

# MYSTICAL

A MEDIA PLAN FOR:  
VOODOO  
DOUGHNUT



GOOD THINGS COME IN PINK BOXES  
MIRROR IMAGE GROUP



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# EXECUTIVE SUMMARY

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Madison will be addicted to the aroma of Voodoo Doughnut before they even see the eccentric shop on State Street. Mirror Image Group grasps the idea that Voodoo Doughnuts is unique from their doughnuts to their eclectic environment.

Madison is a progressive city that consistently revitalizes itself to keep loyal residences happy and safe. It's known for its lively communities, vibrant and young atmosphere, and lively team spirit for every Badger football Saturday. People who live in Madison are paving the way for success, and people who attend the college never want to leave the beautiful city, which stays beautiful due to their "Go Green" efforts. Madison is a home for creativity and diversity, but sticks to its roots of traditions and simplicity.

Voodoo Doughnut caters to their community like a family, which is perfect for the environment on State Street. State Street provides a unique place for friends, families, and tourists to have a great time. There are a vast amount of shops, restaurants, and bars to relax and unwind in.

These intellectual college students can be found roaming around the Memorial Union Terrace with friends or grabbing a hot lunch and having a picnic at the Capitol Square. They're also constantly looking for a trendy spot in town to hang with their friends at all hours, and satisfy their sweet tooth. These students are highly involved in clubs and organizations.

These college students need an environment that gives off a friendly and caring attitude. Mirror Image Group understands that these college student consumers want a safe, fun, and trendy location. Mirror Image Group believes that this demographic and Madison as a whole should not have to settle for the ordinary.





# About

# MIRROR IMAGE GROUP

## *The Foundations Behind Mirror Image Group*

Mirror Image Group is an agency that *reflects* the unique skills and mindsets of its brand *blacksmiths*. Mirror Image Group is a full-service agency that incorporates its services such as media planning and buying, content creation, and digital execution in every brand's strategic planning process in order to revolutionize the foundations of its brands.

Mirror Image Group believes in building a brand piece by piece in order to create a sturdy, *polished* foundation that will *emulate* the exact picture of each brand's *ideals, wants, and needs*.

Ultimately, M.I.G. helps brands *frame* something exceptional that will *attract consumers, build strong relationships, and leave a great impact* that will make consumers feel desirable and deserving.

Connect with us, and we will create the building blocks for your perfect company *image*.

## *Meet our Media Artisans*



*Jessica Hale // Company analyst*

A strategist with a passion for news releases



*Wendy He // Research Analyst*

Data miner with a fascination for finding strategies & insights from digital data



*Cheyenne McDowell // Account Manager*

A commercial guru with a love for sunshine



*Josiel Correa // Art Director*

Laid back sports fanatic with an eye for design



*Mallie Rust // Copywriter*

A grammar geek with a passion for emerging media vehicles



*Elise Johnson // Client Services*

Conversationalist who loves to see people happy

# CAMPAIGN SCOPE

No matter what doughnut you choose, you're sure to leave Voodoo Doughnut entirely satisfied and maybe a little weirded out, but only in the best of ways.

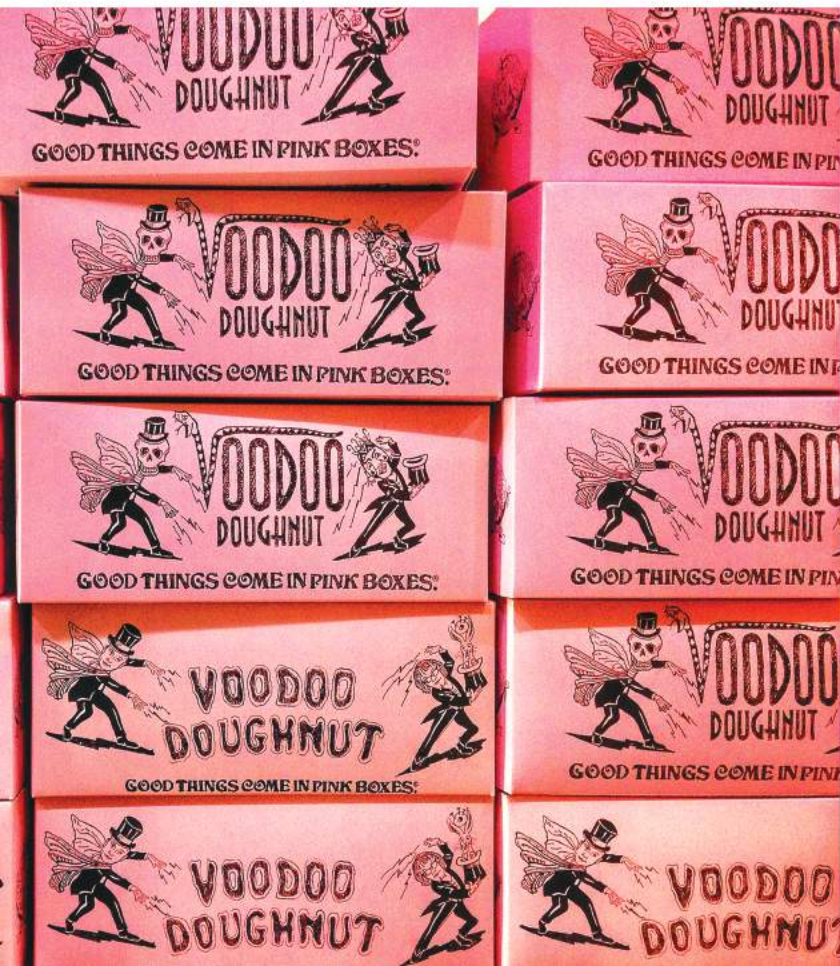
The incredibly popular doughnut store has launched several successful locations: the original in Portland, one in Denver, another in Austin, and a location in Taipei, China. On Friday, February 17th, 2017, Voodoo Doughnut-Madison will be open for business.

Mirror Image Group is determined to inform, excite, and engage Madisonians with Voodoo Doughnut in their new State Street location. With a strict budget of \$65,000 allocated towards the campaign, we will be able to generate accurate and measurable results of success.

With correct media placement, Mirror Image Group is confident that by the end of the 12 week launch period, the predetermined goals will be met. Voodoo will have around 250 visitors per day Monday through Thursday, 300 visitors on Friday, and 350 visitors on Saturday and Sunday. Voodoo will also have an average in-store transaction amount of \$20, and have a minimum of 40 specialty orders per week.

In order to build hype in Madison, Mirror Image Group will plan two major article publications or other press mentions. By the end of the launch period, 50% of the target audience will be aware of Voodoo name when prompted via aided recall, and 50% will be familiar with general store location and the brand. This will lead to an overall life of 15% in site visits, 1,000 visits to the Madison site content, with 75% of traffic coming from a branded search in Madison.

With a strong foundation built by our media plan, our intensive research and broad understanding of our target and geographic market, Mirror Image Group will ensure that Voodoo's launch in Madison will convince customers in Madison to become loyal fans of Voodoo Doughnut.



# BRAND & PRODUCT PROFILE

Voodoo Doughnut, the love child of Kenneth “Cat Daddy” Pogson and Tres Shannon, is not your typical corporate, Krispy Kreme doughnut shop. It’s a rare sight not to have a line out the door, and customers are happy to wait if it means getting their hands on an infamous pink box housing a dozen crazy doughnuts.

People holding those pink boxes can be found in the “crotch” of Portland, Oregon; a mile high in Denver, Colorado; deep in the heart of Austin, Texas; and even across the Pacific Ocean in the Chinese city of Taipei. The locations are open 24/7 and only accept cash, with ATMs available. For the most avid fans, legal marriage ceremonies are even conducted in voodoo venues. Yes, doughnuts are included in that package.

The interior of Voodoo Doughnut is bright, loud, and eclectic. The Austin location sports doughnut trees and walls splashed with bright colors, decor that is par for the course in all Voodoo locations. The stereo is controlled by the employees; you’ll probably never hear the same song twice. Rotating displays of the doughnuts showcase the most important part of the Voodoo experience: the doughnuts themselves.

No two doughnuts are exactly alike, and that’s how Voodoo Doughnut likes it. They’re not scared of a little voodoo magic (though they do include ‘voodoo magic’ in their online allergy warning).

They do serve the typical doughnut with sprinkles, but their more audacious doughnuts are what bring so many people to Voodoo.

Voodoo doughnut is the place for people who aren’t ashamed of calling their doughnuts “food porn.” It’s the place for people who aren’t ashamed to try something totally outrageous. Parents beware; you’ll have a hard time explaining the Maple Blazer Blunt or the Cock-N-Balls doughnut to your youngins. Pictures of the outrageous fare offered at Voodoo are a social media sensation and are often tweeted, instagrammed, and shared on Facebook.

At Voodoo Doughnut, the magic is in the hole and people all over have fallen under its spell.

Sources: Wilamette Week, VoodooDoughnuts.com, Twitter, Instagram, Facebook





# TARGET MARKET

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## *Target Market*

Mirror Image Group has identified the perfect target market, undergraduate college students age 18-24. Within the two zipcodes we're looking at, this group makes up 13% of the entire population.

## *Demographics*

The 31,662 undergraduate students at the University of Wisconsin-Madison (UWM) account for 12.89% of the total population of Madison. 61% of UWM undergraduates are from Wisconsin and the average undergraduate age is 20. 16,062 (51%) of UWM undergraduates are female and 15,600 (49%) are male. 15% of undergraduates are low income. The racial composition of undergraduate students at UWM is dominated by white students, who account for 75% of the undergraduate student body.

## *Psychographics*

57% of those who are in college or are planning on going to college say that an important part of the college experience is visiting local hot spots, and UWM students are no exception. There is a work hard, play hard culture at UWM; students spend plenty of time in the stacks of the library and out on the town. As a whole, the people of Wisconsin are known for their sociability, ranked second among all US states for extraversion.

## *Location, Location, Location*

It only takes ten minutes on foot for students at the University of Wisconsin-Madison to arrive at the new home of Voodoo Doughnut.

## THE STUDENTS

### *Hometown Hero:*

Someone who has never lived outside of Madison who wants a taste of the rest of the world. A new, mysterious doughnut shop opening up is something they'll have to try; after all, they've been everywhere else a hundred times.

### *Work Hard, Play Hard:*

Weekdays in the library & weekends out on the town. We know they'll be interested in Voodoo because of its playful vibe. Staying open 24/7 makes it the perfect place for a midnight snack & gives them a cool place to come after going out on the weekends.

### *Organization Superstars:*

There are 975 registered clubs and organizations on the UMW campus. These groups are the most likely to place large orders for special events or club meetings, which will help us meet our 40 special orders a week goal.

### *The Contemporaries:*

They're hip, classy, and the first to try new things. The magical oddity that is Voodoo is sure to attract these folks, as it's new and trendy with just a little edge.

## ...SO WHAT?

- Undergraduates make up 12.89% of the total population of Madison
- Many students in a concentrated area means more eyeballs, which will help our media budget go further.
- Since they're only a ten-minute walk away, student foot traffic is likely to be high
- Students are looking for places to study and party and Voodoo is suited well for both

Sources: Facebook, EliteDaily.com, CollegeProfiles.com, Mintel, Twitter, SimplyMap

# GEOGRAPHIC ANALYSIS



## *Population*

The city's thriving downtown area holds a total of 243,344 people. The 53703 zip code for this area includes Voodoo's new home on State Street. However, our target audience is found within the 53706 zip code which encompasses the entirety of the University of Wisconsin-Madison. The target audience, containing 31,662 undergraduate students, is found here.

## *Economics*

Moving Voodoo Doughnut into the heart of State Street opens up many opportunities. The restaurant performance index in this area is between 156-200, while the national average is around 100. The downtown Madison food and beverage store sales are between \$41,430 and \$900,615. People travel to State Street for many reasons; the foot traffic on State Street will bring people in and out of Voodoo. Economically, a new restaurant is projected to perform well on State Street.

## *Culture*

As the heart of Madison, State Street is an eclectic yet classic place with a variety of entertainment options. You can watch the world-class performing arts at Overture Center for the Arts, attend the yearly Madison Independent Film Festival at the 1926 Orpheum Theatre, explore the Wisconsin State Capitol area, support local business owners at the farmer's market, celebrate one of the many holidays celebrated, visit some unique stores, or just sit, have a donut, and people watch. Voodoo will be a perfect fit, adding a taste of the world beyond Madison.

# COMPETITIVE PROFILE

## *Greenbush Bakery*

*(Open 6 a.m. - 3 a.m.)*

Serves donuts and bakeries, within walking distance of University of Wisconsin-Madison.

**Weaknesses:** No seating in the shop. No Instagram account, and Facebook page is inactive.

## *Bassett Street Brunch Club*

*(Open 7 a.m. - Midnight)*

Serves breakfast and lunch, menu includes doughnuts. Five minute walk from University of Wisconsin-Madison.

**Weaknesses:** Not designed to accommodate studying or meetings. Impressions and engagement on their Facebook page is low.

## *Michelangelo's Coffee House*

*(Open 7 a.m. - 11 p.m.)*

Local coffee and bakery store; three-minute walk to the University of Wisconsin-Madison. It has great pictures & reviews on Yelp & is good for studying.

**Weaknesses:** Doesn't serve doughnuts. Poor social media presence: no Instagram account, a Facebook profile with a low impression rate and very little activity.

## *Fair Trade Coffee*

*(Open 8 a.m. - 10 p.m.)*

Fair Trade Coffee is only one block away from the new Voodoo location. Similar to Michelangelo's but less popular.

**Weaknesses:** Poor social media presence- no Instagram, a poorly-maintained Facebook profile, and mediocre reviews on Yelp.



## MEDIA SUGGESTIONS...

Voodoo Madison should leverage their current social media. Voodoo has a very competitive online social media presence. Voodoo Austin has 3 times more Facebook likes than any of its competitors. Voodoo has 19K Instagram followers, while our competitors have less than 3K. Voodoo consistently implements strong blogging campaigns, such as their recent Valentine's Day work-local campaigns. Voodoo should continue to capitalize on trending topics by posting specially-made doughnuts on its blog.

# MEDIA MENU

| OUT-OF-HOME                                   | Size         | Vehicle   | Rate   | GRP/Audience Size (Poster Only) |
|---|--------------|---|--|---------------------------------|
| Adam's Outdoor Advertising                    | 12'3 x 24'6" | Poster- 24 Units                                      | Annual:\$25,200<br>1-12:\$31,200   | 100                             |
|   |              | Poster- 18 Units                                      | Annual:\$18,900<br>1-12:\$23,400   | 75                              |
|   |              | Poster- 12 Units                                      | Annual:\$12,600<br>1-12:\$15,600   | 50                              |
|   |              | Poster- 10 Units                                      | Annual:\$10,500<br>1-12:\$13,000   | 40                              |
|   |              | Poster- 7 Units                                       | Annual:\$7,350 1-12:\$9,100  | 25                              |
|   | 14' x 48'    | Digital Billboard                                     | Annual: \$8,000/Period<br>\$2,000/Week<br>52 Weeks: \$9,000/Period<br>\$2,250/Week |                                 |
| Camp Randall Stadium                          | 22' x 20'    | Static Videoboard                                     | \$8,000/game   | 80,000 Fans/Game                |
|   | 25' x 6'     | Digital Tunnels                                       | \$7,000/game   | 80,000 Fans/Game                |
| Kohl Center                                   | 360 Degrees  | Digital Ring Beam                                     | \$7,500/game   | 17,000 fans/game                |
| UW Parent's Weekend/Football Game Sponsorship | Various      | Full page Program Ad and Promo Item for Check-in Bags | \$750  | Approx. 70,000 attendees        |
| <u>LookMedia</u>                              | 7' x 3'      | Banner  | \$400/Month + \$175 (production, installation, and removal)                        |                                 |

| PRINT MAGAZINES         | Monthly Circulation               | Issues | Full-page                              | Half-page                        |
|-------------------------|-----------------------------------|--------|--|----------------------------------|
| Madison Magazine        | 17,716                            | 12     | Color: \$2,595                         | Color: \$1,765                   |
| Badger Insider          | 40,000                            | 3      | Color: \$3,815                         | Color: \$2,700                   |
| On Wisconsin            | 340,000                           | 4      | Color: \$6,955                         | Color: \$3,980                   |
| PRINT NEWSPAPER         | Circulation                       | Issues | Full-page                              | Half-page                        |
| The Badger Herald       | Mon- Wed: 46,000                  | 175    | B&W: \$1,112.40<br>Color: \$1,212.40   | B&W: \$556.20<br>Color: \$656.20 |
| The Capital Times       | Weekday: 73,519                   | 52     | B&W: \$1,070<br>Color: \$1,220         | B&W: \$585<br>Color: \$735       |
| Isthmus                 | Weekday: 41,204                   | 52     | B&W: \$1,660<br>Color: \$1,735         | B&W: \$1,025<br>Color: \$1,100   |
| Wisconsin State Journal | Weekday: 71,222<br>Sunday: 89,865 | 364    | B&W: \$14,503.49<br>Color: \$15,442.49 | B&W: \$7,251<br>Color: \$8,190   |

| SEARCH TERMS            | CPP \$ |
|-------------------------|--------|
| madison doughnuts       | \$2.50 |
| 24/7 doughnut           | \$1.75 |
| state street doughnut   | \$1.85 |
| madison college food    | \$3.00 |
| madison breakfast food  | \$1.05 |
| creative food madison   | \$0.85 |
| madison cereal doughnut | \$1.25 |
| madison food boutique   | \$0.95 |

| RADIO DAYPART | 4Q15 CPP | TV DAYPART   | 4Q15 CPP |
|---------------|----------|--------------|----------|
| AM            | 50       | Prime Access | 61       |
| Day           | 41       | Prime        | 88       |
| PM            | 52       | Late News    | 72       |
| Evening       | 43       | Late Fringe  | 74       |

| LOCAL DIGITAL DISPLAY/ ONLINE         | Size in Pixels   | Location          | Rate \$    |
|---------------------------------------|------------------|-------------------|------------|
| badgerherald.com                      | 728 x 90         | Leaderboard       | \$16cpm    |
|                                       | 300 x 250        | Sidekick          | \$14cpm    |
| http://themadisontimes.themadent.com/ | 920 x 100 pixels | Top Page Banner   | \$350/Week |
|                                       | 600 x 70 pixels  | Horizontal Banner | \$250/Week |
|                                       | 300 x 70 pixels  | Half Banner       | \$175/Week |
|                                       | 300 x 500 pixels | Vertical Banner   | \$275/Week |

