

**2011** | **Media Plan**  
**GYMBOREE**

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# Situational Analysis

## ○ Product

- Gymboree is a children's clothing store (for ages 0-12).
- Seasonal in nature with peak sales during the 4<sup>th</sup> quarter.

## ○ Target Market

- Women 18-34
- With children or expecting

## ○ Sales

- \$656,546,000 in 2005 (net retail)
- \$1,001,527,000 in 2009 (net retail)

## ○ Distribution

- Stores typically found in malls and shopping centers.
- 916 stores in the United States

## ○ **Competition**

- BabyGap
- GapKids
- Old Navy
- Children's Place
- Wal-Mart
- Target
- Mall Department Stores

## ○ **Advertising History**

- Gymboree mainly utilizes direct mail campaigns:
  - \$12.6 million in 2006
  - \$18.2 million in 2007
  - \$14.3 million in 2008

# Marketing Objectives

- **Measurable**  
-Increase net sales by 10%
- **Benchmark**  
-% increase based on 2009 net sales
- **Time Frame**  
-By the end of 2011

# Advertising Objectives

- **Awareness**

- Bring in new customers and remind existing customers about Gymboree.

- **Reposition Brand**

- Have customers associate value, quality, customer service, and an enjoyable experience with the Gymboree brand.

- **Distinguish from the Competition**

- Distinguish Gymboree from other children's stores as being the store that makes shopping fun and enjoyable for the mother and child.

# Media Objectives

- **Target Audience**

- Women 18-34

- **Geography**

- National Campaign with more emphasis in top 50 DMAs

- **Seasonality**

- Focus on April for the Easter Holiday and spring

- Focus on July and August for the back to school season

- Strong emphasis on November and December for Christmas shopping

- Magazine ads evenly distributed throughout the year.

## ○ Creative Constraints

- Make sure ads appeal to both women and children
- Be sure that ads attract expecting mothers as well
- Heavily emphasize the Gymboree name and logo to distinguish from it from other clothing stores.

## ○ Reach vs. Frequency

|          | GRP  | Reach | Frequency |
|----------|------|-------|-----------|
| TV       | 2900 | 99    | 29.3      |
| Magazine | 332  | 40    | 8.3       |
| Radio    | 630  | 60    | 10.5      |
| Total    | 3862 | 99    | 39        |

## ○ Budget

-\$45,000,000

# Media Strategies

## ○ Network Television

- Prime time and daytime M-F
- National broadcast
- Prime time scheduled for July 31-Aug. 21 and Nov. 20-Dec.18
- Daytime scheduled during every month except May and September
- Goal is to reach a broad female audience

## ○ Magazine

- National
- Ads placed in top Parenting/Family magazines
- Specifically targets mothers and expecting mothers

## ○ Radio

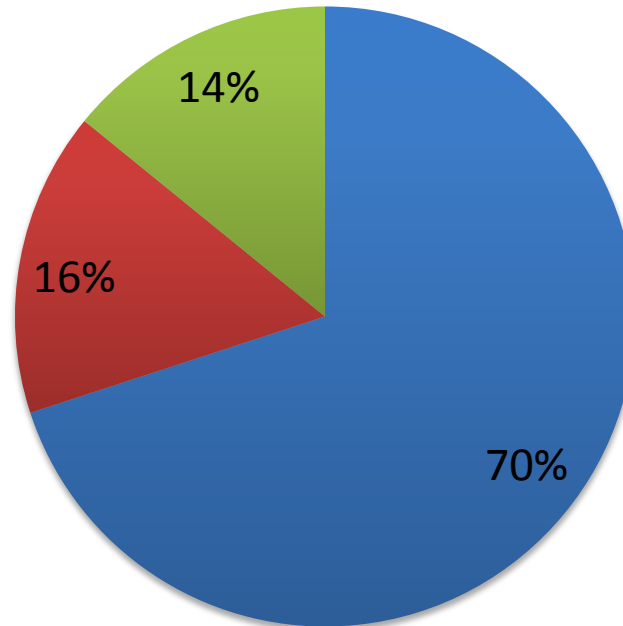
- Spot radio for top 40 DMAs, Adult Contemporary
- Target women out of the home



## ○ Allocation of Funds

### Budget

■ Television ■ Magazine ■ Radio



# Media Tactics

- **Network Television (69.97%)**

- Prime time: \$19,050,000

- > 4-week flights

- > 400 GRPs in July/August

- > 500 GRPs in November/December

- Daytime M-F: \$12,428,000

- > 4-week flights and 8-week flights

- > 240 GRPs in January

- > 240 GRPs in February/March

- >400 GRPs in April

- >560 GRPs in July/August

- > 560 GRPs Oct-Dec

- 30 second spots

- Total= \$31,478,000**

- GRPs= 2900**

○ **Magazine (15.89%)**

-Full page, four color

-Covers

-5 Magazine titles:

*American Baby*

*Working Mother*

*Family Fun*

*People*

*Fit Pregnancy*

**GRPs=332**

**Total= \$7,147,655**

○ **Radio (14.14%)**

-Spot Radio Top 40 DMAs

-Adult Contemporary

-7-week flight in July/August and November/December

-315 GRPs per flight

**GRPs= 630**

**Total= \$6,363,000**

# Budget Worksheet

|                 | 1Q        | 2Q        | 3Q         | 4Q                 | Total               |
|-----------------|-----------|-----------|------------|--------------------|---------------------|
| <b>TV</b>       |           |           |            |                    |                     |
| GRPs            | 480       | 400       | 960        | 1060               | 2900                |
| Cost            | 2,856,000 | 2,600,000 | 11,132,000 | 14,890,000         | 31,478,000          |
| <b>Magazine</b> |           |           |            |                    |                     |
| GRPs            | 75        | 92        | 90         | 75                 | 332                 |
| Cost            | 1,794,675 | 2,451,995 | 1,669,810  | 1,231,175          | 7,147,655           |
| <b>Radio</b>    |           |           |            |                    |                     |
| GRPs            | 0         | 0         | 315        | 315                | 630                 |
| Cost            | 0         | 0         | 3,181,500  | 3,181,500          | 6,363,000           |
|                 |           |           |            | <b>Grand Total</b> | <b>\$44,988,655</b> |

# Summary

By using this media plan, Gymboree will reach women 18-34 and increase the likelihood that the target market chooses Gymboree as their source for children's clothing. It will also make the brand stand out when compared to its competitors.