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COM 491—Advertising Media Management
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A comprehensive media plan and
market analysis for Proctor &
Gamble's household odor
eliminator, Febreze.

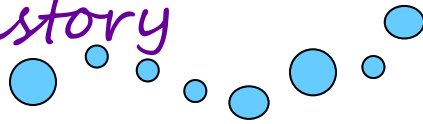
Breathe happy.

Media Plan

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Product History



Febreze was created in 1998 when Proctor and Gamble saw a space in the market to provide a fabric freshener. Although products existed at the time that served as air fresheners, there wasn't something that was specifically designed to cancel out bad odors without leaving a heavy scent. Febreze was marketed as a way to remove bad odors from clothes or furniture instead of just adding a perfume. However, the product wasn't successful after its first launch. After the marketing team looked in to the product release further, researchers concluded that people weren't identifying with the product because they were so used to the smells in their everyday life that the odors weren't seen as offensive. Even in cases where the researchers entered a house and were immediately floored by an overwhelming scent (in one case a home with nine cats), the homeowners didn't seem to notice it anymore. Since there wasn't an easy way for Proctor and Gamble to start telling people that their home smelled bad, they had to figure out a new way to position their product. After following around several homeowners while they cleaned, they noticed a similar pattern in the times that avid users of the product would spray it. The researchers concluded that they "needed to position Febreze as something that came at the end of the cleaning ritual, the reward, rather than as a whole new cleaning routine." It was obvious that habits were formed that sparked the use of Febreze. Homeowners saw that cue (a messy house), performed the routine (cleaning necessary rooms), and then got the reward of spraying the Febreze to make the room smell nice afterward. Proctor and Gamble then redesigned the bottles to make them more ergonomic, and had a second large release of the product. The next series of ads appealed more to the habit-loop cycle than just trying to remove a specific smell. Within two months, the product sales doubled. Febreze is now a well established product that has freedom to reestablish its brand as often as necessary. Their newest ad campaigns involving blindfolding strangers on the streets of New York and taking them to places that are seemingly filthy. As expected, the only odors that the participants reported were the scents of the Febreze. Although this advertising campaign strays from the habit forming cycles that they first depended on to increase their sales, Febreze is currently trying to increase their brand extension by providing a line of products to use in cars and versions of their household product that look like trendy candles. Now that Febreze is an established brand with a large following, the company should focus on getting loyal users to use the product even more so that they go through the product even faster and buy larger amounts. Their advertisements should still focus on habit cycles, but show the content customers using the product in just about every way possible.



- Previous Advertisements -



2012: Free your Fabric from Odors

This campaign focuses on showing large graphic images of woven fabrics that are actually made out of food products, seemingly what they may smell like.

2011: Breathe Happy

This campaign pulled random participants off of the streets of New York and filmed their reactions to finding out fresh-smelling rooms were dirty.



2009: Breathe In. Way In.

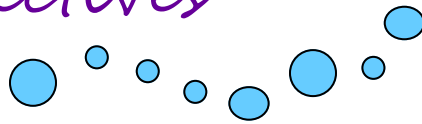
All of the ads from this campaign showed a satisfied customer that cleaned a room, sprayed Febreze, and then breathed in so deeply it distorted the furniture.

2008: Eliminate Odor

As one of their first large graphic-centered ad campaigns, this series focused on animals not realizing their favorite foods were only inches away because the pungent smell was covered.



Media Objectives



The bottom line for Febreze media objectives has to be to stay fresh in the mind of the consumer and not lose its edge over the other products identified as their competition. Although this doesn't seem like a daunting task since P&G's annual reports still show that they're gaining around 4% on the top line each year after meeting annual earnings, studies show that their ad effectiveness is decreasing. This includes areas like the Old Spice campaign where the company was previously praised for its ad success. This ad effectiveness decrease was especially seen in TV and print, which is where the company spends

TV		PRINT		DIGITAL	
Colgate	125	Colgate	126	Colgate	123
Pfizer	123	J&J	119	Kao Brands	114
J&J	120	Unilever	113	P&G	103
Beiersdorf	119	Beiersdorf	111	J&J	102
Revlon	114	Pfizer	103	Pfizer	98
Estée Lauder	111	Kao	101	Unilever	97
L'Oréal	111	P&G	100	Estée Lauder	86
Paul Mitchell	109	L'Oréal	96	L'Oréal	85
P&G	108	Revlon	96		
Unilever	106				
Kao Brands	90				
Kimberly-Clark	90				

a majority of its advertising funds. Recently, Procter and Gamble's goal has been to increase its online media presence moving most of their advertising to digital, and cut back on spending in other areas. The marketing team is still concerned on developing an industry basis that defines electronic gross rating points in order to have an even playing field to measure effectiveness. The chart to the left shows the effectiveness of P&G's ads across categories, as measured by the Advertising Benchmark Index. This index has an average score at 100, and is the most effective means of currently scaling media effectiveness across all platforms. As P&G's

spending is only around 6% in digital media (of \$3 billion), their goal in coming years is to try to build digital capabilities—something that their competitors are also focusing on as an important point of growth. Through this plan, the media is expected to carry out the tasks of refreshing the advertisements for Febreze to combat consumer disinterest, move more of the focus to digital advertising to stay competitive with other similar conglomerates, and make the media highlight the many uses of Febreze so consumers use more of the product and therefore have to replenish their supply sooner. All of these goals will help to promote the Febreze brand in the eyes of the consumer and increase sales.

Competitive Analysis

There are several products that must be considered as competition for Febreze. Although technically any household product that has a fragrance could be considered, candles and room freshening sprays don't serve the same purpose as Febreze because they don't have the same cleaning aspect as Febreze spray, or the same ability to leave the product alone and on as the Febreze Set and Refresh. The following products all have at least one feature in common with one of the major selling points of Febreze. Since Proctor & Gamble is also a huge conglomerate selling many household products, it seemed important to also look at products that were from large companies that have the capacity to advertise in the same publications, and target the same types of consumers.



Resolve Fabric Freshener and **Air Wick** are also household fresheners that come in multiple forms, and were released in the United States in 1956 and 1943. These products are owned by the British company Reckitt Benckiser, who was once in a lawsuit with Proctor and Gamble in 2008 over claims that

Air Wick Odor Stop was an exact copy of their formula for Febreze. Reckitt Benckiser advertises heavily worldwide in both print and television, and has plans to raise its spending in 2012 by over \$160 million according to the New York Times. This increase in spending, however, would not just cover Air Wick but all of their household product brands. They are currently the largest producer of household cleaning products, and Air Wick is the world's second-largest selling air freshener, just behind Febreze.



Clorox fresh scent disinfecting spray is an aerosol freshener that disinfects as well as deodorizes. This product is owned by the Clorox conglomerate, which was almost purchased by P&G in 1957, but was stopped by the Federal Trade Commission in fear that P&G would hold a monopoly on household products. The Clorox brand remained independent and in the 1970s started to try to diversify and become a giant similar to P&G, but

most of their new brands ended up failing or being bought off by other companies. Their strongest products that remained were those that had the Clorox title in their name. Although their advertising spending isn't as high as that of P&G, it helps that all of their products have the Clorox name. Their advertising target is usually around 9 to 10% of their total sales revenue.

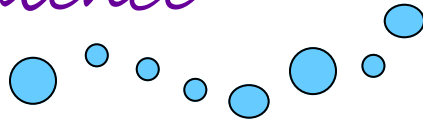


Kimcare Continuous Air Freshener System is a self-powered, economical fragrance releaser that works 24/7 for up to 60 days on a single cartridge. Although this air neutralizer has many positive reviews by customers, the starting price is around \$75 for most of the large cartridges, making it much more expensive than any of the Febreze products. This product is one of the many products produced by Kimberly Clark. Kimberly

Clark is an American corporation that produces consumer products that are mostly paper-based. Their most successful products include Kleenex and Cottonelle.



Target Audience

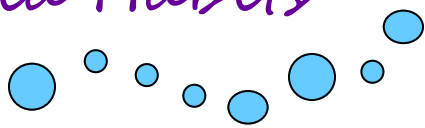


Although Proctor and Gamble will not provide information on their target audience for competitive reasons, based on the nature of the product a few things can be assumed. Their main audience is most likely women ages 18-49, often mothers and wives who are sensitive to keeping their house clean. In 2010, Febreze became “the official air freshener of the NFL” through a partnership of P&G before Super Bowl XLIV. Although this seems like Febreze is also targeting football-loving adolescents and men who are the main viewers of the Super Bowl, an article in the New York Times states that this was most likely just another move by P&G to target moms who were hosting Super Bowl parties. Scott Beal, brand manager for Febreze, said the line of air and fabric fresheners was directed at women, especially mothers, and that the brand “reaches our core consumer in a contextually relevant way” through the N.F.L. Hosting a party or being the mom of football-playing children obviously has

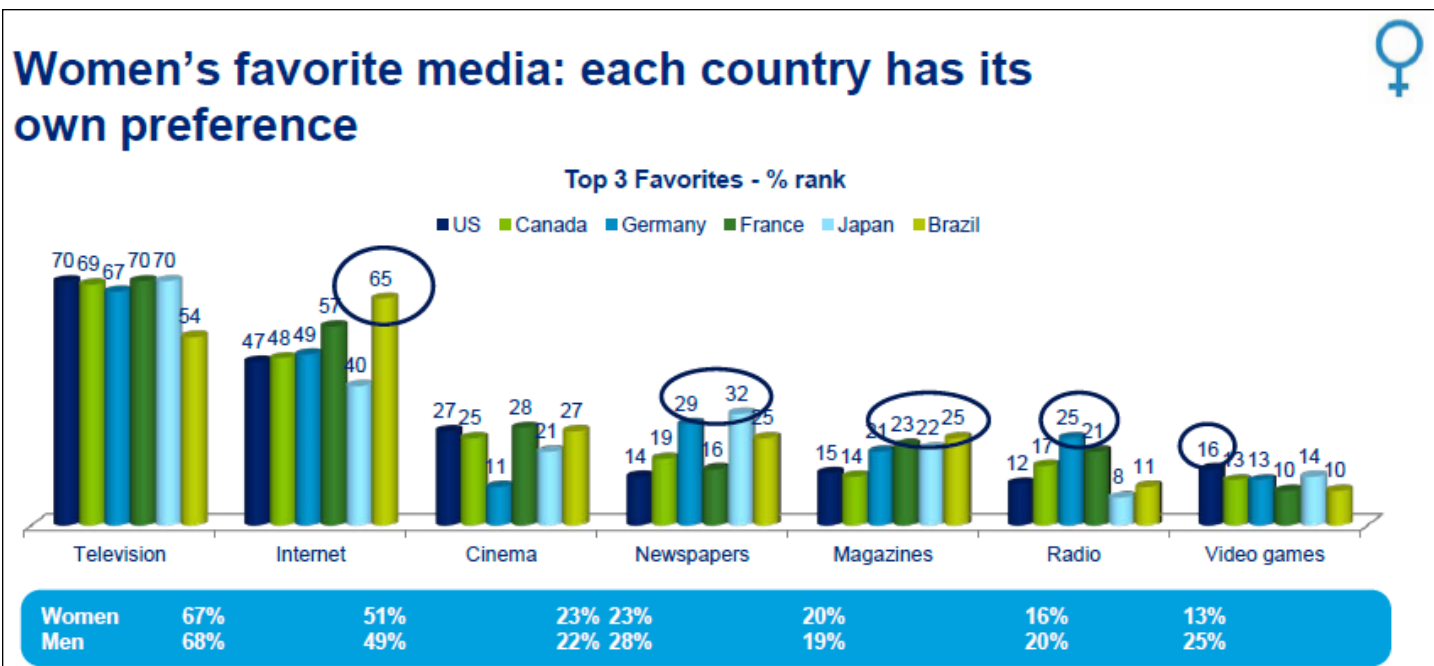


some odors associated with it. Febreze is targeted at consumers who either want to create a specific ambiance in their house, or those who want to get rid of specific odors. The first objective is more often why women use the product, while the second is mostly men. Previously, Febreze had also incorporated a large college push in 2007, moving some of their marketing to online campaigns since college students didn't use many of the media outlets they were currently buying. After realizing that their target audience was those who may be living in an atmosphere that doesn't get cleaned as often as necessary, college seemed like an obvious choice. According to an Ad Age study, "There are 18 million college kids out there and we've never really targeted them," said Martin Hettich, North American marketing director for Febreze. He said there have been pockets of students that over the years embraced the odor-fighting spray, despite the fact that there has been little in the way of dedicated advertising toward the group. If they can get consumers hooked now at an early age, then they could create a buyer for life. Therefore, the target audience for Febreze is most likely women aged 18-50, with a secondary audience of males in the same age range.

Target Audience Media Habits



The following charts, retrieved from a study conducted by Deloitte Global Research Center entitled State of the Media Democracy, depict statistics on media usage of women ages 15-54. The study was conducted in 2011, and includes information from six different countries. Although this age range encompasses an audience slightly larger than the target audience identified, it still gives important information in a variety of different media for both men and women. The first graph, Women’s Favorite Media: Each Country has its Own Preference, shows that women in the United States rank television first as their preferred and most often used media, followed by internet, cinema, video games, magazines, newspapers, and lastly radio. The men’s results were cumulative across all countries, but still showed that overall men prefer television as their most used media as well. However, this study also showed that 78% of US women and 70% of US men multi-task while watching TV, and may be using multiple media outlets at once like watching television while surfing the web. The most common other activities were checking email and looking at websites. The circled numbers on the graph indicate significant points where one or two countries stood out in their opinions of media usage compared to the others.

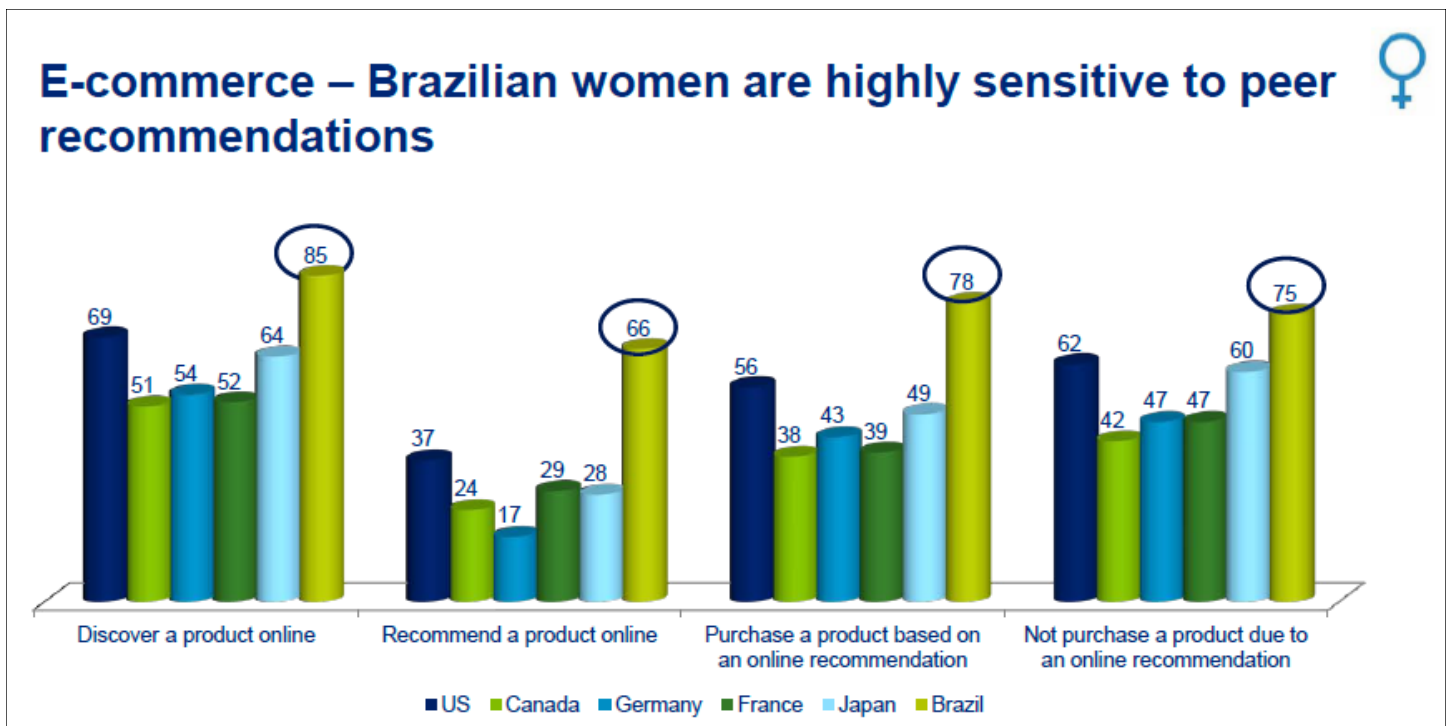


% in agreement	US	
	W	M
I like to read printed copies of magazines even when I know the same information is available on-line	77	69
An important service provided by printed copies of magazines is advertising, which helps me discover new products for me and my family	60	50
I pay greater attention to advertising in printed copies of magazines than those on the internet	66	54

The second chart shows the opinion of men and women on reading magazines and the amount of attention that they pay to the advertising in different situations. The survey asked several questions about print vs. online media, and found that both men

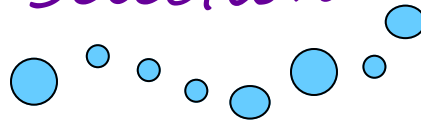
and women prefer printed press, even in regards to advertising information. However, some of the opinions were not significantly stronger from online to print.

The third chart examines advertising by peer recommendation, and the response that consumers in this target audience have when first being introduced to a product online and reviewing peer information.



Women in the United States were second only to Brazil in every category, including their likelihood to discover a product online. Febreze should use this information to target women through television or online, and know that they would be willing to try a product shortly after being introduced to it. P&G should also note that this survey revealed smart phones were often a platform for this audience to obtain information, download, and purchase items.

Recommended Media Selection



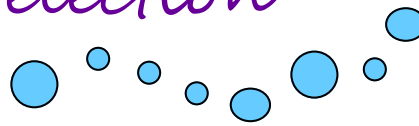
Based on the preferred media usage of the target audience and the goals set to continue to build the Febreze brand in the minds of the consumers, the overall media selection recommendations are as follows:

- Continue advertisements on television and in print magazines—70% of American women selected television as their favorite media source, and 66% of American women pay more attention to ads in printed magazines.
- Create a stronger web presence, targeting blogs and other mom-centric sites—P&G's competitors are pushing forward with more advertisements online, and the Advertising Benchmarking Index survey shows P&G's effectiveness to reach targeted consumers online as above average.
- Make the homepage mobile-friendly— The Deloitte survey shows that 69% of American women discover products while browsing online, and 38% of women browse on their mobile phones. Making an app for P&G products will make it easier for the growing number of consumers who want information about a product to access it from a mobile platform.

Television — Print — Online



Specific Tactic Selection



Magazines



Women's Health — This magazine focuses on health, nutrition, fitness, and lifestyle. It is published 10 times a year with a total circulation of 1.5 million readers.



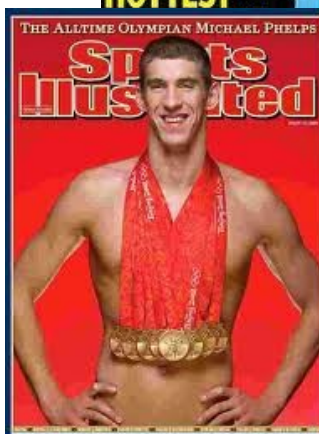
Cosmopolitan — This international magazine focuses on topics such as relationships, sex, health, careers, self-improvement, celebrities, and beauty. It is published monthly with a circulation of over 3 million in the US.



Better Homes and Gardens— This magazine is the fourth best selling magazine in the US with a circulation of over 7.5 million. It covers topics of healthy living, decorating, cooking, gardening, crafts, and entertaining.



People — This magazine was named “Magazine of the year” by AdAge, with revenue topping \$1.5 billion. The circulation is around 3.75 million, and covers topics such as celebrity gossip, human interest stories, and news.



Sports Illustrated— This weekly magazine has about 3.5 million subscribers, first started publishing in 1954. It covers weekly sports events with articles that focus on health and fitness as well.

Television Shows

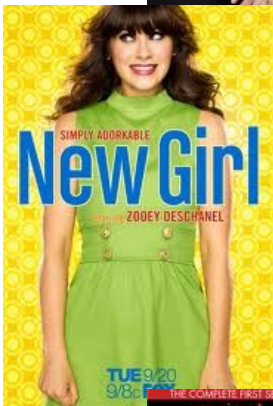


modernfamily

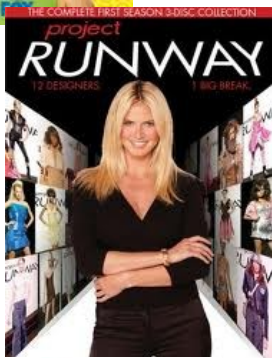
Modern Family— This show is a sitcom that centers around the life of one extended family. It airs Wednesday nights at 9 pm, and is currently the 10th highest rated show on television. In 2010 the show had over 11.89 million viewers. Their target audiences is males and females ages 18-39.



The Big Bang Theory— This show is a sitcom about a nerdy group of physicists that befriend the failed actress who lives across the hall. It airs Thursday nights at 8 pm on CBS, and is currently the 3rd most popular television show with a viewership of 15.67 million. Their target audiences is males and females ages 14-49.



New Girl— This show is a sitcom that premiered in 2011 on FOX with the pilot drawing 10.28 million viewers. It is about an eccentric woman who moves into a new apartments with three other men. It is already the 12th most popular show, with a target audience ages 18-49.



Project Runway — A reality show asking designers to compete against each other in its 9th season, Project Runway airs on Lifetime Thursdays at 9 pm and has about 4 million viewers. Their target audience is predominately women ages 18-49.



Sunday Night Football—This is a program run on NBC which features games between different NFL teams. The program begins at 8 pm on Sundays . On average, 17.5 million viewers view the program. The primary demographic is adults ages 18-49. It is currently the number 1 primetime program of the fall television season.

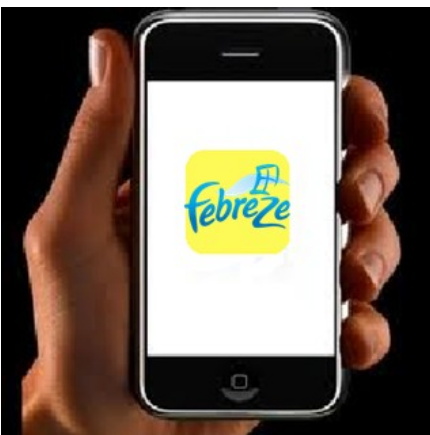
Online Presence



Facebook Ads— Facebook started offering highly targeted ads that show up on the side of a regular newsfeed. This allows up to 800 million potential customers to be selected based on location, age, and interests. If P&G examines just a few target qualities that Febreze customers seem to have in common, then it would be fairly simple to find people that fit the profile of the average consumer and advertise to them. Facebook also offers a CPC model of CPM model of payment.

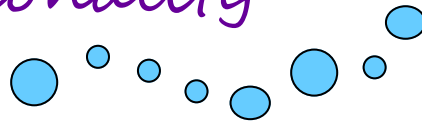


“Mommy Bloggers”— It is important that Febreze has a strong online presence, and one of the easiest audiences to find is the group of moms that frequently blog about raising their children. This fits in perfectly with Febreze’s target audience of women ages 15-49. The survey by Deloitte showed that women are more likely to buy a product if they see it recommended by a friend, and if Febreze ads show up on the side of the page while the woman is reading the blog, they may associate the two and see it as being more reliable. The top blogs for moms include The Pioneer Woman, Babble, Parent Hacks, Motherlode, and The Mommy Blog.



Smart Phone Application Development— With more mobile users spending time surfing the web on their smart phones, it would be in the best interest for P&G to develop a mobile app for iPhone or Android that features their products. The app could list types of stains and P&G products mixed with home remedies that would work to remove them, as well as coupons for Febreze and other products whenever they become available. This would allow more people to connect with the products and become loyal users. The app should be free, since it already requires some relation to the brands to download it. This could help to include their college market by letting them know how to get out stains and clear the air.

Product Seasonality

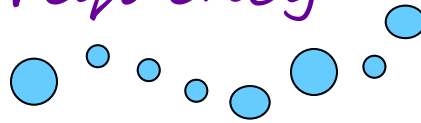


Febreze is a highly seasonal product, with different scents featured each season. Starting in 2008, Febreze began to cash in on the idea that the ‘scent story’ consumers wanted their house to tell could match with the weather outside. Winter features a Glistening Alpine candle, spring features Anjou Pear Spice, summer features Seaside Fresh, and fall featuring Pumpkin Spice. Febreze has even expanded on this idea offering the “Destination Scents” line in the summer that features scents like Brazilian Carnival and Hawaiian Sunset. The idea is that even those that can’t afford to go on a summer vacation can have their house smelling like they’re on one. The packaging varies from season to season also, with the outside of the candles portraying pictures of ideal season weather.



This impacts the way that Febreze ads should change as the year progresses. Although P&G does not release sales figures on which of the fragrances sell best, the fact that they created a line for each season and are also trying to expand on it leads one to believe that they are selling well. Blogs and other user reviews also show that the seasonal fragrances are a large favorite. Febreze should switch their advertisements and web pages to feature the seasonal products about two weeks before the beginning of the season. One of the worries first presented by P&G was that consumers were getting bored with their predictable advertisements, so by switching the featured product each season, the brand should become revitalized and seem new to the consumer again. Ads that target football moms and mention of their partnership with the NFL should also run in the summer to fall months to coincide with middle school and high school football seasons.

Budget, Reach, and Frequency



Although P&G will not release the official recent budget that they spend on Febreze, it can be estimated from a few factors found from other sources. According to Ad Week, P&G spent \$190 million advertising Febreze in 2007. Ad Age also notes that P&G boosted their ad spending from \$1.8 billion to \$9.3 billion in the last two years, and is planning to spend more in the next year to come. Although there isn't information provided for the increase in budget from 2007, we do know that the \$190 million has grown by at least a factor of 5.16, just as the overall spending did. This gives a budget of at least \$9.81 million to spend for the coming year. The following schedule will maximize exposure to target audiences for the estimated budget.

2013 Plan:

Magazine	Full Page Color	Frequency	Total	Circulation	CPM
Women's Health	\$177,605	4	\$710,420.00	1,500,000	\$118.40
Cosmopolitan	\$244,100	6	\$1,464,600.00	3,000,000	\$81.37
Better Homes	\$29,837	6	\$179,022.00	7,500,000	\$3.98
People	\$305,900	4	\$1,223,600.00	3,750,000	\$81.57
Sports Illustrated	\$255,400	4	\$1,021,600.00	3,500,000	\$72.97
Total Magazine Cost			\$4,599,242.00		
TV Program	30 Second Spot	Frequency	Total	Viewers	CPM
Modern Family	\$249,388	4	\$997,552.00	11,890,000	\$20.97
The Big Bang Theory	\$191,900	6	\$1,151,400.00	15,670,000	\$12.25
New Girl	\$400,000	3	\$1,200,000.00	10,280,000	\$38.91
Project Runway	\$96,497	3	\$289,491.00	4,000,000	\$24.12
Sunday Night Football	\$512,367	3	\$1,537,101.00	17,500,000	\$29.28
Total TV Cost			\$5,175,544.00		
Online Ads	Box/Banner	Frequency	Total		
Facebook	\$50/day CPC	365	\$18,250.00		
Motherlode	\$15/1000 CPM	100	\$1,500.00		
Total Online Cost			\$19,750.00		
Total Campaign Cost			\$9,794,536.00		
			Estimated Budget:	\$9,804,000.00	
			Remaining:	\$9,464.00	