

COVERGIRL®

BLAST Collection

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ADV 3300: Media Planning

Instructor: Hyung-Seok Lee

Final Media Plan

Eclectic Designs

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NEW
from COVERGIRL:
LashBlast Length Mascara is the
latest in lash fashion; get it early on
COVERGIRL.com/lashblastlength

Be one of the first to preview what the
LONGEST LASHES
will be wearing this fall!

LashBlast Length Mascara doesn't hit stores until
September but a limited quantity will be unveiled
for early purchase online starting August 17.

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Executive Summary

CoverGirl is a well-known cosmetic brand by women all over the nation. While being the number one mass cosmetic brand in the USA, with more than 20% of the \$2.6 billion mass marketed cosmetic industry, CoverGirl has become a common household name among consumers of all ages and lifestyles (Enrico, 1997). After the launch of their LashBlast mascara, CoverGirl saw sales that were 70% higher than expected, their brand linkage was 23% higher than previous launches, and it took up 12% of the eye share in the cosmetics industry, bringing CoverGirl to its number one position it holds today (Paoletta, 2007).

CoverGirl stands strong against its industry competitors continuously closing the gap in their audience segments and expanding their reach by expanding into new market segments and developing the products their consumers want.

According to Forbes, CoverGirl Cosmetics currently hold a world market share of 2.7% making them the leader in the cosmetics industry (Enrico, 1997). Eclectic Designs main objective with this campaign is to grow our national sales by 10% and to increase our market share to 3%.

Through advertising to our current consumers and expanding our reach through those consumers, our goal is to reinforce the CoverGirl Cosmetics brand. We plan to do this with a print campaign used in national fashion magazines such as Marie Claire, Elle, Seventeen, Vogue, and Cosmopolitan, and a parallel television campaign aired on network television stations, as well as entertainment television networks. We will continue to use celebrities to promote our product, however, we will now hold events where fans can meet these celebrities, and learn more about CoverGirl Cosmetics.

According to Advertising Age online, in 2009 CoverGirl's advertising budget was 50 million (Neff, 2009). We will recommend a 30 million budget from April through August 2012. With 45% for television advertising, 40% for print advertising and an increased emphasis on digital advertising with 15% of our budget, we will successfully integrate the CoverGirl brand back into the minds of our consumers.

Our schedule will run a national and spot campaign through metropolitan areas and big cities during the spring and summer months. We plan to focus more of our budget on the first two months of the schedule, April and May, and less on the later months, June, July, and August. Throughout our entire media plan, we plan to obtain an overall national reach of 80% through to first two months with an average frequency of 4.

Eclectic Designs is confident that our media schedule will be successful in our target coverage.

Situation Analysis

Overview of Company & Industry

The cosmetics industry is one that is ever growing and rising in popularity as new trends introduce themselves. It has spread to a global level, showing the prominence that beauty products have in modern culture and daily life. The industry is rapidly becoming more successful, with global sales exceeding \$330 billion by the year 2008 (Jones, 2011). However, the industry wasn't always so successful.

In the early 20th century, color cosmetics and makeup was frowned upon which led to a very low demand for products (Jones, 2011). In 1913, sales were only at \$2 billion (Jones, 2011). With each new era came new fads and new looks, along with new ideas and opinions. The upcoming generations became more welcome to the idea of using cosmetics. From the years 1913 to 2008 alone, sales have grown about \$328 billion (Jones, 2011).

The definition and idea of beauty can be personally interpreted in numerous ways. The industry has made a successful franchise off of this concept. There are countless companies within the industry, each having their own view of the subject. Through campaigns, products, taglines, and more, they are able to reach a vast range of audiences and consumers; their targets change depending on brand, line of product, etc. One of the main competitors in the beauty world is the thriving corporation Covergirl Cosmetics.

The Cosmetics industry is a competitive field. One company rises above the rest. CoverGirl Cosmetics was founded in 1958 by the Noxzema Chemical Company, in Baltimore Maryland (Cover



Girl, 2012). The company was acquired by Procter and Gamble in 1989. The company began using models to wear and sell the make up in their ads. Christie Brinkley had a 20 year contract with CoverGirl; her contract is the longest contract of any model in history (Cover Girl, 2012).

They used Cover Girls to wear and model the makeup. The company considers itself an advocate for women's individual beauty (Procter & Gamble, 2012). They have consistently used models that do not fit the conventional beauty criteria to show women to be confident in their unique look, and to let CoverGirl enhance it.

CoverGirl Cosmetics is the leading cosmetics brand in the US. They have over a billion in yearly sales (Awards, 2012). They are also an award winning company. CoverGirl's LashBlast Mascara has won 16 cosmetic awards, and caused the Blast collection to expand to eye shadows, lip glosses and more mascara formulas. The purpose of the Blast Collection is to "give women the confidence to be bold, brilliant, and beautiful" (Procter & Gamble, 2012).

CoverGirl's current slogan is "Easy, Breezy, Beautiful, CoverGirl." This slogan has become a well known mark in the cosmetics industry and around the world with women.

Product Review

The Cover Girl Blast collection encompasses a group a products. The products in the collection are LashBlast 24 hour mascara, LineBlast 24 hour eyeliner, FlipStickLipColor, intense ShawdowBlast, SmokeyShadowBlast, liquiline blast eyeliner, LashBlast fusion mascara, LastBlast volume blasting mascara, LashBlast fusion water resistant mascara, ShineBlastLipGloss, eye enhancers 1-kit shadows, LastBlast length water resistant mascara, LashBlast length mascara, eye enhancers 3-kit shadows, eye enhancers 4-kit shadows, LashBlastLuxe mascara, and LashBlast volume blasting waterproof mascara ("Blast collection: covergirl").

Proctor and Gamble Company, who owns CoverGirl, have an estimated company value of \$19.8 billion. Proctor and Gamble is also ranked number two in woman's top 100 beauty cosmetics (Weil, 2009). CoverGirl is the number one mass cosmetics brand in the USA, with slightly more than 20% of the \$2.6 billion mass marketed cosmetic industry. Their annual sales were over \$700 million in 2009. The Cover Girl brand is "known for offering accessible and high quality products for women that want to experiment with their look and play up their natural beauty" ("Cover girl tries," 1997, 3).

The LashBlast mascara was the start of the Blast Collection. The research for the mascara began in 2007 and the product was released in 2008. The goal of this mascara was to create volume mascara that would be exactly what the audience wanted. Before the LashBlast

mascara was created, only two out of seven mascaras offered volume as a benefit, so when CoverGirl successfully created this mascara they quickly rose to the top. Through insights with the segmentation models and qualitative research, the mascara was created. The panel of "eye divas" met on a regular basis over a few months in which they used interviews and focus groups to determine exactly what the target audience wanted in volume mascara ("The 2009 ARF," 2009). This non-traditional approach is what gave CoverGirl a step up over the competitors. The creation team used online ad diagnostic research to

come up with the message for LashBlast: "big, bold look at me lashes" ("The 2009 ARF," 2009). The way the advertisers caught the attention of viewers and broke through the clutter was by showing the Lashblast brush alongside a traditional brush to show the size difference. In time, the visualization of the big orange brush became one of the key elements in the advertising campaign. Another thing that gave the new LastBlast mascara a push was the model Drew Barrymore that they signed on to the campaign. Research indicated that Drew's "unique sensibilities and down to earth personality" would push the new campaign over the top ("The 2009 ARF," 2009). The ad won consumers by being entertaining, unexpected, and memorable; all key elements to Cover Girl's success. With the new LashBlast mascara,



CoverGirl reached 60% more people than with the LASHexact mascara. The new LashBlast mascara was also incorporated into America's Next Top Model to reinforce the product ("The 2009 ARF," 2009).

All these research ideas and plans CoverGirl used for the launch of the LashBlast mascara is why the company is so successful. After the launch, the sales were 70% higher than expected, the brand linkage was 23% higher than previous launches, and it took up 12% of the eye share in the cosmetics industry, making it number one ("The 2009 ARF," 2009). With the creation of it, Lashblast mascara was able to take share from its rival L'Oreal's Maybelline ("America's hottest brands," 2009). A source was quoted saying, "Without a doubt, CoverGirls' mascara innovation [LashBlast] has grown the eye segment. We've tripled our market share in the past three years and doubled our market share in the eye segment in the same time frame" ("Women To Watch," 2009). LashBlast became the top mass mascara in the D.S. four months after its ("America's Hottest Brands," 2009).

One of Cover Girl's strengths is their company links with many famous models and actresses. So far they have had Drew Barrymore, Queen Latifah, Rihanna, Christie Brinkley, Cheryl Tiegs, Rachel Hunter, Tyra Bankers, Niki Taylor, Molly Sims, and Taylor Swift. These models are known for embodying both inner and outer beauty ("P&G beauty; CoverGirl," 2008). CoverGirl's other strength is the type of research they conduct, shown in the creation of LashBlast mascara.

One of CoverGirl's weaknesses is their low Hispanic share at only 17%. Studies have shown that Hispanic women in general prefer L'Oreal's Maybelline over CoverGirl, who is their biggest competitor ("P&G reaches out," 2000). CoverGirl has also fallen short to Revlon in a few aspects. Revlon seems to have strong results because of their new product innovations and their sexier models ("Cover girl tries," 1997).

Competitive Review & Competitive Advantage

L'Oreal

Established in 1912 in Clinchy, France, L'Oreal now employs 67,662 people and brings in 19.5 billion consolidated sales and \$25,865.1 million recorded revenue in 2010 (Datamonitor: L'Oreal S.A., 2011). With over 23



global brand including L’Oreal Paris, Garnier, Maybelline, SoftSeen Carson, CCB Paris, L’Oreal Professional, Kerastase, Redken, Matrix, Mizani, Lancome, Biotherm, Helena Rubinstein, Kiehl’s, Shu Uemura, and Giorgio Armani, L’Oreal is one of the largest cosmetic companies in the world, producing and marketing products to over 130 countries (Datamonitor: L’Oreal S.A., 2011).

L’Oreal’s cosmetics division functions through four main operating segments. They have professional, consumer, luxury, and active products, comprising of anything from skincare to hair products, perfumes and make-up.

Each segment of L’Oreal’s cosmetic division markets their products through different sources depending on the line. For example, they market their hair care products (L’Oreal Professional, Redken, Matrix, Kerastase, and Mizani) to professional hairdressers and salons while at the same time, focusing their consumer products (L’Oreal Paris, Maybelline, Garnier) through mass-market retailing channels (Datamonitor: L’Oreal S.A., 2011).

Due to the many subdivisions of the company, there is some difficulty in the control of L’Oreal, such as having difficulty in figuring the division accountable for possible pitfalls. Also, because of its worldwide marketing strategy, there are dissimilarities brought about in the campaign of the products as to what they are actually branding. (Datamonitor: L’Oreal S.A., 2011)

Revlon

Revlon is worldwide mainly engaged in the production, marketing and selling of an array of cosmetics, hair color, beauty tools, anti-persperants/deodorants, fragrances, skincare and other beauty care products. Revlon’s global brand portfolio includes Revlon color cosmetics, Almay color cosmetics; Sinful Colors color cosmetics, Revlon ColorSilk hair color, Revlon beauty tools, Charlie fragrances, Mitchum anti-perspirant deodorants, and Ultima II and Gatineau skincare. It is headquartered in New York City, New York and employs 4,900 people(Datamonitor: Revlon Inc, 2011).

The logo for Revlon Professional features the word "REVLON" in a large, bold, red serif font. Below it, the word "PROFESSIONAL" is written in a smaller, red, all-caps sans-serif font.

At the end of the 2011-year, Revlon's reported net sales were a \$1,381.4 million, an increase of \$60 million or 4.5% from the previous year (Datamonitor: Revlon Inc, 2011). Revlon is one of the strongest consumer brand franchises in the world, reaching over 100 countries. Strong brand image of the company facilitates customer recall and allows Revlon to penetrate new markets as well as consolidate its presence in the existing ones.

Revlon has a strong focus on current research and development spending about \$24 million last year in research for new products, ideas, concepts, and packaging (Datamonitor: Revlon Inc, 2011). With a cross-functional product development process, Revlon optimizes the company's ability to bring markets its new products and to ensure the company has in major categories under its various brands.

In contrast, the company's small scale of operations tends to turn out to be a disadvantage in the very competitive market it faces. Lack of scale also reduces the bargaining power of Revlon (Datamonitor: Revlon Inc, 2011).

Avon

Avon is a leading global beauty company, with annual revenue of \$11,291.6 million (Datamonitor: Avon Products, Inc.,2011). As the world's largest direct seller, Avon markets to women in more than 100 countries through 5.4 million independent Avon Sales Representatives. It is headquartered in New York City, New York and employs about 42,000 people (Datamonitor: Avon Products, Inc.,2011). Avon's product line includes beauty products, fashion jewelry and apparel, and features such as well-recognized names as Avon Color, Skin-So-Soft, Advance Techniques, Avon Naturals, and Mark.

In the cosmetic industry, Avon is the main global player. Operating in 64 countries through direct-sale channels and 41 countries through distributorships, Avon has developed diverse revenue streams (Datamonitor: Avon Products, Inc.,2011). With Latin America accounting for 42.2% of the total revenues, North America with 20.7%, Central and Eastern Europe with 14.6%, Western Europe, the Middle East and Africa account for 13.5%, and Asia Pacific and China contributing for the remaining 9%, it's safe to say that Avon does not depend a single market source (Datamonitor: Avon Products, Inc.

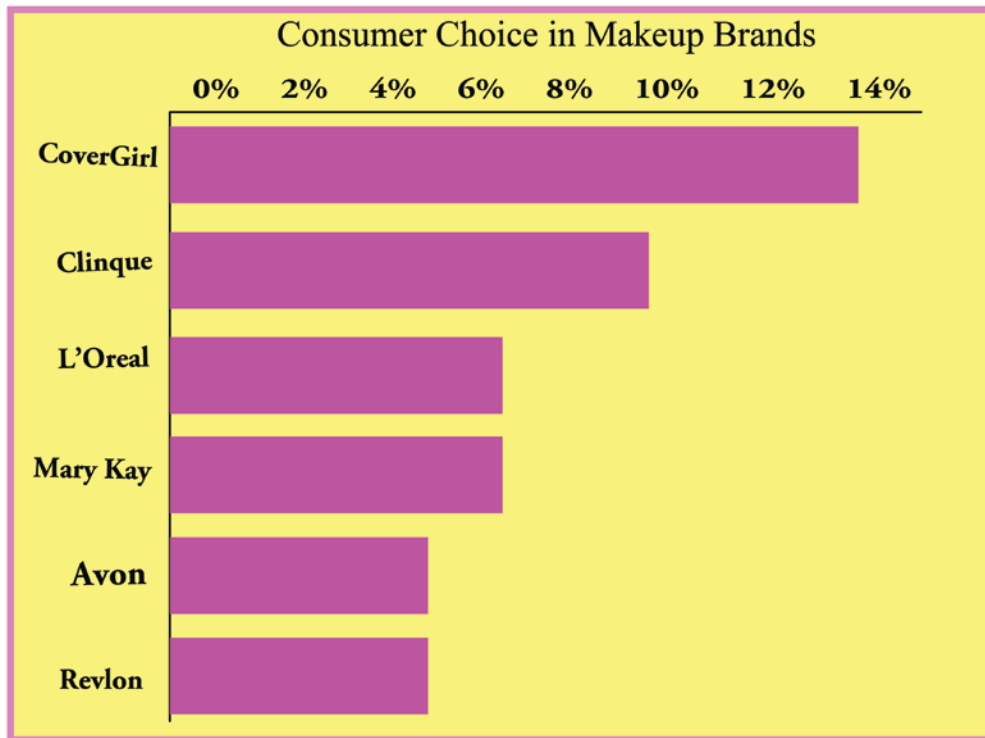
2011). Also, the diverse geographic markets allows for Avon to shift production base to single market source. Also, the diverse geographic markets allows for Avon to shift production base to cheaper and more lucrative locations.

Avon set several brand strategies to catch the fashion market as well as to attract the women belonging to the young generation. The brand was named as "mark" to reflect the company's position in the beauty business. That is, to brand towards those young women who want to make a mark in their respective fields. Avon wants to invite both the sellers and buyers into the new world of fashion and beauty. Through an efficient market campaigning at schools, shopping malls, colleges and several other places Avon is used to attract the young women. Avon's marketing strategy also comprises advertising through print and tele-media and Internet. Their main target audiences are the young woman (Datamonitor: Avon Products, Inc, 2011).

Avon spends a lot on advertising and hires lot of sales girls every year for this purpose. Therefore, lot of young females get job opportunity in Avon which, in turn, spreads the company's brand name among them (Datamonitor: Avon Products, Inc.,2011).

Competitive Advantage

With endorsements by numerous celebrities, sponsorship of a widely popular cable network television show and their interactivity with the consumers through charity work and promotional give-aways, CoverGirl stands strong against its industry competitors. With the current endorsements of celebrities of a minority ethnicity, CoverGirl is closing the gap in their audience segments and expanding their reach. Also, after the launch of their LashBlast mascara, the mascara won over 16 awards and remains a top selling mascara nationwide.



SWOT Analysis

Strengths

One of CoverGirl's biggest strengths is their promotion through big celebrities. CoverGirl's current celebrities signed with them are Drew Barrymore, Queen Latifah, Rihanna, Christie Brinkley, Cheryl Tiegs, Rachel Hunter, Tyra Bankers, Niki Taylor, Ellen Degeneres, Molly Sims, and Taylor Swift ("P&G beauty; CoverGirl," 2008). As well, CoverGirl has partnered up with America's Next Top Model, creating a larger market and audience awareness of what the brand offers.

Another one of CoverGirl's strengths is their interactivity with the consumers through charity work and promotional give-aways. In 2010 CoverGirl partnered up with Children's Safe Drinking Water (CSDW) program, an organization that addresses the critical and global need for safe, clean drinking water. CoverGirl launched a campaign called "COVERGIRL Clean Makeup for Clean Water", which included a one-time \$500,000 contribution to CSDW. This donation will provide 50 million liters of clean water to kids in need all around the world. In September actress Dania Ramirez, the newest spokes model for CoverGirl and the face of CoverGirl Clean Makeup's new Sensitive Skin formula, went home to the Dominican Republic to deliver a year's supply of water as part of the campaign ("COVERGIRL launches," 2010).



As well, in 2008 CoverGirl partnered up with P.F. Chang's China Bistro. On July 4th, the first 500 female diners at a specific location were given the opportunity to try the new WetSlicksAmazeMint lip gloss that was not yet released for sales. As well, two lucky ladies received "golden tickets" and were given two tickets to the 10th Annual All White Affair and Cover Girl and Alize's invitation only event, AmazeMint Lounge ("CoverGirl and p.f. chang's," 2008.)

Another strength is CoverGirl's product in general. The company saw a huge increase in sales when they switched to a new mascara brush, instead of Proctor and Gamble buying their brushes from L'Oreal ("America's hottest brands," 2009.) It is also relatively inexpensive and widely available. There are fifteen universal shades in the foundation palette. This allows women to find the same foundation color in the different lines that Cover Girl offers ("Cover girl gets," 1999.)

Weaknesses

One of CoverGirl's weaknesses is their relatively low share of sales to Hispanic woman. In 2000 their Hispanic share was 17% according to Information Resources Inc. figures provided by Procter and Gamble. Studies have shown that Hispanic woman like L'Oreal USA Inc.'s Maybelline over CoverGirl ("P&G reaches out," 2000.)

Also, with the growing buzz for natural and eco-friendly products, made with organic ingredients, as well as a growing trend towards mineral-based products, CoverGirls's TRUBlendMicroMinerals is seen by consumers as lacking when compared to other mineral make-ups, i.e. Bare Minerals and Neutrogena Minerals. (reviews.covergirl.com)



Another weakness identified in CoverGirl's product is quality. Although CoverGirl has improved in many cases, approximately 35% of past and current CoverGirl customers surveyed using the product for less than a year, which indicates a short customer lifespan. ("CoverGirl brand experience", 2010).

Opportunity

Forbes recently did a study on the world's top ten cosmetic companies, with CoverGirl coming ninth with a 2.7% world market share. By expanding their distribution world-wide, CoverGirl has a huge opportunity to greatly increase not only their share values, but also their brand awareness (Greenster, 2008).

Also, because of CoverGirl's increased celebrity endorsements and advertising, by using celebrities of more minorities, they can branch their brand into more segments of the cosmetic market like the Asian or Middle-Eastern markets.

Threats

One of CoverGirl's biggest threats to the company is the bad publicity they have received on many occasions. The biggest example is the continuing rumor that they do animal testing. According to Change.org CoverGirl still uses the Lethal Dose 50 (LD50) test to do animal testing for 20% of their

products. The test involves administering the make-up to a group of animals at increasing doses. The researchers continue to add doses of the make-up to the animals until the dose kills 50 percent of the test subjects. The make-up is typically inserted into the animal's stomach. Change.org is just one of many sites that have petitions set up to stop Cover Girl from doing animal testing (Hartnett.) In 2009 the anger towards the company grew when one of their models, Ellen DeGeneres, was honored by the Humane society ("Ellen DeGeneres: Cover," 2009.)

Overall, CoverGirl's strength is their promotion through big celebrities, their interactivity with the consumers, and their product in general. CoverGirl's weaknesses are their low share of Hispanic sales and their product quality. CoverGirl has many opportunities including them being ranked ninth in the top ten cosmetic companies. CoverGirl can strive to work their way up on this list. CoverGirl also has a few threats including their bad publicity.

Strengths

- Promotion through big celebrities
- Interactivity with consumers
- The product in general – New mascara brush

Weaknesses

- Relatively low share of Hispanic sales
- Low quality of TRUBlend MicroMinerals
- Consumer's using product for short amount of time

Opportunity

- -Ranked 9th in the top ten cosmetic companies
- -Can branch the brand into more segments through celebrity endorsements

Threats

- Bad Publicity

Objectives

Marketing

As previously mentioned, according to Forbes, CoverGirl cosmetics currently holds a world market share of 2.7%. We plan to increase the market share to 3%. It was also stated that CoverGirl is

currently the leader in the cosmetics industry. We will hold that position with our campaign. We also plan to increase the national sales of CoverGirl cosmetics by 10% by the end of August.

Advertising

We plan to do this by advertising to our current consumers, and to reach more women. Our goal is to reinforce CoverGirl cosmetics with our current customers and to use those costumers to reach more women. We plan to do this with a print campaign used in national fashion magazines such as Marie Claire, Elle, and Cosmopolitan, and a parallel Television Campaign aired on Network television stations, as well as entertainment television networks. We will continue to use celebrities to promote our product, however, we will hold events where fans can meet these celebrities, and learn more about CoverGirl cosmetics.

Creative Strategy

Cover Girl has a unique creative strategy. They use magazine advertisements, television commercials, and online like most make-up brands do. But what makes them unique is their new and innovative advertising methods.

CoverGirl uses America's Next Top Model as a vehicle to promote their brand. Cover Girl backs the television show and in return they use the sponsorship to introduce new lines (Neff, 2005.) On each cycle of America's Next Top Model (ANMT), the winning girl is presented with a \$100,000 contract with Cover Girl Cosmetics. Because of this sponsorship, during the show the make-up artists use Cover Girl make-up at each photo shoot. As well, typically the models will do an advertising campaign or some other sort of promotion during the course of the show. Cover Girl being on ANTM has helped them broaden their company and introduce new products.

Cover Girl is pushing their magazine advertisements to the next level too. Cover Girl has been the leading advertiser in teen magazines for many years (Neff, 2005.) In each Cover Girl advertisement they feature a new 'Cover Girl.' These women range from pop stars to celebrities to talk show hosts, to

winners of ANTM. Each advertisement has either a full body shot of a head shot of the model, in front of



typically a plain background. The product is then added in along with text describing the product. The ads are typically teen to young adult oriented. The ads started out with the CoverGirl always smiling and warm and bubbly but in recent ads they have gone towards more of an edgy look for the CoverGirl.

As well, CoverGirl releases television commercials featuring the 'Cover Girl.' The commercials are relatively short and to the point. They typically feature the girl telling you exactly what the make-up product will do for you and how to use it. Each CoverGirl shows confidence in herself and the product.

As well CoverGirl uses online interactive media. Right now on the CoverGirl website they are featuring a quiz to find the perfect make-up shade for you called "Color Match." The Color Match process comes in four steps. First you chose the shade family that you believe flatters you most. Then you take three short quizzes asking you questions about your face, eyes, and lips. After you take the short quizzes, CoverGirl shows you a few products that would work best from your results. This is just one of the various ways CoverGirl uses interactive media (covergirl.com).

Media Objectives

Target Selection

Consumers of CoverGirl include women from every lifestyle and diverse backgrounds. As stated on their website, "CoverGirl makes it easy, breezy, and beautiful to be yourself."(Procter & Gamble,

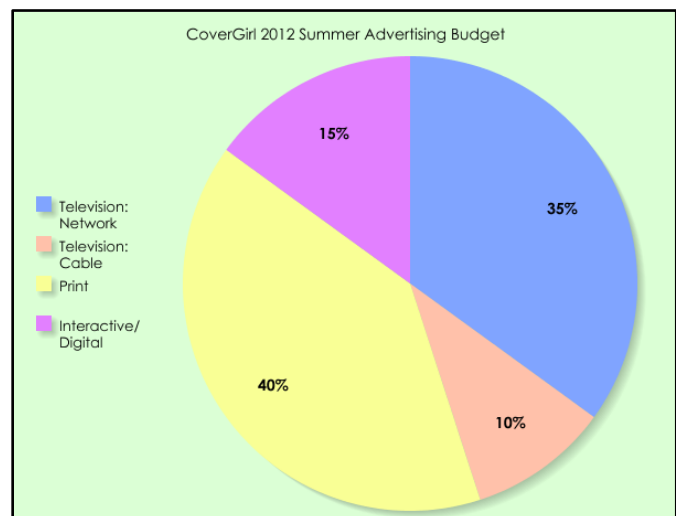
2012), CoverGirl Blast promotes an energetic, fun, bold and creative ways of standing out, “giving women the confidence to be bold, brilliant, and beautiful” (Procter & Gamble, 2012.) We are aiming at developing our marketing plan to specifically target women ages 18-34 in the middle class. These women are young and edgy, they use bold eye shadows and larger than life eyelashes, and this target audience isn’t scared of a little color.

According to MRI and SMRB data, we see that women between the age of 18 and 54 are most likely to use cosmetics with an index number of 163. Out of these women we can extrapolate that the younger portion of this demographic will be purchasing cosmetics along the line of CoverGirl, specifically the CoverGirl Blast collection. This is because their average income is less than those in the older demographic.

Overall Media Budget

According to Advertising Age online, in 2009 CoverGirl’s advising budget was 50 million. (Neff, 2009) We will recommend a 30 million budget from April through August 2012. This is because since 2009 we expect that the budget has increased. We plan to spend about half of the overall budget on the summer months, because we believe that women buy makeup year round.

We plan to spend 40% of our budget on print advertising. Magazines are a good way to specifically target particular groups, because they allow for specific audiences to be targeted. For our television campaign we plan to spend 35% on Network television and 10% for cable advertising. Television has proven to be a successful form of advertising in the cosmetic industry. Out of CoverGirl’s 2009 budget they spent 10% on digital



advertising (Neff, 2009). We plan to increase the emphasis on digital advertising and a lot 15% of our budget to digital. This is because it is clear that the emphasis on internet advertising is growing every day, and it is proven that CoverGirl's online advertising has grown their sales greatly.

We plan to focus more of our budget on the first two months of the schedule, April and May, and less on the later months, June, July, and August. This is due to the fact that women begin buying their spring and summer makeup when the temperature begins to rise, and for most places that is around April and May.

Target Coverage

We plan to run our schedule during the spring and summer months, beginning in April and running through August. We plan to obtain an overall national reach of 80% through to first two months. We expect an average frequency of 4. For our spot areas are goal reach is also 80% with an average frequency of 4. Following the first two months we plan to relax our plan and maintain a national reach of 70% with an average frequency of 3. Our spot goals will be the same with a reach of 80% and an average frequency of 3. We are confident that our media schedule will be successful in our target coverage.

Regionality

Our schedule will run a national and spot campaign. Our spot campaign will be run in metropolitan areas. These cities will be New York City, Chicago, Los Angeles, Boston & Atlanta. To select these cities, we looked up the top ten markets in the US and choose to target the five with the highest BDI. We also believe that while the women in these cities value makeup they are not wealthy, so the reasonable prices of the CoverGirl Blast Collection will cater to their demographic.

Seasonality

In looking at the seasonality of running CoverGirl ads, there will not be much of a difference from season to season, because women wear makeup all year. The main difference in our schedule will deal with the colors of the makeup. Since we are running our schedule from April to August in the summer months, we will be promoting our spring and summer colors. If our schedule were to reach to

Fall and Winter we would promote those colors at those times. We would also give a little more weight to our ads in the holiday months (November and December) seeing as it is gift giving season, and a substantial party season where people will be wearing more dramatic makeup. However, for our schedule we will not have any major seasonality concerns.

Media Strategy

Media Mix

- *Target Audience Use of Media Class (Quintile Ranking)*

After looking at quintile analysis we have determined that magazine, online, and primetime television would be our best vehicles for advertisement.

To start off, quintile one for magazines has the highest number of projected CoverGirl users out of all the magazine quintiles and all the different media vehicles, at 8,843,000. As well, quintile one for magazines has an index of 121, meaning that quintile one is 21% more likely to use CoverGirl compared with the overall population.

Quintile one for primetime television has the highest number of projected CoverGirl users out of the five quintiles for primetime television, at 5.344. The index for quintile one is 109, meaning that quintile one is 9% more likely to use CoverGirl compared with the overall population.

Lastly, quintile one for Internet has the highest number of projected CoverGirl users out of the five quintiles for Internet. The index for quintile one is 140, meaning that quintile one is 40% more likely to use CoverGirl compared with the overall population.

- *Advertising Objective*

Our advertising objective will be best met through television, print, and online interactive media. We will not be using radio, newspaper, or outdoor, because they would not be advantageous for us.

We will use television advertisements because there is a mass coverage, a high reach and the impact of sight, sound, and motion. With the way the make-up looks on the customer being the most important aspect of it, we must use a visual medium.

We will use magazine advertisements because of the high quality reproduction, longevity, and again the visual aspect of it. We will use online interactive media because of the user attention and involvement and in interactive relationship.

We will not use radio because it is not a visual medium. We will not use newspaper because of the poor reproduction quality and because our target audience will not read the newspaper enough to make it effective. We will not use outdoor advertisements because of the poor image and the short exposure time.

- *Creative Constraints*

Seeing that the CoverGirl Blast Collection is a makeup brand, it is clear that it will translate to the viewer best through visual forms of advertising. Television will work well because the makeup will translate using the visual and audio components of the medium. Within print, magazines will work best because of the vivid colors, giving the Covergirl the best look. It would not be successful to run Covergirl print ads in the newspaper because the print quality is poor and would not show the product well. Finally online interactive advertising will work well with CoverGirl because the computer screens will show the colors of the makeup wonderfully.

- *Budget Constraints*

Our media schedule calls for placing ads in television, both network and cable. We also plan to use print advertisements in a number of women fashion magazines. We also plan to run advertisements on the Internet. We will allot the most money for television, because television advertising provides a high CPM, while it costs more it reaches the most people. We will allot a significant about of our budget to print magazine advertisement, while this is a more expensive medium it will allow us to target a specific demographic. We will also use interactive Internet advertising; this is both inexpensive and has proven to increase sales in CoverGirl's recent history (Neff, 2009).

Scheduling

Based on the seasonality, CoverGirl should use the pulsing pattern of scheduling which would allow for a heavier schedule in the first months and a steadier schedule in the remaining

three. This will promote the new summer colors and products, than continue with a less abrasive yet still active campaign. This pattern is used because that pattern requires there to be spending during the entire scheduling period, but the beginning months will require heavier spending. In CoverGirl's case, there will be spending during all four months of the media schedule, but April and May will receive more than others.

Reach, Frequency, Media Weight

The metropolitan areas will receive the most weights in our media plan. Our advertisements will be run in the spring and summer seasons, from the beginning of April to the end of August. Our target frequency for the spring and summer seasons will begin at 4 and level out to 3 following the initial months of our schedule. Our reach goal at the end of the campaign is 80%. In April and May, we will place two advertisements in each month's edition of the following magazines: Elle, Seventeen, Cosmopolitan, Vogue, and Marie Claire. In June, July, and August we will place one advertisement in each month's edition of the magazines. Through magazines we hope to obtain 30% of our reach. In April and May, we will place three advertisements per television show on E! Network, Bravo and Oxygen during primetime. On network channels we will place two advertisements per show during primetime. For June, July, and August we will place one television advertising per show during primetime on all the networks listed above. Through television CoverGirl wants to obtain 30% of the reach. Through our online interactive media CoverGirl plans to obtain the remaining 40% of the reach.

Implementation & Evaluation

Suggestions for vehicle selection for each selected medium

We will run our advertisement on a strictly print and television and interactive mediums. We will not be using radio seeing that a visual component is a huge selling point for CoverGirl Blast. We will run our print ads in magazines such as Elle, Seventeen, Cosmopolitan, Vogue, and Marie Claire. We will not be using Newspaper ads, we believe our target audience does not read the newspaper enough to make our ads effective and the poor quality will hurt the product. We will run our television ads on channels aimed

toward women, such as the E! Network, Bravo and the Oxygen Network as well as running them on network channels during primetime. For our interactive medium, we will run banner ads on websites such as Facebook, E! Online, as well as online versions of the magazines motioned previously. We believe that using these vehicles will increase our CPM.

Media Flow Chart

Flowchart

<http://mfpapp.mediaflightplan.com/reports/flowchart/19mbfosp...>

Student:	Priscilla Brooke
Professor:	Hyung-Seok Lee
Semester:	Spring 2012

CoverGirl Media Schedule
Media Planning 2012

Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across
Net TV-Prime • NBC • CBS • FOX • ABC • CW17 \$(000)				120 4437.0	120 4437.0	90 3327.8	90 3327.8	90 3327.8					GRPS: COST: 1
Net Cable-Prime • E! Network • Oxygen • Bravo \$(000)				30 809.0	30 809.0	20 539.3	20 539.3	20 539.3					GRPS: COST:
Magazines-Womens • Elle • Cosmopolitan • Seventeen • Vogue • Marie Claire \$(000)				90 864.3	90 864.3	40 384.2	40 384.2	40 384.2					GRPS: COST:
Internet-Target Sites • E! Online • Marie Claire Online • Elle Online • Facebook • Vogue Online \$(000)				50 1182.5	50 1182.5	30 709.5	30 709.5	30 709.5					GRPS: COST:
Spot TV-Prime \$(000)				20 288.3	20 288.3	20 288.3	20 288.3	20 288.3					GRPS: COST:
Spot Cable \$(000)				10 61.9	10 61.9	10 61.9	10 61.9	10 61.9					GRPS: COST:
National Only-Area GRPS \$(000) Reach Avg. Freq.				289 7293.1 82.7 3.5	289 7293.1 82.7 3.5	179 4960.8 71.0 2.5	179 4960.8 71.0 2.5	179 4960.8 71.0 2.5					GRPS: Cost: 2
Spot Only-Area GRPS \$(000) Reach Avg. Freq.				29 350.2 25.4 1.2	29 350.2 25.4 1.2	29 350.2 25.4 1.2	29 350.2 25.4 1.2	29 350.2 25.4 1.2					GRPS: Cost:
Plan Total GRPS \$(000) Reach Avg. Freq.				319 7643.3 86.1 3.7	319 7643.3 86.1 3.7	209 5311.1 77.5 2.7	209 5311.1 77.5 2.7	209 5311.1 77.5 2.7					GRPS: Cost: 3

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