

How to write marketing plans

Marketing Plan

GRAY'S
Cookies

Brand Vision: Be first to market with a new, exciting, growing, popularity and sales of a mainstream cookie. \$100 Million by 2024.

Analysis	Issues and Strategies	Execution Plans
<p>P&L forecast</p> <ul style="list-style-type: none"> Sales: \$30,385 Gross Profit: \$12,148 GM %: 39.7% Marketing: \$550 Contribution Margin: \$6,949 CM %: 23% <p>Drivers</p> <ul style="list-style-type: none"> Taste drives a high conversion of Trial to Purchase Strong Listings in Food Channels Exceptional brand health scores among Early Adopters. Highly Beloved Brand among niche. <p>Inhibitors</p> <ul style="list-style-type: none"> Low Familiar yet to turn our sales into loyalty Awareness held back due to weak Advertising Low distribution Low Purchase Loyalty <p>Risks</p> <ul style="list-style-type: none"> Launch of Mainstream cookie brands (Pepperidge Farms and Nabisco). De-listing 2 weakest skus weakened our in-store presence Legal challenge to taste claims <p>Opportunities</p> <ul style="list-style-type: none"> R&D has 5 new flavors in development. Sales Broker gains at Specialty Stores Use social media to convert loyal following. 	<p>Key Issues</p> <ol style="list-style-type: none"> Why is the priority choice for growth; find new ways to drive usage frequency among loyal customers? Where do we focus our efforts to increase awareness and share needs for Gray's? How will we defend Gray's against the proposed Q1 2014 "healthy cookie" launches from Pepperidge Farms and Nabisco? <p>Strategies</p> <ol style="list-style-type: none"> Continue to attract new users to Gray's Focus on increasing our share of the market and a presence in the mainstream Build distribution and defend our market to defend with consumers and at store level. <p>Goals</p> <ul style="list-style-type: none"> Increase penetration from 10% to 12%, specifically up from 15% to 20% with the core target. Monitor usage frequency among most loyal to ensure it stays stable. Increase share of the market from 30% to 42%, specifically 30% within the core target, increase our share from 15% to 20%. Close distribution from 62% to 72%. Hold dollar share during competitive launches. Grow 11% post launch gaining up to 1.2% share. Target zero losses at shelf. 	<p>Advertising</p> <ul style="list-style-type: none"> Use awareness to drive trial of the new Grays. Target "Proactive Preventers", Suburban working women, 30-40. Main Message of "great tasting cookie without the guilt, so you can stay in control of your health". Media includes 15 second TV, specialty health magazines, event signage, digital and social media <p>Sampling</p> <ul style="list-style-type: none"> Drive trial with in-store sampling at grocery. Co-sampling at specialty stores and neighborhood <p>Distribution</p> <ul style="list-style-type: none"> Support Q4 retail blitz with message focused on holding shelf space during the competitive launches. Q3 specialty blitz to grow distribution at key specialty stores. <p>Innovation</p> <ul style="list-style-type: none"> Launch two new flavours in Q4/15 & Q4/16. Explore diet claims, motivating and desirable. <p>Competitive Defence Plan</p> <ul style="list-style-type: none"> Pre Launch sales blitz to shore up all distribution gaps. At launch, heavy merchandising, locking up key ad dates, BOGO, TV, print, coupons, in-store sampling. Use sales story that any new "healthy" cookies should displace under-performing and declining unhealthy cookies.

Report Of Marketing Plan

D Kirk



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