



Heinz 57 Sauce Campaigns Book: 2018-2019

By: Dominique Martino, Brendan McCabe,
Jonathan Skewes and Lai Wong

Table of Contents:

Executive Summary	1	Creative Executions	12-17
Situational Analysis	2-9	Media Objective and Strategy	18-22
Background	2	Target Audience	21
Creative History of the Product	3	Geography	21
Target Audience	6	Scheduling and Timing	18
Geography	7	Reach and Frequency	20
Competitive Analysis	9-10	Budget	19 & 22
SWOT	4-5	Media Integration	25
Timing and Purchase Cycle	6	Media Strategy	23-24
Creative Strategy	10-11	References	26-27
Promise	10		
Tone	10		
Position Statement	10		
Communication Objectives	11		
Theme line or Slogan	11		

Kraft *Heinz*




Executive Summary

In 1892, Henry Heinz created the slogan “57 Varieties” for his line of condiments. In 1911, the Heinz company introduced Heinz 57 Sauce. Originally named “Beefsteak Sauce,” the product was positioned as a condiment that goes well with any meat, hot or cold. Heinz 57 Sauce adopted their current name in 1987. On July 2, 2015, Kraft and Heinz merged to create The Kraft Heinz Company. On August 2, 2017, Kraft Heinz reported a 1.2% loss of organic net sales in 2017 compared to the same time period of 2016.

Due to an utter lack of brand awareness amongst our target audience, we will launch a complete rebrand for Heinz 57 Sauce. As a result, we have proposed a heavy introductory media plan, starting in August. With regards to budget, we have allocated \$5,012,988.00 for our campaign. We will pay Emeril Lagasse \$1,500,000, and the rest of our media budget will go mostly towards digital and in-store. We have chosen a heavy digital presence because of our target audience’s media habits. This will include a Tasty video, advertising placement on five websites, and the use of Google AdWords. For our Google AdWords, we have selected nine cities to place our advertisement. For our in-store aspect, we will team up with Trader Joe’s stores nationwide.

This campaign is not only a rebrand of Heinz 57 Sauce, but it is also a chance for the brand to penetrate a new target audience and greatly increase their brand loyalty. Using Emeril Lagasse as a new face for Heinz 57 Sauce will bring more interest and excitement around the product. His signature phrase (BAM!) used at the end of a Tasty® video will really fit in well with the new, young, and hip audience whose opinion of a brand can be heavily affected by the way it is advertised on any of the given mediums. Using media methods that focus primarily on digital advertising along with in-store reach and a little outdoor advertising, this campaign will reach our target in areas where we find them observing ads the most using our Simmons data. Soon enough, Heinz 57 will return to its presence on the market, but this time with millennials.

Heinz 57 Sauce target audience includes men and women who are between the ages of 18 to 34. These college students and young professionals cook at least three times a week, and cooking is not a top priority to them. 91.9% of our target audience are social media users. In addition, 41.6% of our target audience visit social media websites 3 or more times a day. Most of our target audience cares about their condiment choice and they are frequent condiments users. Although our target audience use condiments, they are mostly unaware of Heinz 57 Sauce.



Company Background

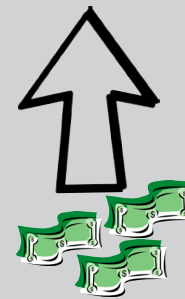
In 1892, Henry Heinz was riding a train in New York City when he saw a sign promoting 21 different styles of shoes, which made him think about the 60 different varieties of sauces; however, he used the number “57” because he liked the sound of it better. Heinz 57 Sauce was originally introduced in 1911 called “Beefsteak Sauce” and was positioned as a condiment that goes well with any meat, hot or cold. Soon after, they renamed the product “Heinz 57 Beefsteak Sauce”. In 1987, “Beefsteak” was dropped and renamed to “Heinz 57 Sauce”.

On July 2, 2015, Kraft and Heinz merged to create The Kraft Heinz Company. This merge led to a 2016 sales growth increase of 44.39%. For the 2016 fiscal year, Kraft Heinz earned \$26.48 billion dollars. According to The Washington Post, “Kraft Heinz has seen lackluster sales as consumers increasingly pass up packaged foods for fresher alternatives”.

2016:  +  = Kraft *Heinz*



Sales Growth



44.39%

Situational Analysis



60s



70s

Chef Mike Roy



"The Thicker the Better"

80s



90s

"We Sell The Sizzle"



Sexual Appeal

Creative History

Throughout the Heinz company's creative history, they have slowly deteriorated their use of advertising for Heinz 57 Sauce and Heinz in general. In the 80s, Heinz 57 Sauce portrayed a woman cooking a home-cooked meal, which told a story about how Heinz 57 Sauce made the dinner taste better. In 1985, TV sitcom star Vic Tayback became the spokesperson for Heinz 57 Sauce and used the famous phrase, "I used to be a lousy cook". Heinz 57 Sauce has not produced any creative advertising in the United States in the 21st century.



Situational Analysis

S

Strengths:

- The Heinz brand is a well known in general
- There is less sodium than competitors (A-1) & no sugars.
- Names are known in songs and sayings, such as: "Heinz 57 dog" and Jimmy Buffet's song "Cheeseburger and Paradise".
- People who regularly use Heinz 57 sauce really like it.



W

Weaknesses:

- Heinz 57 has created poor brand awareness over the years of not advertising.
- There is not much inventory or sizes of Heinz 57 in stores.
- Unlike most products, Heinz 57 has no social media accounts for it to help advertise.
 - It is an expensive product.

Situational Analysis



O

Opportunities:

- Since not a lot of people know about the sauce, it could be easier to increase the product's impressions in a person's daily life.
- Because Heinz is a well known name, there is a high possibility to sell the product just because of the use of the word "Heinz".
- Since we have a very low audience of people who buy the product, this campaign should be able to increase the social aspect of Heinz 57 sauce at gatherings.

5



T

Threats:

- A continued decrease of brand awareness for Heinz 57 could lead to extinction of the sauce.
- Competitors, such as A-1 Steak Sauce, are used more in restaurants.
- Competitors have cheaper and more affordable prices for the given target market.
- The sauce market is evolving due to a rise of fresh, organic products.
- The term "Heinz 57" has taken on a character of its own. It is used to describe a dog or person whose heritage is a mixture of different.

Target Audience:

Our target audience are men and women age 18-35. Our target audience has time to cook; however, they feel like it is unnecessary and takes too much time. This target are also frequent condiment users. Below are statistics on our target audience

49%

“when in the store, i often buy an item at the spur of the moment”

92.6%

use social media



41.6%

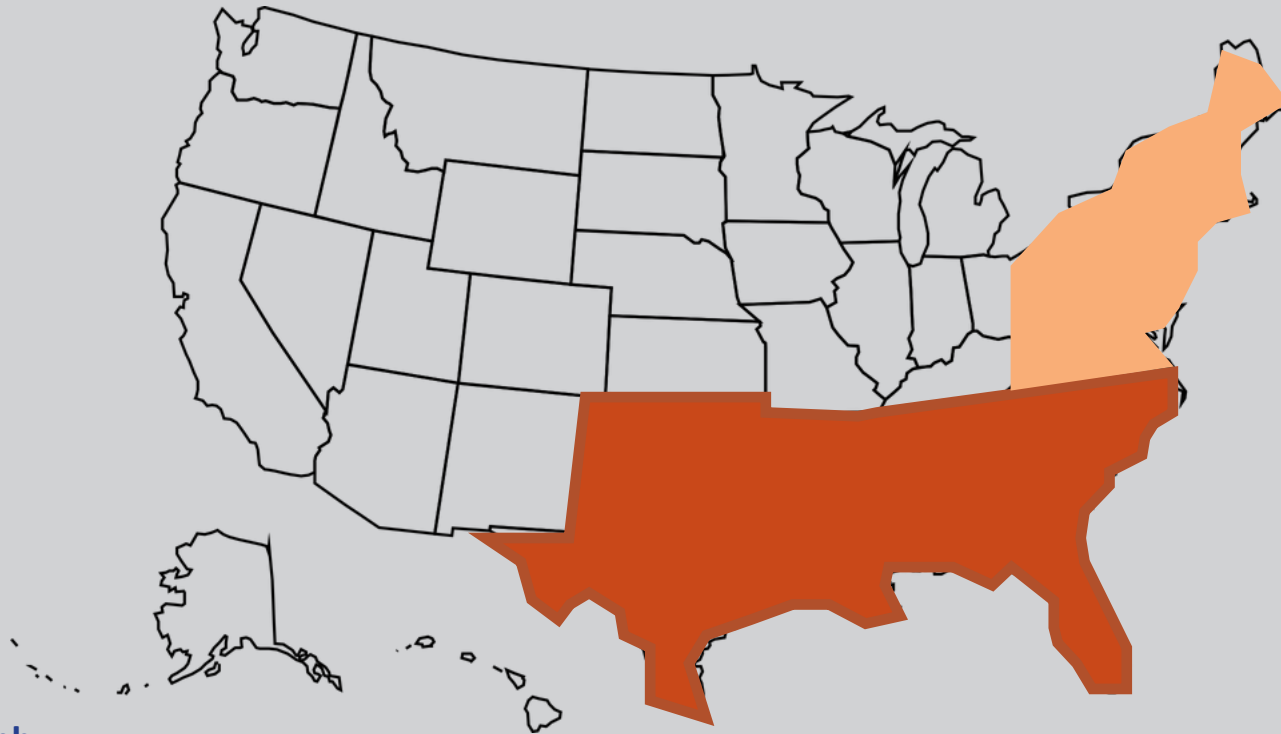
only go shopping when they need to buy something

Timing and Purchase Cycle:

According to a Heinz 57 Sauce specialist, between 25 to 30 percent of sales occur in the summer. This is due to the fact that our product is known to accompany steak and chicken, which are staple foods for grilling outside.

Situational Analysis





Geography

According to Simmons, the South is Heinz 57 Sauce's strongest performing geographic region. Of all people who claim Heinz 57 Sauce is their favorite sauce, 47.3% live in the south. This amounts to 13,147,000 people. The Northeast and the West are clearly Heinz 57 Sauce's weakest regions. 4,472,000 people who stated Heinz 57 Sauce is their most preferred live in the West, while only 3,500,000 people said the same statement in the Northeast. Of the top 14 DMVs in the United States, Atlanta is the clear leader for our brand. 19.4% of people who live in Atlanta use Heinz 57 Sauce the most. In addition to this, 40% of adults 18 - 34 years old live in the So. With this data in mind, we believe targeting the South is a great way to leverage a target audience that is already more familiar with our product than people from other geographic regions. We will spend \$131,450 on targeted digital advertisements in the South that will not be seen outside of this area.



Situational Analysis

Competitive Analysis:



Heinz 57 Sauce: \$3.84

Advertising: \$3,100
International Display Dol.

Heinz: \$10.9 billion
Heinz 57 Sauce is Much less



Kikkoman Teriyaki : \$2.28

Advertising: \$130,900
International Display Dol.
Cable TV

Kikkoman: \$62.6 Billion
Teriyaki sauce is a fraction

Competitive Analysis:



Old Texas BBQ: \$6.00

Advertising: \$1,600
Business to Business

Old Texas BBQ: N/A



A1: \$2.98

Advertising: \$6.7 million
Magazines
News Papers
International Display Dol.

Kraft Heinz enhancers and nuts:
2.1 Billion

Situational Analysis

Promise

Heinz 57 Sauce promises to take an average, boring meal and make it great. The sauce is the difference maker for an otherwise basic meal.



Positioning Statement

Heinz 57 Sauce is for adults 18 - 34 years old who do not value cooking. Whether a college student or a young professional, these people are so busy in their day that they do not see the value in taking the time to prepare a lavish meal. Therefore, Heinz 57 Sauce is the perfect sauce for them when they come home and prepare a low-maintenance dinner.



Tone

With the use of our brand ambassador, Emeril Lagasse, an American celebrity chef, we will be able to promote our sauce to the public. He will be used to bring excitement around the sauce with his energetic personality and signature saying: "BAM." Emeril won't just bring enthusiasm to the product, but he will also emphasize the helpfulness of the sauce. We want our sauce to be seen as the sauce to use when you're looking to push your meal from good to great.



Creative Strategy



Communication Objectives

- 1) Our partnership with Emeril Lagasse, a veteran in the cooking world, will help Heinz 57 Sauce gain recognition by using a celebrity endorsement. By incorporating his signature slogan, our celebrity endorsement will feel authentic.
- 2) We hope consumers who have never heard of our brand will be inspired to try it for the first time.
- 3) After trying it, we want our first-time users to recommend it to their friends.
- 4) We hope to strengthen our sales nationwide, but we focused on the Southeast because that is our brand's strongest geographic area. Due to a general lack of brand awareness, we decided to focus on an area that currently has the most knowledge of Heinz 57 Sauce.

Slogan

Our slogan will incorporate both the helpful nature of our client's product and Emeril Lagasse's persona. Our slogan for this campaign is: "Add Heinz 57 Sauce and BAM!"

Creative Strategy

Creative Executions

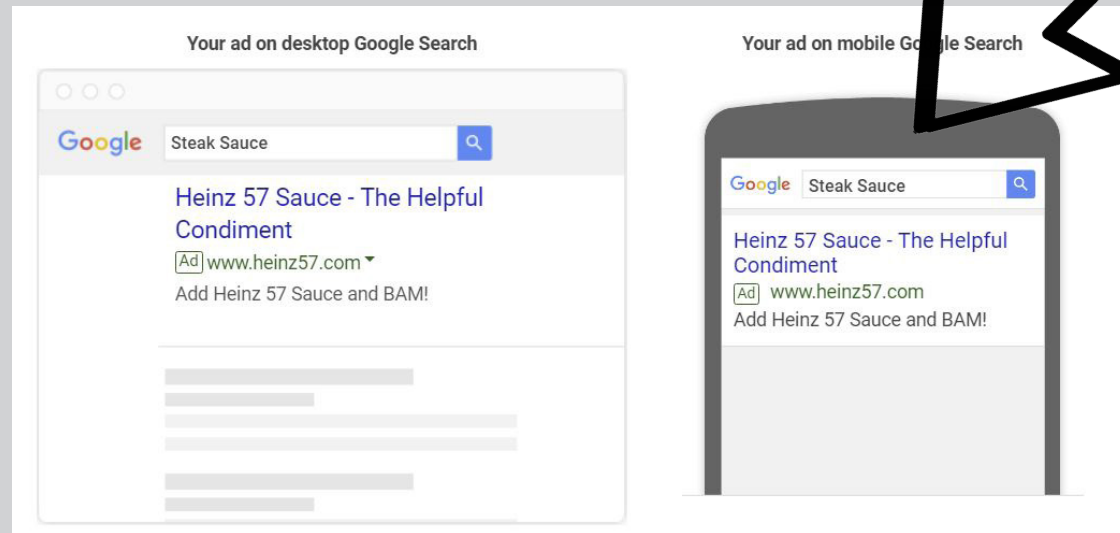
Tasty Video

Tasty, a branch of BuzzFeed, currently boasts over 91,000,000 followers on Facebook. Their videos show step-by-step instructions about how to cook great meals. Due to its large following and helpful nature of the content, we believe a sponsored Tasty video is a great way to re-introduce Heinz 57 Sauce. Please see appendix to view the story board for the sliders tasty video.



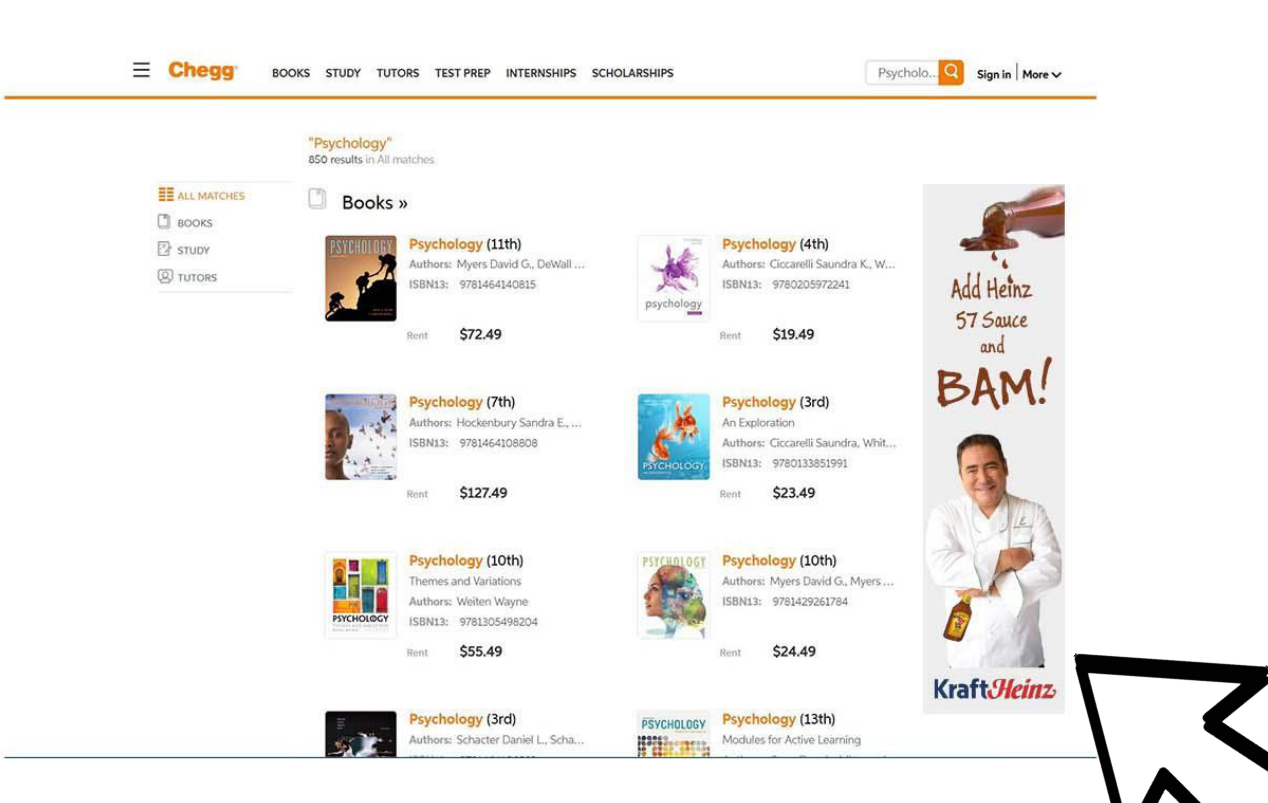
Google AdWords

By paying for Google search terms, including “steak sauce” and “quick meal”, our brand’s website will be visited by millions of people. Here is what an advertisement would look like on Google:



Online

We decided on five websites where we will purchase advertising spots. These sites vary in male and female populations, and they all boast a large number of our target audience. Here is an example of what one of our advertisements would look like on Chegg's website:



The screenshot shows the Chegg website interface. At the top, there is a navigation bar with the Chegg logo and links for BOOKS, STUDY, TUTORS, TEST PREP, INTERNSHIPS, and SCHOLARSHIPS. A search bar contains the text "Psycholo..." and a search icon. To the right of the search bar are links for "Sign in" and "More".

Below the navigation bar, the search results for "Psychology" are displayed, showing 850 results in all matches. A sidebar on the left lists "ALL MATCHES" with options for BOOKS, STUDY, and TUTORS. The main content area shows a grid of book listings:

- Psychology (11th)**: Authors: Myers David G., DeWall ... ISBN13: 9781464140815. Rent: \$72.49
- Psychology (7th)**: Authors: Hockenbury Sandra E., ... ISBN13: 9781464108808. Rent: \$127.49
- Psychology (10th)**: Themes and Variations. Authors: Weiten Wayne. ISBN13: 9781305498204. Rent: \$55.49
- Psychology (3rd)**: Authors: Schacter Daniel L., Scha... (partially visible)
- Psychology (4th)**: Authors: Ciccarelli Sandra K., W... ISBN13: 9780205972241. Rent: \$19.49
- Psychology (3rd)**: An Exploration. Authors: Ciccarelli Sandra, Whit... ISBN13: 9780133851991. Rent: \$23.49
- Psychology (10th)**: Authors: Myers David G., Myers ... ISBN13: 9781429261784. Rent: \$24.49
- Psychology (13th)**: Modules for Active Learning

On the right side of the page, there is a vertical advertisement for Kraft Heinz. It features a chef in a white coat holding a bottle of Heinz 57 Sauce. The text reads: "Add Heinz 57 Sauce and BAM!". The Kraft Heinz logo is at the bottom of the ad. A large black arrow points towards the advertisement.

Other Online and Outdoor Ads

Here are some other examples of other online ads that would fit in different shaped ads would look like on Cheg, Redit, barstool spots, and more. These could also be found at metros, bus stations, and even on bus wraps.



14

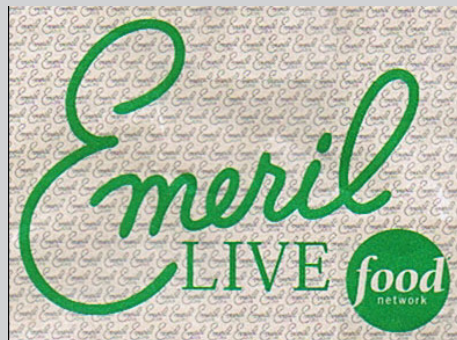
Creative Executions

Add Heinz 57 Sauce and BAM!



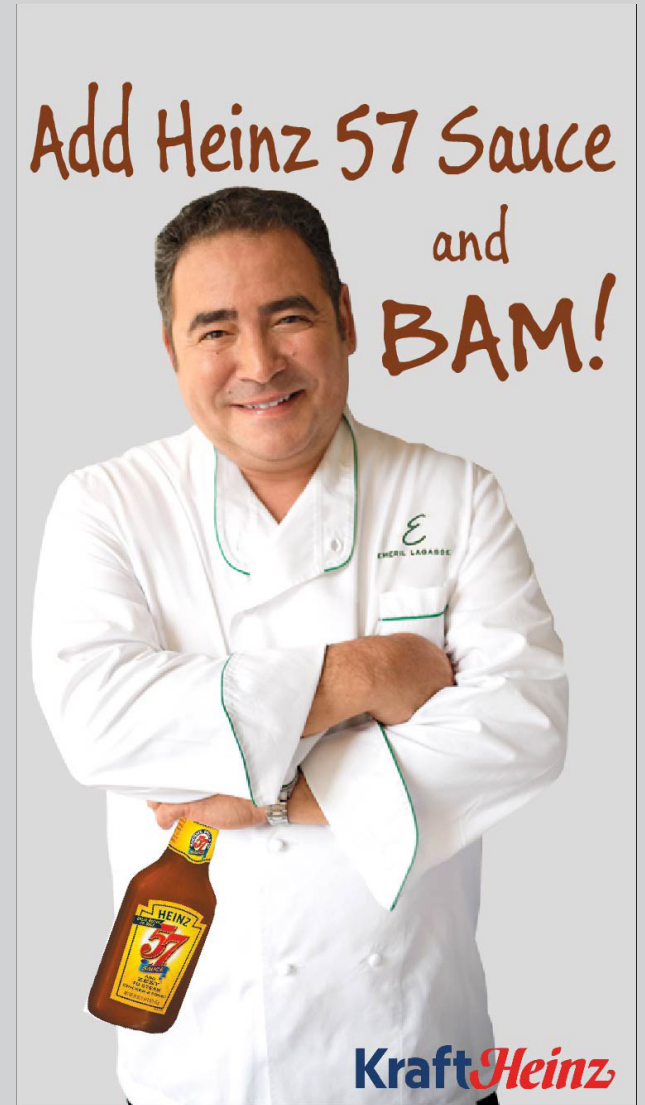
Emiril Lagassi is a well known cook and most individuals in our target audience will know him due to his many restaurants, his foundation, and many years on Food Network

15



Creative Executions

Add Heinz 57 Sauce
and
BAM!



In-store

Many members of our focus groups mentioned they still enjoy shopping at the grocery store. Therefore, we will have in-store trials and shelf placement at Trader Joe's nationwide. These will hit all 474 Trader Joe's stores within the year; however, we can focus on the Southeast and Northeast.



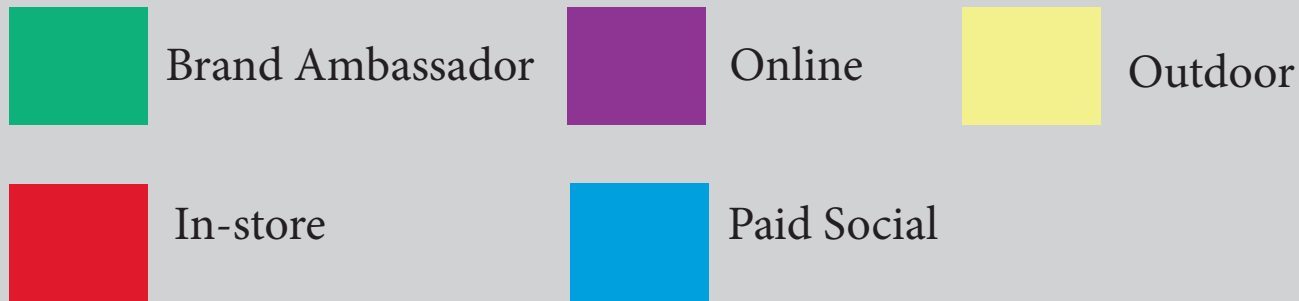
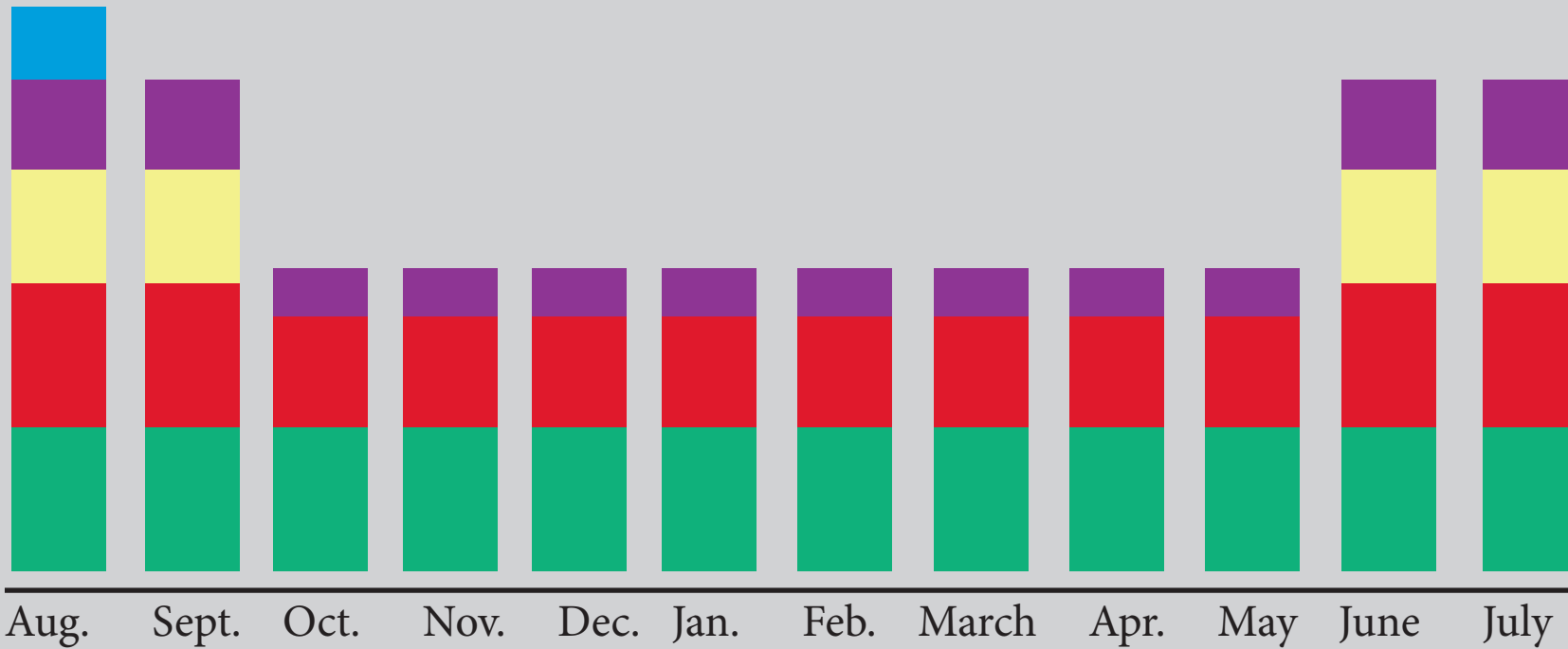
Creative Executions

Outdoor/ Traditional

Whether driving to work or taking the subway, our target audience views multiple outdoor advertisements. Here is our Main outdoor aspect:

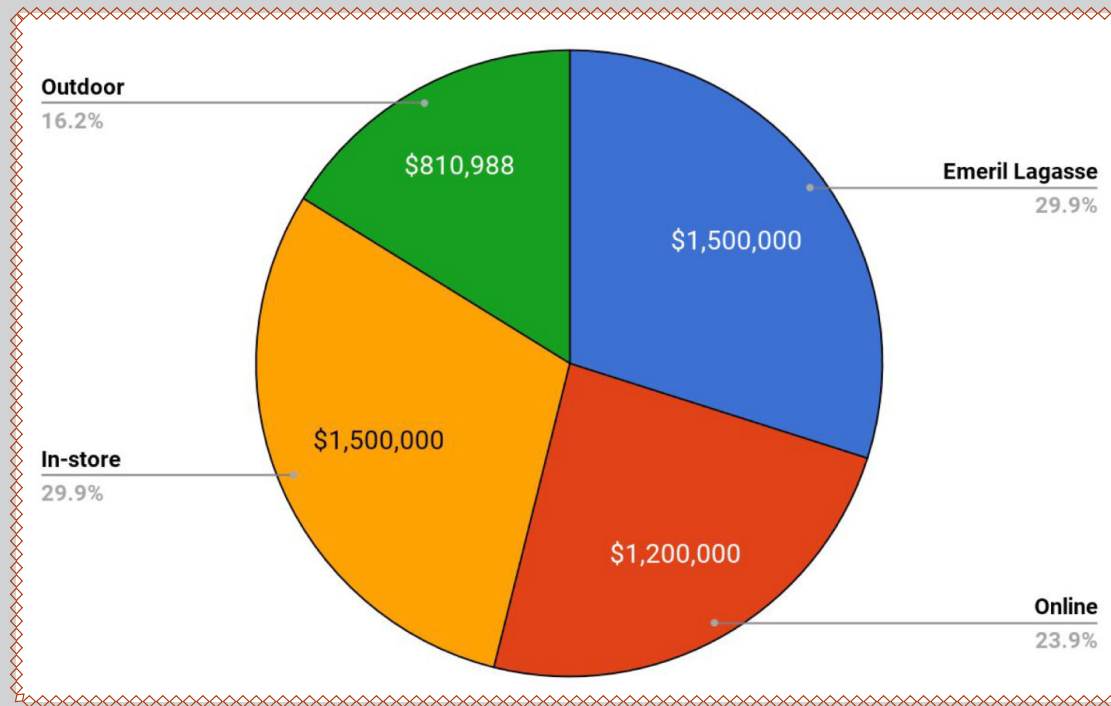


Scheduling and Timing:



Media Objective and Strategies

Budget:



Budget

Although Heinz 57 Sauce's budget for advertising has been much lower in the past, there will be \$5,012,988.00 put into the media budget for Heinz 57 Sauce. We chose this number due to the fact that our top competitor spends \$6.8 million. We chose to use less than the top competitor since Heinz 57 as a brand does not spend much money on advertising in general. We are hopeful that this campaign's budget will also prove that even with less money than competitors, there can still be a successful campaign. \$1.5 Million will be spent on the new face of Heinz 57 Sauce, Emeril Lagasse. He will be featured in multiple ads in this campaign that will be found: online; in store; paid social; and outdoor. After much research on Media Flight Plan, we plan to spend the following dollars with the corresponding media form: Online- \$1,200,000 ; Instore- \$1,500,000.00 ; Paid Social- \$2,000.00 ; Outdoor-\$810,988.00. Our budget allocations for digital were not determined from Media Flight Plan.

Reach and Frequency

Ostrow Model Frequency Results:

3.9

Having completed the Ostrow Model, our estimated frequency comes out to 3.9. This is not very high, but this campaign will be geared more towards reach than frequency throughout its course. With a change in brand strategy, we believe that a heavy reach campaign is the best option. Please see Appendix for model.

Why did we Choose These?

Outdoor

Through research done on Simmons, we found that we can reach a large amount of our target audience using this medium, whether it be a billboard, a bus wrap, or a print ad at a subway station.

In-Store/Guerila Marketing

We found that the store that both fits the sauce's personality and matches with our target would be Trader Joe's. These promotions will include tables with pieces of meat to sample the sauce with. There will also be pop-up shelves at the ends of aisles to make the sauce more noticeable to shoppers walking by.

Google Ad Words:

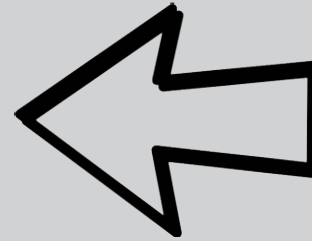
We believe increasing impressions on individuals who are searching for easy recipes would be a good way to gain product awareness

Media Objective and Strategies



Target:

Objective: Since 92.6% of our Target Market, which is individuals ages 18-34, use social media we decided to do a few new media tactics online.

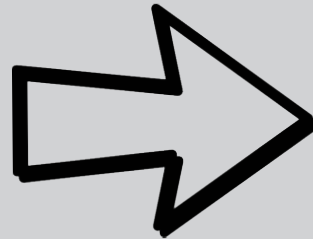


Strategies: Facebook, Twitter, and Instagram are popular online social sites these days so we have decided to create business pages for Heinz 57 Sauce since there are none to-date. This will be one of our main priorities since this is free to create.

Geography:

Objective: We plan to place ads in areas mostly in the south and north east United States since these are the people who mostly buy Heinz 57 Sauce. This will allow for Kraft Heinz to raise more awareness for Heinz 57 Sauce in this area so we can eventually move more west.

New Orleans
Orlando
Bethlehem



Strategies: Since Emeril Lagasse is going to be Heinz 57 Sauce's brand ambassador, and he has many restaurants in the south and north east area, we plan to make sure we advertise in the towns where Emeril's Restaurants are. Also there are many Trader Joe's in this area as well.



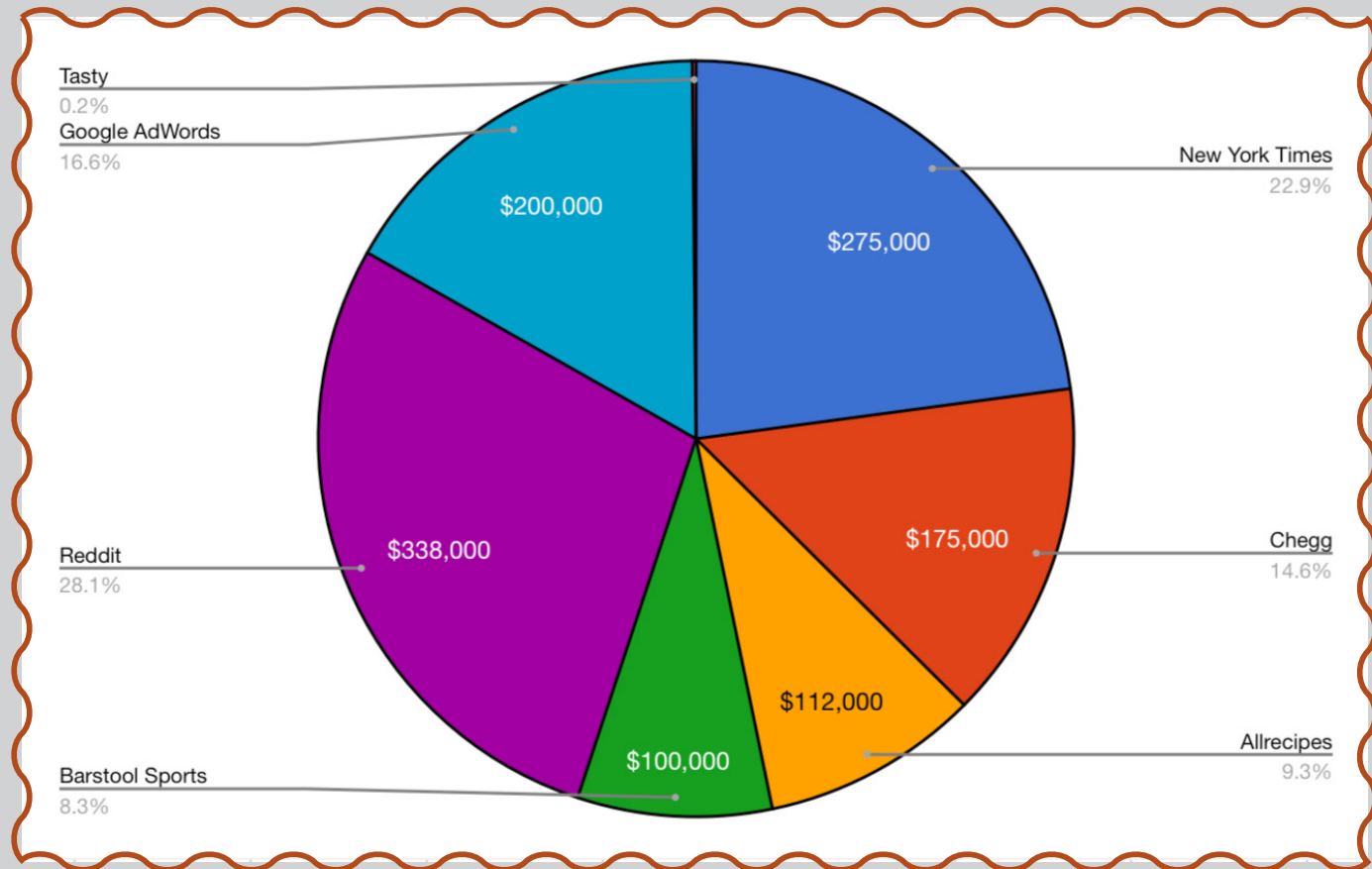
Media Objective and Strategies

Media Objective and Strategies

Budget:

Objective: The objective of our budget is to make sure we use a diverse amount of mediums to advertise our target within our budget.

Strategies: for more indepth of what we plan to do with outdoor, online, and digital, please see chart below.

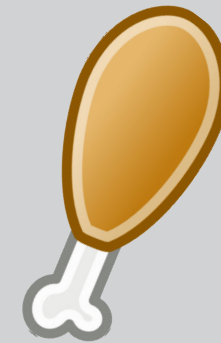
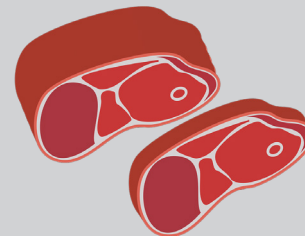
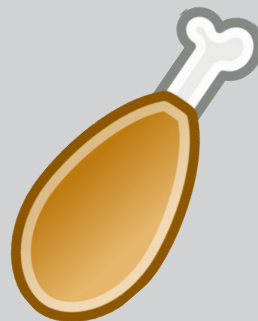
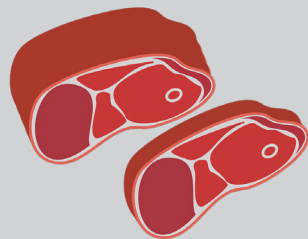
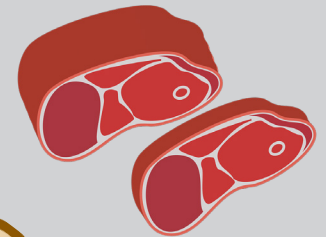
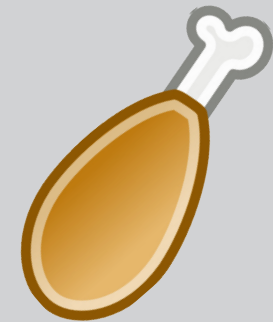
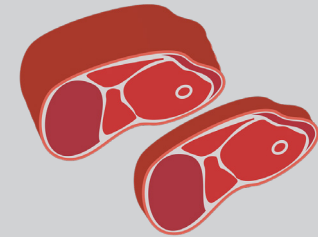


Media Mix Strategies

TRADER JOE'S

In Store:

We plan on holding marketing events in Trader Joe's stores around the nation; however, really focus on the southern and north east region. Some Trader Joe's that they will be in will be Texas, New York, Florida, and Pennsylvania. When individuals enter the meat section of Trader Joe's they will see a stand with samples of Heinz 57 Sauce and slices of Steak or Chicken so you are able to try out the sauce with a popularly paired meal



Media Mix Strategies

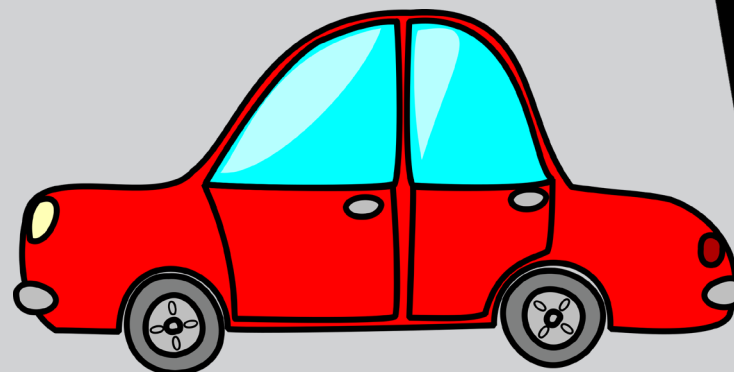


Online:

We plan to create a Facebook, Instagram, and Twitter page to allow us to share the Tasty “sliders” video with our audience. Having a presence on social media will also allow for many individuals to reach our easy recipes page at Heinz57sauce.com. We also know that since we are rebranding this product, having a someone running the social media pages will be helpful in the long run.

Outdoor:

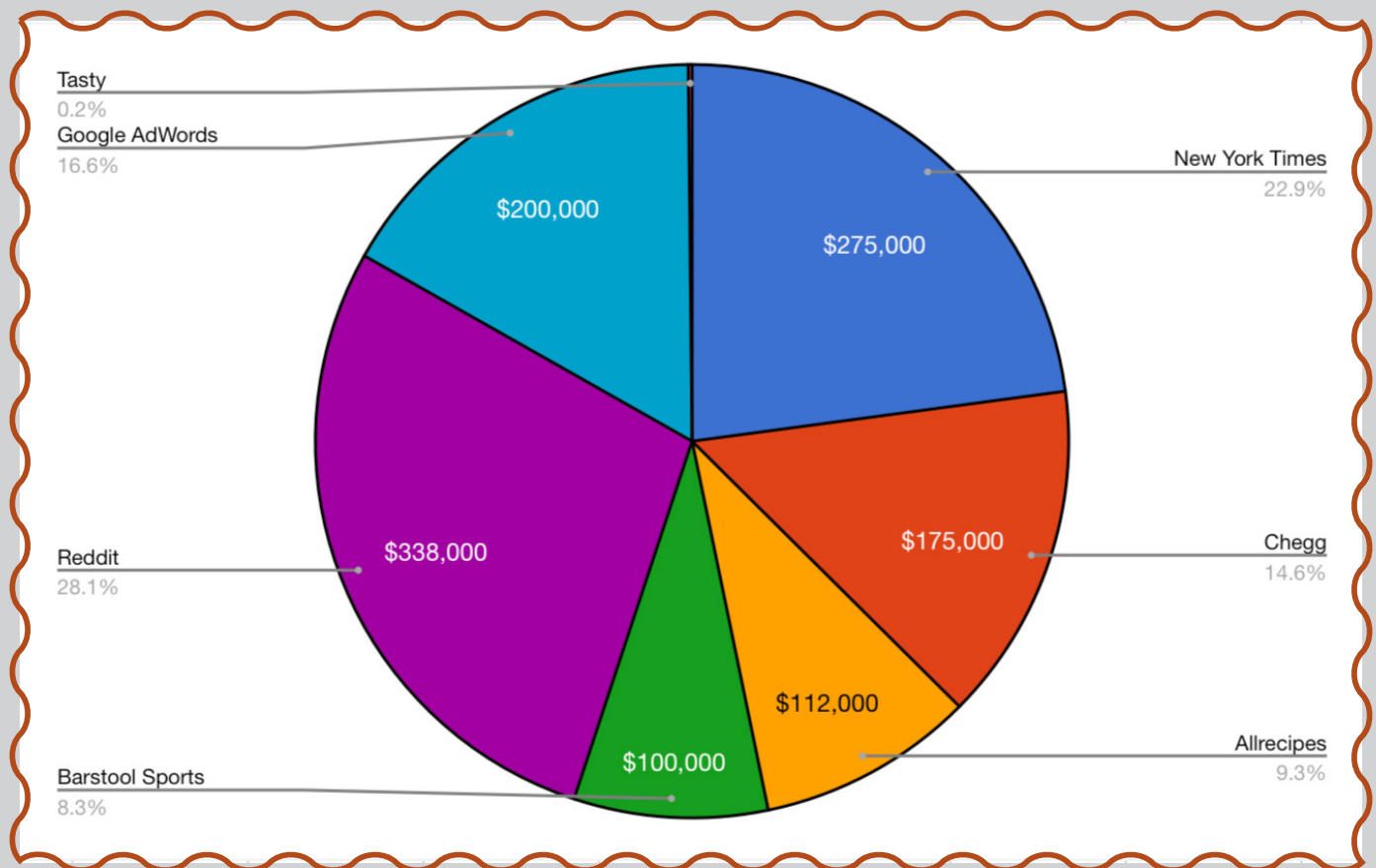
For out door, we are planning to keep it simple, such as in matros, bus stops, and billboards. This was decided since many individuals from 18-35 are using these mediums on transportation daily.



Media Mix Strategies

Media Integration:

As stated in the Media Mix Strategies under budget, here is a more indepth media chart



References:

Bittel, Marybeth. (2017, 25 September). *6 Ways To Help Your Itchy Dog*. Retrieved from <http://www.dogster.com/lifestyle/6-ways-to-help-your-itchy-dog>

Bloomberg. (2017, November 29). Company Overview of Trader Joe's Company. *Bloomberg*. Retrieved from <https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=4204435>

Food Network. (2017). *Heinz 57 Sauce*. Retrieved from <http://www.foodnetwork.com/videos/heinz-57-sauce-97635>

Gates, Alexander. (2017, 5 September). *Wake up America, there are impostors in the White House!*. Retrieved from <http://us.blasting-news.com/opinion/2017/09/wake-up-america-there-are-impostors-in-the-white-house-001985339.html>

Heinz Ketchup. (2016, 31 January). *HEINZ Ketchup Game Day 2016 Hot Dog Commercial | "Wiener Stampede" - Extended Cut*. Retrieved from <https://www.youtube.com/watch?v=aNN9nL2vppM>

Heinz 57 Sauce. (2012). *Our Tangy History*. Retrieved from <http://www.heinz57.com/history.aspx>

IbisWorld. (2017). Retrieved from <http://clients1.ibisworld.com/reports/us/industry/ataglance.aspx?entid=276>

Kikkoman Corporation. (2016, June 23). *Annual Report 2016*. Retrieved from https://www.kikkoman.com/en/finance/library/annual/pdf/ar2016_AnnualReport2016_e.pdf?checked=true

Kimglackin7. (2016, February 24). Retrieved from https://www.instagram.com/p/BCL_PLwiACe/?tagged=heinz57sauce

Kraft Foods Group, Incorporated. (2014, February 21). *Annual Report*. Retrieved from <http://ir.kraftheinzcompany.com/secfiling.cfm?filingID=1545158-14-3&CIK=1545158>

Krishna, S. (2017, November 16). Amazon and Allrecipes team up to take on Blue Apron's meal kits. *Engadget*. Retrieved from <https://www.engadget.com/2017/11/16/amazonfresh-allrecipes-meal-ingredient-delivery/>

McGregor, J. (2017, 11 September). *A 29-year-old is the new CFO of the company behind Jell-O and Oscar Meyer weiners*. Retrieved from https://www.washingtonpost.com/news/on-leadership/wp/2017/09/11/a-29-year-old-is-the-new-cfo-of-the-company-behind-jell-o-and-oscar-meyer-weiners/?utm_term=.914e8734978d

Simmons OneView. (n.d.) Retrieved from <https://oneview.simmonsresearch.com/>

SRDS Media Planning Platform. (2017). *Kantar Media*. Retrieved from <http://next.srds.com.ezaccess.libraries.psu.edu/nmp?newsess=y>

The Kraft Heinz Company. (2016, March 3). *Annual Report*. Retrieved from http://www.annualreports.com/HostedData/AnnualReportArchive/t/NASDAQ_KHC_2015.pdf

The Kraft Heinz Company. (2017, August 3). *Q2 2017 Update* [Powerpoint slides]. Retrieved from http://files.shareholder.com/downloads/ABEA-3QV600/5073682456x0x952453/D4EB5D70-AB55-41C0-8EA6-5D3A6DE490EC/Kraft_Heinz_Q2_2017_Earnings_Presentation_-_Final.pdf

The Kraft Heinz Company. (2015, July 2). *The Kraft Heinz Company Announces Successful Completion of the Merger between Kraft Foods Group and H.J. Heinz Holding Corporation*. Retrieved from <http://news.kraftheinzcompany.com/press-release/finance/kraft-heinz-company-announces-successful-completion-merger-between-kraft-foods>

The Wall Street Journal. *Income Statement*. Retrieved from <http://quotes.wsj.com/KHC/financials/annual/income-statement>

Trader Joe's. (2017). Where in the Dicken's Can You Find a Trader Joe's. *Trader Joe's*. Retrieved from <https://www.traderjoes.com/pdf/Trader-Joes-Stores.pdf>

Kraft Heinz



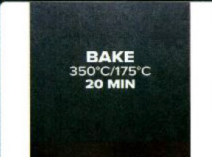





Appendix A:

Name of Project: Heinz 57 Sauce FB Video Group Members: Brendan, Dominique, Lai, Jonathan





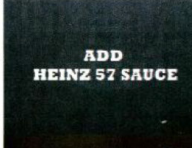

 <p>Presented by Heinz 57 Sauce</p>	 <p>DINNER ROLLS</p>	 <p>GROUND BEEF</p>
<p>2] Video: CU Heinz 57 Sauce Bottle Copy: Presented by Heinz 57 Sauce</p>	<p>2] Video: CU of dinner rolls Copy: Dinner rolls</p>	<p>3] Video: CU of ground beef Copy: Ground Beef 2 LB</p>
 <p>SALT 2 TSP</p>	 <p>GARLIC POWDER 2 TSP</p>	
<p>4] Video: CU of chef salting beef Copy: Salt 2 TSP</p>	<p>5] Video: CU of chef seasoning beef Copy: Garlic Powder 2 TSP</p>	<p>6] Video: CU of beef prepared for oven</p>

SFX for all: [facebook.com/buzzfeedtast4/videos/165115975180354](https://www.facebook.com/buzzfeedtast4/videos/165115975180354)


Name of Project: Heinz 57 Sauce FB Video Group Members: Brendan, Dominique, Lai, Jonathan

 <p>BAKE 350°C/175°C 20 MIN</p>		
<p>7] Video: CU of copy Copy: Bake 350°F/175°C 20 MIN</p>	<p>8] Video: CU of beef after baking process</p>	<p>9] Video: CU of chef placing beef on top of buns</p>
 <p>ONION 1/2</p>	 <p>CHEDDAR 6 SLICES</p>	
<p>10] Video: CU of chef adding onions Copy: Onion 1/2</p>	<p>11] Video: CU of cheese on beef Copy: Cheddar 6 slices</p>	<p>12] Video: CU of chef adding top buns</p>

Name of Project: Heinz 57 Sauce FB Video Group Members: Brendan, Dominique, Lai, Jonathan

 <p>MELTED BUTTER</p>	 <p>SESAME SEEDS</p>	 <p>BAKE 350°C/175°C 20 MIN</p>
<p>13] Video: CU of chef adding butter Copy: Melted Butter</p>	<p>14] Video: CU of chef adding sesame seeds Copy: Sesame seeds</p>	<p>15] Video: CU of copy Copy: Bake 350°F/175°C 20 MIN</p>
	 <p>ADD HEINZ 57 SAUCE</p>	 <p>CHEESEBURGER SLIDERS</p>
<p>16] Video: CU of chef cutting sliders</p>	<p>17] Video: CU of Copy Copy: Add Heinz 57 Sauce</p>	<p>18] Video: CU of burger Copy: Cheeseburger Sliders</p>

Name of Project: Heinz 57 Sauce FB Video Group Members: Dominique, Brendan, Lai, Jonathan

		
<p>19] Video: MS of Emeril Lagasse with sliders + Heinz 57 Sauce</p>	<p>X] SFX (Emeril): Add Heinz 57 Sauce and BAM!</p>	<p>X] _____</p>
<p>X] _____</p>	<p>X] _____</p>	<p>X] _____</p>
<p>X] _____</p>	<p>X] _____</p>	<p>X] _____</p>

Appendix B:

Digital Campaigns

Review your selected inventory and proceed to create orders/RFPs

Print
Delete All



Inventory available from iSocket

PROCEED TO ORDER / RFP
Print | Download

Allrecipes

Meredith
http://www.meredith.com
Minimum Publisher Buy: \$1,000
How Sold: Automated Guaranteed

Desktop and Mobile Pricing

640x360 RON (Video - Pre-roll)	\$28	
Size: 640x360	CPM	
Location: Center, ATF		
Accepted: Image Ads, Flash Ads		
Geographic Targeting: Country, DMA		
Other Targeting: None		

The New York Times

The New York Times
http://www.nytimes.com/
Minimum Publisher Buy: \$5,000
How Sold: Automated Guaranteed

Desktop Pricing

300x250 ROS	\$11	
Size: 300x250	CPM	
Location: Right, ATF, BTF		
Accepted: Image Ads, Flash Ads		
Geographic Targeting: None		
Other Targeting: None		

Adslot.

Inventory available from Adslot

PROCEED TO ORDER / RFP
Print | Download

Chegg

Chegg
http://chegg.com
How Sold: Automated Guaranteed

Desktop Pricing

Run of Site 160x600	\$5	Minimum Buy: \$500
Offered: Nov 14, 2017 to Nov 12, 2018	CPM	
Sizes: 160x600		
Other Targeting: None		



Inventory available from OpenX

PROCEED TO ORDER / RFP
Print | Download

Barstool Sports

Barstool Sports Prebid Pub
How Sold: Private Marketplace

Desktop Pricing

Barstool Sports - High Viewability	\$6	
Size: 970x66, 728x90, 600x300, 300x50, 970x500, 300x600, 300x250, 970x250, 970x90	CPM Floor Price	

Inventory available from OpenX

Barstool Sports

Barstool Sports Prebid Pub
How Sold: Private Marketplace

Desktop Pricing

Barstool Sports - High Viewability	\$6	
Size: 970x66, 728x90, 600x300, 300x50, 970x500, 300x600, 300x250, 970x250, 970x90	CPM Floor Price	
Accepted: Image Ads		
Geographic Targeting: Country, State, DMA, City, Zip Code		
Other Targeting: Custom		
Auction Type: Private		

Reddit.com

Reddit Exchange Publisher
How Sold: Private Marketplace

Desktop Pricing

Reddit - High Viewability	\$6	
Size: 768x1024, 800x600, 120x60, 240x400, 300x600, 120x90, 180x150, 336x280, 300x1050, 728x90, 88x31, 1920x1200, 320x50, 468x60, 480x320, 720x480, 160x600, 250x250, 970x90, 300x250, 320x480, 120x600, 234x60, 120x240, 1800x1000, 970x500, 970x250, 125x125	CPM Floor Price	
Accepted: Image Ads		
Geographic Targeting: Country, State, DMA, City, Zip Code		
Other Targeting: Custom		
Auction Type: Private		

Desktop Pricing

Reddit - News	\$4.45	
Size: 768x1024, 800x600, 120x60, 240x400, 300x600, 120x90, 180x150, 336x280, 300x1050, 728x90, 88x31, 1920x1200, 320x50, 468x60, 480x320, 720x480, 160x600, 250x250, 970x90, 300x250, 320x480, 120x600, 234x60, 120x240, 1800x1000, 970x500, 970x250, 125x125	CPM Floor Price	
Accepted: Image Ads		
Geographic Targeting: Country, State, DMA, City, Zip Code		
Other Targeting: Custom		
Auction Type: Private		

Desktop Pricing

Reddit - Food	\$3.20	
Size: 768x1024, 800x600, 120x60, 240x400, 300x600, 120x90, 180x150, 336x280, 300x1050, 728x90, 88x31, 1920x1200, 320x50, 468x60, 480x320, 720x480, 160x600, 250x250, 970x90, 300x250, 320x480, 120x600, 234x60, 120x240, 1800x1000, 970x500, 970x250, 125x125	CPM Floor Price	
Accepted: Image Ads		
Geographic Targeting: Country, State, DMA, City, Zip Code		
Other Targeting: Custom		
Auction Type: Private		

Desktop Pricing

Reddit - Mobile Run of Network	\$3	
Size: 768x1024, 800x600, 120x60, 240x400, 300x600, 120x90, 180x150, 336x280, 300x1050, 728x90, 88x31, 1920x1200, 320x50, 468x60, 480x320, 720x480, 160x600, 250x250, 970x90, 300x250, 320x480, 120x600, 234x60, 120x240, 1800x1000, 970x500, 970x250, 125x125	CPM Floor Price	
Accepted: Image Ads		
Geographic Targeting: Country, State, DMA, City, Zip Code		
Other Targeting: Custom		
Auction Type: Private		

SOURCE-PROVIDED METRICS

Source: comScore Media Metrix © More info
Period: September 2017
comScore Title: chegg.com



Accepted: Image Ads
Geographic Targeting: Country, State, DMA, City, Zip Code
Other Targeting: Custom
Auction Type: Private

SOURCE-PROVIDED METRICS

Source: comScore Media Metrix © More info
Period: September 2017
comScore Title: chegg.com



Desktop Metrics

Total Unique Visitors	4,826,000
Total Pages Viewed	85,979,745
Average Visits per Visitor	3.3
Total Visits	16,042,000
Average Minutes per Visit	5.7
Average Daily Visitors	406,000
Total Minutes	92,171,383

Audience Demographics

Gender	Site	US Internet	Age	Site	US Internet
Male	47%	50%	Persons: 2-12	1%	11%
Female	53%	50%	Persons: 13-17	4%	7%
			Persons: 18-24	39%	11%
			Persons: 25-34	24%	16%
			Persons: 35-44	12%	14%
			Persons: 45-54	12%	15%
			Persons: 55-64	5%	13%
			Persons: 65+	2%	13%
Household Income			Age - Males		
Under \$25K	8%	9%	Male: 2-12	0%	6%
\$25K - \$39,999	7%	10%	Male: 13-17	2%	4%
\$40K - \$59,999	12%	15%	Male: 18-24	18%	6%
\$60K - \$74,999	10%	12%	Male: 25-34	12%	8%
\$75K - \$99,999	16%	16%	Male: 35-44	6%	7%
\$100K - \$149,999	24%	20%	Male: 45-54	6%	7%
\$150K - \$199,999	12%	9%	Male: 55-64	2%	6%
\$200,000+	11%	9%	Male: 65+	1%	6%
Household Size			Age - Females		
HH Size: 1	12%	10%	Female: 2-12	1%	5%
HH Size: 2	22%	28%	Female: 13-17	3%	3%
HH Size: 3	20%	20%	Female: 18-24	21%	5%
HH Size: 4	26%	21%	Female: 25-34	12%	8%
HH Size: 5+	21%	21%	Female: 35-44	6%	7%
			Female: 45-54	6%	8%
			Female: 55-64	3%	7%
			Female: 65+	1%	7%
Children			Ethnicity		
Children: Yes	47%	49%	Non-Hispanic	86%	88%
Children: No	53%	51%	Hispanic All	14%	12%
			Spanish Primary	1%	2%
			Bilingual	2%	1%
			English Primary	11%	8%

Appendix C:

Ostrow Model = 3.9

<u>Low Required Frequency</u>	<u>Frequency Adjustment</u>				<u>High Required Frequency</u>
Marketing Factors					
Established Brand	-2	-1	+1	+2	New Brands
High Market Share	-2	-1	+1	+2	Low Market Share
Dominant Brand in Market	-2	-1	+1	+2	Smaller, Less Known Brand
High Brand <u>Loyusualty</u>	-2	-1	+1	+2	Low Brand Loyalty
Long Purchase Cycle	-2	-1	+1	+2	Short Purchase Cycle, High Volume
Product Used Occasionally	-2	-1	+1	+2	Product Used Daily
	-2	-1	+1	+2	Need to Beat Competition
			+1	+2	Adv. to Older Consumers/Children
Copy Factors					
Simple Copy	-2	-1	+1	+2	Complex Copy
Copy More Unique Than Competition	-2	-1	+1	+2	Copy Less Unique Than Competitio
Continuing [old] Campaign	-2	-1	+1	+2	New Copy Campaign
Product Sell Copy	-2	-1	+1	+2	Image Type Copy
Single Kind of Message	-2	-1	+1	+2	More Difficult Kinds of Messages
To Avoid Wear Out: New Messages	-2	-1	+1	+2	Older Messages
Large Ad Units	-2	-1	+1	+2	Small Ad Units
Media Factors					
Low Ad Clutter in Media Mix	-2	-1	+1	+2	High Ad Clutter in Media Mix
Compatible Editorial Environment	-2	-1	+1	+2	Non-Compatible Environment
Attentiveness (to media) High	-2	-1	+1	+2	Attentiveness (to media) Low
Continuous Schedule Campaign	-2	-1	+1	+2	Pulse or Flighted Campaign
Few Media Used in Media Mix	-2	-1	+1	+2	Many Media Used
Opportunities for Media Repetition	-2	-1	+1	+2	Fewer Opportunities



Fall 2017:

