Introduction to Advertising
Media Plan for
Levi's SecondHand
Due: Monday, April 11

*(Upload to Canvas by 10:58 a.m.
No feedback on papers turned in late.)*

Project Contents:

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RESOURCES: You'll need notes and resources from class and Canvas site for this class.

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ASSIGNMENT SUMMARY:

Your goal is to buy ads that reach your target audience and only your target audience, and deliver that message at the right Time, Place and Circumstance (TCP).

Don't buy ads that will be seen by people not in your target – that's wasting money.

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Upload for your portfolio!

*This isn't a header, but an option for you to earn 2 extra points on this assignment. If you upload your paper to a publicly accessible account, put the URL of your media plan assignment end of your paper – **embed** the link to the page.*

Use Google Docs or some other doc-management source. Make sure it's publicly viewable!

Media Plan Assignment Information

Schedule:

<u>Monday, March 21:</u> Media Plan Assignment handed out. Your first assignment already has been completed, and you have a good understanding of the product and your target audience.

<u>Monday, March 21 – Friday, April 8:</u> We will review all aspects of completing your media plan, including how to find and figure rates and CPMs, how to find media options, how to build your spreadsheets and report. If you miss a class, you will miss content that will help you complete this assignment.

<u>Monday, March 21 and all week:</u> Assignment explained. How to buy Spotify ads.

<u>Monday, March 28 and all week:</u> How to buy outdoor ads. Overview spreadsheet.

<u>Monday, April 4 and all week:</u> How to by Google Ads.

<u>Friday, April 8</u>: Last chance to ask questions.

Bring your laptops beginning Wednesday, March 23

<u>Monday, April 11</u>: Media Plans due.

Assignment:

Step 1: Know the Client & Product
Step 2: Know the Target

You'll make necessary changes to the first two papers and include both of them in this

Step 3: Choose the appropriate media to reach your target.

The new part!

This new portion of the media plan will be in the form of both a report and spreadsheets. You are acting as a media buyer at an advertising agency, which means you decide where ads appear, and you determine the costs of the ads. Your report <u>explains</u> <u>each</u> of your media placement choices and <u>how you came to your conclusions</u> regarding those choices. The spreadsheets detail specific media choices, their costs, their CPM and other pertinent information.

Your client expects you to spend its money wisely for this advertising campaign; therefore, they have not given you an exact budget. Instead, they expect the media placements to cost somewhere between <u>$100,000 and $110,000</u>. It is up to you to decide the most effective media placements to maximize their message impact to the target audience.

> You must run these **minimum** number of media choices and ad choices:
> - **1** Spotify podcast ad buy and 1 Spotify music ad buy with "real-time context" choices
> - **2** outdoor ads in each of your DMASs (so a minimum of 4 ads) that run at least 12 weeks
> - At least **15** Google keywords / keyphrases for search results page ads

Your campaign should run for **3** consecutive months – Choose your own months and explain in the introduction.

This media plan does not include any creative elements – you are preparing the media plan only.

Media Plan Assignment Outline

Levi's SecondHand for Gen Z in Los Angeles and Columbus, OH

Your headline.

Introduction

Target's Demographic Summary
Target's Psychographic Summary
Target's Geographic Location

*Start with bullet list; it's **the same as your second paper**, with any necessary improvements.*

Write 2-3 paragraphs that explain your media plan. Cover highlights of the basic, important elements of the resale industry, Levi's sustainability focus and SecondHand product offerings. Explain your chosen 3-month timeframe and indicate your basic media recommendations, including the total cost.

New!

[*Embed Overview chart.*]

After your introduction, embed your Overview chart. New!

Secondhand / Resale Industry

Levi's SecondHand Company Profile
- **Levi Strauss Overview**
- **Levi's SecondHand Overview**
- **Products and Services**
- **Price**
- **Place**

This is your 1st & 2nd papers – You'll make any necessary changes from your papers before you submit your final media plan.

Why Gen Z is the Perfect Target for Levi's SecondHand

Media Plan Recommendations

The media plan stuff starts here.

Google Keyword Ad Recommendations

Why Google Ads work for reaching Gen Z:
Write about how Google ads reach searchers at the right TPC.

- **Keyword List:**
  - *Put entire list here, in list form, not paragraph form.*
  - *Ensure each phrase is distinctly different.*

- **Rationale:**
  Explain why you chose these keywords using tools covered in class/Canvas. You can explain each keyphrase or group "like" keyphrases together to explain.

- **Keyphrase Cost Range:**
  Explain the most expensive keyword and the least expensive keyword – clearly indicating the costs of each; then explain and why you think the expensive keyword is so expensive, compared with the others. Did you buy more of either the most expensive? Least expensive? Explain.

  [*Embed Google spreadsheet at the end of this section.*]

Spotify Recommendations

Why Spotify works for reaching Gen Z:
Write about how Spotify reaches Gen Z. Use the Spotify guide for marketing to Gen Z.
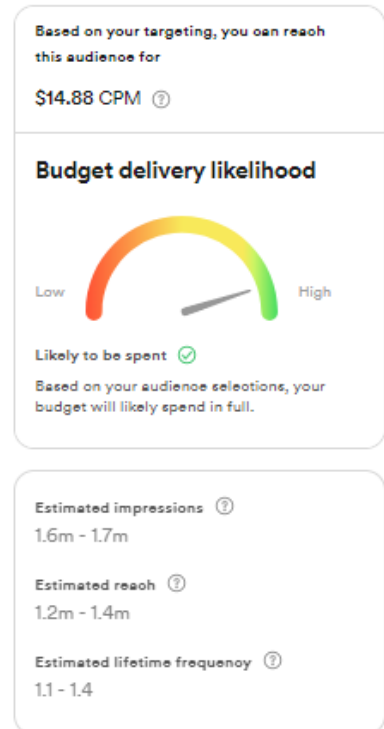
Spotify variables that do not change:
- **Schedule start/end dates:** *Your choice here. [Make sure it aligns with your introduction explanation.]*
- **Target locations:** *Your 2 campaign DMAs.*
- **Age:** *This needs to match what you explained in your 2nd paper.*
- **Estimated impressions definition**: *Define this here, according to Spotify.*
- **Estimated reach definition**: *Define this here, according to Spotify.*
- **Estimated lifetime frequency definition**: *Define this here, according to Spotify.*
- **CPM people definition**: *Define this here, according to class notes.*

Spotify Music (or Podcast)

Repeat this for your Spotify podcast choice.

- **Screenshot**: *Show a screenshot here of the budget details, as shown here, to the right. Make it big enough to be legible.*
  - **Real-time context:**
  ==Explain== *why this interest, context, genre or podcast makes sense.*
  [You won't use this bullet point for the podcast choice.]
    - **Budget:** *[Put your choice here.]*
  Explain your decision. (Spotify ad interface limit is $25,000.)
- **Budget delivery likelihood**: *[Put your findings here.]*
    This must be somewhere in the green "High" area. If not, you have to make adjustments.
- **Cost per person**: *[Put your findings here -- from your spreadsheet.]*
- **Estimated number of ads purchased**: *[Your findings here.]*
- **CPM People:** *[Put your findings here – from your spreadsheet.]*

[Embed Spotify spreadsheet after this section.]

Based on your targeting, you can reach this audience for

$14.88 CPM ⓘ

Budget delivery likelihood

Low   High

Likely to be spent ✓

Based on your audience selections, your budget will likely spend in full.

Estimated impressions ⓘ
1.6m - 1.7m

Estimated reach ⓘ
1.2m - 1.4m

Estimated lifetime frequency ⓘ
1.1 - 1.4

This is not CPM People, it's CPM impressions.

Outdoor Recommendations

[DMA name] Summary
- Total number of outdoor ads in DMA:
- Total number of campaign impressions in DMA:
- Total cost in DMA:

Location No. [1 or 2 or 3…] for [DMA name]
- Show screenshots of map and billboard.
- Identify the location by name. *[For example: S/S I-70 .3MI W/O I-35 FW]*
- Illumination: *[Yes or No]*
- Indicate the Advertising Strengths, according to Lamar. *[You can copy/paste this.]*
- Weekly Impressions:
- Panel Size: *[Bulletin or Poster]*
- 4-Week Cost:
- CPM:
- Explain why you chose the location. *[This is where you do most of your writing.]*

[Embed Outdoor spreadsheet after this section.]

Strategy Thoughts

- **Budget & Media**
Describe your opinion on the value and effectiveness of the ads you've recommended. In other words, are the ads you're recommending your client purchase "worth it" and will they deliver a message at the right Time, Place and Circumstance? Explain your thoughts. Explain which media type you believe is best at delivering a message at the right TPC?

- **CPM Analysis**
Describe what CPM means and how it's used to evaluate each media recommendation. Compare CPMs across each media type. Which media type and/or media vehicle offers the best value for your client? [Remember, you're buying people, not ads!] Explain your thoughts.

Media Plan for Levi's SecondHand

Prepared by J. Lamer

3/20/22

Media Buy Overview

Media Vehicle	Total Cost	CPM
Google Ads		
Google Totals/Avg	$ 5,523	$ 1,602.73
Spotify		
Spotify music: Cooking, Focus, Travel, Dinner	$ 25,000	$ 227.27
Spotify podcast	$ 3,000	$ 93.75
Totals / Averages	$ 28,000	$ 160.51
Outdoor		
Chicago -- Summary	$ 49,500	$ 2.97
Kansas City -- Summary	$ 26,180	$ 9.82
Outdoor Totals/AVG	$ 75,680	$ 5.26
TOTAL / AVERAGES	$ 109,203	$ 44.64 *
	(total)	(avg)

* Excluding Google Ads.

Google Ads: Keyword-Based Search Ads

	From Google estimator -- use blog link.	You choose	You decide	Clicks per month x no. of months	Total clicks times CPC	Cost for each 1,000 clicks
Keywords / Keyphrases	**Cost per Click (CPC)**	**Total Clicks per Month**	**Number of Months**	**Total Clicks**	**Total Cost**	**CPM (CPC)**
Thrift stores near me	$1.00	500	1	500	$500	$1,000
Kansas City thrift shop	$3.88	500	1	500	$1,940	$3,880
Eco-friendly clothing	$0.49	200	3	600	$294	$490
custom leather saddles	$0.75	750	1	750	$563	$750
leather work boots	$0.50	600	1	600	$300	$500
premium dog food	$0.22	300	2	600	$132	$220
wild turkey calls	$0.19	3,000	2	6,000	$1,140	$190
vegan meal plans	$1.19	3,000	2	6,000	$7,140	$1,190
simple recipes	$2.19	50	3	150	$329	$2,190
sub-zero hunting socks	$0.15	200	3	600	$90	$150
electric dog fence	$0.15	200	3	600	$90	$150
organic kitty litter	$0.12	2,000	3	6,000	$720	$120
Google Totals/Avg	**$0.90**	**11,300**		**22,900**	**$13,237**	**$903**
	(avg)	(total)		(total)	(total)	(avg)

Spotify Placements

	You decide.	From Spotify ad-buying interface.	Budget / Reach	From Spotify ad-buying interface.	Maximum Reach times Frequency	From the Spotify interface.	Cost Per Person times 1,000
Spotify content choice	**Budget (cost)**	**Estimated Reach, Maximum**	**Cost Per Person**	**Estimated Lifetime Frequency, Maximum**	**Est. No. of Ads purchased**	**CPM (Impressions)**	**CPM (People)**
Spotify music: Cooking, Focus, Travel, Dinner	$ 25,000	110,000	$ 0.23	8.3	913,000	$ 23.10	$ 227.27
Spotify podcast	$ 3,000	32,000	$ 0.09	3.9	124,800	$ 27.50	$ 93.75
Totals / Averages	**$ 28,000**	**142,000**	**$ 0.20**	**6.1**	**1,037,800**	**$ 25.30**	**$ 160.51**

Outdoor Placements

All of this information comes from the Lamar "Inventory Browser".

					4 weeks = 1 month	4-week cost times number of months	From "Inventory Browser"	Provided below	18+ Pop. X 4-week %	4-week Cost / 4-week Pop. Reach
DMA	Type of Outdoor	Location or Lat/Long	Weekly Impressions	4-week Cost	Number of 4-weeks (months)	Total Campaign Cost	18+ Population (000)	4-week % Reach	4-week Population Reach (000)	CPM
Chicago, IL	Bulletin	DAN RYAN (I-90/94) W/S @ 43RD F/S	545,978	$ 10,000	3	$ 30,000	7,312	39%	2,852	$ 3.51
Chicago, IL	Poster	I-80 & 32ND SSFE	122,348	$ 6,500	3	$ 19,500	7,312	36.4%	2,662	$ 2.44
Chicago -- Summary			**668,326**	**$ 16,500**		**$ 49,500**			**5,513**	**$ 2.97**
Kansas City, MO	Bulletin	S/S I-70 .4 MI W/O BENTON BLVD FE	77,083	$ 5,600	2	$ 11,200	1,555	27.2%	423	$13.24
Kansas City, MO	Bulletin	41.48470684 / -81.62133157	93,769	$ 5,600	2	$ 11,200	1,555	27.2%	423	$13.24
Kansas City, MO	Shelter	34.12102 / -117.28512	47,018	$ 1,260	3	$ 3,780	1,555	27.2%	423	$ 2.98
Kansas City -- Summary			**217,869**	**$ 12,460**		**$ 26,180**	**1,555**	**27.2%**	**423**	**$ 9.82**
Outdoor Totals/AVG						**$ 75,680**				**$ 5.26**
						(total)				(avg)

4-week Reach Percentages

	Bulletin	Poster
Columbus, OH	47.1	50.6
Los Angeles, CA	50.8	41.2

Bibliography Quick Sheet

You may choose APA, MLA or any other acceptable bibliography format. See your library's online support in Canvas or at http://www.nwmissouri.edu/library/citing/citing.htm.

An important part of your bibliography is citing your sources properly within the context of your paper. If you simply list a source, but don't reference the material you used from the source, the source is meaningless.

Here's an example of how you would cite within your paper, followed by the related bibliography.

> The nineteenth century saw many changes to daily American life with an increase in population, improved methods of transportation, developments in technology, and the rise in the importance of science. These events impacted all aspects of nineteenth century American life, most significantly those involved in slavery and the Civil War, but a large part of American life was affected, a part that is quite often taken for granted: the life of the American farmer. (Revkin)

> Ten years prior to that, the 1810 census reported over 7 million people were living in the states; there was no category for people engaged in agriculture. In this ten-year time span, then, agriculture experienced significant improvements and changes that enhanced its importance in American life. ("Blueprint Lays Out Clear Path…")

Bibliography

"Blueprint Lays Out Clear Path for Climate Action." *Environmental Defense
Fund*. Environmental Defense Fund, 8 May 20021. Web. 24 May 2021.

Revkin. Andrew C. "Clinton on Climate Change." *New York Times*. New York
Times, May 2017. Web. 25 May 2018.