



Welcome To Paradise

# Hawaiian Tropic Sun Care Line

MAR 4333

**Promotion Management**

## Essential Elements

July 13, 2004



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# **Agency Philosophy**

At Essential Elements our philosophy is to fully represent our client (Hawaiian Tropic) to the full extent of our ability. We will do so in a manner that is appropriate and agreeable with the standards held by our client (Hawaiian Tropic). Our services will be provided through to the end of the contract agreed upon with 100% satisfaction from our client.

# Executive Summary

- The major target audience the 17 million women between the ages of 15 and 35 in the Sunbelt and coastal beach regions
- The campaign spans a one year time frame with the heaviest saturation from March through August during the peak tanning season
- The campaign objectives are to:
  - Increase Hawaiian Tropic total market share by 15%
  - Increase trial of sunless tanning products by 20%
  - Increase the number of brand loyal customers
  - Increase the total number of US adult users by 15%
  - Create a “we care” image for public relations
- The campaign theme is “Welcome to Paradise”
- Overall total budget is \$16,000,000
- Budget breakdown

<b>Budget Breakdown</b>		
Out of Home	10,110,000.00	64.6%
Print Media	1,976,000.00	12.6%
Sponsorships/Cause Mktg	1,750,000.00	11.2%
Broadcast	1,294,000.00	8.3%
Internet Interactive	250,000.00	1.6%
Direct Mail	170,000.00	1.1%
Sales Promotion	105,000.00	0.7%
	15,655,000.00	100%

- Media used includes new papers, magazines, radio, television, billboards, bus wraps, outdoor furniture, direct mail, sponsorships, direct sampling promotion, in-store promotion and internet / interactive promotion
- Heavy geographic segmentation for this product is achieved through this campaign with an emphasis in selectively choosing the location of the advertisement, which is complimented with both regional and national broadcast and print media reaching a target audience of 17 million, sponsorship of beach sporting and spring break events, heavy direct sales promotions and a precision targeted direct mail campaign
- This campaign has the critical elements necessary to reach and saturate, through multiple medium, the desired target market. Since multiple elements will be tracked for their results, the campaign has the flexibility to be modified as necessary to most effectively reached the desired audience and motivate them to action.

# **SWOT Analysis**

## **Strengths**

- Hawaiian Tropic has been a well-known name since its products were launched in 1969
- Hawaiian Tropic has a wide product line for all sun care needs
- The product line is available in a wide variety of mass-merchandise and discount stores
- The company has taken many “first steps” in the industry
- Strong word of mouth advertising and many event sponsorships

## **Weakness**

- Products are portrayed as only seasonal, mainly summer, use products
- Products are geared more towards women to use but the advertising targets men

## **Threats**

- Due to the rising demand of UV protection products, many skin care and make-up companies are attempting to launch competing products

- Recent research has prompted some to avoid sun light altogether and use alternative routes in getting tan
- Hawaiian Tropic's largest competitor, Coppertone, has recently released a new technology sunless tanning product

## **Opportunities**

- Hawaiian Tropic currently only holds 8.3% of the market share leaving room for growth
- Consumers still seek the glow of a natural tan and desire quality products that protect from harmful UV rays
- Tourism continues as a steady pace in coastal beach areas
- There is an increasing concern in the world for UV protection to block cancer causing sun rays
- There is an increasingly high demand worldwide for sunless tanning products
- Research has proven that sunrays cause skin aging, which has a direct effect on everyday consumption of UV protection skin care products.

# Marketing Goals

- Increase Sales Volume by 15%
- Increase Hawaiian Tropic total market share by 15%
- Increase the total number of US adult users by 15%
- Reap a \$2,400,000 or 15% return on the campaign investment

# Target Market

## User Profile

A Hawaiian Tropic user is socially and environmentally aware and feels that peer support is critical. These users, primarily women between the ages of 15 and 35, are concerned about their appearance and enjoy sports that are moderate in intensity such as surfing or volleyball

## Segmentation Analysis

Geographic segmentation consists of the Sunbelt and popular beach coastal regions of the United States. States include Alabama, California, Florida, Georgia, Hawaii, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico South Carolina, Tennessee and Texas.

## Demographic

Demographic segmentation consists of young women aged 15 – 34 that are located in the geographic target.

# Primary Target Market

Young Women aged 15 – 24

Total Population for Geographic Market: **8,360,936**

# Secondary Target Market

Women aged 24 – 34

Total Population for Geographic Market: **8,661,396**

Geographic Segmentation of Target Market Demographic Audience of Females Aged 15 - 35													
	Total Population			Age 15 - 19			Age 20 - 24			Age 25 - 35			Total Female Population for all Segments
	Number	% Female	% Male	Total Both Sexes	%	Target Female Population	Total Both Sexes	%	Target Female Population	Total Both Sexes	%	Target Female Population	
Alabama	4,447,100	51.7%	48.3%	324,580	7.3%	167,838	306,865	6.9%	158,641	603,015	13.6%	312,684	639,164
California	33,871,648	50.2%	49.8%	2,450,888	7.2%	1,224,257	2,381,288	7.0%	1,190,250	5,229,062	15.4%	2,618,549	5,033,056
Florida	15,982,378	51.2%	48.8%	1,014,067	6.3%	515,528	928,310	5.8%	474,613	2,084,100	13.0%	1,063,787	2,053,927
Georgia	8,186,453	50.8%	49.2%	596,277	7.3%	303,586	592,196	7.2%	299,428	1,299,256	15.9%	661,236	1,264,250
Hawaii	1,211,537	49.8%	50.2%	81,002	6.7%	40,424	83,409	6.9%	41,631	171,159	14.1%	85,072	167,127
Kentucky	4,041,769	51.1%	48.9%	289,004	7.2%	148,705	283,032	7.0%	144,574	568,108	14.1%	291,213	584,492
Louisiana	4,468,976	51.6%	48.4%	365,945	8.2%	189,091	325,571	7.3%	168,337	601,162	13.5%	311,309	668,738
Mississippi	2,844,658	51.7%	48.3%	233,188	8.2%	120,596	212,947	7.5%	110,302	381,798	13.4%	197,072	427,970
North Carolina	8,049,313	51.0%	49.0%	539,931	6.7%	275,045	577,508	7.2%	295,571	1,213,415	15.1%	619,878	1,190,493
Puerto Rico	4,012,012	51.4%	48.6%	313,436	8.2%	169,098	301,191	7.9%	162,912	534,332	14.0%	288,704	620,714
South Carolina	5,689,283	51.3%	48.7%	295,377	7.4%	215,977	281,714	7.0%	204,302	560,831	14.0%	408,604	828,883
Tennessee	20,851,820	50.4%	49.6%	395,184	6.9%	725,143	386,345	6.8%	714,634	815,901	14.3%	1,502,832	2,942,609
Texas	3,808,610	52%	48.1%	1,636,232	7.8%	154,180	1,539,404	7.4%	146,273	3,162,083	15.2%	300,454	600,907
				<b>4,249,468</b>					<b>4,111,467</b>			<b>8,661,396</b>	<b>17,022,331</b>

# Alternate Dual Reach Market

A dual campaign geared to reach the male audience in each geographic region could be accomplished within the out door and out of home categories providing additional reach and return for the promotional effort.

Geographic Segmentation of Alternate Market Demographic Audience of Males Aged 15 - 35													
	Total Population			Age 15 - 19			Age 20 - 24			Age 25 - 35			Total Male Population for all Segments
	Number	% Female	% Male	Total Both Sexes	%	Target Male Population	Total Both Sexes	%	Target Male Population	Total Both Sexes	%	Target Male Population	
Alabama	4,447,100	51.7%	48.3%	324,580	7.3%	156,800	306,865	6.9%	148,209	603,015	13.6%	292,121	597,130
California	33,871,648	50.2%	49.8%	2,450,888	7.2%	1,214,502	2,381,288	7.0%	1,180,766	5,229,062	15.4%	2,597,684	4,992,952
Florida	15,982,378	51.2%	48.8%	1,014,067	6.3%	491,362	928,310	5.8%	452,365	2,084,100	13.0%	1,013,922	1,957,650
Georgia	8,186,453	50.8%	49.2%	596,277	7.3%	294,025	592,196	7.2%	289,997	1,299,256	15.9%	640,410	1,224,431
Hawaii	1,211,537	49.8%	50.2%	81,002	6.7%	40,749	83,409	6.9%	41,965	171,159	14.1%	85,755	168,469
Kentucky	4,041,769	51.1%	48.9%	289,004	7.2%	142,303	283,032	7.0%	138,350	568,108	14.1%	278,676	559,328
Louisiana	4,468,976	51.6%	48.4%	365,945	8.2%	177,365	325,571	7.3%	157,898	601,162	13.5%	292,003	627,265
Mississippi	2,844,658	51.7%	48.3%	233,188	8.2%	112,666	212,947	7.5%	103,048	381,798	13.4%	184,112	399,825
North Carolina	8,049,313	51.0%	49.0%	539,931	6.7%	264,259	577,508	7.2%	283,980	1,213,415	15.1%	595,569	1,143,807
Puerto Rico	4,012,012	51.4%	48.6%	313,436	8.2%	159,887	301,191	7.9%	154,037	534,332	14.0%	272,977	586,901
South Carolina	5,689,283	51.3%	48.7%	295,377	7.4%	205,030	281,714	7.0%	193,948	560,831	14.0%	387,895	786,873
Tennessee	20,851,820	50.4%	49.6%	395,184	6.9%	713,633	386,345	6.8%	703,290	815,901	14.3%	1,478,978	2,895,901
Texas	3,808,610	52%	48.1%	1,636,232	7.8%	142,891	1,539,404	7.4%	135,564	3,162,083	15.2%	278,455	556,910
						<b>4,115,471</b>			<b>3,983,415</b>			<b>8,398,557</b>	<b>16,497,444</b>

# Promotional Program SWOT

Currently Hawaiian Tropic has a target market of female teens and young adults, yet some of their campaigns and marketing are usually geared more towards the male market. The main focus for advertising has been throughout the Sun Belt region and usually ranges between 20-30 markets per year. Through use of radio advertisement, fashion magazine ads, and event sponsorships, Hawaiian Tropic has become one of the top 5 in the sun care industry.

## Strengths

- Both past and existing Programs grab attention and create illusions of a “paradise tan”.
- Program has created a good reputation to rely on word of mouth advertising.
- Program has created a good relation with the current target audience and truly appeals to them.
- Program includes strong press releases for new products.

## Weaknesses

- Program only targets women but uses marketing to attract more men.
- Weak presence of media advertising; relies more on print.

## **Overall Assessment**

The promotional programs used both in the past and currently for Hawaiian Tropic have led to a huge success. With an expansion of the target market and added advertising, a new campaign can take Hawaiian Tropic to the next level.

# IMC Objectives and Strategies

## Objectives

- Increase Hawaiian Tropic total market share by 15%
- Increase trial of sunless tanning products by 20%
- Increase the number of brand loyal customers
- Increase the total number of US adult users by 15%
- Create a “we care” image for public relations

## Strategies

- Execute a geographically targeted saturation of the marketing message
- Implement an intensive direct marketing program that targets beach goers
- Provide sponsorships to high exposure events such as MTV Spring Break, Surf and Volleyball competitions
- Focus on efficient high frequency advertising channels
- Increase awareness and publicity of the 2004 Hawaiian Tropic Bikini Contest
- Outsource agency to create team for beach sampling
- Sponsor publicized beach Volleyball competitions in key geographic areas
- Donate to a percentage of revenues to the Skin Cancer Foundation

# Positioning and Campaign Theme

## Positioning Strategy

Hawaiian Tropic is the first Sun Care Manufacturer to:

- Promote rich natural ingredients for moisturizing the skin
- Use tropical coconut and banana fragrance in lotions and oils
- Place higher than a 15 SPF in the US mass market
- Develop the children's market for sun care with the introduction of Baby Faces Sun Block
- Introduce sun blocks without chemical sunscreens
- Use bilingual packaging for foreign markets; sell SPF's of 30 and higher in South America, Canada, and Mexico
- Develop new products uniquely for foreign markets
- Be approved by the Canadian Cancer Society; and feature the Skin Cancer Foundation Seal of Recommendation on packaging outside the United States
- Tanning Research Labs, Inc. also claims to be the first major sun care manufacturer to make a no animal testing commitment.

## Positioning Statement

To the young women who are active and environmentally aware Hawaiian Tropic offers a complete line of sunscreen, suntan, self-tan, and after-tan products, including kids,

babies, and sports, as well as products for indoor tanning. With Hawaiian Tropic you know that they go beyond industry standards to ensure the quality and benefits of their products.

## **Campaign Theme**

- Current: "Paradise in a Bottle"
- New: "It's a Part of \_\_\_\_\_" (spring, summer, winter, fall)

# **Creative Recommendation**

## **Target Audience**

Our target audience will be female teens and young adults between the ages of 14-34 through out the Sun Belt region. We would also like to introduce some campaigns for the male market to increase the customer base.

## **Advertising Objectives**

- Increase and maintain customer awareness of Hawaiian Tropic Products
- Increase the number of repeat customers
- Increase Hawaiian Tropic total sales
- Create a need and want for the product.

## **Advertising Strategy**

- The use of this product line will satisfy all your suncare needs, weather it be to achieve a "Paradise Tan" or be protect from the UV rays.

## **Advertising Appeals**

- Pleasure, comfort, and sex appeals will be used in this campaign.

## **Advertising Execution Format**

- Advertising will appear through the use of comparison and illusion.

## **Rationale for Creative Recommendations**

- Through the selected creative campaign, we at Essential Elements feel that we will increase the current customer base of Hawaiian Tropic, which will cause an increase in overall sales and profit. We feel that the plan described above will directly effect our target market and will allow us to expand into the male market. Through these plans, we expect to achieve the highest customer reach.

## **Execution**

- The main focus will be on Billboards, Magazine Ads, Bus Wraps.

# Advertising Media Recommendations

## Target Audience

Geographic segmentation consists of the Sunbelt and popular beach coastal regions of the United States. States include Alabama, California, Florida, Georgia, Hawaii, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee and Texas. Demographic segmentation consists of young women aged 15 – 34 that are located in the geographic target.

## Primary Target Market

Young Women aged 15 – 24

Total Population for Geographic Market: **8,360,936**

## Secondary Target Market

Women aged 24 – 34

Total Population for Geographic Market: **8,661,396**

## **Objectives**

- Increase Hawaiian Tropic total market share by 15%
- Increase trial of sunless tanning products by 20%
- Increase the number of brand loyal customers
- Increase the total number of US adult users by 15%
- Create a “we care” image for public relations

## **Strategy**

- Focus on efficient high frequency advertising channels
- Execute a geographically targeted saturation of the marketing message
- Implement an intensive direct marketing program that targets beachgoers
- Provide sponsorships to high exposure events such as MTV Spring Break, Surf and Volleyball competitions
- Donate a percentage of revenues to the Skin Cancer Foundation

# The Media Plan

## Media Mix Recommendations and Rationale

MarketResearch.com provided some valuable market information on the Suncare products industry. The Sun Care category of products accounts for 77% of the total sun and lip care industry. Hawaiian Tropic held a market share of 8.3% in 2000 and claims a total of 5.6% of all US adults as brand loyal users. Coppertone and Banana Boat product currently dominate the industry with a near 50% combined market share. Given the objective of market penetration and improved market share, an aggressive and geographically targeted campaign should be implemented. The geographic scope of this campaign includes the sunbelt and popular coastal / beach regions.

The recommended media mix includes a heavy saturation of out of home advertising, which comprises 65% of the total annual budget. Suncare products are most heavily purchased and utilized based on a geographic segmentation near coastal areas during the warmer months between March and August. Out of home advertising for this campaign includes billboards, bus wraps and outdoor furniture/fixtures that are geographically positioned in high-density coastal areas and along traffic paths to beaches. Since it is difficult to accurately gauge reach and audience, little information

was available to provide number of impressions for this medium of advertising. Some additional reach and demographic information will be available for analysis once media buys are initiated. This segment includes 15 bus wraps to be carefully selected in each state at an average cost of \$8000 per bus for one month of exposure, which will run from May through July. Each state is allotted 50 billboards, which should be selected along routes to beaches. The budgeted amount is based on an estimated cost of \$1,200 per billboard per month for a total of 6 months from March through August. \$750,000 has been budgeted for various other outdoor furniture advertising located at the beach destinations.

Print Media accounts for 13% of the total budget. Full-page magazine ads in the 4 top magazines will run monthly from March through July. More than 8.8 million people within the demographic target market will be reached on a national level. Given that these are national publications, it is not possible to calculate the geographic reach of the desired target market without sensitive circulation information from each of the publications for the purposes of this report, however, this information will be analyzed as media buys are initiated. The magazine average CPM is \$41.69. Fourteen News Papers that are in the geographic target areas will run on full page ad per month from June through August with an average CPM of \$7.15, reaching nearly 6.4 million people.

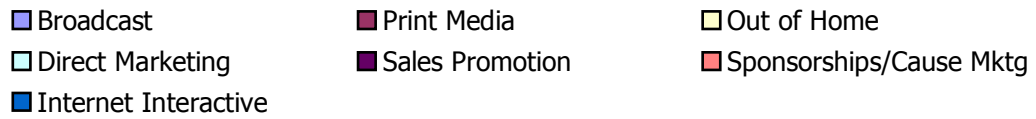
The Sponsorships and Cause Marketing category of this campaign represents 11% of the total budget. Event sponsorship of Surf and Volleyball competitions and Spring Break events will provide the bulk of exposure and will be executed at various times during the year as events are announced.

Broadcast via television and radio consists of 8% of the total budget and is focused as a blitz during the month of March to coincide with Spring Break. Spots will be run on MTV as a national spot during MTV Spring Break and geographically as a radio spot in the 14 metro markets that will be targeted for news print ads. An estimated 1 million will be dedicated to commercial production and airtime spots on MTV. MTV does not make its rating and rate information available. GRP and CPP will be analyzed once the media buy is initiated. The current national subscriber base is 71,157,000 according to SRDS.

Hawaiian Tropic currently maintains a thorough and effective web site. Internet / Interactive initiatives will be conducted by driving consumers to visit the web site with a nominal budget of 2%, since management of the site is already provided for within another budget source.

Direct Mailing holds roughly 1% of the overall budget and will consist of mailings with discount collateral to all members of our target market. These mailings will be conducted twice.

Sales Promotion holds roughly 1% of the total budget and will be conducted on a consumer and a trade level from May through August.



Media Flow Chart	
Television	Mar
Radio	Mar
Magazine	Mar, Apr, May, Jun, Jul, Aug
Newspaper	Jun, Jul, Aug
Out of Home	Mar, Apr, May, Jun, Jul, Aug
Sales Promotion	May, Jun, Jul, Aug
Direct Marketing	Feb, Mar, Apr, May, Jun, Jul
Corporate Sponsorship	
Event Sponsorship	Mar
Cause Related Marketing	
Internet Interactive	
	Jan Feb Mar April May June July Aug Sept Oct Nov Dec

## News Paper Advertising by Rank

Ranked by weekday averages for six-months ended March 31, 2004 by AdAge.com

RANK	NEWSPAPER	AVERAGE DAILY CIRCULATION		AVERAGE SUNDAY CIRCULATION	
		2004	% CHG	2004	% CHG
4	Los Angeles Times (a)	983,727	0.4	1,392,672	-0.2
12	San Francisco Chronicle	501,135	-2.6	553,983	0.1
21	San Diego Union-Tribune (a)	355,771	-2.1	444,527	-0.1
23	St. Petersburg Times (a)	348,502	-1.8	442,605	0.1
25	Miami Herald (a)	325,032	-0.9	447,326	0.7
26	Orange County Register (a)	310,001	0.9	374,364	1
27	Sacramento Bee (a)	303,841	0.3	356,154	1.8
31	San Jose Mercury News (a)	279,539	1	308,425	0.6
34	Orlando Sentinel (a)	269,269	0.9	385,097	-1.5
35	South Florida Sun-Sentinal (a)	268,297	1	376,551	0.3
42	San Antonio Express-News	244,547	-1.1	359,828	-1.5
43	Tampa Tribune (a)	238,877	0.3	315,811	0.7
45	Fort Worth Star-Telegram	233,908	-1	332,861	-1.2
46	Charlotte Observer (a)	231,369	-4.4	282,215	-4.9

### EP Magazine Database - Magazine Advertising and Circulation Rates

MAGAZINE	PUBLISHER	CIRCULATION	FULL-PAGE 4/C AD RATE	WEBSITE	CREATIVE FEE/DAY	SPACE RATE?	FOREIGN EDITIONS?
Teen	Primedia	2,096,676	\$76,485	<a href="http://teenmag.com">teenmag.com</a>		Not Sure	Not Sure
Seventeen	Primedia Consumer Magazines	2,369,734	\$92,284	<a href="http://seventeen.com">seventeen.com</a>	\$350-\$700	Yes	Yes
Teen People	Time Inc.	1,671,300	\$71,000	<a href="http://teenpeople.com">teenpeople.com</a>	\$500	Yes	Not Sure
Cosmopolitan	Hearst Corporation	2,709,496	\$129,100	<a href="http://cosmomag.com">cosmomag.com</a>	\$350-\$500	Yes	Yes
		8,847,206	\$368,869	\$	41.69		

<b>Budget Breakdown</b>			
Television	1,000,000.00		
Radio	294,000.00	1,294,000.00	8%
Magazine	1,850,000.00		
Newspaper	126,000.00	1,976,000.00	13%
Out of Home - Bus Wraps	4,680,000.00		
Out of Home - Billboards	4,680,000.00		
Out of Home - Other	750,000.00	10,110,000.00	65%
Sales Promotion ( C )	30,000.00		
Sales Promotion ( T )	75,000.00	105,000.00	1%
Direct Mail	170,000.00	170,000.00	1%
Corporate Sponsorship	500,000.00		
Event Sponsorship	1,000,000.00		
Cause Related Marketing	250,000.00	1,750,000.00	11%
Internet Interactive	250,000.00	250,000.00	2%
	15,655,000.00	15,655,000.00	100%

## **Media Plan and Scheduling Pattern Rationale**

Sun care products are purchased primarily during the warmer months between March and August. Therefore the emphasis of the advertising campaign is to capture consumer attention during the time of highest likelihood for motivating to action. This plan provides for a thorough saturation of coastal areas, which will have the highest concentration of potential users and provide the maximum efficiency for each advertising dollar.

# **Sales Promotions Recommendations**

## **(Consumer)**

### **Target Audience**

Those who frequent the beach in all coastal areas. Due to the diverse product line, any age can be targeted, single or married with children.

### **Objective**

Create awareness of full product line to develop brand loyal customers using sampling in target areas to show products effectiveness during usage.

### **Technique**

Outsourcing will be used to create regional "beach combing" teams. These four person teams will travel beachfront coastal regions handing out samples that apply to each target market. Along with the sample, the team will supply a product description.

### **Plan/Timing**

Sample packages are accompanied with discount collateral. These packages will be given out for free to the target audience. The promotion will cover all major coastal

cities with beaches within the Sunbelt area. Hiring and sales training will be handled in the month of May; implementation will begin in June and run through the middle of August with the majority of canvassing being done on the weekends

## **Rationale**

The beach team will promote product usage and create more brand loyal customers than most advertisement avenues. The concept is designed upon the principle that encouraging usage in the product environment will create loyal customers by showing product's effectiveness and diversity of product line.

## **Budget**

Outsourced labor typically costs \$10-\$12 per employee. A total of four teams will be established with four people per team. Each team will cost approximately \$1600 per week in labor and there will be an additional \$400 per week per team allotted for traveling expenses.

# **Sales Promotions Recommendation (Trade)**

## **Target Audience**

Targeting primary and secondary target markets using in store POP displays strategically located at retailers located in coastal cities. The highly attractive displays will house a wide variety of product to attract all segments.

## **Objective**

To increase sales using in-your-face point of purchase attractive displays to promote new and existing products to the target audience.

## **Technique**

The display will be located at the front of the store directly coinciding with check-out. Its attractive style will attract viewers. The Surf Hut display has a unique tiki hut header with surfboard shaped sides that will contain discount collateral to promote impulse buys for value.

## **Plan/Timing**

Overstock and outdated product will be discounted using collateral. This will attract viewers and create awareness for new product being displayed. The promotion displays will be shipped to retailers, with product, at the end of April. Display placement will run from May through August.

## **Rationale**

The POP displays are an effective and cost efficient way to enhance sales volume by decreasing overstock inventory at a discount and promoting new product for impulse purchasing.

## **Budget**

The displays have a cost of \$24 per display. "Floor space" costs will vary per retailer. 1000 displays will be shipped to retailers within the Sunbelt region. The promotion has an expected expense of \$75,000 between shelf space and display costs.

# **Direct Marketing Recommendations**

## **Target Audience**

There will be a wide variety of audience starting with college students both male and female, and past customers, and any contest entrees from the past with contact information of file.

## **Objective**

To create an interest and expand knowledge of current and new products. Also to serve as a reminder to any past customers.

## **Media Type**

- Direct Mailing with a coupon shaped as a bottle with a selected product.
- Print Media- fashion magazine ads.

## **Planning/Timing**

- Mailing- Twice per year. Once during late February or early March and the second run will be in May or June.

- Print- Advertisements will run once a month for five months being in March and extending through July.

## **Rationale**

We feel that through direct mailing and print advertisement, we can reach a larger market more frequently.

## **Budget**

- Direct Mailing - \$10 / 1,000 includes printing and postage
- Magazine Advertising - \$1,850,000

# **Internet/Interactive Recommendation**

## **Target Audience**

Female teen and young adults 15-34 and 1,100,000 million young women online

## **Objectives**

To increase brand awareness through internet marketing via Seventeen.com, Cosmogirl.com, and Teenpeople.com

## **Strategies/executions**

Banner ads, pop-ups, pop-unders, eyeblasters, superstitials all with a frequency cap of three per day per user/email blasts sent twice monthly with special offers, creative coupons, and promotions

## **Rationale**

By aligning Hawaiian Tropic with three of the most read teen magazines, we can reach the target audience with creative measures to increase brand awareness

# Budget

\$250,000

# **Public Relations Recommendations**

## **Target Audience**

Males and females ages 15-34

## **Objectives**

To build a strong relationship with the target audience that will drive continuous sales throughout the year, not only during the summer months

## **Strategies/executions**

press releases, press conferences, Hawaiian Tropic Bikini Contests, Betty Surfing Competition sponsorship, product placement on FOX-TV new show "North Shore," Skin Cancer Foundation

## **Scheduling Plan**

Continuously for entire year

## **Rationale**

By being a part of hugely popular events Hawaiian Tropic will be able to validate its credibility among its core audience

## **Budget**

\$1.75 million

# **Measurement and Evaluation**

## **Out of Home**

Measurement will consist of reach data that can be acquired from each region as compared to regional changes in sales volume. The number of boards in each region may be adjusted as necessary during the course of the campaign.

## **Print Media**

Measurement is based on the circulation of each publication. Effectiveness will be measured by the number of coupons redeemed in each region for ads that included discount collateral.

## **Sponsorship and Cause Marketing**

Measurement and effectiveness will be based on the number of attendees at each sponsored event. Sales will be tracked in the event region to determine if sponsorship had the intended impact

## **Broadcast**

Measurement will be based on the target audience that was reached and the frequency with which the message was delivered. Effectiveness will be gauged by reaching the subscriber base at least 3 times.

## **Internet / Interactive**

Measurement will be based on the number of click-throughs, the number of on-line coupons redeemed and the number of consumers that are driven to the Hawaiian Tropic site for purchase information.

## **Direct Mail**

Measurement is based on the number of consumers that are reached by the advertisement. Effectiveness will be determined by the number of coupons from the direct mail piece that are redeemed.

## **Sales Promotion**

Measurement will be based on promotions teams tracking the number of consumers that they promoted items to. Effectiveness will be gauged by the number of coupons that are redeemed from the promotional campaign. Trade promotions will be tracked by the increase of sales in each store with display installations.

# Budget Summary

<b>Budget Summary</b>			
Television	1,000,000.00		
Radio	294,000.00	1,294,000.00	8.27%
Magazine	1,850,000.00		
Newspaper	126,000.00	1,976,000.00	12.62%
Out of Home - Bus Wraps	4,680,000.00		
Out of Home - Billboards	4,680,000.00		
Out of Home - Other	750,000.00	10,110,000.00	64.58%
Sales Promotion ( C )	30,000.00		
Sales Promotion ( T )	75,000.00	105,000.00	0.67%
Direct Mail	170,000.00	170,000.00	1.09%
Corporate Sponsorship	500,000.00		
Event Sponsorship	1,000,000.00		
Cause Related Marketing	250,000.00	1,750,000.00	11.18%
Internet Interactive	250,000.00	250,000.00	1.60%
	15,655,000.00	15,655,000.00	100.00%

# Conclusion

Hawaiian Tropic's marketing philosophy is to target the US Coastal and Sunbelt areas since they are the primary markets for Sun Care Products. This created an interesting challenge in that the market is strongly segmented both geographically and demographically. The emphasis of this campaign is to create high brand awareness and consumer loyalty in those regions, while aggressively trying to capture more market share from the market leader, Coppertone, with a comparative message. This is achieved by placing a large portion of the budget in out of home media that can be geographically precision-selected for optimal exposure, reach and frequency. This intense geographic approach, which does include some waste coverage, is balanced with additional mediums that more selectively reach the exact target market, both on a regional and national level. Evaluations on the effectiveness of each medium will be conducted throughout the campaign and adjustments will be made as necessary to maximize the program budget.

# References

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