



Arm Candy

# Toy Company X

2020 Media Plan | June 25, 2020

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Partnering with Arm Candy

# About Arm Candy

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## Our Clients

We developed a dynamic model that creates integrated work flows leading to sustainable and profitable growth for our partners.



**Agencies**



**Brands**



**Ad Tech Partners**

## Our Capabilities

Everything we do is powered by data. We use data, coupled with our IP, to make calculated decisions, on behalf of your brand.

**Media Planning**

**Media Buying**

**Campaign Management**

**Media Education**

**Media Consulting**

**Data Analytics & Intuition**

# About Arm Candy

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## Client Industries

We create and implement strategies that drive tangible outcomes for any business imaginable.

**Automotive Club**

**Retailer**

**E-commerce**

**Technology**

**Beauty Education**

**Healthcare**

**Financial**

## Our Channel Mix

We've run hundreds of campaigns, big and small, between dozens of specialized industries on every platform, channel and tactic in the industry.

**TV**

**Connected TV**

**Online Video**

**YouTube**

**Native**

**Radio**

**Digital Audio**

**Social**

**Search**

**Display & Mobile**

**Print**

**Out of Home**

**Digital Out of Home**

**Cinema**

# Arm Candy tools

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Planning tools	Media landscape	Online	Out-of-home & print	TV & radio (national & local)
Viant IMP	Strata Marketing Media Buying and Stewardship	Nielsen @Plan	Arbitron	Arbitron
Viant DAP (Coming Soon)	SRDS Media Directory	Nielsen AdRelevance	Scarborough Surveys	Scarborough Surveys
SITO Audience Builder	Nielsen AdViews Plus Competitive Spending	comScore Media Matrix	Census Data Reports	Census Data Reports
Amobee TV Planner		comScore Plan Matrix	Mosaic Cluster Lifestyle Methodology	Mosaic Cluster Lifestyle Methodology
DV360 Planner	Leading National Advertisers (LNA)	eMarketer	MediaMark Research (MRI)	MediaMark Research (MRI)

# Arm Candy 2019 stats

**\$40M**

Media Planned  
in 2019

**3**

Fortune 500  
Clients

**50+**

Campaigns  
Launched in 2019

**100%**

Referred  
Partners

2

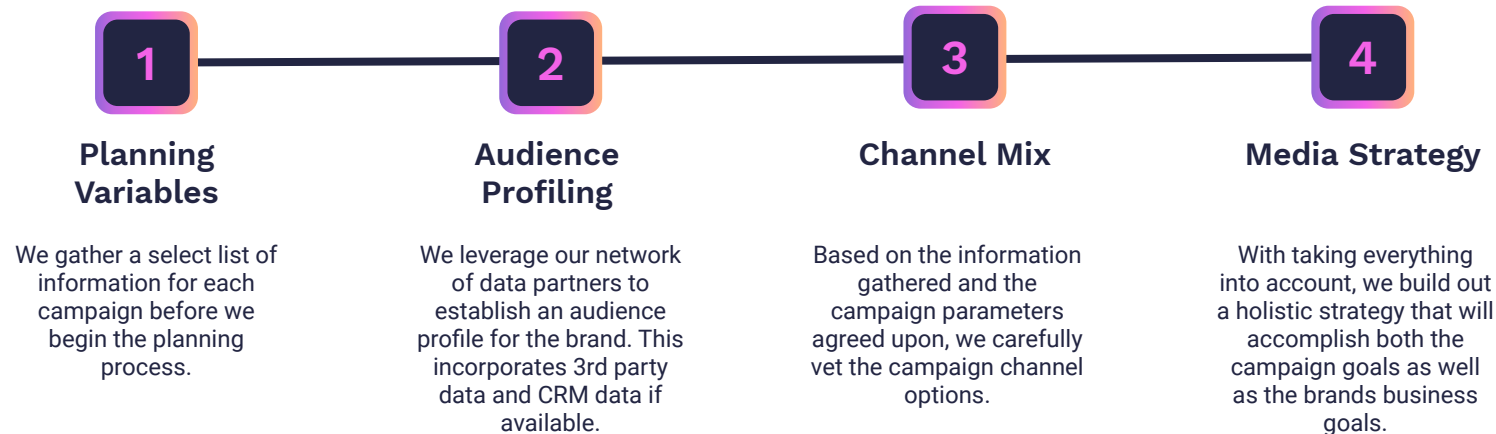


**Our Approach**



# The Arm Candy approach

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# Planning variables

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To provide insight into our planning process, we weigh potential media tactics against the following parameters to establish the plan's **identity**. This allows us to develop a strategy most likely to achieve the business objectives we've set out to achieve.

Each of these variables play an important role in determining our final recommendation.

## **Business Objective, Goals, KPIs**

**Conversion Type** - In-Store or Online

**Conversion Value** - What is a conversion worth?

**Data Analysis** - Audience and Data Insights

## **Budget**

**Messaging, Promotion, Creative** - Assets available

**Brand Recognition** - How well known is our brand?

**Measurement** - Reporting capabilities and insights available

**Geography** - DMA specific or National?

# Audience Profiling Example



## Aptmnt. History

Has not been to Dental Provider in the last 12 months



## Dental Providers

Visits Mint Dentistry annually



## Purchasing Behavior

Frequently purchases teeth whitening products



## Location Proximity

Exclude anyone who has been to a dental provider in the last 6 months



## Todd Martin

**Age:** 38 years old

**Gender:** Male

**Geography:** Dallas, Texas 75204

**Consumer Insight:** Father of two (3 and 5 year olds)  
Drives Nissan Altima  
Frequent Best Buy Shopper

**Devices:** iPhone XR  
Lenovo Laptop  
Vizio 60' TV

**Online Behavior:** Reads *The Drive* Online and Great Outdoor.  
In-Market for Camping Equipment.

*Partners specific to the audiences pulled for this campaign*

# Data Partners

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We have access to any data imaginable.

If you can think the audience, we can build the audience.

The following slides show a representation of the audience segments we could leverage for your brand's media strategy.





























# Audience profiling example

## Todd Martin



**Shopping Frequency**  
Daily, Monthly, etc.



**Shopping Habits**  
Above avg. spending



**Phone Carrier**  
AT&T, Verizon, etc.



**Location Proximity**  
Historical visitation patterns



**Age:** 38 years old

**Gender:** Male

**Geography:** Dallas, Texas 75204

**Consumer Insights:** Father of two (3 and 5 year olds)  
Drives Nissan Altima  
Frequent Best Buy Shopper  
Watches HGTV  
Follows 'Chris Pratt'

**Devices:** iPhone XR  
Lenovo Laptop  
Vizio 60" TV

**Online Behavior:** Reads *The Drive* online  
In-Market for Camping Equipment

# Evaluating the channel mix

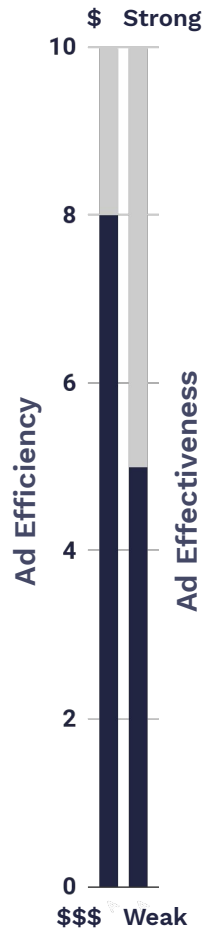
The next step in our process is vetting each channel against the business objective we're trying to achieve.

In that, our goal is to maximize the results of media dollars. By comparing ad efficiency and ad effectiveness by tactic, we can conceptualize and estimate the expected outcome of that tactic within the holistic media mix.

**Ad Efficiency**  
*Cost to Serve Ads*

**X**

**Ad Effectiveness**  
*Ad Experience +  
Targeting Capabilities*



*Rankings are based off of Arm Candy historical media learnings in comparison to campaign objective.*

# This approach allows us to..

activate these,

— 1



on these,

— 2



to influence these,

— 3



to buy a toy.

— 4



3

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**Toy Company X 2020 Media Parameters**



# Campaign Parameters

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## Business Objective, Goals, KPIs

### Primary KPIs

### Secondary KPIs

## Conversion Type

## Conversion Value

## Data Analysis

## Budget

## Messaging, Promotion, Creative

## Brand Recognition

## Measurement

## Geography

Drive online sales & site traffic

New theme block sellout

20% Increase in sales for legacy products

Online

Estimating \$69

Audience, Competitor Insights, and trends

\$100,000 from September - October

Display and Video

Has a legacy customer base

ROAS, purchase value

National

# Campaign Parameters

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**Business Objective, Goals, KPIs:** Drive online sales & site traffic

**Primary KPIs:** New theme block sellout

**Secondary KPIs:** 20% Increase in sales for legacy products

**Conversion Type:** Online

**Conversion Value:** Estimating \$69

**Data Analysis:** Audience, Competitor Insights, and trends

**Budget:** \$100,000 from September - October

**Messaging, Promotion, Creative:** Display and Video

**Brand Recognition:** Has a legacy customer base

**Measurement:** ROAS, purchase value

**Geography:** National

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## Strategy and Channel Mix

# Media mix

This chart provides an overview of available channels and where they fall in terms of ad efficiency and ad effectiveness.

**Ad Efficiency:** Cost of running the media

**Ad Effectiveness:** How well the channel will meet our campaign KPIs



# Strategy + Media Mix

The main focus of the media mix will be to drive sales at an efficient cost-per-action while driving a large volume of sales for the new product line. For that reason, in the recommended channels, we look to execute tactics in all stages of the funnel to drive sales.

## Recommended Mix

**Awareness**  
Facebook/Instagram

**Consideration**  
Facebook/Instagram  
Programmatic Display

**Conversion**  
Facebook/Instagram  
Search

**Top of the Funnel**  
**AWARENESS**

**Mid-Funnel**  
**CONSIDERATION**

**Lower Funnel**  
**CONVERSION**

# Programmatic Display

## Rationale

Programmatic Display will be an efficient way to reach a large audience pool and leverage both prospecting and retargeting tactics. We will build out a variety of programmatic tactics to be tested and optimized against over the course of the year.

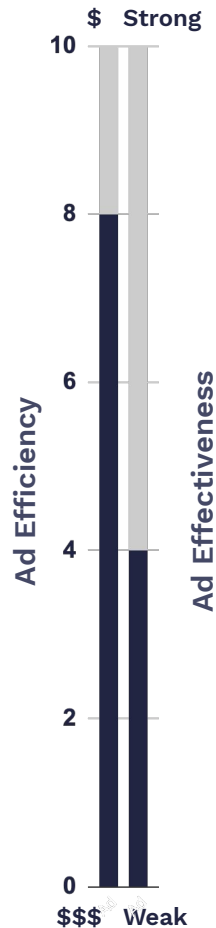
## Targeting

These are the targeting recommendations for the start of the campaign. We will optimize between audiences throughout the course of 2020 to ensure optimal performance:

- CRM + CRM LAL
- Contextual
- Conquesting/Proximity
- User who have young children Audience

## Budget Allocation

\$42,857 / 43% of media budget



# Facebook & Instagram

## Rationale

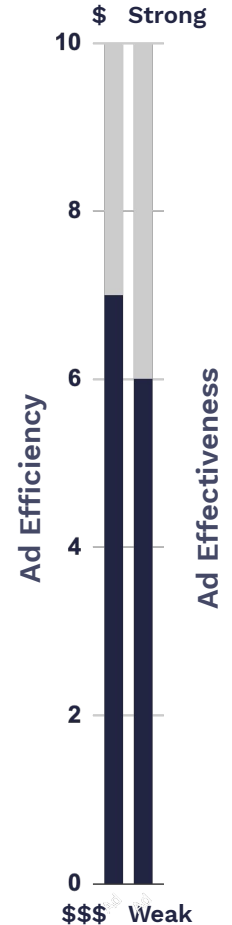
Facebook & Instagram will allow us to not only drive conversions efficiently, but will also build brand awareness from the nature of the social ad format. We will utilize lead generation campaigns to drive online sales and site traffic, as well as conversions campaigns, which are designed to drive users directly through to the website.

## Targeting

- Lead Gen
  - CRM LAL, Purchase Pixel LAL, Value-Based LAL, Platform Audiences.
- Conversion
  - CRM LAL, Purchase Pixel LAL, Value-Based LAL, Platform Audiences.

## Budget Allocation

\$40,000.00 / 40% of media budget



# Search

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## Rationale

Search engine marketing (SEM) is a low-cost method to target people when they're already searching for Toy Company X, or other toy companies, in a search engine like Google. It's an effective way to target potential customers.

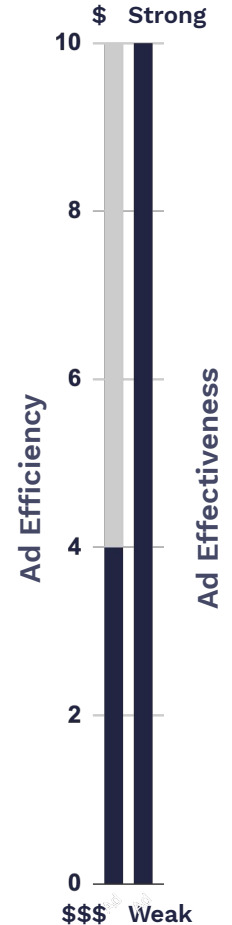
## Targeting

These are the targeting recommendations for the start of the campaign. We will optimize between audiences throughout the course of 2020 to ensure optimal performance:

- Keyword Targeting
- Geo

## Budget Allocation

\$17,143 / 17% of media budget





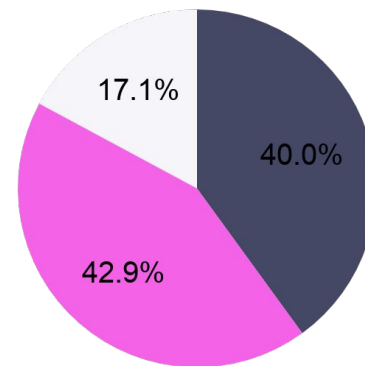
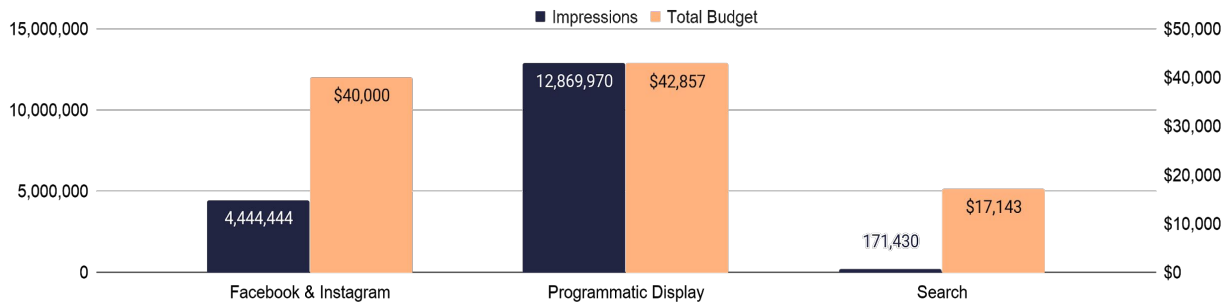
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**Budget Recommendation**

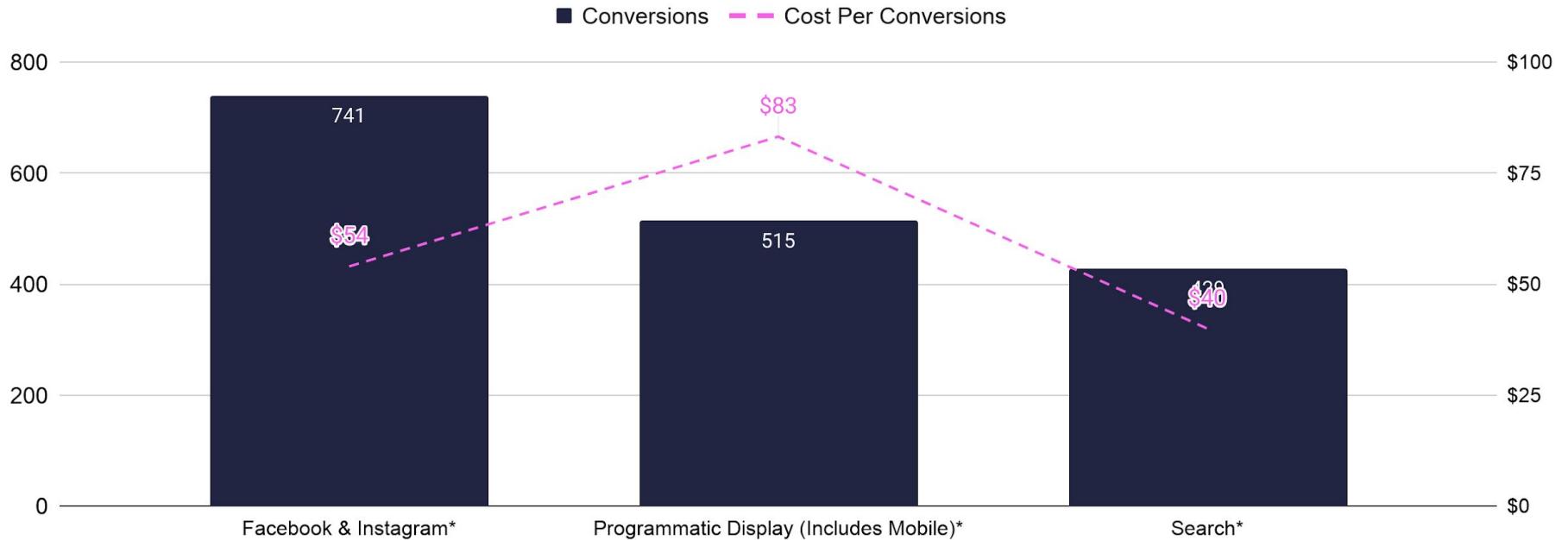
# Line Item Breakdown

Estimations based on like-campaign performance										
Channel	Start Date	End Date	CPM	%	Impressions	Conversion Rate	Conversions	Cost Per Conversions	Weeks	Total Budget
Facebook & Instagram	9/1/2020	10/24/2020	\$9.00	40.0%	4,444,444	0.017%	741	\$54	8	\$40,000
Programmatic Display	9/1/2020	10/24/2020	\$3.33	42.9%	12,869,970	0.004%	515	\$83	8	\$42,857
Search	9/1/2020	10/24/2020	\$100.00	17.1%	171,430	0.250%	429	\$40	8	\$17,143
Totals	9/1/2020	10/24/2020		100.00%	17,485,844	0.010%	1,684	\$59	8	\$100,000

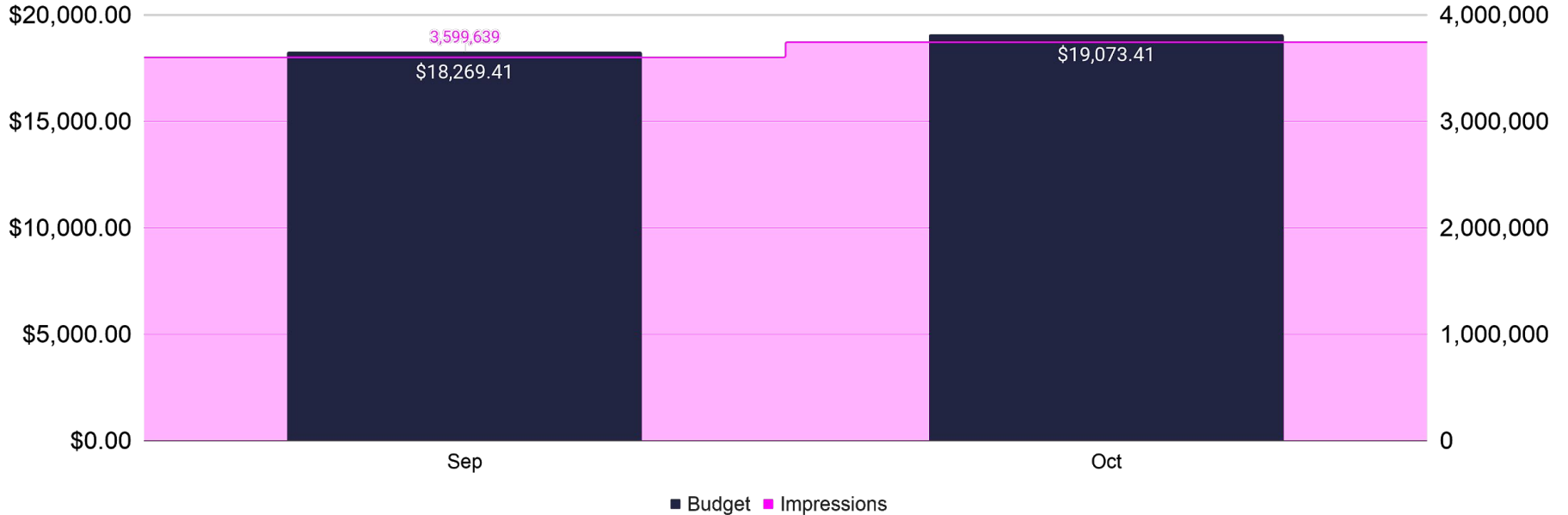


- Facebook & Instagram
- Programmatic Display
- Search

# Conversions & CPP by Channel



# Budget by Month



# Audience Details

## Social

People who are interested in children's toys

People who have bought Toy Company X products before

People who have kids and are traveling

People who have kids and are environmentally friendly

## Display

People who have children

People who are likely to purchase children's toys

People who are in-market for children's toys

People who have historically visited stores where these toys are sold.

People who go on family vacations  
People who are environmentally conscious

People who use natural or organic products

## Search (Keyword ideas)

Children's toys  
Toys for children under 10  
Toy for children  
Building toys for children  
Building toys  
Monster toys  
Princess toys  
Jungle animal toys  
Fun kids toys  
Imaginative kids toys  
Fun block toys  
Wooden Toys

Best children's toys  
Best building toys  
Toys that you can build  
Building blocks  
Travel kit toys  
Travel toys  
Toys that travel well  
Toy Company X  
Toy Company X new toys  
Fun building toys  
Block Toys  
Environmentally Friendly toys

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Next Steps

# Next Steps

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**MNDA Signed**  
**MSA Signed**  
**Plan Finalized**  
**Invoicing Structured**  
**SOW Signed**  
**ATBs Signed**  
**GTM's / Tags Placed**  
**Account Access**  
**Accounts Created**  
**Creative Provided**  
**Campaigns Setup**  
**Campaigns QA's**  
**Media Goes Live**  
**Reports Delivered**  
**Ongoing Optimizations**

Media Intake Form completed and timeline agreed upon

Arm Candy will provide to Toy Company X

Arm Candy will work with Toy Company X to get details ironed out knowing that all plans are flexible.

We'd like to get an invoicing cadence in place as we prefer to have media dollars in house, before running.

We will get a standard agreement in place representing our 2020 plans.

Our ATB will acknowledge Arm Candy is able to purchase media on your behalf.

We will send tags to get placed on your website.

We'll request access to any and all accounts were permitted to.

We'll work on creating our own accounts to run media from.

We'll work with the Toy Company X to receive creative assets for our planned campaigns.

David and Team will work on getting campaigns setup for launch.

We will QA and make sure all tags are firing and assets are squared away, before hitting 'Go'.

Media turns on.

We'll work with Toy Company X to create a reporting format that works for everyone!

We will continually work to enhance campaign performance.

**Thank you.**





# Appendix

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Case Studies

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**Case Studies**

## CASE STUDY

# Online Sales for Sports-themed Toy Company

Elevate awareness for a newly launched Sports-themed Toy Company in order to find prospective customers and drive online sales for a line of NBA collectibles.

A combination of Facebook/Instagram, programmatic display and Search lead to a successful results attributed to media with strategic audience planning and tracking implementation.

## E-commerce

Vertical

## ROAS

KPI

3

Channels

## Strategy

Each channel had tracking enabled to attribute all online sales through the proper media channels, with an integration between each channel and the website, which was powered by Shopify.

This tracking ability not only enabled attribution, but allowed for broader audience testing beyond behavioral segmentation, with the ability to retarget consumers who visited the website, added product to cart, initiated checkout and completed purchases.

## Results

This two-month campaign produced a high ROAS for the unknown brand, beating sales expectations for the new product line.

1.89  
ROAS

\$77.36  
Cost-per-  
Purchase