



FOR

CALVIN KLEIN

Desiree Jean Michel

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Desiree is in her senior year completing her Bachelor in the Business and Technology of Fashion at NYCCT in which she'll be graduating in May 2020. She hopes to land a job in Public Relations in Fashion handling Social media and other media outlets, where she can utilize her skills and outgoing personality to bring diversity to mass fashion industry or couture fashion houses. Her role in the marketing agency is **Media Planner/Buyer**. Her responsibility to maximize the financial aspects of Calvin Klein's budget as well as schedule the times for the Ad campaign, lastly understanding the logistics to better profit the campaign for Calvin Klein.

Media Time Scheduling

In this section, readers will see a clear understanding of where Calvin Klein budget is managed. Vision Creators decided that we were going to choose the top national cities in the united states, that will elevate more awareness of the new calvin klein campaign and showcase the brand differently which ultimately attract new consumers. The top 10 cities are: New York City, Chicago Illinois, Los angeles California, San Francisco, California, Miami, Florida, Houston Texas, Seattle Washington, Las Vegas, Nevada, Denver Colorado, and lastly Boston Massachusetts.

The method we choose to do to maximize the clients budget of hundred million dollars, are readerships of all media vehicles such as TV Network that form up of national networks: CBS, ABC, NBC, FOX and Lastly CW. Print media which are: Billboard and magazines. Although Calvin Klein target market doesn't gear towards wearers who read the magazine it's always essential to expand readership to new markets that can ultimately increase sales especially during the holidays where gifts are being exchanged. Lastly, Calvin Klein ad budget will hit heavily in broadcast media such are Blogging websites, Social media sites like Snapchat, Instagram and Facebook to even online streaming services like Youtube, Hulu, Spotify and Pandora. These media vehicles listed above is based on Calvin Klein target audience psychographics which are people that are interested in music, art, books, TV, film, shopping, and photography (Current event,2016) . In mirroring Calvin Klein target audience it will increase sales and expand readership with the “ Better in my calvin campaign” , as well as pass along readership media vehicles like the ones Hulu, Spotify, Pandora, magazines.

Television

Date & Time	Frequency	Duration	Network use:	Show	Cost	Total
Monday 8pm-9pm	30 Second/ 5 Slots	2 Months		The Voice	\$192,983	\$964,915
Monday 8pm-9pm	30 Second/ 4 Slots	45 Days	FOX	9-1-1	\$172,215	\$688,860
Monday 9pm- 10pm	30 Second/ 10 Slots	2 Months		Black Lighting	\$30,176	\$301,760
Monday 8pm- 9pm	30 Second/ 5 Slots	2 Months		All Annerucan	\$25,482	\$127,460
Tuesday 9pm-10pm	30 Second/ 5 Slots	2 Months	FOX	Empire	\$171,187	\$855,935
Tuesday 9pm-10pm	30 Second/ 5 Slots	2 Months		Mixed-ish	\$88,480	\$442,400
Wednesday 9pm- 10pm	30 Second/ 5 Slots	2 months		Modern Family	\$148,228	\$741,140
Wednesday 8pm-9pm	30 Second/10 Slots	2 Months		Riverdale	\$32,859	\$328,590
Friday 8pm-9pm	30 Second/ 7 Slots	45 Days		American Housewife	\$74,590	\$522,130
Thursday 8pm-9pm	30 Second/ 7 Slots	2 Months	FOX	Thursday Night Football	\$540,090	\$3,780,630
Friday 8pm-9pm	30 seconds/ 10 Slots	2 Months		Charmed	\$24,292	\$242,920
Saturday 8pm-9pm	30 Second/ 7 Slots	14 Weeks		Saturday Night Football	\$112,685	\$788,795
MidSeason	30 Second/4 Slots	20 Days		AGT:The Champions	\$130,165	\$520,660

Figure 1

Total Cost: \$10,306,195

Magazine

Magazines	Size	Color	Rate	Times Shown	Total Cost
Vogue	4 page	Blackand white	\$197,179	12	\$2,366,148
GQ	2nd cover	4 color	\$211,459	12	\$2,537,508
InStyle	Full Page	4 color	\$224,500	12	\$2,694,000
Fashion Magazine	DPS	4 color	\$42,050	12	\$504,600
Teen Vogue	Full Page	4 color	\$195,063	12	\$2,340,756
Paper	Full Page	Black and white	\$173,075	12	\$2,076,900
Glamour	Full Page	4 color	\$365,689.50	12	\$4,388,274
Elle	3rd cover	Black and white	\$155,680	12	\$1,868,160
Cosmopolitan	Full Page	Black and white	\$302,200	12	\$3,626,400

Figure 2

Total Cost: \$22,402,746

Highway Digital Billboard

<u>Location</u>	<u>Type of Ad Display</u>	<u>Duration/ Placements</u>	<u>Average Exposure/ Population</u>	<u>Cost per Billboard Per Mon.</u>	<u>Total</u>
New York City - Time Square	14' x 48' LED billboard	1 Years/4 Spots	21,093,093	\$20,000	\$960,000
New York City- SoHo	14' x 48' LED billboard	1 Year/2 Spots	9,341,987	\$30,000	\$720,000
Chicago	11' x 22' digital billboard	1 Year/ 2 Spots	3,702,685	\$12,000	\$288,000
California - Sunset Strip	14' x 48' LED billboard	1 Years/ 2 Spots	10,451,934	\$45,000	\$1,080,000
California- Melrose	14' x 48' LED billboard	1 Years/ 1 Spot	11,789,100	\$15,000	\$360,000
Boston	10m x 20m Digital billboard	1 Year/ 2 Spots	3,909,472	\$8,000	\$384,000
Washington- Seattle	11' x 22' digital billboard	1 Years/ 3 Spots	3,469,860	\$10,000	\$360,000
Miami	11' x 22' digital billboard	1 Years/ 2 Spots	2,022,512	\$3,500	\$168,000
Vegas	14' x 48' LED billboard	1 Years/ 4 Spots	2,248,390	\$4,000	\$192,000

Figure 3

Total: \$4,512,000

Math behind Digital Billboard

One year is 12 months multiple by the cost per month then multiplied by the number of payments to retrieve the total for that specific location.

Example 12 (Months) x 20,000(Cost per month) = 240,000 x 4 (Placements) = 960,000 (Total)

Transit Billboard

Location	Ad Type	Duration	# Placement Amounts/Locations	Cost per 4 Weeks	Total
NYC- 5 Boroughs	Queen Exterior Ad	13 Weeks/ 3 Months	50	\$35,000	\$5,687,500
NYC- 5 Boroughs	Urban Panel	8 Weeks/2 Months	50	\$10,000	\$1,000,000
Boston	Bus Shelter	13 Weeks/ 3 Months	50	\$3,000	\$487,500
Boston	Bench	8 Weeks/ 2 Months	500	\$500	\$500,000
Wasington	Exterior Ad	12 Weeks/ 3 Months	100	\$7500	2,250,000

Figure 4

Total: \$9,925,000

Math behind Transit Billboard Ads

Dollar amount for the Cost per 4 months is multiplied by the duration then multiplied by the placement to retrieve the total for the specific location.

Example: 13 Weeks is 3 ¼ months is $(\$35,000 \times 3) = 105,000 + (35,000/4) = 113,750 \times 50$ (Placement) = \$5,687,500

Mall Billboard Ads

Location	Ad Type	Duration	# Placement/Locations	Cost per Month	Total
Chicago-Woodfield Mall	Backlit Diorama	3 Months	10	\$12,000	\$360,000
Denver -Cherry Creek Mall	Elevator Wraps	2 Months	6	\$3,500	\$42,000
Denver- Denver Pavilions	Banner	2 Months	5	\$10,000	\$100,000
Vegas- Downtown Summerlin	Backlit Diorama	2 Months	4	\$7,000	\$56,000
Vegas- North Premium outlets	Banner	2 Months	5	\$25,000	\$250,000
Vegas- North Premium outlets	Backlit Diorama	3 Months	10	\$7,000	\$210,000

Figure 5

Total: \$1,018,000

Social Media/ Blogging:

Social media	CPM	Reach/Impression	Duration	Total
Facebook	\$11.20	251,008,403	1 Year	\$2,987,000
Instagram	\$4.80	1,231,842,291	1 Year	\$5,912,843
Snapchat	\$2.92	565,068,493	1 Year	\$1,650,000

Figure 6

Total: \$10,549,843

Online streaming

Streaming Service	CPM	Reach/ Impression	Duration	Total
Pandora	\$15.00	200,008,600	1 Year	\$3,000,129
Spotify	\$5.50	747,290,727	1 Year	\$4,110,099
Hulu	\$25.00	129,831,200	1 Year	\$3,245,780
Youtube	\$7.50	332,512,933	1 Year	\$2,493,847

Figure 7

Total: \$12,849,855

Media Plan & Schedule Budget

The total budget for “ Better in my calvins” campaign is listed as \$100 Million which is utilized and itemize in categories and subcategories towards Television, Magazines, Billboard, Social media advertisements, Online streaming services ads. In addition to those forms of print and broadcast services the ‘better in my calvins’ campaign will offer Talent/ Celebrities which are Jamie Dornan and Eva Mendez to be the face of the campaign and lastly a few pop-up shops which will be the sales promotion offering limited supplies and exclusive looks to create more buzz to the brand as well as campaign.

Television Advertising	\$10,306,195
Magazine Advertising	
\$22,402,746	
Billboards	
\$15,455,000	
Digital Highway	<i>\$4,512,000</i>
Transit	<i>\$9,925,000</i>
Mall	<i>\$1,018,000</i>
Social Media Advertising	
\$10,549,843	
Facebook	<i>\$2,987,000</i>
Instagram	<i>\$5,912,843</i>
Snapchat	<i>\$1,650,000</i>
Online Streaming Advertising	
\$12,849,855	
Pandora	<i>\$3,000,129</i>
<i>Spotify</i>	<i>\$4,110,099</i>
<i>Hulu</i>	<i>\$3,245,780</i>
<i>YouTube</i>	<i>\$2,493,847</i>
Production Cost (20%)	
\$16,436,361	
Talent	
\$5,000,000	
Eva Mendes	<i>\$3,000,000</i>
Jamie Dornan	<i>\$2,000,000</i>

Sales Promotion

\$4,000,000

(3) Pop- up Shops

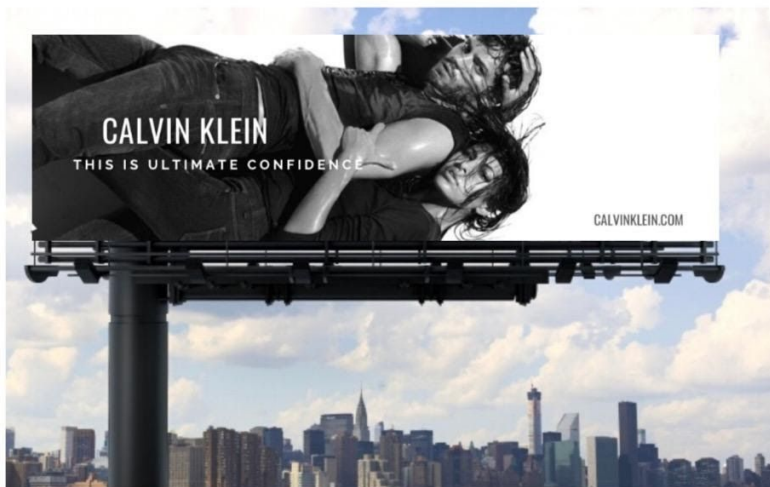
Contingency Fee

\$3,000,000

TOTAL COST

\$100,000,000

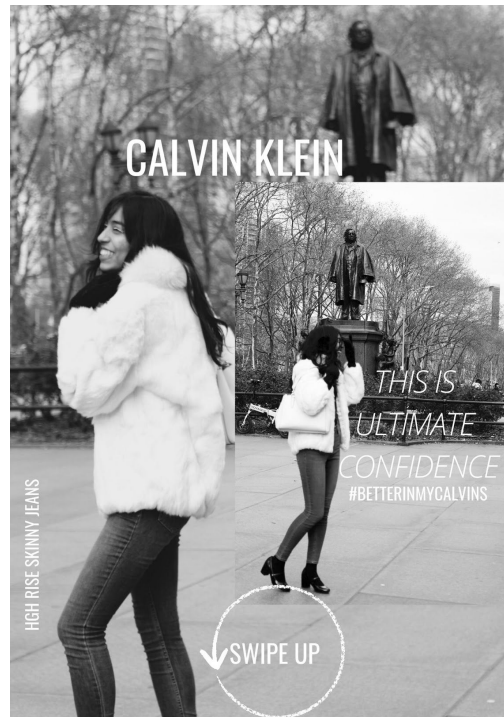
Billboard



Social Media Platform



Instagram



Instagram Story

MAGAZINES





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