

FLAV-O-FLAV TOOTHPASTE

Advertising Plan

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1.0 Executive Summary

The integrated marketing communications plan that we are designing is for a new brand of toothpaste called Flav-O-Flav. Flav-O-Flav is toothpaste designed especially for kids. The overall objective for this plan is to: make market awareness for the Flav-O-Flav toothpaste in all regions of the country, advertise objectives and make different appeals, and open up opportunities in the market for a new product.

2.0 Market Overview

We have learned that tooth decay is the single most chronic disease of childhood. The Flav-O-Flav toothpaste for kids is now introducing itself into the market to help bring back healthy smiles. It comes in five different flavors which are orange, grape, bubble gum, cherry, and watermelon. All flavors of this toothpaste are artificially flavored and designed to make kids want to brush their teeth. In order to survive in the market, Flav-O-Flav has to be able to overcome its other competition such as the popularity of other brand toothpastes, Crest for Kid's, Kid's Aquafresh and Colgate. These three brand leading toothpaste are the closest and most related to Flav-O-Flav. The cost of this brand toothpaste will more than likely be about \$1.30 or \$1.50 depending on the sales and popularity.

Flav-O-Flav has clinically proven fluoristat that helps to fight against and prevents cavities. The toothpaste is a gel-like substance that is gentle on the child's enamel. It has fun flavors that all kids love, and makes fighting cavities more fun. Flav-O-Flav is formulated to help strengthen and reduce gingivitis as the child brushes. Mentioned earlier throughout this advertisement, Flav-O-Flav comes in five different flavors, in which are all designed to encourage and reinforce kids of the daily habit.

2.1 Competitive Analysis

With Flav-O-Flav being a new product in the kid's market they will have a vast advantage over other brands. Coming in five different flavors is a major competitive advantage over other toothpaste brands. Being that it is a form of gel it offers the slime effect which is always 'cool' to young children. Flav-O-Flav has artificial flavoring but is much disguised for being a dental product because it tastes just like real fruit. The biggest competitor would be at large Crest for Kid's. Reasons for this may derive from Crest being a top name brand toothpaste used in the United States. Each brand of competitive child's toothpaste offers the same ingredient but does not have the same advantages as Flav-O-Flav.

The Flav-O-Flav Dental Care Company has provided a website for consumer feedback about their brand toothpaste. In the start it is only offering five flavors but there are still more to come. It is being offered at a low price of at least \$1.50 or less, and has plans to keep consumers and customers satisfied. As seen in the market today, other kid brand dental care products have a high cost of at least \$2 or more. Flav-O-Flav will begin sending out free mail samples to households that contain children which range from ages 2 and up.

Developing a beautiful and healthy smile always starts with the day that we are born. If kids start using Flav-O-Flav they will get into the habit of good hygiene from the start. They will learn to keep their teeth clean and free from cavities.

2.2 Consumer Analysis

The ultimate target market will definitely consist of the younger generation. This is toothpaste created just for kids. We are expecting the target market to range from 2

years and over. Most mothers of children in these age ranges tend to buy this kind of toothpaste in order to inspire their infants to brush their teeth. The product will mostly be sold in suburban areas, which contain, Wal-Mart's, Target's, CVS', Rite Aide's, etc. Such discount stores as those are heavily concentrated with many consumers each day. Advertisements for the Flav-O-Flav product will be cast only in the United States for now, then will eventually partner with other dental companies and integrate overseas.

3.0 Overall Marketing Objectives

Flav-O-Flav Toothpaste hopes to be successful with the new line of toothpaste. The five flavors are going to entice children into brushing their teeth at night. Targeting children as the primary market is smart because the children will bug their parents for our product. Usually when a child is begging for something that is helpful to their hygiene the parents will purchase that product. That is why we are using family channels to advertise our product. This is where the use of children's magazines comes in handy as well. Our secondary market will be the parents, but they will be addressed mostly through their children.

3.1 Recommendation of Target Audience

Flav-O-flav's target audience is going to be children ages 2 and up. The product's primary focus is going to be on the younger school age children from age 4-8. The company feels that the different flavors will draw more attraction from that specific age group than anybody else but doesn't want to only be limited to them.

3.2 Rationale for Creative Approach and Market Selection

Flav-O-flav is a new line of flavored toothpaste for kids. In order for the product to stand out amongst the leading competitors the company's main focus is going to be on

a toothpaste specifically and only marketed to children. The writing on the tube will be in a kid's handwriting and all the words will be written so that young children can understand them easily. Our flavors consist of orange, cherry, bubblegum, grape and watermelon. Each flavor will have a consistent matching color, for example cherry will be red, orange will be orange, bubblegum will be pink, grape will be purple, and watermelon will be pink. To add a special twist to our product the tube will also be scented to match the flavor of the product. This will generate interest among young children and expectedly a purchase from the parents.

To create brand recognition the company will distribute samples of the new product out at events which interact with children. Venues in consideration are book fairs, carnivals, concerts and movies. Also to generate the idea of good health, Flav-o-flav has joined partners with the American Dental Society to campaign for young children to brush their teeth more often. These groups go to children's classrooms and talk with them and hand out packets of free samples for them to try. By participating the company hopes to increase brand recognition and hopefully a repeat purchase.

4.0 Communication Objectives

Flav-O-flav toothpaste is looking to spark up the competition. It is seeking to develop a campaign that will create awareness amongst parents of their children's hygiene and welfare. Flav-o-flav wants to promote an impeccable image of their product so consumers will use word-of-mouth to "get out the word." Flav-o-flav believes that through its well organized and thought out campaign, the communication to the target audience will be unforgettable.

4.1 Creative Concepts

Flav-o-flav toothpaste will be displayed throughout all major retail stores including Wal-Mart, Target, and K-Mart; and will be displayed in national drugstores such as CVS and Rite Aid, using point-of-purchase advertising. Advertisements will be placed on billboards inside the store, as well as outside the front doors of the store. And will also be used on shopping carts. These banners and billboards will be attractive and very unique to get customers' attention.

4.2 Concept Testing

Flav-o-flav toothpaste will conduct concept testing through actual product trials with kids and parents located in the desired target market. The trials will be held in Wal-Mart stores where there is the most family penetration. Children ages 2-10 will be able to test our five flavors before making a decision whether to buy. Parents will also be testing their kids to see if it will work out for them at home. The rough sketches and outlines for advertisements to be placed in magazines will also be produced by our desired target market. Flav-o-flav toothpaste believes that having children and parents working out in the field to endorse, advertise, and sell the product will help their image and will ultimately make their sales soar. Employees of Flav-o-flav toothpaste will have a say in the way the advertising goes. Employees will evaluate all the results of the products trials and sketches and will make a determination of whether to use them or not.

4.3 Test Executions

Test Executions for Flav-o-Flav toothpaste will be held in four different areas of the country, the Southeast, the Northeast, the upper Midwest, and Texas. The test executions will include:

- Product trials
- Sampling

The best way to gain proper feedback is to perform product trials in Wal-Mart stores. Wal-Mart is the biggest retailer in the world and is most frequented by parents and their young children. During these trials, Flav-o-flav toothpaste will receive feedback from the product testers about other brands of children's toothpaste and how Flav-o-flav compares. By going to different areas of the country, Flav-o-flav toothpaste will get a sense of who is going to buy and use this product. Another test execution that will be used will be sampling. Flav-o-flav toothpaste will call on employees as well as children to hand out tiny samplings. The samples will be handed out in places such as drugstores, schools, and children's magazines such as Highlights. Having kids sample the toothpaste will give Flav-o-flav immense feedback into the toothpaste and whether it's suitable for kids or not.

4.4 Executions

Through conducting test executions, Flav-o-flav toothpaste will learn what types of advertisements and promotional events gain customers' attention. As well as finding out what their customers are looking for and what the customers are willing to buy and at what price they are willing to purchase it. Flav-o-flav toothpaste says the new product will spark more health issues such as personal hygiene for kids with these advertisements also. And that it will lead to parents having a much easier time getting children to brush their teeth before school and bed. The test executions will prove to have a significant effect on the target market as it will prove that the product works and that it's worth consumers' money.

4.5 Media Objectives and Strategy Plan

Flav-O-Flav Toothpaste is confident that the product will be a huge success. Brand awareness and customer loyalty are the company's primary concerns. The utilization of media and a well designed strategy plan are the two things that are going to help with the introduction and growth phase of the new toothpaste. The primary media that is going to be used is television. The ads will be played during children and family programs due to the fact that our target market is 2-10 year olds. There is a table below that will explain the costs of advertising for 18 months. Another technique that is going to be used is direct mail. Samples of the five flavors: bubble gum, orange, grape, cherry, and watermelon, will be distributed to mostly dual income homes because there is a more likely chance that they will have children and use the sample. Hopefully this will help raise the bar on the normal response rate of approximately 8%.

NBC rates	Family Channel Rates	Disney Channel Rates	Cartoon Network Rates	Home Shopping Network Rates
\$2000 first six months	\$1000 first six months	\$2500 first six months	\$950 first six months	\$1050 first six months
\$1500 second six months	\$800 second six months	\$2000 second six months	\$775 second six months	\$900 second six months
\$1000 third six months	\$500 third six months	\$1000 third six months	\$555 third six months	\$665 third six months

The majority of children doesn't listen to the radio or become visually stimulated by a radio advertisement, so radio advertising is out of the question. This will cut down on expenses and allow more focus towards the target market. The customer has a more positive response when they can visually see the product. Flav-O-Flav Toothpaste is designed with a stimulating package to draw children to it.

Magazines will play a huge part in the introduction of Flav-O-Flav Toothpaste and help the nation realize that they need to use the product and their children will thank them. Magazines are highly selective and that is one of their advantages. The toothpaste will be advertised through such publications as Highlights, Disney Magazine, and Good Housekeeping (This will target the parents of children which are our secondary market). This is also a good investment because many magazines have a good pass along rate and offer some form of regional and/or demographic editions for greater targeting. One last pro of magazines is that they are portable and have a long life. Below are the costs for the next eighteen months of advertising in magazines.

<u>Highlights</u> rates	<u>Disney</u> <u>Magazine rates</u>	<u>Good</u> <u>Housekeeping</u> rates
\$500 first six months	\$800 first six months	\$850 first six months
\$400 second six months	\$600 second six months	\$700 second six months

\$300 third six months	\$400 third six months	\$400 third six months
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4.6 Sales Promotions Objectives

Flav-O-Flav is going to hold promotions at various drug stores for the first six months of the product being introduced to the community. The total toothpaste market is a \$1.66 billion-a-year industry, with \$1.26 billion (483 million units) coming from the retail segment and about a quarter of those sales coming from drug stores alone. The biggest concern is the competition. The two main competitors are Colgate-Palmolive and Proctor and Gamble. While these companies are quite successful they have yet to come out with a fresh new product like Flav-O-Flav Toothpaste that is designed for and marketed towards the youth.

4.7 Sales Promotions Strategy and Plan

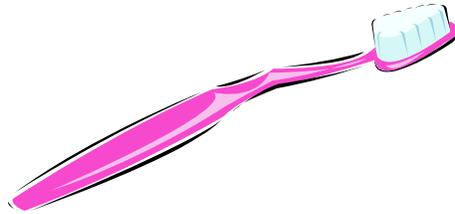
Flav-O-Flav will be heavily promoted especially during the introduction phase. After each six months for a period of 18 months the advertising will decrease slightly until the public is fully aware of Flav-O-Flav Toothpaste and its capabilities with children. The main competitors Colgate-Palmolive and Proctor and Gamble are going to lose a huge market share to Flav-O-Flav Toothpaste after the promotions begin at drug stores around the nation.

5.1 Sample 30-second television spot

Why make it a struggle every time you need to brush your child's teeth? If you had a chance to keep your children's teeth clean but make it a more lively experience we hope you would take the chance. With Flav-O-Flav Toothpaste you won't ever have this problem again. With our new five flavors like cherry, grape, orange, bubble gum, and watermelon kids will be excited to brush their teeth. Don't sacrifice quality and hygiene, and come embrace flavor with Flav-O-Flav Toothpaste. Make bedtime an enjoyable time.

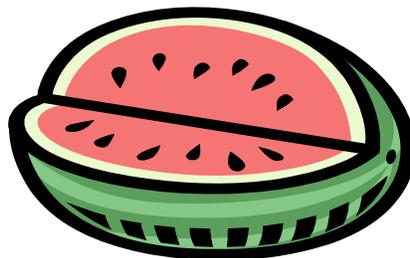
Flav -O- Flav

Flavored Toothpaste for kids



Scented tubes!
Now only \$3.95

Comes in a variety of flavors sure to be a favorite among kids and parents
Cherry, **Grape**, **Orange**, **Bubblegum** and



Available at your local retailer and online at www.flav-o-flav.com

