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Upper Advantage

"SkyMall, What a Trip"



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Executive Summary

SkyMall is a diverse brand that offers unique products to air travelers throughout the United States. Ever since the companies launch in 1990, SkyMall has reached more than 650 million travelers annually. The SkyMall catalogue is seen by approximately 88% of all domestic air travel and the SkyMall website is viewed by approximately 194,338 people per month.

While most consumers simply associate the SkyMall brand with air travel, a new marketing strategy and advances in technology, allow SkyMall to reach out to a wide range of consumers. SkyMall's average customers are married business males and females ages 45-64 who have incomes over \$75k a year and are early adopters of technology, frequent fliers with little time to shop.

With recent technological advances, such as smart phones, in-flight Wi-Fi and iPads, the SkyMall brand is rapidly expanding outside the reach of the in-flight catalogue. UpperADvantage has developed a marketing plan to reach consumers in a variety of ways. From the various print ads, to the expanding social media sites, UpperADvantage will reach potential customers via traditional and non-traditional media. The ultimate goal is to increase sales to one SkyMall product per flight as well as increase annual sales overall.

With a \$500,000 campaign budget, UpperADvantage is proposing a yearlong campaign to achieve their ultimate goal. UpperADvantage has developed the concept of **"SkyMall, What A Trip"** as the big idea for the entire campaign. This big idea will be tailored to target specific products with the same "What a _____" slogan, but filling in the blank with different adjectives. The big idea will be heavily targeted to the area of interest our advertisement is appearing. For example, one of the websites used is espn.com. A product specific to sports and fitness will be highlighted in the ad on this page with the slogan "What a catch." SkyMall is famous for their unique products and sales opportunities. The **"SkyMall, What A Trip"** slogan plays on these concepts.

The campaign begins with a heavy burst of social media advertising to help gain awareness and reach tech savvy consumers. This is followed simultaneously with interactive print ads and terminal posters that contain QR codes, online commercials and announcements, heavily targeted online ads and a direct email contest in the final months, allowing participants the chance to directly interact with the SkyMall products and receive a free flight in return.

UpperADvantage has targeted the two busiest travel seasons, summer vacation travel and holiday travel, as the best times to heavily push the marketing plan. The summer push will concentrate on initially attracting the target audience's interest as they engage with SkyMall via social and print media. The holiday push will solidify SkyMall as a desirable brand and focus on last minute holiday shoppers. As prior research as shown, UpperADvantage expects 40% of the year's sales to be in the fourth quarter when response rates are typically two times more than the average.

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Executive Summary Cont... & Strategic Summary Chart

This chart offers insight on how we made our strategic decision based on our target audience. Our findings were based on a combination of research that we conducted and findings from previous studies.

Marketing Research Conclusions	Strategies
Frequent fliers are always looking to be more productive on planes	We will promote SkyMall by using in-flight commercials that will highlight "SkyMall, What a Trip!" by reminding fliers to check out the app, catalog, or website to stay busy on the flight
Our market spends a lot of time online	Banner ads and social media will be utilized by promoting our "SkyMall, What a Trip!" big idea to reach where our target market spends the most of their free time
Skymall consumers spend a lot of time trying to "keep up with the joneses," and are technology savvy	By featuring innovative products in our ads our audience will be more likely to visit the website and buy products that were featured in our "SkyMall, What a Trip!" banner ads
Our market is constantly surrounded with advertisements and are looking to do things the easiest way possible	By having QR codes on our ads it will be a direct way for them to get to the website quickly to purchase products they saw from our campaign ads, "SkyMall, What a Trip!"

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MARKETING STRATEGY

Situational Analysis

Company

SkyMall is a multi-channel, direct marketer offering high-quality, innovative products through direct marketers, SkyMall catalogue and their website, skymall.com. SkyMall was founded in 1990 and is headquartered in Phoenix, Arizona. They reach more than 650 million air travelers annually and the catalogue is seen by approximately 88% of all domestic air passengers in the United States. SkyMall is universally known as an affluent company with unique products catering to well-educated customers. SkyMall also offers turn-key merchandise and fulfillment solutions for loyalty marketing programs

Industry Review

Business-oriented, frequent fliers with very little time to shop characterize the industry SkyMall is a part of. They favor quick and convenient shopping that is hassle free. With the increase in the use of technology, consumer's buying behavior has shifted to meet these demands. Consumers are more likely to shop online via their smartphones, laptops or iPads. The industry is phasing out of catalogue purchases and more towards online purchasing behaviors, which is the direction SkyMall's target audience will follow.

Product Review

SkyMall is a form of entertainment for passengers as they fly, as well as the perfect shopping resource for those without the time to shop on the ground. The SkyMall catalogue is found on over 20 different airlines and showcases a variety of unique, innovative products. Prices for SkyMall products range from around \$40-\$150 on average. Purchases can be made through the catalogue, online or through the SkyMall mobile app. The application is perfect for customers shopping for others as you can search based on what type of product and the amount you are looking to spend. With the wide variety of products SkyMall offers, there is something for everyone.

Competitive Analysis

Buy.com

Buy.com is The Internet Superstore™ presenting big-named brands at affordable prices. They showcase a variety of products featuring computer hardware, software, electronics, books, movies, sporting goods and more. Buy.com has been in operation since June 1997. Index numbers show that Buy.com appeals mostly to men with an index of 155, compared to women with an index of 49. The male age range with the highest index was the 25-54 age group, with an index of 200. Asians were the most prominent users by far with an index of 411. Most users were in the management, business and financial operations field holding an index of 153. Buy.com's motto is why pay more when you can pay less? They feature daily and weekly deals, along with free shipping opportunities, best bargains and fairly good discounts altogether. They have been recognized by a variety of awards, with their most recent award "Top 100 websites in 2009." They offer strong competition for SkyMall.

Amazon.com

Amazon.com is the world's largest online retailer. Amazon has a wide range of products such as books, music, electronics, tools, toys, food, jewelry, beauty products, clothing and much more. Amazon was founded in 1994 and went online in 1995. The website attracts approximately 65 million customers to the U.S. website per year. Index numbers indicate that married women ages 25-34 with an income over \$50,000 are the highest users of Amazon.com. Asians are the most prominent users with an index of 151, the next highest being Caucasians with an index of 112. Professionals also pull ahead with an index of 180. The website has excellent ratings and buyers are able to provide feedback for sellers. Amazon's motto is "Work hard, have fun, make history."

Sharper Image

Sharper Image offers a wide variety of products including apparel, toys and games, travel and auto, electronics, outdoor, personal care, and home. Because Sharper Image sells innovative products that appeal to first adaptor consumers, they are not essential and have led to a major decline in customer spending due to the struggling American economy. Sharper Image products are now sold on its website and through third party stores such as bed bath and beyond. While SkyMall does have a wider products line Sharper Image is not lacking in inventory.

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Consumer Analysis

SkyMall's average consumers are males and females between the ages of 35 and 64, who generally have a higher education than the average consumer. As a result of their higher education, the average SkyMall consumer has a larger disposable income that they can choose to spend on SkyMall's products. They view SkyMall as a high-end brand and chose to purchase the unique products that the brand offers.

SkyMall consumers are typically frequent fliers that travel often for work and pleasure. These people are city dwellers and are early adopters of new and upcoming technology. They view the SkyMall brand as innovative and want to stay current with the new products that are released. These consumers take the time to flip through the SkyMall catalogue, download the SkyMall app and utilize the SkyMall QR code.

*See Appendix A for primary research



SWOT Analysis

Strengths

- Convenient shopping experience
- Sole entertainment magazine provided flights
- Innovative/unique products that you can't find in your everyday stores
- Geographical Advantage: customer base is not limited to certain areas

Weaknesses

- Reports of unsatisfactory customer service
- High shipping costs
- High cost perceived with SkyMall products
- No actual store presence

Opportunities

- Greater accessibility to WiFi in flights
- Expanding the reach of the brand
- Consider moving to water travel
- Culture shifting to a more fast paced society with less time to shop
- Innovative technology allows more outlets for shopping while flying

Threats

- Airport stores
- Economy suffering
- Decrease in need for luxury items
- Competitors such as Amazon.com, Buy.com, other online shopping sites, sharper image
- New technology such as iPad, iPhone and eReaders distract customers on flight

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Market Segmentation

SkyMall falls into the retail consumption market, which made up \$4.13 trillion dollars in sales in 2009. Although, due to the economy this number has been declining. The retail industry has two different sectors: store retailers and non-store retailers. Store retailers have physical locations, where as non-store retailers engage customers in a non-physical location including catalogues, infomercials, e-commerce, etc. SkyMall falls in the non-store retailer category because they solely rely on catalogue, phone and internet sales.

Marketing Communication Objectives

75% Awareness = 13,163,250 people
55% Interest= 9,653,050 people
45% Desire= 7,897,950 people
35% Purchase= 6,142,850 people

Positioning

To married business males and females ages 45-64 who have incomes over \$75k a year and are early adopters of technology, frequent travelers with little time to shop, SkyMall is the online shopping catalogue that provides convenient shopping with innovative and unique products.

Big Idea: "SkyMall, What a Trip!"

SkyMall provides the perfect one stop shopping experience for those constantly on the go. Our target market consists of tech-savvy, frequent fliers, with little time to shop. By providing them with the opportunity and encouraging them to shop while flying we will maximize their travel experience. Our slogan, "**SkyMall, What a Trip!**" emphasizes to customers that whether they shop online or through the catalogue, their shopping experience while traveling with SkyMall is an enjoyable trip. Our campaign is designed to incorporate all six major categories that SkyMall features on their website-- Jewelry, Travel, Health/Wellness, Pet Products, Electronics & Home Living. In each of our ads we will feature a product from one of these categories with the same consistent slogan, What a _____, running through each ad. Our goal is to feature a variety of products that will appeal to our customers to show them SkyMall has something enjoyable for everyone.



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CREATIVE STRATEGY

Creative Brief

Background

Our client, SkyMall, is a multi-channel, direct marketer whose goal is to provide a wide-variety of innovative products to its customers. Our campaign will show customers that shopping with SkyMall is an enjoyable experience due to its large selection of products and ease of purchase.

Target Market

Our target market is married business males and females ages 45-64 who have incomes over \$75k a year and are early adopters of technology, frequent fliers with little time to shop.

Main Objective

To increase purchases for SkyMall to one purchase per flight, as well as increasing brand awareness and subscriptions to the catalog.

MC Strategy

We plan on using a wide variety of marketing communication channels to deliver our campaign message, “**SkyMall, What a Trip**” to our target audience. By using print, online, airport, social media, mobile and direct mail, we will efficiently and effectively reach a large number of customers and generate interest in the SkyMall brand.

The Message

“**SkyMall, What a Trip**”

This slogan will be altered to fit the product showcased in the advertisement. The blank will be filled in with a witty word relating to the product shown that will capture the audiences attention, making them look twice at SkyMall, in hopes of a purchase.

Creative Objectives

1. Create a campaign that is consistent throughout all media outlets through typography, colors and layout.
2. Make advertisements easy to read while capturing the readers eye so they follow a Z formation through each ad.
3. Grab attention through strong verbiage and simple graphics

Creative Plan

Banner Ad Example:



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MEDIA PLAN

Media Objectives

Our media objectives are designed to show what we plan to accomplish through our campaign. We believe that our objectives will help us meet our overall goals for SkyMall.

Reach/Impressions: 393,366,268

Frequency: 20.53

Schedule: Year long campaign with a variety of different media vehicles in use, alternating between light, medium and heavy coverage of those vehicles.

Geographic Areas: We will implement a nationwide campaign.

*See Appendix D,E & F for more details

Media Strategy

We plan to use six different media vehicles in order to effectively reach and engage our target market for SkyMall.

Airport Terminal and In-flight Advertisements

These ads will play a major role in our yearly campaign. We will advertise in Hartsfield-Jackson International airport, named the busiest airport in 2010. Our “**SkyMall, What a Trip**” campaign will be posted on light up displays in terminals featuring ads showcasing different products SkyMall sells. Our in-flight advertisements will be viewed on the seat backs of planes, or airplane televisions prior to takeoff.

Online Advertisements

We are also using a large portion of our budget via eight different websites. We are hoping to gain direct purchases from these advertisements while consumers are searching these sites while online during their flight. For each website our banner ad is displayed on, our advertisement will feature a similar product relating to the type of website. Our campaign will be highlighting different areas of SkyMall’s products, therefore we will have a variety of products to showcase through our “**What a _____**” campaign.

Social Media

Social media advertisements make up the bulk of our campaign. With such a limited budget, we discovered we could generate more impressions via social media, at a lower cost. Therefore, we are steadily implementing social media throughout the entire 12-month campaign via four different social media outlets. The Facebook promotions will highlight a certain product in a specific amount of time, offering discounts if the product is purchased in that time frame. Our campaign will directly relate to this promotion by using the “**What a _____**” slogan to grab attention. This same method will also be used for Twitter via tweets and hash tags.

Mobile

Our mobile aspect of the campaign comes into play with an iPhone/Android app. This app is accessible to customers for free already, in which they can directly purchase SkyMall products. We plan to use this app in our promotions to help drive sales.

Print Campaign

In conjunction with all other media, we will implement a smaller scale print campaign using magazines. Due to the high costs of print advertisements we were only able to place ads in three different magazines. Ads in these magazines will again feature SkyMall products with the slogan “**What a _____,**” in addition to a QR code, which will bring them directly to the SkyMall website. We noted in our surveys that many people read during flights, so we figured this would be an additional place to put ads, which would spark consumer interest in SkyMall.

Direct Email

We will end our campaign in November and December with a direct email campaign in the form of a contest. Customers will directly engage with social media while creating a video ad about a SkyMall product with our slogan, “**What a _____.**” Forty percent of SkyMall’s sales occur during the fourth quarter, and response rates are normally two times more than the average.

*More detailed information of vehicles chosen is located in Appendix G

Media Tactics

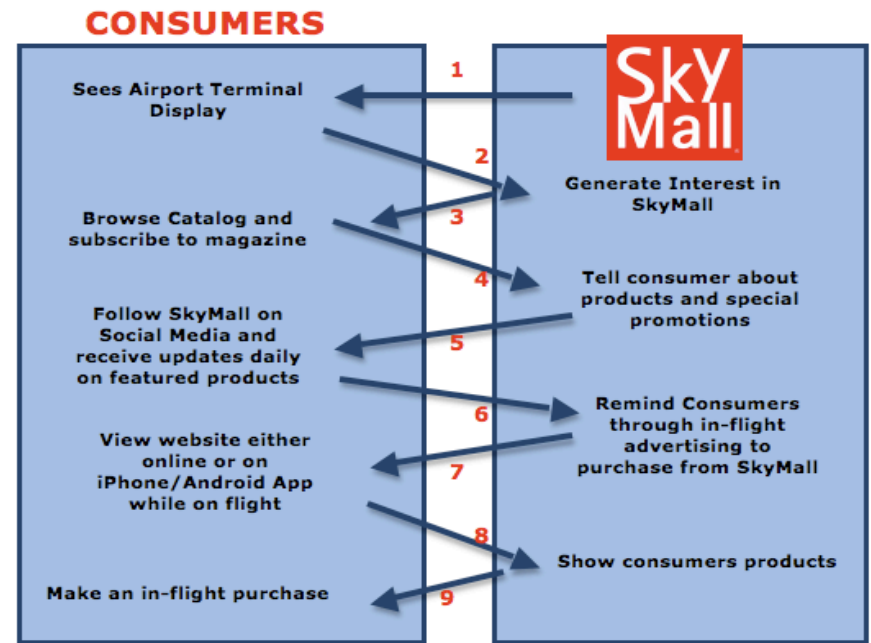
MEDIA	REACH/IMPRESSIONS/year	FREQUENCY/year
Airport		
Terminal	28,480,000	3
In-flight	52,510,000	3
Online		
google.com (adwords)	1,780,000	12
wallstreetjournal.com	27,400,878	69.72
Kayak.com	7,035,441	7.92
Expedia.com	16,243,232	9
Delta.com	8,507,427	12
TravelandLeisure.com	7,796,751	4.32
ESPN.com	204,415,590	41.64
businessweek.com	9,527,134	12
Social Media		
Facebook	15,930,620	68.71
Twitter	3,065	31.23
Mobile		
Smartphone App	1,316	12
Magazines		
Southwest Spirit	2,996,000	4
Delta	4,683,000	6
Travel and Leisure	5,000,000	3
Direct Email	1,055,814	1
TOTALS	393,366,268	20.53

**The online impressions were taken from www.quantcast.com.

Quantcast.com also had the average number of visits per month. Because our banner advertisements ran once a week for the entire year we were assuming that the people would be exposed to our campaign at least once a month. To figure out the frequency we divided the average monthly views by 4 and then multiplied it by 12 to get the frequency per year.

** Airport impressions and frequency were based off of the the total number of people in two terminals of Hartfield-Jackson (32% of 89 million). We also choose a frequency of 3 because we are targeting frequent fliers.

Flow Chart



Media Schedule Rationale

Our campaign is designed to continuously run for a 12-month period over the course of 2013. We chose to run a steady social media campaign throughout the year, since this was the most cost effective measure of advertising. In addition, we felt that a strong social media presence would be well received by our target audience and the direct marketing aspect would lead to greater interest, awareness and ideally, sales. We plan to use other media outlets to advertise heavily in months of frequent travel such as the summer, November and December. November and December are high gift giving months resulting in people indulging in more expensive purchases. Additionally, we found that in years past, SkyMall has obtained 40% of their total sales in the last quarter; therefore we felt that more print ads would be effective during this time frame. We plan to cap off the year with a direct email contest that will incorporate our campaign, "SkyMall, What a ___," and draw in customers in a competitive and innovative way. The buzz generated from this contest will keep SkyMall as a top of mind brand during the busy gift-giving season.

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Media Schedule

MEDIA	January	February	March	April	May	June	July	August	September	October	November	December
Airport												
Terminal	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
In-flight	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Online												
google.com	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
wallstreetjournal.com	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Kayak.com	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Expedia.com	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Delta.com	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Travel and Leisure	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
ESPN.com	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
businessweek.com	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Social Media												
Facebook	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Twitter	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Four-Square	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Red	Red	Light Blue	Light Blue	Light Blue	Red	Red
Pinterest	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Mobile												
Smartphone App												
Magazines												
Southwest Spirit	Light Blue											Red
Delta						Red	Light Blue				Red	Red
Travel and Leisure							Red				Red	
Direct Mail												
Promotions											Red	Red
Heavy	Red											
Moderate	Dark Blue											
Light	Light Blue											

*See Appendix E for detailed media explanations

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BUDGET

Budget Allocation

Rationale: We planned our budget to efficiently reach the most consumers possible by inputting it in media that we felt would be seen most by our target audience. We are using both traditional and non-traditional media, incorporating a direct appeal in both.

Budget: \$500,000

Campaign period: January 2013-December 2013

Interactive Media: \$156,925.96

40% of total Budget

Online: \$42,999.96

9% of total budget

Social Media: \$54,000.00

11% of total budget

Direct Mail: \$68,626.00

14% of total budget

Mobile: \$30,000.00

6% of total budget

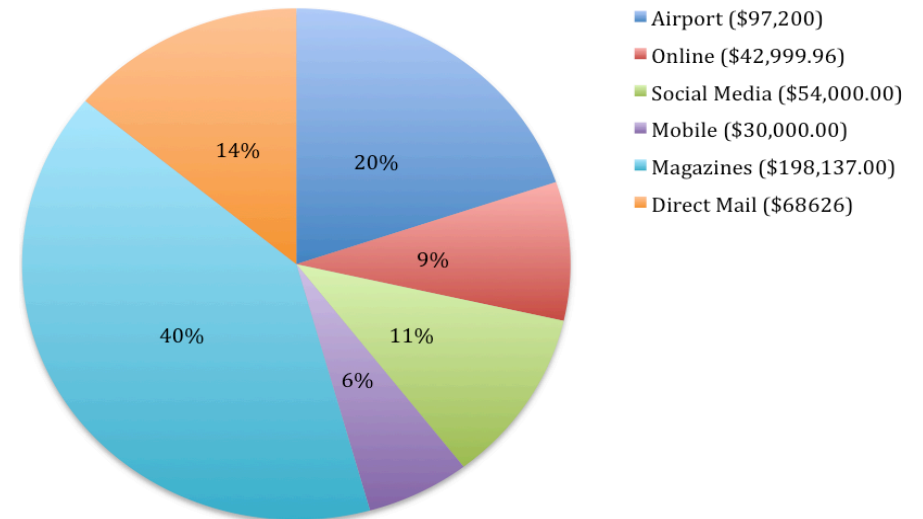
Magazines: \$198,137.00

40% of total budget

Airport: \$97,200.00

19% of total Budget

Budget



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Evaluation Plan

Awareness Objective:

75% awareness (13,163,250 people)

- **In-flight/Airport:** Measure the number of travelers exposed to announcements by flight attendants about SkyMall products, promotions, and specials. Measure the number of passengers traveling through airports where SkyMall banners are present.
- **Direct email:** Measure the amount of people who receive the direct email announcement.
- **Mobile:** Measure total number of app downloads in the campaign period.
- **Online:** Measure the number of impressions for SkyMall online ads.
- **Print Ads:** Measure the total amount of people for circulated magazines.
- **Social Media:** Measure the number of followers on Twitter and the number of “Likes” on Facebook.

Interest Objective:

55% interest (9,653,050 people)

- **In-flight/Airport:** Measure the number of people who request more information about SkyMall products or a SkyMall catalogue from the flight attendant or employees of the airport.
- **Direct Email:** Measure the number of people who participate in the SkyMall social media contest.
- **Mobile:** Measure the amount of mobile apps downloaded.
- **Online:** Measure the number of click-throughs of online ads that eventually lead to the SkyMall website.
- **Print Ads:** Measure the amount of interest based on circulation. Looking to gain 55% interest of target audience.
- **Social Media:** Measure the number of retweets and mentions on Twitter and the number of post views and post feedback on the SkyMall facebook page.

Desire Objective:

45% desire (7,897,950 people)

- **In-flight/Airport:** Measure the amount of SkyMall catalogues that the flight attendant must replace after each flight.
- **Direct Email:** Measure the number of entries for the SkyMall contest.
- **Mobile:** Measure the number of telephone and email queries to the SkyMall customer service department. Measure the amount of use SkyMall apps receive.
- **Online:** Measure desire by the number of items added to the SkyMall shopping carts online and the time spent at looking at particular items on websites. Measure the number of new subscribers in result of an email blast.
- **Print Ads:** Measure the increase of new subscribers to the SkyMall catalogue.
- **Social Media:** Measure the number of drives to the SkyMall website from the Facebook page/post and Twitter page/post.

Action Objective:

35% purchase (6,142,850 people)

- **In-flight/Airport:** Measure the number of purchases in flight via the flight attendants.
- **Direct Email:** Measure the number of purchases from the people who also entered in the SkyMall contest.
- **Mobile:** Measure the number of purchases from the app.
- **Online:** Measure the number of purchases from the SkyMall website influenced by online ads.
- **Print Ads:** Measure the number of people who call and order SkyMall products in response to an advertisement in a magazine with contact information available.
- **Social Media:** Measure the number of people who purchase a SkyMall product after interacting on the Facebook page and Twitter site.
- **Overall:** Calculate the amount of SkyMall product purchases in relation to the amount of flights per day to determine if the overall objective of one SkyMall product purchase per flight was achieved.

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Baseline ROI

\$100- Average cost of a SkyMall product

28,537 The number of commercial flights per day in the US, according to the National Air Traffic Controllers Association

SkyMall is on 88% of US Commercial flights 28,537*.88=**25,113 flights that SkyMall is on each day**

25,133 x 365=**9,166,085 flights a year**

\$100*9,166,085=**\$916,166,245 goal sales for 2013**

\$916,608,500-\$135,000,000* (2008 SkyMall sales)=**\$780,791,500**

\$780,791,500/\$500,000 (budget)

=1,561% ROI

*\$81.5 million online sales in 2008
online sale=60% of total sales
total sales in 2008=135.83 million

Our Forecasted ROI

Estimated sales= **\$959,481,776**(see appendix D for sales breakdown)
\$959,481,776-\$135,000,000* (2008 SkyMall sales)=**\$824,481,776**
\$824,481,776/\$500,000=1,648% ROI

We understand that this is a very high ROI but given the goal of one sale per flight and the average cost of a SkyMall product the sales must be high. The ROI we calculated is also potentially larger than what the actual ROI would be because we were unable to find the most recent sales from SkyMall, we are assuming that they have increasing income each year so there are three years of increases that are unaccounted for. However based on our campaign and the number of impressions that we plan to generate, this is an acceptable ROI to plan for.

Baseline ROI	Our Forecasted ROI
1,561%	1,648%

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Appendix A

Primary Research

Target Market Surveys- Flying Habits

Survey #1

1. What is your general image when you think of the SkyMall brand- magazine and website? Interesting products that are cool but not something I am going to buy.
2. Do you have experience of purchasing a product in SkyMall magazine/ catalogue? No
3. If yes, when did you buy that? n/a
4. If yes, why did you buy that? n/a
5. If yes, were you satisfied with the purchase? n/a
6. If not, why? What was the reason that you did not take the action? I never thought anything was practical enough to buy.
7. What do you usually use Internet for in the airplane? I usually use it for work purposes.
8. Do you have experience of buying a product via airplane Internet? No
9. What do you typically do while in an airplane? Read
10. How do you do most of your shopping? Amazon.com or the mall
11. How would you describe SkyMall as a brand? It's always a source of entertainment during takeoff. The products are interesting but are not really something I would think of buying. The products are fun to look at and think about.

Survey #2

1. What is your general image when you think of the SkyMall brand- magazine and website? Boring magazine
2. Do you have experience of purchasing a product in SkyMall magazine/ catalogue? No
3. If yes, when did you buy that? n/a
4. If yes, why did you buy that? n/a
5. If yes, were you satisfied with the purchase? n/a
6. If not, why? What was the reason that you did not take the action? The magazine was not exciting enough to look through.
7. What do you usually use Internet for in the airplane? I do not use Internet on airplanes.

8. Do you have experience of buying a product via airplane Internet? No
9. What do you typically do while in an airplane? Read
10. How do you do most of your shopping? I go by car to a store
11. How would you describe SkyMall as a brand? I never think about it in general.

Survey #3

1. What is your general image when you think of the SkyMall brand- magazine and website? Shopping at high prices
2. Do you have experience of purchasing a product in SkyMall magazine/ catalogue? No
3. If yes, when did you buy that? n/a
4. If yes, why did you buy that? n/a
5. If yes, were you satisfied with the purchase? n/a
6. If not, why? What was the reason that you did not take the action? Too expensive, I never saw anything that was worth the cost.
7. What do you usually use Internet for in the airplane? To check my email
8. Do you have experience of buying a product via airplane Internet? No
9. What do you typically do while in an airplane? Read, sleep, crossword puzzles, watch a movie, listen to music
10. How do you do most of your shopping? When I need something specific
11. How would you describe SkyMall as a brand? Just another catalogue full of expensive things.

Survey #4

1. What is your general image when you think of the SkyMall brand- magazine and website? Higher end stuff, typically overpriced, lots of electronics
2. Do you have experience of purchasing a product in SkyMall magazine/ catalogue? No
3. If yes, when did you buy that? n/a
4. If yes, why did you buy that? n/a
5. If yes, were you satisfied with the purchase? n/a
6. If not, why? What was the reason that you did not take the action? Stuff was too frilly and unique and way overpriced.
7. What do you usually use Internet for in the airplane?

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8. Do you have experience of buying a product via airplane Internet? I do email for work and occasionally buy airplane tickets for my next work trip.
9. What do you typically do while in an airplane? Work, read, or watch television
10. How do you do most of your shopping? I first do online research and then purchase the product in the store.
11. How would you describe SkyMall as a brand? An upscale brand image because of higher end products.

Survey #5

1. What is your general image when you think of the SkyMall brand- magazine and website? High quality products
2. Do you have experience of purchasing a product in SkyMall magazine/catalogue? No
3. If yes, when did you buy that? n/a
4. If yes, why did you buy that? n/a
5. If yes, were you satisfied with the purchase? n/a
6. If not, why? What was the reason that you did not take the action? Too expensive and overpriced
7. What do you usually use Internet for in the airplane? I check my phone and my email
8. Do you have experience of buying a product via airplane Internet? No
9. What do you typically do while in an airplane? Read
10. How do you do most of your shopping? Stores or internet
11. How would you describe SkyMall as a brand? Upscale, limited market, only seen on airplanes

Survey #6

1. What is your general image when you think of the SkyMall brand- magazine and website? Really cool and unique products that you can't get anywhere else
2. Do you have experience of purchasing a product in SkyMall magazine/catalogue? Yes

3. If yes, when did you buy that? On an airplane while traveling to California to visit family for the holidays
4. If yes, why did you buy that? It was a Christmas gift for my Uncle
5. If yes, were you satisfied with the purchase? Yes, though it was kind of expensive
6. If not, why? What was the reason that you did not take the action? n/a
7. What do you usually use Internet for in the airplane? Check email, use it for work, sometimes play games
8. Do you have experience of buying a product via airplane Internet? Yes
9. What do you typically do while in an airplane? Read, get in the Internet, sleep
10. How do you do most of your shopping? Typically online
11. How would you describe SkyMall as a brand? Has unique products that are expensive

Appendix B

Reasons to Support MC Objections

- The total number of frequent fliers in our market (45-64, married, income 75+ income a year, early adopters of technology)= 17,551,000
- Assuming people will buy 1.5 times a year
- 28,537 is the number of commercial flights per day, according to the National Air Traffic Controllers Association
- $25,113 \times 365 =$ total number of sales we are aiming for per year= 9,166,085 (one sale per flight)
- $9,166,085 / 1.5 = 6,110,723$ number of sales we need assuming that frequent flyers will buy 1.5 times year
- $6,110,723 \text{ (sales we need/people)} / 17,551,000 \text{ (our entire market)} = 35\%$ of our audience needs to purchase an item

Upper Advantage

SkyMall
What a bitch.



www.skymall.com Sky Mall

What a trip.

SkyMall
What a gem.



www.skymall.com Sky Mall

What a trip.

SkyMall
What a gizmo.



www.skymall.com Sky Mall

What a trip.

SkyMall
What a trip.

Visit SkyMall to find a product and make your trip unforgettable.



Upper Advantage

Appendix C continued Creative Executions

Magazine Ad



Online Banner Ad



Airport Terminal Ad



Google Adwords

[Official Ahfashion.com](http://www.ahfashion.com)

www.ahfashion.com/

Men's Suits, Tuxedos, Shirts & More
Buy **Online** and Save Money Today

Skymall.com

www.skymall.com

New and innovative products at low prices
Shop Skymall today and save

Upper ADvantage

Appendix D

Forecasted Sales by Media

MEDIA	BUDGET	ESTIMATED SALES
Airport	\$115,200.00	\$267,000,000
Online	\$42,999.96	\$581,433,696
Social Media	\$66,000.00	\$31,873,500
Mobile	\$0	\$6,600
Print	\$198,137.00	\$68,078,000
Direct Mail	\$68,626.00	\$110,900
Contingency	\$9,037.04	
TOTALS	\$500,000	\$959,481,776

These numbers were used by assuming each sale equal \$100 to meet our goal of one flight per sale we need to reach \$916,608,000. This estimate is over so that if the sale is under \$100 we will still meet our sales goals. The estimated sales were calculated by multiplying the total impressions for each media and the percentage of sales we anticipated receiving.

MEDIA	IMPRESSIONS	Estimated percent of sales
Airport		
Terminal	28,480,000	2%
In-flight	52,510,000	4%
Online		
Google Adwords	1,780,000	6%
Wallstreetjournal.com	27,400,878	2%
Kayak.com	7,035,441	3%
Expedia.com	16,243,232	4%
Delta.com	8,507,427	3%
Travelandleisure.com	7,796,751	4%
Espn.com	204,415,590	1%
Businessweek.com	9,527,134	3%
Social Media		
Facebook	15,590,620	2%
Twitter.com	3,065	4%
Mobile		
Smartphone App	1,316	5%
Print		
Southwest Spirit	2,996,000	5%
Delta	4,683,000	6%
Travel and Leisure	5,000,000	5%
Direct email	1,055,814	5%

Upper Advantage

Appendix E

MC Mix Details

Online Banner Ads

Cost: \$75 with no flash according to The Internet Advertising Bureau
Banner Ads will be run once a week year-round on seven websites.
The websites were chosen because the demographics of the visitors met our target market demographics the closest.

*These numbers were taken from www.quantcast.com.

wallstreetjournal.com

Gender-
Women: Index 78
Males: index 125
Ages-
45-54: index 132
55-64: index 159
Income-
\$100k-150k: index 102
\$150k+: index 144
people per month: 6,069,084
visits per person monthly: 5.81

Kayak.com

Gender-
Males: index 107
Women: index 93
Ages-
45-54: index 124
55-64: index 149
Income-
\$100k-150k: index 111
\$150k+: index 118
visits per month: 3,553,253
visits per person monthly: 2.62

Expedia.com

Gender-
Males: Index 108
Women: 91
Ages-

45-54: index 119
55-64: index 124
Income-
\$100k-150k: 116
\$150+: 119
people per month: 7,219,214
visits per person per month: 3.03

Delta.com

Gender-
Males: Index 108
Women: 92
Ages-
45-54: index 123
55-64: index 156
Income-
\$100k-150k: 113
\$150+: 128
people per month: 2,856,809
visits per person per month: 4.19

TravelandLeisure.com

Gender-
Males: Index 89
Women: 111
Ages-
45-54: index 116
55-64: index 108
Income-
\$100k-150k: 124
\$150+: 144
people per month: 7,796,751
visits per person per month: 4.32

ESPN.com

Gender-
Males: Index 128
Women: 73
Ages-
45-54: index 96
55-64: index 81
Income-
\$100k-150k: 119
\$150+: 112

Upper Advantage

people per month: 19,636,464
visits per person per month: 13.88

businessweek.com

Gender-
Women: Index 78
Males: index 118
Ages-
45-54: index 121
55-64: index 130
Income-
\$100k-150k: index 101
\$150k+: index 130
people per month: 9,527,134
visits per person monthly: 4.01

Google Adwords

Ad words: CPC \$.73-1.08 clicks/day: 51-62 cost/day=\$50 total \$17,800/year
We will pay for various words each month that correspond to both our featured product in our ads and travel in general so that when people are on google they will be reminded of SkyMall and they can easily access the website.

Social Media

Facebook Promotions

Account FREE
Promotions \$50/day
Gender-
Women: Index 108
Males: index 92
Ages-
45-54: index 66
55-64: index 44
Income-
\$100k-150k: index 109
\$150k+: index 117
people per month: 149,488,215 (when calculating impression we used the number of SkyMall facebook fans)
visits per person monthly: 68.71

Twitter Promotions

Account FREE
Promotions: \$.20-\$5/day
Gender-
Women: Index 107
Males: index 93
Ages-
45-54: index 73
55-64: index 56
Income-
\$100k-150k: index 99
\$150k+: index 108
people per month: 90,790,082 (when calculation impressions we used the number of SkyMall followers)
visits per person monthly: 31.23

Direct Mail

Email Contest-
Segment: Frequent Traveler- Business, Family, etc
Median Age: 49
Median Income: \$52,000
Segment Total: 7,038,762 people
Base Rate: \$65/m
Cover 15% of segment: 1,055,815
Cost per response: \$2.16
Cost per piece: \$.06

Airport

Inflight:

30 sec commercial shown on either back of seat monitor or TV sets of all delta flights
Delta has 59% of Hartsfield-Jackson's flights so it was chosen so that we could reach the highest number of people possible.
Cost: \$900/month
89 million people go through Hartsfield Jackson International Airport each year.
Impressions: 52,510,000 (59% of 89 million)

Terminal:

We will have two diorama advertisements in two terminals (alternating between the 6 the terminal each month) at Hartsfield

Upper Advantage →

Jackson in Atlanta. This airport was chosen because it is the busiest airport in both flights and passengers in the United States.
2 terminal with ad/6 total terminals=32% of consumers will be reached
Total impressions: 28,480,000 (32% of 89 million)

Print

Delta Sky Magazine

Cost per issue: \$25,674 Full Color ½ page Ad

Audience per issue: 4,736,000

Media Age: 46.3

Average HHI: \$125,000

Gender-

Males: 54%

Women: 62%

Average time reading issue: 33mins

61% are up to date on newest technology, 75% quality conscious (buy based on quality and will pay more for top quality electronics), 89% are brand loyal (when they find a brand the like they stick to it)

Southwest Spirit

Cost per issue:

\$19,968 Full Color 1/3 page vertical

\$26,537 Full Color ½ page

Audience per issue: 2,996,000

Median Age: 45.8

Median HHI: \$114,577

Gender-

Men: Index 110

Women: Index 91

Age 35-54: 129

Professional Managerial: Index 233

Top Management: Index 301

Travel and Leisure

Cost per Issue: \$24,870 Full Color 1/6 page Ad

Audience per issue: 5,000,000

Media Age: 43

Gender-

Men: Index 90

Women: Index 110

Median HHI:\$101,808

Occupation-

Professional/Managerial: Index 159

Top Executives: Index 162

Cost per Issue: \$24,870 Full Color 1/6 page Ad

Upper Advantage

Appendix F

Budget Details

MEDIA	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Airport													
Terminal	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000.00
In-flight	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600	\$43,200.00
Online													
google.com	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	1483.33	\$17,799.96
wallstreetjournal.com	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$2,520.00
Kayak.com	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$5,040.00
Expedia.com	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$5,040.00
Delta.com	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$420	\$5,040.00
Travel and Leisure	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$2,520.00
ESPN.com	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$2,520.00
businessweek.com	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$210	\$2,520.00
Social Media													
Facebook	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$36,000.00
Twitter	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000.00
Four-Square													
Pinterest													
Mobile													
Smartphone App	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Magazines													
Southwest Spirit	\$19,968											\$26,537	\$46,505.00
Delta						\$25,674					\$25,674	\$25,674	\$77,022.00
Travel and Leisure		\$24,870					\$24,870				\$24,870		\$74,610.00
Direct Mail													
Contest											\$34,313	\$34,313	\$68,626.00
												TOTAL DOLLARS SPENT	\$490,962.96
												Contingency	\$9,037.04

Upper Advantage

Appendix G

Media Plans Objective Details

Airport/Airline



Hartsfield-Jackson International Airport will be used to communicate the SkyMall brand during our campaign. We will be using airport terminal displays to showcase a variety of SkyMall products that consumers would be interested in purchasing. These advertisements will display a different ad which will coincide with our print campaign and the slogan "What a ____." For example, if we are displaying a home living advertisement it will display a picture of a SkyMall product you would use in your home with the slogan, "What a life." Terminal displays are a perfect way to engage consumers as they are bored

sitting and waiting to board their flight.

Additionally, aboard each aircraft we plan on having flight attendants announce that the SkyMall magazine will be located in the seat pockets on the flight. On flights with seatback televisions, we will advertise SkyMall with 30-second commercials. Our goal is that these commercials would direct customers to the SkyMall website, or the catalog located in their seatbacks; ultimately resulting in a purchase. Our 30 second commercials will showcase customers going through the process of buying a SkyMall product, through websites, mobile, and catalogue, being reminded of SkyMall via our ads along the way. The final screenshot will display our slogan, "What a trip." and a short statement about downloading the SkyMall phone app before their flight.

Online



Having an online presence for SkyMall is very important for our campaign. Consumers now-a-days are connecting online a lot more than in past years. In 2008, 60 percent of SkyMall's sales occurred online. We can only assume

they are increasing each year. We have chosen to advertise via eight different websites that we feel our target market would be interacting with (google.com, wallstreetjournal.com, kayak.com, expedia.com, delta.com, travelandleisure.com, espn.com and businessweek.com). These websites are a mix of travel websites where many people book flights and hotels, business websites for our frequent fliers and the most popular search engine. Our banner ads will be simple to the eye and read, "SkyMall, What a Trip," with a short line below stating: Visit SkyMall to find a product and make your trip unforgettable.

During the last two months of our campaign, we will use ads to promote our contest and generate interest. These banner ads will direct people to our social media sites, mentioning the chance to win a free flight anywhere in the United States.

Additionally, search engine marketing will be using key terms such as travel, flights, frequent flier, business, fly, etc. will be used to promote SkyMall.

Social Media

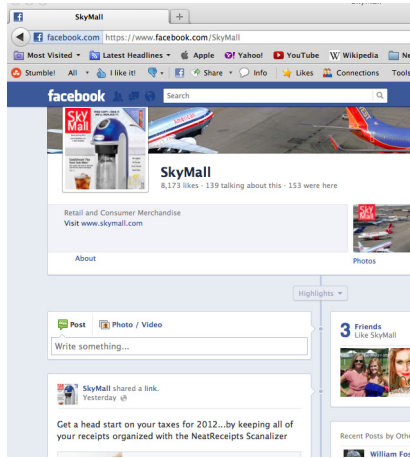
With social media as a big influence in today's society, and the large number of impressions you can generate with low cost, we figured that this would be the best way to advertise SkyMall. We plan to use four different social media sites to gain consumer interest (Facebook, Twitter, Foursquare and Pinterest).



SkyMall currently has a Facebook page set up in order to reach out to their customers. We will continue to use this page to engage customers, as well as a home page with information about our contest that will take place at the end of the year. The Facebook, and Twitter page, will be the hubs of our contest. Here, consumers will be able to post questions they have, along with their final video submissions (read campaign under Direct Email below).

Social Media Cont'd

We will also feature the product of the day that is on SkyMall's website, showcasing our witty "What a ____" slogan for that product category. If buyers make a purchase during the time frame listed on Facebook, then they will receive free shipping with their purchase. In addition, we will place advertisements displaying on the sidebar of users pages that are interested in travel, flying, vacation, technology and working. These sidebar ads will display our campaign slogan, "SkyMall, What a Trip," click here to see all products.



SkyMall also already has a Twitter page set up. We will use Twitter to make consumers more aware of the variety of products SkyMall offers, as well as tweet relevant products that other Twitter followers might find interest in and retweet to their followers. Additionally we can direct them to the SkyMall website or Facebook page. We also plan on using Twitter to advertise via promoted tweets or keyword searches. That way we can engage potential customers in our target market that may not have been aware of SkyMall prior.

We plan on implementing our "What a ____" campaign by tweeting the witty lines and featuring images and links to the different SkyMall products. Additionally, we will use Twitter to reiterate the same message as Facebook, tweeting the featured product of the day.

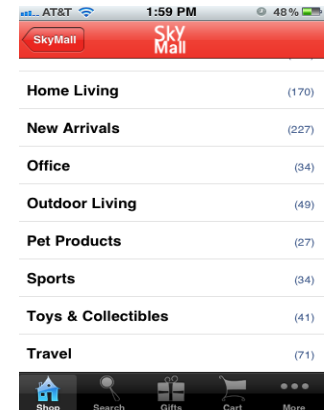
Foursquare is a relatively new way to advertise, or engage customers via social media. It provides our target market another incentive for flying. When our target market checks into the airport, SkyMall will have a message posted about looking for the catalog on the plane, or have deals posted via coupon codes that consumers can use if they purchase on their flight online. They will also be able to read more information about SkyMall as a brand, where they can be directly linked to their website, or other social media outlets as well.

Since Pinterest is the newest medium in the social media category we figured that SkyMall should use this opportunity to develop a presence on the site as other consumers are just figuring it out for themselves as well.

Pinterest is virtually free advertising. SkyMall can create boards about the variety of products they have. In the comment box can be the slogan for each product featuring the "What a ____ campaign." Additionally they can pin/ repin other travel sites such as Delta or Expedia as suggestions for other users.

Mobile

Since our target market is very technology savvy and always on the go, we figured that a free iPhone/Android app would be a good way to engage our audience. Since SkyMall has already developed this app, we will continue to promote it through print media and online. This way when they are sitting in the airport and see our terminal display, or view the ad on the airplane, they can easily click on their free SkyMall app, that is accessible without internet, and view products quickly and efficiently rather than being lost attempting to navigate the SkyMall website while viewing it on a little screen.



Print



Since print is an extremely costly medium we decided that we would focus our ads in three magazines directly related to flights or travel (Delta Sky, Southwest Spirit and Travel and Leisure). We will use print during the heavier months of travel to supplement our other media outlets. This just provides another chance for consumers to see SkyMall. We plan on using four color half page ads as well as four color 1/6 page ads. Our print ads will be eye appealing to the customer and engage them via typography and wit via our slogan "What a ____." For Travel and Leisure magazine one ad may feature a woman on a raft, drink in hand, for your next sunny vacation with the slogan "What a Life."

Upper Advantage →

Direct Email

We will end our campaign with a direct email contest. An email blast will be sent out to 15 percent of all frequent fliers with a median age of 49 and a median income of \$52,000. We plan on using this contest to engage our target market via all online forms of social media including the website, Facebook and Twitter pages. Our contest will be in entry format via a video submission that customers have to engage with through some form of social media. Their video will directly relate to our “**What a _____**” campaign. The prompt for the video is: Create a one minute video featuring your favorite SkyMall product in the coolest place you could imagine using it in the United States and why. The winner will win a free flight to the destination they chose in their video via our sponsor of the contest, Delta, and the SkyMall product they chose to use as well.

Upper Advantage