

IMC PLAN

AVEENO BABY

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Humber College – Brent Barr

Agency: C.A.M.E.L. Marketing Corp.

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CONTENTS

Competitive Analysis.....	3
Aveeno Baby Major Competitors.....	3
Segmentation Analysis and Consumer Buying Behavior.....	3
Target Segmentation.....	3
Example of how consumer buying behavior will impact IMC process.....	4
Company and Advertising Objectives.....	4
Advertising objectives.....	4
Marketing Communication Strategies.....	5
In-depth positioning statement.....	5
Company Brief.....	5
Advertising Plan.....	5
Message “Big Idea”.....	5
Tagline.....	5
Integrated Marketing Communications Strategies.....	6
IMC Tool recommendations.....	6
Integrated Marketing Communications Tool Breakdown and Execution.....	8
5 W’s, tactics and execution plan.....	8
Budget.....	13
media schedule.....	13
EXHIBITS.....	14
Exhibit #1: Competitors Chart.....	14
Exhibit #2: Positioning Map.....	15
Exhibit #3: Target Persona Infographic.....	15
Exhibit #4: Positioning statement chart.....	16
Exhibit #5: Company Creative brief.....	17
Exhibit #6: Vividata Target Snapshot.....	17
Exhibit #7 Magazines Canada taken from Vividata.....	18
Exhibit #8 The Audience in Canada listening to the radio Statista 2018.....	18
Exhibit #9 Shows the Number of viewers in Canada 2014-2018.....	19
References.....	20

COMPETITIVE ANALYSIS

AVEENO BABY MAJOR COMPETITORS

Aveeno Baby's three major competitors are Mustela, Dove Baby, and Johnson's Baby. Refer to **exhibit #1** for competitors' background, price, distribution and promotion. Refer to **exhibit #2** for positioning map.

SEGMENTATION ANALYSIS AND CONSUMER BUYING BEHAVIOR

TARGET SEGMENTATION

Geographic

- Canada

Demographic

- Women
- All ages
- Medium to High income
- Well educated
- Grandmothers
- New moms
- Hospitals
- Doctors Consults
- Dermatology Consults

Psychographic

- Family-oriented
- Wellness aware
- Healthy minded
- Values: Family and self-care

Behavioral

- Loyal
- Sense of achievement and belonging

Refer to **exhibit #3** to see target/consumer persona.

EXAMPLE OF HOW CONSUMER BUYING BEHAVIOR WILL IMPACT IMC PROCESS.

Our target consumer are women who are well-educated, have a high income, research before making a purchase decision, and also who are more likely to pass on their trusted product to the next. Therefore, during the first step of the IMC process “identify customers and prospects” we need to include an explanation of how the products help your skin and what the components of the products are. Also, another characteristic of our consumer buying behavior is the length they stick to a product; this target market is likely to stick to a product if they like them and if it works for them. During the third step of the IMC process: “creating and delivering messages and incentives” we want to let our target market know that this is a product they can feel confident using at any age and passing it on.

COMPANY AND ADVERTISING OBJECTIVES

- Make Aveeno Baby a household name in Canada by December 2018 with a campaign that begins in January 2018.

ADVERTISING OBJECTIVES

- Raise awareness needle from 10% to 35%, which will drive market share and revenue for the brand.
- Build a positive reputation on the targeted consumer’s mind by showing them why Aveeno is the #1 option they should go to for daily care.

- Persuade prospective customers to switch brands by communicating the benefits of Aveeno Baby.

MARKETING COMMUNICATION STRATEGIES

IN-DEPTH POSITIONING STATEMENT

Our assurance is to ensure your trust and confidence is never depreciated.

Refer to **exhibit #4** for positioning statement chart

COMPANY BRIEF

Refer to **exhibit #5** for company creative brief

ADVERTISING PLAN

Creative Concept: To show the cycle of life and how Aveeno Baby products are passed on through the generations.

MESSAGE "BIG IDEA"

Aveeno Baby wants you to feel that you can use this product from your first moments in this world until your last, and to feel confident that this product will take care of each generation after you.

TAGLINE

"From one generation to another from one woman to another".

IMC TOOL RECOMMENDATIONS

- **Online Advertising/Social Media:** Using key words from the database of online searching will allow Aveeno Baby ads to be placed in social media feeds. This tactic is used to target a specific audience of individuals who are looking up general, related and specific topics to the brand.

Based on **exhibit #6** taken from Vividata Target Snapshot, we conclude that the Internet is highly used by women 18+ and should definitely be used as a main tool in getting the message across the medium.

- **Print advertising/Sales Promotion:** With our campaign we will target 4 magazines in Canada that are most frequently bought by woman and parents. Through magazines such as Canadian Living, Chatelaine, Today's Parent and Elle Canada. Magazine is widely used by advertisers to reach a more direct audience, they are number one in advertising engagement and well trusted. With this we would be able to communicate the benefits of Aveeno Baby line which potentially would persuade consumers to switch brands. Based on **exhibit #7** taken from Vividata Target Snapshot in 2015 that shows the most magazines bought in Canada and we looked to the ones purchased by women and parents only. This is a good way to communicate with this niche target. Our idea is to also add a coupon inside the magazines to persuade target audience to buy.

- **Experiential Marketing:** Using the doctor's offices and pharmacies to hand out free samples to people who are inquiring about products for skin either for themselves or babies/children. This tactic will create awareness of the products and show that doctors and pharmacists recommend these products as being safe and preferred.

Products will be distributed to doctors' offices and pharmacies at the beginning of the year, before summer and before winter.

- **Radio Advertising:** Radio ads played during the winter and summer months, when people are driving to work and home from work. This tactic is used to get the product in the minds of the consumer during a time when a lot of people suffer from dry skin/eczema because of cold weather conditions or issues due to exposure of sun or chlorine pools. In **exhibit #8** by Statista it shows that Canadians are listening to the radio especially in Toronto every season equally.
- **OOH:** Using **billboard** and bus board ads in high transit areas and major highways to target our audience.

This tactic is used to reach women with their friends or family going to the beach or to the swimming pools in the summer to create awareness of Aveeno Baby products as being helpful during times when your skin is

exposed to too much sun or the chlorine from water makes your skin itchy and irritated.

- **TV Advertising:** Using TV ads placed in the fall and winter during primetime shows. People often watch more television during the cooler months in Canada to avoid being outside in the cold. This tactic will create awareness and repetition in the consumers mind. In **exhibit #9** it shows the number of viewers watching television in Canada and its increase. There are still millions of people watching television; furthermore, it was decided the campaign needed TV advertising in order to reach broad target market.

INTEGRATED MARKETING COMMUNICATIONS TOOL BREAKDOWN AND EXECUTION

5 W'S, TACTICS AND EXECUTION PLAN

Online Marketing/Social Media:

- **Who:** Customers that fall within our target market, who don't know which brand to choose from and looking for recommendations.
- **What:** We are placing ad on an online platform such as search, Facebook, etc.
- **When:** Our audience will see it every time they make a google search for the Brand itself, product related categories, or when a consumer is looking for one of our competitors.

- **Where:** Google, Bing, Yahoo and Facebook.
- **Why:** It will help us to target the market that spends their time online.
- **Tactic:** This tactic will show a massive audience of women that our products are here to ensure your trust and confidence is never depreciated.
- **Suggested contest:** YouTube video will be shared through social media for a chance to win a year supply of Aveeno Baby products.

Out of Home (OOH)

- **Who:** Women and Families.
- **What:** Billboards and bus boards.
- **Where:** High traffic commutes to beaches and pools.
- **Why:** To create awareness of product at a time when it's needed.
- **When:** Summer months.
- **The AD:** The ad would be showing the different generations of women together with the tagline ““From one generation to another from one woman to another””.
- **Tactic:** This tactic is used to reach women with their friends or family going to the beach or to the swimming pools in the summer to create awareness of Aveeno Baby products as being helpful during times when your skin is exposed to too much sun or the chlorine from water makes your skin itchy and irritated.

Print Advertising/Sales Promotion:

- **Who:** Women
- **What:** We are placing our ad in magazines that target women.
- **When:** 3 months in 2018. January, May and November.
- **Where:** Canadian Living, Chatelaine, Today's Parent, Parent Canada and Elle Canada
- **Why:** This will target the niche market of women and parents who make the purchase decisions in the family.
- **The AD:** The ads in the magazine would look like our billboard ads. With the tagline with attached coupon.
- **Tactic:** Using these magazines to advertise our campaign with option of a coupon for 3\$ off Aveeno Baby products, will increase market share.

Experiential Marketing

- **Who:** Target is parents and concerned people about skin issues.
- **What:** Samples being recommended to patients by doctors and pharmacists.
- **Where:** At Doctors' offices and Pharmacies.
- **Why:** To show that this brand is recommended and safe to use
- **When:** Products will be distributed to doctors' offices and pharmacies at the beginning of the year, before summer and before winter.
- **Tactic:** This tactic will allow doctors and pharmacists to recommend the Brand with a sample to try and see how it works with the individual or

family. This will encourage the consumer to fall in love with the product and trust the product because a doctor/pharmacist recommended it.

Radio Advertising

- **Who:** Women
- **What:** Radio ads
- **Where:** During morning and evening commutes.
- **Why:** To create awareness with repetition in a time when products are most needed.
- **When:** During Summer and Winter
- **The AD:** Summer ad: *phone call* daughter calls her mom explaining to her that she took her daughter to the pool and her skin is too dry and she has no idea what to use, the mom explained her she always uses Aveeno Baby, and how she loved the results, and she even use it on herself until now. Following with the tagline. Winter ad: daughter calls mom, to ask for a good lotion for her, winter is making her skin go dry and it's uncomfortable for her because she doesn't have time to figure it out which brand go buy during the period of classes. Mom explained her they both have the same sensitive skin and she uses Aveeno Baby and where to buy it. Then following by the tagline.

- **Tactic:** This tactic is used to get the product in the minds of the consumer during a time when a lot of people suffer from dry skin/eczema because of cold weather conditions or issues due to exposure of sun or chlorine pools.

TV Advertising

- **Who-**Women of all ages
- **What-**TV Ads
- **Where-** During Prime time shows
- **Why-** Because busy families tend to watch more TV during those times
- **When-** Fall and Winter months
- **The AD:** This ad would show a mother bathing her daughter, then her daughter growing up using the product through the years until she is a grandmother when she gives to her daughter for her baby, the tagline will come up at the end.
- **Tactic:** This tactic will create a personal and emotional connection to the target market. With the repetition of the ads during primetime shows during those two seasons, allows for Aveeno Baby to resonate in the mind of consumers when it's needed the most.

BUDGET

MEDIA SPEND

MEDIA	COST
Online Advertising/ Social Media	\$50,000
Print Advertising/ Sales Promotion	\$1,000,000
Experiential Marketing	\$500,000
Radio Advertising	\$500,000
Out of Home Advertising	\$1,000,000
TV Advertising	\$1,000,000
Total	\$4,550,000

Total Budget is \$4,550,000 Million will guarantee at least 25% increase of products.

MEDIA SCHEDULE

	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
ONLINE MARKETING/SOCIAL MEDIA	█	█	█	█	█	█	█	█	█	█	█	█
OUT OF HOME						█	█	█				
PRINT ADVERTISING/SALES PROMOTION	█				█						█	
EXPERIENTIAL MARKETING	█	█	█	█	█	█	█	█	█	█	█	█
RADIO	█	█				█	█	█				
TELEVISION	█	█							█	█	█	█

EXHIBITS

EXHIBIT #1: COMPETITORS CHART

	Mustela Baby	Baby Dove	Johnson's Baby
Company background	Complete range of specially formulated skincare to best address the changes in the delicate skin of newborns, babies, children, mothers-to-be and new mothers	"Our range of products provides your baby with skin care that goes beyond mildness and restores essential moisture. Whether it's tear-free tip to toe wash during baby bathtime, or a soothing lotion afterwards"- Dove Baby Website.	<ul style="list-style-type: none"> · Safety · High quality standards · Large range of products
Price	Hydra Bebe- Body lotion- \$15.59 Hair and body wash - \$10.50 Baby Shampoo - \$11.00	Baby Dove Wash - \$8.97 Wipes Linettes -\$5.77	Head to toe Baby wash - \$6.97 Oatmeal Body wash - \$4.97
Distribution	Products can be found in retail stores such as: Walmart, Well.ca, Shoppers Drug mart, Jean Coutu (QC) and London Drugs Limited (BC); also at some Baby stores like: BB buggy, Baby's corner, TJ's the Kiddies Store and online on Amazon.ca or Mustela.ca	Baby Dove products can be found at Walmart (online and in-stores), well.ca (online), dove.com/ca and amazon.ca.	Johnsons baby products can be found at Walmart.ca, Shoppers Drug Mart (online and in-stores), Toys R Us Canada, and amazon.ca
Promotions	<ul style="list-style-type: none"> · Mustela eRewards program: free premiums and samples, birthday gifts, inside look at new products, loyalty discounts, express shipping. · Digital Ad campaigns: banner ads, page takeovers, blogs and social media support on parenting and family sites 	<ul style="list-style-type: none"> · According to Strategyonline.ca, Baby Dove promotions include "samples in hospital pre- and post-natal packs, direct mailing of Dove's bathing hints booklets containing product coupons, and a medical program targeting pediatricians through ads in medical journals · Print-only advertising produced by Ogilvy & Mather in Toronto, appears in pre- and post-natal publications across Canada. · The brand launched a digital video followed by a broad digital, TV and #RealMoms social campaign, in 2017. 	<ul style="list-style-type: none"> · Print: ads with light colors, and baby pictures of mother and child together. · Television ads: smooth skin of the baby is shown. · Digital: pop up advertisements on e-commerce, YouTube video ads.

EXHIBIT #2: POSITIONING MAP

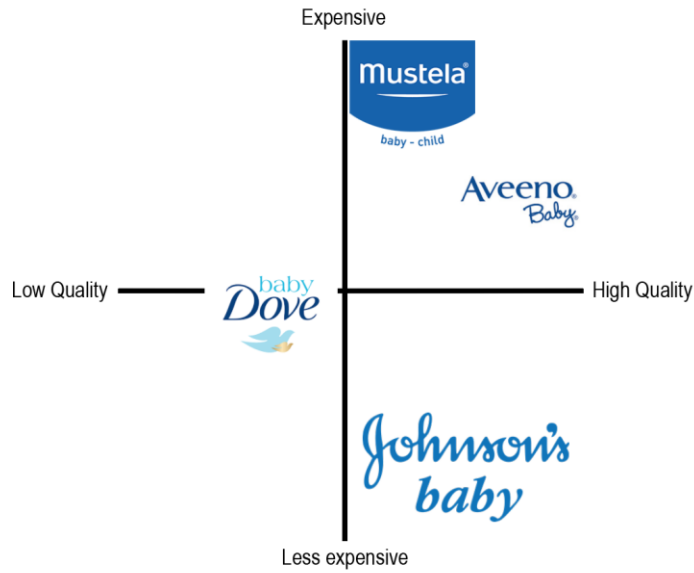


EXHIBIT #3: TARGET PERSONA INFOGRAPHIC

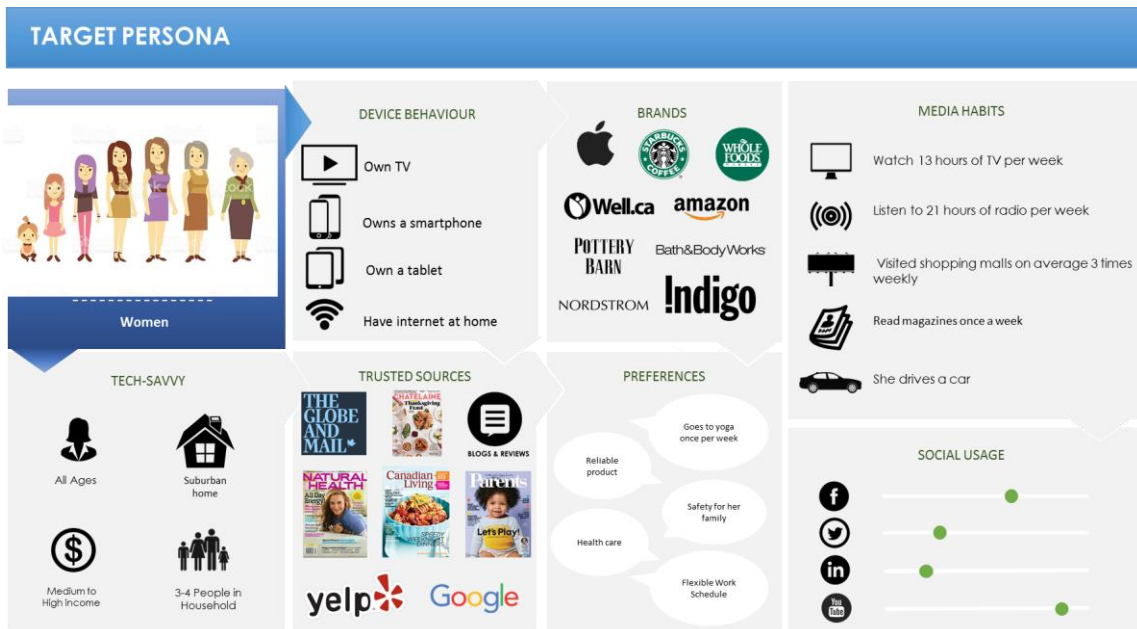


EXHIBIT #4: POSITIONING STATEMENT CHART

To	To women of all ages, "Our assurance is to ensure your trust and confidence is never depreciated"
We are the brand of	Skin and Hair Care Products
That provides	Naturally soft and healthy skin
So that you feel	Confidence in your everyday feel
Unlike	Conventional skin and hair care brands
We have	Active naturals which are selected from nature that deliver safe and effective skin/hair benefits proven by rigorous scientific testing and recommended by professionals

EXHIBIT #5: COMPANY CREATIVE BRIEF

Creative Brief Document Explanation

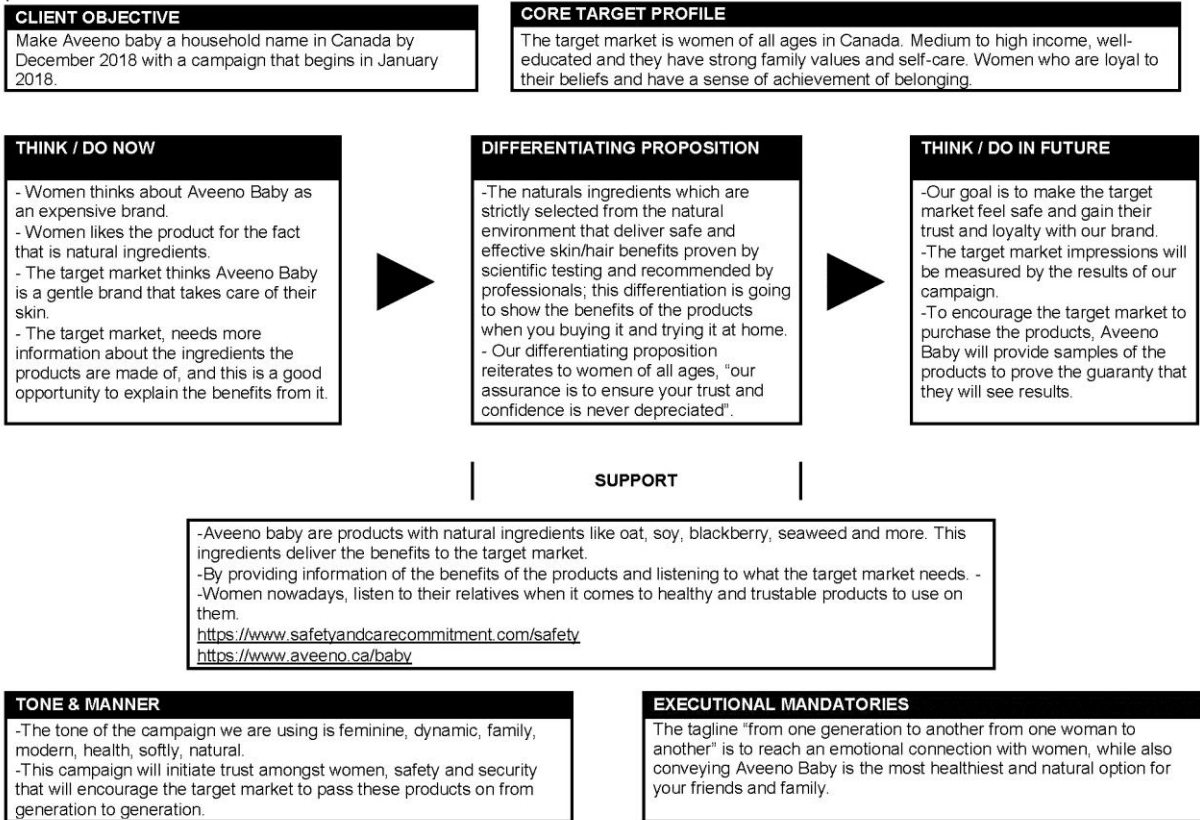


EXHIBIT #6: VIVIDATA TARGET SNAPSHOT

TV/Video Online Viewing: Personally Watched Past 30 Days	<table border="1"> <tr> <td colspan="2">Canada Females 18+</td> </tr> <tr> <td style="text-align: center;">6.72M</td> <td style="text-align: center;">8.17M</td> </tr> <tr> <td colspan="2" style="text-align: right;">Sample 24413, Weighted 14.89M</td> </tr> </table>	Canada Females 18+		6.72M	8.17M	Sample 24413, Weighted 14.89M	
Canada Females 18+							
6.72M	8.17M						
Sample 24413, Weighted 14.89M							
Satellite Radio: Personally Listened to Satellite Radio Past 30 Days	<table border="1"> <tr> <td colspan="2">Canada Females 18+</td> </tr> <tr> <td style="text-align: center;">21%</td> <td style="text-align: center;">79%</td> </tr> <tr> <td colspan="2" style="text-align: right;">Sample 24413, Weighted 14.89M</td> </tr> </table>	Canada Females 18+		21%	79%	Sample 24413, Weighted 14.89M	
Canada Females 18+							
21%	79%						
Sample 24413, Weighted 14.89M							
Internet: Made Online Purchase Past 12 Months	<table border="1"> <tr> <td colspan="2">Canada Females 18+</td> </tr> <tr> <td style="text-align: center;">69%</td> <td style="text-align: center;">31%</td> </tr> <tr> <td colspan="2" style="text-align: right;">Sample 24413, Weighted 14.89M</td> </tr> </table>	Canada Females 18+		69%	31%	Sample 24413, Weighted 14.89M	
Canada Females 18+							
69%	31%						
Sample 24413, Weighted 14.89M							

EXHIBIT #7 MAGAZINES CANADA TAKEN FROM VIVIDATA

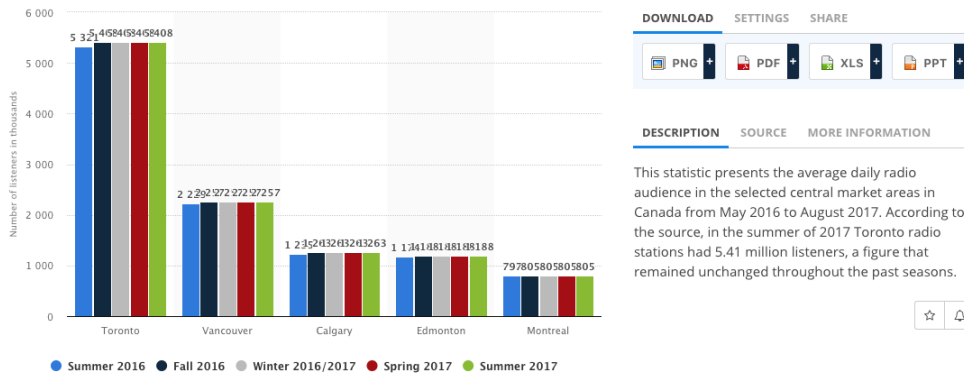
magazinescanada.ca

Rank	Title	Category	Readership (000)	Frequency
1	Reader's Digest	General Interest	4,492	Monthly
2	Canadian Living	Women's	3,834	Monthly
3	Canadian Geographic	General Interest	3,439	Bi-monthly
4	Chatelaine	Women's	3,200	Monthly
5	Maclean's	News	2,193	Weekly
6	Canadian House & Home	Home Shelter	1,886	Monthly
7	Hockey News	Sports	1,810	26 X
8	Today's Parent	Parenting	1,771	Monthly
9	Outdoor Canada	Fishing & Hunting	1,675	6 X
10	Style At Home	Home Shelter	1,642	Monthly
11	Sportsnet	Sports	1,586	15 X
12	Elle Canada	Women's	1,574	Monthly
13	Cottage Life	Home Shelter	1,441	Monthly
14	Zoomer	Aging	1,396	Monthly
15	FASHION	Women's	1,269	Monthly

Source: Vividata 2015-Q4

EXHIBIT #8 THE AUDIENCE IN CANADA LISTENING TO THE RADIO STATISTA 2018

Average daily radio audience in the selected central market areas in Canada from May 2016 to August 2017 (in 1,000s)

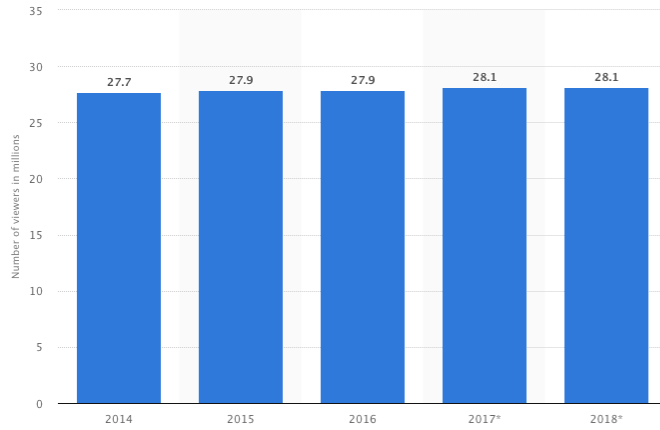


Data visualized by + a b l e o u

© Statista 2018

EXHIBIT #9 SHOWS THE NUMBER OF VIEWERS IN CANADA 2014-2018

Number of TV viewers in Canada from 2014 to 2018 (in millions)



DOWNLOAD SETTINGS SHARE



DESCRIPTION SOURCE MORE INFORMATION

The timeline presents the number of TV viewers in Canada from 2014 to 2018. According to the source, 27.9 million Canadians were watching TV in 2016. This number was projected to grow slightly to 28.1 million in 2018.



Data visualized by + a b l e a u

© Statista 2018

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