

Pepperdine University

Part II: The Solution

Media Objectives

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Intro

This section will explore our new advertising approach for AEO. We have determined that the biggest problem for AEO is a weak and inconsistent brand identity and pricing that doesn't align with product quality. These problems cause customers to default to competing fast fashion brands that have a stronger identity and are able to keep up with trends. AEO has the opportunity to establish a strong brand identity by focusing on its Gen Z audience through digital and social media marketing. In this section, we will outline our new target audience, advertising objectives, creative objectives, media objectives, timing and scheduling, budget, and geography.

New Target Audience

Selection & Rationale

The primary target audience for this campaign is Asian women aged 18-24 from the Northeast who spend above their means. We believe in the method of *fishing where the fish are* simply due to AEO's continued success in this category. In light of AEO's recent stray from their traditional values and style as seen in their Sydney Sweeney advertisement, women in this age group spend a large part of their income on fashion, live in higher-income households, are unmarried, and frequently belong to larger households. AEO has already seen massive success when targeting this demographic, hence why our objective is to retain our current target audience rather than to search for and gain a new one. This campaign positions AEO in the same light as it was once in: affordable, yet perceptively higher-quality than its competitors. Specifically, AEO produces like a fast-fashion company, but positions itself as a higher-quality alternative to its competitors. Through demographic data, psychographics, consumer behavior insights, interactions, and media trends, a media-driven approach will ensure AEO retains its current target audience and does not risk losing them in an ever-shifting marketplace.

Rationale for Target Audience Change

AEO struggles with a weak and inconsistent brand identity, leaving the company vulnerable to incoming fast fashion competitors like H&M. In addition, AEO's high prices are misaligned with low-rate product quality, which has led to declining loyalty among Gen Z and a risk of losing its core target audience to trendier, more affordable alternatives. The agency believes that American Eagle can best strengthen its current positioning by sharpening its brand identity. Specifically, through but not limited to aesthetics like a vintage, Americana vibe. Meeting Gen Z consumers where they already shop, red ocean strategy, through TikTok shop, Instagram, Facebook, influencer collaborations, and authentic, diverse campaigns will generate the best results. The main focus is prioritizing digital advertising where our target audience already shops, a pure red ocean advertising strategy.

Target Audience Breakdown

1. Demographics:

- a. Women, aged 18-24
 - b. Middle-class income range (\$350,000-\$499,000)
 - c. Likely to be a part of higher-income households, are unmarried, and frequently belong to larger households
2. Psychographics
- a. Spend above their means
 - b. Style conscious
 - c. Style preferences: comfort, exclusivity, minimalist, trendy
 - d. Values sustainability and ethical fashion choices
 - e. Loyal to a select number of clothing brands
 - f. More trend-focused
 - g. Comfort is not a top priority
3. Technographics
- a. 47% more likely to shop for online products
 - b. 40% more likely to like getting product suggestions based on what they have purchased in the past
 - c. Believe that advertising on social media provides useful information about bargains than the general population
4. Product & Brand Usage
- a. Likely to spend more money than they can realistically afford to get the clothes they want, than the general population
 - b. More likely to dress in a fashion that pleases others rather than themselves
 - c. More likely to mix and match high and low-end designers when putting together an outfit
5. Advertising and Media Usage
- a. likely to believe that, in general, advertising paints a true picture of the product advertised
 - b. likely to believe that advertising on social media provides useful information about bargains than the general population
 - c. Do not believe that newspapers, TV, or radio provide useful information about bargains

New Target Profile Image & Summary

Karstina is a 21-year-old female from Boston, Massachusetts, attending Boston College. Her environment takes place on the college campus, where she balances most of her time attending classes and spending time with friends. When she is not at school, Karstina returns home to her primary household, where her parents and two siblings reside. She cares deeply about the environment and a company's public image; however, she doesn't research deeply into their ethical practices or not. She is known among her peers for mixing high-end staple items with everyday basics. Although her perceptive spending habits are modest, she still spends above

her means, often exceeding her budget. She justifies this by seeing self-expression as social currency; therefore, fashion is an investment.

She lives in a larger, upper-middle-class household when she is not dorming at Boston College, giving her financial flexibility/freedom. Karstina primarily does her shopping online through Instagram, Tik Tok shop, and brand websites to buy, following typical Generation Z trends. She is primarily influenced by micro-influencers on Instagram Reels and Tik Tok, yet is also influenced by campus “celebrities”. Her fashion preferences are high quality for low cost, trendy, and substantially comfortable, which perfectly align with AEO’s diverse apparel options, including trendy jeans, comfort wear, and accessory items, all produced in high volume for mid-range prices.

Karstina is style-driven and not one to shop for longevity.



Figure ____: ChatGPT Generated Image of Asian Woman from Northeast: Open AI, 2025
References on the Left

Advertising Objectives:

Our primary advertising objective aims to strengthen American Eagle Outfitters’ brand image amongst our target audience of Asian women aged 18-24 from the Northeast. This objective directly addresses the company’s main issue: the weak and inconsistent brand image, which has led to a disconnect with its primary target audience. With the recent AEO campaign, AEO’s image has not only strayed from its target audience but has also sparked controversy, further distancing AEO from its current target audience. To rebuild this image, our team will release new campaigns that are specifically positioned towards the preferences of our target audience. By doing this, we strive to solidify a loyal customer base driven by a strong, cohesive brand image, while repositioning AEO as a trendy retail company and re-establishing relevance

in the market. In doing this, we strive to build strong connections with our consumers, establishing long-term brand loyalty.

Creative requirements

Campaign Title: Timeless and Trendy

Creative Concept: Time Travel

Tone & Style:

Playful, cinematic, nostalgic-meets-modern. Relatable humor for Gen Z, heritage nod for older audiences.

Background / Insight:

American Eagle is recognized as a denim leader, but its core demographic (18–24 year-old women) increasingly gravitates toward fast fashion and trend-driven brands. AEO can't overhaul its entire brand image with one campaign, so this campaign highlights denim as both timeless and trend-relevant.

Objective:

Reinforce AEO's reputation as the go-to brand for denim by connecting heritage (est. 1977) with Gen Z's desire for trendiness and self-expression. Highlighting how American Eagle jeans have transcended decades by showcasing their ability to fit seamlessly into both 1977 and 2025 fashion.

Problem:

AEO is known for classic jean styles, but its primary audience (18–24-year-old women) seeks trend-driven fashion. Competing fast-fashion brands like H&M and Zara lure them with affordability and rapid trend cycles, putting AEO at risk of losing loyalty.

Opportunity:

Leverage AEO's heritage and credibility in denim by emphasizing jeans that remain relevant across decades, while building cultural relevance through digital-first storytelling, short-form video, and community-driven content.

Tagline:

“For the timeless and the trendy”

Creative Concept:

A playful, cinematic time travel narrative showing that AEO jeans seamlessly fit across decades.

Execution:

Hero Commercial (TV + YouTube)

- Opens in 1977 at the first AEO store. Two girls exit in flared jeans.
- A time-travel effect (mirror, neon portal, or shag rug swirl) transports them to 2025.
- On a modern street in front of today's AEO store, Gen Z girls complement their jeans.
- When asked where they're from, the 1977 girls point back at the store.
- Gen Z girls reply: *"No way! Same."*
- Closing shot: the four walk away together as the tagline appears on-screen.

Stills (Print, Billboards, Social)

- Split-frame: 1977 girl + Gen Z girl, different tops, shoes, accessories. Same jeans
- 70s bedroom (lava lamp, shag rug) vs 2025 bedroom (LED lights, Amazon vines), both with AEO jeans casually tossed on the bed, AEO shopping bag on the floor
- Billboard: same pair of jeans styled two ways with tagline in bold

Short-Form Video (TikTok, IG Reels)

- Comedy skits:
 - A 1977 girl reacts to TikTok Shop and influencers.
 - Outfit swaps between decades, jeans stay constant.
- "#TimelessTryOn" challenge: styling jeans across decades

- Quick punchline videos: “Styles change. Jeans don’t.”

Experiential / Extensions

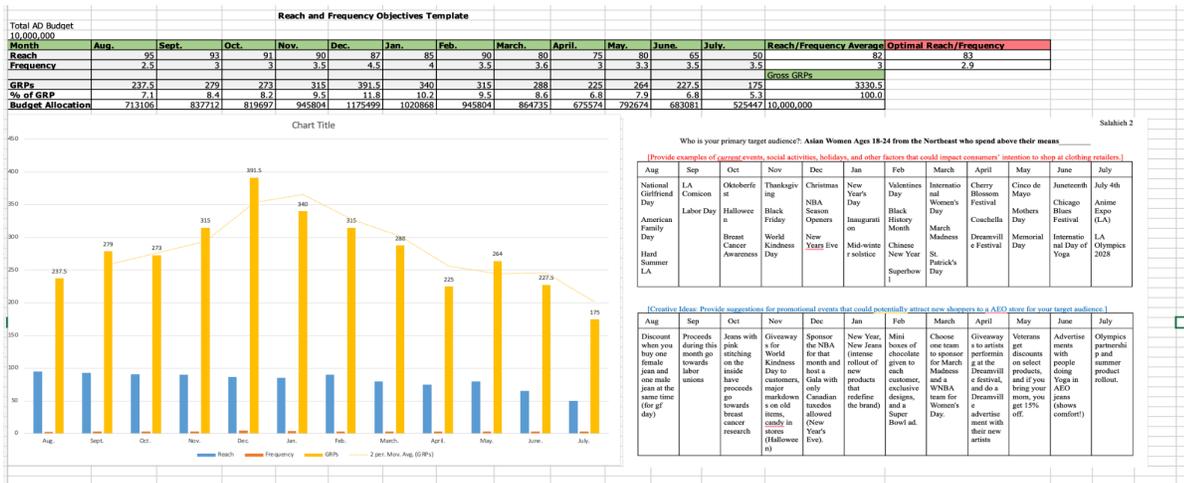
- In-store Displays: Half retro, half modern, same jeans.
- Time Travel Mirror: Interactive AR filter showing customers in jeans styled through different decades.
- Limited “1977 Collection”: Retro-inspired capsule reimaged for today.

Media objectives: Reach & Frequency, and GRPs

Below are our group's chosen reach and frequency metrics. We selected an average reach of 83% and a frequency of 2.9. In order to determine what we wanted our reach and frequency to be, we first looked back at what our campaign goal is. That goal is to strengthen our brand's identity among our target audience by increasing brand loyalty amongst asian women ages 18-24 in the northeast. With that in mind, we wanted our frequency to be 2.9 so that messages are more memorable and acted upon amongst our core target market. Regarding our reach, we concluded that an 83 was adequate so that we could spread enough awareness about our brand and ensure maximum exposure. We felt that having our peak during shopping months (i.e., Aug - Dec) would be best in order to boost awareness early, and as the months progressed, it would slowly start to taper off once awareness has been established.

Timing and Scheduling

As shown in our GRPs graph, we will be using a pulsing strategy.



December is our highest frequency month because many brands ramp up their campaigns leading into the holidays, and American Eagle is no different. With holidays like Christmas, Thanksgiving, and New Year's, November and December are beneficial months to increase GRPs. People in our target market are also likely to shop at AEO for holiday gifts. During the holiday season, advertisements should focus on holiday party outfits and what items make the best gifts. Additionally, this season is a time when consumers are likely to need less incentive to shop. Many people are already looking for gifts and new clothing, and therefore, it is important to differentiate AEO from its competitors, using a high-frequency approach.

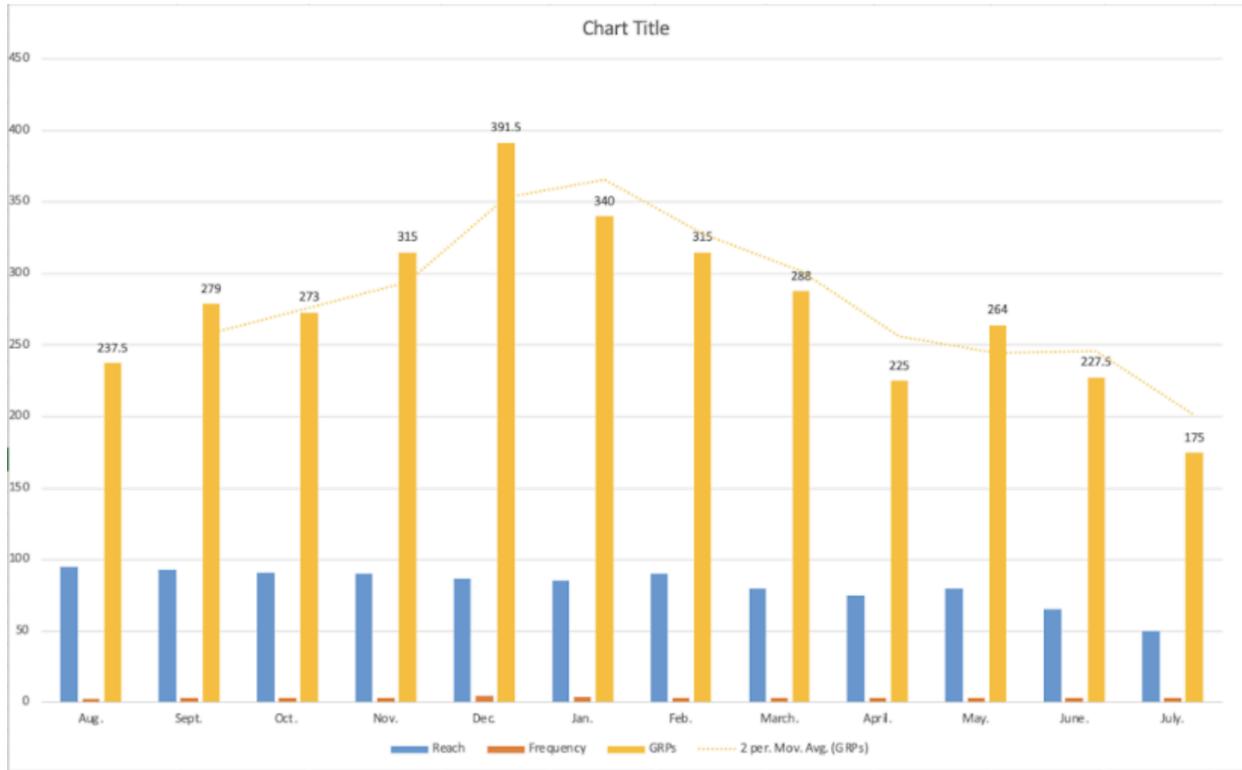
August is also a high-frequency month, due to the back-to-school season. Our primary target audience is college-age women, who are likely to want to purchase new clothing before the start of each semester. This month is a good time to focus on wardrobe staples and class outfits. August ad campaigns should have college students and back-to-school styles in mind.

Mid-season months have a lighter frequency because our goal is to build brand awareness early in the season that lasts throughout. Establishing AEO clothing as a high-quality and trendy staple clothing store will encourage customers to return throughout the season without needing a high-frequency ad strategy.

One of our primary focuses with this strategy is the seasonality of clothing. The northwest experiences all four seasons, leading consumers to need/want to buy clothing for the new seasons every 3-4 months. Ideally, a new campaign/product launch will accompany each season.

Additionally, clothing has a short purchase cycle, with consumers being able to walk into a store on a whim and leave with a new outfit. With this in mind, it makes sense to periodically increase product variety and adjust advertising strategies to keep consumers engaged and interested in the brand. AEO consumers want to find something new and exciting every time they walk into a store.

Using the seasons as a guide for scheduling plays into our target audience's desire to follow trends and reliance on social media to form purchasing habits. Trend cycles typically follow the seasons, and product launches can align with what consumers are looking for each season.



Month	Holidays/Events
January	New Years <ul style="list-style-type: none"> - Run a throwback collection with past AEO styles - New year jeans
February	Valentines Day <ul style="list-style-type: none"> - Matching men's and women's date night outfits - Run ads featuring iconic movie couples <ul style="list-style-type: none"> - Ex: How to Lose a Guy in 10 Days, Dirty Dancing Superbowl <ul style="list-style-type: none"> - Superbowl ad
March	Beginning of spring <ul style="list-style-type: none"> - Buy one get one free swim; spring break ad - Business casual/internship outfits ad
April	Earth Day/month <ul style="list-style-type: none"> - Highlight AEO's sustainability

	<p>practices and collections</p> <ul style="list-style-type: none"> - Run a sale on sustainable collection - Run a program where shoppers can rent out clothing items instead of buying them - Offer a clothing buy back program, where shoppers can bring old jeans back to the store and get a discount on a new pair <p>Coachella</p> <ul style="list-style-type: none"> - Festival outfits
May	<p>Asian Heritage Month</p> <ul style="list-style-type: none"> - Transition rollout from Spring to Summer
June	<p>Beginning of summer/graduation season</p> <ul style="list-style-type: none"> - Graduation dresses, discount for graduating students
July	<p>Fourth of July</p> <ul style="list-style-type: none"> - Existing sales
August	<p>Back to School collections</p>
September	<p>Beginning of Fall Labor Day - existing sales</p>
October	<p>Halloween</p> <ul style="list-style-type: none"> - Style guide with AEO clothes as Halloween costumes - Advertise with a movie (ex: Scream)
November	<p>Thanksgiving Black Friday Cyber Monday</p> <ul style="list-style-type: none"> - Existing sales
December	<p>Christmas</p> <ul style="list-style-type: none"> - Holiday collections & gift guides

Geography

BRAND_CONSUMER_AMERICAN EAGLE OUTFITTERS					
	Sample	Weighted(000)	Vertical %	Horizontal %	Index
Total	2,476	12,321	100%	4.8%	100
CENSUS REGION: NORTH EAST {HH}	611	2,494	20.2%	5.6%	116
CENSUS REGION: WEST {HH}	489	2,875	23.3%	4.8%	100
CENSUS REGION: MIDWEST {HH}	473	2,470	20%	4.7%	97
CENSUS REGION: SOUTH {HH}	903	4,481	36.4%	4.6%	95

Figure 29: AEO Consumer Demographics - Census Region Source: SimmonsMRI, 2025

Given our target audience and our goal to position AEO as a timeless and trendy brand for Asian women aged 18-24, we have chosen to implement a defensive strategy to advertise AEO in an area where they are already successful, also known as a "fish where the fish are" strategy. As such, we have chosen the Northeast region because AEO currently has the largest market there compared to the rest of the nation. The Northeast region has an index number of 116, indicating that AEO consumers are 16% more likely to be located in the Northeast than the general population, which is also higher than all other regions.

RACE: ASIAN AND WOMEN 18-24'					
	Sample	Weighted(000)	Vertical %	Horizontal %	Index
Total	207	866	100%	0.3%	100
TOP 14 DMA'S (HH)_ SAN FRANCISCO	*25	*100	*11.5%	*1.7%	*494
TOP 14 DMA'S (HH)_ WASHINGTON, D.C.	*14	*62	*7.2%	*1.1%	*329
INDIVIDUAL STATE CODES (HH)_ CALIFORNIA	*48	*252	*29.1%	*0.9%	*254
TOP 14 DMA'S (HH)_ NEW YORK	*34	*137	*15.8%	*0.8%	*238
TOP 14 DMA'S (HH)_ LOS ANGELES	*19	*108	*12.5%	*0.7%	*218
CENSUS REGION: WEST (HH)	71	406	46.9%	0.7%	201
INDIVIDUAL STATE CODES (HH)_ WASHINGTON	*6	*35	*4%	*0.6%	*171
TOP 14 DMA'S (HH)_ BOSTON	*10	*30	*3.5%	*0.6%	*164
INDIVIDUAL STATE CODES (HH): MASSACHUSETTS	*10	*30	*3.5%	*0.5%	*162
INDIVIDUAL STATE CODES (HH): NEW YORK'	*24	*82	*9.5%	*0.5%	*161
TOP 14 DMA'S (HH)_ ATLANTA	*12	*26	*3%	*0.5%	*136
CENSUS REGION: NORTH EAST (HH)	55	193	22.3%	0.4%	128
TOP 14 DMA'S (HH)_ SAN ANTONIO	*1	*9	*1%	*0.4%	*120
INDIVIDUAL STATE CODES (HH)_ GEORGIA	*12	*26	*3%	*0.3%	*95
TOP 14 DMA'S (HH)_ PHILADELPHIA	*7	*16	*1.8%	*0.2%	*73
CENSUS REGION: MIDWEST (HH)	*24	*95	*11%	*0.2%	*53
CENSUS REGION: SOUTH (HH)	57	173	20%	0.2%	52
TOP 14 DMA'S (HH)_ CHICAGO	*9	*12	*1.4%	*0.2%	*47
TOP 14 DMA'S (HH)_ HOUSTON	*5	*8	*0.9%	*0.1%	*42
INDIVIDUAL STATE CODES (HH)_ TEXAS	*12	*26	*3%	*0.1%	*35
INDIVIDUAL STATE CODES (HH)_ MICHIGAN	*2	*9	*1%	*0.1%	*34
TOP 14 DMA'S (HH)_ CLEVELAND	*1	*3	*0.3%	*0.1%	*30
INDIVIDUAL STATE CODES (HH)_ OHIO	*3	*7	*0.8%	*0.1%	*23
TOP 14 DMA'S (HH)_ DALLAS	*2	*2	*0.2%	*0%	*9
TOP 14 DMA'S (HH)_ DETROIT	*1	*1	*0.1%	*0%	*8
TOP 14 DMA'S (HH)_ MIAMI	*1	*1	*0.1%	*0%	*7

Figure ____: Simmons Insights on States in the Northeast - SimmonsMRI, 2025

Regarding the targeted states within the Northeast region, we have decided to maintain our "fish where the fish are" strategy. We selected Massachusetts and New York as our target states, as they have considerably large populations, also where a majority of Asian women aged 18-24 reside. We chose to focus on New York and Massachusetts based on their index numbers, 238 (NY) and 162 (MA), as they showcase the presence of our target audience in each state. New

York's index number of 238 indicates that our target audience of Asian women aged 18-24 is 138% more likely to live in that state than the general population. Furthermore, Massachusetts index number of 162 indicates that our target audience is 62% more likely to live in this state than the general population. Considering that both New York and Massachusetts have large populations consisting of 20 million and 7 million people, also with large groups of Asian women aged 18-24, these two states have the largest potential regarding a successful campaign for AEO.

	BRAND_CONSUMER_AMERICAN EAGLE OUTFITTERS				
	Sample	Weighted(000)	Vertical %	Horizontal %	Index
Total	2,476	12,321	100%	4.8%	100
TOP 14 DMA'S (HH)_ MIAMI	*49	*287	*2.3%	*7.1%	*147
INDIVIDUAL STATE CODES (HH): MASSACHUSETTS	90	331	2.7%	6.1%	126
TOP 14 DMA'S (HH)_ BOSTON	96	313	2.5%	5.8%	120
INDIVIDUAL STATE CODES (HH)_ OHIO	82	516	4.2%	5.7%	119
TOP 14 DMA'S (HH)_ NEW YORK	267	973	7.9%	5.7%	119
INDIVIDUAL STATE CODES (HH): NEW YORK'	224	847	6.9%	5.6%	117
CENSUS REGION: NORTH EAST (HH)	611	2,494	20.2%	5.6%	116
INDIVIDUAL STATE CODES (HH)_ CALIFORNIA	316	1,633	13.3%	5.6%	116
TOP 14 DMA'S (HH)_ LOS ANGELES	171	800	6.5%	5.5%	113
TOP 14 DMA'S (HH)_ PHILADELPHIA	133	348	2.8%	5.4%	112
TOP 14 DMA'S (HH)_ CLEVELAND	*21	*160	*1.3%	*5.4%	*111
TOP 14 DMA'S (HH)_ DALLAS	83	338	2.7%	5.3%	110
TOP 14 DMA'S (HH)_ DETROIT	*35	*195	*1.6%	*5.1%	*107
CENSUS REGION: WEST (HH)	489	2,875	23.3%	4.8%	100
CENSUS REGION: MIDWEST (HH)	473	2,470	20%	4.7%	97
CENSUS REGION: SOUTH (HH)	903	4,481	36.4%	4.6%	95
TOP 14 DMA'S (HH)_ WASHINGTON, D.C.	77	250	2%	4.5%	93
INDIVIDUAL STATE CODES (HH)_ GEORGIA	97	348	2.8%	4.3%	90
INDIVIDUAL STATE CODES (HH)_ TEXAS	212	949	7.7%	4.4%	90
INDIVIDUAL STATE CODES (HH)_ MICHIGAN	53	332	2.7%	4.2%	88
TOP 14 DMA'S (HH)_ CHICAGO	127	310	2.5%	4.1%	86
TOP 14 DMA'S (HH)_ ATLANTA	78	232	1.9%	4.1%	85
TOP 14 DMA'S (HH)_ SAN FRANCISCO	77	240	1.9%	4%	83
TOP 14 DMA'S (HH)_ HOUSTON	53	174	1.4%	3.1%	64
INDIVIDUAL STATE CODES (HH)_ WASHINGTON	*28	*158	*1.3%	*2.6%	*54
TOP 14 DMA'S (HH)_ SAN ANTONIO	*13	*49	*0.4%	*2.2%	*46

Figure ____: Simmons Insights on Cities in the Northeast - SimmonsMRI, 2025

Of our top 14 DMAs, only New York City and Boston were in the states we chose. New York City has an index number of 119, which means that those who live in NYC are 19% more likely to shop at AEO than the rest of the general population. Meanwhile, Boston has an index number of 120, being slightly higher than NYC. This is interpreted as those who live in Boston are 20% more likely to shop at AEO than the rest of the general population. As for the remaining cities in our Simmons research, we chose based on the highest concentration of potential buyers. Our rationale is that cities with the highest concentration of potential buyers will make for a greater return on ad spend. This will save us money in the long run and maximize our reach to our target audience at a more efficient budget.

In New York, we will be targeting Brooklyn, Queens, Manhattan, and the Bronx. Brooklyn has an approximate population of 2,730,000, Queens with 2,400,000, Manhattan with 1,700,000, and the Bronx with 1,500,000, as per US census data from 2023 ([U.S. Census Bureau](#)). In addition to population size, these four cities were also selected because of their relatively high median household incomes. Brooklyn's household income is roughly \$80,000,

Queens' at roughly \$85,000, and Manhattan with a median household income of about \$105,000, according to the NYU Furman Center's 2023 estimates ([NYU Furman Center](#)). There is also a strong strategic component to advertising in the boroughs. Brooklyn, Queens, Manhattan, and the Bronx all have separate cultures but are collectively connected, again, giving us a strongly positive ROA. We will have effective hyper-targeting, a massive local target, and iconic visibility by focusing advertising in these boroughs.

In Massachusetts, we will be targeting Boston with a population of 650,000, Worcester with a population of 210,000, Springfield with a population 150,000, and Cambridge with a population of 120,000 (U.S. Census Bureau). With fast-growing populations, household income within these cities is also on the rise. Statistical Atlas reports that Boston's average household income is \$78,000, Worcester's at roughly \$66,000, Springfield's is roughly \$54,000, and Cambridge's at roughly \$83,000, making for a demographic of individuals who have a flexible income to purchase apparel items ([Statistical Atlas](#)). Each of these cities also attracts a large quantity of college students, which directly correlates with our target market of individuals aged 18-24. The combination of rising population, household income, and collegiate and professional opportunities makes for a growing market that will be frugal to advertise within.

Northeastern Region

<u>New York</u>	<u>Massachusetts</u>
Brooklyn	Boston
Queens	Worcester
Manhattan	Springfield
Bronx	Cambridge

Advertising media budget

Our allocated budget for the AEO (American Eagle Outfitters) campaign is \$10,000,000.00, running from August 1, 2025, to July 31, 2026. As a team, we were able to identify our target GRPs, and we created a monthly ad spending budget for the months of August to July. We believed that a 'pulsing' method with varying GRPs would be most efficient for our objective.

According to our market research, we found that some months required higher spending than others (i.e., December), which coincides with major holidays and shopping periods. Other months that we choose to allocate a higher budget for are January, this is because we have a big campaign planned titled 'New Year, New Jeans', the goal of this would be to switch non-users to AEO. Another big-budget month we deleted was May, which is Asian Heritage Month. We chose to allocate a higher budget for this month because our target audience is "Asian Women ages

18-24.” We think that this would be a great opportunity to solidify our loyal customers further. To maintain efficiency, we allocated a budget for each month to ensure that we stay consistent and generate sales year-round, all while prioritizing our target market.

We found that for our advertising campaign, the pulsing method would generate us the most return. It promises that each month of the year will receive a marketing budget while still prioritizing efficiency.

The budget for the AEO Campaign is listed below:

Month	Month Budget	GRP Percentage	GRPs
Aug.	\$ 713,106.14	7.1%	237.5
Sept.	\$ 837,712.06	8.4%	279
Oct.	\$ 819,696.74	8.2%	273
Nov.	\$ 945,803.93	9.5%	315
Dec.	\$ 1,175,499.17	11.8%	391.5
Jan.	\$ 1,020,867.74	10.2%	340
Feb.	\$ 945,803.93	9.5%	315
March.	\$ 864,735.02	8.6%	288
April.	\$ 675,574.24	6.8%	225
May.	\$ 792,673.77	7.9%	264
June.	\$ 683,080.62	6.8%	227.5
July.	\$ 525,446.63	5.3%	175
Totals:	\$10,000,000.00	100%	3330.5

Figure ? Monthly Budget Allocation (Table)

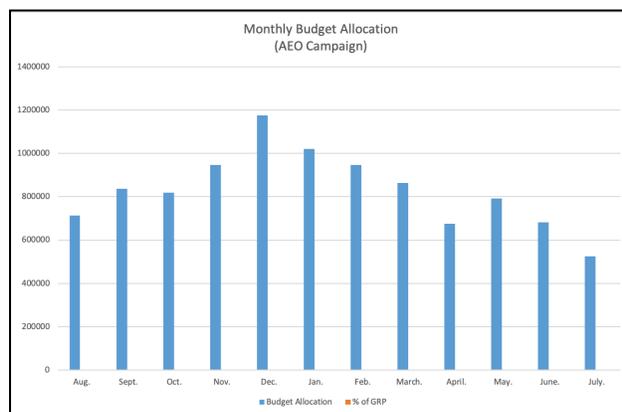


Figure ? Monthly Budget Allocation (Chart)

Name	Task	Details	Status	Date Tasked	Date Due
Quinn	Part II: Intro		Comple...	9/24	9/29
Maddy and Zayd	Part II: Target audience (who)		Comple...	9/24	9/29
Ella	Part II: Advertising objective(s) (what)		Comple...	9/24	9/29
nat	Part II: Creative requirements (what)		Comple...	9/24	9/29
Dean	Part II: Media objectives: Reach & Frequency, and GRPs (how)		Comple...	9/24	9/29
quinn	Part II: Timing and Scheduling (when)		Comple...	9/24	9/29
Maddy and Zayd	Part II: Geography (where)		Comple...	9/24	9/29
Karsten	Part II: Advertising media budget (cost)		Comple...	9/24	9/29
Completed					
Ella	Introduction	You want to write a ¼ page introduction to the report. You should provide a	Comple...	8/28	9/2
Karsten	Brief History / Trends in Category	Brief history and trends	Comple...	8/28	9/2
Dean	Internal Analysis	Client history/Sales analysis	Comple...	8/28	9/2
Zayd	Sales Trends	Factors Explaining/ Impacting Sales Trends	Comple...	8/28	9/2
Maddy	Growth potential/forecasts	Explore research databases to report expected future trends in the size	Comple...	8/28	9/2
Nat	Internal Analysis	4 P's	Comple...	8/28	9/2
Ella	Summary	Internal history	Comple...	8/28	9/2
Quinn	history of the client	Evolution of the company and its brand equity. Include company info. Include	Comple...	8/28	9/2
Group Work	Part I: External Analysis	Semi-done: double check work	Comple...	8/28	9/15
Group Work	Part I: Internal Analysis	Semi-done: double check work	Comple...	8/28	9/15
Zayd/ Maddy	Part I: Consumer Analysis (DO FIRST)	Must do this prior to SWOT	Comple...	9/11	9/15
Ella/ Quinn	Part I: Competitor Analysis (DO FIRST)	Must do this prior to SWOT	Comple...	9/11	9/15
Karsten/ Dean	Part I: SWOT Analysis		Comple...	9/11	9/15
nat	Part I: Statement of the Most Important Problem and Opportunity	SWOT must be done first *The most important part (major singular problem	Comple...	9/11	9/15
Everyone	Part I: Appendix and References	Should include anything you didn't include in main text	Comple...	9/11	9/15
All Individuals	Peer Evaluation		Comple...	9/11	9/15
Nat	Interview	Need 1 more AEO Interview	Comple...	9/11	9/15