500 spent in social media advertising banners, boosting posts, and giveaways.





Media Mix Strategy:

Guerrilla Marketing- We plan to hold marketing events in stores across the northeastern United States, including Trader Joe's and Whole Foods. These events will take place in cities like Boston, Providence, Hartford, New York City, Philadelphia, Baltimore, and Washington D.C. As customers enter these stores, they will be greeted by Siggi's representatives and prompted to try two separate unlabeled yogurt samples, one being Siggi's and the other, a competitor. After tasting the one of a kind texture and flavor of Skyr, we will reveal the true identity of the samples to our customers and tell them all the benefits of our Icelandic yogurt.





Media Mix Strategy:

Outdoor: Outdoor advertisements in the form of billboards will allow our audience to get acquainted with Siggi's yogurt during their daily drive. While traveling near and around their favorite grocery stores, our target audience will see Siggi's simple product design and copy, keeping Siggi's on their mind as they're picking up breakfast on their way to work, deciding on a snack for lunch, or shopping for their their groceries in the evening.

Social Media- Social Media is an easy and low-cost way for our brand to infiltrate the daily channels of our target audience. We will utilize several social media platforms, including Facebook, Instagram, Twitter, and Snapchat. By inserting our bold, product into the landscape of our young, female audience, Siggi's will be seen daily and eventually recognized as a trendy and popular addition to their diet.

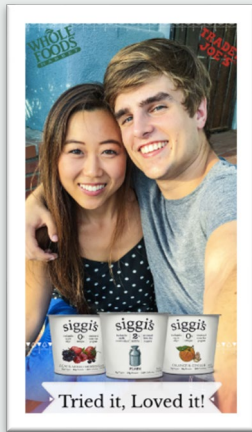


Media Integration:

Media 1: Snap Chat (Social Media- Budget: \$1,500)

Objective: We want to get people to know where to buy Siggi's yogurt and we want them to go into stores to buy it as well.

Strategy: Siggi's will work with Snapchat to create a Geotag that will be available to consumers all year round whenever they are within a two block radius of the select stores Siggi's is sold at..



Media 2: Guerrilla Marketing Event (Budget \$20,500)

Objective: With our Guerrilla Marketing event, we want to support our social media efforts by allowing people to learn about Siggi's yogurt and taste the thick texture of it compared to other leading brands. We want to position Siggi's to our target who is focused on nutritional eating and a healthy lifestyle.

Strategy: Since we are only in the northeastern region, we will set up our Guerrilla Marketing Events in high velocity cities, such as Boston; Providence; Hartford; New York City; Philadelphia; Baltimore; and Washington D.C. in Trader Joes, Whole Foods, and other storefronts that were mentioned before. These events will allow Siggi's to interact with customers on a personal level by familiarizing them with the brand as well as allowing them to taste the product before committing to a purchase. The event will follow a launched two month prior to this event, it is likely that consumers will already be familiar with brand. After March, the event will not startup again until June and go through August. We chose the summer months because light, fruity flavors are popular among these months, and people are trying to get more into shape for the summer.



Media 3: Facebook, Twitter, and Instagram (Social Media- Budget \$9,000)

Objective: Our goal is to reach out to new individuals who know or do not know about Siggi's and will hit our target audience. According to Statistic Brain online, about 58% of individuals check social media daily. Since so many people are on Snapchat, Twitter, Instagram, and Facebook, this campaign will expand online so we are able to deliver the Siggi's message to a massive community of potential customers.

Strategy:

Facebook: The most basic plan is a banner on Facebook pages. When you click on the banner it will bring you to Siggi's home page. We will pay to boost our posts so individuals that do not follow Siggi's page will see the picture or post and will want to check out our site. Along with this, we can have an online "Like, Comment, Share" promotion where you can win 20\$ worth of Siggi's products.

Instagram: Post a picture with your newly purchased Siggi's yogurt cup, tag @siggi'sdairy, and use #KnowItsReal and the user will enter to win \$10 worth of Siggi's Products. A winner will be selected three times through out the year. One contest will be held between: January and April; May and August; September and December.

Twitter: Our main use of Twitter will be sharing the Facebook and Instagram promotions to get more people to come to our social media pages. Additionally onsumbers will be able to follow the link to the online taste survey offered online.



Media Integration:



Traditional Advertising

75% less
sugar than
competitors



Good Texture, Great Taste, Natural Ingredients

For our traditional outdoor advertising, we plan to use a plain white background and a different Siggi's Yogurt flavor with a simple headline on each outdoor advertisement. Siggi's advertising traditionally has these same features as the one shown here and we would like to continue the look since it takes a different route of advertising than other brands.





Media Flow Chart:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL:
REACH													
OUTDOOR DISPLAY													
OUTDOOR													\$ 26,000.00
DIGITAL INTERACTIVE													
FACEBOOK													\$ 5,500.00
INSTAGRAM													\$ 2,500.00
SNAPCHAT													\$ 2,500.00
PROMOTIONS													
GUERRILLA MKTG EVENT													\$ 20,500.00
SOCIAL MEDIA GIVEAWAYS													\$ 2,000.00



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Appendix:

Ostrow Model

Marketing Factors That Affect Frequency

Established brands	-0.2	-0.1	+0.1	+0.2	New brands
High market share	-0.2	-0.1	+0.1	+0.2	Low market share
Dominant brand in mkt.	-0.2	-0.1	+0.1	+0.2	Smaller, less known brand
High brand loyalty	-0.2	-0.1	+0.1	+0.2	Low brand loyalty
Long purchase cycle	-0.2	-0.1	+0.1	+0.2	Short purchase cycle, high volume
Product used occasionally	-0.2	-0.1	+0.1	+0.2	Product used daily
			+0.1	+0.2	Need to beat competition
			+0.1	+0.2	Older consumers / children

sum= 1

Copy Factors That Affect Frequency

Simple copy	-0.2	-0.1	+0.1	+0.2	Complex copy
More unique copy	-0.2	-0.1	+0.1	+0.2	Less unique copy
Continuing campaign	-0.2	-0.1	+0.1	+0.2	New copy campaign
Product sell copy	-0.2	-0.1	+0.1	+0.2	Image copy
Single kind of message	-0.2	-0.1	+0.1	+0.2	Multiple kinds of messages
Larger ad units	-0.2	-0.1	+0.1	+0.2	Smaller ad units
To avoid repetition , Older messages	-0.2	-0.1			New messages

sum= -.2

Media Factors That Affect Frequency

Lower ad clutter	-0.2	-0.1	+0.1	+0.2	Higher ad clutter
Compatible editorial env.	-0.2	-0.1	+0.1	+0.2	Non-compatible environment
High media attentiveness	-0.2	-0.1	+0.1	+0.2	Low media attentiveness
Continuity scheduling	-0.2	-0.1	+0.1	+0.2	Pulsing / flighting
Limited media mix	-0.2	-0.1	+0.1	+0.2	Many media in mix
Opportunities for repetition	-0.2	-0.1	+0.1	+0.2	Fewer opportunities

sum= -.2

Summing results= +1 - .2 - .2 +3= 3.6

Adapted from: Joseph W. Ostrow, "Setting Frequency Levels," *Effective Frequency* (New York: Advertising Research Foundation, 1982).



		Total	Eat Competitors	I CONSIDER MY DIET TO BE VERY HEALTHY	Females who eat competitors
Total	Sample	11,620	1,062	4,643	866
	Weighted(000)	233,196	19,274	86,708	15,430
	Vertical %	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	8.3%	37.2%	6.6%
	Index	100	100	100	100
	Total %	100.0%	8.3%	37.2%	6.6%
FEMALE	Sample	6,658	787	2,776	634
	Weighted(000)	120,718	13,743	47,524	11,086
	Vertical %	51.8%	71.3%	54.8%	71.9%
	Horizontal %	100.0%	11.4%	39.4%	9.2%
	Index	100	138	106	139
MALE	Sample	4,962	275	1,867	232
	Weighted(000)	112,478	5,531	39,184	4,343
	Vertical %	48.2%	28.7%	45.2%	28.1%
	Horizontal %	100.0%	4.9%	34.8%	3.9%
	Index	100	59	94	58
18 - 24	Sample	1,023	96	320	90
	Weighted(000)	28,192	1,811	8,918	1,546
	Vertical %	12.1%	9.4%	10.3%	10.0%
	Horizontal %	100.0%	6.4%	31.6%	5.5%
	Index	100	78	85	83
	Total %	12.1%	0.8%	3.8%	0.7%

Appendix:



		Total	Eat Competitors	I CONSIDER MY DIET TO BE VERY HEALTHY	Females who eat competitors
25 - 34	Sample	1,421	172	491	150
	Weighted(000)	40,423	4,226	13,287	3,360
	Vertical %	17.3%	21.9%	15.3%	21.8%
	Horizontal %	100.0%	10.5%	32.9%	8.3%
	Index	100	126	88	126
	Total %	17.3%	1.8%	5.7%	1.4%
35 - 49	Sample	2,960	302	1,027	234
	Weighted(000)	57,975	5,996	18,411	4,337
	Vertical %	24.9%	31.1%	21.2%	28.1%
	Horizontal %	100.0%	10.3%	31.8%	7.5%
	Index	100	125	85	113
	Total %	24.9%	2.6%	7.9%	1.9%
EMPLOYED FULL OR PART TIME	Sample	6,580	657	2,488	535
	Weighted(000)	139,824	12,887	48,734	10,232
	Vertical %	60.0%	66.9%	56.2%	66.3%
	Horizontal %	100.0%	9.2%	34.9%	7.3%
	Index	100	112	94	111
	Total %	60.0%	5.5%	20.9%	4.4%
NEVER MARRIED	Sample	2,432	251	835	242
	Weighted(000)	64,255	5,047	21,021	4,538
	Vertical %	27.6%	26.2%	24.2%	29.4%
	Horizontal %	100.0%	7.9%	32.7%	7.1%
	Index	100	95	88	107
	Total %	27.6%	2.2%	9.0%	1.9%

Appendix: