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Who



we are

PB&J Communications
Creative. Strategic.
We go together.

We take our innovative media strategies
and our creative thinking to produce
results that will build your brand.
At PB&J, we are proud of our creative
media solutions that go together like
peanut butter and jelly.

Darlene Lo

(469)766-9833 | lo.darlene@gmail.com

Current:
2213 Mueces #202, Austin, TX 78705

Permanent:
6816 Barbican, Plano, TX 75023

Education The University of Texas at Austin May 2008
B.S. Advertising 3.5 g.p.a.
Texas Media Sequence | Concentration in Business Foundations

B.S. Communication Studies 3.8 g.p.a.
Concentration in Corporate Communication

Experience: The Humanities Institute at the University of Austin - Austin, TX Sep 06 – Present
Publicity Assistant

- Write and send event press releases to local newspapers, television and radio stations, as well as relevant online communities
- Manage all programs within the Institute day-to-day with organized efficiency
- Complete and maintain financial documentation crucial for accounting and payroll

Texas Instruments, Educational Technology – Dallas, TX June 07 – August 07
Marketing Strategy and Development Intern

- Planned and executed 6 week-long training conferences, for over 200 key educators
- Created, accrued, analyzed, and implemented data through online surveys
- Edited micro site <http://education.ti.com/studentzone/index.html> for back-to-school launch
- Contacted, organized, and shipped about 300 new graphing handheld technology to educators across the country to complete the final market strategy.

interTrenal Communications – Long Beach, CA Dec 04 – May 05
Regional Manager Intern – Asian Youth Eyes and Ears (AYEE)

- Collected and analyzed primary research by interviewing Asian youth about lifestyles
- Reported findings to the agency and discussed analysis with other project managers

Academic Projects **Advanced Media Strategies**

- Completed media deck for www.austintidbits.com targeting specific segments of Austin women
- Currently working on national and regional media branding campaign for RadioShack

Digital Metrics

- Successfully created a web page using html designed for search engine optimization
- Analyzed a UT web page's measurements using Urchin and preparing recommendations to increase traffic

Integrated Communication Campaigns

- Consulted Tigé Boats, Inc. and suggested a marketing communications campaign that re-focused the company's current target market.
- Advised Money Market International with a new advertising campaign that won 2nd place targeting college students to increase awareness and use of their financial services

Advertising Media Planning

- Planned Zinger Hardware & General Merchant's media strategy for a new store launch in St. Louis

Advertising Research

- Conducted focus groups, online surveys, and observational research college students' soda consumption in order to better advise Coca-Cola on how to better reach this target market

Activities & Honors

- Texas Advertising Group: Spring 07-Present
- Asian American Campus Ministry: *Talent Show Marketing Director* – Spring 07
- Dean's List: Fall 04 – Present

Skills Microsoft Office: PowerPoint, Excel, Word; Adobe: Photoshop, InDesign; Filemaker Pro, Urchin, SPSS
Media: SRDS, MRI, SMRB, CMR, SQUAD, Scarborough; Language: Fluent-Taiwanese, Proficient- HTML

ALEJANDRA CRYSTAL URRABAZO
2529 RIO GRANDE ST. #33 - AUSTIN, TEXAS 78705 - (956)206-1600 -
AURRABAZO_06@MAIL.UTEXAS.EDU
Seeking an internship in Account or Media Planning in the Advertising industry.

EDUCATION

B.S., Advertising

The University of Texas at Austin

Additional Sequence: TexasMedia

Concentration/ Minor: Red McCombs Business Foundations Program

Concentration/ Supplement: Latino Media Studies

Degree Expected: May 2008

Relevant Coursework: Intro to Advertising/ Integrated Brand Promotion, Psychology of Advertising, History and Development of Advertising, Creativity and American Culture, Intro to Advertising Creativity, Media Planning, Advertising Research, Advertising and Society, Consumer Discrimination in the Marketplace, Advanced Media Strategies, Digital Media, Integrated Communications Management

STUDY ABROAD

London, England, 2004

Richmond University: The American International University in London

Relevant Coursework: Advertising Graphics; Produced numerous designs/art projects under specified deadlines

ACADEMIC PROJECTS AND HONORS

Dean's List, 2006

Winning Class Display: Intro to Advertising Creativity, The Great Gadget, 2006

- Developed the "Pucker Perfector" by combining a tube of lipstick and tissue, which allowed women easy access to tissue for removal and/or to blot lip color; wrote Creative Brief.
- Class top four well-done projects

Winning Team/ Product: Management Info Systems, Cleveland Business Fair, 2004

- Invented and marketed an innovative disk inside the cap of a detergent bottle, which was able to measure powder detergent without mess or hassle; Display Designer, competed with 65 other groups.

Introduction to Media Planning, 2006

- Created a media plan by setting goals and using databases (SQAD, SMRB, MRI, CMR) which enabled us to budget and effectively target the consumer in a hypothetically-set relocation.
- Class winners for "Most Beautiful Book"

CLUBS/LEADERSHIP PROJECTS

Texas Advertising Group (TAG), member 2007

- Attended trips to NYC and Chicago to visit and network with agencies, build contacts and understand the rules and responsibilities in the industry.

American Advertising Federation, member 2007

Global Medical Training Program, 2004

- Provided medicine, treatment, toys/gifts to the underprivileged and sick natives of many small communities in Costa Rica and around Nicaragua, Central America to better understand our world.

SKILLS/ INTERESTS

- Proficient Spanish, analytical, organized, driven, people-oriented, problem solver, working knowledge of SRDS and SQAD, functional knowledge of CMR and MRI
- Traveling, reading, my niece and nephew, music, fashion, culture and UT football

Education & Awards

The University of Texas at Austin GPA: 3.48
 Bachelor of Science, Advertising (TexasMedia) May 2008

2006 University Honors
 Fall 2007 Winning Student Media Deck for Austin Tidbits

Experience

Avignon Mortgage Austin, TX
 Marketing Intern December 2007 – present

- ◆ Will work with Avignon's marketing team and develop promotions.

TAGlines Austin, TX
 Media Planner & Account Planner March 2007 – present

- ◆ Conducted target survey research for Aruba Tan and analyzed the data.
- ◆ Initiating research and design of new logo and slogan for Austin Humane Society.

Thinking Incorporated Austin, TX
 Survey Person Sept 2006

- ◆ Surveyed the World Combat League audience to get a general idea of who attends.

Jack in the Box (Cashier) Grand Prairie, TX Oct 2004 – Aug 2005
 Sweet Spot Golf Range (Cashier) Midlothian, TX March 2004

Leadership & Service

Texas Advertising Group Member Spring 2007 – Present

- ◆ Attends weekly meetings where advertising professionals speak and visits local agencies.
- ◆ Participated in the Resume Book Committee and volunteered at the Communication Internship & Job Fair, Non-Profit Internship & Job Fair, Urban Media Symposium, and Enviromedia Adopt-A-Hwy Clean-Up.

Vietnamese Students Association Member Fall 2006 – Present

- ◆ Actively participates in events such as Campus Fusion, Cultural Showcase, and Black April Showcase that bring awareness and build community within the organization and UT.
- ◆ Volunteered during Chinatown Grand Opening, Project Beach-Out, and Lee Elementary Geography Day.

UThéâtre 2007 Actress Spring 2007
 UThéâtre 2006 Set Designer Spring 2006

Skills

Software: Mac and PC friendly; working knowledge of MRI, SQAD, SHDS, Scarborough, log file tools, Microsoft Office, Photoshop; basic knowledge of SPSS, Nielsen, Arbitron, FTP

Language: Intermediate *French*; basic *Hebrew*; basic knowledge of <HTML>, *JavaScript*

Other: Enthusiasm for learning, organizational skills, self-directed, detail-oriented, love of numbers

Melissa Jacobson
3635 Sleek Ave. Apt 2077
Austin, Texas 78759
Email: mjacobson4@gmail.com
Cell: (201) 728-1447

Objective To utilize my education and experiences to attain a position in an advertising agency where I can contribute to the continued success of the agency.

Education *University of Texas at Austin*
Advertising Major – Texas Media Sequence

- Business Foundations
- Psychology Minor
- Will graduate in December of 2007

Work Experience The Frank Erwin Center [6/2007 – Present] Austin, Texas
Marketing Intern

In this position, I am learning multifaceted company responsibilities while honing my communication skills. These include:

- Event Promotion
- Booking customer tickets to upcoming shows and events
- Working events to help ensure smooth production
- Completing all assigned tasks promptly
- Making sure all radio/TV/magazine spots run at their designated times
- Overseeing budget use for PR and promotions

FashionVault [1/2007 – 5/2007] Austin, Texas
Advertising/PR Intern

In this position, I learned that the online business is booming and the importance of making accurate adjustments in this fast-paced industry. Responsibilities included:

- Helped promote a new store by making and distributing ad flyers
- Helped manage fashion shows as a promotional event, edited weblogs/pictures and managed other interns
- Called and collected money from consumers around the world who placed web orders

March Movies Entertainment [5/2006 – 12/2006] Dallas, Texas
Advertising/Media Intern

In this position, I learned the responsibility and personal drive it takes to make an event happen and how important promotional/advertising can be for any company and/or product. Responsibilities included:

- Distributing promotional items, holding movie screenings, selling up promotional events around Austin
- Operating as the eyes and ears in the city of Austin for a Dallas-based company

Volunteer Experience

Band Jam 2004, 2005, 2006
Balloon Bud 2005, 2006
Relay for Life 2005
Race for the Cure 2003, 2004
City Wide Hold Up
Habitat for Humanity
Austin Food Community Shelter
Project Princess
New Member Recruitment for -
Hillel, Spirits & Sigma Delta Tau
Paint Faces at Spirits Fallgates
Tutoring

Awards

Austin Totals Plansbook
Most Creative Plansbook
Best Presentation Management
Best Media Plan – Media/Dallas
Kellogg's Choice for an execution
plan – Media/Terry
Cinco Ranch Scholarship
Top Recruiter – Sigma Delta Tau
Active of the Week – Texas Spirits
Spirit of the Week – Texas Spirits
High Academic Achievement – Sigma
Delta Tau
Best Showmanship – Dance Hip-Hop
Dance Officer Award

Active of the Week – Sigma Delta
Tau

Extracurricular Activities

Sigma Delta Tau: VP of Recruitment
Sigma Delta Tau: Social Chair
Texas Spirits: Singing Band
Texas Hillel
Texas Ecos
Caddian Dance

Summary of Skills

- **Languages:** English and Spanish
- **Computer Skills:** Microsoft Word, Excel, PowerPoint, Office, PageMaker, Photoshop, Adobe
- **Management Skills:** Work well as a team player, strong speech and presentation skills, communicate well among diverse groups of people
- **Organizational Skills:** Possess strong organizational skills acquired through managing numerous clubs, community service, BM teams, maintain high grades.
- **Personal Attributes:** Self-motivated, passionate, often asked to serve as group leader in class. Coordinated large groups of people numerous times for classes, community service and youth groups. Strong ability to relate to an audience. Independent, ask for help when needed. Utilize all resources available. Open to others' ideas and input. Will get the job done.

Cecilia Wong

Current Address:

2110 Rio Grande Street Apt 103
Austin, Texas 78706
(972) 977-5371
Cecilia.Wong@bba06.mcombs.utexas.edu

Permanent Address:

8106 Lynnes Way
Plano, Texas 75025
(972) 712-3528

Education

The University of Texas at Austin
Bachelor of Business Administration
Major: Marketing
Overall GPA: 3.86

May 2008

Bachelor of Science
Major: Advertising
Track: Texas Media
Major GPA: 4.00

Experience

Stockton Hicks Laffey

Austin, TX

1/06-8/06

File Clerk/ Sample Room Assistant

- Assisted in customer service at "to the trade" fabrics and furnishing showroom
- Organized and managed of showroom floor and displays
- Filed fabric memos and wallpaper in fabric library

Activities

Events CoSponsorship Committee - Fall 2007 - Present

- Secretary

Taiwanese American Student Association -

Fall 2006 - Spring 2007

- Publicity Chair & Johnny Hi-Fi Event Coordinator

Asian Business Student Association - Fall 2006 - Spring 2007

National Communication Association Student Club -

Fall 2005 - Spring 2006

- Secretary & Treasurer

Honors

Momb Hite/Tracey Locke Endowed Presidential Scholarship -

Fall 2007 -Spring 2008

Unrestricted Endowed Presidential Scholarship -

Fall 2007 - Spring 2008

University Honors - Fall 2005 - Present

Skills

Computer- MS Word, Excel, PowerPoint, Access, Outlook

Databases- CMR, MRI, Nielsen, Arbitron, SRDS, Scarborough

Language- Communication skills in Cantonese and Japanese

Elissa A. Garza

1901 Crossing Pl #3103--Austin TX, 78741

(361) 765-4000

miscelana@mail.UTexas.edu

EDUCATION

BA, Advertising (in progress), May 2008 GPA 3.14

The University of Texas at Austin

Concentrations: U.S. Latino and Latin American Media Studies & Texas Media Advertising Sequence

Study Abroad: Maymester in Cuernavaca, Mexico, 2007

Gateway Program: Academic Enrichment Program, 2003-2005

EXPERIENCE

Staff Writer/Administrative Assistant 2005- May 2007

The Weekender-Texas Intensive English Program Austin, Texas

Vice President of New Member Education 2007-2008

Sigma Lambda Gamma National Sorority, Inc. - Xi Chapter Austin, Texas

Vice President of Marketing 2006-2007

Sigma Lambda Gamma National Sorority, Inc.-Xi Chapter Austin, Texas

Marketing and Circulation Intern Summer 2006

DiversityInc. Newark, New Jersey

Television Journalism Intern Spring 2003

KZTV, Action 10 News Corpus Christi, Texas

AFFILIATIONS

Sigma Lambda Gamma National Sorority, Inc. VP of N.M.E., VP of Marketing, Social Chair, Historian (2005-Present)

The National Society of Collegiate Scholars

Texas Exec Student Chapter

The University of Texas Student Government

SKILLS

Media Tools: General knowledge of SRDS, CMR, MRI, Nielsen

Computer: Proficiency in Word, Excel, PowerPoint, 10-Key 67 GWPM

Language: Some Spanish

ADDITIONAL EXPERIENCE

Administrative Assistant, Corpus Christi I.S.D., Corpus Christi, TX 2006

Cashier/Server, University DFS-Cypress Bend Café, Austin, TX 2005

Tutor, 21st Century Learning-Travis High School, Austin, TX 2004-2005

Hostess/Server, The Black-eyed Pea Restaurant, Corpus Christi, TX 2000-2003

*E*xecutive **summary**



In the beginning there was RadioShack, a company whose motivation was to provide top of the line electronics, exceptional customer service, simple convenience and knowledgeable sales associates. Today, their philosophy remains the same and with over 6,000 retail outlets, RadioShack is continuously expanding their image and reputation. PB&J Communications has relished in stretching RadioShack's current target and media vehicles, fortifying the company on a national level.

Target

Roger That is a 40-year-old working professional with children in Dallas, Texas who takes pleasure in family vacations, business engagements and travelling. He, therefore, spends a considerable amount of time in airports and in family household-outdoor activities. This target enjoys a \$50k plus income with room for discretionary spending and has a flavor for savvy technology. He is adept in the newest updates and takes delight in making his family's life easy and secure.

Anna Log, our secondary group, represents women who are in their mid-thirties with children. She values convenience in her frenzied schedule and her children's needs take priority. She is constantly keen on learning about her surroundings and appreciates innovative products and the latest, most novel ideas. She values her children's taste and is open to purchasing items from RadioShack.

Will Co, a 21-year-old UChicago student, is intensely glued to Internet consumption and technological leisure pursuits. He enjoys watching live and televised sports with his buddies, which are largely his primary source of influence. They play video games as a diversion and attend gaming conventions to learn of the hottest games and consoles.

Media Vehicles

35% of the media budget will be allocated to television. This is because of television advertising enables an exciting, audio-visual experience which is perfect for pushing products in a persuasive way. Next, 5% will be allocated to radio advertising to mobilize the consumer to the nearest RadioShack. Newspapers will take 10% of our budget because of it is an important place customers turn to seek information on products and sales and promotions. Furthermore, 15% of the budget is allocated towards magazines. This is crucial to target more niche audiences and longevity helps reach more people. 15% of the budget is dedicated to outdoor advertising to reach the target on the go. To provide a more personalized message, 2.5% of the budget will be used on direct mail. Internet is an important growing medium which can inform customers of RadioShack's product offering and ultimately drive them to the store. Because of its importance 7.5% of the media budget is appropriated to Internet. Lastly, 5% is allotted to events and sponsorships to show RadioShack cares about the community.

Situational analysis



Overview of RadioShack

RadioShack is one of the leading consumer electronics retail chains in North America with more than 6,000 outlets in the US, Puerto Rico, the Virgin Islands, and Mexico. Known for their reputable customer service and knowledgeable sales staff, RadioShack offers a broad array of products ranging from computers, DVD players, electronic toys, cellular phones, and more. Additional services include repair and third-party services such as wireless calling plans and direct satellite service.

Unlike its major competitors, RadioShack has built its chain with smaller, more numerous locations, including about 1,600 dealer outlets. In fact, there is a RadioShack location within a few minutes of most Americans' place of home or work. Additionally, the company took over operations of approximately 800 unbranded wireless phone kiosks located in SAM'S CLUB stores since 2004 and has significantly expanded that business through partnerships with such companies as Sprint Nextel and AT&T. The company has signed a co-branding agreement with Duckwall-ALCO to offer RadioShack brand products in 10 ALCO stores in the central US.¹

Standard & Poor's NetAdvantage predicts in 2006, RadioShack will hold approximately 3% market share of the consumer electronics industry.² According to eMarketer, RadioShack is ranked 9th in US computer and consumer electronic companies in advertising spending. RadioShack has a strong hold in the cellular phone market with 28% of mobile phone purchases, in close second to Walmart who has 32% of the market.³

Consumer Website: www.RadioShack.com

Features of the website include a ZIP code-based store locator, weekly circular, and how-to and knowledge articles plus videos. RadioShack's website ranks 4th at 2.67% of market share among appliance and electronics websites with US internet users.³

Financial Data¹:

2006 Sales (mil.)	\$4,777.5
1-Year Sales Growth	(6.0%)
2006 Net Income (mil.)	\$73.4
1-Year Net Income Growth	(72.5%)

1 www.hoovers.com

2 www.netadvantage.standardandpoors.com

3 www.emarketer.com

Situational analysis



History of Brand Advertising

Over the years, RadioShack has produced some great advertising and marketing strategies. While most were used to promote the use of wireless phones, like the recent Qwikker campaign that pushes ringtones and games on cell phones for ages 18-24, there were some great campaigns about other products as well.¹ For example, one of the most well-known campaign to date is that of Shaquille O'Neal saying to "shaq it up a bit" with "shaqcessories" from RadioShack, during basketball pre-game commercials. Not only did it push wireless phones, but it also focused on i-Pods, alarm clocks, and much more. Jim McDonald, svp-marketing and advertising for RadioShack, stated "Our strategy is maintaining the continuity of our family of celebrities by marrying them together with wonderful special effects to underline magical gifts you can't find elsewhere but at RadioShack."²

RadioShack is also very well known for its holiday T.V. advertising techniques. In 2005, it was voted as the Best Retailer Holiday TV Advertiser.³ One of the memorable approaches was the RadioShack Red Chair Mall Tour. In this event, RadioShack set up a red chair in malls around the country and allowed people to sit in it and record a 30 second tape of their holiday wish list based off of 12 RadioShack products. Not only was this campaign named a Gold winner in the Mall Event Program category by Event Marketing Magazine's Ex Awards program, but it also received a "Best Spot" award in 2005 for the "Rose" commercial.⁴

Overall, RadioShack has used many techniques to compete in the market, and has done well at maintaining a presence within the electronic industry. After receiving many awards and high praise, their work has carried them through the years and helped to make them a household name.

1 <http://shantichristensen.blogspot.com>

2 www.washingtonpost.com

3 www.emarketer.com

4 www.promomagazine.com

Situational analysis



Industry

Consumer Electronics

The consumer electronics industry is one of the fastest growing and largest retail sectors today. The industry is composed of approximately 24,000 stores, generating annual revenue of \$50 billion. Overall, consumers spent \$145 billion on consumer electronics in 2006; up 13% from 2005.¹ Sales are predicted to rise 7% in 2007. This industry is dominated by "big box" retailers such as Best Buy, CompUSA, and Circuit City, however, mass merchandisers and club stores are rapidly taking market share away because of their low prices. Penetration into this market is difficult because of high concentration. The 50 largest companies in this industry account for 80% of all sales. Demand of consumer electronics is influenced by technological innovation and the need to replace or upgrade goods. Major product categories include computer equipment, TVs, audio and video equipment, phones, and video games. The typical consumer for consumer electronics is an affluent, professional male; however, families with children, working women, and small businesses are important consumers. Though many stores are investing in creating sophisticated websites to showcase their products, consumers still prefer to purchase in store.

Top 10 Consumer Electronic Retailers (Ranked according to US Consumer Electronic Sales)²

1. Best Buy
2. Wal-Mart
3. Circuit City
4. Dell
5. Radio Shack
6. Target
7. Sears
8. CompUSA
9. Costco
10. Sam's Club

Top Electronic Retailers, by number of stores, 2007 Locations³

Radio Shack 6,835
Circuit City 654
Best Buy 822

1 www.netadvantage.standardandpoors.com
2 www.hoovers.com
3 www.mintel.com

Situational analysis



Wireless

As of October 2007, there are roughly 245 million wireless subscribers in the United States, up two million from just four months prior. This contributes greatly to the wireless industry's 15% annual growth rate. The wireless industry has generated over \$118 billion in revenues and has contributed \$92 billion to the US GDP. In fact, if the wireless industry was a country, it would be the 46th largest country in the world, based on its GDP.^{1,2}

Leading wireless data service brands are BlackBerry (20%), Dell products (15%), and Hewlett-Packard devices (14%). The leading wireless voice brands are Motorola (20%), Nokia (12%), and BlackBerry (11%).²

In 2005, 60% of Americans used wireless phones. One billion text messages are sent per day. Reported wireless minutes used exceed one trillion.¹

Wireless data customers use 42% more voice minutes than non-data users, in addition to spending an average of 19% more on their total wireless bill each month.³ Users are spending \$104.4 billion to purchase wireless telecom services and over 50% of their wireless services, handsets and related accessories are bought from independent retailers like Best Buy and RadioShack. These independent retailers retain a commission on each sale, totaling to \$9.8 billion in 2004, forming the majority of their revenues.^{2,3}

According to Business Wire, the following is a short demographic of wireless data users.⁴

- * Young Texters (40% of data users)
- * Content Mavens (17% of data users)
- * Mature Mainstreamers (23% of data users)
- * Suburban Prosumers (20% of data users)

1 CTIA - The Wireless Association. www.ctia.org

2 www.emarketer.com

3 "The Impact of the US Wireless Telecom Industry on the US Economy". www.ctia.org

4 www.businesswire.com

Situational analysis



Each of the following target segments, as identified by In-Stat, differ in their preferred method of buying wireless services and in the criteria they use to select a carrier¹:

- * Information Junkies (Business Users): High usage of computers at home.
- * Family of the Future: Highest adoption of high-tech equipment.
- * Mature, Moneyed Middle-Agers: Pays the most per call.
- * Prime-Time Family: Motivated by price and ease-of-use rather than quality and features.

Because prices are fairly equal across carriers, now, carriers must shift from sales tactics to marketing and sales campaigns that appeal to their attitudes towards technology, demographics, and lifestyle choices in order to grow subscriber bases.

Video Game Industry

Video games are no longer the geeky stepchild of popular entertainment. Last year, US sales of what is now called "interactive entertainment" topped \$7 billion, closing in on the \$9 billion film industry. Nearly half of all US homes own one video game console, and 23% own more than three, according to Nielsen Entertainment. Perhaps most importantly, the video game industry is changing the way an entire generation sees itself in relation to the world. This relatively young industry is now so pervasive that each person has a stake in how it evolves. The US video game industry is expected to grow 22.5% in 2007, generating \$15 billion in revenue, according to eMarketer. Predictions in the future look strong with expected worldwide video game industry growth to \$47 billion in 2009.²

Competition

RadioShack's competition is divided into direct and indirect competitors. For direct competitors, RadioShack is competing with other consumer electronic stores such as Best Buy, Circuit City, and CompUSA. These stores offer similar products and have advantages (larger store) and disadvantages (lack of customer service) compared to RadioShack. RadioShack also faces two subgroups of indirect competitors, which are the wireless and video game industry. Wireless competitors include both the wireless service providers, like AT&T and Sprint, and other retail outlets which sell cell phone, for instance, Wal-mart. Lastly, video games and video game console retailers are an indirect competitor to RadioShack. They include Toys R Us, GameStop, and Wal-Mart.

1 In-Stat Market Research Report Information

2 <http://www.theesa.com/files/2005EssentialFacts.pdf>

Figure 1 - Competition

Competitor	Slogan	What they offer	Current Status ^{1,10}	Advertising Strategy ¹¹
Consumer Electronics (Direct Competitors)				
Best Buy	Thousands of Possibilities. Get Yours. ¹	Consumer electronics Home appliances Office equipment	1st (17%) in consumer electronics market share	\$188 million
Circuit City	Simplicity Guaranteed. ²	Audio/Video Equipment Entertainment Merchandise	2nd in consumer electronics industry	\$88 million
CompUSA	We got it, we get it. ³	Computers Consumer electronics	100 stores across 40 states; smaller market share than RadioShack	\$11.7 million
Wireless (Indirect Competitor)				
AT&T	Your World. Delivered. ⁴	Cellphones/GoPhones Plans	largest wireless company in US with more than 85 million subscribers	
Sprint	Sprint. Power Up. ⁵	Cellphone Accessories Cellphones Plans		\$108 million
Wal-mart	Save Money. Live Better. ⁶	Cellphone Accessories Discount and grocery store	about 50 million subscribers 32% of US Consumers purchase their mobile phone	\$3.28 million
Video Game (Indirect Competitor)				
Wal-mart	Save Money. Live Better. ⁶	Discount and grocery store	33% of US households purchase of video game systems	\$3.28 million
Toys R Us	I want to be a Toys "R" Us kid. ⁷	Toy retailer New/Used Games Video Game Consoles Accessories	#1 in online sales in toy/hobby retail Recently acquired rival, EB Games Last year, had a 1-year sales growth of 72%	\$51.1 million
Gamestop	Power to the Players. ⁸	Entertainment Software		\$81.5 thousand

1 www.bestbuy.com
 2 www.circuitcity.com
 3 www.compusa.com
 4 www.att.com
 5 www.sprint.com
 6 www.walmart.com
 7 www.toysrus.com
 8 www.gamestop.com

9 Hoover's
 10 eMarketer
 11 CAGR

Situational analysis



Primary Research & Key Findings

Survey Methodology:

Introduction: In-depth interviews were conducted in order to gain deeper insight into our test effort for gamers between 18-24 years old.

Procedure: An eight question survey was developed to learn about what games/game consoles are played by people in our test effort, their gaming experience, and their daily media consumption.

Results: Respondents ranged from 18-23 years old. Responses to how often they played video games was anywhere from 1-2 times a week to everyday. Various respondents play different game consoles; however, Playstation2 seems the most popular game console used. In addition, interviewees mainly seek their information from Internet forums and review websites. Those who play more frequently also read monthly gaming magazines for more information. There is a plethora of places where respondents purchase their video game consoles and video games. They include: Gamestop, EB Games, Game Crazy, Wal-Mart, Best Buy, Target, Fry's Electronics, and Amazon.com.

Findings/Analysis: There are two types of gamers: those who play as entertainment when they have free time (between 1-3 times a week) and those who view gaming as a lifestyle (5+ times a week). They are heavy users of Internet, they frequently visit many blog sites as their news source. Other media consumption includes television and gaming magazines. There is no sole place where they purchase their games and game consoles. Some examples include: Amazon.com, Best Buy, Fry's, Wal-Mart, and various video game stores like GameStop, EB games, and GameCrazy.

Limitations: The gamers questioned mainly live in the Austin, Texas area. They are predominately college students; therefore, gamers within the age group who are in the workforce were not reached.

Conclusion: This is an important test effort to target because RadioShack wants to become one of the names that comes up when gamers are asked where they buy their games/game consoles. According to eMarketer, RadioShack is currently positioned fifth in audio/video retail stores from which US households purchased a game console in the last year with 7% of the market. There is still room to grow because of the fact that many do not think of RadioShack for their gaming needs. We need to position RadioShack as a convenient place to turn to for all your game consoles and hot new games.

Situational analysis



Strengths

- + convenience
- + customer service
- + well known and established brand
- + strong market share of wireless phones market

Weaknesses

- + small size
- + product selection
- + low place in consumer's mind for consumer electronics
- + outdated image

- + push specific products such as cell phones and game consoles
- + partnering with companies whose products are offered at RadioShack
- + new target markets to complement products (ex: gamers with consoles)

- + dependence on the success of products promoted
- + mega-stores like Wal-mart and Best Buy

Opportunities

Threats

Target market



Primary Target

Men, 35 to 54, income of \$50,000+

According to Mintel, 35-54 year olds spend the most per product on A/V products. In addition, head of households in the age group of 45-54 have the highest income followed closely in second by 35-44 year olds. In addition, males with an income of over \$50,000 favor shopping at electronic stores, therefore more discretionary income.¹ According to Scarborough data, 6.6% of men aged 35-54 with a household income of \$50,000 plus have purchased A/V equipment from RadioShack in the last year. Also, 3.8% purchased hardware or software from RadioShack. There are approximately 41.6 million men 35-54 in the United States. A majority of the target are white (84.5%), work full-time (80.5%) in white collar jobs (51.2%) and are married (67.6%).²

Media consumption: Men in this age group main daily media consumption is television, spending about 270 minutes a day watching TV. They also listen to the radio (136 minutes) and use the internet (98 minutes) everyday. As income increases in the target, use of television and radio decline, while use of internet, newspaper, and magazines increase.

Roger That is a 40 year old working professional in Dallas, Texas. Roger is married with two children. His work requires traveling, so he spends lots of time in and out of airports. Since he is very busy, he cherishes every opportunity to spend time with his family whether during vacation or at the home. He is electronically savvy and enjoys researching the newest technology. He is always looking for ways to make their lives easier and is willing to pay more for higher quality electronics.



1 www.mintel.com

2 Scarborough

Target market



Secondary Target

Mothers (with children <18)

At 69%, the majority of this segment is married while 17% have never been married. These women enjoy convenience and proximity. In fact 37% are more likely to shop closer to work and home. These women are 11% more likely than the general population to have media usage habits that are heavy in magazine and television, with more magazine than television usage. Time and NewsWeek are popular publications among these mothers who also watch about two hours of television a day on average. Though email usage is the primary online activity for these women, 23% of these moms spend between \$100-499 online each year. While about 15% of moms online bought toys and games in the last year, 4% purchased consumer electronics online.^{1,2}



Anna Log, a 35 year old mother of two children, works a part-time job but nonetheless lives a hectic lifestyle. Every opportunity that may make her life easier is crucial to her daily routine. Anna likes to stay informed and is open to her children's tastes and preferences when shopping. Her children are top priority and Anna will extend herself to anything they may need. Anna is somewhat tech-savvy, but she mainly learns about technology through experiences with her children.

1 MRI

2 Scarborough

Target market



Test Effort

Gamers, males 18-24

Scarborough data shows that 71% of men in the age group of 18-24 have made an A/V purchase from RadioShack last year. According to Mintel, men 18-24 feel like they are experts in technology and take pride in being in the know about technological products and giving advice to friends. At 59%, adults aged 18-24 are the age group most likely to own some form of video game console (Mintel 2006). Also, males own more video game consoles (65%) to females (53%). Within this target market, the most popular game console is Playstation 2, at 56%. They mainly enjoy playing action/adventure (74%), sports (61%), simulation (59%), and fighting (56%) games. Fighting games are the most popular in this age group when compared to all other ages. They purchase on average 4.5 video games a year. The main source of information for deciding on what games to buy is through word-of-mouth/recommendations from friends (67%). Gamers, 18-24, are more likely to focus on playing one game at a time until they complete it or get bored of the game.^{1,2}



Will Co is a 21 year old UChicago college student. He is extremely tech savvy and his main media consumption is internet. He owns multiple consoles, and gaming is a hobby, de-stresser, and a social activity. He is extremely influenced by his friends who inform him on what games are hot or not. He regularly attends gaming conventions to stay up to date on the latest games and gaming consoles.

1 MRI

2 Scarborough

Geographic target areas



DMAs

The first criteria which we utilized to select the target market is based on sales ranking by merchandise. The three categories we chose were:

- (1) television, video recorders, video cameras, video tapes, etc.,
- (2) audio equipment & musical instruments & supplies, and
- (3) computer hardware, software, and supplies.

In addition, we took into consideration the number of households with a household income of \$50,000+, because consumer electronics are high end products. After developing these criteria, we were left with 10 DMAs. They include:

1. New York
2. Los Angeles
3. Washington DC
4. Philadelphia
5. Boston
6. Chicago
7. Dallas - Ft. Worth
8. San Francisco - Oakland - San Jose
9. Miami - Ft. Lauderdale
10. Seattle - Tacoma

Figure 2 - DMA Demographics

DMA	Total Adult Population¹	Gender Breakdown (18-64)¹	Target Age Breakdown²	Median Household Income¹
New York	15,752,100	Men: 6,325,300 Women: 6,448,900	Men (35-54): 3,089,600 Women (25-44): 2,982,100 Men (18-24): 980,400	\$46,480
Los Angeles	11,703,700	Men: 4,329,600 Women: 4,220,100	Men (35-54): 2,880,700 Women (25-44): 2,381,200 Men (18-24): 626,100	\$44,445
Washington DC	4,594,400	Men: 1,620,900 Women: 1,657,100	Men (35-54): 917,000 Women (25-44): 912,600 Men (18-24): 283,200	\$51,847
Philadelphia	5,974,400	Men: 1,994,600 Women: 2,039,600	Men (35-54): 1,180,600 Women (25-44): 1,068,400 Men (18-24): 886,700	\$33,229
Boston	4,789,100	Men: 1,622,200 Women: 1,650,300	Men (35-54): 941,000 Women (25-44): 879,500 Men(18-24): 291,000	\$47,974
Chicago	7,170,900	Men: 2,551,900 Women: 2,639,100	Men (35-54): 1,401,800 Women (25-44): 1,388,500 Men (18-24): 476,100	\$43,223
Dallas- Ft. Worth	4,836,400	Men: 1,841,900 Women: 1,755,600	Men (35-54): 990,200 Women (25-44): 968,200 Men (18-24): 887,000	\$38,276
San Francisco - Oakland - San Jose	5,167,500	Men: 1,836,600 Women: 1,744,000	Men (35-54): 1,065,900 Women (25-44): 969,000 Men (18-24): 290,400	\$65,497
Miami - Ft. Lauderdale	3,251,900	Men: 1,082,000 Women: 1,102,700	Men (35-54): 628,300 Women (25-44): 596,600 Men (18-24): 191,900	\$27,088
Seattle - Tacoma	3,529,200	Men: 1,252,300 Women: 1,213,100	Men (35-54): 708,200 Women (25-44): 646,200 Men (18-24): 227,900	\$58,311

¹ SRDS

Figure 3 - DMA TV/Events

DMA	DMA Rank ¹	TV Stations (wk%) ²	Events ²
New York	TV HH Rank: 1 Cable HH Rank: 8	A&E (29.0%) CNN (36.8%) The Discovery Channel (36.3%) ESPN (23.9%) FOX News Channel (32.0%) TNT (29.0%)	Art Museum (24.0%) Live Theater (42.9%) MLB (23.1%) NBA (6.4%) NFL (7.9%) NHL (8.4%)
Los Angeles	TV HH Rank: 2 Cable HH Rank: 148	CNN (35.0%) The Discovery Channel (34.7%) ESPN (22.4%) Fox News Channel (22.1%) TNT (25.6%)	Disneyland (31.5%) MLB (23.1%) NBA (10.1%) MLS (2.6%) NHL (7.2%)
Washington DC	TV HH Rank: 8 Cable HH Rank: 82	A&E (28.2%) CNN (37.0%) The Discovery Channel (32.1%) ESPN (26.2%) FOX News Channel (29.7%) TNT (27.2%) USA (24.2%)	Art Museum (31.3%) Live Theater (20.6%) National History Museum (20.7%) MLB (13.6%) NBA (8.5%) NFL (8.1%) NHL (5.5%)
Philadelphia	TV HH Rank: 4 Cable HH Rank: 9	A&E (34.9%) CNN (38.2%) The Discovery Channel (34.2%) FOX News Channel (34.2%) TNT (34.8%)	Live Theater (33.6%) MLB (14.3%) NBA (10.2%) NFL (9.6%) NHL (9.4%)
Boston	TV HH Rank: 7 Cable HH Rank: 2	CNN (37%) The Discovery Channel (36.8%) ESPN (29.1%) Fox News Channel (31.0%) TNT (30.9%)	Live Theater (29.6%) MLB (24.6%) NBA (7%) NFL (6.4%) NHL (7.8%)
Chicago	TV HH Rank: 3 Cable HH Rank: 88	The Discovery Channel (35.6%) CNN (30.3%) FOX News Channel (25.3%) The History Channel (24.0%) TBS (21.4%) TNT (25.4%)	Art Museum (19.3%) Live Theater (29.2%) Six Flags (16.5%) MLB (24.1%) MLS (2.6%) NBA (5.8%) NFL (6%) NHL (4.2%)
Dallas- Ft. Worth	TV HH Rank: 6 Cable HH Rank: 196	A&E (28.3%) The Discovery Channel (32.0%) FOX News Channel (24.5%) ESPN (26.0%) CNN (27.9%) The History Channel (22.3%)	Art Museum (19.6%) Six Flags (16.5%) MLB (18.8%) MLS (2.3%) NBA (9.9%) NFL (10%) NHL (11.2%)
San Francisco - Oakland - San Jose	TV HH Rank: 6 Cable HH Rank: 86	A&E (30.6%) CNN (36.3%) The Discovery Channel (40.3%) ESPN (26.8%) FOX News Channel (25.9%) TNT (30.5%)	Art Museum (22.7%) Live Theater (23.9%) Six Flags (12.8%) MLB (30.4%) NFL (11.8%) NHL (8.0%)
Miami - Ft. Lauderdale	TV HH Rank: 16 Cable HH Rank: 68	CNN (37.8%) The Discovery Channel (37.7%) FOX News Channel (28.0%) ESPN (20.6%) TNT (24.2%)	Disney World (27.7%) MLB (11.3%) NBA (6.7%) NFL (8.2%) NHL (7.2%)
Seattle - Tacoma	TV HH Rank: 14 Cable HH Rank: 42	A&E (27.2%) CNN (33.8%) The Discovery Channel (42.6%) ESPN (26.5%) FOX News Channel (24.4%) The History Channel (27.4%)	Live Theater (24.9%) MLB (40.4%) NBA (10.0%) NFL (7.2%) College Football (7.5%)

¹ SRDS

² Scarborough

Vision



& objectives

Vision

RadioShack **IS** the products it carries and media vehicles will be used to drive consumers to the store.

Shopping at RadioShack is simple and RadioShack's advertising message will cut through the clutter of other mass electronics merchandisers.

Advertising Objectives

- + Increase instore traffic by 40%.
- + Increase sales by 20%.
- + Double RadioShack's current market share.

Media Objectives

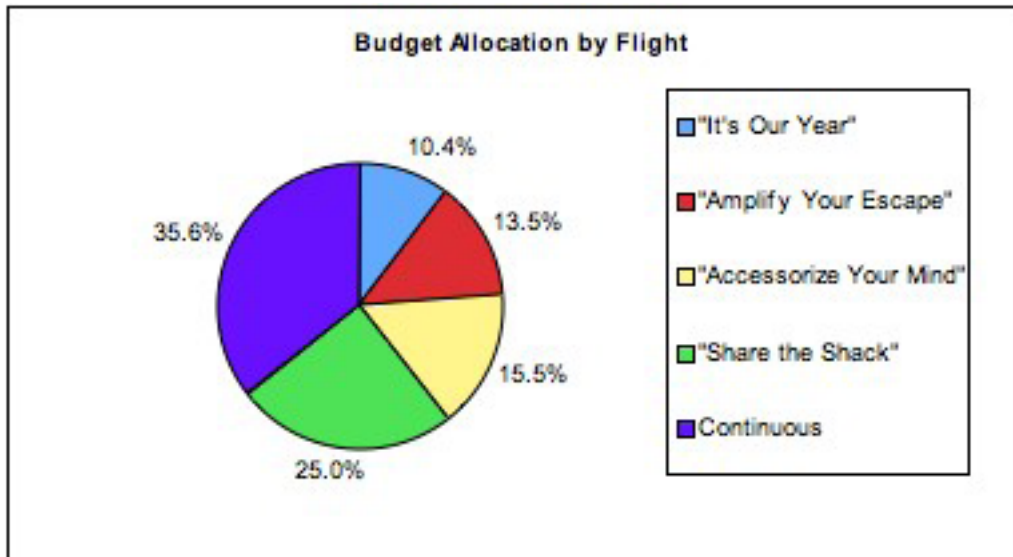
- + To **reach** 80% of each of the target markets
- + To have a **frequency** of 5 exposures each flight

Media Recommendations



Flight Descriptions

Figure 4



Each flight is designed to accommodate special targets, special needs, but most importantly special products to push. The year is divided up into months that fit well together and complement specific products. Each product is briefly described and each manifest the importance of taking one product and running with it. This flighted media plan best suits the advertising and media objectives presented. Additionally, it is important to remember that RadioShack is best known for the sale and variety of cell phones and plans. Accordingly, each flight is designed to push specific cellular phones and plans. However, each product is subject to flexibility according to what's new and hot that month. These products are simply suggestions that have either been top sellers or have created hype.

Flight 1 (Jan. 1 – Feb. 16) "It's Our Year"

The first flight will span one and a half months in an effort to starting the year off with a bang on New Year's, becoming closer to loved ones during the lovely month of February and gathering around the big screen during the Super Bowl. These months are critical to RadioShack because it will increase product consumption and awareness, hence increasing in-store traffic and sales. The products that we push are entirely relevant to the flight, complementing each month and purchase behavior.

+Pink and Red Cell Phones: Samsung's newest red A737 from AT&T and Motorola's pink RAZR V3 will be the best present for cold February's hottest couple. It is only available in store and will encourage couples to visit the store together. The amazing qualities will inspire couples to stay in touch and stay close with features that include a VGA camera and Bluetooth wireless capabilities.

Media recommendations



+Arm band case and Ipod: With new resolutions and improved, healthy lifestyles, this set is perfect for our flight. It allows RadioShack's consumers to stay in shape and in style while they play or workout. It has an elastic band for the wrist or leg, making it versatile and accessible.

+Pedometer: Oregon's scientific talking Pedometer is only offered in store and is the perfect product to emphasize in January. It verbally announces distance walked, calories dissolved, and steps taken for a healthy and modern workout. Music will motivate customers to take a new approach as the new year rolls in, and RadioShack will be there every step of the way.

+Home Theater System: The Panasonic Deluxe DVD Home Theater System is available on the web, increasing clicks and online usage. The two tower speakers will exert amazing display and surround sound during the ever-present Super Bowl. As the boys gather around, chomping and guzzling, RadioShack will make a name for itself, impressing the entire audience.

Flight 2 (May 18 - July 19) "Amplify Your Escape"

Flight 2 will promote a whole new slew of products that are specific to each month. The summer time is an important season to inspire family unity and the get-away experience. RadioShack must capture the attention the targets as they escape to their own personal getaway, whether it is killing time on a flight, a family vacation to Disneyworld, or a road trip to the beach—running away and amplifying the experience is the goal.

+GPS Navigation: The newest addition to GPS options is the Magellan Maestro, the most sophisticated in-vehicle unit, which maximizes any traveler's experience. With hands-free control, a Bluetooth-enabled phone, live traffic reports, maps, and a color touch-screen, this is amplification. The voice command capability allows the driver a fresh and progressive approach to an ordinary a road trip, captivating all who are present while displaying a correlating image to RadioShack.

+Portable DVD player: Sony's Li-ion Portable DVD Player goes beyond entertainment, as being stuck in the car will no longer be dreaded. The kids will enjoy long-lasting movie viewing without hassle of conserving battery life. RadioShack relishes on memorable experiences that everyone is able to enjoy, and this second flight does everything to convey a family experience to remember.

+Handheld educational consoles: Leap Frog Learning Game System is ideal for the child on the long flight that doesn't take naps. The amazing features will entice any kid who is attracted to vibrant colors and sounds, and it will certainly expand their knowledge without even realizing it. RadioShack will build a healthy relationship between parents and their children by pushing this product during the summer. As a revolutionary teaching device, it is the ultimate in amplifying what could have been a boring summer.

Media



recommendations

+Family Cellular Plans: When it comes to family plans, RadioShack has got it. Samsung's Trumpet Mobile is sleek and nowhere near standard so that everyone in the family is comfortable using it. This summer flight encourages family time and harmony, and with built-in features like Western Union Money Transfer and text messaging, it is the perfect communication tool. RadioShack offers family plans that suit specific needs and budgets, and therefore accommodates a connected family and summer vacation.

Flight 3 (Aug. 3 – Sept. 27) "Accessorize Your Mind"

This particular flight is dedicated to back to school supplies and accessories that enhance learning and academics. Students and mothers will alleviate their stress as the new school year approaches. RadioShack will be accessible and valuable, appeasing the pressure of beginning a semester. A sense of ease and comfort with RadioShack's products is highlighted during this flight. Each product that is pushed forward is critical to branding RadioShack, proving to be necessary accessories for the mind.

+Laptop: RadioShack's new Compaq Presario is an appropriate semester-starter for any student. With plenty of storage and entertainment options, consumers will enjoy a productive and successful school year. The new Vista Home and its high definition widescreen is not only attractive but useful to these particular targets. Mothers can be assured that their child is embarking on a fresh start with the help of RadioShack. The benefits customer services and convenience which RadioShack offers will conciliate the stresses of technology and academics. RadioShack cares about the progress of their customers, and this is the ideal product to prove so.

+Graphing Calculator: The TI-84 Plus Silver Edition is the top of the line, national best-selling calculator. Its built-in USB cord, extensive memory and sharp speed is priceless and beneficial to every student. Our back to school flight underlines RadioShack's interest in progress and success, and this top notch calculator is the epitome of academic tools to promote.

+Pentop Computer: The Leap Frog FLY Fusion Pentop Computer inscribes itself into flight 3, with its instant response to anything written by the target markets. The computer's unbelievable features are incredibly useful in any student environment. It allows for a USB connection to upload notes, homework, and email options. This RadioShack product fuses the digital world with the academic world, engraving your brand and value to every student.

+Blackberry Curve 8310: This trendy and useful RadioShack product is ideal for college students transitioning into the real world, taking mobile convenience to a whole new level. It's wireless delivery and intuitive nature is great for students on the go or at work. RadioShack wants to be there to support these needs, and advancing the Blackberry will give a positive image, activating consumer awareness and consumption.

recommendations

Flight 4 (Nov. 16 – Dec. 31) “Share the Shack”

’Tis the season to give and receive. Sharing the Shack is symbolic of spending time with and giving back to family and friends, and RadioShack products will be right alongside the holiday season. Products during this flight are entertaining and captivating, making gift-giving fun and easy. This flight should be the most prosperous and RadioShack must thrive off these significant months. In an effort to bring close ones even closer, promoting meaningful and relevant RadioShack products during the season is nothing short of advantageous.

+Wii games and Gamer’s Case: The perfect gift for any gamer, any age. RadioShack will be promoting two accessories to the Wii at once: popular games and the Intec Pro Gamers Case for the console. Its aluminum cover and extra compartments are designed to protect the console for that gamer on the go or who plays in teams at friends’ houses. The Wii, intended to play in groups with friends, is the perfect tool for highlighting the act of giving and sharing time together during the final flight. A recommendation is to also promote the upcoming release, Super Smash Bros. Brawl, a crossover fighting game far from the traditional and guaranteed to engage- perfect as a stocking stuffer.

+RC Helicopter: The Indoor Micro Mosquito Helicopter is among RadioShack’s top selling products and is great for adults young at heart or young teens. This flight represents revolutionary toys and gadgets that are cutting edge for the modern consumer. Equally entertaining, this pint-size ’copter comes with a recharging base and a 30-foot range, perfect for creating high-speed mischief or just pestering coworkers after the holidays wrap up.

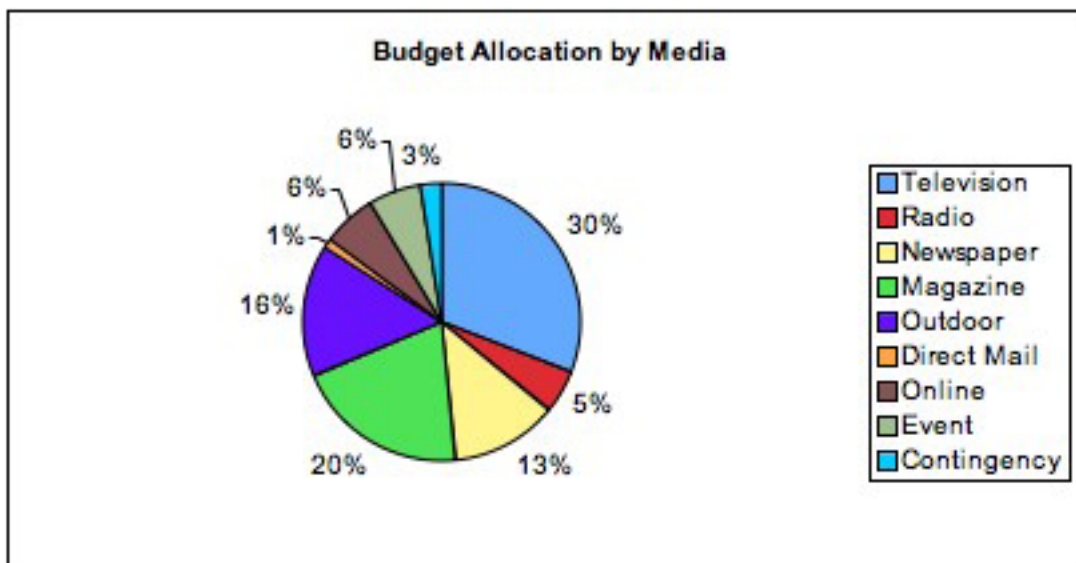
+Camcorder: Sony’s miniDV Handycam comes with everything RadioShack’s customer needs to capture those special holiday moments. RadioShack cherishes the holidays, and promoting this product would further emphasize the importance of sharing the Shack. It makes both a wonderful gift and an exceptional tool to use throughout holidays at grandma’s or a getaway ski trip in Colorado, perfectly targeting your consumer base.

+RadioShack Gift Card: The holiday gift-giving season is sometimes more a guessing game than anything else. The RadioShack gift card makes busy Christmas shopper’s lives easier and the receivers’ holiday more enjoyable. The final flight does everything to demonstrate a pleasant and memorable holiday, allowing RadioShack to be a part of the cheer season.

+Katana DLX by Sanyo: The Katana DLX is the last and final cell phone to advance, this phone has all the capabilities necessary to feel modern and look trendy. As the year comes to a close, RadioShack celebrates the latest champagne-colored Katana, commemorating the forthcoming year. The final flight, “Share the Shack,” embodies a time to give and receive special and thoughtful gifts. RadioShack is ideal in facilitating necessary, fun and attractive gadgets during this season.

Media Selections

Figure 5



Television

Considering the Writer's Guild of America strike, it is necessary to address the relevance to television and to RadioShack. The strike has greatly affected a number of television networks, as many script writers have refused to continue working without fair compensation, causing many popular shows to air re-runs immediately after November 5, 2007. Viewers may tune out, become bored, or pay less attention to TV as the dilemma escalates. This is critical to RadioShack, television being the lead medium, so in an effort to diffuse the effect on network television, PB&J has chosen to emphasize cable television.

Television advertising offers an exciting, audio-visual experience that lends itself as the best medium for pushing products in a dynamic and persuasive way. It has a consistent and successful track record of promoting products, which is why television has been chosen as our lead medium. Consumers are also most likely to learn about products and how to use the products they want to buy. In addition, television sets are becoming larger and larger, and many homes now own more than one, thus allowing for an enhanced viewing experience. To advance certain products, television is ideal in providing a vivid impression and in building RadioShack even further. Through Scarborough research, it is evident that men are most inclined to watch CNN, The Discovery Channel, A&E, Fox News, and ESPN. Likewise, women enjoy Lifetime Movie Network, HGTV, Oxygen, TLC, and The Food Network. Lastly, as the test market, gamers will watch mostly TNT, HBO, ESPN, MTV, and USA.¹

1 Scarborough

Media



recommendations

Radio

Radio is ideal for mobile listeners. According to Arbitron, radio's audience size continues to grow not only in-car listening, but at the office too. Americans are on the move, fast-paced, and pick up messages without realizing it. Radio offers the opportunity to tailor messages to a definite audience. RadioShack would benefit using radio to drive consumers to the nearest store as they are already on the road or commuting. The objective is to push products, however radio does not allow consumers to see, test, or feel the merchandise. Therefore, we are allocating a smaller, more concise budget, designated as follows: men are predisposed to classic rock, country, news/talk/information, oldies and Hot AC, according to Scarborough. Women prefer soft adult contemporary, country, adult contemporary, 80s hits, and classic rock. Our gaming target enjoys rhythmic contemporary hit radio, pop contemporary hit radio, alternative, urban contemporary, and classic rock.¹

Newspapers

One of the top five reasons people read newspapers is to look for advertisements because consumers go there to help them make purchase decisions, and 52% see newspaper ads as valuable for planning shopping. Only 10% would like to see ads from newspapers eliminated as opposed to 34% for TV and 38% for Internet. Newspapers keep consumers engaged and involved, and consumers trust newspaper more than other other medium. According to research by the Readership Institute at Northwestern University, almost 80% have visited a store as a result of newspaper advertising and have bought something advertised.²

Advertising in ten of the top newspapers will give RadioShack a wide, national and local reach to targeted audiences. With the Writer's Strike turning audiences away from television, many are now going to newspapers more than ever.³

1 Scarborough

2 "Newspapers". <http://www.newspapermedia.com/whynews.cfm>

3 http://adage.com/mediaworks/article?article_id=122076

Media



recommendations

Magazines

Magazine is an ideal way to reach target specific markets with little waste. Magazine readers are interested in the content of the media which means communication is more likely to be effective as readers are relaxed and engaged. For this reason, magazine spreads are excellent for pushing products related to audience lifestyles and interests. Further, advertisements in magazines have staying power because consumers typically read them over time as opposed to reading them in one sitting. This means that there is potential for repeat exposure to RadioShack advertisements over weeks, months, or even years. There is also a high passalong rate for this media resulting in repeat exposure as a magazine is read multiple times by several people. Moreover, the high quality production and glossy pages of magazines offer creative flexibility to spreads.

Magazine was used in this plan to increase frequency and exposure to the RadioShack brand. In most of the chosen publications, there are continuous flights with a RadioShack presence year round. In many cases there was an opportunity to increase advertising space as magazine schedules correlated with specific flight goals*.

*Many of the 2008 production schedules for the publications selected were not released at the time this media plan was created.

Outdoor

Outdoor media are very flexible because of their ability to reach consumers outside of the home and while on the go, when they are most likely to make a purchase decision. Repeated familiarity, exposure, and retention helps them make a choice at the point of decision as well as increase their awareness of a certain product or service. A majority of RadioShack's competitors do no outdoor advertising, allowing RadioShack to dominate this form of media. Not only that, outdoor advertisements are a way to break through the clutter of broadcast and print, without a way for consumers to avoid the message. The large or unique, colorful format makes out-of-home media eye-catching.

Illuminated Billboard

Billboards would serve a directional purpose in Seattle, Miami, Los Angeles, and Dallas-Ft. Worth, since driving, either alone or carpoled, is the predominant form of transportation, and few make use of public transportation. Featured products would also be displayed on the billboard as an extra incentive to drive to RadioShack. Illumination allows drivers to see the billboard at night, allowing 24/7 maximum exposure of the message.



recommendations

Transit & Street Furniture

In areas where public transportation and walking play an important role, advertising in/on transit and street furniture would be key to reaching consumers while they wait. In the New York, Washington DC, Chicago, Boston, Philadelphia, and San Francisco DMAs, at least 10% of the population use public transportation to work. In New York City itself, 29% use public transportation. Advertising would be done on subway platforms while commuters wait for their rail, inside buses as passengers look for their stop, and atop taxicabs for even passers-by to notice.

Airplane

Tray table advertising on U.S. Airways offers 23 million impressions a month with 92% of passengers viewing their tray tables. Educated, affluent, traveling consumers would be exposed to the message for a potential average of 3.2 hours. Advertising on overhead bin panels would target more efficiently and be less intrusive. These fairly new and innovative media reaches the consumer in an uncluttered area.

Direct Mail

Direct mail as an advertising media provides personalized messages to specifically targeted groups of current and prospective consumers. Messages can be personally addressed to recipients and sent directly to them achieving a form of one-on-one contact that is not possible through other media. Further, with direct mail, there is less competition fighting for the attention of the consumer at the moment of interaction which also allows for an edge on competitors who will remain unaware of this marketing strategy.

Another benefit to this media option is that it allows for complete control and creativity. List generation can be developed based on a number of factors and criteria making for a highly target-able communication effort. These lists can then be added to Radio Shack's already impressive consumer database in order to generate new business and more effective mailings. Additionally, direct mail is a measurable media. It allows Radio Shack to be in complete control of offers sent with the ability to tailor messages according to consumer interests or sales objectives. Employing direct mail as part of the media plan is an effective use of Radio Shack's budget because these offers can also be tracked by monitoring redemption rates, increased sales and website and in store traffic during the time of promotion.

Media recommendations



Internet

The Internet is the largest growing media vehicle today.¹ Consumers look to it as the source of all information, especially consumer electronics. According to eMarketer, after doing research online, 51% of consumers drive to the store because they “want it now”. Another 42% will drive to the store in order to see and touch the product.² Since our vision is to drive people to the store for a specific product and hopefully pick up some accessories along the way, the internet is a great investment.

Search engine optimization, commonly called SEO, is optimizing a website so it appears high on the organic results list of a search engine. This can be done through modifying a site’s html code through meta tags, alternative descriptions, titles, and many others. Paid search accounts for the greatest percentage of total expenditures of the Internet. RadioShack will participate in search engine marketing to stay in the same levels with our competitors and allocate \$3,000,000 for the year towards this goal.

Each one of our four flights will have a micro-site that will serve to complement our specific products. Each one will have an opportunity for visitors to sign-up for RadioShack’s mailing list.

Flight #1 – **www.thebestyearever.com**

Consumers have a chance to tell all their New Year’s Resolutions to www.thebestyearever.com and get help on how to achieve their goals! With periodical e-mail reminders and ideas on how to make this year the best yet, RadioShack can help! Our suggested products are tailored for each specific goal. For instance, spend more time with the family with a great wireless plan. Jam away the pounds with an armband for the Ipod Nano. This micro-site will kick-off on New Year’s Eve.

Flight #2 – **www.driveupthewall.com**

This micro-site will feature a multi-level game where each player represents a car going on a journey. The point of the game will be to go through the maze (with increasing difficulty for each level) finding the way to their much-needed electronics. From new batteries and broken earphones to GPS navigation systems and portable DVD players, consumers will learn that they can pick up many of these items at the neighborhood RadioShack located all over the nation.

1 Internet Advertising Bureau and Morgan Stanley Research.

2 www.emarketer.com

Media



recommendations

Flight #3 – www.mybestsubject.com

This micro-site will be the greatest resource for families preparing for the looming school year ahead. This site will offer an application to make custom class schedules students can print out or email to their families and friends. Also, there will be a resource for buying the right type of calculator for the appropriate level of study. Studying tips will be spread out across the site to help students keep track of their upcoming lessons. With so many helpful resources and tips, RadioShack will prove to their local community that they care about their children's education and know the right tools to achieve success in the classroom.

Flight #4 – www.theredchair.com

Visitors to www.theredchair.com will have a chance to create their own personalized wish list for the upcoming Holiday season. They will choose a variety of products that RadioShack has in stock from an interactive rich internet application. They will be able to send email postcards to their friends and family to check out this cool site with some of their favorite products on the e-card.

Events

RadioShack will host a special **Internet safety seminar**, aimed specifically for children and their concerned parents. This 10 city nation-wide tour will teach children about the dangers of the Internet and how to protect their computer, or worse, themselves. This free seminar will appeal to our target audience of mothers and their growing concern of sexual predators online as well as viruses affecting the functionality of the computer. After the seminar, there will be a special discount off of **CA Security Suite 2007**, an all-inclusive digital armor for the PC. This continuous campaign will show the communities of each DMA that RadioShack cares for its children. Not only will it generate brand awareness and general goodwill, mothers and their children will associate RadioShack as reliable and trustworthy. An allocation of \$500,000 will be set aside for the cost of the tour and promotions.

Media



recommendations

RadioShack will sponsor each DMA's **major league baseball team**. If the home team wins the game, a coupon will be given for 15% of a \$50 purchase or more. There will also be advertisements for RadioShack along each DMA's baseball stadium. This is a great way to reach the target due to fact that 16% of all males between the ages of 35-54, who make an income of 50k+, attend Baseball games more than anything else. This is roughly 13.5 million people! Stadium advertising will help increase brand awareness, as well as connect the RadioShack image to a sporting atmosphere in order to create an emotional attachment for men. An allocation of \$2,000,000 will be set aside for banner placement in each DMA's major baseball stadium.

RadioShack will also host a **sweepstakes** for the Gamers portion of the campaign. In order to partake in the sweepstakes, the 18-24 year old males will need to visit their local RadioShack to be entered in a chance to win two, 3-day passes for the Austin City Limits concert in Austin, Texas. According to research, 32.3% of Gamers attend rock concerts. This constitutes roughly 991,550 people within that demographic. These free passes, which are a \$320 value, would be greatly appreciated within this rock-band aficionado, target market.

Budget



Flight 1 – “It’s Our Year” – January 1-February 16 – 10.4%

Medium	Flight \$	Flight % of \$
Television	\$2,396,369.5	46.1%
Outdoor	\$843,526	16.2%
Newspaper	\$1,332,954	25.6%
Radio	\$373,301.95	7.2%
Contingency	\$253,848.55	4.9%
Total	\$5,200,000	100%

Flight 2 – “Amplify Your Escape” – May 18-July 19 – 13.5%

Medium	Flight \$	Flight % of \$
Television	\$2,396,369.5	35.5%
Outdoor	\$1,991,736	29.5%
Newspaper	\$1,713,798	25.4%
Radio	\$373,301.95	5.5%
Contingency	\$274,794.55	4.1%
Total	\$6,750,000	100%

Flight 3 – “Accessorize Your Mind” – August 3-September 27 – 15.5%

Medium	Flight \$	Flight % of \$
Television	\$3,996,559	51.6%
Outdoor	\$1,289,878	16.6%
Newspaper	\$1,523,616	19.7%
Radio	\$639,567.9	8.3%
Contingency	\$300,379.1	3.9%
Total	\$7,750,000	100%

Flight 4 – “Share the Shack” – November 2-December 31 – 25%

Medium	Flight \$	Flight % of \$
Television	\$6,662,360	53.3%
Outdoor	\$2,733,512	21.9%
Newspaper	\$1,713,798	13.7%
Radio	\$1,019,783.1	8.2%
Contingency	\$370,546.9	3%
Total	\$12,500,000	100%

Continuous – FY2008 – 35.6%

Medium	Flight \$	Flight % of \$
Magazine	\$10,084,213.84	57.0%
Direct Mail	\$641,217.07	3.6%
Online	\$3,000,000	17.0%
Event	\$3,000,640	17.0%
Contingency	\$958,339.07	5.4%
Total	\$17,684,410	100%

Budget



Figure 8

RadioShack Campaign Budget	
MEDIA	
Print	
Newspaper	\$6,284,166
Magazine	\$10,084,213.84
Broadcast	
Television	\$15,451,658.50
Radio	\$2,405,954.90
Outdoor	
Billboards/Transit/Airplanes	\$7,793,622
Direct Mail	
Coupons	\$641,217.07
SEO	
Google	\$3,000,000
Event Sponsorships	
Baseball Sponsorship	\$2,500,000
Gamers Sweepstakes	\$640
Internet Safety Tour	\$500,000
Media Total:	\$48,661,472
Contingency	
Contingency Total:	\$1,338,527.69
TOTAL ADVERTISING BUDGET	
Total Advertising Budget:	\$50,000,000

M **Measurement** **R** & **evaluation**

In order to most effectively measure T.V. and radio effects on the consumers, we will be conducting focus groups. One focus group will be administered before the new campaign to test the consumers' initial awareness of Radio Shack and their products. After the new campaign is run, there will be a follow-up focus group where their awareness will be tested again in order to view any differences in their attitudes toward the company and its products.

To evaluate the importance of sponsorships and events, employees will be measuring how many people attend an event. The attendees will hand over ticket stubs, while walking in the doors, to participate in a Radio Shack raffle. This will create a measurable number of people that attend, while giving them something to look forward to.

In order to evaluate direct mail and newspaper response, managers at each store will have to keep track of the percentage of coupons that are being redeemed at each location, and from which medium the customers noticed the coupons. In turn, this will prove how many consumers are being pushed toward in-store purchasing through the coupons.

To measure the use of billboards, we will conduct surveys around the areas surrounding the billboards. This will show us how effective the billboards are at catching the consumer's attention and raising awareness of the brand.

Conclusion



Just like peanut butter goes with jelly, PB&J Communications goes with RadioShack...one just cannot go without the other. PB&J Communications is 100% dedicated toward adding the flavor, the consistency and the innovation to a client's brand in order to help it succeed within this highly competitive industry. Believing in clients, assuring them personalized service and generating ideas to cater to their unique business needs are just a few of the methods encompassed within PB&J Communications.

PB&J Communications is staffed with knowledgeable and driven advertising associates who want to provide clientele with the attention they deserve. Expressed by the motto, "We go together," PB&J Communications is an agency that is very dedicated in working together to comprise the best execution plan for the brand. Delivering second-to-none results to fulfill clients' utmost desires, is the backbone of the agency and what keeps PB&J striving to do its best.

PB&J Communications is certain that this campaign will deliver pleasing results in an efficient manner. Having worked hours upon hours, PB&J is also confident with the thoroughness and quality of the campaign. Looking forward to the future together, PB&J Communications reminds its clients that one just cannot go without the other – RadioShack and PB&J Communications just fit.