



MEDIA PLAN BOOK

Presented By



Meet the Gladiolus Marketing Team

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EXECUTIVE SUMMARY

Gladiolus Agency, founded in August of 2017, is a full service advertising agency based in Malibu, California. The Agency's name stems from the beautiful gladiolus, a flower which symbolizes strength and integrity. Gladiolus Agency's primary goals are to provide accurate and timely solutions for brands seeking to improve brand perception and image. This Media Plan Book lays out the advertising plan that Gladiolus Agency has for 1-800-Flowers.com for 2018-2019.

1-800-Flowers.com is a multi-brand floral and gifting retail store that operates both online and as a brick and mortar entity. 1-800-Flowers.com enjoys a large market share, however, it faces intense competition in its retail sector. After completing a detailed Situation Analysis, Gladiolus Agency was able to determine the company's internal strengths and weaknesses, as well as its external threats and opportunities. The main problem that the Agency identified is that 1-800-Flowers.com does not have a unique selling proposition. Consumers may be familiar with the brand name and the products and services it provides, however, there is not a distinct factor that separates 1-800-Flowers.com from the competition, namely FTD. 1-800-Flowers.com's current target market is men ages 35 - 49. Gladiolus Agency believes that a key opportunity is to define a new target market in order to expand its already growing customer base that is comprised of a younger generation of shoppers. A major opportunity for 1-800-Flowers.com is to refocus its communication strategies and begin targeting male and female Millennials ages 25-34 in the South and in the West. By re-strategizing current promotional activities, Gladiolus Agency will position 1-800-Flowers.com as the number one gifting destination for Millennials who shop in store, online, and/or on their mobile devices.

In order to reach the new target market of male and female Millennials ages 25-34, Gladiolus Agency has devised a strategic plan with corresponding media tactics. Traditional advertising mediums such as network TV, and outdoor ads will be executed, however, in order to appeal to a younger market, Gladiolus Agency proposes utilizing digital magazines instead of print magazines. In addition, online advertising and social networking sites such as Facebook and Instagram will be emphasized. Lastly, a fresh approach to alternative media will be used in the form of guerrilla advertising. Gladiolus Agency has constructed a pulsing strategy that strategically allocates a \$10,000,000 budget over the 12 months. Although the campaign will be centered around holidays and months with high floral distribution days (i.e. Valentine's Day and Mother's Day), 1-800-Flowers.com's new tagline, "A _____ is worth 1,800 words" also promotes everyday gifting. The new tagline will be used to create consistent brand messaging across all mediums and will engage younger consumers by directing them to 1-800-Flowers.com's social media outlets where consumers can learn more about the brand and easily find links to the mobile app and website.

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PART I: THE PROBLEM SITUATION ANALYSIS

Introduction

The following media plan explores and strategically analyzes 1-800-Flowers.com, a floral and gifting retail store that operates online and in over 125 retail locations in the United States. 1-800-Flowers.com, created by James F. McCann in 1976, is a multi-brand gifting store that offers bouquets, gourmet foods, and other gifting memorabilia along with delivery services. As the company looks to position itself as a major player in the floral industry, 1-800-Flowers.com is aware of the challenges associated with maintaining such a prestigious role. Going forward, 1-800-Flowers.com must understand its key customer base, as well as trends in the industry and among consumers. Gladiolus Agency has conducted both primary and secondary research in order to gain a proper understanding of the brand and industry. This section provides an extensive Situation Analysis which includes external analysis, internal analysis, consumer analysis, competitor analysis, and a SWOT analysis with a statement of the main problem and key opportunity for 1-800-Flowers.com.

External Analysis

Industry History

The history of flowers can be traced all the way back to the Cretaceous Period, about 146 million years ago. Today, scientists say there are over 395,000 species of flowers (“History of Floral Design”, 2017). Floral design is believed to have begun during the Egyptian Period, which was around 2800 BC to 28 BC, in temple offerings and banquet table decorations as well as the occasional garland or wreath for guests. Such decorative use of flowers has continued through generations, such as during the Roman Period, Renaissance Period, and Victorian Period. If we fast forward to floral design in North America we find that despite the lack of time, the early colonists used simple flower arrangements to adorn their homes. Much of their designs were derived from the English Georgian and French Empire periods (“History of Floral Design”, 2017), which involved simple masses of flowers using many colors. In the following years, ranging from Colonial Williamsburg in 1740 all the way to the modern day 2017 we have seen floral designs evolve through various styles. Such styles vary from large bouquets of many flowers and colors, to more naturalistic garden styles which have groupings of similar flowers. The floral industry’s popularity has varied throughout North America’s past as well, however especially booming during the 1950’s and 60’s as home decorations.

Trends in Online Flower Shops

There are four main stages of the Product Life Cycle: Introduction, Growth, Maturity, and Decline (Henley, n.d.). The Introduction stage is when a product first enters the market and the majority of the population is unaware of its existence. During the Growth stage profits begin to increase as people start to adopt the product. This is an important time for a company to introduce new products, because this is also when competitors begin to reproduce the products that are successful. The Maturity stage follows Growth. This is when the market becomes very competitive. Successful producers will continue the creation of new products during the early period of maturity. Throughout the rest of the maturity stage, however, profits tend to decline.

This is when only the best companies and their products survive. In the Decline stage companies exist only as long as the few manufacturers continue to reap profits (Henley, n.d.).

According to IBISWorld.com, online flower shops are in the Growth stage of the Industry Life Cycle (“Industry Outlook”, 2017). An industry’s value added, or IVA, measures its contribution to the overall economy. In order for an industry to be in the Growth stage, its IVA must be growing faster than the GDP, the average industry. The floral industry is predicted to grow at an annual rate of 8.1% for the next 10 years (“Industry Outlook”, 2017). We can compare this to GDP which is increasing at 2.1 (“Industry Outlook”, 2017). However, when we look retrospectively, we see that the online floral industry is actually ending a period of intense gains. This means that this industry is on the verge of entering the Growth stage. Although the product base does not vary too widely, the sale of gifts and food paired with flowers will continue to produce an increase in sales.

Factors Explaining Sales Trends / Growth & Potential Forecasts

There are many factors such as economic, social, political, and cultural trends outside the firm that influence its problems and opportunities. Economically, the floral industry is set to benefit in 2017. According to *The Balance*, the U.S. GDP growth rate is predicted to rise 2.4% in 2017, and the unemployment rate is expected to drop to 4.3 percent (Amadeo, 2017). With the economy on the rise, there should be more opportunities for the firm. When the economy is improving, generally people have more disposable income, therefore, people will be more willing to spend money on additional expenditures on top of their necessities. Disposable income is estimated to increase annually at a rate of 2.9% according to IBIS World (2017). Socially, with technology improvements, the firm will be able to benefit from the speed and efficiency, organization, arrangement, and management that will follow. Politically, 2017 began with a new president, Donald Trump. According to *safnow*, “Trump and his administration will be involved in the Farm Bill negotiations which will be very important to the floral industry” (Westbrook 2016). This bill can potentially increase funding for the Floriculture and Nursery Research Initiative, which can influence opportunities for the firm. Culturally, the overall appreciation for flowers has increased according to a report published by SAF (2016). Overall, the appreciation for flowers has increased to 73%, with Millennials at 76%, Gen X at 73%, and Baby boomers at 72% (Floristware, 2016). This brings positive news to the floral industry and will influence more opportunities for the firm. According to Mintel’s *The Fresh Floral Consumer*, the floral industry is expected to grow by 38.5 billion (Lipson, 2012). IBIS World reported that the number of companies in the industry will expand at an annual rate of 5.1%, and wages will increase at an annual rate of 6.7% (2017).



Figure 1. Company Logo.

Source: www.1800flowers.com

Internal Analysis

History of the Client

1-800-Flowers.com Inc. was created by James F. McCann in 1976 when he opened his first floral retail shop in New York. As a budding entrepreneur with a background in psychology, James F. McCann wanted to create a business that inspired people to connect with their family members, significant others, friends, and neighbors. Originally, McCann used his flower shop business to supplement his earnings as a counselor for young men, but soon saw the opportunity to expand his single retail flower shop into a chain of local floral shops under the name 1-800-Flowers.com Inc. James F. McCann was among the first to adopt a toll-free phone service company name, a trend that soon became a mold for many businesses.

Although 1-800-Flowers.com began as a simple bouquet shop, it soon began introducing giftable keepsakes, and eventually perishable food platters. 1-800-Flowers.com currently operates as a multi-brand gift carrier. 1-800-Flowers.com owns Cheryl's Cookies, Harry & David, FruitBouquets.com, 1-800-Baskets, The Popcorn Factory, Wolferman's, and Stockyards. (1-800-Flowers.com Inc. and Subsidiaries, 2016). The diversity among the brands under 1-800-Flowers.com allows the company to offer a wide selection of floral arrangements, food items, and timeless keepsakes.

According to 1-800-Flowers.com Inc.'s 2016 Annual Report, on the fortieth anniversary of the company, James F. McCann shifted from his leadership role as Chief Executive Officer and Chairman and adopted the new title of Executive Chairman while his brother, Chris G. McCann, became the new Chief Executive Officer of 1-800-Flowers.com (1-800-Flowers.com Inc. and Subsidiaries, 2016). 1-800-Flowers.com's executive team has thrived under the leadership of the dynamic brother duo.

As a 2017 Stevie Gold recipient, 1-800-Flowers.com prides itself on being top rated in Floral Customer Service (1-800-Flowers.com, 2017). As a company focused on thoughtful gifting, customer service is of the utmost importance. At the 1-800-Flowers.com retail store located in Thousand Oaks, there is a plaque which bears the company's mission statement:

"To be the leading provider of thoughtful gifts, helping our customers connect with the important people in their lives. We will continue to build on the trusted relationships with our customers by providing them with ease of access, tasteful and appropriate gifts, and superior service." (1-800-Flowers.com Inc. Thousand Oaks Retail Store, 2017).

With over 125 retail location, 1-800-Flowers.com seeks to fulfill this mission in every transaction and customer interaction. 1-800-Flowers.com has truly built its success on its quality products and positive brand-to-customer relationships.

1-800-Flowers.com (US industry-specific operations) - financial performance*

Year**	Revenue		Operating Income	
	(\$ million)	(% change)	(\$ million)	(% change)
2012-13	510.5	N/C	17.1	N/C
2013-14	535.9	5.0	18.8	9.9
2014-15	546.8	2.0	17.1	-9.0
2015-16	850.4	55.5	28.5	66.7
2016-17	886.2	4.2	32.7	14.7
2017-18	947.5	6.9	37.4	14.4

*Estimates, **Year-end June

SOURCE: ANNUAL REPORT AND IBISWORLD

Figure 2. Financial Performance of 1-800-Flowers.com (2012-2018).

Source: IBISWorld, 2017

Sales Analysis

1-800-Flowers.com has continued to grow at a steady pace over the last few years. According to IBISWorld, 1-800-Flowers.com’s revenue for US industry-specific operations for the 2015-16 financial year was \$850.4 million and \$886.2 million in the 2016-2017 financial year (Cohen, 2017). As reported by the 1-800-Flowers.com Inc. 2016 Annual Report, the revenue from 2016 the breakdown from sales was 57% sales from Gourmet Food & Gift Baskets, 36% sales from Consumer Floral, and 7% sales from Bloomnet Wire Service (1-800-Flowers.com Inc. and Subsidiaries, 2016).

1-800-Flowers.com has a market share of 30.2% (Cohen, 2017). 1-800-Flowers.com’s steady growth can be attributed to its profitable company acquisitions. According to IBISWorld, “The 2014 purchase of the gift basket purveyor Harry & David helped boost the company's revenue 55.5% in 2015” (Cohen, 2017, p. 5). IBISWorld also reports that improved advertising and marketing efforts have also resulted in the increased revenue of 1-800-Flowers.com (Cohen, 2017).

Four Ps of Marketing - Product

1-800-Flowers.com offers a variety of floral arrangements, gourmet food items, and keepsakes for various occasions including birthday celebrations, proms, graduations, weddings, and sympathy gifts. Customers also have the option to customize their orders by adding personal notes and/or personalized mementos such as embroidered teddy bears, engraved mugs, and decorative candles. 1-800-Flowers.com is continually expanding its range of gifting options in order to meet consumer demands.

1-800-Flowers.com is a multi-brand website that carries Cheryl’s Cookies, Harry & David, The Popcorn Factory, and Stock Yards. FruitBouquets.com and 1-800-Baskets.com are also sold under 1-800-Flowers.com. The variety of brands owned by 1-800-Flowers.com allows customers to choose from a large selection of edible fruit arrangements, decadent treats, and savory meat and cheese dishes.

Four Ps of Marketing - Price

Floral arrangements from 1-800-Flowers.com generally range from \$29.00-\$79.99 depending on size. Customers have the option to select small, medium, or large bouquets. Additional items such as balloons or plush animals can be added to the order for \$5.00 to \$10.00, depending on the size of the bouquet. Chocolate and candy selections are offered as low as \$10.00. Gourmet food baskets typically start at \$19.99 and can range up to \$149.99 for the most deluxe meat and cheese packages.

Four Ps of Marketing - Place

1-800-Flowers.com Inc. operates as an internet-based retailer, in addition to having over 125 retail locations in the United States. 1-800-Flowers.com has a mobile application for iOS, Microsoft, and Android users. Customers may place orders online or via the mobile app and pick up their products in-store, or have their items shipped to their respective locations.

1-800-Flowers.com offers same day delivery for select items and delivers to over 185 countries internationally.

Four Ps of Marketing - Promotion

1-800-Flowers.com uses targeted emails, direct mail, and catalogs in order to acquire new customers and encourage repeat purchases among existing customers. In order to reach its current primary target market of men age 35 - 49, 1-800-Flowers.com has consistently placed advertisements on the radio and on cable television as its primary source of paid media. As reported by MarketingDive, 1-800-Flowers.com's current ad agency is Veritone One. 1-800-Flowers.com has partnered with Veritone One primarily for radio and podcasts advertisements to announce exclusive codes for discount offers (Kirkpatrick, 2017). At the end of the 2016 financial year, 1-800-Flowers.com reported that it spent \$318,175 on Marketing and Sales, a 6.1% increase from 2015 (1-800-Flowers.com Inc. and Subsidiaries, 2016).

1-800-Flowers.com receives earned media when customers photograph their products and tag the company on Facebook and Instagram. 1-800-Flowers.com has hosted competitions in which customers who use a specific hashtag (ie. #MomSquad) are eligible to win a shopping spree for their mom as a Mother's Day gift (1-800-Flowers.com Facebook Timeline, 2016).

1-800-Flowers.com offers discounts and special deals to consumers following its social media channels. Promotional activity routinely increases around the floral industry's busiest holidays, Valentine's Day and Mother's Day, in addition to advertising new seasonal bouquets each winter, spring, summer, and fall. With a range of gifting options for any occasion, 1-800-Flowers.com thrives during holiday seasons, but also prospers year-round due to product sales intended for birthdays, anniversaries, and everyday gifting. Although 1-800-Flowers.com's brand positioning defines it as a gifting company, 1-800-Flowers.com is relevant 365 days a year with its emphasis of everyday gifting.

As far as owned media, 1-800-Flowers.com utilizes its website, mobile application, and blog site "Petal Talk." 1-800-Flowers.com also communicates through a variety of social media channels including Facebook, Instagram, Twitter, Pinterest, and YouTube. Over the years, 1-800-Flowers.com has focused on developing its social media presence in this ever-advancing, technology driven world. 1-800-Flowers.com currently has 13,000 followers on Instagram and

959,542 likes on Facebook. 1-800-Flowers.com has the potential to capitalize on its social media following and continue reaching out to its primary target market, men age 35-49 , as well as younger generations. As reported by Digital Commerce 360, “Roughly 29% of 1-800-Flowers.com Inc. customers in 2014 were 34 or younger, according to Internet Retailer’s Top500Guide.com” (Stambor, 2017, para. 1). 1-800-Flowers.com could improve its advertising effectiveness by striking a balance of appealing to both men age 35-49 as well as Millennials on Facebook, Twitter, and Instagram. 1-800-Flowers.com’s current advertising methods under the agency Veritone One are effective at targeting middle aged customers, however, a minimal, fresh look may be more enticing to younger generations.



Figure 3. 1-800-Flowers Advertisement.

Source: 1-800-Flowers.com Facebook Timeline, 2016
<https://www.facebook.com/pg/1800flowers/photos>

Summary

1-800-Flowers.com Inc. strives to deliver smiles by producing freshly cut floral bouquets, gourmet food gifts, and sentimental keepsakes. Due to the multi-brand structure of 1-800-Flowers.com, the biggest strength of the company is that a plethora of gift basket options are available both online and in-store. The biggest weakness that 1-800-Flowers.com faces is its “dependence on local florists and third party vendors” (Cohen, 2017). With a strong focus on positive customer experience, 1-800-Flowers.com is backed by a 100% Smile Guarantee Policy which entitles customers to a 100% refund if they are not fully satisfied. 1-800-Flowers.com is a timeless shop for customers looking to give their loved ones, co-workers, and community members fresh flowers and quality gifts. In the competitive market of floral arrangements and gifting, 1-800-Flowers.com truly stands apart with its desire to meet and exceed customers’ expectations.

Consumer Analysis

The following statistical analysis were created using *Simmons OneView*, a research tool that collects data from the National Consumer Studies evaluation of consumer habits in relation to demographics, psychographics, product usage and technographics. In addition, Gladiolus Agency performed field research by visiting the 1-800-Flowers location in Thousand Oaks, CA. Our visit helped us solidify our understanding that the defined current primary target for 1-800-Flowers is males 35-49 living in Southern parts of the United States.

Simmons One Data Analysis - Demographics

(25.37%) of 1-800-Flowers consumer base is made up of males between the ages of 35 - 49. This group makes up a majority of their buyers. Men above the age of 50 come in second place owning (17.21%) of the company's consumer base. Females between the 35-49 age range come in third place owning a (16.90%) share of the 1-800-Flowers consumer base. The least common age group that buys from 1-800-Flowers is men and women between 18-34. Men 18-34 make up (16.82%) while women 18-34 makeup only (7.12%) of the consumer demographic.

Caucasian's make up a majority of (68.18%) of their consumer base and Asians and African Americans make up the remainder of 1-800-Flowers customers. (29.41%) of their consumer base is made up of college graduates and come from households with a yearly income between \$75,000 - \$99,999. The two majority of their buyers live in the South (31.83%) North (26.30%) and West (26.30%) of the United States of America.

Simmons One Data Analysis - Psychographics

Although (37.45%) of the 35-49 male target prefer shopping at their favorite stores because they are more familiar with it, for more valuable items, (34.88%) of them are more likely to shop at different stores to make sure they get the best quality and price. (33.7%) of them value the location of the store in their decision making process so 1-800-Flowers needs to keep this in mind.

(36.11%) of these 35-49 males enjoy shopping with someone of the opposite sex and a majority of (40.33%) are very willing to shop at new stores that they've never been to. (46.56%) of these customers agree to be drawn to a store they normally wouldn't shop at just because of a discount or coupon. (51.12%) of these men 35-49 value that the products they purchase are natural and organic. (29.67%) of these men are early adopters in comparison to their peers.

Simmons One Data Analysis - Product & Brand Usage

(22.54%) of men 35-49 enjoy going shopping even when they don't need to buy anything. And only (21.59%)of them use the internet to plan their shopping trips. (23.74%) of them agree to shop at their favorite stores because they carry the brands they personally love. (14.63%) of these consumers don't just buy unknown brands just to save some money. Meaning a larger majority of them will respond well to sales and discount coupons. (13.6 %) of men 35-49 like to change brands to get a variety of products and just for novelty sake. (19.02%) of men 35-49 total customer base agree to the fact that their children have a significant influence on the brands they choose. This is important to know because although children might not be our main target, they tend to interact with more technology than our target market of Males 35-49.

Simmons One Data Analysis - Advertising & Media Usage

FORBES	MEN'S HEALTH	MEN'S JOURNAL	MONEY MAGAZINE	NATIONAL GEOGRAPHIC	I AM MORE LIKELY TO PURCHASE PRODUCTS I SEE ADVERTISED ON A SOCIAL MEDIA/ NETWORK WEBSITE	I OFTEN ACCESS SOCIAL MEDIA/ NETWORK WEBSITES FROM MY MOBILE DEVICES	I AM MORE LIKELY TO PURCHASE PRODUCTS I SEE USED OR RECOMMENDED BY FRIENDS ON SOCIAL MEDIA/ NETWORK WEBSITES	I TRUST PRODUCT INFORMATION THAT I GET FROM SOCIAL MEDIA/ WEBSITES MORE THAN OTHER SOURCES	I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS	I WOULD RATHER READ OTHER PEOPLE'S COMMENTS ON SOCIAL MEDIA/ NETWORK WEBSITES THAN POST MY OWN	I'M ALWAYS THE FIRST AMONG MY FRIENDS TO HAVE THE LATEST IN ELECTRONIC EQUIPMENT	I LIKE OR WANT TO LEARN MORE ABOUT COMPUTERS AND THE LATEST IN INTERNET ENTERTAINMENT	MY COMPUTER IS A PRIMARY SOURCE OF FUN AND ENTERTAINMENT	I RELY ON RADIO TO KEEP ME INFORMED	RADIO IS MY MAIN SOURCE OF ENTERTAINMENT	WHEN IN THE CAR I ALWAYS LISTEN TO THE RADIO	BUSINESS	ENTERTAINMENT (MOVIES, RESTAURANTS, ETC)	TV OR RADIO LISTENING	ACTION/ADVENTURE	COMEDY
556	719	203	521	2,235	293	1,148	448	209	1,056	681	561	2,788	1,532	888	616	5,163	1,399	1,680	788	5,338	4,492
9.791	14.055	3.876	8.115	35.621	4.300	20.121	8.609	3.040	18.013	9.985	9.752	42.165	24.181	14.888	10.447	81.228	21.811	25.974	11.926	89.614	71.765
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
4.2%	6.0%	1.7%	3.5%	15.2%	1.8%	8.6%	3.7%	1.3%	7.7%	4.3%	4.2%	18.0%	10.3%	6.3%	4.4%	34.6%	9.3%	11.1%	5.1%	38.2%	30.6%
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
4.2%	6.0%	1.7%	3.5%	15.2%	1.8%	8.6%	3.7%	1.3%	7.7%	4.3%	4.2%	18.0%	10.3%	6.3%	4.4%	34.6%	9.3%	11.1%	5.1%	38.2%	30.6%
68	150	##47	##46	216	##27	131	##46	##27	99	77	78	304	157	82	##59	474	179	129	##42	659	449
1.842	3.565	##995	##964	4.093	##345	2.589	##656	##449	1.748	1.210	1.369	5.465	3.089	1.997	1.337	8.548	3.721	2.194	1.457	12.064	7.905
18.8%	25.4%	25.7%	11.9%	11.5%	8.0%	12.9%	7.6%	14.8%	9.7%	12.1%	14.0%	13.0%	12.8%	13.4%	12.8%	10.5%	17.1%	8.4%	12.2%	13.5%	11.0%
6.7%	13.0%	3.6%	3.5%	14.9%	1.3%	9.4%	2.4%	1.6%	6.4%	4.4%	5.0%	19.9%	11.2%	7.3%	4.9%	31.1%	13.5%	8.0%	5.3%	43.9%	28.8%
161	217	##219	##101	98	##469	110	##65	##126	83	104	120	111	109	115	##109	90	146	72	##104	115	94
0.8%	1.5%	4%	4%	1.7%	0.1%	1.1%	3%	0.2%	0.7%	0.5%	0.6%	2.3%	1.3%	0.9%	6%	3.6%	1.6%	0.9%	6%	5.1%	3.4%
##34	##32	##16	##25	71	##22	##53	##25	##15	##47	##10	##30	85	##24	##20	##42	122	##42	##55	##33	170	156
##94	##50	##190	##241	##271	##244	1,026	##423	##127	##957	##127	##634	1,381	##608	##308	##449	2,092	##780	##890	##637	3,012	2,644
9.6%	4.6%	4.9%	3.0%	2.6%	5.7%	4.9%	4.2%	5.3%	1.3%	6.5%	3.3%	2.5%	2.1%	4.3%	2.6%	3.6%	3.4%	3.6%	5.3%	3.4%	3.7%
16.6%	11.4%	3.3%	4.2%	16.3%	4.3%	18.1%	7.4%	2.2%	16.8%	2.2%	11.2%	24.3%	10.7%	5.4%	7.9%	36.8%	13.7%	15.7%	11.2%	53.0%	46.5%
##399	##191	##202	##123	108	##235	##211	##203	##173	##220	##52	##269	135	##104	##86	##178	106	##148	##142	##221	139	152
4%	3%	0.1%	0.1%	0.4%	0.1%	4%	0.2%	0.1%	4%	0.1%	0.3%	0.6%	3%	0.2%	0.9%	3%	4%	3%	4%	1.3%	1.1%

Figure 4. Simmons OneView Media Crosstab.

Source: <https://www.simmonsresearch.com/>

Media Preferences

Men between the ages of 35 and 49 are:

- (82.04%) agreed to be smartphone users.
- (28.97%) agreed that their favorite kinds of ads are email ads they signed up for.
- (4.42%) said they prefer floating ads.
- (1.42%) prefer pop up window ads.
- (11.01%) opt for sponsored search ads.
- (52%) would rather read other peoples comments online instead of posting their own.
- (135%) are most likely to agree that most of their source of entertainment and fun comes from the internet.
- (235%) are most likely to purchase products they see advertised online or on social media sites.

Traditional Media

Men between the ages of 35 and 49 are:

- (191%) are more likely to read Men's health magazine.
- (399%) are more likely to read Forbes Magazine.
- (108%) are more likely to read National Geographic.
- (86%) are more likely to rely on the radio for daily news updates.
- (178%) are more likely to use radio as their main source of entertainment.
- (106%) are more likely to listen to the radio when in a car.
- (189%) are more likely to watch documentaries as a sources of entertainment.
- (139%) are more likely to watch action movies.
- (154%) are more likely to watch CNN for news updates.
- (108%) are more likely to not use any cable networks.

New Media

Men between the ages of 35 and 49 are:

- (211%) are more likely to access social media sites on different devices.
- (276%) are more likely to be twitter users.
- (158%) are more likely to be yahoo users.
- (153%) are more likely to be youtube users.
- (109%) are more likely to use amazon to shop.
- (299%) are more likely to use Huffington Post website to access daily news updates.
- (739%) are more likely to visit the BBC website for entertainment and news.
- (135%) are more likely to be interested in learning about new technology.
- (173%) are more likely to trust product information derived from the internet as opposed to any other source.

Primary Research (Interviews)

Gladiolus Marketing Group visited a 1-800-Flowers store located in Thousand Oaks, California on September 19th, 2017 to gain further insight of the company's customer base and other information that isn't available on its website. The Gladiolus team spoke with 1-800-Flowers.com customers, and asked the following questions:

Interviews

Profile #1:

Name: Grant W.

Gender: Male

Age: 19 years old

Location: Canoga Park, California

- Why did you choose 1-800-Flowers?
 - *"I chose 1-800-Flowers because it was easy, fast, and convenient."*
- What did you buy?
 - *"Cookies and a teddy bear."*
- Is there a special occasion? Who is it for?
 - *"Just because. And my boyfriend."*
- What was your budget for this trip?
 - *"\$20"*
- Do you only go in-store, or online also?
 - *"I mainly go in-store to actually pick exactly what I want and to actually see and touch in-person."*

Profile #2

Name: Keith J.

Gender: Male

Age: 49 years old

Location: Huntington Beach, California

- Why did you choose 1-800-Flowers?
 - *“I chose 1-800-Flowers because I recently saw a commercial about this company and saw the great prices they offer.”*
- What did you buy?
 - *“The most expensive bouquet I could find, my wife loves orchids.”*
- Is there a special occasion? Who is it for?
 - *“My wife, for our 26 year anniversary.”*
- What was your budget for this trip?
 - *“No budget.”*
- Do you only go in-store, or online also?
 - *“Only in store to make sure it is fresh for the day of!”*

Profile #3

Name: Alex F.

Gender: Male

Age: 27 years old

Location: Orange, California

- Why did you choose 1-800-Flowers?
 - *“I chose 1-800-Flowers because I have ordered here many times for my girlfriend and mom and they have not messed up, very consistent.”*
- What did you buy?
 - *“1 dozen pink roses.”*
- Is there a special occasion? Who is it for?
 - *“Yes, for me and my girlfriend’s three and a half year anniversary. I also shop here a lot for my mother.”*
- What was your budget for this trip?
 - *“\$35.”*
- Do you only go in-store, or online also?
 - *“Both, whatever is most convenient at the time or if I’d like to get them delivered.”*

Profile #4

Name: Sarah B.

Gender: Female

Age: 25 years old

Location: Jersey City, New Jersey

- Why did you choose 1-800-Flowers?
 - *"I needed to place an order on a Sunday. Local shops were closed."*
- What did you buy?
 - *"Standing Spray."*
- Is there a special occasion? Who is it for?
 - *"Funeral."*
- What was your budget for this trip?
 - *"\$300."*
- Do you only go in-store, or online also?
 - *"Placed order online."*

Profile #5

Name: Tara W.

Gender: Female

Age: 37 years old

Location: Boston, Charlestown

- Why did you choose 1-800-Flowers?
 - *"A friend recommended it to me."*
- What did you buy?
 - *"A bouquet of assorted flowers."*
- Is there a special occasion? Who is it for?
 - *"No. I'm a blogger. I needed it as a prop for a photo."*
- What was your budget for this trip?
 - *"\$50."*
- Do you only go in-store, or online also?
 - *"Went into the store because I needed ASAP."*

Profile #6

Name: Vanessa B.

Gender: Female

Age: 21 years old

Location: Queens, New York

- Why did you choose 1-800-Flowers?
 - *"I needed someone to deliver flowers on mother's day. 1-800-Flowers had the most good reviews."*

- What did you buy?
 - “Lilies.”
- Is there a special occasion? Who is it for?
 - “Mother’s day.”
- What was your budget for this trip?
 - “\$40.”
- Do you only go in-store, or online also?
 - “Online.”

Target Summary

The consumer market for 1-800-Flowers.com are caucasian middle aged males who earn between \$75,000 and \$99,000 dollars a year and are college educated. These men buy presents for the women in their lives according to holidays such as Valentine’s day and Mother’s Day. 1-800-Flowers consumers value the quality of the products they buy. In general, they gravitate towards organic products. When it comes to advertising they would rather see ads that they personally search or sign up for. i.e Email ads and Search ads. Their likeliness of trying a new brand is highly influenced by attractive offers such as sales and discount coupons.

Target Profile

Meet Ben! Ben is a 40 year old caucasian male and he is a loving dad and a son. He lives in South Carolina and enjoys shopping at his favorite stores. He makes a total of \$85,000 a year and enjoys shopping at his favorite stores because he usually knows what to get. Although Ben seems old fashioned, he isn’t opposed to trying new shops if there is a sweet deal attached to it such as a discount coupon. Ben enjoys shopping just for fun and like most dad’s, Ben is highly influenced by what brands his kids tell him to buy from. Ben dislikes pop up window ads and prefers email newsletter ads. He uses an iPhone 6 and has a facebook account where he likes to connect with his family and friends. On special holidays such as Mother's Day and Valentine's Day, shows affection by buying fresh flowers for the women in his life.



Figure 5. Target Profile for 1-800-Flowers.com

Source: <http://www.justjared.com/photo-gallery/188461/george-clooney-cannes-03/>

Competitor Analysis

Identification of Key Players

The Online Flower Shops industry has been in full bloom between the years of 2012 and 2017. The industry has experienced a steady revenue growth since 2012 in part due to a rising consumer confidence and disposable income and a continuing demand for industry products. The industry revenue, according to IBISWorld, is expected to increase an annualized 6.9% to \$3.1 billion over the five years to 2017 (Cohen, 2017, Industry at a Glance). Over these five years, there has been an exponential growth in the number of industry operators, significantly increasing internal competition.

The three largest players in the online flower delivery industry includes FTD Companies, Inc., Teleflora, and 1-800-Flowers.com. According to IBISWorld 2017, 1-800-Flowers.com holds the largest market share at 30.2%, then with FTD Companies, Inc. following them at 24.8% while Teleflora in third at 3.9% (Cohen, 2017, Major Companies).

FTD Companies, Inc. is a worldwide marketer and floral wire service that receives payment for floral and specialty gift orders through its online and telephone operations. FTD Companies, Inc. is a worldwide marketer and floral wire service that receives payment for floral and specialty gift orders through its online and telephone operations. FTD Companies, Inc. then uses its large network of over 14,000 North American retail florists execute and deliver their orders (Cohen, 2017, Major Companies). In 2016, the company had 1,528 employees and a total company revenue of \$1.1 billion ("About FTD," 2017).

Teleflora, a global florists network with over 13,000 members in the United States and Canada, is a subsidiary of The Wonderful Company. The Wonderful Company is privately owned and operated, which limits the availability of Teleflora's financial data. However, IBISWorld estimates that in 2017, Teleflora will generate a revenue of \$133.0 million (Cohen, 2017, Major Companies).

Marketing and advertising expenses focus on promoting the company's brands, products and services. Advertising expenses include media, agency, and promotion expenses. Media production costs are expensed during the first run of an advertisement, while media and agency costs are expensed over the entire period an advertisement runs. IBISWorld states that FTD Companies, Inc.'s advertising and promotion expenses by December 31, 2016 totaled to \$173.7 million, with \$1.8 million as prepaid advertising and promotion expenses (*2016 Annual Report*, 2016, F-15). The data for advertising expenses for Teleflora are not available due to private ownership of the parent company. With this data, we have determined FTD Companies, Inc. to be the biggest competitor.

The Primary Competitor

Like 1-800-Flowers.com, FTD Companies, Inc., another national brand, has strengthened their market positions over the past five years by adopting an order-gathering business model in which they use their national online presence to gather orders and then pass them on to local retail florists for a fee. In return, this increases the company's revenue (Cohen, 2017, Industry

Performance). Based on this information, Gladiolus Agency has determined FTD Companies, Inc. as the primary competitor for 1-800-Flowers.com. According to IBISWorld 2017 report for Online Flower Shops in the US, the two major players in this industry are 1-800-Flowers.com and FTD Companies, Inc (Cohen, 2017, Major Companies). In comparison to the other key players in the business, FTD Companies, Inc. has the highest market share, and the most successful financial performance. By looking at the cross tab information on Simmons OneView of 1-800-Flowers.com and ProFlowers it is very clear that ProFlowers is our primary competitor. 1-800-Flowers.com's index number, for consumers 35-49 years old, is 136 which means they are 36% more likely to buy flowers from 1-800-Flowers.com than the rest of the public. Interestingly, ProFlowers index number for the same target audience is 139, which means this target audience is 39% more likely to buy flowers from ProFlowers. Because both of the index numbers are so similar, and ProFlowers is 3% higher than 1-800-Flowers.com, it is evident that ProFlowers is our main competitor.

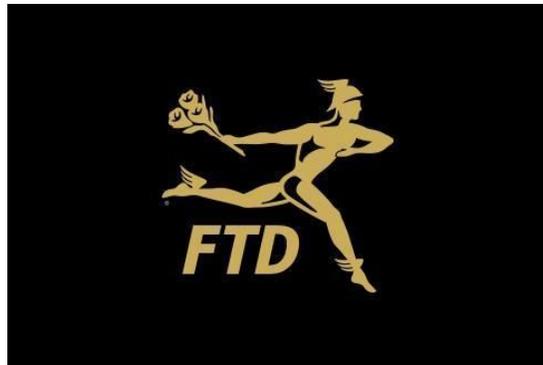


Figure 6. FTD Companies, Inc. Logo.

Source: <https://www.ftd.com/interflora-collection-ctg/occasion-interflora>

Brief History of the Primary Competitor

The Detroit based company FTD Companies, Inc., also known as Florist Telegraph Delivery, was founded in 1910 by John A. Valentine. The purpose of the company was to help their customers send flowers to someone quickly. It quickly gained success. In 1914, FTD made *Mercury Man* its logo, as it symbolized the speedy delivery. In 1965 the company joined forces with Interflora and changed their name from Florist Telegraph Delivery to Florist Transworld Delivery and started to offer international orders. In 1979 FTD incorporated and launched an online system to link florists together; they called this the Mercury Network. In 1994, FTD launched www.FTD.com as their official website. In 2003, FTD launched the first Windows-based point of sale system to the florist network called FTD Mercury. In 2006, FTD obtained Interflora. Six years later, Interflora launched a unique online tool called My Interflora Creation in which consumers could create their own bouquets. Then in 2013, FTD broke off from its parent company United Online, resulting in FTD Companies, Inc. becoming an independent, publicly traded company. And in 2014, FTD Companies, Inc. obtained Provide Commerce, which includes brand names like ProFlowers, Shari's Berries, Personal Creations, Gifts.com, Cherry Moon Farms, ProPlants, Sincerely, and Kalla ("History," 2017). The acquisition of Proflowers in 2014 dramatically increased FTD's market share, jumping from 13.2% to 35.2% (Cohen, 2017, Major Companies). FTD's mission statement according to their

website, is ‘to inspire, support and delight our customers when expressing life's most important sentiments ("About FTD Companies," 2017).

Sales / Market Share Information

According to IBISWorld 2017, it is estimated that FTD will have an increase in industry-relevant revenue of 19.7%, creating a total of \$778.0 million. IBISWorld states that this large increase includes a jump of 194.4% in 2014 from the acquisition of provide Commerce (Cohen, 2017, Major Companies). In 2016, FTD generated 1.12 billion in sales and revenue (*2016 Annual Report*, 2016, F-15). IBISWorld also expects that FTD will represent 8.9% of industry-relevant revenue, totaling out to about \$69.5 million (Cohen, 2017, Major Companies).

FTD Companies Inc. (US industry-specific operations) - financial performance*

Year	Revenue (\$ million)	(% change)	Operating Income (\$ million)	(% change)
2012	317.0	N/C	35.2	N/C
2013	321.7	1.5	35.2	0.0
2014	947.1	194.4	51.1	45.2
2015	904.7	-4.5	78.6	53.8
2016	821.0	-9.3	70.7	-10.1
2017	778.0	-5.2	69.5	-1.7

Estimates*

SOURCE: ANNUAL REPORT AND IBISWORLD

Figure 7. Financial Performance of FTD Companies Inc. (2012-2018).

Source: <http://clients1.ibisworld.com/reports/us/industry/majorcompanies.aspx?entid=5069#MP9277>

Marketing Mix - Product Lines

FTD has an extensive line of products, covering seasonal collections for Winter, Summer, Spring, and Fall, numerous occasions like birthday, sympathy, anniversary, congratulations, corporate gifting, get well, I’m sorry, inspirational, just because, love and romance, new baby, thank you, and wedding collections; a variety of flowers including daisies, lilies, orchids, roses, sunflowers, and tulips; plants such as blooming plants, dish garden plants, green plants, orchid plants, rose plants, succulents and air plants, sympathy plants; and lastly, gifts which include best sellers, balloons and bears, collectibles, gift baskets, Shari’s Berries, and ultimate gifts ("FTD," 2017).

Marketing Mix - Price

FTD’s website allows customers to shop based on price. Items from all of the product lines are divided into the following categories, based on price: under \$35, \$35 to \$45, \$45 to \$55, \$55 to \$75, and over \$75.

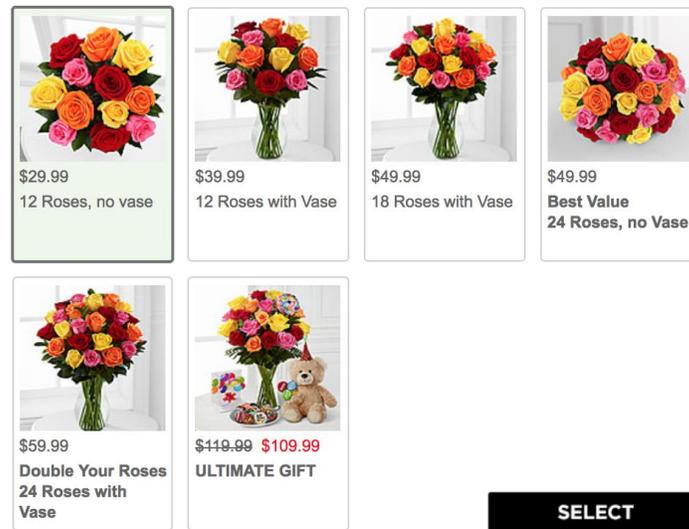


Figure 8. Product Options FTD Companies, Inc. Offers.

Source: <https://www.ftd.com/under-35-pcg/mixed-1-dozen-long-stem-roses/product-shopbyprice-under35/smr/b/>

Marketing Mix - Place

As of 2016, FTD has a network of about 14,000 retailer florists to complete and deliver their online orders. ("About FTD," 2017). Actual Proflowers' store locations are not available online.

Marketing Mix - Promotion

FTD's marketing efforts include social media, public relations, television, radio, print, sponsorships, loyalty programs, and outdoor advertising ("FTD Advertising," 2017). FTD's earned media is measured when the consumer becomes the channel, creating buzz, shares, reposts, tweets, likes, reviews, recommendations, etc. Figure 6 below shows FTD's online consumer activity, including Twitter followers, Facebook likes, YouTube subscribers, YouTube video views, Pinterest followers, Instagram followers, Google+ followers, LinkedIn followers, and website visits. Overall, the majority of these platforms show an increase each month ("FTD Digital"). In addition to social media, FTD publishes several press releases on its company website under the *Investor Relations* tab. For example, on March 20, 2017, PRNewswire wrote a press release on ProFlower's #GiveHappy campaign in celebration of International Day of Happiness (FTD Companies, "ProFlowers Celebrates International Day of Happiness by Gifting 10,000 Fresh Flowers to Unsuspecting Passers-By," 2017). Some of the major owned media FTD and Proflowers use include the official FTD website www.ftd.com and Proflowers website www.proflowers.com. Both of these websites are very similar in design, providing visual representations of the products available to purchase. In addition, FTD Companies has a Gold Membership provides to valued customers with offers like one year of benefits like free standard shipping and no service fees, reduced same-day service fees, no limit on number of orders, and exclusive discounts and promotions ("FTD," 2017). Paid media is the largest form of media FTD uses. FTD utilizes paid media through print magazines, radio ads, and social media ads on Instagram, Twitter, Facebook, and YouTube. FTD has created numerous commercials that promote Shari's Berries, Proflowers, and more. In 2017, Proflowers aired several television ad campaigns, some of which promoted Valentine's Day and Mother's Day ("ProFlowers TV

Commercials," 2017). In 2014, FTD created a video advertisement with the powerline, “Flowers say it better, FTD says it best” ("Mother's Day 2014," 2014).

As of July 2017, Jeffrey D. T. Severts is the Executive Vice President and Chief Marketing Officer for FTD Companies. Jeff has a multitude of experience across industries, geographies, and channels, working with companies like Ulta Beauty, Best Buy Europe, Geek Squad and more ("FTD," 2017, Management).

Overall, Gladiolus Agency believes that FTD Companies has a great advertising effectiveness, taking advantage of the numerous platforms. In regards to reaching the target audience, there is a slight lacking in social media followings. Although Figure 5 shows an upward trend in most of the company’s medias, the amount of subscribers and followers are definitely at their potential. For example, the amount of views on YouTube do not translate to the amount of subscribers the company’s channel has. Gladiolus Agency sees a lot of potential for FTD Company to expand its brands advertising by focusing on social media.

	Jul 31, 2017	Jun 30, 2017	May 31, 2017
Twitter followers	55,146	55,193	55,240
Facebook likes	2,668,875	2,659,741	2,651,827
YouTube subscribers	9,143	8,858	8,560
YouTube video views	6,714,644	6,622,798	6,510,044
Pinterest followers	66,043	65,786	65,554
Instagram followers	44,913	44,368	44,141
Google+ followers	179,128	182,822	182,927
LinkedIn followers	10,889	10,455	10,073
Website visits	3,878,064	4,685,384	11,428,657

Figure 9. FTD Earned Media.

Source:

<https://retail-index.emarketer.com/company/data/5411e319ddb53b4e043d24e6/5411e31bddb53d765417c876/crnt/falce/ftd-digital>



Figure 10. Example of Television Advertisement in “2017 Valentine’s Day: Red Roses” Campaign.
 Source: <https://www.ispot.tv/ad/A3II/proflowers-2017-valentines-day-red-roses>



Figure 11. Example of Television Advertisement in “Mother’s Day 2014” Campaign.
 Source: <https://www.youtube.com/watch?v=qLpmtzeoniw>

Target Consumer Segments

With the extensive selection of items to purchase, ProFlowers targets several different consumer segments. Their power slogan, “Make any moment a *wow* moment with Proflowers” expresses that their services can be used for an occasion. Their website shows different drop down columns labeled Birthday, Sympathy, Occasion, Flowers, Plants, Gourmet, Specials, International and Same Day so that their customers can find what they are looking for easily. One important point to make a note of, is Proflowers reach in women in comparison to men. Out of Proflowers customers, 61.1% are female while only 38.9% are male. Women's index number is 118 which means that women are 18% more likely to purchase Proflowers. On the other hand, males had an index of 80, which states that men are 20% less likely to purchase Proflowers (Spring 2014 NHCS Adult Study 06-month, Simmons Research 2017).

Summary

To summarize, Gladiolus Agency sees Proflowers, a subsidiary of FTD Companies, Inc. as the main competitor for 1-800-Flowers.com, for multiple reasons. After acquiring the San Diego-based internet retailer of flowers, Provide Commerce in 2016, FTD Companies, Inc. showed a major increase in revenue, which brought the company’s market share from 13.2% in

2013 to 35.2% just one year later in 2014. (Cohen, 2017, Competitor Landscape). Proflowers has established itself as a fast flower delivery service that offers several products, just as 1-800-Flowers.com does. The index numbers calculated on Simmons OneView prove that ProFlowers is 1-800-Flowers.com's main competitor due to the fact that ProFlowers index number is higher. The advantages of having ProFlowers as a competitor shows that 1-800-Flowers.com is a relevant company in the flower business. ProFlowers is a very successful company and by having an index number that is just 3% higher than 1-800-Flowers.com it shows that ProFlowers is a tough, but accessible competitor. 1-800-Flowers and ProFlowers are also very similar companies so Gladiolus Agency can focus on the differences between the two to build a strong campaign. Gladiolus Agency is advising 1-800-Flowers.com to start promotions and begin new campaigns that highlights its dedication to service of its customers and the importance of customer satisfaction in order to compete with, and stay ahead of FTD Companies, Inc.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Convenience; customers can make purchases over the phone, on the mobile app, online, or in-store ● Variety of floral arrangements, gourmet treats, and keepsakes available for all occasions ● Consumers can customize their orders by adding personalized notes and mementos ● Timeless; while technology may threaten other industries, the floral and gifting industry has stayed strong because of the sentimental value of the products ● Backed by the “100% Smile Guarantee Policy” ● Prompt service for international delivery; same day delivery is offered for select products in the U.S. ● Consistent promotion on traditional media —especially television and radio ● Price range; gifts from \$10.00-\$150.00+ 	<ul style="list-style-type: none"> ● Negative online reviews regarding customer service and delivery found on ConsumerAffairs.com: “Will never use this company again,” “I never heard back from the company,” and “the arrangement was not at all what I ordered” (2017). ● Comparatively higher product prices ● Service/shipping charges higher than most ● Low engagement on social media posts from followers ● Taglines are hard to find and are not well-known ● Does not have a clear or unique selling proposition
Opportunities	Threats
<ul style="list-style-type: none"> ● Growing Economy ● Growing demand for online orders ● Variety in products for different targets ● Income levels in America are at an increased rate ● Growth rates and profitability ● The millennial market is a huge potential for a new customer base because although they are innovative, they are also sentimental. 	<ul style="list-style-type: none"> ● Possible threat is the cannabis industry; According to Jim McCann, 1-800-Flowers relies on local farmers and greenhouses to grow their products and if those farmers were to switch over to cannabis growth, which has been a topic as of late, they could lose some of their producers and cause a threat to 1-800-Flowers.com. ● Intense competition, saturated market. 1-800-Flowers has to compete is FTD, Teleflora and local grocery stores. ● Increasing labor costs in the US; minimum wage in California is \$10.50 an hour

Statement of Most Important Problem & Opportunity

Main Problem

Although 1-800-Flowers.com is certainly one of the top flower companies in the U.S, it has become easier for them to blend in with every other flower company out there. In comparison to their competitors like Teleflora.com, 1-800-Flowers.com doesn't have a clear unique selling proposition that gives them an edge in the marketplace. Customers should be able to easily explain in an instant why they would choose 1-800-Flowers.com over it's competitors. Precisely, 1-800-Flowers.com advertising strategy needs to be realigned to communicate what makes them different, compared to other floral shops.

Main Opportunity

1-800-Flowers.com fails to consider a large possible market that could increase not only their customer base, which boosts revenue, but most importantly, position this new target as the number one destination for floral gifts and presents on and offline. Gladiolus Agency sees an opportunity in targeting Millennials ages 25-34. Over the past couple of years this age group has become highly interested in old fashioned ideals. This can be seen in 80's, 90's, and 2000's fashion comebacks like , revivals of popular movies and tv shows such as *Kong: Skull Island* (2017), Stephen King's *IT* (2017) and *Will & Grace* (2017). The is proof that although Millennials love innovation and progression, they are also very sentimental. 1-800-Flowers.com has the opportunity to tailor their advertising strategy towards reaching Millennials on social media sites such as Instagram and Facebook thus meeting them on common ground. This potential target values a service that is quick and efficient to use. 1-800-Flowers.com is already half way there but they can further their efforts by putting in more time to engage with millennials on their social media to broadening their client base.

Appendices

1-800-Flowers.com - Agency Field Trip:

Janice Nyam, Jennifer, Jorgensen, Sammy Newman, and Christie Kittelsen



Interview Questions

Profile:

Name:Gender:

Age:

Location:

1. Why did you choose 1-800-Flowers?
2. What did you buy?
3. Is there a special occasion? Who is it for?
4. What was your budget for this trip?
5. Do you only go in-store, or online also?

Interviewees:

Grant, Keith, Sarah, Tara, Vanessa



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PART II: THE SOLUTION

MEDIA OBJECTIVES

Introduction

Gladiolus Agency has created a concrete Media Objective Plan that clearly identifies the new target market that will expand and extend 1-800-Flowers.com's current customer base. In the Situational Analysis Section, Gladiolus Agency identified that the main problem for 1-800-Flowers.com is that it does not have unique selling proposition. The main opportunity is to distinctly position 1-800-Flowers.com as the number one destination for social gifts amongst Millennial men and women between the ages of 25 and 34 by increasing its online activity and social media presence. Gladiolus Agency utilized Simmons OneView to gain a proper understanding of when, where, and how to advertise to Millennials. This section will cover specific strategic decisions and tactics concerning reach, frequency, DMAs (Designated Marketing Areas) and a budget schedule that will collate the tactics into a plan that expresses how funds will be distributed to successfully execute the main campaign objective.

Target Audience

Gladiolus Agency is targeting Millennials, ages 25-34 significantly because Millennials make up a very high majority of the today's workforce which means they can afford to purchase from 1-800-Flowers.com. More importantly, according to *Social Media Today*, "In the U.S alone there about 80 million Millennials, making them larger than any other demographic in the country" (Speier, 2016). Targeting Millennials gives 1-800-Flowers.com the opportunity to be pioneers in tapping into such a valuable market that has great potential.

Demographics

Using Simmons OneView, Gladiolus Agency was able to find information about 1-800-Flowers.com's current 25-34 Millennial demographic. From the cross tab data, it is evident that 1-800-Flowers.com has the lowest percentage of Millennials compared to its competitor, ProFlowers. While both companies have very low percentages, ProFlowers has a 0.8% while 1-800-Flowers.com only has 0.3%. Caucasians make up the majority of Millennials 67.7% followed by Hispanics 15.7%. African Americans, Asians and other Non-White or Black races make up the remaining percentage. When it comes to college education, 36.8% of Millennials are college graduates. Because this high percentage of 25-34 year olds hold a degree, 57.9% of them come from a household where the Household Income is above \$60,000. In addition, the majority of 25-34 year olds in the US live in the South and the Pacific. Amongst the key 14 DMA's, Los Angeles and New York inhabit about 50% of 25-34 year olds.

DMA	Index of 25-34 year olds more or less likely to live in the Top 14 DMA's
Houston	141
Chicago	122
Atlanta	118
Los Angeles	116
Dallas	111
Washington DC	106
Philadelphia	104
San Francisco	98
Boston	92
New York	78
Miami	74
Detroit	70
San Antonio	73
Cleveland	65

Figure 12. DMA Index.
Source: Simmons OneView

Psychographics: (Simmons OneView, 2017)

- 59.1% of consumers normally only shop at local stores
- 29.0% of people buy things in the spur of the moment
- 29.5% of consumers go shopping frequently
- 39.7% of consumers rarely go shopping
- 3.7% of consumers are more likely to purchase a product if it is recommended by friends on social media
- 7.7% of consumers pay attention to reviews posted online by other consumers
- 1.3% of people trust information about a product that comes from online from other consumers
- 15.3% of consumers invest time into getting the best deal possible while online shopping
- 3.3% of consumers enjoy playing video games as their main source of entertainment
- 14.6% of consumers enjoy introducing people to each other
- 24.9% of consumers have many acquaintances from many walks of life

Technographics: (Simmons OneView, 2017)

- 6.5% of consumers spend less time watching television because of the internet
- 29.2% of consumers believe it is safe to make purchases online
- 22.1% of consumers are doing more of their shopping online than in person
- 34.6% of consumers like websites that show local information
- 29.5% of consumers like to hear about new products and services via email
- 24.2% of consumers that find something in store compare prices online
- 16.2% of consumers do not like advertising in general
- 23.8% of consumers enjoy listening to the radio daily

Product Usage / Brand Usage

When it comes to products and brands, Millennial men and women between the ages of 25 and 34 use the internet in one way or another in making daily purchases (Simmons OneView, 2017). Even more specifically, a majority of this target does research online by watching videos, reading blog reviews and doing Google searches. 87% of them agreed to be most willing to purchase products they see advertised on their cellphones while 57% of them said they are most likely to use a service that would allow them to use their phones to make in-store purchases (Simmons OneView, 2017). 27% are more likely to use the internet to plan their shopping trips but, they are less likely to buy a product they don't need even if it is on sale (Simmons OneView, 2017). It is also important to know that these Millennials are not very likely to be health nuts. Only about 20% of them really think they are healthy (Simmons OneView, 2017). Evidently, the internet is very prominent in the lives of this target market and Gladiolus Agency plans to take advantage of this opportunity to better reach Millennials between 25-34.

I AM LIKELY TO PURCHASE PRODUCTS I SEE ADVERTISED ON MY CELL PHONE	I WOULD BE INTERESTED IN A SERVICE THAT WOULD LET ME USE MY CELL PHONE TO MAKE PURCHASES IN A STORE	I'LL PAY JUST ABOUT ANYTHING WHEN IT CONCERNS MY HEALTH	I CONSIDER MY DIET TO BE VERY HEALTHY	I TRY TO EAT HEALTHY FOODS THESE DAYS	NOT AT ALL LIKELY	SOMEWHAT LIKELY	LIKELY	VERY LIKELY	I AM MORE LIKELY TO PURCHASE A PRODUCT OR SERVICE FROM A COMPANY THAT IS ENVIRONMENTALLY FRIENDLY	I WOULD BUY ECO-FRIENDLY PRODUCTS IF THEY WERE LESS EXPENSIVE	THE INTERNET HAS CHANGED THE WAY I SPEND MY TIME	I SPEND LESS TIME READING MAGAZINES IN PRINT BECAUSE OF THE INTERNET	I RELY ON THE INTERNET TO COMMUNICATE WITH FRIENDS AND FAMILY
727	925	2,067	1,940	3,787	7,345	3,660	1,220	407	3,325	4,346	7,107	2,239	2,103
12,362	14,882	31,436	28,829	59,089	118,656	61,747	20,439	6,672	50,874	69,523	115,624	36,923	33,534
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
5.3%	6.3%	13.4%	12.3%	25.2%	50.5%	26.3%	8.7%	2.8%	21.7%	29.6%	49.2%	15.7%	14.3%
100	100	100	100	100	100	100	100	100	100	100	100	100	100
5.3%	6.3%	13.4%	12.3%	25.2%	50.5%	26.3%	8.7%	2.8%	21.7%	29.6%	49.2%	15.7%	14.3%
169	174	210	200	400	845	561	196	63	329	586	1,172	428	388
4,026	4,051	4,949	4,556	8,890	18,435	11,983	4,482	782	6,055	11,744	24,696	9,157	8,243
32.6%	27.2%	15.7%	15.8%	15.0%	15.5%	19.4%	21.9%	11.7%	11.9%	16.9%	21.4%	24.8%	24.6%
9.9%	9.9%	12.1%	11.2%	21.8%	45.2%	29.4%	11.0%	1.9%	14.8%	28.8%	60.5%	22.4%	20.2%
187	157	91	91	87	89	112	126	67	69	97	123	143	141
1.7%	1.7%	2.1%	1.9%	3.8%	7.9%	5.1%	1.9%	0.3%	2.6%	5.0%	10.5%	3.9%	3.5%

Figure 13. Product Usage.
Source: Simmons OneView

Advertising Usage and Media Usage

Reaching Millennials through advertising presents a challenge because it is difficult to anticipate how they will receive the intended message. The Simmons OneView crosstab results indicated that only 20.3% of 25-34 year olds are more likely to like commercials that make them laugh. Only 14.1% said they often notice brands in TV shows. This means that product placement is not a very good approach for reaching this target. 24% of them admitted to liking full video commercial ads and a higher percentage of 39% said they liked Banner ads (Simmons OneView, 2017). A majority of this target spends most of their time listening to podcasts, reading online blogs and watching television. About 67 -71% watch online television shows and other online video content on sites such as Youtube. 97% of them are more likely to watch TV shows on cable networks. The most popular TV show they spend time watching are *Girls*, *The Walking Dead*, College Baseball, and other comedy and game television shows. When it comes to reality TV, 17% of these Millennials are more likely to be fans of *The Bachelorette* and *The Bachelor*.

Crosstab		Total	THE BACHELOR (ABC)	THE BACHELORETTE (ABC)
Private Eye				
Trend				
Total	Sample	14,369	661	317
	Weighted (000)	234,786	11,406	5,241
	Vertical %	100%	100%	100%
	Horizontal %	100%	4.86%	2.23%
	Index	100	100	100
	Total %	100%	4.86%	2.23%
25 - 34	Sample	1,910	95	* 46
	Weighted (000)	40,792	2,284	* 930
	Vertical %	17.4%	20%	* 17.7%
	Horizontal %	100%	5.6%	* 2.28%
	Index	100	115	* 102
	Total %	17.4%	0.973%	* 0.396%

Figure 14. Reality TV Crosstab Amongst Millennials 25-34.

Source: Simmons Oneview

The most popular websites for 25-34 year olds are NHL.com, Netflix.com, NYTimes.com, Twitter.com, Hulu.com, and Google.com. Millennials 25-34 are avid blog readers and like to keep up with news sites on the internet. They prefer catching up on late night shows using VOD (Video On Demand) sites to stream episodes.

THE WALKING DEAD	BREAKING BAD	COLLEGE BASKETBALL REGULAR SEASON	CNN NEWSROOM	GIRLS	VEEP	FREE WITH SUBSCRIPTION VOD/PREMIUM VOD	PAID VOD/PPV - TV PROGRAM	PAID VOD/PPV - MOVIES	PAID VOD/PPV - SPCL EVNTS(SPE)	VERY OFTEN	NOT AT ALL	VERY OFTEN	NOT AT ALL	VERY OFTEN	NOT AT ALL	1/2 HOUR BUT <1 HOUR	LESS THAN 1/2 HOUR	1/2 HOUR BUT <1 HOUR
1,785	582	1,194	1,255	279	183	1,226	310	877	204	454	4,171	344	5,024	1,476	3,413	3,689	3,097	3,080
31,684	9,507	24,212	19,793	4,627	3,287	19,019	4,404	14,474	2,588	7,318	68,535	6,325	81,495	27,659	52,839	63,704	51,236	52,055
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
13.5%	4.0%	10.3%	8.4%	2.0%	1.4%	8.1%	1.9%	6.2%	1.1%	3.1%	29.2%	2.7%	34.7%	11.8%	22.5%	27.1%	21.8%	22.2%
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
13.5%	4.0%	10.3%	8.4%	2.0%	1.4%	8.1%	1.9%	6.2%	1.1%	3.1%	29.2%	2.7%	34.7%	11.8%	22.5%	27.1%	21.8%	22.2%
456	136	159	84	72	***30	201	##50	126	##42	##40	530	##60	576	463	170	385	388	314
8,935	2,454	4,711	1,627	1,343	**640	4,241	1,168	3,150	##39	##703	12,294	##974	12,825	8,803	3,999	8,252	9,458	6,464
28.2%	25.8%	19.5%	8.2%	29.0%	19.5%	22.3%	26.5%	21.8%	24.7%	9.6%	17.9%	15.4%	15.7%	31.8%	7.6%	13.0%	18.5%	12.4%
21.9%	6.0%	11.5%	4.0%	3.3%	1.6%	10.4%	2.9%	7.7%	1.6%	1.7%	30.1%	2.4%	31.4%	21.6%	9.8%	20.2%	23.2%	15.8%
162	149	112	47	167	**112	128	##153	125	##142	##55	103	##89	91	183	44	75	106	71
3.8%	1.0%	2.0%	0.7%	0.6%	0.3%	1.8%	5%	1.3%	3%	3%	5.2%	4%	5.5%	3.7%	1.7%	3.5%	4.0%	2.8%

Figure 15. Popular TV Shows Amongst Millennials 25-34.

Source: Simmons OneView

Advertising Objective(s)

Gladiolus Agency’s primary goal is to establish a relationship with Millennials through a campaign based off the new slogan, “A _____ is worth 1800 words.” This fill-in the blank slogan will give awareness to potential consumers about 1-800-Flowers.com and how they are not only a flower company, but also sell gifts like Cheryll’s cookies, a teddy bear line, and fruit arrangements. Gladiolus Agency will make male and females ages 25-34 in Houston, Texas more aware of 1-800-Flowers.com and all they have to offer as a company. Gladiolus Agency’s goal is to raise brand awareness by 75% for 1-800-Flowers.com to Millennials.

Creative Requirements

Gladiolus Agency’s main goal for this new campaign is to reach a new target market, specifically Millennials ages 25-34 years old. 1-800-Flowers.com’s most important problem is the lack of social media presence, thus contributing to the low Millennial consumer base. They also wants to let consumers know that 1-800-Flowers.com delivers more than just flowers. With a sentimental appeal, Gladiolus Agency plans to use the creative concept of a shipping package with the tagline “A _____ is worth 1800 words” written across the center. In the advertisements the blank space will be filled with a rotating list of various products. For example, “A box of chocolates is worth 1800 words.” The message strategy is targeted at those who are living away from family and working. Out of a sample of 6,587 Millennials over half are employed, with 49% working full time (Simmons Oneview, 2016). Because this age group is about to enter the workforce, or is new in the workforce, it is hard to take a break or visit the people they love. That is why this approach is perfect. Not only does it enlighten the consumer of 1-800-Flowers.com’s wide variety of gifts available and how he/she can mail that gift anywhere in the country, but it also sends the message that even though the consumer cannot visit his loved one, the gift he sends is worth the “1800 words” he would have said in person. By implementing a high ad frequency of 2.2, and by placing a large amount of ads on social media Gladiolus will address two of

1-800-Flowers.com’s main problems: a low social media presence and a low Millennial consumer base. This tagline will appear on newer media channels such as animated banners on Facebook and Twitter, posts on Instagram, and video ads on Snapchat and Youtube, as well as more traditional vehicles including broadcast, specifically television commercials, and OOH (Out of Home) digital billboard ads. By using both traditional and new ad vehicles a large variety of consumers will be reached.

Reach and Frequency Decision

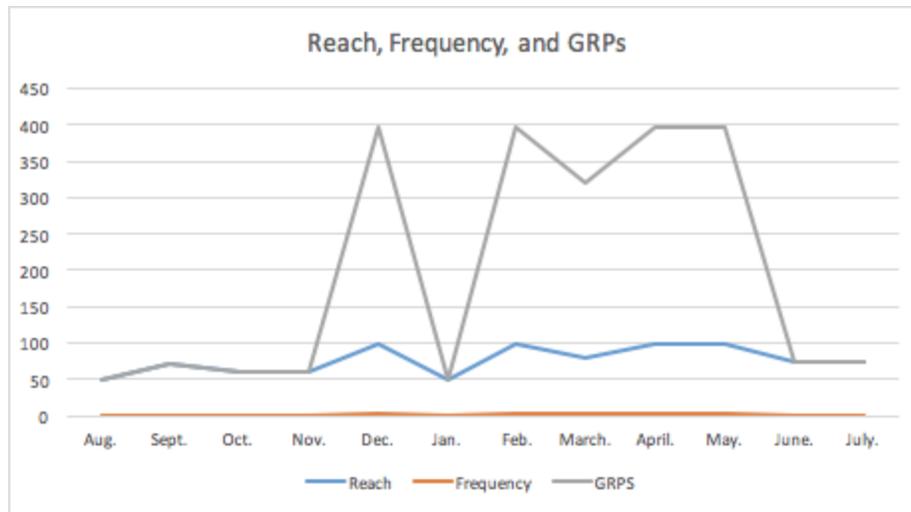


Figure 16. Pulsing Reach and Frequency with GRPs Graph.

1-800-Flowers.com															
Reach and Frequency Objectives															
Total Budget	Month	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March.	April.	May.	June.	July.	Reach/Frequency Average	Your team's Reach/Frequency Objective
10,000,000	Reach	50	70	60	60	99	50	99	80	99	99	75	75	76.33333333	75
	Frequency	1	1	1	1	4	1	4	4	4	4	1	1	2.25	2.2
	GRPS	50	70	60	60	396	50	396	320	396	396	75	75	2344	

Figure 17. Reach and Frequency Objectives Table.

Gladiolus Agency’s objective is to reach 75% of 25-34 year olds. With a market share of 30.2% (Cohen, 2017), 1-800-Flowers.com is well known in the floral industry, therefore, 75% reach is a respectable goal. It should be noted that during peak months with holidays and major floral distribution days, 99% reach will be utilized. The rationale of the usage of high reach during key months can be found in the Timing section.

Using the Ostrow Model of Effective Frequency, Gladiolus Agency arrived at a team average of 2.2. The Marketing Factors equaled (-0.9), Copy Factors equaled (.02), and Media Factors equaled (-0.1). By adding these categories to the benchmark of 3.0, Gladiolus Agency arrived at a frequency objective of 2.2, which means the average frequency over the course of the year is 2.2 times per month. Instead of using a continuous schedule, however, Gladiolus Agency recommends a pulsing schedule to target key months when floral purchases are projected to increase. As demonstrated in Figure 6, during prime floral months, the frequency objective is 4.0, while on off-season months, the frequency objective is 1.0.

Low Required Frequency	Frequency Adjustment				High Required Frequency
Market Factors					
Established brand	-2	-1	+1	+2	New brand
High market share	-2	-1	+1	+2	Low market share
Dominant brand in market	-2	-1	+1	+2	Smaller, less known brand
Long purchase cycle	-2	-1	+1	+2	Short purchase cycle
Less frequent usage	-2	-1	+1	+2	Frequency usage
Target other group	-2	-1	+1	+2	Target old consumers or children
Message Factors					
Simple copy	-2	-1	+1	+2	Complex copy
More unique copy	-2	-1	+1	+2	Less unique copy
Continuing campaign	-2	-1	+1	+2	New campaign
Older messages	-2	-1	+1	+2	New messages
Product-focused message	-2	-1	+1	+2	Image-focused message
Single kind of message	-2	-1	+1	+2	Multiple kinds of messages
Large advertising units	-2	-1	+1	+2	Small advertising units
Media Factors					
Low ad clutter	-2	-1	+1	+2	High ad clutter
High audience attentiveness	-2	-1	+1	+2	Low audience attentiveness
Favorable editorial setting	-2	-1	+1	+2	Neutral editorial setting
Continuous scheduling	-2	-1	+1	+2	Pulse or flight scheduling
Many media in mix using various media vehicles	-2	-1	+1	+2	Limited media mix
High repeat exposure media	-2	-1	+1	+2	Low repeat exposure media

Figure 18. Ostrow's Model of Effective Frequency.
Source: Joseph W. Ostrow - "Setting Frequency Levels," 1982

Timing Decision

Gladiolus Agency recommends that 1-800-Flowers.com should use a pulsing system and implement high frequency during the months of September and March, and even higher frequency during December, February, April and May. Gladiolus Agency plans on having advertising throughout the year but peaking during high floral distribution months.

1-800-Flowers.com's largest source of income is flowers and September, December, February, March, April and May are months when the highest volume of flowers are purchased due to key holidays and events that involve gifting bouquets. Gladiolus Agency calculated these GRPs by choosing the frequency and reach for each month by looking at holidays, special occasions, and peak season for buying flowers and gifts. September's GRP is 70 because there is usually an increase in flower sales due to 9/11. March's GRP is 80 because towards the end of the month people start buying flowers for Easter. December, February, April and May all have a GRP of 99 because of the major holidays: Christmas, Valentine's Day, Easter and Mother's Day, respectively. According to this rationale, allocating the highest frequency to these months would be the most beneficial strategy for 1-800-Flowers.com. The months with both high frequency and high reach are December, February, March, April, May. Since these are the months that bring in the most revenue, Gladiolus Agency believes that by having a high reach of 99 and frequency of 4, consumers will have high awareness of the brand, and thus, respond favorably to this combination. Aside from pulsing during these certain months having minimal, but continuous advertising throughout the year for birthdays, weddings, dates and funerals will be needed to remind consumers that 1-800-Flowers.com is available for everyday occasions as well. The target audience is men and women ages 25-34. Key holidays include Christmas in December, or Mother's Day in May. Men and women who are of the age 25-34 are very likely to have a disposable income and are likely to buy flowers and gifts for friends, family, or their significant other. It is quite possible that this target audience might not live close to their family, so 1-800-Flowers.com's service to send flowers and gifts to people around the world would be very ideal for both men and women ages 25-34. This target audience is also at the key stage in their lives where they begin choosing brand loyalty and we want to increase brand awareness and solidify brand preference.

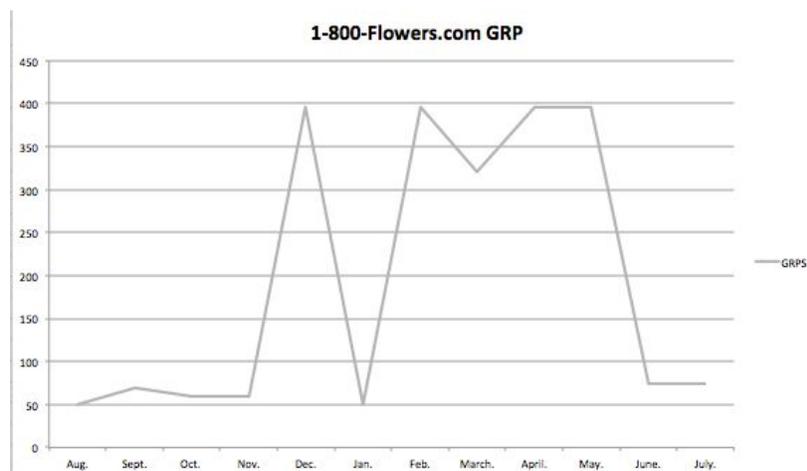


Figure 19. 1-800-Flowers.com GRP.

Geographic Decision

The agency recommends a “fish where the fish are” strategy, which looks at the geographic markets where sales for a brand have been good. This is a defensive strategy that supports current business and increase brand loyalty as well as awareness. Gladiolus Agency recommends this strategy because it allows 1-800-Flowers.com to advertise and promote their product where the customers are most active.

After reviewing the data provided by Simmons OneView, Gladiolus Agency has chosen to focus the campaign for 1-800-Flowers.com in the South and West regions of the United States. When looking at the four regions of the United States, it is seen that consumers are 38.0% more likely to visit 1-800-Flowers.com in the South region and 26.5% most often in the West region than anywhere else (see Figure 9). This data also shows that the index for the target market, 25-34 year olds, living in the South is 101 and 116 in the West, meaning the target audience is 1% more likely to be living in the South and 16% more likely to be living in the West, providing even more incentive to direct the campaign in these two regions.

Although the North East is promising, with an index of 126, the South has more states and cities with consumers in the target market. Of the nine states in the North East, three have an index of 0 (Maine, Rhode Island, and Vermont), and two have an index below 100, (New Hampshire had 70 and Pennsylvania had 45. Thus, the South is the better option, even if it has a lower index than the North East.

Delving into more specifics, Gladiolus Agency will focus on states from the South and the West that correlate with the target agency. Based on the indexes provided by Simmons OneView, Gladiolus Agency determined that within the South, the campaign will be directed primarily in Alabama, Arkansas, Florida, Louisiana, Maryland, South Carolina, and Virginia. These states each had high indexes — 148, 160, 108, 112, 248, 157, and 128 — respectively, for customers who visited 1-800-Flowers.com most often (see Figure 10). Within the South region, Maryland has the highest index of 248, which indicates the largest market potential. Adults between the ages of 25-34 who purchase 1-800-Flowers.com products are 148% more likely to live in Maryland. In terms of the West, Simmons OneView revealed that Arizona, California, Nevada, New Mexico are the states with the highest indexes of 225, 131, 239, and 644. All the other states in the West region — Alaska, Colorado, Idaho, Montana, Oregon, Utah, Washington, and Wyoming — have an index of 0 besides Washington, which has an index of 20. This means that 1-800-Flowers.com should only focus on the four states with high indexes. Within the West region, New Mexico has the highest index of 644, which indicates the largest market potential. Adults between the ages of 25-34 who purchase 1-800-Flowers.com products are 544% more likely to live in New Mexico.

Looking at the 14 top Designated Market Area (DMA)'s from Simmons OneView, the agency suggests specifically targeting cities including Los Angeles, San Francisco, Dallas, and Houston. Los Angeles has an index of 179, meaning 79% of the target audience is more likely to be living in Los Angeles. San Francisco has an index of 180, indicating 80% of the target audience is more likely to be living in San Francisco. Dallas has an index of 111, indicating 11% of the target audience is more likely to be living in Dallas. Houston has an index of 103, indicating 3%

of the target audience is more likely to be living in Houston. Although they aren't listed in the top 14 DMAs, Gladiolus Agency recommends marketing in San Diego, the second largest city population according to 2017 California City Population Rankings (2017 City Population Rankings, 2017). Despite having a low index level of 43, San Antonio, the second largest city in Texas, shows potential as a third city in Texas to market towards because it is in the top 14 DMAs. Although they aren't in the South or West regions, Washington D.C., New York, and Boston also have high indexes that could provide large market potential.

To stretch the company's marketing efforts, the agency has decided to focus on already stable markets, where the population of the target audience is dense. Marketing to the chosen regions will allow defensive strategy marketing.

		Total	MALE	FEMALE	WHITE	BLACK OR AFRICAN AMERICAN	ASIAN	WEST	SOUTH	MIDWEST	NORTHEAST
Total	Sample	14,369	829	1,081	10,891	1,266	502	2,762	5,453	3,294	2,860
	Weighted(000)	234,786	20,271	20,521	172,508	28,444	13,013	53,757	88,222	50,128	42,678
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	22.9%	37.6%	21.4%	18.2%
	Index	100	100	100	100	100	100	100	100	100	100
	Total %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	22.9%	37.6%	21.4%	18.2%
1800FLOWERS.COM	Sample	345	**19	*37	218	*59	**16	70	128	*58	89
	Weighted(000)	5,680	**396	*452	3,421	*1,082	**576	1,503	2,160	*719	1,298
	Vertical %	2.4%	**2.0%	*2.2%	2.0%	*3.8%	**4.4%	2.8%	2.4%	*1.4%	3.0%
	Horizontal %	100.0%	**7.0%	*8.0%	60.2%	*19.0%	**10.1%	26.5%	38.0%	*12.7%	22.9%
	Index	100	**81	*91	82	*157	**183	116	101	*59	126
	Total %	2.4%	**0.2%	*0.2%	1.5%	*0.5%	**0.2%	0.6%	0.9%	*0.3%	0.6%

Figure 20. 1-800-Flowers.com Geography Regions.

Source: Simmons OneView Data, 2017

		Total	MALE	FEMALE	WHITE	BLACK OR AFRICAN AMERICAN	ASIAN	ALABAMA (AL)	ARIZONA (AZ)	ARKANSAS (AR)	CALIFORNIA (CA)	FLORIDA (FL)	LOUISIANA (LA)	MARYLAND (MD)	NEVADA (NV)	NEW MEXICO (NM)	SOUTH CAROLINA (SC)	VIRGINIA (VA)
Total	Sample	14,369	829	1,081	10,891	1,266	502	112	118	61	2,046	1,152	71	284	65	**27	75	359
	Weighted(000)	234,786	20,271	20,521	172,508	28,444	13,013	4,904	6,015	1,529	27,934	14,634	2,878	5,388	1,608	**1,093	2,671	7,555
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%	100.0%	100.0%
	Horizontal %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	2.1%	2.6%	0.7%	11.9%	6.2%	1.2%	2.3%	0.7%	**0.5%	1.1%	3.2%
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	**100	100	100
	Total %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	2.1%	2.6%	0.7%	11.9%	6.2%	1.2%	2.3%	0.7%	**0.5%	1.1%	3.2%
1800FLOWERS.COM	Sample	345	**19	*37	218	*59	**16	**3	**5	**2	*60	**26	**2	**11	**2	**2	**2	**8
	Weighted(000)	5,680	**396	*452	3,421	*1,082	**576	**176	**327	**59	*888	**381	**78	**323	**93	**170	**101	**234
	Vertical %	2.4%	**2.0%	*2.2%	2.0%	*3.8%	**4.4%	**3.6%	**5.4%	*3.9%	*3.2%	**2.6%	**2.7%	**6.0%	**5.8%	**15.6%	**3.8%	**3.1%
	Horizontal %	100.0%	**7.0%	*8.0%	60.2%	*19.0%	**10.1%	**3.1%	**5.8%	**1.0%	*15.6%	**6.7%	**1.4%	**5.7%	**1.6%	**3.0%	**1.8%	**4.1%
	Index	100	**81	*91	82	*157	**183	**148	**225	**160	*131	**108	**112	**248	**239	**644	**157	**128
	Total %	2.4%	**0.2%	*0.2%	1.5%	*0.5%	**0.2%	**0.1%	**0.1%	**0.0%	*0.4%	**0.2%	**0.0%	**0.1%	**0.0%	**0.1%	**0.0%	**0.1%

Figure 21. 1-800-Flowers.com Geography States.

Source: Simmons OneView Data, 2017

		Total	MALE	FEMALE	WHITE	BLACK OR AFRICAN AMERICAN	ASIAN	BOSTON	DALLAS	HOUSTON	LOS ANGELES	NEW YORK	SAN ANTONIO	SAN FRANCISCO	WASHINGTON DC
Total	Sample	14,369	829	1,081	10,891	1,266	502	395	742	662	1,180	1,349	584	622	428
	Weighted(000)	234,786	20,271	20,521	172,508	28,444	13,013	5,447	5,439	4,819	13,553	16,132	1,867	5,677	5,296
	Vertical %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Horizontal %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	2.3%	2.3%	2.1%	5.8%	6.9%	0.8%	2.4%	2.3%
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Total %	100.0%	8.6%	8.7%	73.5%	12.1%	5.5%	2.3%	2.3%	2.1%	5.8%	6.9%	0.8%	2.4%	2.3%
1800FLOWERS.COM	Sample	345	**19	*37	218	*59	**16	**13	**21	**15	*41	*59	**15	**15	**16
	Weighted(000)	5,680	**396	*452	3,421	*1,082	**576	**215	**146	**120	*587	*837	**19	**247	**311
	Vertical %	2.4%	**2.0%	*2.2%	2.0%	*3.8%	**4.4%	**3.9%	**2.7%	**2.5%	*4.3%	*5.2%	**1.0%	**4.4%	**5.9%
	Horizontal %	100.0%	**7.0%	*8.0%	60.2%	*19.0%	**10.1%	**3.8%	**2.6%	**2.1%	*10.3%	*14.7%	**0.3%	**4.4%	**5.5%
	Index	100	**81	*91	82	*157	**183	**163	**111	**103	*179	*214	**43	**180	**243
	Total %	2.4%	**0.2%	*0.2%	1.5%	*0.5%	**0.2%	**0.1%	**0.1%	**0.1%	*0.2%	*0.4%	**0.0%	**0.1%	**0.1%

Figure 22. 1-800-Flowers.com Geography Top 14 DMAs.

Source: Simmons OneView Data, 2017

Budget Decision

In order to carry out the objectives for the new 1-800-Flowers.com advertising media campaign, Gladiolus Agency has strategically allocated a budget of \$10,000,000 over the next twelve months. This year-long campaign will follow a pulsing system in order to target key months in which sales are projected to increase and an effective reach and frequency strategy that will run from August 1, 2018 to July 31, 2019. Months with higher gross rating point percentages will be distributed a higher portion of the budget to accommodate a variety of advertising tactics. The breakdown per month can be found in the following Figures 12 and 13.

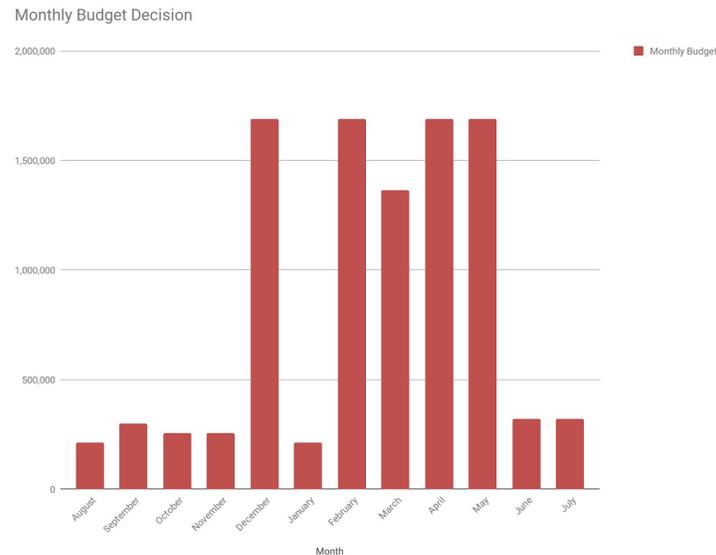


Figure 23. Monthly Budget Allocation.

Month	Monthly Budget	GRP Percentage	GRPS
August	\$213,310.00	2.13%	50
September	\$298,634.00	2.99%	70
October	\$255,972.00	2.56%	60
November	\$255,972.00	2.56%	60
December	\$1,689,419.00	16.90%	396
January	\$213,310.00	2.13%	50
February	\$1,689,422.00	16.90%	396
March	\$1,365,187.00	13.65%	320
April	\$1,689,422.00	16.90%	396
May	\$1,689,422.00	16.90%	396
June	\$319,965.00	3.20%	75
July	\$319,965.00	3.20%	75
Totals:	\$10,000,000.00	100%	2344

Figure 24. Monthly Budget Allocation.

MEDIA STRATEGIES

Media and Medium Decision

Gladiolus Agency has concluded that media dispersion is the best media mix strategy to effectively reach the target market of Millennial males and females, ages 25-34. Gladiolus Agency's primary goal is to increase 1-800-Flowers.com's reach in the online-flower industry. Media dispersion will allow the 1-800-Flowers.com name to reach consumers through a wide variety of media platforms, mediums, and vehicles. Furthermore, the use of multiple medias will also promote repeat exposure, thus increasing brand awareness for 1-800-Flowers.com.

Gladiolus Agency has determined the following media selections will help accomplish these goals: broadcast media, print media, out-of-home media, interactive/online/social media, and alternative media. Gladiolus will further discuss the implications of the media choices by providing qualitative and quantitative rationales for selected mediums which correspond to each selected media.

A media dispersion plan is predicted to be successful for Gladiolus Agency's goal to increase a consumer base among millennials ages 25-34 for 1-800-Flowers.com. Media dispersion is a media mix strategy which uses a variety of media to get a message out to a target audience. This strategy is found to be most valuable for Gladiolus' media plan goal because it will reach more people, increase message exposure, extend creative effectiveness of a campaign, produce synergy between the target audience and 1-800-Flowers.com. A media dispersion plan can be utilized when there is a large enough budget and when trying to reach more people.

Gladiolus' \$10,000,000 budget enables a wide range of mediums to be utilized. The use of multiple mediums will aid in the end goal of reaching 75% of the target market. 1-800-Flowers.com, while making sales throughout the year, has peak sales during holiday season and other days which have major flower distribution rates, such as Mother's Day and Valentine's Day. During the months with these national holidays, a reach of 99% will be utilized, therefore requiring a more diversified use of mediums. In today's day in age, people are constantly looking to various sources of entertainment, especially millennials. This demographic is active on social media, the internet, and television, while also being impressionable through use of outdoor ads. For these reasons, Gladiolus Agency has selected the following mediums to increase consumption of the target market: over-the-top television and network television under broadcast media, digital magazines for print media, billboards and street furniture for out-of-home media, Social Networking Sites and online (internet-based mediums) for interactive/online/social media, and guerilla ads for alternative media.

Ad Medium Selection

Suggested Medium Type 1 (Over the Top TV)

Qualitative

With innovative technology creating brand new ways for people to watch television that is also more affordable and less time restricting, more Millennials have abandoned the traditional way of watching television. Many are using online Over the Top and VOD (Video on Demand) streaming subscription services (Hulu, Netflix, Amazon Prime, HBO Now, Youtube Red) to

watch their favorite programs because it is more flexible in how it allows for many ways to watch ie. phones, tablets, laptops (Katz, 2017, p. 66). This is great news for advertisers because targeting specific age groups has become easier to do. If targeting is well done, advertisements placed during these OTT TV programs are more likely to resonate with the target because they single handedly chose to watch that program as opposed to watching something random that happened to come on their TV sets. Also, Gladiolus Agency appreciates that OTT advertising can provide audiences with options to pick and choose the advertisements they watch which increases the chances of them actually buying the product or service being shown. On the other hand, the disadvantages of advertising on OTT TV includes the fact that most of these online viewers are of a younger demographic. This makes it hard to target older age groups but is perfect for Millennials 25-34. Also, OTT TV makes up just 1% of the total viewership demographic of TV audiences in the United States (On-Demand TV Media Buying, 2014). Although this can be a problem if reach is the most important factor in a campaign, Gladiolus will use this as an opportunity to narrow and better target 1-800-Flowers message in a way that is qualitative and effective in the long run.

Quantitative

Gladiolus Agency used Simmons OneView to find that 67-71% of Millennials 25-34 watch online television shows and online video content on sites such as Hulu and Youtube. The number of homes without TV sets in the United States has decreased exponentially since 2009 from 2.6% to 1.3% (Business Insider, 2017). The age group that still prevalently watches television on a TV set are more likely to be older than 75 years old. Our target market on the other hand spends more of their time watching television on Over the Top sites because of its desirable appeal. According to Adage, 45% of adults between the ages of 22-45, which includes our target market, have abandoned traditional TV to watch content on Over the Top TV apps and sites. As a result, Gladiolus Agency believes it is important to consider OTT TV when advertising to this target.

Suggested Medium Type 2 (Network TV)

Qualitative

Television is known to be the best way to communicate to and reach millions of people because of its many advantages. Its combined use of vivid imagery, sound and its “ability to imitate real-life situations” provides advertisers with a platform to creatively show and tell potential audiences the benefits of purchasing from their brands (Katz, 2017, p. 66). In addition, television is more preferable because most people watch television at least five hours everyday. This provides advertisers with many opportunities for audiences to watch their advertisements more than once daily. The ability of television ads to enter popular culture by having memorable jingles, mascots, and slogans can make a brand come to life and eventually persuade audiences to share the brand using word of mouth. Despite the fact that Network TV is great for reaching millions of people nationwide, the cost to reach these huge audiences can be very expensive (Katz, 2017, p. 67-68). Furthermore, ads have limited exposure time, can become cluttered, and can be difficult to effectively place during programs (Katz, 2017, p. 68). Gladiolus has considered these factors and has strategized ways to make the most out of the advantages of Network Television and is confident that the results will produce a high return on investment.

Quantitative

According to Simmons OneView, 97% of male and female Millennials ages 25-34 are more likely to watch television programs on network TV. On average, more than 87% of people above age 18 watch television daily. According to the *LA Times*, with more technological advancements in how people watch television, overall ratings for Networks have decreased by 11% since 2016 because more and more people do not watch live television anymore (Battaglio, 2017). With more people changing their TV watching habits, more advertisers are turning to live TV events such as the Olympics and the Super Bowl. These huge television events attract more than “40.7 million people in the U.S” and “an estimated 4 billion globally” (Katz, 2017, p. 67).

Suggested Medium Type 3 (Digital Magazines)

Qualitative

Gladiolus Agency has chosen Digital magazines as an important advertising medium due to the target audience we are attempting to reach. Magazines in this century are niche focused; fortunately this makes it less difficult to target the exact audience the agencies are looking for. Magazines over the past decade has made a majority shift from print to digital. This shift has raised the readership for many magazines, especially within the millennial generation. Out of the total readership for digital magazines, the largest age group that participates is Millennials, ages 25-34. The target audience, men and women ages 25-34, fits the exact criteria for the digital magazine readers of magazines like *People*, *Glamour*, *Cosmopolitan*, *Food Network*, and *Shape*. Some people choose digital magazine over print because of features like clickable links, scrollable text, video, and interactive/clickable advertisements. However, Digital magazine ads can cause the reader to become upset with “clutter” and this is also an expensive platform to advertise on.

Quantitative

Some benefits to digital magazines include that at least 80% of readers after initial download take some sort of action after downloading the digital version of a magazine (Bruce, 2016). Over 60% of Americans own some sort of tablet, and 10% read a magazine daily and the percentage is increasing yearly (Bruce, 2016). 42% of adults have reported reading one or more digital magazines in the past 30 days. 59% of digital magazine readers believe this form is more important rather than print. A high percentage of men prefer digital, while women prefer print. (Digital Magazine, 2017).

Suggested Medium Type 4 (Billboards)

Qualitative

Gladiolus Agency recognizes the importance of out-of-home (OOH) advertisements, and how the benefits outweigh the costs. Even with society’s shift to a digital world, OOH advertising still has a large reach and frequency that reaches the population. This is because OOH advertising is usually placed in public places, providing a consistent way of creating exposure and noticeability to potential consumers. OOH advertising combines traditional and nontraditional media, allowing advertisers a constantly evolving, creative outlet. Another benefit of OOH is its appeal to a mobile population, which is important in today’s age with the majority of the population constantly on the go. OOH advertising will be especially beneficial for 1-800-Flowers.com to reach the intended target market of males and females ages 25-34. These

advertisements will be seen from Millennials go to and from all daily activities, including work, lunch, the gym, shopping, and more. With each time consumers pass by the OOH advertisements, the message is reinforced. Lastly, OOH advertising is primarily a form of local medium, meaning that 1-800-Flowers.com will be able to target more specified areas, like the cities and states that Gladiolus determined for the target. Thus, OOH will be an extremely important media for the 1-800-Flowers.com advertising strategy.

While there are numerous advantages, it is good to mention the disadvantages of this medium as well. OOH advertising can be difficult in creating an impactful message that consumers will remember seeing that there is such a short exposure time. The only other main disadvantage involving OOH advertising is the environmental criticism of “cluttering” the environment surrounding the medium (Katz, 2017, p. 95).

Gladiolus Agency has decided to focus on two major mediums that deal with OOH advertising. The first being outdoor billboards, which are considered to be one of the oldest mediums to exist, making them very-well established. Outdoor billboards are unique in the sense that they exist solely for advertising messages, while other media have editorial material as well (Katz, 2017, p. 96). Outfront media reveals that advertising billboards can provide great benefits for brands because drivers are receptive to buzz worthy advertising, especially since it’s one of the only times during the day when consumers aren’t distracted by mobile phones ("Billboards," 2017). Billboards act as guides, helping consumers find businesses and services, and helping businesses find customers ("Billboards," 2017).

Quantitative

Gladiolus Agency has decided to use billboards as the first medium for out-of-home media because of 2015 Simmons OneView data results. This data shows that the target demographic of 25-34 year old females and males in both the West and South respond well to large billboards. As seen in Figure 25, 25-34 year old adults were 12% more likely to respond well to large billboards.

In addition, outdoor advertising can be measured with a few different ways. In the past, media buyers and sells used Daily Effective Circulation (DEC) to calculate the amount of people who pass by the outdoor advertisement by taking the number of cars that passed a given billboard multiplied by the government statistics on how many people are present in the average car. In more recent years, however, technology has created a new advanced system known as the Traffic Audit Bureau (TAB), which calculates the amount of people who actually see the billboard.

		Total	MALE	FEMALE	25 - 34	WEST	MALE 25-34	MALE WEST	MALE 25-34 SOUTH	Male 25-34 WEST	FEMALE 25-34	Female 25-34 SOUTH	Female 25-34 WEST
Total	Sample Index	14,369 100	6,375 100	7,994 100	1,910 100	2,762 100	829 100	1,242 100	309 100	189 100	1,081 100	433 100	237 100
AIRPORT DISPLAYS	Sample Index	1,647 100	820 100	827 94	226 97	376 118	108 89	180 107	*46 *130	**20 **16	118 105	*44 *102	*36 *140
BANNER DISPLAYS BY AIRPLANES OR BLIM	Sample Index	1,168 100	590 100	578 94	162 99	282 129	85 104	132 107	*37 *140	**19 **38	77 94	*32 *106	**28 **136
BUS SHELTERS OR BENCHES	Sample Index	1,862 100	886 100	976 97	267 119	477 129	129 131	224 121	*38 *119	*32 *107	138 108	*39 *82	*50 *154
BUSES	Sample Index	2,355 100	1,139 100	1,216 98	333 111	584 135	158 119	275 123	*49 *107	*39 *142	175 103	*53 *73	*53 *167
ELEVATORS	Sample Index	1,652 100	759 100	893 99	241 106	359 104	108 113	152 97	*44 *142	**18 **52	133 99	*46 *119	*38 *73
LARGE BILLBOARDS	Sample Index	5,821 100	2,626 100	3,195 100	789 112	1,167 106	335 115	542 103	124 116	78 113	454 110	170 107	108 108
MOBILE BILLBOARDS ON TRUCKS OR VANS	Sample Index	3,264 100	1,433 98	1,831 102	402 98	639 95	187 106	278 92	77 120	*31 *52	215 89	76 76	*56 *89
SPORTS STADIUMS AND ARENAS	Sample Index	1,414 100	781 100	633 80	207 113	302 116	123 157	156 125	*43 *83	**30 **239	84 69	*31 *40	**28 **118
SUBWAY TRAINS OR PLATFORMS	Sample Index	1,170 100	604 100	566 90	168 108	219 85	82 115	111 88	**28 **85	**13 **51	86 102	**24 **81	**22 **105
TAXIS	Sample Index	1,121 100	584 109	537 91	147 97	212 96	71 102	99 82	**28 **112	**12 **21	76 93	**22 **42	**23 **117

Figure 25. 2015 Simmons OneView of Target Market Reactions to OOH Mediums.

Source: Simmons OneView.

Suggested Medium Type 5 (Street Furniture)

Qualitative

The second Out of Home advertising medium Gladiolus Agency has chosen for 1-800-Flowers.com is street furniture. While street furniture advertising might seem irrelevant at first glance, Gladiolus Agency has defined street furniture as a very useful and valuable medium. Gladiolus Agency feels that street furniture acts as a good counterbalance to our other OOH mediums, billboard and murals, as they tend to be located up high. Street furniture, such as bus shelters and shopping mall free standing displays are great locations for OOH advertisements as they are at eye level and are located in high traffic areas. Pedestrians will most likely see bus shelter and shopping mall free-standing display advertisements as they are walking towards them. There is a great likelihood that pedestrians will have ample time to view and engage with the displays. According to *The Media Handbook*, the OOH category is extremely broad, and because of that, very valuable to advertisers (Katz, 2017). Advertisers can strategically place their OOH advertisements in locations that would be beneficial to the company.

The two main disadvantages of Out of Home advertising is short exposure time and environmental critique (Katz, 2017). Street furniture advertising, like all advertising, faces the possibility that people will dismiss it and not fully engage with the advertisements. In relations to the criticism from environmentalist, Gladiolus Agency does not think that this is a significant enough drawback to advertising on street furniture.

While the disadvantages have been noted and thought-out carefully, Gladiolus Agency believes that placing money in bus shelters and shopping malls free-standing displays will be beneficial and valuable.

Quantitative

Out of Home advertising is historically known as one of the oldest types of advertisement methods. In the past, media buyers and sellers used Daily Effective Circulation (DEC) to calculate the amount of people who pass by your outdoor advertisement. With the advancement of technology, a new system called Traffic Audit Bureau (TAB) is used to calculate the amount of people who actually see your ad. Historically, OOH has had low CPM, so therefore Gladiolus Agency has the potential to reach a large audience for a low cost. According to Outfront Media, OOH media significantly lowers the cost of advertising. From as low as \$3.38 - \$8.65 per thousand impressions, OOH delivers the same audience at significantly lower cost (*Street Furniture Media Kit*, 2016). The only other medium that is as inexpensive would be radio. In addition to the low CPM, Out of Home offers a high return on investment. On average, for every \$1 spent on OOH advertising, there is a \$2.80 return (*Street Furniture Media Kit*, 2016). This impressive data supports Gladiolus Agency's decision on including street furniture as one of the mediums for OOH advertising.

Suggested Medium Type 6 (Social Networking Sites)

Qualitative

Gladiolus has defined SNS (Social Networking Sites) as an important medium to utilize throughout this advertising campaign given the new target market for 1-800-Flowers.com is Millennials ages 25-34. Gladiolus Agency members have included personal judgements into this qualitative rationale due to experiences living and working alongside members of the target market. The Agency has observed that members of the target market are consistently interested in social media and use smartphones, laptops, tablets, and desktop computers to monitor and update online social profiles multiple times a day. Millennials are known for being tech savvy and enjoy connecting with friends, family, and colleagues via Social Networking Sites. According to *The Media Handbook*, the pros of SNS include “flexibility,” “targeted message,” “reach,” and “measurability” (Katz, 2017, p. 102-103). Gladiolus Agency plans on taking advantage of these benefits in order to effectively reach Millennials. Despite the many pros of SNS, there are some drawbacks to this medium. The cons of interactive/online/social media include “consumer irritation”, “clutter” and “changing metrics” (Katz, 2017, p. 103-104). In order to combat the downsides of SNS, Gladiolus Agency has come up with innovative and memorable ads which can be found in the Vehicles Section.

Quantitative

According to the quantitative research conducted by Gladiolus Agency, Millennials ages 25-34 are avid SNS users. Forbes reported “47% of millennials say their purchase decisions are influenced by social media. For perspective, the figure is 19% across all other age groups” (Rohampton, 2017, para. 3). According to a Millennial survey by the American Press Institute, “88 percent of those surveyed get news from Facebook at least occasionally, 83% from YouTube, and 50% from Instagram” (American Press Institute, 2015, para. 7). These statistics show that Millennials depend on SNS for far more than maintaining an online social presence. When compared to traditional mediums, SNS is considerably cheaper to produce and maintain. According to Buffer Inc, the average CPMs for Instagram are generally \$6.70 and \$6.33 on Facebook (Lau, 2017). With these statistics, as long as a company can afford at least \$5 a day, SNS should be considered, especially among younger generations.

Suggested Medium Type 7 (Online)

Qualitative

Gladiolus Agency identified online as a very significant medium to use for this campaign. Online advertising is very effective due to its unique targeting capabilities. Not only can ads be placed where target market consumers are most likely to go, but they are also able to target consumers based on where they have previously been online. According to *The Media Handbook*, this practice is known as “behavioral targeting” and is extremely effective because advertisers are able to send more relevant messages (Kat, 2017, p. 98). Online advertising is also an important medium to use because it is very measurable and can provide direct results of accurate statistics on the performance and success of ads. Although there are many advantages to using online as a medium, the downside is that some consumers regard online advertisements to be irrelevant clutter and therefore install computer software called ad blockers to prevent ads from loading.

Quantitative

According to *The Media Handbook*, there were an estimated 219 billion online searches in the U.S. per year, and 11 billion searches on Google in one month (Katz, 2017, p. 101). With so many online users, there is a huge opportunity to reach a massive amount of consumers using online advertisements. As Mainstream ROI noted, 86% of consumers use the internet to find local business, therefore online advertisements are directly able to reach those who are seeking their service or product (Frost, 2017). Online advertisements also provide the opportunity to utilize display ads which offer creative potential and consumers exposed to display ads are on average 155% more likely to search for branded segment specific terms (Frost, 2017). As recognized in *The Media Handbook*, since “76% of the online population aged 14 years and older has made a purchase digitally in the past year,” this medium provides an important market to advertise to (Katz, 2017, p. 98).

Suggested Medium Type 8 (Alternative Ads)

Qualitative

Gladiolus Agency has determined that alternative media is useful in many ways. For one, it provides consumers with a creative experience they do not normally encounter with more traditional forms of advertising, such as in commercials and magazines. People are constantly bombarded with messages from companies trying to sell their products. Alternative media interrupts these incessant attempts through refreshing and unique means of communication. David Ingram highlights these by describing alternative media’s ability to “ambush and run” (Ingram, n.d.). In other words, it enables advertisers to place their message directly in front of consumers in the real world. Lastly, alternative media has the ability to catch the attention of a wide range of consumers. While viewership and effectiveness of alternative advertising can be hard to determine, Gladiolus Agency argues that meeting consumers through unconventional means will grab their attention and re-establish the brand’s image.

Quantitative

While alternative advertising is an inexpensive way to deliver a message to consumers, Lyve Pleshette highlights how it can be challenging to determine how many people actually pay attention to or see the ad. It can also be difficult to target a selected audience (2013). Despite this, many companies are making a shift towards more alternative advertising mediums because of the

cost advantages, brand-building capabilities, and the lasting impressions it causes (Ingram, n.d.). PQ Media reports spending on alternative media strategies rose approximately 16.4% in one year (2006). They also predicted alternative media spending would increase an average of 17% the following three years (2006).

Monthly Budget Plan for Advertising Mediums

Over the Top TV	\$149,317.00 (70%)	\$134,385.30 (45%)	\$102,388.80 (40%)	\$0.00 (0%)	\$0.00 (0%)	\$149,317.00 (70%)	\$0.00 (0%)	\$409,556.10 (30%)	\$641,980.36 (38%)	\$422,355.50 (25%)	\$0.00 (0%)	\$0.00 (0%)	\$1,859,983.06
Network TV	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$1,400,000.00 (82.86%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$253,413.30 (15%)	\$0.00 (0%)	\$0.00 (0%)	\$1,653,413.30
Digital													
Magazines	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$929,180.45 (55%)	\$0.00 (0%)	\$0.00 (0%)	\$750,852.85 (55%)	\$709,557.24 (42%)	\$760,239.90 (45%)	\$0.00 (0%)	\$0.00 (0%)	\$3,149,830.44
Billboards	\$7,155.85 (3.1%)	\$14,931.70 (5%)	\$12,798.60 (5%)	\$25,597.20 (10%)	\$84,470.95 (5%)	\$4,266.20 (2%)	\$17,175.69 (1%)	\$20,477.80 (1.5%)	\$33,788.44 (2%)	\$33,788.44 (2%)	\$19,197.90 (6%)	\$25,597.20 (8%)	\$292,090.12
Street Furniture	\$6,399.30 (3%)	\$29,863.40 (10%)	\$17,918.04 (7%)	\$25,597.20 (10%)	\$50,682.57 (3%)	\$6,399.30 (3%)	\$0.00 (0%)	\$0.00 (0%)	\$50,682.66 (3%)	\$50,682.66 (3%)	\$25,597.20 (8%)	\$25,597.20 (8%)	\$283,020.23
SNS	\$7,465.85 (3.5%)	\$44,795.10 (15%)	\$38,395.80 (15%)	\$76,791.60 (30%)	\$253,412.85 (15%)	\$10,665.50 (5%)	\$118,114.61 (7%)	\$34,129.67 (2.5%)	\$84,471.10 (5%)	\$84,471.10 (5%)	\$38,395.80 (12%)	\$38,395.80 (12%)	\$822,038.93
Online	\$42,662.00 (20%)	\$74,658.50 (25%)	\$76,791.00 (30%)	\$102,388.80 (40%)	\$337,883.80 (20%)	\$42,662.00 (20%)	\$154,131.70 (9.14%)	\$150,170.58 (11%)	\$168,942.20 (10%)	\$84,471.10 (5%)	\$223,975.50 (70%)	\$223,975.50 (70%)	\$1,640,050.68
Guerilla Ads	\$310.00 (0.4%)	\$0.00 (0%)	\$0.00 (0%)	\$10,238.88 (4%)	\$33,788.38 (2%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$0.00 (0%)	\$12,798.60 (4%)	\$6,399.30 (2%)	\$63,225.16
Budget Per Month	\$213,310.00 (100%)	\$298,634.00 (100%)	\$248,292.24 (97%)	\$240,613.68 (94%)	\$1,689,419.00 (100%)	\$213,310.00 (100%)	\$1,400,000.00 (100%)	\$1,365,187.00 (100%)	\$1,689,422.00 (100%)	\$1,689,422.00 (100%)	\$319,965.00 (100%)	\$319,965.00 (100%)	\$9,763,651.92
% of GRP Objectives	2.13% out of \$10,000,000	2.99% out of \$10,000,000	2.56% out of \$10,000,000	2.56% out of \$10,000,000	16.9% out of \$10,000,000	2.13% out of \$10,000,000	16.9% out of \$10,000,000	13.65% out of \$10,000,000	16.9% out of \$10,000,000	16.9% out of \$10,000,000	3.2% out of \$10,000,000	3.2% out of \$10,000,000	

Figure 26. Monthly Budget Plan.

August

- Over the Top TV — 70%
 - 70% (\$149,317.00) of the August budget (\$213,310.00) will be allocated to Over the Top TV, due to the season finale of *Game of Thrones*.
- Online — 20%
 - 20% (\$42,662.00) of the August budget (\$213,310.00) will be allocated to Online, as it is a common medium used by the target audience.
- Other media — 10%
 - 10% (\$21,331.00) of the August budget (\$213,310.00) will be allocated to experimental channels, including OOH (wall murals and street furniture) and guerilla ads (flash mobs), as well as SNS (Instagram and Facebook).
 - 3.5% (\$7,465.85) of the August budget (\$213,310.00) will be allocated to SNS on Facebook and Instagram. SNS will be reduced this month since 70% of the budget is allocated to Over the Top TV.
 - 3.1% (\$7,155.85) of the August budget (\$213,310.00) will be used in wall murals. This money will be made for creating the wall murals and paying rent for the walls.
 - 3.0% (\$6,399.30) of the August budget (\$213,310.00) will be used in street furniture, specifically in freestanding mall displays. 4 mall display ads will be placed, one in each city, averaging at a cost of \$1,599.75 each. School is about to be in session so people are going to be back-to-school shopping, and will be able to see the display ads when they go to the mall.
 - 0.4% (\$310.00) of the August budget (\$213,310.00) will be used in guerilla ads, specifically flash mobs.

September

- Over the Top TV and Online — 70%
 - 70% (\$209,043.8.00) of the September budget (\$298,634.00) will be allocated between Over the Top TV and Online.
 - 45% (\$134,385.3.0) of the September budget (\$298,634.00) will be given to Over the Top TV, which will be given to *The Bachelorette* and *Game of Thrones*.
 - 25% (\$74,658.50) of the September budget (\$298,634.00) will be given to Online, a medium that is always used by the target audience and therefore will give 1-800-Flowers.com the most exposure possible.
- SNS and Billboards — 20%

- 20% (\$59,726.80) of the September budget (\$298,634.00) will be allocated to SNS and Billboards.
- 15% (\$44,795.10) of the September budget (\$298,634.00) will go towards SNS, including Facebook and Instagram advertisements. SNS is considered a tried and true method among the target audience, however, only 15% of the budget could be allocated due to Network TV expenses.
- 5% (\$14,931.70) of the September budget (\$298,634.00) will go towards billboards. \$4,000 for the rent of the 2 wall murals and \$8,400 for 2 digital billboards in Dallas, Texas.
- Street Furniture — 10%
 - 10% (\$29,863.40) of the September budget (\$298,634.00) will be allocated to Street Furniture, a new and unique opportunity to advertise to millennials at bus stops and in shopping malls. 4 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter, all located in busy areas that will allow for the most viewership. 4 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. These ads will also be placed in busy areas. Finally, 4 mall display ads will be placed, one in each city, averaging at a cost of \$1,599.75 each.

October

- Over the Top TV and Online — 70%
 - 70% (\$179,180.40) of the October budget (\$255,972.00) will be allocated between Over the Top TV and Online, both of which are tried and true channels for millennials.
 - 40% (\$102,388.80) of the October budget (\$255,972.00) will be allocated to Over the Top TV, including advertisements during during *Game of Thrones* on HBO Go.
 - 30% (\$76,7910.00) of the October budget (\$255,972.00) will be given to Online, a medium that is always used by the target audience and therefore will give 1-800-Flowers.com the most exposure possible.
- SNS and Billboards — 20%
 - 20% (\$51,194.40) of the October budget (\$255,972.00) will be allocated to SNS and Billboards, both of which are safe bets.
 - 15% (\$38,395.80) of the October budget (\$255,972.00) will go towards SNS, including Facebook and Instagram advertisements. SNS is considered a tried and true method among the target audience. Only 15% is allocated to SNS on Facebook and Instagram due to the heavy spending on Over the Top TV.
 - 5% (\$12,798.60) of the October budget (\$255,972.00) will go towards billboards. \$4,000 for the rent of the 2 wall murals and \$8,400 for 2 digital billboards in Dallas, Texas. There will be \$398.60 left in the billboard budget this month, which can be used for any maintenance requirements.
- Other media — 10%
 - 10% (\$25,597.20) of the October budget (\$255,972.00) will be given to street furniture and the contingency fund.

- 7% (\$17,918.04) of the October budget (\$255,972.00) will be allocated to the more experimental channel of street furniture. 2 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. 2 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. 4 mall display ads, one in each city, will average at a cost of \$1,599.75 each.
- 3% (\$7,679.16) of the October budget (\$255,972.00) will be put into the contingency fund for Gladiolus Agency's budget. This money can be used later by any medium if need be.

November

- Online and SNS — 70%
 - 70% (\$179,180.40) of the November budget (\$255,972.00) will be allocated between Online and SNS, both of which are tried and true channels for millennials.
 - 40% (\$102,388.80) of the November budget (\$255,972.00) will be allocated to Online, a medium that is always used by the target audience and therefore will give 1-800-Flowers.com the most exposure possible. Online advertisements are extremely important as they are used to easily measure the performance and success of the ads.
 - 30% (\$76,791.00) of the October budget (\$255,972.00) will be given to SNS, focusing on advertisements on Instagram and Facebook. November presents an opportune time for SNS advertising as it is right before Black Friday and Cyber Monday. Social media advertisements will have a major influence on Millennials shopping. In addition, Thanksgiving is a perfect time to advertise bouquets and gift items.
- Billboards and Street Furniture — 20%
 - 20% (\$51,194.40) of the November budget (\$255,972.00) will be split evenly between billboards and street furniture, both of which are safe bets seeing that many people will be traveling for the holidays.
 - 10% (\$25,597.20) of the November budget (\$255,972.00) will go towards billboards, \$4,000 for the rent of the 2 wall murals, \$8,400 for 2 digital billboards in Dallas, Texas, and \$12,740 for 1 digital billboard in Los Angeles, California. There will be \$457.20 left in the billboard budget this month, which can be used for any maintenance requirements.
 - 10% (\$25,597.20) of the November budget (\$255,972.00) will go towards street furniture. 2 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. 2 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. 8 mall display ads, two in each city, will average at a cost of \$1,599.75 each. Because of Black Friday and the beginning of Holiday shopping, Gladiolus Agency has decided to place more ads in places where people will be in high concentration.
- Other media — 10%
 - 10% (\$25,597.20) of the November budget (\$255,972.00) will go towards guerilla advertisements and the contingency fund.

- 4% (\$10,238.88) of the November budget (\$255,972.00) will go towards guerilla advertisements. This money will be used for elevator wrap advertisements and again, flash mobs.
- 6% (\$15,358.32) of the November budget (\$255,972.00) will be put into the contingency fund for Gladiolus Agency's budget. This money can be used later by any medium if need be. Guerilla advertisements aren't very expensive, and rather than allocating the full 10% of the budget to this medium and over-killing it, Gladiolus Agency decided to put the other 6% in the contingency fund.

December

- Digital Magazine and SNS — 70%
 - 70% (\$1,182,593.30) of the December budget (\$1,689,419.00) will be allocated between Digital Magazines and SNS, both of which are tried and true channels for millennials.
 - 55% (\$929,180.45) of the December budget (\$1,689,419.00) will go towards Digital Magazines, including People Magazine and Cosmopolitan Magazine. One 4-color half-page advertisement will be placed in *People Magazine* (\$250,900). Two 4-color full page advertisement and one 4-color half page advertisement will be placed in *Cosmopolitan Magazine* during this month.
 - 15% (\$253,412.85) of the December budget (\$1,689,419.00) will will be spent on SNS on Instagram and Facebook to advertise for Christmas.
- Online — 20%
 - 20% (\$337,883.80) of the December budget (\$1,689,419.00) will will be spent on online advertisements focusing on Google search ads and Google display ads for the holidays that will lead consumers to 1-800-Flowers.com's website.
- Other media — 10%
 - 10% (\$168,941.90) of the December budget (\$1,689,419.00) will be allocated to billboards, street furniture, and guerilla ads.
 - 5% (\$84470.95) of the December budget (\$1,689,419.00) will be spent on billboards. \$4,000 will be used to pay the rent for the wall murals. \$63,700 will be spent on 5 digital billboard ads in Los Angeles and \$8,400 will be spent on 2 digital billboards in Dallas.
 - 3% (\$50,682.57) of the December budget (\$1,689,419.00) will go towards street furniture in shopping malls and bus shelters. 4 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. The holidays are approaching, and Gladiolus Agency wants these ads to remind people of 1-800-Flowers.com during the holidays. 4 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. 16 mall display ads, two in each city, will average at a cost of \$1,599.75 each.
 - 2% (\$33,788.38) of the December budget (\$1,689,419.00) will be used for guerilla ads catered to the holidays. Elevator wraps will be placed in several locations.

January

- Over the Top — 70%

- 70% (\$149,317.00) of the January budget (\$4,266.20) will be allocated to Over the Top television advertisements. These ads will be focused on *The Bachelorette*, as the show premieres in January.
- Online — 20%
 - 20% (\$42,662) of the January budget (\$4,266.20) will be allocated to Online advertising, focusing on Google search ads and Google display ads.
- Other media — 10%
 - 10% (\$21,331.00) of the January budget (\$4,266.20) will be split up between SNS, street furniture, and billboards, all of which are important mediums for 1-800-Flowers.com.
 - 5% (\$10,665.50) of the January budget (\$4,266.20) will be spent on SNS, and will be used towards Instagram and Facebook advertisements, reminding consumers about Valentine’s Day next month. The low spending this month is due to the expenses of Over the Top TV.
 - 3% (\$6,399.30) of the January budget (\$4,266.20) will be used for street furniture advertisements placing ads in shopping malls. Gladiolus Agency will place 3 mall display ads, one in San Francisco, one in Los Angeles, and one in Houston, averaging at a cost of \$1,599.75 each. The Holidays are ending, and people will be going to malls to exchange and return gifts, therefore, Gladiolus Agency has determined this as the best vehicle to display street furniture ads during this month.
 - 2% (\$4,266.20) of the January budget (\$4,266.20) will be used to pay the \$4,000 rent of the final month of the wall murals.

February

- The budget for this month is different than any of the other months in this budget because of the Super Bowl. With the rest of the budget for the month, Gladiolus Agency focused on the most important mediums that consumers used, and that the budget could sufficiently support.
- 82.86% \$1,400,000 of the February budget (\$1,689,422.00) to Network TV. February is one of the highest-selling months for flowers, and therefore Gladiolus Agency has decided to allocate the majority of the budget for this month towards a Super Bowl ad due to the extremely high viewership of the game.
- 9.14% (\$154,131.70) of the February budget (\$1,689,422.00) will be used for Online advertisements, emphasizing February as a month of love and happiness.
- 7% (\$118,114.61) of the February budget (\$1,689,422.00) will be spent on Facebook and Instagram to advertise for Valentine’s Day.
- 1% (\$17,175.69) of the February budget (\$1,689,422.00) will be spent on 1 digital billboard in Los Angeles (\$12,740) and 1 digital billboard in Dallas (\$4,200).

March

- March is also a unique month, as the budget will not be split up into the 70-20-10 format because Digital Magazines and Over the Top TV commercials need more of the allocated budget than 70%.

- 55% (\$750,852.85) of the March budget (\$1,365,187.00) will be used for digital magazines, two 4-color full-page advertisements will be placed in *Cosmopolitan Magazine*, each costing \$371,500.
- 30% (\$409,556.10) of the March budget (\$1,365,187.00) will be allocated to Over the Top TV commercials because *Game of Thrones* is in season during March.
- 11% (\$150,170.57) of the March budget (\$1,365,187.00) will be used for Online advertisements, a consistently used medium that can be monitored.
- 2.5% (\$34,129.67) of the March budget (\$1,365,187.00) will be dedicated to SNS, focusing on Instagram and Facebook ads promoting spring time.
- 1.5% (\$20,477.80) of the March budget (\$1,365,187.00) will be spent on 1 \$12,740 digital billboard in Los Angeles and 1 \$4,200 digital billboard in Dallas. With these advertisements, there will be \$3,537.80 left over. Gladiolus Agency can either try to cut a deal with the billboard company in Dallas, or dedicate the money to a different month.

April

- Digital Magazines and Over the Top TV — 80%
 - 80% (\$1,351,537.60) of the April budget (\$1,689,422.00) will be spent on Digital Magazines and Over the Top Television because not only are they expensive, but they are both easily measured with the target audience.
 - 42% (\$709,557.24) of the April budget (\$1,689,422.00) is allocated to Digital Magazines. One 4-color, full-page advertisement will be placed in *People Magazine* (\$371,500) and one 4-color, full-page advertisement will be placed in *Cosmopolitan Magazines* (\$355,200).
 - 38% (\$641,980.36) of the April budget (1,689,422.00) is dedicated to Over the Top TV advertisements, which will not be run during the actual airing of the season, however, because the vehicles *HBO Go* and *Hulu* allow users to play shows at any time anywhere after they've aired on Cable and/or Network TV, Gladiolus Agency believes that this is still an excellent time to advertise during *The Bachelorette* and *Game of Thrones* due to their immense popularity amongst the target audience.
- Other media — 20%
 - 20% (\$337,884.40) of the April budget (\$1,689,422.00) will be dedicated to important mediums that are still important for 1-800-Flowers.com to focus on, but that are much less expensive.
 - 10% (\$168,942.20) of the April budget (\$1,689,422.00) will be used for Online advertising, again focusing on Spring time.
 - 5% (\$84,471.10) of the April budget (\$1,689,422.00) will be spent on Facebook and Instagram advertisements.
 - 3% (\$50,682.66) of the April budget (\$1,689,422.00) has been set aside for street furniture ads because they are still an experimental type of medium that could potentially provide 1-800-Flowers.com will more exposure to Millennials. 6 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter due to the busy areas in which the ads will be placed. 6 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. Easter is a huge holiday for buying flowers, and Mother's day is also approaching, therefore,

this is a high time for people to buy flowers. 10 mall display ads will be placed during this month as well, 2 in San Francisco, 2 in Los Angeles, 3 in Houston, and 3 in Dallas, all averaging at a cost of \$1,599.75 each.

- 2% (\$33,788.44) of the April budget (\$1,689,422.00) will be used for billboards. Like March, 2 \$12,740 digital billboard in Los Angeles and 1 \$4,200 digital billboard in Dallas. With these advertisements, there will be \$4,108.44 left over. Gladiolus Agency can either try to cut a deal with the billboard company in Dallas seeing that the budget is less than \$100 away from the cost, or the company can dedicate the money to a different month.

May

- Digital Magazine and Over the Top TV — 70%
 - 70% (\$1,182,595.40) of the May budget (\$1,689,422.00) will be allocated to Digital Magazines and Over the Top TV because not only are they expensive, but they are both easily measured with the target audience.
 - 45% (\$760,239.90) of the May budget (\$1,689,422.00) will be spent on Digital Magazines in *Cosmopolitan Magazine*, promoting spring flowers and gifts. This is a great time for these advertisements because of the old saying ‘April Showers bring May Flowers.’ 1-800-Flowers.com can be the service that provides those May Flowers. Two 4-color, full page advertisements will be placed in *Cosmopolitan Magazine* (\$335,200) during this month.
 - 25% (\$422,355.50) of the May budget (\$1,689,422.00) will go towards *The Bachelorette* for the return of the show on live television.
- Network TV and Online — 20%
 - 20% (\$337,884.40) of the May budget (\$1,689,422.00) will be allocated to newer channels, including Network TV and Online.
 - 15% (\$253,413.30) of the May budget (\$1,689,422.00) will be used to advertise 1-800-Flowers.com on Network TV, specifically on *The Voice* during the season finale.
 - 5% (\$84,471.10) of the May budget (\$1,689,422.00) will be given to Online
- Other media — 10%
 - 10% (\$168,942.20) of the May budget (\$1,689,422.00) will be divided amongst SNS, street furniture, and billboard advertisements.
 - 5% (\$84,471.10) of the May budget (\$1,689,422.00) will be spent on SNS, going towards Facebook and Instagram advertisements. Less money is allocated to this trusted medium because of the higher budget given to Digital Magazines and Over the Top TV for this month.
 - 3% (\$50,682.66) of the May budget (\$1,689,422.00) will be used for street furniture advertisements placing ads in bus shelters and shopping malls. 6 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. 6 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. Gladiolus Agency will have 10 mall display ads, 20 in San Francisco, 2 in Los Angeles, 3 in Houston, and 3 in Dallas, averaging at a cost of \$1,599.75 each. Mother’s Day is approaching, and it is a high time for people to buy flowers.

- 2% (\$33,788.44) of the May budget (\$1,689,422.00) will go to 2 digital billboards (\$25,480) in Los Angeles and 1 digital billboard (\$4,200) in Dallas. There will be a leftover budget of \$4,108.44. Gladiolus Agency can either try to cut a deal with the billboard company in Dallas seeing that the budget is less than \$100 away from the cost, or the company can dedicate the money to a different month.

June

- Online — 70%
 - 70% (\$223,975.50) of the June budget (\$319,965.00) will be allocated to the trusted medium of Online. The budget for this month is much smaller than the ones of the last few months, and therefore Gladiolus Agency has decided to focus on the try and true medium.
- SNS and Street Furniture — 20%
 - 20% (\$63,993.00) of the June budget (\$319,965.00) will be allocated to the important medium of SNS, and one of the newer channels: Street Furniture.
 - 12% (\$38,395.80) of the June budget (\$319,965.00) will be spent on Facebook and Instagram. A majority of the budget will be spent on Online ads.
 - 8% (\$25,597.20) of the June budget (\$319,965.00) will be given to street furniture, specifically in bus shelters. 3 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. 3 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. 5 mall display ads, one in each city, 2 in Los Angeles, 1 in San Francisco, 1 in Houston, and 1 in Dallas, averaging at a cost of \$1,599.75 each. It's summer time so people will be walking outside a lot, therefore, Gladiolus Agency decided to focus more on bus shelters rather than indoor mall advertisements.
- Other media — 10%
 - 10% (\$31,996.50) of the June budget (\$319,965.00) will be given to billboards and guerilla ads as they are both experimental mediums that aren't as easily measured.
 - 6% (\$19,197.90) of the June budget (\$319,965.00) will be spent on billboards. 1 \$12,740 digital billboard advertisement will be placed in Los Angeles and 1 \$4,200 digital billboard advertisement will be placed in Dallas. There will be \$2,257.90 left over in the billboard budget for this month, that can either go towards maintenance, or used in another month.
 - 4% (\$12,798.60) of the June budget (\$319,965.00) will be given to guerilla ads, using elevator wraps and flash mobs to advertise to 1-800-Flowers.com's target audience.

July

- Online — 70%
 - 70% (\$223,975.50) of the June budget (\$319,965.00) will be allocated to the trusted medium of Online. The budget for this month is much smaller than the ones of the last few months, and therefore Gladiolus Agency has decided to focus on the try and true medium.
- SNS and Street Furniture — 20%

- 20% (\$63,993.00) of the July budget (\$319,965.00) will be allocated to the important medium of SNS, and one of the newer channels: Street Furniture.
- 12% (\$38,395.80) of the July budget (\$319,965.00) will be spent on Facebook and Instagram. A majority of the budget will be spent on Online ads.
- 8% (\$25,597.20) of the July budget (\$319,965.00) will be given to street furniture, specifically in bus shelters. 3 bus shelter ads will be placed in San Francisco, at an average cost of \$3,000 per shelter. 3 bus shelter ads will be placed in Los Angeles, at an average cost of \$2,750 per shelter. 5 mall display ads, one in each city, 2 in Los Angeles, 1 in San Francisco, 1 in Houston, and 1 in Dallas, averaging at a cost of \$1,599.75 each. It's summer time so people will be walking outside a lot, therefore, Gladiolus Agency decided to focus more on bus shelters rather than indoor mall advertisements.
- Other media — 10%
 - 10% (\$31,996.50) of the July budget (\$319,965.00) will be given to billboards and guerilla ads as they are both experimental mediums that aren't as easily measured.
 - 8% (\$25,597.20) of the July budget (\$319,965.00) will be spent on billboards. 1 \$12,740 digital billboard advertisement will be placed in Los Angeles and 3 \$4,200 digital billboard advertisement will be placed in Dallas. There will be \$257.90 left over in the billboard budget for this month, that can go to the contingency fund.
 - 2% (\$6,399.30) of the July budget (\$319,965.00) will be given to guerilla ads, using elevator wraps and flash mobs to advertise to 1-800-Flowers.com's target audience.

MEDIA TACTICS: AD VEHICLE AND TYPE SELECTION

Over the Top TV

Suggested Ad Vehicle 1: The Bachelorette on Hulu

Ad Vehicle Description and Background:

Amongst other premium streaming services, Hulu is an emerging leader in the Video on Demand sphere. The company provides movies, television shows, and live programs to their growing audience of 47 million users. Their use of integrated modern technology creates a very user friendly platform that provides their audience with many entertainment options to choose from. Hulu stands out amongst its competitors such as Netflix and Amazon Prime because it allows its users to access cable and network TV programs less than 24 hours after it premieres on television. In addition, Hulu provides two subscription plans that gives viewers the choice to pick a cost efficient plan which plays with commercials and a more costly plan which plays without commercials. Their very diverse library of Emmy nominated original and on demand content creates a very desirable platform for advertisers to showcase their products (Hulu, 2017). Gladiolus Agency has selected to advertise during *The Bachelorette* on Hulu.

Qualitative Rationale:

ABC's *The Bachelorette* has entertained continued to Americans since it premiered its first season in 2003. The reality show follows a young bachelorette on her journey to find her bachelor out of the 25-30 eligible bachelors who have been single handedly auditioned and picked by the show's producers. Every week, viewers tune in to see the bachelorette connect with these men and find true love. This show is especially popular among Millennials. According to Simmons OneView, males and females 25-34 are more likely to watch TV Early Fringe as opposed to prime time.

Quantitative Rationale:

Although *The Bachelorette* premieres weekly on Mondays during prime time (8pm - 10pm Eastern Standard time) it is important to note that this factor will not affect the scheduling of 1-800-Flowers.com commercials because Over the Top TV allows for viewers to watch episodes whenever they want. Gladiolus sees this vehicle as a great way to reach male and female 24-35 year olds because they are more likely to watch *The Bachelorette* in areas where we are targeting (Houston, Dallas, and Los Angeles). In August 2017, *The Bachelorette* received a rating of 1.6 amongst viewers 18-49 and a total viewership of 6.1 million viewers (Otterson, 2017).



Figure 27. *The Bachelorette* Advertisement.
Source: abc.go.com

Ad Type / Unit 1:

A 10 second 1-800-Flowers.com commercial will air 450 times on Hulu during *The Bachelorette*.

Ad Frequency, Timing, and Location, and Costs/Rates:

Gladiolus Agency has decided to air 450, 10 second “presented by” splash commercial spots that will play before and after the *Bachelorette* on Hulu starting on January 8th 2018 in Houston, Dallas, and Los Angeles. These commercials will run continuously during the months of January, April, and May with an increase in frequency during the month of April, on Fridays, Saturdays and Sundays because millennials tend to watch TV on the weekends. The total amount cost is \$708,744 which is 7.08% of 1-800-Flowers.com advertising budget. Of the total amount of \$1,859,983.06 allotted for Over the Top TV, \$1,848,744 was applied towards Hulu and HBO Now vehicles and a balance of \$11,239.06 was leftover and put towards the contingency fund.

City	Cost Per Point x Rating	Monthly Cost	Cost per Ad	Discount 40%	Continuity	Frequency	Total Cost
Houston	2082 x 1.6	\$87,938.4	\$3,331	\$1,332.4	January, April, May	200	\$266,480
Dallas	1608 x 1.6	\$67,921.92	\$2,572.8	\$1029.12	January, April, May	200	\$205,824
Los Angeles	7389 x 1.6	\$75,660.8	\$11,822	\$4,728.8	January, May	50	\$236,440
Total	N/A	170,392.12	\$17,725.8	\$7,090.32	N/A	450	\$708,744

**Using the SRDS data for Cable TV, Gladiolus was able to estimate and base Hulu's CPM total by considering that Hulu is 40% cheaper than traditional Cable TV (Fierce Cable).*

Suggested Ad Vehicle 2: Game of Thrones on HBO NOW

Ad Vehicle Description and Background:

HBO NOW (Home Box Office) is a streaming service that is associated with HBO, the premium cable service company and satellite channel. Similar to Hulu, HBO provides a monthly subscription service for audiences to stream HBO original content, acclaimed movies, documentaries, sport events and comedy specials. Their content can be streamed on any device with internet via apps or through their website and the service provides a commercial free experience to the viewers. But earlier this year, Hulu was able to make a deal with HBO that allowed for their content to be streamed on Hulu as an add-on service to Hulu viewers. As a result, Hulu users can watch HBO content on Hulu thus adding Hulu's commercial feature that is lacking on the HBO Now site. Seeing as there is a high demand for HBO content, Gladiolus sees an opportunity to reach a vast amount of millennials through HBO (HBONow) during *Game of Thrones*.

Qualitative Rationale:

Game of Thrones is a fantasy drama series that surrounds the seven kingdoms of Westeros. Every episode the kingdoms battle with the aim of finally succeeding the iron throne. Millennials have quickly hopped on the bandwagon to religiously watch this program. *Game of Thrones* premieres weekly on HBO at 10-11p.m. late fringe TV time, a key time to reach the target audience. Because Gladiolus is targeting both men and women, this series will reach specifically more men because 81.8% of people who watch the show are men.

Quantitative Rationale:

More specifically, an average of about 80% of these men are Millennials between the ages of 24-35 which gives 1-800-Flowers.com the opportunity to reach viewers who might not watch reality television (Z2 Solutions, 2017). In addition, because men are more likely to watch, this is an advantage because 1-800-Flowers.com can gain much exposure to this younger demographic. Amongst its viewers, *Game of Thrones* garners a total of 16.5 million viewers tuning in weekly on live television alone and has a very high rating of 5.0.



Figure 28 . Game of Thrones Advertisement.

Source: HBOnow.com

Ad Type / Unit 1:

A 30 second 1-800-Flowers.com commercial will air 190 times on HBO NOW via Hulu during *Game of Thrones*.

Ad Frequency, Timing, and Location, and Costs/Rates:

Gladiolus will run 190 (.30) second non-skippable ads on HBO NOW continuously during the months of August, October and March, September during the new season. The commercial will run in Houston, Dallas and Los Angeles and will cost a total of \$1,140,000 which accounts for 11.4% of the total budget. The ads will run during Friday, Saturday and Sunday nights because millennials 25-34 work during the week and are less likely to tune into these shows then. The weekend is best because they have more time to binge on the shows they might have missed during the work week.

City	Cost Per Point	Cost per Month	Cost per Ad	Discount 40%	Continuity	Frequency	Total Cost
Houston	2082 x 5.0	\$52,050	\$10,410	\$4,164	August, October, March	50	\$208,200
Dallas	1608 x 5.0	\$48,225	\$8,040	\$3,215	August, October, March, September	60	\$192,900
Los Angeles	7389 x 5.0	\$184,725	\$36,945	\$14,778	August, October, March	50	\$738,900
Total	N/A	\$285,000	\$55,395	\$22,157	N/A	190	\$1,140,000

**Using the SRDS data for Cable TV, Gladiolus was able to estimate and base Hulu's CPM total by considering that Hulu is 40% cheaper than traditional Cable TV (Fierce Cable).*

Network TV

Suggested Ad Vehicle 1: Super Bowl Commercial

Ad Vehicle Description and Background:

The Super Bowl is consistently one of the most viewed television sports events in the United States each year, and as a result, stands as a prime time for advertisers to market its brand. According to Fortune, the Super Bowl provides “an extreme version of what sports offer — a television program that is watched by a large audience at the same time” (“Here's Why Companies Spend Millions On Super Bowl Ads,” 2015). Fortune also states that the Super Bowl can be a great investment because it allows advertisers to reach a large portion of the United States’ population in a short amount of time (“Here's Why Companies Spend Millions On Super Bowl Ads,” 2015).



Figure 29. Super Bowl LIII Announcement.

Source: <http://fox59.com/2016/05/24/nfl-announces-locations-of-2019-2021-super-bowls/>

Qualitative Rationale

Gladiolus Agency has decided to place a 1-800-Flowers.com television commercial during the Super Bowl LIII. The game is set to be televised nationally by CBS on February 3rd, 2019 in Atlanta, Georgia at the new Mercedes-Benz Stadium. Gladiolus Agency will create a special commercial designed specifically for this event (Diven & Redmond, 2016). Football is arguably one of the most popular sports in the United States. The Super Bowl is consistently one of the most viewed television sports events of the year, and as a result, stands as a prime time for advertisers.

Quantitative Rationale

Sports Media Watch reports that the Super Bowl LI was the most-watched sporting event of 2017 (Paulsen, 2017). Nielsen data also shows that the average audience of this game was about 111.3 million viewers, with a preliminary 45.3 U.S. household rating, meaning that 70% of U.S. homes with televisions in use were tuned into the Super Bowl LI telecast (“Super Bowl LI Draws 111.3 Million TV Viewers, 190.8 Million Social Media Interactions,” 2017). In addition, in a Statista study of Super Bowl viewership, it was found that 67% of respondents between 18 and 29 years of age watched the Super LI, and 70% of respondents between 30 and 44 years of age watched (“Super Bowl Viewers in the U.S. by Age 2017 | Statistic,” 2017). Thus, advertising during the Super Bowl in 2019 is an ideal method to maximize reach for 1-800-Flowers.com target market of males and females 25-34.



Figure 30. Super Bowl Commercial.

Picture Source: <http://www.businessinsider.com/best-online-flower-delivery-valentines-day-2017-1>

Ad Type / Unit 1:

1 x 15-second Television Commercial aired during the Super Bowl

Ad Frequency, Timing, and Location, and Costs/Rates:

Although the cost of a Super Bowl ad is extremely expensive, with a typical 30-second ad costing roughly \$5 million according to SI Wire, Gladiolus Agency believes that this vehicle is an effective use of the advertising budget for 1-800-Flowers.com. Gladiolus Agency has connections with CBS and has negotiated a special to play a 15-second ad during the game for \$1.4 million. This ad will highlight the 1-800-Flowers.com brand values, products, and tagline “A gift is worth 1-800 words.” CPP is not available for Super Bowl commercials.

Program	Time	Target	Rating	Estimated Cost per Ad	Frequency	Monthly Cost	Continuity	Total Cost
Super Bowl LII (NBC)	Prime Time	Primary	46.6	\$1,400,000 for 15 second ad	1	N/A	1 total ad placed	\$1,400,000

Suggested Ad Vehicle 2: The Voice

Ad Vehicle Description and Background:

The Voice is a NBC reality TV show starring singers competing. The voting and winner of the season is determined by the audience. This show employs four coaches to critique the artists and create a team to compete against other teams within the television show.

Qualitative Rationale:

The Voice, an American reality television singing competition with contestants ages 15 and older. *The Voice* is a unique show in which viewers participate by voting by telephone, internet, and SMS text, ultimately choosing the winner of the show. Gladiolus Agency believes that placing advertisements during the show because it is popular amongst the target audience, and already shows promise in having an interactive consumer base. In addition, *The Voice* features four celebrity judges, which also draws in consumers. *The Voice's* main target audience is ages 18-49 females and ages 18-34 males (Women, 1). *The Voice* airs weekly on Mondays and Tuesdays 8/7c. With all of this research, Gladiolus Agency has determined *The Voice* to be an excellent place to place ads for 1-800-Flowers.com. Gladiolus Agency has decided to place 1 30-second television commercial for 1-800-Flowers.com during the finale of NBC's 14th season of *The Voice* in May of 2018.

Quantitative Rationale:

According to 2015 Simmons OneView data reveals that females ages 25-34 are 17% more likely to watch *The Voice* as opposed to other shows, while men 25-34 are 51% less likely to watch this NBC television show. *The Voice* has an audience of 9.1 Million viewers with a CPM of \$10.23. In 2017, *The Voice* had a TV rating of 2.6 according to Nielsen on September 26, 2017.

Time	Show	Adults 18-49 rating/share
8 p.m.	The Voice (NBC)	2.6/10

Figure 31. The Voice Ratings.
Source: *The Voice Ratings*.



Figure 32. The Voice Advertisement.
Source: *The Voice Logo*.

Ad Type / Unit 2:

1 x 30-second television commercial

Ad Frequency, Timing, and Location, and Costs/Rates:

Gladiolus Agency will place four advertisements during the season finale of NBC's *The Voice*. This finale lasts two nights, providing 1-800-Flowers.com to advertise to the same large audience, two days in a row. Gladiolus Agency will place one advertisements on the second night, May 15th, 2018. With 9.1 Million viewers, the CPM would cost \$10.23 for all four commercials. Thus, each of these ads will cost \$222,487.

Program	Time	Target Location	Rating	Estimated Cost per Ad	Frequency	Monthly Cost	Continuity	Total Cost
<i>The Voice</i>	Finale May 14th and 15th	Primary	2.6	\$222,487 for a 30 second ad	1	N/A	1 total ad placed	\$222,487

Digital Magazine

Suggested Ad Vehicle 1: People Magazine

Ad Vehicle Description and Background:

Gladiolus Agency has nominated *People* for the first digital magazine advertisement. *People* is known as a weekly printed magazine that pertains to celebrity gossip and human interest articles. Although this publication can easily be purchased through subscriptions, grocery store checkout lines, and newsstands, it can also be read online. *People* was named magazine of the year by Advertising Age in 2015.

Qualitative Rationale:

Gladiolus Agency has chosen *People* for the digital magazine section because of its popularity in the United States. Published by Time Inc. in 1974, *People* has become the highest readership magazine of America. *People* consists of stories about celebrities, new trends, as well as human interest articles. Gladiolus Agency recommends 1-800-Flowers to place a digital advertisement in *People* magazine because both men and women look to *People* magazine as a news outlet but also look for inspiration within their stories and advertisements.

Quantitative Rationale:

Simmons data displays that Females ages 25-34 are 46% more likely to read this magazine as opposed to other publications, while men are less 48% likely to read this publication. *People* has the highest circulation of 46.5 million readers monthly with a CPM of \$8.87. In 2017, *People* magazine had a female readership of 28,910,000 (70%) while the male audience was 12,508,000 (30%). The readership of *People* Magazine is both males and females between the ages of 25-34 which makes up 33.9% of their total readership. According to Simmons, *People* was a great choice for reaching both men and women.

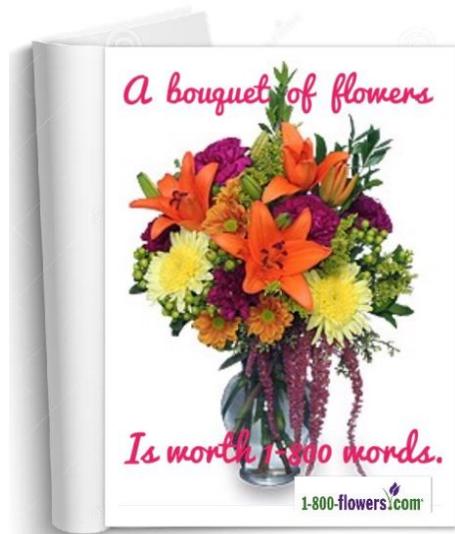


Figure 33. People Magazine Advertisement.
Source: Bright Flowers.

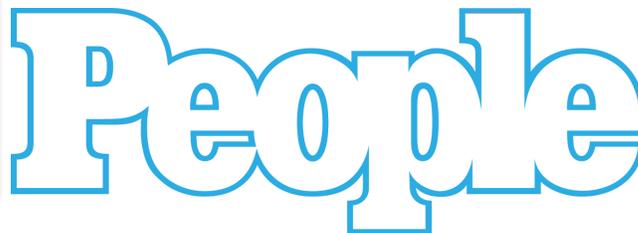


Figure 34. People Magazine Logo.
Source: People.com

Ad Type / Unit 1:

4-color full page digital magazine ad

Ad Frequency, Timing, and Location, and Costs/Rates:

The CPM for *People Magazine* for a 4-color full page ad is $(1) \$371,500/41,417,000 \times 1,000 = \8.87 . Gladiolus Agency has decided to place 3 4-color full-page ad and 1 4-color half-page ad in *People Magazine* $\$1,114,500 + \$250,900 = \$1,365,400$. During these 4 placements, 207,085,000 impressions of the ad will occur.

Magazine	<i>People Magazine</i>
Time	December, March, April
Target	Primary
Audience	41,417,000
Estimated Cost per Ad	\$371,500 for 4-Color Full Page \$250,900 for 4-Color Half Page
Frequency	1 for half page in December 2 for full page in March 1 for full page in April
Cost per Month	December: \$250,900 March: \$743,000 April: \$371,500
Continuity	3 months

Total Cost	\$1,365,400
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Example of *People Magazine* Rates:

4-Color	Full page	\$371,500
	½ page	\$250,900
Covers	2nd Cover	\$464,400
	4th Cover	\$501,600

Suggested Ad Vehicle 2: *Cosmopolitan Magazine*

Ad Vehicle Description and Background:

Gladiolus Agency has nominated *Cosmopolitan* magazine for the second digital magazine advertisement. *Cosmopolitan* magazine is known as one of America’s most popular fashion magazine for women and the largest-selling young women’s magazine in the world. Previously referred to as “*The Cosmo*”, it is an international publication which is also popular in 64 other countries.

Qualitative Rationale:

Cosmopolitan magazine is a woman’s publication, initially published in 1886. It is well known and is targeted at young women. This magazine discusses topics among the spectrum of relationship/sex advice, health tips, and basic life guidance. Gladiolus Agency recommends 1-800-Flowers to place an digital advertisement in *Cosmopolitan* magazine because many of the readers are looking for inspiration and to follow trends such as looks, advice, or even gifts. *Cosmopolitan* is a widely distributed and well respected magazine in the United States. Gladiolus Agency believes this publication is the perfect vehicle to reach the Millennial women.

Quantitative Rationale:

Simmons data reveals that Female ages 25-34 are 223% more likely to read this magazine as opposed to other options, while men are 71% less likely. *Cosmopolitan* has a circulation of 17,174,000 million readers monthly with a CPM of \$19.60. In 2017, *Cosmopolitan* magazine has an audience of 14,490,000 women (84.3%) and a male audience of 2,684,000 (15.7%). Females and males from ages 25-34 make up 26% of the total readership of *Cosmopolitan* magazine. Gladiolus especially liked *Cosmopolitan* due to the passalong rate of 5.81 people.

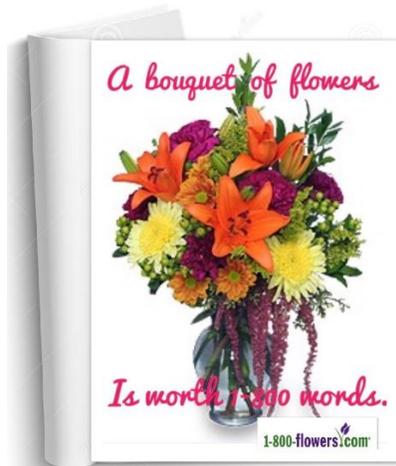


Figure 35. People Magazine Advertisement.
Source: Bright Flowers.



Figure 36. People Magazine Logo.
Source: Cosmopolitan.com

Ad Type / Unit 1:

4-color full page digital magazine ad

Ad Frequency, Timing, and Location, and Costs/Rates:

The CPM for *Cosmopolitan* magazine for a 4-color full page ad is $(1) \$335,200/17,100,000 \times 1,000 = \19.60 . The total cost for placing 5 4-color full page advertisements in *Cosmopolitan* magazine is $\$335,200 \times 5 \text{ ads} = \$1,748,600$. During these 5 placements, 85,500,000 impressions of the ad will occur. Gladiolus Agency will place 2 4-color full page ads in December (\$670,400), 1 4-color full page ad in April (\$335,200), and 2 4-color full page ads in May.

Magazine	<i>Cosmopolitan Magazine</i>
Time	December, April, May
Target	Primary
Audience	17,100,000
Estimated Cost per Ad	\$335,200 for 4-Color Full Page
Frequency	2 in December 1 in April 2 in May 5 in Total
Cost per Month	December: \$670,400 April: \$335,200 May: \$743,000
Continuity	3 months in total
Total Cost	\$1,748,600

Example of *Cosmopolitan* Magazine rates:

4-Color	Full page	\$335,200
	½ page	\$226,300
Covers	2nd Cover	\$427,400
	4th Cover	\$452,500

Billboards

Suggested Ad Vehicle 1: Digital Billboards

Ad Vehicle Description and Background:

Gladiolus Agency has decided to use digital billboards for the first billboard vehicle. Outdoor Advertising Association of America states that digital billboards offer motionless messages that rotate every few seconds with approximately six to eight advertisers sharing the same location. Each of these ad messages change every six to eight seconds ("Digital Billboards," 2017). Digital billboards provide high impact and exposure, and can reach a wide range of markets quickly.

Qualitative Rationale:

Digital billboards can be purchased by specific location or in multiple locations, depending on the plant operator. Digital billboards are a more flexible vehicle in the sense that advertising messages can be changed weekly, daily, or even hourly, since they are digitally programmed ("Digital Billboards," 2017). This vehicle will help support 1-800-Flowers.com's goal of increasing its reach to potential consumers. Gladiolus Agency can pick specific cities based on the geography determined for 1-800-Flowers.com's target audience.

Gladiolus Agency suggests placing digital billboards in the cities of Los Angeles, California and Dallas, Texas, as they have some of the largest populations within the target market. These specific locations were chosen from having the largest highways out of the cities Gladiolus Agency is trying to reach. All of these locations are very busy cities, with people constantly on the go, therefore, allowing Gladiolus Agency to reach the most people within the demographic.

The digital billboard for 1-800-Flowers.com in Los Angeles, California will be placed on the Interstate 405, one of the busiest and most congested freeways in the United States. The 405 connects to Interstate 5 and Interstate 10, both of which are also major freeways in California. In addition to Los Angeles, Gladiolus Agency has chosen to place a digital billboard on the LBJ Freeway, which runs between two major highways that only slightly less congested than the LBJ: Highway 75 and I-35E. Dallas News reports that the LBJ Freeway is ranked third on the 100 most-congested highways in Texas (Lindenberger, 2010).

Quantitative Rationale:

In addition to the placement of these digital billboards, Gladiolus Agency also looked at the 2015 National Rate Card for Outdoor Advertising in order to consider the CPP, Frequency, Reach, and CPM for these cities. The data found is shown as:

Market Name	State	18+ Population	Avg weekly in-market impressions	Guaranteed Spots Per Day	Total Advertisers	Seconds Per Spot	4 Week Rate	2 Week Rate	Weekly Rate	3 Day Rate	Daily Rate
Los Angeles (DMA)	California	13,900,296	131,898	1,903	6	7	12,740	6,370	3,185	1,365	455
Dallas-Fort Worth-Arlington, TX (CBSA)	Texas	5,024,895	132,547	1,665	6	8	4,200	2,415	1,208	540	195

Figure 37. 2015 National Rate Card for Digital Bulletins.

Source: 2015 National Rate Card for Outdoor Advertising.



Figure 38. Digital Billboard Advertisement.

Ad Type / Unit 1:

Spectacular size 20H x 60W digital billboards

Ad Frequency, Timing, and Location, and Costs/Rates:

Based on the 2015 National Rate Card, Simmons OneView, and the allotted budget, Gladiolus Agency will be purchasing 20H x 60W digital billboards in Los Angeles, California and spectacular size 20H x 60W digital billboards in Dallas, Texas. Depending on the month, Gladiolus Agency will purchase between 1 and 5 digital billboards in Los Angeles, and 1 and 3 digital billboards in Dallas, Texas. Gladiolus Agency will place ads on digital billboards every month besides August and January because the billboard budget will be allocated more towards wall murals during those months. Throughout the year, Gladiolus Agency will place 14 ads on digital billboards in Los Angeles, CA, and 17 ads on digital billboards in Dallas, TX. With this in mind, Gladiolus Agency will be spending (\$12,740 x 14 ads) \$178,360 on digital billboards in Los Angeles and (\$4,200 x 17 ads) \$71,400 on digital billboards in Dallas (Lamar, 2017). Thus, the total projected amount spent for digital billboards will be \$249,760.00. Due to the fluctuating budget allocated to billboards each month, the monthly cost will be different as well. By taking the average weekly in-market impressions in Los Angeles, CA (131,898 impressions) and multiplying it by four weeks, Gladiolus Agency has determined the estimated monthly circulation to be 527,592 impressions in Los Angeles, California (Lamar, 2017). The same calculations were done using the average weekly in-market impressions in Dallas (132,547

impressions) and multiplying it by four weeks, determining the estimated monthly circulation in Dallas to be 530,188 impressions (Lamar, 2017). To determine the estimated monthly circulation for all digital billboard ads, Gladiolus took the two estimated monthly circulations from Los Angeles and Dallas, and added them together and divided them by two. Thus, the estimated monthly circulation in total would be 528,890 impressions (Lamar, 2017). The CPM was calculated for each city by multiplying the 4 week cost by 1000 and dividing that by the 4 week impressions. The CPM in Los Angeles is $[(\$12,740 \times 1000) / 527,592 \text{ impressions}] = \24.14 . The CPM in Dallas is $[(\$4,200 \times 1000) / 530,188 \text{ impressions}] = \7.92 .

Cost per Specific Ad	Los Angeles Ads: - \$12,740 per month - \$3,185 per week - \$455 per day Dallas Ads: - \$4,200 per month - \$1,208 per week - \$195 per day
Location	Los Angeles, CA Dallas, TX
Estimated Monthly Circulation	Los Angeles: 527,592 impressions Dallas: 530,188 impressions Total: 528,890 impressions
CPM	Los Angeles: \$24.14 Dallas: \$7.92
Frequency	14 total monthly ads in Los Angeles, CA 17 total monthly ads in Dallas, TX
Monthly Cost	*Depends on the month Sep: \$8,400 in Dallas Oct: \$8,400 in Dallas Nov: \$12,740 in Los Angeles, \$8,400 in Dallas Dec: \$63,700 in Los Angeles, \$12,600 in Dallas Feb: \$12,740 in Los Angeles, \$4,200 in Dallas Mar: \$12,740 in Los Angeles, \$4,200 in Dallas Apr: \$25,480 in Los Angeles, \$4,200 in Dallas May: \$25,480 in Los Angeles, \$4,200 in Dallas June: \$12,740 in Los Angeles, \$4,200 in Dallas July: \$12,740 in Los Angeles; \$12,600 in Dallas
Continuity	10 months — August, September, October, November, December, February, March, April, May, June, June
Total Costs	\$249,760.00

**All calculations based on the 2015 National Rate Card in Outdoor Advertising for Digital Bulletins.*

Suggested Ad Vehicle 2: Wall Murals

Ad Vehicle Description and Background:

The second billboard vehicle Gladiolus Agency suggests for 1-800-Flowers.com is a wall mural. According to Outdoor Advertising Association of America, wall murals are advertisements typically painted directly on building surfaces or onto pressure-sensitive vinyl which are then attached onto walls. Wall murals are unique because they vary in unusual creative sizes and shapes, and have high exposure and visibility to vehicular like digital billboards.

Qualitative Rationales:

Wall murals can be placed in a number of differing locations, like on major freeways and highways, on commuter and tourist routes, and in downtown business districts, and can be seen from pedestrian traffic as well as automotive traffic ("Wall Murals," 2017). Often times, these become landmarks in cities because they are designed for long-term exposure, and typically one-of-a-kind. Gladiolus Agency believes this vehicle presents a unique opportunity to create a special advertisement for today's Millennials, that will bring art to the community that doesn't necessarily feel like commercial consumption. Millennials are constantly taking photos and sharing them to their social media platforms. Gladiolus Agency has determined San Francisco and Los Angeles as the prime urban locations for these wall mural to be placed because they are chic and hip.

The wall mural for 1-800-Flowers.com in San Francisco, California will be placed in the Mission District, an evolving neighborhood that is well-known for the vibrant murals that line streets like Clarion Alley. This neighborhood notorious for its Latino roots and hipster vibes. The wall mural in Los Angeles will be placed in Abbot Kinney, a stylish street home to several boutiques, galleries, coffee shops, and wall murals. This neighborhood is known for having unique wall murals in alleys that line Abbot Kinney Boulevard. All of these locations are considered to be trendy, which Gladiolus Agency believes will cause a lot of word-of-mouth advertising for 1-800-Flowers.com.

Quantitative Rationales:

Wall murals are unique vehicles that cannot be measured in terms of audience size, and therefore, there is no specific way to measure the actual impressions. Other ways to measure the effectiveness of this vehicle, however, include collecting the average foot traffic for each city the wall murals appear in, and measuring the social media posts that feature the wall. The foot traffic can be collected from the government. Social media can be measured by the amount of posts using the hashtag written on the wall mural.



Figure 39. Wall Mural Advertisement.

Ad Type / Unit 1:

2 painted wall murals on the size of a 30H x 20W building with no windows

Ad Frequency, Timing, and Location, and Costs/Rates:

Gladiolus has determined that for each of the four wall murals, 1-800-Flowers.com will rent wall space for 6 months (July through December) in each city. Each wall will be approximately 30 feet high and 20 feet wide, with no windows. After conducting extensive research on how to estimate exterior commercial painting, Gladiolus Agency has concluded that the commercial painting project will cost somewhere between \$742 and \$892 per wall mural to create (Parker, 2014). The amount of paint needed is calculated as the following, 1 gallon of paint covers about 300 square feet of textured surface, therefore 2 gallons will be needed to cover the 600 foot wall. In terms of the cost for materials, good-quality exterior paint costs between \$25 to \$40 per gallon. That means that white paint will cost between \$100 (4 x \$25) and \$160 (4 x \$40). In addition, 1 gallon of each color (red, yellow, orange, green, blue, and purple) will cost between \$150 (6 x \$25) and \$240 (6 x \$40). Labor costs are determined by assuming a worker can prepare 50 square feet and paint roughly 80 square feet per hour, the project will take approximately 19.5 hours ($600 \div 50 = 12$ hours to prepare; $600 \div 80 = 7.5$ hours to paint). By multiplying the number of hours by what the brand pays its workers. If the worker is paid \$15 per hour, for example, the total labor cost would be \$292 (19.5 hrs x \$15). Overall, the total cost for both wall murals will be between \$1484 ($\742×2) and \$1784 ($\892×2). For cautionary reasons, Gladiolus Agency suggests using the \$1784 estimate. The wall murals will be painted and revealed in the month of August 2018. Furthermore, Gladiolus Agency has negotiated with both neighborhoods to allow 1-800-Flowers.com to keep the wall murals up for 6 months for a monthly cost of \$2,000 a month. The total cost for both wall murals, after they are completed, will be \$24,000.

As mentioned previously, wall murals are a specific ad vehicle, and with the information Gladiolus Agency currently has access to, estimated monthly circulation and CPM cannot be measured.

Cost per Specific Ad	\$892 each
Location	Los Angeles — Abbot Kinney San Francisco — Mission District
Estimated Monthly Circulation	N/A
CPM	N/A
Frequency	2 (1 in each location) per month 12 in total
Monthly Cost	\$4,000 in rent
Continuity	6 months — July through January
Total Costs	\$25,784

Street Furniture

Suggested Ad Vehicle 1: Bus shelter

Ad Vehicle Description and Background:

Bus shelters are a great vehicle to advertise on because they offer a cost effective way to reach both pedestrians and drivers. Bus advertisements are available in almost every city across the US which gives Gladiolus Agency a wide list of the most ideal cities to advertise. Gladiolus Agency plans to place a bus shelter advertisements in Downtown San Francisco and in Downtown, Los Angeles. The large population and fast paced lifestyle will ensure a high number of impressions. The bus shelter advertisement will cover the front and back side of the bus shelter. The back, as well as the front, of the bus shelter will show a hand holding a bouquet of flowers handing it to someone, and beneath it will be the tagline “A bouquet is worth 1,800 words” with 1-800-Flowers.com’s logo in the top right hand corner

Qualitative Rationale:

San Francisco and Los Angeles are very fun, big cities that are desirable places to live for people ages 25-34. Bus shelter advertisements are the ideal vehicle to use when advertising in cities. Big cities like San Francisco and Los Angeles always have traffic, so placing 1-800-Flowers.com’s advertisement on bus shelters will ensure that both pedestrians and drivers will have ample time to view the ads.

Quantitative Rationale:

As stated in the vehicle description, Gladiolus Agency plans on placing 1-800-Flowers.com advertisements in Downtown San Francisco and Downtown Los Angeles. Despite its small size, San Francisco is a highly populated city, currently home to 864,816 people. ("Current San Francisco, California Population, Demographics and Stats in 2016, 2017.," 2017). Los Angeles

has reached a population of four million people (Grad, 2017). Gladiolus Agency believes that utilizing highly populated cities as an advantage throughout the ad campaign. The population of Downtown, San Francisco is 42,900 and the population of Downtown Los Angeles is 19, 880 people ("Current San Francisco, California Population, Demographics and Stats in 2016, 2017.," 2017). Bus shelter advertisement is most effective in high traffic areas as more people are likely to see them. Simmons Oneview indicates that consumers ages 25-34 has an average index number of 119 meaning that consumers ages 25-35 are 19% more likely to see the bus shelter advertisements. This shows that bus shelter advertisements are a strong vehicle to use.

			Total	MALE	FEMALE	25 - 34
Total	Total	Sample	14,369	6,375	7,994	1,910
	Total	Weighted(000)	234,786	113,314	121,471	40,792
	Total	Vertical %	100.0%	100.0%	100.0%	100.0%
	Total	Horizontal %	100.0%	48.3%	51.7%	17.4%
	Total	Index	100	100	100	100
	Total	Total %	100.0%	48.3%	51.7%	17.4%
BUS SHELTERS OR BENCHES		Sample	1,862	886	976	267
BUS SHELTERS OR BENCHES		Weighted(000)	27,493	13,661	13,832	5,701
BUS SHELTERS OR BENCHES		Vertical %	11.7%	12.1%	11.4%	14.0%
BUS SHELTERS OR BENCHES		Horizontal %	100.0%	49.7%	50.3%	20.7%
BUS SHELTERS OR BENCHES		Index	100	103	97	119
BUS SHELTERS OR BENCHES		Total %	11.7%	5.8%	5.9%	2.4%

Figure 40. 2015 Simmons OneView of Target Audience Reactions to OOH Mediums.

Source: Simmons OneView.

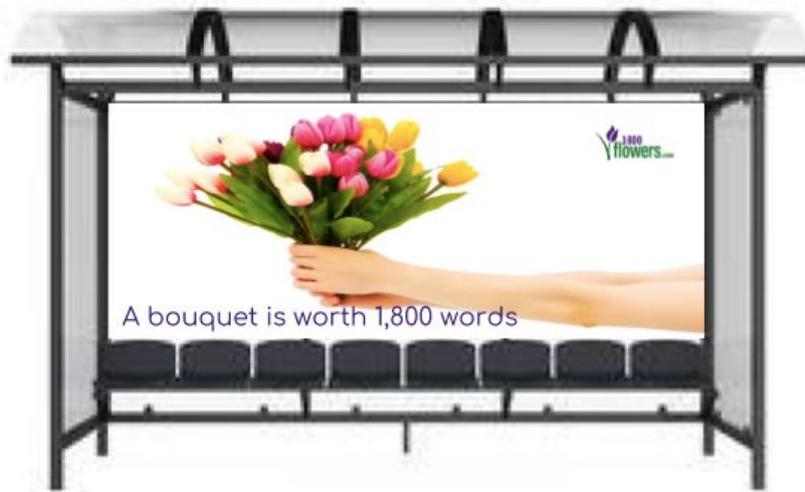


Figure 41. Bus Shelter Advertisement.

Ad Type / Unit 1:

Standard 48" W x 72" H bus shelter advertisement

Ad Frequency, Timing, and Location, and Costs/Rates:

According to Blue Line Media, the average cost of bus shelter advertisements runs from about \$1,500 - 3,000 in Los Angeles and \$1,500 - 3,900 in San Francisco per ad per 4 week period

(“Bus Advertising”, 2017). Since Gladiolus Agency wants to advertise in highly populated areas, the cost for bus shelter will be more expensive. We estimate the average cost for bus shelter ads in San Francisco to be \$3,000 and bus shelter advertisements in Los Angeles to be \$2,750. Gladiolus Agency plans on placing a bus shelter advertisement in both Downtown San Francisco and Downtown Los Angeles during the months of September, October, November, December, April, May, June and July. The impressions per 4 week period in San Francisco is 71,204,074 and the impressions per 4 week period in Los Angeles is 173,591,104 (Clear Channel Outdoor, 2017). The cost per thousand impressions (CPM) in San Francisco is \$3.30 and \$1.41 in Los Angeles (Clear Channel Outdoor, 2017). Gladiolus Agency plans on placing 30 bus shelter advertisements in Los Angeles in the entire year. The total cost for placing 30 advertisements in Los Angeles equals to \$82,500 ($\$2,750 \times 30 = \$82,500$). The total cost for placing 30 advertisements in San Francisco equals to \$90,000 ($\$3,000 \times 30 = \$90,000$). The grand total for placing bus shelter advertisements sums up to \$172,000.

Cost per Specific Ad	\$2,750 in Los Angeles \$3,000 in San Francisco
Location	Downtown, Los Angeles Downtown, San Francisco
Estimated Monthly Impressions	173,591,104 - Los Angeles* 71, 204, 074 - San Francisco*
CPM	\$1.41 - Los Angeles* \$3.30 - San Francisco*
Frequency	30 - Los Angeles (summed amount of all bus shelter advertisements during one year) 30 - San Francisco (summed amount of all bus shelter advertisements during one year)
Monthly Cost	<p>Los Angeles September ($\\$2,750 \times 4 = \\$11,000$) October ($\\$2,750 \times 2 = \\$5,500$) November ($\\$2,750 \times 2 = \\$5,500$) December ($\\$2,750 \times 4 = \\$11,000$) April ($\\$2,750 \times 6 = \\$16,500$) May ($\\$2,750 \times 6 = \\$16,500$) June ($\\$2,750 \times 3 = \\$8,250$) July ($\\$2,750 \times 3 = \\$8,250$)</p> <p>San Francisco September ($\\$3,000 \times 4 = \\$12,000$) October ($\\$3,000 \times 2 = \\$6,000$) November ($\\$3,000 \times 2 = \\$6,000$) December ($\\$3,000 \times 4 = \\$12,000$) April ($\\$3,000 \times 6 = \\$18,000$) May ($\\$3,000 \times 6 = \\$18,000$)</p>

	June (\$3,000 x 3 = \$9,000) July (\$3,000 x 3 = \$9,000)
Continuity	4 months (September, October, November, December) 4 months (April, May, June, July)
Total Costs	\$82,500 - Los Angeles \$90,000 - San Francisco \$172,500 - Grand total

* this data is based on the rate card of general outdoor billboards from Clear Channel Outdoor

Suggested Ad Vehicle 2: Shopping mall: Free Standing Display

Ad Vehicle Description and Background:

Mall advertising consists of free standing displays and large banner ads. Through careful analyzation and extensive thought, Gladiolus Agency chose free standing display ads to be the most effective mall advertising vehicle. According to Blue Line Media, “Shopping mall advertising with mall ads is a great medium to reach all age levels. For advertisers that want to reach almost every demographic, advertising in malls using mall advertising displays -- like bus stop advertising -- is a great way to increase exposure.” (“Mall Advertising”, 2017). Gladiolus Agency plans on placing free standing display advertisements in the Beverly Center in Los Angeles, Westfield San Francisco Centre in San Francisco, Galleria shopping center in Houston, and Galleria shopping center in Dallas. The great aspect of Out of Home advertising, and in this case, free standing display advertisements, is the ability to reach our target audience in specific locations and during specific occasions. Mall free standing display ads are in prime, high traffic areas, and the bright, backlit design of the displays make them eye catching.

Qualitative Rationale:

People of all ages go to the mall. Malls are a great place for people to gather, socialize and have a good time, and free standing display ads are a great and useful vehicle to advertise. An important reason why they are such a good vehicle to advertise, is because malls are places where people walk and look around. Free standing display ads are a perfect vehicle to use to advertise due to that very reason; people walk through malls, and as they are walking, pass by many free standing displays. Free standing displays tend to be bright, backlit, and catch pedestrians attention. The low cost and prime location makes free standing displays an important vehicle in the campaign.

Quantitative Rationale:

As stated in the vehicle description, Gladiolus Agency plans on advertising in the Beverly Center in Los Angeles, Westfield San Francisco Centre in San Francisco, Galleria shopping center in Houston, and Galleria shopping center in Dallas. According to Helen Katz, Outdoor advertising is great due to the size, mobility, effectiveness and cost (Katz, 2017, p. 95). She also states that that ‘ability to locate out-of-home messages in shopping areas helps to reinforce the message’ (Katz, 2017, p. 96) Both of these points help reinforce the fact that free standing display ads are a crucial and strong OOH vehicle. Simmons OneView indicated that consumers ages 25-34 have an index number of 122, which means that they are 22% more likely to see the mall ads. This

percentage helps support the decision to use mall free standing display advertisements in the campaign as our target audience is very likely to see the advertisements.

				Total	AGE: 18 - 24	AGE: 25 - 34
Total	Total	Sample		6,980	634	952
	Total	Weighted(000)		119,323	13,596	20,146
	Total	Vertical %		100.0%	100.0%	100.0%
	Total	Horizontal %		100.0%	11.4%	16.9%
	Total	Index		100	100	100
VIDEO ADS - NOTICED PAST 30 DAYS: SHOPPING MALLS				Index	100	120

Figure 42. Simmons OneView of target audience reaction to shopping mall display ads.

Source: Simmons OneView.



Figure 43. Mall Display Advertisement.

Ad Type / Unit 1:

40" W x 50" H free standing mall display

Ad Frequency, Timing, and Location, and Costs/Rates:

The average cost of a mall display ad ranges from \$750 - \$2,500 per ad per 4 week period (“Mall Advertising”, 2017). In terms of this campaign, Gladius Agency estimated that the average cost would be \$1,599.75 per mall display ad. According to Blue Line Media, the average daily impressions for mall display ads ranges from 7,000 - 12,000 impressions (2017). Gladius took the average of this range, which came out to 9,500 daily impressions, then multiplied this number by 30 to get the average monthly impressions, which came out to 285,000 (9,000 x 30 = 285,000). The cost per thousand impressions (CPM) is \$5.61. The CPM was calculated by multiplying the cost of one mall free standing display advertisement divided by the monthly impressions and then multiplied by 1000 (\$1,599.75/285,000 x 1000 = \$5.61). The advertisements will be placed in the Westfield San Francisco Centre mall in San Francisco, in the

Beverly Center mall in Los Angeles, The Galleria shopping mall in Houston and the Galleria shopping center in Dallas.

Cost per Specific Ad	\$1,599.75
Location	Beverly Center in Los Angeles Westfield San Francisco Centre in San Francisco Galleria shopping center in Houston Galleria shopping center in Dallas
Estimated Monthly Impressions	285,000
CPM	\$5.61
Frequency	18 - Los Angeles (summed amount of all mall display advertisements during one year) 16 - San Francisco (summed amount of all mall display advertisements during one year) 18 - Houston (summed amount of all mall display advertisements during one year) 17 - Dallas (summed amount of all mall display advertisements during one year)
Monthly Cost	<p>Beverly Center in Los Angeles August (\$1,599.75 x 1 = \$1,599.75) September(\$1,599.75 x 1 = \$1,599.75) October(\$1,599.75 x 1 = \$1,599.75) November(\$1,599.75 x 2 = \$3,199.5) December (\$1,599.75 x 4 = \$6,399) January(\$1,599.75 x 1 = \$1,599.75) April(\$1,599.75 x 2 = \$3,199.5) May (\$1,599 x 2 = \$3,199.5) June (\$1,599 x 2 = \$3,199.5) July (\$1,599 x 2 = \$3,199.5)</p> <p>Westfield San Francisco Centre in San Francisco August (\$1,599.75 x 1 = \$1,599.75) September(\$1,599.75 x 1 = \$1,599.75) October(\$1,599.75 x 1 = \$1,599.75) November(\$1,599.75 x 2 = \$3,199.5) December (\$1,599.75 x 4 = \$6,399) January (\$1,599.75 x 1 = \$1,599.75) April(\$1,599.75 x 2 = \$3,199.5) May (\$1,599 x 2 = \$3,199.5) June (\$1,599 x 1 = \$1,599.75) July (\$1,599 x 1 = \$1,599.75)</p> <p>Galleria shopping center in Houston August (\$1,599.75 x 1 = \$1,599.75) September(\$1,599.75 x 1 = \$1,599.75) October(\$1,599.75 x 1 = \$1,599.75) November(\$1,599.75 x 2 = \$3,199.5) December (\$1,599.75 x 4 = \$6,399) January (\$1,599.75 x 1 = \$1,599.75)</p>

	April(\$1,599.75 x 3 = \$4,799.25) May (\$1,599 x 3 = \$4,799.25) June (\$1,599 x 1 = \$1,599.75) July (\$1,599 x 1 = \$1,599.75) Galleria shopping center in Dallas August (\$1,599.75 x 1 = \$1,599.75) September(\$1,599.75 x 1 = \$1,599.75) October(\$1,599.75 x 1 = \$1,599.75) November(\$1,599.75 x 2 = \$3,199.5) December (\$1,599.75 x 4 = \$6,399) April(\$1,599.75 x 3 = \$4,799.25) May(\$1,599 x 3 = \$4,799.25) June (\$1,599 x 1 = \$1,599.75) July (\$1,599 x 1 = \$1,599.75)
Continuity	10 months
Total Costs	\$110,382.75

Social Networking Sites

Suggested Ad Vehicle 1 : Instagram

Ad Vehicle Description and Background:

Instagram was established in October of 2010 by Kevin Systrom and Mike Krieger (WeRSM, 2016). Instagram is a photo based social media mobile site and online application that allows users to post photos, as well as follow, like, and comment on other users’ content. The application quickly gained traction, first in the US, and then globally. Instagram is currently recognized as the #1 Photo Social Platform (WeRSM, 2016). Individuals often create personal accounts to “follow” their friends, families, and colleagues. In addition, Instagram users can also follow artists, brands, companies, and influencers. Since Instagram is known as a highly interactive form of social media, companies often have profiles to advertise new products, current promotions, and special offers.

Qualitative Rationale:

Instagram is arguably one of the most popular forms of social media among adults aged 25-34. Millennials are known to heavily consume social media on their phones, tablets, laptops, and home computers. Gladiolus Agency members have observed that the target market of 25-34 year olds are drawn to the pictorial and highly visual nature of Instagram as a photo based Social Networking Site. Given that the main product of 1-800-Flowers.com is an extensive array of aesthetically pleasing bouquets, the image based platform of Instagram is an ideal vehicle for this advertising campaign. Furthermore, the Millennial generation has shown interest in the trend of following Instagram Influencers. These Influencers typically have over 10,000 followers and are paid to promote products and services by brands who reach out to them. Utilizing Instagram as a vehicle would enable 1-800-Flowers.com to effectively reach Millineals who follow Influencers to view aesthetically pleasing and trendy Instagram feeds. One of the major benefits to this method of advertising is that the Instagram Influencers will have the freedom to creatively display the products in a manner which consumers will perceive as authentic, avoiding the generic “stock image” stereotype of many social media advertisements.

Quantitative Rationale:

According to EMarketer’s 2016 analytics, “Instagram’s user base is growing far faster than social network usage in general. Instagram will grow 15.1% this year, compared to just 3.1% growth for the social network sector as a whole.” (EMarketer, 2016, para 2). Furthermore, Emarketer also reported that in 2016 there were “48.2 million Millennial Instagram users in the US” (EMarketer Inc, 2016, para. 3). Smart Insights Marketing Intelligence stated that Millennials are “41% more likely to have followed a brand in the last month, and 52% more likely to have commented on brand content” compared to other generations (Wade, 2017, para. 2). Instagram is also a cost effective advertising option as the average CPM is \$6.70 (Lau, 2017, para. 9). The quantitative data behind Instagram indicates that it will be a highly effective vehicle for 1-800-Flowers.com.



Figure 44. Instagram Sponsored Newsfeed and Instagram Logo.

Source: Mockup Image via 1-800-Flowers.com, Instagram Logo via Instagram.com

Ad Type / Unit 1:

Sponsored Instagram Newsfeed , 1080 x 1080 pixels with website link

Ad Frequency, Timing, and Location, and Costs/Rates:

The corresponding media table displays specific details for frequency, timing, locations, and costs for an Instagram Sponsored Newsfeed. For this ad type, 1080 x 1080 pixel images will be posted 5-10 times daily towards targeted users in the South and the West, with the hope that an individual user will see that add between 3-10 throughout the month. Ad messaging will remain consistent, however, a variety of images will be swapped out and rotated throughout the month in order to maintain engagement. Gladiolus Agency will be allocating an average of \$570.86 a day for Instagram sponsored newsfeed posts, however, the exact monthly expenditure will be determined by the GRPs of the pulsing strategy. The average CPM for this ad type is \$6.70.



Figure 45. Instagram Posts by Influencers and Instagram Logo.

Source: Mockup Image via Pinterest.com by “emmiellyne”, Instagram Logo via Instagram.com

Ad Type / Unit 2:

Instagram Posts by Influencers. Instagram content is typically 1080 x1080 pixels, however, specific content dimensions and quality will be up to the individual Influencer since this ad type is similar to consumer-generated content. Influencers suggested for this type of ad include @sivanayla with 160,000,000 followers @jamienskidd with 215,000 followers, and @laurenElizabeth with over 1,000,000,000 followers.

Ad Frequency, Timing, and Location, and Costs/Rates:

The corresponding table displays specific details for frequency, timing, locations, and costs for Instagram Posts by Influencers. Sponsored content by Influencers will occur an average of 57 times a month with 20 preselected Instagram Influencers from the South and the West. Ideally, the Influencers will post during prime social media hours: between 7-10 p.m. on weekdays (Beres, 2017). On average, most Influencers will charge approximately \$300 per post (Morrison, 2017). Gladiolus Agency has observed that estimated impressions fluctuate based on which influencers are selected, according to their typical engagement statistics. Gladiolus Agency will increase or decrease the amount of posts per month due to the pulsing nature of the budget plan.

Instagram	Sponsored Newsfeed	Post by Influencer
File Size	1080x1080 Pixels	1080x1080 Pixels
Location (SNS)	Houston, TX Dallas, TX Los Angeles, CA San Francisco, CA	Houston, TX Dallas, TX Los Angeles, CA San Francisco, CA
Estimated Impressions	5,800 Per Day 174,000 Per Month Potential reach is 7,700,000	Depends on Followers: 1,000,000 followers tends to garner at least 70,000 impressions
Cost of an Ad	\$6.70 Per 1,000 Impressions	Typically \$300 (Depends on number of

		followers)
CPM	\$6.70 (U.S. Average Rate)	\$6.70 (U.S. Average Rate)
Daily Budget	\$570.86	\$570.86
Frequency	5 Times Per Day, Daily	57 Posts Per Month
Continuity	12 Months	12 Months
Monthly Budget	\$17,125.75	\$17,125.75
Year Budget	\$205,509.73	\$205,509.73
Total Cost	\$411,019.46	

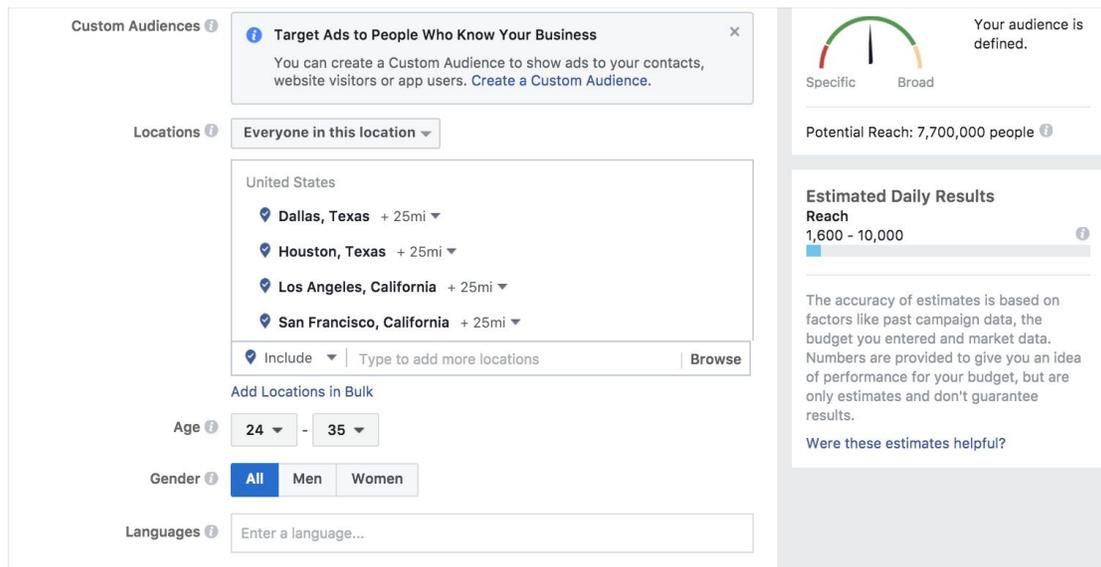


Figure: 46. Instagram Ad Manager: Daily Impressions average 5,800 per Day for Sponsored NewsFeed.
Source: www.facebook.com/business/products/ads

Suggested Ad Vehicle 2: Facebook

Ad Vehicle Description and Background:

Facebook was developed in 2004 by Mark Zuckerberg. With over 2 billion current users, Facebook is the dominant Social Networking Site (CNBC, 2017). The original purpose of this new social networking site was to help college students connect with one another (Phillips, 2007). Today, Facebook is used to connect with friends and colleagues, promote businesses, and is utilized as a means of advertising. Companies may advertise with sponsored newsfeeds, boosted posts, promoted videos, and side banners.

Qualitative Rationale:

Since Facebook is the most popular Social Networking Site, Gladiolus Agency did not have any hesitations when selecting Facebook as a vehicle for this campaign. As digital natives, many Millennials may scroll through their Facebook feeds multiple times a day. Gladiolus Agency members have observed that Millennials enjoy Facebook because of the variety of features available including instant messaging, status updates, photo albums, video sharing, and engaging

with brands via company pages. According to Adweek, Millennials are “fluent social media users,” therefore, Millennial Facebook users are usually highly interactive and receptive to online and mobile content (Shaul, 2017). Using Facebook as a vehicle allows current customers and potential prospects to engage with the brand. Effective Facebook ads will strengthen brand image and recognition, ultimately resulting in positive brand reputation.

Quantitative Rationale:

According to *Business Insider*, Millennials are 53% more likely to share content on Facebook than other generations (Gallagher, 2017). Adweek.com reported that SNS advertising should not be overlooked given that “41% of Millennials use Facebook everyday” (Shaul, 2017, para. 1). Advertising on Facebook is one of the most cost effective ways to reach the target audience of Millennials. Bufferapp reports: “The average Cost Per Click (CPC) is about \$0.35 globally and about \$0.28 in the U.S...The average cost per like is \$0.23 in the U.S.... [and] the average cost per app install is \$2.74 in the U.S.” (Lua, 2017, para. 9). With this quantitative analysis, it is evident that Facebook will be an cost efficient vehicle for 1-800-Flowers.com’s campaign for Millennials.

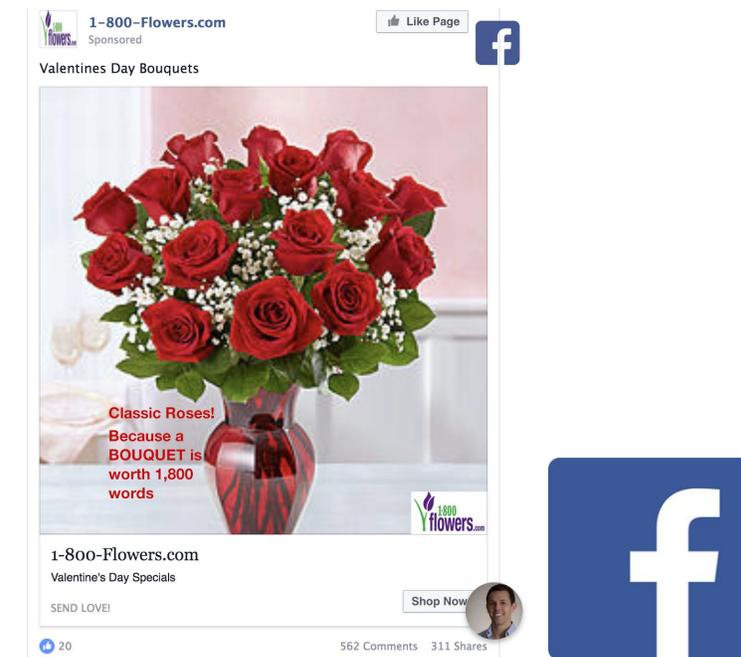


Figure 47. Facebook Sponsored Newsfeed Ad and Facebook Logo.
Source: Mockup Image via 1-800-Flowers.com, Facebook Logo via Facebook.com

Ad Type / Unit 1:

Sponsored newsfeed, 1080 x 1080 pixels with call to action and website link

Ad Frequency, Timing, and Location, and Costs/Rates:

The corresponding media table displays specific details for frequency, timing, locations, and costs for Sponsored Newsfeeds on Facebook. Using Facebook analytics, Gladiolus would use age demographics listed on profiles to place ads on the newsfeeds of users who are between the ages of 25-34, specifically targeting users in the South and West. Frequency would be 5-10 times

daily, according to the media table below. Sponsored Facebook newsfeed ads are efficient due to an average CPM of \$6.33 and CPC of \$0.23 (Lau, 2017). Since Millennials are avid Facebook users, the objective to reach at least 5,800 people in the target market a day is reasonable. Sponsored newsfeed images will be 1080 x 1080 pixel images with 1-800-Flowers.com’s logo and tagline.

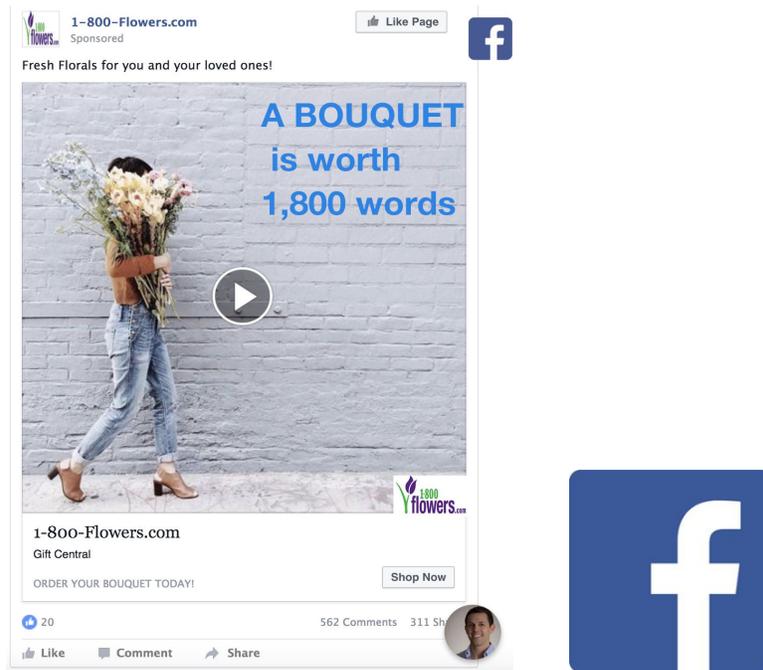


Figure 48. Facebook Promoted Video and Facebook Logo.

Source: Mockup Image via Pinterest.com by “emmiellyne”, Facebook Logo via Facebook.com

Ad Type / Unit 2:

Facebook Promoted Video, 30 seconds, 1080p High Definition (3.6 GB)

Ad Frequency, Timing, and Location, and Costs/Rates:

The corresponding media table displays specific details for frequency, timing, location and costs of Videos Promoted on Facebook. Promoted Facebook Videos will be utilized daily with a frequency of 5-10 times for 12 months in order to effectively target Millennials living in the South and West. As with sponsored newsfeeds, the CPM is \$6.33 and the CPC is \$0.23(Lau, 2017). Gladiolus Agency aims to reach an average of 5,800 targeted Facebook users a day with this ad unit. Using 30 second promoted Facebook video ads will engage users by providing brand information via audiovisual communication. All videos will filmed in 1080p and will be edited by Gladiolus Agency’s Creative Team.

Facebook	Sponsored Newsfeed	Promoted Video
File Size	1080x1080 Pixels	30 seconds (3.6 GB)
Location (SNS)	Houston, TX	Houston, TX

	Dallas, TX Los Angeles, CA San Francisco, CA	Dallas, TX Los Angeles, CA San Francisco, CA
Estimated Impressions	5,800 Per Day 174,000 Per Month Potential reach is 7,700,000	5,800 Per Day 174,000 Per Month Potential reach is 7,700,000
Cost of an Ad	\$6.30 Per 1,000 Impressions	\$6.30 Per 1,000 Impressions
CPM	\$6.30 (U.S. Average Rate)	\$6.30 (U.S. Average Rate)
Daily Budget	\$570.86	\$570.86
Frequency	5-10 Times Per Day, Daily	5-10 Times Per Day, Daily
Continuity	12 Months	12 Months
Monthly Budget	\$17,125.75	\$17,125.75
Year Budget	\$205,509.73	\$205,509.73
Total Cost	\$411,019.46	

Figure 49. Facebook Impressions - Daily impressions average 5,800 per Day for Sponsored NewsFeeds and Promoted Videos.

Source: www.facebook.com/business/products/ads

Online

Suggested Ad Vehicle 1: Google Search Ads

Ad Vehicle Description and Background:

Google, a wildly popular search engine, was created in 1995 by Larry Page and Sergey Brin. Today, it has the biggest search engine market share at 77.43 %, and receives roughly 4,464,000,000 searches daily (Allen, 2017). Google search ads are paid advertisements that appear next to search results or above the search results on the google search engine results page.

They are linked to keywords used in the search bar and require payment only when people click on them to visit your website.

Qualitative Rationale

Gladiolus Agency has selected Google search ads as the vehicle for online mediums due to its efficiency in reaching our chosen demographic and providing mass exposure of the ads. It gives 1-800-Flowers.com the ability to advertise directly to the target market. Google search ads is a great way to get a huge amount of impressions because our ads will appear every time one of our keywords is searched even if it doesn't get clicked on. Google search ads are also one of the few vehicles that is highly measurable and delivers extremely accurate results in terms of tracking and monitoring return on investment (ROI) as well as other metrics.

Quantitative Rationale

Google is one of the best starting points for finding web content and according to Main Street ROI, 72% of consumers prefer to find information on local merchants via online search (Google), therefore, Google search ads will give 1-800 Flowers the opportunity to directly reach consumers in real time who are interested in or in search of a flower delivery service (2017). Gladiolus Agency has chosen to link the following ads to the keywords: flower delivery, florist, flower bouquet. Therefore, 1-800 Flowers sponsored ads will appear above or next to search results if the keywords are used in the search bar. The ads will also only appear on the search engine result page of the selected demographic. The average cost-per-click for these keywords is \$5.00.

Flowers at 1-800-Flowers® - Same Day Delivery Available

Ad www.1800flowers.com/Flowers ▼

4.5 ★★★★★ rating for 1800flowers.com

Shop Elegant Flowers & Gifts. A bouquet is worth 1,800 words.

Fresh Flower Guarantee · Deliver to 190+ Countries · 24/7 Customer Service · Satisfaction Guarantee

[Gift Baskets](#) - from \$29.99 - [Specialty Baskets](#) · [More](#) ▼

Figure 50. Google search sponsored ad.
Source: Google.com search results page

Shop on Google Sponsored ⓘ

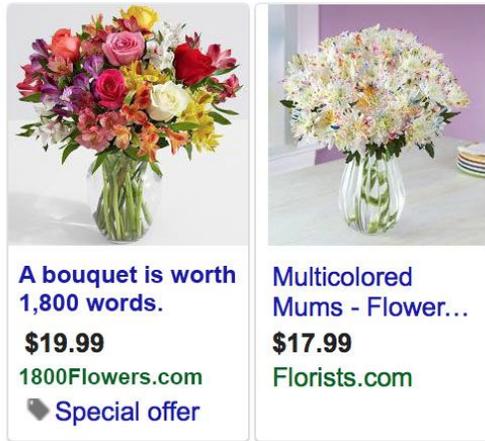


Figure 51. Google search sponsored ad.
Source: Google.com search results page

Ad Type / Unit 1:

Google Search Sponsored Ad.

Ad Type / Unit 2:

Google Search Sponsored Ad.

Ad Frequency, Timing, and Location, and Costs/Rates:

The average cost of one of the keywords Gladiolus plans to use is \$5. Therefore, if one of the key words being “flower delivery,” “florist,” “flower bouquet,” is searched, a 1-8000 Flowers sponsored ad will appear at the top of the search results page. If one of the ads are clicked on then it will charge \$5 from our online budget. Gladiolus plans to place the ads geographically around Texas and California. Gladiolus aims to achieve an average of 5,000 clicks, monthly.

Estimated Impressions	5,542,469
Search Location: Google	South - Houston and Dallas, Texas West - San Francisco and Los Angeles, California
Cost of Keyword	\$4.70
Daily Budget	\$2,246.64
Estimated CPC	\$5.00
Frequency	5,000
Continuity	12 Months
Monthly Cost	\$68,335.45

Total Costs	\$820,025.34
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Suggested Ad Vehicle 2: Google Display Ads

Ad Vehicle Description and Background:

Google display ads are paid advertisements that appear on the Google Display Network. Google Display Network is a group of outside, third party websites that have a partnership with Google and run the Google display advertisements on their webpages. Google owns the world's largest online display advertising network and their display campaigns reach 80% of global internet users (Frost, 2017). Similar to Google search ads, display ads require payment only when clicked on and therefore, they are a very cost efficient way to gain a large amount of ad exposure.

Qualitative Rationale:

Google display ads offer more creative options that incorporate a largely visual element for more interesting and attention directing advertisements. They appear as banner ads or videos on websites used directly by our selected demographic while they actively engage with the specific web page. Unlike Google search ads, Google display ads provide access to a large network of non-search users on partnership websites as well as on Google-owned websites like Youtube (Gabbert, 2017). This insures that 1-800-Flowers’ advertisements reach a variety of online users.

Quantitative Rationale:

Google display ads are a very beneficial vehicle to use for this campaign for many reasons. There are over 1 million sites that are part of the Google Display Network, therefore, there are more opportunities and a lot more potential to reach consumers through different channels (Caballero, 2016). Also, according to White Shark Media, “The average click-through rate of an ad on the Google Display Network is four times as high as the average banner ad in the US and almost ten times as high as a Facebook ad” (Caballero, 2016). This means that Google Display ads are one of the most effective advertising tools in terms of reaching a high click through rate, which is a very important part of this campaign. The average cost per click is around \$5 for the keywords Gladiolus has chosen.



Figure 52. Google Banner Display Ad.

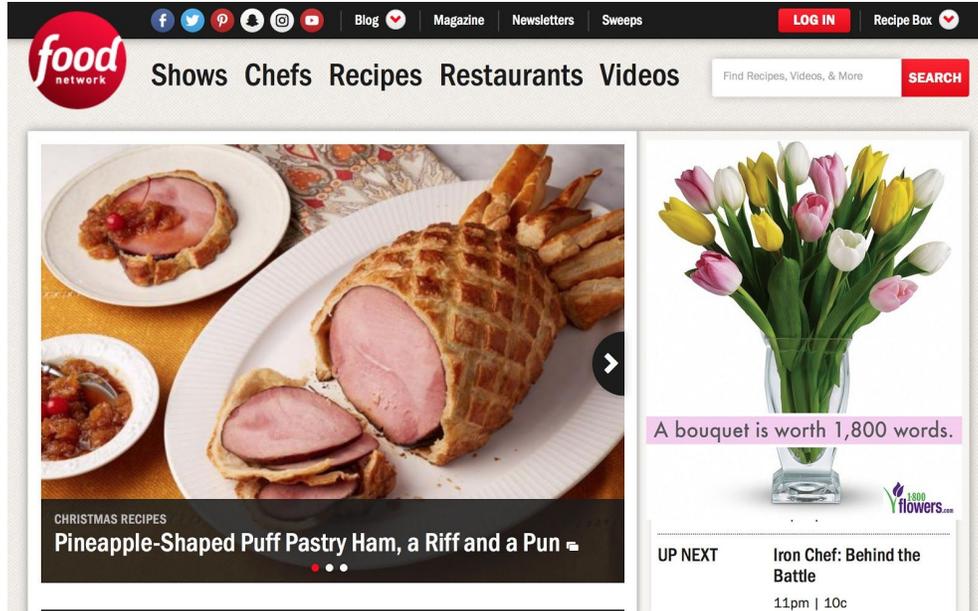


Figure 53. Google Display Ad.
Source: Foodnetwork.com

Ad Type / Unit 1:
Banner ad

Ad Type / Unit 2:
Google Display Ad.

Ad Frequency, Timing, and Location, and Costs/Rates:

The average cost per click for a Google display ad is \$5 per click. Google will strategically place the 1-800 Flowers ads on sites from their display network that are used by our target market. Google will also place the ads geographically on sites that are used by potential consumers that are located in Texas and California. Gladiolus plans on maintaining an average of 5,000 clicks per month.

Estimated Clicks	5,000
Search Location (Google)	South - Houston and Dallas, Texas West - San Francisco and Los Angeles, California
Cost of Keyword	\$4.70
Daily Budget	\$2,246.64
Estimated CPC	\$5.00
Frequency	5,000
Continuity	12 Months

Monthly Cost	\$68,335.45
Total Costs	\$820,025.34

Guerilla Ads

Suggested Ad Vehicle 1: Elevator Advertisement

Ad Vehicle Description and Background:

This relatively new advertising vehicle is becoming increasingly more popular among advertisers. This unique vehicle is favorable due to its ability to hold a captive audience. Elevator ads are often favored by consumers as well. This is because such ads potentially provide an entertaining factor to a generally dull environment. For Gladiolus’ plan, elevator ads will be placed in a parking garage near these following locations: Market Square Park in Houston, Union Square in San Francisco, Uptown in Dallas, and 3rd St. Promenade in Santa Monica, LA. These are well-known hubs for shopping, eating, and working. The ad design will be tailored to a specific holiday during the month it is placed. For example, an ad during November and December will resemble this: it will cover all four walls in the elevator. The far back wall (the first thing people see when entering the elevator) will have the phrase “For when you can’t make it home for the holidays...” As people stand in the elevator they will be surrounded with words and phrases of affirmation such as “I love you,” “I miss you,” and “Merry Christmas” as well as images of 1-800-Flowers.com’s products and flowers. When facing the inside of the elevator door, people will see 1-800-Flowers.com’s tagline “A gift is worth 1,800 words.” Below this will be a short message saying “Add @1-800-Flowers.com on Instagram to receive 10% off your next purchase.”

Qualitative Rationale:

Elevator advertisements are a great way to reach consumers because they eliminate much of the opportunity for people to ignore or not see the ad. They also reach consumers in an unlikely place which delays consumer’s awareness that they are being advertised to. Some disadvantages include the limited number of viewers, as well as possible irritation from that audience because they are essentially held captive in the ad. However, the benefits outweighs the potential costs. Being an inexpensive vehicle, elevator advertising enables multiple ads to be placed. Gladiolus’ specific advertisement is designed for the consumers’ enjoyment. This should prevent the audience from growing irritated. 1-800-Flowers.com has low consumption rates among the Millennial population. This unconventional advertisement will grab Millennials’ attention. The call to action through means of social media will also attract this particular market.

Quantitative Rationale:

As stated in the Vehicle Description and Background, this ad will be placed in Market Square Park in Houston, Union Square in San Francisco, Uptown in Dallas, and 3rd St. Promenade in Santa Monica, LA. The respective index numbers for Millennials ages 25-34 in these cities are 141, 180, 111, and 179 (Simmons Oneview, 2017) meaning Millennials are more likely to live in these places. Simmons Oneview also indicates consumers ages 25-34 have an average index number of 135 for using coupons on mobile apps, and consumers ages 30-34 have an index of 132 for paying a lot of attention to advertisements in elevators (2017). This means our target

market is more likely to notice these ads and visit the company’s social media page to obtain the coupon. In order to overcome the difficulty of measuring viewership on a guerrilla advertisement one can consider the population within the selected area. More specifically, if 1-800-Flowers.com places an ad in a parking garage elevator, impressions can be estimated to be around the same amount as parking spaces in the garage combined with the average number of passengers in a car.

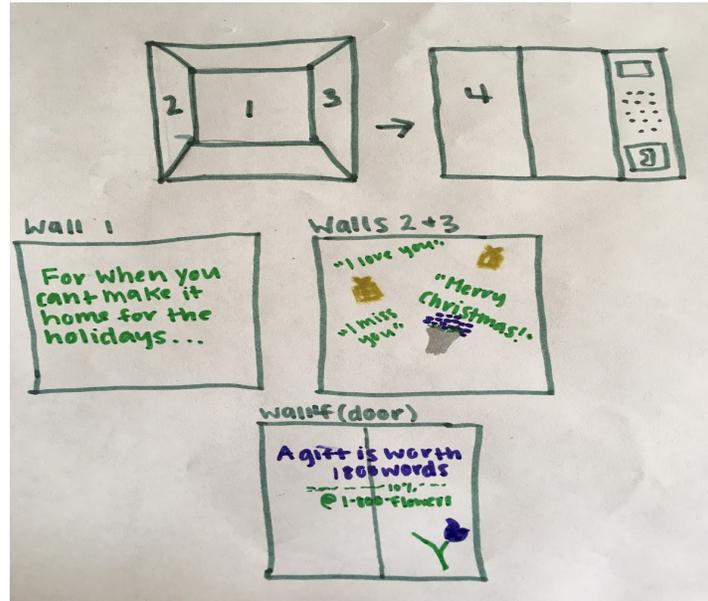


Figure 54. Elevator Advertisement.

Ad Type / Unit 1:

Standard 36x54x80 full elevator wrap

Ad Type / Unit 2:

Coupon on social media

Ad Frequency, Timing, and Location, and Costs/Rates:

A full elevator wrap costs around \$389 plus installment, which is around \$277. Rental space is provided at a monthly rate of around \$20/month. According to Parkme.com, the parking garages this campaign targets have an average of 1200 parking spaces (2016). The Bureau of Transportation Statistics states a vehicle used for social or recreational purposes has an average weight of 2.1 persons (2001). When considering both of the factors the average impressions for these elevator ads would be around 4,410 per location, making the total number of impressions 17,640.

Locations	Market Square Park, Houston, TX Union Square, San Francisco, CA Uptown, Dallas, TX 3rd St. Promenade, Santa Monica, CA
Impressions	17,640

Timing	Monthly (November, December, June, July)
Number of Ads	November (14 ads) December (49 ads) June (18 ads) July (8 ads)
Costs/Rates	Full elevator wrap [standard size 36x54x80] = \$389 Installation = \$277 Elevator Rental space = \$20 -Total cost of one ad = \$686.25
Total Cost	\$61,0076.25

Suggested Ad Vehicle 2: Flash Mob

Ad Vehicle Description and Background:

A flash mob is an event where a large group of people congregate in a public setting, in unison, do something unusual. Flash mobs are extremely useful and inexpensive ways to catch any group’s attention. They not only provide entertainment, but they send a message to consumers that the brand is exciting and edgy. This helps create a better image for the brand. For Gladiolus’ plan, one presentation will occur in each city per month except for December. During December a Flash mob will occur only in Houston and San Francisco. These two cities have the highest estimated impressions. For the flash mob, a compilation of the songs “Talk Too Much” by COIN and “Everybody Talks” by Neon Trees will begin to play as dancers reveal their participation in the event. At the end of the performance each participant will hand a flower to someone in the crowd. The flowers will be supplied by 1-800-Flowers.com, thus providing a product sample to consumers. Attached to the flower will be a small paper with the tagline “A flower is worth 1,800 words” and a short message saying “Add @1-800-Flowers.com on Instagram to receive 10% off your next purchase.” A video will record the entire performance and will be posted on 1-800-Flowers.com Facebook page.

Qualitative Rationale:

By implementing a unique message delivery in a populated area, this advertisement will not only draw attention to the consumers in the physical area, but it also has the potential to be posted about, shared, and talked about on the internet, thus reaching consumers who might not have had the opportunity to see it otherwise. The surprise effect of this flash mob will spark interest among Millennials. This will have a positive impact on 1-800-Flowers.com’s brand characteristics by being labeled as fun and exciting. Millennials want to be entertained and a flash mob will do just that. This will help create a positive association between Millennials ages 25-34 and 1-800-Flowers.com.

Quantitative Rationale:

Gladiolus has planned a flash mob to occur in Market Square Park in Houston, Union Square in San Francisco, Uptown in Dallas, and Santa Monica in LA because of the previously stated index numbers of our target market, Millennials ages 25-34, within those cities (see Elevator Ad Quantitative Rationale). The reasoning behind the coupon code and social media use is based on the same Simmons Oneview index numbers reviewed for the elevator advertisement. Due to lack

of information the success rate of flash mobs statistically unknown, however, feedback from viewers is almost always positive (Perkins, 2012) and (Grant, Botha and Kietzmann, 2015).



Figure 55. Flash Mob Advertisement.

Ad Type / Unit 1:

Product sample - flower

Ad Type / Unit 2:

Coupon on social media

Ad Frequency, Timing, and Location, and Costs/Rates:

One bouquet of 24 Gerbera daisies costs around \$70. Paper for the tags costs around \$30 total. The participants in the flash mob will be volunteers from local theaters. In return for their help, their company name will be provided in a follow-up video that will record the entire flash mob. This video will be posted on 1-800-Flowers.com Facebook page. Because it is difficult to measure how many people will see this ad, impressions can be estimated by combining OOH billboard impressions from the National Rate Card with 1-800-Flowers.com’s 908,998 Facebook followers.

Locations	Market Square Park, Houston, TX Union Square, San Francisco, CA Uptown, Dallas, TX 3rd St. Promenade, Santa Monica, CA
Impressions	Houston - 1,679,600 San Francisco - 1,762,641 Dallas - 927,933 Santa Monica 927,840
Timing	November (4 ads)

	December (2 ads) June (4 ads) July (4 ads) August (4 ads)
Number of Ads	18
Costs/Rates	24 Gerbera daisies = \$70 Box of Cotton Business Paper = \$29.49 Local theater participants = free Total cost of one ad = \$72.46
Total Cost	\$1,304.28

MEDIA BUDGET SUMMARY

Vehicles:	Format	Budget Amount	Percent of Vehicle Budget	Percent of Total Budget
Overtop TV		\$1,859,983.06		
<i>HBO Go (Game of Thrones)</i>	Daypart	\$1,140,000.00	61.30%	11.40%
<i>Hulu (The Bachelorette)</i>	Daypart	\$708,744.00	38.10%	7.09%
Total amount used:		\$1,848,744.00	99.40%	18.49%
Network TV		\$1,653,413.30		
<i>Superbowl Commercial</i>	Daypart	\$1,400,000.00	84.67%	14.00%
<i>The Voice</i>	Daypart	\$222,487.00	13.46%	2.22%
Total amount used:		\$1,622,487.00	98.13%	16.20%
Digital Magazine		\$3,149,830.44		
<i>People Magazine</i>	Ad Placement	\$1,365,400.00	43.35%	13.65%
<i>Cosmopolitan Magazine</i>	Ad Placement	\$1,748,600.00	55.51%	17.49%
Total amount used:		\$3,114,000.00	98.86%	31.14%
Billboards		\$292,090.12		
<i>Digital Billboards</i>	Ad Location	\$249,760.00	85.51%	2.49%
<i>Wall Murals</i>	Ad Location	\$25,784.00	8.83%	0.26%
Total amount used:		\$275,544.00	94.34%	2.75%
Street Furniture		\$283,020.23		
<i>Bus Shelter</i>	Ad Location	\$172,500.00	60.95%	1.73%
<i>Mall: Free Standing Display</i>	Ad Location	\$110,382.75	39.00%	1.10%

Total amount used:		\$282,882.75	99.95%	2.83%
SNS		\$822,038.93		
<i>Instagram</i>	Ad Placement	\$411,091.46	50.00%	4.11%
<i>Facebook</i>	Ad Placement	\$411,019.46	50.00%	4.11%
Total amount used:		\$822,038.93	100.00%	8.22%
Online		\$1,640,050.67		
<i>Google Search Ads</i>	Ad Placement	\$820,025.34	50.00%	8.20%
<i>Google Display Ads</i>	Ad Placement	\$820,025.34	50.00%	8.20%
Total amount used:		\$1,640,050.68	100.00%	16.40%
Guerilla Ads		\$63,225.16		
<i>Elevator Advertisement</i>	Ad Location	\$61,076.25	96.60%	0.60%
<i>Flash Mob</i>	Ad Location	\$1,304.28	2.10%	0.01%
Total amount used:		\$62,380.53	98.70%	0.61%
GRAND TOTAL	\$10,000,000.00	100%		
<i>Total Amount used</i>	\$9,668,127.89	96.68% (of total budget)		
<i>Contingency Fund</i>	\$331,872.11	3.32% (of total budget)		

MEDIA TIMING AND SCHEDULE

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec				
Medium																
Over The Top TV																
HBO Go																
Hulu																
Network TV																
Super Bowl Commercial																
The Voice																
Digital Magazine																
People Magazine																
Cosmopolitan Magazine																
Billboards																
Digital Billboards																
Wall Murals																
Street Furniture																
Bus Shelter																
Mall: Free Standing Display																
SNS																
Instagram																
Facebook																
Online																
Google Search Ads																
Google Display Ads																
Guerilla Ads																
Elevator Advertisement																
Flash Mob																

Light
Normal
Heavy

PART III: CLOSING

Closing Remarks, Insights, and Suggestions

Overall, Gladiolus Agency believes that the implementation of this Media Plan Book will help 1-800-Flowers.com extend its consumer base to male and female Millennials ages 25-34 in the South and in the West. The analysis provided in the plan provides insight into the new target market's lifestyle, media usage, and habits. According to the SWOT in the Situational Analysis Section, Gladiolus Agency identified that the main problem for 1-800-Flowers.com is that it does not have unique selling proposition. Although 1-800-Flowers.com's current primary target market is males 35-49 living in the South, Gladiolus Agency has determined that the main opportunity is to distinctly position 1-800-Flowers.com as the number one destination for social gifts amongst Millennials ages 25-34 by increasing its online activity and social media presence. Furthermore, traditional advertising will be utilized to attain maximum reach for the new target market. Using the tagline: "A _____ is worth 1,800 words", Gladiolus Agency will create a brand message that is consistent across all mediums.

The Media Objectives describe the necessary measures the company must undergo to effectively advertise to Millennials. Gladiolus aims to reach 75% of the target market with an average frequency of 2.2. The Agency has decided that a pulsing strategy will enable 1-800-Flowers.com to take advantage of major holidays and gifting events. During months with high flower distribution days, (i.e. Valentine's Day and Mother's Day) 99% reach will be utilized.

The Media Strategies portion of the Media Plan Book define and demonstrate the strategies and tactics that will be employed for the new campaign. Qualitative and quantitative rationale for each medium is provided. Specific vehicles and ad units are described in detail to give the client a realistic understanding of the the proposed plan. Gladiolus Agency has extensively researched and utilized broadcast media, print media, OHH media, interactive/online/social media, and alternative media in order to reach the target market. Gladiolus Agency recommends using an integrated approach of traditional and new mediums in order to reach Millenials. As for a traditional mediums, Gladiolus Agency suggests using Network TV to advertise during The Super Bowl and *The Voice*. Over the Top TV will include advertising on Hulu during *The Bachelorette* and *Game of Thrones* on HBO Go. Ads will also be placed on the online magazine versions of *People* and *Cosmopolitan*. As far as OOH advertising, Gladiolus Agency suggests using digital billboards, wall murals, bus shelters, and mall displays. Lastly, a new emphasis will be placed on Social Networking Sites and Online advertising. SNS tactics include using sponsored Facebook and Instagram Newsfeeds. Guerilla ads will also be used to direct consumers to 1-800-Flowers.com's online shop and social media platforms. The media schedule for the plan can be found in the Media Tactics section. Expenditures will equal \$9,668,127.89 out of the \$10,000,000 budget.

Gladiolus Agency is certain that the implementation of the proposed Media Plan will enable 1-800-Flowers.com to expand its current consumer base and solidify the company as the number one gifting destination for Millennials ages 24-35 in the South and West.

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