



MEDIA PLAN – TEAM BRILLIANT

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## EXECUTIVE SUMMARY

### OVERVIEW

DiGiorno – a subsidiary of Nestle USA – is a ready-bake pizza brand that boasts superior quality and brand recognition to all other competitors. It holds the majority of the market share for frozen-pizza at 22.1 percent. Unlike its numerous competitors, DiGiorno has successfully captured a unique selling proposition through propping itself up next to delivery brands, even available on online platforms including Amazon. Furthermore, DiGiorno directly advocated for the use of grocery pickup or delivery services including Instacart, furthering their social-distancing-friendly brand image.

DiGiorno primarily advertises to young men aged 18-34 years old; particularly, they capture a target audience that is interested in sports, video games, and comedy. Sales have increased as a result of COVID-19 quarantine restrictions among working class households as well. All in all, it is valuable to maintain a broad reach in advertising DiGiorno over prioritizing frequency as almost anyone can enjoy a DiGiorno pizza.

### SITUATION ANALYSIS

DiGiorno faces an unprecedented time in their response to COVID-19 and restrictions. Though inopportune for brands reliant on entering the public, DiGiorno is a brand that is inherently suited to indoor restrictions. It presents great convenience and cost to working class households that may have experienced reduced income via furlough or termination. It is also ideal for college students who have moved to virtual education; being a low-effort and low-attention option while attending online classes. By a.) targeting these primary consumers, b.) presenting a conscientious front, and c.) utilizing our media mix to engage with humor and wit, we can prove that DiGiorno is a present, attentive brand that caters directly to their needs. DiGiorno will be known as a brand that was there when people needed an affordable, convenient option while experiencing personal challenges.

## MARKETING SITUATION ANALYSIS

### INDUSTRY REVIEW

Globally, the frozen pizza market currently values at 19.6 billion USD. According to Grandview Research, the projection from 2020 to 2027 boasts a compound annual growth rate of 3.2 percent. Much of this growth can be attributed both to the sizable population of working-class women and busy millennials and the global pandemic reducing restaurant consumption for those who prefer to avoid spending exorbitant amounts of time in the kitchen. The largest product segment is a regular frozen pizza with a market share of 40 percent in 2019. The fastest-growing segment appears to be medium frozen pizza, with a compound annual growth rate of 3.5 percent. The primary distribution occurs through supermarkets and grocery stores, which represent the lion's share of retail sales at 96 percent. This is, however, paired with an increase in online orders for frozen pizza due to the COVID-19 pandemic. Regionally, North America continues to be the primary consumers of frozen pizza with a 35 percent market share. The countries that elevate that number more than any other are the US and Canada.

### THE MARKETING MIX

<b>Product:</b> DiGiorno ready-bake pizza, both rising and traditional crusts. Numerous flavors (cheese, pepperoni, meat lovers, etc.).	<b>Price:</b> The commonplace price for a DiGiorno 12-inch pizza is 7.99 USD, and the 6.5 inch is 4.59 USD.
<b>Place:</b> DiGiorno can be purchased at numerous local grocers including Walmart, Publix, and Target. Now, DiGiorno is uniquely available through online retailers including Amazon.	<b>Promotions:</b> Coupons are commonplace for DiGiorno promotions, sometimes reaching up to 5.00 USD off at local grocers. Included as well in both newspapers and through direct mailing programs.

## CONSUMER ANALYSIS

2 out of 3 households consume frozen pizza regularly. DiGiorno dominates the market, consistently selling an average of twice as many pizzas as its closest competitor, Red Baron. DiGiorno markets to connoisseurs of comedy, sports, and video gaming in terms of the target audience. 66% of its consumers are white, and 53.4% of its consumers are between 18 and 34. In terms of gender, DiGiorno has it split down the middle, with no real preference for either. However, it tends to advertise to traditionally male-dominated audiences. The audience tends to be sedentary and entertainment-focused, with the top five interests of DiGiorno's consumers - according to Winmo - being Sci-Fi and Fantasy (42.59%), Video and Computer Games (19.14%), (Television (44.54%), Metal (30.03%), and Food and Drink (80.8%). 83% of DiGiorno's audience makes less than \$100,000 per year, and 43% makes less than \$50,000 per year.

## POSITIONING

DiGiorno made a bold - yet highly successful - positioning decision when it chose to prop itself up next to delivery pizza rather than frozen pizza competitors. Its tagline, "It's Not Delivery, it's DiGiorno," makes that stance clear immediately. In large part, this is why DiGiorno became a household name and one of Nestle's crown jewels. The brand continues to dominate the market share for leading frozen pizza brands in the US, with a 22.8 percent market share in 2017. Red Baron trails behind ten percent at a 12.8 percent market share. These competitors continue to compete with each other while DiGiorno has set itself apart from the frozen pizza pack to take shots at leading delivery brands, including Domino's and Pizza Hut.

- ⇒ The advantages of this stance include establishing a Unique Selling Point that no one can challenge it on. To claim dominance over delivery brands is wholly DiGiorno's role, for better or for worse. It also pushes in-market competitors below DiGiorno by default.
- ⇒ The disadvantage comes with difficulty for a frozen pizza to truly step up to deliver pizza's popularity. There are several unique advantages to delivering a pizza that DiGiorno cannot accomplish, including the hot and ready pie coming straight to the door and the simplicity of customizing toppings to suit consumer needs. This established in its tagline will undoubtedly bring

those weaknesses into the light, yet a simple way to construe this positively is by viewing it as an establishment of high standard among frozen pizza rather than a direct challenge towards delivery.

## PREVIOUS CAMPAIGNS

DiGiorno frozen pizza is known for its tagline mentioned above, "It is Not Delivery. It's DiGiorno." A tagline directly sets DiGiorno apart from its competitors and is now used throughout its marketing. DiGiorno has implemented this marketing strategy tactic through many of the brand's advertising campaigns:

- ⇒ **DiGiorno, Not Delivery:** This campaign is notable for its apparent swipe towards delivery pizza chains. DiGiorno claimed that frozen pizzas would make a person happier than a delivery pizza. As discussed previously in positioning, DiGiorno oftentimes props itself besides delivery brands, strengthening their claim on the unique selling point. Strategically, this campaign used social media; Twitter being the launch platform for the hashtag. DiGiorno could have expanded its marketing, which would increase its overall engagement; this could be not only on Twitter, but also on the rapidly-growing TikTok or the steadily active Facebook and Instagram. DiGiorno is famous for their ability to position themselves as simple and efficient, and additionally suggest that DiGiorno is high-quality and can taste just like carryout or delivery.
- ⇒ **Deliver DiGiorno:** In October 2019, DiGiorno celebrated national pizza month by asking its Twitter users to vote for their city to win DiGiorno's delivery. They were instructed to use the hashtag **#DeliverDiGiorno** and voice their want for pizza deliveries in their particular city. This campaign aimed to engage DiGiorno's fans and to raise awareness through the reward of free pizza. DiGiorno used this marketing strategy to incorporate their original fresh-baked pizza and new technologies. DiGiorno promoted the use of delivery applications such as Instacart and Amazon Fresh, which have now become increasingly prevalent due to the pandemic. Using hashtags has become a strategic marketing technique on social platforms to perform viral brand awareness.

⇒ **Misc. Television:** This, however, has not begun to regard the activity DiGiorno has participated in on television. Television - as the predominant financial investment in DiGiorno's marketing mix - is integral to understanding the current state of the DiGiorno brand. The brand has had a clear focus on their crust variety, with most televised spots depicted the gooey center juxtaposed with crisp bread. This is paramount in food advertising, particularly that which is performed on television. While social media is best for building engagement and accumulating online mentions, television serves the purpose of broadly reaching to ignite the viewer's appetites. That is why DiGiorno's television advertising heavily focuses on product depiction - engaging their appetite and tempting a purchase - while its social media campaigns hope to engage via a hashtag or online poll.

### COMPETITIVE ANALYSIS

The main competitors to DiGiorno at the moment are chain pizza restaurants that order delivery. Business Insider did a great article about this topic, comparing DiGiorno to chain restaurants. The quality of delivery pizza tends to be higher, but again, at a much higher price. Plus, with how this past year has been, DiGiorno's slogan of "it is not delivery" is ironic since pizza delivery places were thriving through quarantine.

In the interest of discussing ready-bake pizza competitors, however, Red Baron spent 99% of its media spending with broadcasting this past year for reference. This lackluster presence in other avenues - particularly the digital venue - could be an excellent upper hand to seize for DiGiorno by increasing digital spending. According to MediaRadar, "DiGiorno is part of Nestle S.A. DiGiorno spent under \$100 million on advertising in digital, print, and national TV in the last year. DiGiorno invest in premium ad units and advertised on over 50 different Media Properties in the last year across multiple media formats. Maintaining dominance in multiple mediums can secure the DiGiorno name on platforms beyond television.

### UNCONTROLLABLE(S) (CONSTRAINTS)

Every company must take into consideration and address the uncontrollable factors that will affect the overall plan. One of the most pressing uncontrollable in today's market is the impact of COVID-19 on sales. As a

company, we think that while for many other products, the pandemic is damaging, for DiGiorno, it is positive.

- ⇒ March, already, is the highest-grossing month for frozen foods all over the US. This year, the numbers were even higher because the pandemic caused restaurants to close.
- ⇒ The pandemic has drastically weakened many individuals' economic conditions. However, being an affordable brand, DiGiorno's is a brand people like.
- ⇒ Competing companies have shifted their campaigns during this time as well. The pandemic is currently the big umbrella uncontrollable that further trickles down into seasonality of sales, economic conditions, competition, and even the type of pizza people like.

### S.W.O.T ANALYSIS

<p><b>Strengths</b></p> <p>Its name recognition, slogan recognition, and market share are unmatched. It notably compares itself to delivery pizza, oftentimes considered preferred over ready-bake pizza for its convenience and quality. Thus, customers inherently associate DiGiorno with the quality of delivery while boasting affordability delivery lacks. DiGiorno's tagline is also successfully positions the organization's unique selling point without any veiling or confusion.</p>	<p><b>Weaknesses</b></p> <p>In terms of weaknesses, DiGiorno is not targeting as many markets as it could. It targets the "TV dinner" crowd, sports fans, comedy fans, and gaming fans. However, it could do well to expand into the growing health-food and gluten-free markets. Other pizza brands have been occupying this market sector, and DiGiorno may be able to "get a piece of this pie," if you will.</p>
<p><b>Opportunities</b></p> <p>DiGiorno has seen its best results from, and therefore best opportunities in, the television media and digital sectors. DiGiorno has additional opportunities as a result of COVID-19. In response to the virus and lockdowns, fewer people have been ordering food. According to AdWeek, frozen pizza sales in March of 2020 were 192% of sales in March 2019. Nestle saw more quarterly growth in the first quarter of 2020 than it had in the past five years, all driven by the frozen food sector.</p>	<p><b>Threats</b></p> <p>As far as threats go, the obvious ones are every other frozen pizza brand on the market. Red Baron has been increasingly catching up to DiGiorno and posing an ever-present threat to the brand's dominance. Other brands like Screamin' Sicilian offer higher prices along with higher quality than DiGiorno can provide. Generic competitors can offer much lower prices as well with comparable quality.</p>

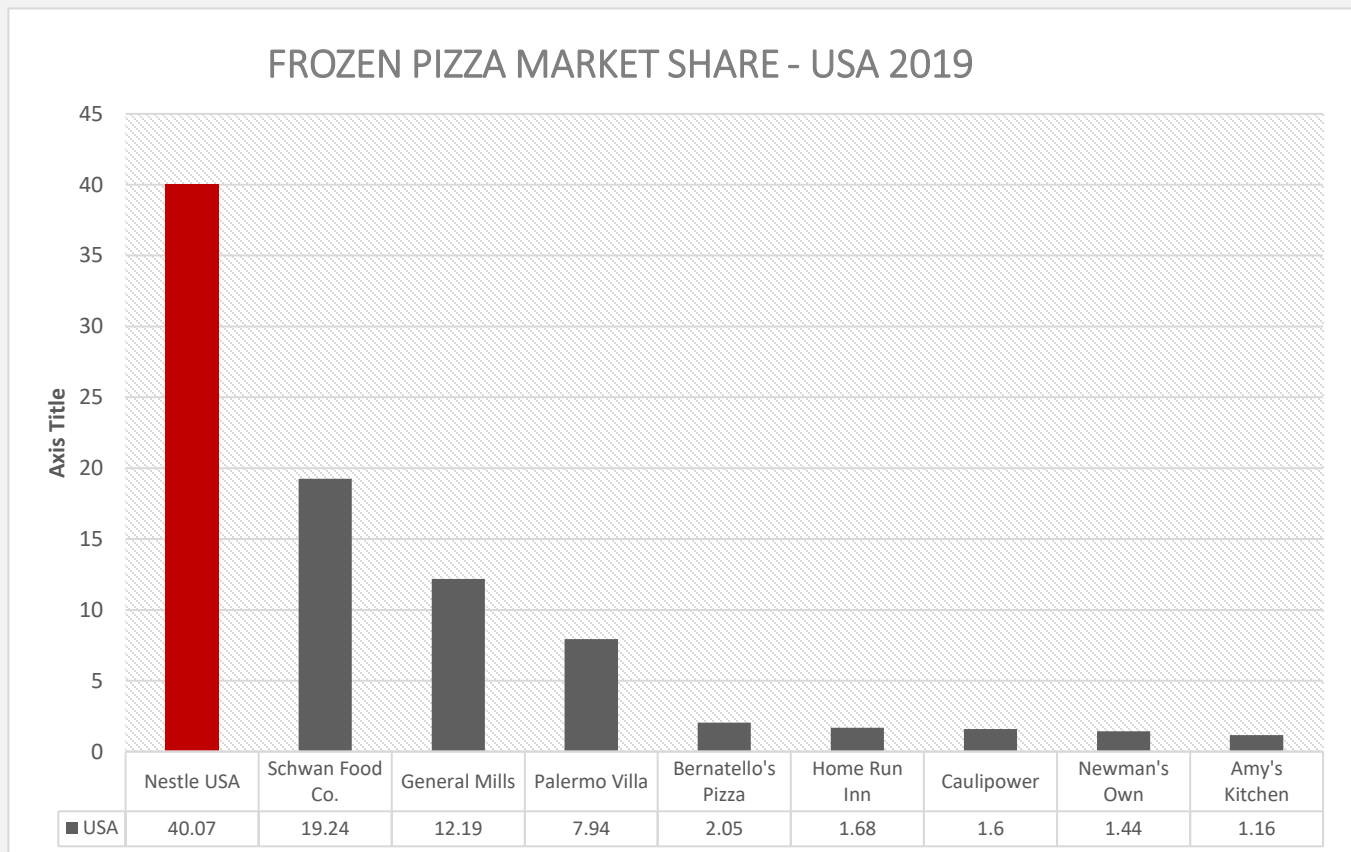


## CAMPAIGN OBJECTIVES

### MARKETING OBJECTIVES

#### Sales & Market Share

The market share can be depicted by the following bar graph, Figure One:



Market shares of each major frozen pizza retailer. Data retrieved via *Statista*. Within the 40.07 percent of the Nestle USA share, 22.1 percent is attributable to DiGiorno's sales.

#### Marketing Objectives

Within a one year period from January 1 to December 31, 2021, DiGiorno should achieve a market share of 24.0 percent (from 22.1 percent) in the frozen-pizza category. This represents approximately \$1.19 billion of total sales. A particularly good way to do this is to increase the demand from our primary target audience, 18-34 year old men. Thus, **DiGiorno will increase their market share in the United States by two percent** (from approximately 22 percent to approximately 24 percent) **by 2022**.

## ADVERTISING OBJECTIVES

By the completion of the 2021 fiscal year, we would like to find numerous ways to further develop the brand image and presence of DiGiorno by capitalizing on not only our previously established brand image, but by further developing the ways in which DiGiorno is a positive force within communities and households.

### **Cognitive (learn):**

- ⇒ To remind DiGiorno's target audience of the ease-of-access and simplicity DiGiorno provides to both sports-viewers and video-game players.
- ⇒ To further cement DiGiorno against the quality of delivery brands while highlighting the notably lower prices.
- ⇒ To highlight DiGiorno as a caring and empathetic brand amid the COVID-19 crisis through online delivery options.

### **Affective (feel):**

- ⇒ To solidify the standing of DiGiorno as the preferred choice of frozen-pizza among US consumers.

### **Behavioral (do):**

- ⇒ To induce trial use of DiGiorno products within non-users by the end of the 2021 fiscal year, utilizing the broad reach of television advertising.
- ⇒ To increase the volume and frequency of purchase among existing DiGiorno users.
- ⇒ To broaden the brand-loyal consumer base for DiGiorno products within our target audiences.

## TARGET AUDIENCE

### **Demographics**

(Via Winmo) DiGiorno targets both household incomes of 0k-50k as well as those with household incomes of 50k to 100k. Most people do not buy frozen pizza based off of quality but more off of pricing, yet convenience is an important factor for wealthier individuals. A lot of its target audience consists of teenagers, young singles, and children old enough to prepare their own food, the largest being young male singles aged 18-34. This age demographic is the key to DiGiorno's success in sales overall.

## **Psychographics**

DiGiorno consumers are curious, idealistic, assertive individuals according to psychographic analysis. Winmo describes these individuals with the following StatSocial Clusters: Gamers Not Lamers (interest in video games), The Sports Must be Reported (sports viewers), Left-Handed Smoke Shifters (slightly gullible and easily intrigued), and Comedy Connoisseurs (comedy fans). The tonal characteristics we should strive towards are witty, humorous, and wholesome; these are all central to the personalities and ideologies of DiGiorno's target audience. We could also make lighthearted plays on the audiences' gullible nature through a subversion of expectations. This should be attractive to all targets, both the primary 18-34 young adult males and secondary of busy, working class households.

## **Lifestyles**

Its audience seems to be interested in sports, since in the last 30 days nearly 50% of their network airing was shown on CBS Sports as well as the MLB Network. DiGiorno also appeals to competitive "fan" demographics. In this context, that means anyone who enjoys sports, video games, and comedy. DiGiorno is a fun, get-together, competitive brand for people who enjoy casual pastimes.

## **Brand and Product Usage, Ownership**

Nestle owns DiGiorno as well as competitors Tombstone and California Pizza Kitchen. DiGiorno has a lot more media spending compared to its Nestle competitors, with Tombstone having only spent around 22k and CPZ having less than 5k.

## **Geographic Distribution**

The case study states that the West-Central region of America seems to be a high opportunity market to target while the Pacific and North-East would be a weaker market. The following cities were listed as high opportunity markets: Des Moines, Minneapolis/St.Paul, Milwaukee, St. Louis, Omaha, Denver, Charlotte, Indianapolis, Chicago, and Memphis.

## **Media Habits**

(Winmo) Nearly 94% of its media coverage came from broadcasting in the first quarter of 2020. This is a big increase from its spending in 2018 where it spent around 83% on broadcasting. Another important thing to note is it spent nothing on print advertising in 2020 while in 2018 it spent 15% of its media spending on print

advertising. Considering DiGiorno spent 50% of its media spending on sports networks, the most effective primary target audiences include 18-34 year old young adult males.

## MEDIA OBJECTIVES

### Reach and Frequency

Our objective is to aim to have a high reach level and a high frequency reach during the months of December, January, February and March; furthermore, we aim for a medium reach level and a medium frequency reach during the months of April, May, June. Starting in July we will begin a high reach level and a high frequency reach through the end of September. Following this there will be another drop in advertising. Months October and November, we will maintain a medium reach level and a medium frequency reach.

<u>Month</u>	<u>Reach</u>	<u>Frequency</u>
<b>December, January, February, March</b>	75-80% of target	9-10
<b>April, May, June</b>	60% of target	6-8
<b>July, August, September</b>	75-80% of target	9-10
<b>October, November</b>	50% of target	6-8

### Continuity Pattern

Given the nature of the campaign, we have chosen a continuous pattern with slight pulsing for DiGiorno. To ensure optimum engagement with our introduction of the campaign, the media schedule will start with a high-reach and high-frequency. The high-reach will initiate in the beginning of the campaign, as it will be the highest period of sales during the winter months January, February, and March. Quarter 1 is known for prominent, flourishing sales that exceed the average monthly share. Frozen prepared food is expected to rise in popularity as consumers adhere to social distancing and stay-at-home mandates during the winter months. These mandates will likely result in consumers opting to choose frozen meals over competition, such as fast food, to reduce interaction with the public. This will also leave DiGiorno in the forefront of consumers' minds when engaging in the purchase decision process. During Quarter 2, we will participate in medium-reach and medium-frequency tactics while still maintaining moderate brand awareness. Due to seasonal trends, sales are relatively slower during the spring compared to other seasons. Back-to-school periods also

exhibit above-average pizza consumption. During Quarter 3, we will issue an increase in the advertising frequency and reach hoping to secure those back-to-school sales during the end of summer and beginning of fall. Then we can prepare for Quarter 4 by drawing back our advertising frequency until we can rationalize constructing proper strategy to dominate the winter season again.

**High Months:** December, January, February, March, July, August, September

**Low Months:** April, May, June, October, November

## CONTRIBUTING FACTORS

### Geographic Goals

The South and East central regions show the highest levels of brand usage, with average levels of frozen pizza category consumption. The West central region appears to be an area of opportunity in terms of its high level of frozen pizza category consumption, trailed by average brand purchase. According to Food & Agricultural Products Center (FSVP), the top 10 metropolitan statistical areas (MSAs) in per capita consumption of frozen pizza are, in order: Des Moines, Minneapolis/St. Paul, Milwaukee, St. Louis, Omaha, Denver, Charlotte, Indianapolis, Chicago and Memphis. The American Frozen Foods Institute (AFFI) found most of the MSAs listed above with New York City, Columbus, Dallas and Baltimore to be the highest frozen pizza consuming markets in the U.S.

### Creative Goals

We need to create advertising that appeals to people who love sports, video games, and comedy. As a result, advertising should be light-hearted, comedic, and appeal to fans' competitive natures. Any kind of messaging that is relatively punchline-rich, displays sports or E-Sports-related group excitement, and casts a positive light on the taste of the product will be on-target. Seasonal trends for peak engagement will largely center around college football, professional football, and basketball. Therefore, sports-related creative should be concentrated during these seasons while games are playing. Our creative goal is to meet target demographics' psychological needs in order to reinforce DiGiorno's brand as a relatable, convenient, fun-loving meal that can stand up to the best delivery.

## Rationale of Stated Objectives

Our main goal is to initiate a pattern that will ensure the optimization of engagement with consumers. The objective is to demonstrate a strategic plan to tackle the action of increasing overall traffic and brand awareness. By still running advertisements on our slower seasons at a medium level reach and medium level frequency we can maintain our position in consumers mind in preparation for high seasons.

## MEDIA STRATEGY AND TACTICS

### MEDIA SELECTIONS

#### Utilized Media Types

⇒ The primary media types we believe will be effective within DiGiorno's advertising mix are television and Internet.

#### ⇒ TELEVISION MEDIA

Similarly, DiGiorno has also continued to present a strong front on television. It is included both on the Top TV Advertisers and Top Primetime Advertisers lists on *Media Radar*. Television allows for the presentation of product features to take center stage, which is additionally important within food advertising; the blatancy and spectacle of television can yield more intense audience reactivity. The high production costs will be reflected in our overall budget.

#### ⇒ INTERNET MEDIA

Internet media is emergent in its specialized focus that not many other media types can accomplish. Interactivity is invaluable in encouraging purchase behavior and allowing the audience to seek further information beyond the ad presented. Production is significantly inexpensive, yet startup and maintenance costs will be a significant investment. This will be worthwhile, however, because the online medium is an excellent avenue through which our primary target audience (18-34 year old males) can be reached.

⇒ **Mobile Marketing:** *Innovative Marketing Solutions* has a fascinating article titled "It's Not Social Media Marketing, It's DiGiornos," regarding the past of DiGiorno's social media marketing,

mainly that which has been performed on Twitter. It has been highly influential in the past; thus, DiGiorno should likely invest in the paid-for realm of mobile advertising. As DiGiorno receives significant engagement from its young, witty humor and willingness to emulate young Millennials' attitudes and affectations through TikTok-centric and YouTube-centric ad-spots that capitalize on the value of visual media in food advertising, YouTube has interrupting ads during video viewership for non-premium audience members; this yields the same obtrusive nature that television is notable for. TikTok places ads within the natural scroll of their platform; this allows for more subtle marketing to occur that can oftentimes draw an audience's attention exponentially more. These are the best social media sites that will continue to utilize the opportunity video presents

⇒ **Search Engine and Pay-Per-Click:** Analyzing DiGiorno's Advertising Profile as provided by *Media Radar* shows that the company has recently invested heavily in page takeover, direct, and programmatic online advertising on Bleacher Report and Teen Vogue sites. DiGiorno appears to target two of their primary demographics in doing so - youth who prefer the simplicity of ready-bake pizza via Teen Vogue and predominantly male sports fans via Bleacher Report. As such, we can invest in pay-per-click and search-engine online advertising.

### **Unutilized Media Types**

The remaining media types not selected are radio and print. Using radio for DiGiorno marketing would not be practical due to the lack of visuals. When advertising food, consumers prefer to see what they are getting. While sound can be somewhat useful, image prevails in food marketing. DiGiorno has had a lack of radio media throughout their marketing plan due to the ineffectiveness of reaching their target audience. While print media can be effective in displaying the product in a sensational light, our audience does not consume print media as much as we would prefer. According to the American Press, the age range of 18-34 is the least likely to consume news and traditionally "print" media via the digital space. Thus, it is a more effective to market digitally.

## BUDGET CONSIDERATIONS

### **Overall Budget:** 30 million USD

DiGiorno has already trended downward in advertising spending from 2019 (in which they spent over 31.4 million USD in brand media spending). Since the 18.59 million within 2020 is not considering how much DiGiorno will spend in quarter 3 and 4, having a similar budget to what they had in 2019 would seem most beneficial since we have a realistic budget to work with.

### **Internet:** 7 percent/ 2.1 million USD

As stated previously, we would like to allot funding towards diversifying our online presence, primarily through new online video advertising via TikTok and YouTube. Additionally, targeting a.) sports-news platforms b.) video game websites and c.) comedy platforms can effectively pinpoint our audiences' three common hobbies and advertise directly to them. According to IconoSquare, "TikTok ads start at \$10 CPM. Reports from adage show that TikTok's cost of advertising can be between \$50,000 to \$120,000 depending on the ad format and duration." YouTube, on the other hand, has an average cost-per-view of 0.010 to 0.030 USD. Thus, an ad reaching 100,000 people would likely cost approximately 2,000 USD.

### **Television:** 93 percent/ 27.9 million USD

Network and cable television are known to be effective in advertising for DiGiorno, so we would like to maintain consistency in this regard. We will continue to concentrate our advertising on sports networks, travel channels, and interest channels. Each of these aforementioned categories resonates with our target audiences of sports fans, comedy fans, and video game enthusiasts. Adage found that the average network ad costs 115,000 USD in 2019; this number rises slightly during popular evening viewership periods between 6 and 7 PM. Factoring in numerous networks throughout a year of advertisements yields the number listed above.

## MEDIA WEIGHT

### **Seasonal Weight**

Our commercial video advertising will center more heavily within the months of December, January, February, March, July, August, September. The football season runs from September through December each



year, with the Super Bowl occurring in February. The baseball season begins around March, allowing us to optimize viewership during the early hype. The early sector of September is also noteworthy for the start of school, throughout which we see higher levels of DiGiorno consumption in family blocks. This, of course, could be subject to some extent of change depending on how each of these leagues chose to format their schedules in response to the COVID-19 crisis. Furthermore, we will keep a similar frequency schedule for our digital advertising and intensifying advertisements during overlapping sports seasons. However, it is notable that we will be focusing our digital advertising on the aforementioned sport or video-game oriented websites, as well as focusing our efforts on improving overall social media presence on TikTok, Twitter, Instagram, and Facebook. Optimizing free engagement strategies alongside paid online advertising during critically viewed games (Super Bowl, Playoffs, Championship) is key.

### **Geographic Weight**

It makes the most sense to focus advertising toward southern and midwestern regions. MSAs including Albuquerque and Athens are huge brand movers for DiGiorno, each making up about a half percent of their market share. These big, sports-oriented regions are the best places to target for brand expansion and sales increases. Outside of the sports sector, the remainder of the budget should be spent on year-round advertising science and entertainment programming that reaches the sports, video-game, and comedy effectively.

### **Local Market Exclusion**

We have chosen to shift our focuses primarily towards the national level. DiGiorno is a significant advertiser, able to afford advertising blocks on numerous major networks and advertise through popular online platforms. We saw it to be an inefficient use of our budget to fund smaller-scale advertising methods at this time. However, we will focus our advertising on those aforementioned southern and midwestern big cities to some extent.

## **MEDIA FLOWCHART**

By focusing our efforts on the months, we specified in our aforementioned Reach and Frequency section and maintaining priority on the reach of our advertising, we can produce the following results:

Target Demo: All Adults ages 18-49														Total Across	
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Net TV-Daytime \$(000)			8				8		8			8		GRPS:	32
			300.7				300.7		300.7			300.7		COST:	1203.0
Net TV-Prime \$(000)	30	30	20	15	15	15	20	30	20	15	15	20		GRPS:	245
	1134.7	1134.7	756.5	567.3	567.3	567.3	756.5	1134.7	756.5	567.3	567.3	756.5		COST:	9266.6
Net TV-Sports \$(000)	15	15	10	5	5	5	10	15	10	5	5	10		GRPS:	110
	513.2	513.2	342.1	171.1	171.1	171.1	342.1	513.2	342.1	171.1	171.1	342.1		COST:	3763.4
Net Cable-Daytime \$(000)	10	10	10				10	10	10			10		GRPS:	70
	39.3	39.3	39.3				39.3	39.3	39.3			39.3		COST:	274.8
Net Cable-Prime \$(000)	15	15	30	5	5	5	30	15	30	5	5	30		GRPS:	190
	297.7	297.7	595.5	99.2	99.2	99.2	595.5	297.7	595.5	99.2	99.2	595.5		COST:	3771.3
Digital National - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$(000)	74	74	56	28	28	28	56	74	56	28	28	56		GRPS:	583
	1053.0	1053.0	942.0	459.0	459.0	459.0	942.0	1053.0	942.0	459.0	459.0	942.0		COST:	9221.7
Spot TV-Daytime \$(000)			20				20		20			20		GRPS:	80
			28.2				28.2		28.2			28.2		COST:	112.8
Spot TV-Prime \$(000)	30	30	20				20	30	20			20		GRPS:	170
	80.3	80.3	53.5				53.5	80.3	53.5			53.5		COST:	454.8
Digital Spot - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$(000)	530	530	166	226	226	226	166	530	166	226	226	166		GRPS:	3382
	239.9	239.9	93.0	104.9	104.9	104.9	93.0	239.9	93.0	104.9	104.9	93.0		COST:	1615.9
National Only Area GRPS \$(000)	143	143	133	52	52	52	133	143	133	52	52	133		GRPS:	1230
	3037.9	3037.9	2976	1296.6	1296.6	1296.6	2976	3037.9	2976	1296.6	1296.6	2976		Cost	27500.9
Reach	60.9	60.9	60.6	35.4	35.4	35.4	60.6	60.9	60.6	35.4	35.4	60.6			
Avg. Freq.	2.4	2.4	2.2	1.5	1.5	1.5	2.2	2.4	2.2	1.5	1.5	2.2			
Spot Only Area GRPS \$(000)	559	559	205	226	226	226	205	559	205	226	226	205		GRPS:	3632
	320.1	320.1	174.7	104.9	104.9	104.9	174.7	320.1	174.7	104.9	104.9	174.7		Cost	2183.5
Reach	71.7	71.7	61.9	51.6	51.6	51.6	61.9	71.7	61.9	51.6	51.6	61.9			
Avg. Freq.	7.8	7.8	3.3	4.4	4.4	4.4	3.3	7.8	3.3	4.4	4.4	3.3			
Spot + National GRPS \$(000)	703	703	339	278	278	278	339	703	339	278	278	339		GRPS:	4863
	3358	3358	3150.7	1401.5	1401.5	1401.5	3150.7	3358	3150.7	1401.5	1401.5	3150.7		Cost	29684.4
Reach	86.8	86.8	83.1	67.8	67.8	67.8	83.1	86.8	83.1	67.8	67.8	83.1			
Avg. Freq.	8.1	8.1	4.1	4.1	4.1	4.1	4.1	8.1	4.1	4.1	4.1	4.1			

## Media Vehicles

As previously mentioned, our focus is on the cohabitated sectors including comedy, sports, and video-game fans, each of which are dominated by the 18-34-year-old male demographic. As such, the following outlets will be targeted (with possible additions depending on budget efficiency).

## INTERNET

	SOCIAL/ WEB	SPORTS	GAMING	COMEDY
Pay-Per-Click*	Google, Reddit	Bleacher Report, The Ringer	Metacritic, Game Informer	Buzzfeed, CollegeHumor
Mobile Video Ads	TikTok, YouTube			
Unpaid Engagement	Twitter, Instagram, Facebook			

\* Pay-per-click will come in numerous varieties depending on each individual site's handling of this genre; some of them do sidebar advertisements (Buzzfeed, Metacritic, etc.), some use search-engine integration (Google), and some integrate the advertisements directly into the scroll (Reddit).

## TELEVISION

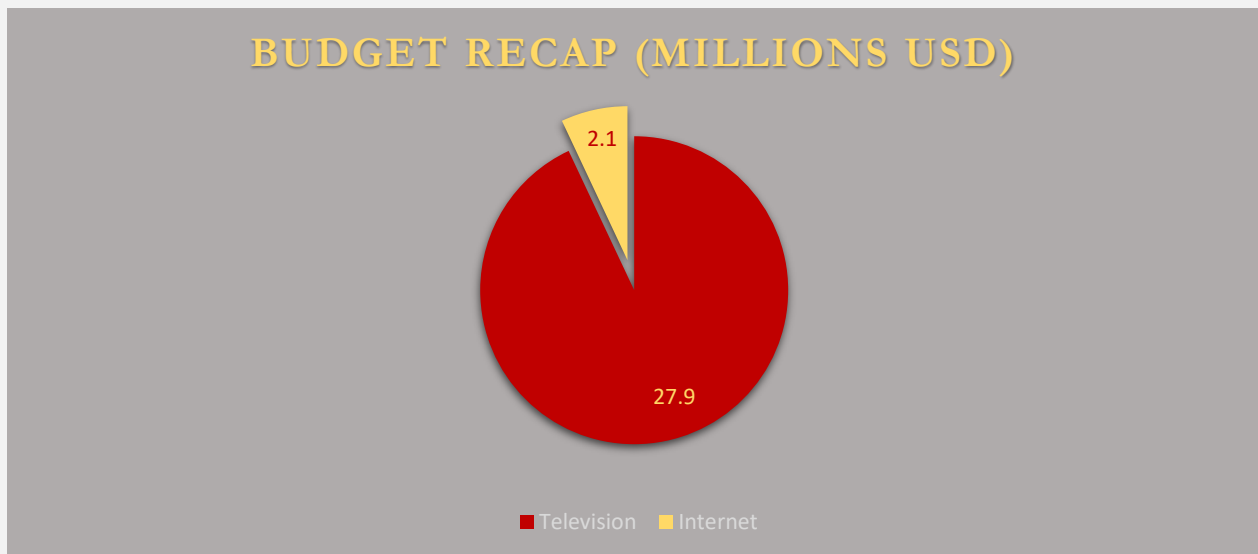
	TRAVEL	SPORTS	INTEREST	COMEDY
Mid Priority Channels	Great American Country	ESPN, ABC, TNT, ESPN2	The Science Channel, DIY	FX, TBS, MTV
Highest Priority Channels	Destination America	FOX, CBS, NBS, MLB Network	Investigation Discovery	Comedy Central

Note: Highest Priority Channels receive the 30 second advertising spots while Mid Priority Channels receive 15 second advertising spots. Each will fully utilize the capabilities of color television to capture expert food filmography and photography.

### Concurrent Efforts

Numerous possible concurrent efforts would be risky due to the social distancing provisions currently in place. Yet it is still effective to maintain the current couponing and discounting that DiGiorno has always provided. According to the DiGiorno FAQ: “We occasionally offer cents-off DIGIORNO pizza coupons for our products in local newspapers and through direct mailing programs. We also suggest looking for special sales or promotions at your local grocery store.” This will still be offered, though a valid discussion may be had as to increasing these discounts in the face of the pandemic and high unemployment rate within the US.

## BUDGET RECAP



TELEVISION: 93 PERCENT

INTERNET: 7 PERCENT

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