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Project Objectives

- Our objective is to...
 - Create an advertisement to more strongly appeal to their target market
 - Increase brand awareness and brand equity to U.S. consumers



Background Information

- Established in 1924 by Rudolph and Adolph Dassler
- Currently stands as the 3rd sportswear brand in the world
- Over the years they have expanded from solely soccer shoes to athletic footwear, apparel, and accessories for a large variety of sports
- “The Black Label Collection”
- The Race to Drop Toxic Pollution
- The After Hour Athlete



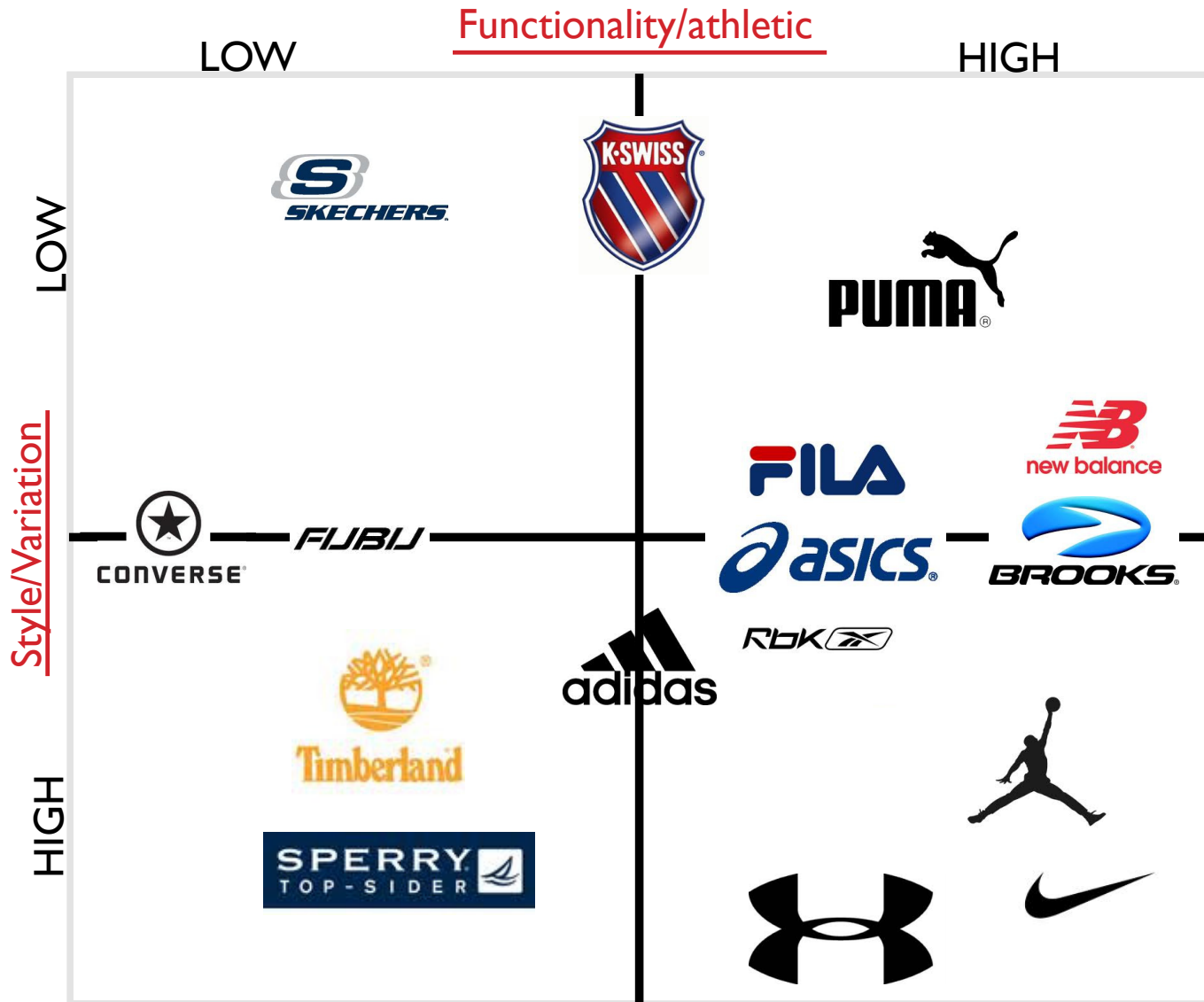
Primary Research

- Focus Group
 - 11 students total between ages 19-22
 - Dual-moderating approach
 - Engaged in “Describe a Puma Consumer” activity
 - Goal was to discover consumers perception of Puma
- In-depth interview
 - Interviewed Professor Asare
 - He is a marketing professor, originally from Ghana
 - His interview allowed us to see a another perception of the brand from a different demographic

Primary Research Results

- Focus Group
 - Puma isn't in the consideration set of college consumers.
 - Students found the style to be outdated
 - Common words used to describe the brand:
 - European, Soccer, Middle school students, Parents, more girls than guys, active, and classy
 - Students couldn't remember the last time they saw a Puma advertisement
- In-depth Interview
 - Puma is in his consideration set for an athletic shoe
 - Last commercial he remembers seeing was during the world cup
 - In Ghana Puma is a top competitor, they sponsored many professional soccer players

Perceptual Map



Situation Analysis

- Puma has been around for almost a century, but has struggled to compete with other companies in the same industry.
- Strengths
 - Top 3rd sportswear brand in the world, with a huge international fan base.
- Weakness
 - Their brand perception in the U.S. allows competitors to have a large competitive advantage.
- Opportunities
 - Their “Puma Social” campaign if advertised enough could tap into U.S. niche market.
- Threats
 - Other competitors already heavily like in the U.S. market (Nike, Adidas) could attempt to penetrate this new market.

Message Strategy

- Our strategy involves creating a print ad and commercial to reach consumers between 19-24.
- Our strategy is to portray Puma as a fun and stylish brand that can be worn for a variety of uses.
- Our advertisements involve the use of:
 - Sex appeal
 - “Puma Social” idea

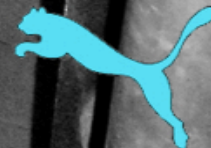
Print Ad

NL

The following is rated NL
for Nightlife Living



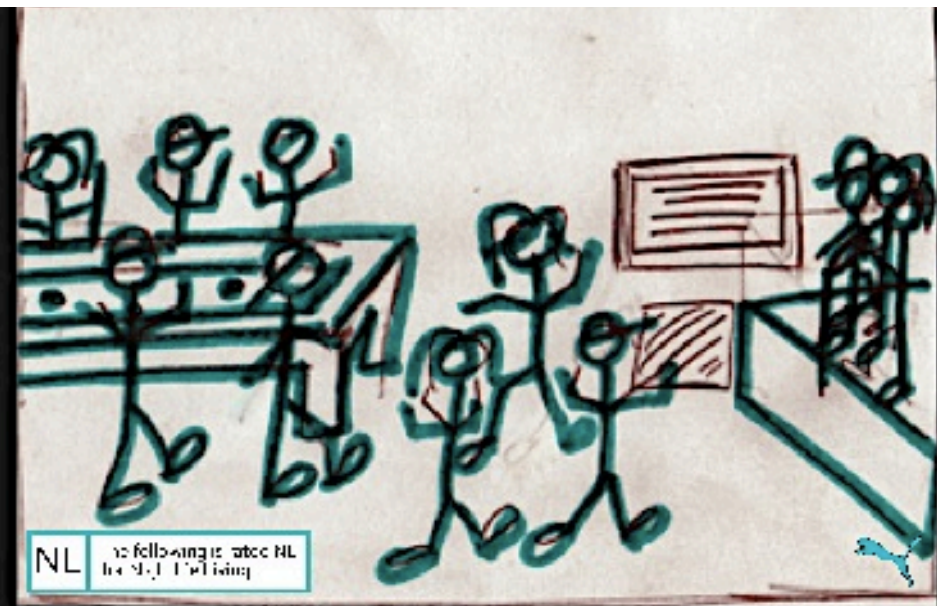
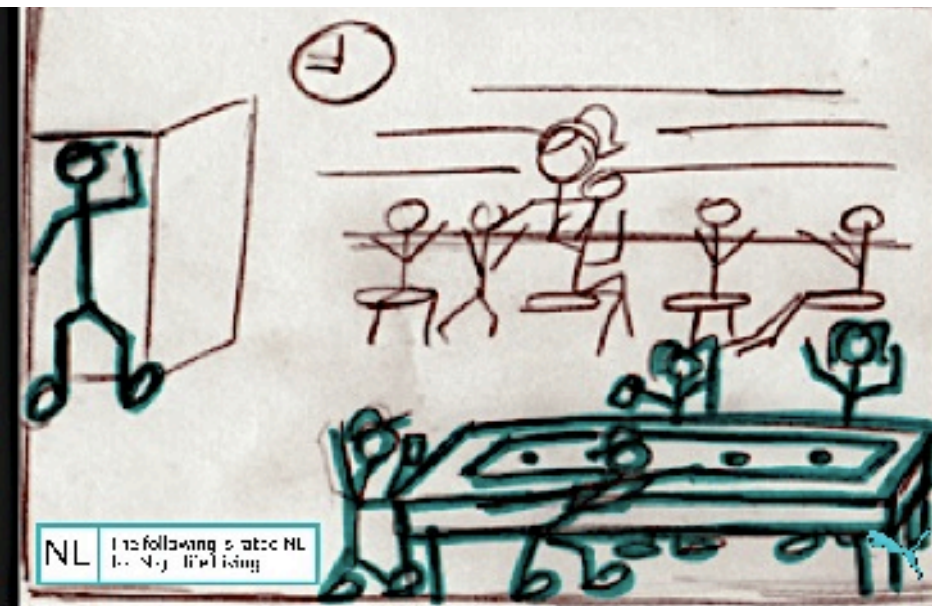
*please
play
responsibly.*



Copy Research Results

- 9 in-depth interviews
- Asking to give first impressions, overall thoughts, and suggestions
- *Negative reviews*: Associating Puma with drinking/ partying. Puma is not the focal point
- *Positive reviews*: Enjoy the logo and color, eye catching. Happy, cute girl. Like drinking responsibly and play on words. Comfortable. Stylish. Relates to young crowd. Shows Puma in a different way.

STORYBOARD



MEDIA PLAN BUDGET

Magazine	Total Audience	4C Base Rate (Price of ad)	Circ 4C CPM
People	42,938,000	305,900	7.12
Cosmopolitan	18,175,000	289,000	15.90
Sports Illustrated	20,142,000	392,800	19.50

	Circulation	# of Ads Placed	(Opportunities for Exposure) Gross Impressions		Cost
People	42,938,000	6	257,628,000		\$ 1,835,400
Cosmopolitan	18,175,000	6	109,050,000		\$ 1,734,000
Sports Illustrated	3,201,524	6	19,209,144		\$ 2,356,800
		TOTAL:	385,887,144	TOTAL:	\$ 5,926,200

MEDIA PLAN BUDGET -- TELEVISION

Gross Rating Points: 1 Rating Point = 1% of TV Households			
Estimate of TV Households =	112,800,000		
1% of Total TV HH =	1,128,000		
	Rating	# of Viewers	# H/Hs (based on rating)
X-Factor (Fox)	3.9	5,070,000	4,399,200
Modern Family (ABC)	5.8	7,540,000	6,542,400
Big Bang Theory (CBS)	5.7	7,410,000	6,429,600
	FYI: each rating point = 1.3 million viewers		

			(Opportunities for Exposure in % terms)		
	Rating	# Ads	GRPs		Cost of Exposure
X-Factor	3.9	20	78		\$ 1,170,000
Modern Family	5.8	24	139.2		\$ 2,088,000
Big Bang Theory	5.7	24	136.8		\$ 2,052,000
		TOTAL:	354	TOTAL:	\$ 5,310,000

TOTAL MEDIA BUDGET COST

TOTAL MAGAZINE	\$	5,926,200
TOTAL TELEVISION	\$	5,310,000
	\$	11,236,200