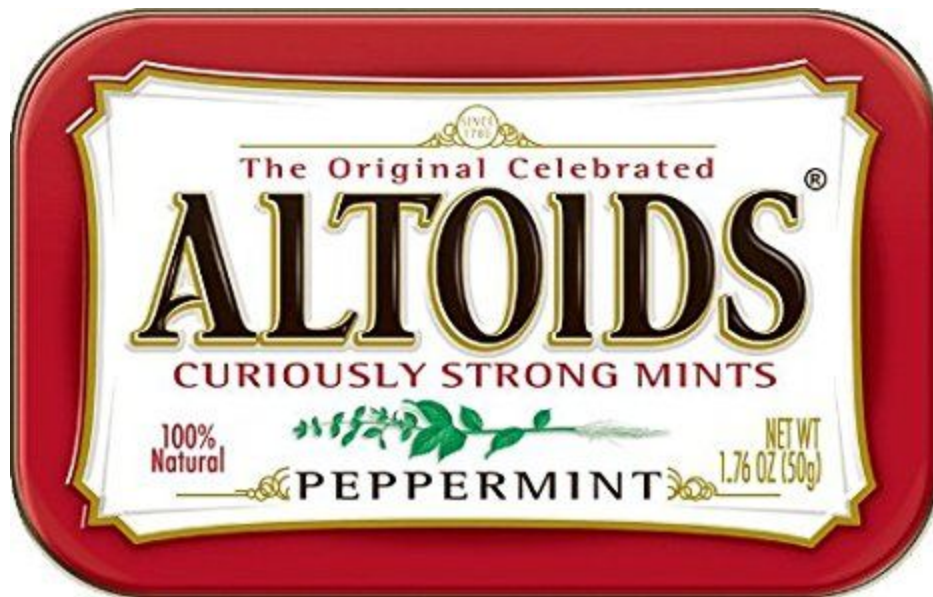


CURIOSLY STRONG MARKETING FOR CURIOSLY STRONG MINTS



a strategic plan by
the Fab Five Agency

TABLE OF CONTENTS

ABOUT US.....	2
PLAN SUMMARY.....	3
RESEARCH & STRATEGIES.....	4-5
COMPETITORS.....	6
SWOT.....	7
G.O.S.T.....	8
TARGETS.....	9-10
MEDIA.....	11
GLOSSARY.....	12

ABOUT US

Jacquelyn Bell is a senior at Iowa State University. She is majoring in advertising, environmental science and environmental studies. She was born and raised in Southeast Iowa. In her free time she enjoys traveling and cooking. After graduation she hopes to move to Denver and pursue a job involving advertising and environmental issues.

Katie Wallner is also a senior at Iowa State University. She was born in Brookfield, IL right outside of the Chicagoland area. She is majoring in advertising and minoring in communication studies. In her free time she enjoys cooking and watching Netflix. After graduation she hopes to find a job in advertising, marketing or communications.

Anna Fromm is a junior at Iowa State University. She is majoring in advertising and minoring in event management and communication studies. She is from West Des Moines, Iowa and in her free time enjoys spending time with family and friends and reading.

Jeffrey Bayram is a senior at Iowa State University majoring in advertising and minoring in communication studies. He was born in Honolulu, HI and raised in Bartlett, IL. He enjoys being around his friends and playing tennis. After graduation he aspires to be a media planner in a major business.

Corbin Jerde is a senior at Iowa State University, majoring in public relations and minoring in French. She was born and raised in Golden Valley, Minnesota. In her spare time, she makes short films, paints, and boxes with the ISU Boxing Team. In the past, she worked as a production assistant for production companies behind the Hallmark Channel, an event planner for amfAR, and a public relations representative for the UAE Pavilion at the Festival de Cannes. She hopes to work in the film industry as an art director, eventually moving on to directing.

PLAN SUMMARY

CLIENT:

Altoids

GOAL:

To become the number one strong breath mint brand in America.

OBJECTIVE:

To increase Altoids' sales by 20% and awareness by 10% in the United States in the next year.

STRATEGY:

To increase national awareness and exposure to the Altoids brand, increase awareness of Altoids brand personality, and differentiate Altoids among its competitors.

DEMOGRAPHIC TARGET:

Adults 18-34

LOCATION:

National and spot advertising in New York

TIMING:

The campaign will run for 12 months starting in August.

MEDIA:

Television, Digital media, Outdoor

VEHICLES:

Social Media: Facebook, Instagram, Snapchat filters/stories, Twitter

Video Networks: YuMe, VideoNap, Vdopia, VPN

Published Video Sites: Youtube, Vimeo, Viddler, Hulu

Targeted Sites: search engine ads (Google and Yahoo)

General Sites: Huffington Post, Amazon, Answers

Mobile: Pandora, Google Play, Spotify

BUDGET:

\$25 Million

25% allocated to digital media

RESEARCH & STRATEGIES

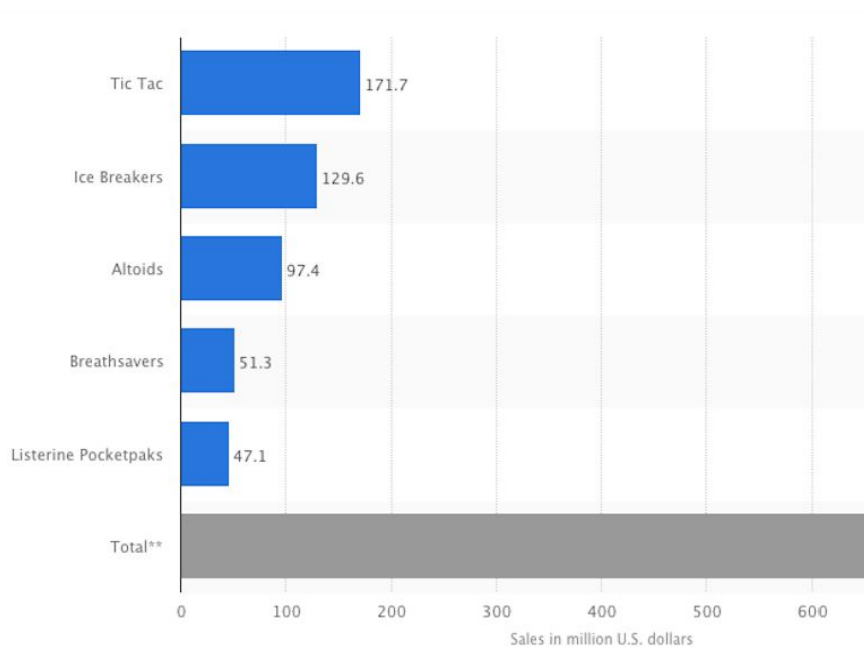
ALTOIDS BACKGROUND

Smith Kendon invented Altoids mints, lozenges originally to relieve stomach pain, in London in 1780. Altoids, its lozenges now sold as “strong mints,” is now commonly known and recognized for its signature tins, in addition to its branding trademark, “Curiously Strong Mints.” This branding tactic was conceived in the 1920s, when a series of advertisements claimed that Altoids could counteract ingested poisons.

In 1994, Leo Burnett was hired to increase their market share. By playing off of the “Curiously Strong” image created 70 years prior, they utilized

Altoids’ classic and nostalgic brand personality to appeal to urban markets in a successful attempt to gain market share. They created ads for several smaller newspapers and used creative outdoor advertising to give Altoids a hip edge and charm a younger demographic without losing their interest by appearing mainstream.

They ran this advertising campaign in a variety of urban markets, excluding Seattle due to their already sizeable local following. These advertising efforts resulted in Altoids’ meteoric rise to the third most popular breath mint on the market.



U.S. category sales of breath freshener products in 2015: <https://www.statista.com>

Altoids are priced roughly the same as the products of its main competitors. However, they are all in an inexpensive disposable goods product category, so consumers don't take the price differences into consideration as much as they might for other product categories.

The exact taste of "strong mints" vary from brand to brand and product to product, but overall there isn't much differentiation between each product and, by extension, they are all substitutes for each other.

Altoids are sold online and in a variety of stores, including grocery stores, gas stations, and convenience stores. They are typically displayed near counters, as many purchases within their category are made as impulse buys.

As for promotion, Altoids markets its products using strategies to establish itself as a "strong mint" brand that is simultaneously youthful and nostalgic. They play upon that nostalgia in their ad campaigns, and they also use humor as a marketing tool to grab the attention of their younger target demographic.

CURRENT ADVERTISING

Altoids is established in the market as a dominant "strong mint" brand. In the past, they have targeted a variety of audiences described as a "smart and cynical" niche audience. To further stand out from competitors, Altoids has already begun to use their nostalgic brand image to court a younger demographic.

Their recent "Curiously Strong" reinvigoration campaign, examples of which are shown below, feature a series of advertisements that place millennial humor and topics in old-fashioned settings. This campaign is a perfect example of Altoids' preferred and ideal brand personality, the union of nostalgia and vigor.



COMPETITORS

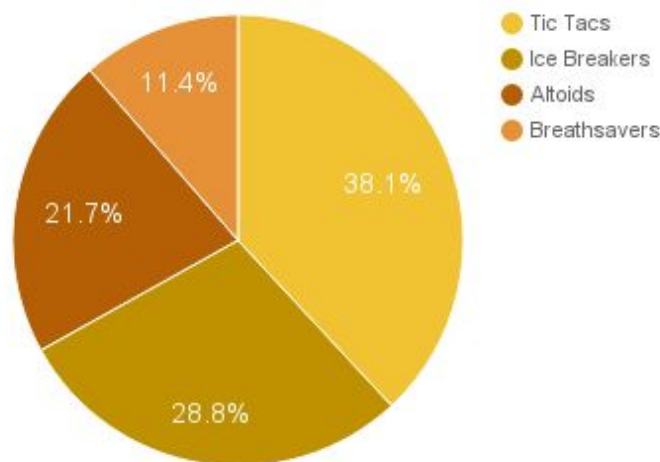
Tic Tacs

Tic Tacs have maintained their dominant market position as the top selling breath mint product since the 1970's. They differentiate themselves from competitors by marketing themselves as the "friendly mint" and they use primarily television advertising. In contrast to their competitors, they are priced low, costing \$1.29 per box.

Ice Breakers

Ice Breakers manufacture the second top selling breath mint products in America. The brand, owned by Hershey, features a broad lineup of both strong mint and gum products in a wide variety of flavors. Ice Breakers is recognized for its distinctive packaging with two openings, one side "to share" and the other "not to share." This is in line with its advertising tactic of marketing itself as a fun-loving and relevant brand. By extension, their recent ads by Crispin Porter + Bogusky were designed specifically to appeal to young adults in our target demographic.

Market Share of Leading "Strong Mint" Brands



<https://www.statista.com>

S.W.O.T

MATRIX & ANALYSIS

<i>STRENGTHS</i>	<i>WEAKNESSES</i>
-Old, pre-established brand -Wide range of disposable products -Products still sold in original tin packaging -Large amount of product for low price <i>Overall strengths</i> Nostalgia, loyal customer base, repeat customers, steady demand, relatively short time period between a customer's individual purchases	-Lack of product diversity in brand -Fewer flavor options than competitors -Dominated by Tic Tac and Ice Breakers <i>Overall weaknesses</i> Low level of internal product differentiation, low level of external product differentiation between brands
-Niche audience -Growing product market <i>Overall opportunities</i> New potential customers entering the market, easy to reach the specific niche audience and target demographic	-Competitors' cheap prices -Other breath freshening product alternatives on the market <i>Overall threats</i> Cheaper, faster, and more effective breath freshening products
<i>OPPORTUNITIES</i>	<i>THREATS</i>

G.O.S.T.

GOAL

The primary goal is to unseat competitors Ice Breakers and Tic Tac from their dominant market positions and become the top “strong mint” breath freshener product brand in America. This campaign recognizes that it can only do so by simultaneously increasing sales while raising awareness of the brand.

OBJECTIVE

The objective is to increase Altoids’ sales by 20% and awareness by 10% in the United States within the next year. By increasing awareness and sales, Altoids will gain market share, putting it one step closer to becoming the top “strong mint” breath freshener product brand.

STRATEGY

The strategy is to increase national exposure of the Altoids brand and awareness of Altoids brand personality by differentiating Altoids from its main competitors, Ice Breakers and Tic Tac.

TACTICS

Take advantage of digital media, including Youtube pre-rolls, websites and social media to reach the millennial target market. At the same time, increase the use of television media buys for the brand to reach a larger percentage of the target audience. We advise advertising heavily during fall and winter, when seasonally higher levels of consumers--for select vehicles--presents the most potential for high impressions. Utilize pulsing advertising, planning and scheduling advertisements to be continuous with additional pulses. This will allow for both recency benefits and awareness benefits, both of which foster increased brand awareness and sales.

TARGETS

DEMOGRAPHIC TARGET

Altoids' main competitors Tic Tac and Ice Breakers have an advantage over our target demographic, adults age 18-34. This campaign aims to grow Altoids' market share within this demographic. Altoids' brand personality is warm, classic, and nostalgic. By taking advantage of the advertising and branding trend of catering to nostalgia and sentiment, Altoids can elevate brand awareness within the target demographic, eventually resulting in an increase in sales. The selling point we will focus on is "strong mint," a category that is growing in popularity among our target demographic.

DMA

We decided to choose a city with the highest national CDI because that translates to the potential for local brand growth. The wide geographic range of this city allows for widespread brand growth. In several months we will be engaging in both national and spot advertising in New York (116).

TIMING

Our campaign will run for 12 months starting in August. We chose this month because past and competitor spending tends to be highest in the fall, so we plan to get a jump on the competitors by raising brand awareness for Altoids when other mint brands aren't advertising heavily. We plan to advertise heavily during the first half of the campaign (August- February) and lighter using mainly digital and outdoor in the second half (March-July). We hope to influence buys around "back to school" time for our young adult audience, as well as during fall when people start spending more time indoors and may want their breath to be fresh.

REACH

National Months: 60.9

National + Spot Months: 20.1 and 85.6

This plan would exceed the goal of increasing the national reach by 10%. This means that during the months of only national advertising, 60.9% of America would be exposed to the ad at least once. During the months of national and spot, 85.6% of the targeted market of New York would be exposed at least once.

FREQUENCY

National Months: 2.3

National + Spot Months: 1.6 and 8.1

This means the average individual in America will see the spot 2.3 times during the months of the national only advertising. During the months of national and spot ads, the average individual living in the targeted market will see an advertisement 8.1 times.

CPM:

National: \$0.51

National + Spot: New York \$0.01 and National \$0.03

This means that the price for the spot market was much more cost effective to reach a large market because we chose outdoor advertising.

MEDIA

MEDIA

We incorporated digital media, TV, and radio into our plan. We chose these because based on index from MRI data, they will have the greatest reach within our targeted audience of adults 18-34. Indexes show the likelihood of the target market to use specific media compared to the average person. With 100 being average. These media will allow us to put the new Altoids ads in front of the largest number of likely purchasers.

VEHICLES

I. MEDIA

- A. Social Media: Facebook, Instagram, Snapchat filters/stories, Twitter
- B. Video Networks: YuMe, VideoNap, Vdopia, VPN
- C. Published Video Sites: Youtube, Vimeo, Viddler, Hulu
- D. Targeted Sites: search engine ads (Google and Yahoo)
- E. General Sites: Huffington Post, Amazon, Answers
- F. Mobile: Pandora, Google Play, Spotify

II. TELEVISION

- A. Daytime talkshows (126)
- B. Hockey (141)
- C. Late-night news (181)
- D. Late-night talk (150) - Jimmy Fallon (191)
- E. Primetime comedies (132)

III. Outdoor

- A. Billboards
- B. Transit

GLOSSARY

CPM:

Cost per 1,000 people exposed to an ad

DMA:

Designated market area

GRP:

Gross rating points

Frequency

Average number of times a reached person was exposed to an ad

Reach:

Count of people with at least one impression to an advertising campaign

Vehicles:

Specific medium types for advertisements