



PRECISION MEDIA PLANNING AGENCY

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7 DECEMBER 2022

Red Lobster's New Media Plan

2022

PRECISION PRESENTS:

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EXECUTIVE SUMMARY



A fourth-place market leader for fast-casual dining, Red Lobster faces a dwindling presence among its core audiences: boomers and aging members of Generation X. Most target audience members recognize and consider the brand among restaurant options, but conversions often fall short of expectations. Especially in a time when Americans only dine out 74 times a year prior to the Covid-19 pandemic—a 30-year low—Red Lobster must convert more diners into loyal customers and brand advocates (Lutz, 2014).

The following media plan plots a projected map for driving aging consumers to dine at Red Lobster more frequently through various paid, earned, and owned media strategies. Some reach boomers where they are already the most active—like television and radio advertisements. Others, like our innovative Spot the Lobster campaign, will drive boomers to connect with the brand on high-engagement platforms.

To support our conclusions, the Precision team has developed comprehensive situational and SWOT analyses, pointing to weaknesses in Red Lobster’s brand engagement, personality, and share of voice. Opportunities to improve these factors has led to the development of the Spot the Lobster campaign and other media strategies.

Precision’s team suggests Red Lobster allocates its \$25 million marketing budget to the planned paid, earned, and owned media strategies. Red Lobster will also need to draw from its budget to hire a social media manager for earned and owned media management and a small transportation team to drive the new Spot the Lobster vehicle.

Team Precision is excited to work with Red Lobster to revise or modify this plan as needed!

CLIENT ANALYSIS

Consumer Wants and Needs

- Consumers visit red lobster for food that is **fast and convenient** (Klein, 2018).
- As a casual restaurant, consumers care about **affordability**, as well as **promotions** like coupons and discounts (Roesler, 2018).
- Red Lobster consumers appreciate its **high reputation** among social circles (Chow).
- In recent years, consumers have concerned themselves with **brand value alignment** in areas like ethical sourcing and sustainable practices (Willige, 2021).

Cost

- The average check per person at Red Lobster is \$20.50, making it a **higher-end casual dining** location compared to others in its industry (Lutz, 2015).
- Due to inflation and rising labor costs, prices have increased. A menu comparison between 2021 and 2022 saw some meal items rise by two or three dollars.
- Consumers lose time waiting for seating and dining, according to a recent study by Mystery Shoppers Providers Organization.
- In exchange for consumer money and time, **consumers receive value alignment and seafood specialization**.
- To appeal to consumers' want for **affordability**, Red Lobster has a program called "My Red Lobster Rewards," which provides discounts (Red Lobster Website).

Convenience

- Red Lobsters are **located in heavily populated and urban areas**, particularly near coastal areas (Red Lobster Website).
- The U.S hosts **670 Red Lobster locations**. Florida has 61 (Red Lobster Website).
- Red Lobster appeals to a consumer's desire for convenience through **online ordering and delivery services** such as GrubHub and UberEats.
- Red Lobster uses **technology and social media** to make viewing and ordering their products more accessible and convenient.

Communication

- Red Lobster has an extensive **public relations foothold** centered in sustainability and transparency that heavily drives its connection to consumer wants and needs through its website and social media communication (Ruggless, 2015).
- **Mutually beneficial relationships** are built with stakeholders by Red Lobster regularly hosting events and creating partnerships (Cahn, 2022).
- A strong **word-of-mouth network** increases the consumer's likelihood of visiting Red Lobster if they've heard about it from friends and family.
- Red Lobster has a **strong advertising presence**, evidenced by Red Lobster improving its Ad Awareness score by 6.1% (Brand Index, 2022)

COMPETITOR ANALYSIS

According to Statista, Olive Garden, Applebee's, Outback Steakhouse, and Red Lobster rank in the top ten leading revenue earners among U.S. fast-casual dining chains. Due to the saturation of the industry and a common target audience, these brands are forced to compete with each other to earn consumer support (Statista, 2022).



CONSUMER WANTS AND NEEDS

	Olive Garden	Applebee's	Outback Steakhouse
	<ul style="list-style-type: none"> Olive Garden provides fresh Italian "family style" dining, giving "the comfort you crave" (Olive Garden Website). They offer high quality food at a low price. The Olive Garden menu offers large portions and unlimited food deals. (Olive Garden Youtube) 	<ul style="list-style-type: none"> Applebee's offers a large variety of food that is approachable to a consumer and reaches a range of tastes. Seasonal menu features changes 6-8 times a year to appeal to consumer wants for variety (Applebee's Website). Applebee's is affordable to its consumers and runs promotions. 	<ul style="list-style-type: none"> Outback Steakhouse provides a higher-end meal on a budget. Outback emphasizes being an evening spot with quality dinners combos. New menu items are introduced at Outback that give consumers more options throughout the year.

COST

	<ul style="list-style-type: none"> Average Check Per Person: \$16.50 (Lutz, 2015) The cost of effort to visit an Olive Garden includes travel time and energy. The opportunity cost would be narrowing down food options to only Italian food. 	<ul style="list-style-type: none"> Average Check Per Person: \$12.41 (Lutz, 2015) The cost of effort to visit an Applebee's includes travel time and energy. The opportunity cost would be consumers sacrificing some of the quality of the food for more menu variety. 	<ul style="list-style-type: none"> Average Check Per Person: \$20.00 (Lutz, 2015) The cost of effort to visit an Outback Steakhouse includes travel time and energy. The opportunity cost would be consumers' loss of seafood quality assurance as this is a specializes
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COMPETITOR ANALYSIS

	Olive Garden	Applebee's	Outback Steakhouse
CONVENIENCE	<ul style="list-style-type: none"> Olive Garden catering spans small parties to employee events (Olive Garden Website). As off-premise sales accounted for 24% of Olive Garden's total sales (PYMNTS, 2022) Olive Garden has shifted some focus to establishing an effective food delivery process delivery businesses. Olive Garden had 876 restaurants as of 2022 (Statista, 2022). 	<ul style="list-style-type: none"> Applebee's provides catering options ranging from groups of 6 to 30. Applebee's has online ordering and curbside pick-up, and it partners with food delivery businesses. It also recently launched its first pick up only franchise (Littman, 2022). Applebee's had 1,578 restaurants in 2021 (Statista, 2021). 	<ul style="list-style-type: none"> Outback has an extensive catering menu that serves 10+ people (Outback Steakhouse Website). Outback has online ordering and curbside pick-up and also runs exclusive online order promotions. Outback had 695 locations in the U.S. as of 2022 (Statista, 2022).
COMMUNICATION	<ul style="list-style-type: none"> Olive Garden makes consistent family-oriented advertisements that highlight the Italian aesthetic (Monllos, 2014). Much of their communication is product and brand value emphasis. Recent campaigns highlight large portions with "never-ending" pasta bowls (Olive Garden YouTube). Their emphasis on video advertisements results in a high subscriber count on YouTube. 	<ul style="list-style-type: none"> Applebee's runs TV advertisements that appeal to the traditionalism of the brand. They have recently begun to rely on customer testimonials to market the brand (Springer, 2022). Applebee's has established relationships with other brands like Cheetos and Cosmic Wings (Applebee's Website). Celebrity partnerships have created viral marketing campaigns (Hao, 2022). 	<ul style="list-style-type: none"> Outback uses heavy Australian branding to promote its brand (FutureBrand, 2022). TV advertisements are run to highlight new menu items and upcoming promotions. Outback has recently begun pursuing partnerships with college athletes through NIL (Canton, 2022). An NFT campaign has been launched recently as a PR move to stay on trend and relevant (Outback Steakhouse website).

BRAND COMMUNICATION



- Red Lobster's brand communication revolves around **connection, friends, and family**. This message is consistent across all marketing channels, including television and social media (Ruggless, 2015).
- The brand is known for its strong word-of-mouth network. Additionally, in recent years they have used customer testimonials for promotion in their ads (Ruggless, 2015).
- The brand uses audience-aware marketing channels. Because their audience mostly stays within older generations, the youngest being millennials, their main social media focus is on Facebook, Twitter, and Instagram.



- Olive Garden prides itself on its Italian ambiance. Its goal is to transport diners to a beautiful Tuscany farmhouse to provide physical and emotional nourishment.
- The brand is consistent across its television and social media advertisements. They mostly rely on mobile advertising for foot traffic.
 - Taste the Lighter Side of Delicious" mobile campaign for its low-calorie menu (Johnson, 2017).
- Olive garden excels in social media. They use their accounts, especially Twitter, to advertise, remain in consistent communication, and respond to customers and fans. They are known to respond to Twitter comments with funny comebacks or "one-liners". This brand engagement has strengthened Olive Garden's Twitter brand appearance.



- Applebee's brand communication focuses on the restaurant's ability to combine the traditional and contemporary through an emphasis on legacy and brand partnerships (Kelly 2022)
- Applebee's Facebook account makes a point of responding to customers through the platform, using its social media to prove its dedication to the Applebee's community.
- Applebee's Instagram meanwhile focuses on creating humorous and interactive posts that appeal to the mass media culture through memes and other engaging content.



- Outback Steakhouse's brand communication is centered around providing meals that bring family and friends together to watch a game, toast a holiday, or share in a special moment.
- The brand personality places an emphasis on its Australian roots, creating a fun and whimsical approach to its traditional steakhouse menu.
- This same comedic style is reflected in the brand's social media presence, the Twitter and Instagram of which are littered with pop culture references.
- NFTs Collection (Outback Website).

MEDIA ANALYSIS

Media Mix Analysis

- Red Lobster allocated the majority of its budget to Cable TV during 2019 and 2020, designating a respective 84.9% and 78.1% to the medium. Red Lobster invested remaining funds in Network at 12.4% and 10.3%. **A budget adjustment in 2021** transferred all funds from Cable TV and Network, to Internet Search, now comprising 79.6% of the budget. The remaining amount subsisted of Outdoor and Spot TV spending at 8.9% and 7.9%. Red Lobster had 13 unoccupied media in 2021 (Appendix A).
- Red Lobster lacks a diverse media mix because its budget prioritizes Internet Search so heavily. However, reallocation of funds placed Red Lobster into channels that have much lower competition present than in 2019 and 2020.
- Competitors have a more diverse media mix. They spent just under 50% of their budget on Cable TV in 2019. Similarly to Red Lobster, competitors decreased Cable TV funds by 15.9% in 2021, reallocating dollars to Internet Search and Networks with a 5.6% and 3% increase in the respective categories. Trends across other media spending remained largely consistent.

76.9%

of 2021 budget contributed to Internet Search

13

unoccupied media in 2021

Year	Cable TV	Network
Red Lobster Hospitality LLC	80.7	11.4
2019	84.9	12.4
2020	78.1	10.3

Table 1: Media Mix Data

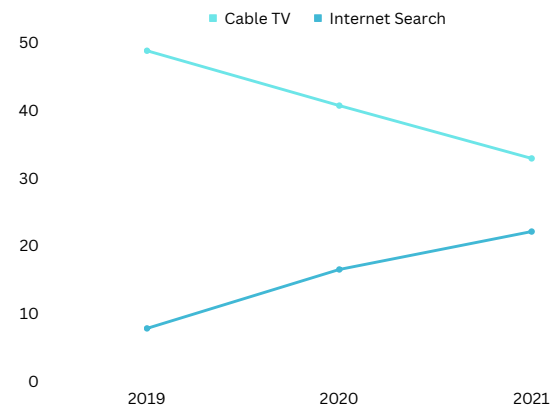


Table 2: Competitor Media Mix Graph

Share of Voice Analysis

- Red Lobster has a significantly lower SOV than its competitors. By 2021, the highest SOV held by Red Lobster was only 0.6% compared to competitor's 99.1%. Red Lobster does not dominate any specific medium and has a weak SOV. (Appendix A)
- The competitor's SOV drops upwards of 20% in most categories from 2019 to 2021, but still retains the dominant SOV.

Row Labels	B-to-B Magazine	Cable TV	Hispanic Magazine	Hispanic Newspaper	Internet- Displa	Internet Seart
Red Lobster Hospitality Lic	3.4	5.8	0.0	0.0	0.1	0.9
2019	3.4	4.5	0.0	0.0	0.0	0.1
2020	0.0	1.3	0.0	0.0	0.0	0.2
2021	0.0	0.0	0.0	0.0	0.1	0.6
All Other	96.6	94.2	100.0	100.0	99.9	99.1
2019	58.2	47.6	100.0	56.1	34.9	23.5
2020	20.3	25.7	0.0	28.9	30.7	32.4
2021	18.1	20.9	0.0	15.0	34.3	43.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

Table 3: Share of Voice Data

GEOGRAPHY

Given indexes calculated from MRI Simmons data, Red Lobster performs the **highest in County C and the East Central Marketing Region**. It has a **weak presence in County A** and the **Pacific and North East Marketing Regions**. Notably, **Counties B and D** are primed for offensive techniques, alongside potential growth in the **South West, West Central, and North East Marketing Regions**. BDI, CDI, and BOI calculations and tables can be found in Appendix A.



Red Lobster locations in the U.S.

Figure 1. Chart taken from the Red Lobster website. 670 locations in the U.S.

24.4 % of Red Lobster's consumers live in the South East Marketing Region.

40.3% of Red Lobster's consumers live in County A.

DMA data offers insights for offensive (red) and defensive (blue) techniques. High BOI scores mean offensive marketing will likely be successful; high BDI scores mean defensive marketing will preserve the brand's position. All listed DMAs in red include County A regions.

<u>DMA</u>	<u>DMA Name</u>	<u>RL Restaurants</u>	<u>BOI</u>
618	Houston, TX	1	1182
753	Phoenix (Prescott), AZ	1	952
803	Los Angeles, CA	6	461
<u>DMA</u>	<u>DMA Name</u>	<u>RL Restaurants</u>	<u>BDI</u>
759	Cheyenne-Scottsbluff, WY-NE	1	370
558	Lima, OH	1	346
711	Meridian, MS	1	331

Table 4. DMA Data

B & D

Counties B and D are primed for offensive marketing techniques.

SWOT ANALYSIS

STRENGTHS

- Strong PR connection to brand value alignment.
- Strong organic marketing through word-of-mouth.
- Strong brand presence in County C, East Central, South East, and Middle Atlantic marketing regions.
- Seafood specialty

WEAKNESSES

- Low SOV across all media.
- High financial and time costs
- Lack of brand/media personality yields generic advertising.
- Weak brand presence in County A, and Pacific and North East marketing regions.



OPPORTUNITIES

- Social media growth.
- Brand partnerships.
- Brand atmosphere.
- Opportunities for expansion in Counties B and D, as well as South West and North East marketing regions.

THREATS

- Increasing labor and food costs threaten Red Lobster's ability to remain affordable.
- Changing lifestyles from younger consumers like generation Z threaten Red Lobster's relevance.
- Addition of seafood to competitors' menus threatens Red Lobster's specialization.

COMMUNICATION BRIEF

What is the problem?

Red Lobster struggles in the conversion sector of the marketing funnel, losing consideration against competitors due to its weak brand personality, high financial and time costs, and low media share of voice. Its lack of brand/media personality leads to poor brand differentiation for consumers, generic advertising, and a weak presence in County A, Pacific and North East marketing regions.

Who is our target audience?

Red Lobster should target consumers who visit at least once every six months. These consumers are typically Black working women aged 55 and older with high school educations or some college. They have two or more kids in the household, an annual household income of \$50,000 to \$100,000, or who work in independent employment making between \$10,000 and \$50,000 a year. Most 6-month consumers are boomers. Red Lobster serves a variety of occupations, including protective service, office and administrative support, building and grounds cleaning and maintenance, sales, education, management, social services and healthcare.

What does the target currently think and do?

The target audience works in protective service occupations or maintenance and has high interest in sports such as track and field, basketball, and football. Consumers actively engage in bull riding or tractor pulling activities. Many enjoy reading magazines or watching shows on cable and satellite television. The most common channel watched was the More You Know Network. When searching for a restaurant this target market wants a reliable, cost-friendly family joint.

What would we like the target to think or do?

We would like customers to consistently choose Red Lobster over other casual dining restaurants and spread the message of Red Lobster value to those around them.

What is the most persuasive idea to get them to do that?

By framing itself as a casual dining destination for friends and families, Red Lobster appeals to the target's interests. Messaging that presents Red Lobster as a classy and convenient place to hang out and watch fringe sports and football or offers more discounts for loyal consumers would encourage more regular visits.

What are the best ways to connect the idea to the consumer?

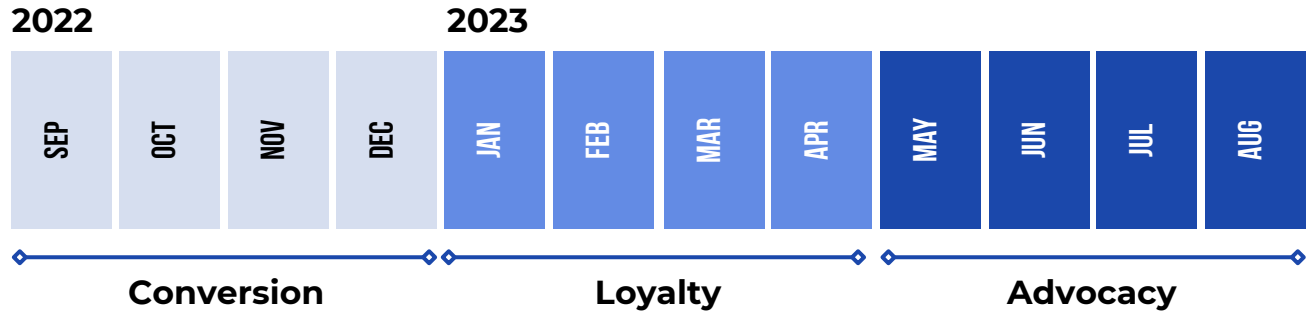
Red Lobster could connect destination marketing to the consumer through advertisements centralizing friends and family spending time together at celebrations, dates, or casual hangouts to watch the game. With this approach, the target audience can be seamlessly connected to Red Lobster's restaurants and presence.

What are the mandatories?

Red Lobster's signature logo; red, black, and white brand colors; website terms of use and conditions; and slogan, "Now, this is seafood."

MEDIA OBJECTIVES

Year at a Glance



Overview

The target audience is already familiar with Red Lobster and visits twice a year or more. A viable contender among other fast-casual dining restaurants, it has also already achieved consideration in its markets. However, Red Lobster loses consumers to other competitors in the conversion stage of the marketing funnel due to its poor competitive brand image.

September - December 2022

Conversion

Within the \$25 million budget, persuade existing bi-annual consumers to choose to attend Red Lobster at least monthly at the beginning of peak seafood season over other dining options. We plan to reach 60% of our target audience a total of 5 times within these months.

January - April 2023

Loyalty

Following the conversion period, provide sustaining support by increasing loyalty among existing consumers through the remainder of the ideal seafood season. To do this, we will reach about 50% of our target audience 6 times.

May - August 2023

Advocacy

Sustain advocacy among target consumers by building and maintaining relationships and reaching 40% of the target population approximately 8 times each.

TARGET AUDIENCE

Who is our target audience?

Red Lobster's target audience consists of women aged 55 and older with high school educations or some college. Consumers are mostly non-Hispanic Caucasians making over \$100,000 a year, but the highest index comes from Black Americans and those making between \$50,000 and \$75,000 a year. About half of consumers are married and the majority are working professionals and homeowners. Consumer occupations include protective service, office and administrative support, building and grounds cleaning and maintenance, sales, education, management, social services and healthcare.

Meet Lisa!

Lisa is a 60-year-old Black woman, Lisa is a middle-class office administrator. She's married, has two grown children, and still enjoys eating dinner with her family. She makes just shy of six figures a year and owns a home with her husband in the suburbs of Jacksonville, Florida. Kathy received her business degree at a state university. Since then, she has worked 26 years in office administration but is now nearing retirement. Kathy spends her time watching television at home and often makes purchasing decisions based on the advertisements she sees on network TV. Though she doesn't like most social media, she enjoys using Facebook to share life events and keep up with family. Kathy values reliability and consistency but is unafraid to try something new. She enjoys dining at Red Lobster because of its approachability and affordability, but she has recently felt less inclined to eat there because its timeworn brand image has become stale.



What do they value/how do they think and how do they behave with the product category?

Our target audience values helping others, has a high interest in sports, and learns consistently (MRI Simmons). They often watch television or listen to the radio for informational purposes. The majority of individuals watch television after dinner or mid to late afternoon. Most are uninterested in social media, except for Facebook (PMN Weekly Log). Those with average familiarity see Red Lobster as a family-friendly yet dated restaurant. Though the target audience often eats at fast-casual dining locations, Red Lobster falls short in conversion. Many consumers expressed interest in a change to Red Lobster's branding image (Brand Contact Audit).

Why are we targeting them?

Our target audience was selected based on high indexes from MRI Simmons data and significant potential for growth of the brand in the demographic or psychographic group. Our target audience consists of consumers who frequent Red Lobster every six months, with our goal being to increase this frequency to a monthly or bi-monthly visitation. Our primary research reinforced the potential in our chosen target audience as data from our BCA chart indicated an open attitude to Red Lobster with clear room for growth in overall brand interaction.

MEDIA MIX

PAID

Strategy

Strategy: Paid media content will include data-driven relevant and influential information catered specifically to our target audience. Paid media will focus on increasing conversion and loyalty from customers with prior knowledge and experience with Red Lobster.

Medium: Outdoor Advertisements

Tactics: Create billboards that highlight Red Lobster's competitive strengths.

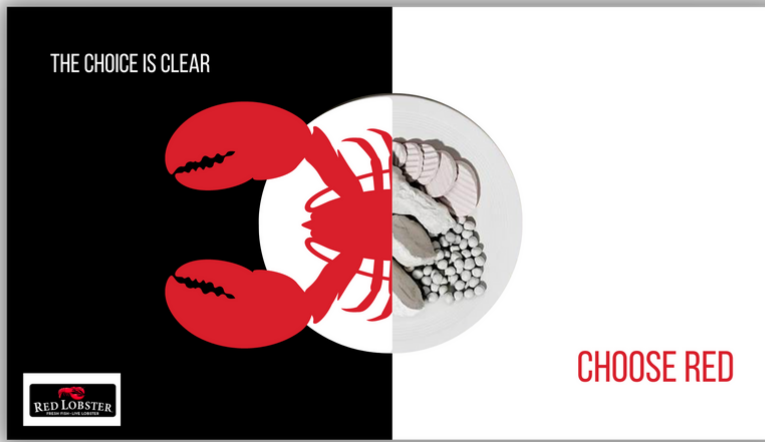


Figure 2: Billboard Ad Example

Rationale: Following primary research, outdoor advertisements are among the top three most effective media to reach our target audience. Creating SPOT-specific billboards near Red Lobster and its competitors highlights Red Lobster's products and its restaurant experience, while increasing conversions and reminding consumers about its food.

Medium: TV

Tactics: Food Network shows including Beat Bobby Flay, The Pioneer Woman, Chopped, Guy's Grocery Games, Drive-Ins and Dive-Ins, The Kitchen; Child Support, and Crimetime.

Rationale: According to our primary research, boomers encounter Red Lobster's brand most on TV. By engaging with food and cooking shows with high indexes among the target audience, we'll reach an audience already familiar with the Red Lobster brand. Secondary research also validates TV as a paid medium, as boomers are the most likely demographic to purchase kitchen gadgets or food items seen on TV.

Medium: Magazine

Tactics: Half-page ads in hunting, sports, beauty, shopping, and food magazines

Rationale: A print medium relevant to the target audience will help generate conversion with positive alignment among interests relevant to our audiences. These ads will highlight product features that are superior to competitors, increasing conversion as is our goal.

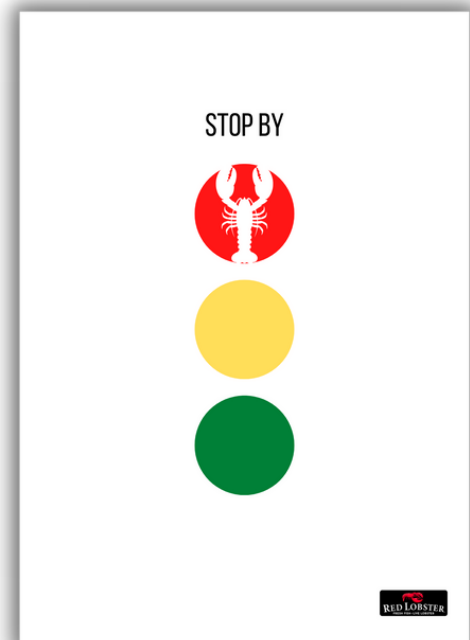


Figure 3: Magazine Ad Example

MEDIA MIX

PAID

Medium: Direct Mail

Tactics: Collateral, coupons, discounts and promotions

Rationale: Direct mail is one of the most effective marketing tools among the boomer generation. Using addresses collected at the point-of-sale, Red Lobster can continue to reach out to consumers, offering discounts, coupons, promotions, and other collateral, such as menu changes to boomers. Direct mail overcomes any hesitancies created by the Internet or mobile devices and promotions increases repeat customers, helping to reach our loyalty goals.

Medium: Radio

Tactics: 30-second radio advertisements on Urban, Gospel, Rhythmic, Adult Standards, and Religion/Christian stations. Spot-centric positioning.

Rationale: 98% of boomers listen to the radio, a fact validated by both primary and secondary research. For many, it's part of their daily routine. The above station types have high indexes among the target audience. Reaching consumers on radio reminds them of Red Lobster's presence, and by creating ads highlighting Red Lobster above competitors, the goal of conversion is being met.

OWEND

Strategy

Further develop existing media such as the Red Lobster website, app, Facebook page, and mailing list to reestablish Red Lobster's brand presence and increase customer engagement across all media by 15% to increase advocacy.

Medium: Email

Tactics: E-mail blasts; Offers and promotions, consumer testimonials

Rationale: Using a pre-gathered mailing list of interested or regular customers narrows the marketing focus to consumers who have already considered Red Lobster. Discounts, regular email reminders, and testimonials increase brand loyalty and satisfaction, Sheerid reports.

Medium: Mobile Apps

Tactic: The Red Lobster Rewards app

Rationale: App-based promotions, point systems, and incentives strengthen a customer's relationship to the brand, build loyalty, and create opportunities for brand advocacy. Incentives to refer the app to friends and family generates word-of-mouth advertising and encourages repeat brand consumption, fostering the latter stages of the marketing funnel.



Figure 4: App Promotion Example

MEDIA MIX

EARNED

Strategy

Pitch food and restaurant content producers, moderate online reviews, and create viral social media posts with the aim of generating a 30% increase in earned media by the end of the year. Earned media connects to advocacy goals.

Medium: Food and Restaurant Content Producers



Figure 5: Online Review Example

Tactics: Food Restaurant News, NYT, Cooking, Food Network, others.

Rationale: Boomers place importance on referrals and testimonials. Pitching story concepts, sample recipes, or news releases to prominent food and restaurant content producers will generate prominent reminders and accomplish conversion goals.

Medium: Online Reviews

Tactics: Yelp, Google Reviews, Facebook, OpenTable

Rationale: Moderate and respond to reviews on listed websites to monitor customer satisfaction and localized issues.

MIXED

Strategy

Encourage social media advocacy for the brand with the #spotthelobster campaign. Driving a mysterious lobster car around SPOT locations will generate social media traffic, especially when combined with discounts given for photo sightings shared on social media.

Medium: Guerilla Ads

Tactics: Viral posts on Facebook, YouTube, and Pinterest

Rationale: The Lobster harnesses the power of localized community engagement to accomplish advocacy objectives. Incentivizing boomers to share sighting photos to social media starts conversations and reminds consumers to visit Red Lobster. Boomers are the most likely to share content, making them a key target for generating shared media and viral posts.



Figure 6: Lobster car example

REACH AND FREQUENCY

Objective	Conversion	Loyalty	Advocacy
Timeline	SEPT - DEC	JAN - APRIL	MAY - AUG
National Reach	70	60	50
National Frequency	3.6	4.6	5.6
Spot Reach	80	70	60
Spot Frequency	6.0	7.0	8.0

Table 5: Reach and Frequency

RATIONALE

01

Objectives by timeline

Lobster season lasts from October to December (Lobsteranywhere). By launching its conversion campaign when seafood is most available, Red Lobster is able to host more promotional activities and discounts to draw consumers in. As the timeline leaves the prime season, the organization must build consumer loyalty to last through the off-season. Ideally, by May, Red Lobster has a strong core base and can begin to increase word-of-mouth advocacy.

02

National Goals

Though the target audience is familiarity with Red Lobster, high reach is still needed initially given the many competitors, infrequent purchases, and seasonal sales peaks. High frequency establishes a consistent image among the target audience and overcomes low brand loyalty and a pulsing media schedule. The initial 3.6 frequency comes from the Ostrow model analysis and is increased accordingly on the timeline.

03

Spot Goals

Spot goals represent an increased attention to identified DMAs. Each features a slight advantage over national goals to hopefully direct more attention to these areas.

SCHEDULE AND TIMING

Strategy

The best scheduling strategy for Red Lobster is a *pulsing schedule* model (shown in our different shades of blue.) We plan to continue consistent advertising throughout the year according to our current funnel stage with increases in the months of high attendance.

Rationale

Within our conversion months (Sept.-Dec.), we will spread our advertisements around many platforms to greater reach bi-annual consumers attendance and encourage them to visit Red Lobster most often. In our loyalty months (Jan. - Apr.,) our advertisements will be heavily spot-based and focus on directly reaching our target audience contact to increase brand loyalty. Lastly, in our advocacy months (May - Aug.,) our main focus is more heavily on reaching our target audience through spot media on a personal level which will include more incentives. For example, direct mail, radio, and TV ads will all give BOGO offers, family deals, etc.

	SEP.-OCT.	NOV. - DEC.	JAN. - MARCH	APRIL - JUNE	JULY - AUG.
NET. TV	X		X		X
NET. CABLE		X		X **Only April.	X
NET. RADIO	X	X	X	X	X
MAGAZINES	X				
SPOT TV	X				X
SPOT CABLE	X		X	X **Only April.	X
SPOT RADIO	X	X	X	X	
OUTDOOR	X				
DIRECT MAIL		X	X	X	X

Table 6: Schedule and Timing

BUDGET

Our total budget amounts to **\$25,000,000** with a spot contingency allowance of **\$1,500,000**. The national contingency of **\$500,000** (2% of our total budget) is designed for media not found within our media scheduling cost estimation software: Media Flight Plan.

Rationale:

Radio receives one of the largest portions of the budget because 78% of our target demographic were found to be regular radio users, and 98% of boomers listen to the radio. TV follows closely behind due to the high retention rate generated from TV advertising discovered through our BCA chart. The budget breakdown per month is \$2,500,00 for the months with high attendance and \$1,500,000 for the months with low.

Budget Allocations:

- **Radio: \$8,781,900**
- **TV: \$7,949,500**
- **Direct Mail: \$5,712,000**
- **Magazine: \$1,397,900**
- **Outdoor: \$550,600**
- **Other Expenses: \$407,934**
- **Total Spent: \$24,799,834**

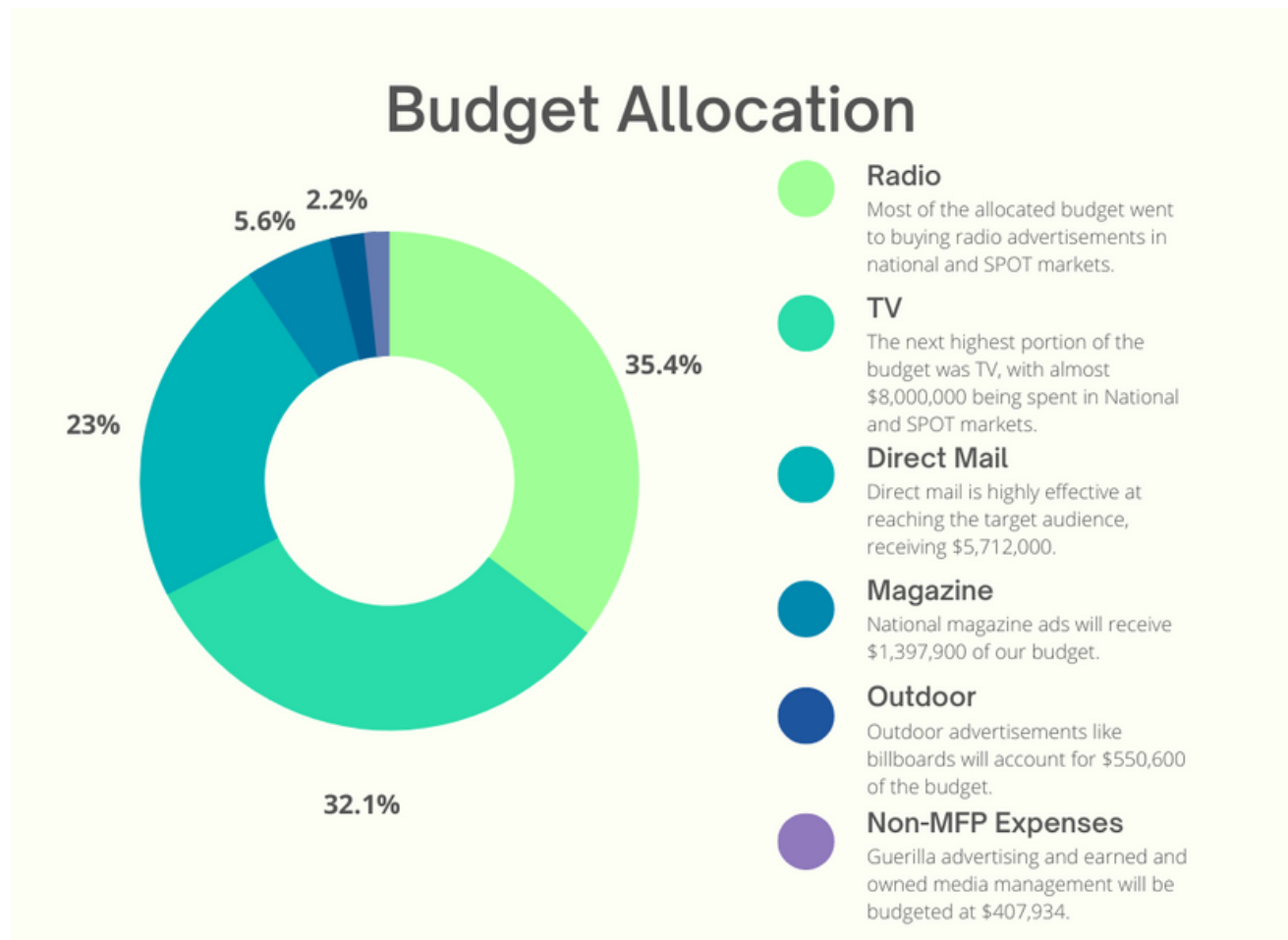


Figure 5: Budget Breakdown

GEOGRAPHY

Strategy

Red Lobster must advertise nationally to drive consumers through the last three steps of the marketing funnel. Locally, it must shore up weaknesses in County A, and the Pacific and Northeast Marketing regions. Spot markets in areas that need improvement are arranged by Brand Opportunity Indexes. SPOT Markets will be critical for use with the #spotthelobster campaign to increase brand advocacy online. Additional SPOT media buying will accomplish other brand objectives.

Spot Markets

- 01 Houston, TX**
DMA 618 has the highest opportunity score (BOI: 1182). Because Houston is a County A, advertisement strengthens a weakness.
- 02 Phoenix (Prescott), AZ**
DMA 753 has the second highest opportunity score (BOI: 952). Phoenix is in County A, so advertising here strengthens a weakness.
- 03 Los Angeles, CA**
DMA 803 has the third highest opportunity score (BOI: 461). Because it's in both County A and the Pacific marketing region, advertising in Los Angeles strengthens weaknesses.
- 04 Buffalo, NY**
DMA 514 (BOI: 461) requires an offensive strategy. Because it's in the Northeast Marketing Region, advertising in Buffalo strengthens a weakness.
- 05 Hartford & New Haven, CT**
DMA 533 (BOI: 221) also uses an offensive strategy. Because it's in the Northeast Marketing Region, advertising in Hartford strengthens a weakness.
- 06 Seattle-Tacoma, WA**
DMA 819 (BOI: 208) uses an offensive strategy. Because it's in County A and the Pacific Marketing Region, advertising strengthens a weakness while working with existing campaign objectives.

Rationale

National media buying encourages conversion, loyalty, and advocacy across the entirety of the target audience (boomers in unreached areas of the country), whose psychographics do not differ tremendously by geography.

Though certain areas of the country have a higher demand for seafood, fast-casual dining, or Red Lobster than others, the organization must pay extra attention to the six differentiated spot markets because of extra needs in these areas.

Using an offensive strategy in the target areas gives Red Lobster a competitive geographic advantage by allowing it to focus on the DMAs it weakest in, which also improves its share of voice in the area.

By using offensive strategies, Red Lobster tackles areas where competitors already do well, bringing consumers from the consideration to the conversion stage, before employing other campaign tactics to move them from brand loyalty to social media advocacy. In fact, the #spotthatlobster campaign almost drags locals directly to the advocacy stage.

EVALUATION PLAN

Paid Media

Outdoor: Because billboards will be placed near core restaurants, effectiveness will be evaluated based on the percentage of increased sales near the target areas compared to other control groups without nearby billboards. This will help measure conversion.

Magazines: Magazine ads will include a QR code to download the Red Lobster Rewards app. To help measure conversion, magazine ads will be monitored based on the CPA of how many referrals actually led to downloading the app. Magazines will also be evaluated through CPM to determine the most cost-effective places to put ads.

TV: TV ads will be evaluated by studying the reach and average GRPs of the platform for each advertisement. Advertisements might attempt to persuade consumers to visit Lobster Fest, which achieves the conversion objective.

Direct Mail: Direct mail campaigns will be evaluated by the response rates or coupon redemption rate, directly monitoring brand loyalty.

Radio: Radio ads will also be evaluated by using the expected reach of the radio program. Because radio shows will promote upcoming deals and discounts, radio ads help achieve conversion and loyalty goals.

Earned Media

Content and Food Producers: Engagement will be measured by the quantifiable number of published articles and blog posts over the year, as well as a content analysis examining the attitudes of the content towards the brand. This measures advocacy.

Online reviews: Reviews will also be monitored by a content analysis of quantity and quality, measuring progress towards our advocacy goals.

Social Media: Individual sponsorship campaigns will be tracked differently. Every sponsored post should have a clear call to action linked to either the website or app. Social media will be evaluated based on the average CTR for posts over the course of the year. It will be measured by the number of comments and shares it receives (to determine loyalty and advocacy). The Spot the Lobster campaign will be tracked by counting original posts using the #spotthelobster hashtag and the number of giveaways redeemed in-store or online, also measuring our advocacy objective.

Owned Media

Email: This media will be measured two-fold: by the percentage of users who open the email and by the CTR for incorporated links to the website, app, or other programs. Because repeat consumers can be measured - this measures progress towards loyalty and advocacy goals.

The Red Lobster Rewards App will be measured by the number of downloads, monthly active users, and the number of times each user scans the app at payment. User activity will be tracked over time to determine if customers who downloaded the app begin to use it more frequently, measuring loyalty.

Social Media: Individual campaigns will have different KPIs. If a social media post does not have a specific call to action, it will be measured by the number of comments and shares it receives (to determine loyalty and advocacy). Social media posts linked to another facet of the organization, such as the app or website, will be measured with the CTR.

CONCLUSION

Red Lobster understands its target audience well, but in an increasingly competitive casual dining environment, it must drive occasional boomer-aged consumers to become regular diners and loyal advocates of the brand. By following this media plan, Red Lobster can re-create its image as a brand with unique personality while incentivizing consumers with discounts, promotions, and other loyalty and advocacy oriented motivations. Using a combination of paid, earned, and owned media to advance organizational objectives will result in higher sales and a profitable rate of return.



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APPENDIX

Appendix A: Media Analysis Data

Table 7. Media Spending Data

Month	(All)										
Sum of \$000	Column Labels										
Row Labels	B-to-B Magazines	Cable TV	Hispanic Magazines	Hispanic Newspapers	Internet - Display	Internet Search	Local Magazines	Local Radio	Magazines	Mo	
* Red Lobster Hospitality Llc	14.5	87,241.0			33.7	4,363.6			0.6		
2019	14.5	68,111.3			10.0	704.2			0.6		
2020		19,129.7			0.1	877.4					
2021					23.6	2,782.0					
* All Other	407.4	1,415,396.6	7.5	242.4	55,627.2	482,209.3	2,630.3	66,370.0	5,380.7		
2019	245.8	714,909.1	7.5	135.9	19,428.2	114,502.3	1,352.9	39,116.7	3,428.2		
2020	84.6	386,690.0		70.0	17,107.7	157,522.3	735.3	14,749.7	945.2		
2021	77.0	313,797.5		36.5	19,091.3	210,184.7	542.1	12,503.6	1,007.3		
Grand Total	421.9	1,502,637.6	7.5	242.4	55,660.9	486,572.9	2,630.3	66,370.6	5,380.7		

	Mobile Web	Natl Spot Radio	Network Radio	Network TV	Newspapers	Online Video	Outdoor	Span Lang Net TV	Spot TV	Syndication	Grand Total
	56.3			12,316.6		1,184.3	1,075.3		1,856.3	3.9	108,146.1
	1.3			9,795.8		204.3	385.8		918.5	3.9	80,150.2
				2,520.8		935.9	376.7		658.9		24,499.5
	55.0					44.1	312.8		278.9		3,496.4
7	52,418.7	37,114.4	8,037.4	573,508.5	12,954.1	62,065.6	#####	64,770.8	#####	47,761.1	3,367,892.4
2	17,634.2	20,974.8	6,105.3	224,722.7	7,008.0	20,160.5	96,655.7	28,148.8	#####	19,312.8	1,464,944.9
2	14,940.7	8,275.8	1,900.0	160,039.4	4,511.1	11,565.4	59,222.8	18,265.3	74,890.6	19,245.1	950,761.0
3	19,843.8	7,863.8	32.1	188,746.4	1,435.0	30,339.7	64,136.9	18,356.7	54,988.9	9,203.2	952,186.5
7	52,475.0	37,114.4	8,037.4	585,825.1	12,954.1	63,249.9	#####	64,770.8	#####	47,765.0	3,476,038.5

Table 8. Media Mix Data

MEDIA MIX										
Row Labels	B-to-B Magazine	Cable TV	Hispanic Magazine	Hispanic Newspaper	Internet - Display	Internet Search	Local Magazine	Local Radio		
Red Lobster Hospitality Llc	0.0	80.7	0.0	0.0	0.0	4.0	0.0	0.0		
2019	0.0	84.9	0.0	0.0	0.0	1.0	0.0	0.0		
2020	0.0	78.1	0.0	0.0	0.0	3.6	0.0	0.0		
2021	0.0	0.0	0.0	0.0	0.7	79.6	0.0	0.0		
All Other	0.0	42.0	0.0	0.0	1.7	14.4	0.2	1.9		
2019	0.0	48.8	0.0	0.0	1.3	7.8	0.1	2.7		
2020	0.0	40.7	0.0	0.0	1.8	16.5	0.1	1.6		
2021	0.0	32.9	0.0	0.0	2.0	22.1	0.1	1.3		

Magazin	Mobile W	Natl Spot Rad	Network Rad	Network	Newspap	Online Vid	Outdoor	Span Lang Net T	Spot T	Syndicati	Grand To
0.0	0.1	0.0	0.0	11.4	0.0	1.1	1.0	0.0	1.7	0.0	100.0
0.0	0.0	0.0	0.0	12.4	0.0	0.4	0.6	0.0	1.15	0	100.0
0.0	0.0	0.0	0.0	10.3	0.0	3.8	1.5	0.0	2.7	0.0	100.0
0.0	1.6	0.0	0.0	0.0	0.0	1.3	8.9	0.0	7.9	0.0	100.0
0.2	1.6	1.1	0.2	17.0	0.4	1.8	6.5	1.9	7.7	1.4	100.0
0.2	1.2	1.4	0.4	15.3	0.5	1.4	6.7	1.9	8.9	1.4	100.0
0.1	1.6	0.9	0.2	16.8	0.5	1.2	6.2	1.9	7.9	2.0	100.0
0.1	2.1	0.8	0.0	19.8	0.2	3.2	6.7	1.9	5.8	1.0	100.0

APPENDIX

Appendix A: Media Analysis Data

Table 9. Share of Voice Data

Row Labels	B-to-B Magazine	Cable TV	Hispanic Magazine	Hispanix Newspaper	Internet- Displa	Internet Search	Local Magazine	Local Ra
Red Lobster Hospitality Llc	3.4	5.8	0.0	0.0	0.1	0.9	0.0	0.0
2019	3.4	4.5	0.0	0.0	0.0	0.1	0.0	0.0
2020	0.0	1.3	0.0	0.0	0.0	0.2	0.0	0.0
2021	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0
All Other	96.6	94.2	100.0	100.0	99.9	99.1	100.0	100.0
2019	58.2	47.6	100.0	56.1	34.9	23.5	51.5	58.9
2020	20.3	25.7	0.0	28.9	30.7	32.4	27.9	22.3
2021	18.1	20.9	0.0	15.0	34.3	43.2	20.6	18.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Magazin	Mobile W	Nati Spot Rad	Network Rad	Network	Newspap	Online Vid	Outdoc	Span Lang Net T	Spot Tv	Syndicati
0.0	0.1	0.0	0.0	2.1	0.0	1.9	0.5	0.0	0.7	0.0
0.0	0.0	0.0	0.0	1.6	0.0	0.3	0.2	0.0	0.3	0.0
0.0	0.0	0.0	0.0	0.5	0.0	1.5	0.2	0.0	0.2	0.0
0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
100.0	99.9	100.0	100.0	97.9	100.0	98.1	99.5	100.0	99.3	100.0
63.7	33.6	56.5	76.0	38.4	54.1	31.9	43.7	43.4	50.0	40.4
17.6	28.5	22.3	23.6	27.3	34.8	18.3	26.8	28.3	28.5	40.3
18.7	37.9	21.2	0.4	32.2	11.1	47.9	29.0	28.3	21.5	19.3
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

APPENDIX

Appendix B: Geographic calculations

$$\text{BDI} = \left(\frac{\% \text{Red Lob Volume}}{\% \text{USHH}} \right) \times 100$$

$$\text{CDI} = \left(\frac{\% \text{Category Volume}}{\% \text{USHH}} \right) \times 100$$

$$\text{BOI} = \left(\frac{\text{CDI}}{\text{BDI}} \right) \times 100$$

BDI/CDI Data for Red Lobster Case								
DMA	DMAName	Red Lobster Restaurants	%USHH	%RedLob Volume	%Category Volume	BDI	CDI	BOI
759	Cheyenne-Scottsbluff, WY-NE	1	0.05	0.19	0.05	370	101	27
558	Lima, OH	1	0.06	0.20	0.06	346	102	30
711	Meridian, MS	1	0.05	0.18	0.05	331	94	29
574	Johnstown-Altoona-State College, PA	4	0.24	0.77	0.24	326	100	31
638	St. Joseph, MO	1	0.04	0.12	0.04	325	101	31
569	Harrisonburg, VA	2	0.08	0.26	0.08	320	101	32
767	Casper-Riverton, WY	1	0.05	0.14	0.05	307	102	33
773	Grand Junction-Montrose, CO	1	0.06	0.19	0.06	300	100	33
522	Columbus, GA (Opelika, AL)	3	0.19	0.55	0.18	298	97	33
525	Albany, GA	2	0.12	0.36	0.11	296	94	32

Table 10. Defensive BDI/CDI/BOI Data for Red Lobster by DMA.

Table 10 shows calculations made for Brand Development, Category Development, and Brand Opportunity Indexes, arranged by the top ten highest BDI scores to understand important areas for defensive strategies.

BDI/CDI Data for Red Lobster Case								
DMA	DMAName	Red Lobster Restaurants	%USHH	%RedLob Volume	%Category Volume	BDI	CDI	BOI
618	Houston, TX	1	2.10	0.18	2.11	8	100	1182
753	Phoenix (Prescott), AZ	1	1.75	0.18	1.76	11	100	952
803	Los Angeles, CA	6	4.73	0.99	4.59	21	97	461
548	West Palm Beach-Ft. Pierce, FL	1	0.72	0.19	0.72	27	101	376
514	Buffalo, NY	1	0.51	0.20	0.52	39	101	258
533	Hartford & New Haven, CT	2	0.82	0.38	0.84	47	103	221
744	Honolulu, HI	1	0.38	0.18	0.38	46	100	217
819	Seattle-Tacoma, WA	5	1.77	0.86	1.80	49	101	208
807	San Francisco-Oakland-San Jose, CA	7	2.23	1.04	2.13	47	95	204
669	Madison, WI	1	0.34	0.18	0.35	54	103	191

Table 11. Offensive BDI/CDI/BOI Data for Red Lobster by DMA.

Table 11 shows calculations made for Brand Development, Category Development, and Brand Opportunity Indexes, arranged by the top ten highest BOI scores to understand important areas for defensive strategies.

APPENDIX

Appendix B: Geographic calculations

All Respondents												
	Totals		Red Lobster Past 30 Days				Total Family Rest/Steak House Users Past 30 Days					
	(000s)	Vert%	(000s)	Vert%	Horz%	BDI	(000s)	Vert%	Horz%	CDI	BOI	
PACIFIC- MKTG REGN	51426	20.4	1751	16.8	3.4	82	26658	19.2	51.8	94	115	
SOUTH WEST	31832	12.6	1166	11.2	3.7	88	19411	14.0	61.0	111	126	
SOUTH EAST	53282	21.1	2549	24.4	4.8	115	31217	22.5	58.6	106	92	
WEST CENTRAL	36431	14.5	1391	13.3	3.8	92	20130	14.5	55.3	100	109	
EAST CENTRAL	29364	11.7	1566	15.0	5.3	129	17220	12.4	58.6	106	82	
MIDDLE ATLANTIC	38016	15.1	1802	17.2	4.7	114	18217	13.1	47.9	87	76	
NEW ENGLAND	11754	4.7	228	2.2	1.9	47	6053	4.4	51.5	93	198	
COUNTY A	106555	42.3	4254	40.7	4.0	96	56866	40.9	53.4	97	101	
COUNTY B	75168	29.8	3063	29.3	4.1	98	42550	30.6	56.6	103	105	
COUNTY C	36551	14.5	1782	17.1	4.9	118	20775	15.0	56.8	103	87	
COUNTY D	33832	13.4	1354	13.0	4.0	97	18715	13.5	55.3	100	103	

Table 12. BDI/CDI/BOI Data for Red Lobster by County and Marketing Region.

Table twelve shows calculations made for Brand Development, Category Development, and Brand Opportunity Indexes across marketing regions.

APPENDIX

Appendix C: MFP Printout

Red Lobster Flowchart Precision Group													Target Demo: All Adults ages 55+			
Medium	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total Across	GRPS:	COST:	
Net TV-L Nite/L News \$(000)	45 425.7	45 425.7			60 567.7	60 567.7	60 567.7				50 473.1	50 473.1	GRPS: COST:	370 3500.6		
<i>FOX News NBC News CNN</i>																
Net Cable-Daytime \$(000)			240 262.3	240 262.3				120 131.2	200 218.6	200 218.6	145 158.5	145 158.5	GRPS: COST:	1290 1410.0		
<i>Best Bobby Flay The Pioneer Woman Chopped Guy's Grocery Games Drive-Ins and Drive-Ins</i>																
Net Cable-E Fringe \$(000)			60 123.5	60 123.5				70 144.1	80 164.7	80 164.7	100 205.3	100 205.3	GRPS: COST:	550 1132.5		
<i>The Kitchen Child Support Crimetime</i>																
Net Radio-Daytime \$(000)	75 227.8	75 227.8	70 212.7	70 212.7									GRPS: COST:	290 881.0		
<i>KOBY KQOL-FM NPR</i>																
Net Radio-Evening Drive \$(000)	70 222.3	70 222.3	70 222.3	70 222.3	155 493.7	155 493.7	155 493.7	50 159.3	40 127.4	40 127.4	100 318.5	100 318.5	GRPS: COST:	1075 3423.3		
<i>KOBY KQOL-FM NPR</i>																
Net Radio-Nighttime \$(000)					155 387.3	155 387.3	155 387.3	50 125.0	40 100.0	40 100.0			GRPS: COST:	595 1486.3		
<i>KOBY KQOL-FM NPR</i>																
Magazines-General Interest \$(000)	80 639.0	80 639.0											GRPS: COST:	160 1397.3		
<i>Hunting Sports Society Shopping</i>																
Spot TV-Prime \$(000)											30 140.0	30 140.0	GRPS: COST:	60 280.0		
Spot TV-Late Fringe/News \$(000)	80 187.5	80 187.5									80 187.5	80 187.5	GRPS: COST:	320 750.1		
Spot Cable \$(000)	140 183.3	140 183.3			130 170.2	130 170.2	130 170.2						GRPS: COST:	670 877.0		
Spot Radio-Daytime \$(000)	100 154.0	100 154.0	30 46.2	30 46.2				100 154.0	80 123.2	80 123.2	50 77.0	50 77.0	GRPS: COST:	620 354.8		
Spot Radio-Evening Drive \$(000)	50 91.7	50 91.7	30 55.0	30 55.0	140 256.8	140 256.8	140 256.8	30 165.1	80 146.7	80 146.7	50 91.7	50 91.7	GRPS: COST:	390 1705.6		
Spot Radio-Nighttime \$(000)								150 66.3	150 66.3	150 66.3	150 66.3	150 66.3	GRPS: COST:	750 3315.0		
Outdoor \$(000)	593 275.3	593 275.3											GRPS: COST:	1185 550.6		
<i>Localized billboards</i>																
Direct Mail \$(000)			20 544.0	20 544.0	20 544.0	20 544.0	20 544.0	20 544.0	20 544.0	20 544.0	25 680.0	25 680.0	GRPS: COST:	210 5712.0		
<i>Collateral Discounts and Coupons</i>																

ALL SPOT TACTICS WILL VARY DEPENDING ON LOCAL STATIONS AND PLATFORMS

Table 13: MFP Flowchart, Continued.

APPENDIX

Appendix C: MFP Printout

National Only Area														GRPS:	4330
GRPS	270	270	439	439	370	370	370	290	359	359	395	395	GRPS:	4330	
\$(000)	1575.5	1575.5	8215	8215	1448.7	1448.7	1448.7	559.5	610.7	610.7	1155.9	1155.9	Cost:	13232.7	
Reach	75.5	75.5	70.1	70.1	60	60	60	62.1	63.7	63.7	70.6	70.6			
Avg. Freq.	3.6	3.6	6.3	6.3	6.2	6.2	6.2	4.7	5.6	5.6	5.6	5.6			
Spot Only Area														GRPS:	3560
GRPS	370	370	80	80	290	290	290	360	330	330	384	384	GRPS:	3560	
\$(000)	891.8	891.8	645.2	645.2	970.9	970.9	970.9	929.4	880.2	880.2	1242.5	1242.5	Cost:	11161.6	
Reach	82.1	82.1	44.5	44.5	71.6	71.6	71.6	70.1	68.6	68.6	82.8	82.8			
Avg. Freq.	4.5	4.5	1.8	1.8	4.1	4.1	4.1	5.1	4.8	4.8	4.6	4.6			
Spot + National														GRPS:	7889
GRPS	640	640	519	519	660	660	660	650	690	690	780	780	GRPS:	7889	
\$(000)	2467.3	2467.3	1466.7	1466.7	2419.6	2419.6	2419.6	1488.8	1490.9	1490.9	2398.4	2398.4	Cost:	24394.3	
Reach	92.5	92.5	81.9	81.9	86.5	86.5	86.5	86.5	86.4	86.4	92	92			
Avg. Freq.	6.9	6.9	6.4	6.4	7.6	7.6	7.6	7.5	8.0	8.0	8.5	8.5			
Non-Traditional															
Geerrilla Advertising															
				Second vehicle				Third vehicle							
Vehicle Sale (\$)	\$31,027				\$31,027				\$31,027						
Vehicle Wrap (\$)	4,500				4,500				4,500						
Insurance (\$)	1,771				1,771				1,771						
Gasoline Mileage (\$)	3,000				3,000				3,000						
PR Launch (\$)	7,500				7,500				7,500						
Driver Fees (\$)	30,000				30,000				30,000						
														Cost:	\$233,394
Earned and Owned Media Management															
Social Media Manager (\$)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00			
Copywriter (\$)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00			
App Developer Salary (\$)	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00			
Email Subscription Service (\$)	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00			
														Cost:	\$174,000

Table 13: MFP Flowchart



Source: comScore Media Metrix [More info](#)
 Period: September 2022
 comScore Title: pinterest.com

Desktop Metrics

Total Unique Visitors	19,549,000
Total Pages Viewed	181,332,198
Average Visits per Visitor	4.0
Total Visits	77,314,000
Average Minutes per Visit	3.2
Average Daily Visitors	1,821,000
Total Minutes	243,920,537



Source: comScore Media Metrix [More info](#)
 Period: September 2022
 comScore Title: youtube.com

Desktop Metrics

Total Unique Visitors	124,136,000
Total Pages Viewed	4,684,625,195
Average Visits per Visitor	14.9
Total Visits	1,846,326,000
Average Minutes per Visit	3.2
Average Daily Visitors	31,555,000
Total Minutes	5,868,252,684

APPENDIX

Appendix D: MFP Year at a Glance

Year At a Glance	
Student:	Brooke Montgomery
Professor:	Jong-Hyuok Jung
Semester:	Fall 2023

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
September	80.0	92.5	6.0	6.9	480	640	-160	1903.4	2467.3	-563.9
October	80.0	92.5	6.0	6.9	480	640	-160	1903.4	2467.3	-563.9
November	80.0	81.9	6.0	6.4	480	520	-39	1903.4	1466.7	436.8
December	80.0	81.9	6.0	6.4	480	520	-39	1903.4	1466.7	436.8
January	70.0	86.5	7.0	7.6	490	655	-165	1943.1	2419.6	-476.5
February	70.0	86.5	7.0	7.6	490	660	-170	1943.1	2419.6	-476.5
March	70.0	86.5	7.0	7.6	490	660	-170	1943.1	2419.6	-476.5
April	70.0	86.5	7.0	7.5	490	650	-160	1943.1	1488.8	454.3
May	60.0	86.4	8.0	8.0	480	690	-210	1903.4	1490.9	412.5
June	60.0	86.4	8.0	8.0	480	690	-210	1903.4	1490.9	412.5
July	60.0	92.0	8.0	8.5	480	780	-300	1903.4	2398.4	-495.0
August	60.0	92.0	8.0	8.5	480	780	-300	1903.4	2398.4	-495.0
Total					5800	7885	-2085	23000	24394.34	-1394.34

Table 14: Year at a Glance

National Contingency \$(000): **500**
 Spot Contingency \$(000): **1,500**
 © Deer Creek Software, Provo, UT

APPENDIX

Appendix E: MFP Goal Sheet

Goal Sheet

Student:	Brooke Montgomery
Professor:	Jong-Hyuok Jung
Semester:	Fall 2023

National Plan

National Plan	Reach	Freq	GRPs	%Share	Est \$(000)
September	70.0	3.6	252.0	4.3	999.3
October	70.0	3.6	252.0	4.3	999.3
November	70.0	3.6	252.0	4.3	999.3
December	70.0	3.6	252.0	4.3	999.3
January	60.0	4.6	276.0	4.8	1094.5
February	60.0	4.6	276.0	4.8	1094.5
March	60.0	4.6	276.0	4.8	1094.5
April	60.0	4.6	276.0	4.8	1094.5
May	50.0	5.6	280.0	4.8	1110.3
June	50.0	5.6	280.0	4.8	1110.3
July	50.0	5.6	280.0	4.8	1110.3
August	50.0	5.6	280.0	4.8	1110.3
			-----	-----	-----
National Media			3232	55.7	12816.6
National Contingency					500.0
Total National \$\$					13316.6

Table 15: MFP Goal sheet

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 1

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast						
Mid to late morning					x	x
During lunch	x					
Early to mid-afternoon						
Late afternoon/before dinner				x		
During dinner						
After dinner/mid to late evening	x					
In bed before going to bed						
Not at all.		x	x			

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational			x		x	x
Entertainment	x	x		x		
As Background						

What is your favorite show/program? Nature; news; Nova

What is your favorite social media platform? Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 2

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast						
Mid to late morning		x			x	
During lunch				x		
Early to mid-afternoon					x	
Late afternoon/before dinner		x				
During dinner	x					
After dinner/mid to late evening	x		x			
In bed before going to bed				x		x
Not at all						

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x		x		x	x
Entertainment		x		x		
As Background						

What is your favorite show/program? News, home shows, movies

What is your favorite social media platform? Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 3

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast	x				x	x
During breakfast						
Mid to late morning						
During lunch						
Early to mid-afternoon					x	
Late afternoon/before dinner						
During dinner						
After dinner/mid to late evening					x	x
In bed before going to bed	x				x	x
Not at all		x	x	x		

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational			x		x	
Entertainment	x			x		x
As Background		x				

What is your favorite show/program? Escape to the Château, Boston Bruins Hockey, Gogglebox

What is your favorite social media platform? Facebook, LinkedIn

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 4

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast	x					
Mid to late morning	x					x
During lunch						
Early to mid-afternoon		x				
Late afternoon/before dinner		x				
During dinner						
After dinner/mid to late evening	x					
In bed before going to bed					x	x
Not at all			x	x		

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x	x	x	x	x	x
Entertainment						
As Background						

What is your favorite show/program? Rachel Maddow Show, The Circus, Friends

What is your favorite social media platform? Instagram and Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 5

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast						
Mid to late morning						
During lunch					x	
Early to mid-afternoon						
Late afternoon/before dinner						
During dinner	x					
After dinner/mid to late evening	x					
In bed before going to bed						
Not at all		x	x	x		x

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x		x	x	x	
Entertainment						x
As Background		x				

What is your favorite show/program? CNN, msnbc, football

What is your favorite social media platform? Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 6

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast					x	
During breakfast						
Mid to late morning						
During lunch						
Early to mid-afternoon						
+ Late afternoon/before dinner						
During dinner						
After dinner/mid to late evening	x					
In bed before going to bed						
Not at all		x	x	x		x

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x				x	
Entertainment			x	x		x
As Background		x				

What is your favorite show/program? Fox News

What is your favorite social media platform? None.

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 7

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast					x	
During breakfast						
Mid to late morning						
During lunch						
Early to mid-afternoon						
Late afternoon/before dinner						
+ During dinner						
After dinner/mid to late evening	x					
In bed before going to bed						
Not at all		x	x	x		x

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x		x		x	
Entertainment		x		x		x
As Background						

What is your favorite show/program? Fox News

What is your favorite social media platform? None.

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 8

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						x
During breakfast						
Mid to late morning		x			x	
During lunch						
Early to mid-afternoon				x		
Late afternoon/before dinner						
During dinner						
After dinner/mid to late evening						
In bed before going to bed	x					
Not at all			x			

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational			x		x	
Entertainment	x	x		x		x
As Background						

What is your favorite show/program? Today show, Hoda and Jenna, El Gordo y La Flaca

What is your favorite social media platform? Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 9

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast						
Mid to late morning					x	
During lunch						
Early to mid-afternoon						
Late afternoon/before dinner						x
During dinner						
After dinner/mid to late evening						
In bed before going to bed	x			x		
Not at all		x	x			

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x	x	x	x	x	x
Entertainment						
As Background						

What is your favorite show/program? NBC Evening news with Lester Holt, Fox news, and Netflix movies

What is your favorite social media platform? Facebook

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 10

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						
During breakfast						
Mid to late morning			x	x	x	
During lunch						
Early to mid-afternoon			x		x	
Late afternoon/before dinner			x	x	x	
During dinner						
After dinner/mid to late evening	x		x	x	x	
In bed before going to bed		x			x	
Not at all			x			x

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational			x		x	
Entertainment	x	x		x		x
As Background						

What is your favorite show/program? Better Call Saul

What is your favorite social media platform? None.

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 11

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast		x				
During breakfast					x	
Mid to late morning					x	x
During lunch					x	x
Early to mid-afternoon					x	
Late afternoon/before dinner					x	
During dinner					x	
After dinner/mid to late evening	x					x
In bed before going to bed					x	x
Not at all			x	x		

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational			x		x	
Entertainment	x	x		x		x
As Background						

What is your favorite show/program? News, Law & Legal shows, sports

What is your favorite social media platform? Facebook, Instagram

APPENDIX

Appendix F: Primary Research PNM Grid Respondent 12

At what points of the day do you most often...

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Shortly after waking up/before breakfast						x
During breakfast						
Mid to late morning		x			x	
During lunch		x				
Early to mid-afternoon		x				
Late afternoon/before dinner		x				
During dinner						
After dinner/mid to late evening	x					
In bed before going to bed						
Not at all			x	x		

What is the purpose of these actions?

	Watch TV	Listen to Radio	Read Newspaper	Read a Magazine	Surf the Web	Social Media
Informational	x		x		x	
Entertainment				x		x
As Background		x				

What is your favorite show/program? Fox News, Netflix

What is your favorite social media platform? Facebook, Instagram

APPENDIX

Appendix F: Primary Research

Brand Contact Audit: 10 Respondents

Brand Contact Audit: Red Lobster

	<u>Brand Familiarity ?</u>	How often do you attend?	Initial thoughts on the brand?	Last RL ad seen (which platform)	Initial thoughts on the ad?	Positive or Negative interaction ?	If negative , why?	Importance of contact to brand judgment?	Could RL benefit by improvement to its communication?
1	Average	1 or 2 X	Average seafood	TV	Nothing.	Positive		Nothing	Yes
2	Average	1 or 2 X	Delicious seafood	TV	Seafood looked good	Positive		To make the audience in the area aware of RL.	I think they already do a good job.
3	Average	Never	Dated	Outdoor	Dated	Negative	Dated	No importance	Need to strengthen overall brand
4	Average	1 or 2 X	Dated	TV	Family friendly. Good option if you don't live close to the ocean.	Positive		Marketing which was celebrating family and good seafood	Yes
5	Average	Once in the past 6 months	I like it, but not my first choice.	TV	Reminded me that I like seafood	Positive		Seafood was appealing	Yes
6	Average	1 or 2 X	Cheap food buffet	TV	Lobster Fest	Negative	Cheap food	Only eating there delivers the real understanding that it is cheap food	No
7	Average	Once in the past 6 months	Good food great biscuits	RL Restaurant	Old	Negative	Run down	Poor looking restaurant	Yes
8	I love RL	Commonly	Great biscuits	TV	n/a	Positive	Good food	Nothing	Needs new branding
9	Average	1 or 2 X	Cheap food, Lobster Fest, family-base	TV	Lobster Fest	Positive		Make people aware of Lobster Fest	Needs new marketing
10	I love RL	Once in the past 6 months	Good seafood, family-friendly	TV	Seafood looked good	Positive		Family	Good TV ads