

**Fast Food Restaurants**

**When Business Occurs**

January.....	7.3%
February.....	7.0
March.....	7.7
April.....	8.0
May.....	8.8
June.....	8.9
July.....	9.1
August.....	9.4
September..	8.7
October.....	8.8
November...	8.1
December....	8.3

**U.S. Dept. of Commerce  
Monthly Retail Trade Statistics**

**Population who Frequents Fast Food  
Restaurants**

Restaurant	%
Wendy's	27.5
McDonald's	54.5
Burger King	39.9
KFC	29.3
Pizza Hut	23.2
Taco Bell	15.7
Dairy Queen	17.7
Arby's	14.3
Hardees	13.9

**Fast Food Users**  
86.5...Yes  
13.5 ...No

**Frequency of Fast Food users within  
last 30 days**

None.....	4.4
1-4.....	26.6
5-11.....	32.6
12+.....	22.8

**Age Breakdown**  
Age %

18-24.....	19.0
25-34.....	29.1
35-44.....	19.4
45-54.....	12.6
55-64.....	11.0
65+.....	8.0

18-34.....	48.9
18-49.....	74.9
25-54.....	61.2
35-49.....	26.0
50+.....	25.1



# Wendy's Proposal



**Feeding Frenzy. Our Viewers have the desire to eat out often. KDVR is an appetizing selection to optimize your marketing efficiency.**

**Is your fast food marketing leaving you hungry.**

18-34 year olds represent almost 30% of the metro adult population and almost two thirds are 18-49.

**Wendy's...**  
18-34 year olds represent nearly 50% of Wendy's business while 18-49 year olds account for 75%.

**KDVR-TV**  
FOX delivers the fast food buyer.

Advertise on **KDVR-TV** and you'll reach the cream-of-the crop fast food consumer...men and women 18-34 and 18-49 year olds. These adults didn't develop the newspaper habits of their parents generation, but they are progressive Television viewers.

The fastest growing group of consumers are the 18-34 year olds who represent the largest percent of area newcomers.

Their lifestyle makes fast-food restaurants extremely desireable to frequent fast food establishments. The young adult market is an on-the-go, well educated group in the process of making strong gains in their socioeconomic position.

**Wendy's**

**Wendy's Demographics**  
Males.....46.1%  
Females.....53.9%

**Wendy's Age breakdown**

Age	%	Index
18-24.....	19.8.....	116
25-34.....	29.1.....	123
35-44.....	19.4.....	113
45-54.....	12.6.....	95
55-64.....	11.0.....	83
65+.....	8.0.....	52

18-34.....	48.9.....	120
18-49.....	74.9.....	116
25-54.....	61.2.....	113
35-49.....	26.0.....	110
50+.....	25.1.....	70

**Region**

Northeast.....	17.1
East Central.....	19.0
West Central.....	17.9
South.....	31.3
Pacific.....	14.6

**Race**

White.....	94.3
Black.....	2.6
Other.....	3.1

They are predisposed to working women and as such they do not represent "traditional" American households in which the husband works and the wife stays home. They are staying single for a longer period of time. Please note, they are also still marrying and having children, although later in life.

{Continued}

**KDVR-TV**

Denver, Colorado

# Wendy's

Once married, both husband and wife generally work." In general, the overall profile of the youth market of adults 18-34 tends to (1) be equally comprised of single and married adults, with a much higher concentration of singles adults in general, (2) marry later (however, once married these adults start having families), (3) represent average income households with strong earning potential, (4) be a better educated group than older counterparts, (5) maintain a high composition of "working women."

"The overall importance of understanding the profile of the 18-34 group is in the vitality this group represents to marketers. While representing nearly 30 percent of the Denver adult population, the 18-34 group actually accounts for nearly 60 percent of the purchases of most products and services.

In other words, this group maintains the capability of purchasing the goods which are successfully positioned by advertisers."

Briefly stated, this group maintains the desire and ability to purchase a wide array of products and services. It is the combination of these attributes that make the 18-34 group so attractive from a marketing perspective."

Young adults have a strong desire to acquire certain products and services, and is in the process of developing the financial ability to do so. It should be pointed out that while older age segments, particularly adults 35-54, may maintain the ability to purchase, their "desire" tends not to be as strong. It is the strong desire and ability that makes the 18-34 segment so attractive to marketers."

What that means to marketers is the fact that CBS, NBC and ABC reach a disproportionate amount of older viewers while KDVR-TV FOX 31 focuses on the group most likely to be establishing themselves as buyers or upgrade purchasers --the 18-34 year olds and 35-49 year olds.

Denver Population Age Breakdown  
 27.5%...18-34  
 62.1%...18-49  
 61.5%...25-54  
 37.9%.....50+

As population statistics indicate it is very likely that nearly 2/3 of your customers fall within the 18-49 year old age group. In addition to being a young market, the metro area is a very affluent and professional market place...

- Adults 25-34 are the largest group of borrowers for auto loans, nearly 60%.

- KDVR-TV FOX 31 audience matches the population segments with the greatest desire to frequent fast food restaurants.

- KDVR-TV FOX 31 delivers traditional non-newspaper readers in the fastest growing demographic, Adults 25-34.

- KDVR-TV FOX 31 has the least waste in adults over 50 years of age, the demographic group with the least buying desire.



## The Young Adult Market

### % of Audience Composition

	<u>18-34</u>	<u>18-49</u>	<u>25-54</u>	<u>50+</u>
Denver DMA	27.5	62.1	61.5	37.9
<b>KDVR-TV FOX 31</b>	<b>52.5</b>	<b>80</b>	<b>65</b>	<b>20</b>
KCNC-TV	24.6	56.1	58.8	43.9
KMGH-TV	23.7	61.9	50.5	49.5
KTVD-TV	40	70	60	30
KUSA-TV	28.9	62.8	63.6	37.2
KWGN-TV	52.4	71.4	64.3	28.6

# KDVR-TV 31 Proposal Strategy

The primary concern is for efficient use of television expenditures. This means developing a television schedule which will most effectively deliver Wendy's advertising message to the target audience at the most efficient cost per rating point/cost per thousand as it relates to the overall budget.

To secure a successful campaign the primary objectives will be to:

- Maximize Reach
- Maximize Frequency
- Create Awareness—Image
- Be Cost Efficient

The following proposal was developed by monitoring Nielsen Household Services Monitor—Plus {Station Competitive Television Report} for the month of November, 1994. Estimated costs are given for the month.

Given these parameters KDVR-TV proposes that 46% of your projected television expenditures be utilized with KDVR-TV FOX 31.

The bottom line of the proposal, demonstrates KDVR-TV cost efficiency at \$13.67 per thousand adults reached age 18-49 as compared to the evaluated schedule of \$20.44 per thousand adults 18-49 on your current overall schedule.

The KDVR-TV proposal schedule based on the evaluated schedule delivered adults 18-49 +49% more cost efficiently. This schedule will improve reach and broaden the diversity of your target audience. {Please see Table 1.}

**During the next five year's Colorado's Retail Sales economy is projected to increase 45%. The highest in the nation.**

The national average will be 30.6%. Colorado's growth will be 45% greater than the national average.

**Table 1**

<u>Current Schedule</u>	<b><u>KDVR-TV</u></b>
<ul style="list-style-type: none"> <li>• Affiliate Late News is highly dependent on network prime lead-in. Normally ratings fluctuate night by night.</li> <li>• Late news is usually very high on cost per point.</li> <li>• Post-Analysis generally underdelivers.</li> <li>• Late News programs has high clutter factor.</li> <li>• News audience duplicates quickly...Wasteful</li> <li>• Program selection, not geared for the best 18-49 demographic audience. i. e. News, Jeopardy, Wheel of Fortune.</li> </ul>	<ul style="list-style-type: none"> <li>• Strong alternative to news in the time period.</li> <li>• Demographics skew much better and can be utilized as an alternative to news. (Reach Extender)</li> <li>• Alternatives as a reach extender are Early Fringe, Access, Prime, Married with Children and Late Fringe.</li> <li>• Schedule will increase diversity of customer base.</li> <li>• Maximize Reach and Frequency</li> </ul>

I would like to work with your organization. And I will go the extra distance to prove we can deliver results which in turn will secure greater market share for Wendy's Old Fashioned Hamburgers. In summary, the proposed schedule will expand your potential audience base, increase reach, frequency and add diversity to your current scheduling. In addition, it will build continuity with your schedule and also be highly cost effective.

Sincerely,  
Bill Jones  
1•800•689•6064

# Competitive Analysis, Household Services Monitor – Plus for Old Fashioned Hamburgers

Station	Day/Time	Program	# of Spots	HH Rating	HH GRP's	18-49 Rating	18-49 GRP's
KCNC-TV	M-F 6-7A	News 4 Today	4	6	24	4	16
	M-F 7-9A	Today Show	2	5	10	3	6
	M-F 9-10A	Local News	8	3	24	1	8
	M-F 10-11A	Colorado Today	8	2	16	1	8
	M-F 12N-1P	Local News	12	4	48	1	12
	M-F 1P	Another World	1	2	2	1	1
	M-F 2P	Leeza	2	3	6	1	2
	M-F 4-5P	Local News	3	8	24	2	6
	M-F 5-6P	Local News	2	9	18	4	8
	M-F 6:30P	Local News	2	7	14	3	6
	M 7P	Fresh Prince of Belair	2	7	14	6	12
	F 7P	Reba	1	11	11	8	8
	M-SU 10P	Late News	3	12	36	8	24
	M-F 10:30P	Tonight Show	3	6	18	4	12
	M-F 11:30P	Conan O'Brien	3	3	9	1	3
	Sa 8-9A	Local News	3	5	15	2	6
	Sa 5-6P	Local News	2	9	18	3	6
	Sat 8-10P	NBC Movie of the Week	1	13	13	9	9
	Sa 8:30P	Gold Championship	1	6	6	3	3
	Sa 10:30P	Saturday Nite Live	1	9	9	11	11
	Sa 12:30A	American Gladiators	4	3	12	2	8
	Su 8-9A	News 4 Today	3	6	18	2	6
	Su 5P	News 4 at 5	1	9	9	4	4
	Total		72		374		185
KDVR-TV	M-F 6:30P	Simpsons	6	6	36	6	36
	M-F 11A	Doogie Howser	1	1	1	1	1
		Total	7		37		37
KMGH-TV	M-F 3P	Sally Jessy Rafael	1	4	4	1	1
	M-F 5:30P	News	1	8	8	3	3
	M-Su 10P	Late News	5	9	45	4	20
	M-Sa 6P	Jeopardy	3	10	30	4	12
	M-Sa 6:30P	Wheel of Fortune	2	12	24	3	6
	Sa 1P	Northern Exposure	1	3	3	1	1
	Sa 11P	Sightings	2	4	8	1	1
	Total		15		122		45
KUSA-TV	M-F 6A	Local News	3	4	12	2	6
	M-F 7-9A	Good Morning America	9	6	54	2	18
	M-F 12N	News	1	3	3	1	1
	M-F 5P	Local News	1	6	6	2	2
	M-F 6P	Local News	2	6	12	3	6
	M-F 6:30P	Entertainment Tonight	3	8	24	5	15
	M-F 10P	Local News	3	17	51	9	27
	M-F 12:30A	Local News	8	2	16	-	-
	Sa 11P	Coach	2	6	12	5	10
	Su 5:30P	Local News	1	7	7	3	3
	Total		34		202		91
KWGN-TV	M-F 6:30P	Fresh Prince	1	7	7	6	6
	W 8P	Hercules	1	4	4	2	2
	M-F 10P	Star Trek Nex Generation	4	4	16	4	16
	Sat 2-4P	Raiders of the Lost Ark	2	2	4	1	2
	Sa 12A	Hercules	1	1	1	-	-
	Su 10A	Snoopy Comes Home	1	2	2	1	1
	Su 11A-1P	Sword in the Stone	1	2	2	1	1
	Su 1-3P	Swiss Family Robinson	1	3	3	1	1
	Sun 10P	Road	5	2	10	2	10
	Sun 11P	Wrestling	1	2	2	-	-
		Totals		18		51	
All TV			146		786		424

Estimated Schedule Cost: \$90,741

HH Impressions: 6,971,820

HH: CPP - \$115.45

HH CPM - \$13.02

18-49 Impressions: 4,439,280

18-49 CPP: \$214.01

18-49 CPM: \$20.44\*

\* Compare the cost efficiency of your current schedule vs. the revised KDVR schedule. Our competitive schedule will reach a wider consumer base be more diverse in scheduling, increase reach and be more efficient in maximizing frequency to the 18-49 target audience. {Please see KDVR-TV counter proposal}.

# KDVR-TV31



## Counter Proposal for Wendy's®



Day/Time	Program	# of Spots	HH Rating	HH GRP's	18-49 Rating	18-49 GRP's
M-F 5:00P	Family Matters	8	3	24	1	8
M-F 5:30P	Coach	16	3	48	2	32
M-F 6:00P	COPS	8	4	32	3	24
M-F 6:30P	Simpsons	12	6	72	6	72
M-F 7-10P	Prime*	18	5	90	4	72
M-F 10:30P	Married with Children	16	4	64	4	64
M-F 10:30-12M	Current Affair • Last Call • Coach	20	2	40	1	20

Total	98	370	292
-------	----	-----	-----

### **KDVR-TV FOX 31 Media Evaluation**

Schedule Cost: \$41,800

Share of Budget: 46%

HH Impressions: 3,281,900

HH: CPP - \$112.97

HH CPM - \$12.74

18-49 Impressions: 3,057,240

18-49 CPP: \$143.15

18-49 CPM: \$13.67

Demographic Improvement in cost efficiency...+49%

#### **PRIME\***

Monday  
Melrose Place  
Party of Five  
COPS

Tuesday  
FOX Tuesday Nite at the Movies  
COPS

Wednesday  
Beverly Hills 90210  
Models Inc.  
COPS

Thursday  
Martin  
Living Single  
NY UNdercover  
COPS

Friday  
Mantis  
X-Files  
COPS

