

# Mazda 6



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# MAZDA 6 FEATURES:

- Style and luxury of a sedan.
- Sporty handling.
- Advanced safety features.
- Spacious for both front and rear passengers.
- 184 hp @ 5700 rpm
- 9.5/10 Safety Rating
- Great Gas Mileage (25 CTY/37 HWY)

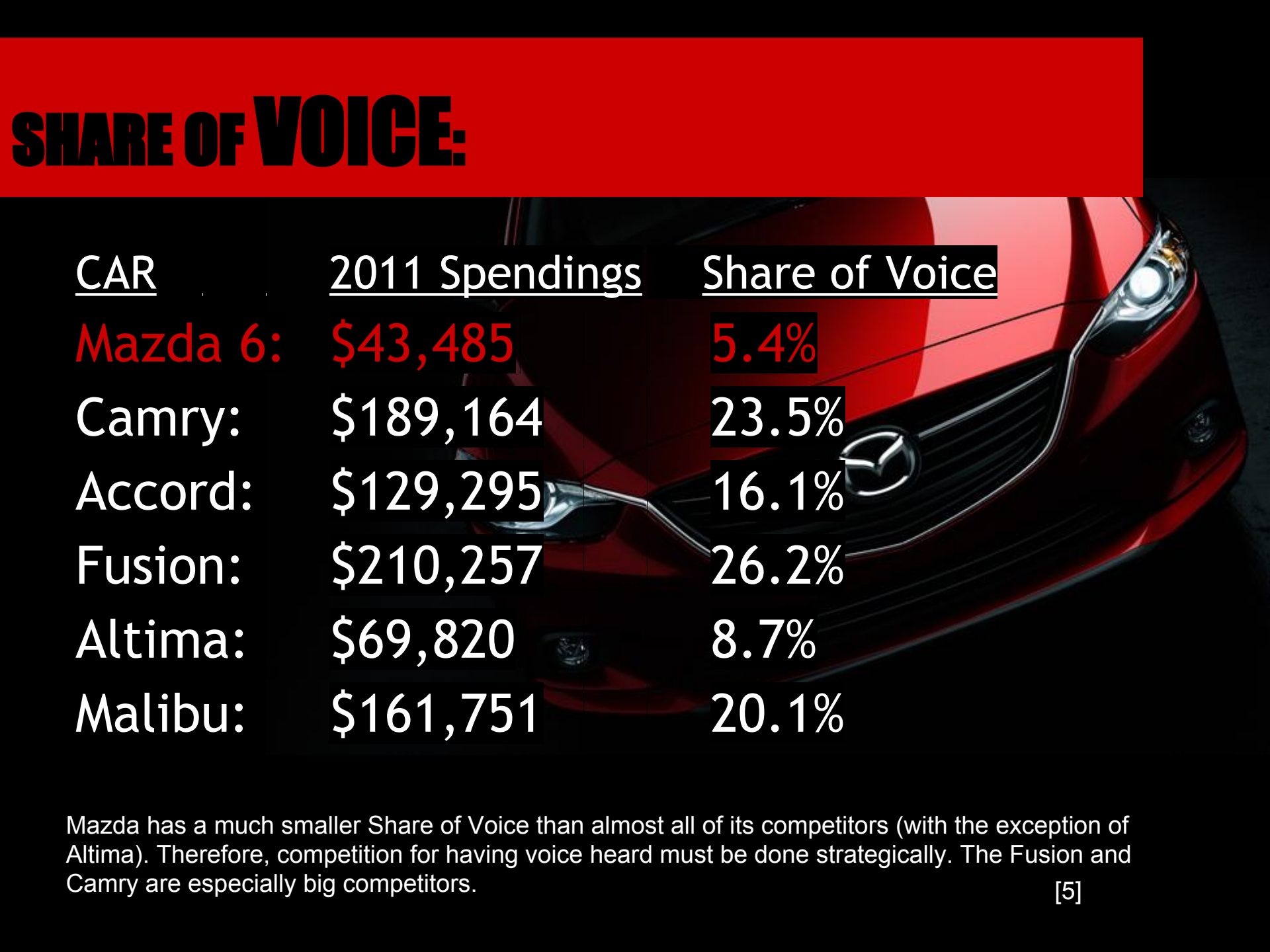
# SHARE OF MARKET:

<u>CAR</u>	<u>2012 Sales</u>	<u>Share of Market</u>
Mazda 6:	47,328	3.3%
Camry:	383,844	26.8%
Accord:	287,088	20%
Fusion:	268,788	18.7%
Altima:	257,568	18%
<u>Malibu:</u>	<u>189,876</u>	<u>13.2%</u>
Total:	1,434,492	

Mazda sells much less than the top competitors in the same size-segment.



# SHARE OF VOICE:



<u>CAR</u>	<u>2011 Spendings</u>	<u>Share of Voice</u>
<b>Mazda 6:</b>	<b>\$43,485</b>	<b>5.4%</b>
Camry:	\$189,164	23.5%
Accord:	\$129,295	16.1%
Fusion:	\$210,257	26.2%
Altima:	\$69,820	8.7%
Malibu:	\$161,751	20.1%

Mazda has a much smaller Share of Voice than almost all of its competitors (with the exception of Altima). Therefore, competition for having voice heard must be done strategically. The Fusion and Camry are especially big competitors.

# SWOT ANALYSIS:

## Strengths:

- Attractive interior and exterior for mid-size cars.
- Great fuel economy.
- Affordable price.
- Safe vehicle.
- Spacious and comfortable seating.

## Opportunities:

- Mazda's sales are rising despite the overall contraction in Europe's car market, climbing 26% in July and 30% in August from a year earlier (Wall Street Journal).
- Expanding internationally.

## Weaknesses:

- Low share of voice.
- Low share of market.
- No Turbo-Charge Option.
- **Bit longer than average for the midsize sedan class breaking test**
- Difficult Navigation System

## Threats:

- Very Competitive Market.
- Competitors have a larger share of voice and loyal customers
- News just broke out of race-car model burning to ground on TV show, Top Gear. [6]

# BRAND DEVELOPMENT INDEX (BDI):



MARKET	% US Pop	2010 SALES	% US SALES	RESU LT	BDI						
New York	6.94%	4,436	9.28%	1.34	134	Phoenix	1.60%	802	1.69%	1.05	105
LA	5.92%	10,782	22.78%	3.85	385	Seattle	1.50%	820	1.73%	1.15	115
Chicago	3.26%	2,374	5.02%	1.54	154	Minneapolis	1.48%	1,706	3.60%	2.43	243
Philadelphia	2.62%	1,581	3.34%	1.27	127	Miami	1.44%	2,027	4.28%	2.97	297
SF	2.27%	1,977	4.18%	1.84	184	Cleveland	1.31%	1,201	2.54%	1.94	194
DFW	2.22%	1,598	3.38%	1.52	152	Denver	1.27%	1,162	2.46%	1.94	194
Boston	2.07%	2,154	4.55%	2.20	220	Orlando	1.20%	350	0.74%	0.62	62
Wash DC	2.04%	1,	2.66%	1.30	130	Sacramento	1.32%	1,403	2.96%	2.24	242
Atlanta	2.05%	2,502	5.29%	2.58	258						
Houston	1.92%	1,548	3.27%	1.70	170						
Detroit	1.71%	2,458	5.19%	3.03	303						
Tampa	1.42%	750	1.58%	1.11	112						

Mazda has an especially strong BDI in LA, Detroit, Miami, and Atlanta. They also have an especially low BDI in Orlando.

# CATEGORY DEVELOPMENT INDEX (CDI):



MARKET	% US Pop	2010 SALES	% US SALES	RESULT	CDI
		<i>Total US - 1,434,492</i>			
New York	6.94%	86,942	6.06%	0.87	<b>87</b>
LA	5.92%	117,546	8.19%	1.38	<b>138</b>
Chicago	3.26%	65,610	4.57%	1.40	<b>140</b>
Philadelphia	2.62%	62,151	4.33%	1.65	<b>165</b>
SF	2.27%	59,439	4.14%	1.82	<b>182</b>
DFW	2.22%	51,632	3.60%	1.62	<b>162</b>
Boston	0.02%	63,502	0.04%	2.14	<b>214</b>
Wash DC	0.02%	63,039	0.04%	2.15	<b>215</b>
Atlanta	0.02%	60,091	0.04%	2.04	<b>204</b>
Houston	1.92%	53,147	3.70%	1.93	<b>193</b>
Detroit	1.71%	47,095	3.28%	1.92	<b>192</b>
Tampa	1.42%	52,574	3.66%	2.58	<b>258</b>

Phoenix	1.60%	53,010	3.70%	2.31	<b>231</b>
Seattle	1.50%	56,805	3.96%	2.64	<b>264</b>
Minneapolis	1.48%	49,160	3.43%	2.32	<b>232</b>
Miami	1.44%	63,031	4.39%	3.05	<b>305</b>
Cleveland	1.31%	47,930	3.34%	2.55	<b>255</b>
Denver	1.27%	50,299	3.51%	2.76	<b>276</b>
Orlando	1.20%	35,946	2.51%	2.09	<b>209</b>
Sacramento	1.32%	44,079	3.07%	2.33	<b>233</b>

Mazda has an especially strong CDI in Miami, Seattle, Tampa, Denver, and Cleveland. They also have an especially low CDI in New York.



# MRI ANALYSIS:

By looking at our competitors Mazda has already gained the attention of a younger demographic. Not only the younger, but also successful college graduates that are engaged and making over \$75,000 a year. Mostly men are purchasing the vehicle, therefore we see most success in advertising to outdoor, internet, magazine and TV (related to sports).

- Age: 25-34
- Gender: Men
- Education: College+
- HHI: \$75,000-\$149,999



## Quintiles:

- TV (total): IV (pretty light while TV (prime time): III (medium)
- Radio: II (pretty heavy)
- Magazine: II (pretty heavy)
- Outdoor: I (heavy)
- Newspaper: III (medium)
- Internet: II (pretty heavy)

# MRI AND PSYCHOGRAPHICS ANALYSIS:

Top Websites: about.com, disney.com, fox.com, hotwire.com, expedia.com, bankrate.com, moviefone.com, cbsnews.com, abc.com, tripadvisor.com, careerbuilder.com, overstock.com, coupons.com, hotels.com

Top Magazines: Saltwater Sportsman, Fit Pregnancy, Baby Talk, Texas Monthly, American Baby, Conde Nast Traveler, Outside, Scholastic Parent & Child, Garden Design, The Costco Connection, National Geographic Traveler

Top Cable TV shows: Ovation, Fuse, Fox Soccer Channel, Great American Country, Style, FUEL TV, GMC, ESPNU, NBA TV, MTV2, NBC Sports Network, Travel Channel, Biography Channel, Nick at Nite

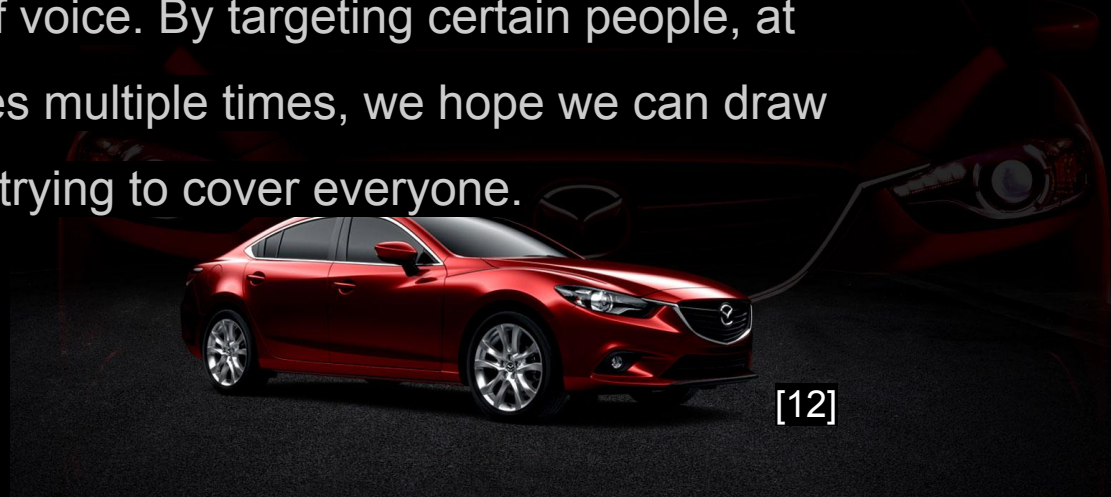
Psychographics (top activities): conversations with friends, going to sporting events, going to the movies, music/concert performances, reading, traveling in the USA, watching sports on TV, and watching Television

# MEDIA STRATEGY:

- **Objective:** Position the all-new Mazda 6 as a reliable, stylish, and sporty alternative in a crowded mix-size car class.
- **Target:**
  - **Demographics:** Men aged 22-44, in a relationship, HHI \$75,000-\$149,999, full time employed, college graduate, Asian, secondary on White.
  - **Psychographics:** Outdoor, Sports, Working out, Travel, TV
- **Geography:** Nationwide for consistent advertising, with pulsing in main target cities: Los Angeles, Boston, Sacramento, Miami, Minneapolis, Seattle, Denver, Cleveland and Detroit.
- **Seasonality:** Using a pulsing method, the higher advertising times would include: launch (January-March), Tax-day, summer solstice, December for the holidays, and some sales events (Labor Day, Black Friday, Independence Day).

# MEDIA STRATEGY (CONT.):

- **Media:** A media mix including: TV for sports and on flights, sponsorships at outdoor events, Sport/Outdoor as well as Travel magazines, radio for specific cities during bursts in advertising, and Internet ads on Yahoo! and Yellow Pages
- **Promotional requirements:** Sales for National holidays
- **Communication goal:** Frequency, because trying to reach as many people as other car brands spending more money would leave us just continuing to have a low share of voice. By targeting certain people, at certain times and in certain places multiple times, we hope we can draw their attention more than brands trying to cover everyone.
- **Budget:** \$25,000,000



# STRATEGY BACKGROUND DETAILS:

Our overall strategy is to really focus in on the markets we know we succeed in. Because of this we picked the top 9 cities that had both had an extremely high BDI *and* CDI. With the frequency strategy in mind, we are focusing on reaching these cities' consumers as many times as possible.

Because showing off a vehicle relies so much on visuals, we decided to cut out radio and newspaper because of the lack, or low quality of the images.

By having internet and magazines focused throughout the year we are still constantly reaching our nationwide audience.

The goal is that by going hard on TV for launch, and having a strong outdoor presence (on top of the nationwide works) in our 9 focus cities, their success will drive the majority of sales, and lead other cities/states to follow.

We decided to do two launch dates to stagger the excitement and start with the east and west coast, and then bring the car to the central states of the US.

# TV BUDGET & PLAN:

<u>City:</u>	<u>Total/City \$:</u>	<u>Total TV \$:</u>
Boston	\$1,083,240	\$8,629,349
Cleveland	\$475,405	
Denver	\$749,233	
Detroit	\$523,770	
LA	\$2,882,966	
Miami	\$1,046,775	
Minneapolis	\$667,845	
Sacramento	\$517,650	
Seattle	\$682,465	



## Plan:

- Broadcast Television
- 9 main cities for the week of launch, and about a month later
- 30 second time-slots
- Half prime-time, half late-news

# TV COST BREAKDOWN, BOSTON:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market:	<b>Boston</b>
Weekly GRPs:	<b>600</b>
Demo:	<b>Adults 25-54</b>

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	4.7	300	64
Late News	50%	3.3	300	91
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>600</b>	<b>155</b>

Must be 100%

Must be 150

spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market:	<b>Boston</b>
Weekly GRPs:	<b>600</b>
Demo target:	<b>Adults 25-54</b>

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	300	1325	2	\$ 795,000
Late News	300	799	2	\$ 479,400
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
	<b>600</b>			<b>\$1,274,400</b>

\$1,274,400

x .85

Net \$:

**\$1,083,240**



# TV COST BREAKDOWN, CLEVELAND:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market:	Cleveland
Weekly GRPs	700
Demo:	Adults 25-54

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	5.2	350	67
Late News	50%	3.9	350	90
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>700</b>	<b>157</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market:	Cleveland
Weekly GRPs:	700
Demo target:	Adults 25-54

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	350	572	2	\$ 400,400
Late News	350	227	2	\$ 158,900
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>700</b>			<b>\$559,300</b>

x .85

Net \$: \$475,405





# TV COST BREAKDOWN, DENVER:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Denver**  
 Weekly GRPs: **850**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	5.4	425	79
Late News	50%	5.5	425	77
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>850</b>	<b>156</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Denver**  
 Weekly GRPs: **850**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	425	580	2	\$ 493,000
Late News	425	457	2	\$ 388,450
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>850</b>			<b>\$881,450</b>

Net \$: \$749,233

x .85



# TV COST BREAKDOWN, DETROIT:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Detroit**  
 Weekly GRPs: **650**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	4.9	325	66
Late News	50%	3.8	325	86
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>650</b>	<b>152</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Detroit**  
 Weekly GRPs: **650**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	325	581	2	\$ 377,650
Late News	325	367	2	\$ 238,550
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>650</b>			<b>\$616,200</b>

x .85

Net \$: **\$523,770**



# TV COST BREAKDOWN, LA:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Los Angeles**  
 Weekly GRPs: **505**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	4.2	253	60
Late News	50%	2.8	253	90
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>505</b>	<b>150</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Los Angeles**  
 Weekly GRPs: **505**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	253	4849	2	\$ 2,453,594
Late News	253	1854	2	\$ 938,124
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>506</b>			<b>\$3,391,718</b>

Net \$: **\$2,882,960**

x .85



# TV COST BREAKDOWN, MIAMI:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Miami**  
 Weekly GRPs: **500**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	3.6	250	69
Late News	50%	2.8	250	89
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>500</b>	<b>159</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Miami**  
 Weekly GRPs: **500**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	250	1786	2	\$ 893,000
Late News	250	677	2	\$ 338,500
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
	<b>500</b>			\$1,231,500

Net \$: **\$1,046,775**

x .85



# TV COST BREAKDOWN, MINNEAPOLIS:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Minneapolis**  
 Weekly GRPs: **970**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	5.5	485	88
Late News	50%	7.8	485	62
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>970</b>	<b>150</b>

Must be 100%

Must be 150

spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Minneapolis**  
 Weekly GRPs: **970**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	485	544	2	\$ 527,680
Late News	485	266	2	\$ 258,020
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>970</b>			<b>\$785,700</b>

\$785,700

x .85

Net \$:

\$667,845



# TV COST BREAKDOWN, SEATTLE:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Seattle**  
 Weekly GRPs: **700**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	5.5	350	64
Late News	50%	3.8	350	92
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>700</b>	<b>156</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

Market: **Seattle**  
 Weekly GRPs: **700**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	350	704	2	\$ 492,800
Late News	350	443	2	\$ 310,100
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>700</b>			<b>\$802,900</b>

x .85

Net \$: **\$682,465**



# TV COST BREAKDOWN, SACRAMENTO:

## Step 1:

### Translating GRPs to Number of Spots

Only fill out red boxes

### TELEVISION

Market: **Sacramento**  
 Weekly GRPs: **600**  
 Demo: **Adults 25-54**

Daypart	Percentage	Rating	Weekly GRPs	Spots/Week
Early Morning	0%	1.0	0	0
Daytime	0%	1.0	0	0
Early Fringe	0%	1.0	0	0
Early News	0%	1.0	0	0
Prime Access	0%	1.0	0	0
Prime	50%	4.9	300	61
Late News	50%	3.3	300	91
Late Fringe	0%	1.0	0	0
Sports	0%	1.0	0	0
Cable	0%	1.0	0	0
<b>Total</b>	<b>100%</b>		<b>600</b>	<b>152</b>

Must be 100%

Must be 150  
spots/wk minimum

## Step 2:

### Costing out your TV and Radio Plans

Only fill out red boxes

### TELEVISION

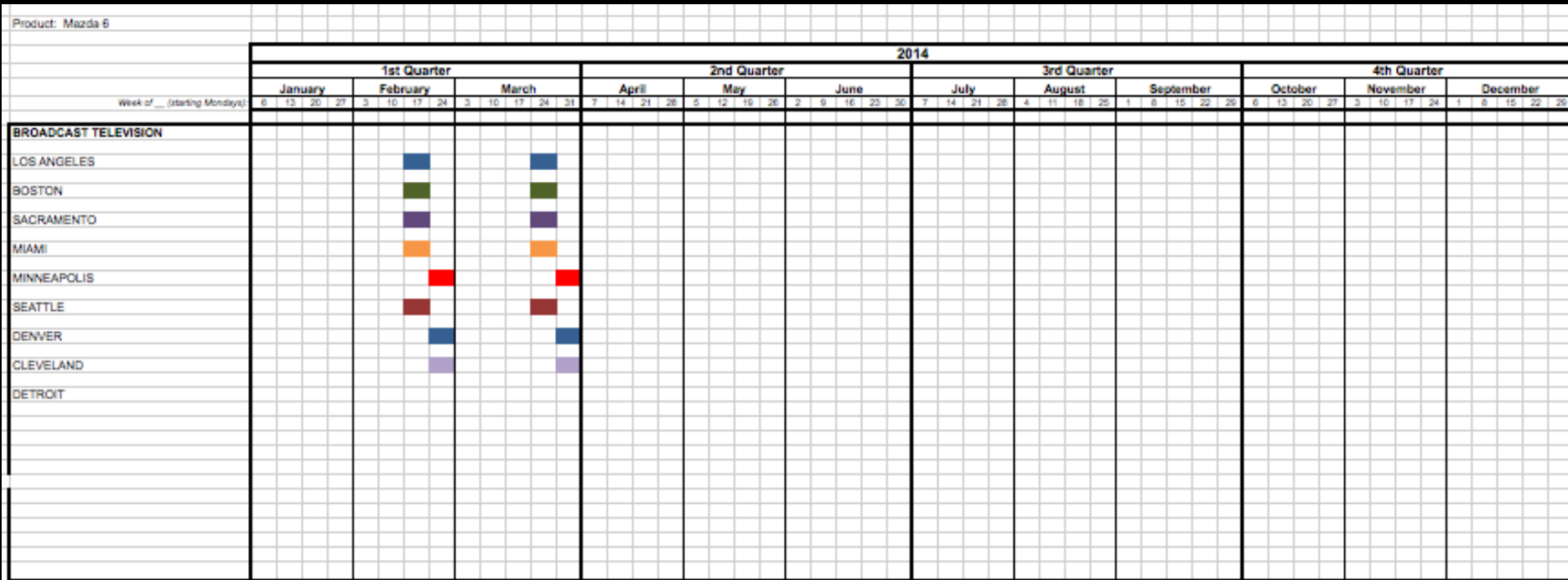
Market: **Sacramento**  
 Weekly GRPs: **600**  
 Demo target: **Adults 25-54**

Daypart	Weekly GRPs	SQAD CPP	# of Weeks	Total \$\$\$
Early Morning	0	0	0	\$ -
Daytime	0	0	0	\$ -
Early Fringe	0	0	0	\$ -
Early News	0	0	0	\$ -
Prime Access	0	0	0	\$ -
Prime	300	611	2	\$ 366,600
Late News	300	404	2	\$ 242,400
Late Fringe	0	0	0	\$ -
Sports	0	0	0	\$ -
Cable	0	0	0	\$ -
<b>Total</b>	<b>600</b>			<b>\$609,000</b>

Net \$: **\$517,650**



# TV FLOWCHART:



Although TV is on the lighter side for usage by Mazda owners, it is still a tool that reaches many people. Because of this, we decided to use broadcast television (to reach the most people) for the week of launch in each city, and then about a month later to remind people of the launch.



# MAGAZINE CPM & DEMOGRAPHICS ANALYSIS:

Magazine Title	1pg B&W	/Circulation	x 1000x0.85	Total CPM	Notes:
National Geographic	201,220	/4,001,937	x1000x0.85	42.74	Med. Age Range is a bit high
United Hemisphere	103,950	/644,154	x1000x0.85	137.17	No B/W, Med. Age is a bit high, good HHI
Fit Pregnancy	49,661	/502,484	x1000x0.85	84	Mostly women but good age
Salt Water Sportsman	31,570	/131,952	x1000x0.85	203	Med Age high
Texas Montly	22,995	/306,351	x1000x0.85	63.79	Age way High but HHI is good
American Baby	152,720	/2,004,841	x1000x0.85	64.75	Good age, low men, low HHI
Conde Nast Traveler	135,907	/821087	x1000x0.85	140.69	No b/w, high age, good HHI
Outside	91,665	/685,164	x1000x0.85	113.72	barely high age, good HHI
Parent & Child	39,600	/1,318,423	x1000x0.85	25.53	good age, low HHI, more women
National Geographic Traveler	64,800	/654,442	x1000x0.85	84.16	barely high age, good HHI
Popular Science	101,300	/1,309,176	x1000x0.85	65.77	high age, good HHI
Outdoor Life	65,800	/757,711	x1000x0.85	73.81	high age, good HHI
In-Fisherman	11,030	/203,016	x1000x0.85	46.18	barely high age, decent HHI
Travel + Leisure	89,640	/971,922	x1000x0.85	78.4	high age, good HHI, more women
Delta Sky	67,420	/602,518	x1000x0.85	95.11	barely high age, good HHI

# MAGAZINES, UNIT SIZE & BUDGET:

Magazine:	Specs:	Pricing Before x0.85	Pricing After x0.85:
National Geographic	4-color bleed, 4th cover, 12 times	256,995	218,446
National Geographic Traveler	4-color bleed, 2nd cover, 8 times	86,480	73,508
United Hemispheres	4-color bleed, 2nd cover spread, 12 times	123,784	105,216.40
Outside	4-color bleed(charge), 2nd cover, 12 times	1,308,000	1308000
Outdoor Life	4-color bleed(charge), 2nd cover, 10 times	944,000	896,800
Conde Nast Traveler	4-color bleed, 2nd cover, 12 times	145,153	123,380.05
In-Fisherman	4-color bleed(charge), 2nd cover, 7 times	126,560	120,232
Travel + Leisure	4-color bleed, 2nd cover, 12 times	142,495	121,120.75
Delta Sky	4-color bleed, 2nd cover, 12 times	52,620	44,727
Salt Water Sportsman	4-color bleed, 2nd cover, 10 times	438,450	372,628.50
Popular Science	4-color bleed(charge), 2nd cover, 12 times	2,068,800	1,965,360
Fit Pregnancy	4-color bleed(charge), 4th cover, 6 times	484,026	459,824.70

Above shows the magazines we used out of the CPM analysis shown in the slide prior to this. We wanted to incorporate as many magazines relating to the travel/outdoor niche market of our potential customers. We also decided to include Fit Pregnancy because it had such a high readership according to MRI.

# 1ST HALF PRINT FLOWCHART:

Product: Mazda 6																										20	
		1st Quarter												2nd Quarter													
		January				February				March				April			May			June							
Week of __ (starting Mondays)		6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
<b>MAGAZINES</b>																											
National Geographic		[Orange bar]																									
National Geographic Traveler		[Green bar]																									
United Hemispheres		[Red bar]																									
Outside		[Blue bar]																									
Outdoor Life		[Olive bar]																									
Conde Nast Traveler		[Black bar]																									
In-Fisherman		[Light Blue bar]																									
Travel + Leisure		[Pink bar]																									
Delta Sky		[Yellow bar]																									
Salt-Water Sportsman		[Purple bar]																									
Popular Science		[Grey bar]																									
Fit Pregnancy		[Blue bar]																									



# OUTDOOR PLAN:

Sacramento, (50, 12 mo): 14x48 bulletins, bus, 30 sheets, 8 sheets

Denver, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Cleveland, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Seattle, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Minneapolis, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Miami, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Detroit, (50, 12 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Boston, (50, 4 mo): 14x48 bulletins, airport dioramas, transit, bus, 30 sheets

Los Angeles, (100, 2 mo; 50, 10 mo): 14x48 bulletins, 30 sheets, transit, bus, and airport dioramas

# OUTDOOR PLAN CALCULATIONS:

LOS ANGELES	\$ 150,000	\$ 75,000	\$ 30,000	
BOSTON	\$ 40,000	\$ 20,000	\$ 8,000	
DETROIT	\$ 24,000	\$ 12,000	\$ 4,800	
SEATTLE-TACOMA	\$ 20,000	\$ 10,000	\$ 4,000	
MINNEAPOLIS-S	\$ 20,000	\$ 10,000	\$ 4,000	
MIAMI-FT. LA	\$ 20,000	\$ 10,000	\$ 4,000	
CLEVELAND	\$ 15,000	\$ 7,500	\$ 3,000	
DENVER	\$ 15,000	\$ 7,500	\$ 3,000	
SACRAMENTO	\$ 15,000	\$ 7,500	\$ 3,000	
50 showing	Sacramento	\$ 15,000.00	x 12 mo	\$ 180,000.00
50 showing	Denver	\$ 15,000.00	x 12 mo	\$ 180,000.00
50 showing	Cleveland	\$ 15,000.00	x 12 mo	\$ 180,000.00
50 showing	Seattle	\$ 20,000.00	x 12 mo	\$ 240,000.00
50 showing	Minneapolis	\$ 20,000.00	x 12 mo	\$ 240,000.00
50 showing	Miami	\$ 20,000.00	x12 mo	\$ 240,000.00
50 showing	Detroit	\$ 24,000.00	x 12 mo	\$ 288,000.00
50 showing	Boston	\$ 40,000.00	x 12 mo	\$ 480,000.00
100 showing	Los Angeles	\$ 300,000.00	x 2 mo	\$ 600,000.00
50 showing	Los Angeles	\$ 150,000.00	x 10 mo	\$ 15,000,000.00
Total:				\$ 4,128,000.00

# OUTDOOR FLOWCHART:

Product: Mazda 6

		2014											
		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		January	February	March	April	May	June	July	August	September	October	November	December
Week of ... (starting Monday)		6   13   20   27	3   10   17   24	3   10   17   24   31	7   14   21   28	5   12   19   26	2   9   16   23   30	7   14   21   28	4   11   18   25	1   8   15   22   29	6   13   20   27	3   10   17   24	1   8   15   22   29
OUTDOOR													
LOS ANGELES			/	/									
BOSTON													
DETROIT													
SEATTLE													
MINNEAPOLIS													
MIAMI													
CLEVELAND													
DENVER													
SACRAMENTO													

All cities are at 50 viewing with the exception of LA's two months of 100-viewing (slashed on chart).

# ONLINE PLAN:

We used 9 of the recommended Quantcast sites using an audience definition of:

- Males 25-44
- Asian and Caucasian who attended college
- HHI of over \$100K

We also used all of the top 14 sites from MRI.

Total online budget: \$6,433,408 allowing \$536,117/month





# ONLINE COST PLANNING (AUTOMOTIVE):

<u>WEBSITE:</u>	<u>CPM:</u>	<u>IMPRESSIONS:</u>	<u>MONEY SPENT/SITE:</u>
autotrader.com	\$25	932.8	\$23,309.43
cars.com	\$25	932.8	\$23,309.43
carmax.com	\$25	932.8	\$23,309.43
autozone.com	\$25	932.8	\$23,309.43
kbb.com	\$25	932.8	\$23,309.43
edmunds.com	\$25	932.8	\$23,309.43
fueleconomy.gov	\$25	932.8	\$23,309.43
nada.com	\$25	932.8	\$23,309.43
nadaguides.com	\$25	932.8	\$23,309.43
		<b><u>TOTAL:</u></b>	\$209,784.87

# ONLINE COST PLANNING (GENERAL INTEREST):

<u>WEBSITE:</u>	<u>CPM:</u>	<u>IMPRESSIONS:</u>	<u>MONEY SPENT/SITE:</u>
about.com	\$20	1,165.50	\$23,309.43
disney.com	\$20	1,165.50	\$23,309.43
fox.com	\$20	1,165.50	\$23,309.43
hotwire.com	\$20	1,165.50	\$23,309.43
expedia.com	\$20	1,165.50	\$23,309.43
bankrate.com	\$20	1,165.50	\$23,309.43
moviefone.com	\$20	1,165.50	\$23,309.43
cdsnews.com	\$20	1,165.50	\$23,309.43
abc.com	\$20	1,165.50	\$23,309.43
tripadvisor.com	\$20	1,165.50	\$23,309.43
careerbuildier.com	\$20	1,165.50	\$23,309.43
overstock.com	\$20	1,165.50	\$23,309.43
coupons.com	\$20	1,165.50	\$23,309.43
hotels.com	\$20	1,165.50	\$23,309.43
		<b>TOTAL:</b>	\$326,332.02



# ONLINE FLOWCHART:

Product: Mazda 6		2014											
		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Week of ___ (Starting Mondays)		January	February	March	April	May	June	July	August	September	October	November	December
		6   13   20   27	3   10   17   24	3   10   17   24   31	7   14   21   28	5   12   19   26	2   9   16   23   30	7   14   21   28	4   11   18   25	1   8   15   22   29	6   13   20   27	3   10   17   24	1   8   15   22   29
<b>ONLINE</b>													
autotrader.com													
cars.com													
carmax.com													
autozone.com													
kbb.com													
edmunds.com													
fuelconomy.gov													
nada.com													
nadaguides.com													
about.com													
disney.com													
fox.com													
hotwire.com													
expedia.com													
bankrate.com													
moviefone.com													
odsnnews.com													
abc.com													
tripadvisor.com													
careerbuilder.com													
overstock.com													
coupons.com													
hotels.com													

Total online budget: \$6,433,408 for all 23 sites

# ADDITIONAL PROMOTIONS:

Popular Science and “Myth Busters” join for a competition to create the most efficient go-kart. Popular Science offered Mazda the opportunity to be the sponsor because Mazda bought a big portion of advertisement in their magazine.

Outdoor Life magazine is hosting an outdoor expo in Denver. Mazda was offered front row spot in the line-up of booths. The Mazda 6 was also on a revolving display in the middle of the event.

# OVERALL FLOWCHART:

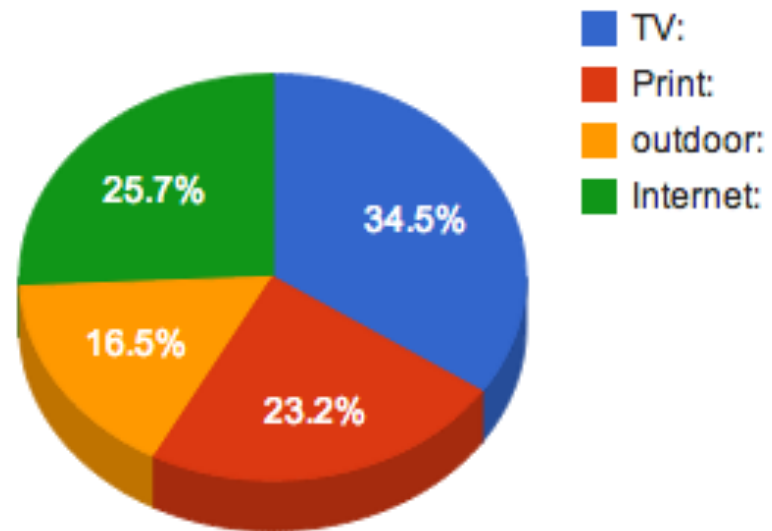
Product: Mazda 6																																																			
2014																																																			
1st Quarter																																																			
January			February			March			2nd Quarter			3rd Quarter			4th Quarter																																				
April			May			June			July			August			September			October			November			December																											
Week of __ (starting Monday):																																																			
6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29
<b>OVERALL FLOWCHART</b>																																																			
TV																																																			
PRINT (MAGAZINE)																																																			
OUTDOOR																																																			
ONLINE																																																			



# OVERVIEW OF MEDIA SPENDING:



**BUDGET BREAKDOWN**



# BUDGET BREAKDOWN:

TV: \$8,629,349

Print: \$5,809,243

Outdoor: \$4,128,000

Online: \$6,433,408

**Total: \$25,000,000**

