



Fiji Water Media Plan

Kevin Jones, Aliyah Pettway, Zofia Powell
ADPR 3120
Dr. Read

Executive Summary

Executive Summary

Fiji water has been a premier bottled water brand in the United States and across the world throughout the 21st century. Positioning itself as a natural and pure non-flavored bottled water option, Fiji has remained in the cultural zeitgeist by its continued position as a luxury option. Bottled water as a category has continued to excel over the last 5 years, with a 12-15% annual growth overall. Fiji must act to keep up with this growth by engaging in new, systematic, targeted media buying and advertising campaigns.

Fiji's marketing objective is to increase sales by 20% from \$690.3 million to \$828 million in the calendar year 2019. By December 31, 2029 Fiji plans to achieve a national distribution of Fiji water of 80% of US food, local and regional sports venues, and increase national distribution by 15% annually. Our Advertising objective is to increase the perception of Fiji water by 30% as a naturally sourced and organic product. We want consumers to know it has nothing artificial contained in the water and that is organic.

Our target audience is men and women ages 18-44. We are targeting people who favor organic beverages, are eco-friendly and are frequent users of social media.

Our national advertising campaign will last 12 months starting in January of 2019. We will have a budget of \$28 million to increase sales and brand awareness. Some of this will be set aside to our highest BDI/CDI markets for tentpole events. 25% of our budget will be going towards digital advertising to boost both reach and frequency and increase brand awareness and minimize the competition.

We want to achieve a continuous messaging strategy of 4-6 communication points per advertising period with a higher frequency of 7-9 in the summer months. We will focus our advertisements on areas of the Northeast and South because they have proven to be the highest purchase index.

We are choosing to focus the majority of our campaign in the summer months particularly May-September to maximize our target audience being reached by this campaign. This is the biggest time for Fiji sales. A high percentage of this target reads magazines and enjoys sports and shopping. So we will increase our advertisements around these areas as well as add product placement especially since it worked so well for Fiji's campaign in 2018.

We have chosen to have our tentpole events during the San Francisco International Film Festival, the AJC Road race in Atlanta, Georgia and Lollapalooza in Chicago, Illinois. These tentpole events will increase our brand awareness among our target audience because they are high end locations with lots of reach potential and the popular locations gives us freedom to be creative with the campaign.

After completing the Media Flight Plan flow chart, we believe that we will reach our marketing and advertising objectives because we are consistently targeting the audience while also remaining within our \$28 million budget.

Situation Analysis

Company

David Gilmour founded FIJI Water under original name Natural Water of Viti Ltd. in 1996. In 2004 *Roll Global* acquired FIJI Water for \$50,000,000. *Roll Global* also owns high end drink brands like Teleflora, POM Wonderful, as well as several California wineries. Although *Roll Global* is no longer in existence Fiji water has continued to do exceedingly well. Fiji water's main point they want to get across to consumers is that it is "Earth's finest water", and that "it all begins with a cloud". They want consumers to buy because they know it is the finest water to be bought. Fiji even goes further to tell consumers where they get their water. On their website they make it easy for anyone to move through their website and discover more about where their water came from and to give more justification to their slogan. By showing consumers that is is "16,000 miles from the nearest continent" further aids their concept of "Earth's finest water". Fiji is now the number one imported bottle of water in the US, and is used and enjoyed in over 60 countries around the world. The company also pairs with different organizations to make a "positive change" around the world.¹

Market description

Category sales have been growing exponentially since plastic bottles became popular in the 1980s throughout retail store shelves. Bottled water has grown into a global commercial beverage category despite environmental concerns. Since becoming the second largest and most popular beverage category in the US, bottled water has become innovated, competitive, high in profit margins, and a great source of widespread marketing promotions. Bottled water achieved total sales revenues of \$16 billion last year in the US alone. The market trends for bottle water is that is mainly bought in bulk and at mass retail outlets such as Trader Joe's, Walmart and Amazon.² Since 2014 the demand for bottled water has increased and bottled water companies'

¹ <http://www.fijiwater.com/company.html>

² <https://martinroll.com/resources/articles/branding/fiji-water-exotic-water-brand/>

revenue has increased. In 2017 the revenue for the bottled water industry was roughly \$18.6 billion in contrast to in 2014 which was significantly lower.³ In addition, according to the Beverage Marketing Corporation (BMC) the volume of total bottled water increased from 11.8 billion gallons in 2015 to 12.8 billion gallons in 2016.⁴ An entire one billion gallons in one year.



Product positioning

The product is unique because of the location. It has the essence of pure, innocent H₂O. FIJI positions themselves as “Earth’s finest water” including the idea of being untouched by man. The uniqueness comes in the exclusivity and the high end impression FIJI carries. FIJI is naturally sourced and is one of the few bottled water companies that would meet all requests of even the most picky consumer - those who find themselves buying organic and all natural foods and beverages.⁵

Competition

The main competition comes from carbonated soft drinks, energy drinks, carbonated and flavored water, and other non-carbonated waters. Bottled water sales have recently topped soda sales for the first time. Americans now drink more bottled water than all soda brands combined. Advertising is moving towards all natural and non GMO options, continuing the trend of health focused drinks and organic options for beverages. Since it is more of a trend to purchase “health-conscious” water, Fiji knocks out a lot of the competition by advertising how

³ <https://www.statista.com/statistics/290547/revenue-of-bottled-water-production-in-the-us/>

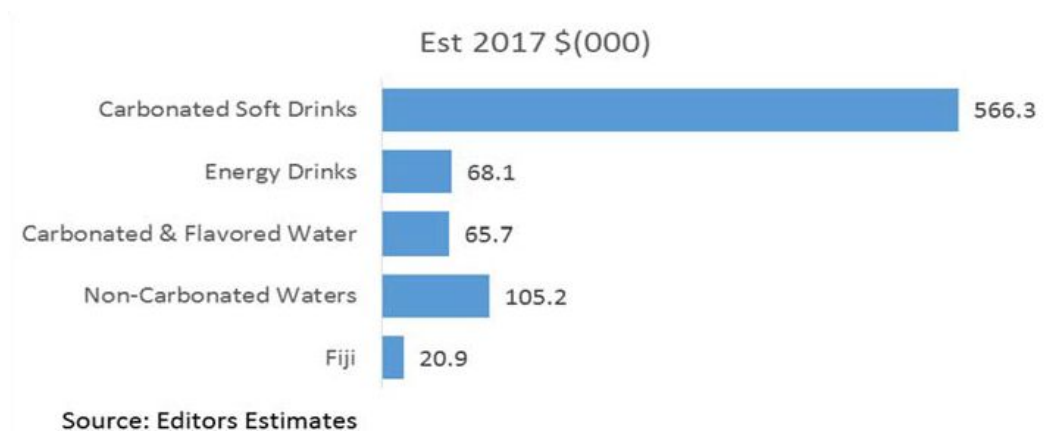
⁴ <https://www.bottledwater.org/economics/bottled-water-market>

⁵ <http://www.fijiwater.com/company.html>

organic it is. Fiji makes all of their information available about where the water comes from and how they make it which is more than competing companies can say. Other brands of bottled water such as Dasani focus mainly on twitter and social media for the majority of their advertising and do not elaborate on where their water comes from. They focus mainly on the taste and the feeling of the water rather than the origins.⁶

Competitive spending analysis

Competitive spending chart



ADVERTISER	Year	B-to-B	Cable TV	Int Display	Int Search	Local Radi	Magazines	Mobile W	Natl Spot R	Network TV	Online Vide	Outdoor	Spot TV	Syndication	Grand Total
Aquafina	2016	0	3,227.80	6.2	0	12.8	0	7.6	0	645.1	0	0	3.6	0	3,903.10
Crystal Geyse	2016	0	0.00	0	0	0	0	6	0	0	6.4	0	2,917.20	0	2,929.60
Dasani	2016	0	0.00	0.3	0	0	0	0.2	0	0	0	622.9	0	0	623.40
Evian	2016	15.2	36.80	0.5	0	0.7	0	0	0	218.4	0	0	0	0	271.60
Fiji	2016	0	5,560.60	102.2	92.4	0	3,485.60	50.1	0	1,144.00	1.7	56.1	4.9	567.3	11,064.90
Glaceau	2016	0	0.00	174.5	22.4	0	6,922.00	113.1	0	0	9.6	1,798.80	0	0	9,040.40
Midas	2016	0	0.00	0	0	0	0	0	0	0	0	2,052.30	0	0	2,052.30
Nestle	2016	0	0.00	439.3	299.9	13.1	120.1	692.9	93.6	0	27.2	135.1	0	0	1,821.20
Propel	2016	0	11,990.60	70.3	0	0	5,611.20	6.3	0	0	1.4	0	211.4	0	17,891.20
total		15.2	20,815.80	793.3	414.7	26.6	16138.9	876.2	93.6	2007.5	46.3	4665.5	3137.1	567.3	

⁶ <https://www.coca-colacompany.com/brands/dasani>

SOV for 2016

ADVERTISER	B-to-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot f	Network TV	Online Video	Outdoor	Spot TV	Syndication
Aquafina	0.00%	15.51%	0.78%	0.00%	48.12%	0.00%	0.87%	0.00%	32.12%	0.00%	0.00%	0.01%	0.00%
Crystal Geyse	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	13.82%	0.00%	92.99%	0.00%
Dasani	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	13.35%	0.00%	0.00%
Evian	100.00%	0.18%	0.06%	0.00%	2.63%	0.00%	0.00%	0.00%	10.88%	0.00%	0.00%	0.00%	0.00%
Fiji	0.00%	26.71%	12.88%	22.28%	0.00%	21.59%	5.72%	0.00%	57.00%	3.67%	1.20%	0.16%	100.00%
Glacéau	0.00%	0.00%	21.99%	5.40%	0.00%	42.89%	12.91%	0.00%	0.00%	20.73%	38.56%	0.00%	0.00%
Midas	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	43.99%	0.00%	0.00%
Nestle	0.00%	0.00%	55.38%	72.32%	50.00%	0.74%	79.08%	100.00%	0.00%	58.75%	2.89%	0.00%	0.00%
Propel	0.00%	57.60%	8.86%	0.00%	0.00%	34.77%	0.72%	0.00%	0.00%	3.02%	0.00%	6.74%	0.00%
total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Media Mix for 2016

ADVERTISER	B-to-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot f	Network TV	Online Video	Outdoor	Spot TV	Syndication	Grand Total
Aquafina	0.00%	82.70%	0.16%	0.00%	0.33%	0.00%	0.19%	0.00%	16.53%	0.00%	0.00%	0.09%	0.00%	100.00%
Crystal Geyse	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	0.22%	0.00%	99.58%	0.00%	100.00%
Dasani	0.00%	0.00%	0.05%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	99.92%	0.00%	0.00%	100.00%
Evian	5.60%	13.55%	0.18%	0.00%	0.26%	0.00%	0.00%	0.00%	80.41%	0.00%	0.00%	0.00%	0.00%	100.00%
Fiji	0.00%	50.25%	0.92%	0.84%	0.00%	31.50%	0.45%	0.00%	10.34%	0.02%	0.51%	0.04%	5.13%	100.00%
Glacéau	0.00%	0.00%	1.93%	0.25%	0.00%	76.57%	1.25%	0.00%	0.00%	0.11%	19.89%	0.00%	0.00%	100.00%
Midas	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Nestle	0.00%	0.00%	24.12%	16.47%	0.72%	6.59%	38.05%	5.14%	0.00%	1.49%	7.42%	0.00%	0.00%	100.00%
Propel	0.00%	67.02%	0.39%	0.00%	0.00%	31.36%	0.04%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	100.00%

The competitive spending analysis indicates that Propel is the biggest spender spending \$17,891,200 (2016) with majority of their spending being in Cable TV (67.02%) and Magazines (31.5%). Fiji came in as the second biggest spender, spending \$11,064,900. FIJI had heavy spends in Cable TV and magazines spending 50.25% and 31.5% of their budgets on these media channels respectively.

In 2016, Fiji water was the only company to use syndicated advertising.

Seasonality

Summer is the biggest time for FIJI sales, particularly May - September.

Geography

In addition to consumer desires, weather, and availability, taste and quality of local tap water also affect consumption.

BDI/CDI

Cities:	POP	%POP	Cat Sales	% Cat Sales	CDI	Brand sales	% BS	BDI
Los Angeles	13,287.40	5.5	6,214,733.40	6.2	112.7	92,854.10	6.3	115
Dallas	4,787.30	2	2,103,035.50	2.1	110.5	31,582.90	2.1	110.5
Chicago	7,813.10	3.2	3,348,254.30	3.3	103.1	45,121.30	3	93.8
ATL	4,379.00	1.8	1,927,637.60	1.9	105.6	28,209.10	1.9	105.6
DC	4,714.00	2	2,040,258.40	2	100	30,429.30	2.1	105
Cleveland	3,365.60	1.4	1,312,861.40	1.3	92.9	14,587.50	1	71.4
Boston	5,335.40	2.2	2,243,867.80	2.2	100	28,719.60	1.9	86.4
Detroit	4,199.30	1.7	1,732,057.50	1.7	100	18,945.20	1.3	76.5
Philly	6,494.10	2.7	2,760,281.00	2.7	100	32,083.60	2.2	81.5
NYC	17,488.10	7	7,605,376.60	7.6	104.1	104,312.90	7	95.9
totals					1028.9			941.6

From the BDI and CDI chart it is shown that overall in the cities combined that water bottle category is doing better than the Fiji the brand. Except for in cases where like in LA the city has both high CDI and BDI meaning that there is high market share and high market potential. The lowest BDI is in Cleveland and it has a higher CDI meaning there is lower market share but higher market potential. In Detroit there is the biggest gap in the BDI and CDI. The CDI in Detroit is much higher at 100% which means the brand awareness is not high in Detroit but water bottles in general are doing well in the market.

Purchase patterns

Mostly purchased in mass retail outlets like Trader Joes, Safeway, Walmart, C-Stores, and Amazon rather than local supermarkets or convenience stores. Also popular at public areas like Boston's Seaport Neighborhood, the Chicago Loop, and Mission Beach umbrella stands (San

Diego). When purchasing from stores like Walmart or Amazon consumers are likely to buy in bulk while those who purchase Fiji at public spaces/sporting events are more likely to purchase buy one-two bottles at a time.⁷ Fiji is also most likely to be purchased by employed individuals so most purchases likely occur outside of the average 9-5 Monday through Friday.

Pricing

High price compared to others in the category. Seen as a luxury water brand. Consumers willing to pay for the quality and health considerations.

Consumer promotions

Fiji does very little traditional advertising. In fact, the brand did not release their first TV ad until 2015 when they released the \$30 million dollar campaign, “Untouched”. The goal of this campaign was to tell the story of Fiji water and remind consumers that water does actually come from Fiji. Since Fiji was already the number 1 premium water bottle company in the US this sharpened their image even more. Fiji is not known for traditional advertisement because they use two specific media strategies: product placement and building relationships. By using product placement Fiji has a noticeable and memorable brand. They have been able to leverage themselves enough to when take on social and economic issues. For example, during the Golden Globe Awards on 7 January 2018, it pledged to donate USD 1,000 (up to USD 100,000) for every photo of a celebrity drinking Fiji Water, to the American Film Institute’s Directing Workshop for Women.

⁷ <https://martinroll.com/resources/articles/branding/fiji-water-exotic-water-brand/>

Advertising period

End of first calendar year for brand recognition; 12-month campaign beginning January of 2019.

Budget

\$28 million for marketing/advertising purposes to increase sales and brand awareness, at least

25% should be used in digital media

SWOT Analysis

Strengths

- Visually appealing packaging
- Considered “elite” because promoted by celebrities and shown in movies
- Consumers perceive brand as environmentally friendly
- Perceptions of high quality

Weaknesses

- Higher price compared to some other brands
- Hard to keep consumer prices up
- Lower concentration of minerals compared to other mineral water
- Not easily found in bulk packaging

Opportunities

- “Environmentally friendly” trending now
- Consumers more frequently want to consume “elite” water
- Current cultural aesthetics match brand identity of Fiji water (social media)
- Consumers who follow celebrities and icons and drink this water

Threats

- Current zeitgeist favors startups and smaller companies
- Brands that sell in bulk
- Mineral water brands with higher health benefits

- Brands with lower prices
- Perceptions of Fiji as harmful company⁸

⁸ https://www.huffingtonpost.com/peter-h-gleick/fiji-water-when-environe_b_789503.html

Target Audience

Target Audience Size

The target audience is men and women ages 18-44. The size of the audience is 116.2 million. This number describes the number of men and women in this age group who have bought non-flavored bottle water in the past 6 months.

Age Range

The age group of people ages 18-44 are 6-13% more likely to buy bottle water. They are also 20-58% more likely to buy Fiji water. To be even more specific the age group 18-24 have the highest percentage above the average (which is 13%) that buy non-flavored bottled water. This same age group is also 59% above average to buy mainly Fiji water. Overall the age groups 18-24, 25-34 and 34-44 are above average and thus more likely to buy non-flavored water in the past 6 months. They are also heavy users of non-flavored bottled water, use Fiji in the past 6 months and mainly just use Fiji water. With these statistics we will be mainly focusing on the age group 18-44.

Attitudes

MRI data indicates that 52.2% of people who buy products based on the quality and not the price have bought non-flavored bottled water in the past 6 months. 53.3% of people who shop to relax also have purchased bottled water in the past 6 months. 51.2% of people who tend to make impulse purchases have purchased non-flavored water. Due to this data, Fiji will target men and women who while enjoying shopping, often make

impulse purchases during their shopping experience, and focus on quality of a product rather than price.

Activities

62.6% of people who have purchased clothing at a Forever 21 in the past 3 months have also purchased bottled water. 61% of the target audience have purchased products in Ulta. 61% of people who have participated in volleyball in the past year have also purchased non-flavored bottled water. Walmart and Target are the most popular department stores being shopped at by our audience in the past few months. The most common leisure activity being dining out.

Media Usage

90.3% of bottled water buyers also have internet at home. Surprisingly the most popular form of media is FM radio, with 75.9% of bottled water buyers listening to it. The most popular form of social media is Facebook and the most popular publication format is Hearst magazine.

Our target audience is made up of well educated, quality conscious, upper-middle class, and health conscious people anywhere in the mid 20s - early 40s. Whether they just finished up their degree and moved to New York for the first time, or are shuffling their kids to volleyball practice before meeting friends for dinner, these consumers know what they want to buy, and are willing to pay for it.

Objectives

Marketing Objectives

During calendar year 2019:

Increase sales by 20% from \$690.3 to \$828MM (Bottled water sales are growing at 12-15% annually -- this goal reflects the category trend while also seeking to gain market share)

Increase participation in “Fiji taste me” test events by 20%

By December 31 2029:

Achieve national distribution of Fiji bottled water of 80% of US food, local and regional sport venues -- increase national distribution by 15% annually

Advertising Objectives

During the 2019 calendar year:

Differentiate Fiji Water from competitors by increasing perception of Fiji Water by 30% as a naturally sourced and organic product (i.e., no artificial sweeteners/flavors/colors, GMO free and organic)

Media Objectives

Target audience: As defined by the target audience, the focus of our media reach and most important target is adults ages 18-44. Considering the majority of buyers will fall on the older range it is important to focus our advertisements on men and women 35-44, most of our spending and media weight will go to this group. Our secondary target will be men and women ages 18-34, as they still also show an above average likelihood to purchase non-flavored water and Fiji Water in particular.

Rationale: MRI data shows that consumers with an average household income of \$100,000+ have a higher likelihood of purchasing Fiji Water. Similarly those who consume media like Huffington Post, NBCNews, and NYTimes also have a much higher purchase index for Fiji Water. Those who enjoy sports media like NBA, NBCSports.com, NFL platforms, and are more likely to use Fiji as their primary non-flavored bottled water of choice. Our target market analysis also shows that those who enjoy shopping for pleasure, showing off their homes to others, living a lifestyle to impress others, looking to attain high social status, have an appreciation for fine art, and rely on brand name are all likely to have Fiji Water as their primary choice of bottled water. Using this information we would choose to buy media and engage the target audience through high end retail and leisure magazines as well as health and wellness media outlets, FM radio spots, and television spots during sporting events. The Mid-Atlantic region of the United States has a slightly higher likelihood of having Fiji be the primary bottled water choice, so a slight focus in media buying and advertising expenditure would be delivered. We would seek to maximize daily reach of these specific target markets. A

continuous messaging strategy of 4-6 communication points per advertising period, with a higher frequency (7-9) in the summer months will be effective in reaching our target audience. Our messaging will focus on areas of the Northeast and South especially as they have proven the highest purchase indexes.

Creative Brief

Brand Statement: As the number-one premium bottled water brand in the United States, FIJI Water is beloved for its soft taste, unique mineral profile, and iconic square shape.

Project background and problems: “FIJI Water was founded in 1996 out of the desire to share the earth’s finest water with the world. Today, it is available in leading hotels, fine restaurants, retail locations, as well as by direct delivery.” - FIJI Water, About Us. Goals of the campaign include increasing sales by 20% in the 2019 calendar year, increase participation in “Fiji Taste Me” test events by 20%, increase perception as an all natural, GMO free, organic, naturally sourced water option by 30%, and to gain 80% of national and local distribution by the end of 2029.

Target audience: Our target audience is adults aged 18-44 specifically. These adults have money to spend on a luxury water brand, having a household income usually over \$100,000. They enjoy shopping for the latest clothes at Forever 21 and the newest chic designer furniture from local boutiques and craftspersons. Once these parents bring the kids home from volleyball practice they enjoy an evening of sports highlights and getting their news from places like CNBC and NYTimes. They love impressing their neighbors with dinner parties and showing off their meticulously furnished homes. Functional and modern, but not over the top. Trendsetters in many ways, and always looking to differentiate themselves from those around them. Whether that means enjoying the newest health food bowl craze, joining the newest gym regimen, or priding themselves

on their most recent racquetball win, there is always a Fiji Water in hand to help them stay hydrated.

Competitors: Essentia Water, Dasani, Glaceau Water, Aquafina, Evian, Voss, carbonated beverage brands, flavored water brands

Primary Message: “On a remote Pacific island, 1,600 miles from the nearest continent, equatorial trade winds purify the clouds that begin FIJI® Water’s journey through one of the world’s last virgin ecosystems. As tropical rain falls on a pristine rainforest, it filters through layers of volcanic rock, slowly gathering the natural minerals and electrolytes that give FIJI Water its soft, smooth taste. The water collects in a natural artesian aquifer, deep below the Earth’s surface, shielded from external elements by confining layers of rock. Natural pressure forces the water towards the surface, where it’s bottled at the source, free from human contact until you unscrew the cap. Untouched by man™. Earth's Finest Water®.” - Fiji Water, About Us.

Fiji positions themselves as an all natural, artesian water choice. By separating themselves as the organic, all natural, GMO free, and most pure bottled water on the planet they aim to appeal to those consumers looking to be health conscious and feel proud of buying not only a high end and premiere bottled water, but a bottled water that will help them maintain a healthy and fruitful lifestyle.

Communication Channels: Luxury/general health/sport/fine art magazines, primetime TV spots (particularly during news and sports programs), social media like Twitter, Facebook, Instagram, and Snapchat, outdoor advertisements (event promotion, like football games, or climbing competitions, and billboards in urban city centers).

Media Strategy

Media Mix

Fiji Water should strive to increase their social media presence through platforms such as Facebook and radio presence through mobile efforts. They should continue also to increase their efforts through print ads in general interest magazines since the majority of our target market reads this.

Magazines

Advertising in magazines that are related to health, home and lifestyle, and entertainment will be ideal for reaching the target audience based on psychographics and demographics. Recommended publications include *Vanity Fair* and *Better Homes and Gardens*.

Vanity Fair

Vanity Fair is popular culture, fashion, and current affairs magazine that intends to provoke dialogue. *Vanity Fair* deals with topics related to politics, business, culture, fashion, and issues that affect society. The magazine has a total circulation of 1,176,572 readers. This will work for the target audience because readers of *Vanity Fair* tend to be of higher income.⁹

Better Homes and Gardens

Better Homes and Gardens is one of the best selling magazines in the United States and has a circulation of 7,624,910 readers. *Better Homes and Gardens* focuses on interests regarding homes, cooking, gardening, crafts, and healthy living. Consumers

⁹ http://snapshot.numerator.com/brand/vanity_fair

who are subscribed to *Better Homes and Gardens* are more likely to buy Fiji because they earn higher income and are interested in healthy living.

Social Media

Fiji does not have a strong social media presence compared to their competition and the use of social media platforms will lead to an increase in brand awareness and recognition. The focus will be on Facebook and Instagram because our target audience is active on these platforms. Additionally, we will have Snapchat filters at specific events that interest our target audience. Social media campaigns are great for word-of-mouth and comes with a relatively low cost.

Evaluation

In order to ascertain data related to the success of this campaign, post consumption surveys, focus groups, and digital surveys in relevant media will be conducted. These surveys as well as revenue changes will determine the efficacy of the \$28 million budgeted for this advertising campaign and media buy.

Media Flowchart

Fiji Water Final Project

Student	Kevin Jones, Aliyah Pettway, Zofia Powell
Professor	Glenna Read
Semester	Fall 2018

Target Demo: All Adults ages 18-49														
Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across	
Net TV-Prime	25	25	25	30	30	30	30	30	30	30	30	25	GRPS:	340
\$(000)	472.8	472.8	472.8	567.3	567.3	567.3	567.3	567.3	567.3	567.3	567.3	472.8	COST:	6429.7
Net TV-Sports	15	15	15	25	25	30	30	30	25	25	25	15	GRPS:	275
\$(000)	256.6	256.6	256.6	427.6	427.6	513.2	513.2	513.2	427.6	427.6	427.6	256.6	COST:	4704.1
Net Cable-Prime	25	25	25	30	30	20	20	20	30	30	30	25	GRPS:	310
\$(000)	248.1	248.1	248.1	297.7	297.7	198.5	198.5	198.5	297.7	297.7	297.7	248.1	COST:	3076.4
Net Radio-Morning Drive	30	30	30	40	40	25	25	25	40	40	40	30	GRPS:	395
\$(000)	85.1	85.1	85.1	113.5	113.5	71.0	71.0	71.0	113.5	113.5	113.5	85.1	COST:	1121.0
Magazines-General Interest	5	5	5	5	5	5	5	5	5	5	5	5	GRPS:	60
\$(000)	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.5	75.5	COST:	905.6
National Newspapers	3	3	3	3	3	3	3	3	3	3	3	3	GRPS:	36
\$(000)	133.4	133.4	133.4	133.4	133.4	133.4	133.4	133.4	133.4	133.4	133.4	133.4	COST:	1600.8
Digital National														
- Ad Networks - Run Of Network														
- Ad Networks - Demo Targeted														
- Video Networks														
- Publisher Video Sites														
- Social														
- Mobile	57	57	57	63	63	87	87	87	63	63	63	57	GRPS:	805
\$(000)	628.1	660.0	660.0	738.9	738.9	959.0	959.0	959.0	738.9	738.9	738.9	660.0	COST:	9179.8
National Only Area														
GRPS	160	160	160	195	195	200	200	200	195	195	195	160	GRPS:	2221
\$(000)	1899.6	1931.5	1931.5	2354	2354	2517.8	2517.8	2517.8	2354	2354	2354	1931.5	Cost:	27017.5
Reach	66.5	66.5	66.5	71.2	71.2	70.7	70.7	70.7	71.2	71.2	71.2	66.5		
Avg. Freq.	2.4	2.4	2.4	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.4		
Spot Only Area														
GRPS													GRPS:	0
\$(000)													Cost:	0
Reach														
Avg. Freq.														
Spot + National														
GRPS	160	160	160	195	195	200	200	200	195	195	195	160	GRPS:	2221
\$(000)	1899.6	1931.5	1931.5	2354	2354	2517.8	2517.8	2517.8	2354	2354	2354	1931.5	Cost:	27017.5
Reach	66.5	66.5	66.5	71.2	71.2	70.7	70.7	70.7	71.2	71.2	71.2	66.5		
Avg. Freq.	2.4	2.4	2.4	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.4		

Tentpole Events

San Francisco International Film Festival

The San Francisco International Film Festival will be held April 10-23, 2019. As the longest running film festival in the Americas, the SFIFF features a combination of cinema with culture and technology. This film festival represents an intersection of the target audience of a high end bottled water like Fiji. A vast majority of the 60,000+ annual attendees are affluent, well-educated, early product adopters, brand name loyalists, and nearly 80% represent our desired age group of 18-44 year old adults.

The pros for this event include the massive buzz that surrounds film festivals every year, and with SFIFF being one of the most prestigious in the country, having Fiji serve

as a presenting sponsor will give a massive boost to the overall awareness and positive high end association of the brand. In 2017 90% of surveyed partners rated their Festival experience as positive. These partners each made investments into the Festival to help their strategic messaging and an overwhelming majority saw a benefit from this. The 60,000+ attendees is also a pro for the event, with Fiji being a presenting sponsor the brand will be in the hands of each and every person. From research into similarly sized festivals, and festivals in the San Francisco area, becoming a major presenting sponsor would cost roughly \$250,000. This steep price would ensure a separation of Fiji from other beverage and service sponsors (a con of the event itself) and situate Fiji as the premiere brand.

AJC Peachtree Road Race

The AJC Peachtree Road Race is the world's largest 10-kilometer race and it has held that title since the late 1970s. The race takes place on July 4, Independence Day, annually. The event attracts around 60,000 participants so this will be a great opportunity to reach the target audience and gain new customers. The race attracts attention from all over the city of Atlanta which is important because BDI in Atlanta (105.6), is one of the highest out of all the markets for Fiji Water. The AJC Peachtree Road Race allows Fiji Water to be affiliated with one of the most well-known road races in the nation as well as reach tens of thousands of runners, walkers and fitness enthusiasts.

This would be a great event to reach the target audience because they earn higher incomes and are interested in physical fitness. It would be in the best interest of Fiji Water to set up tables during the road race and have banners along the race way.

Essentially, they should become sponsors of the event. Typically, this would cost around \$25,000, this is a good deal for Fiji and amazing brand exposure.

Lollapalooza

Lollapalooza is a world known music festival that happen every year in Chicago. In 2019, the event will be taking place August 1 – August 4. This is a festival that spans many days so there will be various opportunities for Fiji Water to advertise. They should have tables and tents set up throughout the festival so that they can hand out samples and other free merchandise.

This event will be perfect for our younger target audience who can afford tickets to Lollapalooza. People at this event will definitely be open to free things, especially water on a hot day in the summer. Reaching this demographic will generate buzz on social media and Fiji can have a Snapchat filter for the event. The event will cost around \$250,000 and will generate free advertising for Fiji.