



Integrated Marketing Communications:

Final IMC Plan

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EXECUTIVE SUMMARY

Activia is a brand that was conceived by Danone Ltd.. *Activia* is the first of a new generation of yogurts with a probiotic culture. This yogurt contains an exclusive bifidobacteria called bifidobacterium animalis lactis, in shorter term, BR Regularis, which is a probiotic bacteria that has undergone clinical studies and is scientifically proven for its ability to survive in the digestive system. It's a bacteria that helps maintain a healthy gut flora within the body.

The main issue regarding the *Activia* yogurt brand is that there is too much similarity between yogurt brands and their advertising, which makes the brand get lost in the clutter. Other issues regarding the brand are as follows:

- The yogurt is pricey.
- The IMC elements are not engaging.
- The brand might be top of mind awareness among consumers, but not top preference.
- The product purchase depends on target's lifestyle.

The key objectives for the brand are to alter the consumer perceptions of *Activia* by repositioning its communication plan and, rather than focus on one aspect of the product (the BL Regularis bacteria), focus on the probiotics and flavors available for the product at the same time.

Product category users choose their brand based on taste first, and *Activia* is focusing on the bacteria aspect of the product. This may be why *Activia* is Top of Mind in primary research, but not first in purchasing intention.

The purpose of this plan is to engage consumers with the brand, and at the same time associate *Activia* with flavor AND probiotics as combined benefits, as opposed to separate ones.

To achieve this purpose this plan will outline the IMC elements that will we used to convey this image. These elements are:

Advertising
Interactive
Sales Promotion

The budget consists of \$2 million, and will not be used to change the brand image, but rather the message being perceived by the consumers. The Core Brand Values for the product will be: Sporty, Complete, Delightful Taste. These will give the brand an image and feel of sporty activity, while conveying the message that consumers do not have to be active to *feel* active.

BRAND ANALYSIS

Category: Food

Class: Yogurt

Company: Groupe DANONE

Division: DANONE International

Product Name: Activia Yogurt

ANALYSIS OF THE 4PS

Product

Activia yogurt was introduced and positioned as a pro-biotic product. It is available in fourteen flavours such as Sweetened Plain, Raspberry, Strawberry, Vanilla, Prunes, Peach, Apple Blackberry, Pear, Red Fruits and Cereals, Peach and Cereals, Apple, Strawberry Kiwi and Cereals, and Blueberry. *Activia* is packaged in containers of 100g which are sold as units of 8, 12, 16, and containers of 650g which are large tubs.

Activia yogurt is meant to be helpful to a consumer's digestive system and their health, but the main benefit that consumers get from using the product is that it's a good-tasting, healthy snack.

Activia Yogurt is used all year long for healthy active people, and it does not have a limit on consumption. Because the product is not meant as a weight-loss tool, but instead as a way to clean a person's digestive system, factors such as outdoor exercise (which is affected by the season), etc. are not a factor in its sales or consumption.

The key features of the product are:

- Contains the *BL Regularis* bacterium strain, which can stay alive through the digestive system of the people who consume it, and stays active, cleaning it.
- Available in fourteen different flavours.
- Contains bifidobacteria (bacteria that stays active in the lower part of the digestive system and is not harmful to humans) that contribute to protein and vitamin metabolism.
- Its bacteria content allows for lactose-intolerant consumers to be able to
- enjoy it.

The benefits that consumers may enjoy are:

- A healthier lifestyle because of the consumption of the product.
- Variety of flavours means that consumers don't have to have the same flavour all the time.
- Can potentially be consumed by lactose-intolerant consumers.

The product's Unique Selling Proposition (USP) is that *Activia* Yogurt differentiates itself from all other yogurt brands because it is the only yogurt brand that contains the *BL Regularis* bacterium strain and it's scientifically proven to remain active in the digestive system and cleans it.

Promotion

Activia Yogurt is being advertised on Television solely, with a total amount of \$4,086,222 being spent.

Activia Yogurt was launched in 2006 and since inception, their main objective has been, since launch, to portray an image of health and to communicate to consumers that this product is unique in its content (bacteria) and that it will be good for their digestive systems because of it, thus making the consumer much happier. *Activia* Yogurt's current campaign and advertising is based around the fact that its probiotic cultures will produce results that a consumer can see or feel. The idea is to give consumers 14 days to continuously enjoy the product and see the results at the end. The "**Take the challenge**" slogan, almost dares the consumer to try the product, in a light hearted way, and promises to deliver. It positions the company and brand in a position where they seem so confident that the product will deliver results, that consumers can feel secure in purchasing the product. "Take the *Activia* 14-day challenge and feel the difference in your digestive system" is the description that follows the headline to summarize what the challenge is about. The challenge is backed up by a refund guarantee if the consumer is not satisfied with the results.

The creative also mentions that the reason why the product works is due to its bacteria content: *Bifidobacterium lactis*, which *Danone* in turn re-named, to be associated with the brand, as: *BL Regularis*.

The website features a main page with the brand colours, and an image of a woman eating the yogurt with her abdomen replaced with a belly dancer's abdomen, in accord with televised spots of the same style.

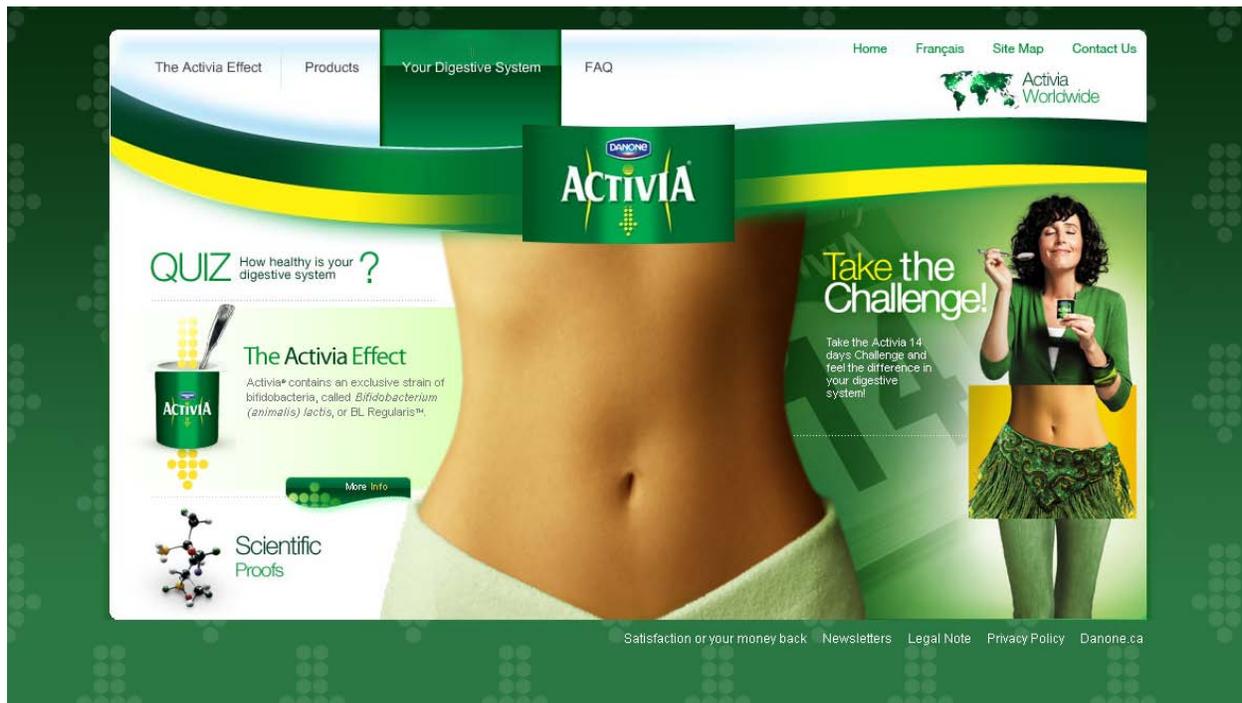
There are two main sections on the website that focus both on the actual effect of

Activia Yogurt on a person's digestive system and why. These sections are:

- The Activia Effect
- Scientific Proofs

The first section describes how the digestive system works, what type of culture is contained in the product, and how it affects the digestive system.

The second section shows scientific test results that prove the claims stated above, and it tries to ease consumer's doubts about the product's efficiency.



The advertising message is informative, but does not belittle people, and it's conveyed with a playful tone that makes the brand seem very youthful while also good for a consumer's health.

Price

The recommended prices for *Activia* Yogurt are \$4.99 for a pack of eight containers of 100g, \$6.99 for a pack of 12, \$7.99 for a pack of 16 containers, and \$3.69 for a container of 650g. It is priced the highest of any competitor for a 650g container, and second highest for a pack of 8 containers of 650g. Packages of 12 and 16 units were not found in-store. While *Source* Yogurt was the most expensive of the three brands for a pack of 650g, it was the brand with highest value because the pack

contains 20 units rather than 8 like the above mentioned. Packages of 12 and 16 units were not found for any brand at the time of research (they were sold out).

Brand	Package of 8 (100g)	Package of 12 (100g)	Package of 16 (100g)	Package of 20 (100g)	Container of 650g
Activia Danone	\$ 4.97	N/A	N/A	N/A	\$ 3.97
Astro Jeunesse	\$ 5.57	N/A	N/A	N/A	\$1.97
Source Yoplait	N/A	N/A	N/A	\$ 6.77	\$ 2.97

Fang, Mike. "Call to Walmart." Telephone interview. 27 Sept. 2010

The price of *Activia* is discussed in the FAQ section of the website, and it explains that the higher price is due to the development of the trademarked bacteria that it is contained within the product.

Activia has trademarked the name for the bacteria within the product, and combined with the 14 day guarantee, the value of the product is perceived as a more effective tool to stay healthy than the competitors.

At the time of printing, no promotions or bundles were offered.

Place

The product is distributed all across North America and the retailers that carry the *Activia* brand include:

- Wal-Mart
- Loblaw's
- Metro
- No Frills
- Various other food retailers.

In the store, it is located at the cold produce section where all dairy products are kept, where it has shelf space dominance because it is placed high on the shelves, and it is stocked more prominently than the competitors. It is also worth to mention that the bright green and yellow packaging also makes it stand out more than the other brands.

There are no POP displays at the retailers.

Product Analysis Summary:

Based on the above findings, *Activia's* product status can be summarized the following way:

Three strengths that the product possesses are:

- The exclusivity (and trademark) of the BL Regularis bacterium has positioned the product as the best available for a consumer's health, and it's backed by a 14 Day Challenge/Guarantee.
- It has shelf dominance at retailers and it's more noticeable due to its packaging.
- Having the largest budget of all, it can maintain dominance in advertising over its competitors.

Three weaknesses that can be attributed to the product are:

- It is, on average, priced higher than all other products, which might deter potential consumers.
- Too much emphasis and information on the bacteria that it contains might be confusing to consumers who want a simple product explanation, and might even raise more questions from them (as shown by the type of FAQ's on the website).
- Highly competitive market, with a lot of brands.

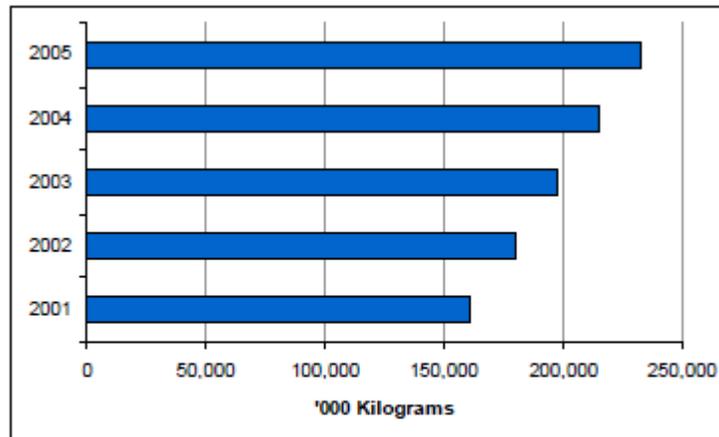
MARKET ANALYSIS

Market Analysis

- Yogurt sales have increased by 43% from 2000 and 2005
- Market Share: \$922.0 M, 29.38% = 2nd place
- Health food consumption on the rise
- Technology allows easy participation in activities
- People are more receptive to the product during Spring

Economic Trends

- Since a consumer desire for health products has been developed by social trends, it is predicted that by 2015, the global yogurt market will have projected sales up to \$67 billion.
- Three companies including the producers of *Activia*, all together produce 83% of the yogurt market in Canada.
- Between the year 2000 and 2005, yogurt sales have increased by 43%.



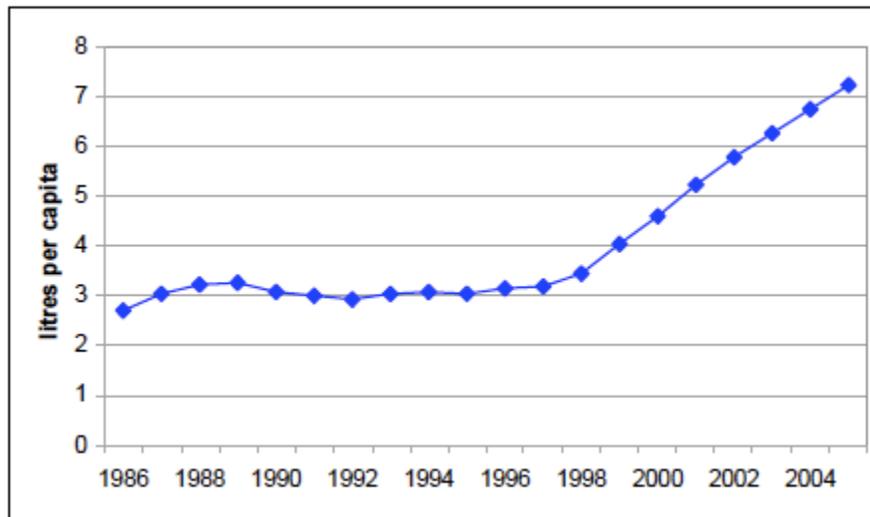
Source: Statistics Canada. Calculations done by the Dairy Section, AAFC

The chart above depicts the continuing increment of yogurt production in Canada from 2001 to 2005.

Social/Demographic/Cultural Trends

In today's society, people are becoming far more concerned with the food products that they consume and are far more health conscious. For example, many fast food restaurants such as Macdonald's, Wendy's, and Tim Horton's have added yogurt to their menu to keep up with current health trends. There is also a consumer demand for healthy ingredients such as probiotics, which is included in *Activia Yogurt*.

Yogurt consumption in Canada:



"Agriculture and Agri-Food Canada." Web. 28 Sept. 2010.

<http://www4.agr.gc.ca/resources/prod/doc/dairy/pdf/prof_yogourt_e.pdf>.

The chart above depicts how much yogurt consumption has grown over the course of 18 years, which could be because consumers are currently becoming more health conscious and consuming more nutritious food products than before.

Technology Trends

Marketers of health products are always thinking of new and innovative ways to link their product to technology in order to keep up with the latest trends in technology that most influence consumers. Several games have been launched such as Wii fit and EA sports active in order to target health conscious consumers. In the information age, consumers are more informed about what products fit their particular needs depending on their own lifestyle, personal goals, etc. Information on product content, and in the case of Yogurts, bacterium and trans-fat contents can be accessed easily from any computer with an internet connection.

Regulatory Trends

Products in the food industry are heavily regulated, and complaints against a producer are taken seriously and are revised carefully. *Danone's Activia* was sued in 2006 over consumer complaints that "*Danone's* own studies failed to support its advertised claims that its *Activia* [products] were clinically and scientifically proven to health benefits that other yogurts did not." *Danone* was forced to settle and set up a fund which now refunds customers if they

are in any way unsatisfied with the results, and was forced to supply more proof and studies on their website to make sure that consumers are better informed on the product and its USP.

Market Share:

Leading Yogurt Makers, 2006:

Company	(\$ Mil.)	Share (%)
Yoplait Inc.	1,107.0	35.28%
Danone Co.	922.0	29.38
Stonyfield Farm Inc.	218.0	6.95
CoolBrands International	93.0	2.96
Well's Dairy	66.0	2.10
Yofarm Corp.	52.0	1.66
Colomgo Inc.	43.0	1.37
Johanna Foods Inc.	37.0	1.18
Meadow Gold Dairy Inc.	37.0	1.18

Danone is the second largest producer of yogurt in Canada, with Yoplait Inc. leading in market share as of 2006 by an estimate 6%.

Leading Yogurt Brands, 2006:

Brand	Share (%)
Yoplait Original	11.0
Yoplait Light	8.3
Danone Light N Fit	6.7
Danone Activia	4.4
Stonyfield Farm	4.1
Yoplait Go Gurt	3.1
Dannon Danimals	3.0

Market Share Reporter. Rep. Vol. I. 2008. Print.

The chart above depicts that *Danone* is a well-established company on the market with a total sales projection of \$922,000 in 2006, dominating 29.38% of the yogurt market. The company's brand *Activia* is just slightly below its other competitive brands with a market share of 4.4%.

TARGET ANALYSIS

Based on demographic, geographic and psychographic factors, this is an estimate of what *Activia's* target market may appear to be.



Demographic Profile

Activia is targeted primarily towards full-time working males and females aged 24-34 years of age. And secondary at 18-49. HHI \$50,000 +, HHI Size 3+.

77.7% of users are females and 6% more likely to be yogurt users, while 68.8% are males and 6% less likely to be yogurt users.

Heavy users are 19% more likely to be adults 35-49.

These adults have an income of \$50,000 or higher and dwell in a household of three or more individuals, with children between the ages of twelve to eighteen.

They are 5% more likely to be married or living with one another and 74.1% are principal grocery shoppers.

These adults are also well educated with 30% being more likely to have a post grad Degree.

Psychographic Profile

- Believe they are trying to lose weight
- Monitor ingredients listed on packaging
- Shop for low calorie food and light snacks
- Likely to enjoy outdoor activities

Geographic Profile

1,717,000 of yogurt users live in Ontario but are 12% less likely to be consuming *Activia Yogurt*. The number of yogurt users in Quebec is 1,518,000 but they are 28% more likely to consume *Activia*.

- Concentrate on Ontario and increase spending among Quebec region
- Yogurt users are 28% more likely to dwell in the Quebec region

Motives

- Healthy snack
- Need of supplement

Attributes/ Interests

The target is 10% more likely to believe that most of the time they are trying to lose weight, meaning the demographic group is likely to be health conscious and monitor the food products that they consume. They are also 11% more likely to feel guilty when they eat unhealthy food and 12% more likely to shop for low calorie and light snack foods.

85.1% of the target prefers to dine at fine restaurants as often as possible and they are also 14% more likely to enjoy camping and outdoor activities.

The target is also 12% more likely to believe that low fat foods are an important part of their diet and 12% more likely to monitor the ingredients listed on packaged foods.

A Day in the Life

Susan is a loyal consumer of *Activia*. She is a full-time working adult who is 32 years old. She works a typical 9 to 5 day as a customer service representative at TD Bank. She is a very hardworking woman who provides for herself and her spouse. She starts the day off with a light breakfast, being the somewhat health conscious woman that she is, and still feels somewhat guilty when throwing in a chocolate bar into her daily intake. She tries to take the public transit to work every now and then to get a dose of the outdoors that she enjoys very much. After a hard day of work she comes home and cooks for herself and her spouse. She does not have much time to keep up with a fitness schedule so if she has the time she will make a quick trip the gym after work. On a day where she'll have to pass that part of her to-do list (exercise), she reaches in the fridge for a container of *Activia* yogurt to acknowledge herself that she is still just as active.

COMPETITOR ANALYSIS

Identification of Competitors

The two main competitors based on market share are *Astro Jeunesse Yogurt* and Yoplait Source Yogurt with 21% and 35.28% market share respectively.

Competitor's Strengths & Weaknesses

Astro Jeunesse Strengths

- No fat yogurt, so it's appealing to consumers looking to achieve a healthy lifestyle and lose weight.
- Contains skimmed milk yogurt with Vitamin E, antioxidants and co-enzyme Q10: These ingredients are said to fight free radicals and help regenerate the body's well-being²⁵.
- Marketing uses mixed media, including website, social media, and standard advertising vehicles, as well as various contests to entice consumers to purchase product.

Astro Jeunesse Weaknesses

- Expensive single serving containers: \$5.57 for eight pack of *Astro Jeunesse* yogurt.
- Smaller shelf section at the retailers where it is located.
- Smallest market share of the three, it may be more difficult to gain brand equity.

Yoplait Source Strengths

- Very large selection: 6 different categories of yogurt, and a myriad of flavours under each category, it means that this brand has the most selection out of all mentioned brands.
- Good source of folic acid: Essential to avoid strokes and coronary disease, and high calcium content, and very low caloric content (50 calories per single serving).
- Value for price: 20 containers for \$6.77, while no other competitor has a similar amount and price available.

Yoplait Source Weaknesses

- Expensive tub price: \$2.97 for 650g container
- Smallest advertising budget means that they have lower numbers of consumer reach.
- Company produces a significant amount of products for youths, and brand equity is potentially high among them.

STATEMENT OF THE MAIN ISSUE

The main issue currently facing *Activia* is that its competitors share a great similarity between the imaging of the brands. This prevents *Activia* from gaining potential consumers who are loyal to the brand since it does not distinguish itself enough from other brands. Also, product purchases depend on the target's lifestyle. Therefore, people who do not lead an active lifestyle may not be interested in consuming the brand. The main mission is to alter consumer perceptions of the brand in order to solve this problem.

IMC OBJECTIVES

Consumer Target Objectives

- To create 30% purchase intention among non-users by communicating the variety of flavours available in the *Activia* product line
- To increase repeat purchase intentions by 15% among Competitive Loyal users, and by 5% among current users.

Trade Target Objectives

- To increase shelf dominance by 20% by providing retailer with a 15% discount in bulk purchase on 16-unit packages.
- To encourage good product placement by retailer (preference on end-caps), by placing store logo on 14-day challenge dry-erase calendars being given away through in-store promotion.

COMMUNICATION STRATEGY

The key message is that *Activia* is a great tasting yogurt that contains probiotics that will make you feel complete.

Proof of Key Message

- 24 flavours available with *Activia* Yogurt.
- Health benefits of probiotics are explained in detail through website.
- 14 Day Challenge already dares consumers to “feel different” at the end of the challenge. Campaign will convey that it’s an “active feeling”.
- The flavour and probiotic components of *Activia* make the product more complete than if it were missing one of either elements.

Tone/Image/Personality of the campaign

- A sporty feel
- Energetic
- Motivational
- Confident feel

Relates to audience

- Health craze
- 94% of *Activia* users like it because of the taste
- 75% of *Activia* consumers lead some sort of active lifestyle
- They believe that most of the time they are trying to lose weight.
- They monitor ingredients listed on packaging.
- More likely to shop for low calorie and light snack foods.
- More likely to enjoy outdoor activities

Appeal techniques

- Lifestyle: sporty and active

Campaign Approach, "Big Idea"

Activia is targeted towards full-time working males and females aged 25-34. These adults have an income of \$50,000 or higher and dwell in a household of three or more individuals.

As a secondary target market, yogurt users and brand loyals, both men and women between the ages of 18-49 will also be part of the campaign targets.

Motives

As research shows, the target market is motivated to purchase the *Activia* brand because it contains beneficial probiotics, and the taste of the product is great.

Rationale

Activia yogurt contains beneficial probiotics, this includes a friendly bacterium called BL Regularis, which helps maintain a healthy gut flora, and repairs the digestive system. This probiotic is exclusive to *Activia*, therefore it motivates consumers to seek out the product. But at the time of purchase, taste is the main factor influencing their decision.

USP

“*Activia* is a great tasting yogurt that contains probiotics that will make you feel complete.”

Rationale

Yogurt consumers prefer a product that tastes great to them, and the probiotics in *Activia* will provide to them with a complete product that is good for them and at the same time tastes good, which in turn will add that healthy component they may be missing in their lives (it completes their healthy diet lifestyle).

Brand Identification and Positioning Strategy

Core Brand Value

Based on the primary research, the branding essence wheel was completed partly with statements from actual users and from the team themselves to develop the following brand values: Complete, Sporty, and Delightful Taste.

Brand Personality Rationale

Activia's personality is positive, motivational, energetic, personable, and confident. People associate yogurt with healthy living and the probiotics in *Activia* will be used to take those thoughts further in a consumer's mind. Also, the great variety of flavours of the product is incentive to individuals' personal preference. These two aspects mentioned come together to provide a complete product that completes a lifestyle for all consumer types, whether they are sporty, eating healthy and extremely active, or not sporty but wanting to feel sporty and healthy on the inside by eating *Activia*, hence the personality, “complete sporty delight.”

Break down of the meaning behind each of the following personalities:

Complete - ties in together all beneficial aspects of the “complete” product. This means that the product reaches out to people who are aware of their personal health, whether it’s good or requires a lifestyle change. Not all consumers of the product have to be active in order to consume *Activia*, they can be consumers that feel they are missing something beneficial in their life.

Sporty- eating *Activia* will make you feel active. Whether you are already active or not, the intentions are that you will feel active on the inside. Sporty isn’t a lifestyle only, it could also be a look, a feel, or an attitude.

Delightful Taste –Consumer enjoys eating the product because of its great taste. There is a sense of pleasure eating the product.

Positioning Statement for the Brand

To adults ages 25-34, income of \$50,000 or higher and dwell in a household of three or more individuals, stating that *Activia* is the brand of yogurt that is great tasting and contains probiotics that will make you feel complete.

People already think it’s healthy, and that it is consumed for an active lifestyle. This statement is meant to include those who might be missing the health aspect in their life, for example, it does not exclude people who do not exercise. Also, people consume yogurt based on taste preferences, therefore, flavours will be one of the key focuses on the campaign.

Slogan

“On Your Mark...Get Set...Yum.”

Rationale

This slogan relates directly to the sporty and active image that *Activia* will have, and it incorporates the taste factor at the end emphasizing the fact that many flavours are available to consumers. It is a playful and youthful slogan that reflects the nature of the brand image being pursued. It’s a play on words from a well-known phrase, and it’s catchy, which helps with brand recognition.

a. What they currently thinking and believing

- *Activia* is for people that are already active and living a healthy lifestyle.
- It is more expensive because of the probiotics.
- Don't know much about the flavours or what actual benefits they get from consuming it (value).

b. What we want them to think and believe

- *Activia* has a large selection of flavours.
- It has probiotics that will help them be healthy and feel active.
- They don't have to be jocks to eat *Activia*, it's for everyone, active or not.

c. The single most compelling thing we can tell them

- *Activia* has a large selection of flavours with a common probiotic formula that will give users a feeling of healthy satisfaction, almost as if they just went to the gym.

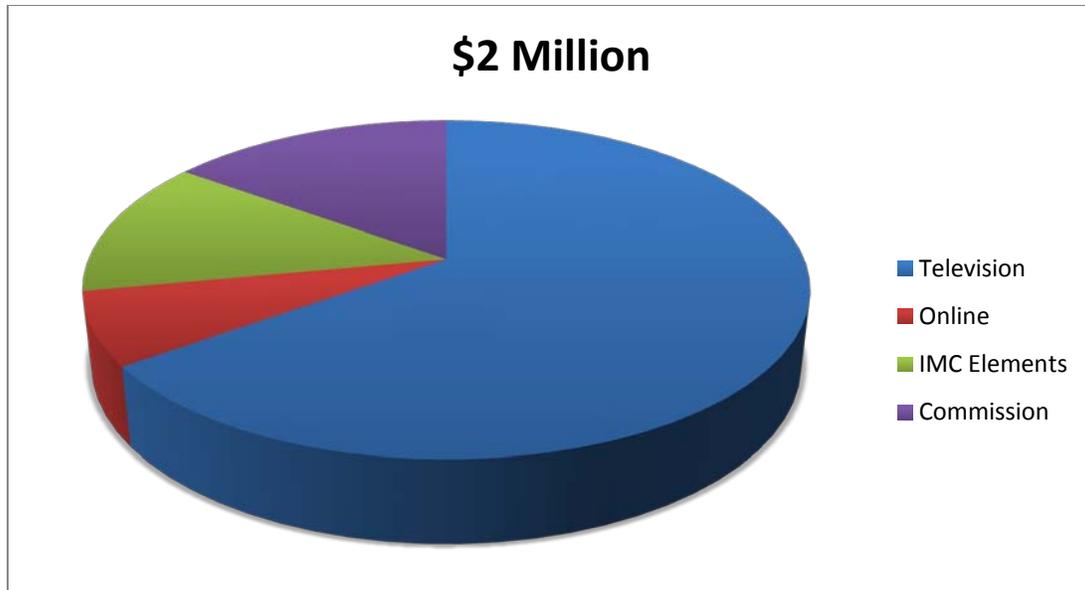
d. Why they believe this

- *Activia* comes in 24 different flavours containing chunks of fruits.
- Contains patented probiotic BL Regularis bacterium, proven to have beneficial effects to the digestive system.

e. The desired consumer response

- Increased trial purchase intentions.
- Increase brand value.
- Increase brand loyalty.

BUDGET



Television

The television campaign that will run across Quebec and Ontario during the spring and summer months will cost a total of \$1,302,457.50 gross, using 65% of the given 2 Million-dollar budget.

Market	Season	Length	Weight (Weekly GRPs)	Day Part	Timing (weeks)	CPP	Cost per week	Total Cost	
								Gross	Net
Total Ontario	Summer	:60's	75	Prime-time	10	\$538.69	\$40,401.75	\$404,017.50	\$ 343,414.88
Total Ontario	Spring	:60's	75	Prime-time	10	\$579.24	\$43,443.00	\$434,430.00	\$ 369,265.50
Total Quebec	Summer	:60's	75	Prime-time	10	\$298.12	\$22,359.00	\$223,590.00	\$ 190,051.50
Total Quebec	Spring	:60's	75	Prime-time	10	\$320.56	\$24,042.00	\$240,420.00	\$ 204,357.00
Total								\$1,302,457.50	\$ 1,107,088.88

Online

The online campaign will cost \$134,500, gross, using 7% of the budget. It will feature a 15 second online streaming ad that will be a condensed version of the 60s television ad that will be aired.

Content Channel	Day Part	Gross Impressions	Premiums (%)	Timing (Weeks)	CPM	Cost per week	Total Cost	
							Gross	Net
300x240 Streaming Video Ad- 15s	Heavy Up Mid-Day	300,000	15	10	\$39.00	\$13,455.00	\$134,550.00	\$114,367.50

Sales Promotion

In order to leave \$300,000 commission for the agency, the in-store sales promotion, which includes sampling, will cost \$262,992.50, using 13% of the budget. The In-Store promotion aspect of the campaign will be used for dry-erase calendars that will be branded with *Activia* and will be used for the tracking of the 14-Day Challenge. The budget will also include the sampling tables set up at retailers for the sampling of *Activia*, and to be used by the *Activia* Agents to display the product.

IMC PLAN

Advertising

Advertising Objective

- To alter consumer attitudes of *Activia* by 20% among adults 25-34 within one year in the Quebec and Ontario region.

Advertising Strategy

A 60 second television commercial will be used to communicate the incentives of *Activia*, which include its flavours and the probiotics. It will also communicate the emphasis on flavour and activity. It will include a visual effect that will portray the target and the desired lifestyle that comes with *Activia*. It will reflect the core brand values: Sporty, Complete and Delightful taste as well as the USP of the brand to motivate to target to become loyal users of the brand and to include *Activia* in their lifestyle. The advertising message must give the target a general idea and/or feeling of the lifestyle that *Activia* promotes in order to alter consumer attitudes of the brand that will lead to stimulating a product purchase. The Television Ad will communicate the emphasis on flavour and activity

Media Recommendations

It is suggested that the 60 second television commercial be aired on stations targeted to men and women such as CTV, CITY TV, and GLOBAL in Ontario and TVA and CBC in Quebec. Since the target is aged 25-34, it is best to air the advertising during primetime viewing after 7pm on weekdays, seeing as the target are full-time hardworking adults who are on the go at work during the day. It is suggested that the commercial should be aired during the most popular television series are aired which are targeted to this audience in order to reach the audience and expose them to the desired frequency of four times every four weeks during the Summer and Spring months.

Sales Promotion

Objective

To create interest with samples, and brand participation through “14-Day Challenge Packs”, within adults aged 25-34 with a HHI 50,000+ and HH size of 3+ for the duration of the campaign in order to increase purchase intentions among the target.

Strategy

A sales promotion that includes in-store sampling will be developed to stimulate interest in the brand amongst the target, and to encourage the target to participate within the brand by emphasizing the wide options of flavours available for the consumers.

Tactic

Activia Agents will be placed in supermarkets such as Longo’s and Metro across Ontario and Quebec to promote the 14-day *Activia* Challenge and to increase purchase intentions among consumers. The consumers can work with the rep to choose from the 14 flavours and create a package of their own 14-day challenge. A fridge magnet calendar will be distributed free of charges which enables consumers to track the 14-day challenge, in order to engage the target with the brand and to also remind them of the brand daily, increasing the brand recognition.

Public Relations

Objective

To keep the public informed of any important information regarding the campaign and how it affects consumers.

Strategy

The current website already posts press releases on a constant basis and this aspect of the interactive will not change. The reason for this is to educate consumers about the benefits of BL Regularis bacteria which is a complex message that requires constant attention.

Tactic

Press releases will be posted online on a weekly basis for the duration of the campaign.

Interactive

Objective

- To engage adults aged 25-34 with a HHI 50,000+ and HH size of 3+ with an innovative website for the duration of the campaign

Strategy

A newly designed website will be developed to communicate the benefits of the BL Regularis probiotic and the wide variety of flavours available in the *Activia* product line.

Tactic

All promotional related material will be branded and will contain information including a link to the website. The 14-day Activia challenge that incorporates the line of flavours will be front on the website in order to make it convenient for consumers to keep up with the program. Also, the ad being used online, which is part of the advertising strategy, will direct consumers to the website when they click on it.

CONCLUSION

In conclusion, the *Complete Activia* campaign will reposition the brand and the message that is being conveyed to consumers. The new message will be a combination of the 24 flavours available with *Activia*, and the BL Regularis bacterium as one. Rather than separate them, they will both be combined and the repositioning of the brand will focus on both elements making *Activia* a complete product. The reason for this repositioning is that based on research, consumers are aware of the product, but their purchase intention is influenced by taste. The target of the campaign will be people who are active, and the message will also appeal to those who aren't necessarily active by conveying "active" as a feeling, not a lifestyle. The core brand values that will become part of the brand are: Complete, Sporty, and Delightful Taste.

The objectives of the campaign are measurable, and will be achieved through a comprehensive and simple campaign that includes:

- Advertising through TV;
- Online Advertising with a web banner;
- Public Relations element with press releases;
- Sales Promotion with In-Store reps and sampling
- Interactive with the remodeling of the website and a link from the online ad.

The results of the campaign will be measured by the amount of samples that are handed out, the number of calendars that are given out, the number of hits on the website and the average increase or decrease based on the current average, and the percentage of increment in purchase intentions compared to what current research shows.