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| **Target Markets** | **Goals/Objectives** | **Tactics** | **Marketing/AdvTimeframe** | **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 DayNovember – 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
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| 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
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| **Use this template to detail your marketing/advertising plan for your organization or event.** |
| **Target Markets** | **Goals/Objectives** | **Tactics** | **Marketing/AdvTimeframe** | **Budget (for each tactic)**  | **Measure of Success** |
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