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| **Target Markets** | **Goals/Objectives** | **Tactics** | **Marketing/Adv Timeframe** | **Budget (for each tactic)** | **Measure of Success** |
| Women Ages 25-55  **EXAMPLE** | Position ABC Brand Cookware as the as the easiest clean-up casserole dish on the market. | - Social Media - Promoted posts and contests for worst stuck on food disasters  - In-Store grocery store promotions /demos  - Trade in your old casserole dish day – credit towards new dish (promoted by radio and print ads) | April – May – Mother’s Day  November – Christmas | - Social Media (promoted posts/ads) - $400/mo  - $500 in product for contest winner  - In-Store Promo - $200 for staffing and supplies; $1000 for ads on Star 94; $3000 ads in Every Day with Rachel Ray (April & November)  - Recycling/disposal fee; staff time; discount - $1000 | * Increase website pageviews * 150 SM contest submissions * 200 old casserole dishes exchanged * 5% increase in the sale of ABC casserole dishes |
| Women Ages 25-55 | Position ABC Brand cookware as a durable and quality brand | - TV ads featuring multiple generations receiving and using the same cookware  - Dovetail w/ Social Media contest to share a video about how you got your ABC Cookware  - Work with renown chefs to use product and give celebrity endorsement  - Casserole Dish Derby – have teams turn their cookware into a derby car | September 2015 – November 2015 | - Ad space on Cooking Channel, HGTV & Oxygen - $10,000  - Promoted posts - $400/mo  - $500 product for contest winner  - Endorsement fee for celebrity chef - $15,000  - $500 – supplies for building ramp and for teams to use to construct their casserole dish derby cars | * Track YouTube views and shares of commercial * Track mentions on Social Media * At least five news stories (pre and post) about Casserole Dish Derby Day |
| **Use this template to detail your marketing/advertising plan for your organization or event.** | | | | | |
| **Target Markets** | **Goals/Objectives** | **Tactics** | **Marketing/Adv Timeframe** | **Budget (for each tactic)** | **Measure of Success** |
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