



**Precision Media Planning Agency**

October 11, 2022

# Red Lobster

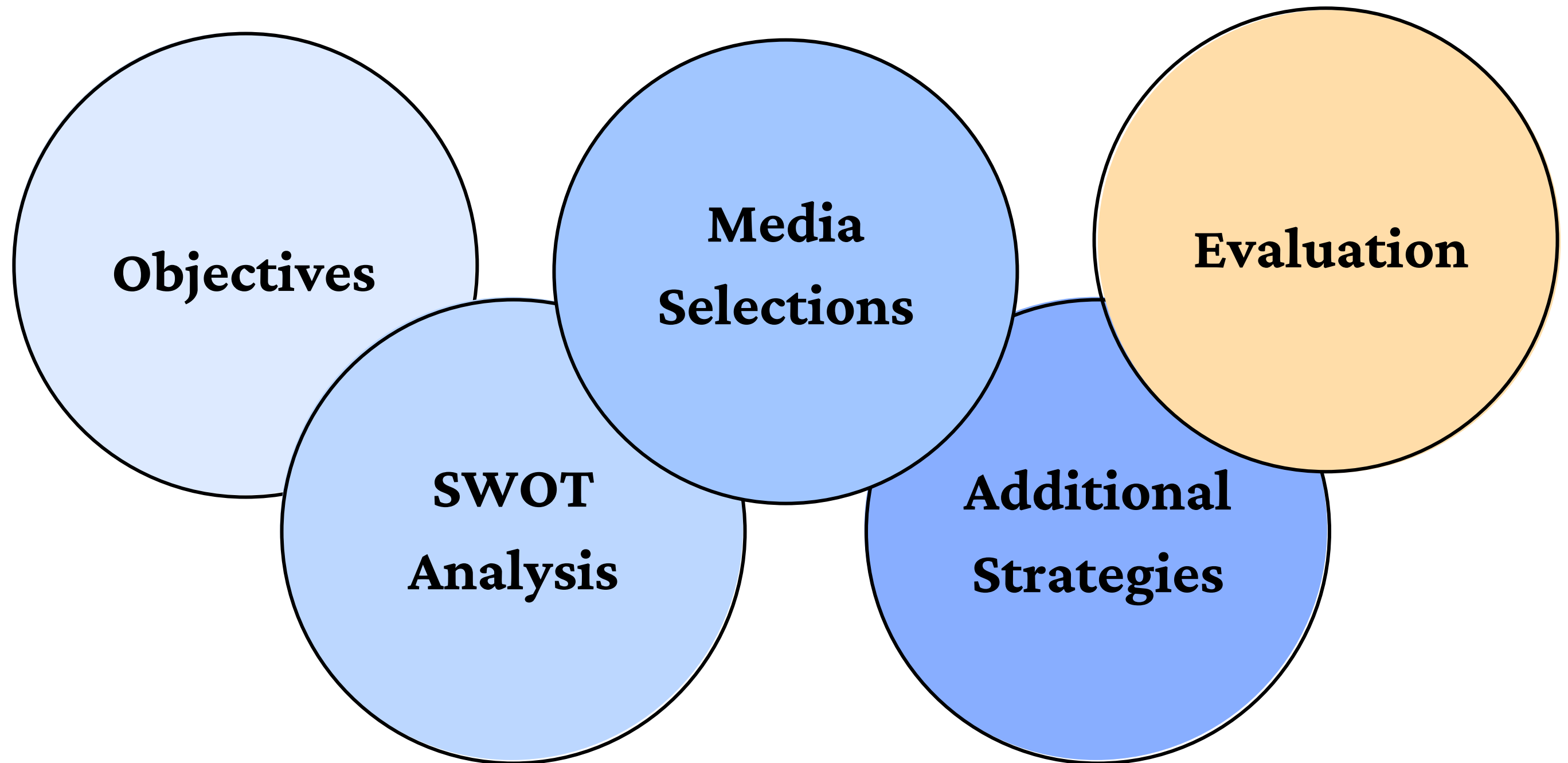
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MEDIA PLAN CONDUCTED BY KAREYN HELLMANN, BROOKE  
MONTGOMERY, ARIANA HENSLEY, AND MORGAN CURRAN

2022

# AGENDA

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# MARKETING OBJECTIVES

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Recover from the pandemic hit to the casual dining category.

"Do more with less" by reducing overspending and embracing creative ideas.

Encourage biannual diners to eat at RL at least once a month.

Increase consideration, loyalty, and advocacy among boomers.

# SWOT ANALYSIS

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## STRENGTHS

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

## WEAKNESSES

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

# SWOT ANALYSIS



## OPPORTUNITIES

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

## THREATS

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

# SITUATION ANALYSIS



## HIGHLIGHTS

- Brand value alignment
- Seafood specialty
- Brand presence in County C

## NEEDS

- To support initiatives in Counties C
- Lower costs
- Establish a brand personality
- Diversify media mix
- Increase Share of Voice
- Win the "Order on the App" Race



# PROBLEM STATEMENT

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"Red Lobster struggles to convert interested consumers into loyal customers because it is costly, generic, and growing increasingly irrelevant across media channels."

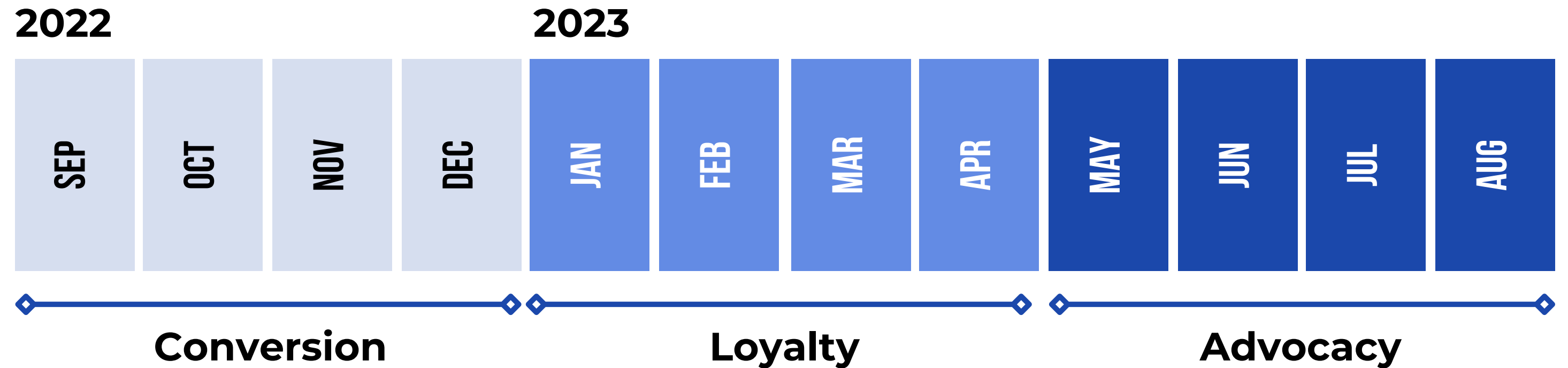
# MEDIA OBJECTIVES



SEPT - DEC: CONVERSION

JAN - APR: LOYALTY

MAY - AUG: ADVOCACY





# TARGET AUDIENCE



## MEET LISA

- Jacksonville, FL
- Office Administrator
- Married with two grown children

## DETAILS

- 60-year-old
- Black women
- Boomers
- High-school educated
- Married

## DESIRE

- A classy, exciting, and low-cost place to spend time with friends and family.



# RECOMMENDED PAID MEDIA



## RADIO

- 30-Second
- National and SPOT
- Increases conversion
- Effective with boomers

## TELEVISION

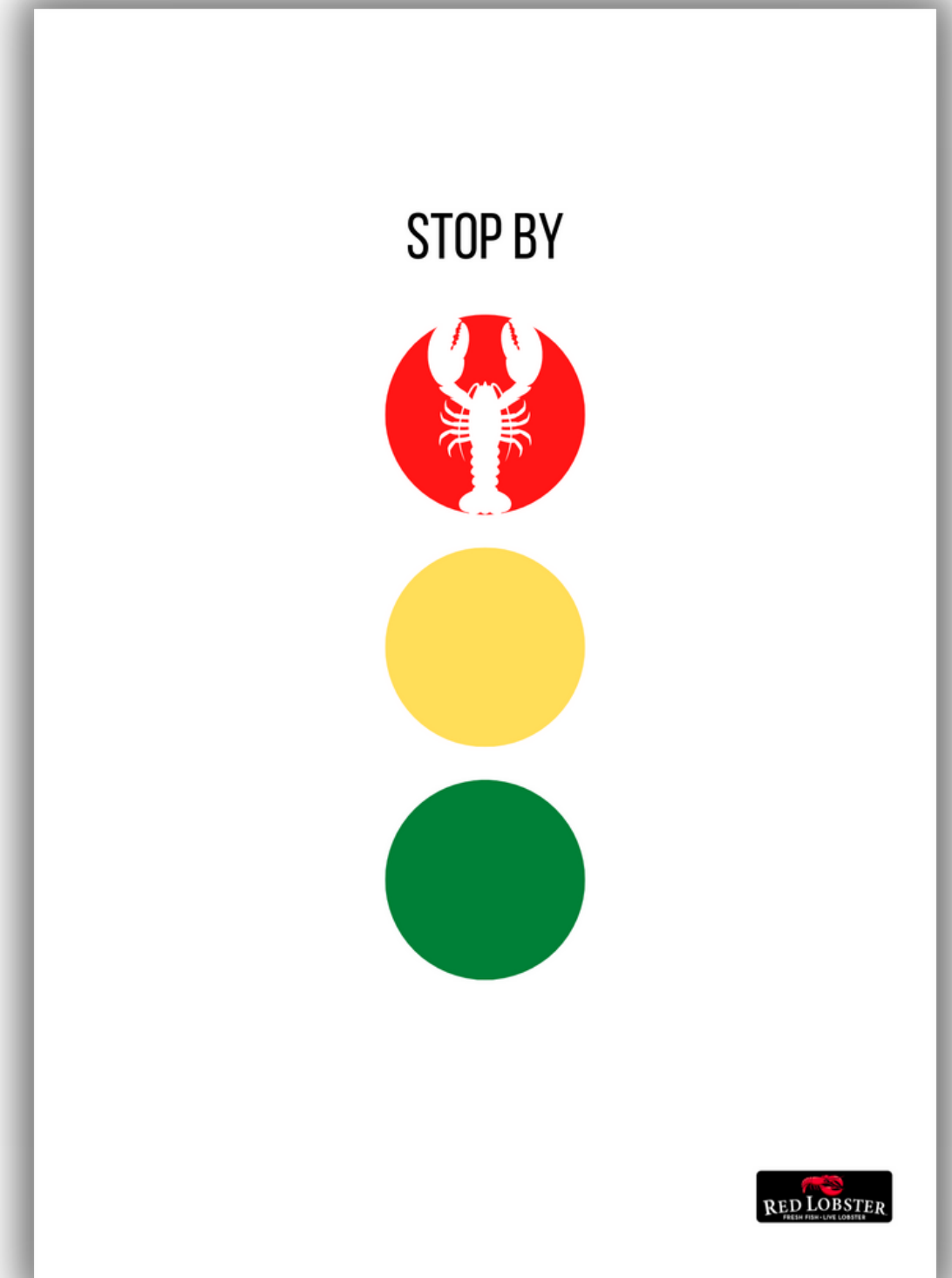
- National
- Increases conversion
- Food and cooking TV shows
- Effective with boomers

## DIRECT MAIL

- Coupons, collateral, promotions
- Increases loyalty
- Effective with boomers

## MAGAZINE

- Half-page ads in general interest magazines
- Increases conversion
- Highlight competitive traits



# RECOMMENDED PAID MEDIA



## OUTDOOR

- SPOT-specific
- Increases conversion
- Highlights competitive strengths

# RECOMMENDED OWNED MEDIA



## EMAIL MARKETING

- Pre-gathered email list
- Reaching current customers
- Offers exclusive promotions
- Increase loyalty and satisfaction

## MOBILE APPS

- Point system
- Exclusive deals
- Incentivizes to refer the app to others
- Repeat brand consumption



# RECOMMENDED EARNED MEDIA



## FOOD CONTENT PRODUCERS

- Share referrals & testimonies
- Conversion goals
- Story concepts, sample recipes, news releases

## ONLINE REVIEWS

- Monitor customer satisfaction
- Build customer relationships
- Share the positive reviews on main channels



**“COULDN'T  
FIND A BETTER  
RESTAURANT.  
STRONGLY  
RECOMMEND!”**

EMILY SMITH



# THE LOBSTER CAR - MIXED MEDIA



## GUERILLA ADS

- Localized community engagement
- Creates virality
- Incentivizes people to share
- Targeting audience based on location



# 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

## Objectives by timeline:

- Lobster season: Oct. - Dec.
- More promotional activities and discounts.
- Build loyalty on off-season months.
- May - strong core base.

## National goals:

- High frequency = consistent image/overcomes low brand loyalty
- Ostrow model

## Spot Goals

- Increased attention to identified DMAs.
- Slight advantage over national to direct more attention.

# TIMING AND SCHEDULING



## Strategy:

- Pulsing Schedule
- Consistent advertising for funnel stages
- Increases in the months with high attendance.

## Rationale:

- **Conversion months:** (Sep.- Dec.) will receive a high volume of various platforms to greater reach bi-annual consumer attendance.
- **Loyalty months:** (Jan. - April) will be heavily spot-based to directly reach our target audience.
- **Advocacy months:** (May-Aug.) will be heavily spot-based and focus on personal incentives.
  - Ex. 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

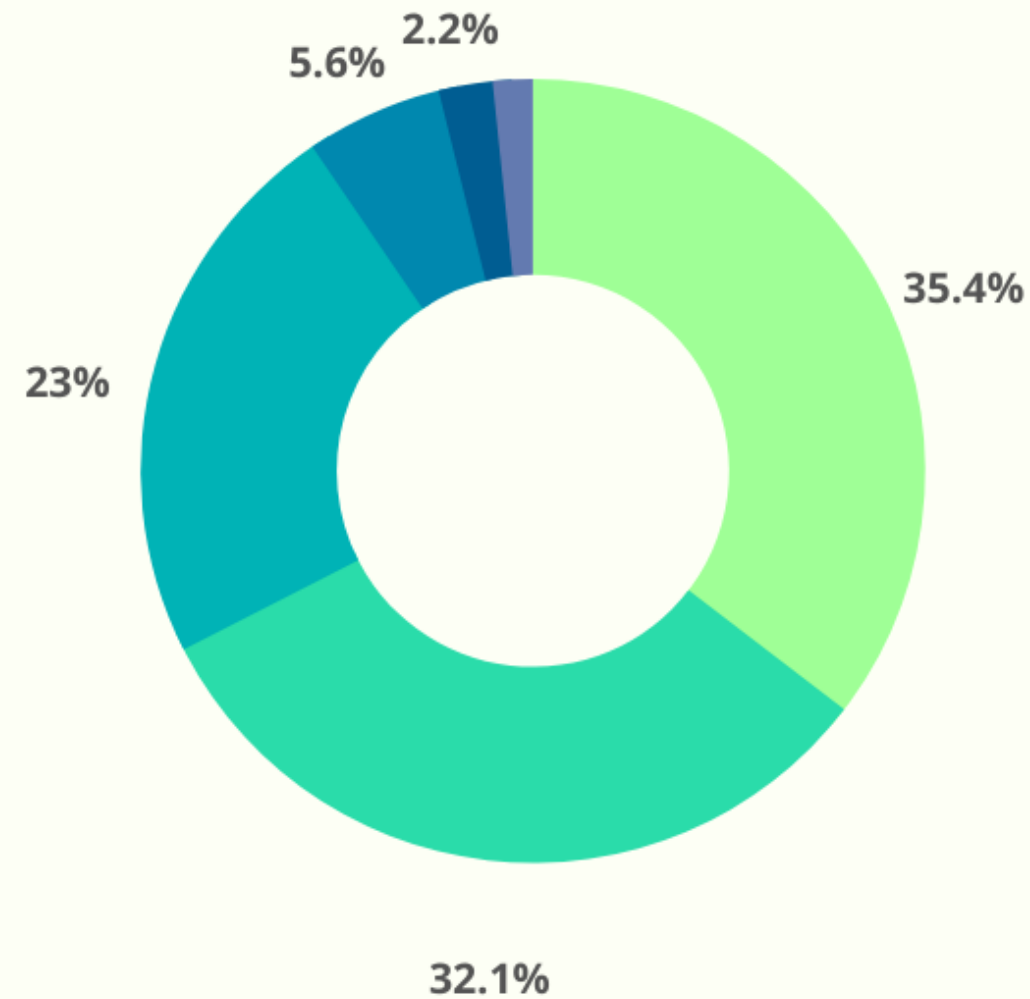
Table 6: Schedule and Timing



# BUDGET BREAKDOWN



## Budget Allocation



- Radio**  
Most of the allocated budget went to buying radio advertisements in national and SPOT markets.
- TV**  
The next highest portion of the budget was TV, with almost \$8,000,000 being spent in National and SPOT markets.
- Direct Mail**  
Direct mail is highly effective at reaching the target audience, receiving \$5,712,000.
- Magazine**  
National magazine ads will receive \$1,397,900 of our budget.
- Outdoor**  
Outdoor advertisements like billboards will account for \$550,600 of the budget.
- Non-MFP Expenses**  
Guerilla advertising and earned and owned media management will be budgeted at \$407,934.

Non-Traditional												
<b>Guerilla Advertising</b>												
Vehicle Sale (\$)	31,027											
Vehicle Wrap (\$)	4,500											
Insurance (\$)	1,771											
Gasoline Mileage (\$)	3,000											
PR Launch (\$)	7,500											
Driver Fees (\$)	30,000											
												Cost: \$233,334
<b>Earned and Owned</b>												
<b>Media Management</b>												
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





# EVALUATION PLAN

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## PAID

- **Outdoor:** % of increased sales
- **Magazines:** CPM/ CPA of QR code referrals
- **TV:** Reach and GRPs
- **Direct Mail:** Response rate/coupon redemption rate
- **Radio:** Expected reach

## EARNED

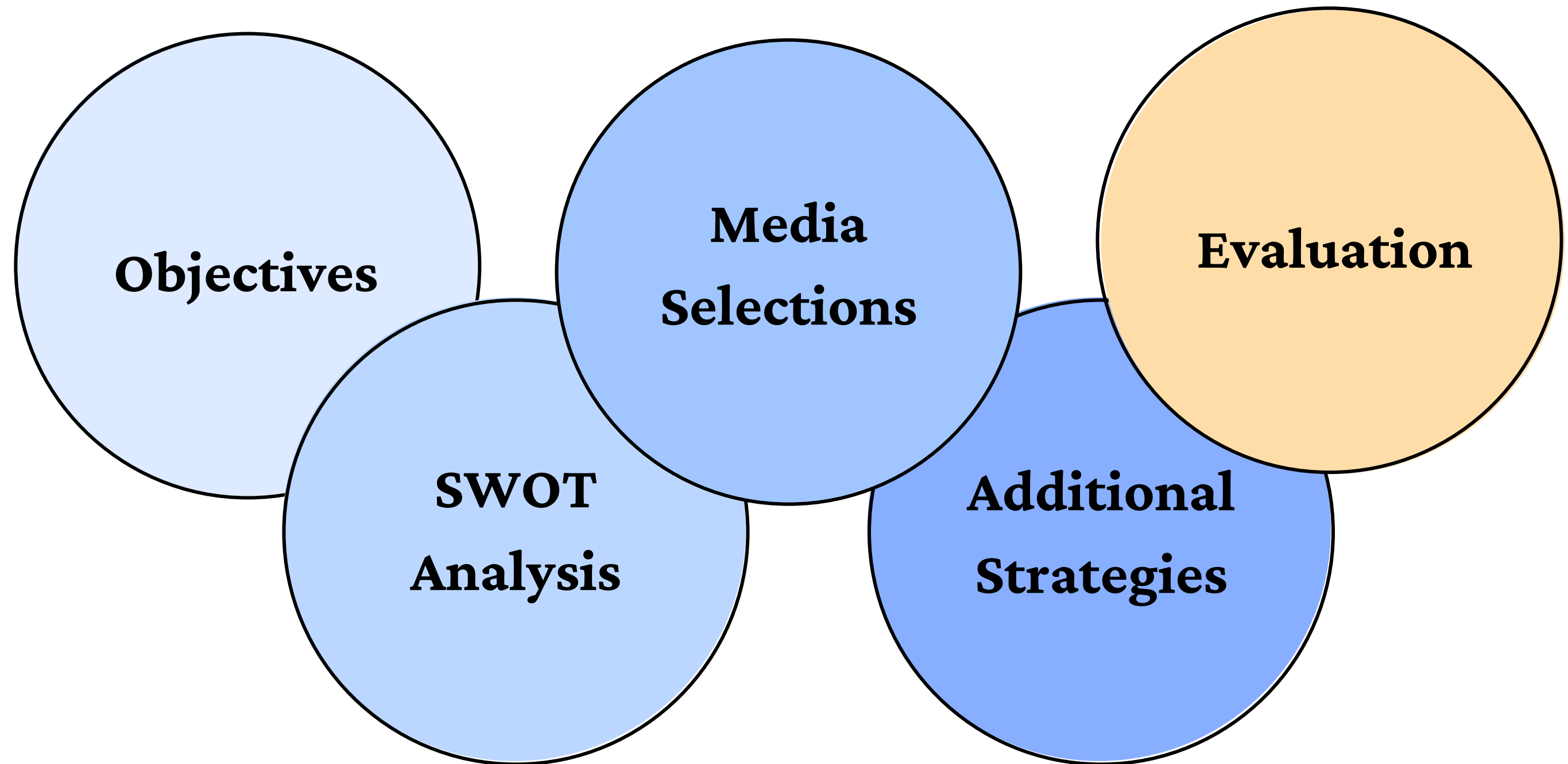
- **Content Producers:** number and quality of published articles
- **Online reviews:** Quantity and Quality
- **Social media:** CTR, comments and shares, original posts using #spotthelobster

## OWNED

- **Email:** Open rate/CTR
- **Red Lobster Rewards App:** the number of downloads, monthly active users, and times used at payment.
- **Social Media:** Comments and shares/CTR

# REVIEW

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# CONCLUSION



## NEEDS

- To support initiatives in Counties C
- Lower costs
- Establish a brand personality
- Diversify media mix
- Increase Share of Voice
- Win the "Order on the App" Race



QUESTIONS?



Red Lobster

