

# Teva

and

## *Evolve Advertising Group*

#StrapIntoFreedom  
Campaign



Photo via Teva.com

# Meet the *Evolve Advertising Team*



**Kinsey Clemmer: Account Executive**

Our account executive acted as a link between Evolve Advertising and Teva. Her job was to understand what the client wanted and relay that to the rest of the advertising team. She also, communicated with Teva what our advertising goals were for their company.



**Lauren Schatz: Lead Strategist**

Our lead strategist planned and organized our research efforts and applied the findings strategically to our media plan. She also used the findings to provide insight into not only Teva, but the market and competitors as well. This helped create the best possible advertising plan for our client.



**Julianne Colburn: Media Planner**

Our media planner identified which media platforms would best serve Teva in advertising their brand. Taking our research findings into consideration, she suggested on which mediums use in order to meet the mutual advertising goals.



**Kait Burton: Media Buyer**

Our media buyer purchased the media based on the suggestions from the media planner while utilizing the MFP tool. She ensured that we did not go over Teva's budget while purchasing the advertisements.



**JJ Stribling: Lead Analyst**

Our lead analyst ensured that we set attainable advertising goals and reached those goals alongside the account executive. She is responsible for understanding the success metrics of our media plan.

A letter to Teva  
April 2017

We at Evolve advertising are excited to present our media plan to reach and influence the target audience of college students, ages 18-24, with adventurous and potentially adventurous lifestyles. These are our Adventure Seekers.



In order to generate the best possible media plan, our team has conducted extensive research on the target audience, competitors and the outdoor footwear market. This has given us clear direction in how to reach our Adventure Seekers.

Beginning in August 2017, we will kick off the year-long media plan with a budget of \$1 million. The plan will reach college students predominantly in the southern and northwestern parts of the United States.

We have created an in-depth media book to guide you through our specific media plan for Teva. This includes background information, a competitive analysis, target audience information, a media strategy, share of voice and year-at-a-glance reports.

We will be using all web-based, non-traditional mediums and guerilla marketing to advertise to the target audience as our research instructed us to look for college students online. These will include social media, streaming radio, streaming television and Google AdWords. We will also reach our target audience with a music festival campaign and tour in the spring.


Our goal at Evolve advertising is to assist Teva in maximizing their adventurous spirit while reaching Adventure Seekers. Teva chooses to seize every second and live the ultimate form of personal expression, and our media plan will reflect and enhance that mission.

Sincerely,  
Kinsey Clemmer, Account Executive



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# Objective

To compete with brands like Chaco and Birkenstock especially in college markets without losing serious outdoor adventurers. To bring interest in an adventurous lifestyle to college campuses to inspire and shuffle future outdoors-people to the market.

# Background



- The focus is on reaching college students (ages 18-22) in the Northwestern and Southern regions of the United States.
- Competitors Chaco Footwear and Birkenstock Orthopadie GmbH & Co. KG are both in popular demand by our target market. They both highlight comfortable footwear for adventurous customers. Chaco also tours music festivals to sell their merchandise, so we will be in direct competition in this area.
- Teva sandals have represented a spontaneous, go-anywhere, do-anything mentality since 1984. They continue to serve the adventurous spirit of the Teva Original Sandal. Therefore we wanted to target a demographic who is not yet brand loyal and loves to live out the Teva lifestyle of adventure.

# Target Audience

## Demographics:

- 18-24
- Enrolled at a major university
- Primarily female
- Live in the southern and northwestern regions of the U.S.

## Psychographics:

- Enjoy traveling and the outdoors
- Are known to go “glamping”
- Regarded as thrifty shoppers
- Trendsetters
- Have an on-the-go lifestyle
- Shop in the athleisure market
- Want durable, yet comfortable footwear
- 60% of target audience will pay more for a product if the brand is environmentally friendly and charitable

Interested in the following: 1. apparel and fashion, 2. media, 3. entertainment, 4. famous people, 5. sports, 6. recreational activity, 7. food and drink, 8. people and society, 9. travel, and 10. retail.

## Media Consumption and Brand Interaction:

Are usually on google.com, amazon.com, facebook.com, or reddit.com before visiting Teva's site.

Their most popular social media sites are Facebook, Instagram and Twitter

Will eventually become educated, brand-loyal consumers

75% of the target audience posts on social media while traveling

Respond more favorably to grassroots marketing than to flashy ads

Extremely media savvy

Medium of choice: the internet

They want to be interacted with

Enjoy receiving mail

Harder to reach with traditional media

Open to new ideas and have yet to develop strong brand affiliations

They want a brand to build a relationship with them



A graphic of a target with a bullseye and crosshairs. The word "Target Audience" is written in a yellow, cursive font across the target.

# Target Audience

## Designated Market Area:

- Boulder, CO - 52.5% male and 47.5% female, the median residency age is significantly lower than the state's media age, home to University of Boulder which has 28,328 students
- Athens, GA - 51% male and 49% female, the median residency age is significantly lower than the state's media age, home to University of Georgia which has 32,679 students
- Austin, TX - 50.3% male and 49.7% female, the median residency age is significatnly lower than the state's median age, home to Texas State University which has 29,202 students
- Denton, TX - 53.3% male and 47.7% female, the media residency age is slightly lower than the state's media age, home to University of North Texas which has 31,694 students
- Fayetteville, AR - 50.7% male and 49.3% female, the median residency age is significantly lower than the state's median age, home to University of Arkansas which has 22,163 students
- Tuscaloosa, AL - 48.1% male and 51.9% female, the median residency age is significantly lower than the state's median age, home to University of Alabama which has 30,931 students
- Tallahassee, FL - 47.1% male and 52.9% female, the median residency age is extremely lower than the state's median age, home to Florida State University which has 38,283 students
- Knoxville, TN - 48.6% male and 51.4% female, the median residency age is signifisicantly lower than the state's median age, home to University of Tennessee Knoxville which has 25, 483 students
- Oxford, MS - 51.1% male and 48.9% female, the median residency age is significantly lower than the state's median age, home to University of Mississippi which has 17, 642 students

We chose these cities for the following reasons:

We go where our target audience is! These cities are known as college towns containing large universities. With optimal weather year-round, our Adventure Seekers can enjoy exploring the outdoors. All of these cities are located in close proximity to well-known music festivals, where our Adventure Seekers go to check out the latest fashion and enjoy making memories with their friends. There we will have booths and invite social media influencers to swing by and snap a photo sporting their Teva sandals. We chose to go only as west as Boulder, Colorado. We did this because we found that California and other far-western states residents view athletic sandals as awkward and unattractive. The athletic sandal and athleisure market is trending more in the regions we selected for our campaign.

# Competitor Analysis



- Chaco sandal products usually range in cost from \$95-\$130
- According to the Chaco website, it produces footwear for “outdoor minded” people
- The Chaco website praises its products as “simple, versatile” and “superior in comfort and durability”

How popular is chacos.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

66,292 ▲ 52,193

Rank in United States ?

10,451

Photo via alexa.com

**BIRKENSTOCK**  
MADE IN GERMANY • TRADITION SINCE 1774

- Birkenstock sandals usually range in price from \$95-\$135
- The Birkenstock company emphasizes its premium craftsmanship and quality materials

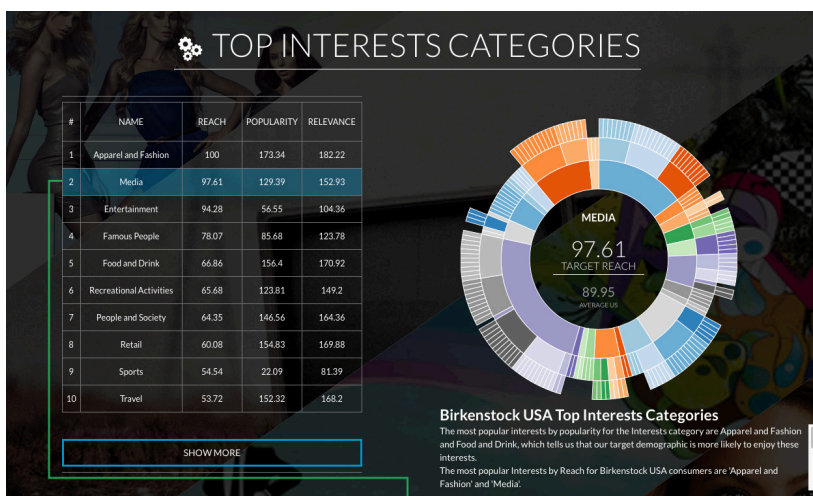


Photo via customer-profile.com

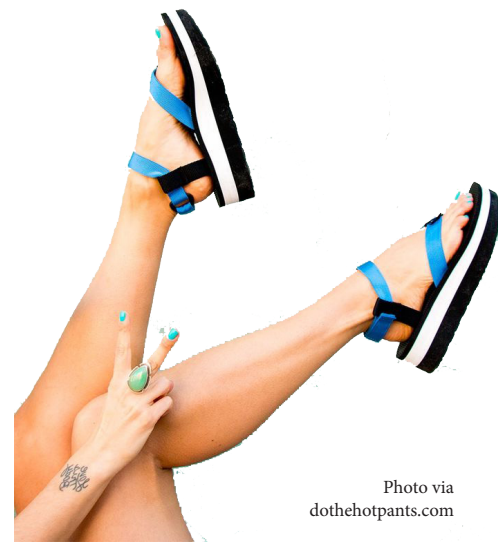
# Media Strategy

Our media campaign will last one year, and it will begin in August. The first leg of our campaign will focus on adventure seeking college students. We will use spot media to directly target our market in college towns. Advertisements will be bought on all of the major media sources our targeted demographic uses on a day-to-day basis. We will use streaming radio, streaming television, social media advertisements and Google advertisements.

We will start off strong in the fall. Our goal is for Teva to be the No. 1 shoe brand to wear on campus. The advertisements will illustrate how students can wear their Tevas to class and then break out and go straight to adventuring.

The popularity of music festivals is rapidly growing. Teva already has a shoe festival guide on their website, but we decided to take that a step further. We want our Adventure Seekers and Festival Goers to associate music festival with Tevas, the perfect festival shoe. Teva will start by sponsoring Bonnaroo and setting up a fun and interactive booth at the festival. Tevas competing company Chaco has a set schedule of music festival they will attend and set up booths at. From April to June, we plan on purchasing booth space at these same locations to combat our competitor and spread Teva awareness.

All of our streaming and online advertisements come with an analytics program. This will make it easy to see how many view are ads are getting and how many consumers are clicking through to Teva's webpage to learn more. We are also able to change the advertising frequency, location and demographic for each medium at anytime in order to adjust the media plan to the ups and downs throughout the campaign year.



# Media Sources

## Streaming::



Photo via pandora.com

119 million people listen to online radio weekly for an average of 12 hours and 53 minutes. 45 percent of these listeners use Pandora. Pandora has brand awareness of 75 percent. It has 81 million active listeners, but only 4.4 million pay a subscription fee so they don't have to hear commercials. 54 percent of millennials listen to Pandora. Also, 19 percent of Pandora's listeners are in our target age range of 18-24.

- o We went with a higher level advertising package for Pandora so we could be present on more of the popular station.

- CPM: \$12
- Cost per month: \$3,000
- 250,000 impression/month



Photo via spotify.com

Spotify is a music streaming site/app that provides over 2 billion playlist tailored to the listener's mood and music preference. It has close to 100 million users and 72 percent of these listeners are millennials. Eighty percent of the listeners tune in more than twice a week.

- o We decided to purchase audio ads from Spotify.

- \$ CPM: \$12
- \$ Cost per month: \$3,000
- \$ 250,000 impression/month



Photo via hulu.com

HULU has over 9 million subscribers. 37 percent of which are millennials. The average watcher streams for 1.25 hours at a time. HULU's ads are unskippable. Once an ad starts, the viewer has to finish it.

- \$ CPM: \$35
- \$ Cost per month: \$4,167
- \$ Views per month: Over 119,000

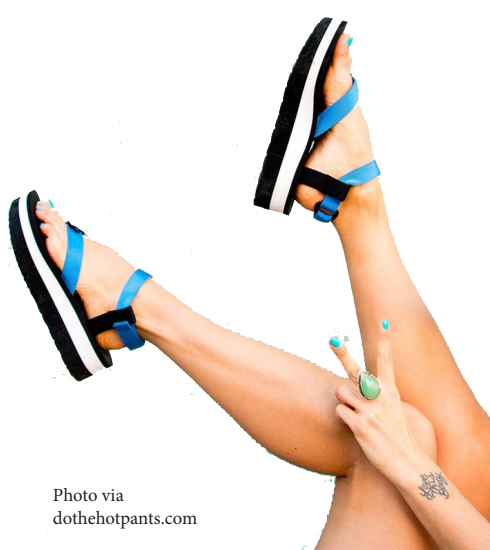


Photo via  
dothehotpants.com

# Media Sources

## Social Media:



Photo via YouTube.com

- o YouTube is the No. 1 social site that millennials spent the most time on. It is used by 1.3 billion people. The average viewer streams for 40 minutes. Meaning, they watch multiple videos and multiple advertisements. You can pay for ad spots that are required to play in full, for 10 seconds or for 5 seconds.

- o Budget:

- o \$ Cost per month: \$3,000

- o \$ Views per month: 60,000



Photo via snapchat.com

Snap chat is the fastest growing social media platform. It has over 3 million monthly users and 1 million daily users. Forty-five percent of Snapchat users are ages 18-24.

- o We decided to use Snapchat to interact with Teva consumers. By using Snapchat's live story, College student can send in snapchats of them either adventuring in their Tevas or hanging out on campus in their Tevas. Appropriate content will be selected, and for 24 hours, any Snapchat users can see the feed of "Teva on Campus!" This is a great way to interact with our target audience and get Teva fans together.

- o \$ Cost: \$400,000



Photo via instagram.com

Instagram is the 3rd most used social media. Three-hundred million of its account holders log on every day. And 55 percent of account holders are ages 18-29. Instagram ads blend in with account holders feed and are matched to accounts that view or follow similar content.

- o Budget:

- o \$ Cost per month: \$3,000

- o \$ Impressions per month: up to 4.5 million



Photo via Teva.com

# Google AdWords

## Google Search Ads

o Google search ads allows your advertisement to pop-up top of the search page whenever someone searches for a product with matching keywords. Google only charges you if a searcher clicks on your ad.

o Budget:

\$ Cost per month: 12,330

\$ Keyword Prices: 5 cents- \$25

\$ Ad actions per month: Over 6,000

## Google Display Ads

o Teva banner ads will show on user's webpages who have previously shown interest in Teva or a similar product. Google only charges you if a searcher clicks on your ad.

o Budget:

\$ Cost per month: 12,330

\$ Cost per click: \$1-\$2

\$ Ad actions per month: Over 6,000



Google  
AdWords

Photo via Google.com

# Gorilla Marketing



## **Sponsor Bonnaroo Music Festival:**

Bonnaroo is one of the most popular music festival in North America. It has an attendance of 90,000 and that number grows every year. By sponsoring the festival, we are associating Teva with the music festival scene. We will also set up a fun and interactive booth inside the festival. Teva can directly interact with its consumers through the booth.

Budget:

Cost for sponsorship and booth: \$100,000

## **Booths at various festivals:**

We decided to purchase booth space at a variety of other festivals. More booths = more direct interaction. We found that Chaco has a tour list of festival they will be attending. We decided to set up booths at these same locations so Teva can combat the competition and take their markets.



Photo via Teva.com

# Festival dates, attendance and booth price

Festival	Location	Date	Attendance	Cost
Euphoria	Austin, TX	April 5-6	5,000	\$550
Sweetwater 420	Atlanta, GA	April 11-13	50,000	\$1,200
Beale Street	Memphis, TN	May 5-7	53,000	\$1.20
Reno River Fest	Reno, NV	May 12-14	40,000	\$1,200
Sasquatch!	Quincy, WA	May 26-27	11,000	\$550
Bonnaroo	Nashville, TN	June 15-18	90,000	\$100,000



Photo via AXS.com



Photo via sweetwaterfest.com



Photo via memphisflyer.com



Photo via visitrenotahoe.com



Photo via northwestmusicscene.com



Photo via bonnaroo.com

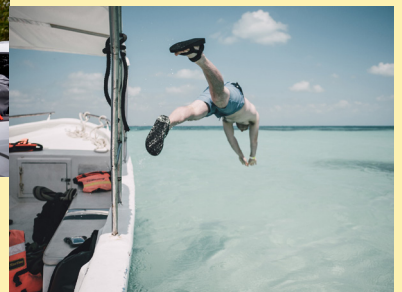
Photo via  
clker.com

# Factor Spreadsheet

## FACTOR SPREADSHEET:

Location:	Target College Enrollment (000)	% Target College Enrollment	Number of Colleges and Universities	% Number of Colleges and Universities	Total Across (% calculation only)	% Est. Value (%)	Estimated ad budget
Boulder, CO	28.328	11	4	22	33	17	\$84,201
Athens, GA	32.67159	13	1	5.5	18.5	9	\$44,577
Austin, TX	29.202	11	2	11	22	11	\$54,483
Denton, TX	31.694	12	6	33	45	22	\$108,966
Fayetteville, AR	22.163	9	1	5.5	14.5	7	\$34,671
Tuscaloosa, AL	30.931	12	1	5.5	17.5	9	\$44,577
Tallahassee, FL	38.283	15	1	5.5	20.5	10	\$49,530
Knoxville, TN	25.483	10	1	5.5	15.5	8	\$39,624
Oxford, MS	17.642	7	1	5.5	13.5	7	\$34,671
Total:	256.405	100	18	~100	200	100	\$495,300

The table above utilizes a \$495,300 budget, the remainder of Teva's total \$1,000,000 budget after subtracting \$504,700 for media events including the Snapchat Live Story and Music Festival Booths and Festival Sponsorship. The number of colleges and universities in each location is based off of accredited institutions with enrollment of over 15,000 within a 50 mile radius of the city center. This information will help the media buyer proportionally and appropriately distribute each media's monthly budget allocation (as seen below in the MONTHLY EXPENDITURES FLOWCHART) to each spot market.



Photos via Teva.com

# Medium Data

## MEDIUM DATA:

Universe: U.S. College Students (20.5 M)

	Est. Impressions (000)	CPM	Est. GRPs	CPP	Cost
Spotify	3,000	\$12	15	\$360	\$36,000
Pandora	3,000	\$12	15	\$360	\$36,000
YouTube	18,250	\$2	89	\$365	\$36,500
Instagram	12,167	\$3	59	\$365	\$36,500
Google Search Ads	170,455	\$0.88	832	\$1,500	\$150,000
Google Display Ads	75,000	\$2	366	\$1,500	\$150,000
Hulu Streaming Ads	1,429	\$35	7	\$5,000	\$50,000
Snapchat Story (Nat.)	15,000	\$26.67	73	\$4,000	\$400,000
Festival Booths	79.5	\$59.12	0.4	\$156	\$4,700
Festival Sponsorship	90	\$1,110	0.4	\$2,950	\$100,000
<b>Campaign Total:</b>	<b>298,470,500</b>	<b>\$3.35</b>	<b>1456.8</b>	<b>\$1,156</b>	<b>\$999,700</b>

Estimated gross impressions at Festival Booths are based on total festival attendance (159,000) and the percentage of attendees we hope see the Teva booth (50%).

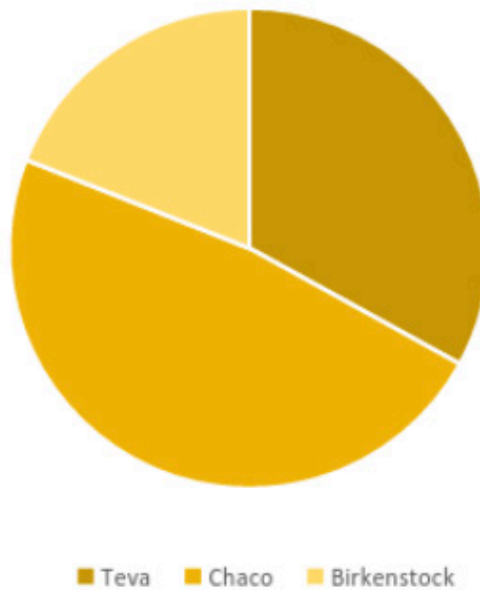


Photos via Teva.com

# Share of Voice



## Outdoor Sandal Category: Share of Voice



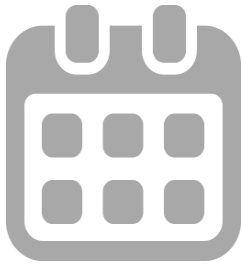
### SHARE OF VOICE BY ADVERTISING FACTOR: OUTDOOR SANDAL CATEGORY

Followers	Twitter	Twitter (%)	Instagram	Instagram %	Facebook	Facebook %	Sum %	SOV
Teva	20.2 K	23.8	133 K	26	373 K	49	98.8	33%
Chaco	60.7 K	71.5	209 K	40.7	240 K	31.5	143.7	48%
Birkenstock	4 K	4.7	171 K	33.3	150 K	19.5	57.5	19%
Total:	84.9 K	100	513 K	100	763 K	100	300	100%

Because advertising expenditures for other firms in the outdoor/sports sandal category were not available, Share of Voice was estimated using several social media factors and calculated as an estimated value.

Chaco and Birkenstock were selected for comparison in the category because of these brands' focus on sandals. Other direct and indirect competitors, such as North Face, Adidas, Sketchers, Columbia and TOMs were not included in the category specific analysis because their social media factors are not specific to the outdoor sandal product.

Teva's share of voice in the overall footwear category is 0.33%.



# Year at a Glance

## YEAR AT A GLANCE

	Reach		Avg. Freq		GRPs			Cost \$(000)		
	Goal	Est.	Goal	Est	Goal	Est.	Balance	Goal	Est.	Balance
Aug.	80	91	3	2	240	182	58	62,903	61,620	1,283
Sept.	70	91	3	2	210	182	28	62,903	60,620	2,283
Oct.	60	60.5	2	2	120	121	-1	31,203	33,040	-1,837
Nov.	50	30.5	1	1	50	30.5	19.5	15,850	17,540	-1,690
Dec.	50	30.5	1	1	50	30.5	19.5	15,850	17,540	-1,690
Jan.	50	30.5	1	1	50	30.5	19.5	15,850	17,540	-1,690
Feb.	50	30.5	1	1	50	30.5	19.5	15,850	20,540	-4,690
Mar.	80	69	3.5	2	280	242	38	83,706	75,660	8,046
Apr.	80	91	2	2	160	182	-22	62,903	61,620	1,283
May.	80	91	2	2	160	182	-22	54,978	55,320	-442
Jun.	70	60.5	2	2	140	121	19	36,652	37,080	-428
July	70	60.5	2	2	140	121	19	36,652	37,080	-428
Total:					1650	1456	196	495,300	495,300	0

Cost goals were calculated using budget share based off of reach, frequency and GRP goals. The budget share is figured using a \$495,300 budget, the remainder of Teva's total \$1,000,000 budget after subtracting \$504,700 for media events including the Snapchat Live Story and Music Festival Booths and Festival Sponsorship.



Photos via Teva.com



# Monthly Detail

## MONTHLY EXPENDITURES FLOWCHART:

Medium	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Total (000)
Snapchat		400											400
Instagram	4.56	4.56	1.52	1.02	1.02	1.02	1.02	6.58	4.56	4.56	3.04	3.04	36.5
YouTube	4.56	4.56	1.52	1.02	1.02	1.02	1.02	6.58	4.56	4.56	3.04	3.04	36.5
Spotify	4.5	4	1.5	1	1	1	2	8	4.5	4.5	2	2	36
Pandora	4.5	4	1.5	1	1	1	2	8	4.5	4.5	2	2	36
Hulu Streaming	9	9	2	1	1	1	2	9	6	6	2	2	50
Google Search Ads	18.7 5	18.7 5	12.5	6.25	6.25	6.25	6.25	18.7 5	18.7 5	15.5	12.5	12.5	150
Google Display Ads	15.7 5	15.7 5	12.5	6.25	6.25	6.25	6.25	18.7 5	18.7 5	15.5	12.5	12.5	150
Festival Booths									1.75	2.95			4.7
Festival Sponsorship											100		100
Total:	61.6 2	460. 62	33.0 4	17.5 4	17.5 4	17.5 4	20.5 4	75.6 6	63.3 7	58.0 7	137. 08	37.0 8	999.7

All numbers above represent ad expenditures measure in thousands (000) of dollars (\$).

The total campaign expenditures are estimated at \$999,700 with all mediums estimated costs calculated with the highest range (\$4-6 CPM, we assumed \$6). The budget remainder is \$300. This, and the budget itself, can be adjusted as need by assessing successful and failing mediums based on monthly report data, including efficiency and cost-per-click (CPC) as we are trying to drive the target audience to the Teva website.



# Post Campaign Action

## **Inbound Marketing:**

*Website-based* contact (including web banners/ advertisements and SEO)

*In-person* interaction at music festivals and at university on-campus events

*Social media, video streaming website and music streaming website placement*

## **Channels we are going to focus on:**

*Organic:* Those who find Teva footwear through Google search directly and indirectly.

*Paid:* Potential customers who find us through Tevas' music festival booths and through the paid ads on websites.

*Social:* Potential customers who view Teva footwear ads through music streaming sites and social media platforms.

## **Most important measures of success:**

*Lead conversion* - Summarizing the conversation of Tevas. We can measure this through social media posts, online polls and in-person discussions. It is important to track where we are gaining and losing potential and current customers. Then we can develop theories as to why and adjust our plan accordingly.

*Search engine referrals* - (i.e. Google Analytics) Making sure our budget successfully drives our target audience to our website. We also want to make sure our SEO position is high in order to effectively compete with our direct competitors.

*Social media effectiveness* - Using the tools built into the social media sites to measure the amount of traffic we are receiving and whether/or not it is positive.

## **How often do we need these reports?**

Because our campaign extends over a whole year, we will need reports monthly to follow each month's budget. Then of course one final report to decipher whether we accomplished our objective or not. We also need to run reports after an event, including university on-campus and music festivals.

## **Who will be seeing these reports?**

Reports will be sent to Teva's in-house advertising team and the Teva brand manager to ensure that the campaign is in keeping with other Teva promotions and with the Teva brand.

## Overall strategy for post-campaign action:

Our objective is to compete with brands like Chaco and Birkenstock especially in college markets without losing serious outdoor adventurers. To bring interest in an adventurous lifestyle to college campuses to inspire and shuffle future outdoors-people to the market.

In order to make sure that our objective is met we must follow our campaign strategy, advertise more than our direct competitors and to persuade our target group into becoming a customer of Teva footwear.

Our plan is to not only be where our competitors are, but to engage with our target audience where they will be. If we are not raising awareness or profit, our strategy has to be rearranged.

As for post-campaign, we must finalize all payments and create a final report. Once we compare information with all departments, the final report can be archived for future reference. Teva footwear and our firm can then begin a new campaign.