

Nissan Media Plan

ADPR 460

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Marketing Plan

Client - Nissan is a car manufacturer based in Japan. The company strives to be diverse and incorporate those ideas into their vehicles (Nissan). It works to make vehicles that will impact the world in a positive way, and bring “Innovation for all” (Nissan). The company serves the world with a full line-up of vehicles. For this campaign we will be specially looking at the Versa. The Versa is one of five volume-driving vehicles for Nissan (NSAC, 2011). The vehicle boasts an average of 33 MPG (Nissan). The Versa also has audio features, six air bags, air conditioning, and other features. (Nissan).

Nissan vehicles range in price from \$10,990 - \$90,000. The Versa sedan is at the low end of the pricing spectrum with a base price of \$10,990. This very affordable car offers great gas mileage at a price that is attractive to millennials. The Versa is a great value for what it offers the customer.

Vehicles are sold by the company online and in dealerships. For this campaign they will be focusing on the United States sales of Nissan vehicles to the multi-cultural millennial market.

Nissan currently promotes each of its vehicles. They do not get equal advertising, but each model gets some aspect of marketing support (NSAC, 2011). Most of the marketing efforts are directed towards the company’s vehicle core: Altima, Rouge, Sentra, Pathfinder, and Versa (NSAC, 2011). Innovation is the current promotional theme. Nissan has been using the tagline: “Innovation for All”. Marketing and promotion efforts are currently underway to begin reaching a more diverse audience.

Competition - Factors that contribute to direct and indirect competition for the Nissan Company are the price, brand loyalty, and the overall perception of the product.

Currently, Nissan’s biggest competitors are Honda and Toyota. Based on our research on

brand loyalty and the Asian population we have found that our demographic is more inclined to purchase vehicles produced in their home country. In addition to Nissan, both Toyota and Honda are manufactured in Japan, which accounts for the above 25 percent share of market in the Asian demographic with Toyota holding a 35 percent share and Honda a 29 percent. Toyota's projected total for the age group 18-24 year olds is 3,821,000 whereas Honda's projected total for this same age group is 4,018,000; both of these numbers are slightly higher than Nissan's projected total of 2,781,000 (MRI reporter, 2010).

Target Audience - The selected target audience for our group is Asian Americans. According to the 2010 U.S. Census Asians have a nationwide growth rate of 43.3%. Although Chinese are not specified individually they do make up the largest percentage of Asian Americans with 23%. The majority of the target audience is found in California, New York, New Jersey, and Texas. It was found that Chinese Americans have the greatest potential for a new market based on the size and propensity to buy Nissan vehicles (NSAC, 2011).

Nissan would like to specifically target Millennials (people 18-25 years old). Being your own person and doing it in a unique and different way was a very important factor for this audience. Millennials are very adventurous and are eager to try new things. Being defined by choice in art, music, and celebrity association is more important than being defined by which brands they choose. Also this target market stated that style, functionality, and quality were contributing factors when making big purchase decisions. In specifically purchasing cars they choose a brand based on mainly on looks and styling and want to get the best of what the vehicle has to offer. With this age group pursuing

dreams and passion through education and career is held in high regard. Millennials are huge users of social media and new digital technology and use it to influence others to support what they like (ex. brands, music, art etc.) The calculated index number for people 18-24 is 126, which means that this age group is 26% more likely to purchase a Nissan compared to other age groups (NSAC, 2011). According to the MRI data of the 28,815,000 included in the demographic 2,718,000 are in the projected audience which means that 9.4% of the people ages 18-24 are driving a Nissan.

Creative Strategy

Position - For our creative strategy we have positioned Nissan as a challenger. Nissan is in a challenger position its main competition has more market share.

Brand Promise - This campaign is aimed at Asian American Millennials who should accept that Nissan is going to adjust to your lifestyle through innovation and technology; which brings us to our external positioning statement Nissan – the introduction of something new.

Big Idea - The big idea is simply that the introduction of something new. Creating a new feeling through top of the line technology, making sure the product is up to date and creating a refreshing new attitude of the Nissan brand.

Tone - We want the tone to be positive, fun, refreshing, and new, something that can be portrayed as bold and innovative that you can show off to your friends and not just the old family car.

Urge to Action - The urge to action is for Asian Americans ages 18-24 to invest in the Nissan Versa, over the leading competitors similar models.

Measurable/linked Objectives

Target Audience: Millennials 18-24 - 2,718,000 (Media Mark Reporter- Nissan Table)
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Appendix A)	
Marketing Objective	Increase Sales by 15% (\$8,773,093 to \$10,089,056.95) This means that our audience would need to purchase 109 cars. If the cost of the Versa is around \$12,000
Advertising Objective	Establish top-of-mind awareness with 70% of audience (1,902,600) by end of 2013
Media Objective	To reach 75 % of the Target Audience (2,038,500) an average of 3.3 times each month during 2013.

Marketing Objectives-For this campaign it is necessary to set marketing objectives. For Nissan there are 2,718,000 millennials, ages 18-24, in its target audience. The marketing goal is to increase Nissan sales by 15% during April 2013 to March 2014. This means that sales numbers need to go from \$8,773,093 to \$10,089,056,95, as seen in the linked objectives table above. The target audience will need to purchase 100,000 Versas in 2013 for this to happen. The Versa is a quality car at a great price. The Versa is a great car for millennials because of its price and appeal. It is very reasonable to sell 109 vehicles to the target audience during 2013.

Communication Objectives - Currently Nissan is not favorable with millennial consumers. Asian Americans interviewed have a negative perception of Nissan calling it “weak”. The target audience opinions are also influenced based on how the brands are viewed in Asia. This campaign will work to change the negativity towards Nissan. Communicating to consumers about the gas-efficiency, innovation and technology will allow Nissan to be viewed positively. The objective for communication is to increase Nissan’s top-of-mind awareness by 70%. Consumers will think of the brand sooner, and with more positive imagery.

Media Objectives - Through this campaign Nissan needs to optimize frequency. Frequency is the average number of times the ad was seen by people who were reached

by and advertising campaign (Sissors, 2010). Something else to consider with media objectives is reach. Reach is all the people or households exposed to an advertisement at least once (Sissors, 2010). It is important for this campaign for Nissan to focus on frequency. Nissan needs to do this because it has a lower market share in a competitive market. They also face strong competition from other brands such as Toyota and Honda. Through the Ostrow model I calculated an estimated frequency of 3.3 (Appendix B). This means that each member of the audience on average will see the ad 3.3 times a month during 2013. The goal is to reach 75% of the target audience an average of 3.3 times as seen in the linked objectives table. Sales patterns show that Nissan has increased sales during the month of November (Durbin, 2011). Overall this campaign will focus on reaching 75% of the audience every month during 2013.

Media Strategies

Owned Media - Nissan already has a good mix of owned media. The company has it's own website, Twitter and Facebook page.

The website is nicely laid out and it is easy for consumers to find information. One of the things that is especially beneficial to the Chinese American demographic is the ability to be able to view the page in Chinese. This make the website much more accessible, and consumer friendly. Currently, Nissan is running promotions for the Holiday season. Previously it featured a main picture that was more targeted at millennials (Nissan).

Nissan also has a Twitter page. On Twitter Nissan has 43,786 followers. It does also appear to do a relatively good job interacting with consumers. A suggested improvement for the Twitter page would be the Nissan handle; currently they are using

@nissannews. This is a small thing, but it could make a big difference in getting consumers to interact with the brand on Twitter. If possible I think it would be smart to switch to a handle that was just @nissan. It would also benefit the brand in reaching millennials to interact with them more through social media. Make posts more related to what is going on in millennials lives, or make posts that encourage them to respond.

Nissan also has multiple Facebook pages. On Facebook, Nissan has 421,073 likes. Another thing about Facebook is that the Nissan Versa has its own page. The Versa will be the Nissan vehicle used in the Chinese American campaign. The Versa page is targeted toward a younger audience and has a special interactive road trip contest. This is much younger looking than the regular Nissan page.

Earned Media - Engaging millennials needs to be done through social media. They spend access information and communicate through social media. To engage the audience with social media this campaign will need to create posts on both Facebook and Twitter that encourage a lot of interaction. Also creating and continuing promotions that allow the audience to engage and post their own content will make them feel like they own the brand.

Challenges with this campaign are millennials, even though they spend a lot of time on social media does not mean they will engage with any brand. This campaign must capture their attention, and be brand that they want to be a part of and interact with. It is quite a challenge. Another challenge is the demographic of Chinese Americans it is hard to measure, but social media can help with measurement.

Paid Media - For this campaign we are using print, television and Internet. For Chinese American millennials these are sources of media that they turn to and gather information from.

Television for Nissan has an index number of 130 in quintile I and in quintile II the index number is 140 (MRI Appendix A). A quintile represents divisions of users into equal groups heaviest to lightest amount of exposure (Sissor, 2010). The television quintile for Nissan is above average and shows that for Nissan television commercials are being watched. Television also allows us to reach both mass and selective audiences (Sissor, 2010). Through television we will be able to target specific market areas as well as a national audience.

Print magazines allow advertisers to be very selective and reach specific groups of people. Magazines also have a long life meaning the audience can see the ad more times (Sissor, 2010). Quintile I for magazines has an index number of 105 and quintile two has an index number of 130 (MRI, Appendix A). There is a demand here and the ad will be seen by the audience the index numbers could also increase and be more effective by advertising in more select magazines designed for the target audience.

Internet is very popular with millennials and they spend a lot of time online. From an advertising perspective online advertising allows flexibility, precise targeting, very easy documentation of effectiveness (Sissor, 2010). Online allows Nissan to get a lot of information back about the consumer while advertising. Quintile I has an index score of 122, but after that the index numbers drop. So, with Internet you will be reaching heavier users of Internet. This is more likely to be millennials because of their online habits.

Geography - This campaign will utilize both national and spot advertising. Looking at the Nissan table in Appendix A it shows that the census regions of the South and West have the highest index numbers. For the Asian American population their highest concentrations of population are located in California, New York and New Jersey (NSAC). A combination of cities in the South and West as well as cities in New York and major cities near New Jersey will work best for spot markets.

Budget - The budget for this campaign is 100 million dollars (NSAC). This amount of money will allow Nissan to effectively reach its target audience. Most of the money will be spent on the national campaign, and then remaining money will be spent in spot markets. Money will be allocated mostly for television and magazine advertisements, and then Internet advertisements.

The cities being used for spot markets in this campaign will be New York, NY, Boston, MA, Philadelphia, PA, Dallas-Fort Worth, TX, Houston, TX, Austin, TX, Los Angeles, CA, San Francisco, CA, Sacramento, CA, and Phoenix, AZ.

Scheduling - The schedule used for this campaign will be continuity. This means that advertising will appear for the Nissan campaign throughout 2013. The goal is for increased frequency, and continuity will allow the target audience to see the advertisements frequently. The campaign will begin in April of 2013 and run until March 2014 (NSAC).

Media Analysis and Recommendation

It is important to evaluate the different media vehicles chosen for this campaign. In the text by Sissors it talks about how evaluation must be done to select appropriate vehicles that are going to reach the target audience at a price that is cost efficient (Sissors,

2010). To evaluate this campaign tables were created to rank the different vehicles. This table can be found in Appendix C.

These tables were constructed by first selecting the media types. For each media type a Nissan table from MRI was consulted. Taking index numbers from this table was the first step in forming the rankings. Audience and cost information were also found on MRI. With this information the cost-per-thousand (CPM) was calculated. Magazines were then ranked from lowest CPM to highest CPM. Magazines with lower CPM are more cost effective. For Television the same process is done, but with cost-per-point (CPP)

Based on the results found in the magazine rankers table in Appendix C, this campaign will utilize a number of magazines. When selecting magazines from the MRI table a number of magazines with high index numbers were not selected. The reason for this is that they did not correspond with the target audience for this campaign. Based on the ranking table in Appendix C, advertising will be run in Official Xbox Magazine, Seventeen, Cosmopolitan, and also ESPN the magazine. The first five magazines have a CPM under one hundred dollars. ESPN the magazine and the Official Xbox Magazine were chosen because they will help to reach male millennials. Most of the other magazines are targeted towards a female audience.

Based on rankings calculated with CPP (Appendix C) for this campaign the following day parts will be used, weekdays 11:30PM-1:00AM, weekend sports and weekdays 4:00PM-7:30PM. These day parts were the top three in rankings. These day parts also fit in well with the target audience as it reaches times when they will be watching television.

For Internet this campaign will utilize sites based off of analyzing index numbers, found in Appendix A. To reach the target audience it is necessary to advertise on sites such as hulu.com(index # 111), mtv.com (index # 147), and espn.com (index # 135)(MRI, Appendix A). Hulu is a source of television shows for many people especially millennials. MTV provides popular entertainment for the millennial generation. ESPN is popular for sports and will be viewed by males, and this campaign will already be advertising in ESPN magazine. All of these Internet sites were chosen because of high index numbers as well as content.

Discussion of Flow Chart

Reach and Frequency - Reach and Frequency results can be found in the flowchart. The flowchart shows the results of the media buy. Media frequency and reach goals were exceeded as a result of the media buy decisions made. The reach for the national and spot market campaign is 85.5 and the average frequency is 3.5. The media buy for just the nation also comes close to meeting goals with 74.3% of the audience able to see the message at least once, and the frequency is 2.8 (Appendix D).

Geography - The campaign buy effectively reaches ten spot markets. The ten spot markets are able to reach 24.2% of households in the United States.

Budget - The media plan in total came to \$96,368,700, which is then than the total budget of \$100,000,000 (Appendix D).

Timing - The campaign uses a continuous schedule strategy to reach the target audience.

References

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