

## POPSICLE NEW PRODUCT LAUNCH MARKETING PLAN CREATIVE BRIEF: PURE BY POPSICLE

### OVERVIEW

We plan to introduce a new product line that differentiates Popsicle from its competitors. Pure by Popsicle frozen desserts are all under 100 calories, are low fat, use natural ingredients, and no high-fructose corn syrup. The purpose of the Pure by Popsicle line is to appeal to a new target market.

### OBJECTIVES

We have three measurable goals of our marcom: Increase sales by 3% in 12 months, then by another 2% during the following 12 months. Increase Popsicle's market share by 0.3% in 12 months, and then another 0.1% in the following 12 months. Increase Facebook likes by 4% and Twitter followers by 5% in 12 months. We have four communication objectives: perception, emotion, persuasion, and behavior.

### DELIVERABLES REQUIRED

**Print:** We are advertising in *More*, *Real Simple*, *Vanity Fair*, and *O, The Oprah Magazine*.

**Television:** We are focusing on a targeted viewing audience by airing 30 second commercials on ABC Family, the Food Network, and HGTV.

**Website:** We are adding a new webpage to the Popsicle website specifically for the Pure by Popsicle line. This gives this segment of consumers a specific place to direct their attention.

**Social Media:** We will introduce Pure by Popsicle to our current and more loyal consumers and get fast responses through Popsicle's Facebook and Twitter.

### BACKGROUND

Popsicle is an established brand, created almost 100 years ago. This has created a very loyal purchasing audience, allowing easier introduction to the target market's house.

### WHO IS YOUR TARGET AUDIENCE?

Married or single mothers who are 40-55 years old. She is educated, has a job, and a total annual household income of at least \$50,000. She buys Popsicles already or has in the past, primarily for her children. She is health-conscious and emphasizes healthy ingredients.

### PROPOSITION

Pure by Popsicle is the frozen dessert that delivers an indulgent treat for only 100 calories and only Pure by Popsicle allows you to indulge yourself and stick to your diet.

### SUBSTANTIATION

Pure by Popsicle frozen desserts are all under 100 calories, are low in fat, use natural ingredients, and contain no high-fructose corn syrup.

### SUPPORT INFORMATION

100 calories, low in fat, natural ingredients, no high-fructose corn syrup, diet friendly, and come in dessert flavors.

## WHAT DO YOU WANT THEM TO THINK, FEEL AND DO AFTER SEEING COMMUNICATION?

We want our consumers to feel emotionally connected to our brand and see it as an addition to their lifestyle. We want them to feel like they can indulge themselves in a frozen dessert while maintaining their healthy lifestyle.

## WHAT SHOULD THE TONE OF VOICE OR IMAGE BE?

The tone of our marcom should be warm, feminine, trustworthy, and encouraging.

**BUDGET:**

<b>Print</b>			<b>Television</b>	
More	4 campaigns	\$166,890	Production	\$150,000 - \$250,000
Real Simple	4 campaigns	\$208,700	Air Time Cost	\$100,000 - \$200,000
Vanity Fair	4 campaigns	\$207,506		
O, The Oprah Magazine	4 campaigns	\$239,763		
<i>Total Cost (With package deal)</i>		<i>\$2,800,000</i>	<i>Total Cost</i>	<i>\$3,500,000</i>
<b>Website</b>			<b>Social Media</b>	
Web Designer	50 hours	\$100/Hour	Use Current Employees	
<i>Total Cost</i>		<i>\$50,000</i>	<i>Total Cost</i>	
<b><i>Total Budget</i></b>		<b><i>\$6,350,000</i></b>		

## CONTACT PERSON

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## TIMELINE

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