

## **Creative Brief**

**Date:** 3/8/17

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### **Project Name/Description**

O’Keeffe’s Working Hands. In this campaign, we’ll be focusing our effort on targeting the Working Hands product to women, specifically mothers, who may believe this product is only for men with tough-on-your-hand jobs.

### **Product / Client Description and Overview**

O’Keeffe’s Working Hands is a hand cream for people who have dry, cracked hands and need immediate relief. One container of Working Hands costs about \$7 and are available for purchase in most superstores, pharmacies, hardware and grocery stores.

### **Primary Target Audience**

Demographic: Women

Age: 30-45

Education: College graduate

Income: \$45,000-\$80,000

Psychographic: These women are hardworking mothers who value the functionality of their hands. They need a long-lasting product that can get them through all aspects of their day. They are easily influenced by educated individuals and esteemed professionals who work with their hands. They trust easily.

### **Features / Benefits**

Feature: Fragrance-free

Benefit: Will not bother people with sensitive hands

Feature: Non-greasy formula

Benefit: Retains moisture and creates a protection barrier around the skin

### **The Key Message/Unique Selling Proposition**

O’Keeffe’s Working Hands is the product for all mothers who need a hand cream that will relieve dry, cracked, overworked hands from everyday tasks.

**Tone:** practical, reassuring, trustworthy, humble

### **Understanding**

O’Keeffe’s Working Hands is a fast working, non-greasy, fragrance-free formula that will keep in the moisture and make hands softer to keep up with the all the daily tasks of a mother.

### **Motivation**

The customers will be able to trust this product will work for them.

# O'Keeffe's Working Hands S.W.O.T Analysis



- Expanded product line including hand, feet, lip and skin products
- Available online and in-stores
- Each product includes a 100% money back guarantee
- All products have three years of shelf life
- Non-greasy formula
- Fragrance free cream

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STRENGTHS

- Image does not attract women
- Does not offer travel size of products
- Minimal print advertising
- "Working Hands" name does not attract all professions

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WEAKNESSES

- Currently offer newspaper coupons, could expand to social media coupons and offers
- Room to market to different physical career professionals
- Possibilities for sponsorships in a variety of different career fields (athletic, medical, agriculture, manufacturing, etc.)

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OPPORTUNITIES

- Hundreds of similar priced hand creams available
- Other non-greasy hand creams
- Other fragrance-free hand creams on the market
- May be more feminine hand creams that attract women and mothers

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THREATS



## Media Plan/Budget

\$1,500,000 total (**\$1,514,585 used**)

### Section 1: Cost Breakdown

#### Print – Magazines (**\$671,645**)

- Parents (\$224,600 per full page four-color ad)
  - Full page four-color ad (two months total): \$449,200
- Delicious Living (\$3,708 per full page four-color ad)
  - Full page four-color ad (three month total): \$11,125
- Hello, Darling (\$2,000 per full page four-color ad)
  - Full page four-color ad (three month total): \$6,000
- Working Mother (\$68,440 per full page four-color ad)
  - Full page four-color ad (three month total): \$205,320

#### Social Media – Facebook page

- Boosted Facebook advertisements
  - Total of **\$720**

#### Out-of-Home – Outdoor Billboard (**\$80,000**)

- BlueLine Media (large billboard)
  - \$20,000 per location (four locations) for four weeks each

#### Broadcast – Radio (**\$562,720**)

- 103.5 KISS FM (Chicago)
  - 30 sec spot: \$362
- 102.7 KIIS FM (Los Angeles)
  - 30 sec spot: \$1,083
- Z100 WHTZ FM (New York City)
  - 30 sec spot: \$1,405
- 93.3 FLZ FM (Tampa)
  - 30 sec spot: \$194
- 99.1 KISS FM (Houston)
  - 30 sec spot: \$264
- 93.3 POWER FM (Seattle)
  - 30 sec spot: \$209

#### Guerilla Marketing – Shopping Baskets (**\$115,500**)

- 18 Target stores, 35-70 baskets in each store, one month run

#### Spa Kits and Shipping – 3,000 Giveaway Spa Kits (**\$84,000**)

## Section 2: Rationale

### Print

Print advertisements in the following magazines will run for three months from February to April. This will be a total of **\$671,645**.

- **Parents Magazine:** Parents magazine allows women to obtain the information and knowledge they need to sustain healthy, happy households, children and lives. These women value their sense of beauty, fitness and nutrition while providing support to their family. Parents magazine offers readers one issue every month on topics about the challenges and triumphs of parenting. The target reader is women; the median age is 38. Parents magazine reaches, on average, ten million readers per issue. (\$449,200 for two months)
- **Delicious Living:** Delicious Living magazine is a publication geared towards the natural, healthy and conscious lifestyle of men and women. These readers receive knowledge on healthy lifestyle trends, recipes, nutrition, beauty, fitness and being an environmentally friendly consumer. O’Keeffe’s products come in recyclable-friendly containers that have minimal impact on the environment. Delicious Living offers readers one issue per month and reaches over 350,000 readers per issue. (\$11,125 for three months)
- **Hello, Darling:** Hello, Darling magazine is the magazine created for every kind of mom. Although this publication only offers four issues per year, each issue gives readers advice and information on the needs of being a mother. Topics range from infant care to grade school troubles. Mothers can be easily influenced by the magazines or articles they read and inspire them to be stronger mothers so having a full page four color advertisement will grab and hold their attention. Each publication of Hello, Darling reaches about 100,000 readers. (\$6,000 for three months)
- **Working Mother:** Working Mother magazine is committed to the working mother who are serious about their families and their careers. These readers are women who mentor, advocate and role model for all other moms nationwide. Working Mother offers readers four publications per year and has about 200,000 readers per issue. (\$205,320 for three months)

### Social Media

- **O’Keeffe’s Facebook page:** Using the company Facebook page will allow for increased exposure for the campaign for free as well as boosted posts for increased exposure. O’Keeffe’s Facebook page will be utilized for a series of six posts over three months to target mothers and promote the Mother’s Day spa kit special. 81 percent of all parents on Facebook are mothers. The O’Keeffe’s

Facebook page currently has about 220,000 followers. Facebook ads allows the company to target specific audiences based on a user's age, gender, location and interests.

- O'Keeffe's will target each city with a specific boosted post costing about \$20 for a 14-day period (beginning March 5 - May 14). The six posts will go live within a three-month span to the O'Keeffe's target audience (mothers, age 30-45) under keyword searches like "mother", "hand cream", "lotion" and "O'Keeffes". The total budget for the group of advertisements is **\$720**.

### Out-of-Home Media – Outdoor Billboard

Billboard advertisements allow for a broad range of viewers in a highly concentrated area. Large billboards from BlueLine Media located in four different places will be run for four weeks (during April). Each location will receive approximately 30,000-50,000 impressions during the month of April. This total will be **\$80,000**.

- Chicago – Large Billboard (\$20,000)
  - Chicago's population is about 52 percent female and most of this population falls under O'Keeffe's target audience of 30-45. The total population has about 60 percent falling under the family household category.
  - This billboard will be placed along Interstate 55 leading west into downtown Chicago. A daily heavy traffic area with 50,000 or more impressions daily.
- Tampa – Large Billboard (\$20,000)
  - Tampa's population is about 51 percent female and most of this population falls under O'Keeffe's target audience of 30-45. The total population has about 57 percent falling under the family household category.
  - This billboard will be placed along Interstate 275 through Tampa/St. Petersburg. This location is high traffic and reaches close to 200 million impressions weekly.
- New York City – Large Billboard (\$20,000)
  - New York City's population is about 53 percent female and most of this population falls under O'Keeffe's target audience of 30-45. The total population has about 62 percent falling under the family household category.
  - This billboard will be placed along Interstate 495 heading east into New York City. A high traffic area at all times of the day with 50,000 impressions or more daily.
- Houston – Large Billboard (\$20,000)
  - Houston's population is about 50 percent female, 50 percent male however, the total population has over 65 percent falling under the family household category.

- This billboard will be placed along the property of the Tuscan Village Plaza, a main thorough fair for school and work traffic. About 50,000 impressions daily.

### Broadcast - Radio

O’Keeffe’s radio advertisements will run during weekday morning and afternoon drive times to reach the maximum number of mothers listening. These radio ads are promoting the Mother’s Day spa kit special to listeners nationwide. Each radio station, Chicago, Los Angeles, New York City, Tampa, Houston and Seattle, is a station from iHeart Media. These station’s audiences are mostly women ranging in age from 20-49. The iHeart Media group play contemporary hit songs often with popular morning drive talk shows. There are about 245 million monthly active listeners that listen to iHeartRadio stations. Radio advertisements will run four times a day (twice during morning drive, twice during afternoon drive) for five days a week, bi-weekly for 16 weeks (total of eight weeks). This will be a total of **\$562,720**.

- Chicago
  - \$362 per 30 second radio spot x 4 times a day = \$1,448
  - \$1,448 x 5 days per week = \$7,240
  - \$7,240 x 8 weeks (bi-weekly for 16 weeks) = **\$57,920**
- Los Angeles
  - \$1,083 per 30 second radio spot x 4 times a day = \$4,332
  - \$4,332 x 5 days per week = \$21,660
  - \$21,660 x 8 weeks (bi-weekly for 16 weeks) = **\$173,280**
- New York City
  - \$1,405 per 30 second radio spot x 4 times a day = \$5,620
  - \$5,620 x 5 days per week = \$28,100
  - \$28,100 x 8 weeks (bi-weekly for 16 weeks) = **\$224,800**
- Tampa
  - \$194 per 30 second radio spot x 4 times a day = \$776
  - \$776 x 5 days per week = \$3,880
  - \$3,880 x 8 weeks (bi-weekly for 16 weeks) = **\$31,040**
- Houston
  - \$264 per 30 second radio spot x 4 times a day = \$1,056
  - \$1,056 x 5 days per week = \$5,280
  - \$5,280 x 8 weeks (bi-weekly for 16 weeks) = **\$42,240**
- Seattle
  - \$209 per 30 second radio spot x 4 times a day = \$836
  - \$836 x 5 days per week = \$4,180
  - \$4,180 x 8 weeks (bi-weekly for 16 weeks) = **\$33,440**

### Guerilla Marketing – Shopping Baskets

- During the month of April, O’Keeffe’s will be running the ad campaign on the bottom of shopping baskets. These advertisements will be large scale advertisements placed in the bottom of 70 shopping baskets across 18 different Target stores in the nation. This will total approximately **\$115,500**.
- One Target with 35 basket advertisements = \$3,500
- 35 baskets x 2 = 70 baskets per Target store
- \$3,500 x 2 = \$7,000
- \$7,000 x 15 Target stores = \$105,000
- \$3,500 (35 extra baskets) x 3 (additional stores) = \$10,500
- Total of \$115,500

### Spa Kits and Shipping

- O’Keeffe’s campaign is targeting mothers leading up to Mother’s Day and will be giving away 3,000 spa kits including a limited edition size tub of O’Keeffe’s Working Hands Hand Cream, a nail file and four bottles of nail polish.
- Limited edition size of O’Keeffe’s Working Hands (3.4 oz) = \$5 per tub
- One nail file/nail buffer combination = \$2
- One bottle of nail polish = \$3
- \$9 per kit for shipping through FedEx
- Each kit will include the tub of Working Hands (\$5), one nail file (\$2), four bottles of nail polish (\$12) and approximately \$9 for shipping from FedEx for a total of \$28 per spa kit
  - Higher rates may apply for Hawaii and Alaska
- \$28 per spa kit x 3,000 spa kits = \$84,000



## **ROI Report**

O'Keeffe's Company

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## **Return on Investment**

The O'Keeffe's Working Hands advertising campaign is targeted toward 30-45 year old, college educated, stay-at-home and working mothers. This audience will allow O'Keeffe's to target a demographic the brand had previously been lacking in.

## **Print Ads**

- O'Keeffe's will be running full page advertisements in four nationwide magazines.
- Each print advertisement will run for three months before Mother's Day (February, March, April).
- Each magazine chosen reflects O'Keeffe's target audience of mothers between the ages of 30-45.
- Parents Magazine reaches approximately 10 million readers per issue (12 issues per year) allowing O'Keeffe's exposure to a higher audience over the three-month campaign run.
- Delicious Living, Hello, Darling and Working Mother are smaller, nationwide publications that reach between 100,000 and 400,000 readers per issue per magazine.

## **Radio Ads**

- O'Keeffe's will run radio advertisements on a few of the most popular radio stations in the country including KISS FM Chicago, KIIS FM Los Angeles, Z100 New York City, FLZ Tampa, KISS FM Houston and POWER FM Seattle, each a branch of the iHeart Media group.
- These 30 second spots will be run four times a day (morning drive and afternoon drive) for five days a week, bi-weekly for 16 weeks leading up to Mother's Day.
- Currently, all of the iHeart Media radio stations have approximately 245 million monthly active listeners total.
- By utilizing large radio audiences during the morning and afternoon drive times, O'Keeffe's radio advertisements will be able to reach mothers who are taking their children to school in the morning and picking them up in the afternoon or working mothers who are driving to work or school.
- Radio advertisements are one of the easiest return on investment forms of advertising and O'Keeffe's will be able to easily measure their reach.



### **Billboard Ads**

- O’Keeffe’s will be advertising with BlueLine Media utilizing a large billboard at four different locations around the United States.
- High traffic areas located in New York City, Tampa, Houston and Chicago will house these billboards for four weeks (April).
- BlueLine Media large-scale billboards allow between 30,000-50,000 impressions at each location, each day for the entire four-week period.
- These advertisements will be promoting O’Keeffe’s Mother’s Day special spa kit and encouraging viewers to visit O’Keeffe’s website and social media sites.
- Houston – This billboard will be placed in the Tuscan Village Plaza, a main thorough fair for school and work traffic. About 50,000 impressions daily.
- Chicago – This billboard will be placed along Interstate 55 leading west into downtown Chicago. A daily heavy traffic area with 50,000 or more impressions daily.
- New York City – This billboard will be placed along Interstate 495 heading east into New York City. A high traffic area at all times of the day with 50,000 impressions or more daily.
- Tampa – This billboard will be placed along Interstate 275 through Tampa/St. Petersburg. This location is high traffic and reaches close to 200 million impressions weekly.

### **Social Media Ads**

- O’Keeffe’s Facebook page currently has about 220,000 followers while Facebook boasts approximately 1.86 billion monthly users.
- Of Facebook’s almost 2 billion members, approximately 76 percent are female. Of that group, about 81 percent are mothers.
- Facebook advertising allows O’Keeffe’s to target a specific demographic using the Facebook member’s age, gender, location and interests.
- O’Keeffe’s will target each city with a specific boosted post costing about \$20 for a 14-day period. The six posts will go live within a three-month span to the O’Keeffe’s target audience (mothers, age 30-45) under keyword searches like “mother”, “hand cream”, “lotion” and “O’Keeffes”.

### **Shopping Basket Ads**

- O’Keeffe’s will be utilizing Target shopping baskets to advertise on, allowing a wide range of shoppers, including mothers and expectant mothers to view the advertisement while shopping.
- Target’s visitor demographics are about 63 percent female and between 20-45 years old.
- Each Target store can receive up to 100 million shoppers per week at most locations around the U.S.
- O’Keeffe’s will be advertising in 18 Target stores, using 35-70 baskets at each store for one month. This will allow the campaign to receive over 500,000 impressions over the one-month period.

### **Mother's Day Spa Kits**

- The O'Keeffe's Mother's Day campaign is looking to target working and stay-at-home mothers who need relief for dry, cracked, overworked hands.
- The spa kits will be advertised via radio, billboard and specific social media posts for six major cities with a slightly higher female population and higher family households.
- O'Keeffe's is giving away 3,000 spa kits which include, a small limited edition tub of O'Keeffe's classic Working Hands, a nail file/nail buffer combination and four bottles of nail polish.
- The campaign will emphasize "Working Hands" as a hand cream that works for not just hardworking men's hands but for women's hands, as well.