

Altoids Media Plan

2016

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Executive Summary

This media plan provides an analysis and evaluation of the current and prospective profitability of Altoids. The analysis includes an overview of the current problem Altoids is facing, competitive companies, as well as what we believe to be a promising solution for Altoids.

Altoids currently has no online presence, which causes a major disadvantage in today's world. They also do not market towards younger demographics, which their competitors are actively doing. Altoids has little brand awareness among individuals ages 18-45. To successfully connect with younger demographics, Altoids will need to have a strong digital presence.

Our solution for Altoids' lack of brand awareness is to increase digital advertising as well as television advertising. Using these media outlets, the brand will be more able to connect with a younger demographic.

The target audience we chose for Altoids' new media plan is individuals ages 18-24, specifically targeting men. The audience was chosen because research from Mintel shows that young men use breath mints the least out of most demographics. Additionally, the Altoids brand has a 35% brand awareness among individuals ages 18-45. Due to these main research points, the following media plan provides a solution to increase Altoids sales by 20% within the next year.

The Problem

Altoids has been in the breath freshening mint market for 100 years. Unfortunately, this is not a widely known fact due to Altoids' limited brand awareness and lack of digital advertising. Despite having stood the test of time, Altoids is now falling behind its competitors. Tic Tacs and Ice Breakers have the number one and two sales respectively in the breath mint category with Altoids in third place. A factor that has prevented Altoids from being the market leader in its industry is that among individuals ages 18-45, Altoids has 35% brand awareness. However, brands such as Ice Breakers are directing their advertising and media efforts towards this demographic.

A component that has contributed to this issue is that Altoids does not have a strong, defined brand personality. Altoids must establish its personality in order to position itself within the breath mint market. Another setback for Altoids is its current media plan. Altoids has little to no digital presence, which is problematic if it is seeking to attract the attention of a younger demographic in an increasingly technological age. Historically, Altoids has used print advertisements; however, it is time for the brand to diversify its strategy and delve into the digital realm. Besides the lack of digital advertising, Altoids also does not spend as much money on advertising in general compared to other brands. Its competitor, Ice Breakers spends between \$30-50 MM annually on advertising.

Situation Analysis

Objectives

- Increase brand awareness
- Reinforce/Reinvent brand image
- Increase digital presence
- Drive sales up
- Build brand loyalty / customer equity

Strategies

In order to achieve the objectives outlined we have developed a strategic plan that will target the specific goals.

- Establish a strong personality for the Altoids brand image, which includes humor that will specifically relate to our target market.
- Create short video advertisements to be shown on multiple mediums, including TV and online. The videos will reinforce the humorous brand personality.
- Use approximately 40% of the advertising budget for online advertising on multiple platforms to ensure we reach our target regularly.
- Continuous online advertising throughout the year, with increased TV advertising during basketball and football season.
- Use celebrity endorsement to create trustworthiness and customer loyalty.

Competition

Of non-chocolate candy sales, breath fresheners make up 10.25% of the market while plain mints take up a mere 5.13% per a market share report conducted in 2015. Of that category, the following are classified as direct competitors for Altoids. Per a Matel study mint sales are estimated to grow 34.7% from 2010-2020. Breathe freshener sales are projected to increase 55.2% during the same period. This relationship is consistent with Mints and breath fresheners provide breath freshening properties consumers desire and are more discreet than gum.

Tic Tac

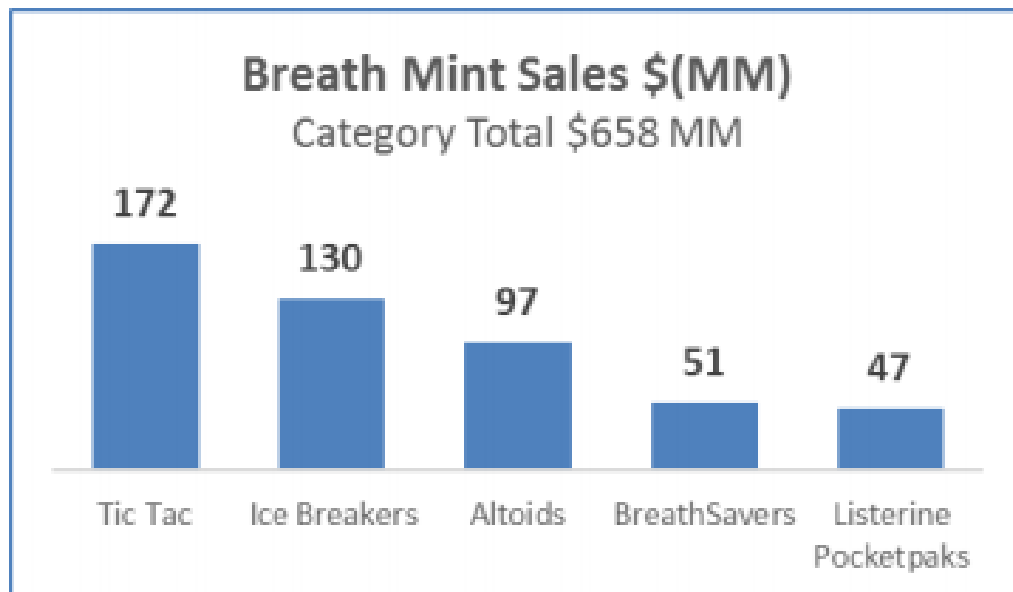
Created in 1969 by confectionery company Ferrero these small mints now come in nine flavors including their fresh mixer line. (tictacusa.com, 2016). While they previously positioned themselves to break the ice they are now focused on their “little but mighty” campaign which implies for a small unnoticeable mint it is powerful (tictacusa.com, 2016).

- Possesses 25% of the mint market share.
- Second most used breath mint in the united states at 33.11 million. (US Census NHCS 2016)
- Distribution: Can be found in every convenience store and gas station.

Ice Breakers

Owned by Hershey Company, Icebreaker is aggressively positioning itself as an accessory for the younger generation using celebrities and highlighting “trendy” plastic packaging. The product features 4 mint flavors blended with fruit and candy flavors as well as their signature mind crystals.

- Third most used breath mint brands in the united states at 26.42 million (US Census, NHCS 2016)



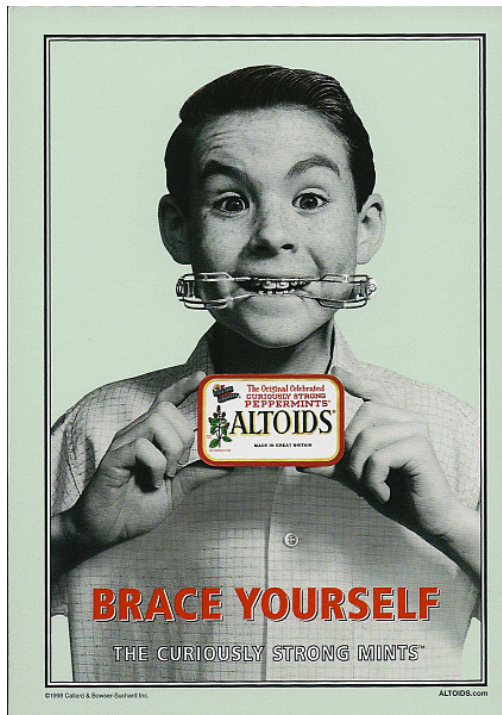
According to the chart, the brand Tic Tac had the highest revenue with \$172 million followed by Ice Breakers with \$130 million. Altoids and BreathSavers had less than \$100 million in breath mint sales.

Creative History

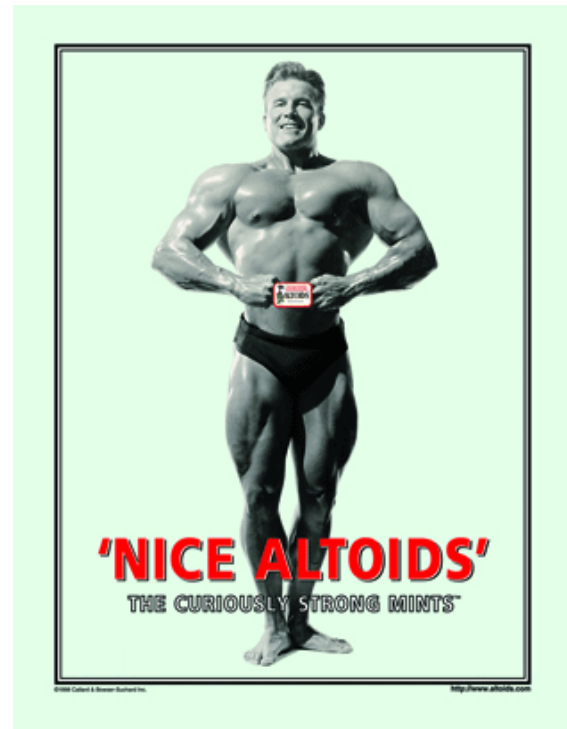
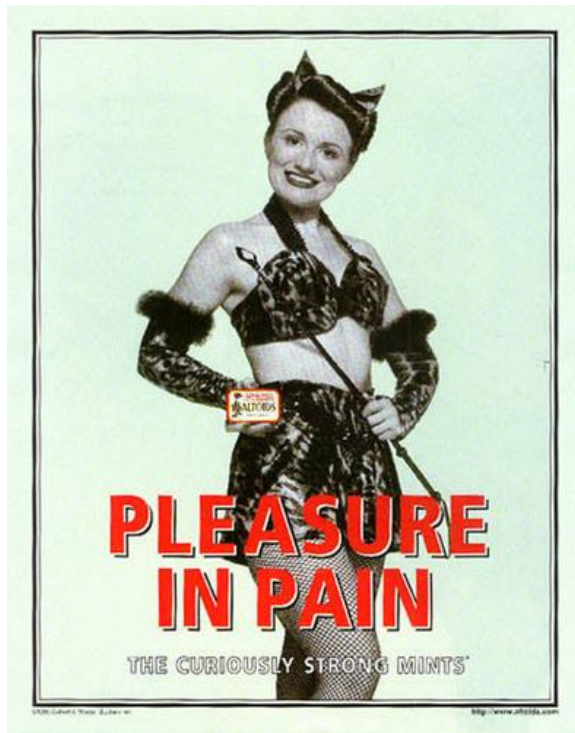
In 1994, Altoids was limited to a one-million-dollar budget because they had been bought out by Kraft. Kraft hired Leo Burnett of Leo Burnett Co. to develop a strategic campaign. The overarching message of the campaign was “Curiously Strong Mints.” Instead of creating a campaign with tactics such as television commercials, Altoids opted for posters that were displayed in cities near public transportation centers, such as subway stations. Burnett wanted the ads to have a retro, cynical appeal and, contained phrases such as “Pleasure in Pain.” Ultimately, he wanted to keep Altoids’ message consistent to retain its customer base. The campaign was successful, and generated a \$23 million in sales for Altoids (Wechsler, 1997).

Burnett created another award-winning campaign for Altoids. He partnered up with the publication, *The New Yorker*. Within the New Yorker, there was a series of cartoons featuring characters complaining about the heat. On each page, there was a silhouette of an Altoids tin. On the third page, there was an advertisement for Altoids’ cinnamon mints which implied that Altoids are so strong that they burned through the pages of *The New Yorker*. This advertisement earned Burnett an award at the Annual Magazine Advertising Awards (Thompson, 2006).

In 2006, Altoids created a print advertising campaign targeted towards adolescent boys. The ads contained the witty tagline, “First Time?” and depicted adolescent boys navigating puberty. This campaign was also created by Leo Burnett, and won an award at the International Andy Awards (Macleod, 2007).



In 2011, Altoids created the “Curiously Strong” Facebook campaign. Altoids as a brand needed to expand upon its advertising and utilize social media to stay relevant. Thus, this creative campaign celebrated all the quirky individuals that use Facebook, and Altoids narrowed the focus to twelve personas. For example, people that post everything that happens to them as well as people who “like” everything that they read. Altoids ads contain strong characters and this campaign took that concept and made it relatable in a modern context (Gianatasio, 2011). A theme song was created for this campaign, which obtained 400,000 views online. Additionally, Altoids gained 9,600 new Facebook “likes” (Dwivedi, 2011).



Target Audience

Primary Target

Currently, much of Altoids sales are from an older audience, and the Altoids brand is losing out on sales from the younger audience to other brands. This is likely due to the image portrayed and conceived by Altoids or lack of brand awareness. The primary target audience for our campaign is going to be the millennials generation. Specifically, we will target men age 25-34, living in Urban areas. These are predominantly working people, with salaries from \$20,000 – \$49,000. These men spend a lot of their time on the internet or smartphones, and don't spend a lot of time reading magazines or watching TV, but may occasionally watch Prime Time TV or sporting events. They are busy on-the-go people.

Secondary Target

The secondary target audience will be women age 18-34, also living in urban areas. These women are mostly single, and have attended college. They are trendy and spend their time working or going out with their friends. They also are very connected via the Internet and smartphones and don't spend a lot of time watching TV. Both the primary and secondary target audiences would be best influenced by celebrity endorsement. They are interested in keeping up with the latest trends and fashion, and celebrities are the perfect people to represent this attitude. Our target audiences also are heavy users of social media platforms, such as Facebook, Twitter, and Instagram and like to share their opinions via these media platforms.

Geographic Consideration

Wrigley, owner of Altoids, has operations in 50 countries and is distributed in over 180 countries. Wrigley is headquartered in Chicago, Illinois and their main market area for Altoids is the U.S. The Pacific region is the top marketing region of Altoids but heavy mint users are mainly in the South East region.

Altoids has a high brand presence in New York, NY (\$742,000), Los Angeles, CA (\$5,978,000), Chicago, IL (\$3,238,000), Philadelphia, PA (\$2,841,000), and Washington D.C. (\$2,620,000) Altoids should not have extensive advertising in these areas since they are already successfully making sales.

New York, NY (\$45,060,000), Chicago, IL (\$20,076,000), Los Angeles, CA (\$40,126,000), Philadelphia, PA (\$16,903,000), Dallas-Ft. Worth, TX (\$14,972,000), and San Francisco-Oakland-San Jose, CA (\$14,726,000) are areas where the mint category is successful.

SWOT Analysis

Strengths

Altoids strengths are mainly acquired through its reputation as a top selling mint brand in the United States. Its recognizable imagery, well known effectiveness, generous portion size and simple flavor options all create an appealing product for consumers. In the past, Altoids has produced successful print advertisements that portray the brand as an intense product everyone would enjoy. These advertisements have made it easily recognizable and a well known brand.

Weaknesses

Longevity may also cause the development of a stale brand, which is what Altoids is faced with. Not only is their image aging but they have failed to make an impact at the younger generation and draw in new consumers. Currently Altoids has little to no digital presence, limited promotional activities and generous portions create inconsistent purchase cycles which can leave room for consumers to try competitor's' products.

Opportunities

Altoids has a multitude of opportunity to regain footing in their market. Starting with a comprehensive marketing campaign that includes creating a consistent digital presence, that will resonate with a younger demographic. Pricing is another opportunity for Altoids to reposition themselves within their market. Competitors like Tic Tac are priced lower at \$1.19/ per package, Altoids has the potential to also lower their price to better compete with this big brand. There are many regions in the United States that competitors have taken over the mint market. This is a huge opportunity for Altoids. By increasing marketing in areas where there is a high category presence and people are already buying breath mints but aren't buying Altoids brand, sales could increase greatly.

Threats

The mints market is currently heavily saturated with options growing. Collaborations between candy, mints and oral health industries continues to grow this trend. With so much clutter in the category, it also makes it difficult to engage consumers in advertising, as the competitors use strong advertising techniques. While the larger portions are a signature of Altoids when combined with their powerful flavor an increase in time between purchases could be seen. The process of repositioning Altoids could also put the brand at risk by jeopardizing its lasting, classic image. This could make advertising, targeting a younger demographic difficult.

The Solution

Creative Strategy

Altoids will have a new creative strategy that will appeal to the target audience of this campaign, men ages 18-24. The tone of the new strategy will be humorous.

The concept of the creative strategy is the “Ultimate Gentleman.” The advertisements will feature an awkward, nerdy man who does not have any dating experience and with the help of Altoids, he will be transformed into the “Ultimate Gentleman,” someone who has the confidence to take on the dating scene. Altoids will have a Youtube series that will be posted on its Facebook page as well. The series will resemble a documentary and will show the transformation of someone becoming the ultimate gentleman and experiencing events such as a haircut, a trip to the mall for a new wardrobe followed by an outing at the bar where he hopes to meet someone. Throughout all of these steps, the man will carry with him a tin of Altoids for an extra feeling of security and confidence.

The message that this campaign will deliver is that with the help of Altoids, any man can become the “Ultimate Gentleman.” The campaign hopes to remind individuals that Altoids can help one feel comfortable and confident even during the most intimidating situations.

Media Objectives, Strategies and Tactics

Target Audience Objectives - Target Persona

Chris Jones is a 23-year-old, single young man living in Boston, Massachusetts. He recently graduated from college and is working as a manager at local grocery store. During his downtime at work Chris will read Forbes and Sports Illustrated, but never buys magazines because any information he needs he can usually find online. His salary is \$48,000 a year and with a busy work schedule he spends most of his nights at home with his roommate and a few friends. They enjoy watching sitcoms and sporting events. Chris will occasionally meet up with his friends at sports bars during football season. During the off season, they spend more time inside, watching Hulu and browsing the web. Chris is active on social media and spends most of his time on Facebook, but also has a Twitter and Instagram account. He listens to music while closing at work, and prefers to use Pandora because of its free content.

Media Mix

The advertisements will be divided into three mediums, with multiple vehicles being used within these mediums. We will be using online, TV and magazines as our mediums, as these are the three mediums that are most used by our target audience. To maximize viewer potential, as well as to increase awareness of Altoids, we are using

a variety of vehicles that we believe will be seen on numerous occasions by our audience, which includes specific shows as well as the use of advertising through Hulu, Spotify and social media.

Digital

In order to achieve the goal of increasing the digital presence, online advertising will use 25% of our budget. Online advertisements cost less per unit, so even though this will be less than half of our budget, this should increase brand awareness by a large margin by using strategic advertisement placement and geographic allocation.

Our target audience are heavy Internet users. Young men use internet frequently throughout the day, for almost everything, including finding information, checking email, posting on social media and for entertainment. We will use targeted advertising to intentionally place advertisements in the places our target will browse the most and will more frequently be exposed to.

Hulu

We will use online advertising specifically through Hulu commercials. Specific shows will include South Park, Family Guy, Workaholics, Empire and related shows. We have chosen these as specific vehicles because these shows tend to more male viewers as well as young adults.

Youtube

We will also use Youtube as a vehicle for online advertising. We would create short 15 – 30 second ads that represent the brand image of Altoids we have created. The main point being that Altoids has transformed an ordinary guy into a brand-new man that he has always inspired to be.

Social media

Social Media such as Pinterest, Facebook, Twitter and Instagram will all be used as vehicles through online advertising. Each page will be posted on multiple times a day, as well as limited number of paid advertisements will be posted on Twitter and Instagram, to increase brand awareness. These advertisements will be the same or similar to the ads used on Youtube, to create cohesion with the personality of the brand.

Internet radio

We will use two online radio platforms, Pandora and Spotify for additional advertisement. We will create a feature playlist for users to listen to that will be branded by Altoids. This playlist will include new popular songs, specifically targeted to young adults. We will also have paid advertisements, that will help to increase the image that people have the Altoids brand by incorporating short comical memorable ads into these platforms.

Television

Television will take about 60% of our budget, although this is a big portion of the budget, the stations we will be broadcasting on are extremely expensive. Due to the large expense we very carefully chose the channels and time slots our commercials will play. We will only be using 30 second ads in order to keep cost down and because we are confident that we will be able to effectively portray our message within 30 seconds.

ESPN (Network TV - Sports)



The commercials will be shown on ESPN as well as networks that broadcast sports games, such as NBC and CBS. This will ensure we are reaching our target audience of young men. We will place commercials during the popular games, such as Monday night football, and during college basketball games on ESPN. This will be our most expensive advertising, so we will only play these

commercials during the times that the games are scheduled to be shown. This will be a pulsing strategy of advertising in which we will show an increased number of commercials during the Fall and Winter season and show fewer commercials during the Summer time. The commercials will have a similar idea as our online advertising, which will portray a guy being transformed into the “ultimate” man, in a comical way in order to keep a solidarity and drive the brand awareness.

Late Night TV

There will also be commercials shown on Late Night TV / News, in order to ensure we reach all types of men not just the sports fans. This may additionally reach a broader audience outside of just our target which can help to increase our overall sales and again increase brand awareness. We will show commercials during shows such as the Tonight Show starring Jimmy Fallon, The Late Late show with James Corden and Jimmy Kimmel Live. These shows are comedy based and relevant to the theme of Altoids humorous brand image.

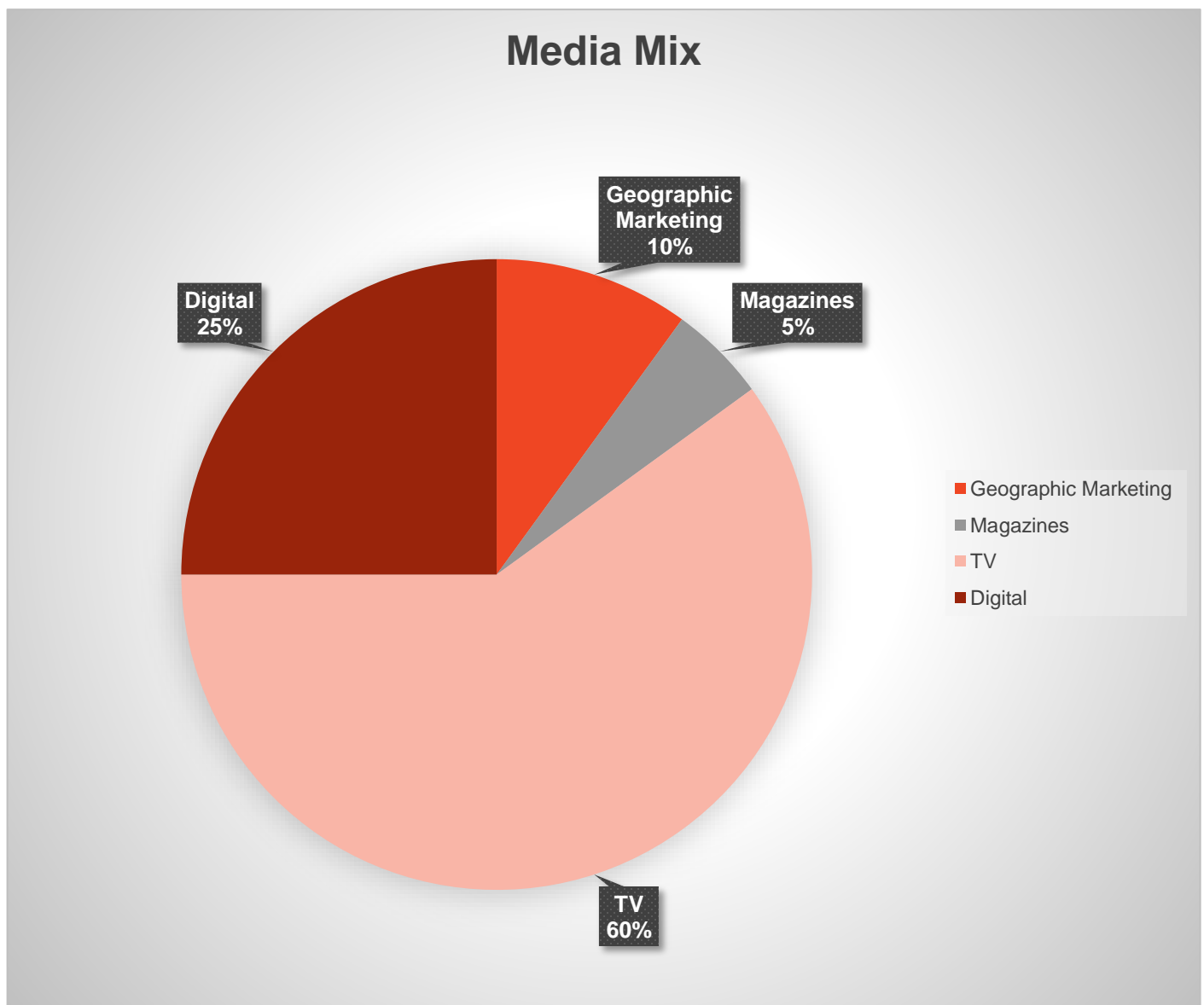
Magazines

Magazines will take be used for about 5% of our advertising budget. Although magazine readership is dropping, they are still in circulation and are an inexpensive way to get print ads into people's hands. We will be printing one advertisement in a magazine each month for the entire year. The magazines we will use throughout the year will include

Time, Rolling Stones, Forbes, Sports Illustrated and ESPN magazine. These magazines are chosen due to their typical readers being within our target audience.

Geographic Marketing

We left about 10% of our budget to penetrate the markets in the regions that the Altoids brand isn't the first choice for the consumer. With such a crowded category and many other brands to choose from, this advertising technique is very important. We will use the same forms of advertising as well as additional outdoor advertisements to increase brand awareness and drive sales up for our brand in these specific regions.



Reach, Frequency, GRP Objectives

Objectives

Frequency

The frequency being used is based off the Ostrow model. The Ostrow model indicated our frequency for this media plan is 3.3, according to the answers we found best fit our brand's history and the goals we have going forward.

Reach

To determine the reach, we first needed to find out how many people are in our target audience. There are approximately 16 million men between the ages of 18 and 34 in the U.S. The set goal is to reach at least 12 million of the 16 million men within our target audience. This would make our reach 75.

Gross Rating Point (GRP)

After determining the reach, we first needed to find out how many people are in our target audience the frequency and reach goals that we have for this plan. Our target audience is about 16 million in the United States. The estimated GRP objective for this plan is 247.5.

Media Budget Objectives

Television

Since the focus is men who watch sports, we decided to spend more money on advertising during the winter months. We decided to purchase 10 units for TV during the months of September, November, December, January, February, and March, because these are the months that basketball and football are aired.

There will only be 5 units purchased for TV during the months of April, May, June, July, and August because sports don't typically air during the summer months.

Magazines

The budget allocates to purchase 10 units for magazines, each month, throughout the entire year. This will allocate enough magazine budget to buy space in multiple magazines. This will also help to increase impressions from multiple demographic groups.

Digital

This plan includes purchasing 12,000,000 impressions for General Sites, Video Networks, Social, and Mobile. This will account for 30% of our entire budget, which is about \$5 million.

Geography Objectives

We chose the six specific markets listed below to spend extra money on advertising because while the category spending in these areas is high, the spending on Altoids specifically is low.

DMA Market	Adults 18+	Category	Altoids	BDI	CDI
Greensboro-High Point-Winston Salem, NC	0.56%	0.57%	0.43%	77	102
Miami-Ft. Lauderdale, FL	1.48%	1.65%	1.48%	100	111
Jacksonville, FL	0.57%	0.58%	0.53%	93	102
Orlando- Daytona Beach- Melbourne, FL	1.28%	1.29%	1.15%	92	100
Tampa-St. Petersburg, FL	1.49%	1.54%	1.28%	85	102
San Antonio, TX	0.80%	0.82%	0.81%	101	102

The allocated advertising budget for these six markets is around 4.5 million dollars. We are using a large amount of advertising budget for these areas because we found that the population in these areas is high as well as the category sales are above average. With an above average category sale index and below average brand sale index we know we can make a big impact on consumers in these areas by strategically placing advertisements in these to increase Altoids brand awareness.

Estimated Value

Using the CDI and BDI, we can determine the estimated value for each of the six cities we are marketing in. We ranked the six cities to determine which ones we would spend more of the advertisement budget. We based this off the cities that have a higher CDI, therefore consumers are already buying and using mints, but these cities have a low BDI, therefore consumers are buying competitor brands. The following chart shows the six targeted cities listed in order with the highest allocated budget going to number one spot with the lowest allocated budget going to number seven.

City Ranks

Rank	City	Estimated Budget
1	Greensboro- High Point-Winston Salem, NC	\$900,000
2	Tampa-St. Petersburg, FL	\$850,000
3	Miami-Ft. Lauderdale, FL	\$800,000
4	Jacksonville, FL	\$725,000
5	Orlando- Daytona Beach- Melbourne, FL	\$650,000
6	San Antonio, TX	\$575,000

Timing and Purchase Cycle

It is recommended that Altoids utilize a pulsing advertising schedule in order to best reach the new target audience. Altoids should be advertised regularly online, in magazines, on Hulu, Spotify and Pandora; however, the amount of television advertising should vary depending on the time of year. Altoids should purchase twice the amount of television advertising in January-April and again from September-December because major sporting events take place during those months that would appeal to men ages 18-24. For example, men in this age group regularly watch college football, the NFL, the NBA and college basketball. Thus, in advertising during the months that these sports take place, Altoids has a better chance of leaving a lasting impression on this target audience.

*The Year at a Glance chart as well as the scheduling Flowchart may be found within the Appendix

Scheduling & Timing Objectives

Based on the information in the previous section, the following is a list of scheduling and timing objectives.

- Double the amount of television advertising from Jan.-April and from Sept.-Dec.
- Utilize a pulsing advertising schedule in order to reach the target audience when they are most likely going to be watching television.
- Consistently advertising online, in magazines as well as on Spotify, Pandora and Hulu.
- Obtain the desired reach, frequency and GRPs as stated in the previous section with the advertising schedule that has been devised.

Evaluation

The results of the above media plan are as follows.

Reach:

Winter months: 63.0

Summer months: 57.4

Average Frequency:

Winter months: 3.0

Summer months: 2.9

GRPs:

Winter months: 188

Summer months: 168

Based on the results of the media plan, the ideas within this media mix are strong however some adjustments would need to be made in the future. For example, the target reach of the plan was to achieve a reach of 75. With the current media plan that has been devised, a reach of 63.0 was achieved during the winter months and a reach of 57.4 was attained during the summer months. Along with that, the target GRPs was 247.5 and this amount was not attained with this plan. With the current media mix the achieved GRPs during the winter months was 188 and the GRPs during the summer months was 168. Once changes have been made to the plan, the average reach should increase which will in turn increase the number of GRPs. Lastly, based on the Ostrow Model, the target Frequency was 3.3. Although this plan was close in achieving this goal, the plan fell a little short of this target. During the winter months, there was a satisfactory frequency of 3.0 and during the summer the frequency would be 2.9. The average frequency obtained was the most successful aspect of this media plan. The ideas within this idea are strategic for the purposes of trying to reach our target audience, young men; however, changes will need to be made in order to achieve the desired target reach, GRPs and frequency. The Year at a Glance as well as scheduling Flowchart may be found in the appendix.

Appendix

“Year at a Glance” calendar:

Year at a Glance										
	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
February	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
March	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
April	0.0	57.4	0.0	2.9	0	168	-168	0	1246.4	0
May	0.0	57.4	0.0	2.9	0	168	-168	0	1246.4	0
June	0.0	57.4	0.0	2.9	0	168	-168	0	1246.4	0
July	0.0	57.4	0.0	2.9	0	168	-168	0	1246.4	0
August	0.0	57.4	0.0	2.9	0	168	-168	0	1246.4	0
September	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
October	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
November	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
December	0.0	63.0	0.0	3.0	0	188	-188	0	2011.3	0
Total					0	2157	-2157	25000.0	20311.0	4689.0

Default Flowchart Title
Default Flowchart SubTitle

Student Professor Semester	Medium	Target Demo: All Men ages 18-24											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Net TV-Prime \$000)	10	10	10	5	5	5	5	5	5	10	10	10
	Net TV-L Nite/L News \$000)	719.2	719.2	719.2	359.6	359.6	359.6	359.6	359.6	719.2	719.2	719.2	719.2
	Net TV-Sports \$000)	218.3	218.3	218.3	109.2	109.2	109.2	109.2	109.2	218.3	218.3	218.3	218.3
	Net TV-Prime \$000)	299.0	299.0	299.0	149.5	149.5	149.5	149.5	149.5	299.0	299.0	299.0	299.0
	Net Cable-Prime \$000)	293.4	293.4	293.4	146.7	146.7	146.7	146.7	146.7	293.4	293.4	293.4	293.4
	Magazines-Mens \$000)	73.4	73.4	73.4	73.4	73.4	73.4	73.4	73.4	73.4	73.4	73.4	73.4
	Digital National - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$000)	138	138	138	138	138	138	138	138	138	138	138	138
	National Only Area GRPS \$000)	188	188	188	188	188	188	188	188	188	188	188	188
	Reach \$000)	2011.3	2011.3	2011.3	1246.4	1246.4	1246.4	1246.4	1246.4	2011.3	2011.3	2011.3	2011.3
	Avg. Freq.	63	63	63	57.4	57.4	57.4	57.4	57.4	63	63	63	63
	Spot Only Area GRPS \$000)	3.0	3.0	3.0	2.9	2.9	2.9	2.9	2.9	3.0	3.0	3.0	3.0
	Reach \$000)	188	188	188	188	188	188	188	188	188	188	188	188
	Avg. Freq.	2011.3	2011.3	2011.3	1246.4	1246.4	1246.4	1246.4	1246.4	2011.3	2011.3	2011.3	2011.3
	Spot + National GRPS \$000)	188	188	188	188	188	188	188	188	188	188	188	188
	Reach \$000)	2011.3	2011.3	2011.3	1246.4	1246.4	1246.4	1246.4	1246.4	2011.3	2011.3	2011.3	2011.3
	Avg. Freq.	63	63	63	57.4	57.4	57.4	57.4	57.4	63	63	63	63
	Total Across	120	120	120	120	120	120	120	120	120	120	120	120
	GRPS	120	120	120	120	120	120	120	120	120	120	120	120
	COST	880.9	880.9	880.9	880.9	880.9	880.9	880.9	880.9	880.9	880.9	880.9	880.9

Scheduling Flowchart:

The total cost for each medium are listed below.

Net TV-Prime: \$6,832,400

Net TV – Late Night: \$2,073,000

Net TV- Sports: \$2,840,600

Net Cable – Prime: \$2,787,200

Magazines-Men: \$880,900

Digital: \$4,898,000

Total Budget Spent: \$20,311,000

(The remaining 4.5M is being sent for penetration in the targeted geographic regions).

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