

Retail Proposal



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1. Industry Marketing Situation Analysis

Market Profile

i. Annual Retail & Segmented Sales

Here is a look at the Sales of Health and Wellness Market by type:

Table 1 Sales of Health and Wellness by Type: Value 2008-2013

C\$ million	2008	2009	2010	2011	2012	2013
Better For You (BFY)	6,726.6	6,963.9	7,168.5	7,341.5	7,370.7	7,398.9
Food Intolerance	161.4	168.3	174.1	180.9	186.9	191.5
Fortified/Functional (FF)	2,863.4	3,109.1	3,291.0	3,473.7	3,547.5	3,632.1
Naturally Healthy (NH)	7,526.9	7,772.1	8,168.9	8,524.3	8,688.5	8,918.3
Organic	1,159.0	1,211.7	1,274.4	1,345.8	1,399.7	1,451.3
Health and Wellness	18,437.2	19,225.2	20,076.9	20,866.2	21,193.2	21,592.1
Source: Euromonitor International; Health and Wellness in Canada						

As shown in the Table, there is moderate growth in sales in the Health and Wellness market as a whole and in each segment. The health and wellness trend is becoming one of the key growth areas and marketing strategies within the food industry. Due to the saturation in many categories of food and the emergence of private labels, which create an increasingly competitive market, the health and wellness trend has provided food manufacturers with a point of differentiation to help their products stand out from competitors.

iii. Category & Segment

The health and wellness food market has seen particularly significant growth in recent years in both developed and emerging markets. Many consumers are receiving "healthy eating" messages from governments and industries, stressing the importance of maintaining a healthy lifestyle. Consumers are not only paying attention to what ingredients are in their food, but are also taking into consideration how their food is produced.

Juices in Canada

While still a significant category, the juice segment saw a slower performance over the review period, with sales showing a decline of 2% in value terms in 2013. The main factors affecting

this category are competition from other beverages, such as ready to drink tea, bottled water, and flavor enhancing liquid concentrates. In addition, there is an increase in demand for juicing at home, which is currently on trend with health conscious consumers. This is reflected in the double-digit growth in value and volume sales of juice extractors. (Euromonitor; Juices, 2014).

Organic Beverages in Canada

In 2013, retail sales for organic beverages grew 7% in current value to a total of C\$378 million. Expanding assortment of products helps draw attention to organic beverages, yet not all product types benefit. Organic fruit/vegetable juice is the second largest category in actual value and volume terms after organic coffee. However, in 2013, organic juice saw only a modest 2% growth in current value and marginal rise in retail volume to attain a total of C\$117 million. (Euromonitor; Organic Beverages, 2014).

Naturally Healthy Beverages in Canada

In 2013, sales grew 1% in current value terms to reach C\$4.2 billion. The weak performance overall in the naturally healthy beverage segment is due to market saturation and already high level of household penetration. Concerns over ingredients and unhealthy components, such as added sugar, brought juice products into the spotlight in media and consumer discussions, as a major increase in health focused consumers are emerging. (Euromonitor; Naturally Healthy Beverages, 2014).

iv. Sales Trends

Health & Wellness

Volume and value sales in health and wellness foods and beverages in Canada are expected to rise moderately over the forecast period, facing a difficult operating environment in a highly developed marketplace with signs of slow population growth ahead. (Euromonitor; Health & Wellness, 2014).

Organic beverages in Canada

Consumer studies of Canadians indicate that consumers' willingness to pay more for products that are organic. At the same time, consumers show a willingness to pay more for products marketed on a broader environmentally friendly platform (Euromonitor; Organic Beverage, 2014).

Food Intolerance

Food intolerance products continued to perform well in North America, which is driven largely by strong sales increase in the gluten-free food category. Strength of the gluten-free category was brought to light by increased publicity surrounding coeliac disease – it is more common today than it was 50 years ago. (Euromonitor; Regional Overview, 2011) Many non-coeliac disease sufferers are opting for a gluten-free diet because of gluten's alleged negative impact on a number of conditions, including irritable bowel syndrome (IBS). While gluten intolerance grabs all the headlines, lactose-free food remains the biggest component within the food intolerance market.

v. Implications

Based on the market profile, targeting families by introducing a naturally healthy and organic beverage and food option would be an ideal move in the market as it is becoming a more popular choice among parents for their children and themselves. In addition, a suggestion of targeting specific health benefits, such gluten-free or dairy-free, due to the increase in coeliac disease and other digestive disorders would be beneficial.

Environmental Profile

i. Technology

Technological advancements in Canadian markets are evolving and make Canada home to some of the world's most engaged Internet users. With technologies and e-communications, the millennial generation is highly influenced by the advancements. Media has benefited by targeting this generation by using similar technological means, such as social networking and

e-commerce. This demographic has matured with this technology, making many broadcasters interested in how to keep up with their constantly evolving needs. (McConvey, 2009)

ii. Social – Cultural Factors & Demographics

Parents are increasingly purchasing Better For You (BFY), naturally healthy, organic and fortified/functional food products for their children, in order to help them maintain a healthy lifestyle.

Senior consumers are highly interested in maintaining a healthy lifestyle and a certain level of vitality long into their retirement. As a result, this consumer segment spends a significant amount of money on healthier foods, exercise equipment, and supplements, and has now become a major target group for the health and wellness industry. (Euromonitor; Health & Wellness, 2014) With the largest growing generation in Canada being the Baby Boomers, the health and Wellness benefits greatly with senior consumers shift toward healthier lifestyle options. In 2011, seniors aged 65 and over accounted for 14.8% of Canada's Population. This suggests that the aging population will continue to increase over the upcoming years. (Statistics Canada, 2011)

Over the past few years, Canada has seen a great change in 'traditional' family structure. (Ibbitson, 2012) Single parent, same sex, inter-racial, extended and blended families are becoming more common across North America. With the changing family structure, the trends suggest a shift in the market that will meet the needs of specific family structures.

The consumers targeted are men and women, aged 25-49, seeking an active, healthy lifestyle for themselves and their families.

iii. Political – Legal Factors

There are a few laws and regulations that are affecting the market. These include *The Competition Act*, *The Consumer Packaging and Labeling Act* and *Food Allergen Labeling and Consumer Protection Act*.

The Competition Act provides criminal and civil provisions aimed to prevent anti-competitive practices in the marketplace. The act serves the purpose to maintain and encourage competition in order to promote efficiency and adaptability to the Canadian economy. This allows equal opportunities of participation within global markets. The Act also warrants that smaller enterprises have a fair opportunity to participate in the economy (Government of Canada, 2012).

The Consumer Packaging and Labeling Act states that pre-packaged consumer products must have accurate and significant labeling information to educate consumers on making informed purchase decisions. The Act prohibits false or misleading depictions and sets out terms for mandatory label information, such as the product's name, net quantity, and dealer identity (Government of Canada, 2012).

Food Allergen Labeling and Consumer Protection Act, as outlined by the Food and Drug Administration, states any food which is, or contains an ingredient to is a major food allergen, must have the word 'contains' followed by the name of the food source which the major food allergen derives from. The Secretary of Health and Human Services conduct inspections to ensure that the entities operating the facilities comply with practices to reduce or eliminate cross-contact of a food with residues of major food allergens that are not intentional ingredients of the food; and to ensure that major food allergens are properly labeled on foods. This rule also applies to define, and permit use of, the term "gluten-free" on the labeling of foods. (FDA, 2004)

iv. Economy

Canada's economy is on the rebound with moderate and steady growth. The economic downturn did not have the same impact on Canada as it did on the United States; Canadian consumers did not consider the economic state dramatic. (Beltrame, 2013)

v. Implications

Based on the environment profile, including a larger age bracket to target the aging population such as baby boomers could be beneficial. There may be a potential loss due to the lack of target toward the senior generations as they are becoming more health. In addition, it is suggested to include a target market specific to families as parents are increasing purchases of health and wellness products for their families.

2. Target Market

i. Demographics & Psychographics

Through investigation, the Agency has observed the demographic and psychographic of fruit drinkers and the findings for the target profile are as follows:

- Adults
- Age 25 – 49 years
- HH Income \$50,000+
- Secondary/High school graduate
- Principal grocery shopper
- Married with children
- HH size 3+
- HH with children age 12 – 17 years
- English

(Print Measurement Bureau, 2013)

- They enjoy keeping fit
- When they find a new product they like, they typically recommend it
- They like to keep informed about new products and services
- “I tend to buy based on quality, not price”
- “I should really try to eat foods that are better for me”
- “My overall good health depends on eating well”

(Print Measurement Bureau, 2012)

Sara and John Smith are an active, upbeat couple who are happily married (Vertical: 52.3%, Index: 90.0%) with children between the ages of 12 – 17 years (Vertical: 28.8%, Index: 125.3%). They are up to date on the latest trends and make a point in knowing about the newest products and services (Vertical: 53.26%, Index: 123%). Sara and John are social-butterflies and when they find a new product they like, they are first to recommend it to their family and friends (Vertical: 71.07%, Index: 111%). Sara and John are health conscious and

know that eating well is an important part to good health; they feel they should definitely consider making the best dietary decisions (Vertical: 62.72%, Index: 103%). They tend to buy based on quality, not price (Vertical: 56.84%, Index: 114%) because they believe that value is what you pay for. Sara and John are between the ages of 25 – 49 (Vertical: 39.9%, Index: 197.5%) and earn an household income of \$50,000+ (Vertical: 62.4%, Index: 288.4%).

ii. Buying Behaviour & Needs

After analyzing the demographics and psychographics of the target market, it was determined that the buying behaviour shows that 56.84% of the target tends to buy based on quality of the product rather than the price. Additionally, it has been identified that 39.12% of the target market look for low calorie/light snacks in order to satisfy dietary needs. Similarly, 43.80% of the target market agreed that low fat foods are an important part of their regular diet. (Print Measurement Bureau, 2012)

iii. Seasonal Factors

Based on research conducted, the Agency determined that there may be a seasonal factor for when the target market would purchase the product. The research shows that 74.20% of the target market agrees with the statement, “I love fresh air and outdoor activities” which could imply that there may be an increase in product purchase during the warmer months of the year as the target market is more likely to be outside. (Print Measurement Bureau, 2012)

iv. Consumer Attitudes

When observing customers’ attitudes towards smoothies, research shows that 66.7% of the target market surveyed agree/strongly agree that taste is the most important factor when deciding on a smoothie. Additionally, 100% of the target market surveyed agree/strongly agree that fresh ingredients are a key element for having smoothies. Alternatively, when looking at convenience for on the go, there was a three way split between strongly disagree/disagree, neither disagree or agree, and agree/strongly agree. When it came to

understanding what would stop the target market from buying a smoothie, 66.7% stated that price was an influential factor while 33.3% stated dietary restrictions. (Monkey, 2014)

v. Social Factors

It has been identified that the social factors that may influence the purchase decision are associated with Internet usage, as well as exposure to television, as 96.26% of the target market have accessed the internet in the past month as well as 83.72% watched television on Sundays. Additionally, 71.07% of the target market agrees that when they find a new product they like they typically recommend it to others. Also, 51.15% agree that people around them expect that they give good advice about products and services. (Print Measurement Bureau, 2012)

3. Competitive Analysis

i. Competitive Landscape

Primary competitors are those with the same business format of juice/smoothie Bars. All of **a peel's** intratype competitors are located nearby and within the Oakville area. Booster Juice, Liquid Nutrition, and Jugo Juice are considered to be primary competition for **a peel**. All of these businesses promote healthy eating and lifestyle, as well as selling similar products and services.

Secondary competitors are those with a different business format, but sell similar products. Some of **a peel's** intertype competitors are located in Oakville, as well as within the proposed location, Upper Oakville Shopping Centre. Tim Hortons, Timothy's, and Starbucks are all considered to be secondary competition. All of these brands sell smoothies, wraps, and healthier food options; however their business formats are café and fast food services.

ii. Competition

Jugo Juice

A major competitor for **a peel** is **Jugo Juice**, located inside Oakville Place. Jugo Juice is 3.4 kilometres away from Upper Oakville Shopping Centre and is only 7 minutes away in driving distance. Oakville Place is a popular destination for shoppers who live in within its primary trade area. Oakville Place has a variety of stores similar to Upper Oakville Shopping Centre where **a peel** is proposed to be located.

Jugo Juice is considered a threat to **a peel** considering they are a well-established brand (since 1998) and also Canadian. Jugo Juice has declared themselves as the most recognized and respected brand for smoothies in Canada. (Jugo Juice, History & Founders)

Their goal is to offer customers not just the finest smoothies, juices and food products, but also a complete healthy lifestyle experience. Jugo Juice provides a broad selection of smoothies where consumers can view nutritional information in-store and online.

Consumers are more health conscious and are concerned with their caloric and sugar intake. Jugo Juice emphasizes their mission as a healthy initiative that strives to help educate consumers to make healthier decisions in life. (Jugo Juice, Jugo Juice Franchise Info, 2014) Jugo Juice is confident with the ingredients used in their smoothies and differentiate themselves from the competition for not using fillers. For example: using sorbet as a thickening agent in smoothies. The brand's smoothies are sorbet-free and are packed with 1/3lb of real fruit. **a peel** faces the challenge with creating juices and smoothies that will be unique and stand out from their competitors. (Jugo Juice, Why We're Better, 2014)

Jugo Juice encourages their consumers to interact with the brand and have a two-way conversation with them through social media, such as Facebook and Twitter. Jugo Juice has successfully built a relationship with their consumers to ensure their loyalty to the brand. Jugo Juice offers consumers the opportunity to ask questions to a professional dietician to help them make healthier choices and to show they care about their consumers' well-being. Jugo Juice is also a fun and interactive brand with its creation, "The Smoothie Matchmaker Game", which allows consumers to answer questions to find out what smoothies best suit them.

a peel also faces a challenge with finding new ways to communicate and interact with their consumers, as well as build a successful relationship with their target market. (Jugo Juice, Smoothie Matchmaker, 2014)

Booster Juice

Another major competitor for **a peel** is Booster Juice, located inside a small plaza similar to the Upper Oakville Shopping Centre. Booster Juice is 3.6 kilometres away from the Upper Oakville and is only 7 minutes away in driving distance. Although the plaza does not offer the same amount of retailers as Upper Oakville, there is an empty lot space nearby for the potential of new development. Booster Juice is also considered as a threat to **a peel** because they are also a well-established Canadian brand since 1999 and have 300 locations worldwide. (Booster Juice, Our History, 2014)

Booster Juice has expanded their product mix width to include not only smoothies and freshly-squeezed juices, but also convenient and delicious hot food options like fresh-made panini, quesadillas and wraps. The brand has searched the world for innovative products and have pioneered the super food movement. Booster Juice offers a wide variety for consumers to choose from, such as over 75 different smoothie combinations and baked goods. Booster Juice wants to ensure their customers that they have something for everyone to enjoy.

a peel faces strong competition in the juice/smoothies industry and would need to find a sustainable competitive advantage apart from these businesses in order to be successful and to acquire market share.(Booster Juice, Products, 2014)

Other primary competitors include Liquid Nutrition and Orange Julius. Although, Liquid Nutrition is more of an upscale juicer that sells cold-pressed juices and supplements and targets a different segment than **a peel**, considering their location near Oakville's boutique shops along the Lakeshore. (Nutrition, Liquid, & Liquid Nutrition, 2014)

Orange Julius focuses more on sweet, sugary sorbet and frothy smoothies as opposed to low caloric choices. Dairy Queen purchased and has officially owned Orange Julius since 1987, where most locations have both brands' services and products available for consumers. Although Orange Julius sells similar beverages as **a peel**, most consumers visit their locations mainly to purchase from Dairy Queen. Furthermore, Orange Julius's target audience would not be the same as **a peel** since they do not offer any organic healthy choices; appeal to the same user segment. (Julius, 2014)

iii. Strengths & Weaknesses

Jugo Juice – Strengths

A major strength that Jugo Juice has is their ability to forecast new trends in the industry, as well as seek consumer demand for cold-pressed juices in Canada. The popularity of cold-pressed juices has grown over recent years and has provided health-savvy consumers to

perform cleanses. Jugo Juice offers a variety of cold-pressed juices to keep up with the demand of their consumer. In order to gain success within the juice/smoothie industry, **a peel** must recognize new trends and consumer demands within Canada. Doing so will allow **a peel** to differentiate itself from its competitors as well as offer products that are successfully sold by competitors. (Euromonitor Passport, 2014)

Another strength for Jugo Juice as a brand is they do not use fillers such as sorbet in their smoothies. Sorbet is popular; however, it has a high sugar value deeming it an unhealthy filler that is mainly used in juice and smoothie products. Jugo Juice also guarantees 1/3lbs of fruit in every 24oz drink. This allows consumers to trust Jugo Juice as a brand with healthier choices as opposed to brands like Booster Juice. Jugo Juice differentiates themselves from other brands by focusing on healthier options offered by their brand; **a peel** could develop a unique selling proposition that would give them a competitive advantage over the competition. (Jugo Juice, Why We're Better, 2014)

An additional strength of Jugo Juice is offering a service for consumers to ask free advice from a professional dietician. Jugo Juice invites consumers to ask questions and interact with the brand online, allowing them to build a trusting relationship between the brand and consumer. Jugo Juice continues to be consistent with promoting healthier options as opposed to selling sugary drinks like other brands, such as Booster Juice and Orange Julius. Consumers enjoy interacting with brands by having two-way conversations through social media. **a peel** could create new ways to interact with their target audience, in-store and online. (Jugo Juice, Ask a Dietitian, 2014)

Jugo Juice – Weaknesses

One weakness of Jugo Juice is that they focus mainly on operations and consumers that live in Calgary. Although they have locations Canada wide, the majority of their social media communications reach the Calgary market. Jugo Juice's charity events and contests are mainly hosted in Calgary and benefit the people within that market as opposed to creating an IMC plan that spans nationwide. Consumers that live outside the Calgary market may lack awareness and participation with these promotional initiatives. It is recommended that **a peel** consider creating sponsorship events and promotional contests that are relevant to all

their consumers to avoid lack of awareness and interaction with the brand. (Jugo Juice, Jugo Juice Fan Page, 2014)

Another weakness for Jugo Juice is that they lack publicity and advertising outside of Calgary. Jugo Juice has appeared on CTV Calgary, City Style and Living Magazine (Calgary Edition). As a brand, they have already attracted high value customers in their founded city; however, Jugo Juice lacks focus on other major markets, such as Toronto, that would allow the brand to grow and attract more customers and acquire more market share. **a peel** could use this to their advantage, by reaching out to those consumers that Jugo Juice has chosen to neglect. Once **a peel** has become established and has expanded the brand into several franchises in different markets, advertising is suggested to communicate the brand's presence. Such media as magazines, like Canadian Living. (Jugo Juice, Press Room, 2014)

Additional weaknesses for Jugo Juice is that they do not offer a wide variety of smoothies like other competitors and do not offer consumers the ability of personalizing their drinks. Although they have carefully created and selected these smoothies because they are healthier to consume, majority of consumers enjoy the experience of creating their own beverages. Customization has been identified as an important trend across all age groups. **a peel** could create a menu that would allow consumers to choose from recommended blends from the staff as well as create their own blends for their smoothies. Customization will give **a peel** a sustainable competitive advantage over competitors and lead to acquiring market share. (Euromonitor Passport, 2014)

Booster Juice – Strengths

One strength for Booster Juice is that they have created a School Lunch Program for schools in Canada. This program is easy for children to sign up and be apart of. A form is brought home and is completed by parents and is returned to teachers to be submitted at local Booster Juice locations. Booster Juice offers delivery for lunches and fundraisers and provides no sugar, nut-free smoothies with freshly prepared meals. This gives **a peel** insight to the importance of community involvement and the impact it has on the brand image. It is recommended that **a peel** consider creating programs that would help their local communities. (Booster Juice, School Lunch Program, 2014)

Booster Juice continues to be recognized for Canadian Restaurants Awards, earning a total of 14 awards over the past 10 years. The Ernst & Young Prairies Entrepreneur of the Year award, The Frankie Award, and The Consumer's Choice Award are just a few awards earned by Booster Juice. These awards are based on their vision, leadership, financial success and contribution to social responsibility. This allows **a peel** to envision that anything is possible and with hard work will come success and recognition. (Booster Juice, Awards, 2014)

Additional strengths for Booster Juice are that they have Blue Jays baseball player, Jose Bautista as a celebrity spokesperson. Jose Bautista is an All-Star baseball player who is admired and is a role model to many people in Toronto. Booster Juice has several commercials advertising their products with Jose Bautista and have a display cut-out of Jose Bautista at their store locations. Consumers are able to purchase merchandise, like the Jose Batista cut-out posters and Booster Juice baseball jerseys, to help support the brand and sport. **a peel** is able to see the impact celebrity spokespeople have on consumers and are able to gain insight of consumers responses to celebrity endorsement. (Booster Juice, Merchandise, 2014)

Booster Juice – Weaknesses

One weakness for Booster Juice is that they have over 75 different smoothies and juices to choose from on their menu. Although consumers enjoy variety, this is overwhelming, especially when ordering or visiting the store. This gives **a peel** insight into creating a simple and easy to read menu, as it would be an advantage over the competition. **a peel** could create a menu that allows variety without overwhelming or intimidating consumers when making a decision as to what to purchase. (Booster Juice, Menu, 2014)

Another weakness for Booster Juice is that some products, like panini's, wraps and some of their juices, contain gluten. Several consumers are becoming sensitive or allergic to gluten, which limits them to purchasing products from Booster Juice. **a peel** could use this to their advantage by providing consumers with gluten-free and specialty diet products. (Booster Juice, Frequently Asked Questions, 2014)

Lastly, one other weakness for Booster Juice is that the smoothies contain sorbet, which contains added-sugar. Sorbet in smoothies is used as a filler to create thickness and to minimize the use of fruit. Consumers more health conscious and diabetic would not be able to purchase from Booster Juice for these reasons. **a peel** could create a menu of smoothies that does not contain artificial fillers or added-sugar. This would give **a peel** to a competitive advantage and opportunity to acquire market share. (Booster Juice, Frequently Asked Questions, 2014)

iv. Consumer Value

a peel would provide more consumer value by creating superior and knowledgeable customer service and products that are locally grown, organic, and catered to specialty diets, such as gluten-free, lactose-intolerance, diabetes, and low calorie . Additional consumer value would be created by customization and community involvement. Furthermore, **a peel** would create more consumer value by partnering with local charities and creating promotional contests that demonstrate the social responsibility and interaction the brand has within its community.

v. Key Benefits & Positioning

Jugo Juice positions its brand as a healthier lifestyle choice with organic options. Jugo Juice's key benefit is to educate consumers on healthier choices and how to live and fulfill their dietary goals.

Booster Juice positions its brand as a tasty and socially responsible lifestyle that is fun and refreshing. Booster's Juice's key benefit is to enjoy their flavourful products that are actually healthy option.

a peel would position their brand as a healthy, socially-active, on-the-go, simple lifestyle that's fun and quirky. **a peel's** key benefits is that it can be part of a healthy diet, offering healthier and specialty-diet specific options for those individuals always on-the-go that should not have to worry about the things in life that should be simple: food and beverages.

vii. Promotional Programs

Jugo Juice

Jugo Juice uses Facebook for its promotional programs by creating a contest called “Smoothie-In Training Recipe Contest”. Consumers have the opportunity to create a smoothie and submit it online where they could win a Prize Pack valued at \$500. The winner would also be given the opportunity to have their smoothie featured in the 2015 Calgary marathon. Another promotional program on Facebook is Jugo Juice’s photo challenge, where consumers have the opportunity to win a \$100 gift card when they submit their photo online with a hash tag. Jugo Juice also offers consumers, on their website, a \$25 gift card for great tasting ideas and unique flavour combinations. (Jugo Juice, Jugo Juice Fan Page, 2014)

Booster Juice

Booster Juice uses several promotional programs for the brand. Recently they created a campaign with Post Shreddies, where consumers received a 2-for-1 coupon when purchasing Post Shreddies and Honey Bunches of Oats. Another promotional program for Booster Juice is their special pricing for students, where they show their Student Price Card (SPC) and receive additional discounts with their purchases. Booster Juice also offers consumers a free birthday smoothie when they show valid identification at any of their locations. (Booster Juice, Promotions, 2014)

Relevance

These competitive insights allow **a peel** to gain insight in how to reach its target market and how to gain share in similar markets. Social Media allows **a peel** to see consumers enjoy interacting with the brand and to gain knowledge into consumers’ attitudes and buying behavior. Adding an incentive to a brand’s promotional initiatives, especially online, would offer **a peel** an opportunity to explore different ways in reaching and interacting with its target audience.

viii. Implications

If **a peel** does not consider the competition and strive to be one step ahead, they will not be able to generate enough awareness and brand preference to run a successful business. **a peel** must gain insight and acknowledge its competitors' strengths and weaknesses and use this knowledge as an advantage in building a new business. **a peel** could jeopardize the success of its new business venture if the brand does not recognize the weaknesses of its competition and implement the information to avoid negligence.

To increase awareness of store opening, **a peel** would focus advertising through direct mail delivered in the Oakville area. The direct mail would invite the receiver to the grand opening and upon showing the invite, will receive 50% their purchase. Direct mail would be delivered to all residences with the same FSA 'L6H' as **a peel**.

To increase knowledge and understanding of the products offered by **a peel**, they would focus advertising on a community newspaper, such as the Oakville Beaver. A week prior to opening, **a peel** would purchase advertisements within the newspaper. Advertising through the Oakville Beaver will also be done throughout the opening week. The Oakville Beaver campaign would offer a 50% coupon to consumers.

To encourage trial and repeat purchases, **a peel** will focus advertising on digital and social media platforms. **a peel** would create an advertisement on Facebook and using geo-targeting to reach the target market. The Facebook campaign would be offering 50% off purchase, as well as promote its loyalty program.

To increase brand preference, **a peel** will focus advertising on out-of-home, specifically at street level in local transit shelters. These shelters would be located near **a peel's** competitors like Jugo Juice and Booster Juice to win over competitive loyals.

4. Retail Image

i. The Brand

Store Name: a peel

Logo

Below are three logo alternatives for **a peel**. The Agency recommends the first logo a). It incorporates an orange peel in the shape of an orange, invoking the fresh and zesty taste of the fruit. The warm, yellow background is meant to invoke the sun and the brightness its light has. The text selected for the brand name is Chalkduster. The chosen text is meant to invoke a local market feel, similar to the chalk boards used to promote daily specials to individuals attending a market or café. The text suggested to be used for brand content is Century Gothic. The text selected is meant to invoke a very clean, simple philosophy that reflects the brand's vision to provide its customers with only the most purest and organic of fruits and vegetables.



c)



Positioning Strategy

Lifestyle; **a peel** is for all individuals who believe that healthy is not boring. Healthy means enjoying the simple things and adding a bit of zest to keep life fresh and fun. **a peel** is more than just the happiness of self, but of the wellness of the community. **a peel** is about living a life free of any dietary restrictions; it is about finding beverage or food options that are friendly to your health, offering specialty menu items that are personalized according to your tastes and dietary needs, such as dairy-, gluten- and nut-free.

Brand Slogan: “....To your senses”

Campaign Slogan Suggestions: “A smile from peel to peel” + “Keep Calm. Peel On.”

Rationale

a peel is a brand that appeals to both the young and young at heart; male, female; family or single. Fresh, healthy, happy and delicious, **a peel** is simple and naturally sweet with a retail image that is equally appealing to your senses.

Strengths

a peel offers customers a product mix that is currently in demand; however, not supplied. The Agency observed and discussed with several locals at the retail location and discovered insight into the proposed juice bar and smoothie café. (Personal Observation, September 18, 2014) There is no direct or similar competition within the centre; however, there is a juice

bar within the fitness facility, yet, it is limited to the members of the gym. **a peel** is an on-the-go, convenience alternative for healthier lifestyle options. Orders are customizable to the customer's tastes, offering an assortment of fruit and vegetables and dietary substitutions to address any health concerns, such as dairy-, gluten- and nut-free allergies.

ii. Unique Selling Proposition & Competitive Advantage

USP

The brand offers fresh, made to order beverage options for those seeking a healthy, active lifestyle. Produce and dairy used for beverages are sourced from a local wholesaler, like *Fresh Start Foods*, and are organic. (Fresh Start Foods, Organic Produce, 2014) Baked goods used for the brand's food mix are sourced from a local wholesaler, like *Organic Oven*, offering gluten-free, wheat-free and sesame-free options that are non-GMO. (Organic Oven, Our Products, 2014)

Attributes: Active, Fun, Happy, Cheerful, Social, and Knowledgeable.

Key Benefits

a peel may be used as part of a healthy diet; offering a healthier options to on-the-go, convenience products within the plaza. **a peel** is great for a morning pick-me up, lunch for students and seniors, after work for adults who need a snack to tie them over until dinner and is accessible to shopping center employees prior to, during, or after working hours.

iii. Potential Weaknesses of Brand

One of the potential weaknesses of the brand is the inability to address seasonal highs and lows. The brand must carefully monitor purchasing behaviour and plan accordingly to meet demand.

A second potential weakness of the brand is distribution. Considering that the brand has delivery of fresh produce every day, a delay in delivery must be considered. It is suggested that **a peel** consider a storage area to stock additional product in case of any external incidents uncontrollable by the brand.

iv. Implications

The Agency recommends the brand to focus on buyer behaviour in order to address any seasonal lows and highs prior to its onset. If the buying behavior is not considered, seasonal lows may result in significant loss.

If the brand cannot appeal to new customers and **a peel** receives a negative response from its market penetration, it may result in an unsuccessful launch of the brand

5. Retail Mix

i. Product Mix

Category: Customizable Smoothie and Juice Bar

The primary focus of **a peel** will be on smoothies and juicing options that are made to order according to the individual's taste and dietary needs. **a peel**'s product mix involves locally grown, organic options that are, but not limited to, dairy-free, gluten-free, nut-free, and no sugar added.

The secondary focus of **a peel** will be on food options such as premade wraps and sandwiches, salads, veggie and fruit cups, and yogurt with fruit.

An example of some of the dietary substitutions **a peel** offers is the following:

- *Soy/lactose-free/almond milk/coconut milk/dairy-free (ice)

- * honey

- * stevia

- * organic cane sugar

- * raw sugar

- * agave nectar

- **No sugar added

- **Nut allergy alert; it is recommended that **a peel** visibly display an allergy alert to nuts. As careful as it may be that facilities sourced from may be nut free, there is no guarantee that some products may have come in contact with nuts.

- **Sorbet NOT used as a thickening agent

It is suggested to offer a 'thickening' substitute, like bananas, instead of using artificially sweetened sorbets to thicken smoothies.

Menu Display

a **peel** will be equipped with iPads to display digital menus for easy accessibility for the customer and portability by the staff. These devices will be used as part of our standard menu. It is recommended to consider portable p.o.s. methods, such as Square, to benefit prompt customer service and to help staff during high season and special events.

For daily specials, promotional events, and to display our seasonal fruit and vegetable options, a chalkboard menu will be used.

ii. Pricing Strategy

It is suggested that a **peel** apply a *product line pricing* strategy to its standard menu.

Below is an example of how the menu may be priced:

1. Smoothies (Choose any 2 fruits) (each additional \$1) Made with organic 2% milk or 1% milk

Small – 3.99

Medium 4.99

Large – 5.99

**** Soy/lactose-free/almond milk/coconut milk/banana - +50 cents

2. Fresh Juice/Juice Bar (Choose any 2 fruits) (each additional \$1)

Fresh Juice/Juice Bar

Small 12oz – 2.99

Medium 16oz – 3.99

Large 20oz – 4.99

3. Juicing Shots (Choose any 1 - 2 fruits or veggies) (each additional \$1)

Single shot - \$1.99

Double shot - \$2.99

4. On the Go Foodie Delights

Assorted Wraps – 4.99

Assorted Sandwiches – 5.99

Fresh Bagels - \$1.99

Fresh Salads - \$4.99

Fresh Veggie Cups - \$3.99

Fresh Fruit Cups - \$3.99

Yogurt with Granola and Mixed Fresh Fruit - \$3.99

Discounts

The Agency recommends for the brand to implement discounts for certain segments of the market. For example: Students may be offered a 25% discount when a student card is presented. In addition, a seniors' discount may also be implemented at 25%.

With regards to the grand opening and addressing potential seasonal lows, a number of discounts may be considered. Some options may be 'buy one, get one free on any sized smoothie', 'receive 50% off your smoothie or juice when you purchase a wrap or sandwich', and 'be one of the first 50 guests in line at the grand opening and receive a FREE branded mason jar tumbler'. Lastly, it is suggested that an Upper Oakville Shopping Centre employee discount be implemented. It would create incentive for

Considering **a peel** is a socially responsible brand, and is an active participant in the community, it is suggested that a partnership be made with charity to create and emphasize a positive image of the brand. An example of a promotional offer with a partnership would be: a 'healthy heart is a happy heart' campaign, possibly in February to allude to Valentine's, and a partnership with the Heart and Stroke Foundation of Canada. Each time a customer is to purchase a large smoothie, 50cents will be donated to this cause.

It is also suggested to incorporate a loyalty program for frequent, loyal customers. An example of the program would be as follows: 'Collect 5 peels on your loyalty card and receive a FREE smoothie of your choice' or 'FREE smoothie or beverage on your birthday!'.

Lastly, it is suggested the brand create a social media profile, like on Facebook (<https://www.facebook.com/pages/a-peel/819810278069787>), to further promote discounts **a peel** may have and to start a two-way conversation between the brand and the consumer.

iii. Place (Location)

Store Front:



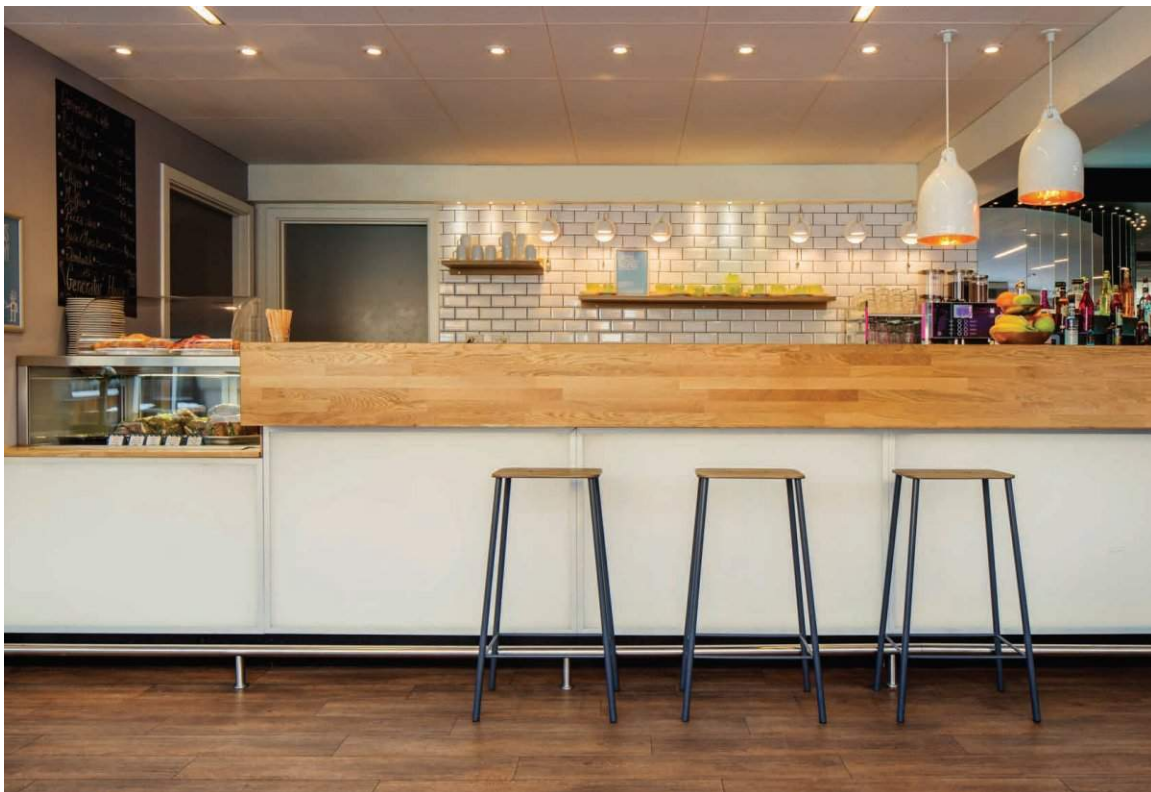
In Store – Front



In Store – Right Side



In Store - Back Side







Exterior:

Situated in the Upper Oakville Shopping Centre, **a peel** will be lined with trendy shrubs which will give nice contrast against the clean white exterior and the signage.

Interior:

Upon entering the building, the customer will be greeted with the invigorating and refreshing scent of fresh fruits and vegetables. The interior image of **a peel** will be contemporary meets market fresh with clean, crisp colours and straight lines. The colour palette is predominately in bright orange, yellow & green on white to radiate freshness.

a peel uses as much natural light given from the large store front window. The interior lighting fixtures are soft and welcoming.

Open concept layout of **a peel** gives off the contemporary, modern feel. The menus are drawn out on chalks boards to give the local market fresh feel.

Upon entering **a peel**, to the left and right of the front entrance, is lined with repurposed wood bar lined with stools. As you proceed through the threshold, there is a quaint sitting area, to the left, with comfortable chairs perfect for reading or enjoying a great conversation with great people. Continuing into the store, there is the main station directly ahead where customers are able to place their orders, take a seat at the counter where there is additional seating, and watch while their delicious beverage and/or food is prepared fresh with the best quality ingredients.

Store Front Signage:



Location:

a peel will be located between Starbucks Coffee and Mastermind Toys. **a peel** faces out toward Upper Middle Rd on looking the parking. The location provides easy access as it is on a main road and offers walk-in traffic due to the local shops and boutiques.

6. Advertising Plan

i. Advertising Objectives

1. To increase awareness for the store opening of **a peel** from 0% - 40% among individuals age 25 - 49 years old, with a HHI of \$50,000+, married with children, which reside within 10km of the store by opening date on January 1, 2015.
2. To increase knowledge and understanding of products offered by **a peel** from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within 6 months.
3. To encourage trial and repeat purchase of **a peel** products from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within 3 months.
4. To increase brand preference of **a peel** from 0% - 40% among individuals age 25 - 49 years old, with an HHI of \$50,000+, married with children within a year.

ii. Creative Strategy & iii. Creative Execution

1. Ad Message: To increase awareness of the brand with an invitation to **a peel**'s grand opening event. Included will be a description of what the brand entails. The message will include strengths of the retail initiative. For example: **a peel** is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. We offer a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of our handmade sandwiches made with fresh, gluten-free bread or enjoy one of our organic fruit cups. All foodie delights are made fresh and prepared daily. Incentive: show DM and receive 50% off your purchase.

Campaign Slogan: Smile from peel to peel.

Tone: Emotional; Light-hearted, Factual; Informative

Image: Front page will include orange peel from the logo. Inside will feature the personal invite along with details outline the brand's USP and a sample of its product mix. Incentive: show DM and receive 50% off your purchase.

Headline: Grand Opening!!

Personality: Fun, Upbeat, Welcoming, Friendly, Fresh

Media: Direct Mail, Canada Post



This is the front side of the postcard for **a peel's** direct response ad.



GRAND OPENING!!

a peel is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. We offer a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of our handmade sandwiches made with fresh, gluten-free bread or enjoy one of our organic fruit cups. All foodie delights are made fresh and prepared daily.

Bring in this flyer and receive

50% OFF purchase



smile from peel to peel

This is the backside of the postcard for **a peel's** direct response ad.

2. **Ad Message:** To increase knowledge and understand of **a peel's** grand opening event with a description of what the brand entails. The message will include strengths of the retail initiative. For example: **a peel** is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. We offer a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of our handmade sandwiches made with fresh, gluten-free bread or enjoy one of our

organic fruit cups. All foodie delights are made fresh and prepared daily. Incentive: COUPON cut-out; receive 50% off your beverage purchase.

Campaign Slogan: Smile from peel to peel.


Tone: Emotional; Light-hearted, Factual; Informative.

Image: Incentive: COUPON cut-out; receive 50% off your beverage purchase.

Headline: You're invited, Grand Opening

Personality: Fun, Upbeat, Welcoming, Friendly, Fresh

Media: Newspaper, Oakville Beaver




You're INVITED

a peel

GRAND OPENING!!

Personalize your beverage of choice
with a selection of organic and
locally grown fruits and vegetables.
We offer a variety of dairy-free
options too, such as soy,
lactose-free, and almond milk.
Hungry and on the go? Try one of
our handmade sandwiches made
with fresh, gluten-free bread or
enjoy one of our organic fruit
cups. All foodie delights are made
fresh and prepared daily.

receive 50% off your beverage
purchase with this coupon 

for more details visit us in-store and 

smile from peel to peel

This is a peel's newspaper ad for the Oakville Beaver.

3. **Ad Message:** To encourage trial and repeat purchase of **a peel**. The message will include an incentive to make trial purchase (50% off) along with information related to the brand's loyalty program to encourage repeat purchase. Collect 5 smiles, receive a free medium beverage. A link to the brand's facebook page and website (www.smileapeel.com) will be included as well

Campaign Slogan: Smile from peel to peel.

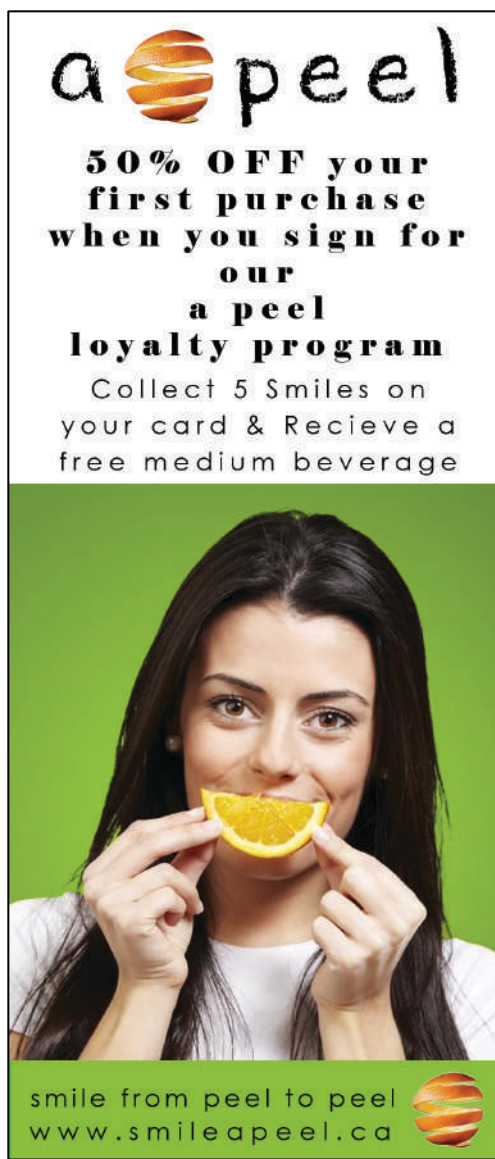
Tone: Emotional; Light-hearted, Factual; Informative.

Image: Incentive: 50% off, loyalty program

Headline: a peel

Personality: Fun, Upbeat, Welcoming, Friendly, Fresh

Media: Online, Facebook



This is **a peel's** Facebook ad.

4. **Ad Message:** To increase brand preference of **a peel**. Feature brand's signature smoothie for New Year's that addresses flu season. A supercharged vitamin C smoothie with fresh orange, banana, mango. Also, to mention that the store is now open. Showcase social media icons along with brand website information and address to demonstrate brand's online presence and to start conversation with consumers.

Campaign Slogan: Smile from peel to peel.

Tone: Emotional; Light-hearted, Factual; Informative.

Image: Smiling Orange Peel; Smoothie; Brand Ad, simple, clean

Headline: Kick Flu Season to the curb.

Personality: Fun, Upbeat, Welcoming, Friendly, Fresh

Media: OOH, Oakville Transit Shelters

Kick Flu Season
to the
curb.



with A supercharged vitamin C
smoothie with fresh orange,
banana, mango from



NOW OPEN!!!

come in today and check out our other
ranges of beverages and ready to go
food. Gluten-free and dairy free options
available.

  smile from peel to peel
www.a peeljuice.ca

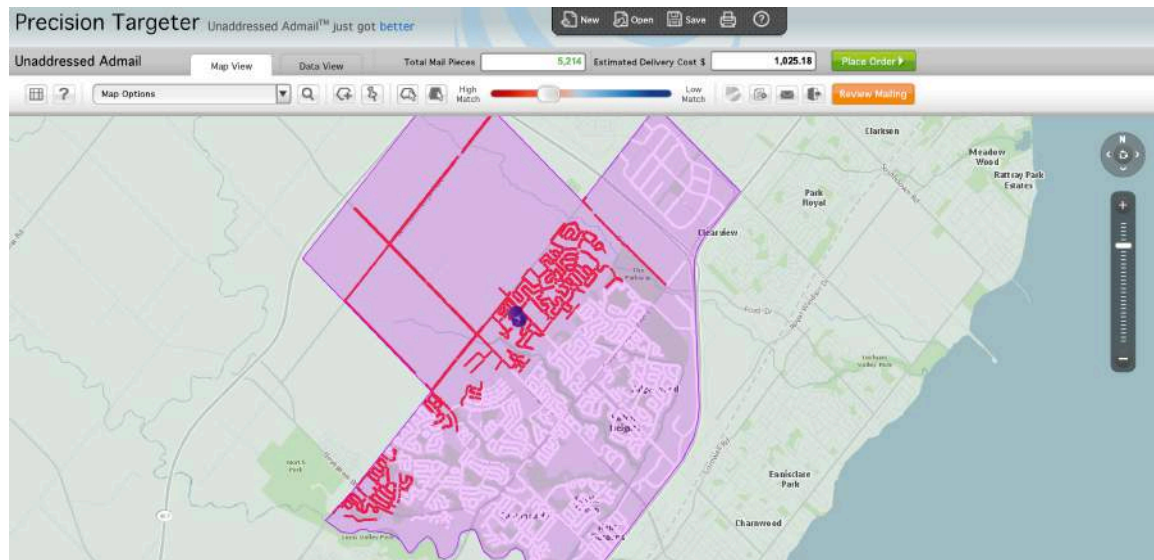
This is **a peel's** transit ad.

iv. Media Considerations

Direct Mail – Canada Post

Direct mail will be distributed by using the same FSA (L6H) as the brand **a peel**. This will allow **a peel** to reach and target consumers that live nearby and who are potential shoppers at The Upper Middle Mall. Through Canada Post website, **a peel** was able to use Precision Targeter to find their target audience that live in Oakville. These consumers live in a house or an apartment located in the city and the rural area. They are the ages between 20-49 years, household income of \$30,000-\$100,000+ and have children. (Canada Post, 2014)

The photo provided below shows a map of Oakville residents that live in the L6H area. The red lines in the map represent the residents that have over 70% match to the target audience and who will receive **a peel's** direct mail.



Source: Canada Post Website. Precision Targeter – Unaddressed Mail, Accessed November 4th, 2014

Canada Post Precision Targeter was able to find 5,214 consumers that live in the L6H area and have a more 70% match of the target audience. **a peel's** direct response coupon will be mailed to residents one week prior to grand opening, and the week of store opening. This would create excitement, awareness and hype of **a peel's** grand opening and a new local store opening in the Upper Middle Mall. (Canada Post, 2014)

The photos provided below shows a break down of cost for the direct mail that will be sent to the target audience who live in the Oakville are during the week prior to **a peel's** store opening. The cost of distribution by Canada Post on December 22,2014 and December 29th, 2014 is \$1,025.18 per day.

Review Mailing

Your Mailing is complete! Nice work!

Based on your route geographic coverage, your Total Mailing Pieces and Estimated Delivery Cost are below. You can save, generate a full-color PDF report, export the mailing data to share with a partner or simply place your order.

Mailing Details		Total Mail Pieces		Estimated Delivery Cost	
Size	Standard	Houses	4,542	Unaddressed Admail (Standard)	802.96
Weight	40 grams	Apartments	672	Options: Specified Delivery Start Date	52.14
Timing	In Market 22/12/14	Farms	0	Seasonality Discount	0
Audience	Houses, Apartments	Businesses	0	VentureOne Discount	0
Budget	Transportation, Tax Max. Total Mail Pieces: 10,000	TOTAL MAIL PIECES	5,214	Transportation Fee	52.14
Demographics	Age, Household Income, Family Structure			Subtotal Before Tax	907.24
				GST/HST	117.94
				PST ON	0
				TOTAL AMOUNT DUE	\$1,025.18

Buttons: Edit, Save and continue later, Generate report, Email to..., Export, Find a Partner, Place Order, Sign in, Help.

Source: Canada Post Website. Precision Targeter – Unaddressed Mail, Accessed November 4th, 2014

Postcards will be double sided and will be 6x11" in size and produced online by eprintFast with creative provided. Postcards will be made in a Matte Aqueous Coating with a turnaround time 2-4 business days. Cut off time are 12pm EST, and shipping time depends on delivery method and shipping location. (eprintFast, 2014)

The chart provided below shows a **peel's** eligible discount rate for cost, this includes the cost of production as well as the type of paper used for the postcard.

Prices New

Select a size using the menu on the right to see prices and quantity.

Postcards/Rack cards 6" x 11"

QTY	25	50	75	100	250	500	750	1000	2500	5000	10000
1 sided	\$28.68	\$31.60	\$34.52	\$37.44	\$54.98	\$84.21	\$97.50	\$105.74	\$180.91	\$271.36	\$523.61
2 sided	\$31.47	\$36.46	\$41.44	\$43.21	\$71.05	\$112.11	\$119.60	\$126.13	\$207.66	\$323.60	\$635.73

Prices based on standard product 14pt + AQ. Upgrade cost is in addition to the standard product price.

Specs

- Product type: 1 sided full colour printing (front only) or 2 sided full colour printing (front and back)
- Standard paper: 95 Bright 14pt C2S paper
- Standard coating: Semi-gloss AQ (Aqueous Coating)
- Quantities: Ranges from 25 to 50,000 cards
- Size available: 2.5"x2.5", 4.25"x2.75", 5.5"x2.125", 2"x8", 4.25"x3.66", 3"x4", 4"x4", 4.25"x5.5", 8.5"x2.75", 4"x6", 4.25"x6", 8.5"x3.5", 8.5"x3.66", 5"x7", 4"x9", 8"x5", 8.5"x5.5", 4.25"x11", 8.5"x6", 6"x9", 6"x11", 8.5"x11", 11"x17"

Source: E Print Fast Website – Post Cards Rates, Accessed November 4th, 2014

The chart provided below is the costs of production of Postcards for **a peel** direct mail campaign.

ePrint Cost of Production for Postcards						
Eligible Rate	Direct Response	# of Units	Cost per unit	# of Deliveries	Single Delivery	Total Cost
\$207.66	Postcards	5,214	\$0.04	2	\$216.55	\$433.10

Source: E Print Fast Website – Post Cards Rates, Accessed November 4th, 2014

The total cost of production of postcards is \$433.10.

The chart provided below is the costs of distribution of Postcards for **a peel** direct mail campaign.

Canada Post Cost of Distribution for Postcards				
# of Post Cards	# of Deliveries	Cost Per Delivery	Cost Per Postcard	Total Cost
5,214	2	\$1,025.18	\$0.20	\$2,050.36

Source: E Print Fast Website – Post Cards Rates, Accessed November 4th, 2014

The total cost of distribution of postcards is \$2,050.36.

The chart provided below is the total cost of **a peel's** direct mail campaign. Postcards will be mailed out December 22nd, 2014 and December 29th, 2014.

Total Cost of Direct Mail		
Cost of Production	Cost of Distribution	Total Cost of Postcards
\$433.10	\$2,050.36	\$2,483.46

Source: Canada Post Website and E Print Fast Website – Post Cards Rates and Cost of Distribution Accessed November 4th, 2014

The total cost of the direct mail campaign is \$2,483.46.

Newspaper – The Oakville Beaver

Newspaper advertisement will be placed inside the Oakville Beaver, specifically in the community section of the paper. The advantages of newspaper are market coverage, geographic flexibility, and reader involvement. Oakville Beaver is distributed to **a peel's** targets audience and will also reach new potential consumers outside their target audience. In 2011 Oakville Census, Oakville's population had grown to 182,520 and continues to develop over the years. (Town of Oakville, 2014) Evidently **a peel** will increase awareness of the brand with an invitation to their grand opening.



Source: City Data Website, Map of Oakville Accessed November 4, 2014. Source: Living Stream Website, The Oakville Beaver Newspaper Accessed November 4, 2014

The Oakville Beaver issues 3 times a week: Wednesday, Thursday and Friday. Closing and reservations must be made 4-6 days preceding edition. The chart provided below shows the newspaper circulation.

Day	Average Total Circulation	Average Total Paid	Average Total Unpaid
Wednesday	44,372	52,032	44,296
Thursday	52,032	104	105
Friday	44,296	51,928	44,191

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

Newspaper ads will be full page, Black with 3/Colours. The ads will be displayed one week prior to a **peel's** store opening and the week of store opening to increase knowledge and understand a **peel's** grand opening event. a **peel's** advertisements will be placed a week prior to grand opening and week of store opening. There would be a total of 6 ads in the Oakville Beaver.

The chart below provides the costing for a **peel's** ads inside the Oakville Beaver. Ads will be displayed on December 24th, 2014 and January 1st, 2015.

Media	Publications	Day	Size	# of Inserts	Colour B+3	Cost of Ad	Cost of Ad w/ Colour	Total Cost
Newspaper	Oakville Beaver	Wednesday	Full Page	2	\$1,160	\$7,605.00	\$8,765.00	\$17,530.00

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

The total cost of advertising in the Oakville Beaver on Wednesday is \$17,530.00. Please refer to refer to rate card located in the index.

The chart below provides the costing for **a peel's** ads inside the Oakville Beaver. Ads will be displayed on December 25th, 2014 and January 2nd, 2015.

Media	Publications	Day	Size	# of Inserts	Colour B+3	Cost of Ad	Cost of Ad w/ Colour	Total Cost
Newspaper	Oakville Beaver	Thursday	Full Page	2	\$1,160	\$8,594.00	\$9,754.00	\$19,508.00

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

The total cost of advertising in the Oakville Beaver on Thursday is \$19,508.00. Please refer to refer to rate card located in the index.

The chart below provides the costing for **a peel's** ads inside the Oakville Beaver. Ads will be displayed on December 26th, 2014 and January 3rd, 2015.

Media	Publications	Day	Size	# of Inserts	Colour B+3	Cost of Ad	Cost of Ad w/ Colour	Total Cost
Newspaper	Oakville Beaver	Friday	Full Page	2	\$1,160	\$7,605.00	\$8,765.00	\$17,530.00

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

The total cost of advertising in the Oakville Beaver on Friday is \$17,530.00. Please refer to refer to rate card located in the index.

The chart below provides the total cost of **a peel's** newspaper advertising campaign.

Newspaper - Oakville Beaver Campaign			
Cost of Wednesday Ads	Cost of Thursday Ads	Cost of Friday Ads	Total Cost of Campaign
\$17,530	\$19,508	\$17,530	\$54,568

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

The total cost of the newspaper campaign is \$54,568. Please refer to refer to rate card located in the index.

Digital & Social Media – Facebook

Social media advertisement will be on Facebook, specifically targeting people who live in the Oakville area. The purpose of advertising of Facebook is to encourage trial and repeat purchase of **a peel**. The benefit of advertising on social medias is to create two-way conversations with the consumer and the brand. Using social media platform allows **a peel** to create a consumer database for the brand, to communicate and reach out to potential consumers. Advertising online is measurable and will allow **a peel** to gain insight on how consumers are reacting towards their ads.

Facebook ads will be calculated by daily budget and it's objective is to create "likes" by followers who are **a peel's** target audience and potential consumers. **a peel's** fan page will allow consumer to learn more about the brand and communicate on real time.

This chart below provides the costs of Facebook advertising. Facebook campaign will start December 24nd, 2014 – January 2nd, 2014.

Facebook Advertising Campaign

Cost Per Day	# Days	Potential Reach	Total Cost
\$1,000	10	1,940,000	\$10,000

Source: Facebook Website, Online Advertising Rates. Accessed November 4th 2014.

The total cost of Online advertising campaign is \$10,000. Please refer to rates located in the index.

Out-of-Home – Street Level

Pattison out-of-home advertising will be placed outside Oakville Place to increase brand preference. Out-of-home advertising will create high frequency and high reach, consumers who take the same route home everyday will pass this ad several times in one week. This is a major shopping mall in Oakville and consumers travel from work and school to shop. Oakville place is also near the Oakville Go, which has connecting buses to take consumers to the Upper Middle Mall.

This chart below provides the costs of Out-of-Home advertising outside Oakville Place. Ads will be displayed week of a **peel's** store opening, December 31st, 2014 – January 7th 2015.

Pattison Out-of-Home Street Level Advertising Campaign

Media	Publications	Location	Placement	Population	GRPs	# of Weeks	Net/Gross	Cost of 4 Weeks (Net)	Cost of 1 Week (Net)	Campaign Cost (Gross)
OOH	Pattison	Toronto CMA	Street Level	6,631,680	25	1	Net	\$111,510	\$27,877.50	\$32,797.06

Source: Sheridan College Slate, Media Communications Delivery - OOH Rates. Accessed November 4th, 2014

The total cost of Out-of-Home advertising campaign is \$32,797.06. Please refer to rate card located in the index.

The chart below shows a **peel's** sales promotion campaign. It also shows when and where advertisement will be placed for the brand.

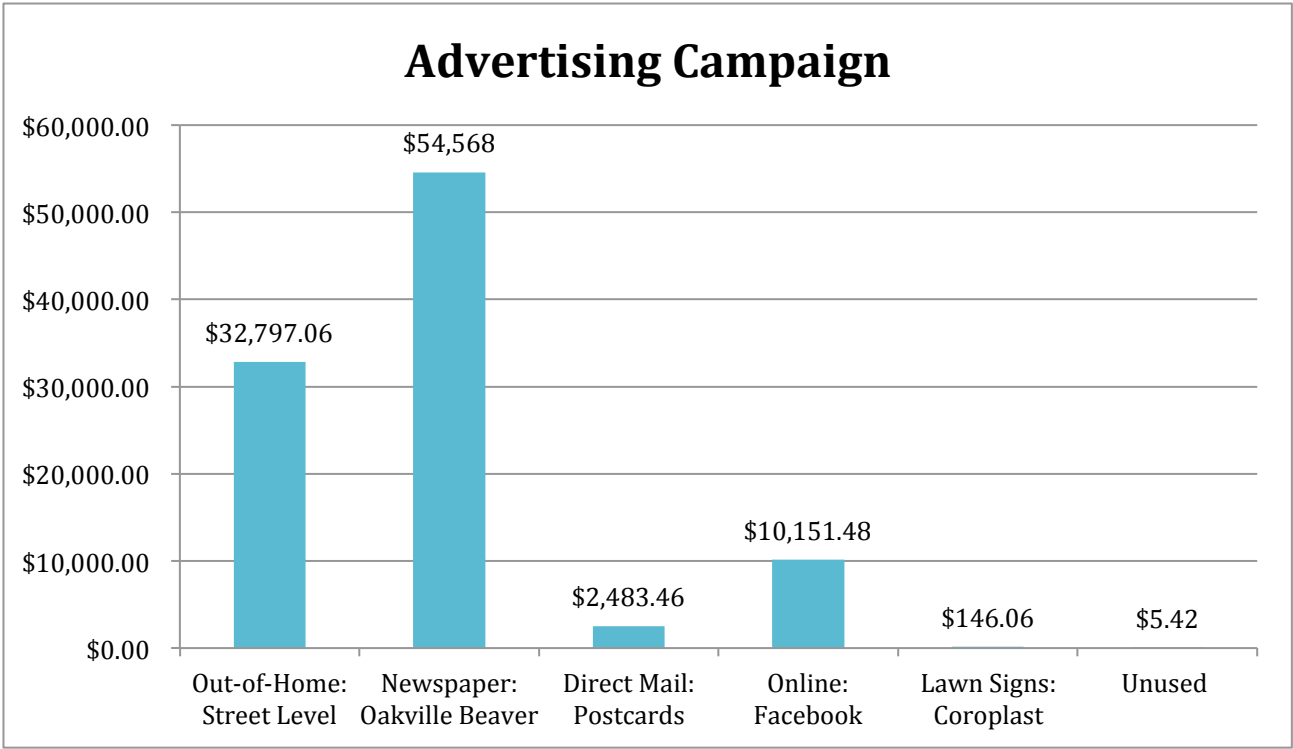
Media Campaign for 2014-2015

Media	December												January								
	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
Local Oakville Area, Toronto CMA																					
Direct Mail Oakville -FSA L6H (2 Postcards)																					
Newspaper - Oakville Beaver (6 FP Black+3 Ads)																					
Online - Facebook (10 Ads)																					
Out-of-Home - Pattison: Street Level (1 Ad)																					

The brand **a peel's** media campaign has a variety of mediums being used to reach their target audience. The media campaign is mainly focus on creating excitement before the store opens and during the week of grand opening to pull consumers into the store.

The advertising campaign budget for **a peel** is \$100,000.00 and has been divided between direct mail, newspaper, online and out-of-home advertising. Majority of the budget was distributed towards newspaper and out-of-home. Followed by Facebook and than direct mail, the total cost of these mediums is \$99,848.52. **a peel** has determined to used the leftover for 5 lawn signs to increase consumer knowledge that they are open during their grand opening. These signs will be double side, 8mm Coroplast Signage 36”x32” and will cost \$146.06. Please refer to rates located in the index.

The chart below shows how the budget is distributed among different mediums.



Throughout the advertising campaign **a peel** will successful create awareness of the brand, and encourage consumers to visit their store.

Retail Proposal



Property Manager:

Tina Preussner

TMAC Agency presents:

Mary Catherine D'Agostino, Chelsey Simon

Ashley Molasy & Tonia Ranieri

Proposal Date:

Thursday, November 6th, 2014

Agenda

- ❁ Market Analysis
- ❁ Target Market
- ❁ Competitive Analysis
- ❁ Retail Image
- ❁ Product Mix
- ❁ Pricing Strategy
- ❁ Place (location)
- ❁ Advertising Plan

Market Profile

- ❁ As shown in Table, there is moderate growth in sales in the Health and Wellness industry as a whole and in each segment.

C\$ million	2008	2009	2010	2011	2012	2013
Better For You (BFY)	6,726.6	6,963.9	7,168.5	7,341.5	7,370.7	7,398.9
Food Intolerance	161.4	168.3	174.1	180.9	186.9	191.5
Fortified/Functional (FF)	2,863.4	3,109.1	3,291.0	3,473.7	3,547.5	3,632.1
Naturally Healthy (NH)	7,526.9	7,772.1	8,168.9	8,524.3	8,688.5	8,918.3
Organic	1,159.0	1,211.7	1,274.4	1,345.8	1,399.7	1,451.3
Health and Wellness	18,437.2	19,225.2	20,076.9	20,866.2	21,193.2	21,592.1

Market Profile

- ❁ Juices Beverages

- ❁ 2% decline in sales

- ❁ Organic Beverage

- ❁ 7% increase

- ❁ Organic juice increase a modest 2% (C \$117million)

- ❁ Naturally Healthy Beverage

- ❁ 1% growth

- ❁ Weak performance due to over saturation




Market Profile

Trends

Organic Beverages

-  Consumers are paying more attention to food consumption
-  Willing to pay more

Food Intolerance

-  Market is performing well due to gluten-free food category
-  Non digestive sufferers opting to gluten-free
-  Lactose-free big component in market

Environment Profile

Technology

-  Advanced technological generation

Social & Demographics

-  Parents purchasing health & wellness product for family
-  Senior consumers interested in healthy lifestyle

Legal

-  Consumer Packaging Act, Competition Act & Food Allergen Labeling and Consumer Protection Act

Target Market

Demographics

-  Adults

-  25-49 years old

-  HHI \$50,000+

-  Married with children (12-17 years old)

Psychographics

-  Enjoy keeping fit




-  Like to keep informed about new products/services

-  Buy based on quality not price

-  Feel their overall health depends on eating well

Target Market

Buying Behaviour/Needs




-  56.84% buy based on quality of the product over price
-  39.12% look for low calorie/light snack to satisfy their needs
-  43.80% agree low fat foods are an important part of their diet

Seasonal Factors

-  There may be a seasonal factor
-  74.20% state they love fresh air and outdoor activities – could imply higher chance of purchase in warmer months





Target Market

Attitudes

-  66.7% agree/strongly agree that taste is the most important factor when deciding on a smoothie
-  100% of the target market surveyed agree/strongly agree that fresh ingredients are a key element for smoothies
-  66.7% stated price was a key factor while 33.3% stated dietary restrictions was a key factor for not purchasing a smoothie

Target Market

Social Factors

-  96.26% have accessed the internet in the past month
-  83.72% have watched television on Sundays
-  71.07% agree they typically recommend new products to others
-  51.15% agree that people around them expect that they give good advice about products/services

Competitor – Jugo Juice



JUGO JUICE®



- ❁ Location – Oakville Place
 - ❁ 7 minutes / 3.4 km in driving distance
- ❁ Products
 - ❁ Smoothies, Juices and Healthy Food Options
- ❁ Mission: Educating and helping consumers to make healthier decisions in life.
- ❁ Established 1998, Calgary

Competitive – Jugo Juice

Strength




-  Ability to recognized new trends in Canada
 -  Consumer demands for cold-pressed juices.
 -  Popularity has grown over the recent years where health savvy uses as cleanses.

Relevance



-  a peel should be aware and seeking for new upcoming trends.
 -  Gain a competitive advantage by differentiating themselves.

Competitor – Jugo Juice

Strength




-  Does not use any unhealthy fillers
 -  Sorbet is a common ingredient in smoothies
 -  Commonly used to thicken smoothies, less fruits and contains added-sugars.

Relevance

-  a peel's should create smoothies that are filler free and no added sugar.
 -  Consumers are not limited to menu options

Competitor – Jugo Juice

Strength

-  Created a service offering for consumers
 -  Free advice available by a professional dietician
 -  Consumers are more health conscious and trying to find new ways to be healthy.

Relevance

-  a peel could create new ways to interact with target audience.
 -  Social Media & In-Store/Online

Competitor – Jugo Juice

Weakness

-  Mainly focus on Calgary communities and store locations.
 -  Charity events and contests mainly benefit the consumers within Calgary.
 -  Consumers outside Calgary may lack attentiveness and interaction with contests.

Relevance

-  a peel should create contest and charity events that gain interest of all consumers.
 -  Prizes would be suitable to all consumers.

Competitor – Jugo Juice

Weakness




-  Lack of press exposure and media advertising outside of Calgary
-  Already have won over consumers in founding city.
 -  Consumers in heavy populated cities like Toronto should gain awareness of brand.

Relevance

-  Expanding locations for a peel would require new advertisement
 -  Create awareness to new consumers
 -  Continue to be top of mind

Competitor – Jugo Juice

Weakness

-  Does not offer a wide variety of smoothie
 -  Consumers do not have the ability to personalize their smoothies/juices.
 -  Personalization has been identified as an important trend across all age groups.

Relevance

-  a peel could create a menu that allows personalization
 -  Could also offer recommended blends by staff.

Competitor – Booster Juice



- ❁ Location – Strip Plaza that is similar to Upper Middle Mall.
 - ❁ 7 minutes / 3.6km in driving distance
- ❁ Products
 - ❁ Smoothies, Juices, Supplements and Panini's
- ❁ Mission: Providing great tasting alternative to fast food that is nutritious.
- ❁ Established 1999, Calgary
 - ❁ 300 locations Worldwide

Competitor – Booster Juice

Strength

-  Creating a children's School Lunch Program
 -  Creating a positive image for the brand, becoming involved with the communities.
 -  Educating the importance of a healthy meals for children.

Relevance

-  a peel could become involved with the community
 -  Create programs to improve brand image

Competitor – Booster Juice

Strength

-  Constantly being recognized for dedication and hard work.
 -  Awards based on vision, leadership, financial success and contribution to social responsibility.
 -  Has won 14 awards over the past 10 years.

Relevance

-  a peel gains insight that anything is possible.
 -  Creates determination for the brand to strive for success.

Competitor – Booster Juice

Strength




-  Jose Bautista, celebrity spokesperson
 -  All-Star baseball player who is a role model.
 -  Who is admired by many fans World-wide.

Relevance

-  a peel is able to gain insight of consumers response to celebrity spokesperson.
 -  Could considered a celebrity spokesperson in the future.

Competitor – Booster Juice

Weakness

-  Overwhelming variety of smoothies on the menu.
 -  Carries more than 75 different smoothies/juices on their menu.
 -  Menu tends to look clustered and distracting for consumers to read.

Relevance

-  a peel's could offer a menu that is less complex
 -  Variety without distractions, easy to order.

Competitor – Booster Juice

Weakness




-  Majority of baked goods contain Gluten
 -  Consumers are developing more allergies to Gluten.
 -  Health conscious consumers avoid eating products containing preservatives.

Relevance

-  a peel could create Gluten free products
 -  Allows consumers to enjoy all of their baked goods.

Competitor – Booster Juice

Weakness

-  Smoothies contain Sorbet, and added-sugars.
 -  Consumers who are diabetic are limited to menu options.
 -  Consumers who are more health conscious will not purchase smoothies.

Relevance

-  a peel could create a menu with healthier ingredients.
 -  Cater to consumers who are limited to added-sugar.

Competition - Promotional

- ✿ Jugo Juice
- ✿ Facebook: Smoothie In Training Recipe Contest
 - ✿ Create a smoothie and submit online
 - ✿ Prize Pack valued at \$500
 - ✿ Smoothie featured in the 2015 Calgary Marathon.
- ✿ Facebook: Selfie
 - ✿ Submit selfie with Jugo Juice with #hashtag
 - ✿ \$100 Gift Card
- ✿ Website: Suggestions
 - ✿ Submit ideas of unique flavours
 - ✿ \$50 Gift Card

Competition - Promotional

- ❁ Booster Juice
- ❁ Post Shreddies - Coupon
 - ❁ Purchase a box at local grocery.
 - ❁ 2 for 1 Coupon inside cereal box.
- ❁ Student Price Card (SPC) – Discount
 - ❁ Present the card at point of purchase
 - ❁ Receive promotional pricing for students.
- ❁ Birthday – Promotion
 - ❁ Present valid photo identification
 - ❁ Receive a free smoothie of choice

Retail Image

Logo & Slogan



“....to your senses”

Positioning Strategy

- ❁ Lifestyle
- ❁ Healthy not boring
- ❁ Enjoy the simple things
- ❁ Happiness of self
- ❁ Wellness of community; social
- ❁ Personalized

Rationale

- ❁ Appeals to both young & young at heart
- ❁ Fresh
- ❁ Healthy
- ❁ Delicious
- ❁ Simple
- ❁ Naturally Sweet

USP & Key Benefits



USP



Made to order beverages



Produce, dairy, baked goods locally sourced



Key Benefits



part of a healthy diet



on-the-go, convenience

Product Mix

Product Line Pricing

 Smoothies

 Juices

 Sandwiches

 Wraps

 Salads

 Veggie Cups

 Fruit Cups

 Yogurt with Fruit

Smoothies



Fresh Juice Bar



Assorted Wraps



Fresh Bagels



Assorted Sandwiches



Fresh Salads



Fresh Veggie & Fruit Cups



Fresh Yogurt Cup



Dietary Substitutions

- ❁ *Soy/lactose-free/almond/coconut milk
- *Ice
- *honey
- *stevia
- *organic cane sugar
- *raw sugar
- *agava
- **No added sugar
- **Nut Allergy Alert
- **Sorbet NOT added as a thickening agent

Dietary Substitutions



Dietary Substitutions





Made from
100% Recycled
Paperboard

To Go Packaging



Premium Products



Menu



Menu

- ❁ Display – Chalkboards
 - ❁ Events, fruit options, daily specials



Menu



P.O.S Methods



Square

FEATURES

Fast setup, no commitments.

Sign up for Square and we'll drop your free Square Reader in the mail—no commitments or long-term contracts.

All major credit cards

Process Visa, MasterCard, Discover, and American Express at 2.75% per swipe.

Safe and secure

Your customers' card information is encrypted at swipe—Square meets industry standards for PCI DSS.



Location, Location, Location

🌸 Store Front



Location, Location, Location

🌸 In-Store Front



Location

🌸 In-Store Back

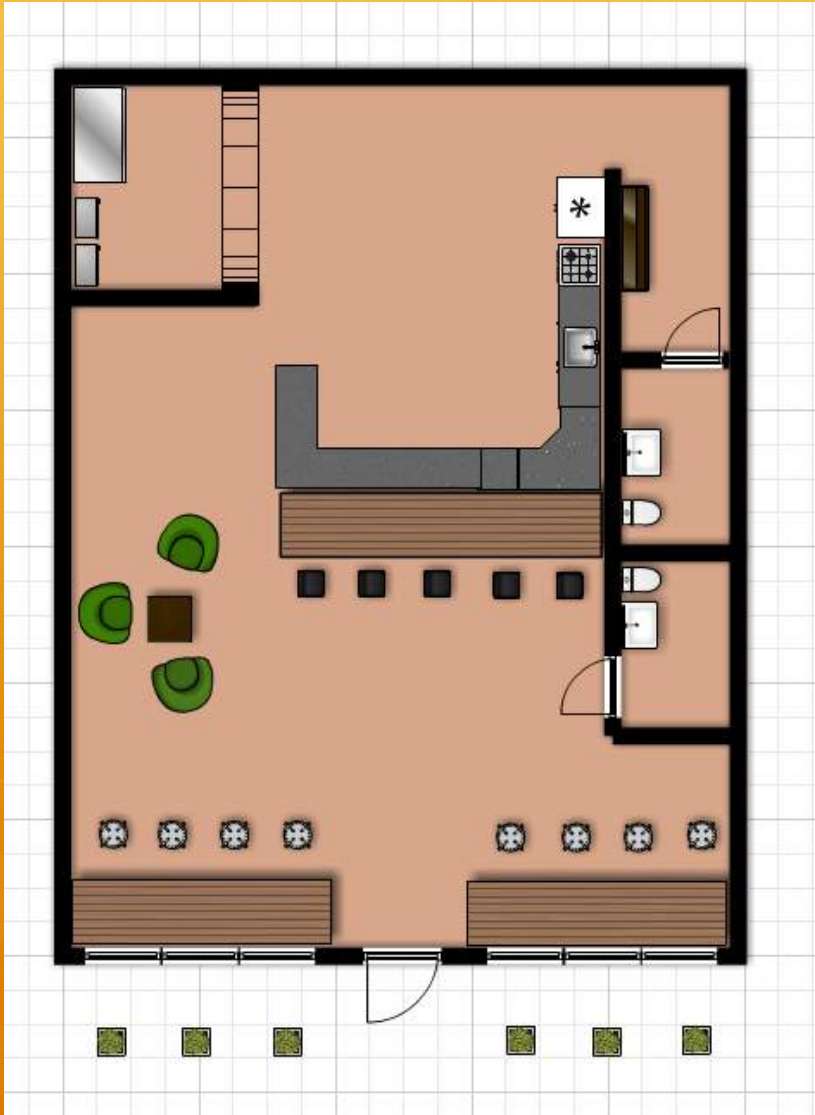


Location

🌸 In-Store Side



Location



Location



Objectives

- ❁ To increase awareness for the store opening of **a peel** from 0% - 40% among individuals age 25 – 49 years old, with a HHI of \$50,000+, married with children, which reside within 10km of the store by opening date on January 1, 2015.

Objectives

- ❁ To increase knowledge and understanding of products offered by **a peel** from 0% - 40% among individuals age 25 – 49 years old, with a HHI of \$50,000+, married with children within 6 months.

Objectives

- ❁ To encourage trial and repeat purchase of **a peel** products from 0% - 40% among individuals ages 25 – 49 years old, with an HHI \$50,000+, married with children within 3 months.

Objectives

- ❁ To increase brand preference of **a peel** from 0% - 40% among individuals age 25 – 49 years old, with an HHI of \$50,000+, married with children within a year.





GRAND OPENING!!

a peel is fresh and made to order. Personalize your beverage of choice with a selection of organic and locally grown fruits and vegetables. We offer a variety of dairy-free options too, such as soy, lactose-free, and almond milk. Hungry and on the go? Try one of our handmade sandwiches made with fresh, gluten-free bread or enjoy one of our organic fruit cups. All foodie delights are made fresh and prepared daily.

Bring in this flyer and receive

50% OFF purchase



smile from peel to peel

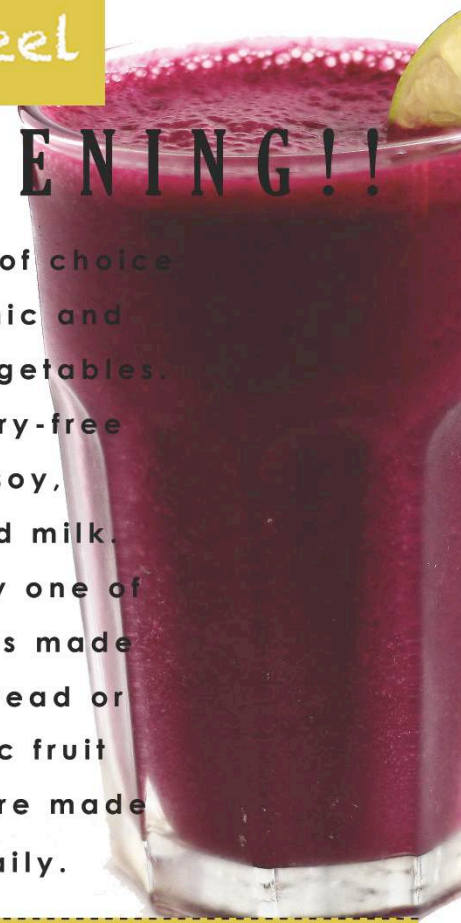
You're INVITED



GRAND OPENING!!

Personalize your beverage of choice
with a selection of organic and
locally grown fruits and vegetables.

We offer a variety of dairy-free
options too, such as soy,
lactose-free, and almond milk.
Hungry and on the go? Try one of
our handmade sandwiches made
with fresh, gluten-free bread or
enjoy one of our organic fruit
cups. All foodie delights are made
fresh and prepared daily.



receive 50% off your beverage
purchase with this coupon



for more details visit us in-store and



smile from peel to peel



**50% OFF your
first purchase
when you sign for
our
a peel
loyalty program**

Collect 5 Smiles on
your card & Recieve a
free medium beverage



smile from peel to peel
www.smileapeel.ca



Kick Flu Season
to the
curb.



with A supercharged vitamin C
smoothie with fresh orange,
banana, mango from



NOW OPEN!!!

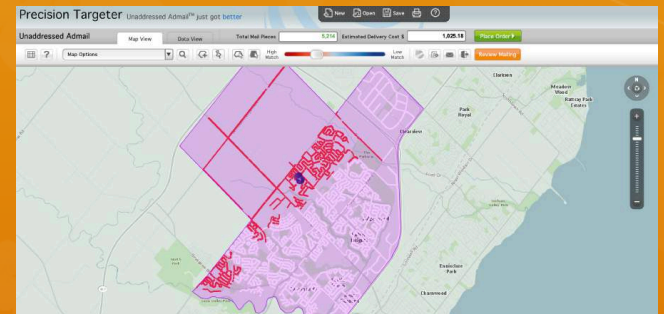
come in today and check out our other
ranges of beverages and ready to go
food. Gluten-free and dairy free options
available.



smile from peel to peel
www.a Peel Juice.ca

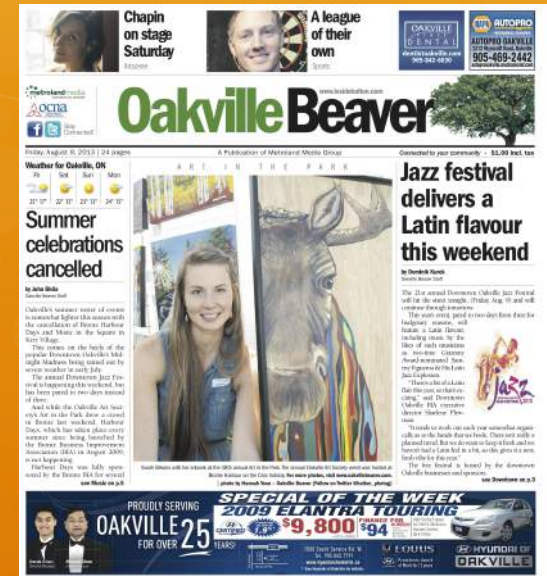
Advertising – Direct Mail

- ❁ Target audience with same FSA – L6H will receive a Postcard including coupon
 - ❁ December 22/14 & December 29/14
- ❁ Distribution: 5,214 Postcards
 - ❁ Deliver by Canada Post & Produce by eprintFast
 - ❁ 2 Double Side 6x11"
- ❁ Total Cost of Postcards
 - ❁ \$2,483.46



Advertising - Newspaper

- ❁ Oakville Beaver
 - ❁ High circulation rate, 44,372 – 52,032
 - ❁ 6 Full Page, Black with 3 Colour Ads
- ❁ Distributed: Wednesday, Thursday and Friday
 - ❁ December 24th – 26th/2014
 - ❁ January 1st – 3rd/2015
- ❁ Total Cost of Newspaper Ads
 - ❁ \$54,568.00



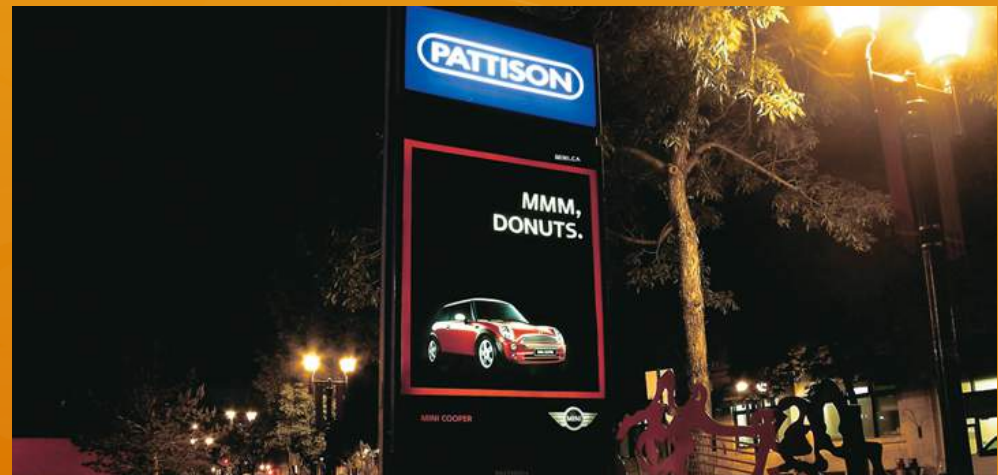
Advertising - Online

- ❁ Facebook
 - ❁ Target selectivity, people who live in Oakville
 - ❁ Travel for work and school to Oakville.
- ❁ Ads are calculated by daily budget given by brand.
 - ❁ December 24th – January 2nd/2015
 - ❁ Objective created by “Likes”
- ❁ Total Cost of Online
 - ❁ \$10,000

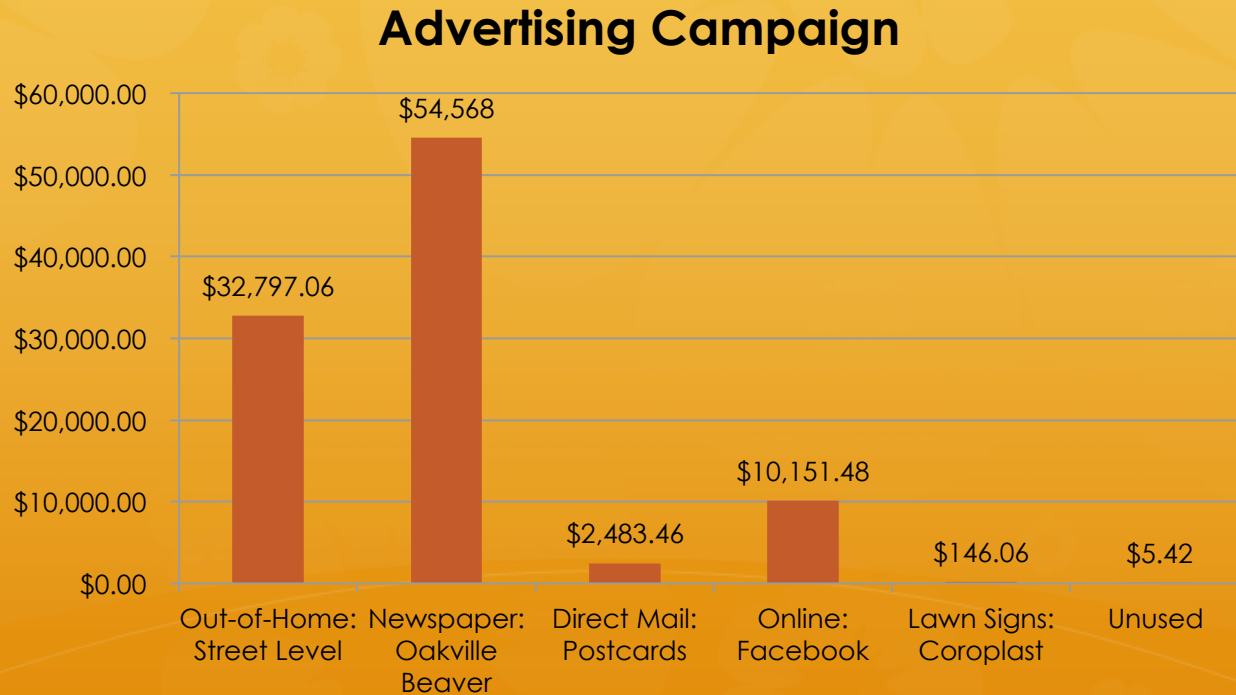


Advertising – Out-of-Home

- ❁ Pattison
 - ❁ High Frequency and Reach.
 - ❁ 68"x47" Street Level Poster at the Oakville Place
- ❁ Ads are calculated based on GRP and Rates.
 - ❁ Showcase: December 31st – January 7th/2014
- ❁ Total Cost of OOH
 - ❁ \$32,797.06



Advertising Campaign



❁ Majority of advertisement is be distributed through Newspapers and Out-of-Home.

❁ Advertising budget of \$100,000.00

Advertising Plan

		December												January								
	Media	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
Local Oakville Area, Toronto CMA																						
Direct Mail Oakville -FSA L6H (2 Postcards)																						
Newspaper - Oakville Beaver (6 FP Black+3 Ads)																						
Online - Facebook (10 Ads)																						
Out-of-Home - Pattison: Street Level (1 Ad)																						

❁ Advertising campaign will run the week prior to grand opening and week of store opening.

❁ Several types of Mediums

❁ Newspaper

❁ Direct Mail

❁ Online

❁ Out-of-Home

Conclusion

- ❁ Market Analysis
- ❁ Target Market
- ❁ Competitive Analysis
- ❁ Retail Image
- ❁ Product Mix
- ❁ Pricing Strategy
- ❁ Place (location)
- ❁ Advertising Plan

Appendix

Review Mailing

Your Mailing is complete! Nice work!

Based on your route geographic coverage, your Total Mailing Pieces and Estimated Delivery Cost are below. You can save, generate a full-color PDF report, export the mailing data to share with a partner or simply place your order.

Mailing Details		Total Mail Pieces		Estimated Delivery Cost	
Size	Standard	Houses	4,542	Unaddressed Admail (Standard)	802.96
Weight	40 grams	Apartments	672	Options: Specified Delivery Start Date	52.14
Timing	In Market 22/12/14	Farms	0	Seasonality Discount	0
Audience	Houses, Apartments	Businesses	0	VentureOne Discount	0
Budget	Transportation, Tax Max. Total Mail Pieces: 10,000	TOTAL MAIL PIECES	5,214	Transportation Fee	52.14
Demographics	Age, Household Income, Family Structure			Subtotal Before Tax	907.24
				GST/HST	117.94
				PST ON	0
				TOTAL AMOUNT DUE	\$1,025.18
				Sign in ▶	to see applicable discounts and taxes

Save and continue later

Generate report

Email to...

Export

Find a Partner

Place Order ▶

?

Help

Source: Canada Post, Precision Targeter – Unaddressed Mail. Accessed November 4th, 2014
<https://www.canadapost.ca/cpotools/mc/app/tpo/pym/targeting.jsf?LOCALE=en>

Review Mailing

Your Mailing is complete! Nice work!

Based on your route geographic coverage, your Total Mailing Pieces and Estimated Delivery Cost are below. You can save, generate a full-color PDF report, export the mailing data to share with a partner or simply place your order.

Mailing Details		Total Mail Pieces	Estimated Delivery Cost
Size	Standard	Houses 4,542	Unaddressed Admail (Standard) 802.96
Weight	40 grams	Apartments 672	Options: Specified Delivery Start Date 52.14
Timing	In Market 29/12/14	Farms 0	Seasonality Discount 0
Audience	Houses, Apartments	Businesses 0	VentureOne Discount 0
Budget	Transportation, Tax Max. Total Mail Pieces: 10,000	TOTAL MAIL PIECES 5,214	Transportation Fee 52.14
Demographics	Age, Household Income, Family Structure		Subtotal Before Tax 907.24
			GST/HST 117.94
			PST ON 0
			TOTAL AMOUNT DUE \$1,025.18
			Sign in to see applicable discounts and taxes

Save and continue later

Generate report

Email to...

Export

Find a Partner

Place Order

?

Help

Source: Canada Post, Precision Targeter – Unaddressed Mail. Accessed November 4th, 2014
<https://www.canadapost.ca/cpotoools/mc/app/tpo/pym/targeting.jsf?LOCALE=en>

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for people, media, agencies, associations and more...

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[Listing Feedback](#)
Oakville Beaver

Community Newspapers (Oakville)



The electronic addresses provided in this listing are for inquiring about the company's products and or services and not to be used for sending unsolicited marketing or promotional messages.

Contact Information



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Manuel Garcia, Production Manager (Email: mgarcia@metroland.com) 
Charlene Hall, Circulation Manager (Phone: 905-337-5573 . Email: chall@metroland.com) 
Neil Oliver, Publisher (Email: noliver@metroland.com) 

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Phone: 416-493-1300 . Fax: 416-493-0623 . Email: corporate.sales@metroland.com


Branch Offices

Corporate Sales, 10 Tempo Avenue, Toronto, ON, M2H 2N8
(Phone: 416-493-1300 . Fax: 416-493-0623 . Email: corporate.sales@metroland.com) 
Adam Flinders, National Sales and Classified Manager (Email: aflinders@metroland.com) 

Media Representatives

[AdReach Ontario](#)

[Dicomm Media \(For United States only\)](#)

Thibaud Wallaert, General Manager (Phone: (646) 536-7206 . Fax: (973) 335-1038 . Email: twallaert@dicommintl.com) 

Primary Ad Contact

Adam Flinders (416-493-1300)

Year Established: 1962. Published in English.

Subscription: Free.

Member of: [Ontario Community Newspapers Association & Ad-Reach](#), [Canadian Circulations Audit Board \(CCAB\)](#), [Ontario Press Council](#), [Local](#)

<http://www.cardonline.ca/library.sheridanc.on.ca/listings/7044.jsf>

1/4

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014
<http://www.cardonline.ca/library.sheridanc.on.ca/listings/7044.jsf>

10/29/2014

Community Newspapers - Media Information on Oakville Beaver

[Media Association](#), [Flyer Distribution Standards Association \(FDSDA\)](#), [Newspapers Canada](#) | [Journaux Canadiens](#)

Issuance & Closing

Issued 3 times per week (W, Th, F).

Closing: Space reservations: 4-6 days preceding edition, Material: 5 days preceding edition, deadlines may vary.

Advertising

Rates are effective July 1, 2014

Rates confirmed July 23, 2014

Rates are gross

Agency commission 15%

Cash discount None.

Rate Card

Space Rates - Th

	1 ti	4 ti	13 ti	26 ti	52 ti
Full p. (10.375" x 11.5")	\$8,594	\$7,530	\$5,493	\$5,027	\$4,762
3/4 p. (10.375" x 8.571")	\$7,090	\$6,213	\$4,531	\$4,148	\$3,929
1/2 p. (v: 5.145" x 11.5") (h: 10.375" x 5.71")	\$4,727	\$4,141	\$3,020	\$2,765	\$2,619
3/8 p. (v: 5.145" x 8.571")	\$3,722	\$3,261	\$2,379	\$2,178	\$2,062
1/4 p. (v: 5.145" x 5.71") (h: 10.375" x 2.786")	\$2,481	\$2,174	\$1,587	\$1,452	\$1,375
1/6 p. (5.145" x 3.714")	\$1,654	\$1,450	\$1,058	\$967	\$916
1/8 p. (h: 5.145" x 2.786")	\$1,303	\$1,141	\$833	\$762	\$722
Basebar (10.375" x 1.785")	\$1,350	\$1,183	\$863	\$790	\$748
1/16 p. (v: 2.54" x 2.786") (h: 5.145" x 1.357")	\$684	\$599	\$437	\$400	\$379
1/32 p. (2.54" x 1.357")	\$359	\$314	\$229	\$210	\$199

Space Rates - W/F

	1 ti	4 ti	13 ti	26 ti	52 ti
Full p. (10.375" x 11.5")	\$7,605	\$6,664	\$4,861	\$4,449	\$4,214
3/4 p. (10.375" x 8.571")	\$6,274	\$5,498	\$4,010	\$3,671	\$3,477
1/2 p. (v: 5.145" x 11.5") (h: 10.375" x 5.71")	\$4,183	\$3,665	\$2,673	\$2,447	\$2,318
3/8 p. (v: 5.145" x 8.571")	\$3,294	\$2,886	\$2,105	\$1,927	\$1,825
1/4 p. (v: 5.145" x 5.71") (h: 10.375" x 2.786")	\$2,196	\$1,924	\$1,404	\$1,285	\$1,217
1/6 p. (5.145" x 3.714")	\$1,464	\$1,283	\$936	\$856	\$811
1/8 p. (h: 5.145" x 2.786")	\$1,153	\$1,010	\$737	\$674	\$639
Basebar (10.375" x 1.785")	\$1,195	\$1,047	\$764	\$699	\$662
1/16 p. (v: 2.54" x 2.786") (h: 5.145" x 1.357")	\$605	\$530	\$387	\$354	\$335
1/32 p. (2.54" x 1.357")	\$318	\$278	\$203	\$186	\$176

Colour Rates

All Ed's

Black + 3 colours \$1,160

Multi-market rates - on request.

Banners/Earlugs

Rates on request.

Classified

Rates on request. Contact Adam Flinders at 416-493-1300.

Notices

Rates on request.

Flexform

Rates on request.

INSERTS

Per M

Up to 24 tab. pgs. or 57 grams \$53

Over 24 pgs. or 57 grams - on request.

Position Charges

Rates on request.

Mechanical Specifications

Format

Tabloid

Live Area

10.3750" x 11.5000"

Printing Process

Cold Web OffSET

Halftone Screen Frequency

85 lpi

Material Submissions

Materials should be supplied as hi-res PDF's files, Transfer Media: Material should be sent to FTP site, however material accepted on CD's or compressed in a zip format.

Platform(s)

MAC.

Electronic File Formats Accepted

PDF, INDD, AI, PSD, EPS, TIFF, JPEG

Communications ProtocolsFTP: Host:

ftp02.Metroland.com, id: ads, pw: CSL

Circulation

Click here to access the... [CCAB circulation statement for the period from October 1, 2013 to March 31, 2014](#)

<http://www.cardonline.ca.library.sheridanc.on.ca/listings/7044.jsf>

2/4

Source: Sheridan Library Services, Card Online – Oakville Beaver. Accessed November 4th 2014

<http://www.cardonline.ca.library.sheridanc.on.ca/listings/7044.jsf>

W
 Average total circulation 44,372
 Average total paid 113
 Average total unpaid 44,259
 Th
 Average total circulation 52,032
 Average total paid 104
 Average total unpaid 51,928
 F
 Average total circulation 44,296
 Average total paid 105
 Average total unpaid 44,191
 Sponsored Links
[The Chronicle](#)
[Herald](#)
 Daily Newspapers

The ChronicleHerald

[Sudbury Northern Life](#)
 Community Newspapers
[Capital News](#)
 Community
 Newspapers

news



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MARKETING

S

My Home

ADVG23623 Strategic ...

</

Source: Sheridan College Slate, Strategic Media Communications Delivery - OOH Rates. November 4th, 2014
<https://slate.sheridancollege.ca/d2l/le/content/161712/viewContent/2872611/View>

Search for people, places and things

Search interests | Suggestions | Browse

Behaviors | Search behaviors | Browse

More Categories | Choose a category | Browse

Connections | ☐ All
☐ Only people connected to a peel
☒ Only people not connected to a peel
☐ Advanced connection targeting

Your audience is defined.

Specific | Broad

Audience Details:

- Location - Living In:
 - Canada
- Age:
 - 25 - 49
- Interests:
 - Nutrition, Organic food, Smoothie, Fruit, Organic farming, Juice or Natural foods
- Not connected to:
 - a peel

Potential Reach: 1,940,000 people

Account and Campaign | Help: Campaign

Account Country: Canada
 Account Currency: Canadian Dollar
 Account Time Zone: America/Toronto

Campaign: a peel - Page Likes | Change Campaign

Ad Set Name: CA - 25-49

Budget: Per day | \$1000.00 CAD

Schedule: ☒ Run my ad set continuously starting today
☐ Set a start and end date

Estimated Daily Reach

110,000 - 290,000 people

0 | of 1,700,000

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Source: Facebook Website, Online Advertising Rates. Accessed November 4th 2014.
https://www.facebook.com/ads/create?campaign_id=357409530988309&placement=header

Prices

Select a size using the menu on the right to see prices and quantity.

36" x 32" ▾

8mm Coroplast 36" x 32"

QTY	1	2	3	4	5	6	7	8	9	10	15
1 sided	\$31.98	\$56.87	\$81.59	\$104.61	\$128.06	\$152.48	\$176.89	\$201.30	\$225.71	\$244.69	\$360.43
2 sided	\$35.82	\$64.55	\$92.75	\$119.49	\$146.06	\$174.08	\$202.09	\$230.10	\$258.11	\$280.69	\$412.63

Product Specs

- Product type: 1 sided full colour printing (front only) or 2 sided full colour printing (front and back)
- Standard paper: 8mm Coroplast
- Turnaround: 2-4 business days
- Size available: 6"x24", 6"x32", 6"x36", 12"x12", 12"x16", 12"x18", 12"x24", 12"x36", 12"x48", 18"x24", 24"x24", 24"x32", 24"x36", 30"x32", 24"x48", 36"x32"
- Quantities: Ranges from 1 to 10
- Stand not included

Source: E Print Fast Website – Post Cards Rates, Accessed November 4th, 2014
<http://www.eprintfast.com/postcards.html>

Smoothies

☐ 1. Do you drink smoothies (fruit drinks)?

☒ Yes

☐ No

2. How much would you be willing to pay for a regular size smoothie?

☒ \$0.00 - \$4.00

☐ \$4.00 - \$5.00

☐ \$5.00 - \$6.00

☐ \$6.00+

3. How often do you consume smoothies?

☐ Once a day

☐ 2 or more times a day

☒ Once a week

☐ 2 or more times a week

☐ Once a month

☐ Very rarely

4. Do you purchase the smoothies for yourself?

☒ Yes

☐ No

5. What would stop you from buying a smoothie?

☒ Price

☐ Dietary Restrictions

☐ Brand Choice

☐ Flavour Choice

☐ Nothing would stop me

6. I am going to read you some statements others have given as their reason for

https://www.surveymonkey.com/s.aspx?PREVIEW_MODE=DO_NOT_USE_THIS_LINK_FOR_COLLECTION&sm=tQbC2iSEpKiHpxpzjSORUgece6SzTih7IW... 1/3

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