

Student Information

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- Boston Pizza
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Vehicle Selection

The Agency recommends the following media vehicles:

- Newspaper
- Television
- Out-of-Home (OOH)
- Online

Newspapers

Expenditure

- The overall cost of Newspapers in the **Boston Pizza** campaign is \$2,500,018.59 Gross and \$2,125,015.80 Net.

Markets

- The Agency recommends the following markets for the **Boston Pizza** campaign: British Columbia (B.C.), Ontario and the Prairies.
- The BOI (Brand Opportunity Index) indicates that there is potential brand growth for **Boston Pizza** in B.C. (130) and Ontario (103). By increasing advertising expenditure in B.C. and Ontario, **Boston Pizza** will be able to address this growth. (Media Brief, para. 24)
- B.C. has the highest potential growth with a BOI of 130 indicating that this market is a top priority for **Boston Pizza**. The B.C. market has 16.8% of category users and 12.9% of **Boston Pizza** users. The CDI (Category Development Index) in B.C. is 125 and a BDI (Brand Development Index) of 96, which means consumers in BC are more likely to eat at Casual/Family Dining Restaurants and are less likely to eat at **Boston Pizza**. This market has a population of 4.6 million and 55 **Boston Pizza** locations. Considering there are 83,636 people per restaurant, the Agency suggests **Boston Pizza** to invest a greater advertising expenditure due to the potential opportunity of attracting new and loyal consumers in this market. (Media Brief, para. 24)

- Ontario is the second geographic priority for **Boston Pizza**. Ontario has 40.0% of all category users and 37.1% of **Boston Pizza** users. (Media Brief, para. 24) Ontario is the largest market with 13.5 million people. Although B.C. and the Prairies have a greater store to consumer ratio, there are still 127,358 people within approximate distance to a local **Boston Pizza** restaurant.
- The CDI of Ontario is 103 with a BDI of 95. This means consumers in Ontario are more likely to eat at Casual/Family Dining Restaurants and are less likely to eat at **Boston Pizza**. The BOI in Ontario is 108, which indicates **Boston Pizza's** opportunity is high in Ontario. (Media Brief, para. 24)
- The Prairies is the third regional priority for **Boston Pizza**. The Prairies has 22.0% of all category users and 28.7% of **Boston Pizza** users. The CDI for the Prairies is 127 with a BDI of 164. This means consumers in the Prairies are more likely to eat at Casual/Family Dining Restaurants and are less likely to eat at **Boston Pizza**. The BOI in the Prairies is 77, which indicates **Boston Pizza** has low users in Prairies. (Media Brief, para. 25) The Agency suggests an increased expenditure to maintain the business just ahead of the category.
- It is suggested, from April to August, to heavy up on newspaper advertising due to the seasonal sales % highs and the great patio weather. The Globe & Mail Newspaper has a higher number of inserts during these months due to its national reach.
- In regards to newspapers, the Agency recommends a Continuity scheduling strategy for the **Boston Pizza** campaign.

Ad Size/Colour

- The ad size recommended for **Boston Pizza** is ¼ page advertisements in all newspaper publications: Globe & Mail (National), Winnipeg Sun, Saskatoon Express, Metro Vancouver and Vancouver Courier.
- **Boston Pizza's** newspaper campaign also includes ½ page advertisements in the Globe & Mail. This publication is national, and considering that Boston Pizza has restaurants across Canada, this media has the potential of reaching a larger target audience (A35+, HHI \$50M+).
- All newspaper advertisements for the **Boston Pizza** campaign will be featured in colour. This is recommended to enhance the reader's desire to visit a **Boston Pizza** and to try one of its feature menu items like the Pizzaburger. (Media Brief, para. 5) In addition, this creative strategy greatly illustrates the brand attributes and differentiates **Boston Pizza** from its competitors.
- **Boston Pizza's** creative strategy will help promote its sponsorship with the UFC (Ultimate Fighting Championships) and its special events with UFC fighters. The

creative strategy will also help promote **Boston Pizza's** other sponsorships with Hockey Canada, the NHL (National Hockey League) franchise and the NFL (National Football League). (Media Brief, para. 4-5)

- **Boston Pizza's** advertisements for Globe & Mail will be positioned in the 'News and Reports on Business' section. The brand's target audience (A35+, HHI \$50M+) is ambitious and career driven.

Timing

Newspaper Campaign												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Inserts	9	12	11	18	19	21	19	21	13	11	10	12

- **Boston Pizza's** top monthly priorities are April, May, June, July, and August. This is due to the increase in sales% during the warmer months and to also take promotional lead ahead of the competition.
- **Boston Pizza's** newspaper campaign will run concurrently with its sponsorship agreement with the UFC, Hockey Canada, the NHL and the NFL. The newspaper campaign will run at start of these seasons and during major sporting events (Stanley Cup, UFC Special Events) (Media Brief, para. 4)
- **Boston Pizza's** newspaper campaign will promote delivery options during the winter months of the year as consumers are reluctant to leave home due to the winter and poor driving conditions.

Globe & Mail ¼ Page National M-F (1 Insertions/Week)

- w/o January 5th x 2 week
- w/o February 2nd x 2 week
- w/o February 9th x 1 week
- w/o March 16 x 2 week
- w/o April 6th x 2 week
- w/o April 27th x 2 weeks
- w/o May 25th x 1 weeks
- w/o June 8th x 3 weeks
- w/o July 6th x 3 weeks
- w/o August 3rd x 2 weeks
- w/o August 24th x 3 weeks
- w/o October 5th x 2 weeks
- w/o November 9th x 2 weeks
- w/o December 14th x 2 weeks

Globe & Mail ½ Page (National) Sat

- w/o December 29th x 1 week
- w/o January 26th x 1 week
- w/o February 2nd x 2 weeks
- w/o March 9th x 1 week
- w/o March 30th x 4 weeks
- w/o April 27th x 4 weeks
- w/o June 1st x 4 weeks
- w/o June 27th x 4 weeks
- w/o July 3rd x 4 weeks
- w/o September 7th x 1 week
- w/o September 28th x 1 week
- w/o October 26th x 1 week
- w/o December 7th x 1 week

Winnipeg Sun ¼ Page M-F

- w/o December 29th x 1 week
- w/o February 2nd x 3 week
- w/o March 9th x 3 week
- w/o April 6th x 3 week
- w/o May 4th x 3 weeks
- w/o June 8th x 3 weeks
- w/o July 6th x 3 weeks
- w/o August 10th x 5 weeks
- w/o October 12th x 2 week
- w/o November 2nd x 2 week
- w/o December 7th x 3 week

Saskatoon Express ¼ Page T-W

- w/o January 5th x 2 weeks
- w/o January 26th x 1 week
- w/o February 9th x 4 weeks
- w/o March 30th x 1 week
- w/o April 12th x 3 weeks
- w/o May 11th x 1 weeks
- w/o June 25th x 2 weeks
- w/o June 15th x 3 weeks
- w/o July 6th x 4 weeks
- w/o August 24th x 1 week

- w/o September 14th x 4 week
- w/o October 26th x 1 week
- w/o November 16th x 1 week
- w/o November 30th x 1 week
- w/o December 14th x 2 weeks

Metro Vancouver ¼ Page M-F

- w/o December 29th x 2 weeks
- w/o February 2nd x 2 weeks
- w/o March 9th x 2 weeks
- w/o April 6th x 3 weeks
- w/o May 4th x 12 weeks
- w/o August 3rd x 4 weeks
- w/o September 7th x 3 weeks
- w/o October 5th x 2 weeks
- w/o November 9th x 1 week
- w/o December 21st x 1 week

Vancouver Courier ¼ Page M-F

- w/o January 12th x 1 week
- w/o January 26th x 1 week
- w/o February 23rd x 2 weeks
- w/o March 30th x 1 week
- w/o April 12th x 3 weeks
- w/o April 27th x 1 week
- w/o May 11th x 12 weeks
- w/o August 10th x 4 weeks
- w/o September 14th x 3 weeks
- w/o October 19th x 2 weeks
- w/o November 16th x 2 weeks
- w/o December 7th x 2 weeks

Publications

- **Boston Pizza's** target audience (A35+ HHI \$50M+) reads 2.5 to 5.8+ newspaper issues per week. In addition, 47% of the target are medium/heavy users of newspapers. (Media Brief, para. 19)

Vancouver

- For the **Boston Pizza** newspaper campaign, the Agency recommends the following publications for the B.C. market: Metro Vancouver and Vancouver Courier.
- The Metro Vancouver provides 9% coverage and 51% composition amongst **Boston Pizza's** target audience (A35+ HHI \$50M+). The Metro Vancouver has a circulation of 130,377 and a target readership of 94,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)
- The Vancouver Courier provides 5.1% coverage and 61% composition amongst Boston Pizza's target audience (A35+ with a household income of \$50M+). The Vancouver Courier has a circulation of 101,050 and a target readership of 53,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)

Ontario

- For the **Boston Pizza** newspaper campaign, the Agency recommends the following publications for the Ontario market: The Globe & Mail National (M-F) and The Globe & Mail National (Sat).
- The Globe & Mail National (M-F) provides 5.3% coverage and 66.2% composition with **Boston Pizza** target audience (A35+ HHI \$50M+). The Globe & Mail National (M-F) has a circulation of 345,562 and a target readership (A35+ HHI \$50M+) of 530,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)
- The Globe & Mail National (Sat) provides 6.6% coverage and 66.9% composition with **Boston Pizza** target audience. (A35+ HHI \$50M+). The Globe & Mail National (Sat) has a circulation of 419,026 and a target readership (A35+ HHI \$50M+) of 664,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)

Prairies

- For the **Boston Pizza** newspaper campaign, the Agency recommends the following publications for the Prairies: the Winnipeg Sun and Saskatoon Express.
- The Winnipeg Sun provides 17% coverage and 56% composition with **Boston Pizza** target audience (A35+ HHI \$50M+). The Winnipeg Sun has a circulation of 58,087 and a target readership (A35+ HHI \$50M+) of 51,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)

- The Saskatoon Express provides 18% coverage and 61% composition with **Boston Pizza** target audience (A35+ HHI \$50M+). The Saskatoon Express has a circulation of 52,000 and a target readership (A35+ HHI \$50M+) of 19,000. (Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015)

Weekly Reach/Frequency/GRP Levels

Newspaper Campaign Reach/Frequency/GRP					
Timing	Reach%	Frequency	GRP	Inserts	Gross Impressions (000)
One Week	10.14	1.36	13.81	6	1471
52 Weeks	22.2	17.4	385.7	181	412,287

Source: Clear Decisions – Path: Cost Rank Report, Canadian Newspapers. Accessed on March 26, 2015

- One week of the **Boston Pizza** newspaper campaign will create a reach of 10.14% and a frequency level of 1.36. During the one week, it will have a GRP level of 13.81.
- During the overall **Boston Pizza** newspaper campaign will create a reach of 22.2% and a frequency level of 17.4. During the entire newspaper campaign, it will have a GRP level of 385.7.

Television

Expenditure

- The overall expenditure of Television for the **Boston Pizza** campaign is \$1,741,841.00 Gross and \$1,480,564.85 Net

Markets

- The Agency recommends the following markets for the Boston Pizza TV campaign: B.C., Ontario, and the Prairies. These markets match the geographic objectives as outlined in the brief. The Agency suggests that weight levels consistent throughout the campaign and in each market. **Boston Pizza** has the highest potential growth in B.C, with a regional population of 4.6 million. Because there are 55 locations in the region, one restaurants serves 83,636. This means, that consumers have more of an opportunity to visit **Boston Pizza**, and purchase their products. (Media Brief, para. 24)
- The secondary priority market recommended by the Agency is Ontario. This region has a population of 13.5 million people, making it the largest market in the country. (Media Brief, para. 24) **Boston Pizza** has a larger group of consumers to attract to their business, meaning they have a higher chance of making sales. The final regional priority is the Prairies. This particular region has, one store per 45,588 people is available, making it the highest store to people ratio in the country. (Media Brief, para. 30) The fact that Boston Pizza has such a strong presence already, means that a defensive strategy should be applied.

Spot Length

- The commercial length recommended for **Boston Pizza's** TV campaign is 30 second spots. 30 seconds is recommended to fulfill the creative objectives, such as promoting specialty sports events and feature menu items, by simplifying the brand messaging and providing the right amount of event information to keep the audience engaged. 30 seconds will help **Boston Pizza** communicate promotional messaging to the target quickly without risking the content being missed in 15 seconds or the loss of audience interest with 60 second spots.

Timing

Ontario												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Spots	0	4	0	0	4	0	4	4	4	4	0	0

The flight dates and spots for the campaign are consistent in Ontario, the Prairies and British Columbia. The table above shows the monthly schedule for all 3 top geographic priorities. The scheduling strategy remains consistent amongst all markets.

Flight dates are as follows:

- w/o February X 4 weeks (100 weekly GRPs)
- w/o April 27 X 4 weeks (100 weekly GRPs)
- w/o June 29 X 4 week (125 weekly GRPs)
- w/o August 3 X 4 weeks (125 weekly GRPs)
- w/o August 31 X 4 weeks (125 weekly GRPs)
- The flight dates and spots for the campaign are consistent in Ontario, the Prairies and British Columbia. The table above shows the monthly schedule for all 3 top geographic priorities. The scheduling strategy remains consistent amongst all markets.
- A pulsing scheduling strategy is recommended by the Agency to be used for Boston **Pizza's** TV campaign. The timing aligns with the other media timelines to address the seasonal summer highs accrued by **Boston Pizza**. Spots are planned during weeks where sales are typically higher. This is why the Agency allotted 8 consecutive weeks of TV advertising during the summer months.
- This strategy is also recommended because it also works as a reminder, since TV advertising is suggested year round, except during months where other media are more suitable. The schedule also lines up with main events that occur throughout the year, for example Valentine's Day in February, **Boston Pizza** offers heart shaped pizzas. In May, there are two different holidays, Mother's Day and Victoria Day. Consumers tend to dine-out during these holidays, offering Boston Pizza an opportunity to invest in advertising during these times.
- Consumers dine at **Boston Pizza** during the UFC season to watch the fights due to the brand's sponsorship with the UFC, These special fighting events take place from April - November. It is suggested to advertise during the summer months because of the potential sales growth driven by consumers dining in during the UFC fight nights. As summer comes to an end, consumers tend to watch more television due to series premieres on TV.

Prime/Fringe Ratio

These are the Prime/Fringe ratios recommended for **Boston Pizza's** Television campaign:

- Standard: Prime 60% / Fringe 40%
- Option B: Prime 50% / Fringe 50%
- The Standard ratios are recommended for all months excluding summer. During the summer months, Option B is recommended because of the increased air time given towards Fringe. Consumers tend to watch TV later during the day in the summer. By choosing option B as a time to advertise, **Boston Pizza** will receive a 10% discount .

Potential Programs/ Program Types

- The Agency recommends the following program types to buy commercial spots for **Boston Pizza**: home improvement shows and the news.

Some program examples are:

- HGTV Canada
- CBC News
- CTV News
- Global Television
- HGTV Canada is a great channel to purchase spots for **Boston Pizza's** Television campaign because, according to PMB, **Boston Pizza's** target is 18% more likely to watch instructional shows & home improvement (Index: 118, Vert: 34.49%). (PMB, 2013)
HGTV Canada has a variety of different how-to shows with a focus on home improvement, gardening, craft and remodeling. (HGTV, 2015) This is the perfect program to place **Boston Pizza** Television advertisements because of the program type that target is likely to watch.
- CBC News, CTV News and Global Television are also recommended programs for **Boston Pizza** TV campaign. According to PMB, 16% of the target is more likely to be watching news/current affairs and they are 20% more likely to be watching business news. (PMB 2013) All three channels offer business and news programs, which are the types of programming the target is likely to watch.

Weekly Reach/Frequency/GRP levels

Media	Weekly Reach %	Average Frequency	Weekly GRPs	Source
Television	40.5	2.5	100	Infosys+
Television	45.2	2.8	125	Infosys+

Source: Infosys. Plan 1 + 2 - Television (100 GRPs + 125 GRPs: BBM Analytics - Kantar Media [PLANNING] (A35+|Toronto/Hamilton EM|27/08/2012-25/08/2013 |All Locations|Consolidated). Accessed April 4, 2015.

- At 100 GRPs, the television campaign will be able to reach 40.5% of the target within one week.
- At 125 GRPs, the television campaign will be able to reach 45.2% of the target within one week.

Weekly weight levels are changed during the schedule so that Boston Pizza is able to address the seasonal sales% highs experienced during the summer months to remain ahead of its competition.

Out-of-Home

Expenditure

The overall cost of this media is \$2,271,735.00 Net and \$2,672,629.41 Gross.

Markets

- Considering that **Boston Pizza** has locations across Canada, the Agency recommends to advertise in all major CMA (census metropolitan areas) and CA (census agglomeration) markets. The geographic objectives with a high BOI (brand opportunity index) for potential brand growth for **Boston Pizza** are: B.C., the Prairies, and Ontario. These geographic priorities have been considered, along with including additional CMA markets in order to succeed the reach objectives for the campaign. (Media Brief, Para. 24)
- There are different weight levels within the campaign to address the reach objectives planned for May (with 200 GRPs) to create awareness of the brand prior to its high season. A consistent GRP level (with 100 GRPs) is suggested during the last 12 weeks of the campaign to maintain frequency and top of mind with the consumers (customer retention). In May, an additional OOH type has been added to create more opportunities for impressions and exposure in order to meet May's objective to create a higher reach prior to maintaining frequency from June to end of August.
- The Agency is addressing any regional priorities by strategically planning media buys in CMA markets to increase reach and impressions for Boston Pizza's OOH campaign.

OOH Type

- The Agency recommends two types of OOH: Street Level and Horizontal Posters. The reason why these media were considered was because of the visibility each OOH type has to offer. Considering that the target does a great deal of travelling in the city, street level is the most practical to address this habit. In addition, considering that the target travels to the cottage, especially during the summer months, it is reasonable that the target will travel along major city roads and highways to get to the cottage. By travelling this route, along the way, the target will be exposed to any passing horizontal posters and street level advertising for **Boston Pizza**. (Media Brief, Para. 18)

- This creative strategy for **Boston Pizza's** OOH campaign will satisfy the brand's creative objectives that promote any sporting events such as UFC fight nights and new menu features like the Pizzaburger. (Media Brief, Para. 4-5)

Timing

OOH Campaign												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Faces	0	0	0	0	131	26	26	26	0	0	0	0

Flight dates include:

- Street Level: w/o May 4 x 4 weeks (50 weekly GRPs/200 monthly GRPs)
- Horizontal Posters: w/o May 4 x 4 weeks (50 weekly GRPs/200 monthly GRPs)
- Horizontal Posters: w/o June 1 x 12 weeks (25 weekly GRPs/100 monthly GRPs)

- The Agency recommends this timing to address **Boston Pizza's** seasonal sales% high for the summer months; however, the Agency also includes May as part of its campaign strategy to heavy up with 200 monthly GRPs prior to seasonal highs to build awareness and to be top of mind with the consumer. From June to August, a monthly level of 100 GRPs has been planned for **Boston Pizza**.
- The Agency recommends different scheduling strategies for **Boston Pizza** depending on the media being used and the timing. OOH has been allocated to build reach prior to the seasonal sale highs **Boston Pizza** accrues during the summer months: June, July, August.

Weekly Reach/Frequency/GRP Levels

OOH Type	Month	# Weeks	Weekly Reach	Weekly Frequency	Weekly GRP Level
Street Level + Horizontal Posters	May	4	36%	3.2	50
Horizontal Posters	June	4	16%	1.9	25
Horizontal Posters	July	4	16%	1.9	25
Horizontal Posters	August	4	16%	1.9	25

Source: ComScore. (2015). Reach/Frequency Report for Canada OOH. Accessed on March 26, 2015

- The total 4 week campaign reach and frequency for May is 56% Reach and 8.2 Frequency. The total 12 week campaign for June – August is 52% Reach and 7.1 Frequency. (Comscore, 2015)

Online

Expenditure

- The overall cost of online for the **Boston Pizza** campaign is \$1,893,388.24 Gross and \$1,242,300.00 Net.

Websites

The websites that the agency recommends to advertise on are:

1. Facebook
 2. Google
 3. Bing
 4. Yahoo
- The Agency recommends these websites because **Boston Pizza's** target consumers frequently visit these sites when online. By selecting websites that are popular amongst the target market, consumers are more likely to receive **Boston Pizza's** advertising message. Of these websites, Google, Bing, and Yahoo are all search engines and Facebook is a social media platform. According to PMB. 45.34% of **Boston Pizza's** target market accesses search engines and they are 9% more likely to do so (Index 109, Vertical 45.34). Facebook is the largest social media site in the world, selecting it as a delivery vehicle for **Boston Pizza's** promotional messaging means that it the potential to reach greater target audience. (PMB, 2013)

Markets

- The top geographic priorities for **Boston Pizza** are B.C., Ontario and the Prairies; however, Online is a unique form of media as it can be accessed from anywhere in the world. For this particular media, the campaign will run nationally.
- **Boston Pizza** has the highest growth potential in B.C. The region has a population of 4.6 million. Because there are 55 locations in the region, with one restaurant per 83,636 people, it is suggested that **Boston Pizza** has the greater opportunity for people to visit **Boston Pizza** in British Columbia" (Media Brief, Para. 30)
- Ontario also provides an opportunity for **Boston Pizza** to grow. The region has a BOI of 108, and its 40% of category users is the highest in the country. This region has a population of 13.5 million people, making it the largest market in the country. (Media Brief, Para 24) Due to it's high population, **Boston Pizza** has a larger group of consumers to generate revenue from.
- The final regional priority for **Boston Pizza** is the Prairies. One store per 45,588 people is available, making it the highest store to people ratio in the country. (Media Brief, Para.30)

- A defensive strategy is recommended so that **Boston Pizza** is able to reinforce the idea, as to why consumers should choose it's establishment to dine in.

Ad Type

The Ad types the Agency recommends for Online are:

- 300 x 250 Rectangle - Standard
- 3rd Party Rich Media: Expandable
- Streaming Video Ad (16-30 Second) - Pre-Roll, 300x250, 300x60
- These types of Ads are recommended for **Boston Pizza** to demonstrate its brand attributes via online engagement. **Boston Pizza's** products require richer media types in order for consumers to receive and understand the brand's promotional messaging. A video ad is ideal to showcase the textures and colours of a dish that **Boston Pizza** offers. Combinations of rich media ads are used in order to provide the creative strategy with flexibility and consumer engagement. This allows **Boston Pizza** to differentiate and lead its competition to win over consumers.

Timing

National (Daily)												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Facebook	0	0	0	0	0	3	3	0	0	0	0	0
Yahoo	0	0	0	0	0	3	3	0	0	0	0	0

National (Weekly)												
Month	J	F	M	A	M	J	J	A	S	O	N	D
Google	0	0	0	0	0	2	4	3	0	0	3	3
Bing	0	0	0	0	0	2	4	3	0	0	3	2

- The Agency recommends a Massed scheduling strategy. The Agency suggests this timing due to **Boston Pizza's** seasonal sales% prices during the summer months. As the weather gets warmer, consumers are more inclined to travel and dine-in as opposed to staying inside. **Boston Pizza** also offers patio-dining at its restaurants, which offers consumers an opportunity to enjoy a meal outside as the warmer weather approaches.
- Considering **Boston Pizza's** UFC sponsorship, the brand has the potential to address and this potential increase in consumers when a major UFC fighting event takes place. The Agency suggests that the online campaign timeline align with the UFC season so that **Boston Pizza** can take advantages to display its sponsorship promotional messaging to the target audience. Other major sporting events that take place during the summer months are the NBA, CFL, and NHL playoffs, all of which have been considered as opportunities for **Boston Pizza** to address.

- Since sales% tend to drop during the winter months, the Agency recommends that a portion of the budget be allocated to address seasonal lows by promoting **Boston Pizza's delivery** services online.

Flight dates are as follows:

Facebook

- w/o June 1st x 3 days (10M daily GRPs)
- w/o July 6st x 3 days (10M daily GRPs)

Yahoo:

- w/o June 1st x 3 days (10M daily GRPs)
- w/o July 6st x 3 days (10M daily GRPs)

Google:

- w/o June 1 x 2 weeks (300 weekly GRPS)
- w/o July 6 x 4 weeks (300 weekly GRPS)
- w/o August 3 x 3 weeks (300 weekly GRPS)
- w/o November 2 x 3 weeks (300 weekly GRPS)
- w/o December 7 x 3 weeks (300 weekly GRPS)
-

Bing

- w/o June 1 x 2 weeks (300 weekly GRPS)
- w/o July 6 x 4 weeks (300 weekly GRPS)
- w/o August 3 x 3 weeks (300 weekly GRPS)
- w/o November 2 x 3 weeks (300 weekly GRPS)
- w/o December 7 x 2 weeks (300 weekly GRPS)

Premiums

- The Agency recommends the use of rich media premiums to promote **Boston Pizza's** feature menu items and specialty sporting events by emphasizing the brand's attributes. By providing consumers with visually appealing creative, like a visual of the Pizzaburger, it is more likely that consumers will try the new product. By adding a rich media element, like a video ad, consumers have the ability to see the product in use and decide a purchase decision.

Weekly Reach/Frequency/Impression Levels

Site Type	Reach % (Custom Target)	Average Frequency	Impressions (000) (Custom Target)	Source
Facebook	0.88	1	132	ComScore
Yahoo	1.21	1.1	185	ComScore
Google	0.94	1	140	ComScore
Bing	1.12	1	169	ComScore

Source: ComScore. Campaign Reach/Frequency Report for Canada Online. Accessed: March 27, 2015

Spend By Month

During the **Boston Pizza Campaign**, the agency recommends to have the highest spend month in May and followed by June, July and August.

- May: \$2,071,333.18
- June: \$1,209,066.59
- July: \$ 1,637,258.71
- August: \$1,637,258.71
- OOH advertising is accounted for 67% in the month of May and will dedicate a spending \$1,394,382.35 Gross. During this month, OOH will advertising through Street Level and Horizontal Posters and will be positioned in every major market in Canada. This will satisfy the objectives for **Boston Pizza** by gaining reach and frequency.
- This reflects the seasonal priorities as the months of May, June, July and August. This strategy will allow **Boston Pizza** to be top of mind as it creates awareness prior to the high sales for the industry of Casual/Family Dining Restaurant.
- The spending reflects the scheduling strategy by focusing most of the budget on the seasonal sales% high for **Boston Pizza** prior to summer months. May has been allocated as the month to pre-promote **Boston Pizza** to address the seasonal sales% high in advance of its competition.

Spend by Region

- During the **Boston Pizza** campaign, the region with the most spending is Ontario (39%) and Quebec (21%). OOH has the highest spending in Ontario, accounting for 42% and allocating \$1,135,482.35 Gross in this region. OOH advertising campaign runs for 16 weeks and uses multiple ad types and GRP weight levels in order to satisfy both the media and creative objects for **Boston Pizza**'s campaign.
- Ontario is second in seasonal priority for **Boston Pizza** campaign and achieves geographic objectives.
- The primary medium is OOH and the majority **Boston Pizza** campaign budget is distributed to OOH advertising. OOH has an aboard reach and frequency among the target audience and this will satisfy reach and frequency objectives. The campaign has a difference of \$25,649.17 left from total cost.

Media	%	Budget Gross	%	Updated Costs \$Gross
Newspaper	28%	\$2,500,000.00	27.9%	\$2,500,018.59
Digital	23%	\$2,050,000.00	23.0%	\$2,059,858.82
TV	19%	\$1,750,000.00	19.4%	\$1,741,844.00
OOH	30%	\$2,700,000.00	29.8%	\$2,672,629.41
Total	100%	\$9,000,000.00	100.0%	\$8,974,350.83

Reach/Frequency/Achievements

Media	Weight Level	1 Week Reach %	Average Frequency	Weekly GRPs	Source
Newspaper	(-)	10.1%	1.4	13.81	Clear Decisions
Digital	Homepage Takeover	36.5%	3.8	138	ComScore
Digital	CPM	3.22%	1.3	4	ComScore
TV	125 GRPs	45.2%	2.5	125	Infosys+
TV	100 GRPs	40.5%	2.5	100	Infosys+
OOH	50 GRPs	36.0%	3.2	115	COMB Navigator
OOH	25 GRPs	16.0%	1.9	30	COMB Navigator

Media Mix

Mix	Timing	Media	Total GRPs	Reach% / Frequency
Mix 1	w/o Dec 29 x 4 weeks	Newspaper	14	10.14/1.36
Mix 2	w/o Jan 29 x 4 weeks	Newspaper, TV 100	114	46.53/2.45
Mix 3	w/o March 27 x 4 weeks	Newspaper, TV100, OOH 50	164	65.78/2.49
Mix 4	w/o June 1 x 1 week	Newspaper, Online Take Over/CPM, OOH 25	181	53.58/3.37
Mix 5	w/o July 6 x 1 week	Newspaper, Online CPM/OOH 25	306	74.56/4.1
Mix 6	w/o July 13 x 2 weeks	Newspaper, Online CPM/Television 125, OOH 25	156	44.73/3.48
Mix 7	w/o Nov 2 nd x 1 week	Newspaper, Online Takeover/CPM	18	13.03/1.37

Source: Media Report Mix, Total Canada. 2015.

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