

## HEART SMART FOR THE NINETIES

The following campaign was designed to lower consumer's risk of heart disease through proper nutrition and lifestyle modification.

The campaign addressed a vital issue of community concern, while it provided high visibility for local programming and talent. As the primary sponsor, King Soopers will position itself as the leader in providing essential health and nutrition related information to its customers, while it provided a well-targeted advertising vehicle for 23 of its "heart smart" vendors.

The five week campaign featured: two half hour primetime specials; 16 different 25-second Heart Smart vignettes; Heart Smart products featured on the midday cooking show; weekly giveaway contest; weekly news stories on heart health issues; newspaper advertising; and in-store displays.

<b>Demographics:</b>	<b>ADULTS</b>
<b>Theme:</b>	<b>HEALTH</b>
<b>Category:</b>	<b>FOOD STORES &amp; SUPERMARKETS</b>
<b>Season:</b>	<b>ALL-YEAR</b>





# WB2 Campaign/Proposal

BIG IDEAS



**“Multi-Faceted campaigns that tie products into a specific store location promote greater sales for a brand.**

**In turn vendors can drive traffic to a specific store while reducing the cost of a typical TV campaign by piggy backing on others tied to a campaign which in turn increases the likelihood of additional brand sales just with the increase in traffic overall.”**

The objective of this marketing strategy is to assist King Soopers in reaching goals of advertising efficiency.

The emphasis will be placed on increasing gross sales. This will be done by kicking off King Soopers campaign supporting health conscious foods.

A variety of health screenings could be conducted directly at stores, such as free cholesterol screening to demonstrate King Soopers commitment to the community.

The campaign would support healthy eating habits and preparation of various foods that promote overall health.

A Heart Smart Campaign would promote King Soopers in the community as leaders in the public eye and create unique branding opportunity positioned as market leaders.

The key advertising strategy is vendor participation, since the advertising budget will be extended dramatically from what a single advertiser could accomplish.

The **goal** will be to create an **“event”** for King Soopers. Since the campaign offers a great opportunity to feature specific foods that could promoted on a day where additional discounts or store demonstrations could promote trial purchases as well.

The King Soopers “Heart Smart” campaign essentially will create the type of enthusiasm only a multi-faceted advertising and promotional campaign can accomplish.

Therefore the goal of the campaign is to:

## **1. Have a complete Tribune Multi-Media campaign.**

### **Tribune Television**

WB2-KWGN-TV

### **Tribune Radio**

The Hawk 99.5

KOSI-FM 101

KEZW-AM 1430

## **2. Theme**

Heart Smart Campaign

{Promoting health foods, lifestyles and preparation of food.}

## **3. Promotion**

In-Store cholesterol screenings

In-Store product demonstrations

Product Discounts

Grand Prize Giveaway

The goal will be to increase store traffic and increase “key” brand sales for vendors that participate.

This **Multi-Faceted** campaign is ideal for King Soopers to:

1. Promote specific brands and products
2. Introduce new products
3. Create new categories of food shopping
4. Save money through co-op efforts
5. Increase Sales/Market Share
6. Position King Soopers as the market leader



## Objectives

The goal for King Soopers is to formulate a program that ties healthy foods from key vendors that promotes a healthy heart.

1. This will drive store traffic for King Soopers while promoting a variety of products that are heart conscious for a fraction the cost a single vendor could possibly achieve.
2. Promote point-of purchase events directly at the store once a month where a number of products can piggy back upon one another for the good of all. By hosting samples and discounts for trials on the many featured products.
3. Build store loyalty and educate consumers on the benefits of Heart Smart foods and the convenience that King Soopers provides. It will also position King Soopers as the leader and innovator in Denver providing and recognizing the value of Heart Smart foods.



## Strategies

The objective of increased sales and consumer awareness of Heart Smart foods will be accomplished with a Multi-Media campaign to create broad reach and frequency to King Soopers target group by utilizing a multi-media campaign with:

1. WB2 Television and Tribune Radio (KOSI, KEZW and the Hawk)
2. Utilize programs in TV that promote high reach and frequency to the target group. Primarily using a combination of Early Morning News, Midday News, Early Fringe, Prime Access, Prime, Late Fringe and Weekends.
3. Utilize WB2day to run spots to promote products in the morning program as a news feature for Heart Smart products, preparation, etc. Utilize Tribune Radio in a radio campaign running spots in conjunction with TV campaign and to provide remotes at a King Soopers site with a heart Smart event as well as possible news coverage with WB2's Dan Daru.





# WB2 Proposal



## Tactics...

Implementation of King Soopers, Heart Smart campaign will be accomplished by creating a complete multi-media campaign utilizing Tribune TV and Radio.

A projected allocation of budget as follows...

- 50% King Soopers
- 50% Key Vendors

Vendor contribution based on 5% of annual King Soopers purchases.

Estimated purchases \$1.5 million

- King Soopers Portion....\$75,000
- Key Vendors Portion....\$75,000
- Total Heart Smart Campaign....\$150,000

## Sample Schedule

<u>Time</u>	<u>Program</u>	<u>Daypart</u>	<u>Weekly # of Spots</u>	<u>Weekly Cost</u>	<u>A18-49 GRP's</u>
M-F 6-7a	WB2day	Early Morning News	4	\$300	4
M-F 7-9a	WB2day	Early Morning News	4	\$300	4
M-F 9a-2p	Rotator*	Morning & Afternoon	5	\$500	5
M-F 5-6p	Home Improvement/Spin City	Early Fringe	2	\$1000	8
M-SA 7-9p, Su 6-9p	WB2 Prime*	Primetime	3	\$2250	9
M-SU 9-10p	WB2 News a nine	Late News	3	\$2700	9
M-F 10-11p	Friends/Suddenly Susan	Late Fringe	2	\$1000	8
M-F 11p-1a	Street Smarts/Star Trek NG/Caroline	Late Fringe	3	\$525	6
SA 3-5p	WB Movie 1	Weekend Early Fringe	1	\$250	3
SA 5-7p	WB Movie 2	Weekend Access	1	\$450	3
SU 10a-12n	Deep Space Nine/Earth Final Conflict	Weekend Morning	1	\$125	2
Sun 12n-2p	WB Movie 1	Weekend Day	1	\$250	3
Sun 2-4p	WB Movie 2	Weekend Day	1	\$350	3
			<b>31</b>	<b>\$10,000</b>	<b>67</b>

## King Soopers Media Summary/ 15 week campaign

Total # of spots...465 GRP's 1005

Reach 88% Frequency 11.4x

Gross Impressions...15,989,550

Campaign Totals...Cost Per Point...\$149.25 Cost Per Thousand...\$9.38

King Soopers Efficiency...Cost Per Point \$74.63 Cost Per Thousand \$4.69



## Heart Smart Campaign



### **Heart Smart Campaign...**

The following proposal is a community awareness program geared to educating people about Healthy Food Choices and to building goodwill and market share for King Soopers and their vendors.

