



NESPRESSO

Media Strategy Plan



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EXECUTIVE SUMMARY

Message: Start your day with a Nespresso escape – a luxurious sip of premium coffee beans in the rhythm of your bustling life.

Target audience: All US coffee consumers (60% urban young adults, ages 18–34, including college students and early career professionals, with over 65% showing interest in sustainability and luxury, 70% coming from \$30,000–50,000 HH income)

Geographic Markets: National coverage with additional emphasis on spot markets in metropolitan cities (3 markets that account for 14.6% of the US population).

- 88.69% of budget in national media (\$21,236,400)
- 8.29% of budget in spot media (\$1,985,100)

Scheduling/Calendar: Pulsating schedule with a year-long advertising period.

- The peak advertising period is from September to January with spot markets in New York, Chicago, and Los Angeles.
- Low advertising period nationwide from February to August.

Reach/Frequency Objectives:

- Achieve a minimum 80% reach and a frequency of 6 among all US adults aged 18–34 during the first 5 campaign months.
- Maximize reach and frequency during sales peaks (September–January) with 85% reach in the spot markets and a frequency of 7.
- Maintain a minimum 60% reach in a low advertising period (February–August) with a frequency of 5.

Primary Medium: Radio (\$12, 247,900)

Secondary Medium: Cable (\$5,030,500)

Other Media: Digital (\$2,895,700) and Magazine (\$3,047,400)

TARGET DESCRIPTION

The target audience for this media campaign comprises U.S. adults aged 18-34, including Millennials and Gen Z. This covers college students, early career individuals, people with medium-to-high income, and young professionals. The target consumers are the ones who heavily consume coffee on a daily basis and a section of them can also afford luxury products and value sustainability. Most of the target demographic lives in large metropolitan cities such as New York, LA, and Chicago and lead a fast-paced lifestyle.

These individuals are exposed to radio channels when commuting to and from work or college. A section of them also tune into cable television, refer to magazines for in-depth and credible information on lifestyle and work-related subjects, and often engage with brands through social media. Due to their fast-paced lifestyle, and cold weather mostly throughout the year, they prefer the convenience of pods to make coffee at home. This lifestyle, combined with their media habits and preferences, presents an ideal opportunity to tailor the campaign effectively.

SWOT ANALYSIS

Category	Details
Strengths	<p>Ease of Use: Nespresso pods streamline the coffee preparation process, bypassing bean grinding and simplifying cleanup.</p> <p>Uniformity: Each pod delivers a steady level of quality, preserving the same flavor and strength in every brew.</p> <p>Diverse Selection: The extensive range of Nespresso pod options caters to a broad spectrum of flavor preferences and coffee styles.</p> <p>Consumer Shift: There's a noticeable shift towards easy-to-make coffee options, mirroring</p>
Weaknesses	<p>Environmental Impact: The reliance on single-use pods presents environmental challenges due to waste generation.</p> <p>Customization Constraints: Coffee aficionados may view the restricted options for customizing grind, roast, and blends as a limitation.</p> <p>Price Consideration: The cost per cup with capsule systems can be perceived as more expensive than conventional coffee-making methods.</p>
Opportunities	<p>Eco-friendly Solutions: Introducing compostable or readily recyclable coffee pods may appeal to eco-aware customers.</p> <p>Focus on Health Trends: Tapping into the rising demand for organic, low-acidity, and wellness-centric coffee varieties in capsules.</p> <p>Strategic Alliances and Growth: Partnering with coffee appliance makers and venturing into untapped local and global markets to enhance market presence.</p>
Threats	<p>Market Rivalry: There is intense competition in the capsule market, with numerous brands and traditional coffee businesses presenting their versions of capsule products.</p> <p>Legislative Evolution: Alterations in environmental laws or modifications in waste management approaches could influence the manufacturing and disposal of coffee capsules.</p> <p>Consumer Preference Dynamics: Shifts in consumer habits, including a growing preference against single-use products for eco-friendly reasons or evolving taste inclinations, could impact product sales.</p>

POSITIONING STATEMENT

Current Positioning: Nespresso provides a luxurious yet affordable, easy-to-make, and eco-friendly coffee experience with its range of convenient, high-quality capsules, appealing to discerning and environmentally conscious consumers in the premium American coffee market.

Rationale: Positioned in the luxury premium coffee sector in the U.S., Nespresso competes with top-tier brands like Blue Bottle and Illy, offering consumers convenience, quality, and diverse coffee choices. The brand stands out for its commitment to sustainability, showcased through ethical sourcing and recycling initiatives for its coffee pods.

Desired Positioning: Nespresso aims to increase sales by 20% by repositioning as a modern, sustainable luxury coffee brand, ideal for colder seasons. Targeting Millennials and Gen Z, the brand seeks to appeal to a diverse and progressive American audience with a wide array of flavors and preferences.

Rationale: The repositioning aims to attract young, modern, and progressive Americans by highlighting Nespresso's blend of convenience, quality, luxury, and sustainability. It stands out against its competitors like Starbucks by capitalizing on increased hot beverage consumption in colder seasons and festivities. It also leverages a diverse flavor range to appeal to America's varied tastes, broadening its market appeal.

CREATIVE BRIEF

Communication Objectives:

- Increasing awareness of the Nespresso capsules among US adults aged 18–34 by 20% by the end of a year-long campaign.
- Maintaining the exposure to our media campaign by at least 40% of our target audience throughout all the months of the year-long campaign.

Message Tone and Style: Our messaging strategy will primarily focus on evoking emotions related to warmth, luxury, and the aspirations of a youthful audience. Simultaneously, it will incorporate a rational aspect, highlighting the brand's commitment to social responsibility and forward-thinking values.

Profile of the Ideal Creative Target: The campaign is aimed at environmentally and socially aware individuals in their mid-twenties, primarily young professionals based in New York City. These individuals navigate a dynamic lifestyle, balancing demanding 9–5 jobs with active social lives. They often find joy in hosting gatherings at their apartments, showcasing a preference for high-end yet eco-friendly products. Their media consumption habits include tuning into the radio and actively engaging with brands on various social media platforms.

Explain why anyone should believe the message:

Nespresso's message, "Start your day with a Nespresso escape – a sip of premium coffee beans in the rhythm of your bustling life," is rooted in the brand's established reputation for quality and luxury. Nespresso is known for using premium coffee beans, ensuring a high-quality experience that aligns with the expectations of a luxury brand. The message resonates particularly well with the target audience's urban, fast-paced lifestyle, offering a convenient yet indulgent coffee experience. This aligns with the emotional appeal of the brand, providing a moment of luxury and escape in a busy day. Additionally, Nespresso's consistent branding across various platforms reinforces this message, while their commitment to sustainability aligns with the values of the environmentally-conscious consumer. Together, these factors make the message both relatable and credible, resonating with the desires and lifestyles of the target audience.

MEDIA OBJECTIVES

Reach/Frequency objectives

- Achieve a minimum 80% reach and a frequency of 6 among all US adults aged 18-34 during the first 5 campaign months.
 - Nespresso's campaign, tailored for U.S. adults aged 18-34, emphasizes premium, convenient coffee that aligns with their fast-paced lifestyles. The strategy includes a focused advertising frequency of 6 during five key months out of the year, ensuring that the target demographic encounters Nespresso's message frequently, integrating it into their daily routines. Kicking off in the "Back to School" season in September, when the demand for quality coffee surges, the campaign's peak period also spans various festive occasions and parties hosted by a young and active age group.
- Maximize reach and frequency during sales peaks (September–January) with 85% reach in the spot markets and a frequency of 7.
 - The campaign strategically launches in September, capitalizing on increased coffee consumption due to colder weather and festive occasions like Thanksgiving, Hanukkah, Christmas, and New Year. By intensifying marketing efforts in this period, Nespresso leverages consumer trends of spontaneous spending. Consistent advertising reinforces brand presence, boosts sales, and builds customer loyalty by associating Nespresso with winter festivities.
- Maintain a minimum 60% reach in a low advertising period (February– August) with a frequency of 5.
 - This phase is pivotal for building a loyal customer base and attracting new consumers, especially after the New Year when individuals seek lifestyle changes. Key occasions like Valentine's Day, Spring Break, and Summer Break present opportunities to market Nespresso as a luxury and convenient choice, ideal for gifting or personal indulgence. Through consistent visibility and advertising in these months, Nespresso aims to establish and expand its customer base, aligning with consumers' desires for refreshment and new beginnings post-New Year.

Geography Objectives

- Direct advertising toward coffee users nationwide with additional emphasis on opportunity markets with above-average BDI and CDI, particularly during the launch of the new campaign.

- The three spot markets that were chosen are metropolitan cities covering 14.61% of U.S. households, These spot markets include Chicago, IL, Los Angeles, CA, and New York, NY

Rationale:

The cities that were chosen to be our spot markets are the most heavily populated cities within their states. For New York, one of the largest markets in the US, a high BDI would significantly impact the overall brand market, especially when considering it as an urban center with its citizens earning high disposable incomes. Additionally, New York is a hub of culture and innovation, which is crucial for reaching young, urban consumers with a growing interest in the ever-changing coffee culture. Similarly, Los Angeles, CA is known for its diverse and sophisticated consumer culture, making it an essential market to target Nespresso capsules too. In addition to its highly populated demographic and high disposable income, Chicago, IL would be a great city to effectively market Nespresso capsules to because of its strategic location in the Midwest.

Seasonality Objective

We will follow a pulsating schedule with concentrated advertising in the months of September–January and low-cost advertising in the months of February–August.

Rationale:

Weather: Coffee consumption in the US is significant during the colder months of winter and fall when people drink hot beverages to stay warm and avoid going out in the cold to fetch coffee. Our coffee capsules offer the simple solution of making your own coffee while staying at home.

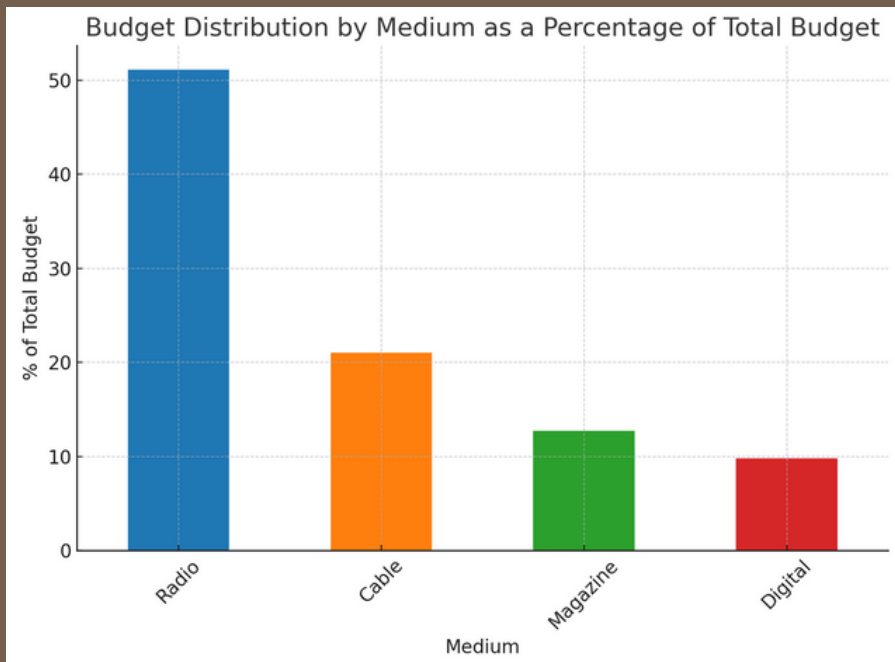
Holiday Season: We are starting our campaign in September ahead of the holiday season when people congregate indoors for social gatherings and enjoy festive coffee drinks. We needed 480 GRPs but we aimed to get 807 GRPs because we wanted to kickstart the campaign with as much reach and frequency as possible. The most popular holidays in the US include Thanksgiving, Christmas, and New Year's, all of which fall within our high advertising period. There are other holidays such as Halloween, Hanukkah, and Kwanzaa during this period as well. In addition to holiday purchases, Black Friday sales, and end-of-season sales present us with an opportunity to offer promotions on our product that could encourage people to buy it.

Exam season and back-to-school season:

A huge proportion of our target audience is university students who consume classes during school season and especially during exam season. Exam season in the US falls in November and May, while September and January are back-to-school seasons.

MEDIA STRATEGY

We will use a variety of different media at different times of the day to effectively communicate to our target audience of individuals aged 18-34: We are using the following media: Net Cable-Daytime, Net Cable-E Fringe, Net Cable-L Fringe, Net Radio-Morning Drive, Net Radio-Daytime, Net Radio-Evening Drive, Net Radio-Nighttime, Magazines-General Interest, Digital National, Spot Cable, Spot Radio-Evening Drive, Spot Radio-Nighttime, Digital Spot. Our well-rounded media mix ensures complete market coverage. As shown in the below graph, our primary media are radio and cable followed by magazine and digital refer to the appendices for more information.



Radio:

Targeting the 18-34 age group through radio advertising is a strategic decision that aligns with the preferences and habits of this demographic. This age group is often on the move, commuting to work or to school, and listening to music/audio while engaging in various activities. Radio is a mobile medium that fits conveniently into their lifestyles. Radio is also a cheaper media which appeals to our demographic of students, fresh graduates, and young professionals. Hence, we are dedicating a total of 5,180 GRPs (out of 7,875) to radio across national and spot.

Our media plan in our spot markets include evening and night-time radio because our target demographics get off from school/ work in the evenings. Moreover, there's reduced advertisement clutter during the night which could make our ads stand out. Additionally, we are trying to target night-shift workers in our metropolitan spot markets.

Cable TV:

After radio, Cable TV is our primary medium with a total of 1,640 GRPs across national and spot. Cable provides a high level of brand visibility, especially during prime time slots and popular shows that attract the 18–34 age group. It also allows for visually showcasing the Nespresso capsule, its features, and the brewing process. This visual demonstration can be particularly effective in conveying the product's quality and uniqueness to the audience. Moreover, we chose Net Cable E-fringe because our target audience gets off from school and work in the evenings.

Digital:

Despite the popularity of digital media amongst our target audience, we have dedicated only 755 out of 7,875 GRPs and the least budget to it. This is because digital media offers higher quality engagement with fewer impressions, compared to Radio and TV, making each GRP potentially more valuable.

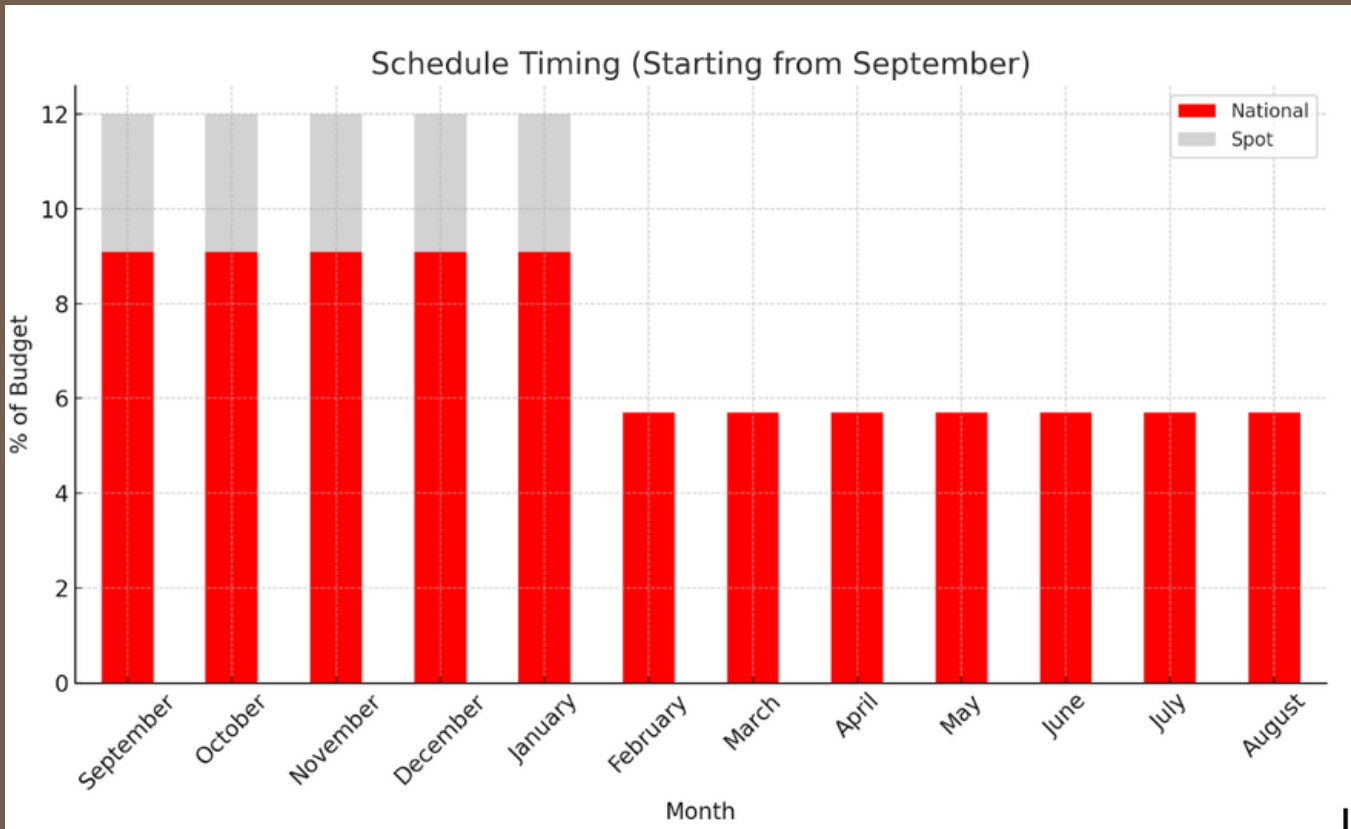
Digital platforms also provide real-time metrics that allow for continuous campaign optimization. If certain tactics or creatives are underperforming, adjustments can be made quickly, which can improve the efficiency of each GRP. Moreover, digital advertising allows for more precise targeting using data analytics, which means that ads can reach the desired audience more effectively. Better targeting means fewer wasted impressions, which compensates for a lower GRP count. Lastly, digital advertising has lower CPM (cost per thousand impressions) rates than traditional media which allows for a broad reach even with fewer GRPs.

Magazine:

Our last media is magazine (300 GRPs in national) catering specifically to readers amongst our target audience. People usually turn to magazines for credible in-depth content and are more engaged when reading, compared to passively consuming digital content, leading to better recall of advertised products. Ads placed in established magazines will benefit from the publication's credibility.

Magazines also offer high-quality, aesthetically pleasing visuals and provide space for storytelling, allowing Nespresso to craft a narrative around their coffee, which can be appealing to younger consumers seeking authentic brand experiences. Magazines also have a longer shelf life compared to other media. An issue might be kept for months, passed along to friends, or left in waiting areas, increasing the potential number of impressions.

MEDIA SCHEDULE



As shown on the graph above the campaign is going to start from September up until August. The peak period of advertising is from September to January and uses 12% of the total budget, \$23,945,400, in each month. The peak periods also cover the spot markets and make up approximately 8% of the total budget. The low advertising period starts from February to August and makes up nearly 6% of the total budget in each month.

APPENDICES

	National		Spot		Combined	
	F	F+	F	F+	F	F+
0	17.1	100	81.8	100	14.8	100
1	12.5	82.9	9.2	18.2	11.3	85.2
2	11.2	70.4	3.9	9	10.8	74
3	9.7	59.2	2.1	5.1	9.7	63.2
4	8.2	49.6	1.2	3	8.5	53.5
5	6.9	41.3	0.7	1.8	7.3	45.1
6	5.8	34.4	0.4	1.1	6.2	37.8
7	4.8	28.6	0.3	0.7	5.2	31.6
8	4	23.8	0.2	0.4	4.4	26.4
9	3.3	19.8	0.1	0.3	3.7	22
10	2.8	16.5	0.1	0.2	3.1	18.3
11	2.3	13.7	0	0.1	2.6	15.3
12	1.9	11.4	0	0.1	2.1	12.7
13	1.6	9.5	0	0	1.8	10.6
14	1.3	7.9	0	0	1.5	8.8
15	1.1	6.6	0	0	1.2	7.4
16	0.9	5.5	0	0	1	6.1
17	0.8	4.6	0	0	0.8	5.1
18	0.6	3.8	0	0	0.7	4.3
19	0.5	3.2	0	0	0.6	3.6
20	2.7	2.7	0	0	3	3
Gross Rating Points		510		40		550
Reach		82.9		18.2		85.2
Average Frequency		6.2		2.2		6.5

Frequency Distribution

September						
Target Demo: All Adults ages 18-34 Natl Univ (000):67223.6 Spot Univ (000):10812						
Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net Cable-Daytime	NATL	:15	90	1996	2.97	179640
Net Cable-E Fringe	NATL	:15	80	4239	6.31	339120
Net Cable-L Fringe	NATL	:30	50	8453	12.57	422650
Net Radio-Morning Drive	NATL	:30	50	3158	4.7	157900
Net Radio-Daytime	NATL	:30	120	2741	4.08	328920
Net Radio-Evening Drive	NATL	:30	120	2461	3.66	295320
Net Radio-Nighttime	NATL	:30	120	2122	3.16	254640
Magazines-General Interest	NATL	HPG 4C	70	10158	15.11	711060
Digital National	NATL	IMPS	107	0	0	0
National Totals			807	3332	4.96	2689250
Spot Cable	SPOT	:30	50	5398	49.93	269900
Spot Radio-Nighttime	SPOT	:30	60	418	3.87	25080
Digital Spot	SPOT	IMPS	43	0	0	0
Spot Totals			153	1928	17.83	294980
Total Plan			831.607965	3589	5.34	2984230

ased on media that contribute both cost and GRPs; For Total Plan, Spot GRPs are weighted to %US coverage before

Monthly Plan - September

Market Name	Rank	%US
Chicago, IL	3	3.07
New York, NY	1	6.54
Los Angeles, CA	2	5
3 Markets Chosen, covering 14.61% of US households.		

Spot Market

Campaign Goals

	NATIONAL GOALS				BUDGET	SPOT GOALS			BUDGET	
	REACH	FREQ	GRPS	SHARE		REACH	FREQ	[AD]GRPS	SHARE	
September	80.0	6.0	480.0	9.5		85.0	7.0	115.0	2.3	
October	80.0	6.0	480.0	9.5		85.0	7.0	115.0	2.3	
November	80.0	6.0	480.0	9.5		85.0	7.0	115.0	2.3	
QTR 1			1440.0	28.4				345.0	6.8	
December	80.0	6.0	480.0	9.5		85.0	7.0	115.0	2.3	
January	80.0	6.0	480.0	9.5		85.0	7.0	115.0	2.3	
February	60.0	5.0	300.0	5.9		0.0	0.0	0.0	0.0	
QTR 2			1260.0	24.8				230.0	4.5	
March	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
April	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
May	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
QTR 3			900.0	17.7				0.0	0.0	
June	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
July	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
August	60.0	5.0	300.0	5.9		0	0.0	0.0	0.0	
QTR 4			900.0	17.7				0.0	0.0	
	NATL TOTALS			4500.0	88.7	SPOT TOTALS			575.0	11.3

Campaign Goals

Target Demographic

Gender

Men Women Adults

Age Groups (Must be Contiguous)

18-24 25-34 35-49 50-54 55-64 65+

Current Demo: **Adults ages 18-34**

Target Demographics

Campaign Settings

Flowchart Titles

Title:

Subtitle:

Campaign Scope

National Campaign ONLY

Spot Campaign ONLY

Both National AND Spot

Starting Month

Campaign Starting Month:

R/F Calculation Options

Include in R/F Calculation:

Outdoor

Other

Effective Reach

Set Effective Reach Range?:

Low value must be less than high value. Valid range is 1 to 20. The '+' may be used as the high value

Low:

High:

Campaign Settings

Goal Sheet

National Plan

National Plan	Reach	Freq	GRPs	%Share	Est \$(000)
September	80.0	6.0	480.0	9.5	2270.0
October	80.0	6.0	480.0	9.5	2270.0
November	80.0	6.0	480.0	9.5	2270.0
December	80.0	6.0	480.0	9.5	2270.0
January	80.0	6.0	480.0	9.5	2270.0
February	60.0	5.0	300.0	5.9	1418.7
March	60.0	5.0	300.0	5.9	1418.7
April	60.0	5.0	300.0	5.9	1418.7
May	60.0	5.0	300.0	5.9	1418.7
June	60.0	5.0	300.0	5.9	1418.7
July	60.0	5.0	300.0	5.9	1418.7
August	60.0	5.0	300.0	5.9	1418.7
			-----	-----	-----
National Media			4500	88.7	21280.8
National Contingency					0.0
Total National \$\$					21280.8

Goal Sheet

Year at a Glance

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
September	85.0	93.0	7.0	8.6	595	801	-206	2813.8	2802.5	11.3
October	85.0	93.0	7.0	8.6	595	801	-206	2813.8	2802.5	11.3
November	85.0	93.0	7.0	8.6	595	801	-206	2813.8	2802.5	11.3
December	85.0	93.0	7.0	8.6	595	801	-206	2813.8	2802.5	11.3
January	85.0	93.0	7.0	8.6	595	801	-206	2813.8	2802.5	11.3
February	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
March	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
April	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
May	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
June	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
July	60.0	85.2	5.0	6.5	300	550	-250	1418.7	1413.3	5.4
August	60.0	85.6	5.0	6.7	300	570	-270	1418.7	1453.2	-34.5
Total					5075	7876	-2801	24000.0	23945.4	54.6

National Contingency \$(000): 0

Spot Contingency \$(000): 0

Year at a Glance

Default Flowchart Title
Default Flowchart SubTitle

Student	Arham Khalid
Professor	George Anghelcov
Semester	Fall 2023

Medium	Target Demo: All Adults ages 18-34												Total Across		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			
Net Cable-Daytime \$(000)	90	90	90	90	90	70	70	70	70	70	70	70	90	GRPS:	960
	179.6	179.6	179.6	179.6	179.6	139.7	139.7	139.7	139.7	139.7	139.7	139.7	179.6	COST:	1916.2
Net Cable-E Fringe \$(000)	40	40	40	40	40	40	40	40	40	40	40	40	40	GRPS:	480
	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	169.6	COST:	2034.7
Net Radio-Morning Drive \$(000)						70	70	70	70	70	70	70	70	GRPS:	490
						221.1	221.1	221.1	221.1	221.1	221.1	221.1	221.1	COST:	1547.4
Net Radio-Daytime \$(000)	120	120	120	120	120	90	90	90	90	90	90	90	90	GRPS:	1230
	328.9	328.9	328.9	328.9	328.9	246.7	246.7	246.7	246.7	246.7	246.7	246.7	246.7	COST:	3371.4
Net Radio-Evening Drive \$(000)	120	120	120	120	120	120	120	120	120	120	120	120	120	GRPS:	1440
	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	295.3	COST:	3543.8
Net Radio-Nighttime \$(000)	120	120	120	120	120	120	120	120	120	120	120	120	120	GRPS:	1440
	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	254.6	COST:	3055.7
Magazines-General Interest \$(000)	60	60	60	60	60	60								GRPS:	300
	609.5	609.5	609.5	609.5	609.5	609.5								COST:	3047.4
Digital National - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$(000)	107	107	107	107	107									GRPS:	537
	0.0	679.9	679.9	679.9	679.9	679.9								COST:	2719.8
Spot Cable \$(000)	40	40	40	40	40									GRPS:	200
	215.9	215.9	215.9	215.9	215.9									COST:	1079.6
Spot Radio-Evening Drive \$(000)						40	40	40	40	40	40	40	40	GRPS:	280
						86.3	86.3	86.3	86.3	86.3	86.3	86.3	86.3	COST:	604.2
Spot Radio-Nighttime \$(000)	60	60	60	60	60									GRPS:	300
	25.1	25.1	25.1	25.1	25.1									COST:	125.4
Digital Spot - Ad Networks - Run Of Network - Ad Networks - Demo Targeted - Video Networks - Publisher Video Sites - Social - Mobile \$(000)	44	44	44	44	44									GRPS:	218
	0.0	44.0	44.0	44.0	44.0									COST:	175.9
National Only Area															
GRPS	657	657	657	657	657	510	510	510	510	510	510	510	530	GRPS:	6877
\$(000)	1837.6	2517.5	2517.5	2517.5	2517.5	1327	1327	1327	1327	1327	1327	1327	1366.9	Cost:	21236.4
Reach	89.9	89.9	89.9	89.9	89.9	82.9	82.9	82.9	82.9	82.9	82.9	82.9	83.3		
Avg. Freq.	7.3	7.3	7.3	7.3	7.3	6.2	6.2	6.2	6.2	6.2	6.2	6.2	6.4		
Spot Only Area															
GRPS	143	143	143	143	143	40	40	40	40	40	40	40	40	GRPS:	998
\$(000)	241	285	285	285	285	86.3	86.3	86.3	86.3	86.3	86.3	86.3	86.3	Cost:	1985.1
Reach	55.2	55.2	55.2	55.2	55.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2	18.2		
Avg. Freq.	2.6	2.6	2.6	2.6	2.6	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2		
Spot + National															
GRPS	801	801	801	801	801	550	550	550	550	550	550	550	570	GRPS:	7875
\$(000)	2078.6	2802.5	2802.5	2802.5	2802.5	1413.3	1413.3	1413.3	1413.3	1413.3	1413.3	1413.3	1453.2	Cost:	23221.5
Reach	93	93	93	93	93	85.2	85.2	85.2	85.2	85.2	85.2	85.2	85.6		
Avg. Freq.	8.6	8.6	8.6	8.6	8.6	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.7		

Flowchart