

SRDS
Volkswagen
Media Plan

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Background

- Volkswagen was first produced in Germany
- In 1938, the town Stadt des KdF-Wagens (now Wolfsburg) was established for factory workers who were producing the cars
- In 1949, the Volkswagen Type 1 came over to
- America; this vehicle was later known in 1959 as the Beetle



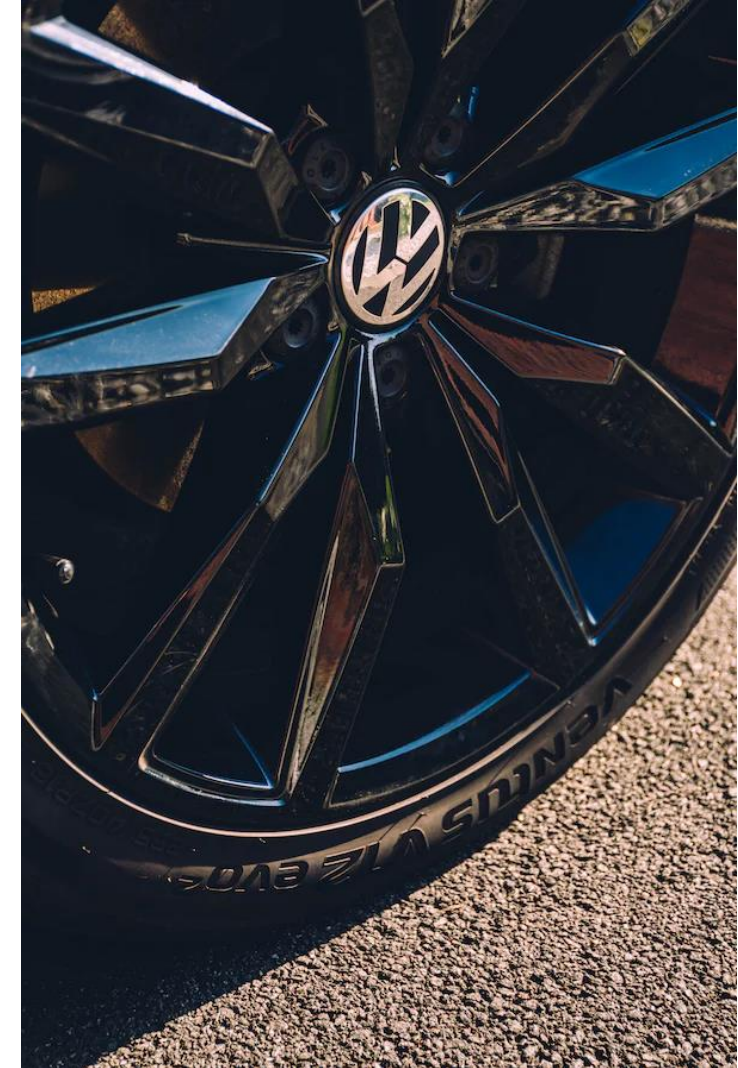
Demographics

- Employment Status: 25% more likely to work full time.
- Education: 21% more likely to have obtained a bachelor's degree.
- Household Income: 44% more likely to make between \$150,000-\$199,999 annually.
- Age: 20% more likely to be between the ages of 45-54.
- Marital Status: 19% more likely to be living with a partner/fiancé.



Psychographics

- For attitudes, 23% of Volkswagen consumers are more likely to agree that having a vehicle that is fun to drive is a top consideration for them.
- 25% are more likely to agree that they prefer to drive a luxury vehicle.
- 8% are more likely to get a new car every 2-3 years.
- 20% more likely to use their mobile devices inside a store to get information about the products sold there.
- 17% are more likely to agree that if they really want something, they will buy it on credit rather than wait.
- 23% are more likely to regularly eat organic foods.



Psychographics



I STRIVE TO ACHIEVE A HIGH SOCIAL STATUS

INDEX: 107 | REACH: 22.5%



PAST FINANCIAL OUTLOOK

BETTER NOW

INDEX: 113 | REACH: 33.7%



PAST ECONOMIC OUTLOOK OF COUNTRY

WORSE NOW

INDEX: 106 | REACH: 75%



PUBLIC ACTIVITIES IN LAST 12 MONTHS

ENGAGED IN FUND RAISING

INDEX: 119 | REACH: 10.5%



FUTURE FINANCIAL OUTLOOK

BETTER

INDEX: 111 | REACH: 42.7%

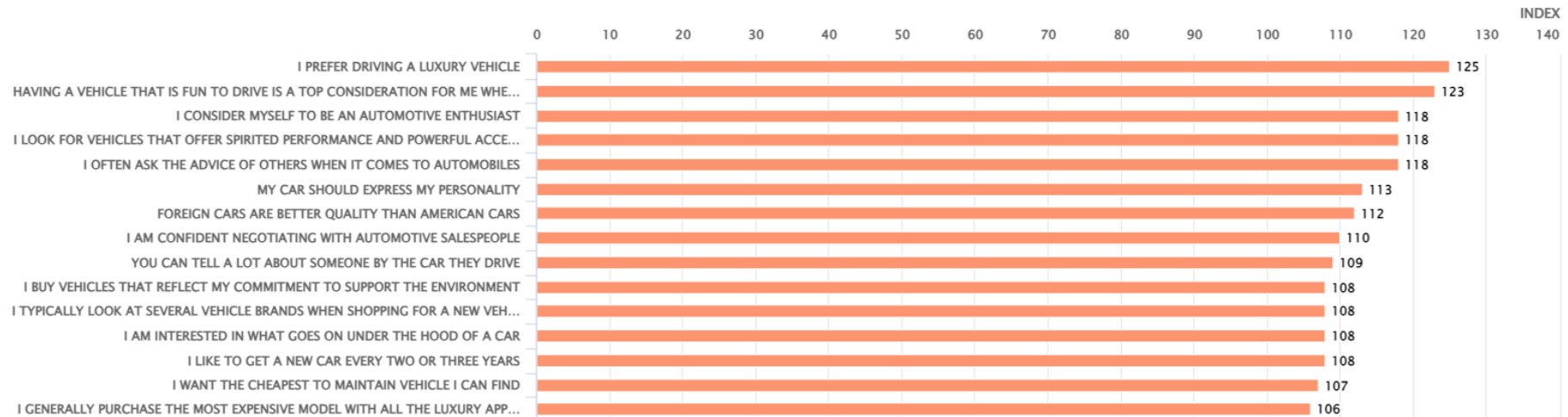


FUTURE ECONOMIC OUTLOOK OF COUNTRY

WORSE

INDEX: 103 | REACH: 32.8%

ATTITUDES (AUTOMOTIVE) - AGREE COMPLETELY



Projections relatively unstable, use with caution.

Demographics

Dallas, TX

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	4,300	White	3,429,300
18-24	141,200	Black	1,028,400
25-34	508,800	Other	1,495,200
35-44	619,700	Hispanic	1,647,900
45-54	604,300	Asian/Pacific	556,900
55-64	559,800		
65 and Older	690,700		

Age by Sex	Male		Female	
	Current	5 Yr.	Current	5 Yr.
< 18	1,078,400	1,077,811	1,035,500	1,033,874
18-24	410,800	448,019	398,300	428,287
25-34	605,000	592,972	600,600	578,113
35-44	593,800	612,071	610,000	627,980
45-54	545,900	570,264	564,400	596,057
55-64	495,100	515,600	514,100	541,971
65 +	522,500	635,870	649,300	778,967

Household Income	Households
\$10,000-\$19,999	167,587
\$20,000-\$34,999	316,425
\$35,000-\$49,999	345,828
\$50,000-\$74,999	520,468
\$75,000-\$99,999	413,498
\$100,000-\$124,999	322,460
\$125,000-\$149,999	241,883
\$150,000 and Over	665,640

Houston, TX

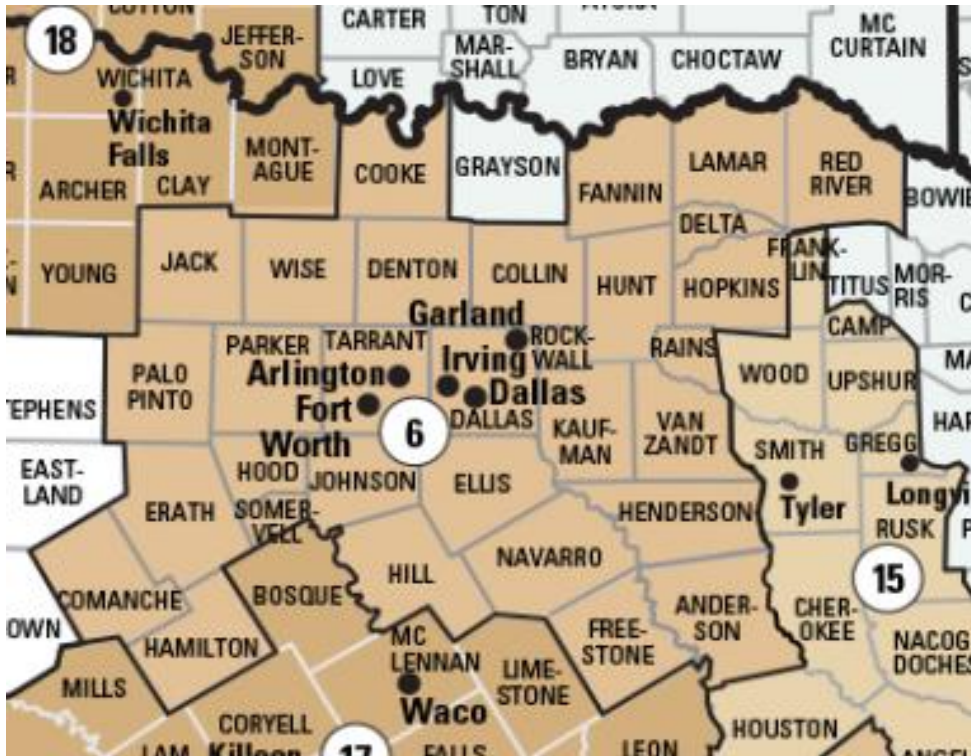
Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	3,200	White	2,518,800
18-24	112,900	Black	1,001,100
25-34	438,100	Other	1,752,100
35-44	558,200	Hispanic	2,009,500
45-54	533,800	Asian/Pacific	501,500
55-64	487,500		
65 and Older	604,000		

Age by Sex	Male		Female	
	Current	5 Yr.	Current	5 Yr.
< 18	1,001,600	1,007,214	966,300	970,687
18-24	373,200	409,106	357,100	388,608
25-34	542,700	529,639	530,500	507,060
35-44	546,600	554,204	548,300	559,877
45-54	488,000	519,786	494,300	526,503
55-64	423,300	440,606	442,500	463,337
65 +	465,100	556,350	561,900	671,379

Household Income	Households
\$10,000-\$19,999	174,037
\$20,000-\$34,999	320,677
\$35,000-\$49,999	312,638
\$50,000-\$74,999	447,025
\$75,000-\$99,999	328,404
\$100,000-\$124,999	260,240
\$125,000-\$149,999	191,529
\$150,000 and Over	562,262

DMA Maps

Dallas, TX (6)



Houston, TX (9)



Media Objective

Media Objective

To increase brand loyalty and awareness to ultimately increase sales as a result.

SMART Objective:

To have a 5% increase in the sales of Volkswagen vehicles by the end of Q4.

Media Vehicles



Ad FOCUS



Local TV



Radio

The Dallas Morning News

Newspaper



Out-of-Home

Dallas Local TV & Radio

Local TV

KXAS-TV Dallas ch 5, DT ch 24

- 5th largest TV market in the United States
- Covers the total market population of 8.4M
- Covers 39% of the target audience ages 25-54
- 49% of audience is employed full time
- \$90,674 average household income of target audience

KDFW ch 4, DT ch 35

- Dayparts Available: AM News (Early Morning), Late News (Late Night)
- Audience demographics for website: desktop is 65% male and 58% male for mobile

Radio

KESN-FM 103.3

- Demo: Men 25-54
- Format: All Sports

KFXR-AM 1190

- Demo: Persons 25-54
- Format: News/Talk/Information

Dallas Newspaper & Out-of-Home

Newspaper

Focus Daily News

- Newspaper type: Daily
- Circulation: 37,608
- Frequency: Tues-Fri
- Special Days/Pages/Features: Thursday's feature Automotive/Lifestyles.

The Dallas Morning News

- Newspaper type: Daily
- Circulation: 139,512
- Frequency: Morning (Mon-Fri)
- Special Days/Pages/Features: Sports, E-paper, Business

Out-of-Home

Billboard Connection

- Digital Displays are the future of outdoor advertising.
- Draws attention with a high-profile approach to delivering Volkswagens' advertising message
- Interstate 35E – 96.76 miles - serves the Dallas–Fort Worth metropolitan area
- High traffic = more exposure

Ad Focus Inc.

- Digital screens located throughout city convention centers
- Indoor and outdoor digital kiosks located throughout main hallways, entrances, event spaces, meeting rooms
- Can be targeted to travelers on business trips

Houston Local TV & Radio

Local TV

KHOU-TV ch 11, DT ch 31

- 12.4 million monthly visitors
- Customized integrated marketing
- Offers exceptional commercial and digital production assistance

KPRC-TC ch 2, DT ch 35

- NBC & ABC News affiliate
- Air top rated programs such as “Sunday Night Football”, “The Today Show”
- Participate in customized campaigns

Radio

KILT-AM 610 “Sports Radio 610”

- Demo: Men 25-54
- Format: Sports

KBME-AM 790 “Sportstalk 790”

- Demo: Men 25-54
- Format: Sports

Houston Newspaper & Out-of-Home

Newspaper

Houston Chronicle

- One of the largest Newspapers in the U.S.
- Newspaper type: Daily
- Circulation: 168,754
- Frequency: Sunday
- Special Days/Pages/Features: Main News, Business, Sports, Zest, Real Estate, Hokes, Careers, Auto.

Houston Community Newspaper & Media Group

- Newspaper type: Community
- Circulation: 445,061
- Frequency: Monday-Sat.

Out-of-Home

Outfront Media of Houston

- Billboards extend through Houston's 9,400 sq. Miles
- 4 in 5 billboard viewers look at ads some, most, or all the time (Nelson, 2019).
- 70% of consumers noticed and discussed out of home ads while on road trips.

Medialease OOH

- Poster advertising
- Posters are in commercial & industrial areas on major local roads in Houston
- Tailored for specific marketing goals

Works Cited

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