

**MEDIA
PLAN
OF THE
YEAR
AWARD**



NESQUIK

THE PROBLEM

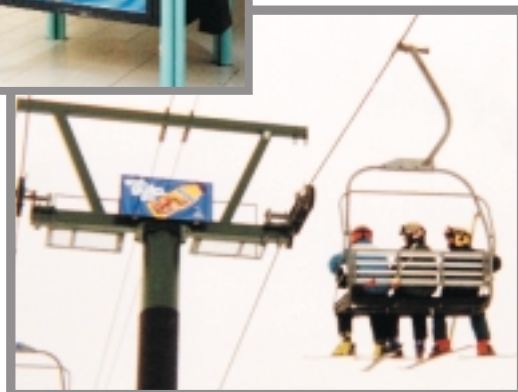
When Nestle introduced Nesquik Ready to Drink (RTD), it faced considerable challenges. The Nesquik RTD product was the latest entry into a competitive market vying for acceptance by perhaps the most difficult target to reach, males 12-24, a target that is always “on the go.” And even more daunting, Nesquik’s two major competitors historically outspent the brand in annual media expenditures.

SOLUTION

Devise an innovative media plan to overcome these challenges while leveraging the portability of the Nesquik RTD product to the mobile, male 12-24 market. Outdoor was considered an excellent medium to reach this “on the go” target.

When we set out to launch our new plastic bottle we had the challenge of not only reaching the 12-24 male target, but reaching them near where a majority of purchases were made—at c-stores. The plan combined traditional outdoor elements such as 30-sheets and 8-sheets with non-traditional elements such as wild postings, c-store posters, aerial media and wrapped buses to cut through the clutter. The outdoor program was extremely effective at visually demonstrating the benefits of our new bottle (grippability, gulpability and portability) to our target consumers. In the six months following the launch of the 16 oz. bottle, Nesquik consumption increased +111%!

– Reid Leslie
Nestle’ Nesquik
Marketing Manager
Nestle’ USA



Background:

Nesquik first appeared on America’s grocery store shelves in 1948. Since then Nesquik has been America’s #1 flavored milk, most recognized by the brand’s bunny icon touting the product’s great taste and easy use. After more than 50 years as a household name, it was time to contemporize the brand. The Nesquik RTD product was introduced in a convenient, fun, and resealable bottle perfect for today’s “on the go” lifestyle of its primary target, males 12-24. This target is considered one of the most elusive, cost-inefficient consumers to reach through media by many planners. In addition, Nesquik was at a significant disadvantage because Hershey’s and Ovaltine (two major competitors) historically outspent the brand on media and Nesquik entered the market following the introduction of Milk Dairy’s own “Chug” brand.

Objective:

The primary objective was to generate awareness and interest in Nesquik RTD among the target audience, ultimately leading to increased volume and share for the brand. In particular, recognizing that Nesquik RTD is primarily an impulse purchase, the media plan sought to maximize impressions close to the purchase decision.

Strategy:

Universal McCann was assigned the task of designing an innovative media plan to overcome the challenges faced by Nesquik RTD. To accomplish this the agency focused on the peripatetic behavior and lifestyle of males 12-24 and sought out the appropriate media to reach this target. The overriding goal of the media plan was to leverage the mobility of the target with the portability of Nesquik RTD.

Plan Details:

Outdoor served as the anchor of the media plan. Emphasis was placed on outdoor because it provided the strong visual communication necessary to promote the unique packaging of Nesquik RTD. Outdoor also offered ideal placement opportunities to intercept and match the lifestyle of the target audience. A wide variety of outdoor products were used based on availability within each market. Spot radio was used to support the outdoor plan in all markets and to help create buzz about the product.



The product rolled out in three phases in a total of 65 markets across the country. Phase one began in southeast markets in June 1999. Phase two stretched out to the western states in May 2000. Phase three reached the northern and eastern states in January 2001. The advertising was flighted according to the launch of the product in each market.

Thirty-sheet posters provided a base of coverage across all of the markets, (175 – 350 weekly GRPs). Placement of 30-sheet posters was skewed to reach the target audience near sport stadiums, shopping malls, parks, concert venues, schools, convenience stores and other recreational areas. Bulletins were used in a handful of markets to drive the product's message at key locations.

King size bus posters, transit shelters and interior car cards were used in key markets with expansive transit systems.

Wrapped buses and mobile billboards were used to provide support along key routes in select markets. The routes were selected to reach the target in active and heavily populated areas, for example the Pacific Coast Highway in Los Angeles, CA.

Convenience-store posters were utilized to reach the consumer just prior to their purchase decision. The c-store posters worked perfectly to reach the target audience since male teens are notorious for shopping at convenience stores.

The creative execution was customized to reflect the demographic composition of individual markets. For example, 8-sheet posters carried Spanish language copy to reach teens in a few markets with a prominent Hispanic population.

The media plan was enhanced via grassroots media and guerilla tactics. Aerial banners flew over Major League Baseball stadiums and beaches in key markets. Wild postings were splashed in hip and trendy areas in major markets. Even ads on ski lifts were used to reach the target audience while on the slopes.

Measurable Results:

- The introduction of the Nesquik RTD product beat all expectations.
- The product flew off store shelves.
- Nesquik RTD has been the driving product for category growth.
- In 2000, Nesquik RTD helped grow total franchise dollar volume by 16%. Milk modifiers (Hershey's, Ovaltine, etc.) only grew by 1.3%.
- Broad awareness of Nesquik's new packaging was achieved!



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