KEURIG

MEDIA PLAN

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ADVT 360

WHO IS KEURIG?

Keurig is a beverage brewing system founded in 1993, and they produce a large variety of coffee machines that can be used in homes and for commercial use. Keurig is known for its innovative K-cup pods, which are single-serve coffee containers, typically used in their coffee machine products. They were one of the first brands to introduce the single-serve system which made brewing coffee convenient and easy, with no measuring or mess required.

THE PRODUCT

The K-Supreme Smart Single Serve Coffee Maker is a coffee brewer unlike any other. With the ability to connect to WiFi via the Keurig app, this coffee brewer offers a wide arrange of smart features to make it easy to enjoy a perfectly customized cup of coffee. Customizations include 5 different strengths, 6 temperatures, 4 cup sizes, and can be brewed over ice as well.

BARRIERS

The single serve plastic k-cup pods can be harmful to the environment and create a lot of waste compared to other coffee machine brands that utilize coffee grounds.

DRIVERS

Keurig makes brewing coffee easy and requires no measuring or mess to create a great cup of coffee with the same taste, every time.

BUSINESS CHALLENGE

BRAND PERCEPTION

- “Fourth wave” of coffee consumption
- Age start drinking coffee is average 15
- New ways to flavor iced coffee, frozen blended drinks, ready-to-drink cans
- Coffee is a treat rather than early morning stimulant
    - Specialized coffee options
- Align with the preferences and drinking habits of Gen Z

OUR TARGET

DEMOGRAPHICS

- Females 18-24
- mostly in college or just starting their first job.
- more independent when spending money
- grew up using technology, are active on social media, and value things that make their lives easier and more convenient.

PSYCHOGRAPHICS

- Frequent Coffee Drinkers, Busy and Cost-conscious
- love coffee but are too busy for coffee shops
- Between school and work, they need something quick and affordable

BEHAVIORAL DATA

1. Shopped Online for Kitchen Appliances or Beverage Equipment in the Past 12 Months
2. Followed Coffee and Beverage Influencers on Social Media
3. Looked for Discount Codes or Coffee Subscription Offers

WHY THIS TARGET?

Targeting young women, ages 18-24, is important to raise awareness and grow Keurig's market share. This group is just starting to make their own buying choices, and they're looking for fast, affordable coffee that fits their busy lives. By showing them that Keurig offers a convenient, cost-effective option, we can build loyalty early in their lives.

BUISNESS OBJECTIVE

GROW MARKET SHARE

- Target, young specialized coffee drinkers
- Take them away from Dunkin and Starbucks
  ^Coffee at home
- Tech features
- Single serve
- Barista mode
  ^Lattes, cappuchinos

PHASES, GOALS, AND METRICS OF CUSTOMER JOURNEY

CONSUMER BEHAVIOR MODEL: AIDA

AWARNESS

The campaign is focused on reaching a younger demographic who may not yet be familiar with Keurig's latest product features or who might associate Keurig with traditional coffee rather than customizable and tech-enabled options.

INTEREST

By highlighting features like the smart connectivity, barista mode, and ability to brew over ice, the campaign aims to capture the interest of Gen Z consumers, showing them how the K-Supreme Smart model meets their unique preferences for specialty and tech-driven coffee experiences.

GOALS #1 OF THE CAMPAIGN

AWARENESS PHASE

Goal: Achieve 1 million impressions among Gen Z females aged 18-24 within the first month of the campaign.

GOALS #2 OF THE CAMPAIGN

INTEREST PHASE

Goal: Generate 50,000 clicks to the K-Supreme product page from Gen Z consumers within three months of launching the campaign.

GOAL 1: AWARENESS PHASE SMART BREAKDOWN

1. Specific: Target 1 million impressions to Gen Z females aged 18-24 to build awareness of the K-Supreme Smart Single Serve Coffee Maker.
2. Measurable: Impressions can be tracked through digital ad platforms and social media analytics.
3. Achievable: Given the reach of social media and digital ad campaigns, 1 million impressions is realistic with sufficient ad spend and targeting.
4. Relevant: Impressions align with the Awareness phase, focusing on expanding visibility among Gen Z who may be unfamiliar with Keurig’s tech-friendly features.
5. Time-Bound: The goal is set for the first month of the campaign.

GOAL 2: INTEREST PHASE SMART BREAKDOWN

1. Specific: Drive 50,000 clicks to the K-Supreme product page, showing interest among Gen Z consumers.
2. Measurable: Clicks can be tracked using web analytics and ad tracking tools.
3. Achievable: With targeted messaging and ad placements highlightingappealing features, this goal is attainable.
4. Relevant: Clicks indicate interest, directly aligning with the Interest phase goal of moving potential customers closer to consideration.
5. Time-Bound: This goal is set for completion within three months of the campaign launch.

TRACKING METRICS

Awareness Phase KPI: CPM

Purpose: CPM will help gauge the cost-effectiveness of the campaign's awareness-building efforts. Monitoring CPM will allow the team to optimize ad spend to reach as many potential customers as possible while staying within budget.

Interest Phase KPI: CPC and CTR

Purpose: CTR is a crucial metric for measuring how well the campaign content resonates with the target audience, encouraging them to engage further by visiting the K-Supreme product page. A high CTR will signal strong interest and engagement.

MEDIA PLAN FLOWCHART

Q1 + Q2

K-Supreme Single Serve Coffee Maker	Q1																Q2																	
KEURIG	Launch 1				Launch 2				Keurig Campaign					KEURIG			April				May				June					KEURIG			
	January				Feburary				March								April				May				June								
Media Vehicles	1	8	15	22	29	5	12	19	26	4	11	18	25	Q1 Planned	Q1 Spend (net)	Total Est.	1	8	15	22	29	6	13	20	27	3	10	17	24	Q2 Planned	Q2 Spend (net)	Total Est.		
Digital	$0				$0				$0								$0				$0				$0									
Paid Media (Women 18-24)	$0				$0				$0					TRP's (%)		Impressions	Clicks	$0				$0				$0					TRP's (%)		Impressions	Clicks
Instagram - Influencer MKT														Estimated	$																Estimated	$		
Halle Sandberg - Sponsored Post		2475		2475		2475		2475		2475		2475		8.31	$14,850.00	797,400	9,970		2475		2475		2475		2475		2475			8.31	$14,850.00	797,400	9,970
Halle Sandberg - Sponsored Story		2475		2475		2475		2475		2475		2475			$14,850.00				2475		2475		2475		2475		2475				$14,850.00		
Kaeli Mae - Sponsored Post	5500		5500		5500		5500		5500		5500			22.5	$33,000.00	2,160,000	27,000	5500		5500		5500		5500		5500				22.5	$33,000.00	2,160,000	27,000
Kaeli Mae - Sponsored Story	5500		5500		5500		5500		5500		5500				$33,000.00			5500		5500		5500		5500		5500					$33,000.00		
Instagram Ads																																		
Stories - Obj: Awareness - CPM	$1,000						$400			$400				18.75	$1,800.00	900,000	3,600		$235				$235				$235			7.33	$705.00	352,500	1,410
Stories - Obj: Clicks - CPC		$5,000				$5,000				$5,000					$15,000.00	7,500,000	30,000	$5,000				$5,000				$5,000					$15,000.00	7,500,000	30,000
Photo - Obj: Awareness - CPM	$1,000						$400			$400				18.75	$1,800.00	900,000	3,600		$235				$235				$235			7.33	$705.00	352,500	1,410
Photo- Obj: Clicks - CPC		$5,000				$5,000				$5,000					$15,000.00	7,500,000	30,000	$5,000				$5,000				$5,000					$15,000.00	7,500,000	30,000
TikTok Video Ads																																		
Video Ads - Obj: Awareness - **CPM**	$300				$300				$300					3.75	$900.00	180,000	900	$300				$300				$300					3.75	$900.00	180,000	900
Video Ads - Obj: Clicks - **CPC**		$200				$200				$200					$600.00	120,000	600		$150				$150				$150					$450.00	90,000	450
Streaming (Women 18-24)																																		
Peacock																																		
Power Break	$2,335				$2,335				$2,335					8.21	$7,005.00	200,143	2,001	$2,335				$2,335				$2,335					8.21	$7,005.00	200,143	2,001
Must Shop Tv	$46,670				$46,670				$46,670						$140,010.00	4,000,286	40,003	$46,670				$46,670				$46,670						$140,010.00	4,000,286	40,003
Hulu																																		
Pause Ads		$8,400				$8,400				$8,400				48.76	$25,200.00	1,008,000	5,040		$8,400				$8,400				$8,400			48.76	$25,200.00	1,008,000	5,040
Youtube																																		
Sponsored Ad- BFF's Podcast		—		—		—		—		—		—		1.38 per video	$117,000.00	3,342,857			—		—		—		—		—			0.74 per video	$63,000.00	1,800,000	
Programmatic (Women 18-24)																																		
Amazon DSP																																		
Display Ads	$50,000.00														$50,000.00	10,000,000	50,000	$50,000.00														$50,000.00	10,000,000	50,000
Target Roundel																																		
Display Ads	$50,000.00														$50,000.00	10,000,000	50,000	$50,000.00														$50,000.00	10,000,000	50,000
Youtube																																		
Display Ads	$50,000.00														$50,000.00	10,000,000	50,000	$50,000.00														$50,000.00	10,000,000	50,000
SEM (Women 18-24)																																		
Google																																		
Google Ads	$15,000				$15,000				$15,000.00						45,000.00	14,423,077	38,793	$25,000				$25,000				$25,000.00						$75,000.00	24,038,462	64,655

Q3 + Q4

K-Supreme Single Serve Coffee Maker

KEURIG

Media Vehicles	Q3													Q3 Planned	Q3 Spend (net)	Total Est.		Q4													Q4 Planned	Q4 Spend (net)	Total Est.	
	July				August				September									October				November				December								
	July				August				September									October				November				December								
	1	8	15	22	29	5	12	19	26	2	9	16	23					1	8	15	22	29	5	12	19	26	2	9	16	23				
Digital	$0				$0				$0									$0				$0				$0								
Paid Media (Women 18-24)	$0				$0				$0					TRP's (%)		Impressions	Clicks	$0				$0				$0					TRP's (%)		Impressions	Clicks
Instagram - Influencer MKT														Estimated	$																Estimated	$		
Halle Sandberg - Sponsored Post		2475				2475				2475			2475	5.54	$9,900.00	531,600	6,645		2475				2475							2475	4.2	$7,425.00	398,700	4,984
Halle Sandberg - Sponsored Story		2475				2475				2475			2475		$9,900.00				2475				2475							2475		$7,425.00		
Kaeli Mae - Sponsored Post	5500				5500				5500			5500		14.6	$22,000.00	1,400,000	17,500		5500				5500				5500				11.3	$16,500.00	1,080,000	13,500
Kaeli Mae - Sponsored Story	5500				5500				5500			5500			$22,000.00				5500				5500				5500					$16,500.00		
Instagram Ads																																		
Stories - Obj: Awareness - CPM		$67				$67				$67				2.09	$201.00	100,500	402		$67				$67				$67				2.09	$201.00	100,500	402
Stories - Obj: Clicks - CPC	$10,000				$10,000				$10,000						$30,000.00	15,000,000	60,000	$10,000				$10,000				$10,000						$30,000.00	15,000,000	60,000
Photo - Obj: Awareness - CPM		$67				$67				$67				2.09	$201.00	100,500	402		$67				$67				$67				2.09	$201.00	100,500	402
Photo- Obj: Clicks - CPC	$10,000				$10,000				$10,000						$30,000	15,000,000	60,000	$10,000				$10,000				$10,000						$30,000.00	15,000,000	60,000
TikTok Video Ads																																		
Video Ads - Obj: Awareness - **CPM**	$240				$240				$300					3.25	$780	156,000	780	$170				$170				$170					2.13	$510.00	102,000	510
Video Ads - Obj: Clicks - **CPC**		$360				$360			$450						$1,170.00	234,000	1,170		$680				$680				$680						$2,040.00	408,000	2,040
Streaming (Women 18-24)																																		
Peacock																																		
Power Break	$2,335				$2,335				$2,335					8.21	$7,005.00	200,143	2,001	$2,335				$2,335				$2,335					8.21	$7,005.00	200,143	2,001
Must Shop Tv	$46,670				$46,670				$46,670						$140,010.00	4,000,286	40,003	$46,670				$46,670				$46,670						$140,010.00	4,000,286	40,003
Hulu																																		
Pause Ads		$8,400				$8,400				$8,400				48.76	$25,200.00	1,008,000	5,040		$8,400				$8,400				$8,400				48.76	$25,200.00	1,008,000	5,040
Youtube																																		
Sponsored Ad- BFF's Podcast		—		—		—		—		—		—		0.74 per video	$63,000.00	1,800,000			—				—				—					1.38 per video	$97,500.00	2,785,714	
Programmatic (Women 18-24)																																		
Amazon DSP																																		
Display Ads	$100,000.00														$100,000.00	20,000,000	100,000	$150,000.00															$150,000.00	30,000,000	150,000
Target Roundel																																		
Display Ads	$100,000.00														$100,000.00	20,000,000	100,000	$150,000.00															$150,000.00	30,000,000	150,000
Youtube																																		
Display Ads	$100,000.00														$100,000.00	20,000,000	100,000	$150,000.00															$150,000.00	30,000,000	150,000
SEM (Women 18-24)																																		
Google																																		
Google Ads	$34,000				$34,000				$34,000.00						$102,000.00	32,692,308	87,931	$50,000				$50,000				$50,000.00						$150,000.00	48,076,923	129,310

TOTAL INVESTMENT	TOTAL IMPRESSIONS ESTIMATED	TOTAL CLICKS ESTIMATED
	Not including CPC impressions	Not including CPM Clicks
Q1,Q2,Q3,Q4	Q1,Q2,Q3,Q4	Q1,Q2,Q3,Q4
$2,947,574.00	390,463,392	2,054,413

ROI	
Unit Price on Avg:	$90
Campaign Cost: 2.948 million	
Total Clicks: 2,054,413	
390 million Impressions	

Based on the CTR from our estimated
Impressions and clicks, the median
CTR would be 44.69%

Goal: sell 150,000+ units	
Goal conversion rate	
150000.00	units
2054413.00	clicks
CR =	7.301355667
7.30 Conversion rate	
Total Revenue =	$13,500,000.00
ROI Goal =	35800.38%
	358.00%

CHOSEN MEDIA VEHICLES

A. Paid Social Media
B. Streaming
C. Programmatic
D. SEM

PAID SOCIAL MEDIA

INSTAGRAM

Story Ads, Sponsored Ads

7-9 am, 12-2 pm, 8-10 pm

- Daily habit, interactiveness of stories, **used during down time** or in between tasks, appealing format.

**audience is more receptive

- **Geotargeting** to reach college students

Call to Action Buttons:

1. "Swipe up for Student Discount"
2. Limited-time Only

- **Discounts**: budget-concious mindset

TIKTOK

Organizational lifestyle: more appealing to our target audience.

Sponsored (Influencers)

10-12 pm, 3-6 pm, 9-11 pm

- Offers an **authentic** array of content. **Used when relaxing**, more engaged in content on their "ForYou" page.
- Working with **Influencers**: Relatable content, loyal followers (**trustworthy**).

A. Halle Sandberg: DITL, using coffee maker on a day to day

B. Kaeli Mae: GRWM, cleaning, organization

**productiveness and efficiency of the coffee maker can get highlighted

STREAMING

PEACOCK

“Power Break” Pause Ads, Must-Shop TV Ads

8pm - 12am

- On-Demand services. Cheapest plan: ads. Consumers made up of younger adults.
- **Precise targeting**: showcasing ads during audience leisure time - high engagement.
- Audience is more relaxed: more willing to focus on the ads.

HULU

Clickable Ads, Pause Ads

8pm - 12am

- Cheapest plan: ads.
- Relevant Timing (while they are watching lifestyle content)
- **Geotargeting**: College towns and cities
- **Precise targeting**: showcasing ads during audience leisure time - high engagement.
- **Call to Action**: “Click to Learn More” button

YOUTUBE

Sponsored Ads

8pm - 12am

- **Podcasts**: Discuss pop culture and drama.
- Interview other internet celebs
- Top of Spotify charts
- Podcast listeners: **highly engaged**, usually multi-tasking, trust in the host
- “Use code BFFs10 for 10% off!”
- **Relatable**: conversational tone, doesn’t feel disruptive

PROGRAMMATIC ADVT

DSP: precise audience targeting based on browsing history, purchase intent, etc.

Display Ads: Previously viewed product but didn’t make a purchase.

Roundel-Ads: allows advertisers to place programmatic ads across Target’s website and app

Dynamic Ads: Ads based on consumer’s past behavior on a site

PROGRAMMATIC ADVT

AMAZON

Sponsored Product/Display Ads: *Year Round*

“Go-to” convenient platform. Easy to use.

- Align **key words** like “coffee maker”, “single-serve”, “budget coffee machines” with the display of our product.
- Amazons **personalized recommendations**: “frequently bought together”
- **Prime day, Holidays, Back to School Discounts**

TARGET

DSP: Roundel-Ads: *Year Round*

Very popular among younger demographic. Offers essentials/lifestyle products drawing in our target audience.

****Ads on website or on the app.**

- Those entering adult life/workforce: attracted to **“essentials” lists**
- **Geotargeting**: Browsing coffee makers on Target’s website, ad for the K-Supreme Smart Coffee Maker pops up as they’re about to check out in store.
- Utilize **Target Circle**: personalized deals/rewards

YOUTUBE

Display Ads: *Year Round*

- Receptivity: Used during down-time, more engagement. During commercial breaks.
- **Geotargeting**: dorms, apartments, or college towns near college campuses
- **Call to Action** buttons: “tap to learn more” or “click to buy”

SEM- GOOGLE

Search Ads, Display Network Ads, Shopping Ads: *Year Round*

- Users are **actively searching for solutions** and making decisions
- **Key words** or questions can make ads appear - “affordable coffee maker”

addresses immediate needs - **personalized results

- **Geotargeting**: target mobile users
- **Time Based**
- Offer **Call to Action** buttons: “shop now”, “free shipping”

ALIGNMENT WITH OUR CAMPAIGN GOALS:

A. Paid Social Media

- Target Audiences' **go-to platforms**
- Center of **trends** (more likely to follow along if their FYP is flooded with the same product being bought by multiple individuals)
- Tracking **consumer performance in real-time**

B. Streaming

- Highly engaged and receptive environment - **advanced targeting**
- Ads played **mid-roll** during their show/movie
- Ads placed based on **viewer's preferences** and watching history

C. Programmatic

- **Convenience** and value of Amazon and Target to younger consumers
- **Loyalty** of both their consumers
- **Shopping behavior**: primarily **online** and seeking deals

D. SEM

- **Generates clicks** leading to **purchases**
- Gets eyes on the product
- Fill potential consumers needs fix

THANK YOU!