

Student Information

The Keg

Steakhouse - full-service restaurants

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Media Objectives

Product

The keg wants to focus on more customers visiting their full-service restaurants.

Target

The keg wants to target males and females ages between 25- 64 with income \$50,000.

Reach

To deliver a 70% weekly reach of the target group during the campaign, The Keg would need to come up with sales promotions, and being more creative.

Frequency

To obtain an average weekly frequency level of 5 against the target group during the campaign. The Keg would work on brand loyalty and the message would need to be more unique.

Measurement

The reach is 70% and the frequency of the campaign is 5. The estimated weekly GRPs for the campaign is 350.

Seasonality

Seasonality - Casual/Family Dining Restaurant												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Sales %	10	15	4	8	13	9	5	3	2	8	10	13
Planned %	20	17	0	10	13	0	0	0	0	0	20	20

The campaign will run from November to February and again in April to May.

Scheduling Strategy

The agency will be using pulsing scheduling strategy because the agency noticed that the sales % starts increasing from November to February then it goes down. The sales % starts increasing again for only two months April and May. The agency has decided to start advertising a month before it starts increasing to raise awareness and due to keep the flow of the sales. For ex: the agency will start targeting in April to raise awareness and keep running ads in May to keep the flow of the sales, and same goes for November to raise awareness and run ads between December to February to keep the flow of sales.

Geography

Casual/Family Dining Restaurant							
Region	CDN POP %	Category Users %	The Keg Users %	CDI	BDI	BOI	Planned Spend %
Atlantic	6.7	7.1	5.3	106.0	79.1	134.0	13.0
Quebec	23.2	14.1	6.2	60.8	26.7	227.7	2.9
Ontario	38.7	42.9	48.2	110.9	124.5	89.1	40.7
Prairies	18.1	20.4	25.7	112.7	142.0	79.3	22.1
BC	13.3	15.6	14.5	117.3	109.0	107.6	21.3

Source: VIVDATA 2015 Q4 Study. Clear Decisions. Path: Restaurant Type-Casual/Family Dining Restaurant. Times Past 30 Days

The agency has decided to focus on BDI and based on this, 40.7% of the budget will be spend in Ontario because it has 42 total locations, and one location will be able to serve 332,928 people. 22.1% of the budget will be spend in Prairies because it has the 2nd highest location of 24 and one location can serve 280,066 people. The third marketplace is BC, 21.3% of the budget will be spend in this market because it has the third highest amount of locations total to 17 locations and one location can serve up to 279,506 people.

Priorities

1	Scheduling Strategy
2	Reach
3	Frequency
4	Geography
5	Seasonality

The agency has decided that the priorities will be to scheduling strategy because if The Keg doesn't advertise in the right time where the sales are very high, then the company will lose money. The agency has advised before that The Keg must come up with promotions and build the brand loyalty and that why reach and frequency come second and third.

Media Rationale

Media 1 Television

- 26.8% of the target market audience are Med/Light watchers of TV, are 16% more likely to respond to the ad – it will help achieve the reaching goal of 70%. (VIVDATA,2015)
- 20.0% of the target market audience are Light watchers of TV, are 2% more likely to respond to the ad – it will help achieve the reaching goal of 70%. (VIVDATA,2015)
- 46.8% of the target market audience love gardening 47.9% and 10% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)

- 46.8% of the target market audience agree that they usually have a sit-down meal every evening 47.6% and 12% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)
- 46.8% of the target market audience love doing sports- bicycle riding 32.7% and 10% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)
- The keg has the highest share of voice, The keg has the strongest share of Voice % which it advantages than their competitors, which is very good because 46.8% of the target audience uses TV it will help achieve the reaching goal of 70%.
- Swiss Chalet and Boston Pizza are running promotions in Toronto, Ontario. The agency recommends that The Keg would run ads in Ontario because it has the highest number of stores and has the highest users 48.2%.
- The Keg run advertising on TV during November to February and again in April and May because that's when is the highest sales happen.

Media 2 Newspapers

- 38.1% of the target market audience are Light users of newspaper, are 5% more likely to respond to the ad – it will help achieve the reaching goal of 70%. (VIVDATA,2015)
- 4.2% of the target market audience are Med/Light users of newspaper, are 8% more likely to respond to the ad – it will help achieve the reaching goal of 70%. (VIVDATA,2015)
- 46.8% of the target market audience love attending zoo/aquariums 30.5% and 19% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)
- 46.8% of the target market audience love doing sports- bicycle riding 32.7% and 10% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)
- 46.8% of the target market audience agree that they live a fairly hectic lifestyle 37.5% and 15% more likely to respond the ad – it will help achieve the 5 times Frequency. (VIVDATA,2015)
- The keg doesn't spend any money at all in the newspaper market, even though The Keg is strong in advertising in TV, the agency believes that The Keg should advertise more in Newspaper because 42.3% of the target audience uses Newspaper - it will help achieve the reaching goal of 70%.
- Swiss Chalet and Boston Pizza are running promotions in Toronto, Ontario. The agency recommends that The Keg would run ads in Ontario because it has the highest number of stores and has the highest users 48.2%.
- The Keg run advertising in the Newspaper during November to February and again in April and May because that's when is the highest sales happen.

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