

December 11th, 2024

STANLEY MEDIA PLAN

FERN & OAK

JOUR 3261



AGENDA

01

Meet the Team

Fern and Oak

02

Situation Analysis

Client Brief & Swot Analysis

03

Target Audience

Details of our target persona and segment

04

Integrating Plan Recommendation

Media Mix Recommendation

05

Measurement Plan

What does success look like?

06

Conclusion

Summary & Campaign Mock-up



STANLEY

Meet the team

FERN AND OAK

About Fern and Oak

Fern and Oak fosters a creative, collaborative environment that encourages diverse ideas. Our team merges strategic marketing expertise with media trend insights to create tailored solutions. We emphasize storytelling to connect brands with their target audiences meaningfully. Our mission focuses on building strong relationships, inspiring innovation, and delivering exceptional results for clients.



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Client Brief

STANLEY

Stanley, founded in 1913, was the pioneer behind the first vacuum-insulated water bottle. Since then, the brand has evolved from serving the workforce to catering to everyday individuals, introducing innovative lines of drinkware and various other products.

The ask

Increase brand community engagement and loyalty, particularly through active consumer interactions with various social media influencers associated with the brand.



SWOT ANALYSIS

Strengths:

- Following of over 2.9 million users across three platforms
- Lifetime warranty on their stainless steel and soft goods
- Easy and convenient to clean
- 3.3 billion earned media impressions in 2023
- Collaborations with large businesses

Weakness:

- 654 reports of handles breaking and non-toxic charcoal powder insulation released into the air
- Discovered to contain lead in March of 2023
- Older generations might not be used to the price
- Functionality issues such as water spillage

Opportunities:

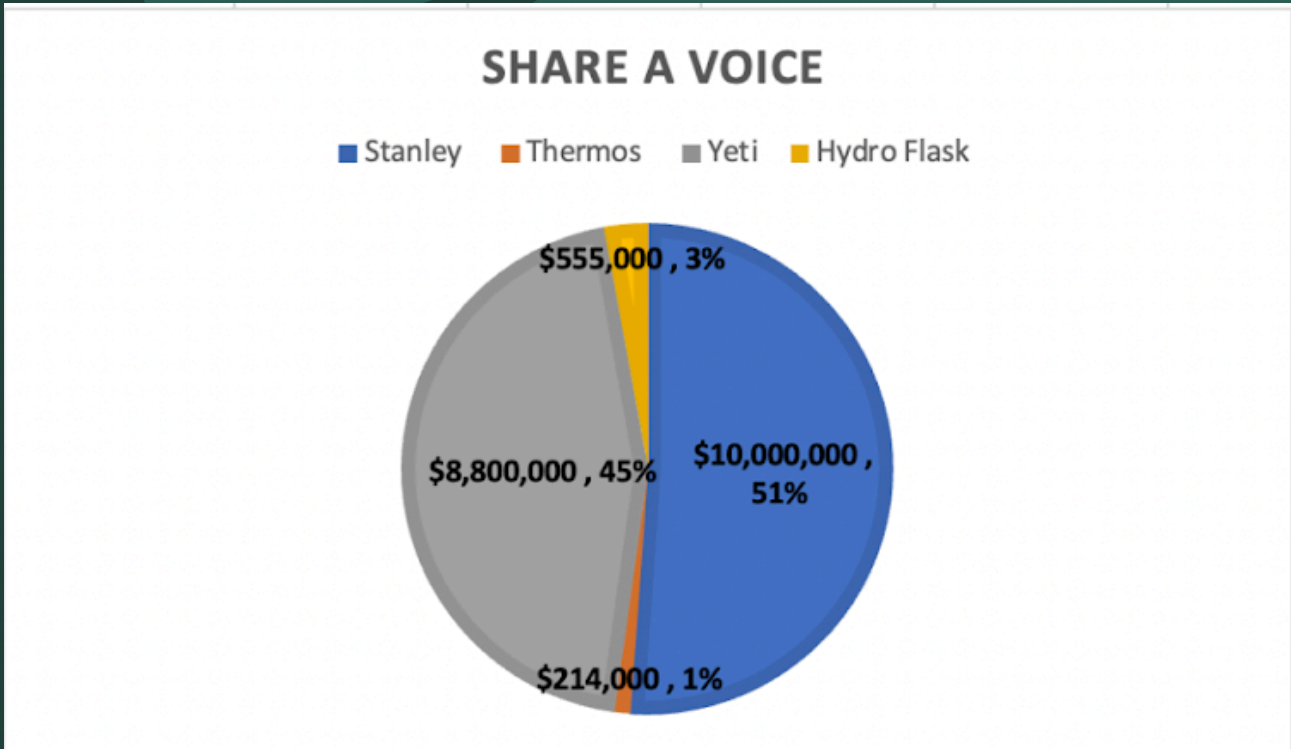
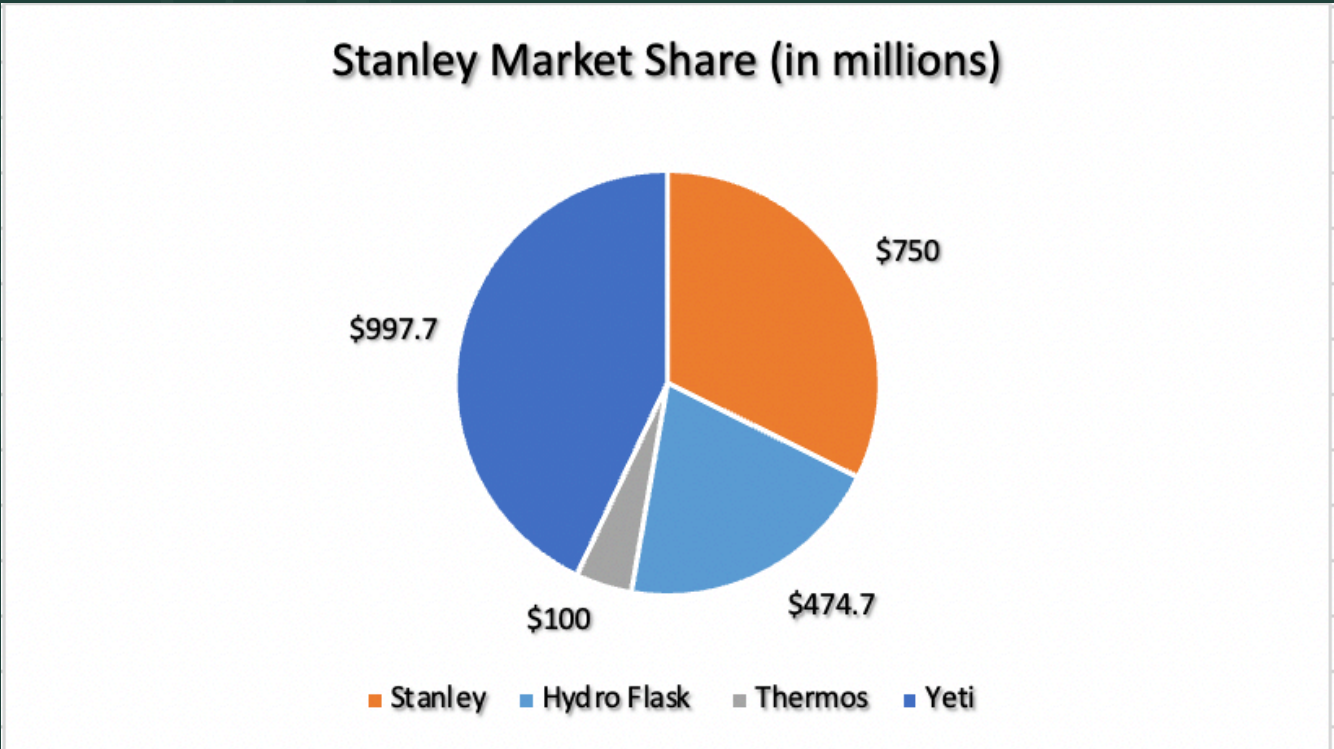
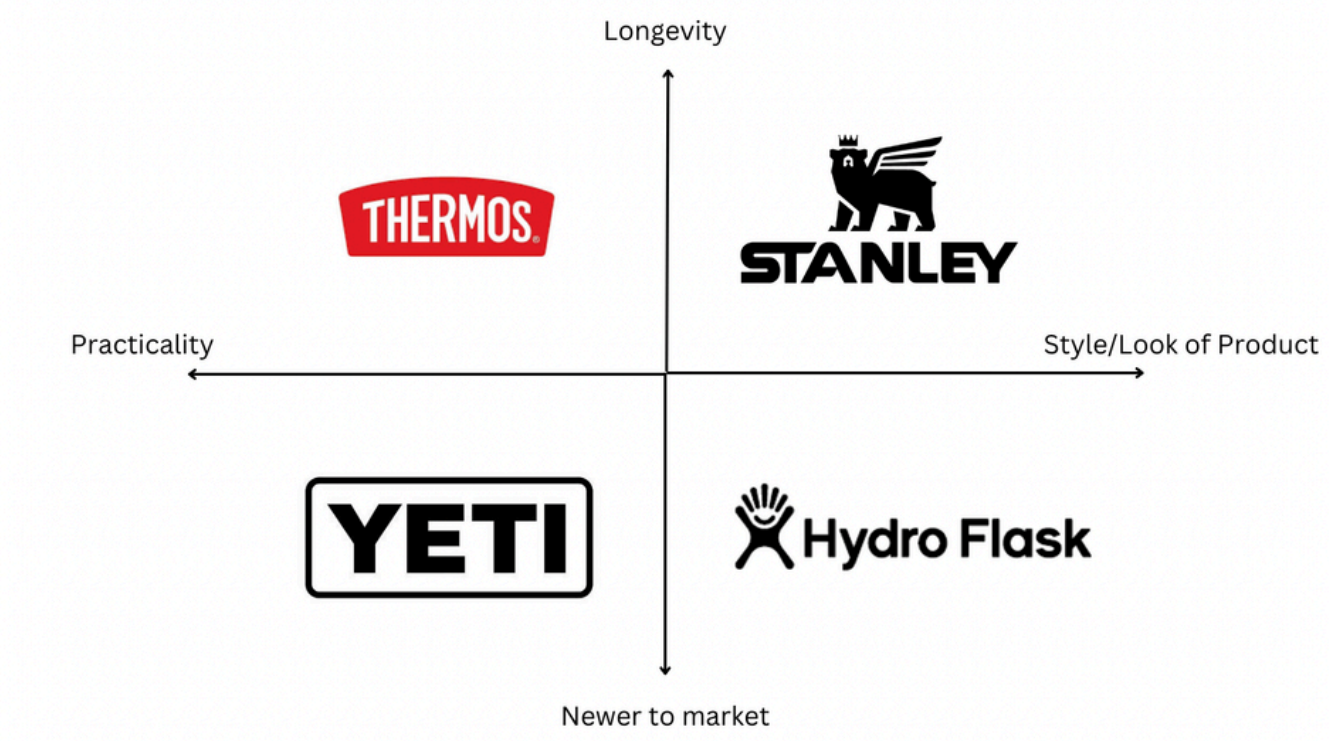
- Stanley has the opportunity to start showing other beverages in their cups
- Consumers are drawn to Stanley because of the trendy appearance
- Creating an X (Twitter) account
- Been around since 1913
- Stanley is becoming an accessory brand

Threats:

- Prices are substantially higher than their competitor prices
- The cup is not spill resistant and leaks often create hassle for their consumers
- Target audience has been recently polarized to primarily a younger feminine audience
- Increasing number of competitors

COMPETITIVE ANALYSIS

Brand	Year Established	Containers
Stanley	1913	160
Hydro Flask	2009	105
Thermos	1904	49
Yeti	2006	63



TARGET SEGMENT

DEMOGRAPHIC	PSYCHOGRAPHICS	BEHAVIORAL
<ul style="list-style-type: none">• Age 55–69• Gender: Male• Income: \$100,000–250,000• Full-time job, work from home• Own their own home/property• Have a pet cat	<ul style="list-style-type: none">• Pessimistic economic outlook• Extroverted and outgoing• Exercise is important to them• Conscientious consumers	<ul style="list-style-type: none">• Reads the newspaper, listens to the radio, and subscribes to cable TV• Use Facebook as their main social media platform• Likes the outdoors and hiking

TARGET PERSONA

"ON THE GO GARY"



"I enjoying shopping at hardware stores and finding new products for our home that are reliable and stuff to use."

Description

Gary is an on the go single dad, recently divorced, with 3 kids ages 14, 16, and 20. Gary enjoys staying active with his busy lifestyle and supporting his kids as best he can. His loves coffee and drinks at least 3 cups a day to keep up with his hectic life

Behaviors

- Shops at Sam's Club
- Prefers to cook/grill for his kids at home
- Doesn't eat out frequently but if they do it is a fast food stop in a hurry
- Drinks coffee due to his need for caffeine from his busy work/home life

Frustrations

Gary is constantly running out of the house to either drop his kids off at school, go to work, attend sporting events, etc... Gary appreciates reliable products that will withstand his busy lifestyle.

Intrests

Professional Sports Events Being outdoors/active Attending this kids sports games Grilling for this family Reading articles related to his career

"I love a good dark roast coffee and I'd prefer it pipping hot!"

TARGET PERSONA

"RETIRED RANDY"



Description

Randy is a retired man living in the suburbs of Minneapolis. He is 65 years old and spends his retired life outdoors with his. His 2 kids are all grown up with families of their own. The grandkids visit them often. During his life in retirement, Randy spends lots of time up in his new cabin in Brainerd. He has started to love and appreciate nature because of this. He starts off everyday with a relaxing cup of coffee.

Frustrations

Throughout his life, Randy has always enjoyed the outdoors. Since retiring, he's enjoyed nature even more. He hates overconsumption and how he feels it has taken over society. He wants reliable, established products, and brands, that can help stop overconsumption.

"My perfect morning is a cup of coffee on the lake with my wife enjoying a beautiful sunrise."

Behaviors

- Enjoys the small things in life.
- Spends his weekends up North with his wife.
- Often invites his grandkids over to spend time with him.
- Tries his best to use sustainable products.

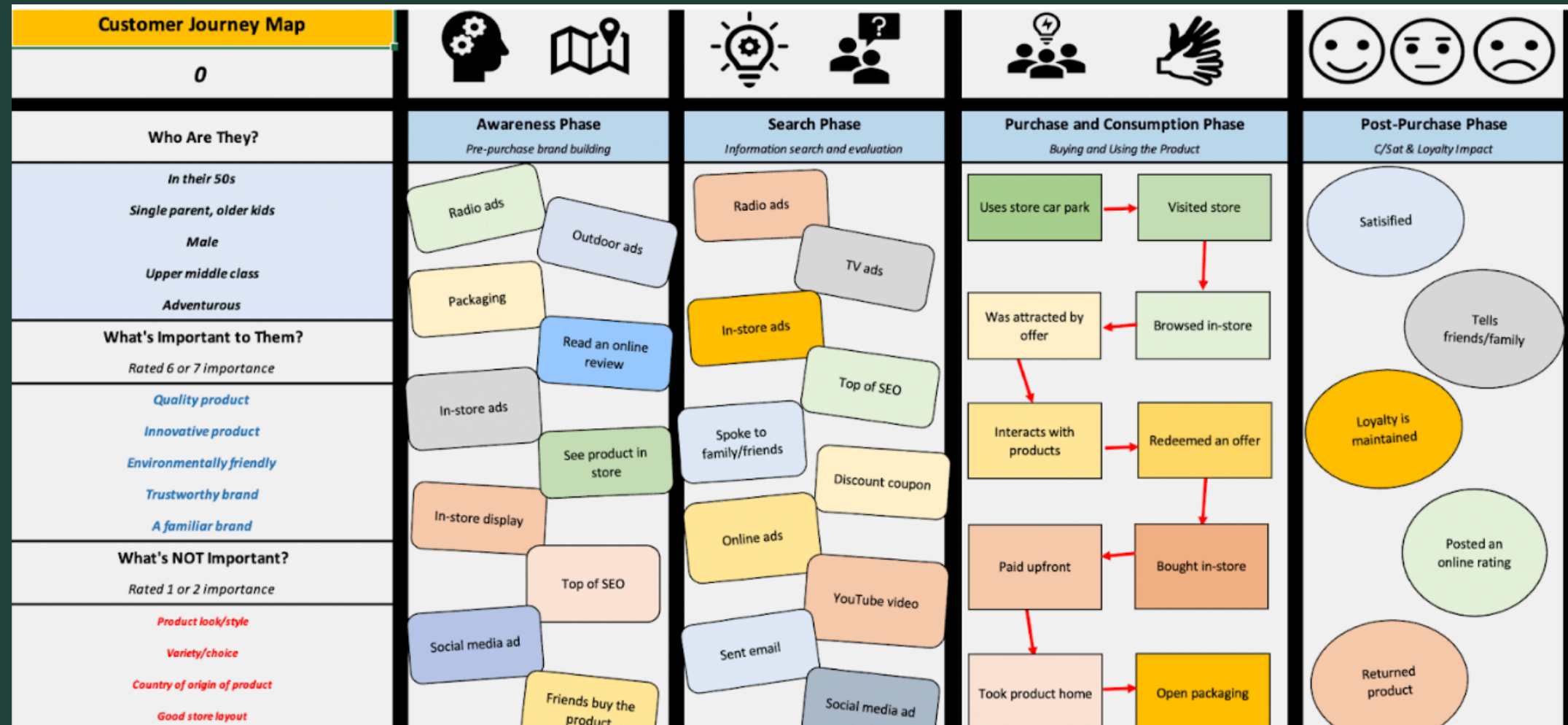
Interests

- Spending time at his cabin
- Hiking and being in the outdoors
- Seeing his grandkids
- Having fun with his family
- Relaxing with his wife

"Products these days aren't built to be reliable. Everything is so flimsy. I miss when companies built things to last."

CONSUMER DECISION MAP

“On the Go Gary”



Message Drivers: Brand Affinity and Quality

Strategy Drivers: Awareness and Usage Experience

INTEGRATED MARKETING PLAN

Youtube: **\$950K** Goal Impressions: 4,750,000

Rationale: Our target values online reviews

Example: Outdoor channels

Facebook: **\$950K** Goal Impressions: 1,010,638

Rationale: Our audience main social platform is Facebook

Example: In-feed advertisement

Outdoor Ads: N/A

Rationale: Our audience is always outside and on the go

Example: Highway Billboard

Top of SEO: N/A

Rationale: Our persona tends to to be considered as a brand switcher

Example: Changing keywords to be On top of Google searches

Radio: **\$1.8M** CPM Goal Impressions: 120,000

Rationale: Our audience tends to still use traditional media than other avenues.

Example: KDWB

Online Ads: **\$650K** Goal Impressions: 2,150,000

Rationale: Reaching our audience on different platforms could change buying behavior.

Example: Google Advertisements

Podcast: **\$1.8M** Goal Impressions: 78,261

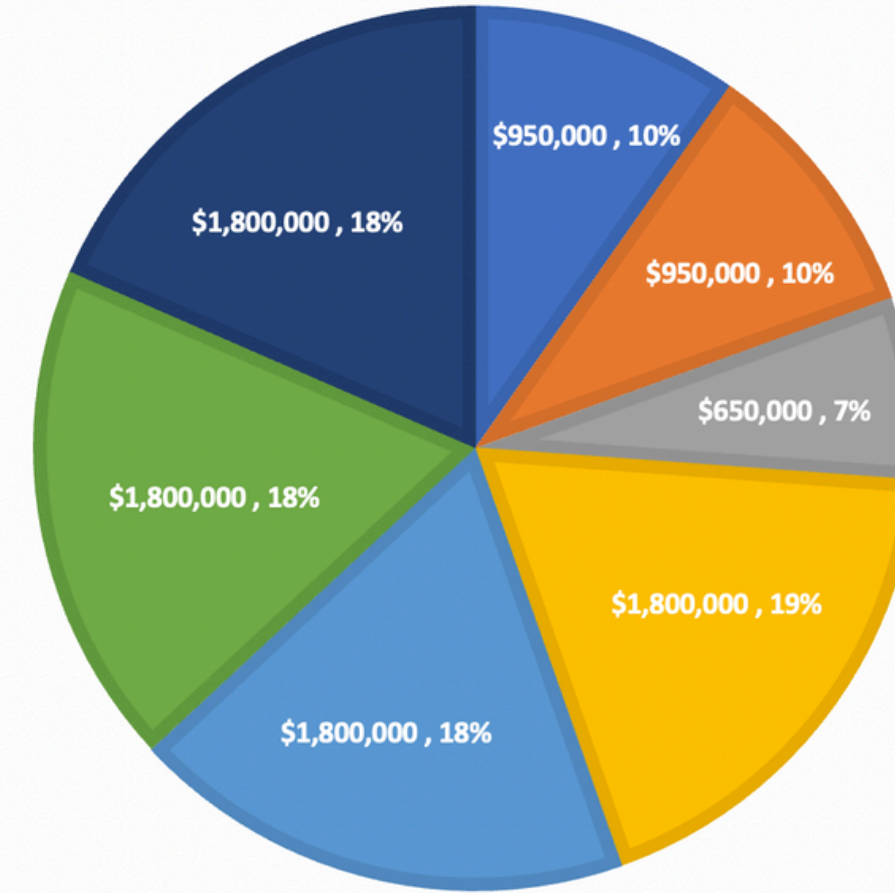
Rationale: Our target audiences uses podcasts as their way to stay informed.

Example: Economic and Outdoor podcast channels

INTEGRATED MARKETING PLAN

INTEGRATED MARKETING DISTRIBUTION

■ Youtube ads
 ■ Facebook ads
 ■ Online ads
 ■ Radio ads
 ■ Top of SEO
 ■ Outdoor ads
 ■ Podcast ads



MEDIA FLOWCHART TEMPLATE

Total Budget \$10,000,000.00	Month	Jan	Feb	Mar	April	May	June	July	August	Sept.	Oct.	Nov.	Dec	TOTALS
PAID MEDIA SOURCE														
Youtube Advertisement (\$950k)								\$100,000.00	\$100,000.00	\$100,000.00	\$150,000.00	\$250,000.00	\$250,000.00	\$950,000.00
Facebook Advertisement (\$950k)								\$100,000.00	\$100,000.00	\$100,000.00	\$150,000.00	\$250,000.00	\$250,000.00	\$950,000.00
Online Ads (\$650k)									\$100,000.00	\$100,000.00	\$125,000.00	\$170,000.00	\$150,000.00	\$645,000.00
Radio Advertisement (\$1.8M)	\$100,000.00	\$100,000.00	\$100,000.00	\$120,000.00	\$150,000.00	\$200,000.00	\$200,000.00	\$120,000.00	\$150,000.00	\$150,000.00	\$260,000.00	\$300,000.00		\$1,800,000.00
Top of SEO (\$1.8M)						\$150,000.00	\$250,000.00	\$250,000.00	\$150,000.00	\$150,000.00	\$300,000.00	\$350,000.00	\$200,000.00	\$1,800,000.00
Outdoor Ad (\$1.8M)						\$150,000.00	\$250,000.00	\$250,000.00	\$150,000.00	\$150,000.00	\$300,000.00	\$350,000.00	\$200,000.00	\$1,800,000.00
Podcast (\$1.8M)	\$100,000.00	\$100,000.00	\$100,000.00	\$120,000.00	\$150,000.00	\$200,000.00	\$200,000.00	\$120,000.00	\$150,000.00	\$150,000.00	\$260,000.00	\$300,000.00		\$1,800,000.00
EARNED MEDIA SOURCE														
														\$0.00
														\$0.00
														\$0.00
														\$0.00
Total		\$200,000.00	\$200,000.00	\$200,000.00	\$240,000.00	\$600,000.00	\$900,000.00	\$1,100,000.00	\$840,000.00	\$900,000.00	\$1,545,000.00	\$1,970,000.00	\$1,050,000.00	\$9,745,000.00

MEASUREMENT PLAN

Your Goals	Suggested Metrics	Rationale
Increase Awareness of Stanley products among Men ages 55+ by 15% by end of fiscal year	Measure interaction of advertisements to target audience before and after the campaign and compare results.	While we cannot measure age groups viewing outdoor and in-store advertisements. We can get an idea based on the targeted ads impressions delivered to the specific age/gender group
Increase sales of in-store Stanley products by 15% by end of fiscal year	Measure how many people bought Stanley products in store from 2024 and compare them with in store sales in 2025	Our target audience prefers to shop in stores over other generations. These sales can reflect older consumers buying Stanley products.

“REMEMBER ME?” STANLEY CAMPAIGN

#RememberMe? #RememberMeStanley?



CONCLUSION

Stanley will be targeting men ages 55+ by reminding them of the quality and lasting products that Stanley creates. We will target them through channels that they frequent such as podcasts, Facebook, and outside of the home ads that will catch their attention. This reminder of the high quality product that is a Stanley cup will help solidify the target audiences want for this product and prove to them that Stanley is a company that they can put their trust into.



THANKS!