

THE NATURE'S BOUNTY^{co.}

WELLNESS STARTS HERE



IMC CAMPAIGN PROPOSAL

SLEEP3 BY THE NATURE'S BOUNTY CO.

IMC 636

**REED COLLEGE OF MEDIA
WEST VIRGINIA UNIVERSITY**

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OPENING LETTER

Nature's Bounty Marketing Team:

In a time where consumers are turning to more clean and natural solutions to reduce the amount of unnecessary chemicals and unhealthy products in their lives, this is an opportunity where Nature's Bounty as a brand can take center stage as a leader in healthy and 'better for you' products for their current customers and beyond.

While becoming a brand leader takes more than just one strategic move, you will find that the following campaign will start simple with one product – Sleep3, and make attempts to build awareness, a following, and credibility in the sleep aid market, which can lead to further success for the product and the brand for the future.

Over the course of the year-long campaign, Nature's Bounty will utilize a number of different traditional mediums, such as social media, web, and print, as well as implementing microinfluencers to widen reach and interaction with not only Sleep3, but Nature's Bounty as a whole.

These measures will yield positive results for Nature's Bounty and Sleep3, but there will always be more goals to reach to stay on top of the competition and remain relevant in the customer's minds – which I'm sure Nature's Bounty will continue to work toward and accomplish in the years to come. I hope this campaign can spark conversation and be used for ideas in developing marketing efforts for Sleep3 and other products from Nature's Bounty – it was a pleasure to have the opportunity to put this together for your consideration.

Sincerely,
Megan Guerra
Reed College of Media
West Virginia University

EXECUTIVE SUMMARY

Sleep doesn't always come easy for everyone. The stress of everyday life, health issues, or even an uncomfortable sleeping arrangement can deter someone from getting the restful night of sleep that is vital to take on the next day's challenges.

Some may try to modify their routines in an attempt to get a better night's sleep, such as less caffeine, reduced screen time before bed, or meditation; but when all else fails, many consumers turn to an over-the-counter (OTC) sleep aid to help get the job done.

Common options when it comes to sleep aids include Diphenhydramine, Doxylamine succinate, Melatonin, and Valerian (Mayo Clinic, 2019). With so many options out there, how do consumers know which one is right for them? That's where Sleep3 from The Nature's Bounty Company (TNBC) comes in.

Sleep3 is a drug-free sleep aid that includes layers of Melatonin, L-Theanine and Gamma aminobutyric acid (GABA) in each tablet to create a triple-action product to help consumers fall asleep easier, stay asleep through the night, and wake up in the morning feeling refreshed (Nature's Bounty, 2020). This product has a time release technology which allows the three layers to dissolve at different times of the night to work with the body's natural sleep cycle to allow for the best possible night of rest (Nature's Bounty, 2020).

This IMC campaign will provide a comprehensive plan in which TNBC can not only raise awareness to this particular product to consumers from a specific demographic, but also make this product the most popular of all available sleep aids in the market, while also boosting unit sales to a certain degree over the course of this year-long campaign.

PART ONE: SITUATION & SWOT ANALYSIS

Brand Overview

The Nature’s Bounty Company (TNBC) is a manufacturer, marketer, and online seller of vitamins and minerals, dietary supplements, herbals, protein products, and ethical beauty products that got its start in 1971 in Long Island, New York (Nature’s Bounty, 2020).

When it comes to sleep aids, TNBC has a variety of products with an even wider selection of dosages and quantities available to consumers. The entire line of sleep support products from this brand are shown below, as seen on their website:



Figure 1a – Nature’s Bounty Sleep Aid Inventory

(Source: <https://www.naturesbounty.com/ourproducts/?filters=MultipleHealthCategories:4f8d27513e4c44718cf65d6611950244>)



Figure 1b – Nature’s Bounty Sleep Aid Inventory

(Source:<https://www.naturesbounty.com/ourproducts/?filters=MultipleHealthCategories:4f8d27513e4c44718cf65d6611950244>)

Being able to offer different milligram amounts for dosages and numerical quantities for the more popular products, like Melatonin, as well as there being a variety of different forms that the product can be produced (tablets, capsules, softgels, gummies) allows for a

greater possibility for a ‘perfect’ product that will be able to fit any customer’s specific wants or needs.

Price plays a large factor in the consumer’s mind in the eventual selection of a product. The prices of the different sleep aid products sold by TNBC vary when it comes to the actual product, its dosage amount, and the quantity that is included in the package. The prices for all sleep aid products offered by TNBC are shown below, as listed by [Amazon](#) in March 2020:

| Product | Price | Quantity | Dose/Type |
|--|---------|----------|---|
| Melatonin + Supplement Products | | | |
| Goodnight Lovely | \$22.99 | 70 | 3mg Melatonin, 120mg Hyaluronic Acid/Softgels |
| Gorgeous Sleep | \$7.19 | 60 | 5mg Melatonin,100g Collagen/Gummies |
| Sleep Gummies | \$6.38 | 60 | 3mg Melatonin,200mg L-Theanine/Gummies |
| Sleep3 | \$9.99 | 30 | 10mg/Tablets |
| | \$19.99 | 60 | |
| Melatonin Products | | | |
| Melatonin | \$4.60 | 180 | 1mg/Tablets |
| | \$7.69 | 120 | 3mg/Tablets |
| | \$6.80 | 240 | |
| | \$4.99 | 90 | 5mg/ Softgels |
| | \$9.38 | 45 | 10mg/Tablets |
| | \$8.88 | 60 | 10mg/Capsules |
| Dual-Spectrum Melatonin | \$5.49 | 60 | 5mg/Tablets |
| Non-Melatonin Products | | | |
| Valerian Root | \$7.75 | 100 | 450mg/Capsules |

Table 1 – Nature’s Bounty Sleep Aid Prices via Amazon

In terms of advertising and promotions, TNBC’s creative accounts have been handled by the Doner agency since September 2019 (Rittenhouse, 2019). Prior to Doner, TNBC was handled by Droga5 from 2015 until January 2019, then VMLY&R from January 2019 until Doner’s entrance (Rittenhouse, 2019). According to this AdAge article from 2019, Nature's Bounty spent nearly \$17 million on measured media in the U.S. in 2018 and \$8.4 million in the

first half of 2019 (Rittenhouse). The following is a short, 12 second spot specifically for Sleep3 that was published on TNBC's YouTube page in October 2019 (Nature's Bounty Optimal Solutions):



(Source: https://www.youtube.com/watch?v=umd1_jLOsD4)

Figure 2a – Sleep3 Video Screenshot

TNBC has also put out advertisements in the form of printed flyers, as well as online banners that are shown on the product's page for the retail shops, like Costco and Rite Aid, that carry the various sleep aid products. Advertisements that are published are simple and to the point - not too flashy in terms of design or containing any extraneous copy that would distract the customer from the product that is being shown. The following are examples of ads from Costco and Rite Aid that are advertising Melatonin and accompanied the page listing for Gorgeous Sleep Gummies, respectively.



Figure 2b – Costco Flyer Ad

(Source: <https://ca-flyers.com/costco-flyers/flyer-31975-32>)

Figure 2c – Rite Aid Online Product Ad

(Source: <https://www.riteaid.com/shop/nature-s-bounty-optimal-solutions-gorgeous-sleep-gummies-with-melatonin-collagen-60-ct>)



Figure 2d – Rite Aid Online Product Ad

(Source: <https://www.riteaid.com/shop/nature-s-bounty-optimal-solutions-gorgeous-sleep-gummies-with-melatonin-collagen-60-ct>)

As shown, these promotional materials focus on the benefits of using these products and the all-natural and 'better for you' ingredients that are included in production. This helps to not only inform the customers about the unique selling points of products, but to also attempt to foster a sense of trust between the customer and the company.

TNBC products are currently available online through Amazon, through retailers like Walmart and Target, in pharmacies like Walgreens and Rite Aid, and grocery stores like Giant. Sleep3, in particular is a little harder to come by, only being available online on Amazon and in some grocery stores.

Industry Overview

The sleep market in the United States consists of both prescription and over-the-counter (OTC) sleep medications purchased by consumers. In 2017, the industry was worth \$28.6 billion, with a forecasted growth averaging at 4.7% until 2023 (Larosa, 2018). Over the years, the prescription sleep aid market has declined in value as a result of expiring drug patents and the introduction of cheaper, OTC versions of products like Ambien, Lunesta, and Belsomra (Larosa, 2018). As a result, the OTC sleep aid market has undergone rapid growth and was valued at \$576 million in 2018 (Larosa).

In a 2018 survey conducted by *Consumer Reports*, of 1767 sampled US adults, 80% said they had sleep problems at least once a week and nearly one-third of that group with sleeping

problems said they had used an over-the-counter or prescription sleep drug in the previous year (Carr).

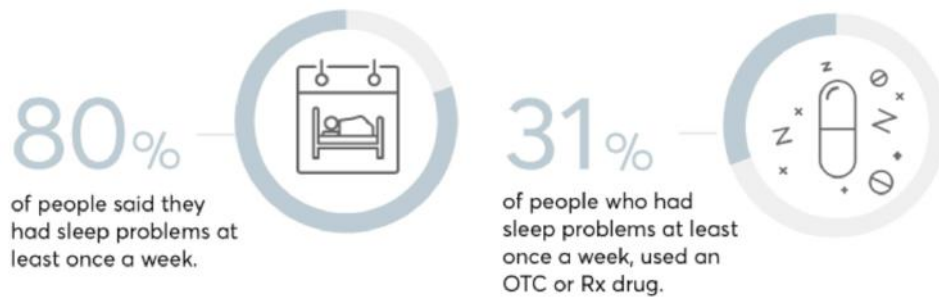


Figure 3: CR Survey Infographic

(Source: <https://www.consumerreports.org/drugs/the-problem-with-sleeping-pills/>)

There are a number of brands that currently produce and sell OTC sleep aids, a few of the more popular ones are TNBC, Nature Made, Unisom and ZzzQuil. Products sold by these companies contain natural and/or chemical compounds or other drugs to help consumers get to sleep with ease (Johnson. 2019).

Melatonin Sleep Aid Market

Melatonin is a common ingredient in sleep aids across brands. It is a naturally present hormone in the body that is released by the brain to regulate an individual's internal clock, which signals to the body when it's time to sleep (Villines, 2019). For those who have difficulties falling asleep, melatonin is one of the most natural options, since small amounts of the hormone are being introduced to the body to make up for a lack or imbalance, rather than man-made alternatives found in other products. These alternatives sometimes contain chemical compounds like Diphenhydramine and Doxylamine, which are both antihistamines and commonly found in allergy and cold medications (Johnson, 2019).

In the past 5-10 years, we have seen a significant increase in natural and organic products that are available to consumers in terms of food and beverages, supplements, cleaning products, and more. In 2018, the US natural and organic industry was valued at \$219 billion, with natural supplements

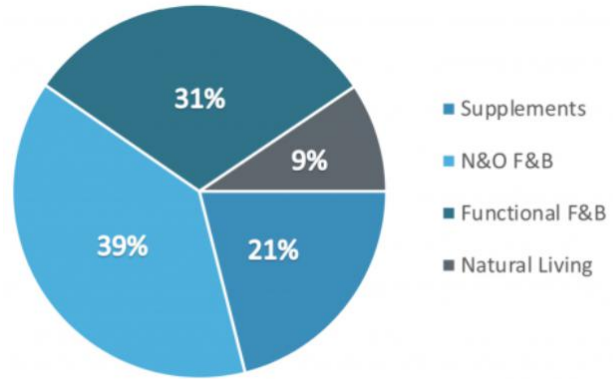


Figure 4: US Natural & Organic Industry Sales – 2018
 (Source: <https://greenmoney.com/the-movement-towards-natural-organic-food-and-healthy-lifestyles/>)

bringing in 21% of those sales (Hoffman, 2019). This trend, and the changing attitudes of consumers on the contents of their products has helped companies like Nature Made and TNBC find success over their competitors in the market that do not have 100% natural ingredients in their products.

Looking at the products that TNBC offers, all but one sleep aid product sold contains melatonin to some extent, as seen on page 7. According to the National Sleep Foundation, the recommended dosage for melatonin in adults is between “0.2 mg and 5mg each day,” but dosage also depends on factors like metabolism, body weight, and overall health (Villines, 2019).

Competitive Landscape

The chart shown below illustrates the top brands in the sleep aid industry and the amount of unit sales that were made during 2019 (Statista). That year, TNBC was the second-highest selling non-private label sleep aid brand, beating well-known brand names like Unisom and ZzzQuil, but coming in 2 million fewer units sold behind the leader, Natrol. Something that Natrol does that could contribute to their success in the marketplace could be the variety of

products available for different demographics, additional forms of medication rather than pills or tablets, and opportunities for their customers to save money on the sleep products that are

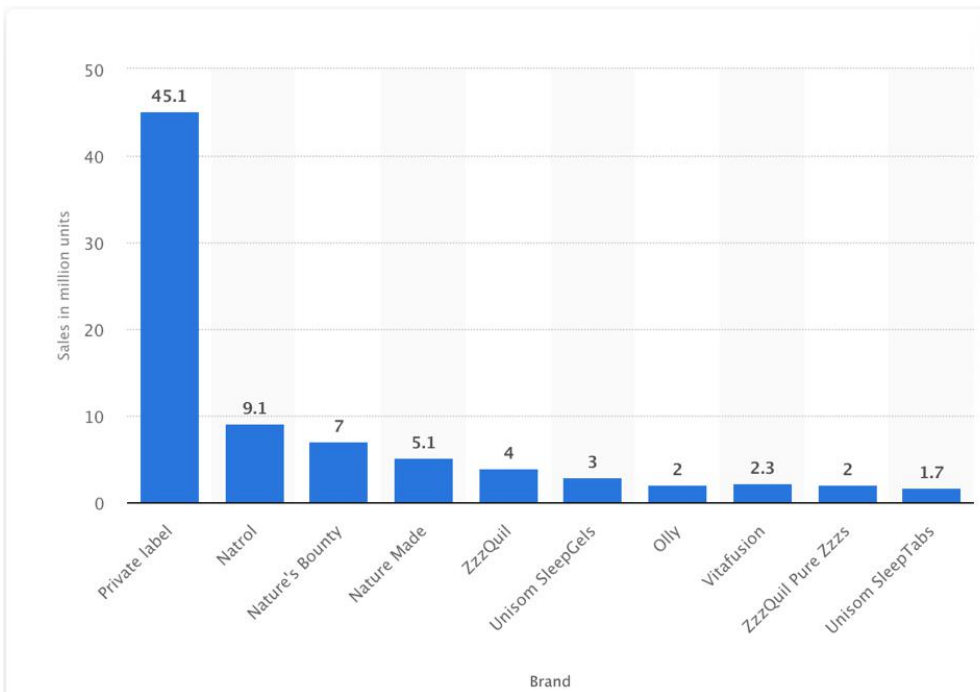


Figure 5: Unit Sales of US Sleep Aid Brands – 2019

(Source: <https://www.statista.com/statistics/436655/leading-sleeping-aid-tablet-brands-in-us-drugstores-by-unit-sales/>)

offered.

Natrol, unlike TNBC, offers sleep aid products for children on their website, in the form of gummies and tablets (Natrol, 2020). This brand

also offers products of different forms in

which the product can be consumed, such as liquids, which can be more desirable to consumers over pills, tablets, or gummies.

Looking at a product from Natrol that is most similar to TNBC’s Sleep3, Natrol’s Time Release, bi-layer tablets come in at a lower price on Amazon, \$7.84, compared to what Sleep3 is listed at, \$9.99. Additionally, the landing page of Natrol’s sleep aid products features a button for customers to click to obtain a coupon to save \$2 on the products (Natrol, 2020). This can prove to be successful when it comes to turning page hits into conversions - especially for new customers, since “studies show 78% of US customers are influenced to buy a brand they wouldn’t typically buy due to a coupon” (Stainton, 2015).

SWOT Analysis

TNBC is in a unique spot coming into this campaign, as the company has an upper hand over competitors in some aspects, and can have a likely potential in success in this market. On the other hand, there are some factor to consider that could pose as obstacles in achieving the goals that have been set.

Sleep3 has an already positive reputation among TNBC customers, with the product receiving an overall rating of 4.4/5 , 4.4/5 for quality, and 4.3/5 on if the customer would feel comfortable adding this into their daily routine (Nature’s Bounty, 2020). With an already vocal and supportive customer base for this

| | |
|--|---|
| <p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> - TNBC is an already established brand in the vitamin/dietary supplement industry. - Company can use already collected data regarding sleep aids from other products to get a better idea on what will work with this one. - Sleep3 is innovative with technology that is not found in other products currently in the market. - Sleep3 has a more natural and ‘better for you’ feel compared to competitor’s similar products. | <p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> - One of many sleep aids from TNBC. - Lack of awareness of this product compared to similar ones in the product line. - Higher price compared to other sleep aids from TNBC. - Lack of consumer reviews/insight compared to other sleep aids from TNBC. |
| <p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> - Creating a new and exciting product to make consumer’s lives easier and more comfortable. - Chance to become a bigger name or a leader in the sleep aid industry. - Reaching out to a wider audience compared to those who are already reached through current products with new and innovative technology. - Learning more about customers wants/needs when it comes to sleep aid products for future reference. | <p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> - Competitors may release a similar and cheaper product. - Current customers of TNBC sleep aids may not want to branch out or try an additional product because of price. - Lack of knowledge and awareness can drive customers to more simple sleep aids. |

Figure 6 – TNBC SWOT Analysis

product, taking measures to grow this group would not be a strenuous task for the marketing team. Additionally, being able to market Sleep3 as a product that has a slightly better offering than that of the closest competitor, Natrol, it gives TNBC a more competitive edge in the market.

On the other hand, the product's slightly higher price compared to similar products available from other brands can be a deterrent when it comes to overall unit sales over the course of this campaign. While TNBC is considered a major brand when it comes to vitamins and supplements, and customers may solely purchase because there is less risk in purchasing a product from a known brand than a cheaper, unknown brand – or they may choose to not buy at all (Patel, 2020). This is something that TNBC must monitor, as the company does not want to lose a sale or customers as a result of the price of a product not seeming 'worth it' in their minds.

Overall, the rewards outweigh the risks in this scenario – as the current positive outlook on the product and brand paired with the potential success that can come from this campaign can open doors for TNBC as a whole to thrive in the already booming sleep aid market for the years to come.

PART TWO: TARGET MARKET

Target Customer

According to the American Sleep Apnea Association, sleep related issues affect 50 to 70 million Americans of all ages and socioeconomic classes (2017). While this product can be utilized by adults of all ages - this campaign will be focusing our efforts on one specific demographic in particular, as we believe we can find the most amount of success in reaching our marketing and campaign goals.

Customer Voice

The customer’s opinion of the company and the product have a great influence on the future perception and subsequent sales that we will see from not only Sleep3, but TNBC as a whole. The following chart outlines the customer’s opinions of Sleep3 and similar products that are found on Amazon:

| Product and Rating | Customer Comments | Reason for Choice |
|--|---|--|
| TNBC – Sleep 3 \$9.99 4.2/5 | <ul style="list-style-type: none"> - Works for insomnia - Happy with the ingredients - Sleeping longer than usual - Fast acting - Works better than plain melatonin - Ineffective for some users | <ul style="list-style-type: none"> - Sleep issues - Natural, drug-free remedy - Designed to work throughout the night’s sleep - From a company they know and trust |
| TNBC – Melatonin 10mg \$9.38 4.6/5 | <ul style="list-style-type: none"> - More effective than other melatonin tablets - Helps to sleep soundly at night and be awake during the day - Good OTC option - Ineffective for some users - 10mg dosing was too much | <ul style="list-style-type: none"> - Sleep issues - Natural, drug-free remedy - Designed to work throughout the night’s sleep - From a company they know and trust |

| Product and Rating | Customer Comments | Reason for Choice |
|---|---|--|
| Natrol – Melatonin 10mg \$12.99 4.4/5 | <ul style="list-style-type: none"> - Works well and fast - Stays asleep throughout the night - Doesn't cause grogginess - Vivid dreams - Inconsistent product/results | <ul style="list-style-type: none"> - Sleep issues - Drug-free remedy - Fast-dissolve tablets - From a company they know and trust |
| ZzzQuil \$13.47 4.4/5 | <ul style="list-style-type: none"> - Works fast - Stays asleep throughout the night - Wake up feeling rested - Vivid dreams - Inconsistent results | <ul style="list-style-type: none"> - Sleep issues - Product known to work - From a company they know and trust |
| Naturemade – Melatonin 10mg \$25.99 4.2/5 | <ul style="list-style-type: none"> - Works well and fast - Stays asleep throughout the night - Wake up feeling refreshed - Ineffective for some users - Other forms of the product work better | <ul style="list-style-type: none"> - Sleep issues - Natural, drug-free remedy - No artificial flavors, colors derived from a natural source - From a company they know and trust |
| Unisom – Sleep tablets \$10.52 4.6/5 | <ul style="list-style-type: none"> - Works well for pregnant women - Reliable product - Full dosage may be too much for some users - Vivid dreams - Ineffective for some users | <ul style="list-style-type: none"> - Sleep issues - Recommended for pregnant women - Non-habit forming - From a company they know and trust |

Table 5 – Sleep Aid Comparisons

As shown from these reviews, each of the competing OTC sleep aid products draw in customer in their own specific ways. Out of these six products, TNBC’s melatonin tablets have the highest rating on Amazon, and many of the reviews raved about the natural remedy this product offers. Since that product has such a high regard in the eyes of the consumer, being able to market

Sleep3 to the same base of customers can potentially yield positive results since the product is coming from a trusted brand, has natural ingredients, and offers a slightly different experience compared to the traditional melatonin tablets.

Target Demographic Profile

The primary target customer for this campaign will consist of working-class adults between the ages of 25 and 34.

This is our selected demographic to market to because this group of individuals has a higher chance of experiencing sleep issues or lacking sleep due to busy work schedules and a “24/7 lifestyle” (American Sleep Apnea Association, 2017). According to a Gallup Poll from August 2015, American adults are working more during the week than ever before, coming in at an average of 44 hours per week (Consumer Reports, 2016). In fact, these trends are seen more among African-American and Hispanic individuals, who “report higher rates of inadequate sleep than their white counterparts” (Solly, 2018).

Taking a deeper look into this group, studies have shown that the majority of these individuals are unmarried and living in their parent’s home. According to the Census Bureau, 22.9 million 18 to 34-year-olds fall under this category, compared to the 19.9 million who are living with their spouse in their own home (Jeffrey, 2017). This can contribute to these individuals experiencing stress relating to settling down with a partner or collecting enough money to be able to move into to their own residence.

For those in this group that do live on their own, a study from the Journal of Regional Science shows that young adults in this demographic are more likely to live in urban neighborhoods based on the proximity to amenities such as retail, entertainment, recreation,

and cuisine (Florida, 2019). Living in urban areas works twofold for this campaign, as these individuals are more likely to have issues falling asleep over noise and neighbors that are common in these places.

This group has varying levels of education, with 90.5% having a high school degree or more, 65% completing some college or more, 46.5% having an Associate’s degree or more, 36.1% having a Bachelor’s degree or more, and 10.9% having an Advanced degree, according to data from the US Census bureau in 2015 (Ryan & Bauman).

| Characteristic | Total | High school graduate or more | | Some college or more | | Associate's degree or more | | Bachelor's degree or more | | Advanced degree | |
|--|----------------|------------------------------|----------------------------------|----------------------|----------------------------------|----------------------------|----------------------------------|---------------------------|----------------------------------|-----------------|----------------------------------|
| | | Percent | Margin of error ¹ (±) | Percent | Margin of error ¹ (±) | Percent | Margin of error ¹ (±) | Percent | Margin of error ¹ (±) | Percent | Margin of error ¹ (±) |
| Population 25 and older | 212,132 | 88.4 | 0.3 | 58.9 | 0.5 | 42.3 | 0.5 | 32.5 | 0.5 | 12.0 | 0.3 |
| Age | | | | | | | | | | | |
| 25 to 34 | 43,006 | 90.5 | 0.6 | 65.0 | 0.9 | 46.5 | 0.9 | 36.1 | 1.0 | 10.9 | 0.6 |
| 35 to 44 | 39,919 | 88.7 | 0.5 | 62.8 | 0.9 | 46.7 | 1.0 | 36.3 | 1.0 | 13.8 | 0.7 |
| 45 to 64 | 83,213 | 89.4 | 0.4 | 59.0 | 0.7 | 42.6 | 0.7 | 32.0 | 0.7 | 12.1 | 0.5 |
| 65 and older | 45,994 | 84.3 | 0.7 | 49.7 | 0.9 | 34.1 | 0.9 | 26.7 | 0.8 | 11.3 | 0.7 |

Figure 8 – Education levels of the population aged 25 and older (2015)

(Source: <https://www.census.gov/content/dam/Census/library/publications/2016/demo/p20-578.pdf>)

Looking at research done in 2017, it showed that the number of individuals who pursued higher degrees after completing their Bachelor’s was increasing over the years, with 39% of 2007-08-degree holders enrolling in graduate school within four years, compared to the 34% of 1992-93-degree holders that did the same (Baum & Steele).

Target Psychographic Profile

The target psychographics consist of the activities, interests, and opinions that are commonly seen when studying this specific demographic (Solomon, 2017).

This group finds wellness to be a priority in their everyday lives. In 2019, a study published by the International Food Information Council showed that the age group of 25 to 34-years-old “appeared to be the most health conscious” (Buchholz, 2019). In this day and age,

health conscious consists of eco-friendly and sustainable options when it comes to food, clothing, and other materials; moving away from products with unnecessary chemicals in their ingredients and replacing them with natural products (Conroy, Porter, Nanda, Renner, Naruda, 2015).; and the notion of “‘feeling good’ over ‘looking good’” (Berry, 2018). An adequate night’s rest is key to a good overall well-being, and that is something that this group finds to be important.

This fundamental belief helps to shape the activities that this group chooses to participate in, the issues that interest them, and the way they form opinions on what is around them. The following are the things that we can expect from our selected demographic:

Activities: Health-centered and social activities – solo and group exercising, group socialization and functions.

Interests: Mental and physical enrichment – education, current events, health and wellness.

Opinions: Eco-friendly, pro-sustainable lifestyle, pro-clean eating/consumption.

Target Persona

In order to truly see an individual from our target demographic, and understand why they would come into a need for this product and be inclined to purchase it, a narrative must be constructed. The following is a profile of our typical target customer, Mia:

Mia is a single, young professional that is living in Bethesda, Maryland while working at her full-time job as a financial planner in Washington, DC.

She’s currently completing an online MBA program, which can cause a fair amount of stress when it comes to learning and completing assignments while juggling her day-to-day

work responsibilities. She values her productivity and education, so she doesn't mind her busy lifestyle – but still enjoys her time to wind down and relax.

Mia also strives to live an environmentally-conscious and sustainable lifestyle. She does this by using the Metro or other public transportation to commute to her office in the city every day instead of driving, being aware of her energy and water consumption in her apartment, and trying to only purchase and prepare food that is free of unnecessary chemicals or pesticides.

Being a young adult living extremely close to a major city, it's easy for Mia to have an exciting social life, which can lead to her feeling like there aren't enough hours in the day to get everything done. This cuts into her sleep schedule – and when she does get to getting



Source: Brooke Cagle - Unsplash.com

some rest, she sometimes finds it difficult to fall asleep due to all the things going on in her life, whether it is work, school, or friends and family.

When looking for a sleep aid product, Mia wants something that fits into the values that she holds in her life, without having to spend too much money. That's where Sleep3 by TNBC comes in – this product is all-natural and drug free, works seamlessly to help the individual relax, fall asleep, and stay asleep, isn't habit-forming, and is sold at an affordable price.

By utilizing Sleep3, Mia has found that her stress isn't keeping her up at night anymore and she is getting a better night's sleep as a result. Whenever she takes Sleep3, she wakes up in the morning feeling refreshed and ready to take on the next day's challenges.

PART THREE: MARKETING GOALS, IMC OBJECTIVES & BUDGET

Marketing Goals

The following section outlines the various goals and objectives we plan on accomplishing throughout the duration of this campaign. This consists of broad and more detailed benchmarks that are likely to be reached, as well as an in-depth look into the promotional means that we plan to use to carry out this campaign.

Strategic Marketing Objectives

This Integrated Marketing Communications campaign is designed to support the national launch and continuing sales of Sleep3 by achieving the following objectives for TNBC:

1. Increase brand awareness and loyalty

- While TNBC has proven to be a big name in not only the sleep aid, but the overall natural supplement industry, this campaign can help to collect interest within the audience and potentially make the brand number one in the industry.

2. Increase product reach to additional individuals in a targeted demographic group

- Being able to reach more individuals within a specific age range who have a specific lifestyle that fits the need for this product in a way that is effective and non-intrusive can help to suggestively sell the product to a group who may not have purchased before.

3. Maximizing profits over the year-long campaign period

- This can ensure that we not only reach our sales goals for the campaign, but the more units of this product that we sell, higher amounts of money will be brought in to this company.

Marketing Goal

The marketing goal that was provided by TNBC is \$8-10 million in sales in the first year of the national launch (Reed College of Media, 2020). With the product listed at \$9.99 on Amazon, it would take roughly 800,800 units of Sleep3 to be sold to reach the lower end of the benchmark sales goal of \$8 million. To get to \$10 million, 1,001,001 units of Sleep3 would need to be sold during the time of this campaign.

IMC Campaign SMART Goals:

- Utilize social media to drive traffic a 50% increase in website and/or Amazon traffic by 50% for men and women in the 25-34 age range within the first 4 months of the campaign.
- Establish brand awareness and affinity through expanding reach and sales to men and women in the 25-34 age range by an amount of 500,000+ individuals over the course of the 12-month campaign.
- Observe a quarterly revenue of roughly \$2.2 million to stay on a steady path toward reaching out \$8.75 million sales goal for the year.

The following chart illustrates how each of these SMART goals corresponds with the strategic marketing objectives that were mentioned earlier in this proposal:

| SMART Goal | IMC Objective |
|--|---|
| Utilize social media to drive traffic a 50% increase in website and/or Amazon traffic by 50% for men and women in the 25-34 age range within the first 4 months of the campaign. | 1. <i>Increase product reach to additional individuals in a targeted demographic group.</i> |
| Establish brand awareness and affinity through expanding reach and sales to men and women in the 25-34 age range by an | 2. <i>Increase brand awareness and loyalty.</i> |

| | |
|---|--|
| amount of 500,000+ individuals over the course of the 12 month campaign. | |
| Observe a quarterly revenue of roughly \$2.2 million to stay on a steady path toward reaching out \$8.75 million sales goal for the year. | 3. <i>Maximizing profits over the year-long campaign period.</i> |

Table 2 – SMART Goals & IMC Objectives

Each goal listed above has a number of strategic methods to go about reaching the corresponding objective. These goals and objectives were gathered from in-depth research about TNBC, as well as a potential target audience that we could find success in marketing to.

Media Plan Objectives & Strategies

This plan will be carried out through a variety of mediums that will reach customers through the internet, media they consume on a regular basis, and in-person representations that can be viewed in their everyday lives. These mediums will be utilized in ways that will engage, interact, and resonate with the consumers within our target audience at strategic points during the campaign so that the product becomes an everyday product they want to try.

The online efforts consist of sponsored content on Amazon, Facebook, and Instagram, email recommendations through retailers, and macro and micro-influencers on social media platforms such as Facebook and Instagram.

The media efforts consist of commercials on the television/movie streaming platform, Hulu, and the music streaming platform, Spotify.

The in-person efforts consist of digital, interactive, outdoor ads that can be seen at bus stops, and at public transportation stations, as well as static ads that can be displayed on the side/back of busses. There can also be ads shown in the weekly mailer ads that are put out by the retail shops that carry this particular product.

Media Flowchart

The chart included below is a visual representation of the strategically planned times of the year that we will implement the various marketing strategies for Sleep3. Monetary amounts related to our overall budget are included, and will be explained in more detail in the following sections of this proposal.

| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL |
|------------------------------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------|
| ONLINE | Amazon | \$30,000 | | | \$40,000 | \$30,000 | | \$30,000 | \$30,000 | | | \$40,000 | \$200,000 |
| | Email | \$30,000 | | | \$40,000 | \$30,000 | | \$30,000 | \$30,000 | | | \$40,000 | \$200,000 |
| | Facebook | \$25,000 | \$40,000 | \$50,000 | | | \$35,000 | \$35,000 | | \$40,000 | \$50,000 | | \$275,000 |
| | Instagram | \$25,000 | \$40,000 | \$50,000 | | | \$35,000 | \$35,000 | | \$40,000 | \$50,000 | | \$275,000 |
| | SM Influencers | \$60,000 | | \$85,000 | | \$55,000 | | \$55,000 | | | \$85,000 | \$60,000 | \$400,000 |
| | | | | | | | | | | | | | |
| MEDIA | Hulu | \$47,500 | \$80,000 | | | \$60,000 | \$60,000 | | | | \$80,000 | \$47,500 | \$375,000 |
| | Spotify | \$47,500 | \$80,000 | | | \$60,000 | \$60,000 | | | | \$80,000 | \$47,500 | \$375,000 |
| | | | | | | | | | | | | | \$750,000 |
| IN-PERSON | Outdoor ads | \$40,000 | | \$60,000 | \$50,000 | \$50,000 | | \$40,000 | \$50,000 | \$60,000 | | \$50,000 | \$400,000 |
| | Retail stores | \$50,000 | | \$70,000 | \$60,000 | | \$60,000 | \$60,000 | \$60,000 | \$70,000 | | \$70,000 | \$500,000 |
| | | | | | | | | | | | | | \$900,000 |
| Money Used Each Month | \$355,000 | \$240,000 | \$315,000 | \$190,000 | \$165,000 | \$250,000 | \$250,000 | \$155,000 | \$170,000 | \$210,000 | \$345,000 | \$355,000 | \$3,000,000 |

Table 3 – Sleep3 Media Flowchart

As seen through this chart, there are specific times of the year that we plan to use the different mediums to reach out to our customers. Certain events and times of the year have the potential to be crucial points where our customers could need this product more than other times, so more advertising and promotions will be done during this time.

For example, Daylight savings time (March & November) and the months leading up to it will be a time of the year where we will ramp up our promotions for Sleep3. According to the Sleep Foundation, 'springing forward' or 'falling backward' disrupts an individual's natural body rhythm, and can have an effect on how someone feels and functions during the day, as well as even compromising your alertness and reaction time while driving (2020).

A similar notion that goes for the 'spring forward' action of daylight savings time is applicable for summertime months as well, since the increased amount of sunlight on a regular basis lowers the amount of natural melatonin in the body, which can affect one's ability to fall asleep and stay asleep.

Going off of the summer time period that will see a ramp in promotion for Sleep3, we plan to use this time where our target audience will be outside more often as an opportunity to push the product in places where they will be likely to see it (McCrimmon, 2015). In this case, we are choosing to show these advertisements in high-traffic, public locations such as public transportation stops for busses, and trains, as well as static ads to go on the busses themselves.

Budget

Budget is a major component of this campaign, and the following breaks down factors relating to the budget in terms of how much money will be spent on the various types of marketing efforts, our expected return on investment, and how we plan to evaluate the success of how the money was spent. For this campaign, the recommended amount needed to distribute promotional material across various channels is **\$3 million**.

Budget Allocation

Over the course of the 12-month campaign, the proposed \$3 million will be used toward funding promotions that will be seen online, through media outlets, and in person, which could together have the potential to reach millions of new and prospective customers.

The budget will be divided between the three promotion categories with 45% being dedicated toward online efforts, 25% for media related efforts, and 30% for in-person efforts.

This translates to \$1.35 million being directed toward online advertisements; \$750,000 for media-related advertisements; and \$900,000 for in-person advertisements.

The budget is distributed in this manner according to the level of importance and the potential profits we can roughly expect to bring in during the duration of this campaign. Meaning that we see the greatest potential in marketing efforts that are delivered to our customers through Online mediums such as Social Media (Facebook, Instagram, and influencers), ecommerce platforms (Amazon), and online communication tools (email); Media-related mediums (Spotify and Hulu), and In-Person mediums (Outdoor and in-store promotions).

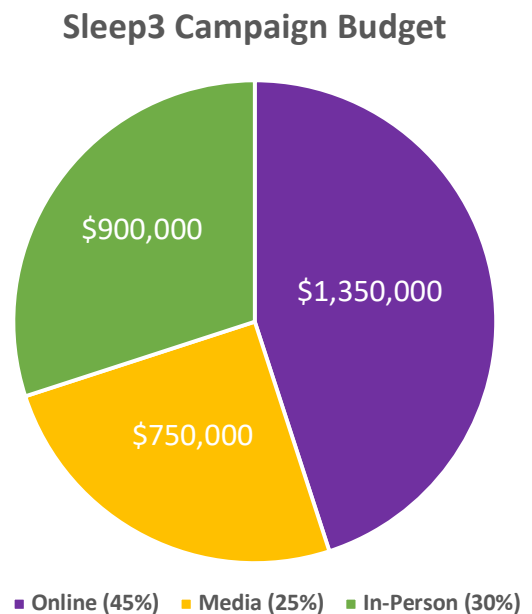


Figure 7 – Sleep3 Budget Allocation

Looking at online platforms, social media is an important factor when it comes to generating interest and making sales. According to a Pew research poll in 2019, 72% of adults use at least one social media platform, breaking down to 90% of 18-29-year-olds and 82% of 30-49-year-olds (Pew Research Center, 2019). Influencers have become an innovative way to

casually introduce new products to potential customers through a friendly, familiar face. 88.5% of marketers consider social media influencers when strategizing a marketing plan (Barker, 2019).

Additionally, ecommerce has great potential, especially on Amazon because 48% of online shoppers choose to go to a large ecommerce marketplace to shop for their goods (Law, 2019). Amazon is a giant when it comes to online shopping due to the quick turnaround from buying to delivery, the wide array of products, and the positive reputation that has been established with the customers. Being able to have a product that is 'sponsored' and will show up higher on the customer's search results can have the potential for more hits on the product page, which can result in sales later down the line. Utilizing email reminders for customers who have an unpurchased product in their cart can help to create sales as well, since these types of emails have an average open rate of 45% - which is high compared to the 15% average open rate of retailer emails (Law, 2019). Therefore, spending nearly half of this budget can be justified since can be certain that the money spent will be put to good use as the majority of our targeted market will be present on social media and ecommerce platforms.

Media-related efforts for this campaign are extremely important because we have a chance to appeal to the customers during their leisure activities. Hulu, for example, has a consistently growing customer base, with over 25 million subscribers worldwide in 2019 – which is a 48% increase from the year before (Much Needed, 2020). Also, the average age of Hulu subscribers is 31, which is right in the middle of the age range of our target demographic for this campaign (Much Needed, 2020). For Spotify, data collected in March 2018 shows that 29% of users come from the 25-34-year-old age range, which is the highest percentage of users

behind the 26% of 18-24-year-olds (Statista, 2019). Having a large number of customers that are within our target audience on these two platforms can be extremely valuable when it comes to marketing Sleep3, as we can assume that we will be able to market to individuals who will find this product to be something that they are interested in and worth purchasing.

In-person ads will be useful in this campaign because the advertisements will be shown in public places where the individuals in our target market are likely to see them as they are commuting to work/school or shopping for the items they need. According to the US Census, commute times in the US are getting slightly longer as the years go by (Ingraham, 2019). With growing populations in major US cities, public transportation is also becoming more common, which is why for the purposes of this campaign, advertisements on the back of busses and in public transportation stations, like busses and trains, have been included in the promotional spread. Additionally, with in-store advertising, it is shown that “62% of shoppers make impulse purchases while shopping” and “16% of these impulse purchases are driven by in-store ads” (Bruce, 2019). Being able to push customers when they are in the moment at the store can help to increase sales with eye catching and informational in-store ads. Printed promotional material for this product will be shown in store’s weekly mailers as well. This is a much smaller part of the marketing mix for this campaign, as it is mostly geared toward online and media-related efforts, but it is still an important factor to consider when reaching out to our customers and potential customers.

Return on Investment

With the proposed \$3 million budget, we are projecting the campaign will bring in a total unit sale 875,000 or more, which at the Amazon listed price of \$9.99 translates to

\$8,741,250 in sales – or more depending on if the total is higher than out unit sales goal. With the sales goal being a benchmark number rather than a definite number, the ROI may vary depending on a higher or lower figure that is observed after the campaign. However, for these purposes, the calculated return on investment in this scenario is roughly 191%, meaning that for every dollar spent on this campaign, TNBC will receive \$1.91 as a result of the campaign’s efforts. The chart below visually shows the arrival at the ROI percentage:

| Return on Investment | |
|---|--|
| Total units sold (sales goal of \$8M+) | 875,000 |
| Revenue per unit | \$9.99 |
| Total revenue (units sold x revenue per unit) | <u>\$8,741,250</u> |
| ROI based on Revenue $\frac{\text{Revenue} - \text{Marketing Investment}}{\text{Marketing Investment}}$ | 191% or \$1.91 per dollar spent |

Table 3: Sleep3 Campaign ROI

This ROI rate combined with the nearly tripled revenue being collected after the \$3 million marketing investment leaves the gross revenue of this campaign to be \$5,741,250. This percentage can be evidence supporting the success of this campaign because we are bringing in nearly double the amount of money that was invested for marketing and promotional purposes. Looking at this from a business perspective, we can assume that at this rate, Sleep3 can be on its way to becoming a bigger name in the sleep aid industry, which can result in a higher number of repeat sales in the years to come.

Evaluation Plan

Throughout this campaign, there must be frequent monitoring of our platforms that we set goals for (website, Amazon, social media) to make sure that our campaign is yielding the

results that we are hoping for. In this instance, we would need to keep a track of all campaigns that are happening in the current moment and observe where we are experiencing the most success in terms of sales relating to our target audience. The following table shows how we can evaluate success through our different promotional means:

ONLINE EFFORTS

(45% of budget)

| Media Vehicle | Vehicle type (paid, earned, owned, mixed) | Vehicle evaluation | Evaluation plan |
|---|--|--|---|
| Amazon | Paid + Owned | Cost Per Click, Page Visits, Number of Units sold | -Track click through rates -Track number of sales when the product is promoted vs. when it is not |
| Email | Paid + Owned | Page Visits, Number of units sold | -Track number of sales after emails are sent -Track number of email accounts subscribed throughout the campaign |
| Facebook | Paid + Earned | Cost Per Click, Page visits, Ad Recall Study | -Track click through rates for both platforms. -Track number of sales after posts are published - Track number of visits to Amazon product page |
| Instagram | Paid + Earned | | |
| Influencers (Facebook & Instagram) | Paid + Earned | Page Visits, Likes, Comments, Interaction on posts | -Track number of sales after influencer’s postings compared to when they aren’t posting |

Table 4a – Online Promotion Evaluation Plan

MEDIA EFFORTS

(25% of budget)

| Media Vehicle | Vehicle type (paid, earned, owned, mixed) | Vehicle evaluation | Evaluation plan |
|---------------|---|--|---|
| Hulu | Paid | Impressions, Number of visits to the webpage/ Amazon page. | -Track number of impressions per streaming platform -Track number of sales when the product is advertised vs. when it is not |
| Spotify | Paid | | |

Table 4b – Media Promotion Evaluation Plan

IN-PERSON EFFORTS

(30% of budget)

| Media Vehicle | Vehicle type (paid, earned, owned, mixed) | Vehicle evaluation | Evaluation plan |
|---------------|---|---|---|
| Outdoor ads | Paid | Visits to website/ Amazon page, number of units sold through QR code | -Track number of times the QR code is scanned -Track number of sales made from the QR link |
| Retail Stores | Paid | Impressions (circulation size for print) Number of units sold in stores | -Track impressions based on circulation size -Track number of sales and potential 'impulse buys' from in-store sales |

Table 4c – In-Person Promotion Evaluation Plan

PART FOUR: CREATIVE STRATEGY & EXECUTION

Brand Positioning

The way a brand delivers itself and the way the audience perceives them has an impact on marketing and promotional efforts. If the company is seen in a negative light by the audience, promotional material will be more centered toward winning over the audience to change their mind and make a sale. On the other hand, if the company is viewed more positively, the promotional efforts will be geared toward maintaining that brand image and building upon it. The following sections will discuss the light that TNBC is currently seen in, and how this will inform our ideas and execution for this campaign.

Brand Equity

What the brand can offer the customer is also a deciding factor for customers in the purchasing process. Below is a chart describing the Points of Parity (POP's), which are the factors that the company and product deliver to the customer that are expected; and the Points of Difference (POD's), which are what the company and product deliver on the customer's needs that are currently not being met.

| Points of Parity (POP's) | Points of Difference (POD's) |
|---|---|
| Sleep is essential. Sleep3 helps the customer get the night of sleep they need to be able to take on tomorrow | Sleep3 allows the customer to relax, fall asleep, and stay asleep throughout the night |
| Ingredients are natural and drug free, there are no unnecessary chemicals being put into the body | The combination of the three ingredients in this product have different purposes at various points of the sleep cycle |

| Points of Parity (POP's) | Points of Difference (POD's) |
|--|---|
| Melatonin is a well-known and common ingredient when it comes to sleep aids | GABA and L-Theanine may not be as well-known as melatonin, but they work effectively in conjunction for this product |
| Melatonin-only products are low in cost and with a variety of dosage options | Sleep3 is priced similar to melatonin-only products, but offers more to the customer than what solely melatonin tablets can |

Table 6 – POP & POD Analysis

In terms of a presence this brand has on social media, TNBC is active on Facebook, and Instagram. There are accounts for TNBC on Twitter and Youtube, but those accounts are not updated as frequently as the former two.

On Facebook, TNBC does a great job at advertising the wide variety of products that are carried, whether it is beauty supplements, vitamins and minerals, or sleep aid products. The following are a few ads that have been published to their Facebook page recently:



Figure 9 – TNBC Facebook Promotions

Those two pieces are the most recent on the page, and are not even in the current calendar year that we are in. It is best practice to maintain a social media presence so that the brand stays relevant in the customer’s mind all the time, not just when there is an opportunity to save on a product. The same goes for TNBC’s Instagram page, where the most current posts are as followed:



Figure 10 – TNBC Instagram Promotions

Looking specifically at the Sleep3 product, there is not much content about Sleep3 on either platform since about September of 2019 on Instagram and July 2019 on Facebook. These are the promotions that could be found regarding the product:

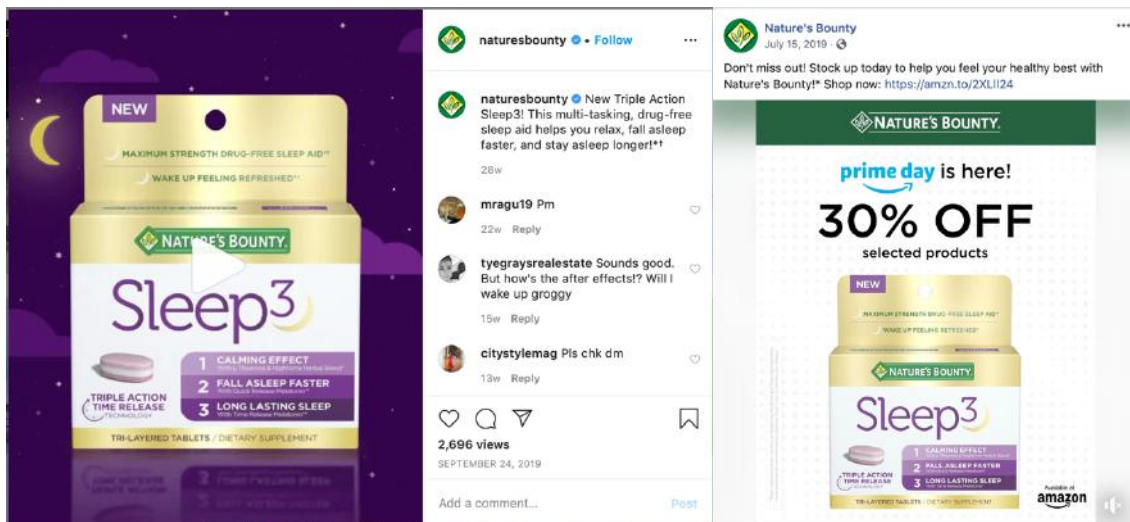


Figure 11 – Sleep3 Social Promotions

While promotional material cannot solely be about Sleep3 on these platforms, there must be a bigger emphasis on this product in order to grow its interest and demand in the market for the individuals within our target audience. Through this campaign, we will utilize the platforms in three phases during the year-long period (*as shown in the Media Flowchart on page 19*) in order to keep the product fresh in the customer's minds before key points in the campaign, as well as maintain an active social media presence to show our customers on Facebook and Instagram what we can offer.

Product Positioning Statement

The main points that we are trying to get across to our target audience is the all-natural aspect of the product, the innovative tri-layer technology that is not seen with other products, and most importantly, the idea that using this product will allow for customers to have an easier time falling asleep, staying asleep, and waking up refreshed.

The following is a general concept statement for Sleep3:

"For the busy, working adult: We know some things in life make you lose sleep. Sleep3 from The Nature's Bounty Company is the key to a comfortable night of rest to take on tomorrow's tasks with its simple and all-natural remedies to help you fall asleep, stay asleep, and wake up refreshed."

This statement covers the following elements of brand equity:

Target Audience: Working class adults

Brand Name & Product Category: TNBC, Sleep aids

Key Brand Benefits: Simple, all-natural

Motivation for purchase, selection & loyalty: A simple solution for sleep issues from a company that understands the customer.

This next statement takes into account one of our more important times of the year that we are advertising, which is the end of daylight savings time in March:

“Daylight Savings Time disrupts the sleeping patterns of working adults everywhere.

With Sleep3 from the Nature’s Bounty Company, those struggling can skip the stress of not being able to fall asleep, and ease their mind with an all-natural solution to fall asleep, stay asleep, and wake up in the morning feeling refreshed.”

This statement covers the following elements of brand equity:

Target Audience: Working class adults

Brand Name & Product Category: TNBC, Sleep aids

Key Brand Benefits: Helpful, all-natural

Motivation for purchase, selection & loyalty: A helpful solution for sleep issues during a time when many have disrupted sleep patterns (shows that the brand understands the customer and is aware of their needs).

Brand Character

Brand character is the overall image that a company strives to have or maintain in the eyes of the audience (Reed College of Media, 2020). This helps to have a personality that the audience can relate to and resonate, with the potential to suggestively sell products that fit into the lifestyles of the consumer. Having a definitive brand character helps to have consistency between advertising campaigns, no matter what the specific product is. Based on existing

advertising efforts put out by TNBC, and the proposed efforts that we are planning for this campaign, the brand character of TNBC consists of the following:

- Health-conscious: Always thinking of the body and what will be best for it.
- Innovative: Thinking of new and cutting-edge solutions to problems that we all experience.
- Intuitive: Knowing and understanding the audience's needs, wants, thought processes, and the events that go on in their everyday lives.
- Reliable: Consistent and reliable results can be expected when using these products.

TNBC's Brand Character: A healthy and smart thinking partner in the journey of bettering one's self.

- *This partner provides products that they know will work for you, in a variety of different options to ensure a 'perfect' solution for everyone.*
- *They understand our wants and needs, and realize that there are things that need to be changed for the better to promote a healthy and fruitful lifestyle.*
- *They have been around and will continue to be around for the years to come, we feel comfortable going to them with our issues knowing that they will have a solution for us.*

Creative Campaign

This portion outlines the visual representations of the marketing and promotional materials for the various mediums that will be delivered to our audience throughout this campaign.

Creative Brief

Client: The Nature's Bounty Company

Type: Integrated Marketing Communications Campaign

ICSS: TNBC's innovative and all-natural sleep aid product, Sleep3, allows for consumers to fall asleep easier, stay asleep throughout the night, and wake up the next day feeling refreshed.

Product positioning statement: Getting to sleep can be an issue with the struggles and stress of everyday life on your shoulders. With Sleep3 from the Nature's Bounty Company, these struggles can be a thing of the past with a new layered technology of three natural ingredients designed to help you relax, fall asleep, and stay asleep. Sleep3 helps you to get the rest you need to be energized to take on the next day's challenges with ease.

Project description: Create a multi-platform campaign that shows potential customers what Sleep3 can offer them when it comes to a good night's sleep, the natural way. We will focus on the natural ingredients, safe & non-habit-forming qualities, and innovative style of this product.

Creative asset specs: Static and digital ads, audio ads, sponsored online posts, social media posts (official account and influencer accounts).

Campaign goal: Create awareness for Sleep3 within and outside of our target market, generate a demand, drive traffic to our website and Amazon product pages.

Key details: All natural, non-habit-forming product. We want to deliver this message to the audience with the idea that using this will help them live their lives easier.

Target Audience: Working-class adults between the ages of 25 and 34.

Audience's current perception of TNBC's Sleep3: Like the rest of TNBC's products, this is a natural option when it comes to sleep aids compared to similar competing products. It is an affordable and trustworthy product to fit their needs.

What we want them to think: That Sleep3 is the superior sleep aid in its market and TNBC is a leader in the natural supplement industry.

Persuasive idea we can convey: Using Sleep3 will help our audience get to sleep at night so they can have a jump-start on their morning.

Why they should believe it: TNBC has had nearly 50 years in the natural supplement industry, delivering quality products to their customers that help them live better and healthier lives.

Primary audience benefit: A better night's sleep leads to a more energized day, which can create new sleep patterns and cycles that are better for the individuals that use this product.

Core Campaign Idea

The creative portion of this campaign will focus on the *ease and simplicity that Sleep3 can offer.*

Common themes that we will see throughout these advertisements that can help our target audience identify and resonate with the product include:

- Busy life and stress of everyday life,
- Looking at the clock,
- Rough mornings/day due to a lack of sleep or a sub-par quality night of sleep.

With that in mind, the design of these ads will be more minimalistic, with solid colors, clean fonts, and a concise written message.

We will implement muted shades of the TNBC and Sleep3 color scheme, including purples, yellows, and greens to have a sense of consistency between the brand and the advertisements. More emphasis will be put on the purple hues that this brand uses, since the dark colors can be associated with nighttime and sleep.

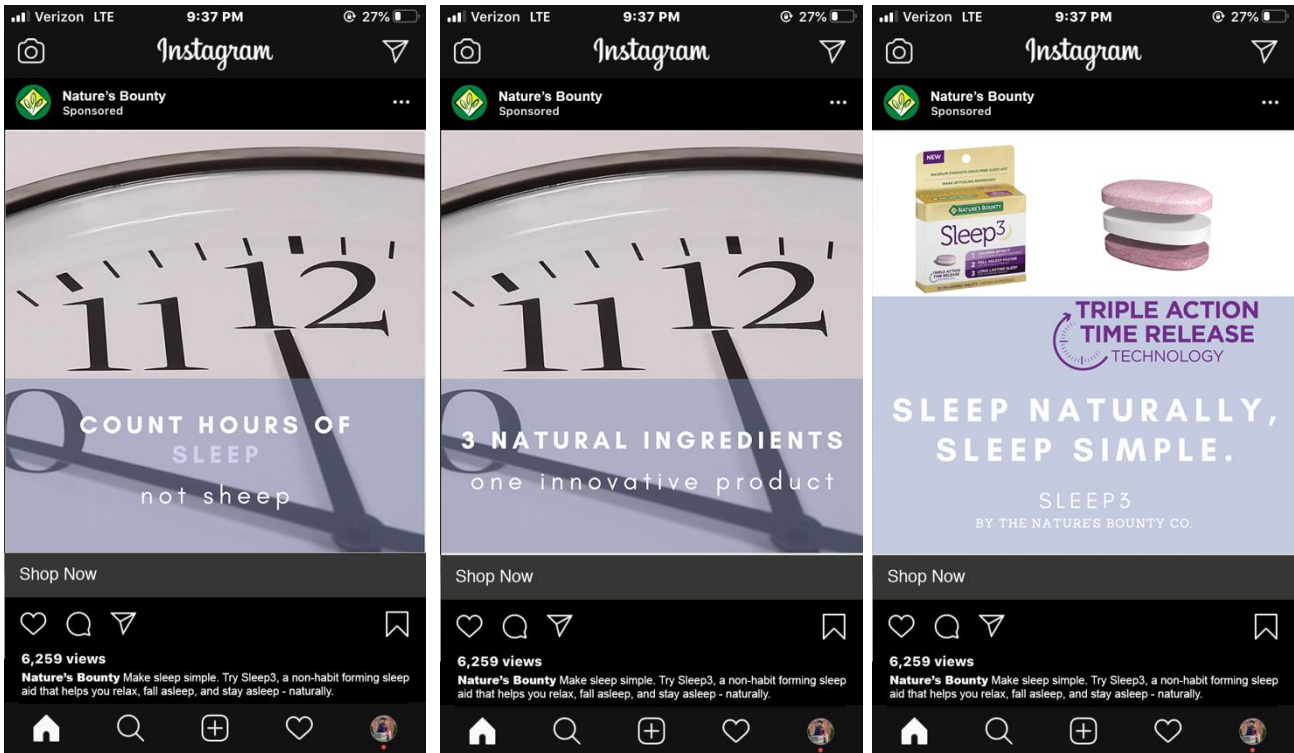
In terms of language, we will strive to communicate in a way that puts TNBC on the same 'level' as the audience. Keeping language regular and easy to digest, rather than using jargon in our ads will allow for the message to be "ingrained deeply in their minds" (Raza, 2018). Additionally, using influencers in our social media portion of this campaign will further this idea in parts of the campaign that we are not directly creating.

Creative Execution

Full-sized versions of these examples can be found in the Appendix (pg.53)

Facebook/Instagram:





This is the chosen content for this platform because it is quick and easy to digest while the audience is scrolling through their feed. The animations will be eye-catching and the entirety of the post will be rather quick, so anyone that happens to scroll fast will be able to consume the message without taking time away from their feed. Using the same animation and message on two different platforms will allow for consistency, continuity, and uniform between various platforms, as well as reinforcing a message to customers who may see this on both Facebook and Instagram.

Influencers:

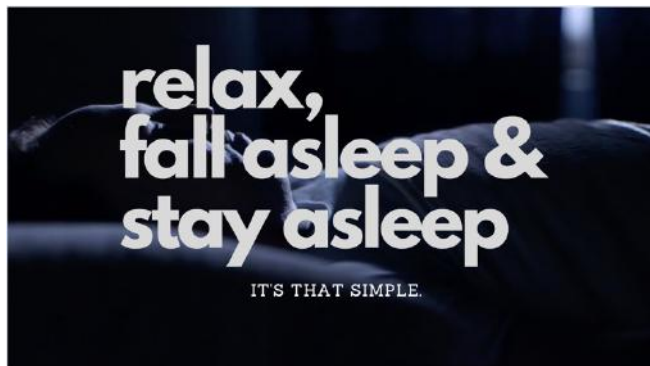
While we cannot create an influencer’s post for our product, we can expect that these individuals will promote our product through posts and stories on their account. Some examples of what we are looking for from our partners are shown below:



Both of these influencer posts do well at effectively showing off a product or explaining the brand that they are affiliated with to their audience in an attempt to generate interest for the brand and traffic to their website or social media pages. Writing their captions in a conversational-style or posting with a photo that shows off their unique personality makes the “ad” seem more casual and friendly than a sponsored post that shows up on an individual’s feed. The Fabletics influencer ad is particularly effective because there is a button that takes the viewer directly to the brand’s website for an opportunity to shop, while the Peanut influencer ad has the brand tagged so the viewer can be taken directly to the brand’s Instagram profile.

For TNBC, we can create guidelines for our partners so that the social media handle is tagged in the caption of their posts, in the event there is not a direct path to the profile or website, and ask that photos that are taken for the posts encapsulate the brand’s style or makes sense for the product that they are helping to promote.

Hulu:



The Hulu ad will be a short, 15 second spot that quickly introduces the product to the customer during a commercial break on the streaming platform. The transcript of the spot is as followed:

“Is stress keeping you up at night? Look no further, we’re here to make sleep simple again. Sleep 3 by the Nature’s Bounty Company uses 3 all-natural ingredients to help you relax, fall asleep, and stay asleep throughout the night, without the grogginess of other sleep aids. The solution is simple... Sleep3. Available on Amazon and at a store near you.”

Spotify:

The Spotify ad will be a short, audio spot to be played between song a on the regular version of the streaming platform. The transcript of the 13 second spot is as followed:

“Get the rest you need from a sleep aid without feeling groggy the next morning with Sleep3 by The Nature’s Bounty Company. Three ingredients, one good night’s sleep.... It’s that simple. Available online on Amazon and at a store near you.”

**Outdoor:
Digital**



This digital ad will be shown in public transportation transit stations such as at stops along the DC Metro lines and at bus stops. The text on these slides will animate onto the screen in a way that is eye-catching to the average person who is waiting for their train or bus. Since there may not be a lot of time that the audience has to view this before they get on their way, there are only two slides with just the vital information – sleep loss doesn’t need to happen, the

appeals of the product, and the simplicity of it. A QR code has been included in this ad to allow for customers to quickly scan the code and learn more about the product on the go.

Static



This ad will be shown on the back of buses or other transportation vehicles. Since it will be seen on-the-go, the key is to put just the information that is vital to the customer, such as the natural aspect of the product, the simplicity, and social media and ecommerce platforms where more information can be found.

**In-store:
Flyers**

TRY THIS PRODUCT!



\$9.99

SLEEP3 BY THE
NATURE'S
BOUNTY CO.

While there is not too much we can do in terms of design for content within a flyer, we can assume that there will be bright colors of red or yellow to draw in the customer's eye to the listed price of the product, and hope that brings in enough interest for customers to want to look at the product when they visit the store.

Aisles

This is the selected advertisement design for the aisle promotions because it is a quick guide to Sleep3. For someone who is new to OTC Sleep aid products, it may be difficult to choose which one is the best. With three quick bullet points on the main selling points of this product, it can quickly and efficiently give information to the customer about why this is the product for them.

WHY SLEEP3?

- 1 SIMPLE TO USE**
Take the pill and drift off to sleep, stay asleep for the rest of the night, and wake up in the morning without feeling groggy.
- 2 ALL NATURAL INGREDIENTS**
No chemicals! Melatonin, L-Theanine, and Gamma aminobutyric acid (GABA) are naturally occurring hormones and amino acids that help you relax and get to sleep easier.
- 3 TRIPLE ACTION TECHNOLOGY**
Each ingredient has a layer that is designed to three layers to dissolve at different times of the night to work with the body's natural sleep cycle to allow for the best possible night of rest.

TRIPLE ACTION TIME RELEASE TECHNOLOGY

CONCLUSION

In sum, this Integrated Marketing Campaign can help TNBC effectively and efficiently sell the Sleep3 product to our selected target market. Displaying our promotional material on a variety of different platforms can ensure the reach and engagement we are looking for in order to grow our brand and get more people to want to buy Sleep3. By following this plan and utilizing the tools that are detailed within, we can ensure that over the course of the year-long period we will observe the following from our target market while attempting to reach a set sales goal:

- An increase in overall brand awareness,
- An increase in product reach to working class individuals between the ages of 25 and 34,
- A maximization of profits for Sleep3 to reach our sales goal of \$8.75 million or higher.

The results of this campaign can be studied and used for research for future campaigns to determine the best way to market to individuals of this demographic as they get older and will still potentially find a need for Sleep3 to remedy their sleep issues.

Thank you for viewing and considering this plan, I hope it can find success when put into action for the product and the company as a whole.

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APPENDIX

Social Media Content



Verizon LTE 9:37 PM 27%

Instagram

Nature's Bounty Sponsored



**TRIPLE ACTION
TIME RELEASE
TECHNOLOGY**

**SLEEP NATURALLY,
SLEEP SIMPLE.**

SLEEP3
BY THE NATURE'S BOUNTY CO.

Shop Now

6,259 views

Nature's Bounty Make sleep simple. Try Sleep3, a non-habit forming sleep aid that helps you relax, fall asleep, and stay asleep - naturally.

Nature's Bounty
October 5, 2020

Get to sleep the natural way! With Sleep3, we layered three simple ingredients to help you to relax, fall asleep, and sleep through the night with ease. Shop now: <https://bit.ly/2XuvQKM>



COUNT HOURS OF
SLEEP
not sheep

NATURESBOUNTY.COM

Trouble sleeping at night? Look no further.

365 17 Comments 10 Shares

Like Comment Share

Nature's Bounty
October 5, 2020

Get to sleep the natural way! With Sleep3, we layered three simple ingredients to help you to relax, fall asleep, and sleep through the night with ease. Shop now: <https://bit.ly/2XuvQKM>



3 NATURAL INGREDIENTS
one innovative product

NATURESBOUNTY.COM
Trouble sleeping at night? Look no further.

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Nature's Bounty
October 5, 2020

Get to sleep the natural way! With Sleep3, we layered three simple ingredients to help you to relax, fall asleep, and sleep through the night with ease. Shop now: <https://bit.ly/2XuvQKM>



**TRIPLE ACTION
TIME RELEASE
TECHNOLOGY**

**SLEEP NATURALLY,
SLEEP SIMPLE.**

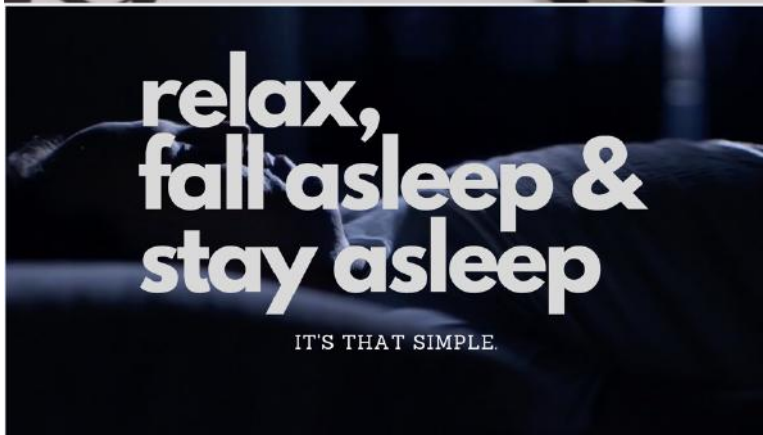
SLEEP3
BY THE NATURE'S BOUNTY CO.

NATURESBOUNTY.COM
Trouble sleeping at night? Look no further.

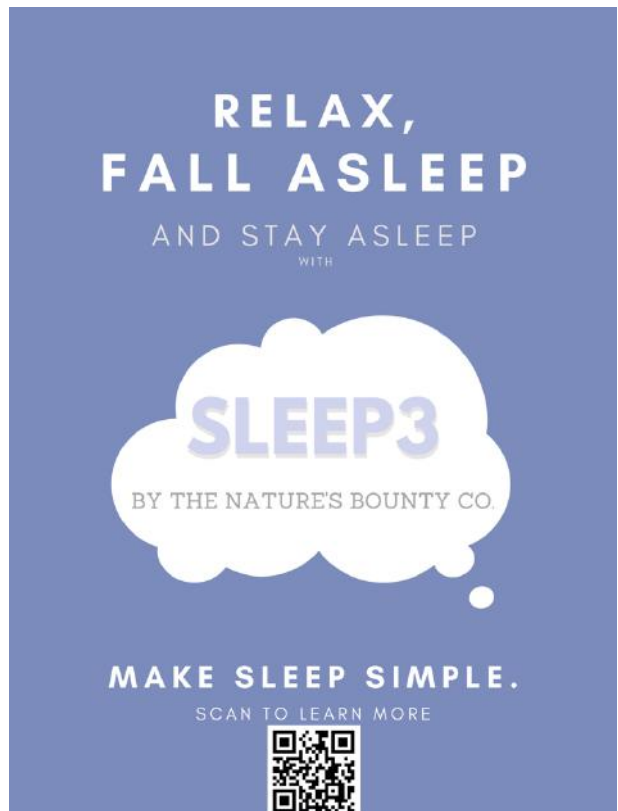
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Like Comment Share

Hulu



Digital



Static



DON'T DREAD THE ALARM CLOCK

GET THE SLEEP YOU NEED, NATURALLY

it's that simple.

Sleep3

BY THE NATURE'S BOUNTY CO.





Flyers

TRY THIS PRODUCT!



\$9.99

SLEEP3 BY THE NATURE'S BOUNTY CO.

In-Store



WHY SLEEP3?

- 1 SIMPLE TO USE**

Take the pill and drift off to sleep, stay asleep for the rest of the night, and wake up in the morning without feeling groggy.
- 2 ALL NATURAL INGREDIENTS**

No chemicals! Melatonin, L-Theanine, and Gamma aminobutyric acid (GABA) are naturally occurring hormones and amino acids that help you relax and get to sleep easier.
- 3 TRIPLE ACTION TECHNOLOGY**

Each ingredient has a layer that is designed to three layers to dissolve at different times of the night to work with the body's natural sleep cycle to allow for the best possible night of rest



**TRIPLE ACTION
TIME RELEASE
TECHNOLOGY**