



Media Planning

INTRODUCTION

Krispy Kreme Doughnuts is known as an American doughnut brand which is famous for its signature—Original Glazed®. The brand is planning its first launch in Vietnam reaching target audience (TA) from the two cities: Hanoi and Ho Chi Minh City. With the budget of approximately ..., Krispy Kreme Doughnut intends to conduct a one year campaign in Vietnam, which aims to mark its first time appear in Vietnam market as well as to raise awareness and brand recognition. This proposal provides information and details about the media strategy, the chosen IMC tools and the relevant executions that are applied for the brand within one year running.

OBJECTIVES

1) Communication Objectives:

- ***Perception:***
 - Raise brand awareness among 70% of T.A in both Hanoi and Ho Chi Minh City within one year.

- ***Cognition:***
 - Gain brand cognition among 75% of T.A in both Hanoi and Ho Chi Minh City within one year.
 - Inform 70% of T.A in both Hanoi and Ho Chi Minh City that Krispy Kreme Doughnuts is the only doughnut brand provides Original Glazed doughnuts, within one year.

2) Action Objectives:

- Reach at least 25% of T.A in Hanoi and Ho Chi Minh City to try Original Glazed at least once in the first six months.
- Achieve 45 000 likes on Facebook page within a year campaign.
- Acquire approximately 2 000 visitors each week to the brand's official website in the first month of the campaign.
- Get at least 4 000 people among T.A participate in the photo contest, which is held on the first day of the campaign.
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STRATEGIC PLANNING

1) Profile The Identified Market

According to Chitty, Barker & Shimp (2008), an effective campaign always requires carefully researched plan, and one of the first key elements for a good plan is to identify a clear group of T.A. In this campaign, Krispy Kreme mainly focuses on a group of young generation aged from 18 to 24, both male and female. They have middle to high income or even at disposable level to spend on luxurious junk food and they are looking for some sacred moments with their beloved people. Word of mouth is very strong among this group of audience, they have the power to influence on other types of consumer as well. Therefore, it is essential to target this group as it is relevant for a brand new doughnuts brand in Vietnam.

2) Use The Relevant Media

In order to reach T.A, it is very significant for the advertisers to apply the relevant and suitable media outlet (Chitty, Barker & Shimp 2008). Accordingly, the four IMC tools such as: advertising, public relations (PR), sales promotion and Internet marketing will be applied to the campaign due to its effectiveness and its relevance for T.A.

▪ ***Advertising***

Regards to Phi (2013), Vietnam is ranked 8th among 10 countries that believe in advertising and there is approximately 75% of Vietnamese consumers trust in

this IMC tool. Moreover, there are various means of advertising that is accessible to T.A.

- The first means of advertising is TV for the TVCS. BBG (2013) points out that 96% of Vietnamese people who live in big cities have televisions in their own houses and about 80% of whom watch TV quite weekly. It means that TV is popular in Vietnam. Hence, it is easier to approach a large scale of audience at once by applying this media channel.
- Secondly is the advertising for mobile phones. There is about 77.6% of Vietnamese people claim that they own mobile phones (BBG 2013). Furthermore, 46% of those among the mobile phone users are young adults and 77% of them say they use social media many times per day. The other 13% use social media only one time a day. Meaning, there is 90% of mobile phone users use social media everyday and it proves that advertising for mobile phones is an effective method to reach T.A.

- ***PR***

Many organizations and companies prefer PR as it not only helps wide spread word-of-mouth effects but also creates good images for the brand (The Gioi Thuong Hieu 2013). Facebook is considered to be one of the most effective platform for PR. Allin1Social (2014) indicates that more than 73% of Vietnamese Facebook users are about 18 to 35 years old. Not only do they use mobile phones but also computers to get access to Facebook. There are about 52% of them going on Facebook multiple times per day and another 16% only access to Facebook once a day. All the numbers show that Facebook is a crucial media channel that has to be utilized in this campaign.

- ***Sales Promotion***

According to Vietnam News (2013), sales promotion is an approach that boosts decisions of purchasing and also raises the profits. Plus, Nielsen (2009) says that

there is 69% of Hanoi people and 52% of Ho Chi Minh people response that they want to purchase products that are on promotion. Therefore, it is an effective and relevant IMC tools that can help grab the audience's attention.

- ***Direct Marketing***

Direct marketing through emails is a great means of approaching the T.A and it has turned out to be a usual tool due to its immediate use as it sends the messages to the right subjects in a calculated time. Though it is not really an effective way, it is cheap and fast to keep on maintaining the database (Vinaresearch 2013).

3) Achieve Communication Synergy

According to Chitty, Barker and Shimp (2008), in order to achieve communication synergy in a campaign, every IMC tools should speak with a single voice. In this case, Krispy Kreme wants the T.A to pursue their own imagination, creating their very own doughnuts that represent themselves or represent their own country. The campaign aims to raise the awareness among the T.A and position Krispy Kreme Doughnuts as a colorful brand that will bring happiness and joys to people. They can express themselves in many way and they can be whoever they are with Krispy Kreme. Throughout the campaign, the image of colorful Mr. & Mrs. Doughnuts will be used as mascots of the brand. Moreover, the IMC tools used will all spread the same message in order to achieve the communication synergy.

4) Build Customer Relationship

It is very important and necessary for the brand to build strong relationships with its customers. Especially, for a new brand like Krispy Kreme Doughnuts in Vietnamese market. By doing this, it not only helps to measure the success of the campaign but also helps to build customer loyalty and repeat purchase (Chitty, Barker & Shimp 2008).

In this case, Krispy Kreme Doughnut keeps in touch with its customers via social media channels on daily basis and sends them updated information via emails if they wish to when they sign up. Besides, the campaign also makes the customers feel more engaged with the brand by using guerilla advertising and creating contest and events.

5) Influence The Target Market's Behavior

Finally, the aim of using ICM tools is also about achieving positive influence on T.A's behavior (Chitty, Barker and Shimp 2008). In this campaign, it does not just focus on making T.A try the products of a brand new brand in Vietnam but also, it intends to create awareness among T.A as well as to make them aware of the brand's personality and ultimately enhance positive attitudes towards the brand. In addition, another goal is to make the customers give recommendations to their friends or family about the quality and the experience they have gained after trying the products from the brand.

CREATIVE WAYS TO CONNECT

Krispy Kreme Doughnuts' brand personalities are happy, creative and colorful and those are what the concept concentrates on. These images will go through the whole campaign in various medium and channels and they will speak with friendly, hilarious and happy tone of voice.

1) Advertising

▪ ***Teaser***

There will be two personified colorful doughnuts named Mr. & Mrs. Doughnuts. Especially, Mrs. Doughnuts is wearing "non la", which represents Vietnamese women. They will both appear in the opposite sides of the TV screen, each one of them holding a letter "K" (two letters "K" represent Krispy Kreme Doughnuts) and they will gradually dance closer to each other. Then there will be a tagline underneath: "Guess who is coming to town?" with a link of the official Facebook page and the hashtag #whoisKK. This will grab people's attention, make them curious and eventually they will guess about the brand.

▪ ***Mobile Advertising***

There will be some pop up advertising for smart phones using application such as Viber, Zalo, and Foody for details and information about the brand and its coming to Vietnam. Those are relevant applications because they concentrate on the same group of T.A.

- **TVC**

It will be a one-minute long music video featuring many mini colorful singing and dancing doughnuts. The theme song—"Krispy Kreme is coming to town" will be performed by Mr. & Mrs. Doughnuts—the two lead singers.

- **Guerilla Advertising**

Placing different statues of Mr. & Mrs. Doughnuts in different colors (which represent various doughnut flavors) in some popular places in Hanoi and Ho Chi Minh City so everybody can take photos.

2) PR

- **Celebrities endorsement**

The brand invites 2 public figures who are also among the T.A to become the ambassadors of Krispy Kreme Doughnuts. For instance, Mie and Jvevermind, they are the hottest young couple in Vietnam currently. They post promoting posts or photos on their social networks actively. Plus, they show up at contest or events in order to build good relationship between the brand and the customers as well as to create a positive brand image.

- **Events**

According to Donut Day USA (2014), in 1938, The Salvation Army created an event on the first Friday of June every year and called them "Doughnut Day", in order to honor people who served doughnuts to soldiers in the World War I. Based on that history, Krispy Kreme Doughnuts wants to create an event call "Vietnamese Doughnut Day" so as to celebrate its first time ever appear in Vietnamese market. This occasion will be held on 5 June, 2015 in both Hanoi and Ho Chi Minh City, everybody can participate, but the prices depend on the activity.

Here are some interesting activities:

- People can come to Krispy Kreme's stores with their beloved ones and create their own doughnuts using their imaginary. It could be in any

shapes and any colors that they want to. Ticket for this activity is \$ 2.0 each person.

People can join the flash mob dance at 7.30 pm with Mr. & Mrs. Doughnuts for free and those who attend in the activity will receive one free Original Glazed doughnut.

3) Sales Promotion

- ***Contest***

The contest "Krispy Kreme on Vietnamese dough" is set up allowing the customers to gain the opportunity of winning vouchers of Krispy Kreme. Also, they have chances to vote for the flavor that will represent each city in Vietnam. People come to places where the guerilla advertising are displayed to take pictures and post on their Facebook page as well as send them to Krispy Kreme Doughnuts' official page, using funny captions with whether the hashtag #HanoiKK or #HcmKK. Each statue with a specific color represents a specific flavor. The two pictures from Hanoi and Ho Chi Minh City which receive the most likes will be the winners and their flavors from the winning pictures will be used to represent each city.

Additionally, anyone who does not win but joins the competition still has a chance to receive free Original Glazed doughnuts if the flavor in their pictures matches with the color of the winner.

- ***Coupons*** will be provided through magazines in three occasions: Valentine, Halloween and Christmas since these are times when young people go out and enjoy their moments with their beloved ones. There will be different flavors in each occasion and they will receive 15% discount for each collect coupon.

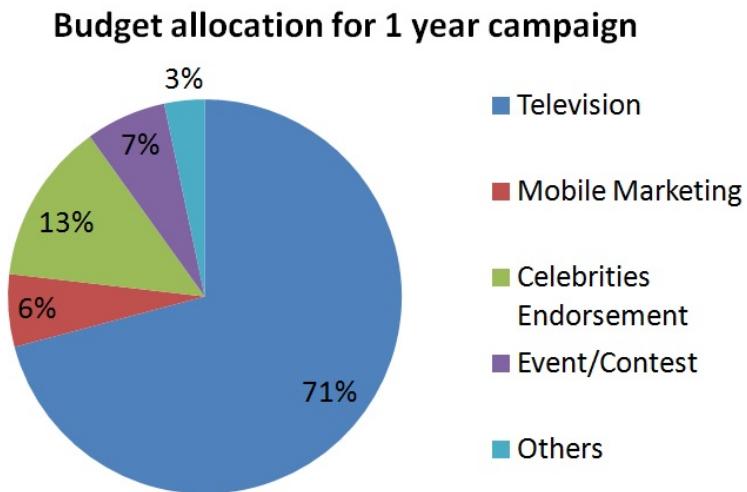
- People can buy one Original Glazed doughnut and get one free of any kind if they come to Krispy Kreme Doughnuts stores in the ***happy hour*** between 5 pm to 9 pm every Friday.
- ***Membership cards*** can be available at the counters or on the official website. They can gather points and then exchange for any Krispy Kreme Doughnuts' products with the equivalent value.

4) Direct Marketing

The two purposes of the membership cards are promoting the brand and collecting consumers' details and information to make a database with their permissions. Later, they will be received updates about the discounts, promotions via contact information that they have provided.

MEDIA STRATEGY

BUDGET



Justification for the budget allocation:

Krispy Kreme spends most of the budget for television to feature teaser and TVC to raise the awareness about a brand new brand in Vietnam. Especially, at prime time so as to reach the T.A. Celebrities endorsement also costs quite expensive because Krispy Kreme wants to achieve credibility, especially, in this case, the celebrities are the most influential young couple in Vietnam. Since the T.A are the Vietnamese young generation, who use social networks and mobile application most of the time and it is essential to depend on mobile applications to advertise and raise awareness about the brand.

Besides TV, mobile marketing, celebrities endorsement and even/contest, there is also a small part of the budget that will be used in case unexpected problems happens during the campaign.

Word count: 2255

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