



Media Plan

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Executive Summary

Background	Fiji Water has experienced tremendous growth in brand recognition and sales since it first came on the scene in 1996. After overcoming early obstacles in product distribution and brand awareness, Fiji Water has become a recognized “premium” bottled water product. While Fiji has seen a growth in sales in recent years due to an increase in targeted advertising, the brand still lags behind less expensive bottled water products.
Objectives	Fiji Water’s unique attributes- pure, natural water drawn from a pristine island source- make it an attractive choice for the discerning bottled water consumer. The objective for this campaign is to raise brand awareness from 8% to 35% among high-end consumers both nationally and in 7 select markets where these consumers are most receptive to the message.
Target	The media plan will focus on mid-to-upper income women between the ages of 25-44. These well-educated, professionals enjoy an active lifestyle, an engaging social life, and place a premium on quality, style, and healthy living.
Media Budget	A \$27 million budget has been allocated between national and spot advertising, with nearly 80% going to national campaigns and the remaining 20% focused on 7 premium markets spanning the country from the Mid-Atlantic region to the Deep South and the Pacific Coast.
Campaign Details	The media campaign will run for the entirety of the 2020 calendar year, ramping up for heavier distribution during the spring and summer months, when people are more active and the demand for bottled water is higher, with another push during the holiday season at the end of the year. The goal is to obtain an average reach/frequency ratio of 70/3 in both national and spot markets, escalating to 80/4 in peak months.
Media Mix	The national campaign will utilize network and cable television, radio, and magazines, particularly those aimed at women. Digital display, social media and mobile advertising will also have a prominent place in the media mix. Spot market advertising will include the same TV and radio emphasis along with targeted online, social advertising, and mobile advertising. Outdoor ads will feature prominently in the 7 media markets identified for the campaign.
Creative	The campaign will feature three creative ideas designed to capitalize on Fiji Water as a pure, premium water ideal for the target market. <ul style="list-style-type: none"> - “Top Shelf Water” emphasizes the upscale, premium nature of the brand, comparing it to high dollar top-shelf liquors the target might enjoy on a night out - “You’re 98% Water-Shouldn’t That Water Be Pure?” encourages people to see Fiji Water as the best choice for a healthy lifestyle - “What You See Is What You Get” highlights the pure, additive free quality of Fiji Water

Sales Promotion	The campaign will utilize a combination of targeted social media campaigns and activation events in the 7 spot markets. Night clubs and other nightlife districts in the areas will be targeted with branded Snapchat geofilters which users can utilize and share with their friends. Since Fiji Water is known for its sponsorship of fashionable red-carpet events, activation teams will create red-carpet walk-ups outside clubs, theaters, and popular attractions
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Situation Analysis

Market Overview

Fiji Water holds a unique place among its competitors in that it has a unique story to tell- an artisan water drawn from the purist source on earth. To understand where that places the brand in marketplace, a traditional “4 P’s” approach should be viewed in comparison to Robert Lauterborn’s “4 C’s”: Consumer wants & needs; Cost, Communication, and Convenience. (Deer Creek Publishing, 2018)

Product

Fiji Water has a unique standing in the marketplace- a pure water from a known pure source.

Consumer Wants and Needs

As the bottled water industry enters a mature phase, consumers have a stronger consideration for the purity of the product, the trustworthiness of the source, and the perceived value of the product.

Price

Fiji Water is in a higher price category than other leading brands, with an average price of \$1.17 per bottle while other brands are less than \$1 per bottle.

Cost

When viewed through the prism of a cost proposition, Fiji Water has added value from its perception as a reliably purer product, which prompts some consumers to be willing to pay an additional amount to gain the benefit.

Promotion

Fiji Water has achieved name recognition through targeted advertising for several years.

Communication

Fiji Water has created a sort of brand “cache” through a strong social media presence and its association with red carpet events and celebrity endorsements.

Place

Fiji is nationally distributed and available at most major grocery, big box, and convenience outlets.

Convenience

Consumers do not have to look far to find Fiji Water. When consumers are seeking a convenient pure water source, Fiji Water is easily within

Competitive Analysis

The bottled water category is extremely saturated with many options. The bottled water category grew 4% in 2017, the bulk/jug water category grew 5% and the sparkling water category grew 16%. Since the sparkling water category is less saturated, it will continue to grow and steal sales from the other two categories within the bottled water market. Despite sparkling water taking sales from still bottled water, still bottled water is expected to continue growing as market factors such as health and clean water become issues of focus for consumers (Mintel Reports)

Figure 2: Total US retail sales and forecast of bottled water, by segment, at current prices, 2012-22

Year	Convenience/PET still water		Jug/Bulk still water		Seltzer, sparkling water, mineral water	
	\$ million	% change	\$ million	% change	\$ million	% change
2012	10,713	-	1,260	-	1,143	-
2013	10,617	-0.9	1,286	2.1	1,457	27.5
2014	11,051	4.1	1,367	6.3	1,738	19.2
2015	12,029	8.8	1,467	7.3	2,005	15.4
2016	12,835	6.7	1,542	5.1	2,345	16.9
2017 (est)	13,378	4.2	1,621	5.1	2,713	15.7
2018 (fore)	13,859	3.6	1,708	5.4	3,099	14.2
2019 (fore)	14,638	5.6	1,809	5.9	3,445	11.2
2020 (fore)	15,318	4.6	1,876	3.7	3,818	10.8
2021 (fore)	16,100	5.1	1,907	1.6	4,134	8.3
2022 (fore)	17,031	5.8	1,959	2.7	4,453	7.7

Due to the extremely saturated market, there are many competitors in terms of market share and ad spending for Fiji are:

- Glaceau
- Bubly
- San Pellegrino
- Propel
- Sparkling Ice
- Essentia

- Poland Spring
- Deer Park
- Crystal Geyser
- Ice Mountain
- Evian
- Icelandic Glacial
- Aquafina
- Dasani
- Smart Water
- Life Water

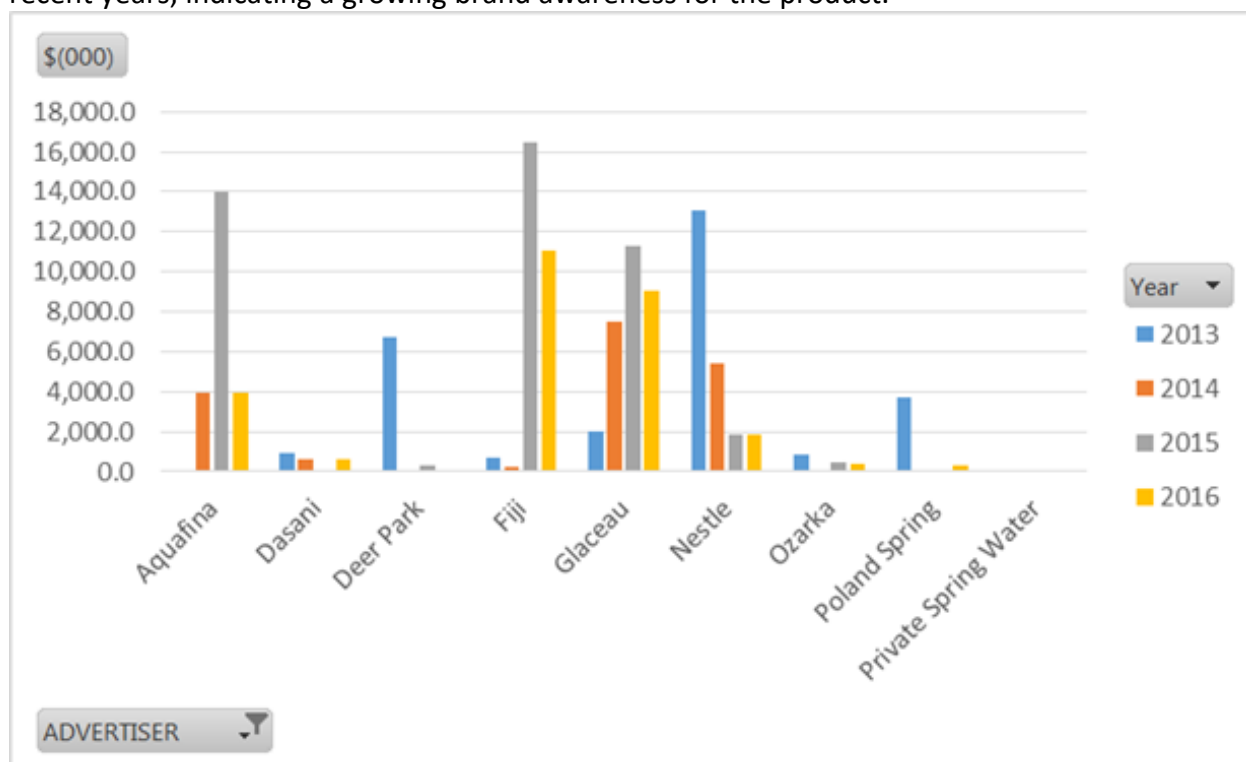
(MRI and Mintel Reports)

ADVERTISER	TOTAL DOLS (000)	TOTAL RANK- DOLS	NETWORK TV DOLS (000)	CABLE TV DOLS (000)	SPOT TV DOLS (000)	MAGAZINES DOLS (000)	NETWORK RADIO DOLS (000)	NAT SPOT RADIO DOLS (000)	INT DISPLAY DOLS (000)	OUTDOOR DOLS (000)
Glaceau	65020.3	1		10169.5		53236.9			129.3	1484.4
Bubly Sparkling Water	26757	2	9086.7	11596.2	22.6				349.4	
Fiji	23532.5	3	6315.1	9627.4	1.3	7289.9			2.3	
San Pellegrino	13056.5	4	4578	3258	2374.1	2373			473.3	
Nestle	12418.4	5	3534.1	2545.4	1280			3747.2	21.8	233.3
Spindrift	7584.3	6				6162.7			72.4	1349.1
Propel	7391.7	7		7034.2			4.2		2.7	350.6
Sparkling Ice	4928.2	8			271.9				4420.8	
Essentia	4598.7	9						1612.7	3	1523.3
Poland Spring	3129.3	10			3126.8				2.4	
Deer Park	3094.4	11			2468				0.3	
Zephyrhills	1917.6	13			1634.6				132.4	
Crystal Geyser	1827.4	14			1827.4					
Ice Mountain	1740.8	15			1425.9				224.5	
Arrowhead	1483.6	16			1279.3				8.7	
Evian	1335.3	17		34.8		834			21.2	302.5
Icelandic Glacial	1136.6	18				952.4			0.2	184
Aquafina	761.6	19			0.7				3.9	271.7

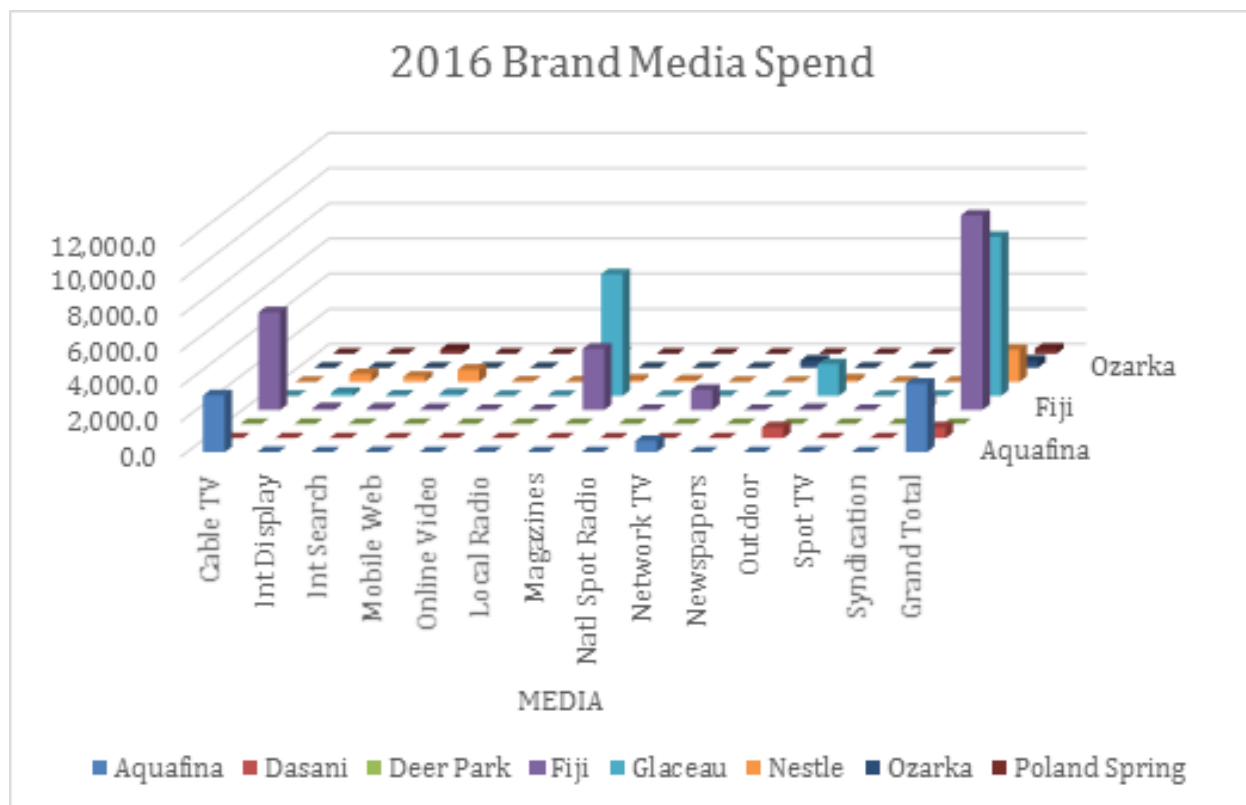
Izze	717.5	20							717.5	
GRAND TOTAL	184873		23513.9	46706.8	15712.7	70849	4.2	5359.9	6586.2	5698.9

Competitive Media Mix

In terms of year-over-year advertising spending, Fiji Water has outpaced the competition in recent years, indicating a growing brand awareness for the product.



In 2016, Fiji Water was a spending leader in several media types, especially cable TV and Outdoor.



In 2018, Fiji ranked third in overall media spending and was number one in cable TV.

Competitive Advantage

Cost

Competitors like store brand, Ice Mountain, Aquafina and Dasani are all cheaper in price for purified water. Since Fiji falls under the premium water category within the bottled water market, it has a higher cost. It's considered an artisan water, which pits it against Evian and Galceau.

Taste

Surprisingly taste is a big factor in bottled water buying. Taste in bottled water varies by the brand as well as the additives physically in the bottled water. For example, Essentia is ionized so that the water doesn't have an acidic or alkaline taste. To get a better understanding of bottled water tastes Thrillist asked an award-winning wine taster, Belinda Chang, to rate popular water bottle brands. The list is as follows:

1. Roundy's Purified Drinking Water, 99 cents per gallon, 99/100
2. Fiji, \$1.78 per 700ml, 98/100
3. Smartwater, \$1.39 per 700ml, 93/100
4. Smeraldina, \$1.79 per liter, 92/100
5. Evian, \$1.99 per liter, 90/100
6. Naleczowianka, \$1 per 1.5 liters, 89/100

7. Aquafina, \$1.50 per 500ml, 84/100
(Heil, 2016)

Other premium waters such as Smart Water and Life Water have added electrolytes for taste. Plastic taste is another concern with more consumers worried about consuming products held in plastic containers.

Packaging

In terms of packaging, Evian, Smart Water and Life Water do this really well. Unique packaging is what helps the water bottle companies stand out in an aisle with hundreds of bottles of water. Evian has a clean looking bottle design that has been compared to a baby bottle. Evian also has popular artists like Virgil Abloh create bottle designs for the water that are sold for a limited amount of time. Smart Water has had original packaging with their cloud design, while also having small aquatic animals like fish and frogs on their bottles which can only be seen when you look through the water in the bottle. Life Water has the most artistic bottled water designs which feature bold new artists/muralists like MOMO, Craig & Karl, and Jason Woodside.

Location

The bigger water brands like Dasani and Aquafina which are owned by Coca-Cola and PepsiCo respectively, are sold in more convenient places and have deals in fast-food restaurants as well as vending machines. This allows for these two water brands to be heavily exposed to consumers in convenient places. Store bought water also positions itself well in grocery stores that consumers are loyal towards.

Brand and Advertising History

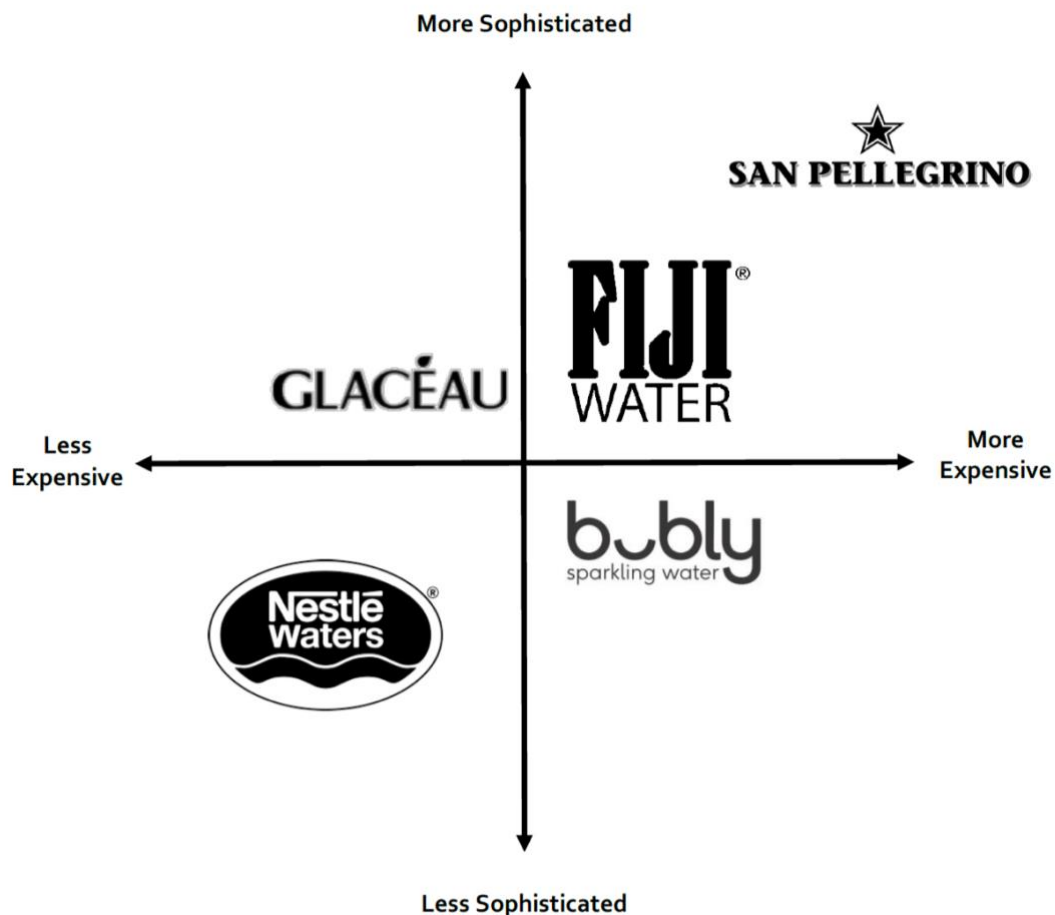
As a brand, Fiji Water has existed since 1996. Founded by David Gilmour as 'Natural Waters of Viti,' after only eight years, Fiji Water was acquired by then Resnick's Roll Global for approximately \$50 million. Since 2004, Resnick's Roll Global has been renamed to The Wonderful Company and they continue to push Fiji Water in their portfolio (which also includes Teleflora, POM Wonderful, and Suterra). Fiji's perspective is that their *single source* and purity are unmatched, and these have been the focus of their brand messaging for many years, always emphasizing that one hundred percent of their water is bottled at the source in the Yagara Valley on Viti Levu, Fiji Islands (Water, 2016).

For partner distributors of Fiji Water, one point of contention and source of significant negative brand sentiment was in how Fiji Water was distributed. As a result of the brand damage, The Wonderful Company discontinued its distribution contract with the Keurig Dr Pepper company (KDP) and opted to handle distribution on its own. Since October of 2018 and the implementation of the new distribution model, Fiji Water has been able to deliver "a superior experience for retailers and consumers." The distribution problem was so intertwined with the brand perception, the new model prompted a statement from Elizabeth Stephenson, president of Fiji Water, stating "this change has allowed us to better serve our customers by providing

service levels commensurate with Fiji Water’s premium brand.” Expected within one year of the roll-out (October of 2019) is a comprehensive strategy to maintain and grow brand positioning in the digital/convergent age to “provide better in-store experiences for customers while being more responsive to consumer demands as e-commerce and omni-channel shopping continue to grow” (Water, 2019). Sentiment towards the brand has already increased dramatically in the six months since the new distribution model has been live.

Fiji Water had a moment of “earned” brand recognition that was unplanned at the 76th Annual Golden Globes. On the red carpet, Kelleth Cuthbert was working for Fiji Water as a brand ambassador when her seemingly perfectly placed appearances in many photos from the event went viral and earned her the nickname “Fiji Water Girl.” It’s estimated that nearly \$12 million of brand exposure was generated as a result of her viral presence (AdWeek, 2019).

Fiji Water was named one of the Top 10 Bottled Water Brands in the World in 2018 through a global, in-depth analysis done by Technavio. Their study found that “Fiji Water is the number one imported bottled water which is now available in leading restaurants, hotels, at retail food merchants, and by direct delivery worldwide” (Technavio 2018).

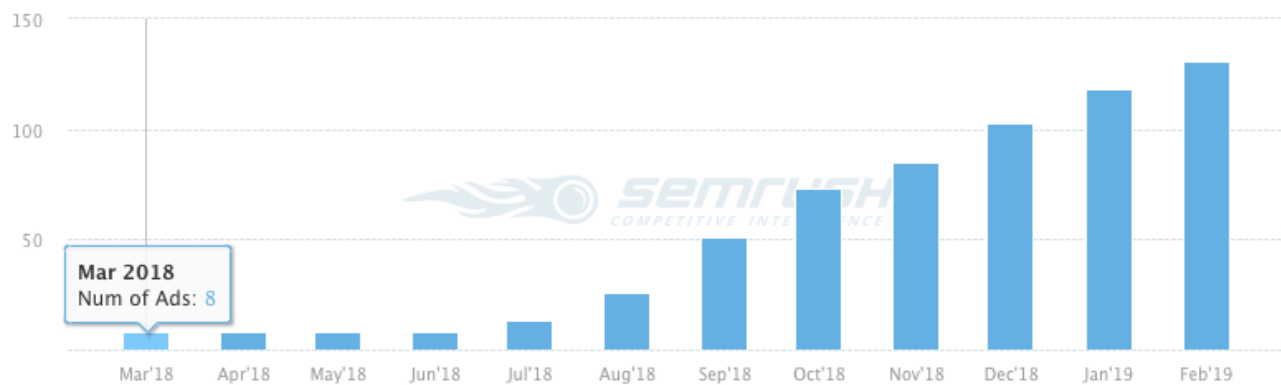


Fiji Water Brand Perception Chart

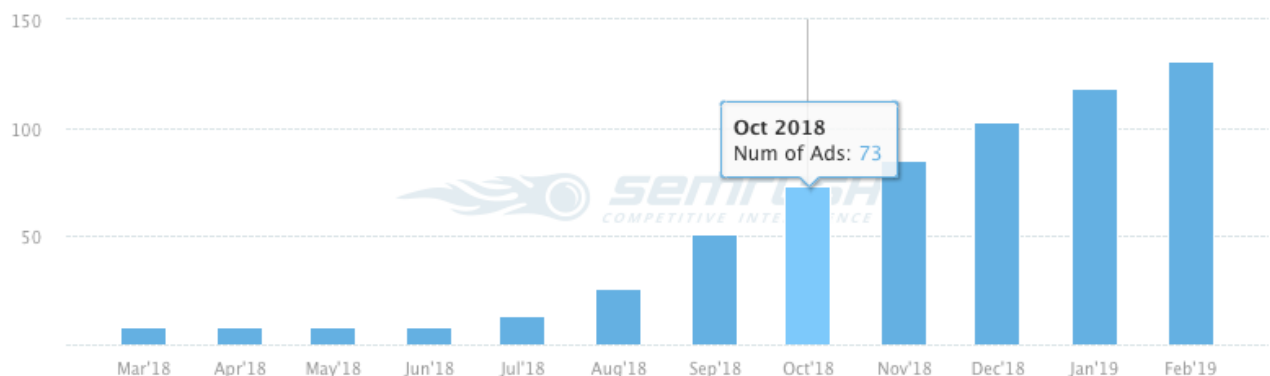
Fiji Water has worked hard to become the leading *non-carbonated* bottled water option when considering cost and perceived level of ‘sophistication,’ which here we will take to mean an association with high quality/purity and how the consumer views themselves while consuming the product. While it is the leading brand, Fiji is followed closely in sophistication by brands under the Glaceau umbrella (SmartWater and Vitamin Water predominantly) in terms of cost, and brands under the Bubly umbrella (though these are sparkling water options). Fiji’s main brand focus now has to be on maintenance of this number one position, while planning for growth to overtake the sparkling options and continue to move itself into the ‘Top Right’ corner of the brand perception map as both more expensive (increased profits) and sophistication (brand loyalty).

While Fiji holds the top spot now, this ranking is relatively new given the brand challenges explained earlier. Fiji’s awareness of a brand issue, and their plan to correct it is even discernable in the number of advertisements run over the past twelve months:

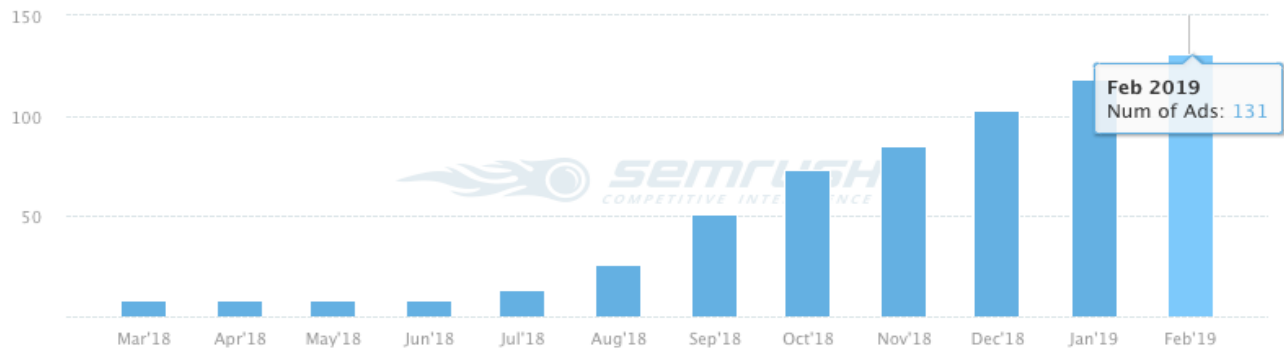
ADS HISTORY



ADS HISTORY



ADS HISTORY



Ad History Analysis, SEMRush

While ramping up ad spend and the number of advertisements placed, the content of those ads also shifted to focus heavily on the new distribution model/ e-commerce options in addition to the steadfast quality/purity presence. A review of recent ads actually placed by Fiji Water demonstrates this new focus:

live update ADS COPIES

[FIJI Water® Official Site | Earth's Finest Water | FIJIWater.com](#)

Ad [store.fijiwater.com/](#)

FIJI Water ® Delivered To Your Door. Free Shipping Anywhere in the United States! Filtered By Volcanic Rock. No Long Term Commitment. Always Free Delivery. Natural Artesian Water . Month to Month Delivery. Types: 330 mL Bottles, 500 mL Bottles, 700 mL Bottles, 1.0 L Bottles, 1.5 L Bottles.

[Shop Large Fiji Water: Amazon | Free 2-day Shipping w/ Prime](#)

Ad [www.amazon.com/](#)

Find Deals on Large Fiji Water in Beverages on Amazon.

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FIJI Water ® Single Orders & Month-To-Month Subscriptions. Find The Best Plan For You! No Long Term Commitment. Always Free Delivery. Month to Month Delivery. Filtered By Volcanic Rock. Natural Artesian Water . Types: 330 mL Bottles, 500 mL Bottles, 700 mL Bottles, 1.0 L Bottles.

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Sign Up For A FIJI Water ® Subscription Today. Now Offering a 700mL Sports Cap Bottle! Month to Month Delivery. Always Free Delivery. Natural Artesian Water . Filtered By Volcanic Rock. No Long Term Commitment. Types: 330 mL Bottles, 500 mL Bottles, 700 mL Bottles, 1.0 L Bottles, 1.5 L Bottles.

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Earth's Finest Water Delivered To Your Door, Anywhere in the United States. Save 20% With A Month-to-Month Subscription Plan. Natural Artesian Water . No Long Term Commitment. Filtered By Volcanic Rock. Month to Month Delivery. Types: 330 mL Bottles, 500 mL Bottles, 700 mL Bottles.

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FIJI Water ® Delivered To Your Door. Free Shipping Anywhere in the United States! No Long Term Commitment. Month to Month Delivery. Natural Artesian Water . Always Free Delivery. Filtered By Volcanic Rock. Types: 330 mL Bottles, 500 mL Bottles, 700 mL Bottles, 1.0 L Bottles, 1.5 L Bottles.

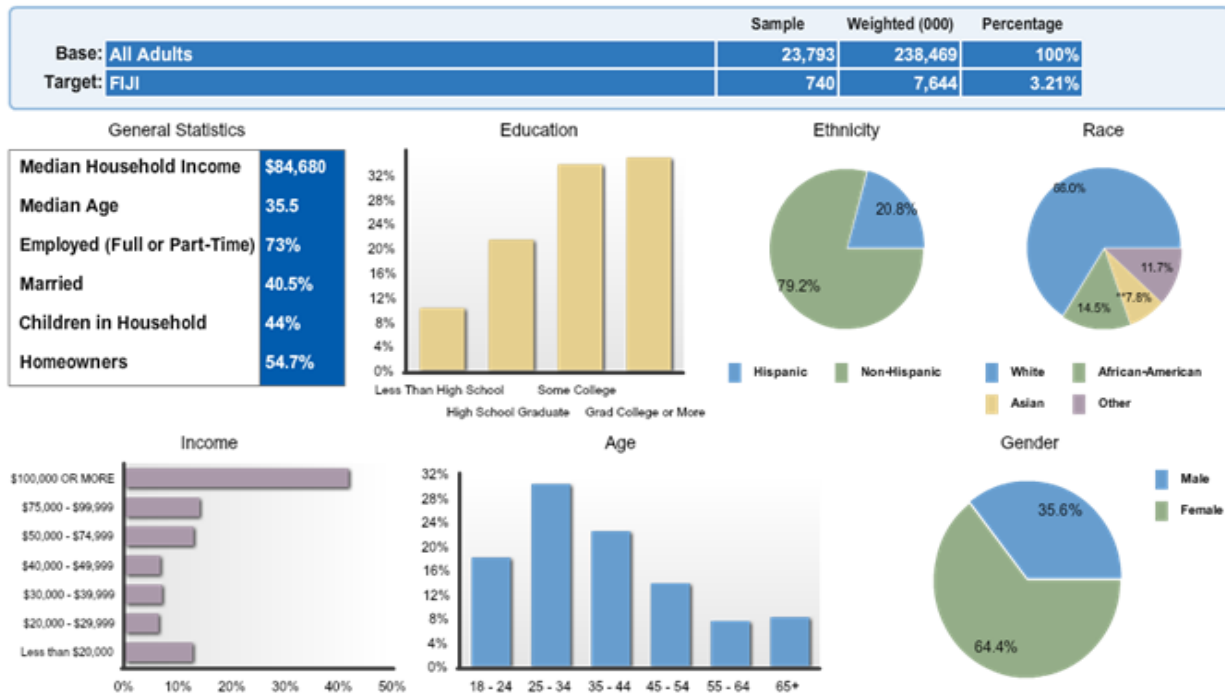
Ad Copy Analysis, SEMRush

In summary, Fiji Water is successful because of the time and intention it took to develop its brand, and the discipline to remain faithful to their brand promise even when it may be tempting to follow another path. After all, the product itself (water) cannot be differentiated from any of its non-sparkling competitors (H₂O is H₂O regardless of label!), Fiji Water has become one of the stand-out examples of creating a powerful brand story around its product. Intentional and strategic brand strategy has elevated the simplest product to celebrity status, and Fiji Water seems to have adopted this methodology extremely well. For a category dominated by France’s Evian, Coca Cola’s Dasani and PepsiCo’s Aquafina among many others, Fiji Water has come to occupy an ‘ultra-luxury’ foothold in a growing global market (Roll, 2018). But how does it stay there? What are the brand priorities for maintaining this position? Fiji Water will need to deeper align its brand strategy with the *lifestyle* of its consumers, as well as having a stronger presence in and leveraging on the health, beauty and wellness trends (e.g. through sponsoring related events). Finally, Fiji has come under fire for impurities found in quality control testing- including trace levels of arsenic. For a brand built on purity- and a single source of their entire supply- they must get ahead of any negative sentiment concerning the purity of the product.

Target Audience

Fiji Water consumers are above average in almost every sense as this demographic profile drawn from Simmons One View demonstrates.

Demographic Profile



* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
 ** Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Spring 2016 Simmons Connect

While white, upper income females are the largest category of consumers of Fiji Water, a survey in the Spring 2018 MRI Reporter showed that the African-American and Hispanic demographics were also heavy users of the product, indicating an opportunity in this target group:

Brand	African-American Index	Hispanic Index
Aquafina	120	125
Dasani	110	108
Deja Blue	229	97
Fiji	144	120
Pure Life	118	128
Glaceau	125	109
Store Brands	61	100

(MRI University Reporter, 2018)

This opportunity is further borne out by a study in the journal *Contemporary Economic Policy* which found that “black and Hispanic respondents were much more likely to drink bottled water and believe it was safer.” (Phillips, 2015)

Target Audience Objective

Based on these findings, we have created these target profiles to reach the objectives of this media plan:

Expand brand awareness of Fiji Water among upper income educated white, African-American and Hispanic females age 25-44.

Demographics	Primary Target	Secondary Target
Gender	Female	

Age	25-34	35-44
Race	Predominately white and African American and Hispanics	
Education	College or College Graduate	Some College
Income	>\$100,000	>\$50,000
Marital Status	Married with children	Single
Employment	Professional/White Collar Careers and Non-Employed	
Lifestyle	Upwardly mobile; active, live in large urban areas; enjoy shopping, exercise, sports (watching and participating), and nightlife; trend and fashion conscious shoppers; also enjoy some extreme sports	

This profile was synthesized using syndicated data from Simmons, MRI+, and Mintel.

Psychographics, Segmentation and Product Usage

Research indicates that Fiji water consumers consistently had the first or second highest index in a number of key shopping preference indicators related to health, ecology, and brand positioning:

Preference Question	Fiji Index	Category Index Average
I'LL PAY JUST ABOUT ANYTHING WHEN IT CONCERNS MY HEALTH	127	118
I ALWAYS LOOK FOR THE BRAND NAME ON THE PACKAGE	131	124

I LIKE TO TRY NEW DRINKS	177	145
I PREFER TO EAT FOODS WITHOUT ARTIFICIAL ADDITIVES	128	104
IT IS IMPORTANT TO ME THAT OTHERS SEE ME AS BEING ENVIRONMENTALLY CONSCIOUS	114	107
ECO-FRIENDLY PRODUCTS ARE HIGHER QUALITY PRODUCTS	176	124

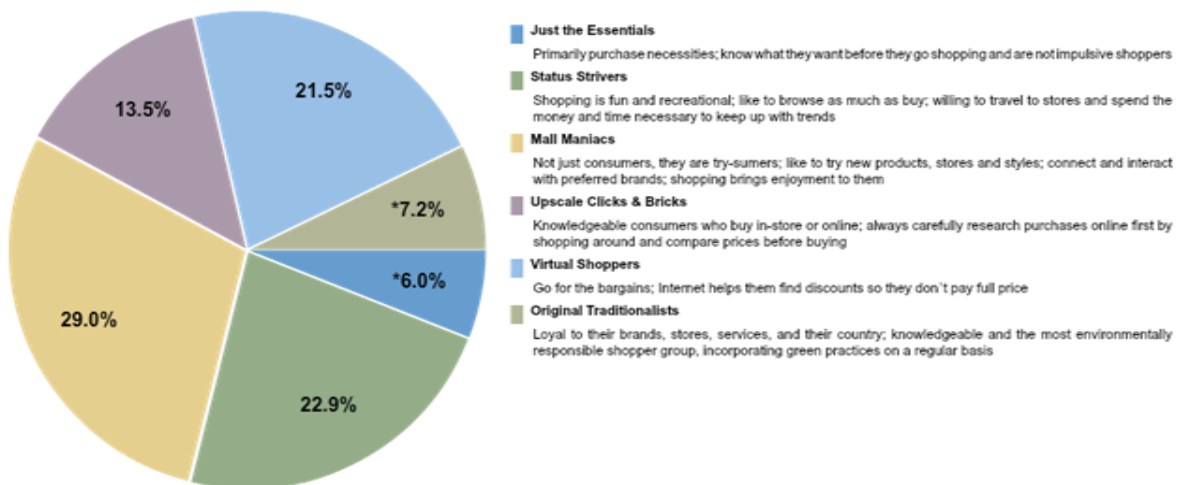
In terms of shopping habits and preferences, Fiji water users are brand conscious and status driven, but they don't object to finding a bargain and will use the internet to find the best prices.

Retail Shopping Segmentation

	Sample	Weighted (000)	Percentage
Base: All Adults	23,793	238,469	100%
Target: FIJI	740	7,644	3.21%

Pie Bar

Retail Shopping



* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
** Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Spring 2016 Simmons Connect

In terms of product preference of bottled water brands of the target demographic (Women 25-44, White or African American living in County size A), the following had the top-ranking indices:

- Fiji: 135
- Poland Spring: 134
- Store Brand: 114

Reasons for using bottled water vary. According to a 2019 Mintel report titled “Still & Sparkling Water in the US- 2019”, a poll of over 1400 adults who had purchased bottled water in the last three months gave the following reasons:

- “Whatever is the best price”- 67%
- “I purchase national brands”- 40%
- “I purchase premium waters”- 19%
- “I purchase whatever has the most environmentally friendly packaging”- 19%
- “I purchase whatever offers the most health benefits”- 16%

Target Profile



Emily is a 29-year-old professional woman living in San Francisco. She works as a department manager in a health services firm, making \$70,000 a year. She is married and ready to start a family, but currently enjoys having an active social life- going to nightclubs, sporting events, eating out, and attending other events. She takes care of her health, exercises regularly, and is concerned about the environment and making clean choices regarding what she eats and drinks.

Media Objectives

Grow Brand Awareness from 8% - 35% during the next calendar year

Since the bottled water market is highly saturated, the objective for Fiji is to emphasize Fiji Water as the superior water and keep it top of mind when customers make purchases. The target media mix objective is to combine traditional and new media so that customers will see the ads in the places where Fiji water should be top-of-mind.

Media Mix Strategy

The target audience of Fiji lives in large urban areas, is highly educated, and enjoys the finer things in life. They're on the move and enjoy buying products that are new and cutting edge. We will target them as they go about their day- from work to workouts to social events in the city with their friends - Fiji Water be there right alongside them.

The focus of our strategy will be on the places that our primary target go the most as well as where they're the most engaged. Whether that be on the way to the gym or studio, on their commute, at the bars and clubs they frequent on the weekend, the places they inhabit online and the magazines they grab on their way to the office. For the older, more settled demographic, we will reach them through national and spot network and cable TV ads on their favorite shows and national and spot radio messages for when they're commuting to work.

National Media	Objective in action: Keep Fiji top-of-mind with the target by increasing awareness
Network Television	Run a mix of 15-30 second ads placed in primarily early morning, prime and nighttime dayparts. We also have ads running in March for March Madness and UN National Water Day on March 22.
Network Radio	The older target for Fiji is more established with families, therefore we want to be able to reach them during their commutes to work as well as their drives to daycare, school etc., with 30 second ads placed in morning and evening drive-time and evening dayparts. We also want ads while people are on the go because they'll be more likely to stop and buy a water during these times.
Cable TV	30 second ads will run during prime and late-night dayparts targeted at both older and younger target segments when they are most likely to be watching. Since cord-cutting is a concern, we didn't want to put too much focus on cable.
Print Magazines	Since our target audience is women, we want to specifically target women's publications along with publications that are specific to the African American demographic, which scores high for bottled water buying consumers. Full-page color ads in women's print magazines will allow Fiji to stand out.

Internet	For digital we will deploy general, search and targeted sites, social and mobile ads in the summer months. The internet is a primary source of information for not only the primary audience, but the secondary audiences as well.
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Spot Media	Objective in Action: Increase reach in the seven market areas which has the highest market potential with the aim of influencing their buying decisions
Spot TV	Run 15-30 second ads in early, daytime, and prime-time dayparts to reach target audience during the times they are viewing and likely to make purchasing decisions.
Spot Cable TV	Showcasing Fiji's understanding of the target and their needs as well as highlighting the Fiji Water Foundation in 30 second spots will reach the target audiences during their most watched shows. This will gain Fiji more awareness and reach a cultured audience who cares about their water and the effect it has on others.
Spot Radio	In order to achieve the right reach and frequency, we will run 30 second ads during morning and evening drive and evening spot radio parts so that Fiji will always be on the minds of consumers as they go through their day and are out on the town at night.
Outdoor	The audience is constantly on the move from work to play to home. We'll place catchy and creative outdoor ads on billboards, transit stops, in bars and gyms in seven geographic locations.
Spot Digital	With a goal of targeting our specific audience, we will run general, social and mobile ads in the seven target markets to reach the chosen segment whenever they are connected to the internet.

Target Market Objective

Target Media Mix Objective: Grow Brand Awareness from 8% - 35%

Since the bottled water market is highly saturated, the objective for Fiji is to emphasize Fiji Water as the superior water and keep it top of mind when customers make purchases. The target media mix objective is to combine traditional and new media so that customers will see the ads in the places where Fiji water should be top-of-mind.

Target Media Mix

The target audience of Fiji lives in large urban areas, is highly educated, and enjoys the finer things in life. They're on the move and enjoy buying products that are new and cutting edge. We will target them as they go about their day- from work to workouts to social events in the city with their friends - Fiji Water be there right alongside them.

The focus of our strategy will be on the places that our primary target goes to the most. On the way to the gym or studio, on their commute, at the bars and clubs they frequent on the weekend, the places they inhabit online and the magazines they grab on their way to the office.

For the older, more settled demographic, we will reach them through national and spot network and cable TV ads on their favorite shows and national and spot radio messages for when they're commuting to work.

Reach and Frequency

Since the objective for Fiji is to increase brand awareness by 8% to 35%, the plan aims really to emphasize reach is key summer months where people are out enjoying the warmer weather. Our reach goals range from 75-90 with frequency ranging from 2.5-4. During the warmer months, the reach will have a reach of 90 and frequency of 4 to be able to target people who are most likely to need a water.

	Reach			Avg Freq		
	Goal	Est	+/-	Goal	Est	+/-
January	75	77	+2	3	2.9	-0.1
February	75	77	+2	3	2.9	-0.1
March	80	81.6	+1.6	3	3	0
April	90	90	0	4	3.8	-0.2
May	90	90	0	4	3.8	-0.2
June	90	89.7	+0.3	4	3.7	-0.3
July	90	89.6	+0.4	4	3.7	-0.3
August	80	81.6	+1.6	3	2.8	-0.2
September	75	75.9	+0.9	2.5	2.4	-0.1
October	75	75.9	+0.9	2.5	2.4	-0.1
November	75	75.9	+0.9	2.5	2.4	-0.1
December	75	75.9	+0.9	2.5	2.4	-0.1

Outdoor R/F not included in the months of: April, May, June and July.

Budget

In terms of media buys, 60 percent of media budget will be spent on national media and 30 percent will be allocated to spot media in 7 markets throughout calendar year 2020. The proposed budget is estimated at \$26,943,000 of the \$27,000,000 budget. The remaining \$57,000 of the budget will go toward special events. \$10,000 of the budget is split between national and spot contingency in the case that something unexpected happens.

Net TV, cable TV, net radio, digital and magazines will be deployed to keep relevance consistent as the campaign moves through the calendar year. To target the audience specifically and more precisely, spot TV, spot cable and spot radio will be emphasized to make sure that the target is getting the ads when it matters most and in spots that align with the Fiji brand/creatives. To provide more than just advertising, creating an experience is a vital piece of the media plan budget. With spot digital, spot promotions and outdoor the opportunities to create experiences for the target can be created and executed in ways that will bring the media plan full circle.

National Media	\$ Amount	National %	Cumulative %
Net TV	\$10,581,600	50.5%	39.3%
Cable TV	\$4,066,200	19.4%	15.1%
Net Radio	\$1,406,200	6.7%	5.2%
Magazines	\$4,879,400	23.3%	18.1%
Digital	\$178,800	0.9%	0.7%
National Contingency	\$5,000	0.02%	0.01%
Total	\$20,938,400	100%	77.8%

Spot Media	\$ Amount	Spot %	Cumulative %
Spot TV	\$3,524,500	59%	13.1%

Spot Cable	\$395,500	6.6%	1.5%
Spot Radio	\$657,900	11%	2.4%
OOH	\$1,219,700	20.4%	4.5%
Spot Digital	\$65,500	1.1%	0.2%
Spot Promotions	\$100,000	1.7%	0.4%
Spot Contingency	\$5,000	0.08%	0.01%
Spot Total	\$5,967,600	100%	22.2%
Gross Total	26,906,000		

Contingency Rationale

\$10,000 is split for both national and spot contingency in case something unexpected arises in the media plan. Unexpected events include public relations issues, natural disasters and other events beyond our control. The contingency allocated will allow us to shift focus or provide additional money to areas that need it more as the calendar year progresses.

Net TV Rationale and Recommendations

As TV is still a prominent source of entertainment for our secondary target audience, it's important to make sure that they are reached. National TV ads on ABC, CBS, CW, Fox and NBC will give us a full range of channels that will funnel down locally to reach our audience when it matters most. In order to make sure the advertising dollars are well spent; the money was allocated during TV times that would produce the most buys for FIJI. Primetime, late news and late-night dayparts were bought in order to reach the audience when they're most likely paying attention.

Another aspect we wanted to consider was the second screen experience especially with national TV advertising. We know that when people are watching TV, they are probably involved in a lot of other activities, which is valuable information for making sure that the creatives are catchy enough to draw attention to the ads.

Channel Recommendations	MRI Index
ABC	101
CBS	96
CW	134
Fox	129
NBC	114

Attitude Statements	Primary Target	Secondary Target
I find TV advertising interesting and quite often it gives me something	93	110
When I'm watching TV I am usually involved in other activities	116	125
I am a TV addict	91	106
TV show types: General Drama	103	104
TV show types: Reality	88	110

Net Radio Rational and Recommendations

Since Fiji is such a lucrative commodity that appeals to almost everyone, national radio is great way to reach people. Our recommendations for radio are based on the data which showed that Urban (184), News (120) and CHR (151) were the highest listened stations for the target.

The older target for Fiji is more established with families, therefore reaching them during their commutes to work as well as their drives to daycare, school etc., with 30 second ads placed in morning and evening drive-time and evening dayparts. Radio is also unique because provides the opportunity to deliver ads while people are on the go and most likely to stop off and purchase a water. As the data shows, radio scores above average with both primary and secondary targets.

Radio Recommendations	Index
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Urban (24 hours)	184
News (24 hours)	120
Contemporary Hit Radio (24 hours)	151

Attitude Statements	Primary Target	Secondary Target
I listen to the radio for a quick update	98	81
I listen to the radio everyday	115	106
When in the car, I always listen to the radio	112	102
Radio is my main source of entertainment	107	110

Cable TV Rationale and Recommendations

Cable TV 15-30 second ads will run during prime and late-night dayparts targeted at both older and younger target segments when they are most likely to be watching. By analyzing the types of shows that the target watches and enjoys, the data shows that the primary and secondary audience finds TV advertising interesting and quite often gives them something (93 primary, 110 secondary). Other data shows that TV addicts within the target are average to above average (91 primary, 106 secondary).

An interesting result within the data shows that the audience is likely doing other activities while watching their cable TV programming (116 primary, 125 secondary). This is an important piece of information due to the fact that in order to fully engage the audience, creative and eye-catching ads that also encourage second-screen experiences will be vital to the media plan.

Cable TV Recommendations	MRI Index
E! Entertainment	Primary: 175 Secondary: 161
Freeform (formerly ABC Family)	Primary: 138 Secondary: 148
Lifetime	Primary: 131 Secondary: 166
Bravo	Primary: 166 Secondary: 180

Food Network	Primary: 112 Secondary: 148
HBO	Primary: 111 Secondary: 114

Attitude Statement	Primary Target	Secondary Target
I am a TV addict	91	106
When I'm watching TV I am usually involved in other activities	116	125
I find TV advertising interesting and quite often it gives me something	93	110
Cable TV subscriber	78	104
HBO subscriber within cable TV service	87	118

Print Magazines Rational and Recommendations

Print is one of the vital pieces within our national advertising strategy. Since the target audience is women, the goal is to specifically target women's publications along with a general publication which scores high for bottled water buying consumers. Full-page color ads in women's and general print magazines will allow Fiji to stand out amongst the competition while reaching consumers that are most likely to make a Fiji purchase.

The print recommendations also align with the goal to position Fiji as a top shelf, high-class water. The magazines recommended also have that top-shelf, high-class feel in making sure their content is geared towards women who enjoy the finer things in life.

Print Recommendations	MRI Index
Women's Magazine: Allure	Primary: 231 Secondary: 181
General Magazine: Better Homes and Gardens	Primary: 117 Secondary: 128
Women's Magazine: Vogue	Primary: 152

	Secondary: 180
Women's Magazine: Women's Health	Primary: 196 Secondary: 194
General Magazine: Health	Primary: 161 Secondary: 131

Attitude Statement	Primary Target	Secondary Target
Total magazines read - gross	118	98
Magazine publications: Entertainment	173	114
Magazine publications: Women's	145	130
Magazine publications: Health and fitness	100	108
Magazine publications: Women's fashion, beauty and grooming	232	145

Internet/Social Media Rationales and Recommendations

Among the target groups, the following types of internet ads have the highest shared index of effectiveness (Source-Simmons):

1. Banner Ads (117 primary, 123 secondary)
2. E-Mail Ads (125 primary, 135 secondary)
3. Sponsored Ads from SEM (121 primary, 110 secondary)

It is important to note that the index for "None of These" was also slightly above average (105 primary, 106 secondary). However, the above tactics are still recommended, especially banner ads.

Recommendation 1

Digital ad placement using target demographic specifications, especially on the following websites, base on MRI survey of heavy Fiji water users.

Targeted Sites: Recommendation	MRI Index
MTV.com	230

Hotwire.com	168
BuzzFeed	165
NBA.com	162
Fandango	160

Also, a Spanish language digital campaign is recommended, as Spanish language websites collectively had an MRI index of 147 among Fiji water users.

Recommendation 2: Social Media Advertising

Snapchat: Snapchat represent an untapped market for this brand. Snapchat users in the U.S. have grown steadily year over year and is predicted to reach 90.4 million users in 2019. (Kats, 2018).

For brands, Snapchat is primarily a paid advertising platform, however, the opportunities for reach and engagement on the platform are very economical. The following types of campaigns are recommended:

1. Sponsored Local Snapchat geo-filters: As part of the “Top Shelf Water” campaign, geofenced areas would be placed around popular nightlife districts in designated spot markets during specific times of the year. When Snapchat users within the area open their app, they will see a Fiji water branded filter they can use to take selfies of themselves and share with their friends.
2. Snap Ads: A short sponsored video ad (10 seconds) that pops up in the users Discover tab while they are viewing content. If engaged, the viewer can swipe to for more content.
3. Snapchat Influencer Campaigns: Contracting Snapchat influencers in the fashion, sports, fitness, and lifestyle genres to promote content about Fiji water through “Snapchat takeovers”.
4. Instagram and Facebook: While both platforms offer great opportunities for creating earned media results, they also offer tremendous opportunities for paid reach as well.
5. Promoted Ads and Stories: Paid ads and stories for both platforms using engaging video and photo content created to reach the target audience.
6. Influencer Campaigns: Paid promotion using national and spot influencers who are followed by the target audiences.

Spot TV Rationale and Recommendations

Just as with National, television is still a prominent source of entertainment for our secondary target audience, it's important to make sure that they are reached. Spot TV ads on ABC, CBS,

CW, Fox and NBC will give us a full range of channels that will funnel down locally to reach our audience when it matters most. In order to make sure the advertising dollars are well spent, the money was allocated during TV times that would produce the most buys for FIJI. Primetime, late news and late-night dayparts were bought in order to reach the audience when they're most likely paying attention. Particular opportunities for spot spending come with seasonal events such as March Madness and the 2020 Olympic Games.

Another aspect we wanted to consider was the second screen experience especially with national TV advertising. We know that when people are watching TV, they are probably involved in a lot of other activities, which is valuable information for making sure that the creative elements relevant enough for the campaign (March Madness and the Olympics may best be suited for '70% Water') to draw attention to the ads.

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Attitude Statements	Primary Target	Secondary Target
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Radio is my main source of entertainment	107	110

Spot Outdoor Rationale and Recommendations

Fiji has become known for its sponsorships of elite and ultra-luxury events, particularly in common/public places and areas of high visibility. This makes Out of Home (OOH) spot advertising an excellent choice that engages the customer actively in their lifestyle, rather than

passively. As lifestyle association is a top brand objective, spot outdoor advertising stands to provide additional benefit beyond the direct marketing results.

Radio Recommendations	Index
Quintile 1 (Highest)	108
Quintile 2 (Second Highest)	120
Quintile 3 (Middle)	74
Quintile 4 (Second Lowest)	96
Quintile 5 (Lowest)	102

Lifestyle Statements	Index
I have viewed advertisements within the last 30 days while at Airports	153
I have viewed advertisements within the last 30 days while in Elevators	160
I have viewed advertisements within the last 30 days while at Health club/ Gym	181
I have viewed advertisements within the last 30 days while in Office Buildings (Not In Elevator)	202
I have viewed advertisements within the last 30 days while Waiting for Public Transportation	178
I have viewed advertisements within the last 30 days while Riding Public Transportation	181
I have viewed advertisements within the last 30 days while at Sports Stadiums/ Arenas	181

Geography

The Southeast (23.8%), Pacific (20.8%), Southwest (13.9%), and Middle Atlantic (15.6%) market regions make up the four largest regions where there is a heavy use of bottled water products. For those consumers who primarily drink Fiji Water, the distribution is slightly different: Pacific (22.1%), Southeast (19%), Middle Atlantic (18.6%) and West Central (15.9%). However, the Middle Atlantic region has the highest index of the four- 121. It is worth noting

that these regions all contain a large number of County A ranked areas, supporting the fact that large city markets are a primary target for building market share.

Market Rankings

The chart below will illustrate the market opportunity based on CDI and BDI indices for the 30 top DMA's based on the September 2018 Nielsen DMA report.

Rank	Market	CDI	BDI
1	New York	104	97
2	Los Angeles	112	114
3	Chicago	103	94
4	Philadelphia	102	80
5	Dallas-Ft. Worth	104	105
6	Washington D.C.	104	105
7	Houston	108	126
8	San Francisco-Oakland-San Jose	109	119
9	Boston-Manchester	101	88
10	Atlanta	106	105
11	Tampa-St. Petersburg	96	62
12	Phoenix	105	89
13	Seattle-Tacoma	102	93

14	Detroit	99	73
15	Minneapolis-St. Paul	102	104
16	Miami-Ft. Lauderdale	106	93
17	Denver	106	105
18	Orlando-Daytona Beach-Melbourne	94	73
19	Cleveland-Akron	94	70
20	Sacramento-Stockton-Modesto	106	98
21	St. Louis	101	110
22	Portland, Oregon	106	92
23	Charlotte	98	112
24	Pittsburgh	90	63
25	Raleigh-Durham-Fayetteville	100	104
26	Baltimore	103	81
27	Nashville	98	186
28	Indianapolis	99	130
29	San Diego	108	111
30	Salt Lake City	113	128

Source: (Nielsen Corporation, 2018)

A complete list of CBI and BDI Indices for all major population areas can be found in the appendix.

Spot Market Rationale

In order to increase brand awareness, we needed to make sure to target in markets that not only had large populations, but that also had favorable CDIs and BDIs. Since the Southeast (23.8%), Pacific (20.8%), Southwest (13.9%), and Middle Atlantic (15.6%) market regions make up the four largest regions where there is a heavy use of bottled water products, we chose large, populous markets that also had the most favorable CDIs and BDIs for the bottled water market.

Location	Rank	% of Population	CDI	BDI
Atlanta, GA	8	2.04	106	105
Charlotte, NC	25	0.96	98	112
Los Angeles, CA	2	5	112	114
Houston, TX	10	1.82	108	126
Salt Lake City, UT	35	0.78	113	128
San Francisco, CA	6	2.14	109	119
San Diego, CA	27	0.93	108	111
7 Markets chosen covering 13.67% of Total Households				

Scheduling and Seasonality

In the past, Fiji advertising has been really focused on the months of January, February, September, November and December. Past ads also show that little emphasis was put on the rest of the summer months during that calendar year. For this media plan, the focus was to reach people more consistently and when nothing sounds more refreshing than a cold, pure bottle of water - the summer.

In a Mintel survey asking 1,927 internet users aged 18+ who have drunk any water in the last 3 months, the top responses were "To quench my thirst" and "Hydration". This insight led us to create a plan revolving around the hottest months where thirsts will definitely be needed

quenching and hydration is emphasized. For the Fiji media plan, this was a simple response to make the advertising more centered on summer months.

Motivations for Drinking Water	% Answered
To quench my thirst	76%
Hydration	74%
Convenient	61%
Good taste	57%
Easy to take on-the-go	49%
Good value	42%
Good quality	41%
To cut back on calories	31%
Digestive health	24%
Skin health	23%
To cut back on my caffeine intake	21%
Other	6%

Sales Promotion

Fiji Water's target enjoys going out and they have a higher than average attendance at a number of different types of nightlife activities. (Source: Simmons)

Activity	Primary Target Index	Secondary Target Index
Going to Bars/Clubs/Dancing	180	103
Dining Out (Not Fast Food)	120	117
Comedy Club	159	133

Concert/Music Festival	120	118
Dance Performance	137	125
Live Theater	110	115

In addition, Fiji Water is known for its sponsorship and participation in many high-profile red-carpet events. Most recently, Fiji Water achieved a great deal of attention when one of their “Fiji Water Girls” kept showing up in the camera during the red-carpet segment of the Golden Globes Awards (Fashingbauer-Cooper, 2019). This will become the concept for the following multi-city activation plan:

Fiji Water Red Carpet Activations: A red-carpet event style walk-up will be created at various popular locations and events in the spot markets targeted for advertising. These could be night clubs, concerts, or other events. The elements of the activation will include a Hollywood awards style setting complete with red carpet, searchlights, set-dressing, photographers, media interviews live streamed on Fiji’s social media platforms, and “Fiji Water Girls” handing out product samples. These events will be tied in with geotargeted social media promotions as mentioned in the social media segment. While primarily a paid media event, the activation should also garner a great deal of earned media as well.

Communications Brief

Based on insights gathered from the target demographic and psychographic research, three new creative verticals have been developed to increase brand awareness. These creative campaigns will be integrated into both national and spot broadcast, print, digital, social, and outdoor advertising.

Creative #1: “What You See Is What You Get”

What You See Is What You Get



Rationale: This creative is based on the brand's primary feature that it is pure water drawn from one of the most pristine sources on earth. Fiji Water users indexed higher than the category index average on sentiments such as "I'll pay just about anything when it concerns my health" (Fiji Index-127/Category Average-118) and "I prefer to eat foods without artificial additives" (Fiji Index-128/Category Index- 104).

Creative #2: "Your Body Is 70% Water-Make Sure It's Pure"



Rationale: Continuing the focus on the pureness of Fiji Water, this creative is aimed at the target group who live an active, health-conscious lifestyle. In the previous cited 2019 Mintel report "Still & Sparkling Water in the US-2019", 16% of bottled water users agreed with the statement "I purchase whatever offers the most health benefits" and 19% agreed with the statement "I purchase premium waters".

Creative #3: “Top Shelf Water”



Rationale: This creative is designed to appeal to the target group who see Fiji Water as a high-end, premium brand and to appeal to those members of the target who enjoy an active nightlife. The “top shelf” concept in the restaurant and nightclub industry indicates the most expensive, but highest quality beverages. In research drawn from Simmons One-View on the shopping segmentation of Fiji Water consumers, 22.9% were designated as “Status Strivers” who were brand conscious and “spend the money and time necessary to keep up with trends.”

Paid, Owned and Earned Media

Paid	
National	Spot
<ul style="list-style-type: none"> • National Cable • National Radio • Women’s Magazines • National Digital & Social 	<ul style="list-style-type: none"> • Spot Cable • Spot Radio • Outdoor
Owned	

Website	Blog	Facebook	Twitter	Instagram
-Online shopping: <ul style="list-style-type: none"> • Product • Accessories • Gift Cards • Delivery and Subscription Options -Promotions -Help Center	-Product and promotion information -Workout Tips -Lifestyle Features -Media Tie-Ins	-668,000 followers -Video Content-Features, media tie-ins, tips -Events -Contests -Community	-51,900 followers -Video posts -Shared partner posts -Event posts	-149,000 followers -Video and photo content -Connected to Facebook page

Earned	
Fiji Water Girl	New Campaign Opportunities: -Fiji Snapchat geo-filters- shared with user's community through Snapchat -Fiji Red Carpet Activation Events: <ul style="list-style-type: none"> • Photos & videos shared by participants • Local coverage by media

Appendix

MFP Work

Flowchart

Target Demo: All Women ages 25-34													
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across
Net TV-E Morning \$(000)	20 256.0	20 256.0				30 384.0	30 384.0		20 128.0	20 128.0	20 128.0	20 128.0	GRPS: 180 COST: 1792.0
Net TV-Daytime \$(000)			25 220.7			20 353.2	20 353.2						GRPS: 65 COST: 927.0
Net TV-Early News \$(000)				20 347.3	20 347.3								GRPS: 40 COST: 694.6
Net TV-Prime \$(000)								20 568.4	20 284.2	20 284.2	20 284.2	20 284.2	GRPS: 100 COST: 1705.2
Net TV-L Nite/L News \$(000)				20 364.4	20 364.4	20 364.4	20 364.4						GRPS: 80 COST: 1457.7
Net TV-Sports \$(000)	20 843.2	20 843.2	30 632.4			20 843.2	20 843.2						GRPS: 110 COST: 4005.1
Net Cable-Daytime \$(000)			25 73.8			20 59.0	20 59.0						GRPS: 65 COST: 191.9
Net Cable-Prime \$(000)				20 370.8	20 370.8			20 370.8	20 370.8	20 370.8	20 370.8	20 370.8	GRPS: 140 COST: 2595.6
Net Cable-L Fringe \$(000)	20 159.8	20 159.8				20 159.8	20 159.8		20 159.8	20 159.8	20 159.8	20 159.8	GRPS: 160 COST: 1278.7
Drive \$(000)						20 52.9	20 52.9						GRPS: 40 COST: 105.8
Net Radio-Evening Drive \$(000)	20 52.9	20 52.9	20 52.9	30 79.4	30 79.4	20 52.9	20 52.9	20 52.9	20 52.9	20 52.9	20 52.9	20 52.9	GRPS: 260 COST: 688.0
Net Radio-Nighttime \$(000)	20 61.2	20 61.2	20 61.2	20 61.2	20 61.2			20 61.2	20 61.2	20 61.2	20 61.2	20 61.2	GRPS: 200 COST: 612.4
Magazines-Womens \$(000)	25 201.8	25 201.8	30 242.2	40 322.9	40 322.9	25 201.8	25 201.8	35 282.6	20 161.5	20 161.5	20 161.5	20 161.5	GRPS: 325 COST: 2623.7
Magazines-General Interest \$(000)	20 316.9	20 316.9	20 316.9	20 316.9	20 316.9	20 196.5	20 196.5	20 316.9					GRPS: 160 COST: 2294.5

Digital National - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$(000)	3	3	5	4	4	5	5	4	3	3	3	3	GRPS:	43
	6.8	6.8	19.0	11.0	11.0	19.9	19.9	11.0	17.5	17.5	17.5	17.5	COST:	175.4
Spot TV-Daytime \$(000)						15	15						GRPS:	30
						96.5	96.5						COST:	193.0
Spot TV-Early Fringe/News \$(000)			20	25	25	15	15		20	20	20	20	GRPS:	180
			95.0	237.3	237.3	142.4	142.4		95.0	95.0	95.0	95.0	COST:	1234.4
Spot TV-Prime \$(000)				25	25	20	20		20	20	20	20	GRPS:	170
				403.3	403.3	322.6	322.6		161.3	161.3	161.3	161.3	COST:	2097.1
Spot Cable \$(000)				30	30			25					GRPS:	85
				139.6	139.6			116.3					COST:	395.5
Spot Radio-Morning Drive \$(000)				20	20	20	20						GRPS:	80
				39.5	39.5	39.5	39.5						COST:	158.2
Spot Radio-Daytime \$(000)			25	20	20								GRPS:	65
			50.5	40.4	40.4								COST:	131.4
Spot Radio-Evening Drive \$(000)	35	35		20	20			20					GRPS:	130
	67.3	67.3		38.5	38.5			38.5					COST:	250.1
Spot Radio-Nighttime \$(000)	40	40				20	20						GRPS:	120
	13.7	13.7				6.9	6.9						COST:	41.2
Outdoor \$(000)				630	630	630	630						GRPS:	2520
				304.9	304.9	304.9	304.9						COST:	1219.7

Digital Spot - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social \$(000)														GRPS:	148
			24	26	26	15	15	41						COST:	65.5
			9.0	11.0	11.0	6.3	6.3	22.0							
National Only Area															
GRPS	147	147	174	174	174	220	220	139	142	142	142	142	GRPS:	1968	
\$(000)	1898.7	1899	1619	1874	1874	2688	2688	1664	1236	1236	1236	1236	Cost:	21148	
Reach	67.8	67.8	71.3	74.2	74.2	79.2	79.2	68.9	66.3	66.3	66.3	66.3			
Avg. Freq.	2.2	2.2	2.5	2.3	2.3	2.8	2.8	2.0	2.2	2.2	2.2	2.2			
Spot Only Area															
GRPS	74	74	69	166	166	105	105	85	39	39	39	39	GRPS:	1008	
\$(000)	81.1	81.1	154.5	1215	1215	919.1	919.1	176.8	256.3	256.3	256.3	256.3	Cost:	5785.9	
Reach	32.1	32.1	41	71.7	71.7	57.2	57.2	45.9	31.5	31.5	31.5	31.5			
Avg. Freq.	2.3	2.3	1.7	2.3	2.3	1.8	1.8	1.9	1.3	1.3	1.3	1.3			
Spot + National															
GRPS	222	222	243	340	340	325	325	225	182	182	182	182	GRPS:	2976	
\$(000)	1979.8	1980	1774	3089	3089	3607	3607	1841	1492	1492	1492	1492	Cost:	26934	
Reach	77	77	81.6	90	90	88.8	88.8	81.6	75.9	75.9	75.9	75.9			
Avg. Freq.	2.9	2.9	3.0	3.8	3.8	3.7	3.7	2.8	2.4	2.4	2.4	2.4			

NOTE:

\$5,000 in national contingency

\$5,000 in spot contingency

The remainder of the \$56,400 will go towards special events

Year at a Glance

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	75	77	3	2.9	225	223	2	1946	1979.8	-33.4
February	75	77	3	2.9	225	223	2	1946	1979.8	-33.4
March	80	82	3	3	240	244	-3	2076	1773.7	302.5
April	90	90	4	3.8	360	340	19	3114	3088.5	25.8
May	90	90	4	3.8	360	340	19	3114	3088.5	25.8
June	90	89	4	3.7	360	325	34	3114	3606.8	-492.6
July	90	89	4	3.7	360	325	34	3114	3606.8	-492.6
August	80	82	3	2.8	240	225	14	2076	1840.6	235.5
September	75	76	2.5	2.4	188	183	4	1622	1492.3	129.7
October	75	76	2.5	2.4	188	183	4	1622	1492.3	129.7
November	75	76	2.5	2.4	188	183	4	1622	1492.3	129.7
December	75	76	2.5	2.4	188	183	4	1622	1492.3	129.7
Total					3120	2977	0	26990	26934	56.4
								National Contingency \$(000): 5		
								Spot Contingency \$(000): 5		

Goal Sheet

National Plan

National Plan	Reach	Freq	GRPs	%Share	Est \$(000)
January	65	2	130	4.2	1124.6
February	65	2	130	4.2	1124.6
March	70	2.5	175	5.6	1513.9
April	75	2	150	4.8	1297.6
May	75	2	150	4.8	1297.6
June	80	3	240	7.7	2076.2
July	80	3	240	7.7	2076.2
August	70	2	140	4.5	1211.1
September	65	2	130	4.2	1124.6
October	65	2	130	4.2	1124.6
November	65	2	130	4.2	1124.6
December	65	2	130	4.2	1124.6
			-----	-----	-----
National Media			1875	60.1	16220
National Contingency					5
Total National \$\$					16225

Spot Plan

Spot Plan	Reach	Freq	GRPs	%Share	Est \$(000)
January	75	3	225	3	821.8
February	75	3	225	3	821.8
March	80	3	240	2.1	562.3
April	90	4	360	6.7	1816.6
May	90	4	360	6.7	1816.6
June	90	4	360	3.8	1038.1
July	90	4	360	3.8	1038.1
August	80	3	240	3.2	865.1
September	75	2.5	187.5	1.8	497.4
October	75	2.5	187.5	1.8	497.4
November	75	2.5	187.5	1.8	497.4
December	75	2.5	187.5	1.8	497.4
			-----	-----	-----
Spot Media			1245	39.9	10770
Spot Contingency					5
Total Spot \$\$					10775
Total Plan					27000

Frequency Distribution

	National		Spot		Combined	
	F	F+	F	F+	F	F+
0	33.7	100	68.5	100	24.1	100
1	28.6	66.3	24.5	31.5	26.6	75.9
2	18.2	37.7	5.8	7	21.3	49.3
3	9.8	19.5	1.1	1.3	13.3	28
4	5	9.7	0.2	0.2	7.3	14.8
5	2.4	4.8	0	0	3.8	7.5
6	1.2	2.3	0	0	1.9	3.7
7	0.6	1.1	0	0	0.9	1.8
8	0.3	0.6	0	0	0.5	0.9
9	0.1	0.3	0	0	0.2	0.4
10	0.1	0.1	0	0	0.1	0.2
11	0	0.1	0	0	0.1	0.1
12	0	0	0	0	0	0.1
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	0	0	0	0	0	0
16	0	0	0	0	0	0
17	0	0	0	0	0	0
18	0	0	0	0	0	0
19	0	0	0	0	0	0
20	0	0	0	0	0	0
Gross Rating Points		143		40		183
Reach		66.3		31.5		75.9
Average Frequency		2.2		1.3		2.4

Markets

Market Name	Rank	%US
Atlanta, GA	8	2.04
Charlotte, NC	25	0.96
Los Angeles, CA	2	5
Houston, TX	10	1.82
Salt Lake City, UT	35	0.78
San Francisco et al, CA	6	2.14
San Diego, CA	27	0.93

7 Markets Chosen, covering 13.67% of US households.

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