



The Media Plan

K. Maiden

C. Sebastian

J. Rode

L. Ray

E. Adams

April 29, 2010

Dr. Chan Yoo

Table of Contents

I. Executive Summary	4
II. Introduction	5
III. Product/Brand Profile	6
IV. Competitive Analysis	7
V. Target Market Consumer Analysis	8
VI. Geographic Market Analysis	12
VII. SWOT Analysis	14
i. SWOT Chart	14
ii. Strengths	14
iii. Weaknesses	15
iv. Opportunities	16
v. Threats	17
VIII. Problems and Opportunities Analysis	18
IX. Marketing Objectives	21
X. Advertising Objectives	21
XI. Media Objectives	21
A. National Primary Target Objectives	21
B. National Secondary Target Objectives	23
C. Local Campaign Objectives	25
i. Primary Market Objectives	25
ii. Secondary Market Objectives	25
XII. Media Strategies	27
A. National Campaign	27
i. Primary Target Strategies	27
ii. Secondary Target Strategies	27
B. Local Campaign	27
i. Primary/Secondary Target Strategies	27
XIII. Media Rationale	29
XIV. Media Tactics Rationale	35
XV. Budget Recap	42

XVI. Flow Charts	43
A. National Campaign	
i. Primary Media Flow	43
ii. Secondary Media Flow	43
B. Local Campaign	44
i. Dallas	45
ii. Chicago	46
iii. Detroit	48
XVII. Charts	50
A. GRP's	
i. National vs. Local	50
ii. GRP by city	50
ii. Budget Allocation	52
i. National vs. Local	52
ii. Local	52
XVIII. Conclusion	53
i. Additional Recommendations	53
XIV. Works Cited	55

Executive Summary

Doritos has an opportunity to increase its dominance with our strategic plan to increase sales and brand awareness. After analyzing the current market and lifestyle trends of today's consumers, we justifiably created a detailed and specific media plan that optimizes efforts to increase market share. We chose target markets based specifically on their current and potential consumption habits. For our national and local media plans we will target both with effective scheduling.

The primary target of women ages 35-44, are the main purchasers and Doritos offers quality and convenience which is very important since spending time with their families and friends is very important. The secondary target audience is children age 12-17 with a large population of over 24 million in the U. S. This age group consists mainly of the end consumers who have an opportunity for growth and for establishing early brand loyalty, which increases their LTV (life-time-value). The groups we chose are highly associated with one another and our idea to hit two birds with one stone served as the basis for how we chose which media to use and at what frequency. These two groups will likely be living in one household and using much of the same media vehicles at the same times.

The local media campaign will be implemented in three large cities that we felt provided the best opportunities to gain and maintain brand awareness. These three cities are Chicago, Detroit, and Dallas. In the cities of Chicago and Dallas, we will be implementing defensive strategies to retain our position and with Detroit, we will implement an offensive strategy to gain new consumers and increase the market share.

Beginning July 1st and ending December 31st, we will use a variety of media in both our national and local media plans. We have concluded that use of cable network TV, broadcast network TV, print, internet and social media will be most effective in reaching our media objectives and marketing goals. We also feel that our media objectives will be most effective and efficient to meet our local objectives through the use of spot radio and broadcast network TV affiliates.

Introduction

In today's society consumers are exposed to a variety of packaged food snack options. Whether they are sold in vending machines or grocery stores Doritos is a convenient snack choice across the nation. Consumers purchase products according to brand recognition, perceived quality, nutritional value, convenience and price.

Within the savory snacks category tortilla chips sales are expected to rise considerably. The competition between major competitors: direct and indirect has become focusing on new health trends. It is difficult to be in an industry where there is a negative connotation associated with the product itself.

Savory snack companies advertise their products to specific targets, but at times their target markets are hard to connect with effectively. Lifestyles, schedules, trends, and products continue to change and Doritos must change their current marketing plans to continue to maintain a large percent of the market. By advertising to targets that are closely linked we expect to increase brand recognition in the most cost effective manner.

Product/Brand Profile

Doritos is one of many brands of tortilla chips invented by Arch West. These corn chips have been in production since 1964, by Frito-Lay, a division of PepsiCo Inc. Doritos are sold in a variety of countries that offer an assortment of flavors.

When Doritos were first released in the United States in 1964, they became the first tortilla chip to be launched nationally. After complaints about the original Doritos design, the company spent \$50 million to redesign the tortilla chip and make them 20% larger and 15% thinner. The design change was the result of a two-year market research study that involved thousands of chip eaters. The new design gave each chip, rounded corners. This made it easier to eat and reduced the risk of scrapes resulting from broken corners. Also, each chip was also given more seasoning, resulting in a stronger, bolder flavor, which has become a Doritos trademark.

The first flavor of Doritos was Toasted Corn followed by Taco flavor. However, the brand had its biggest hit with Nacho Cheese flavor, introduced in the early 1970s. More than a dozen flavors of popular snacks have been produced, but the longest lasting are Nacho Cheese and Cool Ranch. Today, Doritos has introduced "Doritos Collisions," which include two different flavors in the same bag.

Consumer involvement is one of the key points the Doritos brand focuses on. For many years, Doritos has advertised heavily during the Super Bowl. For Super Bowl XLI, Doritos launched a contest titled, 'Crash the Super Bowl', which gave consumers a chance to create their own Doritos commercial. The general public was allowed to vote for their favorites, this generated heavy traffic to the online site. According to Doritos, the votes were so close that just before the game the company decided to run the top two of the ads, rather than just the one winner. Both commercials finished highly in ratings compared to the other commercials during this Super Bowl. The 'Crash The Super Bowl' campaign was so successful Doritos used it again for the 2010 Super Bowl, this time broadcasting four of the consumer-created ads. The ads were again among the highest rated commercials featured.

Competitive Analysis

The competitive environment that Doritos brand tortilla snack faces includes main competition from other corn and tortilla chips and cheese snacks such as: Fritos, Cheetos, Tostitos, Torengos and Sun Chips among others, as well as from many regional and local companies. The competition is based primarily on brand recognition, quality, nutritional value, variety and price of products. Other key trends to focus on include: emerging health conscious consumers, the generation Y and busy life style needs, individual taste preferences, the influence of children on snack purchase, and increasing diversity in the population.

To determine the potential threats of the environment many things must be considered including where the competition stands in relation to Doritos. Primary competition is other national brands with relatively large market share in the snack foods category. Sun Chips, Tostitos, Cheetos and other processed corn chips are primary competition. Secondary competition for Doritos includes: popcorn, nuts and seeds, and other savory snacks. These snacks are secondary because each is in a different category of snack group. Direct competition includes other flavored corn snack chips the closest competitor to Doritos is Torengos made by Procter and Gamble. Indirect competition includes: frozen food snacks, and microwaveable food snacks. These were determined by relative nature of Doritos brand product as compared with other snack categories. The set has taken into consideration the first choices in the chip and snack aisle at the grocery stores. Information was analyzed with information from (Datamonitor 09)

There is generally the same amount of competition at various times of the week, month or year. Sporting events especially football and basketball seasons are increased times for general snack foods competition. The Super Bowl is a decorated time in February when competition is sure to be high. The advertising from competitors is mostly directed at youth and eco-friendly options. Fritos, Cheetos, Tostitos and SunChips are the biggest competitors for Doritos and they have roughly the same position as Doritos brand chips. They are all main products for the Frito Lay brand. Doritos has the most successful advertising campaign for all the other brands. Each

is a threat based on its possibility of being chosen for snacking purposes and location on the shelf as compared with Doritos.

The advertising for Cheetos uses the iconic, “Chester the Cheetah” into funny commercials with humans. He is symbol for the brand and representative of the playful attitude of the brand, which has traditionally been directed at a younger generation. Tostitos advertising focuses mostly adult and dinner parties and expresses a more grown up perception. Fritos is commonly advertising as a good choice for pairing with chili and used in recipes. SunChips focuses on the health multi grain and wholesomeness of the product. SunChips uses a “green” stance and even generates natural energy for some of its plants and uses compostable bags that are eco friendly. (SunChips)

Target Market Consumer Analysis

Doritos' target market is primarily made up of women ages 35-44. Members of this target market are likely to have a history of education that has resulted in at least a high school diploma. The majority of these women are homemakers, but those with jobs normally work in sales or in some sort of office occupation. The total income of this target market is high because of the duration of time these individuals have spent in the workforce. The overall household income for this target market ranges from \$75,000-\$149,999. Doritos' target market also is likely to be married, own their own home and have children between the ages of 6-17. These individuals are responsible for most of the cleaning, shopping, cooking and household duties in their homes. This target market is also dominated by Caucasians. MRI+ data suggests that the Midwest region of the United States is more likely than any other region to eat Doritos. Also, with an index score of 144, this group of women ages 35-44 have a high propensity to purchase this product.

Doritos' primary target market consists of women that live for their families. Much of their time and energy is devoted to serving their husbands and children and better accommodating their interests and needs. This group of women is more likely to engage with media designated for children and adult men. 21.3% of female's ages 35-44 are heavy magazine readers. Based on MRI+ data and index scores indicating a high propensity to engage with the media, these individuals are likely to read magazines such as Automobile, Autoweek, Bassmaster, Family Fun, Men's Fitness and National Geographic. With index scores of 138, 136 and 133 magazines about automobiles, parenthood and videogames indicate the highest propensity to read. This primary target tends to watch channels like the Cartoon Network, Disney, Entertainment, History Channel, Life, Nickelodeon, etc. Overall, out of the 115,641,000 females ages 35-44, only 23,153,000 engage in active television watching. With an index score of 73 and only 14.7% of females heavily watching television, these users have a very low propensity to watch television, but the channels they are watching revolve around their children. These women are extremely concerned with the well-being of their families and are active in establishing censorship and boundaries of certain media. MRI+ data indicates that as far as radio is

concerned, this target market listens to radio mostly on weekdays between 6:00am-10:00am and 3:00pm-7:00pm. 21.6% of all female's ages 35-44 are heavy radio listeners. With significant index scores of 119 and 120, it is clear that this target market is listening to radio during the times they are transporting their children back and forth to school, on the way to work, carpooling to extracurricular activities, etc.

As far as interactive and social media are concerned, this target market is surely jumping on the bandwagon when it comes to social networking sites such as Facebook.com and Myspace.com. 26.4% of all females ages 35-44 are heavy Internet users. With index scores of 158 and 132, this market is using these sites as a tool to reconnect with old friends, stay in touch and interactive online. These women are thoroughly engaged with the nuances of today's technology. 23,126,000 of these women engage in Internet activities and maintain an index score of 132. This target market loves to blog about life experiences, share photos, rate and review commonly used products, etc. These women aren't overly concerned or influenced by social happenings but try to keep up with the most current trends for the sake of their children, to stay informed, and for potential ideas to utilize in the workplace or home environment. Clearly, this target market places a large emphasis on family. Taking care of their children, husbands and loved ones is of the utmost importance. Even though women ages 35-44 are the individuals purchasing Doritos and other tortilla chips and cheese snacks, this does not mean that they are necessarily the ones consuming the snacks in the end. This primary market of women leads very busy lifestyles. Serving as wives, mothers, businesswomen or a combination of the above, balancing responsibilities can be quite difficult at times. As a result of this, sometimes purchasing easy-to-eat-snacks can be the easiest and most convenient method. This group of women, ages 35-44 are the most likely purchasers of this product. They are the kind of women looking for quick and easy yet flavorful snacks for their children after school or for their husbands during the big football game. They purchase easy-to-eat snacks like Doritos during times where time is cut short or they are in need of an easy snack for party guests or some event at school. This market spends their extra time with their family, working on creative projects for the home, hosting gatherings for family and friends, and at work.

Even though homemakers ages 35-44 are clearly the primary group of purchasers for this product, there is still a secondary target market for Doritos that are likely to purchase and consume. Children ages 12-17, based on the data their index number is 122 and they have a considerably large total population of over 24 million in the United States. This age group is thriving and has a lot of potential for growth and for establishing early brand loyalty that will increase their LTV as future consumers. This age group was chosen as a secondary market because of their obsession and knowledge of today's technology. They are starting to adapt, find themselves, and search for an identity. They rely heavily on their parents for both financial and emotional needs, being that they are undergoing hormonal changes and are in the middle of their thriving adolescence. Because this target market is in the midst of their educational career, the majorities are enrolled in public, private or catholic schooling and facilities and eat a significant amount of packaged food products. This secondary target market reads magazines like J-14, Nickelodeon, Sports Illustrated for Kids, Seventeen, Teen Vogue, etc. They are extremely involved in extracurricular activities like sports, organizations at schools, playing musical instruments, etc. They watch a significant amount of television, including channels like the Cartoon Network, Disney, Nickelodeon, MTV, ESPN and the History Channel. This target watches a great deal of sports and engages with media that is trendy or current to the time period. Programs such as American Idol, Dancing With the Stars, The Bachelor, etc. are all a part of this targets weekly television repertoire. This group is most likely to respond to the types of media strategies we will implement in a national and local media campaign.

Geographic Market Analysis

By looking through MRI data for all three categories of Doritos chips products we found that Doritos marketing strategies should target the Midwest and Southern regions of the U.S. These regions were chosen based on high index numbers and percentages of users, as stated by MRI+. According to MRI's research 61.9% of people in the Midwest use corn/tortilla chips and cheese snack products and 15.6% of those people are users of Doritos' products. This could mean there is a large potential for growth in this area. Additionally, 58.9% of southerners are users of corn/tortilla chips and corn snack products. Of that 58.9% of southerners 13.7% of them use Doritos products. In addition to high user percents, the Midwest and Southern regions are the most populated regions in the U.S., boasting index scores of well over 100. For these reasons, we have selected Chicago and Detroit to represent the Midwest region, and Dallas as our prominent Southern city to which Doritos should focus marketing efforts.

Chicago:

Of 1,352,000 women in Chicago 18.7% of them are users of Doritos' products. (MRIplus.com). Of 826,000 women in Chicago 10% are users of Doritos's primary competitors, Sun Chips and Tostitos. (MRIplus.com). This is why we chose a defensive marketing plan that would maintain our client's sales position in the local markets. We chose this strategy because Doritos has a strong hold on the savory snack market in Chicago which means Chicago is an above-average sales territory for our client.

Detroit:

Of 617,000 women in Detroit 18.8% of them are Doritos' users. (MRIplus.com). Of 240,000 women in Detroit 14.2% are Tostitos' product users. (MRIplus.com). This means even though Doritos is well above its competitors in sales the market size overall is in decline in this metropolitan area. This is why we chose an offensive approach in Detroit with the objective of increasing sales and brand strength by 15 percent.

Dallas:

Of 668,000 women in Dallas 17.2% of them are users of Doritos products. (MRIplus.com). This is in contrast with Tostitos who of 695,000 women surveyed 11.5% of them are Tostitos users. (MRIplus.com). Since Doritos has a larger market share than its competitor in this local market; we decided to take a defensive approach with our media buying strategies.

Strengths <ul style="list-style-type: none"> • Strong market presence • Exceptional marketing mix 	Weaknesses <ul style="list-style-type: none"> • Often perceived as unhealthy • Ads don't effectively target Doritos high propensity customers • Cannibalization of Frito Lay
Opportunities <ul style="list-style-type: none"> • Growth in global consumer developing markets • Growth potential in local markets • Potential to reach primary and secondary targets simultaneously 	Threats <ul style="list-style-type: none"> • Growing popularity of restaurants • Product proliferation presence in retailers

SWOT Analysis

Strengths

Strong market presence

Doritos is considered well liked, and well known. Doritos brand began establishing their name in the industry since 1964. Forty-six years later Doritos is one of the top selling brands in snack foods category. Based on the fact that Doritos is considered well liked and well known, the brand has an advantage in the savory snack category (Frito-Lay, Inc., 2009). Savory snacks are low cost, low involvement products that are faced with intense competition (Savory Snacks in the United States, 2009). According to company history, Doritos has produced more than a dozen flavors since production began (Frito-Lay, Inc., 2009). Doritos continues to diversify its product mix offering a range of flavors like "Doritos Collisions" and a healthier baked version. Doritos brand is the second largest within the Frito Lay brand portfolio. Doritos, nacho cheese flavor, is the number one selling item within Frito Lay (Land, 2007). These factors

increased product variation and naturally aided in brand recall. Brand recall augments Doritos presence in the marketplace, making market penetration more likely.

Exceptional marketing mix

Doritos brand, the first flavored tortilla chip, is a household name. The product's popularity is largely due to the brand's exceptional marketing mix. Since the product's introduction in 1964, manufacturers have been dedicated to the creative evolution and improvement of the product (Land, 2007). The brand has produced more than a dozen flavors and continues to develop more. In fact, Doritos features the most flavors of any of the brand's competitors (TheFind - Shopped & Found). Doritos produces the largest bags or product quantities within the savory snack category. Doritos price positioning boasts the best value as it is the cheapest savory snack according to cost per ounce of product (TheFind - Shopped & Found).

Doritos manufacturer, Frito Lay, is known for its innovative advertising and positioning, which enable much of Doritos marketing efforts (Frito-Lay, Inc., 2009). Frito Lay also lends Doritos access to its world-class sales and distribution system. Doritos brand uses positioning initiatives to establish personal identification between the target and the product. The packaging, flavors, and distribution of the product are determined according to the target. Recent advertising encourages one-to-one communication with consumers through online video submissions. These consumer video submissions were a part of a Super Bowl XLI ad spot competition called "Crash the Super Bowl" (Land, 2007). A smashing success, the "Crash the Super Bowl" campaign is proof of the cutting-edge marketing Doritos utilizes.

Weaknesses

Often perceived as unhealthy

Doritos is considered an older, well-established brand and therefore is considered a traditional junk food (Frito-Lay, Inc., 2009). The growing trend for healthy food has the power to move the consumer away from the savory snack category and consider other healthy alternatives. Healthy alternatives that are gaining popularity with this trend include

confectionary, fruit and beverages, most of which are offered for similar prices (Savory Snacks in the United States, 2009). Sun Chips, a primary competitor of Doritos, has cornered the market for healthy alternative or green snacks among national market share leading brands (Savory Snacks in the United States, 2009). Sun Chips is the first brand within the savory snack category to market a compostable bag. In addition to “going green” initiatives, Sun Chips promotion and product mix emphasizes a healthy lifestyle and capitalizes on the brands relatively healthy nutrition facts (SunChips).

When manufacturers introduced Doritos, the chips were positioned as "the Latin snack". This brand image was resonant until 1972 when the introduction of the nacho cheese flavor called for a re-evaluation of marketing efforts (Land, 2007). These formative years laid the foundation for the future marketing mix of Doritos. Since then, Frito Lay has been expanding its portfolio to include diverse products (Frito-Lay, Inc., 2009). Frito Lay added new brands, like Sun Chips, that could capitalize on new market trends. Doritos perception of unhealthiness may be due to the marketing mix employed by Frito Lay. Perception of unhealthiness and market trends separate the brand from the increasing consumer demand for organic products and other healthy foods.

Ads don't effectively target Doritos high propensity consumers

According to MRI+ data, the purchase history of women ages 35-44 have the highest propensity to purchase Doritos. Secondary research indicates that women ages 35-44 are mothers whose purchase pattern within the savory snacks category is motivated by the wants or demands of their children. We have determined that current advertising fails to focus on its most lucrative consumer, women ages 35-44. Instead, they focus on younger adults and children maximizing the bold, impulsive and extreme behavior this age group identifies with. Doritos lack of strategic communication with this projected target market reduces brand identification within that demographic.

Opportunities

Growth in global developing markets

Factors facilitating market development such as, population growth, household income and formation growth are increasing. These factors drive market growth and are expanding consumer markets globally, for example, China's food and beverage market is expanding (PepsiCo, Inc.). Capitalizing on growing consumer markets can stimulate growth of the brand, both nationally and globally.

Growth potential in local markets

Though Doritos is such a widely known brand in the U.S. there are still areas where there is potential to grow. We found that Doritos is lacking in market strength in many of the most highly populated cities in the country. These local markets have been neglected in the past by using non-targeted national campaigns. In cities with such a large population such as these it is necessary to give these consumers a little extra attention.

Potential to reach primary and secondary targets simultaneously

There is a great chance to reach two groups that are highly associated with one another in their everyday lives. By choosing primary and secondary target markets that include a parent and child, we can effectively reach both through some of the same media. The primary and secondary target audiences will most likely be living in one household and have a high propensity to consume much of the same media, at the same time. This is an opportunity to maximize reach and exposure to those with the highest propensity to purchase the product.

Threats

Growing popularity of restaurants

As consumer lifestyles evolve, consumers are frequenting restaurants more often, adversely affecting the packaged food industry. Secondary research indicates that the development of

unique menu options and innovative dining styles within the restaurant industry are supplementing the growth of the out-of-home dining trend. Innovation within the restaurant industry provides consumers with snack-like products, which drives the growth of the restaurant industry and therefore the savory snacks product category will suffer (Frito-Lay, Inc., 2009). Supermarket or grocery retailers that offer Doritos sell the product in the highest quantities and at the highest price. Restaurants such as Subway that sell the brand are not the most lucrative contributor to sales of Doritos. Doritos, which are normally consumed as a snack, are subject to this threat.

Product proliferation of retailers

There is a wide range of products within the savory snack category, and competition is high even within the Frito Lay Co (Frito-Lay, Inc., 2009). Also, Savory snacks are one of many categories available at retailers where Doritos are sold. Retailers of food products provide customers with a large amount of variety within categories in addition to a range of categories that include products of similar price and portion (Savory Snacks in the United States, 2009). This product variation has the potential to decrease brand loyalty by providing too many choices for the consumer at the retail level.

Cannibalization of Frito Lay

According to our analysis of Doritos' competitive environment, Cheetos, Tostitos and Sunchips comprise the brands primary competitors. The Cheetos, Tostitos and Sunchip brands are all within the Frito Lay brand portfolio, each of which has a large market share (Frito-Lay, Inc., 2009). Product proliferation threatens the success of the Doritos brand (Savory Snacks in the United States, 2009). Each of the primary competitors, and Doritos must fight for smaller pieces of the market share pie. Cannibalization, high competition within the parent company, weakens Doritos' current situation.

Problems and Opportunities Analysis

Based on conclusive evidence through research of Doritos brand, the situation analysis has revealed several key problems and opportunities that advertising has the potential to fix:

- Consumer analysis identifies mothers, ages 35-44 as the consumer group with the highest propensity to purchase Doritos.
 - The target is motivated to purchase the product by their children, ages 6-17, who have been identified as the end-consumers.
- Doritos youth oriented advertising fails to establish deep brand identification and connection with the consumer group that is indicated most likely to purchase by MRI+ data.
 - While children, teens and young adults comprise the typical Doritos end-consumer, its women ages 35-44 that make the purchase.
 - Advertising must refocus its message to cater to Doritos highest propensity demographic in order to penetrate the targets unique chain of consumption.
 - Future advertising should emphasize the proposed targets purchase motivator (families) while simultaneously establishing personal identification between brand and consumer in order to maximize opportunities.
- Negative perception of nutritional value is prevalent in this brand's well-established image as one of the original 'junk food' type snacks.
 - Because healthiness is a current consumer trend, negative perceptions about Doritos' nutritional value increases consumers' reluctance to purchase.
 - The growing popularity of healthy food products is highly influenced by women.

- Doritos are manufactured using heart healthy oils and contain zero-trans fat, nutritional fact that has the potential to minimize/reverse current negative stigmas.
- Product proliferation of retailers and out-of-home dining trends has flooded consumers with a wide variety of packaged and unpackaged food products that may be consumed as snacks.
 - Both direct and indirect competitors of Doritos contribute to this product/brand variation.
 - Because savory snacks are a low cost, low involvement product that faces intense competition and high product variation, brand recall continues to challenge manufacturers of snack-like products.
- Throughout its company history, Doritos has made efforts to diversify its product mix, which, supplements the product variation within the Doritos brand while aiding brand recall.
- Strategic scheduling of communication activities with the target can maximize brand recall by utilizing this competitive information.

Marketing Objectives

- Enhance national sales and distribution with a 10% sales increase in the following year.
- Maintain sales position in local markets such as Chicago and Dallas, in which Doritos is a competition leader.
- Increase retention rates among existing consumers by 25%.

Advertising Objectives

- Increase overall brand awareness among the primary and secondary target markets by 15% and 10%, respectively, in the following year.
- Facilitate a change in advertising communication from end consumer-focused, to primary purchaser-focused.
- Emphasize advertising during Doritos peak purchase seasons in order to capitalize on sales trends.
- Acquire new customers to aid our sales increase goal.

Media Objectives

National Campaign Objectives

Primary Target Objectives

1. To effectively reach our primary target audience of women ages 35-44, serving as homemakers and primary shoppers for the household, we will implement a media mix using network television, both cable and broadcast, Internet, social media, and print media. The members of this target audience are avid media users and actively engaged with these aforementioned forms of media and will respond and act positively to the exposure of these mediums.
2. Reach at least 32% of the primary target audience during the entire campaign period with a minimum

average	Month	Reach	Frequency	GRP's	frequency of
3,	July	20	3	60	generating
an	August	23	3	69	average of
64.5	September	15	3	45	GRPs per
month.	October	20	3	60	

November	28	3	84
December	23	3	69

A pulsing advertising schedule will run between the months of July and December because Doritos sales are predicted to have the potential to increase in these months. During the campaign period, the primary and secondary target markets will be at their highest propensity to purchase the product due to calendar events that occur during this time.

Sales are likely to be higher in July, as the summer season closes and again in August during the transition into the academic school year. Also, during October and November, Halloween and the beginning of football tailgating season, respectively, provide another opportunity to peak sales. The pulsing schedule we selected will help to emphasize the months of July, August, October, and November in the Doritos purchase cycle. This schedule will reinforce the brand in the minds of consumers as well as increase sales.

3. Reach at least 32% of the primary target audience between July and August with an average frequency of 3, to generate an average total of 64 GRPs for the month.

During the months of July and August, advertising will be strongly reinforced due to the closing of the summer season and the vast majority of the secondary target beginning a new school year. This event marks a time in which Doritos products can be marketed to the primary target based on the theory that Doritos is a lunch snack that can conveniently be packed in school lunches. This objective aims to ensure that Doritos' is the most prominent choice in the product category.

3. Reach at least 32% of the primary target audience between October and November with an average frequency of 3 to generate an average total of 72 GRPs.

Throughout the months of October and November, we want to ensure that the target audience remains frequent consumers of Doritos' products. During this time period, sales are likely to be higher due to the Halloween holiday and the beginning of football tailgating season. This will be an ideal time to remind consumers of our product and capitalize on peak purchasing periods. Events occurring in these months provide an opportunity for Doritos to increase customer retention by reminding the target to purchase again. Since, the last intermittent burst of advertising in the months of July and August, an appropriate time will have elapsed for our advertising schedule strategically target using another intermittent burst.

4. Reach at least 32% of the primary target audience in December with a frequency of 5 to generate an average total of 69 GRPs.

During the month of December we will increase Internet advertising in order to reach the primary target on popular retail sites during the Christmas season.

Secondary Target Objectives

To reach our secondary target market of children ages 12-17, we will use a media mix consisting of broadcast network TV, cable network TV, magazine advertising, and social media. We will implement a flighting advertising schedule to meet our goals.

1. Reach at least 20% of the secondary target audience with a minimum average of 3 frequencies and minimum average monthly GRP of 60 during the campaign period.

Month	Reach	Frequency	GRP's
July	20	3	60
August	23	3	69
September	15	3	45
October	20	3	60
November	28	3	84
December	15	3	45

A pulsing advertising schedule will run from July to December because sales are likely to be higher during this time. This advertising schedule will remind the secondary target of the product and motivate the primary target to purchase. The pulsing schedule for the secondary target will provide bursts of reminder advertising in peak purchase months within the targets household. For the secondary target, we would like this schedule to emphasize the seasonal circumstances in which Doritos products can be consumed, thus increasing sales.

2. Reach at least 20% of the secondary target audience during the months of July, August, October and November with an average frequency of 3 and an average of 68 GRPs of for the four months.

During the months of July, August, October and November, advertising will be strongly reinforced due to the closing of the summer season, the majority of the secondary target market entering the school year, Halloween and the beginning of the fall sports season. This is a time in which Doritos and its product can and will be enjoyed therefore it must ensure that Doritos' is the most prominent choice in the product category.

Local Campaign Objectives

Primary Target Objectives

In the Chicago and Dallas local markets we have decided to launch defensive strategies during the span of the campaign in order to maintain Doritos share size in the local markets. Doritos is already a strong, well-established brand in Chicago and Dallas. Because of this, we would like to gain more of the market by increasing reach 10% with a frequency of 3 exposures per month. Our goal is to obtain more customers and keep Doritos at the top of the minds of consumers. Local media strategies in Chicago throughout the campaign period will result in 810 GRPs total for the local market. Local media strategies in Dallas will result in 960 GRPs total, throughout the campaign period.

In the city of Detroit, we will be launching an offensive strategy in order to gain a larger market share in the category. We have identified characteristics in the Detroit local marketplace that are representative of the same factors that we predict aided Doritos market presence in the Chicago and Dallas local markets. We will use an offensive strategy because we predict that Detroit has the potential to be as lucrative as the Chicago and Dallas local markets, based on population and index scores. An offensive strategy in this market will allow us to capitalize on this emerging local market. Throughout the campaign, we will aim to increase brand strength and sales by 10% with a frequency of about 180 exposures and 1075 GRPs total in Detroit, throughout the campaign.

Secondary Target Objectives

In the selected local markets- Dallas, Detroit, and Chicago, we will use a defensive strategy to maintain Doritos share size in the local markets. The strong position Doritos' holds within the secondary target market will provides us with an opportunity to utilize a defensive strategy. In the local campaigns, this is a smart strategy for our secondary target because we will simultaneously reach both target audiences with some of the media classes we selected to reach the primary target. Therefore, we do not need to be as aggressive with the secondary target in the local campaigns because they live in the same household as the primary. A

defensive approach is a great way for us to augment the simultaneous reach we can achieve through our primary target tactics.

Because the secondary target audience is the end users of the product, this strategy will serve as reminder advertising. A defensive approach is the most cost efficient strategy for the supplementary reminder advertising we will use to reach the secondary target market. Although the secondary target has a high propensity to consume media simultaneously with the primary target, we believe reminder advertising for the secondary target will be beneficial to our media plan. We intend to shift the focus of advertising from the secondary target to the primary, however, it is crucial that Doritos continues to connect with the secondary target and end consumer, as they are the ones requesting that the primary target purchase Doritos.

Media Strategies

National Campaign

Primary Target:

1. Use broadcast network TV to reach females ages 35 to 44 with a household income of \$75,000-\$149,999 in a pulsing strategy, with continuous advertising from July 2010 to December 2010 with bursts of heavy advertising from July through August and October 1st through November 31st.
2. Use cable network TV to reach females ages 35 to 44 with a household income of \$75,000-\$149,999 in a pulsing strategy, with continuous advertising from July 2010 to December 2010 with bursts of heavy advertising from July through August and October through November.
3. Use magazine advertising to reach females ages 35 to 44 with a household income of \$75,000-\$149,999 in a pulsing strategy, with continuous advertising from July 2010 to December 2010 with bursts of heavy advertising from July through August and October through November.
4. Use Internet Advertising to reach females ages 35 to 44 with a household income of \$75,000-\$149,999 in a pulsing strategy, with continuous advertising from July 2010 to December 2010 with bursts of heavy advertising from July through August and October through November.
5. Use social media to reach females ages 35 to 44 with a household income of \$75,000-\$149,999 in a pulsing strategy, with continuous advertising from July 2010 to December 2010 with bursts of heavy advertising from July through August and October through November.

Secondary Target:

1. Use broadcast network TV to reach children ages 12 to 17 in a flighting strategy, with bursts of heavy advertising from July through August and October through November.

2. Use cable network TV to reach children ages 12 to 17, in a flighting strategy, with bursts of heavy advertising from July through August and October through November.
3. Use magazine advertising to reach children ages 12 to 17, in a flighting strategy, with bursts of heavy advertising from July through August and October through November.
4. Use social media to reach children ages 12 to 17, in a flighting strategy, with bursts of heavy advertising from July through August and October through November.

Local Campaign

Primary/Secondary Target:

1. Use spot radio advertising to reach females ages 35 to 44 and children ages 12 to 17, in a flighting strategy, during the campaign period from July to December, with a hiatus occurring in the months of September and December.
2. Use spot network (local affiliates) to reach females ages 35 to 44 and children ages 12 to 17, in a flighting strategy during the campaign period from July to December, with a hiatus occurring in the months of September and December.

In our local campaign, the flighting strategy for the primary target will be adapted according to the media objectives we set forth as they related to the local markets. In Chicago and Dallas we are using a defensive strategy and flighting schedule, which will carry out by running ad messages during the AM and PM drive times on one local radio station per city. In Detroit, we are using an offensive strategy and flighting schedule. In order to attain the goals set forth by the offensive strategy in this region, Detroit will run ad messages during the AM and PM drive times on two local radio stations for this city. Increased radio coverage in Detroit will aid our offensive strategy within the constraints of the flighting schedule. All three local markets: Dallas, Chicago and Detroit will use a flighting schedule on local CBS and NBC affiliates during primetime.

We selected a flighting schedule for this campaign because it was the most efficient. In these markets, a flighting schedule is the most efficient for our budget and targeting method. The

flighting schedule will maximize the season profit potential for Doritos because our advertising hiatus is scheduled during the time, which we believe provides the least propensity for consumers to purchase. We determined that our national campaign targeted the primary and secondary markets through many of the same media vehicles and classes. Considering the two live in the same household and the way our national campaign is structured to reach the people in the local markets already, we determined that a flighting schedule would be adequate in the local markets.

Media Rationale

1. **National Broadcast TV:** Broadcast network television will augment our media plan because it allows flexibility of both coverage and the commercial content that can be appropriately marketed to a mass audience. Using program providers, advertising messages can reach both the primary and secondary targets (as well as a mass audience). Network television stations features programs, which are highly recommended to audiences, and are therefore predicted to gross a higher rating than any selective cable network program. Although it can be costly, broadcast television will enable advertising messages to reach a mass audience, so, a high frequency will not be necessary. Broadcast networks such as ABC and FOX, and CBS feature a wide range of family oriented programming. Shows like Dancing With The Stars, Extreme Makeover: Home Edition, and Glee, all generate high index scores among the secondary target. Based on secondary research, we predict that the primary target watches the same programs alongside the secondary target. The aforementioned family oriented shows interest a general audience, and therefore, coincides with predictive behavioral research data.
 1. **Primary Market Rationale:** Despite the fact that the primary target market of women ages 35-44 don't show the greatest propensity to watch television; they are still making time to spend with their families. These individuals spend a large amount of their time in front of the television focusing on the programs that their children are watching. The primetime day part airs shows on national

networks that are highly viewed. With the secondary market so engaged with national broadcast TV, the primary target's viewership is therefore a byproduct.

2. **Secondary Market Rationale:** The secondary target has an affinity for popular, trendy network programming. For example, shows like the bachelor perpetuate high viewership within the secondary target. Network providers schedule primetime programs that are highly viewed. This ensures that broadcast network television can reach both the primary and secondary target market without customizing commercial spots for each target. Killing two birds with one stone, broadcast television can hit both targets because they will be watching together
2. **Cable Network Television:** Our media plan will use cable television to deliver advertising messages to the target audience. Cable television offers mass coverage because of channel variety and subject matter variance among channels. Large channel quantity in cable television provides more channels through which advertising messages can reach the target. Cable television will ensure various stations, which increase coverage, helping us meet national media objectives. Based on past statistics of the target market, we will select specific channels on which to run commercial spots. The target audiences are active cable television users. Of all the users of Doritos in the last six months, 58.5% have cable subscriptions. Through cable television advertising, we can reach both the primary and secondary target audience, including all members of the primary targets household. In order to reach the primary target, advertising will run on channels such as Disney Channel, E! Network and Nickelodeon.
 1. **Primary Market Rationale:** For the primary target, television consumption is determined largely by the channel preference of their children. The primary target consumes television in quantities smaller than that of other media; the cable television budget will be allocated accordingly. Focusing advertising efforts on cable television networks aimed towards the primary markets children will ensure that the females ages 35-44 are being exposed to the Doritos message along with their children as well.

2. **Secondary Market Rationale:** In order to reach the secondary target, advertising will run on channels such as Disney Channel and Nickelodeon. High index scores and number of users for both the primary and secondary target represents the proposed channel selection. This data reveals a substantial likelihood that cable television usage will reach target consumers of Doritos. During periods of the campaign in which increase in frequency and reach are necessary, we may select highly promoted cable events or primetime cable televisions spots.
3. **Magazines:** We chose to also use magazines to reach both our primary and secondary target markets based on the high index scores provided by MRI+. We also favored print media for our target market because it has the potential for multiple viewings by multiple individuals. This would attribute to an increase in brand recall and brand awareness. Also since print media is stationary it allows the consumer more time to view the advertising message, which in turn, gives them a better chance at understanding the advertisement and recalling it in the future.
 1. **Primary Market Rationale:** For our primary target market we found that they were paying unusually high attention to their husband's magazines as well as their own. For example, the auto magazine category received indexes in the 130s. Magazines such as Automobile maintained an index of 172 maintained an index of 208 for females age 35-44. Other high magazine brands were and National Geographic with an index of 156.
 2. **Secondary Market Rationale:** For our secondary target market we have decided to break them into two separate groups. For children ages 12-14 we have decided to advertise in Nickelodeon Magazine who had an index score of 176. For the older teens, ages 15-17, we have chosen magazines such as Seventeen. Both of which had index scores around 120. We felt this was necessary because the lifestyles of these two groups are so different that they wouldn't be able to be reached by the same campaign.
4. **Local Spot Radio:** Radio will help us reach our local campaign objectives through the selectivity of highly rated shows and effective scheduling of insertions. MRI data shows

our primary audience, women 35-44, mostly listen to the radio during the morning and the afternoon. Because of this information we feel as though the AM drive would better capture our target audience. During this time most women are transporting their children to school or running morning errands before their hectic day begins. Through radio, we can also reach many members of our secondary audience based on the fact they will most likely be in the vehicle during the time of the primary audience's intended exposure. In addition to the AM drive, our primary and secondary target audience will be captured during the PM drive as well. 3:00p.m. – 7:00pm are times when our primary target audience will be picking up their children from school and/or daycares. After they have picked up their children they are more likely to tag along as she makes a few stops to prepare for the evening ahead. Radio news shows and talk radio will most likely be highly beneficial to our campaign. Based on the index score from MRI Plus database, users of radio are 19% more likely to consume Doritos, making radio a medium in which we plan to gain more consumers with an active and effective strategic media plan.

1. **Primary Market Rationale:** With around 23 million listeners, the primary market of women ages 35-44 are an ideal target for local spot radio advertising. Radio advertisements target individuals that engage in a daily commute to and from work in the morning and early evening hours. This also could be an indicator of individuals listening to their radio during the drive to drop off or pick their children up from school, or carpooling to extracurricular activities. This is an extremely consistent medium for our target audience because it is relatively inexpensive, highlights our localized emphasis and normally reaches individuals daily, making the frequency high and consistent.
2. **Secondary Market Rationale:** With the many nuances of today's music technologies, such as iPods and MP3's, the propensity for the secondary target market of children ages 12-17 is not necessarily very high. However, the fact that the wide majority of this market is dependent on their parents for rides to and from school and extracurricular activities, this group of individuals is being

reached via being in the same vehicle as a target market much more likely to listen.

5. **Internet:** Using Internet advertising will be extremely beneficial to the overall media plan for Doritos' in the proposed six-month period. Today's moms play many roles including homework helper, meal planner, chauffeur, and overall family manager and are increasingly using the Internet for timesaving tools that provide real solutions for managing their daily lives. Both the primary and secondary target market for Doritos' are heavily invested in the advancing technologies of today's society. Using the Internet, as an outlet and tool for exposing our brand in this new atmosphere will be highly effective because of average time spent online. Targeting particular sites that the target audiences frequent like popular e-commerce sites will guarantee exposure. For the primary target of females' age's 35-44, sites such as Amazon.com and eBay.com have extremely high traffic volume. 26.4% of all females' ages 35-44 are a heavy user of the Internet, with an index score of 132. Our target here is also a large propensity to visit these sites based on high index scores presented in MRI+ data. The Internet is a tool many members of this target market use to make purchasing more easy and accessible. Combining the Internet efforts with other aspects of this media plan is also beneficial.
6. **Social Media:** As of 2008 statistics show social networking as a growing trend amongst our target audience, women ages 35-44. Integrating the campaign into social media is a high priority for us in order to accomplish our "reach". Utilizing a website such as Facebook.com allows us to reach both our primary and secondary target audiences at once. Unfortunately, MRI data does not show the major milestones these social networking sites have made over the past two years. According to InsideFacebook.com (2009), the percentage of our target market has grown almost 300%. As a result of this recent growth our target market now makes up 17% of the users on Facebook. This is a much larger percentage than what MRI data would lead you to believe. Social media is an excellent marketing tool because it allows the audience to interact with the products and brands they are most interested in and really form a good relationship. This allows us to create another connection with our target audience and increase brand loyalty.

1. **Primary Market Rationale:** With over 20 million members of our target audience as registered members of numerous social media sites, this is an extremely inexpensive medium to reach a large audience that is overly excited and engaged in the nuances of technology.
 2. **Secondary Market Rationale:** Along with the primary market, children ages 12-17 are also an ideal market to target through social media. Millions of children in this age demographic are members of social networks such as Facebook, Twitter, etc.
7. **Spot Network TV (Local Affiliates):** This particular medium was chosen because of its local emphasis that can personally communicate to segmented audiences in our four geographical markets. Individuals are concerned with local news, entertainment and events. Local news is broadcasted after work around dinnertime, when our target markets are planning or beginning preparation of their family's dinner. By placing Doritos advertisements in a highly watched day part during a time where the individuals are particularly hungry will place the brand in the top of the consumers mind. Not only will these advertisements benefit from exposure on hourly newscasts but can potentially air during other programs being broadcast throughout the day as well.
1. **Primary Market Rationale:** Females ages 35-44 are most likely to turn into local news when they have gotten home from work or have settled in after getting home with their children from any daily activities. As parents, this group of individuals are concerned about the community and it's well being. They are avid watchers of the news and are on the look out to make sure things in the local area are safe for their children.
 2. **Secondary Market Rationale:** Children ages 12-17 are not as likely to turn into daily news on affiliate stations for all intensive purposes, but will end up being exposed to the advertising within because of their association with the primary market during the particular times of day when they are typically watching local news. This includes the time around dinner when children are spending time

with family and preparing for their meal. They inadvertently will be reached through this medium.

Media Tactics and Rationale

Broadcast Network Television

- *ABC's "Dancing With The Stars"*
 - Recently, this program has climbed to one of the top positions for broadcast television. The show follows well-known celebrities as they learn to ballroom dance through weekly eliminations. With a rating of 13.3, this show produces on average a total of 21 million viewers, this particular program will provide a large audience to market towards, giving Doritos a great opportunity to build brand awareness and remind consumers of their market presence. This program also targets members of our primary target audience of females ages 35-44, who are faithful viewers and follow the progress of the show throughout the course of the season. "Dancing With The Stars" airs on Tuesdays and Wednesdays through the months of September through November.
- *ABC's "Extreme Makeover: Home Edition"*
 - For the last seven years, this program has tugged at heartstrings of individuals all over the United States. Each week, the program highlights a deserving family with a home that inadequately suits their needs and re-models and re-furnishes the entire house with top-of-the line appliances, decor, and furniture. Averaging around 9-10 million viewer, this particular program will provide a large audience to market towards. This show is family oriented and will appeal to both our primary and target markets of women ages 35-44 and children ages 12-17. Extreme Makeover: Home Edition airs during primetime television, a day part that reaches the largest amount of viewers. Because broadcast television is expensive, utilizing one of the more popular programs is an efficient use of the media budget.
- *FOX's "Glee"*

- Because our broadcast media efforts until this point have been focused on one national network (ABC), making a presence on a fellow network on a program that is reaching a large amount of viewers is vital. Reaching over 12 million viewers and with a rating of 5.3, this is a great resource to reach both the primary and secondary markets simultaneously. The program is a musical series that highlights the struggles of a high-school show choir. The program airs in the primetime day part and is family-oriented, making this an ideal program to reach both of our target markets. The day part this particular program airs is during a relaxation time for both the primary and secondary markets after they have returned home from work and school. Since its premiere in 2009, Glee attracts loyal viewers making it a very stable media vehicle for Doritos.

Cable Network Television

- *The Disney Channel- Good Luck Charlie*
 - The Disney Channel is a cable network that appeals to not only children and pre-teens, but the mothers of these children as well. The channel targets programming towards children through original series and movies as well as third-party programming. 29% of females ages 34-55 are more likely to watch Disney Channel. This is an appropriate cable network selection to advertise Doritos on and reach both primary and secondary target markets. We chose “Good Luck Charlie” to air continuous advertisement for a number of reasons. With the hit show “Hannah Montana” just finishing up its final season, “Good Luck Charlie” is thought to be the newest sensation on The Disney Channel. Currently, this program is ranked number nine in Cable television according to Nielsen data. With a rating of 2.5 and over 3 million viewers, this will be a great opportunity to reach target audiences through a program that is the newest craze amongst its viewers. Airing on Sundays at 9:30, this is an ideal time to advertise being that it is right in the middle of the primetime daypart.
- *Nickelodeon- iCarly*

- Nickelodeon is a cable network television station that also targets programming towards children and pre-teens. This is a station that much like The Disney Channel reaches both the primary and secondary audience through original series, movies, and third-party programming. 36% of females ages 35-44 are more likely to watch Nickelodeon. With over 18 million viewers, this station provides a great opportunity to advertise. “iCarly” is a very popular program that airs on Nickelodeon. The basic premise of the show involves three best friends who produce and star in a hit Internet web show where they highlight and engage in crazy and off the wall behavior. Reaching over 11 million viewers, this particular program has reached record numbers and is specifically targeted for members of our secondary audience. “iCarly” airs year-round and is prevalent in the primetime day part.
- *E! (Entertainment Television)-E! News*
 - E! is a popular news and entertainment channel among young adults and middle-aged females who are active in the market and social activities. This programming reaches over 21 million women ages 35-44 according to MRI data. These individuals are 22 percent more likely to purchase Doritos. The E! Program "E! News" provides a fun and relaxing form of news and entertainment for individuals who have just gotten home from work or school. Popular segments on this channel are run before and after dinnertime. Many members of both our primary and secondary target market are interested in pop culture and keeping up with the latest trends. Members of both markets will utilize this particular station and program beneficially.

Magazines

- *Automobile*
 - This magazine is for automotive enthusiasts who are interested in the impact the automotive world has had. Its focus ranges from cars and machines to road tests and road trips. It also includes reviews of new vehicles, tips for vintage car

collectors and information about auto sports and the automobile business. Surprisingly, this magazine is an ideal medium to reach our primary target audience. Much like the women ages 35-44 and their children being main priority, husbands come in as a close second. With an astronomical index score of 172, females ages 35-44 are 72 percent more likely to purchase this magazine. Even though our end purchaser is not reading this magazine, it is still reaching the hands of two separate individuals in a household.

- *Parents*
 - This magazine is a popular choice among young families and young married couples. *Parents'* magazine includes insider information and advice for new parents. These young and busy parents need timesaving beneficiaries such as easy-to-eat snacks like Doritos. With over 13 million female subscribers ages 35-44, this group of women is 34 percent more likely to read this magazine. Because the primary target market places such a large emphasis on family and utilizes this particular magazine for information, advice and news on how to parent their children most efficiently, this is an ideal place to market Doritos because it is placing an emphasis on the brand and its relation to their children.
- *National Geographic*
 - This magazine is a primary resource for photography, research, updates, news, global issues, geography, maps, and video. With over 14 million women ages 35-44 as purchasers of this magazine and a small index number of 95, this presents the potential to reach as many members of the target audience as possible to try to increase their propensity to buy the product. This publication is another example of this media plan's efforts to target both the primary audience and secondary audience simultaneously. Both women ages 35-44 and children ages 12-17 are potential viewers of this magazine.
- *Nickelodeon Magazine*
 - Targeting a sub-section of the secondary target market, this particular publication is aimed towards children ages 12-14. We thought it was important

to include a different magazine for children in this age group because their interests would be vastly different from 15-17 year olds thus making it impossible to target both age groups with only one magazine. Children in this age group are drawn to this magazine because it is filled with games, contest and interviews with their favorite Nickelodeon stars. Since we are also purchasing spot advertising time on the cable network Nickelodeon we are sure to effectively target these consumers effectively with this one-two punch.

- *Seventeen Magazine*
 - This magazine is an American magazine aimed towards young teenage females. The content of Seventeen includes information and advice about fashion trends, celebrities, beauty, skincare, hair and makeup, and lifestyles. It embraces many topics including body image and university/college advice. It also has a health section about nutrition and exercise, and quizzes and horoscopes. According to MRI+ data, over 5 million teens are readers of Seventeen and are 20 percent more likely to purchase it. While the majority of the additional magazine efforts are focused towards the primary target market, this is an ideal opportunity to advertise to the secondary target market through a medium they are familiar with, read often, and look to for advice.

Internet

- *Amazon.com*

We chose to place monthly banner ads on the Amazon website because it has 40,098,000 unique visitors a month and with an index score of 136 for our primary target market Amazon provides valuable real estate for us in the world wide web. Also since this particular site tracks its' users buying habits and suggest new product for them our products are more likely to be referred to and our ads reach the consumers most likely to buy our products.

- *eBay.com*

This website is an online marketplace where personal sellers and now legit stores can sell items online via an auction or "buy it now" price. We chose this site because it appeals to

consumers in our target market who are always looking for a deal. EBay.com has around 86,201,000 unique users monthly and an index score of 133 for our primary target, women ages 35-44. This means our target market is more likely than the average person to use this site.

Spot Network TV (Local Affiliates)

- *NBC*

The programming has a vastly different tone than that of any other network. Focusing mainly on comedies and drama based sitcoms we thought it was important to have the network represented in our local market campaigns. This strategy will allow us to reach a vastly different sector of our target markets that would have possibly not otherwise be reached.

- *CBS*

Since reality television has been in such high demand for the past decade or so we felt it was important to have CBS represented in our local campaign. We feel it was more relevant for our local markets rather than our national simply because we wanted to gain market share and this strategy would allow us to reach our new target market in a different way.

Local Spot Radio

- Local radio is a cost efficient medium that can reach a large amount of our target audience in specified local markets. We chose to use only the top rated stations in three of the four geographical markets in an effort to reach the highest amount of listeners. In today's day and age, adult and pop contemporary radio stations are typically the most listened to and up-to-date with local and entertainment news. The adult females we are targeting and the children in our secondary market are prime candidates for these stations and can be reached simultaneously through this medium. Doritos advertisements can air on the AM and PM drive when families are on their way to and from school and work. These two times are tied together with the highest amount of users. Radio can be utilized locally to advertise promotions that are appealing to consumers.
 - *KHKS-FM Pop Contemporary Hit Radio, Dallas Ft. Worth, Texas*

- Ranked number one, rating 1
- *WVAZ-FM Urban Adult Contemporary, Chicago, Illinois*
 - Ranked number three, rating 1
- *WYCD-FM Country, Detroit, Michigan*
 - Ranked number two, rating 1
- *WOMC-FM Classic Hits, Detroit, Michigan*
 - Ranked number one, rating 1

Social Media

- In the last decade, social networking has taken the media by storm and has become an extremely effective and inexpensive way to advertise. This medium has produced some of today's most popular and visited networking sites such as Facebook, Twitter, LinkedIn, etc.
 - *Facebook*
 - Facebook is one of the most wide spread social networking sites in the world. Creator Mark Zuckerberg explains that the Facebook community reaches more than 400 million active users. The site allows members to share stories, posts, pictures, and maintain a line of communication between family and friends. Doritos's Facebook page provides information about the brand, challenges and contests to enter, links to other websites associated with the brand, photos from fans, etc. This medium is not only effective in reaching our primary market but our secondary market as well. Females ages 35-44 are engaged in the nuances of today's networking as well as children ages 12-17 who are members and users of Facebook as well.

Budget Recap

Throughout our national media plan, we have maintained a continuous strategy throughout by using a pulsing strategy in July through December. We chose to have a push of advertising in the months of August and November because these are key months in the year when kids are going back to school and when football tailgating begins. For the most part we simply wanted to maintain Doritos' large market share in the national markets. We simply want to remind consumers about the brand and how their products could be used to make life a little easier.

National Campaign - Primary Flowchart							
Media Class	Media Vehicle	July	August	September	October	November	December
Broadcast TV	ABC - Dancing With The Stars	3	3	3	3	3	3
	FOX - Glee	3	3	3	3	3	3
	ABC - Extreme Home Makeover	3	3	3	3	3	3
Cable	Disney - Goodluck Charlie	3	3	3	3	3	3
	E! News	3	3	3	3	3	3
	Nickelodeon - iCarly	3	3	3	3	3	3
Magazines	Automobile	1	2	1	1	2	0
	Parents	0	2	0	1	2	1
	National Geographic	1	2	0	0	2	0
	Nickelodeon	1	1	1	1	1	1
	Seventeen	0	1	0	0	1	0
Internet	eBay.com	0	1	0	0	1	1
	Amazon.com	0	1	0	0	1	1

National Campaign - Secondary Flowchart							
Media Class	Media Vehicle	July	August	September	October	November	December
Broadcast TV	ABC - Dancing With The Stars	3	3	3	3	3	3
	FOX - Glee	3	3	3	3	3	3
	ABC - Extreme Home Makeover	3	3	3	3	3	3
Cable	Disney - Goodluck Charlie	3	3	3	3	3	3
	E! News	3	3	3	3	3	3
	Nickelodeon - iCarly	3	3	3	3	3	3
Magazines	Automobile	1	2	1	1	2	0
	Parents	0	2	0	1	2	1
	National Geographic	1	2	0	0	2	0
	Nickelodeon	1	1	1	1	1	1
	Seventeen	0	1	0	0	1	0
Internet	eBay.com	0	0	0	0	0	0
	Amazon.com	0	0	0	0	0	0

Local Campaign - Flow Chart

Detroit

Media Class	Vehicle	August	September	October	November	December	January
Broadcast TV	CBS Affiliate	15	25	0	15	25	0
	NBC Affiliate	15	25	0	15	25	0
Radio	WOMC-FM Classic Hits	15	15	0	15	15	0
	WOMC-FM Classic Hits	15	15	0	15	15	0
	WYCD-FM Country	15	15	0	15	15	0
	WYCD-FM Country	15	15	0	15	15	0

Chicago

Media Class	Vehicle	July	August	September	October	November	December
Broadcast TV	CBS Affiliate	10	25	0	10	25	0
	NBC Affiliate	10	25	0	10	25	0
Radio	WBBM-AM All News	10	10	0	10	10	0
	WBBM-AM All News	10	10	0	10	10	0

Dallas

Media Class	Vehicle	July	August	September	October	November	December
Broadcast TV	CBS Affiliate	10	30	0	10	30	0
	NBC Affiliate	10	30	0	10	30	0
Radio	WVEE-FM Pop Cont.	10	15	0	10	15	0
	WVEE-FM Pop Cont.	10	15	0	10	15	0

Dallas:

JULY								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	10	4.3	43	\$969.00	\$4,166.70	\$41,667.00
	NBC Affiliate	Primetime/30 Seconds	10	6.2	62	\$969.00	\$6,007.80	\$60,078.00
					105			\$101,745.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	10	1	10	\$561.00	\$561.00	\$5,610.00
	WVEE-FM Pop Cont.	PM Drive	10	1	10	\$366.00	\$366.00	\$3,660.00
					20			\$9,270.00
				Total	125		Total	\$111,015.00

August								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	30	4.3	129	\$969.00	\$4,166.70	\$125,001.00
	NBC Affiliate	Primetime/30 Seconds	30	6.2	186	\$969.00	\$6,007.80	\$180,234.00
					315			\$305,235.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	15	1	15	\$561.00	\$561.00	\$8,415.00
	WVEE-FM Pop Cont.	PM Drive	15	1	15	\$366.00	\$366.00	\$5,490.00
					30			\$13,905.00
				Total	345		Total	\$319,140.00

September								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	4.3	0	\$969.00	\$4,166.70	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	6.2	0	\$969.00	\$6,007.80	\$0.00
					0			\$0.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	0	1	0	\$561.00	\$561.00	\$0.00
	WVEE-FM Pop Cont.	PM Drive	0	1	0	\$366.00	\$366.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

October								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	10	6.6	66	\$969.00	\$6,395.40	\$63,954.00
	NBC Affiliate	Primetime/30 Seconds	10	4.4	44	\$969.00	\$4,263.60	\$42,636.00
					110			\$106,590.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	10	1	10	\$561.00	\$561.00	\$5,610.00
	WVEE-FM Pop Cont.	PM Drive	10	1	10	\$366.00	\$366.00	\$3,660.00
					20			\$9,270.00
				Total	130		Total	\$115,860.00

November								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	30	6.6	198	\$969.00	\$6,395.40	\$191,862.00
	NBC Affiliate	Primetime/30 Seconds	30	4.4	132	\$969.00	\$4,263.60	\$127,908.00
					330			\$319,770.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	15	1	15	\$561.00	\$561.00	\$8,415.00
	WVEE-FM Pop Cont.	PM Drive	15	1	15	\$366.00	\$366.00	\$5,490.00
					30			\$13,905.00
				Total	360		Total	\$333,675.00

December								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	6.6	0	\$969.00	\$6,395.40	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	4.4	0	\$969.00	\$4,263.60	\$0.00
					0			\$0.00
Radio								
	WVEE-FM Pop Cont.	AM Drive	0	1	0	\$561.00	\$561.00	\$0.00
	WVEE-FM Pop Cont.	PM Drive	0	1	0	\$366.00	\$366.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

Chicago:

JULY								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	10	4.3	43	\$969.00	\$4,166.70	\$41,667.00
	NBC Affiliate	Primetime/30 Seconds	10	6.2	62	\$969.00	\$6,007.80	\$60,078.00
					105			\$101,745.00
Radio								
	WBBM-AM All News	AM Drive	10	1	10	\$796.00	\$796.00	\$7,960.00
	WBBM-AM All News	PM Drive	10	1	10	\$745.00	\$745.00	\$7,450.00
					20			\$15,410.00
				Total	125		Total	\$117,155.00

August								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	25	4.3	107.5	\$969.00	\$4,166.70	\$104,167.50
	NBC Affiliate	Primetime/30 Seconds	25	6.2	155	\$969.00	\$6,007.80	\$150,195.00
					262.5			\$254,362.50
Radio								
	WBBM-AM All News	AM Drive	10	1	10	\$796.00	\$796.00	\$7,960.00
	WBBM-AM All News	PM Drive	10	1	10	\$745.00	\$745.00	\$7,450.00
					20			\$15,410.00
				Total	282.5		Total	\$269,772.50

September								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	4.3	0	\$969.00	\$4,166.70	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	6.2	0	\$969.00	\$6,007.80	\$0.00
					0			\$0.00
Radio								
	WBBM-AM All News	AM Drive	0	1	0	\$796.00	\$796.00	\$0.00
	WBBM-AM All News	PM Drive	0	1	0	\$745.00	\$745.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

October								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	10	4.3	43	\$969.00	\$4,166.70	\$41,667.00
	NBC Affiliate	Primetime/30 Seconds	10	6.2	62	\$969.00	\$6,007.80	\$60,078.00
					105			\$101,745.00
Radio								
	WBBM-AM All News	AM Drive	10	1	10	\$796.00	\$796.00	\$7,960.00
	WBBM-AM All News	PM Drive	10	1	10	\$745.00	\$745.00	\$7,450.00
					20			\$15,410.00
				Total	125		Total	\$117,155.00

November								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	25	4.3	107.5	\$969.00	\$4,166.70	\$104,167.50
	NBC Affiliate	Primetime/30 Seconds	25	6.2	155	\$969.00	\$6,007.80	\$150,195.00
					262.5			\$254,362.50
Radio								
	WBBM-AM All News	AM Drive	10	1	10	\$796.00	\$796.00	\$7,960.00
	WBBM-AM All News	PM Drive	10	1	10	\$745.00	\$745.00	\$7,450.00
					20			\$15,410.00
				Total	282.5		Total	\$269,772.50

December								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Raiting	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	4.3	0	\$969.00	\$4,166.70	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	6.2	0	\$969.00	\$6,007.80	\$0.00
					0			\$0.00
Radio								
	WBBM-AM All News	AM Drive	0	1	0	\$796.00	\$796.00	\$0.00
	WBBM-AM All News	PM Drive	0	1	0	\$745.00	\$745.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

Detroit:

JULY								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	15	4.3	64.5	\$460.00	\$1,978.00	\$29,670.00
	NBC Affiliate	Primetime/30 Seconds	15	6.2	93	\$460.00	\$2,852.00	\$42,780.00
					157.5			\$72,450.00
Radio								
	WOMC-FM Classic Hits	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WOMC-FM Classic Hits	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
	WYCD-FM Country	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WYCD-FM Country	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
					60			\$26,040.00
				Total	217.5		Total	\$98,490.00

August								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	25	4.3	107.5	\$460.00	\$1,978.00	\$49,450.00
	NBC Affiliate	Primetime/30 Seconds	25	6.2	155	\$460.00	\$2,852.00	\$71,300.00
					262.5			\$120,750.00
Radio								
	WOMC-FM Classic Hits	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WOMC-AM Classic Hits	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
	WYCD-FM Country	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WYCD-AM Country	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
					60			\$26,040.00
				Total	322.5		Total	\$146,790.00

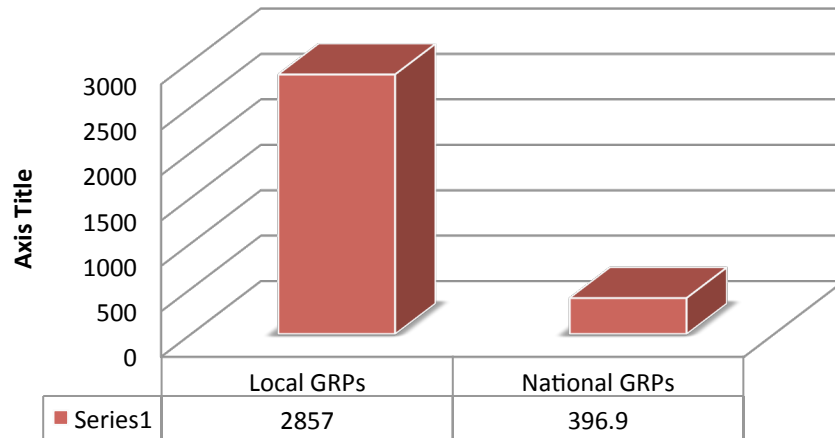
September								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	4.3	0	\$460.00	\$1,978.00	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	6.2	0	\$460.00	\$2,852.00	\$0.00
					0			\$0.00
Radio								
	WOMC-FM Classic Hits	AM Drive	0	1	0	\$573.00	\$573.00	\$0.00
	WOMC-FM Classic Hits	PM Drive	0	1	0	\$295.00	\$295.00	\$0.00
	WYCD-FM Country	AM Drive	0	1	0	\$573.00	\$573.00	\$0.00
	WYCD-FM Country	PM Drive	0	1	0	\$295.00	\$295.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

October								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	15	4.3	64.5	\$460.00	\$1,978.00	\$29,670.00
	NBC Affiliate	Primetime/30 Seconds	15	6.2	93	\$460.00	\$2,852.00	\$42,780.00
					157.5			\$72,450.00
Radio								
	WOMC-FM Classic Hits	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WOMC-FM Classic Hits	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
	WYCD-FM Country	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WYCD-FM Country	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
					60			\$26,040.00
				Total	217.5		Total	\$98,490.00

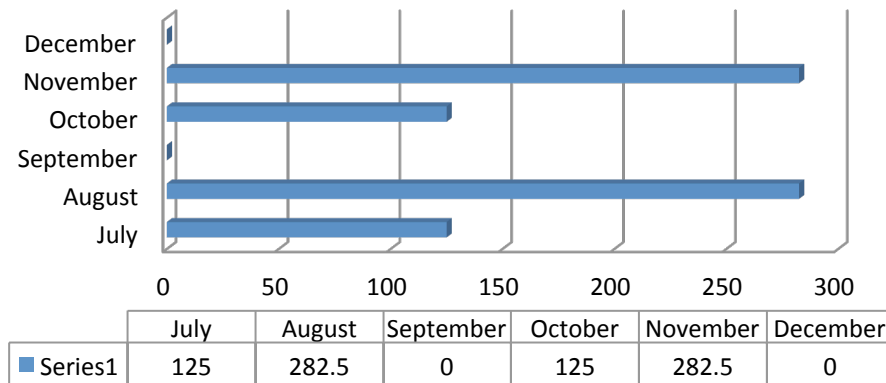
November								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	25	4.3	107.5	\$460.00	\$1,978.00	\$49,450.00
	NBC Affiliate	Primetime/30 Seconds	25	6.2	155	\$460.00	\$2,852.00	\$71,300.00
					262.5			\$120,750.00
Radio								
	WOMC-FM Classic Hits	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WOMC-FM Classic Hits	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
	WYCD-FM Country	AM Drive	15	1	15	\$573.00	\$573.00	\$8,595.00
	WYCD-FM Country	PM Drive	15	1	15	\$295.00	\$295.00	\$4,425.00
					60			\$26,040.00
				Total	322.5		Total	\$146,790.00

December								
Media Class	Vehicle	Daypart/Ad Size	# of Insertions	Rating	GRPs	CPP	Single Ad	Total Ad Cost
Broadcast TV								
	CBS Affiliate	Primetime/30 Seconds	0	4.3	0	\$460.00	\$1,978.00	\$0.00
	NBC Affiliate	Primetime/30 Seconds	0	6.2	0	\$460.00	\$2,852.00	\$0.00
					0			\$0.00
Radio								
	WOMC-FM Classic Hits	AM Drive	0	1	0	\$573.00	\$573.00	\$0.00
	WOMC-AM Classic Hits	PM Drive	0	1	0	\$295.00	\$295.00	\$0.00
	WYCD-FM Country	AM Drive	0	1	0	\$573.00	\$573.00	\$0.00
	WYCD-AM Country	PM Drive	0	1	0	\$295.00	\$295.00	\$0.00
					0			\$0.00
				Total	0		Total	\$0.00

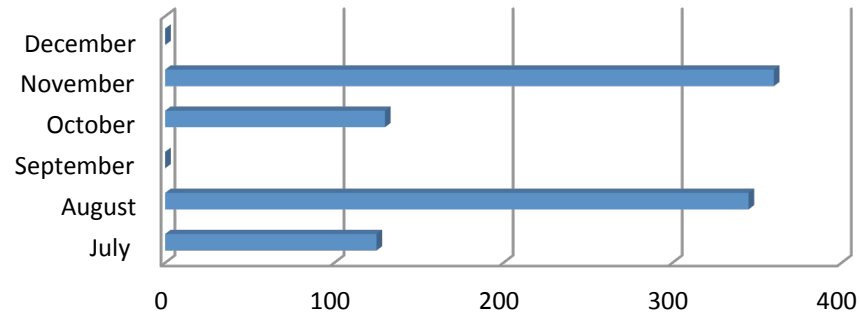
Local vs. National GRPs



Chicago GRP Monthly Allocation

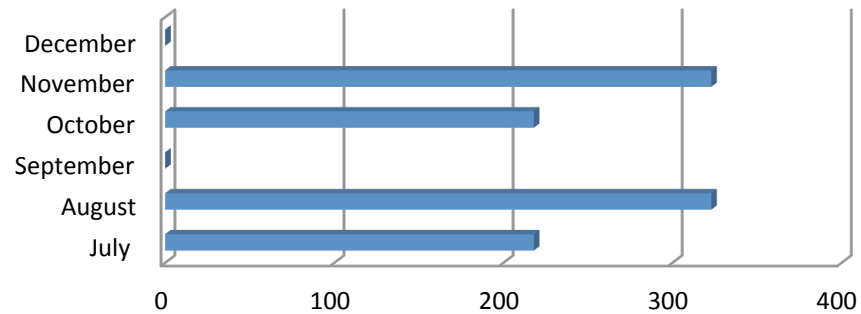


Dallas GRP Monthly Allocation



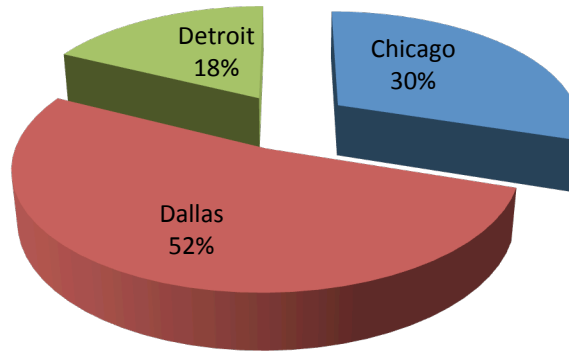
	July	August	September	October	November	December
■ Series1	125	345	0	130	360	0

Detroit GRP Monthly Allocation

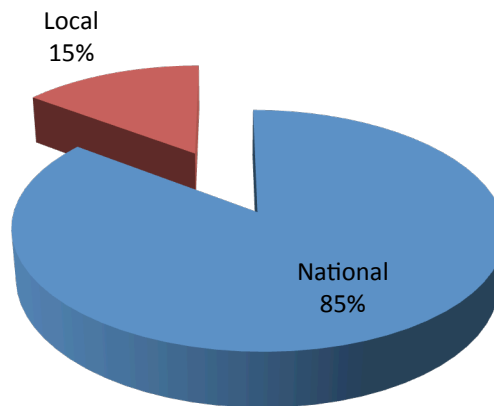


	July	August	September	October	November	December
■ Series1	218	323	0	218	323	0

Local Budget Allocation



National vs. Local Budget



Conclusion

We feel our overall media plan will most effectively target both audiences in the most cost effective manner possible. These two groups will usually live in one household and use much of the same media vehicles. By reaching the end consumer and the primary purchaser we believe we can build brand equity for both simultaneously. We decided to focus more heavily on the local campaign because we found an opportunity to gain market share in these urban cities where the market share has declined. For the local media campaign three large cities were chosen based on high index numbers and areas that we felt provided the best opportunities to gain and maintain brand awareness. In the cities of Chicago and Dallas, we will implement defensive strategies to retain our position and with Detroit, we will implement an offensive strategy to gain new consumers and increase the current market share. During this six-month period beginning July 1st and ending December 31st, we will use a variety of media vehicles in both our national and local media plans. We think using cable network TV, broadcast network TV, print, internet and social media will be most effective in reaching our media objectives and goals. We also feel that our media objectives will be most effective and efficient to meet our local objectives through the use of spot radio and broadcast network TV affiliates. Our team is creative, cooperative and highly focused on obtaining the best results under any budget.

Additional Recommendations

If additional funds were accessible by Doritos...

- *3D Advertising and Event Sponsorship*
 - Our media plan originally wanted to use alternative media to supplement traditional advertising messages. In order to further integrate communication with the target, we thought alternative media outlets would be beneficial. We had the idea to run 3D commercial advertisements prior to the previews of 3D movies. Movies that are available in 3D are generally children's movies or movies that are family oriented. Viewing a 3D movie in the theater costs more

than a traditional, 2D, movie. The intended audience of these movies coincides with our secondary target. We predict that 3D ads run before 3D movies will be likely to reach both the primary and secondary target. Not only will these ad placements augment reach, they are also highly entertaining. This is a new and novel idea, which will increase recognition and awareness based in its originality alone (and hopefully facilitate viral, word-of-mouth, marketing). 3D ads should play off other advertising initiatives specifically, Internet. Our media plan has selected Yahoo!movies.com and moviephone.com to run Internet ads. To further integrate our media plan, we speculate that the primary target can purchase movie tickets online, being exposed to Doritos advertising, and gain another exposure to the 3D ad prior to the movie. This integration will increase our overall frequency of ad message exposure to the primary target.

- Another alternative media we had hoped to employ is event sponsorships. Based on demographic data, the secondary target is highly involved in extracurricular activities. Sponsoring a high school invitational tournament within our selected geographic markets, for example, will facilitate another opportunity for us to reach both the primary and secondary market at the same time, through the same media. Although this alternative media does not include interactivity between marketing efforts and consumers, the entertainment aspect of the 3D commercial and event sponsorships promote a sense of personal involvement of the audience with the product.
- Due to lack of funds, these two ideas were not feasible in our current media plan. However expensive, we predict both of these recommendations would've been very effective and efficient.

Works Cited

- Borden, J.. (2009, September). SUNCHIPS LETS THE SUN IN. *Marketing News*, 43(15), 10. Retrieved February 15, 2010, from ABI/INFORM Global. (Document ID: 1878394441).
- Capital, e. b. (2009, March 25). Number of US Facebook Users Over 35 Nearly Doubles in Last 60 Days . Inside Facebook - Tracking Facebook and the Facebook Platform for Developers and Marketers . Retrieved April 8, 2010, from <http://www.insidefacebook.com/2009/03/25/number-of-us-facebook-users-over-35-nearly-doubles-in-last-60-days/>
- Frito-Lay, Inc. Retrieved from Datamonitor Company Profiles Authority database.
- Land, B. (2007). Doritos. *America's Greatest Brands Volume VI (America's Greatest Brands)* (pp. 28-29). Kent: America'S Greatest Brands.
- Newman, E.. (2008, January). Cheetos on the Prowl For Adult Consumers. *Brandweek*, 49(1), 4. Retrieved February 15, 2010, from ABI/INFORM Global. (Document ID: 1415015601).
- PepsiCo, Inc. Retrieved from Datamonitor Company Profiles Authority database.
- (n.d). Savory Snacks in the United States. Retrieved from Datamonitor Industry Profiles Authority database.
- SunChips®. (n.d.). *SunChips®*. Retrieved April 8, 2010, from <http://sunchips.com>
- TheFind - Shopped & Found. (n.d.). *TheFind - Shopped & Found*. Retrieved April 8, 2010, from <http://thefind.com>