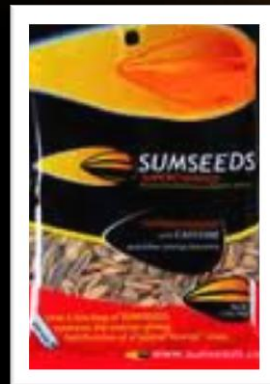




THE ROOT OF ALL ENERGY!



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EXECUTIVE SUMMARY

The SUMSEEDS advertising campaign is designed to raise awareness of SUMSEEDS from 2% to 25% by the end of fiscal year 2013, increase likes of Facebook audience from 22 to 150 by the end of fiscal year 2013, and increase engagement on the SUMSEEDS webpage from 0% to 15% by end of fiscal year 2013. The target market for this campaign is Y2 Young Achievers who are 25-44 year old men and women who are upper-middle class, who own or rent their homes and live in a town rural or second city environment.

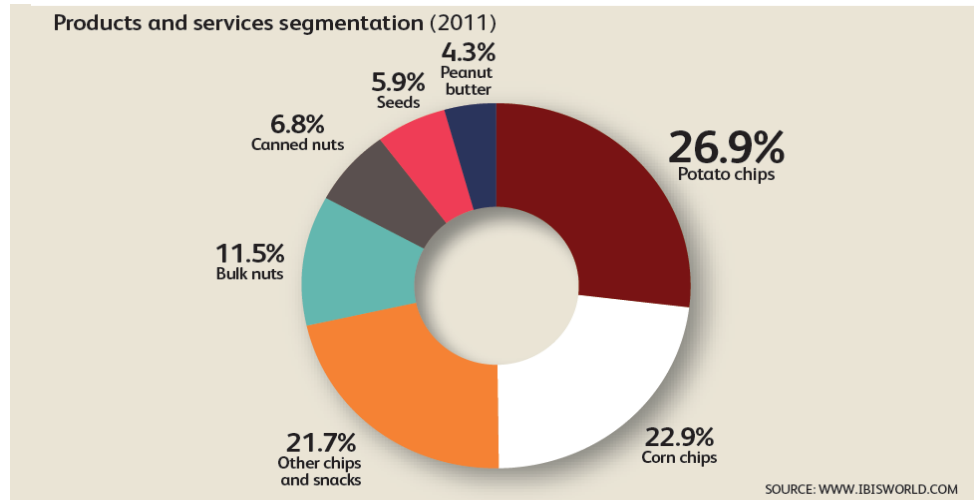
THE ROOT OF ALL ENERGY campaign is designed with the intention of incorporating and implementing integrated marketing communications to effectively target our markets by utilizing consistent, innovative interactive forums in order to achieve the objectives. THE ROOT OF ALL ENERGY campaign is a true reflection of what the SUMSEEDS brand represents. All creative and media strategies were designed in ways to be representative, innovative and/or interactive. The specific media strategies implemented throughout the campaign are print, outdoor, radio, social media and sponsorship.

The media was created ensuring that the new SUMSEEDS logo and color are incorporated consistently throughout the campaign in order to create familiarity and increased characterization of the brand image. All forms of media were strategically chosen to reach the specific target market. The sponsorship is used to facilitate increasing awareness. Integrating all of these major components in the SUMSEEDS campaign will ensure that the objectives are met. With a budget of \$15 million this campaign effectively utilized \$14,999,980.58.

SITUATION ANALYSIS

Industry

The Snack Food Production industry has \$28.4 billion in annual revenue. Potato chips is the majority in the snack food industry with 26.9%. The other categories are corn chips 22.9%, bulk nuts 11.5%, canned nuts 6.8%, seeds 5.9%, peanut butter 4.3%, and other 21.7% (Gotaas, 2011).



Snack Food producers have experienced a few obstacles, some of which include the wave of health awareness that is going through America. The major companies in the industry have been able to remain a powerhouse in this market and continue to dominate.

SITUATION ANALYSIS

Industry continued

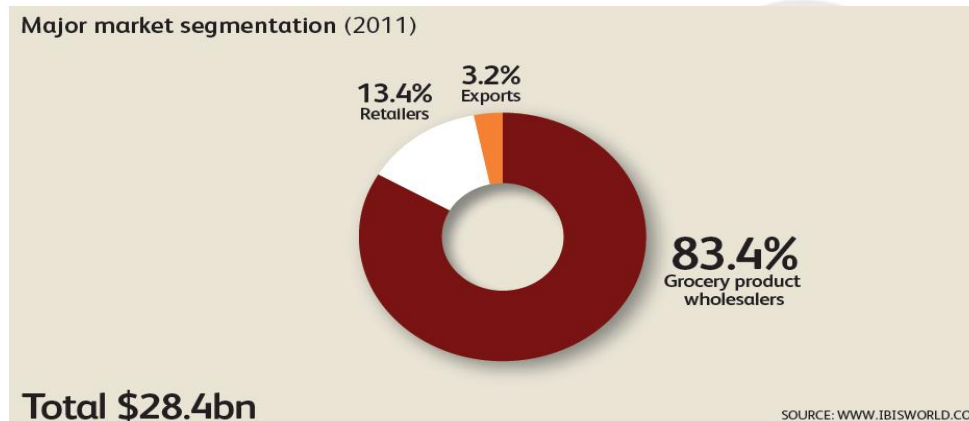
In order to remain dominate and overcome obstacles, these companies quickly realized that they need to adapt to changes in consumer lifestyles. In assessing consumer wants and needs, the industry has shifted gears towards providing a variety of healthy and value-added products. The Snack Food industry has also managed to persevere all of the problems that came about from the recession. There have been new developments in technology that has assisted in cutting labor costs and transportation costs, which has assisted these companies in increasing profit (Business Blog, 2012).

Some of the major powerhouses in the Snack Food industry are General Mills, Frito-Lay, and Kraft Foods. These companies invested in efficient technology that allowed them to market their brand names positively which has played a crucial role to their growth. Snack food consumption is higher than average because of the industry's ability to realize consumer demands continuously in recent years. The industry is also in its mature stage of the life cycle, meaning that it has a saturated domestic market along with well-known and established products and manufacturers (Snack Food Manufacturers, 2012).

SITUATION ANALYSIS

Industry continued

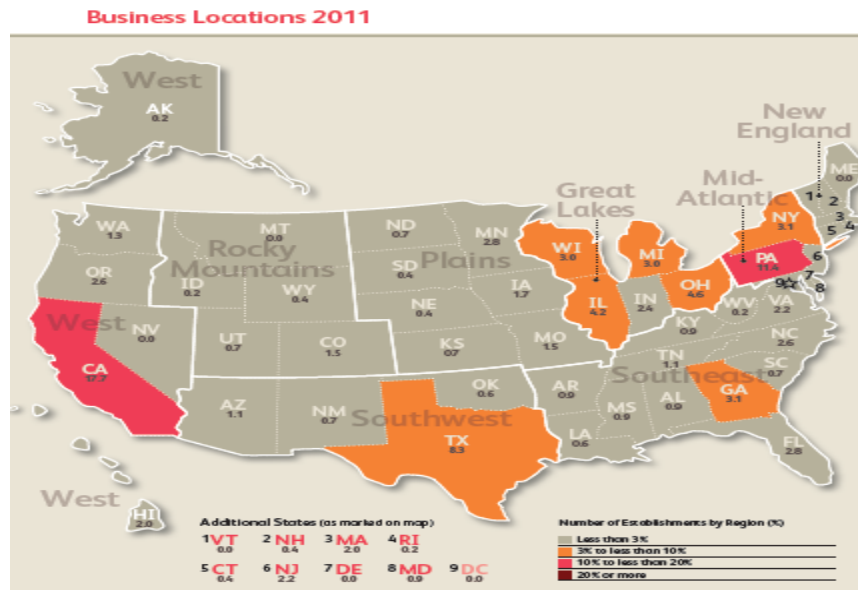
The majority of sales in the Snack Food Production industry come directly from grocery wholesalers, which make up 83.4% of the total market. More recently, this number has been steadily declining due to online ordering systems that most of major supermarket chains have implemented (Gotaas, 2011).



SITUATION ANALYSIS

Industry continued

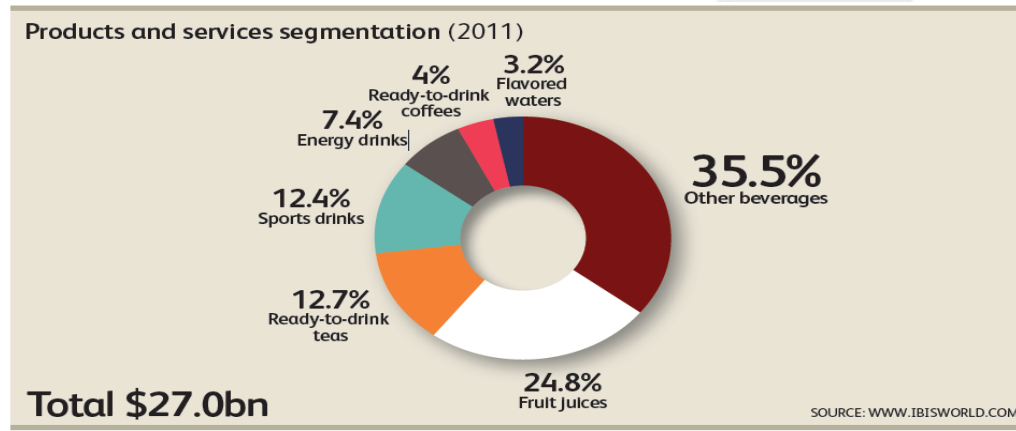
The state with the highest percentage of Snack Food Production business locations is California with 17.7%. The second highest is Pennsylvania with 11.4% of its business locations being Snack Food Production companies (Gotaas, 2011).



SITUATION ANALYSIS

Industry continued

The Juice Production industry's revenue is \$27 billion annually. Energy drinks make up about 7.4% of the Juice Production industry. As a whole, the Juice Production industry is experiencing a healthy increase in growth, which is due to consumers wanting products that are good for them. There is a growth in revenue that is expected to be at a rate of 10.4% annually in the Juice Production industry due mostly in part because of energy drinks (Kaczanowska, 2011).



SITUATION ANALYSIS

Industry continued

Rockstar and Monster are the two popular energy drinks that caused the initial growth in the Juice Production industry. This boom led to new product innovation. There was a surge of sport energy drinks and alcoholic energy drinks. There was also a creation of relaxation energy drinks. A Food and Drug Administration (FDA) ban occurred towards the end of 2010 that banned certain products such as alcoholic energy drinks. This happened in a few states due to teens that underestimated the effects of the alcohol content within these specific energy drinks. Products like Four Loco have actually remade their products to not include caffeine along with the alcohol in them (FactExpert, 2012).

There are a variety of juice products available in numerous locations throughout the world. Products from the Juice Production industry will rely on the familiarity of their brand and word-of-mouth by their loyal consumers in order to increase their revenue. Some of the major players in the energy drink brands are Redbull, PepsiCo, and Coca-Cola (Kaczanowska, 2011).

SITUATION ANALYSIS

Industry continued

There are regulations being put in place that limit the marketing of these products, due to the aftermath of alcohol in energy drinks. Four Loco was actually pulled off of the shelf until the caffeine was removed from their products (The Energy Drink Industry, 2012).



SITUATION ANALYSIS

Client Background

Dakota Valley Products is a company in South Dakota that was formed in 2001. The first product that was launched was Peanutz ®. Dakota Valley produces mainly granola and oil-roasted products including, “roasted sweet corn (like corn nuts), soy nuts, wheat nuts, peanuts (in a different facility than the granola), almonds and cashews, popcorn, and sunflower kernel” (Walter, 2012). The company’s main players are the president Tim Walter. He is also the CFO, Marketing and Sales, and the COO. Doug Cossette is in charge of new product development and Dave Cossette in charge of production and inventory. The company consists of only seven employees so everyone does more than just one specific job (Walter, 2012).



SITUATION ANALYSIS

Client Background Continued

Tim Walter has opened up two businesses in food exporting. The first is “Dakota Farms, which began in 1994, exporting food grade soybeans and other grain ingredients primarily to Asia. Three years ago, it began exporting barley tea to Japan. Dakota Valley Products, started in 2001, packages soy nuts and in-shell sunflower seeds” (Walker, 2007). Also, according to the article *Seeds With Something More*, Tim Walter said, “he’s invested about \$1 million in Dakota Valley since 2001,” and that he’s “betting a lot on this catching on.”

Dakota Valley’s products include, SumNuts® Vitamin Nuts, SumNuts® Energy Nuts, SUMSEEDS® Jumbo Energized Sunflower Seeds, and Hyper-Nutz™ Energy Almonds. The SumNuts® Vitamin Nuts is the latest product that is produced and contains Vitamin C and Calcium. There are five flavors that are infused into almonds, cashews and peanuts (SumNuts® Vitamin Nuts Launched, Enhanced with Vitamin C and Calcium, 2010).

SITUATION ANALYSIS

Client Background Continued

SUMSEEDS is one of the products created by Dakota Valley Products. It is a sunflower seed that has energy infused into them. “Sumseeds are manufactured using a patent-pending process that infuses high-quality, roasted sunflower seeds with the ingredients commonly found in popular energy drinks” (Agweek Wire Reports, 2007). The sunflower seeds that are used for this product are grown in North Dakota and Kansas and then they are shipped to Willow Lake, South Dakota. In Willow Lake, Dakota Valley has a plant where the seeds are then infused with the caffeine, taurine, lysine and ginseng (Globe, 2007).

SUMSEEDS come in five flavors: Original, Dill Pickle, Honey BBQ, Ranch, and Salt & Pepper. The original flavor was “first bagged in January, 2007 and created a public relations sensation as the industry’s first nut confection infused with the energy” (“Sumseeds(TM) Caffeinated and Energized Sunflower Seeds Announces New Flavors”, 2007).

SITUATION ANALYSIS

Problem

The problem with SUMSEEDS is that the awareness of the product is not as high as it should be, especially since the company has been around since 2006. According to our survey there is only a 2% awareness of SUMSEEDS. There is another energy sunflower seed company that is entering the market that could be taking away from SUMSEEDS. SUMSEEDS is the first mover in energy sunflower seeds and Zips will be in 3000 Walgreens Stores by May 2012 (Zips Energy Seeds, n.d.). The target market SUMSEEDS currently has is too broad, and needs to be narrowed down for more brand awareness.

SITUATION ANALYSIS

Target Market

Dakota Valley's vision is to produce new and enduring foods. They aim to accomplish this by making innovative foods new and effective ideas. According to the information provided by Dakota Valley, SUMSEEDS customers can be defined as two somewhat overlapping circles consisting of traditional sunflower eaters and energy drink consumers. After conducting research, Dakota Valley concluded that traditional sunflower seed eaters are typically male, ages 18-49. They found that sunflower seeds are typically associated with specific activities such as participating, attending and watching outdoor events, outdoor activities ranging from fishing, to camping, to hiking, any type of outdoor work and long monotonous activities such as driving a car or truck (*Dakota Valley, n.d.*).

Given this information, we feel that it is essential to target those consumers who lead active lifestyles and would gain the most benefit out of SUMSEEDS. The campaign is aimed to target Y2 Young Achievers, 25-44 year old men and women who are upper-middle class, who own or rent their homes and live in a town rural or second city environment. It specifically targets segments that fall under the Greenbelt Sports and Up-and-Comers as the primary target market.

SITUATION ANALYSIS

Target Market Continued

The secondary target market for this campaign consists of Young Influentials and Boomtown Singles. The Y2 Young Achievers were chosen as the target market because they are one of top two social groups who have the highest tendency to consume energy drinks. They also fall under the top three social groups who are more likely to be the first to try new foods (SRDS Media Solutions, n.d.). The Greenbelt Sports segment is made up of upscale exurban couples who are known for their active lifestyle. The Up-and-Comers are younger, upper-mid singles who tend to be involved in athletic activities. Because SUMSEEDS uses quality sunflower seeds along with a proprietary roasting process that infuses the seeds with energy, this provides SUMSEEDS with advantages of catering to their needs by providing these consumers with a unique product that offers distinctive features and benefits in comparison to other products in the market.

SITUATION ANALYSIS

Target Market Continued

Overview of Y2: Young Achievers

Young, hip singles are the prime residents of *Young Achievers*, a lifestage group of twentysomethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. Young Achievers are composed of seven different segments which consist of the following: Young Digerati, Bohemian Mix, Young Influentials, Greenbelt Sports, Up-and-Comers, Urban Achievers & Boomtown Singles.

Psychographics for Y2 Young Achievers:

Like to stand out in a crowd

Rely on magazines to keep them informed

Electronics & Internet:

Own Apple PC

Internet active at Home/Work

Internet is first place to look for information

Internet is primary entertainment source

SITUATION ANALYSIS

Target Market Continued

Food & Beverages:

Drink energy drinks

Usually first to try new food products

Sports & Leisure:

Go downhill/Cross Country Snow Skiing

Do weight training

Do aerobics

Go backpacking/hiking

Go jogging/running

Go bicycling

Exercise, 5+ times

Go walking for exercise

Go camping

(SRDS Media Solutions, n.d.)

SITUATION ANALYSIS

Target Market Continued

PRIMARY TARGET MARKET:

Greenbelt Sports

According to MyBestSegments, Greenbelt Sports are:

Upper-Mid Middle Age w/o Kids

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking. Those who fall under the Greenbelt Sports segment are typically mid-aged couples who reside in midscale Exurbia. They usually own their houses and are white collar professionals who attended College. They tend to be of white ethnicity. Some of the activities they enjoy taking a part in are mountain biking, purchasing self-help books, they read Self Magazine, watch ABC Pro Boxing, and drive Subaru Foresters.

SITUATION ANALYSIS

Target Market Continued

2010 Statistics:

US Households: 1,550,095 (1.33%)

Median HH Income: \$60,401

Lifestyle Traits:

Order from Lands' End

Go horseback riding

Read Modern Bride

Watch Fox Sports Net

Subaru Legacy

Demographics Traits:

Urbanicity:

Income:

Income Producing Assets:

Age Ranges:

Presence of Kids:

Homeownership:

Employment Levels:

Education Levels:

Ethnic Diversity:

Town/Rural

Upper-Mid

Above Avg.

<55

HH w/o Kids

Mostly Owners

White Collar, Mix

College Grad

White

(Market Segmentation, n.d.)

SITUATION ANALYSIS

Target Market Continued

Up-and-Comers

According to MyBestSegments, Up-and-Comers are:

Upper-Mid Younger w/o Kids

Up-and-Comers is a stopover for younger, upper-mid singles before they marry, have families, and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology, and nightlife entertainment. This younger, middle-class resides in smaller cities and rent their homes or apartments. They are single family detached units and are professionals with white collar jobs. They have or are going to college and tend to be of white and/or Asian ethnicity. On their spare time, they just the internet, shop at Ann Taylor, read Shape Magazine, watch MTV Network and drive a Mitsubishi Eclipse.

SITUATION ANALYSIS

Target Market Continued

2010 Statistics:

US Households: 1,500,105 (1.29%)

Median HH Income: \$53,521

Lifestyle Traits

Shop at Ethan Allen Galleries

Do Karate

Read Maxim

Watch MTV

Nissan Xterra

Demographics Traits:

Urbanicity:

Income:

Income Producing Assets:

Age Ranges:

Presence of Kids:

Homeownership:

Employment Levels:

Education Levels:

Ethnic Diversity:

Second City

Upper-Mid

Moderate

25-44

HH w/o Kids

Mix, Renters

Professional

College Grad

White, Black,

Asian, Hispanic

(Market Segmentation, n.d.)

SITUATION ANALYSIS

Target Market Continued

SECONDARY TARGET MARKETS:

Young Influentials

According to MyBestSegments, Young Influentials are:

Midscale Middle Age w/o Kids

Once known as the home of the nation's yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today the segment is a common address for younger, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs, and casual-dining restaurants.

SITUATION ANALYSIS

Target Market Continued

2010 Statistics:

US Households: 1,701,983 (1.47%)
Median HH Income: \$51,684

Lifestyle Traits

Order from orbitz.com
Attend NMA games
Read Entrepreneur
Watch Family Guy
Subaru Outback

Demographics Traits:

Urbanicity:

Income:

Income Producing Assets:

Age Ranges:

Presence of Kids:

Homeownership:

Employment Levels:

Education Levels:

Ethnic Diversity:

Suburban

Midscale

Low

<55

HH w/o Kids

Renters

White Collar,
Mix

College Grad

White, Black,
Asian,
Hispanic

(Market Segmentation, n.d.)

SITUATION ANALYSIS

Target Market Continued

Boomtown Singles

According to MyBestSegments, Boomtown Singles are:

Lower-Mid Middle Age w/o Kids

Affordable housing, abundant entry-level jobs, and a thriving singles scene-- all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Single, and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores, and Laundromats.

This younger middle-class typically resides in small cities and single family detached units. They rent their homes or apartments and they have white collar jobs, primarily in the service industry. Boomtown Singles have some level of College education and are of white ethnicity. In their free time, they listen to alternative music, play soccer, read Muscle & Fitness Magazine, watch MTV network and drive a Subaru Legacy.

SITUATION ANALYSIS

Target Market Continued

2010 Statistics:

US Households: 1,610,499 (1.39%)

Median HH Income: \$41,971

Lifestyle Traits

Shop at Victoria's Secret

Do Karate

Read Elle

Watch VH1

Suzuki SX4

Demographics Traits:

Urbanicity:

Income:

Income Producing Assets:

Age Ranges:

Presence of Kids:

Homeownership:

Employment Levels:

Education Levels:

Ethnic Diversity:

Second City

Lower-Mid

Below Avg.

<55

HH w/o Kids

Mix, Renters

WC, Service,

Mix

College Grad

White, Black,

Asian,

Hispanic

(Market Segmentation, n.d.)

SITUATION ANALYSIS

Target Market Continued

The campaign specifically targets this market because it is focused towards individuals who lead active life styles. During research on Y2 Young Achievers, it was found that the overall Life style indices for the category of Sports & Leisure were primarily over the average. This further emphasizes the reason behind choosing this specific target market for the campaign. SUMSEEDS is a snack food for these consumers that is infused with energy. According to Dakota Valley, “Sumseeds is a sustainable energy boost vs. a spike in energy from the high sugar content followed by a sugar crash from typical energy drinks” (*Dakota Valley, n.d.*).

Given the information found in PRIZM Reports on our target markets food and beverage consumption, it is strongly believed that the campaign should target these individuals because of the high market potential. In conducting further research, it was found that there is a total count of 35,877,641 individuals who consume energy drinks with a Y2 Young Achievers group count of 4,343,114 and an index which is above average of 121. It was also found that there is a total count of 42,835,590 individuals who fall under the category of trying new food products first. Y2 Young Achievers constitute for a group count of 4,542,477 of this category and have an above average index of 106 (*Welcome to SRDS, n.d.*).

SITUATION ANALYSIS

Target Market Continued

Although the indices for Y2 Young Achievers is minimally below average for nutritional value being most important in the food that they eat, this is seen as an opportunity rather than a downfall. The campaign is designed to integrate both the snack food and energy attractiveness of the product to the target market so that it is more appealing and creates more awareness of the brand and its benefits to the consumer. Given their active lifestyles and their consumption habits, making this target market aware of the benefits of a sustainable energy snack food is essential.

These particular research findings provide SUMSEEDS with more insight to the target market and further emphasize why they are the ideal consumers to target with this product and campaign. According to *Healthy Eating for The Active Lifestyle*,” Many active people think that substituting real food with energy bars and drinks will give them the energy and stamina that they need.

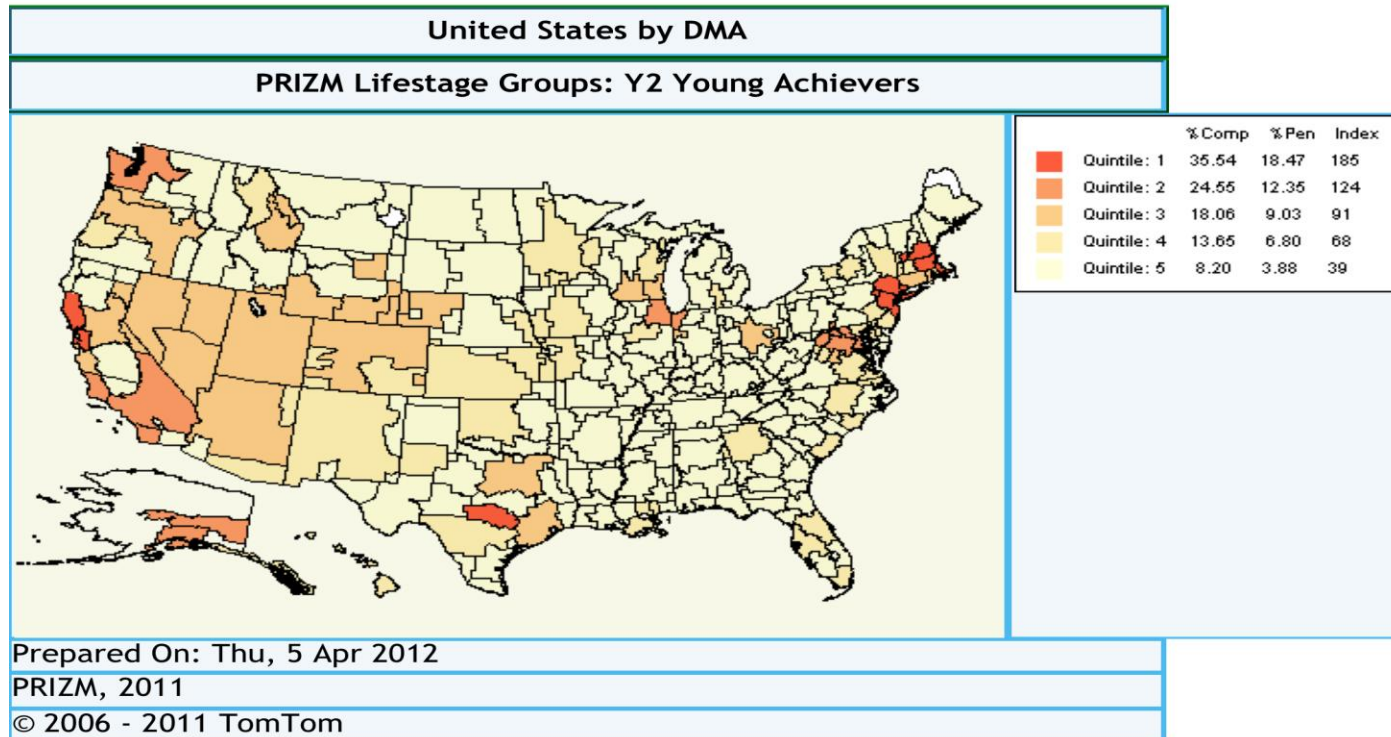
SITUATION ANALYSIS

Target Market Continued

However, these products are not particularly nutritious and are certainly no substitute of real foods. However busy you think you are, always make time to eat a balanced and healthy diet in order to optimize on your health, fitness, stamina, and energy” (Healthy Eating for The Active Lifestyle, n.d.). Due to our primary and secondary target markets leading such active lifestyles, SUMSEEDS provides them with an ideal healthier, good tasting, and energizing alternative.

After reviewing the information, it is deemed best to strategically focus the advertisement campaign for SUMSEEDS in the North East and West Region of the United States; specifically in New York and California. The Report by PRIZM displays that the States chosen for this campaign lie within the top Quintile, representing the areas that are more highly populated by Y2 Young Achievers.

SITUATION ANALYSIS



SITUATION ANALYSIS

Target Market Continued

After reviewing the PRIZM Target Group Concentration Report for Y2 Young Achievers, it is evident that New York and California are appropriate states to execute the advertising campaign because the indices in the concentration report show that the Y2 Young Achievers population in these states is above average. The report shows that for Geographic code 501, New York, New York has a base count of 7,596,275 and a group count of 1,448,611. The report also displays that Geographic code 803, Los Angeles, California has a base count of 5,649,622 and a group count of 956,913. This is adequate information for executing this advertising campaign in these specific states to target Y2 Young Achievers.

(SRDS Media Solutions, n.d.).

SITUATION ANALYSIS

Competition

Through the research that was conducted, it was found that Zips Energy Seeds, Clif Bar, Powerbar, and Bear Naked Granola are SUMSEED's main competitors. Zips Energy Seeds also qualifies as SUMSEED's main direct competitors, due to Zips Energy Seeds being the only other energy sunflower seed on the market (Zipsenergy, 2012). Clif Bar is deemed the second direct competitor because its features and benefits directly identify with the specific target market chosen for SUMSEEDS almost exclusively. The indirect competitors include the other two mentioned energy snack foods mentioned prior, consisting of Powerbar and Bear Naked Granola. Powerbar's target market is any sports enthusiast looking to improve in his or her sport (Powerbar, n.d.). Bear Naked Granola has a major focus on outdoor enthusiast, but is mainly looking to provide an option to conquer their hunger (Bearnaked, 2012).

SITUATION ANALYSIS

Direct Competition

Zips Energy Seeds



Zips' idea was created during a late night softball game in 2009. Jason Morris, the founder, realized he needed a way to keep energized. While his team was chugging back energy drinks Jason thought there could be an easier and more innovative way to get his energy. Jason was chewing on sunflower seeds to stay alert and it clicked, he would produce a sunflower seed that contained energy and essential vitamins (Zipsenergy, 2012).

Zips Energy Seeds are targeted towards anyone looking for a convenient and easy way to get a hold of their energy fix. Zips Energy Seeds comes in 4 flavors including, BBQ, Sweet and Spicy Chili, Roasted and Salted, Ranch, and Dill pickle. Not only is Zips Energy Seeds flavors almost identical to SUMSEEDS, but the product is nearly the same. Zips Energy Seeds are coated with the energy supplements (Zipsenergy, 2012).

SITUATION ANALYSIS

Direct Competition Continued

Zips Energy Seeds headquarters is located in Gilbert, Arizona and employs more than 20 staff members. Zips energy seeds are offered in more than 200 locations throughout the United States, including availability at many *Shell* gas stations (Zipsenergy, 2012).

Strengths

Already has a positive company image and a dedicated target market expanding fast
(Zipsenergy, 2012)

Opportunities

Can penetrate market
Before similar products

Weaknesses

Only product offered is sunflower seeds, no alternatives
(Zipsenergy, 2012)

Threats

Other companies offer convenient and efficient ways of providing energy

SITUATION ANALYSIS

Direct Competition Continued

Clif Bar



Clif bar was founded in 1992 and is based out of California. The company headquarters is located in Emeryville, CA near San Francisco, CA and is home to more than 230 employees. With annual sales of \$57 million the company has quickly proven to be the outdoor enthusiasts go to energy supplement (Galenet, 2012).

Gary Erickson, the Founder and CEO, is an outdoor enthusiast and focuses the company on enthusiasts such as himself. Gary founded the company after being on a long bike ride and pulling out an energy bar, he then decided he could make a far superior product (Clifbar, n.d.).

SITUATION ANALYSIS

Direct Competition Continued

Clif Bar has over 16 flavors to appeal to any taste bud from Apricot to Macadamia Nut. Integrating a healthy energy bar with a variety of flavors is a key strength of Clif Bar. Clif Bar also provides a second line of their bars called Luna Bars, which are marketed directly towards a female demographic (Clifbar, n.d.).

Strengths

Variety of flavors
(Clifbar, n.d.)

Opportunities

Expanding to other countries
and sports
(Referanceusa.com, 2012)

Weaknesses

Low brand awareness
(Clif Bar Advertising Campaign,
2011)

Threats

Only for active lifestyles
Does not contain caffeine
(Clif Bar Advertising Campaign,
2011)

SITUATION ANALYSIS

Indirect Competition

Bear Naked Granola



B^{AR} NAK^{ED}

Bear Naked was founded in October of 2002, by Kelly Flatley in Norwalk, Connecticut. At first, Bear Naked was selling its product in only 25 stores in Connecticut. Bear Naked has since grown to be distributed from coast to coast with 10,000 retail locations offering its product and is currently the #1 granola brand in the market. Bear Naked offers seven products from soft baked granola cookies to cereal, with 100% pure and natural granola. Bear Naked Granola's target market focuses on outdoor enthusiasts who are on the go and need a quick fulfilling meal to accommodate their adventurous lifestyle (Bearnaked.com, 2012).

SITUATION ANALYSIS

Indirect Competition Continued

Bear Naked's headquarters is located in Darien, Connecticut and is home to more than 130 employees (Kellogg, 2009). In late 2007 Kellogg's purchased Bear Naked Granola for \$123 million. Bear Naked has annual revenue of \$21 million and is sold in more than 10,000 retail locations (Harris, 2008).

Strengths

Very filling, very nutritional
(Bearnaked.com, 2012)

Opportunities

Easy to carry granola bars,
or chews
(Kellogg, 2009)

Weaknesses

Large packaging makes it harder
for athletes to carry around
Relatively expensive in
comparison to alternatives
(Amazon, n.d.)

Threats

Alternatives taking market
share of sports enthusiasts
because of their ease of use
(Kellogg, 2009)

SITUATION ANALYSIS

Indirect Competition Continued

PowerBar



PowerBar was founded in 1986 in Berkeley, California. Founder Brian Maxwell, a Canadian athlete was in his kitchen with his girlfriend and decided that a bar that could be used to increase energy during activity levels would have a high demand (Powerbar, n.d.). PowerBar earned 150 million in sales before being purchased by Nestle in May 2000 (Referanceusa, 2012). PowerBar products are developed to meet the nutrition and energy needs of everyone from athletes to individuals seeking healthy food choices (PowerBar, n.d.).

After Nestle purchased PowerBar, it has become wildly successful and is the staple of the energy bar market. PowerBar offers a variety of products including gels, proteins, energy bites, and drink powder (PowerBar, n.d.).

SITUATION ANALYSIS

Indirect Competition Continued

PowerBar's company headquarters is now located in Glendale, California and is a home to more than 150 employees, with over \$25 million in sales. PowerBar has successfully targeted both outdoor enthusiasts and athletes alike (Galenet, 2012).

Strengths

Provides nutrients to keep Athletes bodies going
(Powerbar, n.d.)

Opportunities

Providing its own premade made sports drink
(Powerbar, n.d.)

Weaknesses

Does not sell any caffeinated options
(Powerbar, n.d.)

Threats

Many athletes turning to easier to ingest caffeinated alternatives
(What about Caffeine and Athletes, n.d.)

SITUATION ANALYSIS

Competition Continued

After conducting secondary research on SUMSEEDS direct and indirect competitors, it is evident that there is the common factor throughout our competitors. Although it may appear to be obvious, all of SUMSEED's competitors have already managed to create awareness of their products and transition to an established brand. Zips seeds, which as mentioned prior, is SUMSEEDS' direct competitor and is still relatively new to the market. With that being said, it is essential for SUMSEEDS to continuously monitor their competitors along with seizing opportunities to continue marketing themselves as well.

In reviewing the findings of the research regarding the competition, SUMSEEDS must ensure to include integrated marketing communications to the campaign in promoting the product. In executing a campaign that has a primary concentration on increasing awareness of the product, this serves as a way for SUMSEEDS to create inquiries about the product and what it offers to the target market. After positioning itself in the market, SUMSEEDS can then transition to a focus of the features and benefits that differentiate it from its competitors to the advertising campaign.

OBJECTIVES

- Raise awareness of SUMSEEDS from 2% to 25% by the end of fiscal year 2013. (According to our survey SUMSEEDS has a 2% awareness level)
- Increase likes of Facebook audience from 22 to 150 by the end of fiscal year 2013.
- Increase engagement on SUMSEEDS webpage from 0% to 15% by end of fiscal year 2013

STRATEGIES

Creative

The tagline “THE ROOT OF ALL ENERGY” was chosen because SUMSEEDS sunflower seeds represent a new and enduring food that provides consumers with a great tasting product that offers energy in an innovative way. SUMSEEDS sunflower seeds ensures to provide consumers with a product that offers a variety of features and benefits ranging from quality and an exclusive roasting process that gives the product a longer shelf life. The product also enhances the overall gratification that consumers experience during the eating process. The tagline “THE ROOT OF ALL ENERGY” is a concept that reflects the primary benefit of the product. Given that SUMSEEDS are currently the only sunflower seeds produced that are energy infused rather than being coated, this gives SUMSEEDS an opportunity to differentiate themselves in the market from its competitors.

The advertising campaign is designed in a way to create intrigue regarding the product. This is done by a way of exhibiting real active lifestyle scenarios that are representative of our target market lifestyles and present them with a product that can be beneficial to the consumer but doing so in a way so that the campaign is not too informative. It is strongly believed that exhibiting the product in this manner will lead to more product inquiries by the consumer

STRATEGIES

Creative Continued

and result in creating more awareness and assist in the brand positioning process.

In evaluating the original SUMSEEDS logo, it was deemed beneficial to revise the logo by adding an additional sunflower seed to the right side of SUMSEEDS. This was done with the intention of giving the logo a more symmetrical look. In order to create and enforce consistency throughout the campaign, all of the advertisements will incorporate the SUMSEEDS logo in order to be identifiable with the brand. The font that is utilized throughout the campaign is Trebuchet MS. This font was also chosen because it remains true to the original SUMSEEDS logo. According to Microsoft typography it has a “strong and unmistakable appearance” and “Trebuchet MS infuses any page with energy and personality” (Trebuchet MS, n.d.).

The color chosen for the font of all copy varies from white, orange and black. These same colors vary throughout the ads in terms of the background for the ads. This was strategically implemented because creatively, it was essential to design a campaign that remained true to SUMSEEDS. In incorporating the same color schemes to the ads, this creates more of an opportunity for the ads to be directly affiliated with SUMSEEDS.

STRATEGIES

Media-Print

The mediums used were television, magazine, outdoor, radio, social media, and sponsorship.

Incorporating print into the advertising campaign by using magazine will provide SUMSEEDS with an advantage due to the fact that magazines offer an opportunity to truly utilize specific target market demographics to narrow the choice of magazines to advertise in. In attempting to increase awareness through the advertising campaign, magazines are a way to capture the target market's attention at their own leisure. As stated prior in creative, the ads are designed in a way to create intrigue about the product and lead the consumer to inquire more information. The catchy tagline is a play on words that sets the tone for the ads while at the same time allowing the consumer to make the connection between the tagline and the core concept of the campaign and the product. Magazine also allows SUMSEEDS to capture the target market's focus on specific imagery that is representative of their lifestyle. The objective is for the target market to make the connection between the product and the active lifestyle they participate in. The consistency throughout the magazine ads will assist in positioning the brand in the mind of the consumer.

STRATEGIES

Media-Outdoor

Outdoor advertising is a brilliant and cost effective medium for frequency and exposure of the product. The two forms of outdoor advertising that will take place for the campaign are billboard and wallscape. Outdoor advertising provides a form of having daily exposure and building brand recognition, especially if the proper research is performed so that locations for the outdoor advertisements is strategically chosen in areas that are frequently viewed by the target market. A wallscape is undeniably an impressive form of advertising that catches the consumer's attention in a unique way. A key advantage to using a wallscape is that unlike billboards, cities typically do not impose zoning ordinances disallowing this type of advertisement. A wallscape can be placed in a highly attractive commercial zone reaching high-end demographics where other forms of advertisement may be prohibited (Wallsapes, n.d.). Although this form of advertisement is considered to be a more expensive outdoor form of advertising, it will un-doubtedly provide SUMSEEDS with a unique edge. Both of these forms of outdoor advertisement are constant because the consumer has no real way of avoiding it unlike other methods of advertisements.

STRATEGIES

Media-Radio

Radio is incorporated into the list of advertising mediums for this advertising campaign because radio has a wide-scale appeal to consumers. Although other methods of advertising have proven to be effective, listening patterns for radio have remained consistent. According to Strategic Media, out of the “13,000 radio stations (approximately 8,800 FM, 5,000 AM) broadcasting across the United States together reach over 94% of the US population” (Strategic Media, n.d.). Another advantage to using radio is the extent of target a specific target market. Radio stations have the ability to target consumer from multiple variables ranging from sex, age and listening habits. Strategic Media also states that “No other medium - electronic or otherwise - can claim as many weekly consumers as radio does. Even with the onslaught of competing entertainment... the average radio consumer spends more than 19 hours listening to the radio every week” (Radio Advertising that Delivers, n.d.).

STRATEGIES

Media-Social Media

Social Media is another medium that is incorporated into this advertising campaign that plays an essential role. Social media is a great medium to use in the campaign because if utilized correctly, it can serve as a relationship tool. Social media can also serve as a way for promoting products. According to a presentation conducted by Samantha Scott, social media provides a way to foster a relationship with consumers and implement customer relationship management. This is a great way of establishing and maintaining relationships with consumers, communicating with them, sharing information and resources concerning the product and resolving issues. Another key advantage to using social media is that it is easy to measure effectiveness by using web analytics or implementing KPIs (Samantha Scott). August 3, 2011 an article was posted on New York Times that discussed how brands are directing their followers to social media. In this article it states that “There is transparency in being willing to say, ‘This is what people are saying about us,’” and “with the relationships that people have with brands today, the more honest and human they seem, the more likely consumers are to like them and stick with them” (New York Times, Aug 2011).

STRATEGIES

Media-Sponsorship

Sponsorship plays an important role in the advertising campaign because it gives SUMSEEDS the opportunity to engage with both the primary and secondary target market on another level that is not immediately associated with standard advertising. The sponsorship is more likely to gain the interest of the audience if they are already tuned into an event that they already have a particular interest in. Research on the Winter X Games 14 shows that respondents who were asked whether they had more interest or less interest in purchasing from Winter X Games 14 sponsors, or if the sponsorship had no effect indicated that “Nearly one-half of respondents again indicated being more interested 47%, and only 2% indicated being less interested” (*Winter X Games 14 Attendee Research*, 2010). The sponsorship provides another venue for SUMSEEDS to increase awareness and do so in a way that is interactive with individuals who are a true representation of the active lifestyle that would benefit from the product. In an article titled *The Media Business: Advertising* published on November 9, 2000, it was stated that “Sponsorships are often considered a workable alternative to traditional ads because they play down their commercial nature, an approach welcomed by jaded consumers weary of being peddled products in ways deemed abrasive and obtrusive” (Elliot, 2009). The sponsorship also gives name recognition to a desirable audience to help to promote SUMSEEDS nationally.

STRATEGIES

Media-TV/Sponsorship

Television was elected as a form of advertisement because it is an option that provides SUMSEEDS with flexibility in regards to choosing which specific programs are appropriate to advertise during and what times are deemed reasonable taking the target markets into consideration. During the research process for the target market, it was found that the index for avoiding watching TV commercials is below average (SRDS Media Solutions, n.d.). This is viewed as an opportunity because although it is close to the average index, this indicates that this target market does have a tendency to view commercials. In utilizing television exclusively through ESPN, this provides SUMSEEDS with the advantage of specifically targeting Y2 Young Achievers. This avoids impractical advertisement to consumers that are not a representative of the target market. Television is also considered a smart way of increasing awareness for SUMSEEDS because of the widespread reach to a larger population.

TACTICS

Print

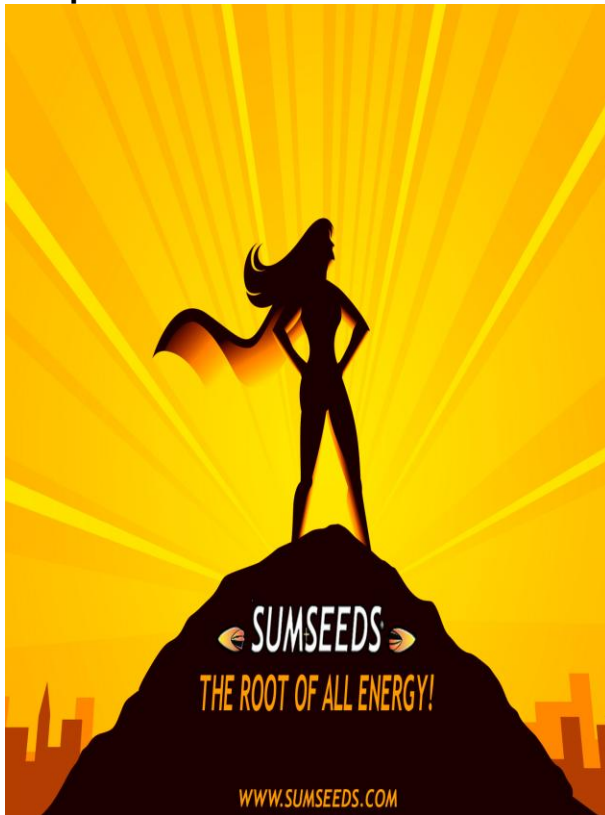
Shape Magazine

We will be placing two separate alternating ads in Shape magazine that will run for 1 year. We chose Shape magazine due to the fact that their demographics match up similarly to the consumer this campaign is targeting. The target market is both men and women 25-44. The demographic profile for the magazine has a median age of 38 with an audience of 6,377,000. A total of 82% of the readers fall under the age range of 18-49, they have a median household income of \$87,363 and 78% are college educated. This considerably overlaps with the target markets for this campaign (Shape Magazine, 2012). These full page ads will focus on the tagline while driving the consumers to the SUMSEEDS website. These ads will not feature the product as our main focus however they were designed in a way to instill curiosity in the consumers mind and lead them to becoming involved and engaged. By not placing the actual product in the ad it will lead the customer to the website to get more information on the product.

TACTICS

Print- Magazine

Shape-



TACTICS

Print- Magazine

Maxim

We will be placing two separate full page alternating ads in Maxim magazine for 6 months. The total audience for Maxim readership is 11,298,000 with a breakdown of 8,833,000 men and 2,465,000 women. Although it is evident that there is a significant difference amongst men readers versus women, we feel that it is justifiable to utilize this magazine because Shape has more appeal to women and Maxim has more appeal to men. This will assist in eliminating any bias that may occur by predominately catering to one specific gender. Another reason for using Maxim is that it further coincides with the demographics of our target markets because the median age is 31.5 consisting of men primarily belonging to the range of 18-49 and women to 18-49 (Maxim Magazine, 2012). After conducting research, it was found that Maxim is one of the magazines that fall under Lifestyle traits for our target markets (Market Segmentation, n.d.). One of the ads will feature Alex Puccio, a world record rock climber. We felt that a female rock climber would identify more with Maxim's audience and will increase awareness among our target market. The second ad will feature a swimsuit model sporting an orange bikini with our logo imprinted on the front of the suit.

TACTICS

Print- Magazine

Maxim-



TACTICS

Print- Magazine

Climber

We will be placing two separate full page alternating ads for one full year in Climber Magazine. This specific magazine was chosen because people who read this magazine would tend to lead active lifestyles which is exactly who we are targeting in this campaign. According to Climbing, “With the acquisition of Mountain Gazette in Fall 2008, Skram Media provides advertisers the opportunity to reach the full spectrum of outdoor enthusiasts” (Climbing Magazine, 2012). The demographics for Climbing readers have a median age 33 with a 93% college educated with a household income median of \$67,300. They are typically digitally savvy, core consumers who have been active and multi-dimensional athletes that participate in a variety of outdoor sports consisting of: Camping, backpacking/hiking, mountain biking, trail running and skiing (Climbing Magazine, 2012). One of the ads will feature our sponsored rock climber Alex Puccio almost falling off of a rock wall with copy that reads “When you’re barely holding on”. We believe this copy will identify with our target market of Y2 young achievers who lead active lifestyles. Our second ad features a rock climber dangling in the middle of the ad with a sunset in the background incorporating the same color schemes of the logo.

TACTICS

Print- Magazine

Climber-



TACTICS

Outdoor- Wallscape

We will be placing a wallscape advertisement in New York, New York. By using a wallscape this accommodates a wide variety of unusual creative sizes and shapes; almost creating a landmark. Wallscape deliver high frequency and provide dominance in key markets. Given that SUMSEEDS has yet to be introduced in the market, this provides them with an excellent opportunity to expose the brand in a unique way that will catch the consumers' attention. Wallscapes penetrate areas where out of home coverage is limited or unavailable. (ClearChannel Outdoor, n.d.). The wallscape features an infused sunflower that depicts energy coming from the roots. This is designed to be a way of representing that SUMSEEDS sunflower seeds are infused with energy and differentiate themselves from other products. The tagline is located at the bottom displaying "THE ROOT OF ALL ENERGY" with copy underneath stating "Feed your needs. Infuse yourself!"

TACTICS

Outdoor- Wallscape



TACTICS

Radio

We will be incorporating radio into the campaign with 104.3 KBIG-FM radio station in Los Angeles because there is a group count population of 956,913 Y2 Young Achievers in that specific geographic location. Using radio, this facilitates the process of reaching our target markets in large amounts. The National Reach for this radio station is approximately 237 million monthly listeners in the United States, with 55 million listening hours a month and 30 million unique digital visitors (104.3 MYfm, n.d.).

Radio		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
104.3	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Fri
myfm													
		7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p	7a- 4p- 10a 6p
		2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2	2 2

TACTICS

Radio- Script

(Sound of a Motocross bike revving and hitting a wall)

When you're as extreme as you are...

(Sound of a skateboarder grinding on a rail, then crashing)

You need a more efficient way to get your energy fix

(Sound of a rockclimber falling)

You need an energy supplement that keeps up with you

Stop the crash and burns... Eat SumSeeds!

The root of all energy!

SumSeeds... Energy sunflower seeds

TACTICS

Social Media- Website

We will essentially be doing an overhaul of SUMSEEDS current website. We are focusing on making the website to be less product based and more interactive for the customer visiting the website. We focused on highlighting SUMSEEDS' unique way of roasting their seeds thus adding a background as to why SUMSEEDS are so different than any other sunflower seeds the customer has tried. We have also added a section where the website visitor can play retro games like Pacman and Galaga, but with a SUMSEEDS twist. The games will feature our SUMSEEDS logo as various objects in the game.

Another page on the website will be added with a focus on customer feedback. This page will feature a section with links to frequently asked questions, a place to leave a comments or suggestions to the company, and an area to upload a video to both their website and YouTube for other outdoor enthusiasts visiting the SUMSEEDS website to view. This is a way to incorporate a form of customer relationship management through social media.

TACTICS

Social Media- Website Continued

The website will be changed to feature our sponsored athletes and events with our focus on outdoor enthusiasts leading active lifestyles. On the left of most of our updated webpages, it will feature the sponsored athletes as well as the X-games logo which we will be sponsoring. We have also added a link to the SUMSEEDS Facebook page and YouTube account for the customer to easily stay updated on SUMSEEDS' current activity.

Lastly, we updated SUMSEEDS' swagger section to a more aptly named store. The store now offers products focused towards an outdoor enthusiast with active lifestyles. These products speak directly to our target markets and offer products such as SUMSEEDS braded sunglasses, helmets, bikes, and more. We have also added a completely redesigned t-shirt with a style we believe is appropriate representation of outdoor enthusiasts and encourages an active lifestyle. In offering the products through the website, it is a convenient way of offering products to the target markets that tie activities they participate in to the SUMSEEDS brand.

TACTICS

Website- Landing Page

SUMSEEDS
ENERGIZED SUNFLOWER SEEDS
THE ROOT OF ALL ENERGY!

INFUSED WITH
CAFFEINE, TAURINE,
LYSINE and GINSENG

SUMSEEDS - JUMBO SEEDS,
HAND CRAFTED in SMALL BATCHES

X GAMES
X GAMES SUMMER 2013 GOLD SPONSOR

Original • Dill Pickle • Honey BBQ • Ranch • Salt&Pepper

HOME • NUTRITION • WHERE TO BUY • WHOLESALE • SHOP • FUNDRAISING • EVENTS & TEAMS • NEWS • CONTACT

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YouTube
Subscribe to our channel!

f
Like us on Facebook!

TACTICS

Website- Product Information

SUMSEEDS
ENERGIZED SUNFLOWER SEEDS
THE ROOT OF ALL ENERGY!

INFUSED WITH
CAFFEINE, TAURINE
LYSINE and GINSENG

X GAMES

X GAMES SUMMER 2013 GOLD SPONSOR

HOME - NUTRITION - WHERE TO BUY - WHOLESALE - SHOP - FUNDRAISING - EVENTS & TEAMS - NEWS - CONTACT

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DVP roasts our own sunflowers in our own plant, which allows us to ensure only the highest quality for the consumer. Most other brands do not have their own roasting facility but rather contract the processing to co-packers. DVP is the one of the few brands with our own processing plant and equipment. On top of that, DVP uses a Patent Pending proprietary process for roasting and cooling which is superior to any other process used in the industry today. The roasting/cooling process has three benefits: Longer shelf life, Better mouth feel, Reduction of bad seeds.

TACTICS

Website- Interactive Game Page

SUMSEEDS
ENERGIZED SUNFLOWER SEEDS
THE ROOT OF ALL ENERGY!

INFUSED WITH
CAFFEINE, TAURINE
LYSINE and GINSENG

Games for the seed lovers:

HOME - NUTRITION - WHERE TO BUY - WHOLESALE - SHOP - FUNDRAISING - EVENTS & TEAMS - NEWS - CONTACT

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TACTICS

Website- SUMSEEDS Store

SUMSEEDS
ENERGIZED SUNFLOWER SEEDS

INFUSED WITH
CAFFEINE, TAURINE
LYSINE and GINSENG

SUMSEEDS STORE

Alex Puccio - World record holding rock climber and SumSeeds sponsored athlete

TSHIRTS (free if you mail us 50 Sumseed UPCs!)

DOG TAG

CAP

HOME - NUTRITION - WHERE TO BUY - WHOLESALE - SHOP - FUNDRAISING - EVENTS & TEAMS - NEWS - CONTACT

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TACTICS

Website- SUMSEEDS Store



TACTICS

Website- Feedback Page/ Video Page

The screenshot shows the Sunseeds website interface. At the top center is the Sunseeds logo, which includes a stylized sunflower icon and the text "SUMSEEDS" in a bold, sans-serif font. Below the logo, it says "ENERGIZED SUNFLOWER SEEDS" and "THE ROOT OF ALL ENERGY!". To the right of the logo, it lists ingredients: "INFUSED WITH CAFFEINE, TAURINE, LYSINE and GINSENG".

On the left side, there is a vertical list of links: "FAQ: (click title to be redirected)", "Link to how we roast our seeds", "Words from our CEO", "Executive team", "How it all began", and "How to get involved".

In the center, there is a "Leave a Reply" form. It includes input fields for "Name (required)", "Mail (will not be published) (required)", and "Website". Below these is a large text area for the comment and a "Submit Comment" button.

On the right side, there is a section titled "Upload a video and show us what you do with your energy:". It contains a "YouTube Video" section with a text input field and a "New YouTube video" button. Below that is a "Video Preview Image" section with a text input field and a "Upload Video Preview Image" button.

At the bottom of the page, there is a navigation bar with links: "HOME - NUTRITION - WHERE TO BUY - WHOLESALE - SHOP - FUNDRAISING - EVENTS & TEAMS - NEWS - CONTACT". Below this is a small disclaimer: "Sunseeds and the 'Speed Seed' are registered trademarks of Dakota Valley Products, Inc. - This website and contents © Dakota Valley Products, Inc. All rights reserved." At the very bottom, there are social media icons for YouTube and Facebook, with the text "Subscribe to our channel!" and "Like us on FaceBook!" respectively.

TACTICS

Social Media- Facebook

Facebook has a currently has 500 users worldwide with more than half of those users returning daily. The average Facebook user spends more than 4 hours a day using the service. Using Facebook can effectively reach any specific target market because of its large userbase. Given that Facebook has a 50 million daily reach that exceeds the reach of other forms of social medium, it is an effective form for increasing word of mouth between our target markets. We will be updating SUMSEEDS current Facebook page to stay consistent with our IMC.

TACTICS

Website- Facebook

The screenshot displays the Facebook profile for SUMSEEDS. At the top, the navigation bar includes the Facebook logo, a search bar, and the page name 'SUMSEEDS' with a 'Home' dropdown. The main banner features the text 'THE ROOT OF ALL ENERGY!' above an image of two people climbing a large, orange, textured rock wall. To the left of the banner is a product image of a SUMSEEDS bag. Below the banner are tabs for 'About', 'Friends 364', 'Photos 433', 'Map 84', and 'Likes 101'. The 'About' tab is selected, showing a 'Status' section with a post from SUMSEEDS: '11 hours ago near Cape Coral via mobile'. Below this is a 'Feed your needs with SUMSEEDS!' section with a 'Like · Comment' button and a post from Diego Antonio Moreno. The 'Friends' section lists several mutual friends with their names and the number of mutual friends. The right sidebar contains a 'Now' section with a timeline of activity, including comments and status updates from various users. At the bottom of the sidebar is a search bar.

TACTICS

Sponsorship- Summer X Games 2013

The 2013 X Games provides an extraordinary and unique way of providing more exposure to the product and market the SUMSEEDS brand. This event provides SUMSEEDS with a way of increasing brand awareness to a vast number of consumers who fall under our target markets. According to ESPN, 3,018,954 people “like” X Games on Facebook (ESPN Action Sports, n.d.). By sponsoring, we are advertising to our primary and secondary target markets and also reaching out to other consumers. X Games offers a sponsoring marketing package that consists of a variety of advertising mediums that is included with sponsoring. Through the sponsorship, SUMSEEDS can subtly position the brand in the consumers mind that SUMSEEDS is an advocate for athletes and those who lead active lifestyles in general. The estimated provided in the budget for the Gold Sponsorship is from 2001 with a 3% increase per year (It’s Hot, It’s August, 2001).

TACTICS

Sponsorship- Summer X Games 2013

Print

For the full page ad in the spectator guide, approximately 45,000 copies will be distributed. The X Games sponsorship also offers a full spread magazine ad in ESPN magazine which has an estimated readership total of 15,892,000 people. Both of the print ads for the sponsorships will be the same. The ESPN magazine ad will feature our sponsored athlete, Shaun White, with the copy “Shaun White wins on SUMSEEDS... Do you?”

TACTICS

Sponsorship- Print

Shaun White wins on SumSeeds...

Do you?

SUMSEEDS
is THE ROOT OF ALL ENERGY!
www.sumseeds.com

TACTICS

Sponsorship- Summer X Games 2013

TV

The sponsorship with X games also includes 1 30-second spot commercial that will run for 3 months leading up to the 2013 X Games event. This commercial will depict active lifestyles and show the products at the end to tie in X Games activities with the lifestyle traits of the target markets and the brand.

TACTICS

Sponsorship- Summer X Games 2013

Online Media Package

The online media package offers more exposure to the target markets through incorporating banner ads throughout the ESPN webpage. When clicking these banner ads, consumers will be directly led to the SUMSEEDS landing page.

Along with the media package there will be a phone app that has a banner ad. The app will keep spectators informed of event times.

TACTICS

Sponsorship- Online Media Package

The screenshot shows the ESPN.com homepage with a prominent advertisement for Sumseeds Energized Sunflower Seeds. The ad features a football player in a red jersey (number 11) and the Sumseeds logo. Below the ad, there are sections for 'TOP STORIES', 'HEADLINES', 'BEHIND THE SCENES', and 'ESPNI FANTASY GAMES'. The page is cluttered with various sports news snippets and navigation links.

The screenshot shows the ESPN Tennis page with a Sumseeds Energized Sunflower Seeds advertisement. The ad features the Sumseeds logo and a tennis ball. Below the ad, there are sections for 'SCORECENTER', '2012 Australian Open Results', and 'ESPNI TOP HEADLINES'. The page includes tennis scores, player profiles, and tournament information.

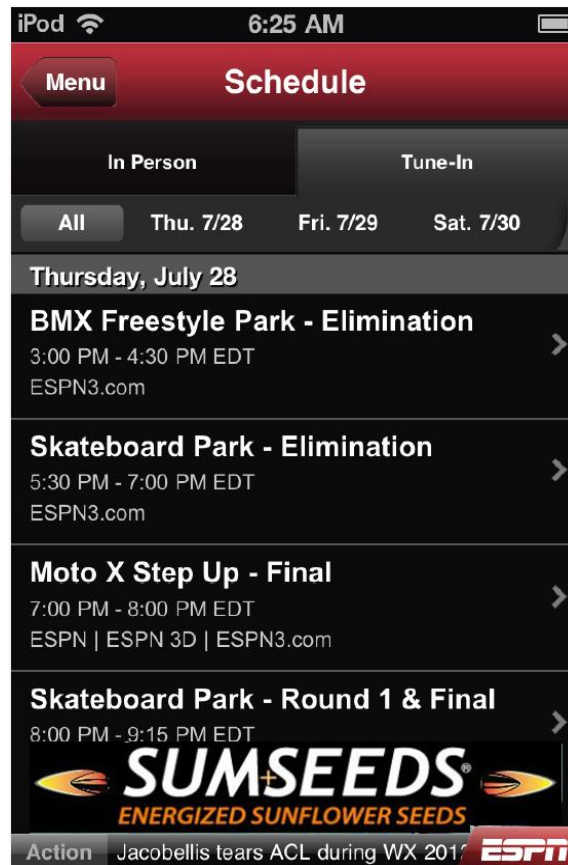
TACTICS

Sponsorship- Online Media Package

The image is a screenshot of an ESPN XGames website. At the top left, there is a "WATCH ESPN" logo and an "EVENT SCHEDULE" dropdown menu. At the top right, it says "POWERED BY COX". The main content area features a video player showing a breakdancer in a red top and white pants performing a handstand on a stage. Below the video player, the text "ESPN XGames - Winter X Games Aspen" is visible. At the bottom of the page, there is a large "SUMSEEDS" logo with the tagline "ENERGIZED SUNFLOWER SEEDS". To the right of the main content area, there is a vertical sidebar with an orange "X GAMES 2013" logo and a photo of a man with long, wavy hair wearing a black t-shirt with the "SUMSEEDS" logo on it.

TACTICS

Sponsorship- Phone App



TACTICS

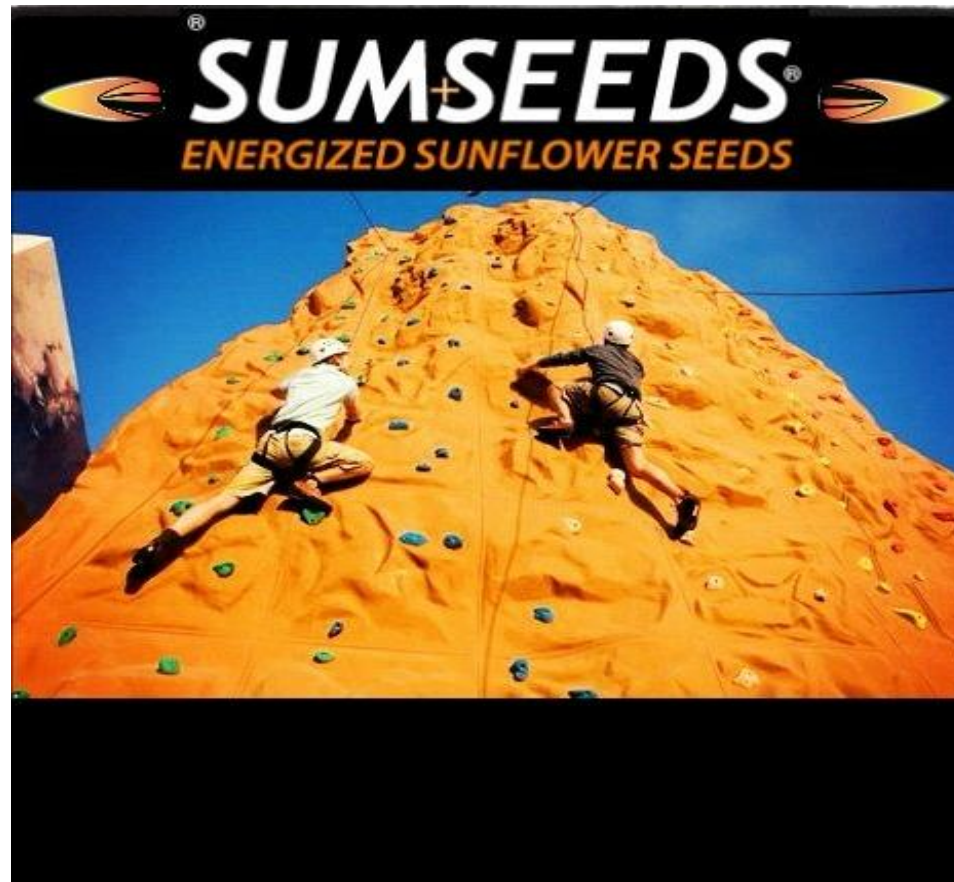
Sponsorship- Summer X Games 2013

Onsite

The onsite event held at the X Games will include a rock climbing wall as a unique way to engage the target markets in an interactive way. In participating in an activity, the consumers will have a direct experience to relate to the SUMSEEDS product and brand. This is done in hopes to increase awareness and recognition and eventually lead to brand loyalty. The on-site event will also include autograph signings by Alex Puccio and Shaun White on a SUMSEEDS flyer. There will also be a product sampling station where samples of the product and SUMSEEDS T-shirts will be given to X Games attendees.

TACTICS

Sponsorship- Onsite Rock Climbing Wall



TACTICS

Sponsorship- Onsite Autograph Signing/ Product Sampling



TACTICS

Sponsorship- Onsite Product Giveaways



TACTICS

Sponsorship- Onsite



TACTICS

Sponsorship- Onsite



TACTICS

Sponsorship- Summer X Games 2013

Billboard

The billboard ads will be placed on I-5 in Los Angeles for four weeks. This form of advertising will be used due to this being a densely populated interstate in California. The reason for this is because of the instant exposure it gives. Billboards provide SUMSEEDS with an effective way of advertising because billboards are always available and difficult to avoid given that they are strategically placed in a location which is frequently visited by the target market. The billboard will be 20” x 60” because this “standard structure is built mostly on freeway locations with extremely high traffic counts” (Superior Structures, n.d.). The billboard will display an X Games participant making a flip midair on a motto cross bike with the X Games 2013 logo located on the bottom left. The SUMSEEDS individual seed will be placed in the center of the sun as it has been placed in previous ads throughout the campaign. The tagline is predominately displayed on the bottom of the billboard as well as the website.

TACTICS

Sponsorship- Billboard



BUDGET

Budget		Amount
Summer X Games Gold Sponsorship		\$2,852,522.00
Rock Wall rental		\$14,340.00 4 day rental
Flyers	100,000	\$2,149.58 8.5' x 5.5' 100lb paper matte
T-Shirts	10,000	\$60,800.00
Celebrity Spokesperson		
Shaun White		\$2,000,000.00
Alex Puccio		\$500,000.00
Billboards		
Los Angeles	4 weeks	\$1,208,900.00
New York		\$1,483,586.00
Wallscape	New York 4 weeks	\$969,269.00
TV		
ESPN		included in sponsorship
Radio	Los Angeles 104.3 myfm	\$598,520.00 \$575.50 average 30 sec commercial at peak times (1040 total spots)
Magazine		
Shape	1 year Full Page	\$2,184,276.00
Maxim	6 month full ad	\$1,578,450.00
Climber	1 year 10 issues	\$46,700.00
ESPN		included in sponsorship
Web Analytics	Social Report \$39 per month for 1 year	\$468.00
Production Cost		\$1,500,000.00
		\$14,999,980.58

CONTROL & IMPLEMENTATION

Increasing awareness is the primary objective for this advertising plan. In order to determine whether or not this has been achieved, there will first be a survey distributed before the campaign. The survey will then be distributed after the campaign to see if the strategies and tactics that this campaign has implemented resulted to be effective and achieve the objective that have been set.

The survey will be sent to our Target Market through Facebook and sent back to SUMSEEDS for review. The Facebook page will also be updated regularly by SUMSEEDS and the number of likes will have to be monitored by SUMSEEDS as well, in order to track Facebook audience engagement of Facebook users. SUMSEEDS will also have to track Facebook and webpage interactions by utilizing and implementing web analytics. SUMSEEDS will control and implement social media tracking by using Social Report. Social Report will provide SUMSEEDS with reports on analytics and also have the ability to setup new goals and objectives (Social Report, n.d.). Using web analytics will allow SUMSEEDS to monitor “site visits, time spent, pages viewed, search keywords, navigation paths, and logins” (Haven, 2007).

Through SUMSEEDS’ sponsorship of the ESPN Summer X Games, SUMSEEDS can easily track the increase of awareness through the reported findings that ESPN produces from conducting a survey that is distributed to X Game attendees.

CONTROL & IMPLEMENTATION

Through this survey, ESPN will provide SUMSEEDS with information regarding whom the respondents considered to be the main sponsor, following up by asking for the names of additional sponsors. Respondents are also questioned on whether or not they recognized sponsors who were not named in unaided sections of the questionnaire. This provides SUMSEEDS with multiple forms of measuring brand awareness. The survey also provides SUMSEEDS with information regarding whether or not knowing a company is a long-term supporter of the event makes them feel more or less favorable towards them or if the sponsorship had no effect. As an additional follow-up question to the survey, ESPN also asks respondents what the likelihood is of them actually visiting the sponsor's web site. (Winter X Games 14 Attendee Research, 2010).

CONCLUSION

THE ROOT OF ALL ENERGY campaign has been developed to target into a very specific target market of Y2 Young Achievers that has previously been untapped by SUMSEEDS. By focusing on events such as the X-Games, SUMSEEDS has the opportunity to increase awareness amongst this target market by utilizing a form of advertising that has widespread reach. Focusing on areas such as New York and Los Angeles allows us to reach our target market almost exclusively. By revamping both the social media sites and the website, we encourage these Y2 Young Achievers who look for interactivity between a consumer and a brand to visit our new sites. By sponsoring athletes like Alex Puccio and Shaun White, SUMSEEDS is quickly given well-known athletes in their respectable sports to raise awareness in our target market. By having a specific focus on Y2 Young Achievers, the campaign targets a market that already consumes energy products and provides them with a more efficient substitute that differentiates itself from other products.

THE ROOT OF ALL ENERGY campaign is a unique reflection of what the SUMSEEDS brand represents: Innovation, Endurance and Creativity!

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APPENDIX

Survey:

How old are you?

14-17	10%
18-24	15%
25-29	33%
30-35	30%
36-40	7%
41+	5%

Are you male or female?

Male	63%
Female	37%

How often do you consume energy drinks per week?

0	8%
1-2	17%
3-4	48%
5-9	25%
9+	2%

APPENDIX

Please check the energy drink brands below that you consume:

Red Bull	67%
Monster	20%
5 Hour Energy	10%
Other: _____	3%

How often do you consume sunflower seeds a month?

0	40%
1-2	30%
3-4	23%
5-9	7%

Please check the snack food brands below that you consume:

Clif Bar	48%
Zips Energy Seeds	0%
SUMSEEDS	0%
Nature Valley Granola Bar	33%
Bear Naked Granola	6%
Powerbar	9%
Other: _____	4%

Have you ever heard of SumSeeds sunflower seeds?

Yes	2%
No	98%