

Integrated Marketing Communications Plan for Reebok ZPrint Run  
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Submitted to Dr. Ruth E. Brown  
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## SITUATION ANALYSIS

### Company Analysis

**History/background:** In 1890, Joseph William Foster founded the shoe company J.W. Foster and Sons and developed the first shoes with spikes (“Our History”). In 1958, Foster’s two grandsons created a companion company to J.W. Foster and Sons and named it Reebok after a species of African gazelle. In 1979, Paul Fireman discovered the shoes at a tradeshow. That same year, Fireman negotiated for a North American distribution license and introduced the first three Reebok running shoes in the U.S. (Ellis). In 1982, Reebok designed the first athletic shoe especially for women. This shoe, known as the Freestyle, was the best-selling product of all time for Reebok (“The History”). Reebok also incorporated with sports in the 1990s and had deals with the NFL and the NBA. The Pump shoe was popular in the basketball community, and Reebok partnered with Allen Iverson in 1996 (Ellis). However, on January 31, 2006, Reebok was bought out by Germany’s Adidas-Salomon for \$3.78 billion (“The History”). Both Reebok and Nike were battling for second place behind Nike and this merger looked to help them overtake the company.

**Vision:** “We envision a future where humans return to their roots....Through tough fitness, we will push each other to honor the body we’ve been given, because we have only one body to honor. We will endure sweat, tears and even a bit of blood....We’re doing it to be better, period. Better leaders; better parents; better stronger, more determined humans—capable of anything. We do it to honor our bodies and sharpen our minds—*to be more human*” (“Our Vision”).

**Mission:** “Challenge and lead the fitness world through creativity. At Reebok, we see the world a little differently and throughout our history have made our mark when we've had the courage to challenge convention. Reebok creates products and marketing programs that reflect the brand's unlimited creative potential” (“Mission and Values”).

**Values:** “Celebrate individuality in Sport and Life” and “Having Fun and Staying in Shape.” The Reebok brand slogan is ‘Because life is not a spectator sport’” (“Mission and Values”).

### Financials/growth: Adidas AG (ADS.DE)-XETRA

Stock in Adidas/Reebok is increasing quickly after a large slump in 2015; in January 2016, stock was at 92.24, the highest it has been since December 2013. Market cap is 17.1 billion (as of May 2015) (“Adidas AG”). Adidas/Reebok is listed at #83 on *Forbes*’s list of most valuable brands (“Number 83”). Adidas/Reebok had an 8.7 percent market share as of 2014 and is facing new competition from shoe brands like Under Armour (Roberts and Kasudia).

**Reputation:** Reebok had to pay \$25 million in 2011 for deceptive information about its toning shoe (CM). This deceptive information dented its reputation. Reebok is negatively viewed by the

Ultimate Fighting Championship (UFC) community because the deal the company made with UFC (which started July 2015) resulted in the fighters losing money (Gazzola). Reebok partnered with CrossFit and sponsored the CrossFit games (“CrossFit Games”). Reebok also partnered with rapper Kendrick Lamar to provide a “positive alternative” for youth on the streets (“Kendrick Lamar”).

**Innovation:** Reebok developed the pump shoe, which uses an air filled cage that forms to the runner's unique foot shape with an air pump system (“ZPump Fusion”). Reebok also developed the ZPrint, which was created from “3D maps of feet in motion” and uses a unique sole with a flex groove (“Reebok ZPrint”).

## PRODUCT AND COMPETITION ANALYSIS

Based on the following information from Mediamark's MRI+ report in spring 2014, ASICS is Reebok's nearest competitor.

MRI	Projected Consumers (000) Women	Consumers (000) with HHI (75,000-149,999)	Consumer (000) Age (35-44)
Reebok	4,685	2,805	2,021
Asics	6,335	4,884	2,650

### REEBOK ZPRINT RUN vs. ASICS GEL-HYPER SPEED 7



	Reebok ZPrint Run	ASICS Gel-Hyper Speed 7
Specific Product Features	<p>Lightweight, seamless textile upper for comfort and support</p> <p>Low-cut design for ankle mobility</p> <p>*Built off of a 3-D Foot scan, independent-noded cushioning for customized comfort</p> <p>Dense foam in outer rim</p> <p>Independent nodes for stable tracking, comfort and protection</p>	<p>AHAR (High Abrasion) rubber compound for enhanced cushioning and durability in the forefoot</p> <p>AHAR rubber in critical areas of the outsole</p> <p>Rear foot gel cushioning system</p> <p>Designed specifically for under pronation feet</p> <p>Perforated sock liner</p> <p>Vented midsole</p>

	Adaptive upper webbing for lightweight locking down of the midfoot	
Specific Product Benefits	*Ankle Mobility Quicker Stride Transitions Independent-noded cushioning for individual comfort	Responds to an individual's foot construction Optimization of moisture drainage to keep feet dry and comfortable
Brand Image/Personality	*Emphasizes the power and uniqueness of the individual Unique styles/innovation High emphasis on fitness activities	Dedication to research and innovation Appeals to runners Doesn't seek to be a brand for fashion/casual wear compared to other companies
Advertising/Promotion	*"Make an Imprint" Ad Campaign. Uses J.J. Watt and Jenna Dewan Tatum as spokespeople	Not one of ASICS' featured shoes on website No commercials
Overall	*Affordable (\$80) with an emphasis on how the foot can work for all individuals.	Innovative and more affordable than other ASICS shoes (\$85) Markets to a certain kind of runner (one that has underpronation)

See "Reebok ZPrint" and "Gel-Hyper Speed 7" in works cited.

### **How Reebok Can Compete:**

Reebok ZPrint is less expensive than ASICS Gel-Hyper Speed 7 and markets to all runners regardless of running style. However, ZPrint still provides individual comfort through its independent-noded sole. Reebok's technology and development of 3-D foam is more innovative than ASICS' high abrasion rubber. Advertisements for the ZPrint are superior to the Gel-Hyper Speed 7.

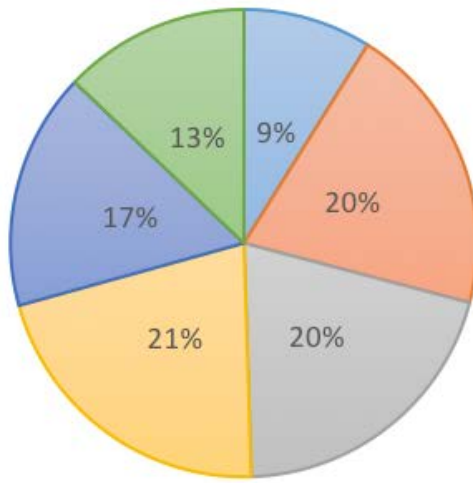
## MARKET ANALYSIS

Information in the following table is from Mediamark's MRI+ report conducted for spring 2014.

<b>Demographics</b>	<b>Projected (000)</b>	<b>% Down</b>	<b>Index</b>
Gender: Men	5,234(000)	52.8	110
Education: Graduated High School	3,265(000)	32.9	111
Age (narrow range): 35-44	2,021(000)	20.4	120
Occupation: Sales and Office	1,620(000)	16.3	119
HH Income: 75,000- 149,999	2,805(000)	28.3	98
*Census Region: South	4,578(000)	46.2	123
*Marital status: Now Married	5,303(000)	53.5	100
*Children: Ages 6-11	2,381(000)	24.0	129

The information above proves that 52.8 percent of Reebok's primary consumers are men ages 35-44. A Reebok consumer is 19 percent more likely to work in sales and office and 23 percent more likely to live in the South. The information also shows that 28.3 percent of Reebok consumers have a household income in the \$75,000-149,999 range. The Reebok consumer is also 29 percent more likely to have children ages 6-11 and are just as likely to be married as other athletic shoe consumers.

### Reebok Owners by Age



■ Age 18-24 ■ Age 25-34 ■ Age 35-44 ■ Age 45-54 ■ Age 55-64 ■ Age 65+

## **CONSUMER ANALYSIS**

The following information was determined through six consumer and three salesperson interviews.

### What Consumers Look For in an Athletic Shoe

- Individualized Comfort
- Affordable
- Products Made Specifically for their Activities
- Style
- Brand Name

### How Consumers Use the Product

- Exercise
- Active daily life
- Simple comfort
- CrossFit

### What Motivates Consumers to Buy Reebok

- Comfort of the shoe
- No other product specifically for CrossFit exercise
- Low Price
- Connection to the brand from the past

### What Motivates them in Daily Life

- Self-improvement
- Goal-minded
- Being an individual/finding their sense of self

### How they Look at Life

- Everyone is unique
- Endurance-minded
- Quality through History

Both Reebok and Reebok consumers value individuality and place high emphasis on physical improvement. The ZPrint emphasizes how important comfort is, and Reebok consumers value comfort. One consumer believed that wearing Reebok conveyed that she was “picky about comfort” and another consumer remarked that comfort and the ability of the shoe to meet her “need” for activities like “running, walking [and] hiking” were the most important attributes of an athletic shoe. The emphasis of the ZPrint is not on style, which fits how Reebok consumers



care less about style and focus more on the attributes of the shoe. One Reebok consumer admitted to liking “clean colors” for her shoes.

## STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

<p><b>STRENGTHS</b></p> <p>Brand:</p> <ul style="list-style-type: none"> <li>● Inexpensive compared to other brands.</li> <li>● Shoe designs go against the norms.</li> </ul> <p>Product:</p> <ul style="list-style-type: none"> <li>● Individualized comfort from independent nodes.</li> <li>● Used technology to create a flexible shoe.</li> <li>● Broadened brand image to attract younger consumers to a comfortable and affordable running shoe.</li> <li>● Shoe has celebrity spokespeople.</li> </ul>	<p><b>WEAKNESSES</b></p> <p>Brand:</p> <ul style="list-style-type: none"> <li>● Brand message is inconsistent.</li> <li>● Reebok only markets/advertises the innovative shoes, not comfort shoes directed towards the older demographic.</li> </ul> <p>Product:</p> <ul style="list-style-type: none"> <li>● ZPrint is marketed towards every running style and does not target a specific kind of runner.</li> <li>● Limited color availability.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <p>Brand:</p> <ul style="list-style-type: none"> <li>● Older demographic views Reebok as comfortable.</li> <li>● Specialized markets (CrossFit). The CrossFit industry made an estimated \$4 billion and Reebok sponsored the CrossFit Games (Heitner).</li> </ul> <p>Product:</p> <ul style="list-style-type: none"> <li>● People look for a shoe that can support them through a variety of activities. ZPrint Run is adaptable to all activities.</li> <li>● Consumers know Reebok means comfort, and the ZPrint offers comfort with innovation and a sense of individuality.</li> </ul>	<p><b>THREATS</b></p> <p>Brand:</p> <ul style="list-style-type: none"> <li>● Younger people view Reebok as old-fashioned and boring.</li> <li>● The CrossFit community does not like Reebok's monopoly on CrossFit shoes. Consumers revealed that they feel Reebok is not developing new technologies for its CrossFit shoes. The shoes are not as comfortable.</li> <li>● The Ultimate Fighting Championship (UFC) community and mixed martial arts fighters do not agree with the decisions and limits Reebok has in place.</li> <li>● Competitor Nike will be joining the CrossFit shoe market.</li> </ul> <p>Product:</p> <ul style="list-style-type: none"> <li>● Some may not like the shoe's design.</li> <li>● Reebok is not well known for its running shoes.</li> </ul>

## CREATIVE BRIEF

Advertising Objective: To increase awareness of the ZPrint Run as a comfort and all-purpose shoe by 30 percent among target audience (women ages 35-44).

Marketing Objective: To increase sales of the Reebok ZPrint Run by 10 percent in 3 months.

Brand Promise: To provide dependable and individualized comfort.

Brand Personality: Comfortable, unique, conservative.

The Opportunity: Reebok's has the opportunity to market a shoe that emphasizes comfort in every activity the consumer performs. The company can appeal to consumers who want to be a unique product that promises innovation.

Target Market:

**Demographics:** Women, ages 35-44, income of \$75,000-\$149,999, married, and have children.

**Psychographics:** Reebok's target consumers have busy lifestyles, are family-oriented and physically active, social, love the outdoors and have a variety of interests.

Target Profile:



This is Amy, a 36-year-old mother of three who loves the outdoors. She enjoys taking walks with her children and gardening. She is a physically active mother and she also enjoys her downtime and watching her children play sports.

Our Proposition Is: You are unique, so having an individualized comfort system is important to support you through your busy day.

And They Will Believe It Because: Two main features of the ZPrint Run provide optimal comfort. The lightweight, seamless textile upper it provides remarkable comfort and support. Also, the shoe was developed from a 3-D foot scan and utilizes independent-noded cushioning, which allows for customized comfort under the foot (“Reebok ZPrint”). Also, Reebok is already known as a comfort shoe brand. Reebok emphasizes individuality through style; the shoe’s top is composed of webbing, and the independent-noded cushioning gives a grid-like appearance to the bottom of the shoe. The colors are stylish yet subtle.

Tonality: Ideal, personal, fun.

Unifying idea: The message to the Reebok’s audience is that the company acknowledges that each consumer is unique. Reebok and ZPrint encourage a consumer to be unique and the brand and the shoe support all different kinds of lifestyles and activities. To communicate this message, advertisements will show women wearing ZPrint in different situations. Print advertisements show simple snapshots of women doing tasks like running, walking, group exercise classes, grocery shopping, children’s soccer games, hiking, going to the park, etc. Video advertisements document the day in the life of the target audience, from dropping kids off at school, going shopping, going to work and going to the gym. During all of these activities, the video showcases the shoe. The music is lighthearted but emphasizes the busyness of a woman’s life. Copy emphasizes how every woman has their own unique path through the day, and ZPrint is there to provide comfort and support through all her activities. At the end of the commercial, the actress remarks that ZPrint helps her through every activity. She says, “I’m an individual, and I need individualized comfort to help me through the day.”

Campaign theme: “Gets you from A to Z Comfortably”

#### Positioning Statement for Reebok ZPrint Run

To women ages 35-44, the Reebok ZPrint Run is the athletic shoe that provides individualized comfort and style because of the lightweight structure, 3-D foot scan with independent-noded cushioning, and the sleek, two-toned color features. The brand personality is all about comfort, individuality, and reliability. The positioning is by the product characteristics.

## NATIONAL MEDIA BUDGET

Media Objective: Reach 60 percent of audience three times in two months.

### Media Classes:

#### 1. Television Programs

The Voice: 30 second ad twice a week for two months (Mondays and Tuesdays) = 16 ads = \$4,704,608

Scandal: Once a week for 2 months=8 ads=\$1,656,424

NCIS: Once a week for 2 months = 8 ads =\$1,282,112

**Total: \$7,643,144**

#### 2. Newspapers and Magazines

##### Magazines:

Women's Health: 1 issue a month=2 cover 4 ads=\$911,000

Women's Day: 10 issues a year/about 1 issue a month=2 cover 4 ads=\$911,000

##### Newspapers:

USA Today: Friday half-page ads=8 weeks=\$1,264,000

**Total: \$3,086,000**

#### 3. Internet/Digital

Yahoo! homepage takeover (1 week) = \$3,150,000

All points of entry roadblock Yahoo (1 week) = \$560,000

**Total: \$3,710,000**

#### 4. Social Media

Facebook ad at \$2 a click=\$200,000

**Total: \$200,000**

#### 5. Overall Budget Used

**Total Used: \$14,639,144 Contingency: \$360,856**

Your branded product		Reebok										Your Names	Chase Dodge, Ellie Feis, Hannah Rothermund
National Media Schedule (Eight-Week Schedule)													
Medium	Vehicle/Program/Magazine	Size	Cost	HH Rtg.	Circ	# of Ads	GRP's	Gross Impressions	CPM	CPP	Total Cost		
Television	Scandal	:30	\$ 207,053.00	2.8	3,510,000	8	22.4	28080000	\$ 58.99	\$ 73,947.50	\$ 1,656,424.00		
Television	NCIS	:30	\$ 160,264.00	10.8	17,031,000	8	86.4	136248000	\$ 9.41	\$ 14,839.26	\$ 1,282,112.00		
Television	The Voice	:30	\$ 294,038.00	9.3	15,858,000	16	148.8	253728000	\$ 18.54	\$ 31,616.99	\$ 4,704,608.00		
Magazine	Women's Day	Full Pg 4c	\$ 455,500.00	NA	42,707,000	2	NA	85414000	\$ 10.67	NA	\$ 911,000.00		
Magazine	Women's Health	Full Pg 4c	\$ 455,500.00	NA	1,728,413	2	NA	3456826	\$ 263.54	NA	\$ 911,000.00		
Newspaper	USA Today	Half pg	\$ 158,000.00	NA	1,981,016	8	NA	15848128	\$ 79.76	NA	\$ 1,264,000.00		
Internet Display	Yahoo.com	all pts roadblock	\$80,000.00	NA	400,000	7	NA	2800000	\$ 200.00	NA	\$ 560,000.00		
Internet	Yahoo home page	takeover	\$450,000.00	NA	6,410,000	7	NA	44870000	\$ 70.20	NA	\$ 3,150,000.00		
Social Media	Facebook ad	\$2 per click	\$200,000.00	NA	100,000	1	NA	100000	\$ 2,000.00	NA	\$ 200,000.00		
<b>Grand Totals:</b>								570544954	\$ 25.66		<b>\$ 14,639,144.00</b>		

The following information was taken from Mediamark's MRI+ spring 2014 report.

Television:

	Base Total '000	'000	% Detail	% Target	% Index
TV (total) II	47,421	2,278	22.97	4.8	115
TV (total) III	47,372	2,236	22.55	4.72	133
TV (Prime time) I (Heavy)	47,368	2,166	21.84	4.57	109
TV (Prime time) II	47,396	2,053	20.7	4.33	103
TV Show Types: General Drama-Primetime	9,693	462	4.66	4.77	114
TV Show Types: Game Shows-Primetime	4,998	295	2.97	5.9	141

Program	Rating	Viewers
The Voice	9.3	15,858,000
Scandal	2.8	3,510,000
NCIS	10.8	17,031,000

The MRI+ data for television shows that Reebok users watch a moderate to heavy amount of TV. Consumers also watch a slightly higher than average amount of TV during prime time. They watch more drama and game shows, which make “The Voice,” “Scandal,” and “NCIS” good programs to advertise on. The programs reach a wide audience.

Newspaper:

	Base Total '000	'000	% Detail	% Target	% Index
Newspaper (I)	47,435	2,357	23.77	4.97	119
Newspaper (II)	47,372	2,305	23.24	4.87	116

Reebok consumers are heavy users of newspapers and are 16 to 19 percent more likely than the average population to be heavy users.

Magazines:

Magazines I (Heavy)	47,400	2,392	24.11	5.05	121
Magazines II	47,403	2,002	20.18	4.22	101

MRI	Base Total '000	'000	% Detail	% Target	% Index
Magazine Types: Health	41,370	2,079	20.96	5.03	120

Magazine Types: Women	88,187	3,899	39.31	4.42	106
Magazine: Women's Health	11,077	648	6.53	5.85	140
Magazine: Women's Day	18,935	913	9.2	4.82	115

Reebok consumers are heavy magazine users. They tend to be 20 percent more likely to read health magazines and 6 percent more likely to read magazines marketed towards women. Reebok will advertise in "Women's Health" and "Women's Day." "Women's Health" has a high number of Reebok consumers who read health magazines, and "Women's Day" has high readership.

Internet:

Internet I (Heavy)	47,371	2,149	21.66	4.54	108
Internet II	47,404	1,872	18.87	3.95	94
Internet III	47,410	1,993	20.09	4.2	100

Web Sites: Yahoo! Sports	15,370	808	8.15	5.26	126
Web Sites: Yahoo! Maps	18,947	974	9.82	5.14	123
Web Sites: Yahoo! Answers	18,981	868	8.75	4.57	109

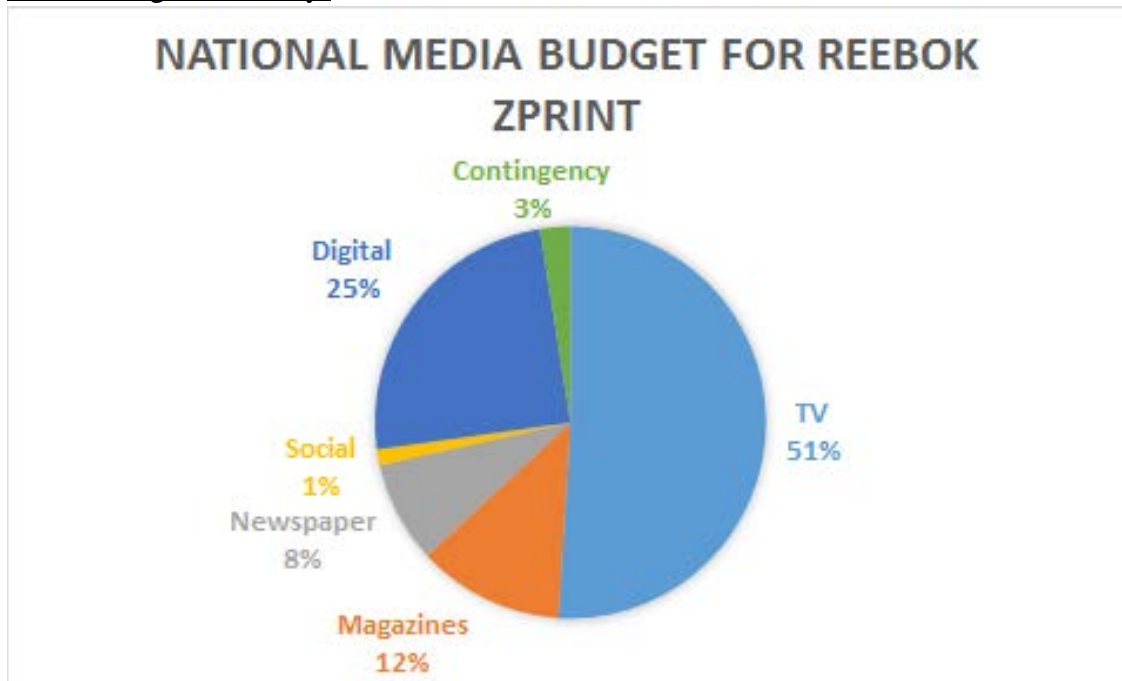


Web Sites: Yahoo! News	33,314	1,574	15.87	4.73	113
Web Sites: Yahoo! Movies	6,365	399	4.02	6.26	150
Web Sites: Yahoo! Mail	68,802	3,226	32.53	4.69	112

Based on the information above, Reebok chose to advertise on the internet because of the number of impressions the advertisements will have, even though most Reebok consumers use the internet an average amount. The Yahoo! homepage takeover and roadblock will reach a high number of visitors who visit any of the websites connected to the Yahoo! homepage.

Additional Rationale:

Reebok will use ads during three television shows because television programs have a high reach. Television shows are accessible to almost everyone and are a relatively cost efficient method to reach a large audience. Since the target audience younger middle-aged and family-oriented, television is an appropriate medium for Reebok to use. Reebok will use newspaper ads because newspapers reach a large audience and are very current. Mothers do a lot of shopping on the weekends and many look at newspaper advertisements before they shop. Weekend ads allow Reebok to reach its target audience before consumers make purchases. Reebok will use magazine because magazine advertisements can convey style and allow a consumer to spend time with an ad. Magazines also have long life spans and magazine reuse can result in multiple impressions. Reebok is using the digital media because digital media has “fused with everyday life” (Parente and Strausbaugh-Hutchinson). It is imperative that Reebok advertises in this medium because of digital media’s prominence in society. Although the target audience is not using as much social media, it is important to advertise through social media, specifically Facebook, because of the high amount of users on the social networking website. Facebook has exceeded one billion users and this media platform allows Reebok to connect in real time with its users about their interest areas. Reebok seeks a target audience that is interested in exercise and everyday activities that involve wearing tennis shoes, and Reebok’s advertisements through social media, specifically Facebook, will reach this audience in a positive way.

Media Budget Summary:

The pie chart above shows the percent of the budget that is being used for each media class. The chart shows that the majority of the budget is being used on television ads and digital media ads with over half of the budget being used on television. Reebok has a contingency of about 3 percent of the overall advertising budget. Magazines and newspaper ads (print ads) make up about 20 percent of the budget with a mere 1 percent being used on social ads. This is because the ZPrint's target audience is more likely to be watching television and using print media than using social media platforms to see ads.

## NATIONAL MEDIA PLAN

### When the Campaign Will Run

The campaign will run in the months of March and April. With summer quickly approaching, consumers are starting to get out their running shoes again in order to finally exercise outside after the cold winter months (Holtan). According to the Better Business Bureau and U.S. News & World Report, April is the best month to purchase tennis shoes because retailers are trying to get people outside by incorporating substantial sales (Holtan) (Johnston Taylor).

According to Trae Bodge, senior editor at RetailMeNot.com, “Many sneaker stores will be encouraging people to get back outside, so we’ll see nice, strong deals in sneakers anywhere from 10 to 50 percent off” (Johnston Taylor).

<b>Advertising</b>	<b>Public Relations</b>	<b>Consumer &amp; Trade Promotions</b>	<b>Alternative</b>
Television Programs (“The Voice,” “Scandal,” “NCIS”)	Sponsorship of Athlete	Coupons	Product Placement
Magazines (“Women’s Health,” “Women’s Day”)	Event Sponsorship	Store Displays	Guerilla marketing event
Newspaper (USA Today)	Press Release		
Social Media (Facebook)			

**Sponsorship:** For sponsorship, Reebok will seek to endorse a female athlete who is the same age and background as the target audience. This athlete is Angie Pye, a 35-year-old mother who competes in CrossFit.

**Charity Event:** Reebok will sponsor a 5K fun run for in New York, Chicago and Atlanta on the same day. The majority of proceeds will be donated to St. Jude Children’s Research Hospital.

**Press Release:** Reebok will write a press release about its partnership with St. Jude Children’s Research Hospital for the 5K running events.

**Coupons:** Reebok will run an ad in USA Today for four weeks that offers consumers 10 percent off their purchase of ZPrint Run shoes if they bring in the coupon to a specific store or use it online.

**Store Displays:** Reebok will pay to have more shelf space in stores and improve displays to be visually appealing and stand apart from the other running shoes.

Events: For a guerilla marketing event, Reebok will go to major malls in major cities on weekends (New York City, Chicago, and Atlanta, Georgia) and host events with free food, music and entertainment for consumers and their children to experience to take a break while shopping. If consumers try on ZPrint shoes, they can enter to win a family vacation or gift cards.

Product Placement: For alternative advertising, Reebok will pay to have actors on NCIS wear the Reebok ZPrint Run. Since NCIS is the most has a high number of viewers, Reebok will reach its target audience.

### **How the Media Fits Together**

In order to ensure a successful Integrated Marketing Communications (IMC) campaign, Reebok's paid, earned and owned tactics were designed to work together to promote Reebok and spread awareness of Reebok's product, the ZPrint Run. Through use of traditional media and modern strategies like incorporating social media into the campaign, Reebok is able to communicate its message.

Paid media in the form of television commercials are used to increase awareness in Reebok's target audience. The programs ("NCIS," "Scandal" and "The Voice") are popular among the target audience and are broadcasted during primetime, when the target audience is less likely to be working, running errands or taking care of children.

Advertisements in magazines like "Women's Health" and "Women's Day" fit with the target because the ZPrint Run is marketed as a shoe that will improve the consumer's well-being. Reebok shoes are presented as comfortable and athletic, and both magazines emphasize these themes. Because information about Reebok's website will be included in the advertisements, the paid advertisements can direct consumers to the company's owned webpage.

Since the ZPrint Run's target audience reads newspapers and likes to shop, advertisements in the weekend newspapers reach a large target audience when they are searching for deals and promotions.

Facebook benefits the campaign because it reaches consumers and reinforces the themes already presented in other mediums. Since digital is able to locate consumers geographically, ads can direct consumers to the events at the malls, nearby stores that carry Reebok, and company websites. Facebook can also be a medium for consumers to share Reebok's owned media. From the Reebok Facebook page, consumers and other companies can elect to circulate the press releases about Reebok's sponsorships and events. Reebok's owned media will create buzz around the brand and allow consumers to share information with their Facebook friends, resulting in earned media for Reebok.

Paid media in the form of the Yahoo! Homepage takeover will reinforce the messages already in the commercials and print ads. These ads will reach a mass audience and spread awareness about the ZPrint Run. Customers can click on the ads on the homepage and be redirected to Reebok's product webpage (owned media) which can lead to sales.

Reebok plans to provide consumers incentive to buy the ZPrint Run through newspaper coupons. Since one of Reebok's paid media tactics is to purchase space in USA Today, the company is able to run a coupon as a part of the ad. Ads will also be featured on Reebok's owned media outlet, the Facebook page. Usually, shoes brands do not offer coupons, so coupons set Reebok apart and further prove that Reebok is an affordable brand.

Visually appealing TV ads and magazine ads will draw potential buyers to their local shoe stores. Upon arrival, buyers will immediately see eye-catching store displays reflective of the paid media tactics presented through the traditional mediums. The magazine, newspaper and Facebook ads will also direct consumers to Reebok's website where they can locate the nearest store that supplies Reebok ZPrint shoes. If consumers have not heard of ZPrint, the displays will attract consumers, spread awareness about Reebok as a brand, and influence consumers to consider the brand as they shop for shoes. The attractive displays also reinforce the message that Reebok is stylish and unique.

Reebok's public relation tactics fit with the targeted audience. By utilizing paid media tactics to sponsor a female athlete who fits the target audience profile, Reebok can generate earned media through a press release about the sponsorship. The sponsorship also proves that Reebok is both an athletic and casual brand and genuinely wants to bring comfort and style to whatever task a consumer does.

Hosting and sponsoring a fun run for charity shows that Reebok cares about people, the community and exercise. Reebok will generate earned media through press releases about the partnership with St. Jude Children's Research Hospital. This will generate positive buzz around the brand. A fun run is also an opportunity for members of the target audience to bring their family and have a fun time exercising, which is consistent with ZPrint's message of being a comfort shoe able to support someone in all of their activities.

Reebok will host an at a mall in order to connect with the target audience while they are willing to shop, are looking for bargains, and have already allotted time in their busy schedules to shop. Since the company's campaign emphasizes all-day comfort, it is fitting to host an event at a mall, where people are tired from shopping and want to take a quick break from running errands or shopping all day. It will be a family-friendly event where mothers and their children can find entertainment. Reebok will provide activities for children while mothers try on the shoes. These child-friendly activities prove that Reebok appreciates mothers and what they do for their families. Because the event will take place during a busy time at a mall, it will generate buzz and awareness. The event will encourage consumers to post a picture with a hashtag on Facebook. Integrating social media in the event will result in earned media for Reebok.

Product placement in NCIS works within the media plan because Reebok is already buying advertising space during the show's commercial breaks. Viewers will notice that the shoes in the TV show are being featured in the commercial. In addition, Reebok can use owned social media to share pictures of the NCIS actors wearing the ZPrint. This will help generate awareness and earned media through buzz.

Objectives	Tactics	Evaluation
<b>Advertising:</b> To increase awareness of the ZPrint Run as a comfort and all-purpose shoe by 30 percent among target audience (women ages 35-44)	Product placement, Store Displays	Communication effects – attitudes and likeability before campaign Recognition and recall after – if attitudes are more positive and if it has a higher likeability
<b>Marketing:</b> To increase sales of the Reebok ZPrint Run by 10 percent in 3 months	Coupons, Event Sponsorships, Sponsorship of Athlete	Concurrent testing as well as copy testing which could be used in sponsorship areas to determine whether the associated events/athletes were likeable and a good association with the brand
<b>Media:</b> Reach 60 percent of audience three times in two months	Newspapers, Commercials, Press Release, Social Media, Magazines	Behavioral – evaluate increase of Facebook likes and shares, traffic on websites and pretest and posttest consumer surveys that evaluate the target audience's awareness of ZPrint.

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