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Media Communications Plan

ADV 613

Contents

Executive Summary

Breyers is an ice cream brand with a primary goal to "pioneer goodness for all." Breyers ice cream lacks brand differentiation. It is overlooked in a saturated market due to its ambiguous positioning, weak social media engagement, unclear brand image, and lack of emphasis on quality ingredients. Our target audience, defined as working moms with children under the age of 18 in the household, struggles to find the best brand to fit their taste and family needs. This struggle presents a lack of brand loyalty and is the reason why consumers are not dedicated to Breyers.

Our team followed a triangulated research approach by conducting primary and secondary qualitative and quantitative research through social listening analyses, online surveys, one-on-one interviews, and data analytics. This research has led us to the insight that working mothers feel guilty about not spending enough time with their children. Working mothers are also being bashed by society online for not being perfect mothers. Our goal is to empower working mothers and give them recognition for what they do by supporting and encouraging their efforts to leverage the brand's role as "pioneering goodness for all" through TV brand partnerships, social media, and video billboards.

The overall experience from the consumer's perspective we hope to achieve is to empower the hard-working mother and motivate her throughout her daily life. This will be done by targeting her on the way to work and back, in her downtime, and during her favorite television shows. Mom's will be able to identify with the real working moms featured in our executions, which will provide them with a sense of community and support, thus driving brand engagement and brand loyalty.

Situation Assessment

Business Challenge

Breyers is an ice cream brand created by William A. Breyer in 1866 (Breyers, About, 2019). The brand's primary goal is to "pioneer goodness for all" (Masterbrand Brief, 2019). Breyers Ice Cream lacks brand differentiation and is overlooked in an oversaturated market. This is due to its ambiguous positioning, weak social media engagement, unclear brand image, and lack of emphasis on quality ingredients. Breyers struggles to inform consumers that it uses naturally sourced colors and flavors, 100% Grade-A milk, and sustainable fruit and vanilla (Breyers, Products, 2019). If the brand does not address these issues, it will have difficulty achieving brand awareness and loyalty, which may cause them to lose market share to competitors. Research has provided a greater understanding of the challenge Breyers faces, as well as offer possible solutions. It is imperative to the success of the company that the brand becomes more unified.

According to Mintel (2019), the ice cream industry is highly crowded and diverse. Mintel (2019) research has demonstrated a resistence to change among consumers; "one-fifth of consumers indicated that they would not be motivated to try a new product by any of the offered features, suggesting that what's already in the freezer suffices." Breyers' ambiguous positioning has prevented its products from 'standing out' in that same freezer. Furthermore, consumer purchasing behaviors indicate a level of impulsiveness in choosing ice cream products. Consumers in Mintel's (2019) research show loyalty, but not to a single brand. Instead, consumers' loyalty is spread across multiple brands. The ability to breakthrough in an ice cream freezer is crucial to brands. Breyers' lack of differentiation directly relates to its packaging, product placement, and taste.

FROZEN TREAT SHOPPING BEHAVIORS, JANUARY 2019

"Which of the following statements about frozen treats apply to you? Please select all that apply. When shopping for frozen treats I tend to…"

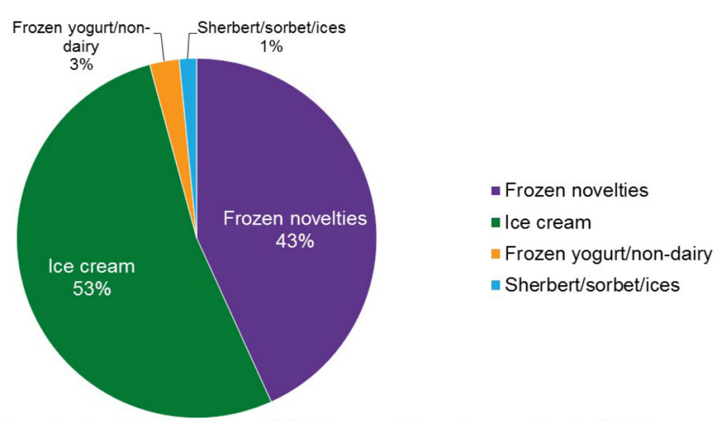
Base: 1,796 internet users aged 18+ who purchased a frozen treat in the last 6 months

Source: Lightspeed/Mintel

Current industry and consumer trends demonstrate that flavors such as vanilla bean, pistachio, and cookies and cream are on the rise, and traditional flavors like vanilla, chocolate, and strawberry are decreasing in demand. While Breyers' main flavor is vanilla bean, consumers are more likely to purchase flavors such as caramel brownie, raspberry fudge, and butter pecan from other brands. Although Breyers positions itself as "amazingly delicious ice cream with natural, sustainable ingredients and fun flavors" (Breyers, Masterbrand Brief, 2019), its current positioning and promotional tactics emphasize more on traditional flavors like chocolate and vanilla. Due to the industry's oversaturated market, consumers are more likely to purchase the same flavors from other well-known brands.

Despite the fact that ice cream is a crowded market, it has been relatively static in sales. "2018 sales of $13.5 billion reflect just 1.7% year-over-year growth at current prices – and a slight decline when adjusted for inflation" (Mintel, 2019). While traditional ice cream dominates the market, frozen novelties and non-dairy products are significantly increasing. This category demonstrated a 4.1 percent and 14 percent increase respectively in 2018. According to Mintel (2019), adults are expressing a keen interest in plant-based and non-dairy foods, and it is predicted to increase. While the pie chart below demonstrates a small percentage, frozen novelties and non-dairy products are increasingly stealing share and are expected to increase by 17% in revenues in the next three years. This segment of novelties tends to encourage consumers to experiment through the current rising trends of snacking, small portions, and portability.

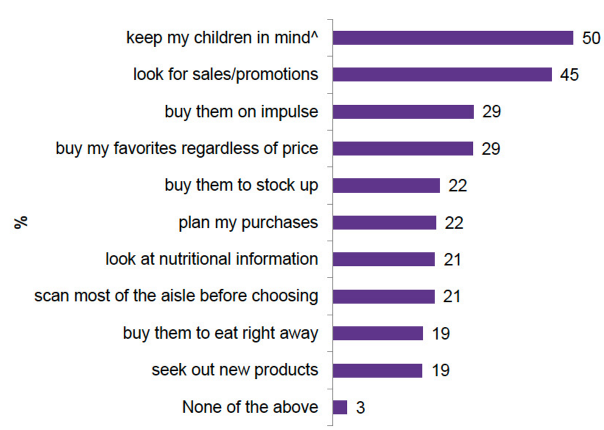
TOTAL ESTIMATED US MARKET SHARE OF ICE CREAM AND FROZEN NOVELTIES, BY SEGMENT, 2018



Source: based on IRI InfoScan® Reviews; CSPDailyNews.com, "Category Management Handbook"; US Census Bureau, Economic Census/Mintel

FROZEN TREAT SHOPPING BEHAVIORS, JANUARY 2019

"Which of the following statements about frozen treats apply to you? Please select all that apply. When shopping for frozen treats I tend to…"

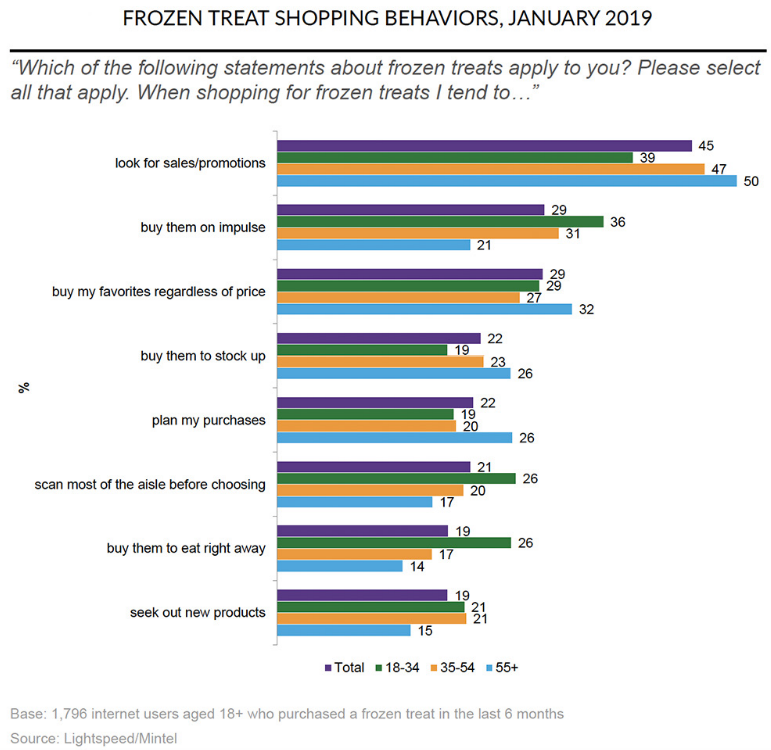


Base: 1,796 internet users aged 18+ who purchased a frozen treat in the last 6 months
^ 558 internet users aged 18+ who are parents and purchased a frozen treat in the last 6 months
Source: Lightspeed/Mintel

With quality in mind, 50 percent of consumers value product over price while keeping their children in mind. "Consumers are seeking value by getting deals, which are prevalent, on the quality products they want" (Mintel, 2019). The importance of quality emphasizes the significance of consistent branding campaigns and role in defining the term "premium." Furthermore, quality positioning must balance purchase-driven promotions to allow the choice of the product to appear as a treat, and not as a compromise. According to Mintel (2019), parents tend to prefer frozen novelties over ice cream. Targeting consumers around the idea that Breyers offers both frozen novelties and non-dairy products is critical to driving and ensuring long-term engagement with parents.

Social media has proven to be a tactical tool utilized by reputable brands and new entrants, leveraging influencers and celebrities relevant to the brand. Addressing the brand's current issues, such as its unclear positioning, weak social media engagement, vague brand image, and the lack of emphasis on quality ingredients, will guide Breyers towards achieving brand differentiation, regardless of the crowded market.

The Consumer Decision Journey

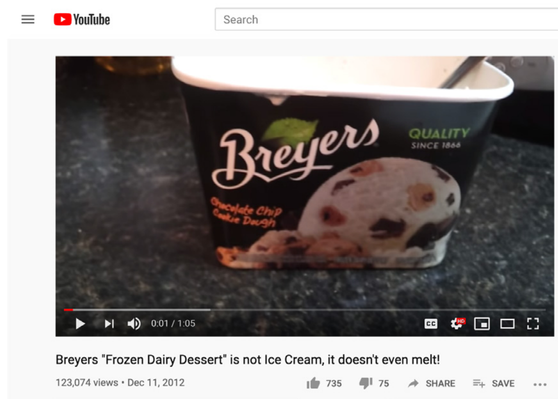


Research conducted by Mintel (2019) has demonstrated a 90 percent penetration rate of ice cream, thus justifying the need and desire of ice cream in consumers' lives. While 45 percent of consumers actively seek sales and discounts when considering the purchase of ice cream (Mintel, 2019), the most significant motivator for purchasing ice cream is for snacking purposes and to satisfy cravings (Mintel, 2019). Less than half of Mintel's (2019) survey respondents reported sales being important, thus demonstrating that there are more significant factors. Consumers are also looking for "better for you" and "healthy" ice cream (Mintel, 2019). Breyers can meet such consumer needs because not only are its prices less expensive than other brands, but they offer a variety of options that match the non-dairy, low-calorie, high-protein, and natural ingredients category (Breyers, 2019). Even so, consumers tend to purchase brands other than Breyers, demonstrating the brand's lack of differentiation.

Along the consumer purchase journey is the 'active evaluation' stage (Donnelly, Ch. 3, 2019). This stage is where Breyers is losing its consumers. Since today's society allows consumers to access the internet anytime and anywhere, they can search and compare brands, thus emphasizing the importance of developing an influential online presence. After conducting a social media listening, we found that Breyers has more negative sentiments than positive. According to Media Planning Essentials (2019) by Beth Ellen Donnelly, 70 percent of consumers tend to check online sources before making a purchase; therefore, Breyers must enhance its online image to achieve more positive results.

Additionally, after collecting data from Simmons (2017), we found that working mothers with children under the age of 18 in the household are buying ice cream up to three times a month. This demonstrates that there are numerous 'moments of purchase' in a single month. The 'moment of purchase' for ice cream covers price, quality, taste, and cravings (Mintel, 2019). That said, Breyers brand differentiation is not successful if the consumer does not spot a discount, acknowledges the brand's natural ingredients, or relates to Breyers on an emotional level.

Data collected from Simmons (2017) has demonstrated that 57 percent of mothers create conversations with one another on what they see on social media; therefore, all negative sentiments about Breyers' on social media will further damage the brand's reputation with its target audience. That said, most of the negativity on social media comes from consumers' 'post-purchase experience' — "how someone experiences your brand after the purchase is critical to the long-term success of your brand" (Donnelly, Ch. 3, 2019). Indeed, most negative comments on social media were due to consumers having an unfortunate post-purchase experience.



According to Donnelly (2019), "highly successful brands succeed at creating customer loyalty, enabling those customers to completely skip the evaluation process and go straight to purchase at that trigger moment." With the ice cream category, it's a little more complicated. As previously mentioned, consumers are not loyal to only one brand in the ice cream category. Instead, their loyalty depends on their needs 'in the moment' (Mintel, 2019). This further justifies that consumers tend to like a variety of options. This shows there is an opportunity for Breyers to get into more households and hold a place in consumers' lives.

Barrier

Lack of Brand Loyalty | As mentioned in the business challenge, Breyers' main issue is that it lacks differentiation in an oversaturated market. Unilever and Nestle have enough ice cream brands combined to make up 41 percent of the market share (Mintel, 2019). Thus, with so many options available, our target audience struggles to find the best brand to fit its taste and family needs. Brands that offer all-natural ingredients are on the rise as a way of positioning themselves as brands that offer quality and premium products (Mintel, 2019). Therefore, Breyers cannot rely solely on all-natural ingredients to stand out in an oversaturated market and build brand loyalty.

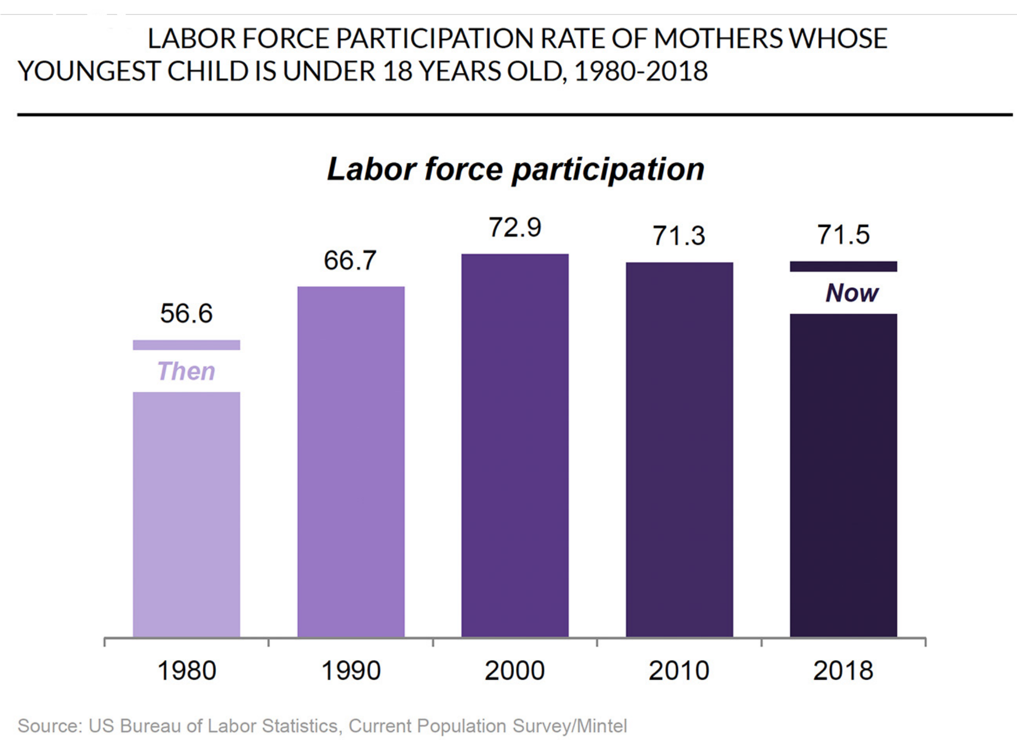
Target Audience

Target Definition

To fully understand the target audience, we coded "Claire" on the Simmons (2017) database as a working mother with at least one child under the age of 18 in the household. We coded the term "MOM" and "EMPLOYED OR PART TIME" under "Demos: Basic Profile." We also identified the target by defining the "MOM" as "FEMALE AND YESPG AND 1+KIDS AND EMPTOT."

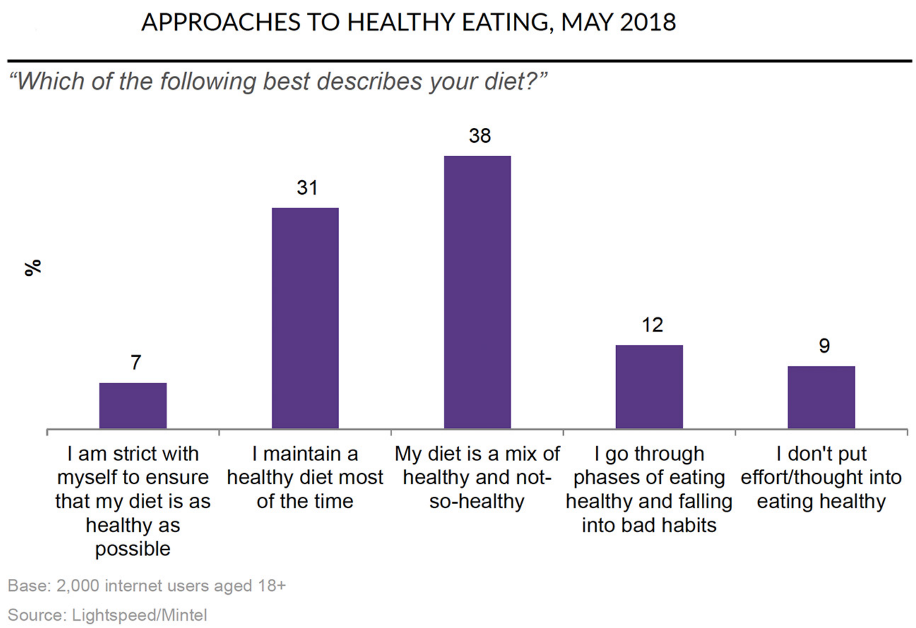
According to Breyers' Master Brief, Claire is a mother who purchases ice cream for her family but is not loyal to any particular ice cream brand. Rather, she likes to experiment with different brands. Claire wants to be a good mother with a responsibility to provide her children with healthy, tasty, and quality foods. We used Simmons to discover Claire's demographics, psychographics, behaviors, passions, goals, and challenges.

After further research, we discovered that in a two-parent household, mothers do 80 percent of the grocery shopping (Pew Research, 2019). They decide what products enter the household. Additionally, Mintel (2019) has found that in 1980, only 57 percent of moms were part of the workforce; however, as of 2018, approximately 72 percent of moms are working. "The typical mom in 2019 is a working mom, not a stay-at-home, and this is the woman brands need to design products and services for" (Mintel, 2019).

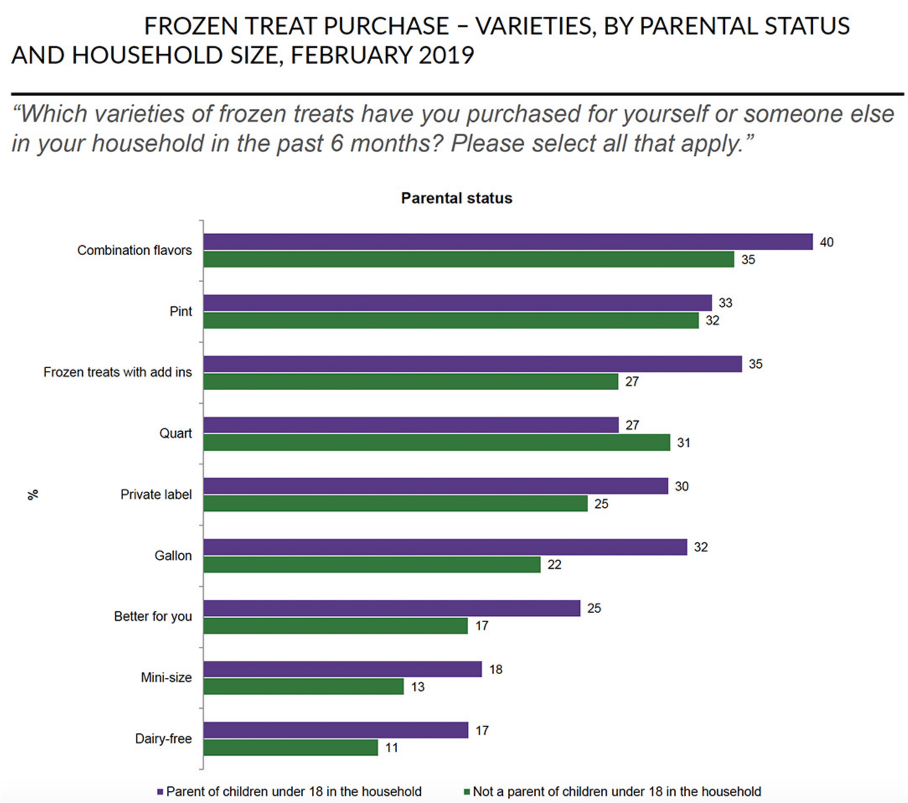


Target Observations

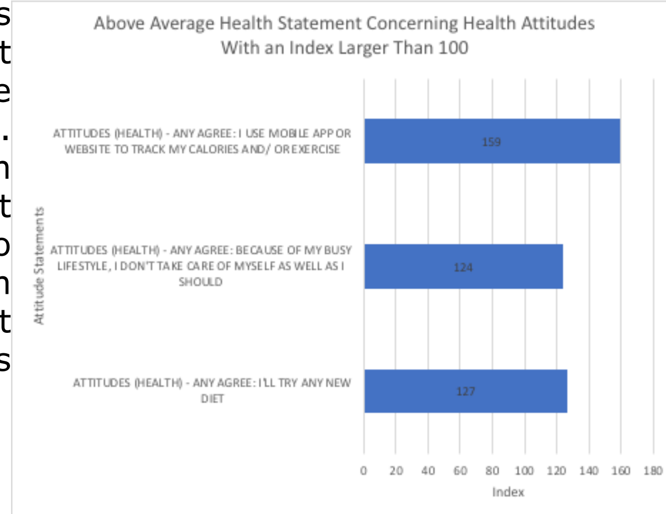
Through a triangulated research approach, we found that Claire is highly influenced by a health-conscious culture that is concerned with making the right lifestyle choices. Indeed, according to Mintel (2019), 76 percent of consumers try to maintain a healthy lifestyle, but they try to make room for indulgence.



According to Mintel (2019), we found that the target audience is more likely to purchase products that are categorized under the "better-for-you (BFY)" or "non-dairy" category, "driven by the need to not only satisfy the palates within the household but also provide healthy options — both nutritionally and environmentally" (Mintel, 2019).



Additionally, research collected from Simmons (2017) has demonstrated that the target audience is typically concerned with calorie intake and remaining healthy with new diets. As shown in the bar graph below, consumers in this particular target audience are 59 percent more likely to "use a mobile app or website to track my calories and/or exercise." Although they try to remain healthy, they have a difficult time doing so because of their busy schedules between work and life.



		Total						MOM				
ATTITUDES (HEALTH) - ANY AGREE: I'LL TRY ANY NEW DIET	3,538	32,712	13.5%	100.0%	⇨	100	431	4,016	17.1%	12.3%	⇧	127
ATTITUDES (HEALTH) - ANY AGREE: BECAUSE OF MY BUSY LIFESTYLE, I DON'T TAKE CARE OF MYSELF AS WELL AS I SHOULD	8,514	86,298	35.7%	100.0%	⇨	100	1,100	10,422	44.4%	12.1%	⇧	124
ATTITUDES (HEALTH) - ANY AGREE: I USE MOBILE APP OR WEBSITE TO TRACK MY CALORIES AND/ OR EXERCISE	4,002	39,694	16.4%	100.0%	⇨	100	597	6,130	26.1%	15.4%	⇧	159

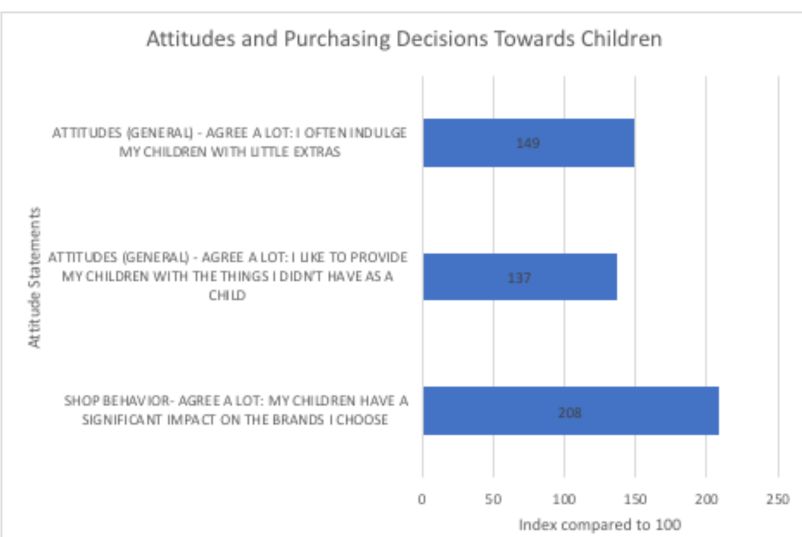
While Claire tries to remain healthy, research shows that she "finds it difficult to say no to kids" (Simmons, 2017). Fifty percent of parents have stated that they keep their children in mind when shopping for ice cream [(Mintel, 2019)](). Claire likes to please her children by providing them with more treats. According to [Mintel (2019)](), having children at home is a critical driver for the purchase of ice cream and frozen novelties. Ninety-six percent of households with children under the age of 18 have purchased frozen treats in the last six months.

FROZEN TREAT SHOPPING BEHAVIORS, PARENTS AND KIDS, JANUARY 2019

"Which of the following statements about frozen treats apply to you? Please select all that apply. When shopping for frozen treats I tend to…"

Base: 1,796 internet users aged 18+ who purchased a frozen treat in the last 6 months

Source: Lightspeed/Mintel



The bar graph demonstrates statements of attitudes and purchasing decisions towards children (Simmons, 2017). Children are a significant driver for sales since the target audience agrees with the statement, "my children have a significant impact on the brands I choose." Moreover, targeted consumers, as previously mentioned, like to treat their children with extra treats.

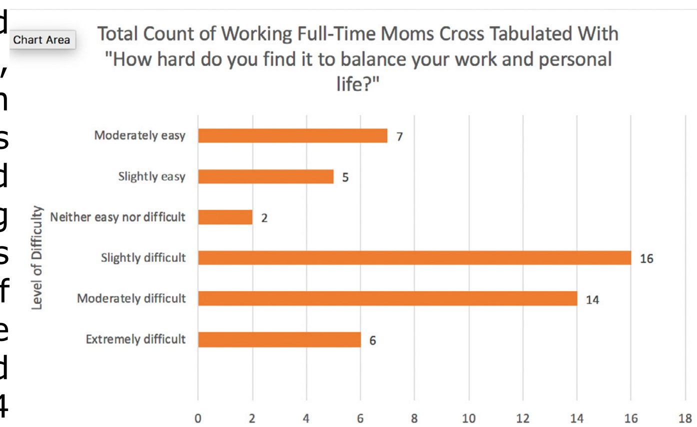
While keeping her children in mind when shopping, Claire keeps an eye out on the ingredient labels on food products to try and provide the healthiest foods for her children. Based on a survey study of 150 respondents that we conducted, we found that 42.35 percent of working moms agreed that the contents of the ice cream are most valuable when asked, “What are the factors you consider when buying ice cream? (1 being least important).”

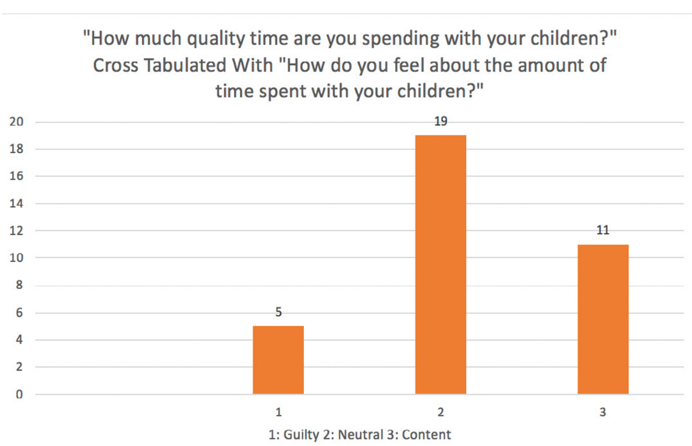
#	Field	1	2	3	4	5	6	7	8	9	10	Total
1	Price	26.25% 21	5.00% 4	8.75% 7	10.00% 8	11.25% 9	10.00% 8	11.25% 9	7.50% 6	2.50% 2	7.50% 6	80
2	Taste	3.41% 3	1.14% 1	1.14% 1	0.00% 0	0.00% 0	1.14% 1	2.27% 2	9.09% 8	22.73% 20	59.09% 52	88
3	Quality	2.30% 2	0.00% 0	2.30% 2	0.00% 0	1.15% 1	1.15% 1	6.90% 6	10.34% 9	20.69% 18	55.17% 48	87
4	Contents of ice cream	2.35% 2	1.18% 1	2.35% 2	1.18% 1	7.06% 6	2.35% 2	9.41% 8	23.53% 20	8.24% 7	42.35% 36	85
5	Occasions	16.25% 13	10.00% 8	8.75% 7	7.50% 6	12.50% 10	6.25% 5	8.75% 7	10.00% 8	7.50% 6	12.50% 10	80
6	Promotion	18.99% 15	12.66% 10	7.59% 6	13.92% 11	13.92% 11	3.80% 3	10.13% 8	5.06% 4	6.33% 5	7.59% 6	79
7	Launch of new flavors	20.25% 16	15.19% 12	7.59% 6	7.59% 6	12.66% 10	5.06% 4	10.13% 8	10.13% 8	6.33% 5	5.06% 4	79

Indeed, according to Simmons (2017), we found that most consumers in the target audience agree with the statement, “I like to know as much as possible about ingredients before I buy food products.”

ATTITUDES (HEALTH) - ANY AGREE: I LIKE TO KNOW AS MUCH AS POSSIBLE ABOUT INGREDIENTS BEFORE I BUY FOOD PRODUCTS									
	Total					MOM			
Sample	Weighted(000)	Vertical %	Horizontal %	Index	Sample	Weighted(000)	Vertical %	Horizontal %	Index
3,978	43,711	33.7%	100.0%	100	1,272	12,230	38.6%	28.0%	114

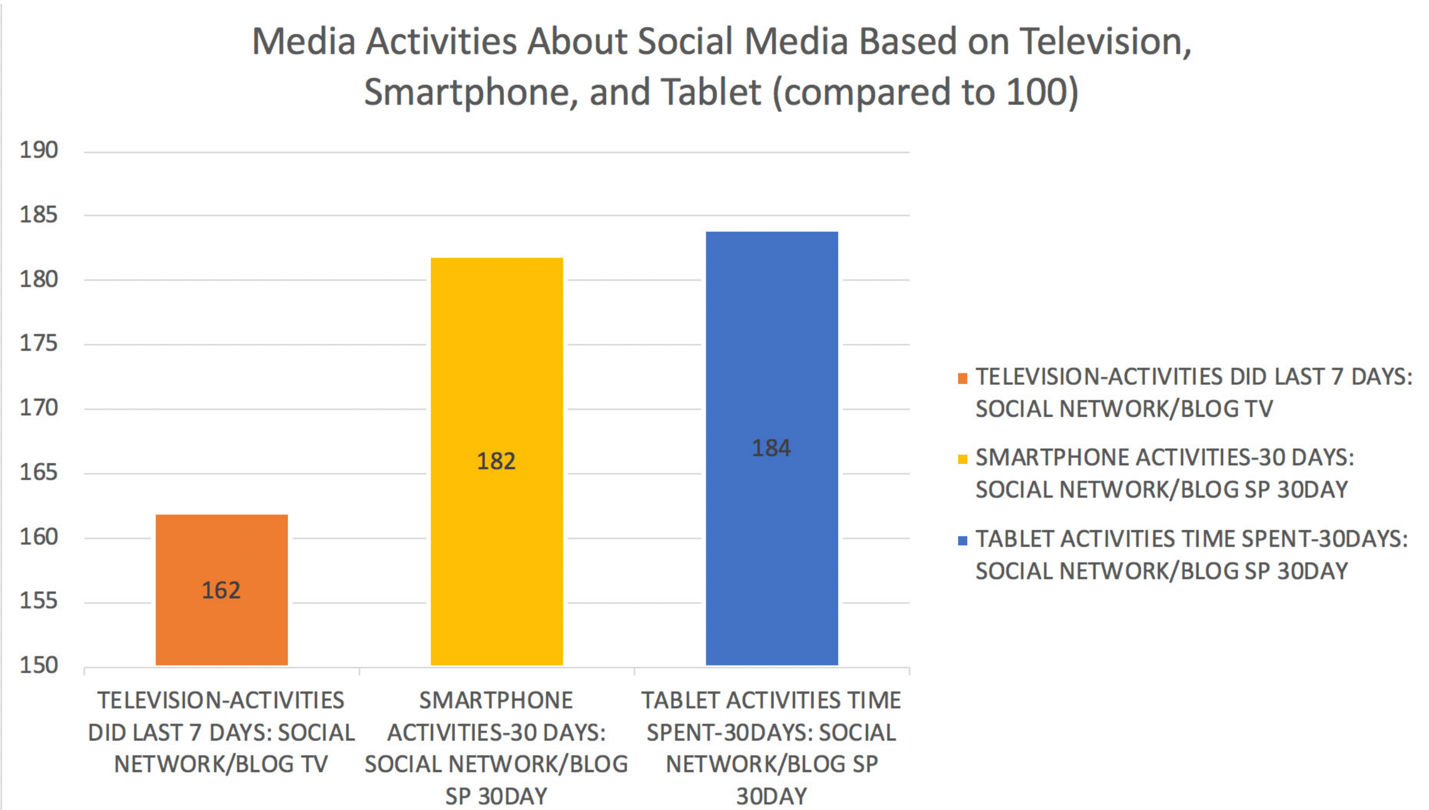
While consumers in the target audience tend to focus heavily on the health of their families, Mintel (2019) has found that “the modern mom is a working mom.” Research demonstrates that moms spend more time working and spend, on average, two hours a day looking after their children (Mintel, 2019). Results from our online survey have shown that out of 150 respondents, 53.76 percent are full-time working moms. Out of these moms, 16 found it slightly difficult to balance work and life, 14 found it moderately difficult, and six found it extremely difficult.





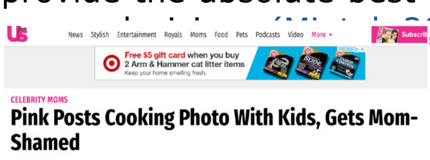
Furthermore, when asked about the quality of time spent with children, 44.09 percent of respondents reported a “moderate amount,” and 9.68 percent said “a little.” Out of the full-time working moms, five reported that they feel guilty about the amount of time spent with their children, and 19 were unsure how they felt when asked: “how do you feel about the amount of time spent with your children.”

Mintel (2019) has found that in previous generations, mothers' media consumption merely consisted of word-of-mouth, TV, and newspapers. In 2019, however, due to the unlimited information on social media, 24-hour news channels, blogs, podcasts, and more, mothers are more connected and get information from one another (Mintel, 2019). Indeed, 55 percent of moms stated that they use social media platforms to connect with other moms (Mintel, 2019).

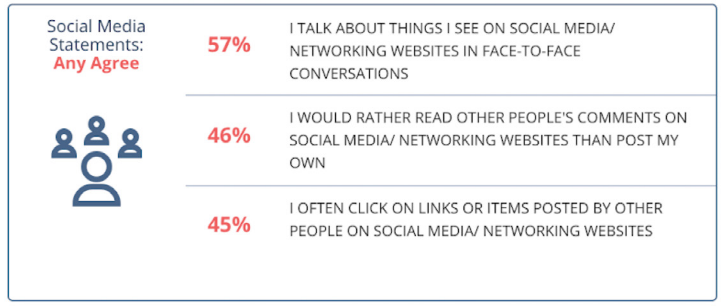


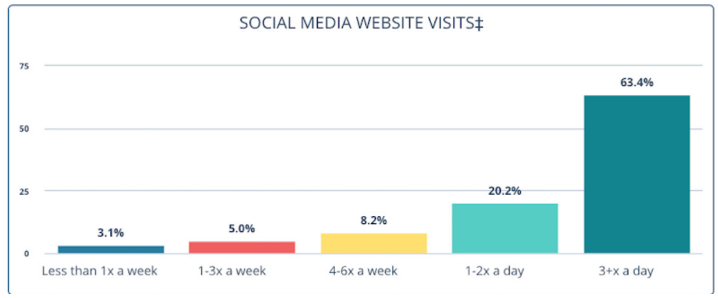
	TOTAL					MOM				
	Sample	eighted(00	Vertical %	lorizontal 9	Index	Sample	eighted(0(	Vertical %	orizontal	Index
TELEVISION-ACTIVITIES DID LAST 7 DAYS: SOCIAL NETWORK/BLOG TV	1,076	11,526	4.8%	100.0%	100	153	1,810	7.7%	15.7%	162
SMARTPHONE ACTIVITIES-30 DAYS: SOCIAL NETWORK/BLOG SP 30DAY	727	7,389	3.1%	100.0%	100	116	1,302	5.6%	17.6%	182
TABLET ACTIVITIES TIME SPENT-30DAYS: SOCIAL NETWORK/BLOG SP 30DAY	686	5,596	2.3%	100.0%	100	91	999	4.3%	17.9%	184

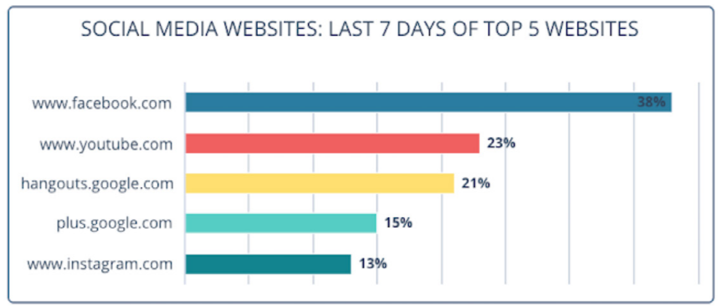
While mothers' primary source of information is social media, they are also overwhelmed by it. "Moms might feel that their every parenting move is captured on social media for the judgment and delight of others" (Mintel, 2019), as seen in the screenshots below. In other words, although our target audience is blessed with connectivity, it also feels cursed, especially during the child's younger years. Mothers are always hungry for information to provide the absolute best for their children, but they are also worried about making the



As previously mentioned, our target audience often spends a hefty amount of time on social media. According to the summary report from Simmons (2017), 57 percent agree with the statement, "I talk about things I see on social media\networking websites in face-to-face conversations"; 46 percent would "rather read other people's comments on social media/networking websites than post my own"; and 45 percent "often click on links or items posted by other people on social media/networking websites." This data further justifies the previously mentioned point that mothers are actively engaged with one another on multiple social media platforms. That said, 63.4 percent visit social media sites more than three times a day, with 38 percent of these visits dedicated to Facebook, followed by YouTube (23 percent), and Instagram (13 percent) in the last seven days (Simmons, 2017). Targeted marketing is crucial to drive and ensure engagement within the target audience.



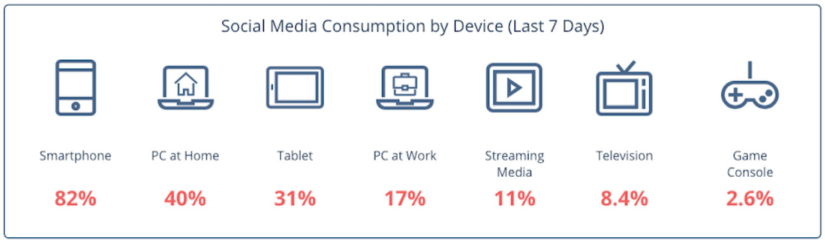




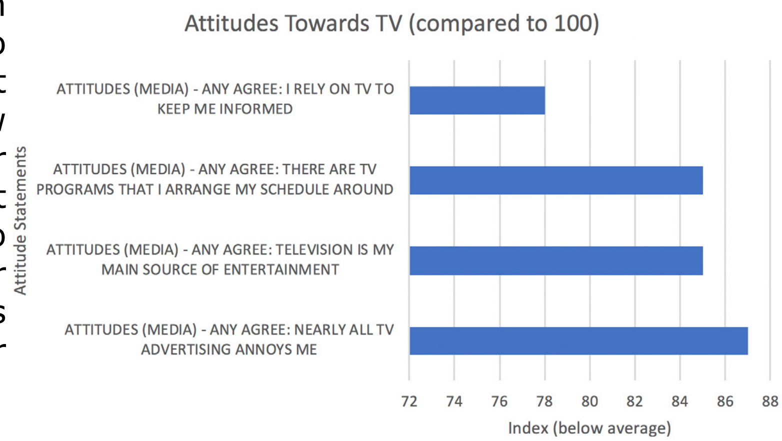
Source: Chrissy Teigen Instagram account

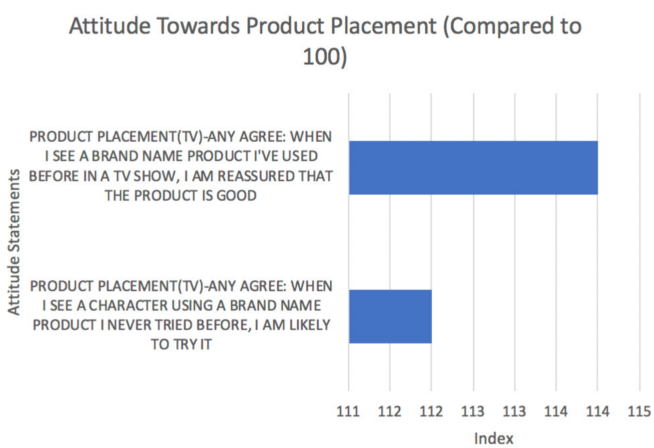
[Mintel (2019)](#) has stated that "social media has been a strategic tool employed by both legacy brands and newcomers leveraging celebrities and influencers to not only grow awareness but also ignite trial in a diverse landscape." Celebrities and influencers grow not only awareness but also set trends [(Mintel, 2019)](#). "Mommy influencers," such as Chrissy Teigen, Blake Lively, and Jennifer Garner, have the power to set trends for moms who follow them. Moreover, 77 percent of moms who follow influencers also follow celebrities (compared to 67 percent among the general population) [(Mintel, 2019)](#).

The graphic below demonstrates the target audience's social media consumption by device in the last seven days. As can be seen, the most commonly used device is a smartphone (82 percent), followed by a computer (40 percent), and a tablet (31 percent) (Simmons, 2017).



Social media consumption on television is only 8.4 percent. This, according to Simmons (2017), is due to our target audience's low interest in learning new information from television. The bar graph on the right demonstrates that consumers are 22 percent less likely to rely on TV for information. On the other hand, most consider television ads as not annoying, but television is not their primary source of entertainment.





However, our target audience feels differently about product placement. According to Simmons (2017), consumers agree with the statements, "when I see a brand name product I've used before in a TV show, I am reassured that the product is good," and "when I see a character using a brand name product I never tried before, I am likely to try it."

Hard-working

Dependable

Determined

Claire

Consultant

+1 (345) 678 - 9012

claired@outlook.com

facebook.com/claire

twitter.com/claire

@claire

Claire is a determined, health-conscious mother that works at a consulting company. She's very sensitive to price, and most commonly selects her products based on the costs. While her annual income is considered as part of the middle class, she loves to treat her family. Claire is heavily influenced by her children, and usually buys sweet treats based on their desires. Her family is what is most important to her, and she wants

Goals:

- Not to exceed her spending limits by using coupons and discounts.
- Try to remain healthy and provide the best for her family.
- Spend more time with her children

Challenges:

- Constantly worried about look like a bad mom on social media.
- Continuously stressed from responsibilities at work.
- Never has time to research the best products before making a purchase.

- Age: 39
- Location: New York, N.Y.
- Annual Income: $60,000
- Education: Bachelors of Science in Accounting
- Occupation: Consultant at Bain and Company
- Relationship Status: Married
- Nationality: White-American

"Working moms feel guilty about the time they spend working vs. the time they spend with their children"

Due to the previously mentioned research, we have come to the conclusion that moms tend to feel guilty about the amount of time spent with their children. Breyers is a traditional family brand that has supported families for generations, and will continue to do so in the future. Breyers wants to help working moms create special and memorable moments with their children. We have also learned that she is being influenced and pressured by social media on a regular basis because of how other mothers portray themselves on social media; perfect families. According to an article published by the Institute of American Values (2005), "almost 88 percent of mothers surveyed said they believe society expects more from mothers than anyone else, and they see both good and bad in that expectation." Our plan is to empower Claire, and to remind her that she is appreciated for everything she does and all the effort she puts into her family commitments. We will do this by using this insight to successfully create a media plan that "pioneers goodness for all."

Media Objectives & Communications Strategy

Media Objectives

- Increase brand trial by 10 percent between April 2020 and September 2020.
- Develop brand loyalty by 5 percent between April 2020 and September 2020.
- Increase positive sentiment by 10 percent between April 2020 and September 2020.

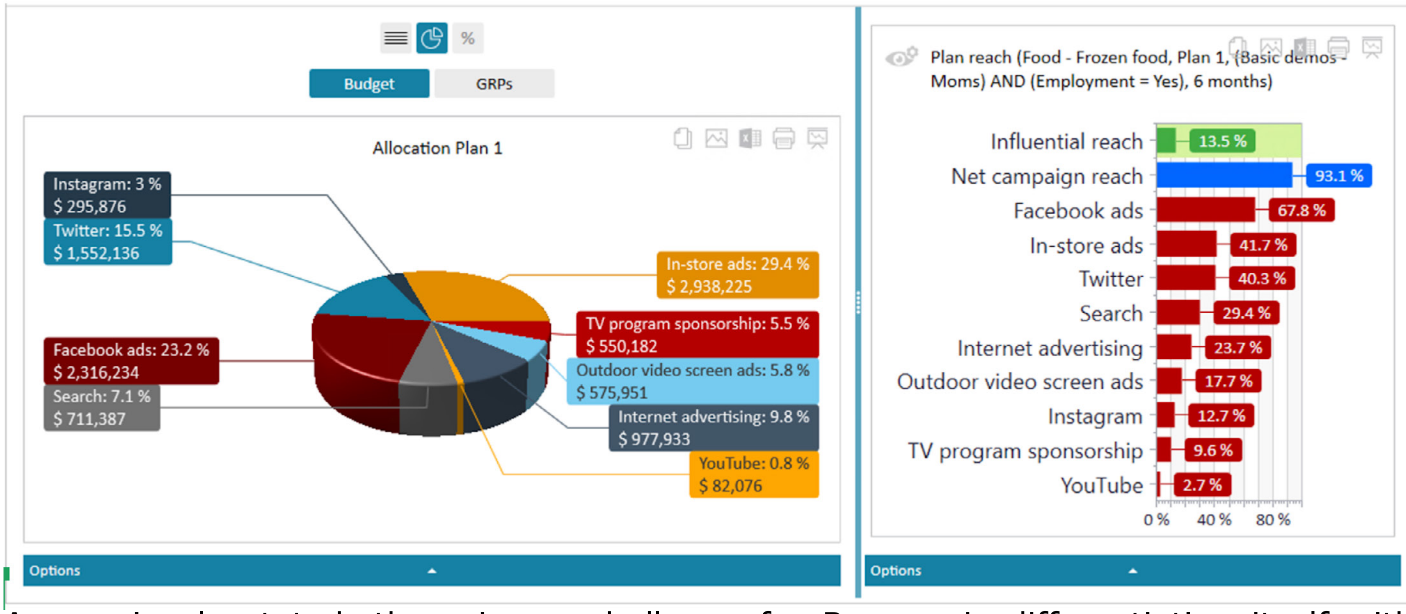
Communications Strategy

Because working mothers feel guilty about not spending enough time with their children and get bashed by society, we will empower working mothers and give them recognition for what they do by supporting and encouraging their efforts to leverage the brands role as “pioneering goodness for all” through TV brand partnerships, social media, and video billboards.

Issue	**The issue we face is...** Breyer's Ice Cream lacks brand differentiation and is overlooked in an oversaturated market
Response	**The response we need to make is...** Increased brand loyalty and sentiment
Communication	**The way we will achieve this is...** by reaching our audience and showing them Breyers supports them and will help spread goodness for all

The primary purpose of our media strategy is to increase consumer trial and advocacy of Breyers while building overall trust in the brand. This will be achieved by reaching working moms on platforms where our messages will resonate with them. For our target audience, this would be while they are traveling to and from work, running errands, taking care of their children, and in their limited downtime. Therefore, we recommend splitting the $10 million budget across multiple outlets that would seamlessly intersect with their day-to-day life; TV program sponsorships, social media, and outdoor video screen ads.

Communications Plan



As previously stated, the primary challenge for Breyers is differentiating itself within the oversaturated ice cream market. Breyers is currently a well-known brand but is not necessarily top of mind. The best way for the brand to separate itself is by creating a message that sets it apart from other competitors. While other brands focus their messages strictly on flavors and ingredients, Breyers will look to create an emotional connection aimed at building trust and loyalty for consumers. Targeting working mothers for this campaign will help develop the image of Breyers as a brand that cares about its consumers. Pairing this unique message with a media plan that reaches the target audience at the right time and place throughout their decision journey, will help bring

Plan 1

Target: (Basic demos - Moms) AND (Employment = Yes)

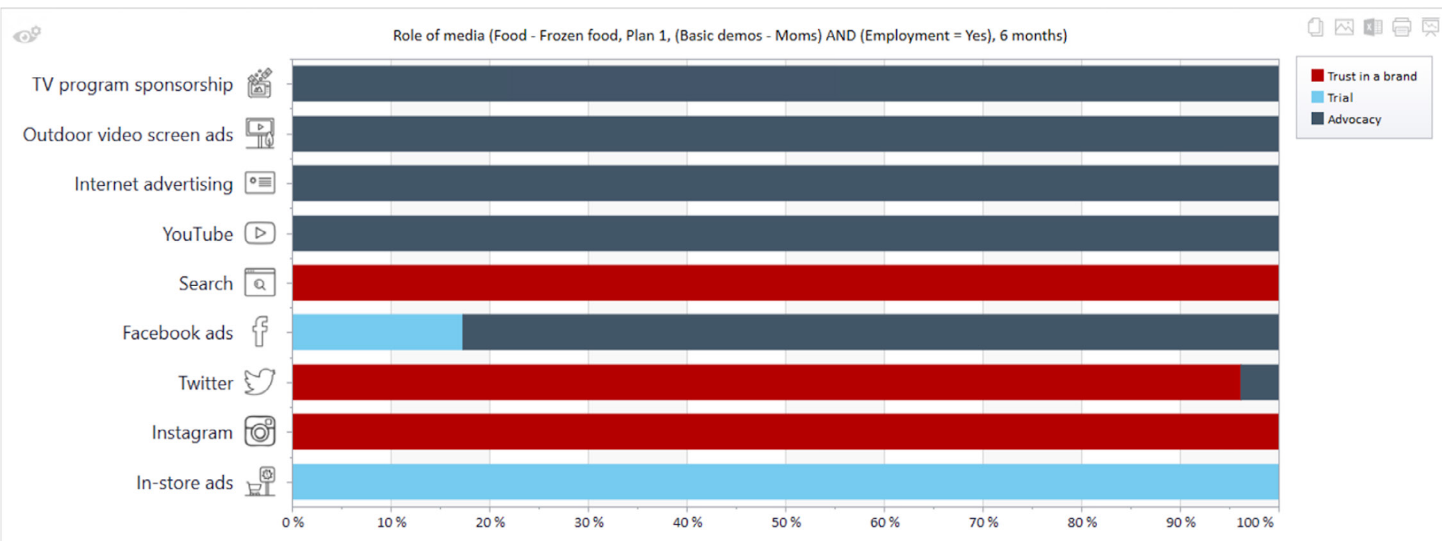
$ 10,000,000

13.5 % influential reach 93.1 % campaign reach

TV program sponsorship	17 GRP	3,701,131 IMPRESSIONS	$ 550,182
Outdoor video screen ads	67 GRP	14,867,196 IMPRESSIONS	$ 575,951
Internet advertising	48 GRP	10,641,947 IMPRESSIONS	$ 977,933
YouTube	3 GRP	759,188 IMPRESSIONS	$ 82,076
Search	84 GRP	18,579,292 IMPRESSIONS	$ 711,387
Facebook ads	399 GRP	88,653,606 IMPRESSIONS	$ 2,316,234
Twitter	194 GRP	43,070,695 IMPRESSIONS	$ 1,552,136
Instagram	25 GRP	5,566,332 IMPRESSIONS	$ 295,876
In-store ads	132 GRP	29,381,512 IMPRESSIONS	$ 2,938,225

The first stage of our media plan is centered around the consumer's active evaluation. Because many consumers are aware of Breyers as an option, it is more often than not that the brand easily bypasses the consumers' initial consideration set. However, it has become difficult for Breyers to differentiate itself after this initial consideration. To combat this, we have allocated 59.4 percent of our $10 million budget towards digital platforms. Breyers' price and availability are comparable to that of its competitors (Breyers' Master Brief, 2019), while its variety is more limited than other brands within the market. This disparity is increased by the brand's lack of a positive online presence considering "70% of consumers tend to check online sources before making a purchase" (Donnelly, 2019).

Our campaign will begin with targeted advertisements across multiple social media platforms and websites frequented by working mothers at times when they are open to receiving our message. These ads will promote a series of videos aimed at empowering working mothers by providing them with relatable content centered around the ups and downs of their daily lives. The initial videos will feature popular micro-influencers within the community to maximize reach. We will then promote participation by having users nominate working mothers that personally inspire them. As users share the advertisements across Facebook ($2,316,234), Twitter ($1,552,136), Instagram ($295,876), and YouTube ($82, 076) the number of impressions will be maximized, with an expected 138,000,000+ impressions across these four platforms. As the advertisements reach more consumers, advocacy and trust in Breyers are expected to grow.



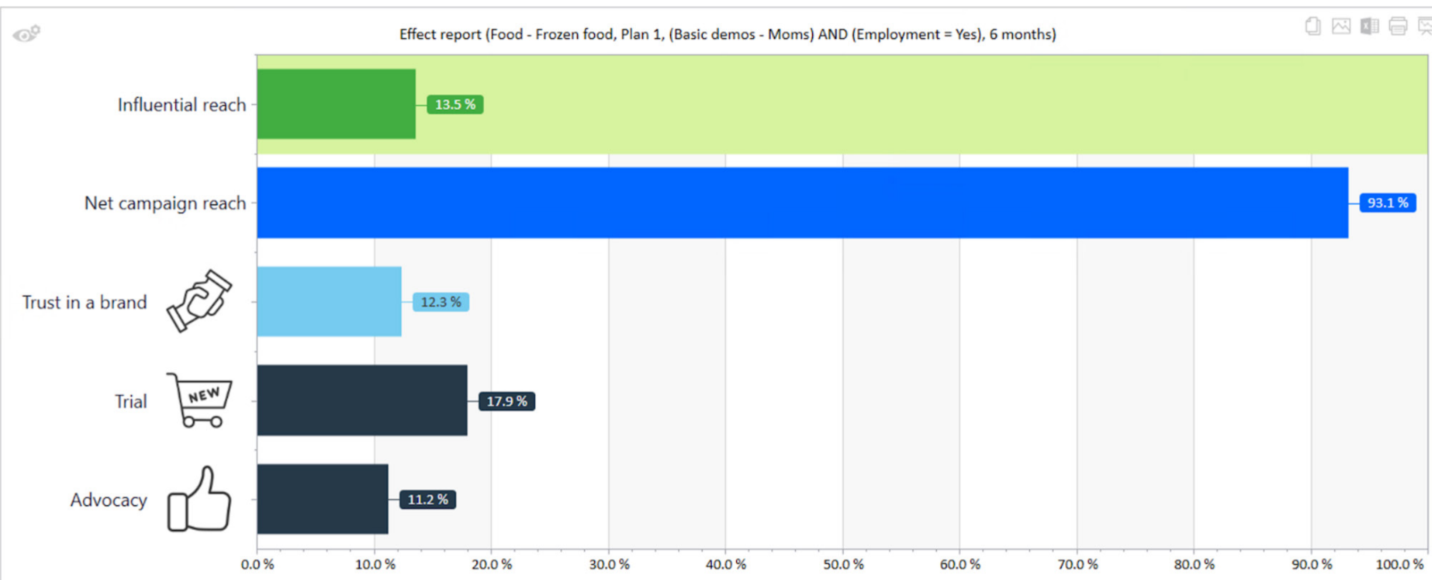
Given that our target audience is comprised of working mothers who are always on-the-go, it is valuable to provide experience outside of digital. Therefore, we allocated $575,951 towards outdoor video screen ads. These screens will be placed in high-traffic commuter routes and public transportation stops throughout the states with the highest population of working moms. They will consist of subtle branding accompanied by copy that empowers working moms. This will provide the target audience with a unique experience within their otherwise mundane routine, ultimately helping build brand advocacy towards Breyers.

To put Breyers in front of people who desire ice cream but don't necessarily think of the brand, $711,387 will be placed towards search. As a result, Breyers will gain awareness of the various products it offers. We will employ an SEM strategy that not only focuses on keywords like "ice cream" or "dessert," but also "natural flavors," "dairy-free," "organic," and "better-for-you." We will pair this with an effective SEO strategy to increase brand recall and purchase intent towards Breyers.

Once people are made aware of the campaign and encouraged to consider Breyers, the next step is to influence the consumer at the moment of purchase. Micro-moments heavily influence the moment of purchase. For a product with low consumer involvement, these moments of relevance occur close to the physical purchase.

Due to the oversaturation of the ice cream market and lack of loyalty to a specific brand, it is essential to reach consumers at the moment they are making the decision. Therefore, we allocated $2,938,225 towards in-store ads to do just that. Placing advertisements throughout the store as consumers are deciding on a brand will help keep Breyers at the top of their minds. As a result, consumers will be prompted to try Breyers, which increases the chances of achieving brand loyalty.

Once the consumer purchases a product, the brand must capitalize on the post-purchase experience. This is an area that Breyers has been struggling with recently. Quality-control issues concerning various products have led to an overall negative sentiment across social media. To neutralize these moments, Breyers must strengthen its social media presence. Considering it is such a large company, quality-control issues are going to happen from time to time. However, it is necessary to make sure that any issues consumers face from the brand are dealt with properly. Actively engaging with consumers and solving any problems that arise is an effective way to increase trust in the brand.

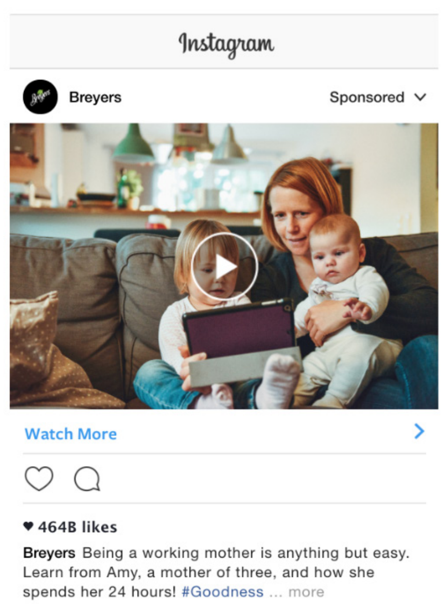


The final activation aims to create customer loyalty, leading consumers to skip the evaluation process. We allocated $550,182 towards TV program sponsorship. The idea would be to sponsor an episode of a TV show that is popular amongst working moms, like Modern Family or This Is Us. The episode would seamlessly center around the product without being blatant product placement. This would offer an effective way to increase advocacy of Breyers while creating a projected 3,000,000+ impressions.

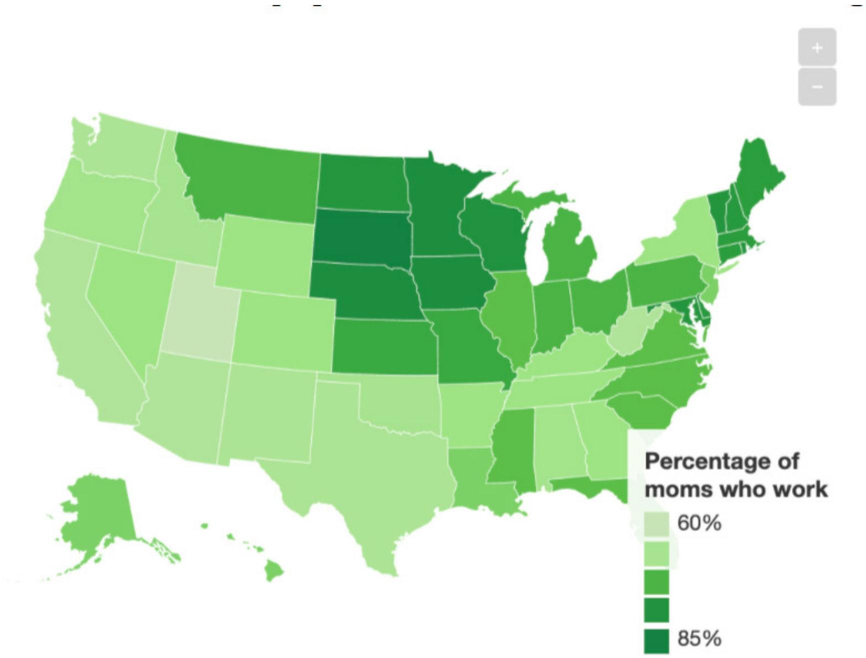
Main Activations

For the first activation, we recommend a TV sponsorship with a popular show many working mothers watch. A survey we conducted with 150 mothers asked the question of what TV shows they watch most frequently. Our online survey showed that mothers prefer to watch Modern Family, making it the ideal platform for Breyers to sponsor. Modern Family also includes a strong working mother as the main character, so the show will help further our message. We recommend an entire episode takeover surrounding the brand because, as mentioned above, product placement is effective for this target market. Below is a mockup of how an episode could feature Breyers Ice Cream and still stay relatable to viewers.

An idea for the second activation is to change the social conversation surrounding working mothers online. As previously stated, the conversation regarding working mothers online is predominantly negative, and Breyers wants to position itself as "pioneering goodness for all." To do so, we will create social media videos to be featured on various social media platforms. Every week a working mother will take viewers around on her day and show them what it is like to be a working mother. They will show viewers the ups and downs of being a working mother, and also speak on how rewarding it is. We recommend starting with celebrity working mothers and micro-influencer mom bloggers to get the word out. These videos will serve the purpose of showing working mothers relatable content and to encourage other working mothers. The mothers can also nominate others to join the challenge and change the online conversation.



For the third activation, we recommend video billboards that will be strategically placed. We want to reach working mothers on their way to work and provide them with inspirational messages to show them Breyers supports their efforts. We recommend placing these billboards in the states that have the most working mothers. In the infographic below, the states that contain the most working mothers are colored in darker shades, such as South Dakota, Nebraska, Maine, Maryland, and Wisconsin. We will also place the boards on popular commuter routes such as highways and transportation stops. For the third activation, we recommend video billboards that will be strategically placed. We want to reach working mothers on their way to work and provide them with inspirational messages to show them Breyers supports their efforts. We recommend placing these billboards in the states that have the most working mothers. In the infographic above, the states that contain the most working mothers are colored in darker shades, such as South Dakota, Nebraska, Maine, Maryland, and Wisconsin. We will also place the boards on popular commuter routes such as highways and transportation stops.



Conclusion

Based on our plan, 93.1% of our target will be reached at various locations throughout their daily journey (Commspoint). Equally as important, are the channels that we decided to utilize. Our target, Claire, is extremely busy, and like many other working moms, she does not have time to participate in highly involved activations. Through primary and secondary research, we created a persona that defines Claire and then inserted that information into Commspoint to find the best channels to reach Claire, given the $10,000,000 budget. From the business perspective, Breyers lacks brand differentiation, so we took this into consideration when positioning Breyers as a brand that "pioneers goodness for all."

Working moms face scrutiny, especially in the media, for the amount of time they spend with their children vs. the amount of time they spend at work. Appealing to the emotions of our target demographic, rather than focusing on Breyers' product qualities, allows Breyers to enter into a larger dialogue about ways to empower working moms. This would invite others to join the conversation, thus boosting brand engagement and bringing the brand to the forefront of consumer's minds. We wanted to give working mothers a platform to speak on their own experiences and support them while doing so. Using real moms in our social media campaign brings an authentic voice to the campaign. This will resonate with other moms who experience similar stresses and help spread more good into the world to overpower the negative perceptions of working moms. By supporting our target market, we will boost brand advocacy and loyalty. As the Breyers #GoodnessForAll conversation begins to take shape on social media, consumers will attach the brand to the idea of empowering mothers.

Appendices

Appendix A – Simmons Coding Sheet

CROSSTAB TITLE : SimmonsInsights, STUDY NAME : Spring 2017 Simmons Connect, STUDY TYPE : Population, START FIELD DATE : 04/25/2016 , END FIELD DATE : 05/30/2017, DATE EXECUTED : 11/19/2019, SELECTED BASE : STUDY UNIVERSE

	Total					MOM				
	Sampl	Weighted	Vertica	Horizont	Index	Sampl	Weighted	Vertica	Horizont	Index
Total	25,160	241,693	100.0%	100.0%	100	2,413	23,457	100.0%	9.7%	100
ATTITUDES (HEALTH) - ANY AGREE: I'LL TRY ANY NEW DIET	3,538	32,712	13.5%	100.0%	100	431	4,016	17.1%	12.3%	127
ATTITUDES (HEALTH) - ANY AGREE: BECAUSE OF MY BUSY LIFESTYLE, I DON'T TAKE CARE OF MYSELF AS WELL AS I SHOULD	8,514	86,298	35.7%	100.0%	100	1,100	10,422	44.4%	12.1%	124
ATTITUDES (HEALTH) - ANY AGREE: I USE MOBILE APP OR WEBSITE TO TRACK MY CALORIES AND/OR EXERCISE	4,002	39,694	16.4%	100.0%	100	597	6,130	26.1%	15.4%	159
PRODUCT PLACEMENT(TV)-ANY AGREE: WHEN I SEE A CHARACTER USING A BRAND NAME PRODUCT I NEVER TRIED BEFORE, I AM LIKELY TO TRY IT	2,900	26,744	11.1%	100.0%	100	291	2,900	12.4%	10.8%	112
PRODUCT PLACEMENT(TV)-ANY AGREE: WHEN I SEE A BRAND NAME PRODUCT I'VE USED BEFORE IN A TV SHOW, I AM REASSURED THAT THE PRODUCT IS GOOD	3,519	32,257	13.3%	100.0%	100	342	3,575	15.2%	11.1%	114
PRODUCT PLACEMENT(TV)-ANY AGREE: WHEN I'M IN A STORE OR ONLINE AND I SEE A BRAND NAME PRODUCT I RECOGNIZE FROM A TV SHOW, I'M MORE LIKELY TO BUY IT THAN ITS COMPETITOR	3,700	33,849	14.0%	100.0%	100	370	3,282	14.0%	9.7%	100
ATTITUDES(ABOUT SHOPPING) - ANY AGREE: I PREFER TO SHOP WITH MY FAMILY	8,389	78,272	32.4%	100.0%	100	907	8,619	36.7%	11.0%	113
SHOP BEHAVIOR-ANY AGREE: MY CHILDREN HAVE A SIGNIFICANT IMPACT ON THE BRANDS I CHOOSE	6,083	58,079	24.0%	100.0%	100	1,083	11,721	50.0%	20.2%	208
ATTITUDES (GENERAL) - ANY AGREE: I LIKE TO PROVIDE MY CHILDREN WITH THE THINGS I DIDN'T HAVE AS A CHILD	14,066	131,272	54.3%	100.0%	100	1,778	17,471	74.5%	13.3%	137
ATTITUDES (GENERAL) - ANY AGREE: I OFTEN INDULGE MY CHILDREN WITH LITTLE EXTRAS	12,377	113,489	47.0%	100.0%	100	1,664	16,456	70.2%	14.5%	149
ATTITUDES (HEALTH) - ANY AGREE: I LIKE TO KNOW AS MUCH AS POSSIBLE ABOUT INGREDIENTS BEFORE I BUY FOOD PRODUCTS	10,243	92,097	38.1%	100.0%	100	1,011	9,263	39.5%	10.1%	104
TELEVISION-ACTIVITIES DID LAST 7 DAYS: SOCIAL NETWORK/BLOG TV	1,076	11,526	4.8%	100.0%	100	153	1,810	7.7%	15.7%	162
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 3-10 MINS	1,056	10,471	4.3%	100.0%	100	93	1,070	4.6%	10.2%	105
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 10-30 MINS	1,089	11,303	4.7%	100.0%	100	78	787	3.4%	7.0%	72
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 1-3 HOURS	1,654	16,323	6.8%	100.0%	100	174	1,787	7.6%	11.0%	113

SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 10-30 MINS	1,089	11,303	4.7%	100.0%	⇨	100	78	787	3.4%	7.0%	↓	72
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 1-3 HOURS	1,654	16,323	6.8%	100.0%	⇨	100	174	1,787	7.6%	11.0%	↑	113
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 3-9 HOURS	2,348	21,184	8.8%	100.0%	⇨	100	253	2,382	10.2%	11.2%	↑	116
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 9-20 HOURS	2,659	25,945	10.7%	100.0%	⇨	100	347	3,482	14.8%	13.4%	↑	138
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 20-60 HOURS	4,826	47,009	19.4%	100.0%	⇨	100	741	7,118	30.3%	15.1%	↑	156
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG 60+ HOURS	727	7,389	3.1%	100.0%	⇨	100	116	1,302	5.6%	17.6%	↑	182
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 1-4 TIMES	1,462	13,937	5.8%	100.0%	⇨	100	226	2,034	8.7%	14.6%	↑	150
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 4-6 TIMES	565	5,596	2.3%	100.0%	⇨	100	79	1,153	4.9%	20.6%	↑	212
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 6-11 TIMES	950	9,453	3.9%	100.0%	⇨	100	100	963	4.1%	10.2%	⇨	105
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 11-24 TIMES	788	6,522	2.7%	100.0%	⇨	100	108	1,012	4.3%	15.5%	↑	160
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 24-47 TIMES	655	5,994	2.5%	100.0%	⇨	100	111	1,060	4.5%	17.7%	↑	182
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 47-110 TIMES	926	8,128	3.4%	100.0%	⇨	100	95	935	4.0%	11.5%	↑	119
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 110-209 TIMES	738	6,955	2.9%	100.0%	⇨	100	76	877	3.7%	12.6%	↑	130
SOCIAL NETWORK/BLOG: SOCIAL NETWORK/BLOG TAB 30D 209-600 TIMES	686	5,596	2.3%	100.0%	⇨	100	91	999	4.3%	17.9%	↑	184
TELEVISION-ACTIVITIES DID LAST 7 DAYS: SOCIAL NETWORK/BLOG TV	688	6,950	5.6%	100.0%	⇨	100	233	2,584	7.2%	37.2%	↑	130
ATTITUDES (MEDIA) - ANY AGREE: I RELY ON TV TO KEEP ME INFORMED	6,066	52,789	42.2%	100.0%	⇨	100	1,303	11,783	32.9%	22.3%	↓	78
ATTITUDES (MEDIA) - ANY AGREE: TELEVISION IS MY MAIN SOURCE OF ENTERTAINMENT	6,365	55,876	44.7%	100.0%	⇨	100	1,398	13,675	38.2%	24.5%	↓	85
ATTITUDES (MEDIA) - ANY AGREE: THERE ARE TV PROGRAMS THAT I ARRANGE MY SCHEDULE AROUND	4,656	40,872	32.7%	100.0%	⇨	100	974	9,924	27.7%	24.3%	↓	85

Appendix B – Online Survey

SYRACUSE UNIVERSITY

What is your gender?

- Male
- Female
- Non-binary

Do you have children?

- Yes
- No
- I prefer not to say

Which statement best describes your current employment status?

- Working (paid employee)
- Working (self-employed)
- Working (part-time)
- Not working (temporary layoff from a job)
- Not working (looking for work)
- Not working (retired)
- Not working (disabled)
- Not working (other)
- Prefer not to answer

How much quality time are you spending with your children per week?

- A great deal
- A lot
- A moderate amount
- A little
- None at all

How do you feel about the amount of time you spend with your children?

Guilty	○	○	○	Content
Happy	○	○	○	Disappointed
Satisfied	○	○	○	Not satisfied

How hard do you find it to balance your work and personal life?

- ○ Extremely easy
- ○ Moderately easy
- ○ Slightly easy
- ○ Neither easy nor difficult
- ○ Slightly difficult
- ○ Moderately difficult
- ○ Extremely difficult

If you didn't need to work for income, what would you do with your time?

What was the last program you watched on television that you liked?

How do you currently spend your free time?

How often do you eat ice cream?

- ○ Less than once a month
- ○ 1-2 times a month
- ○ 3-4 time a month
- ○ 4-5 times a month
- ○ More than 6 times a month

What are the factors you consider when buying ice cream? (1 being least important)

	1	2	3	4	5	6	7	8	9	10
Price	○	○	○	○	○	○	○	○	○	○
Taste	○	○	○	○	○	○	○	○	○	○
Quality	○	○	○	○	○	○	○	○	○	○
Contents of ice cream	○	○	○	○	○	○	○	○	○	○
Occasions	○	○	○	○	○	○	○	○	○	○
Promotion	○	○	○	○	○	○	○	○	○	○
Launch of new flavors	○	○	○	○	○	○	○	○	○	○

In the next month, how likely are you to buy ice cream?

- ○ Extremely likely
- ○ Moderately likely
- ○ Slightly likely
- ○ Neither likely nor unlikely
- ○ Slightly unlikely
- ○ Moderately unlikely
- ○ Extremely unlikely

What is your go-to ice cream brand?

Thinking about this packaging overall, which of the following best describes your feeling about it? Please respond with the next question.

Please respond to the previous graphic.

- ○ Like it very much
- ○ Like it somewhat
- ○ Feel neutral about it
- ○ Dislike it somewhat
- ○ Dislike it very much