

Ad Panda

The SafeAuto Casebook

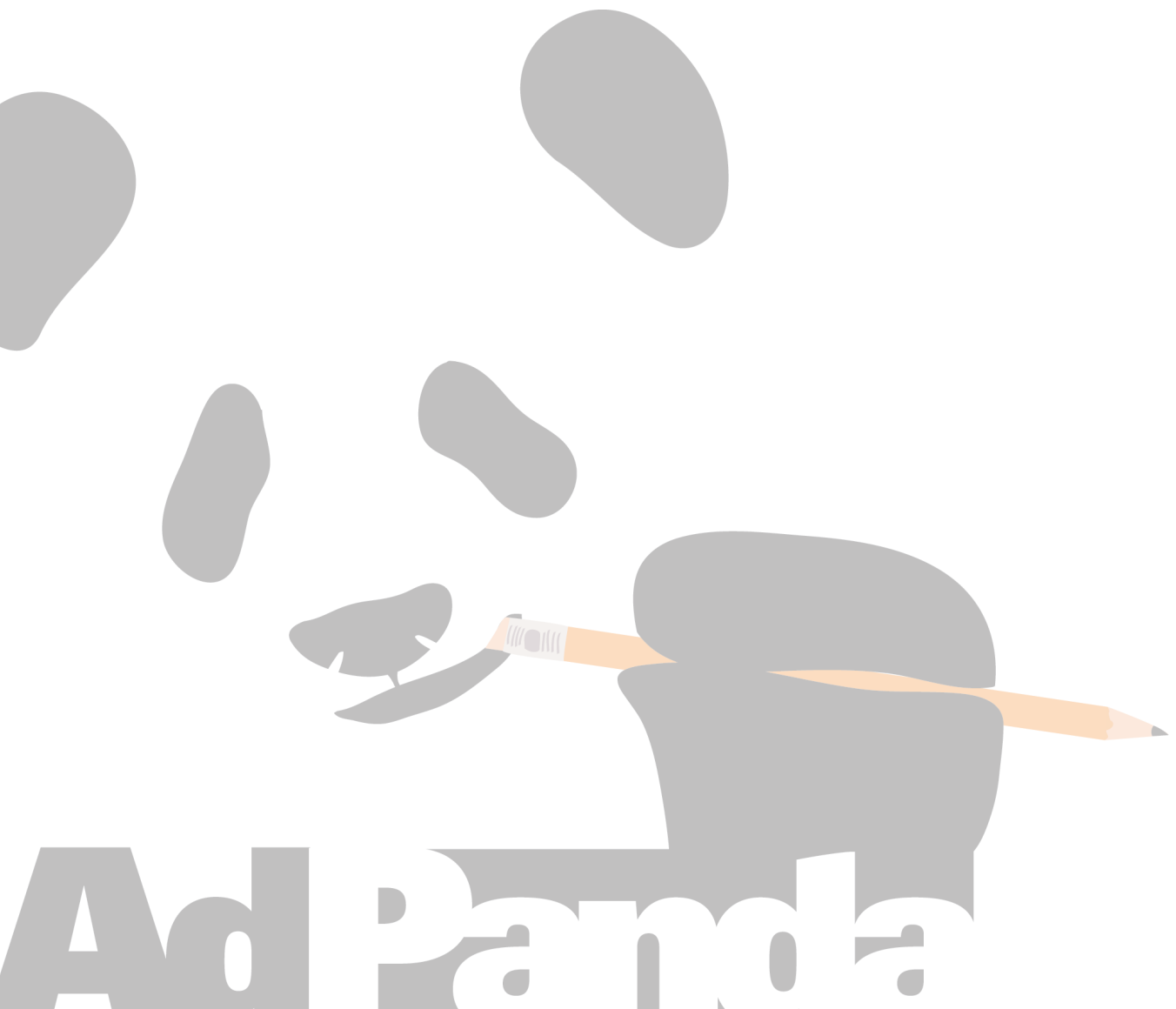


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MEET THE TEAM



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AdPanda's groovy Account Executive. Lover of Indians Baseball, raspberry tea and to-do lists.



ELENA ROUNSLEY

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AdPanada's enthusiastic Social Marcom Manager. Lover of ice cream, city life, and having fun.



KATIE VRETTOS

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AdPanda's bright account planner. Lover of baklava, scarves and research.



MEGAN JOHNSON

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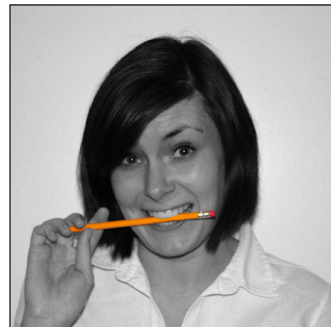
AdPanda's fiery Creative Director. Lover of puppies, adventures and handwritten type.



HEATHER FESENMAYER

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AdPanda's fabulous media planner. Lover of sock buns, chapstick and Zumba.



COREY VAN SON

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AdPanda's awesome Associate Creative Director. Lover of cats, outerspace and thesauruses.

MISSION STATEMENT



AdPanda is an integrated marketing communications agency that is your one-stop shop for cohesive, multi-channel advertising campaigns. We help you exceed your communication and business objectives. But don't let the name fool you; we're not your average balls of fluff. AdPanda is dedicated to producing compelling and innovative media plans and creative executions that are grounded in extensive research. And we won't sleep until we're done.

SITUATION ANALYSIS

SITUATION:

SafeAuto is a company that provides car insurance that meets state minimum coverage at affordable prices. They are available in 17 states, one of those being Virginia. SafeAuto has an incredibly low awareness in Virginia, and the brand has an overall inconsistent message.

OBJECTIVE:

Our objectives are to generate 250 million impressions, 250,000 click-throughs and 62,500 quotes. We will create an integrated campaign consisting of digital media, social media, radio, out of home and television.

RESEARCH: SECONDARY

WHERE/WHAT WE USED

ICONOCULTURE:

We used Iconoculture to track auto insurance and mobile usage trends. We also used Iconoculture to help us initially understand the relationship older Millennials and younger Gen Xers have with their cars.

Through our research, we found that a very low percentage of our target audience say their cars are "just vehicles that get them from place to place." Instead, we found that consumers view a car as a "symbol" of freedom.

MRI:

We used MRI to find out what media outlets our target market consumes. We also used MRI to help us to find out activities people in our target market (in specific income increments) do in their lives.

Through our research, we found that the Internet and television were our primary outlets to reach our target market. The people in this target market also take trips and go out to dinner even with a lower income.

RESEARCH: PRIMARY

QUESTIONS WE ASKED

Research Objective:

Research Objective: Understand the perceptions of state minimum limit auto insurance, and explore the relationship people have with their car and understand the role auto insurance plays in that relationship.

Research Questions:

- What are current perceptions and awareness of existing auto insurance?
- What perceptions exist around existing companies that offer state minimum insurance? How do people perceive the benefits and barriers to existing state limit minimum insurance companies?
- Aside from price, what are the important factors to consider when purchasing state minimum auto insurance?
- What communication messages would most appeal to your target audience?
- How do people describe their relationship with their car? What role does auto insurance play in the relationship?

METHODOLOGY:

In-Depth Interviews: N = 2

Two in depth interviews were conducted with individuals who fit our target market. During these interviews we focused on their relationship with their car and the role auto insurance plays in that relationship.

“I would feel depressed and restricted if I couldn’t drive.”

“The freedom to drive is more important than the actual car”

“Having a car is an important tool towards this freedom, but it’s replaceable, and being able to actually drive brings more of a freedom.”

Survey: N = 123

A survey was administered online with questions pertaining to state minimum auto insurance.

RESULTS:

From our research, we were able to conclude our target audience values their car for more than transportation. They value what their car does for them, which is providing them with freedom and mobility.

Insight:

I am driving to reach a better place in my life.



TARGET AUDIENCE PERSONAS

Meet Amy

Amy is 25 years old and works two jobs. Amy is getting ready to graduate from community college with a Bachelor's in Hospitality Management. It took her six years to complete community college because she was working two part time jobs while taking her courses. She's far from being ashamed that it took her so long to complete school – in fact she is proud of herself. She works harder than everyone she knows. Amy lives in a small apartment with two friends. She works at a hotel in a big city about 30 minutes away from her apartment. She worked at the front desk of the hotel for the past five years. Amy is very responsible and has never missed a day of work. She is always picking up extra shifts. She goes above and beyond her job description in hopes she'll be promoted to a higher paying position after she receives her degree. Amy is aspiring to one day open her own bed and breakfast in a small town. She knows the value of a dollar and doesn't take anything for granted. In addition to her hotel job, Amy is also a newspaper delivery girl; she's had this job since she was 16 years old. It doesn't pay much, but it's quick cash and it's hard for Amy to find other jobs that fit into her schedule. Amy's on the path to creating a better life for herself, and she's trying her best to enjoy the ride along the way. She's too busy planning her future to feel trapped in the life she has now.

Meet Jeff

Jeff is 29 years old. He's working a serving job in an upscale restaurant. He's not where he wants to be in life, but he's working hard to get there. He knows there's more to life than serving people who spend way too much money on lobster bisque, but you'll never ever hear him complain. He keeps to himself at work. Not because he's shy, but because he's focused. He's saving as much money as he can so he can afford to go to culinary school. His ten-year plan is to open a five-star restaurant, but in the mean time, he's toying with the idea of saving up to buy a food truck. Although Jeff doesn't love his job, he doesn't hate it either. Although he's just a server right now, he takes his job seriously. Jeff is responsible. He may not always be the first one to arrive at work, but he's usually the last one to leave. After his shift ends, he sometimes stays late, hoping he can learn a thing or two from the chefs in the kitchen. Jeff is a bachelor living in a two-bedroom apartment with his roommate. After work Jeff goes home to hang out with his buddies. Jeff has to drive about 15 minutes to get to work since living downtown by the restaurant is too expensive. Jeff values what he has in his life, like his job and his car. He knows without both of these things he would be in a much less desirable state.



SWOT

STRENGTHS:

SafeAuto offers car insurance at state minimum prices
SafeAuto strives to be trustworthy and easy to do business with

WEAKNESSES:

SafeAuto lacks awareness and consideration in VA
Lack of memorable identity
Inconsistent message
Perceived as "cheap"

OPPORTUNITIES:

Large segment of target audience in Virginia
Auto insurance is a need to drive legally
Target audience is digitally driven

THREATS:

The General has a constant and consistent message
Progressive has a memorable campaign
USAA is the largest insurance company in the target area

GOASTM

GOALS:

Raise awareness in VA
Gain quotes and clicks

OBJECTIVES:

Gain 250 Million impressions
Gain 250,000 click-throughs
Generate 62,500 quote

AUDIENCE:

Men and women 24-45 with an income under \$40,000 a year in Virginia in jobs which they struggle financially.

STRATEGIES:

Our strategy is creating a consistent and compelling message through billboards, radio, TV, digital and social media. We will be delivering our message throughout Virginia, while saturating content in the designated market areas of Richmond, Lynchburg, Petersburg, and Norfolk/Virginia Beach.

TACTICS:

Billboards
Radio
Television
Digital
Social Media

MEASURABLES:

Facebook "likes" and followers
SafeAuto Facebook contest respondents
SafeAuto app downloads
SafeAuto Website traffic
Call-ins to SafeAuto

CAMPAIGN BRIEF

1. What's the business problem?

SafeAuto lacks awareness and consideration in the state of Virginia.

2. What must we do to help?

In order to increase awareness and consideration for SafeAuto in Virginia, we must deliver a message that is consistent and compelling.

3. Who are we trying to engage or connect with and what do we know about them?

Individuals (age 25-40) who make less than \$40,000 a year. These individuals are responsible for their own bills; however, they don't want to pay for more than they need to. Individuals who value having power over their lives and their choices. They want the ability to go where they want to go and do what they want to do. They strive to have mobility and be in control.

4. What's the Campaign Idea?

SafeAuto gives you the power to reach your destination, responsibly.

5. Why should they care?

These individuals are responsible so they want to have insurance. SafeAuto gives them what they need to drive legally at a price they can afford. Essentially, without SafeAuto car insurance, they can not reach their destination.

6. How can we reach, engage, or otherwise connect with them?

We can reach our target audience through the use of digital media, OOH, radio and TV commercials. We can engage with our audience through our social media presence, such as Facebook contests and the use of twitter. We can also engage with our audience by encouraging them to download our new app and play our game.

Campaign Idea:

SafeAuto gives you the power to reach your destination, responsibly.





GREG P. SAWYER

Meet Greg P. Sawyer, the physical embodiment of SafeAuto, its benefits and characteristics. He is a personal assistant to all SafeAuto customers. While Greg knows it's up to his clients to put their lives into drive, he is always there to help and empower them to drive down the right road as their co-pilot. Even though he lives in GPS systems, hence his initials, Greg takes the time to form personal relationships with his clients so he can guide them based on their individual needs. He addresses his clients by name and knows exactly what's going on in their lives.

Greg P. Sawyer loves hot wings, karaoke and cartography (the study of map-making). He's both humorous and pragmatic, just like SafeAuto. He'll be turning 31 on June 28, which is also National Insurance Awareness day. His age, as well as his uniform, makes him relatable to our target audience. Greg wears a navy blue blazer, white button-down shirt and red tie to show that he takes his job seriously, but he sports jeans and red Converse to demonstrate his easygoing side. He spends most of his time in GPS's, but he'll make a physical appearance from time to time.

MEDIA: TELEVISION

Our research shows that TV is an effective way to reach our target market. The main purpose of using TV is to create awareness and to introduce the campaign character, Greg P. Sawyer. Two different commercial spots will be placed heavily during the early morning, daytime and late news. The early morning daypart will reach those in the target market who have jobs such as landscapers or roofers before they go to work. The daytime daypart will reach those who work in the restaurant business as waiters or bussers before they go to work their night shifts. Commercials ran during the late news daypart will catch our target market after they get home late from a long night of work.

We flighted the two commercials to premiere during the first two weeks of May, introducing SafeAuto's character in the beginning of the campaign. Other flights will include the first two weeks of September when new TV seasons are broadcasted, and during February when people are still inside because of the winter weather. All commercials will air on broadcast TV because it's affordable for the target market.

STORYBOARD 1:



Opens with two young men [mid-late 20's] walking in the parking lot of a community college. They just got out of class, when one friend asks the other for a ride home...



Jared: Could you give me a ride home today?

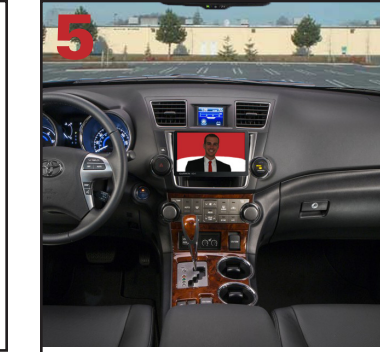
Tim: Of course. Still no insurance? You really should consider SafeAuto. They really worked with me to find the perfect policy for my budget. I save so much now.



At this point, the two have reached Tim's car. They get in and Tim starts the car.



Tim: Oh, I should wa-
His GPS turns on while making a "brlink" sound. Greg P. Sawyer pops onto Jared's lap. It's clear that Jared had no idea it was coming.



Tim: (almost laughing) Jared, this is Greg, my SafeAuto personal assistant.

Greg: Sorry about that..I help our customers find the power to get where they need to go, while making sure they can still afford to enjoy life. It's a pretty sweet gig.

Jared: It's really that affordable? I might need to get in on this...

Greg: All you need to do is call 1-800-SafeAuto for your free quote. (Tim begins to drive, Greg brings up map on the GPS) So boys, where are you headed today?



Commercial switches to ending screen, featuring the SA logo, 1-800-SAFEAUTO and safeauto.com, as well as the campaign slogan, put your life into drive.

Greg: Hey, Tim! How was statistics? (looks at Jared) Ah, you have company!

Jared is completely shocked by man on his lap. His voice is confused and he's hesitant.


Jared: Uhh, what's going on?!

Greg pops back into his GPS

STORYBOARD 2:

Commercial is primarily Greg's headshot in front of a blank background. There is an overhead "announcer" voice he interacts with.

1



Announcer introduces Greg P. Sawyer by saying, "Meet Greg P. Sawyer."


Greg looks inquisitively up and searches for the source of the voice saying, "...uh hi?..."

3



At the end of his monologue, he smiles and winks at the audience.

2



Announcer states, "He works for SafeAuto car insurance."

Greg looks directly at camera as he says, "I'm like your copilot. Wherever you're going, I'll help you get there."

4



Announcer exaggerates a fact about Greg stating "Greg invented minimum coverage insurance when he was 10 years old."

Greg looks a little confused as he corrects the announcer, "Uh... no, I just make sure you get the essential coverage you need, but at the right price for your budget."

When he is done speaking aloud, he whispers under his breath, "who wrote your script anyway?"

5



The announcer states, "Greg P. Sawyer once ate 150 hot wings in one sitting."


Greg looks around for voice one last time and looks taken aback by but softens his expression realizing the announcer's statement was true.

6




Greg tells the announcer "Shh! That's enough of that." Grabbing the remote Greg proceeds to turn off the announcer's voice.

7



Greg takes a deep breath, smiles and looks that the screen stating "If ever need me, I'll be here."

8



Camera zooms out to show Greg in the GPS stating, "But first, call 1-800-SafeAuto for your free quote today, or visit us online at safeauto.com."

9



Screen changes to closing panel with SA logo and all the info.

Greg closes out saying, "Safeauto, put your life into drive."

1-800-SAFEAUTO
www.safeauto.com

MEDIA: RADIO & OOH

RADIO:

When people listen to the radio while driving, they'll be thinking about their car. According to our research, there is a strong radio listenership in our target market. We want to advertise heavily during the daytime (10 a.m. to 3 p.m.) and p.m. drive (3 p.m. to 7 p.m.) on Top 40 and Country music stations because these genres are the most appealing to our target market. These commercials will catch our audience as they run errands before work, or even those in the target market who get to listen to the radio on the job. Those who work night shifts will hear the commercials played during the p.m. drive.

Radio is more effective during the summer months, so we flighted the radio schedule from the end of May through September. Consumer trends show that more cars are bought at the end of the month as dealerships try to meet quotas, so insurance needs to be purchased around these times as well. To reach these consumers, spots are ran during the last two weeks of the chosen months.

RADIO AD 1 (30 SECONDS)

(Sound of car starting)
(Sound of GPS turning on)

Greg: Gooooood morning Dave! Where are you headed today?

Dave: Hey Greg, please route me to work.

Greg: Alright, let me just pull up the map... (woosh sound)

Narrator: Dave just switched his car insurance to Safe Auto

Greg: Do anything awesome last night?

Dave: Nah, I'm up for a promotion at work, so I turned in early.

Greg: Right on! Ah, watch out for that pothole!! (slight swerve sound)

Narrator: You see, he wanted to take control over his life. With Safe Auto as his co-pilot, Dave has the power to reach his destination responsibly with prices he can afford, whether it be a new job title or just the grocery store down the street.

Greg: Looks like we're here... Good Luck!

Narrator: Safe Auto, put your life into drive.

RADIO AD 2 (30 SECONDS)

(sound of car starting and GPS turning on)

Greg: Good Morning, Dave!

Dave: uh who are you, and why are you in my GPS?!

Greg: I'm Greg P. Saywer, but you can just call me Greg. I'm your SafeAuto copilot

Dave: I got SafeAuto because they had the perfect policy for my budget, but I had no idea it came with a man in my GPS...

Greg: I'll be here to help reach your destination, no matter if it's a promotion at work or the store down the street. You can even chat with me on the free safeauto app when you're not in your car!

Dave: That's pretty cool

Greg: I know, isn't it great?! so, where are you headed today? (fade out)

Narrator: Get your free quote today by calling 1800SafeAuto, or by visiting us on the web at safeauto.com. Safe-auto Put your life into drive.

OOH:

Billboards are complementary to radio advertising. The goal of this OOH is to add imagery to the radio commercials, especially since SafeAuto's new character works best as a visual element. To create this effect, billboards will be placed throughout the same metropolitan areas as the radio commercials.

Test your driving skills in SafeAuto's new game.

Download SafeAuto's Free App

This could be you.

Get a free quote at SafeAuto.com

Where are you headed today?

Get a free quote at SafeAuto.com

Remember #DontTweetAndDrive

Get a free quote at SafeAuto.com

Put your life into drive.

Get a free quote at SafeAuto.com

MEDIA: MARCOM

FACEBOOK:


In conjunction with the digital segment of our campaign, SafeAuto will have a presence on social media. SafeAuto's Facebook page will promote our two contests, app game, and useful information about SafeAuto. Facebook is a great way to reach out to consumers to get them to interact on SafeAuto's page. Interaction on the page will create awareness for SafeAuto. This allows us to persuade them to learn more about the company and direct the consumers to the actual SafeAuto website.

Included in our Facebook segment of the campaign, we will have two contests. In June, Facebook users will be able to compete in a contest titled "Who is your co-pilot?" Contestants will post pictures and a short caption of their co-pilot. Users will vote with likes, and the contestant with the most likes will win. In October, the second contest will be "Where does your car take you?" These contestants will post pictures and a short caption about the destination their car helps them reach. Again, the users with the most likes will win. The winners (one per contest) will win \$500 in gas and a GPS of a value of \$100. For this segment of the campaign, interaction with users will be key. The more users who share their, or their friends', contest entry, the more SafeAuto will be seen across timelines. The reasoning behind the prizes is derived from the financial struggle of the audience and Greg's link to a GPS.

EXAMPLE POSTS:

Greg P. Sawyer shared a link. 41 minutes ago

One question I get a lot is, "Hey Greg, what IS SR-22 insurance, and how do I know if I need it?" Maybe this link will clear things up for you. <http://www.safeauto.com/info-center/SR22-insurance>




Cheap Car Insurance | Auto Insurance Quote | SafeAuto Insurance
safeauto.com

Car insurance for people on a budget: SafeAuto works to get you cheap car insurance when needed. Get a free online auto...

Like · Comment · Share

Greg P. Sawyer shared a link. 41 minutes ago

Bring it on, cruel snowflakes of terror. Are you ready for winter? <http://www.cartalk.com/content/winter-driving-tips-7>



Let's Go. w & Used
www.cartalk.com

Winter Driving Tips

Like · Comment · Share

Greg P. Sawyer 40 minutes ago

Did you know you can chat with yours truly on the SafeAuto app? You totally can and it's awesome.

Like · Comment · Share


Greg P. Sawyer 41 minutes ago

Are your gaming skills as good as your driving skills? Hit the road in SafeAuto's new driving game to find out 😊

Like · Comment · Share

Greg P. Sawyer shared a link. 42 minutes ago

Ever wonder what you could be doing to make your set of wheels live longer? Well, here's 74 things to keep in mind. Do you have any other ideas? <http://www.rd.com/advice/74-car-care-tips-to-keep-your-automobile-in-topnotch-condition/>




74 Tips To Extend the Life of Your Car | Reader's Digest
www.rd.com

Like · Comment · Share

Greg P. Sawyer shared a link. 42 minutes ago

Happy National Insurance Awareness day! I've heard the best way to celebrate is by following this link to see exactly how much car insurance your state requires you to have. <http://www.safeauto.com/state-insurance>



Cheap Car Insurance | Auto Insurance Quote | SafeAuto Insurance
safeauto.com

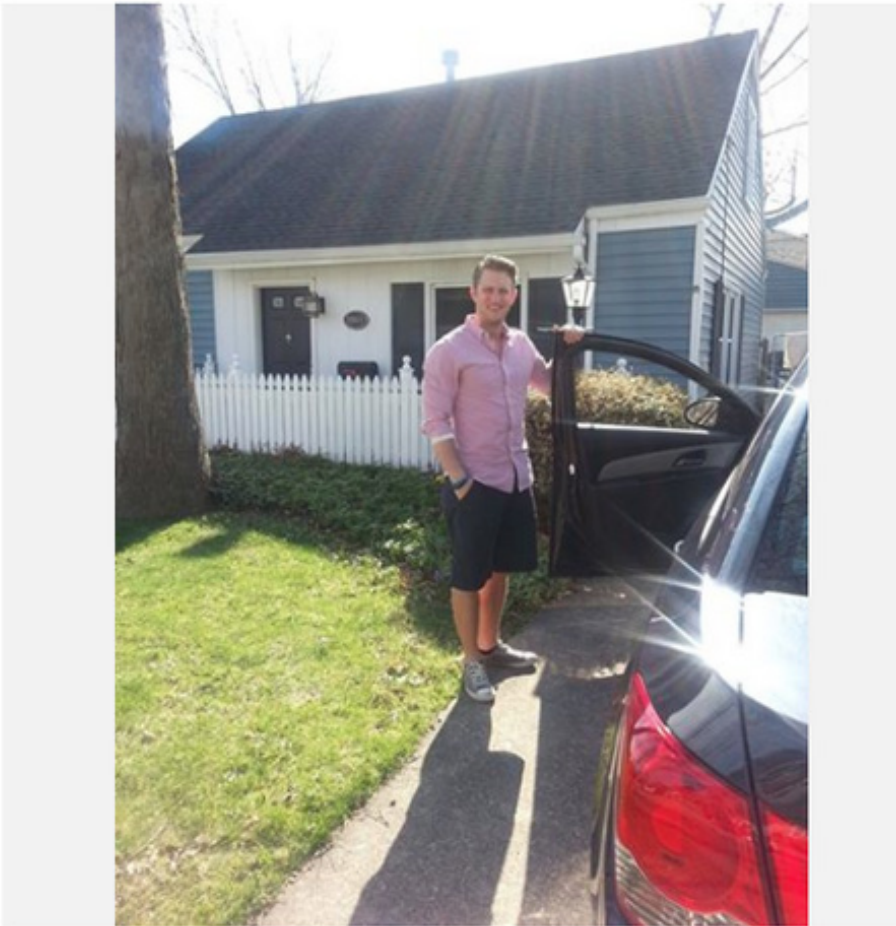
Car insurance for people on a budget: SafeAuto works to get you cheap car insurance when needed. Get a free online auto...

Like · Comment · Share

CONTEST 1

 **Elena Marie Rounsley**
12 seconds ago

My vehicle took me to my house to see my family! #ReachYourDestination



Like · Comment · Stop Notifications · Promote · Share

CONTEST 2

 **Elena Marie Rounsley**
about a minute ago

My co-pilot and I on a joy ride! #MyCopilot




Like · Comment · Stop Notifications · Promote · Share

MEDIA: MARCOM

TWITTER:

Utilizing Twitter and its features, we are creating a whole new account: @GP_Sawyer. This gives Greg, our new SafeAuto personal assistant, his own social media outlet. He will be tweeting useful tips, information about SafeAuto and also promoting the Facebook contests and the newly redesigned app. This outlet gives SafeAuto more opportunity to showcase the personality of Greg and the benefits of SafeAuto.

GREG'S TWITTER + EXAMPLE POSTS:



The screenshot shows the Twitter profile for Greg P. Sawyer (@GP_Sawyer). The header features a red banner with the text "Remember #DontTweetAndDrive" and a photo of Greg. The profile bio reads: "Just your handy SafeAuto personal assistant. Dweller of GPS systems. Lower of hot wings, karaoke and cartography." The following tweets are:

- Tweet 1:** "There's still time to enter the #ReachYourDestination contest! Post your picture by Oct. 31 for your chance to win the best prizes ever." (Retweeted 11 times)
- Tweet 2:** "#ReachYourDestination faster with a new GPS and \$500 in gas. Here's how: (link to contest)" (Retweeted 1 time)
- Tweet 3:** "SafeAuto wants to know who motivates you. Let us know by entering our #MyCopilot contest for a chance to win \$500 in gas and a GPS." (Retweeted 11 times)
- Tweet 4:** "My best score on the SafeAuto driving game is 1337. Have me beat?" (Retweeted 1 time)

MEDIA: MARCOM

SafeAuto Blog

Along with our Facebook and Twitter, we will continue to use the existing SafeAuto Blog. Instead of the blog coming from SafeAuto as a company, it will be Greg's blog. This will create consistent messages between our media. The blog will add to the character and educational aspects of Greg. The content of the blog posts will include a variety of topics and will be referred to on both the SafeAuto Facebook and Greg's Twitter.

Example: Road Trip Season!!

With summer comes roadtrip season. Ahh, road trips. Some of my best—and worst—summer memories come from traveling by car. The best are obviously things like belting out my favorite songs with friends, while the worst are, well, really the worst. Broken down cars, flat tires, running out of gas... you name it and I can assure you it happened. While these nightmares can quickly bring your roadtrip to a crashing halt, they're actually pretty avoidable with only a little effort before you drive off into the sunset.

You'll want to conduct a basic inspection of your car, or schedule an appointment if you're not comfortable doing it yourself. Make sure your car has plenty of fluids, like engine oil, radiator coolant and brake fluid, because a "thirsty" car will turn its back on you faster than you can update your Facebook status. You'll also want to make sure your hoses and belts are in tip-top condition, and recharge your battery if it needs it. There's really nothing worse than trying to finagle your car into starting while your vacation waits. Trust me, I've been there. And don't forget about your wipers...they'll come in handy when your windshield is covered in 12 hours worth of bug guts.

Tires with decent tread are essential. I've heard the best way to make sure you enough tread is to place an upside quarter in one of the gaps and if you can see the top of Washington's head, its time for new tires. And don't forget to check to see if your spare and jack are in good condition, because you'll need them when you hit that pothole at 4 a.m.

And of course, it's always a good idea to pack an emergency kit. A good kit includes a flashlight, a knife, duct tape and tire sealant. Keep these accessible because you might not be able to get to your trunk during an emergency. You'll want snacks, too, because being stranded AND hungry is no fun. The last few things you'll need include a map and your insurance card, then you're all set. Just drive safe out there, friends, and enjoy the road in front of you.

MEDIA: DIGITAL

Digital advertising is the backbone of our campaign. Since our objective is to obtain 62,500 quotes, a majority of the budget went towards digital advertising because it brings SafeAuto 250 million impressions and 250,00 clicks. Display advertising will be the primary way SafeAuto will gain awareness and impressions, while retargeting and SEM will generate clicks. Since our target market researches insurance companies via the Internet, SEM is essential in building SafeAuto's strong online digital presence. The second most common way to purchase insurance is over the Internet, and considering that SafeAuto doesn't use local agents, this strong online presence is necessary to succeed.

According to secondary research conducted with MRI, our target market uses smartphones as their primary Internet source. Therefore, 60 percent of the digital budget was used for mobile digital advertising and 40 percent was reserved for PC advertising.

DIGITAL EXAMPLES:

Being responsible
can be affordable.
Who knew?



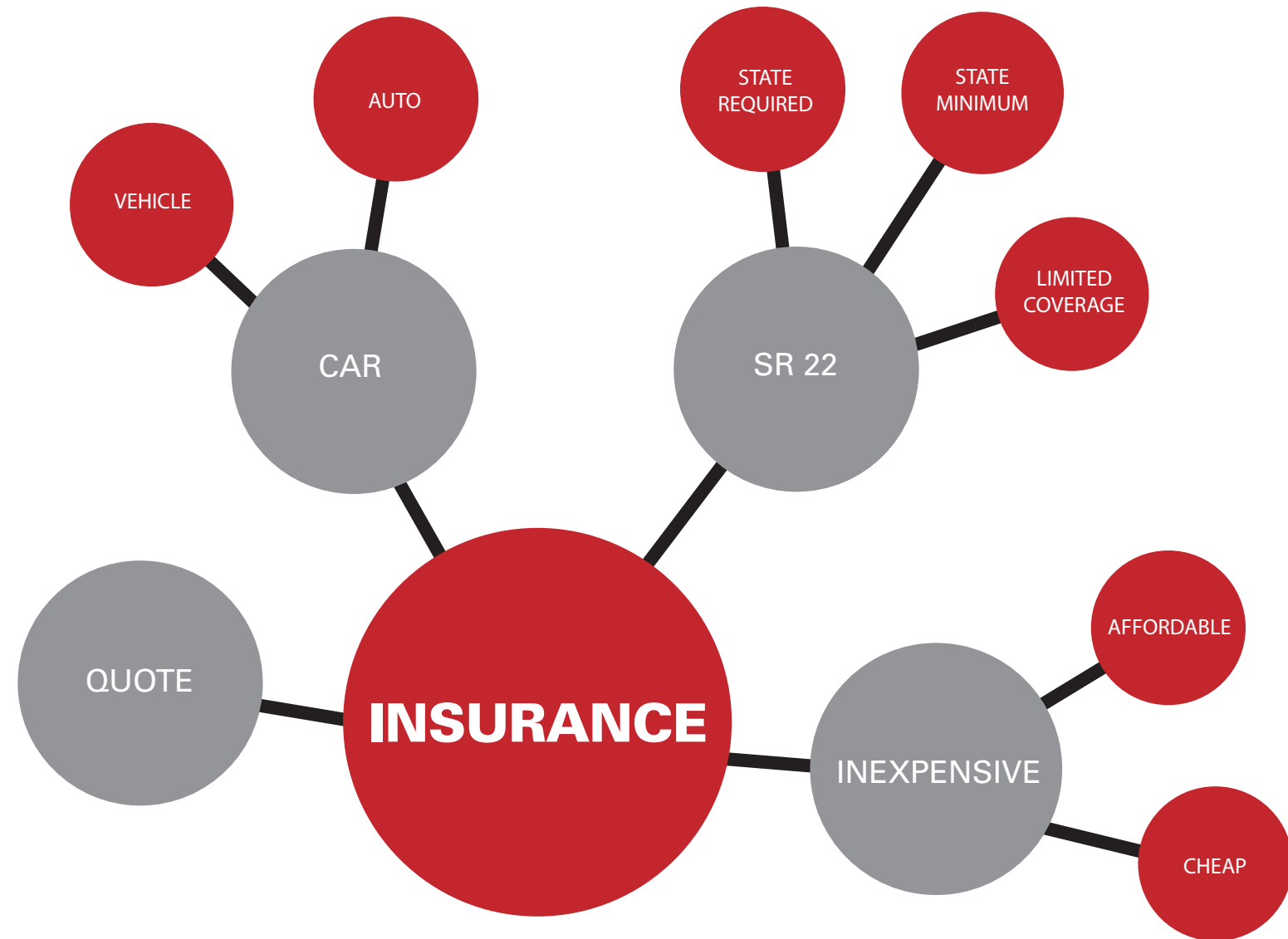

Reaching your destination starts here.



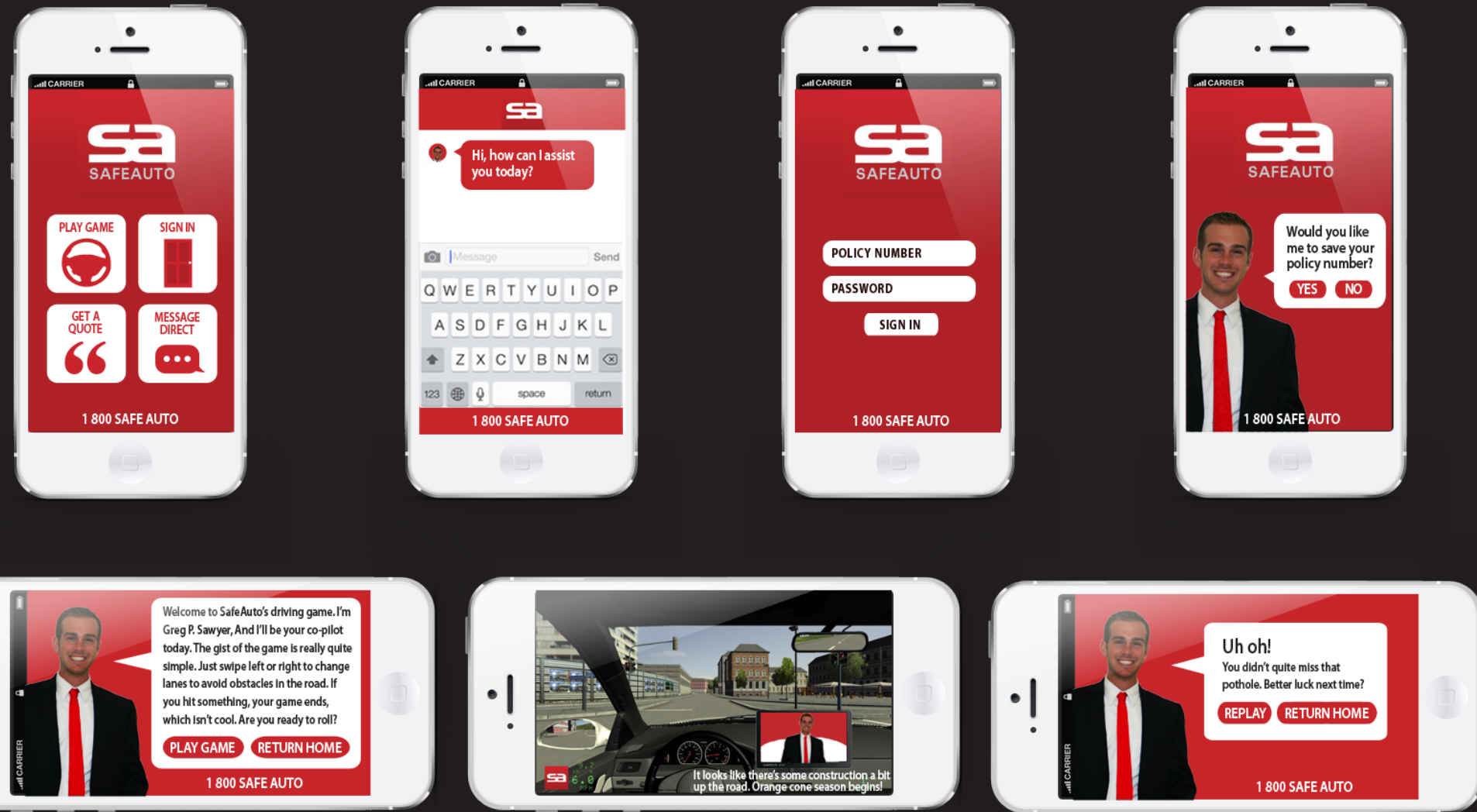

Test your driving
skills in the SafeAuto's
new game. Available
on our Free App.



AD WORD TREE



Ad Panda

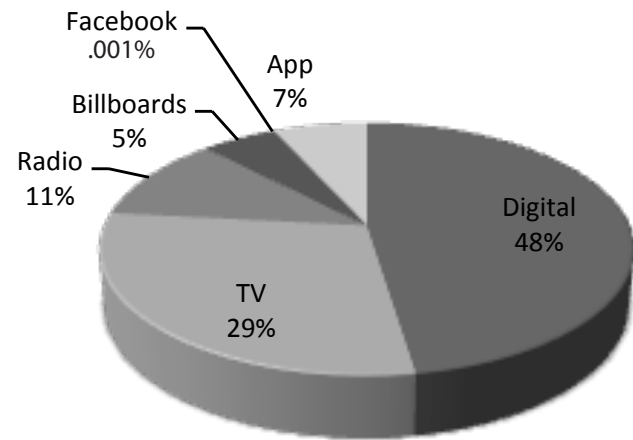


THE APP:

The improved SafeAuto app for iPhone and Android will be used to engage prospective consumers and build their awareness for the brand. Our research shows that our target audience uses smartphones more than computers, so they would be interested in using a new app. The app will re-enhance Greg P. Sawyer's persona, as he appears on several pages throughout and is essential to the game.

Users will have four options from the home screen. They can play SafeAuto's new driving featuring Greg as their co-pilot. He will give helpful advice that guides the player through the game. Just like the current app's functionality, users will be directed to the SafeAuto mobile website to get a quote. However, they will now be able to directly message their questions from the app to SafeAuto employees acting as Greg, too. Existing users will still be able to login from the homepage to access their account information.

BUDGET:



FY 2014-2015: Monday Start Dates				May				June				July						
				4	11	18	25	1	8	15	22	29	6	13	20	27		
		@	Cost	First Quarter														
Digital	Impressions		CPM															
PC Display	100m	@	\$2.66															
Mobile Display	150m	@	\$1.31															
SEM	Clicks		CPC															
Google AdWords	20,075	@	\$6.48															
Mobile App		@																
iPhone		@	\$42,000															
Android		@	\$42,000															
Broadcast	GRP/Wk		Cost/Wk															
TV Production (2 :30 spots)																		
Richmond-Petersburg	100	@	\$14,870															
Roanoke-Lynchburg	100	@	\$7,145															
Norfolk	100	@	\$18,410															
Radio Production (2 :30 spots)																		
Richmond	100	@	\$4,960															
Norfolk	100	@	\$6,715															
Roanoke-Lynchburg	100	@	\$4,020															
Bluefield	100	@	\$925															
ODH	# of ads		Cost/Wk															
Lamar Billboards Production	25	@	\$1,000															
Richmond	11	@	\$240															
Roanoke	7	@	\$168.75															
Lynchburg	3	@	\$162.30															
Bluefield	4	@	\$232															
Social			Cost/Wk															
Twitter GPS Twitter Handle		@	\$0															
Facebook Contest Promotion Prizes (2)		@	\$33.11															
		@	\$1,200															
Other																		
Retargeting Cookies		@	\$0															

FY 2014-2015: Monday Start Dates				August				September				October				November				December				January				February				March				April				Total Weeks	Budget
				3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	5	12	19	26	2	9	16	23	2	9	16	23	30	6		
				Second Quarter								Third Quarter								Fourth Quarter																					
PC Display																																				52	\$266,000				
Mobile Display																																				52	\$196,500				
Google AdWords																																				52	\$130,086				
Mobile App iPhone																																				52	\$42,000				
Mobile App Android																																				52	\$42,000				
TV Production (2 :30 spots) Richmond-Petersburg																																				6	\$120,000				
TV Production (2 :30 spots) Roanoke-Lynchburg																																				6	\$89,220				
TV Production (2 :30 spots) Norfolk																																				6	\$42,870				
TV Production (2 :30 spots) Bluefield																																				6	\$110,460				
Radio Production (2 :30 spots) Richmond																																				8	\$5,000				
Radio Production (2 :30 spots) Norfolk																																				8	\$39,680				
Radio Production (2 :30 spots) Roanoke-Lynchburg																																				8	\$53,720				
Radio Production (2 :30 spots) Bluefield																																				8	\$32,160				
Radio Production (2 :30 spots) Bluefield																																				8	\$7,400				
Lamar Billboards Production Richmond																																				8	\$25,000				
Lamar Billboards Production Roanoke																																				8	\$21,120				
Lamar Billboards Production Lynchburg																																				8	\$9,450				
Lamar Billboards Production Bluefield																																				8	\$3,900				
Lamar Billboards Production Bluefield																																				8	\$7,424				
Twitter GPS Twitter Handle																																				52	\$0				
Facebook Contest Promotion Prizes (2)																																				9	\$298				
Retargeting Cookies																																				52	\$0				

Total Plan: \$1,243,488
 Total Budget: \$1,250,000
 Budget Remaining: \$4,512

APPENDIX

Digital

Total impressions: 250m

CTR: .1%

Clicks: 250,000

Cost per thousand:

1. Mobile- \$1.31 eCPM
2. PC- \$2.66 eCPM

Websites:

1. Weather Channel
2. BuzzFeed
3. ESPN
4. Amazon
5. E-Bay
6. Hulu
7. YouTube

SEM

Google AdWords

Total impressions: 836,458

CTR: 2.4%

Clicks: 20,075

Cost per click: \$6.78 CPC

Television

Reach: 1.4m

Total Impressions: 21.4m

DMAs:

1. Richmond-Petersburg- 6.69m impressions
2. Roanoke-Lynchburg- 5.8m impressions
3. Norfolk- 8.9m impressions

Daypart Mix/Weight:

1. Early Morning 10%
2. Daytime 30%
3. Early Fringe: 5%
4. Early News: 10%
5. Prime Access: 5%
6. Prime Time: 10%
7. Late News: 25%
8. Late Fringe: 0%

Radio

Total Impressions:

Metro Market:

1. Richmond
2. Norfolk
3. Roanoke-Lynchburg
4. Bluefield

Weight:

1. AM Drive: 20%
2. Daytime: 35%
3. PM Drive: 15%
4. Evening: 15%

Station Genres:

1. Top 40
2. Country

OOH/Billboards

Total Impressions: 8m impressions

Cities:

1. Richmond- 4.2m impressions
2. Lynchburg- 840.6k impressions
3. Roanoke- 2.2m impressions
4. Bluefield- 791.8k impressions

Production: \$1,000 per poster

Size: 12'x24'

25 posters at \$25,000 total for production

Sources

Nearly on par with younger Millennials, Gen X gets its mobile gaming on
by Rachel Rosmarin and Christopher Wedge | 2 August 2013

Market Fact Quote

Alexander Edwards, president, automotive division, Strategic Vision Inc.,
Businessweek.com | 7 August 2012

Market Fact Statistic

Business2Community.com | 29 March 2012

Allstate invites customers to a Flickr pool of "What's Worth Protecting"
by Hans Eisenbeis | 10 April 2012

Too broke to borrow, Millennials face a tough future
by Hans Eisenbeis | 20 May 2013

"Pay-as-you-drive" car insurance is still a work in progress
by Cree McCree | 11 December 2013

Study: Insurers should focus on younger customers
by Hans Eisenbeis | 12 April 2012

80 Million Tough Customers: Big-Ticket Millennial Consumption
by Traci Croft

Millennials: What Makes Them Tick
by Katie Elfering | 2 July 2013

