



## **Media Plan**

Group 7

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# **Executive Summary**

## **Background:**

Dr Pepper was created in 1885, by Brooklyn based pharmacist, Charles Alderton. Despite the numerous flavors and varieties of the now popular soda it has always taken a back seat to other popular brands such as Coca-Cola and Pepsi Cola. Dr Pepper has created several popular campaigns to promote their products, such as their “It’s the sweet one” campaign for Diet Dr Pepper or their current and widely successful campaign for “Fansville” advertising not only for Dr Pepper but college football as well. Dr Pepper has always had a strong demographic but finding new and exciting ways to market to the up and coming generation is a new mission the company will have to take on as a whole.

## **Objectives:**

In comparison to our competitors, Dr Pepper can be seen as the little brother. Our goal throughout our media plan is to diminish this stigma. We want to increase sales in the 18-24 age group by 10% throughout the next calendar year. To reach our goal, we will use a variety of media outreach methods throughout the entirety of the year.

## **Target Audience:**

The target audience will be both men and women ages 18-24. Our next closest competitor is 19 index points. We plan to continue to increase our lead in this age group.

## **Media Budget:**

The media budget will be a total of \$900 million. Our budget will be dedicated completely towards national advertising.

## **Campaign Details:**

Our campaign will run throughout the calendar year on a continuity advertising schedule. The reach for the national market should increase by at least 70 with a frequency increase of 3 as well. We believe this will help us reach our 18-24 demographic.



**Media Mix:**

Dr Pepper is a very well known soft drink brand. Our strategy for this campaign is to focus on digital advertising on a national scale. We chose to do digital advertising because the younger demographic we are targeting spend a lot of time on social media and streaming services. By advertising on these platforms we are meeting our target audience where they already are. We will use platforms like Hulu, YouTube, Twitter, Facebook, Instagram, and Snapchat.

**Sales Promotion:**

Dr Pepper will release a series of commercials and advertisements on various mediums that entertain while informing consumers just who and what Dr Pepper is. The commercial and advertisements will use Generation Z and Millennial humor to relate and make the brand feel more like a friend. In doing so, we hope to increase the sales in the 18-24 age group. The tagline for the Dr Pepper campaign is, "Do You Know Dr Pepper?". The main concept and promise of the campaign concept is to appeal to younger current consumers.



## **Situation Analysis:**

### **Product:**

This brand started in 1880, and has been around for over 132 years (MBA school, n.a.) Dr Pepper's original flavor is cola. Since introducing their original drink, Dr Pepper has produced many over flavors or styles of the drink. For example, they now have Diet Dr Pepper, Dr Pepper Ten, Cherry Vanilla, Mixed Berry and more. As of now, the company has 23 Dr Pepper beverage flavors. Dr Pepper has also partnered with other brands, such as Jelly Belly, to create candies, chapstick and other unique products outside of beverage production. Companies like these are usually secondary to the brand. The main revenue created by Dr Pepper is their original drink. Even when a product is altered or flavors are incorporated, the brand image stays similar to the original. Their logo represents their brand identity, and people will always understand brand they are purchasing.

### **Place:**

Dr Pepper can be found around the world. It is currently in 200 countries, and has over 20 distribution centers (MBA school, n.a.). With that being said, only 30% of the sales are not from the United States (Young, 2017). This product can be found in almost any grocery store in the states, along with gas stations, convenience stores, restaurants, hotels, and more. The products are then delivered by the demand of the consumer from the warehouses and distribution centers. "Dr Pepper has two goal aims, one is to with their efficient supply chain they make sure that products are made available to the customers according to the time and location demand of the consumer. Another goal is to make sure that their product reaches and deliver to the retailer or end consumer in the proper usable condition" (MBA school, n.a.). This shows that Dr Pepper can be readily be available to anyone in most parts of the U.S and are in high demand.

### **Price:**

Dr Pepper oftentimes prices their products a little lower than its competitors, such as Coca-Cola and PepsiCo (MBA school, n.a.). This can help keep customers satisfied with price and produce customer loyalty, while competitors can lose consumers due to fluctuating prices. Dr Pepper oftentimes does creative promotion ideas to keep their consumers engaged (MBA school, n.a.). Promotions such as collecting points or finding a special can for a prize are examples from the past.



**Promotion:**

As of 1880, Dr Pepper has stuck to their primary brand logo. As for bottles, creative advertisements and promotions, they are constantly evolving so stay up-to-date with current trends. Campaigns such as, “Fansville”, “What the Doctor Ordered”, and “American Idol Runner-Up” with Justin Guarini, have all been successful in reaching their audiences. “Dr Pepper is also famous for its various slogans used during campaign like “King of Beverages”, “Always one of a kind” (MBA school, n.a.). In addition to creative ads on TV and social media, Dr Pepper also promotes various events. Fansville is a whole campaign created by Dr Pepper that generates a new audience that is not often times reached on media. Football watchers love Fansville for its short clips that involve humor and sporting events. This campaign is the largest in Dr Pepper history, with a third season coming soon (Fansville, n.a.).



# SWOT

	Dr Pepper	Coca-Cola	Pepsi
<b>S</b>	<ul style="list-style-type: none"> <li>• High brand awareness</li> <li>• Large variety of flavors.</li> <li>• Distribution</li> <li>• High customer satisfaction.</li> <li>• Partnered with Snapple and Canada Dry projects.</li> </ul>	<ul style="list-style-type: none"> <li>• Large and loyal client base</li> <li>• Variety of flavors and types( i.e. Diet coke, Coke Zero, Vanilla Coke etc)</li> <li>• Large partners and sponsorships (Atlanta Falcons)</li> <li>• Large international presence</li> </ul>	<ul style="list-style-type: none"> <li>• Over 100 brands included with PepsiCo.</li> <li>• Second largest food and beverage company in the world</li> <li>• Strong brand recognition</li> <li>• Sells in over 200 countries</li> <li>• In the top 100 most valuable brands in the world</li> </ul>
<b>W</b>	<ul style="list-style-type: none"> <li>• Need more investments in new technology.</li> <li>• Limited success outside of the core business.</li> <li>• Profitability ratio and Net Contribution percentage is lower than the industry average.</li> <li>• Smaller social media following.</li> </ul>	<ul style="list-style-type: none"> <li>• Is not the official soda brand of the NFL.</li> <li>• Does not push or heavily market other products such as apparel</li> <li>• Does not have a large presence in health drinks</li> <li>• Recent scandals with fairlife dairy</li> </ul>	<ul style="list-style-type: none"> <li>• Weak marketing to health-conscious consumers</li> <li>• Less than 30% of sales are from outside the U.S.</li> <li>• Only in food and beverage market</li> </ul>

O	<ul style="list-style-type: none"> <li>• New environmental policies.</li> <li>• Opening new markets due to government agreement.</li> <li>• New customers from online platform.</li> <li>• Development of market could lead decrease of competitors advantage.</li> <li>• Expanding to younger audiences.</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership to more sustainable manufacture products (i.e. fairlife milk)</li> <li>• Creating a more unified brand image. Supporting all brands under the coke label</li> <li>• Campaign and support products such as apparel for increase sales</li> </ul>	<ul style="list-style-type: none"> <li>• Reach increased revenue in other countries besides U.S.</li> <li>• Create additional business alliances and grow revenue with other brands</li> <li>• Sponsor brands outside of the food and beverage industry</li> </ul>
T	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Currency fluctuations in foreign markets.</li> <li>• Different liability laws in foreign markets.</li> <li>• Change in consumer buying behavior.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of presence in health drink sector</li> <li>• Competing sponsorships</li> <li>• Crisis within branches of the brand that are not being adequately taken care of.</li> </ul>	<ul style="list-style-type: none"> <li>• Less healthy alternatives</li> <li>• Competitive competition to all products</li> <li>• Risk to the environment - plastic bottles, chip bags, etc.</li> </ul>



# **SWOT**

## ***Strengths***

### **Dr Pepper:**

The biggest strength for Dr Pepper is their high brand awareness. Even if Dr Pepper isn't your favorite soft drink brand, you most likely know who or what they are. Also, they have a large range of products under their company due to their relations with the Snapple group. Along with Snapple, Dr Pepper has Canada Dry under their wings (Bhasin, 2019). The Dr Pepper Snapple group is now called the Keurig Dr Pepper and is the number one coffee and beverage company. It leads in soft drinks, water, juice and single-serve coffee brewing (Bhasin, 2019). The customer satisfaction rate with Dr Pepper is quite high due to their dedication to their customer relationship department (Fern Fort University, 2018).

### **Coca-Cola:**

Coca-Cola's most notable strength is their overall global presence. Not only does Coke have a huge influence in the United States market it is also extremely popular in countries such as Mexico, Chile, and Panama (QZ, 2019). Coke is also widely popular because of the variety of beverages it supplies. When breaking down just coke products they company sells Coke Zero, Coke Life, Diet Coke, and within those three there are several more flavor variations the brand offers. Coca-cola brand has also grown into the bottled water market, selling Dasani as well as the juice industry with Minute Maid and flavored water market Vitamin Water (Coca-Cola, 2019). This diverse portfolio of brands allows Coca-Cola to be a strong leading competitor in their field.

### **Pepsi:**

For strength, Pepsi is known for its large amount of product mix within the market. They own brands such as, Frito-Lay, Quaker, Doritos, and more (Jurevicius, 2019). This reflects Pepsi's ability to reach a diverse market, as well as a large amount of consumers. Pepsi is also the second largest food and beverage company in the world, enabling the brand to introduce new and diverse products without the risk of the whole company losing a mass amount of income, hurting the brand for a long period of time (Young, 2017). The market is also continuously growing, despite its saturation in the United States. PepsiCo is also in over 200 countries besides the United States. This



shows that the brand is continuing to grow and gain additional brand recognition, job opportunities and a larger consumer market. Lastly, it was voted in the top 100 most valuable brands in the world. “According to IRI data, which measured the most popular U.S. snack brands in the first half of 2017, 8 of the 10 most popular snack brands were owned by PepsiCo” (Young, 2017).

## **Weaknesses**

### **Dr Pepper:**

Some weaknesses that can be seen in the Dr Pepper brand is their lack of their online followings in comparison to their competitors. On Twitter, Dr Pepper has the lowest amount of followers with 430,600. This number may not seem small to the normal Twitter user but their largest competitor, Coca-Cola, has a whopping 3.3 million followers and Pepsi follows closely behind with 3 million. Along with social media engagement, Dr Pepper needs to increase their investments into technology because as of right now, their current technology does not match where they want to take the company. As a core business, Dr Pepper does well. Outside of their core business, with their current culture they have trouble moving to other product segments (Fern Fort University, 2018).

### **Coca-Cola:**

One of Coca-Cola’s most notable weaknesses is their lack of presence in the health drink industry. Coke is the leading soda among Americans (NBC, 2010), but when it comes to health drinks other than bottled water coke only manufactures powerade and vitamin water neither of which are leading in their fields. Another brand weakness of coca-cola is their lack of major partnerships. Coke’s leading competitor Pepsi now has a partnership with the National Football League and are the official soda of the league. Another weakness is their focus on coke and diet coke. Coca-Cola doesn’t spend nearly the same amount of time and effort on marketing campaigns for their other products and brands which can hurt the overall brand awareness of these products and in turn cause coke to suffer in sales.

### **Pepsi:**

One of the largest weaknesses for this brand is it’s diverse health- conscious snacks. When looking at PepsiCo’s largest brands, it contains soda and chip brands dominantly. These products will not attract consumers who are looking for a light, lower calorie snack. Even if the brand provides diet sodas and lower calorie chips, it still correlates



with the brand perception of being unhealthy overall. A large amount of sales for Pepsi are generated from inside the U.S. Only 30% of sales are from other countries, even though the brand is located in over 200 additional counties around the world (Young, 2017). Another weakness is that Pepsi is strong only in the food and beverage industry.

## ***Opportunities***

### **Dr Pepper:**

An opportunity for Dr Pepper would be expanding its reach to younger audiences. Currently, their largest audience resides in the 35-44 age group. Developing a market within the younger generation will help Dr Pepper push ahead of their main competitors. A way to create interest from the younger generations leads to another opportunity for Dr Pepper: new technology. New technology provides the company with the ability to try out new pricing strategies. Testing these strategies would allow them to maintain their loyal customers while possibly gaining new ones (Fern Fort University, 2018). Increasing their presence online is a great opportunity for Dr Pepper because it allows them to get to know their audience on a more personal level and can learn what they are craving from Dr Pepper as a brand. Also, having an impression online could make Dr Pepper even more known than they already are.

### **Coca-Cola:**

One opportunity for Coca-Cola to expand is to partner with or creating more sustainable initiatives with the brands underneath the Coca-Cola brand. Another area of growth could be reaching out to major organizations who do not have pre existing brand deals to sponsor those events. Coca-Cola not being the official beverage of the NFL is a large hurdle that the brand has to face, but leave them with the opportunity to make smaller connections and have more input on the campaign. The final opportunity for growth is creating a more unified brand image. Allowing for consumers to understand all that coke offers can create a deeper understanding of the brand leading to a stronger brand loyalty.

### **Pepsi:**

As said in weaknesses, Pepsi does not have a strong brand dominance in other countries around the world. While this could be seen as a disadvantage to the brand, it is also a place to grow. PepsiCo could expand its profits in other countries and create a larger market. In order to do this Pepsi must do research on taste preferences, meal



norms and cultural differences in order to attract a diverse group of consumers. Another potential opportunity to grow is by partnering with other brands. One way they could do this with brands with a healthier perception to consumers. This is one way they could reach the health-conscious population and generate additional revenue. Lastly, is sponsoring other companies besides sports. For example, Pepsi has sponsored the NFL since 2002, the halftime show, major league soccer, major league cricket and more. Pepsi could broaden those sponsorships with other names and brands such as Austin City Limits Music Festival, AMC movies and more.

## ***Threats***

### **Dr Pepper:**

The biggest threat for Dr Pepper is their competition. Other soft drink companies like Coca-Cola and Pepsi are ahead of Dr Pepper in the market and Dr Pepper has yet to be able to catch up to these corporate giants. Another threat to Dr Pepper is the possible change in consumer buyer behavior. There has been a recent health kick among the population that has damaged the public's view on soft drink companies. Many have taken steps away from carbonated sodas and have taken steps towards healthier options. Along with their competition and the health kick in America, foreign currency issues could be a threat. In other countries, currencies may not be as stable as they are in America due to their political climates. With fluctuations in currencies, it could hinder the profits made by Dr Pepper.

### **Coca-Cola:**

The biggest threat to Coca-Cola is its lack of presence in the health drink sector. Coca-Cola has a huge presence in sugary drinks but does not have a sports drink or health drink. Another threat that Coca-Cola faces is its crisis in the other branches of its company. Frito-Lay has been under fire a few times over the last calendar year which can hurt brand credibility, especially when it is not taken head on by the Coca-Cola head branch. Coca-Cola does have a large variety of strong branding and connecting them all back to coke could offer coke a stronger brand image but could also cause liability issues if the values of all sub companies do not align with Coca-Cola Corporate.

### **Pepsi:**

Coca-Cola, Dr Pepper/Seven Up and Red Bull are the largest brand competitors to Pepsi as of 2018 (Bhasin, 2018). Within these brands are diverse beverages, snacks and other food that all compete for the same markets and consumers, at times. Coca-Cola is



the number one soft drink beverage in the world, as well as the most popular brand name (Bhasin, 2018). They are saturated in more countries than Pepsi or Dr Pepper, even if they distributed to less countries than the others. Another disadvantage is the waste that is generated within these products. For example, in one year the United States alone can generate two million tons of aluminum cans alone, and 2.7 millions tons into the waste stream (Turley, 2017). There are companies, such as Novelis, that are making strides to change aluminum products to a different alternatives, but many large companies are not following, like Pepsi, Coca-Cola and Budweiser (Gunther, 2014). Pepsi does have their own movement for recycling, PepsiCo Recycling. They go to schools and events to promote recycling through the community (PepsiCo Recycling, n.a.).



## **Task Definition:**

In the soft drink market, Dr Pepper ranks third behind PepsiCo and Coca-Cola. Not only is our social media following smaller than both of those brands, but our sales fall short to.

Our first objective is to increase our market share by 10% in the next calendar year. Dr Pepper is a very well known brand and as a heaping amount of brand loyalty. We believe that increasing our share over the next year will help us close the gap between us and our competitors.

Our second objective is to change our campaign strategies to specifically reach the 18-24 year old demographic. We feel as though that specific age group is not getting enough attention by the three largest soft drink companies. Is there advertising there? Yes. We believe that this group has plenty of untapped potential to help our sales grow. Reaching for this specific age group will also help us gain additional consumers in one of our highest market. Therefore, this will increase the index.

### **Indirect Competitors:**

**Redbull** - Redbull is a strong alternative to soda products. It has more caffeine compared to soda, with similar calories and carbohydrates. It has various flavors to choose from, giving consumers options, like many sodas. People oftentimes Redbull over Dr Pepper for the higher caffeine intake, keeping them more awake and alert.

**Gatorade** - Gatorade is also an indirect competitor to Dr Pepper. Gatorade is known for its electrolytes that keep consumers hydrated and potentially provide them with energy (Healthline, n.a.). People choose Gatorade over soda brands due to its healthier benefits, lack of carbonation, and more diverse flavors.

**Tropicana** - Tropicana is known for their juice products. Their main product being orange juice and apple juice. These products are oftentimes filled with Vitamin C, but also lots of sugar. People choose Tropicana over Dr Pepper and other soda beverages due to its a difference in flavor, Tropicana is oftentimes consumed in the mornings, no carbonation and nutritional value.



## **SOV (Share of Voice)**

In the competitive market of drinks, Dr. Pepper has a 12% market share. On average Dr. Pepper spends \$400 million dollars on advertising compared to their competitor Coca-Cola who spends \$900 million dollars annually. Their second direct competitor, PepsiCo, spent a total of \$1.49 billion dollars in 2018. (Coca-Cola, n.a.)

There is a direct correlation between the amount of money that beverage brands are spending on advertising and the amount of market share they have.

(figure 1 in appendix)

## **Statement of Problem**

Dr Pepper is the third leading soft drink company with Coca-Cola being the front-runner and Pepsi closely behind. According to the Simmons data chart below, people within the U.S. aged 18-24 are the most brand loyal to Dr Pepper compared to the rest. Even though consumers aged 35-44 have higher index at 136, consumers aged 18-24 prefer Dr Pepper more than Coca-Cola and Pepsi, shown in the greater difference of indexes.

The opportunity for Dr Pepper to gain a significant market share within this group is there. With additional targeting to the 18-24 age group, we can increase Dr Pepper's sales and increase the index for 18-24 to generate a greater differences in index.



## **Creative Brief:**

Dr Pepper is in the American carbonated soft drink category. Dr Pepper is known for its incredibly loyal soda consumers. Dr Pepper is also known for community engagement with their fan base to deepen their love of the soft drink. A loyal consumer sees Dr Pepper as more of a friend and relatable than other large brands. Dr Pepper is also known for being the official sponsor of the College Football Playoff. (Dr Pepper Snapple Group, 2017). A consumer knows when they go to a Dr Pepper retailer or a college football game, they will see a brand that they can depend on.

### **Goal:**

The short-term goal of the media objective will be to gain a higher percentage of consumers who are loyal to Dr Pepper. The long-term goal is to use earned media to attract new consumers with clever social media advertisements. This campaign goal is to attract additional consumers, aged 18-24 to the Dr Pepper brand. The 18-24 age group has a lower index than that of 35-44, but they have stronger brand loyalty to Dr Pepper rather than Coca-Cola or Pepsi.

The objective of this campaign is to gain a significant market share within this age group. The primary target audience is on-the-go and wants their services on demand. They are diverse, tech-savvy, and typically college-students who value time. They are socially conscious and anti-corporate and want to be entertained by advertisements rather than annoyed or harassed. A majority of 18 to 24-year-olds live in college housing in college towns and urban cities. When consumers think of carbonated soft drinks, Coca-Cola and Pepsi are typically the first to come to mind. Dr Pepper hopes to shift the perception to make them the go-to drink for young consumers who lead busy lifestyles.

### **Benefit:**

A major benefit that Dr Pepper offers consumers is a unique combination of 23 flavors offered in a variety of forms, as well as low and no-calorie options. Dr Pepper loyalists are not only loyal to the drink, but also loyal to the brand. The younger generation are also concerned with calorie and carbohydrate consumption more than those of others. Providing alternatives, like low calorie, gives us an advantage with our specific market.





**Strategy:**

The commercial and advertisements will use Generation Z and Millennial humor to relate and make the brand feel more like a friend. There will not be a lot of Dr Pepper logos, but we will focus on the humor and relationship of the actors within the commercial or various advertisements. This is different from previous Dr Pepper campaigns that have the logo placed within the ad several times. The humor and the relationship of those within the commercial will create joy and enjoyment, ultimately leading up to brand loyalty.

Dr Pepper commercials typically have a humorous spin. This separates Dr Pepper from Coca-Cola, who use family-centered commercials. The target audience is 18-24, so instead of targeting families by using ethos Dr Pepper will keep it light-hearted and humorous to relate to younger consumers. This will make the commercial stand out to the 18-24 age group.

Consumers in the 18-24 age group dislike traditional forms of ads and will go out of their way to avoid them. Dr Pepper will use digital advertisements such as banner ads, social media, and pre-roll on various platforms such as Hulu, YouTube, Twitter, Facebook, Instagram, and Snapchat. Social media is one of the best ways to change perception about a brand, especially for the primary target audience. Our young consumers use video-streaming sites like YouTube and Hulu heavily, creating the perfect medium to target our audience. Traditional media such as television ads or print magazine ads will be used to appeal to current consumers and loyalists.

**Tagline:**

The tagline for the Dr Pepper campaign is, "Do You Know Dr Pepper?". The main concept and promise of the campaign concept is to appeal to younger current consumers in a way that informs them on makes them feel like Dr Pepper is more than a brand. Dr Pepper is a friendly face.



## **Media Objectives & Strategies**

### **Target Audience:**

According to the data gathered on Simmons, the best age group for Dr Pepper to target is men and women 18-24. Even though the 35-44 age group has a higher index, there is a significant opportunity for growth within the younger age group. According to the data, Dr Pepper already has an advantage amongst its competitors in this age range with an index of 133. Both Coca-Cola and Pepsi have a lower index and thus don't have any hold on this age range. If Dr Pepper was to tailor to the 18-24 age range they have a strong likelihood of becoming the most popular brand amongst them.

(figure 2 in appendix)

### **Media Mix**

#### **Strategy:**

We plan to create eye catching and impactful ads in this campaign that will appeal to our target demographic. The goal of our ads is to draw in consumers by creating a friendly and personal ad that our demographic can easily relate to.

Our strategy for this campaign is to focus on digital advertising on a national scale. We chose to do digital advertising because the younger demographic we are targeting spend a lot of time on social media and streaming services. By advertising on these platforms we are meeting our target audience where they already are.



**Pre-Roll Video ads:**

Pre-roll ads is a good technique for Dr Pepper to use because viewers are exposed to a message for a period of time before they are able to skip past it. By creating eye catching video ads, Dr Pepper has a high probability to grab the attention of viewers before skipping it or tuning it out. This ad will be short but convey the brand in an impactful way. Consumers who watch video advertising retain 95% of a message in compared to 10% when reading text (Carter, N/A). This proves that investing in an effective video campaign will appeal to consumers much better than any written advertising. We will be focusing on three major video viewing platforms Facebook, YouTube and Instagram. We chose to implement this on all three because social media advertising does not have a high cost and they all have relatively similar indexes.

(figure 3 in appendix)

**Music Streaming Service ads:**

Amongst the 18-24 age group, music streaming services are very popular. The downside to radio advertising is that there is no visual to go along with it. However, we think that Dr Pepper could create an ad with impactful sounds that will draw the attention of listeners. Using the sound of opening a fresh can of Dr. Pepper and the sound of bubbles fizzing will instantly create a craving for a Dr. Pepper. We will be adding these advertisements to Spotify because they have an index of 126 and it gives companies the ability to link to their website. This advertising will help Dr Pepper stand out and be memorable to our audience of 18-24 year olds.

(figure 4 in appendix)

**Social Media Ads:**

We plan to utilize social media in order to connect with our target audience. After gathering data from Simmons, we observed that a majority of our 18-24 target audience uses social media three or more times a day. In order to reach this younger generation, we will be utilizing popular social media platforms such as Instagram, Snapchat and Twitter. We plan to incorporate interactive ads onto our brand's personal social media pages as well. On top of this, we will be revamping our brand's social media pages in order to be more interactive with our audience. By doing this Dr. Pepper will have a strong and notable presence throughout social media and make their consumers feel more connected to the brand.

(figure 5 in appendix)



### **National Television Ads:**

For national television ads, we plan to utilize major sports channels. According to Simmons data, primetime sports has the highest index of Dr Pepper consumers viewing their channel. By advertising on sports network channels, we will reach a larger group of our target audience. Sports fans make up a large portion of our audience so by advertising with these channels, not only will we reach a portion of consumers ages 18-24, we will also reach older sports viewers, which expands our visibility.

(figure 6 in appendix)

### **Product Life Cycle**

Dr Pepper is in the maturity stage of the product life cycle. It is important for Dr Pepper to continue to advertise to its most loyal consumers. Even with threats such as healthier alternatives and soft drinks with a larger ad campaigns, it is important to keep those who choose Dr Pepper over the others, while growing into other markets at the same time. Dr Pepper must stay innovative to its consumers and continue to do advertisements, price similarity, and partnerships in order to stay in this maturity stage, while also staying up-to-do and creative with advertisements to other markets.

(figure 7 in appendix)

### **Geography**

While Dr Pepper is sold internationally, for this campaign we will be targeting the markets across the United States. We wanted to keep our advertisements within our country to continue to build our homegrown appeal. Also, this will decrease the chances of currency issues with other countries. The Dr Pepper Snapple Group has 21 manufacturing and bottling plants in North America. By focusing our ads within the country, we hope to support our media objective of building a loyal consumer base.

(figure 8 in appendix)



## **Scheduling**

In order to reach our goal of increasing sales by 10% we will follow a continuity schedule to run the entirety of 2020. We believe this will be the best way to use our marketing budget because we want to continually emphasize our message to our target audience. Dr Pepper is a nationally known product that isn't limited to a specific season, so continuity advertising is the best option.

## **Reach & frequency**

In order to be competitive with other brands, Dr Pepper needs to utilize high frequency in order to keep the brand on the consumers mind. We plan to reach a frequency of 4.5 and reach 90% of our audience by the end of 2020.

(figure 9 in appendix)

## **Media budget**

On average, Dr Pepper spends \$400 million dollars on advertising each year. Since our target audience is younger and spends a lot of time on phones and computers, digital advertising plays a huge role in our advertising budget and how we choose to spend the advertising budget. As a company, we plan to allocate all of our advertising budget to national media because Dr. Pepper has an expansive reach that appeals to a variety of locations.

Over the last five years our primary competitor, Coca-Cola, has spent \$3.8 billion worldwide with 20% of that being spent in the U.S. (Conway, 2019). In order to reach the market share that Coca-Cola has, Dr Pepper needs to increase their marketing budget to \$900 million.

(figure 10 in appendix)



# **Evaluation**

Before we release our media plan to our consumers, Dr Pepper will take careful consideration in possible errors through research. We will carry out an evaluation plan prior to the release of our campaign. We will generate a focus group to our example target market, consumers aged 18-24 and measure their opinions, ratings of the campaign, and personal comments for the advertisement.

## **Pre-evaluation:**

We will first show the focus group the copy that is created for the ad campaign. We will then see if the group approves of the text and corresponds with their humor. Our goal is to show that our message is understood and approved overall.

## **Concept Testing:**

As said above, we will show the focus group our text first to see if they approve. Then, if they agree with the concept and text of the ad, we will then show them the overall campaign. This will include the actual ads with actors and our main concepts included. We will then show them what they will look like on the various media chosen for the campaign.

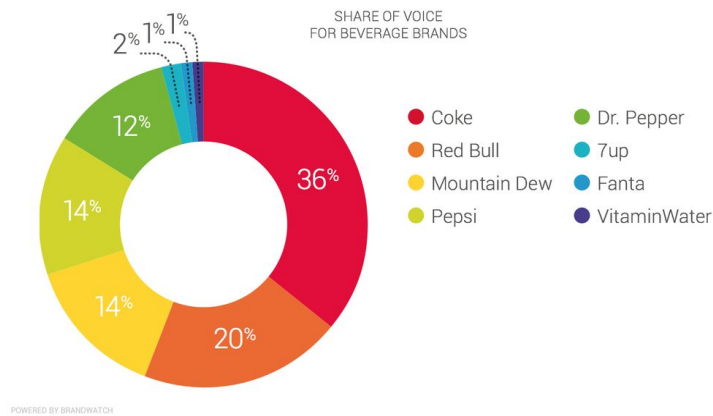
## **How:**

We will provide each person in the questionnaire survey. The survey will be divided up into sections based off the campaign. For example, the first questions will be about the text of the ad, the humor rating and overall concept of the words. They will be ranked from 1-10 and under the question will have a writing section for our target market to explain why they gave the score. The same concept will follow when ranking the video advertisements, actors in ads and media chosen for the campaign.



# Appendix

Figure 1:



<https://www.brandwatch.com/blog/social-media-metrics-measure-success/>

Figure 2:

Crosstab		Total	18 - 24	25 - 34	35 - 44
Private Eye					
Trend					
Total	Sample	11,864	1,035	1,519	1,691
	Weighted (000)	241,691	28,155	42,390	39,822
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	11.6%	17.5%	16.5%
	Index	100	100	100	100
Total %		100%	11.6%	17.5%	16.5%
COCA-COLA	Sample	4,183	432	624	742
	Weighted (000)	83,627	11,084	15,899	18,000
	Vertical %	34.6%	39.4%	37.5%	45.2%
	Horizontal %	100%	13.3%	19%	21.5%
	Index	100	114	108	131
Total %		34.6%	4.59%	6.58%	7.45%
DR PEPPER	Sample	1,736	237	302	316
	Weighted (000)	38,447	5,961	8,447	8,604
	Vertical %	15.9%	21.2%	19.9%	21.6%
	Horizontal %	100%	15.5%	22%	22.4%
	Index	100	133	125	136
Total %		15.9%	2.47%	3.49%	3.56%
PEPSI	Sample	2,561	271	407	416
	Weighted (000)	57,100	6,700	11,859	10,918
	Vertical %	23.6%	23.8%	28%	27.4%
	Horizontal %	100%	11.7%	20.8%	19.1%
	Index	100	101	118	116
Total %		23.6%	2.77%	4.91%	4.52%



Figure 3:

Crosstab		Total	DR PEPPER
Private Eye			
Trend			
Total	Sample	25,160	3,575
	Weighted (000)	241,693	37,993
	Vertical %	100%	100%
	Horizontal %	100%	15.7%
	Index	100	100
	Total %	100%	15.7%
FACEBOOK.COM	Sample	11,766	1,890
	Weighted (000)	123,746	21,317
	Vertical %	51.2%	56.1%
	Horizontal %	100%	17.2%
	Index	100	110
	Total %	51.2%	8.82%
INSTAGRAM.COM	Sample	3,361	600
	Weighted (000)	35,955	6,628
	Vertical %	14.9%	17.4%
	Horizontal %	100%	18.4%
	Index	100	117
	Total %	14.9%	2.74%
YOUTUBE.COM	Sample	8,708	1,491
	Weighted (000)	90,568	16,034
	Vertical %	37.5%	42.2%
	Horizontal %	100%	17.7%
	Index	100	113
	Total %	37.5%	6.63%

Figure 4:

Crosstab		Total	DR PEPPER
Private Eye			
Trend			
Total	Sample	11,864	1,736
	Weighted (000)	241,691	38,447
	Vertical %	100%	100%
	Horizontal %	100%	15.9%
	Index	100	100
	Total %	100%	15.9%
APPLE MUSIC	Sample	936	175
	Weighted (000)	20,497	3,716
	Vertical %	8.48%	9.67%
	Horizontal %	100%	18.1%
	Index	100	114
	Total %	8.48%	1.54%
SPOTIFY	Sample	1,134	237
	Weighted (000)	25,221	5,052
	Vertical %	10.4%	13.1%
	Horizontal %	100%	20%
	Index	100	126
	Total %	10.4%	2.09%
IHEARTRADIO	Sample	757	165
	Weighted (000)	16,986	3,524
	Vertical %	7.03%	9.17%
	Horizontal %	100%	20.7%
	Index	100	130
	Total %	7.03%	1.46%





Figure 5:

Crosstab		Total	DR PEPPER
Private Eye			
Trend			
Total	Sample	25,160	3,575
	Weighted (000)	241,693	37,993
	Vertical %	100%	100%
	Horizontal %	100%	15.7%
	Index	100	100
	Total %	100%	15.7%
3 OR MORE TIMES A DAY	Sample	6,918	1,242
	Weighted (000)	76,204	14,707
	Vertical %	31.5%	38.7%
	Horizontal %	100%	19.3%
	Index	100	123
	Total %	31.5%	6.08%
1 - 2 TIMES A DAY	Sample	3,431	478
	Weighted (000)	34,386	5,657
	Vertical %	14.2%	14.9%
	Horizontal %	100%	16.5%
	Index	100	105
	Total %	14.2%	2.34%
4 - 6 TIMES A WEEK	Sample	1,427	199
	Weighted (000)	14,044	2,288
	Vertical %	5.81%	6.02%
	Horizontal %	100%	16.3%
	Index	100	104
	Total %	5.81%	0.947%

Figure 6:

Crosstab		Total	DR PEPPER
Private Eye			
Trend			
Total	Sample	25,160	3,575
	Weighted (000)	241,693	37,993
	Vertical %	100%	100%
	Horizontal %	100%	15.7%
	Index	100	100
	Total %	100%	15.7%
NEWS/ DOCUMENTARY	Sample	5,626	828
	Weighted (000)	51,219	8,561
	Vertical %	21.2%	22.5%
	Horizontal %	100%	16.7%
	Index	100	106
	Total %	21.2%	3.54%
SPORTS	Sample	1,217	276
	Weighted (000)	13,628	3,647
	Vertical %	5.64%	9.6%
	Horizontal %	100%	26.8%
	Index	100	170
	Total %	5.64%	1.51%
REALITY	Sample	10,108	1,606
	Weighted (000)	98,620	16,699
	Vertical %	40.8%	44%
	Horizontal %	100%	16.9%
	Index	100	108
	Total %	40.8%	6.91%



Figure 7:

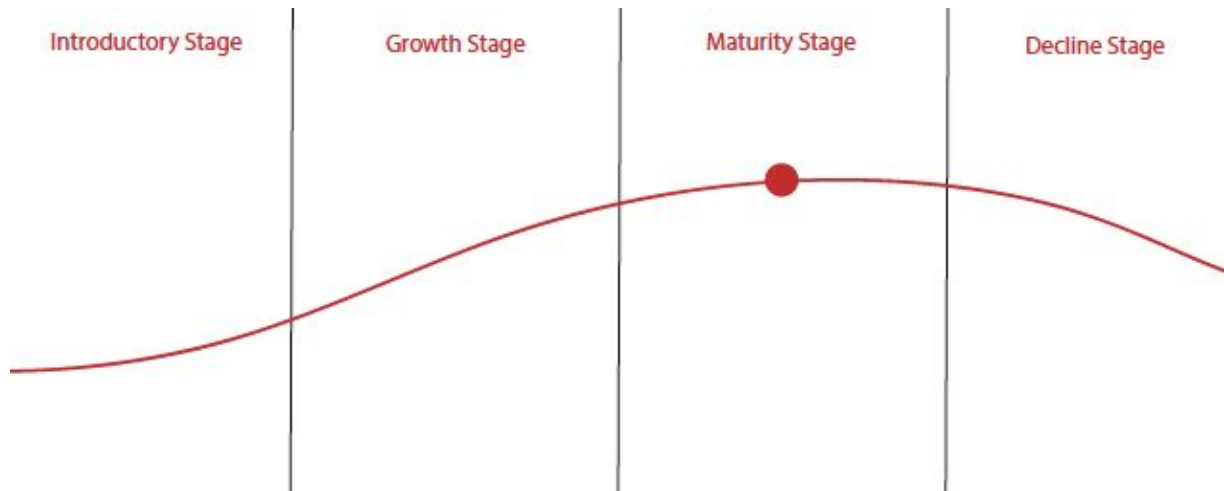


Figure 8:

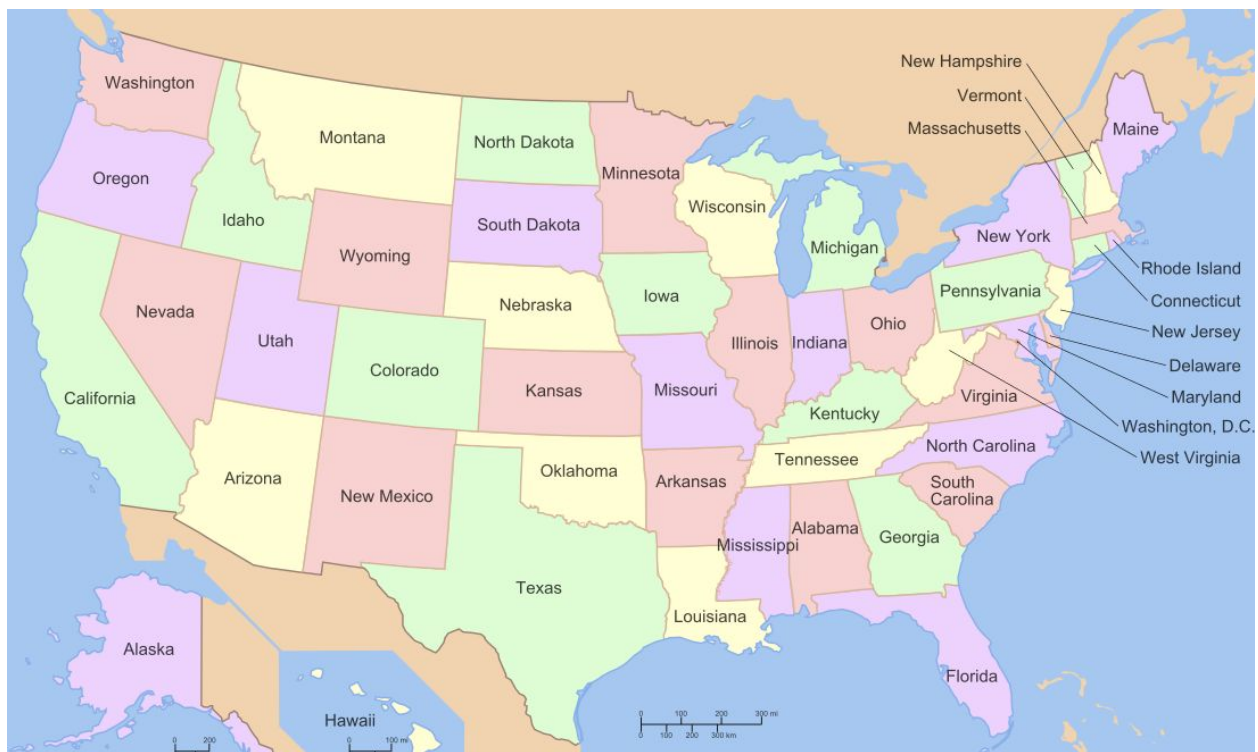


Figure 9:

	NATIONAL GOALS			BUDGET
	REACH	FREQ	GRPS	SHARE
<b>January</b>	70.0	2.0	140.0	4.2
<b>February</b>	72.0	2.5	180.0	5.3
<b>March</b>	75.0	2.8	210.0	6.2
<b>QTR 1</b>			530.0	15.7
<b>April</b>	75.0	2.8	210.0	6.2
<b>May</b>	77.0	3.0	231.0	6.9
<b>June</b>	78.0	3.0	234.0	6.9
<b>QTR 2</b>			675.0	20.0
<b>July</b>	82.0	3.5	287.0	8.5
<b>August</b>	85.0	4.0	340.0	10.1
<b>September</b>	88.0	4.3	378.4	11.2
<b>QTR 3</b>			1005.4	29.8
<b>October</b>	88.0	4.3	378.4	11.2
<b>November</b>	88.0	4.3	378.4	11.2
<b>December</b>	90.0	4.5	405.0	12.0
<b>QTR 4</b>			1161.8	34.5
	<b>NATL TOTALS</b>		3372.2	100.0

Figure 10:

Target Demo: All Adults ages 18-24													
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across
Net TV-E Morning	400	400	400	400	400	400	400	400	400	400	400	400	GRPS: 4800
\$(000)	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	17976.8	COST: 215721.6
Net TV-Daytime	900	900	900	900	900	900	900	900	900	900	900	900	GRPS: 10800
\$(000)	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	38041.2	COST: 456494.4
Net TV-Early News	600	600	600	600	600	600	600	600	600	600	600	600	GRPS: 7200
\$(000)	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	24936.0	COST: 299232.0
Net TV-Prime	900	900	900	900	900	900	900	900	900	900	900	900	GRPS: 10800
\$(000)	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	54387.0	COST: 652644.0
Net TV-L Nite/L News	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	GRPS: 42000
\$(000)	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	76408.5	COST: 916902.0
Net TV-Sports	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	GRPS: 120000
\$(000)	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	373030.0	COST: 4476360.0
Net Radio-Morning Drive	5,050	5,050	5,050	5,050	5,050	5,050	5,050	5,050	5,050	5,050	5,050	5,050	GRPS: 60600
\$(000)	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	27810.3	COST: 333724.2
Net Radio-Daytime	6,550	6,550	6,550	6,550	6,550	6,550	6,550	6,550	6,550	6,550	6,550	6,550	GRPS: 78600
\$(000)	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	28427.0	COST: 341124.0
Net Radio-Evening Drive	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	GRPS: 108000
\$(000)	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	31635.0	COST: 379620.0
Net Radio-Nighttime	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	GRPS: 60000
\$(000)	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	11020.0	COST: 132240.0
Digital National													
- Ad Networks - Run Of Network													
- Ad Networks - Demo Targeted													
- Video Networks													
- Publisher Video Sites													
- Social													
- Mobile	32,460	32,460	32,460	32,460	32,460	32,460	32,460	32,460	32,460	32,460	32,460	32,460	GRPS: 389519
\$(000)	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	215010.5	COST: 2580126.0
National Only Area													
GRPS	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	GRPS: 892319
\$(000)	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	Cost: 10784188.2
Reach	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	
Avg. Freq.	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	
Spot Only Area													
GRPS													GRPS: 0
\$(000)													Cost: 0
Reach													
Avg. Freq.													
Spot + National													
GRPS	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	74359	GRPS: 892319
\$(000)	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	898682.3	Cost: 10784188.2
Reach	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	95.2	
Avg. Freq.	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	780.8	

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