

FIJI Water Media Plan



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Executive Summary

Background

FIJI Water was founded in 1996 by Canadian businessman David Gilmour. In 2004 the company was acquired by Roll Global for \$50,000,000. While FIJI Water sales recently exceeded \$424 million, FIJI sales pale in comparison to the five leading brands (whose annual sales exceed \$5 billion combined). Overall, sales in the category are showing promising growth, and FIJI stands out as one of the few bottled water brands that fit consumers' bottled water ideal (which were disclosed in research conducted by Mintel). This gives FIJI Water an opportunity to increase its market share and brand awareness in the US markets.

Objectives

In this campaign, FIJI Water seeks to attain national distribution in 80% of US food, local and regional sports venues, and convenience store outlets. Additionally, FIJI aims to increase brand awareness from 8% to 35% within the next year. The national/spot campaign will run from February to September using primetime Cable TV, Out-of-Home, and Internet vehicles to reach our target audience. We will make heavy-up buys for the Los Angeles, California market.

Target Audience

The media plan will broadly target leisure-minded working women ages 18-34 living on the west coast. These women love to travel, and care about the environment. They're always looking to learn new things, and they care about their physical/emotional health as well as that of their loved ones.

Media Mix Budget

A \$27 million budget will be allocated throughout a blended national and spot campaign. We will use internet (national), and OOH (west coast) vehicles for our campaign.

Internet spending is incredibly important for our campaign, as we feel that is the best way to reach our target demographic in multiple locations. With the rise of websites like Instagram and Youtube comes the rise of social media influencers. These influencers gain a wide following by frequently posting about certain topic, such as fitness or lifestyle posts. These influencers have a pretty good grasp on what their audience wants to see, as they form a pseudo relationship with each individual audience member. It seems like a personal two way relationship to the audience members, when in actuality, it is very one sided. (*Neal.*) While it doesn't seem like influencers

have opportunities to make money, as youtube and instagram do not pay too well by themselves, Influencer have opportunities to make an exceptional amount of money from commercial sponsors. Our campaign plans to sponsor certain instagram and youtube influencers that focus on fitness and outdoor activity. By sending them free products and paying them, they will tell their extremely trusting followers about how much they love FIJI water and how they would not be able to do what they are doing with FIJI water. Publics are much more willing to trust these influencers they have formed parasocial bonds with than big companies who may seem untrustworthy.

Situation Analysis

Marketing Strategies

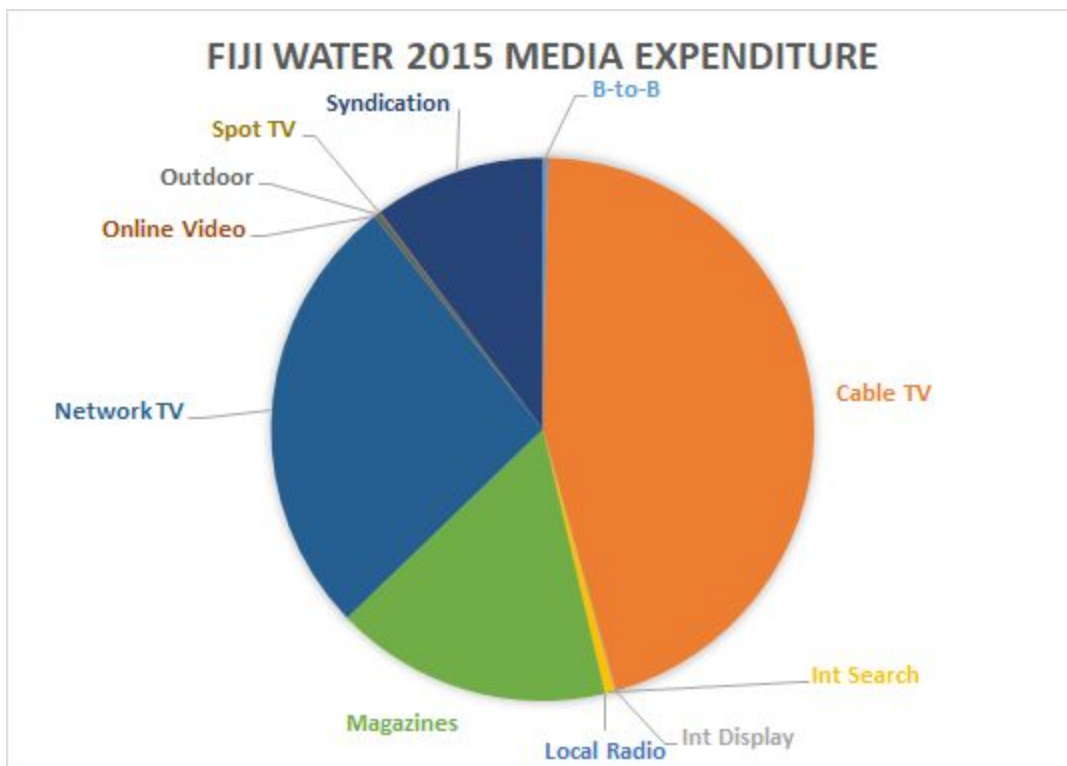
- Standing out: The physical inaccessibility of Fiji Water has helped to create the story of the water being extracted from a nearly perfect and untouched ecosystem far from pollutants and filtered naturally for years. This story allows the brand a good opportunity for the promotion of Fiji water because it sets it apart from other brands of bottled water with more traditional sourcing methods.
- Product placement: Fiji Water has had some high profile exposure at events like new york fashion week in the past. The brand has used these high profile events to promote their support towards some social issues. Their have a community outreach program, and are very supportive of empowering women and women's rights.
- Sustainability: Because of Fiji waters sourcing and environmental efforts, the target audience for the brand is those who are generally more environmentally and health conscious. The brand holds one of the largest philanthropic organizations in all of Fiji.

Market Research

Private label brands control the largest portion of the current bottled water market, holding around 22% of the market in the United States. The runners up are Dasani brand water and Aquafina brand water, both with nearly 9 and a half percent of the control over the market. Fiji falls in at a little over 3.5% of the market. Fiji water has the 8th largest share of the current bottled water market. Their most direct competition is poland spring which controls around 6% of the market, but their competitors include all other bottled water brands.

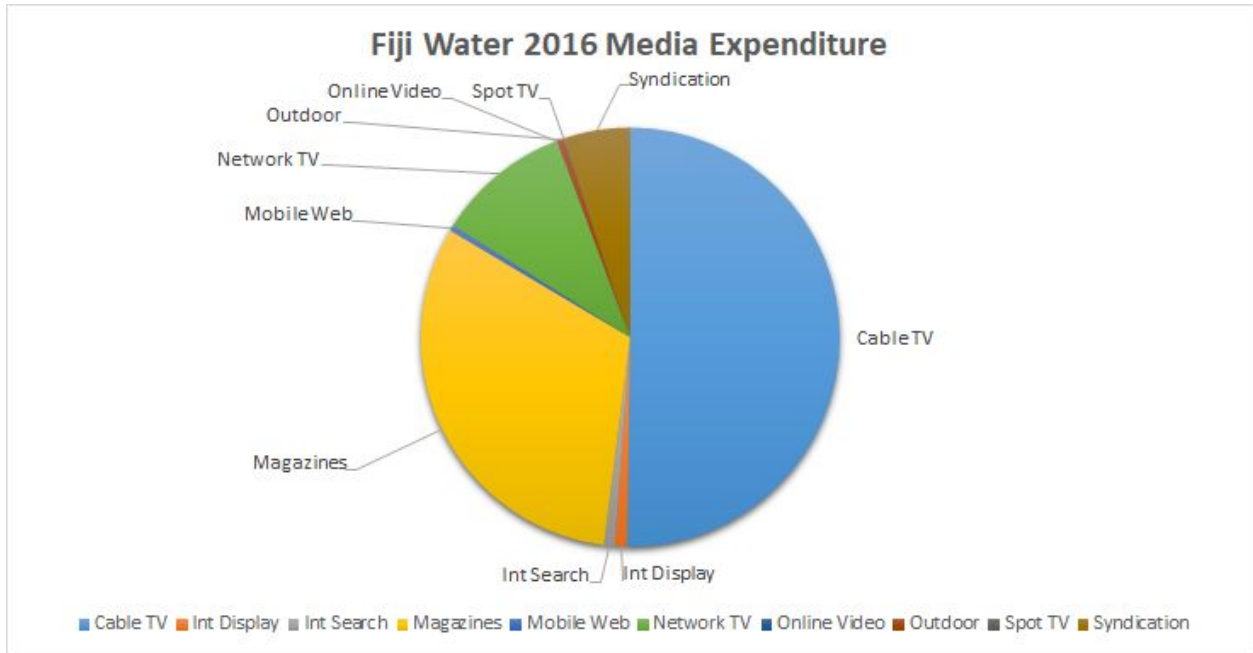
Media Mix

As we can see in the graphs below in 2015 Fiji Water primarily spent money on media through cable tv, network tv, magazines, and syndication.

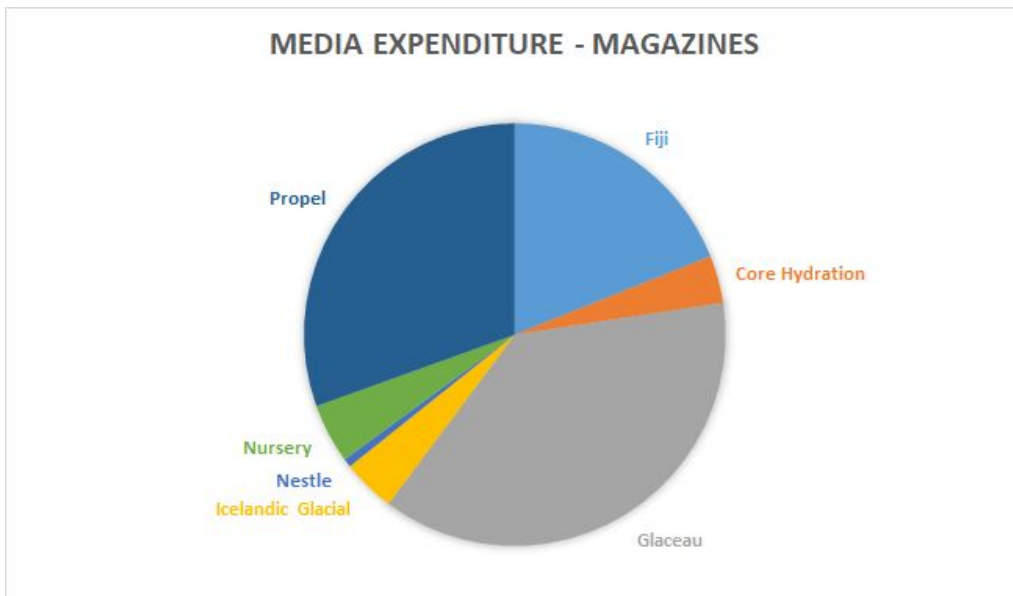
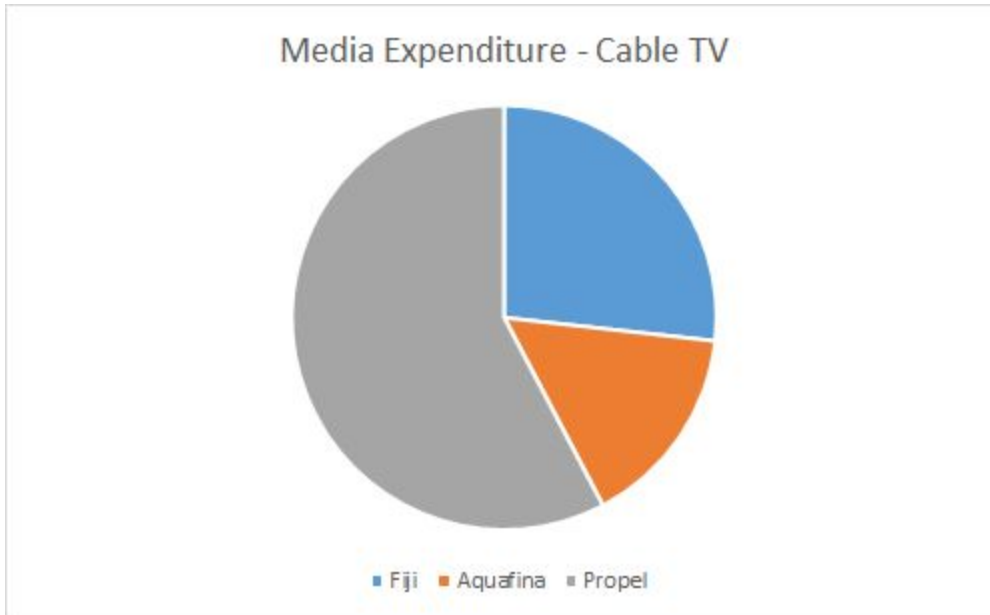


This then developed into 2016, Fiji spent less on network tv, and added what they gained from lowering costs on that to cable tv and magazines which seem to be a big push.

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After creating a share of voice (shown below) for both magazines and cable tv we see that Fiji actually has a been share of the media expenditure in these mediums which shows that Fiji is actually reaching many more customers through these mediums than some of the other more well known companies.



Creative Brand History

Branding plays a big role in every product. Consumers are conscious of branding even if it's an important product or basic necessity such as water. For products that are used on a daily basis, customers tend to pick the water that they are loyal to or the ones that sell at their nearest grocery store as it is convenient. Since water is such a difficult product to advertise, it cannot be too product-centered which leads it to be more story concentrated. Fiji water has been one of the many to narrate a tale around a commodity product and they are aware of it.

Looking into Fiji's social media channels, they have done a lot of advertisements with celebrities. They repeat all these ads on Facebook, Instagram and Twitter. They also emphasise on video advertisements. Most of the videos show celebrities, athletes and famous icons using the product. In the videos, they incorporate Fiji water as a part of these people's daily activities and for the athletes, they show how they rely on Fiji water after and during sports. Even in picture posts, there would be an athlete exercising and a Fiji bottle would be beside him, the captions for these kinds of post would usually be who the celebrity is, how he prefers Fiji over other brands and that his recommendation to people around him is to drink Fiji. They are indirectly putting the message that if you drink Fiji, you could be like this person.

Another approach Fiji uses to advertise is by asking a question in terms of a hashtag. They always stress the fact that their water is more pure than any other water brands because it is natural water from Fiji. Along with the celebrities posing with their Fiji bottle, there would be a

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hashtag ‘#wheresyourwaterfrom’ which gets people thinking if they water is pure. Fiji water also makes lots of advertisements on TV channels. Their video usually has a background of disaster and a voiceover of a little girl telling the audience how pure Fiji water is in a world of mess. They also made their first Super Bowl 15 seconds advertisement in 2017 which had the same strategy of their usual videos. Fiji tries to be fancy with water and builds an impression that pure water is exclusive and they have it.

The water is said to have been tapped from a virgin ecosystem notwithstanding the ultrafiltration done by layers of silica. In addition to that Fiji as an island is far off from other continents hence it boasts of an unpolluted environment by modern industrial activities. This magnificent mythology has been the driving force of the consumers in marketing of the product among themselves. The slippery silver design of the bottles wins the emotions of the customers since it is appealing, cool and seems to have balanced the equation of mineral requirements. Fiji water has established connections with many international organizations such as the conservation international, 1% for the planet where the company donates some cash and also the Fiji water foundation which is mainly made up of the employees and other affiliates. The Fiji water foundation is responsible for providing clean water to the locals in the rural areas, building educational facilities and also sponsoring healthcare services to the less fortunate in the society. Fiji water is also in the forefront in spearheading environmental conservation by encouraging the community to recycle the water bottles, by providing booths to many restaurants for refilling the water bottles and through the use of environmentally friendly means of transport during product distribution.

Examples of ads on social media



SWOT analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Unique mineralization sets it apart from competitors• Highest quality of water, exotic product and artisan water• Fancy packaging• Highest paying brand for employees• Fast-growing globally	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• High priced• Shipping cost to global markets• Transportation cost
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Large population in China and India• Social media (Facebook, Instagram & Twitter)• Millennial's concern about living a healthy lifestyle	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Strong competition from competitors such as Nestle, Coca Cola and PepsiCo.• Environmental movement• New high quality water with lower prices• Government restrictions

Problem Statement

FIJI Water is not performing nearly as well as water bottles from other brands. While it is not failing, it is not doing nearly as well as Dasani, Aquafina, and others. There is a potential for promising growth for the FIJI Brand if the budget is used effectively. There are just steps that need to be taken in order to increase market share and improve brand awareness. It will be crucial to decide which markets deserve more attention than others when it comes to the \$27 million budget. A 12 month campaign for the FIJI brand must be properly planned. It is important to account for media mix, geography, FIJI's strengths and weaknesses, and more. With the information available to the team, it should be possible to come up with an effective creative strategy, and through the use of a media flight plan simulation, it should be easy to see what works and what does not.

Media Objectives, Strategies, and Tactics:

Target audience:

Sarah is a 28-year-old in Los Angeles California. Sarah and her boyfriend are living together and they split the bills between each other. She's a yoga trainer at downtown LA working five times a week, making \$55,000 a year. She's an adventure woman so she loves surfing and hiking in the mountains as a hobby.

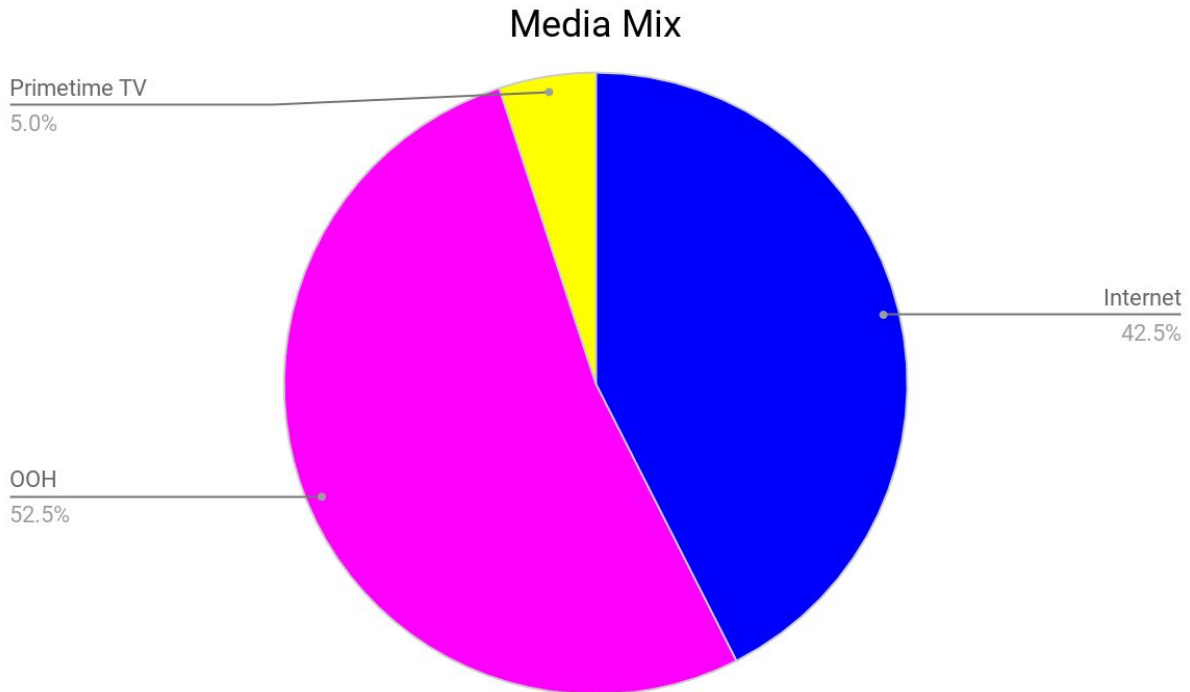
Sarah is a social media lover she spends 24 hours a week scrolling social media between youtube and Instagram. Posting pictures on Instagram of her adventures in surfing and hiking in the forests and mountains with her boyfriend and friends. And she loves Youtube more than Instagram, she follows who do travelers and exercises videos and she enjoys watching travelers when they visit new, natural, and interesting places.

Sarah is a fairly healthy person, she does yoga every day in the morning and she eats healthy too. She likes to cook her own meals for her and her boyfriend almost every day. Living on the west coast is a little bit expensive especially who live in Los Angeles, so her and boyfriend should save some money because of that she rather eat at home.

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The reason why Sarah likes to buy Fiji water is that she loves to follow the media influencer when they buy the water. The second reason is Fiji water good for who cares about the environment and she cares about that.

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Media Mix

FIJI's newest campaign, will use primetime Cable TV, internet and out-of-home ads.

The primetime Cable TV vehicle we will utilize is Expedition Unknown (on the Travel Channel).

The internet vehicles we will utilize are YouTube, Instagram, Influencers/Brand Ambassadors' socials, and search engine ads. On YouTube, we will implant FIJI ads in travel vlogs. On Instagram, we will implant sponsored posts among travel bloggers/influencers. As for the separate influencer sponsorships and brand ambassadors, we will be partnering with them to share how they integrate FIJI into their everyday activities as well as on their travels (product

placement). Regarding search engine optimization, we will utilize search engine ads optimized for travel, destination, or leisure activity-related searches.

The OOH vehicles we will utilize are banner ads, venue posters, and billboards. We will place banner ads at sports events and venues (such as soccer games or yoga conventions). We will place posters outside of sports-related venues (such as Lululemon Athletica). And we will use billboards to target specific routes to/from sports-related destinations.

Media Budget

Total Budget Amount (+)	\$27,000,000
National Contingency (-)	\$5,000,000
Spot Contingency (-)	\$2,500,000
Total Media Budget	\$19,500,000

Reach, Average Frequency, GRP

	Goals	Goals	Estimated	Estimated
Month	Reach	Frequency	Reach	Frequency
January	0	0	0	0
February	55	1.5	69.9	12.7
March	60	1.5	69.9	12.7
April	65	1.5	69.9	12.7
May	70	2.5	93.3	25.3
June	75	2.5	93.4	25.4
July	85	3.5	93.7	28.2
August	85	3.5	93.7	28.2
September	85	3.5	93.7	28.2

October	0	0	0	0
November	0	0	0	0
December	0	0	0	0

To determine the effective frequency for the campaign, the Ostrow Model was used:

Marketing Factors That Affect Effective Frequency

Established Brands	-2	-1	+1	+2	New Brands
High Market Share	-2	-1	+1	+2	Low Market Share
Dominant Brand in Market	-2	-1	+1	+2	Smaller, less well-known brands
High Brand Loyalty	-2	-1	+1	+2	Low Brand Loyalty
Long Purchase Cycle	-2	-1	+1	+2	Short purchase cycle (high volume segments)
Product used occasionally	-2	-1	+1	+2	Product used daily
			+1	+2	Needed to beat competition
			+1	+2	Advertising to older consumers, or children

Copy Factors that Affect Effective Frequency

Simple copy	-2	-1	+1	+2	Complex copy
Copy more unusual than competition	-2	-1	+1	+2	Copy less unusual than competition
Continuing campaign	-2	-1	+1	+2	New copy campaign
Product sell copy	-2	-1	+1	+2	Image type copy
Single kind of message	-2	-1	+1	+2	More different kinds of messages

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To avoid wearout: New messages	-2	-1	+1	+2	Older messages
Larger ad units	-2	-1	+1	+2	Small ad units

Media Factors That Affect Effective Frequency

Lower ad clutter	-2	-1	+1	+2	High ad clutter
Compatible editorial environment	-2	-1	+1	+2	Incompatible environment
Attentiveness high	-2	-1	+1	+2	Attentiveness low
Continuous Advertising	-2	-1	+1	+2	Pulsed or flighted advertising
Few media used	-2	-1	+1	+2	Many media used
Opportunities for media repetition	-2	-1	+1	+2	Fewer opportunities

Effective Frequency for FIJI Water: $3.0 + .5 = 3.5$

Geography

According to the MRI+, general non-flavored water bottle sales all show average indices in the high 90s and low 100s across all areas (South West, South East, West Central, East Central, Middle Atlantic, New England.) However, when looking specifically at Fiji Water bottle sales, the highest index seen is 124 for the Middle Atlantic region and the lowest index seen is 63 for the New England region. The chart below shows the cities with the most potential for Fiji marketing opportunities based on brand consumption and category consumption.

No.	Opportunity Market	BDI	CDI
1	Laredo, TX	103	116
2	Harlingen-Weslaco-Brownsville-McAllen, TX	95	114
3	Salt Lake City, UT	128	113
4	Los Angeles, CA	114	112
5	Bakersfield, CA	100	111
6	Fresno-Visalia, CA	121	110
7	San Francisco-Oakland-San Jose, CA	119	109
8	Yuma-El Centro, AZ-CA	97	109
9	Houston, TX	126	108
10	Odessa-Midland, TX	110	108
11	San Diego, CA	111	108
12	Lafayette, LA	95	108
13	Victoria, TX	151	107
14	Anchorage, AK	92	107

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15	Austin, TX	105	107
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These 15 markets had the most potential to grow FIJI out of all of the markets available.

Scheduling/Timing

Scheduling Strategy

Highest reach/frequency in the Summer months, particularly in July and August. Also Focus on May and September to bookend the Summer months. Cut media spending way down from October to January, picking back up a little bit in February, until beginning to start the higher spending period in may.

Strategy

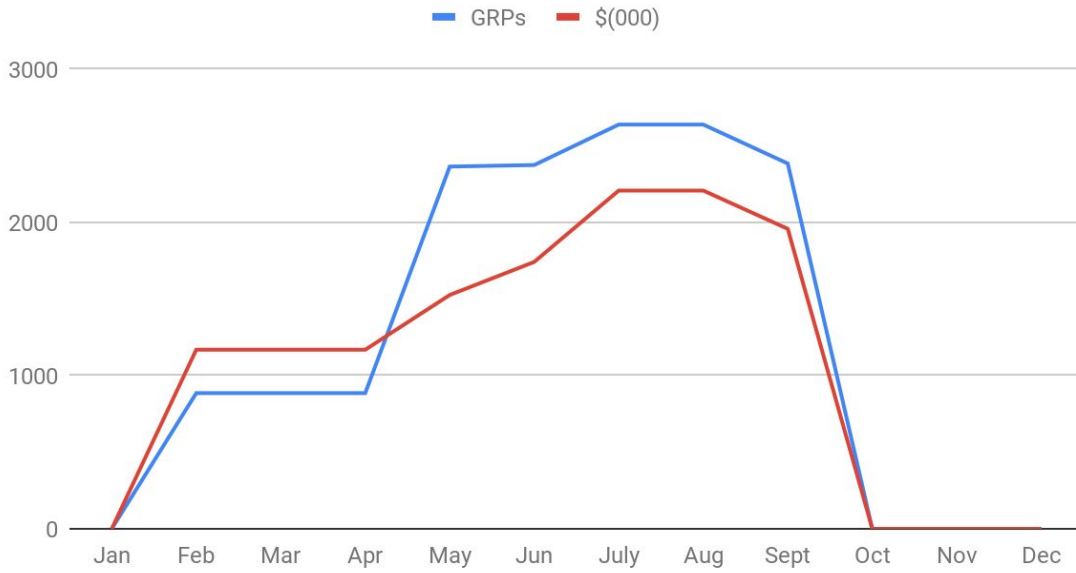
FIJI will advertise heavily to consumers in the Summer months, when temperature is high and the days are long for plenty of outdoor activity. While there will be more of a focus in June through July, it is crucial to also advertise heavily during May and September, in order to show audiences it's not too early/late to be active, so drink plenty of FIJI water. In the winter months, FIJI will tone down the spending a good amount, as weather is cooler and consumers are not as active, so there is less demand for water.

\$ (000)														
ADVERTISER	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Fiji	2013	0.5	13.0	154.5	2.0	114.9	53.3	130.5	0.0	0.0	102.0	1.2	101.4	673.3
Fiji	2014	7.9	2.3	3.9	5.8	6.9	10.8	72.7	11.6	13.1	22.1	15.1	31.6	203.8
Fiji	2015	1.1	3,138.5	910.9	77.0	1,745.2	1,213.9	589.6	5,477.6	2,669.9	466.9	7.3	166.3	16,464.2
Fiji	2016	263.8	872.6	739.0	126.1	1,280.4	909.6	2,336.7	2,937.6	1,586.8	8.9	1.8	1.6	11,064.9

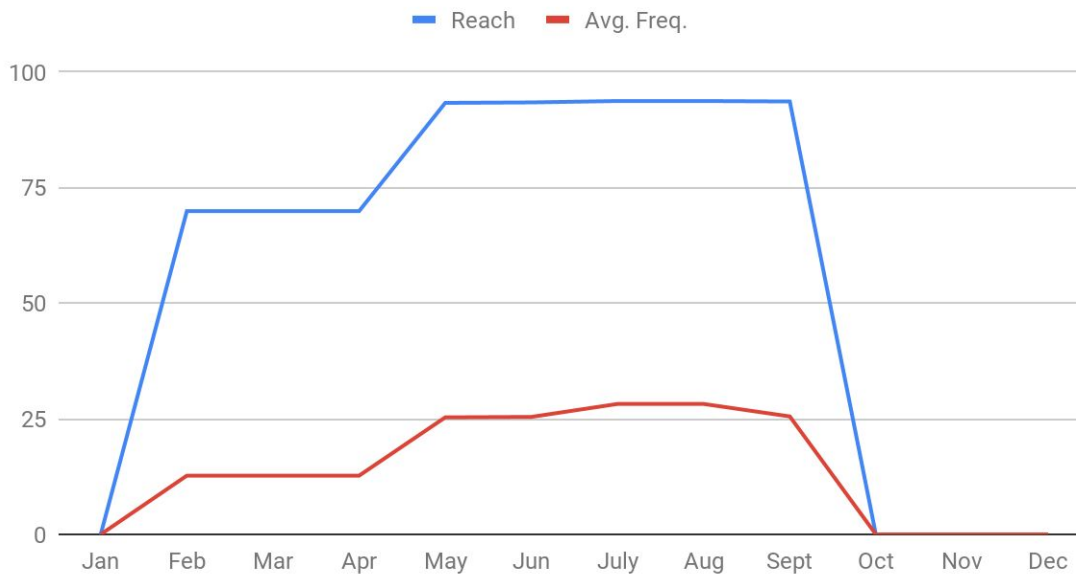
Appendix

Flowcharts

GRPs and \$(000)



Reach & Avg. Frequency



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Year-At-a-Glance

Year At a Glance

Student	Nicole Stinson
Professor	Eun Sook Kwon
Semester	

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
May	70	93.3	2.5	25.3	175	2363	-2188	2411.7	1455.7	955.9
June	75	93.4	2.5	25.4	188	2373	-2185	2583.9	1741	842.9
July	85	93.7	3.5	28.2	298	2638	-2340	4099.8	2206.6	1893.2
August	85	93.7	3.5	28.2	298	2638	-2340	4099.8	2206.6	1893.2
September	85	93.7	3.5	28.2	298	2638	-2340	4099.8	2206.6	1893.2
October	0	0	0	0	0	0	0	0	0	0
November	0	0	0	0	0	0	0	0	0	0
December	0	0	0	0	0	0	0	0	0	0
January	0	0	0	0	0	0	0	0	0	0
February	55	69.9	1.5	12.7	83	886	-803	1136.9	1168	-31
March	60	69.9	1.5	12.7	90	886	-795	1240.3	1168	72.3
April	65	69.9	1.5	12.7	98	886	-788	1343.6	1168	175.7
Total					1415	15052.1615	0	19500	13070.536	6429.46402
								National Contingency \$(000): 5,000		
								Spot Contingency \$(000): 2,500		

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