

# Marketing Plan

**GRAY'S**  
Cookies

**Brand Vision:** To be the first 'healthy cookie' to generate the craving, popularity and sales of a mainstream cookie. \$100 Million brand by 2024

Analysis	Issues and Strategies	Executorial Plans
<b>P&amp;L forecast</b> <ul style="list-style-type: none"> <li>Sales \$30,385</li> <li>Gross Margin \$17,148</li> <li>GM % 56%</li> <li>Marketing Budget \$8,850</li> <li>Contribution Margin \$8,949</li> <li>CM% 23%</li> </ul> <b>Drivers</b> <ul style="list-style-type: none"> <li>Taste drives a high conversion of Trial to Purchase</li> <li>Strong Listings in Food Channels</li> <li>Exceptional brand health scores among Early Adopters. Highly Beloved Brand among niche.</li> </ul> <b>Inhibitors</b> <ul style="list-style-type: none"> <li>Low familiar yet to turn our sales into loyalty</li> <li>Awareness held back due to weak Advertising</li> <li>Low distribution at specialty stores. Poor coverage.</li> <li>Low Purchase Frequency even among most loyal.</li> </ul> <b>Risks</b> <ul style="list-style-type: none"> <li>Launch of Mainstream cookie brands (Pepperidge Farms and Nabisco).</li> <li>De-listing 2 weakest skus weaken in-store presence</li> <li>Legal Challenge to tastes claims</li> </ul> <b>Opportunities</b> <ul style="list-style-type: none"> <li>R&amp;D has 5 new flavors in development.</li> <li>Sales Broker create gains at Specialty Stores</li> <li>Explore social media to convert loyal following.</li> </ul>	<b>Key Issues</b> <ol style="list-style-type: none"> <li>What's the priority choice for growth: find new users or drive usage frequency among loyalists?</li> <li>Where should the investment/resources focus and deployment be to drive our awareness and share needs for Gray's?</li> <li>How will we defend Gray's against the proposed Q1 2014 'healthy cookie' launches from Pepperidge Farms and Nabisco?</li> </ol> <b>Strategies</b> <ol style="list-style-type: none"> <li>Continue to attract new users to Gray's</li> <li>Focus investment on driving awareness and trial with new consumers and building a presence at retail.</li> <li>Build defense plan against new entrants that defends with consumers and at store level.</li> </ol> <b>Goals</b> <ul style="list-style-type: none"> <li>Increase penetration from 10% to 12%, specifically up from 15% to 20% with the core target. Monitor usage frequency among the most loyal to ensure it stays steady.</li> <li>Increase awareness from 33% to 42%, specifically up from 45% to 50% within the core target. Drive trial from 15% to 20%. Focus for sales is to close distribution gaps going from 62% to 72%.</li> <li>Hold dollar share during competitive launches and continue to grow 11% post launch gaining up to 1.2% share. Target zero losses at shelf.</li> </ul>	<b>Advertising</b> <ul style="list-style-type: none"> <li>Use awareness to drive trial of the new Grays. Target "Proactive Preventers". Suburban working women, 35-40. Main Message of "great tasting cookie without the guilt, so you can stay in control of your health". Media includes 15 second TV, specialty health magazines, event signage, digital and social media</li> </ul> <b>Sampling</b> <ul style="list-style-type: none"> <li>Drive trial with in-store sampling at grocery, Costco, health food stores and event sampling at fitness, yoga, women's networking, new moms.</li> </ul> <b>Distribution</b> <ul style="list-style-type: none"> <li>Support Q4 retail blitz with message focused on holding shelf space during the competitive launches. Q2 specialty blitz to grow distribution at key specialty stores.</li> </ul> <b>Innovation</b> <ul style="list-style-type: none"> <li>Launch two new flavours in Q4/15 &amp; Q4/16. Explore new diet claims, motivating and own-able.</li> </ul> <b>Competitive Attack Plan</b> <ul style="list-style-type: none"> <li>Pre Launch sales blitz to shore up all distribution gaps. At launch, heavy merchandising, locking up key ad dates, BOGO, TV, print, coupons, in-store sampling.</li> <li>Use sales story that any new "healthy" cookies should displace under-performing and declining unhealthy cookies.</li> </ul>

# Advertising Plan Template And Guide

**Alexander Hiam**



## **Advertising Plan Template And Guide:**

*The Unofficial Guide to Starting a Small Business* Marcia Layton Turner, 2011-08-24 The inside scoop for when you want more than the official line Want to be your own boss but aren't quite sure how to make it happen This savvy guide will show you the way Now revised and updated to cover the latest regulations techniques and trends it walks you step by step through the entire start up process from coming up with a business plan and lining up financing to setting up shop marketing to your customer base and dealing with accounting taxes insurance and licenses Packed with real world tips and tricks that you won't find anywhere else it delivers all the know how you need to declare independence from the 9 to 5 world launch your business and watch the profits grow Vital Information on real world entrepreneurship that other sources don't reveal Insider Secrets on how to secure financing and choose a winning location Money Saving Techniques including low cost ways to market your business Time Saving Tips for creating a business plan and handling legal and accounting basics The Latest Trends including how to launch a profitable home or Web based business Handy Checklists and Charts to help you plan your start up and succeed in the marketplace

**Hospitality Management** Lynn Van der Wagen, Lauren White, 2018-10-01 Written for SIT50416 Diploma of Hospitality Management Hospitality Management 4e covers all 13 core units plus seven electives Each chapter is written to a unit of competency and maintains the volume of learning of previous editions with relevant and easy to understand information including Australian examples and references Structured in three parts the text covers the knowledge and skills required of frontline supervisors managerial topics and business strategy content The Industry viewpoint at the start of each chapter introduces students to current issues and themes in the hospitality industry and numerous pedagogical features examples and illustrations have been included throughout the text to help students engage with the material and extend their understanding Each chapter includes activities for discussion and debate with assessment activities requiring the understanding application and analysis of case studies Each section concludes with an integrated case study and weblinks to useful industry resources

**Electronic Commerce 2018** Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level advanced undergraduate level textbook on the subject Electronic commerce EC describes the manner in which transactions take place over electronic networks mostly the Internet It is the process of electronically buying and selling goods services and information Certain EC applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trades However EC is not just about buying and selling it also is about electronically communicating collaborating and discovering information It is about e learning e government social networks and much more EC is having an impact on a significant portion of the world affecting businesses professions trade and of course people The most important developments in EC since 2014 are the continuous phenomenal growth of social networks especially Facebook LinkedIn and Instagram and the trend toward

conducting EC with mobile devices Other major developments are the expansion of EC globally especially in China where you can find the world s largest EC company Much attention is lately being given to smart commerce and the use of AI based analytics and big data to enhance the field Finally some emerging EC business models are changing industries e g the shared economy models of Uber and Airbnb The 2018 9th edition brings forth the latest trends in e commerce including smart commerce social commerce social collaboration shared economy innovations and mobility      **Marketing Kit for Dummies** Alexander Hiam,2009-01-27 The forms letters and other tools included in Marketing Kit For Dummies 3rd Edition enable readers to start a successful marketing program from the beginning The expert tips and information presented in the book take some of the mystery out of marketing and explain step by step how to implement and execute a successful marketing strategy Note CD ROM DVD and other supplementary materials are not included as part of eBook file      *The Marketing Plan Template* Mitta Xinindlu,2018-02-20 This is a template created to assist and guide managers in planning and marketing their projects      *Operational Research in Agriculture and Tourism* Evangelia Krassadaki,George Baourakis,Constantin Zopounidis,Nikolaos Matsatsinis,2020-05-05 This book presents a diverse range of recent operational research techniques that have been applied to agriculture and tourism management It covers both the primary sector of agriculture and agricultural economics and the tertiary sector of the tourism industry Findings and lessons learned from these innovations can be readily applied to various other contexts The book chiefly focuses on cooperative management issues and on developing solutions to provide decision support in multi criteria scenarios      Marketing Plan Template Chris Gattis,Felica Sparks,2011 A practical guide for developing a marketing plan for your small business Marketing Plan Template Writing Marketing Plans for Small Business helps small business owners develop a marketing plan to promote their business Marketing Plan Template includes an outline and discussion of the major parts of any good marketing plan including completing the research developing a marketing strategy and converting the strategy into action plans It includes a sample marketing plan for use with your business Whether you need to know how to develop a marketing plan for a home business or a high tech government contracting venture this book will show you how because the basic parts of developing marketing plans are the same Forget the theory and management jargon If you want to know how to develop a plan to start promoting your small business in the real world this book is for you Take your idea develop your marketing strategy and put it into use using the system developed by Chris and Felica Get in business and get sales quick      **Lotus Notes and Domino 4.5** Steve Kern,1997 Introduction I Planning Lotus Notes Applications 1 Introduction to Lotus Notes 3 2 Project Management 29 3 Project Phases 51 4 Business Process Analysis for Notes Applications 75 II Elements of Application Design 5 Design Guidelines 99 6 The Integrated Development Environment 125 7 Notes Databases 147 8 Form Design Part 1 169 9 Form Design Part 2 205 10 View Design 241 11 Finishing Touches 271 III Advanced Design Elements 12 Notes Security and Application Design 293 13 Creating Mail Enabled Applications 313 14 Automating Notes with Agents 335 15 Using

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- Chapter 1: Introduction to Advertising Plan Template And Guide
- Chapter 2: Essential Elements of Advertising Plan Template And Guide
- Chapter 3: Advertising Plan Template And Guide in Everyday Life
- Chapter 4: Advertising Plan Template And Guide in Specific Contexts
- Chapter 5: Conclusion

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6. In chapter 5, this book will draw a conclusion about Advertising Plan Template And Guide. This chapter will summarize the key points that have been discussed throughout the book.

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