

Flash 5 Energy Bars

2004 National Campaign / Media Activity Blocking Chart

Phase One Elements	Media	Markets	Details	Total Cost	March		April				May				June				
					29	5	12	19	26	3	10	17	24	31	7	14	21		
Paid Media Programs					GRP's														
Outdoor	Horizontal Billboards	Vancouver	Located near targeted stores	\$199,540	50				25					25					
		Kelowna	Located near targeted stores	\$9,225	50				50					25					
	King posters	Vancouver	On buses - Obie	\$72,800	50				25										
		Kelowna	On buses - Obie	\$9,240	75				50					50					
Radio	30 second ads	Vancouver	CHQMFM	\$85,000	250														
			CJRFM			250													
			CKZZFM				250												
	30 second ads	Kelowna	CHSU	\$10,400	300														
			CILK			350													
Alternative	Shopping Cart Ads	Vancouver	45 stores: Save-on Foods, IGA, Wal Mart	\$5,130	67														
	Shopping Cart Ads	Kelowna	15 stores: Save-on Foods, IGA, Wal Mart	\$1,710	67														
	Floor Decals	Vancouver	20 stores: Save-on Foods	\$2,560	32														
	Floor Decals	Kelowna	3 stores: Save-on Foods	\$384	32														
	POP Displays	Vancouver	45 stores: Save-on Foods, IGA, Wal Mart	\$0	150														
	POP Displays	Kelowna	15 stores: Save-on Foods, IGA, Wal Mart	\$0	150														
	TakeOne Coupon	Vancouver	45 stores: Save-on Foods, IGA, Wal Mart	\$3,510	78														
	TakeOne Coupon	Kelowna	15 stores: Save-on Foods, IGA, Wal Mart	\$1,170	78														
Total Budget Estimated:				\$400,669															
Contingency/Opportunities:																			
Total Budget Approved for Plan:				\$400,000															
Total Budget Surplus/Deficit:																			
					Total GRPs:														

Total GRP's
2800
3500
2100
4900
1000
1200
402
402
192
192
900
900
468
468
19,424

