



Final Presentation

MEDIA PLAN

Marvel Media

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Agency Credentials

Frances Ehrhardt

Project Manager

- Brand Overview
- SWOT Analysis
- Competitor Analysis
- Target Audience
- Media Objectives
- add the rest

Kaitlyn Hoang

Team Member

- Industry Overview
- SWOT Analysis
- Geographic Areas Analysis
- Advertising Objectives
- Media Strategies
- add the rest

Jules Lejeune

Team Member

- Current Strategies
- SWOT Analysis
- Geographic Areas Analysis
- Advertising Objectives
- Media Tactics
- add the rest

Kaylee Bynog

Team Member

- Current Ad/Media Expenditure
- SWOT Analysis
- Competitor Analysis
- Marketing Objectives
- add the rest

Lindsey Peleg

Team Member

- Current Ad/Media Expenditure
- SWOT Analysis
- Current Consumers
- add the rest

Ravyn Fontenot

Team Member

- Current Marketing Challenges
- SWOT Analysis
- Current Consumers
- Marketing Objectives
- add the rest

Todd Dominick

Team Member

- Current Target Audiences
- SWOT Analysis
- Target Audience
- Media Objectives
- add the rest

Executive Summary



Target Audience

Students and young professionals who often prioritize affordability, aligning with Sonic's promotional pricing strategies.

Ad Messages/Message Focus

Sonic's new ad message focuses on celebrating "The Sonic Moment," showcasing how Sonic seamlessly fits into the social lives of 18-24-year-olds with its fun, customizable, and convenient offerings. The campaign emphasizes vibrant, relatable moments—whether it's sharing Happy Hour drinks, late-night snacks, or road-trip pit stops—while reinforcing Sonic's nostalgic and social drive-in experience.

Geographic Emphasis

Oklahoma, Texas, Arkansas

- These are the core areas for Sonic, where category sales are robust and Sonic's brand performance is excellent.
- Set aside a sizeable budget to maintain customer loyalty and stop rivals from stealing market share.

Executive Summary



Scheduling - Continuity Pattern

18-24-year-olds are most active during back-to-school months, summer, and the holiday season, aligning with social activities, increased dining out, and late-night snacking patterns.

Media Types Used

Sonic's own digital ad spending is currently underutilized (\$1.4M in 2024 compared to \$86M on TV). 18-24 demographic, 80% of this age group spends an average of 3+ hours daily on platforms like TikTok and Instagram

Budget Summary

\$50 million spent on national advertising. Doing so will allow more spending for modern media's to have a better relationship with our target audience.

Situational Analysis

Current Situations

- 1. Marketing Elements**
- 2. Competitor Analysis**
- 3. Current Consumers**
- 4. Geographic Areas Analysis**
- 5. SWOT Analysis**

Marketing Elements

Industry Overview:

- Fast food fulfills the need for **quick, easy, and affordable meals or treats** for people with busy lifestyles.
- **Offers a wide variety of options:** pizza, burgers, tacos, hotdogs, ice cream, custard, cookies, and sweet drinks.
- **Consumer loyalty:** Most customers stick to one or two favorite fast-food brands.
- The industry is valued at **over \$850 billion**, reflecting **high demand and intense competition**.
- Companies must **innovate continuously** in products, strategies, and branding to meet consumer preferences and adapt to economic trends.

Marketing Elements

Brand Overview:

- **Founded in 1953** in Shawnee, Oklahoma, originally named "Top Hat."
- Introduced curbside speakers for **in-car ordering**, leading to the slogan "**Service at the Speed of Sound™**" and a name change to Sonic Drive-In in 1959.
- **Founder Troy Smith** prioritized innovation and unique customer experiences, including hiring roller-skating carhops, which remain a memorable brand attribute.
- **Core values:** Respect, relationships, entrepreneurial spirit, surprise and delight, and fun.
- Sonic fosters a culture of hiring **passionate and fun-loving** individuals.
- Known for a **fun, efficient experience**, delivering **made-to-order meals** and unique drinks.

Marketing Elements

Current Marketing Challenges

Relevancy

Standing out from the competition by staying competitive with unique experiences and storytelling.

Technology vs. Tradition

Balancing embracing classic drive-in traditions and keeping up with modern innovations.

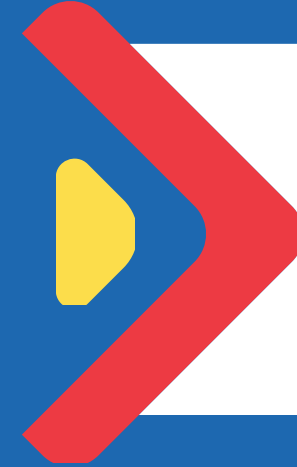
Advertising Shift

Moving from solely product-focused ads to focus more on brand storytelling while also utilizing more digital ads.

Marketing Elements

Current Target Audience

01



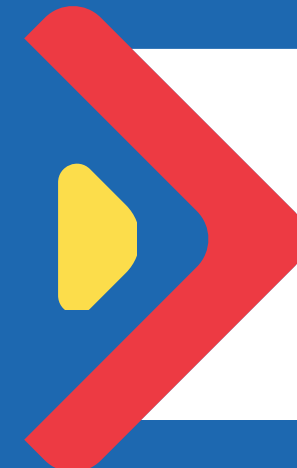
Ages: 18-44

High school graduates,
in college but no degree,
and people with an
associates degree



02

03



Full-time
employees

Household income of
20000-29999 dollars and
30000-39999 dollars



04

Marketing Elements

Current Consumers: *Psychographic and Lifestyle Insights*

Psychographics

Convenience-Oriented

Value-Conscious

Social Eaters

High engagement in technology

Lifestyle

On-the-Go Lifestyle

Late-Night Cravings

Health vs. Indulgence Balance

Entertainment-Driven Experiences

Current Consumer Insights

Consumer Perception of Sonic

- Attitude: Seen as fun, nostalgic, and casual, with unique drive-in service and a customizable menu.
- Preference: Valued for affordable indulgence (Happy Hour deals, customizable drinks) but may rank below competitors like Chick-fil-A for perceived quality.

Best Media to Reach Them

1. Digital and Social Media Advertising
 - a. TikTok, Instagram, YouTube, and Facebook.
2. Streaming Video Ads (CTV and OTT)
 - a. Hulu, Roku, and YouTube.
3. Mobile and In-App Advertising
4. Influencer Marketing



CURRENT STRATEGIES

Marketing Elements

Product

Variety of customizable menu items that include limited-time specialty items.

Unique features that differentiate from other fast food companies

Price

Value-based promotions and overall affordable pricing (e.g., Happy Hour, \$1.99 Menu)

Place

Drive-in and digital ordering for convenience.

Located primarily in the south east USA.

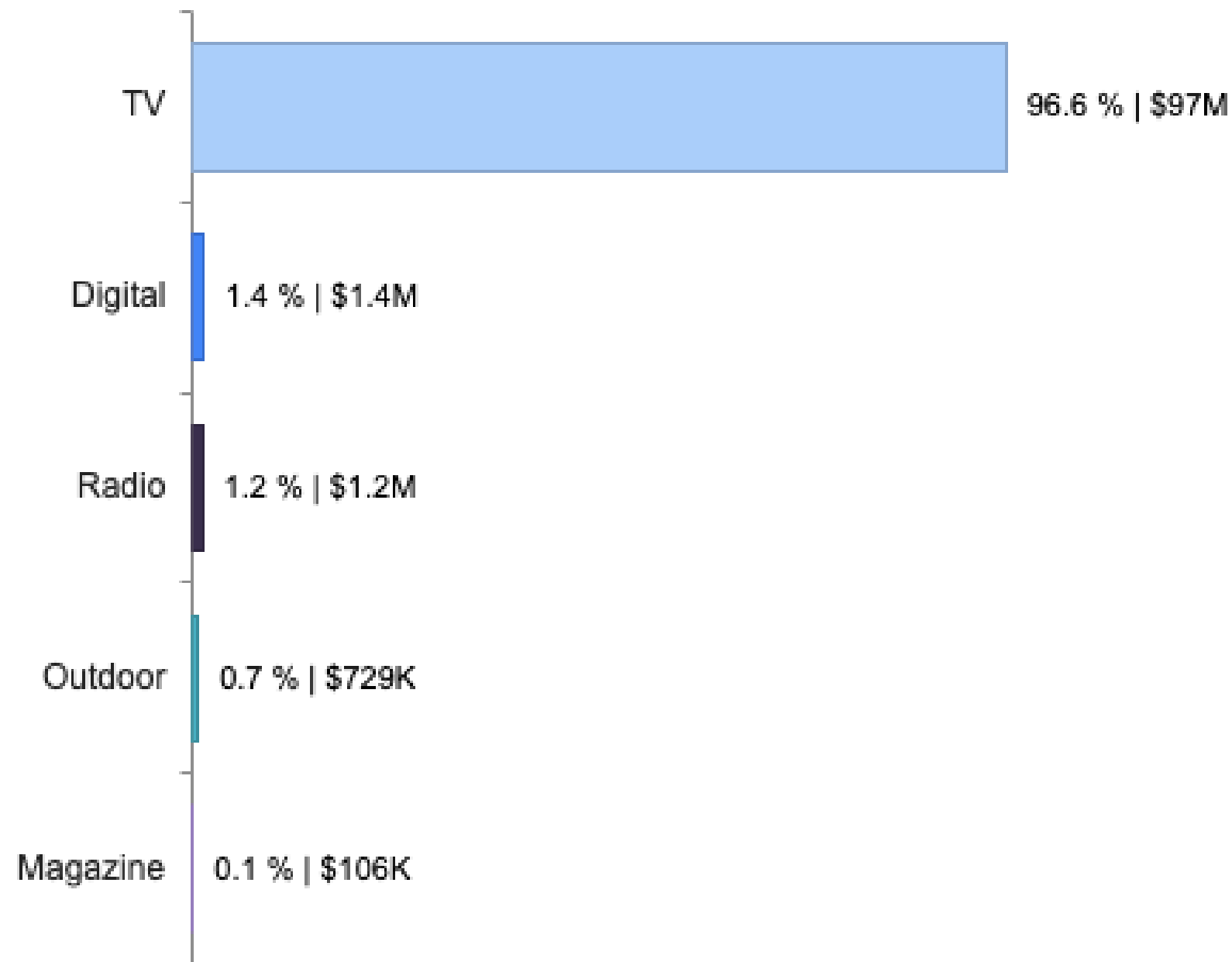
Promotion

TV-heavy campaigns, and digital ads growing slowly.

Seasonal and limited-time offers along with Happy Hour and Rewards Program

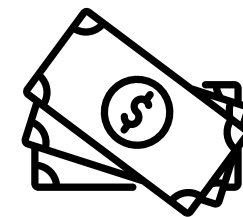
CURRENT STRATEGIES

Media Mix



* Activity occurring 1/1/2024 to 12/2/2024.

In terms of advertising, Sonic has historically prioritized traditional media, particularly TV, with limited digital presence, while shifting toward storytelling-focused campaigns that highlight Sonic's fun and personalized dining experience. Operationally, Sonic balances its classic drive-in model with innovative technologies like mobile ordering and app integration to enhance convenience for on-the-go customers.



\$14.3B **revenue** (2023).



Market Share of 33.03% out of the top 4 competitors.

2.4% share amongst all major fast-food restaurants, national

Marketing Elements

Ad / Media Expenditure

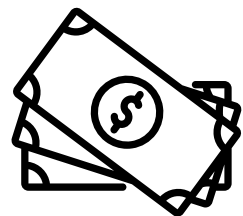
- 01** **Top Spending:** TV (\$86M annually), March 2024 (\$15M), focused mainly in south east/west
- 02** **Successful Campaigns:** Crispy Tender Wraps (\$7M), Drinks (\$5M).
- 03** **Digital Spending:** \$1.4M, primarily YouTube and app advertising.



Primary Competitor Insights:

Chick-Fil-A

Premium chicken-focused



\$21.6B revenue (2023).



Media mix:

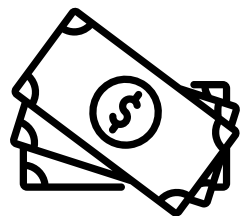
- TV (\$63 million)
- Radio (\$13 million).



Market Share of 49.88% out of the top 4 competitors.

Panera Bread

Health-conscious focused

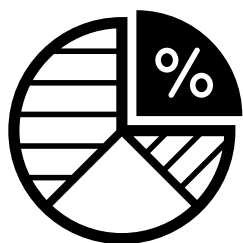


\$6.4B revenue (2023)



Media mix:

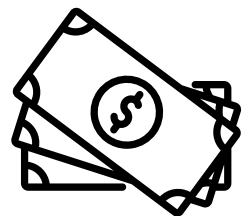
- TV (\$74 million)
- Outdoor (\$1.4 million)



Market Share of 14.78% out of top 4 competitors.

Shake Shack

High-quality burgers focused



\$1.09B revenue (2023)



Media mix:

- Solely Digital (4.4k) and TV marketing.



Market Share of 2.31% out of these top 4 competitors.

Rationale:

we chose these companies as primary competitors because they each represent strong market players targeting overlapping demographics with distinct competitive advantages. Along with that, each of these quick service companies is more closely related to Sonic on the large playing field of fast food restaurant.

Primary Competitor Insights:

Chick-Fil-A

4P's

1. **Product:** Chick-fil-A delivers a quality-focused dining experience through a limited but premium chicken menu
2. **Price:** competitive pricing aligned with its high-quality offerings
3. **Place:** strategic locations with efficient service
4. **Promotion:** memorable, community-centered marketing campaigns like "Eat Mor Chikin"

Panera Bread

4P's

1. **Product:** Panera Bread offers a menu of freshly prepared, clean, and health-focused items, including sandwiches, soups, and bakery goods.
2. **Price:** Panera's mid-tier pricing reflects its premium fast-casual positioning, balancing quality with affordability.
3. **Place:** Panera locations feature cozy dining spaces and convenient options like Rapid Pick-Up, drive-thru, and delivery.
4. **Promotion:** Panera emphasizes its commitment to clean ingredients and health-focused food through transparency-focused campaigns and a loyalty program.

Shake Shack

4P's

1. **Product:** Focuses on high-quality, chef-inspired burgers, crinkle-cut fries, shakes, and modern twists on fast food.
2. **Price:** Premium pricing reflects its upscale fast-casual positioning and quality ingredients.
3. **Place:** Operates in urban centers, malls, and select suburban areas with inviting, modern dining spaces.
4. **Promotion:** Relies on social media, limited-time collaborations, and word-of-mouth to attract its foodie and millennial audience.

Secondary Competitor Insights

- **McDonald's**

- Share of Voice 5.7%
- Media mix: television (\$179M), followed by outdoor advertising (\$54M)

- **Wendy's**

- Share of Voice 6.5%
- Media mix: TV focused (\$220M), followed by radio (\$45M)

- **Burger King**

- Share of Voice 6.6%
- Media Mix: Television majority (\$246M), radio allocated (\$246K)



These were chosen as secondary competitors because they are the leading companies within the quick service industry. Compared to these competitors, Sonic lies significantly lower on the rankings and therefore is out of range.

Geographic Areas Analysis

Top Markets (High BDI/CDI):

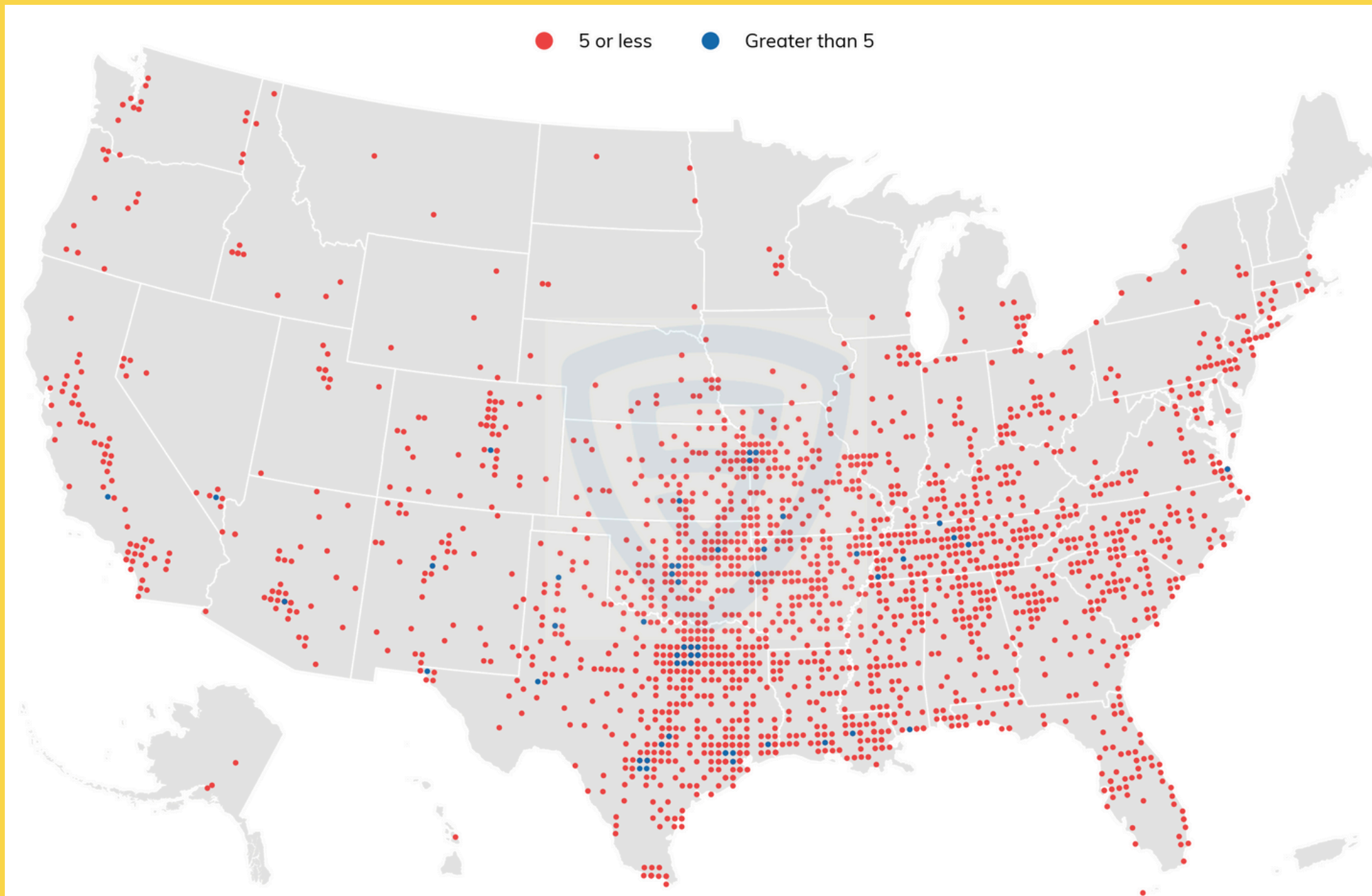
- The top state group code markets include New Jersey, North/South Carolina, Georgia, Tennessee, Alabama/Mississippi, Washington/Oregon, Arkansas/Louisiana/Oklahoma, Texas, Ohio, Michigan, Wisconsin, Minnesota/Iowa, Missouri, and Nebraska/Kansas.

	((Respondent: Age Summary 18-24) AND Respondent: ((Respondent: Age Summary 18-24) AND Respondent: Employment Status (Full-Time OR Part-time) AND (Respondent: Last 6 Months_Sonic Drive-In					Fast Food & Drive-In Restaurants: Brand/ Total Users Bought At Fast Food & Drive-In Restaurants: Brand/ Total Users Bought At Last 6 Months_Sonic Drive-In					Fast Food & Drive-In Restaurants: Category/Total Users/ Fast Food & Drive-In Restaurants: Category/Total Users/ Users_Total users Bought At Last 6 Months				
	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
((Respondent: Age Summary 18-24) AND Respondent: Employment Status (Full-Time OR Part-time) AND Household: State Group Codes Maine/New	1,478	5,989	100.00%	100.00%	➡️ 100	190	839	100.00%	14.01%	➡️ 100	1,391	5,687	100.00%	94.96%	➡️ 100
Household: State Group Codes Massachusetts	*10	*27	*0.45%	*100.00%	➡️ *100	*0	*0	*0.00%	*0.00%	⬇️ *0	*9	*26	*0.46%	*96.30%	➡️ *101
Household: State Group Codes Rhode	56	146	2.44%	100.00%	➡️ 100	*2	*2	*0.24%	*1.37%	⬇️ *10	*49	*128	*2.25%	*87.67%	➡️ *92
Household: State Group Codes Rhode	*21	*75	*1.25%	*100.00%	➡️ *100	*1	*2	*0.24%	*2.67%	⬇️ *19	*19	*72	*1.27%	*96.00%	➡️ *101
Household: State Group Codes New York	114	373	6.23%	100.00%	➡️ 100	*8	*20	*2.38%	*5.36%	⬇️ *38	102	337	5.93%	90.35%	➡️ 95
Household: State Group Codes New Jersey	74	223	3.72%	100.00%	➡️ 100	*7	*50	*5.96%	*22.42%	⬆️ *160	69	212	3.73%	95.07%	➡️ 100
Household: State Group Codes Pennsylvania	76	262	4.37%	100.00%	➡️ 100	*3	*5	*0.60%	*1.91%	⬇️ *14	73	258	4.54%	98.47%	➡️ 104
Household: State Group Codes Delaware/Maryland/Wash	*45	*130	*2.17%	*100.00%	➡️ *100	*4	*6	*0.72%	*4.62%	⬇️ *33	*43	*123	*2.16%	*94.62%	➡️ *100
Household: State Group Codes Virginia	*31	*129	*2.15%	*100.00%	➡️ *100	*4	*8	*0.95%	*6.20%	⬇️ *44	*30	*126	*2.22%	*97.67%	➡️ *103
Household: State Group Codes North Carolina/South	*48	*198	*3.31%	*100.00%	➡️ *100	*10	*39	*4.65%	*19.70%	⬆️ *141	*46	*192	*3.38%	*96.97%	➡️ *102
Household: State Group Codes Georgia	57	261	4.36%	100.00%	➡️ 100	*7	*55	*6.56%	*21.07%	⬆️ *150	53	255	4.48%	97.70%	➡️ 103
Household: State Group Codes Florida	83	376	6.28%	100.00%	➡️ 100	*12	*61	*7.27%	*16.22%	⬆️ *116	78	333	5.86%	88.56%	➡️ 93
Household: State Group Codes Kentucky	*14	*66	*1.10%	*100.00%	➡️ *100	*3	*6	*0.72%	*9.09%	⬇️ *65	*14	*66	*1.16%	*100.00%	➡️ *105
Household: State Group Codes Tennessee	*20	*97	*1.62%	*100.00%	➡️ *100	*8	*48	*5.72%	*49.48%	⬆️ *353	*20	*97	*1.71%	*100.00%	➡️ *105
Household: State Group Codes Alabama/Mississippi	*15	*45	*0.75%	*100.00%	➡️ *100	*5	*17	*2.03%	*37.78%	⬆️ *270	*14	*44	*0.77%	*97.78%	➡️ *103
Household: State Group Codes Washington/Oregon	*23	*168	*2.81%	*100.00%	➡️ *100	*5	*30	*3.58%	*17.86%	⬆️ *127	*22	*167	*2.94%	*99.40%	➡️ *105
Household: State Group Codes California	173	767	12.81%	100.00%	➡️ 100	*7	*40	*4.77%	*5.22%	⬇️ *37	163	700	12.31%	91.26%	➡️ 96
Household: State Group Codes Arkansas/Louisiana/Oklah	*33	*142	*2.37%	*100.00%	➡️ *100	*9	*45	*5.36%	*31.69%	⬆️ *226	*33	*142	*2.50%	*100.00%	➡️ *105
Household: State Group Codes Texas	178	644	10.75%	100.00%	➡️ 100	55	163	19.43%	25.31%	⬆️ 181	169	614	10.80%	95.34%	➡️ 100
Household: State Group Codes Ohio	*37	*199	*3.32%	*100.00%	➡️ *100	*4	*31	*3.69%	*15.58%	⬆️ *111	*34	*197	*3.46%	*98.99%	➡️ *104
Household: State Group Codes Indiana	*20	*112	*1.87%	*100.00%	➡️ *100	*0	*0	*0.00%	*0.00%	⬇️ *0	*20	*112	*1.97%	*100.00%	➡️ *105
Household: State Group Codes Illinois	106	238	3.97%	100.00%	➡️ 100	*3	*12	*1.43%	*5.04%	⬇️ *36	101	226	3.97%	94.96%	➡️ 100
Household: State Group Codes Michigan	*46	*279	*4.66%	*100.00%	➡️ *100	*4	*59	*7.03%	*21.15%	⬆️ *151	*44	*275	*4.84%	*98.57%	➡️ *104
Household: State Group Codes Wisconsin	*20	*121	*2.02%	*100.00%	➡️ *100	*2	*27	*3.22%	*22.31%	⬆️ *159	*17	*117	*2.06%	*96.69%	➡️ *102
Household: State Group Codes Minnesota/Iowa	*32	*147	*2.45%	*100.00%	➡️ *100	*4	*27	*3.22%	*18.37%	⬆️ *131	*31	*145	*2.55%	*98.64%	➡️ *104
Household: State Group Codes Missouri	*24	*139	*2.32%	*100.00%	➡️ *100	*5	*24	*2.86%	*17.27%	⬆️ *123	*24	*139	*2.44%	*100.00%	➡️ *105
Household: State Group Codes North Dakota/South	*3	*10	*0.17%	*100.00%	➡️ *100	*0	*0	*0.00%	*0.00%	⬇️ *0	*3	*10	*0.18%	*100.00%	➡️ *105
Household: State Group Codes Nebraska/Kansas	*22	*61	*1.02%	*100.00%	➡️ *100	*4	*11	*1.31%	*18.03%	⬆️ *129	*21	*60	*1.06%	*98.36%	➡️ *104
Household: State Group Codes Montana/Idaho/Wyomin	*38	*247	*4.12%	*100.00%	➡️ *100	*4	*10	*1.19%	*4.05%	⬇️ *29	*33	*225	*3.96%	*91.09%	➡️ *96
Household: State Group Codes New	59	305	5.09%	100.00%	➡️ 100	*10	*39	*4.65%	*12.79%	➡️ *91	57	286	5.03%	93.77%	➡️ 99
es New															

Geographic Areas Analysis

Growth Potential:

- Maintain high investment in states with both high BDI and CDI.
- Increase investment in states with high CDI but low BDI. These include state code groups Maine/New Hampshire/Vermont, Rhode Island/Connecticut, Pennsylvania, Delaware/Maryland/Washington D.C./West Virginia, Virginia, Kentucky, Illinois, and North/South Dakota.



Sonic Drive-In restaurant locations in the USA

Each grid point covers 10-mile radius with at least one location

Source: ScrapeHero.com



Geographic Areas Analysis

High CDI

Low CDI

High CDI

Low CDI

- Good sales potential
- Minimum marketing efforts
- Defensive approach
 - Maintenance Strategy

- The category is not selling well, but the brand is
- Possible future decline in brand's sales
- Minimum/optimal budget level
 - Defensive Strategy

- The category is selling well, but the brand is not
- High market potential
- Intensive marketing efforts with higher frequency in peak season
 - Aggressive Strategy

- Neither the brand nor the category is selling well
- Low market potential
- Limited budgeting in sales peak
- Promotional supports
 - Extreme Aggressive Strategy OR Withdrawal

- New Jersey, North/South Carolina, Georgia, Tennessee, Alabama/Mississippi, Washington/Oregon, Arkansas/Louisiana/Oklahoma, Texas, Ohio, Michigan, Wisconsin, Minnesota/Iowa, Missouri, Nebraska/Kansas

- Florida

- Maine/New Hampshire/Vermont, Rhode Island/Connecticut, Pennsylvania, Delaware/Maryland/Washington D.C./West Virginia, Virginia, Kentucky, Indiana, Illinois, North/South Dakota

- Massachusetts, New York, California, Montana/Idaho/Wyoming/Colorado, New Mexico/Arizona/Utah/Nevada

Situational Analysis



S

- Unique drive-in model
- broad menu variety
- loyal customer base
- Strong brand identity
- Effective advertising strategy



W

- Limited geographic reach
- low digital investment
- Inconsistent Digital Spend



O

- Expand digital marketing
- healthier menu options
- geographic growth
- innovative Digital Engagement




T

- Intense competition
- economic pressures
- health trends
- Shifting Consumer Preferences

Overall Objective:

The overall objective of this campaign is to increase brand engagement and frequency of visits among 18-24-year-olds by leveraging a strategic mix of digital and traditional media. Through consistent advertising and heightened focus during key seasonal periods, the campaign aims to position Sonic as the go-to destination for quick, fun, and convenient dining experiences, ultimately driving repeat customer interactions and boosting app engagement.




Media Objectives



Reach & Frequency Goals

The media plan aims to maximize initial reach to Sonic's relevancy among 18-24-year-olds in the South and Southwest, particularly in Texas, Oklahoma, and Arkansas. After achieving broad awareness, the campaign will increase frequency with 12-16 monthly exposures per person to reinforce messaging and encourage repeat visits, fostering both awareness and sustained engagement.

Continuity

Sonic's campaign will maintain a consistent presence year-round using a pulsing strategy, with heightened activity during peak promotional periods such as back-to-school, summer, and holidays.







Media Objectives

Special Marketing Problem

To address challenges in staying relevant amid increasing competition and shifting digital trends, Sonic will pivot towards a digital-first strategy. This includes interactive campaigns on TikTok, Instagram, and YouTube, complemented by influencer partnerships and app-based notifications. These efforts will re-engage the target audience in spaces they frequent, ensuring Sonic remains top-of-mind while fostering deeper digital connections.

Target Market

The primary focus will be on Sonic's core demographic of 18-24-year-olds in middle-income households, emphasizing convenience, value, and indulgent food options. Marketing efforts will connect with their preferences for unique, customizable menu items and the brand's fun, nostalgic appeal.



Media Objectives

Geography

The campaign will focus exclusively on national advertising to establish a unified and consistent brand identity across the country. By leveraging national platforms, Sonic will efficiently reach its broad target audience of 18–44-year-olds, ensuring maximum visibility and brand relevancy across all markets. This approach simplifies execution, reinforces Sonic’s nationwide presence, and ensures consistent messaging across diverse regions.

Target Audience Data

Demographic Data:

- Age
 - 18-24 years old, including college students and young professionals.
- Income
 - Typically within the lower-income bracket (\$20,000-\$39,000 annually) due to entry-level positions or part-time employment during studies.
- Education
 - Predominantly high school graduates, college students, or recent graduates.
- Employment Status
 - A mix of part-time employees, full-time entry-level workers, and students.



Designed by [Freepik](#)

Target Audience Data

Psychographic Data:

- Convenience-Oriented
 - Fast food appeals due to its quick service and easy accessibility, aligning with the time constraints of a busy academic or early career schedule.
- Value-Conscious
 - Budget-friendly menu options and promotions like Happy Hour resonate strongly with this audience.
- Social Eaters
 - Meals are often consumed with peers, highlighting the importance of communal or group-focused dining experiences.
- Technologically Driven
 - Heavy users of digital platforms such as TikTok, YouTube, and apps for food delivery or discounts.

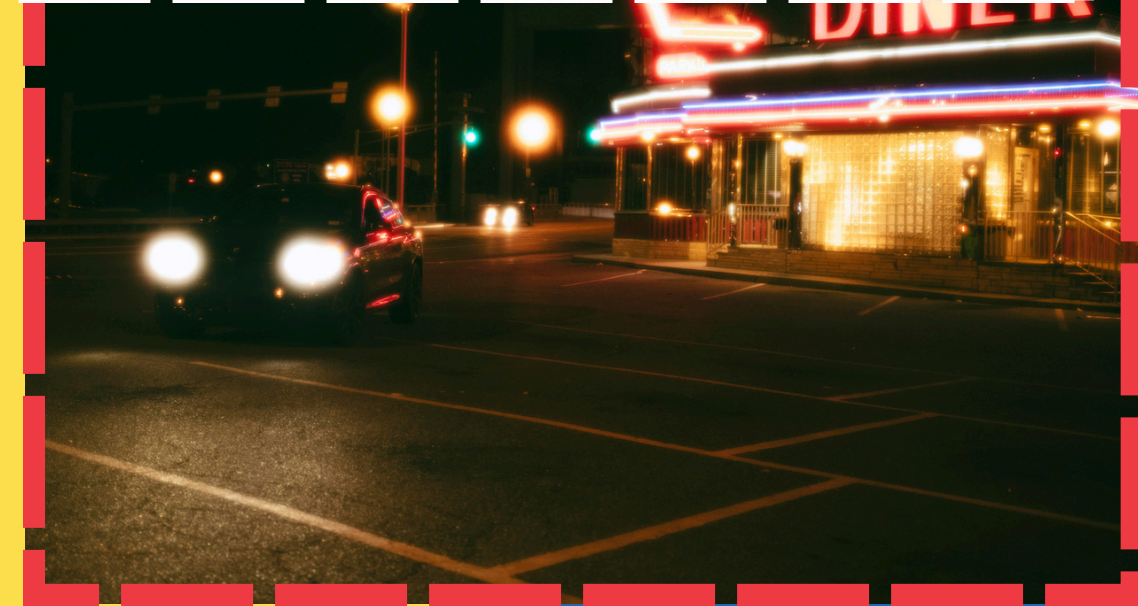


Designed by [Freepik](#)

Target Audience Data

Lifestyle Insights:

- On-the-Go Lifestyle
 - Frequently on the move between school, work, and social activities.
- Late-Night Consumers
 - Likely to visit Sonic for late-night snacks, given the brand's extended operating hours.
- Health Considerations
 - While not the primary concern, some in this demographic are drawn to customizable options that fit diverse dietary preferences.
- Entertainment Seekers
 - Appreciate fun, quirky aspects of dining, such as Sonic's drive-in model and customizable menu.



Designed by [Freepik](#)

Target Audience Profile

Justification:

- **Industry Trends**

- Fast food remains popular among younger demographics for its affordability and accessibility.
- Sonic's unique offerings, like its drink combinations and drive-in model, distinguish it from competitors in this space.

- **Simmons Insights Data**

- High indices for fast food consumption among part-time employees and students suggest this age group is engaged with Sonic to a degree but it could be increased.
- Geographic data supports targeting regions with high population densities of young adults, such as Dallas, Houston, and Los Angeles.

- **Behavioral Patterns**

- Students and young professionals often prioritize affordability, aligning with Sonic's promotional pricing strategies.
- Technology integration, like app-based ordering and digital advertising, can increase engagement among this tech-savvy audience.

- **Marketing Alignment:**

- Sonic's playful branding aligns with the youthful, fun-seeking tendencies of the target audience.
- Emphasizing social aspects of dining (e.g., group discounts or shareable menu items) caters to their communal dining habits.

Big Idea: "The Sonic Moment"

*ChattGPT generated

Concept: The centerpiece is titled "The Sonic Moment." It highlights how Sonic fits into the everyday routines and special moments of its target demographic (18–24-year-olds), showcasing vibrant, relatable scenes such as friends sharing Sonic Happy Hour drinks, a late-night snack run, or a mid-road trip pit stop, etc. The visuals emphasize Sonic's unique drive-in model, customizable menu, and fun atmosphere while incorporating hashtags like #SonicEveryday and #MadeForTheMoment to drive digital engagement.



"Sonic: Your Everyday Drive-Thru Delight."

Creative Strategies

Why It Works

1. Aligns with Brand Identity:
Highlights Sonic's fun, nostalgic drive-in experience and vibrant menu.
2. Target Audience Fit: Speaks to 18–24-year-olds' love for convenience, affordability, and social connections.
3. Emotional Connection:
Showcases Sonic as part of life's joyful, everyday moments, and shared memories.

Media Integration

- Centerpiece: Short-form video ads and static ads featuring diverse "Sonic Moments."
- Social Media: #SonicMoment campaign on TikTok and Instagram.
- App Engagement: "Create Your Sonic Moment" feature with rewards for sharing.
- Out-of-Home: Interactive digital billboards in urban areas.
- Influencer Partnerships: Micro-influencers sharing Sonic experiences.

Impact

- Drives Awareness: Unified messaging across national media.
- Boosts Engagement: User-generated content with #SonicMoment.
- Modern + Nostalgic Appeal: Combines Sonic's retro charm with digital relevance.



Marketing Objectives


Boost Customer Loyalty

- 
- Continue innovational promotions (rewards prgram, membership deals)

Target New Audience

- 
- Connect with younger audiences (Gen Z, young professionals)


Boost Sales

- 
- Special value-based promotions in order to avoid economic downturn (\$1.99 menu, limited-time menu, mobile app deals)

Digital Presence

- 
- Optimize digital advertising to reach the untapped younger audience

New Promotions

- 
- launch new and limited-time menu items to boost ticket numbers

Increase Brand Awareness Per Area


- 
- Expand outwards north west USA
- 

Advertising Objectives

Increase Brand Awareness & Improve Attitudes in Low-BDI Regions/Markets

- 
- Raise awareness in underperforming regions through digital ads, social media campaigns, and local promotions

Strengthen Position in Urban Areas

- 
- Increase market share in cities where engagement and advertising is high already

Increase Association with Affordability

- 
- Promote value-based menu with an emphasis on pricing

Increase Preferability over Competitors

- 
- Focus on quality and affordability as the factor that sets Sonic apart from competitors

Increase Sales in Months Where there are Less Sales

- 
- Increase pulse advertising during lower-profitable months to ensure recall

Media Strategies

1. Media Types to be Used
2. Media Mix
3. Timing/Scheduling
4. Geographic Weighting/Scope

Media Types to be Used

Social Media:

- multiple daily touch points, frequent ad appearances using social media app algorithms
- Stories and short videos encourage engagement and frequent impressions

Digital Display Ads and Retargeting:

- deliver consistent impressions across frequently visited sites
- ensures brand remains in front of customers that have interacted with ads or visited the website/app

Streaming TV and CTV:

- repeated exposure without fatigue
- increase touch points

Influencer Marketing and Partnerships:

- multiple posts about the campaign on social media
- their followers consistently see Sonic-branded content throughout the campaign

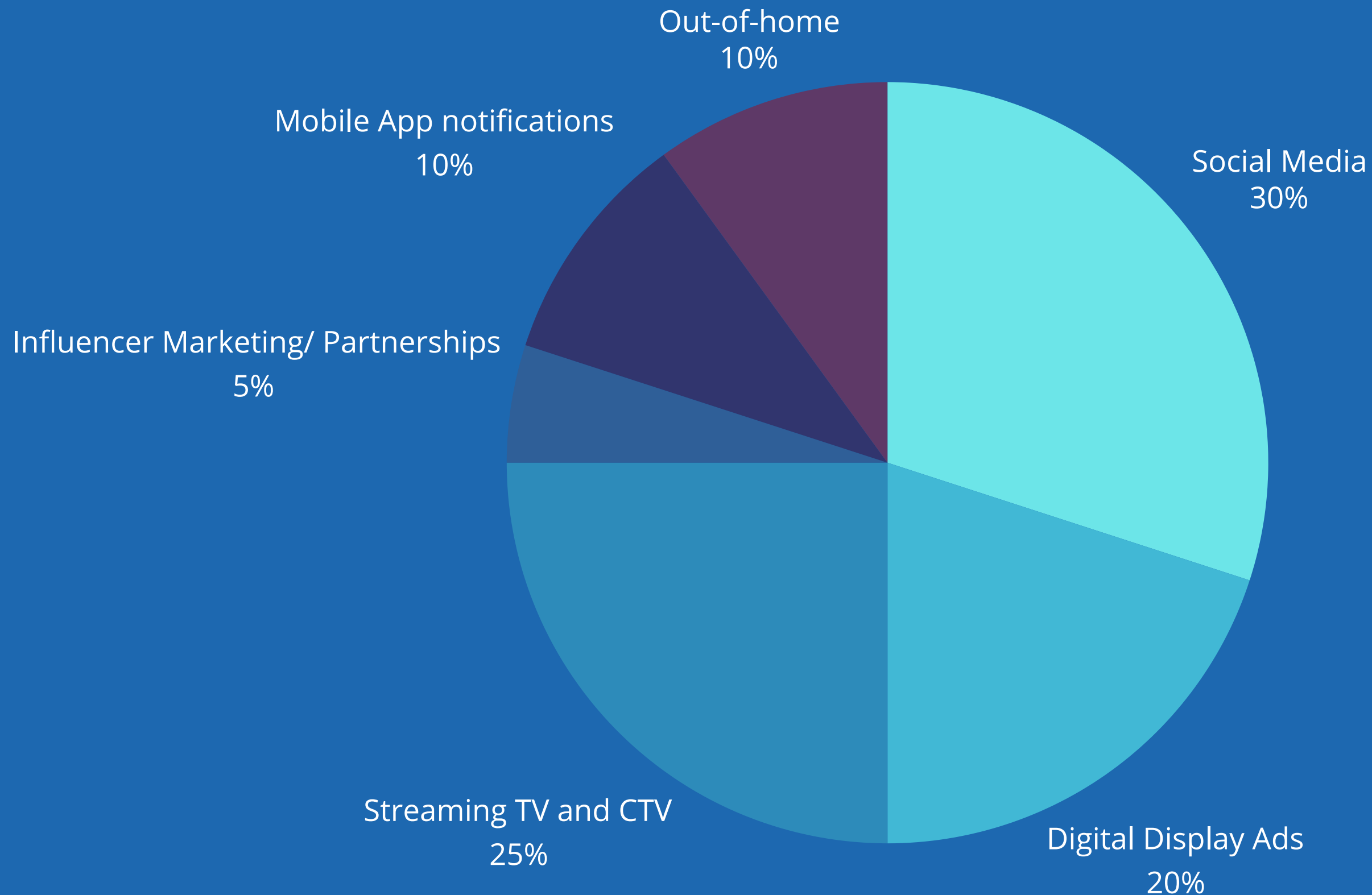
Mobile App Notifications and In-App Advertisements:

- personalized, high-frequency reminders directly to users' devices
- reach users repeatedly as they browse food and lifestyle apps

Out-of-Home:

- digital billboards in high-traffic areas -- daily impressions
- effective in high BDI/CDI areas

Media Mix – Budget Allocation



Social Media:

30% at \$9M

Digital Display Ads and Retargeting:

20% at \$6M

Streaming TV and CTV:

25% at \$7.5M

Influencer Marketing and Partnerships:

5% at \$1.5M

Mobile App Notifications and In-App Advertisements:

10% at \$3M

Out-of-Home:

10% at 3M

Timing/Scheduling – Budget Allocation

Pulsing Strategy:

Maintains a consistent baseline advertising presence throughout the year while allocating increased budgets during key months to maximize impact.

Goal: Balance consistent brand awareness with strategic bursts of spending to capture seasonal opportunities and consumer activity.

Medium	% of Budget	Amount	Primary Objective
Social Media	30%	\$9M	High-frequency engagement across TikTok, Instagram, and YouTube.
Digital Display/Retargeting	20%	\$6M	Repeated impressions for app downloads and promotions.
Streaming TV/CTV	25%	\$7.5M	Repetitive storytelling on platforms like Hulu and Roku.
Mobile App Notifications/In-App Ads	10%	\$3M	Personalized, high-frequency reminders for nearby locations.
Influencer Marketing	5%	\$1.5M	Organic, repetitive brand mentions from influencers.
Out-of-Home (OOH)	10%	\$3M	Regional frequency in high-traffic areas.

Timing/Scheduling – Budget Allocation

Peak spending months:

1. **March (Spring Break):**

- a. Historically Sonic's highest spend month and aligns with high consumer activity, especially among students. Promote new menu launches and group-focused offers.


2. **May-August (Summer):**

- a. Summer is peak dining season for Sonic, with high foot traffic for ice cream, slushes, and late-night snacks. App-based promotions and social media buzz around these offerings will drive frequency.

3. **November (Pre-Holiday):**

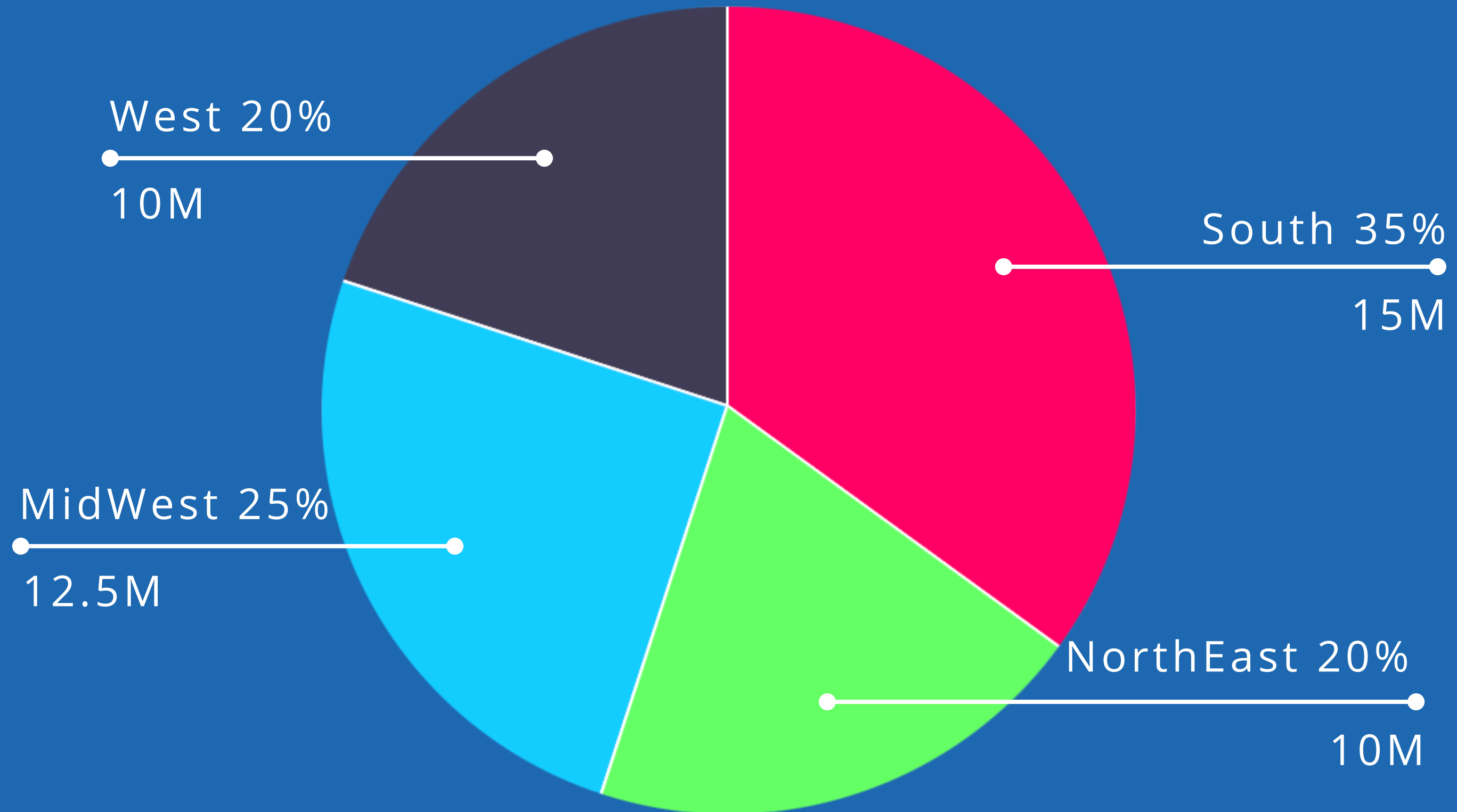
- a. Focus on Sonic's casual, social appeal for Friendsgiving and group outings before the holiday rush. Reinforce frequency through streaming and mobile ads.

4. **December (Holiday Season):**

- a. Sonic's fun and festive vibe makes it an appealing choice for holiday treats. Gift card promotions and seasonal menu items should be highlighted across media.
- 

Geographic Weighting/Scope

Budget Allocation - National



Client's Special Note

SOUTH

NORTHEAST

35% → 15M

High BDI/CDI

North/South Carolina (BDI-141/CDI-102)

Georgia (BDI-150/CDI103)

Tennessee (BDI-353/CDI-105)

Alabama/Mississippi (BDI-270/CDI-103)

Arkansas/Louisiana/Oklahoman (BDI-226/CDI-105)

Texas (BDI-181/CDI-100)

Low BDI/High CDI

Virginia (BDI-44/CDI-103)

Kentucky (BDI-65/CDI-105)

20% → 10M

High BDI/CDI

New Jersey (BDI-160/CDI-100)

Low BDI/High CDI

Maine/New Hampshire/Vermont (BDI-0/CDI-101)

Rhode Island/Connecticut (BDI-19/CDI-101)

Pennsylvania (BDI-14/CDI-104)

Delaware/Maryland/Washington D.C./West
Virginia (BDI-33/CDI-100)

Client's Special Note

MIDWEST

25% → 12.5M

High BDI/CDI

Ohio (BDI-111/CDI-104)

Michigan (BDI-151/CDI-104)

Wisconsin (BDI-159/CDI-102)

Minnesota/Iowa (BDI-131/CDI-104)

Missouri (BDI-123/CDI-105)

Nebraska/Kansas (BDI-129/CDI-104)

Low BDI/High CDI

Indiana (BDI-0/CDI-105)

Illinois (BDI-36/CDI-100)

North Dakota/South Dakota (BDI-0/CDI-105)

WEST

20% → 10M

High BDI/CDI

Washington/Oregon (BDI-127/CDI-105)

Media Tactics

1. Vehicle Recommendation
2. IMC Consideration
3. Flowchart
4. Client's Special Note

Vehicle Recommendation

	Respondent: Age Summary_18-24					(Respondent: Employment Status (Full-Time OR Part-time) AND (Respondent: College Or University Student_Respondent is				
Respondent: Age Summary_18-24	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	5,697	29,213	100.00%	100.00%	→ 100	1,478	5,989	100.00%	20.50%	→ 100
Summaries: Media Quintile/Tercile	931	4,934	16.89%	100.00%	→ 100	179	689	11.50%	13.96%	↓ 68
Summaries: Media Quintile/Tercile	941	4,795	16.41%	100.00%	→ 100	256	966	16.13%	20.15%	→ 98
Summaries: Media Quintile/Tercile	1,225	5,919	20.26%	100.00%	→ 100	327	1,318	22.01%	22.27%	→ 109
Summaries: Media Quintile/Tercile	1,281	7,041	24.10%	100.00%	→ 100	352	1,463	24.43%	20.78%	→ 101
Summaries: Media Quintile/Tercile	1,319	6,524	22.33%	100.00%	→ 100	364	1,553	25.93%	23.80%	↑ 116

Magazine Analysis

Among 18-24-year-olds, 16.89% engage with magazines most, with an index of 100 in Q1, while 20.26% in Q2 have moderate engagement. However, only 11.50% of working college students in Q1 consumed magazines less than the average (index 68), and 16.13% in Q2 showed moderate levels (index 98). This suggests that college students are more inclined to read magazines online. Therefore, it's essential to consider magazines with a strong digital presence or app formats, such as Cosmopolitan, Entertainment Weekly, People, or Life magazine. Additionally, student-focused magazines may also enhance engagement.

Vehicle Recommendation

	Respondent: Age Summary_18-24					((Respondent: College Or University Student_Respondent is currently attending college or university) AND Respondent: Employment Status				
Respondent: Age Summary_18-24	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	5,697	29,213	100.00%	100.00%	→ 100	1,478	5,989	100.00%	20.50%	→ 100
Summaries: Media Quintile/Tercile Codes Newspaper I (Heavy)	968	4,879	16.70%	100.00%	→ 100	229	892	14.89%	18.28%	↓ 89
Summaries: Media Quintile/Tercile Codes Newspaper II	1,164	5,928	20.29%	100.00%	→ 100	302	1,083	18.08%	18.27%	↓ 89
Summaries: Media Quintile/Tercile Codes Newspaper III	1,204	6,345	21.72%	100.00%	→ 100	328	1,288	21.51%	20.30%	→ 99
Summaries: Media Quintile/Tercile Codes Newspaper IV	1,225	6,280	21.50%	100.00%	→ 100	340	1,407	23.49%	22.40%	→ 109
Summaries: Media Quintile/Tercile Codes Newspaper V (Light)	1,136	5,781	19.79%	100.00%	→ 100	279	1,320	22.04%	22.83%	↑ 111

Newspapers Analysis

In the 18-24 age group, 14.89% of college students are in Q1 with an index of 89, indicating below-average newspaper engagement. Similarly, 18.08% are in Q2, also with an index of 89, demonstrating that heavy media consumers are rare in this group, which prefers light-to-moderate newspaper consumption. This suggests a strong preference for digital and mobile-friendly content. Consequently, advertising should shift from newspapers to digital formats, while ads in student newspapers may still work well through newsletters sent via email to students.

Vehicle Recommendation

	Respondent: Age Summary_18-24					(Respondent: College Or University Student_Respondent is currently attending college or university) AND Respondent: Employment Status				
Respondent: Age Summary_18-24	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index	Unweighted	Weighted (000)	Vertical(%)	Horizontal(%)	Index
	5,697	29,213	100.00%	100.00%	⇒ 100	1,478	5,989	100.00%	20.50%	⇒ 100
Summaries: Media Quintile/Tercile Codes_Radio/Audio I (Heavy) [27]	1,299	7,006	23.98%	100.00%	⇒ 100	336	1,383	23.09%	19.74%	⇒ 96
Summaries: Media Quintile/Tercile Codes_Radio/Audio II [27]	1,078	5,257	18.00%	100.00%	⇒ 100	287	1,066	17.80%	20.28%	⇒ 99
Summaries: Media Quintile/Tercile Codes_Radio/Audio III [27]	880	4,742	16.23%	100.00%	⇒ 100	231	931	15.55%	19.63%	⇒ 96
Summaries: Media Quintile/Tercile Codes_Radio/Audio IV [27]	929	4,727	16.18%	100.00%	⇒ 100	240	1,116	18.63%	23.61%	↑ 115
Summaries: Media Quintile/Tercile Codes_Radio/Audio V (Light) [27]	1,511	7,481	25.61%	100.00%	⇒ 100	384	1,493	24.93%	19.96%	⇒ 97
Summaries: Media Quintile/Tercile Codes_TV (total) I (Heavy)	646	3,758	12.86%	100.00%	⇒ 100	117	393	6.56%	10.46%	↓ 51
Summaries: Media Quintile/Tercile Codes_TV (total) II	779	3,825	13.09%	100.00%	⇒ 100	189	834	13.93%	21.80%	⇒ 106
Summaries: Media Quintile/Tercile Codes_TV (total) III	1,033	5,058	17.31%	100.00%	⇒ 100	274	1,092	18.23%	21.59%	⇒ 105
Summaries: Media Quintile/Tercile Codes_TV (total) IV	1,244	6,123	20.96%	100.00%	⇒ 100	341	1,458	24.34%	23.81%	↑ 116
Summaries: Media Quintile/Tercile Codes_TV (total) V (Light)	1,995	10,449	35.77%	100.00%	⇒ 100	557	2,211	36.92%	21.16%	⇒ 103

TV and Radio Analysis

Among 18-24 working college students, 23.09% fall in Q1 with a slightly below-average media consumption of radio (index 96), while 17.80% are in Q2 with a higher index of 99, indicating moderate consumption. Therefore, advertising should focus on mid-range content like curated playlists or podcasts aligning with younger demographics. Sonic could target “daily routine” shows with ads promoting a "daily stop at Sonic." For TV consumption, 36.92% are light viewers, the largest segment, while Q1 has only 12.86%. This suggests that advertising should prioritize shorter, on-demand video content on platforms like YouTube and TikTok, as these cater to shorter attention spans more effectively than traditional TV ads.

IMC Considerations

Digital Media

- Collaborate with influencers to integrate Sonic Happy Hour into the daily routines of 18-24-year-old working college students, using platforms like TikTok, Snapchat, and Instagram. For example, use Snapchat's "story spotlight" to target this audience and highlight Happy Hour deals.

Out-of-Home

- Billboards featuring influencers sharing their "Sonic Moments" could be placed in high-traffic areas or near interstate exits by college towns and cities.

Native Advertising X Content Marketing

- Collaborating with lifestyle influencers to feature Sonic in vlogs can seamlessly integrate the brand into consumers' daily routines. Additionally, introducing augmented reality in the Sonic app can allow users to virtually visit locations and unlock exclusive deals for customizing their ideal "everyday" order.



Designed by [Freepik](#)

<https://www.inbeat.co/ad-mockup-generator/snapchat/>

Media Tactics Flowchart

Sonic Advertising Strategy to Target Younger Audience

	Digital Media		TV		OOH Media	
	(50-55%)		(25-30%)		(10-15%)	

	Month		Digital Media (%)		TV (%)		OOH (%)	
--	-------	--	-------------------	--	--------	--	---------	--

January- 50% 25% 15%

February- 50% 25% 15%

March- 55% 25% 10%

April- 50% 25% 15%

May- 55% 25% 10%

June- 55% 30% 10%

July- 55% 30% 10%

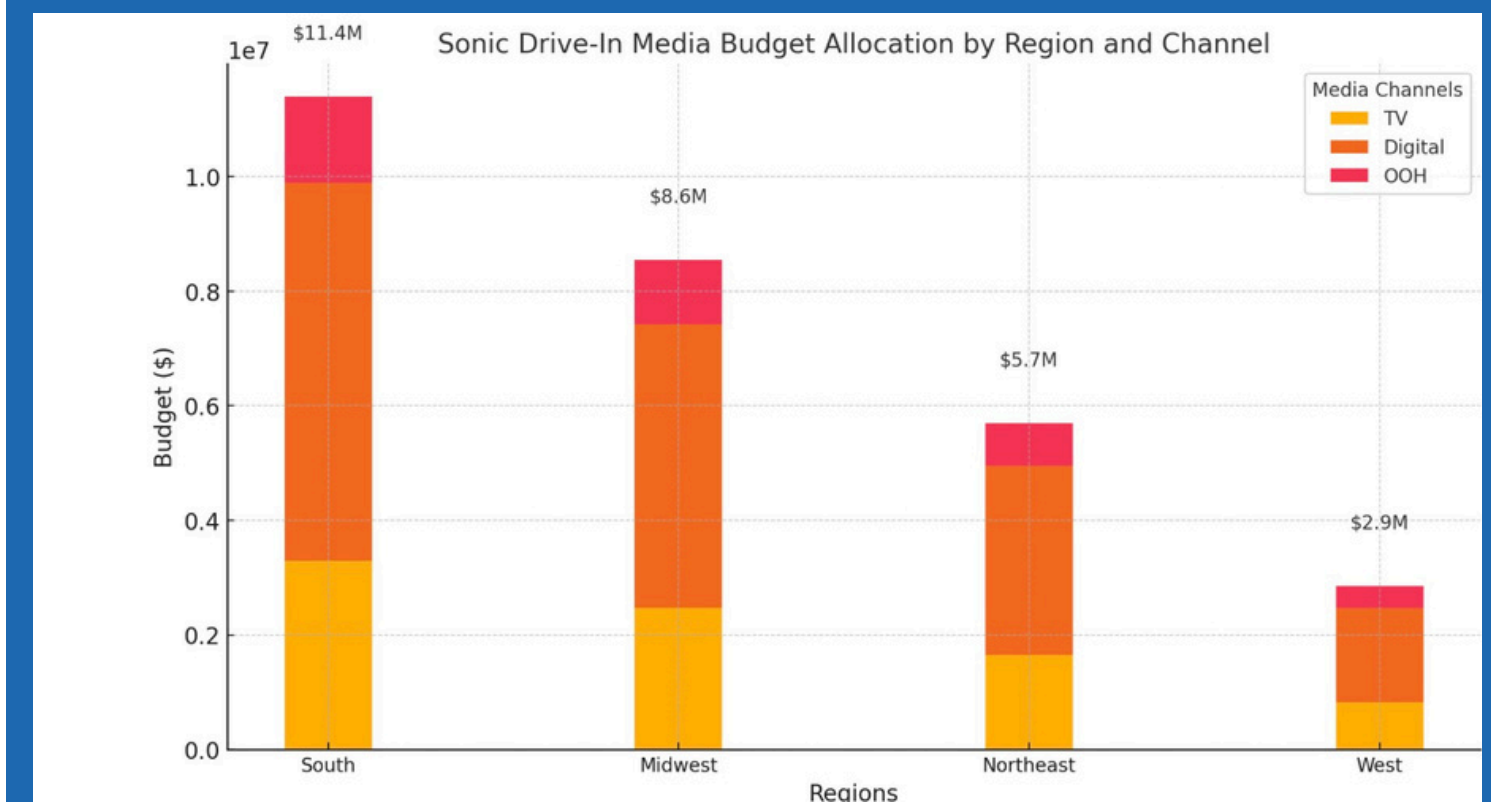
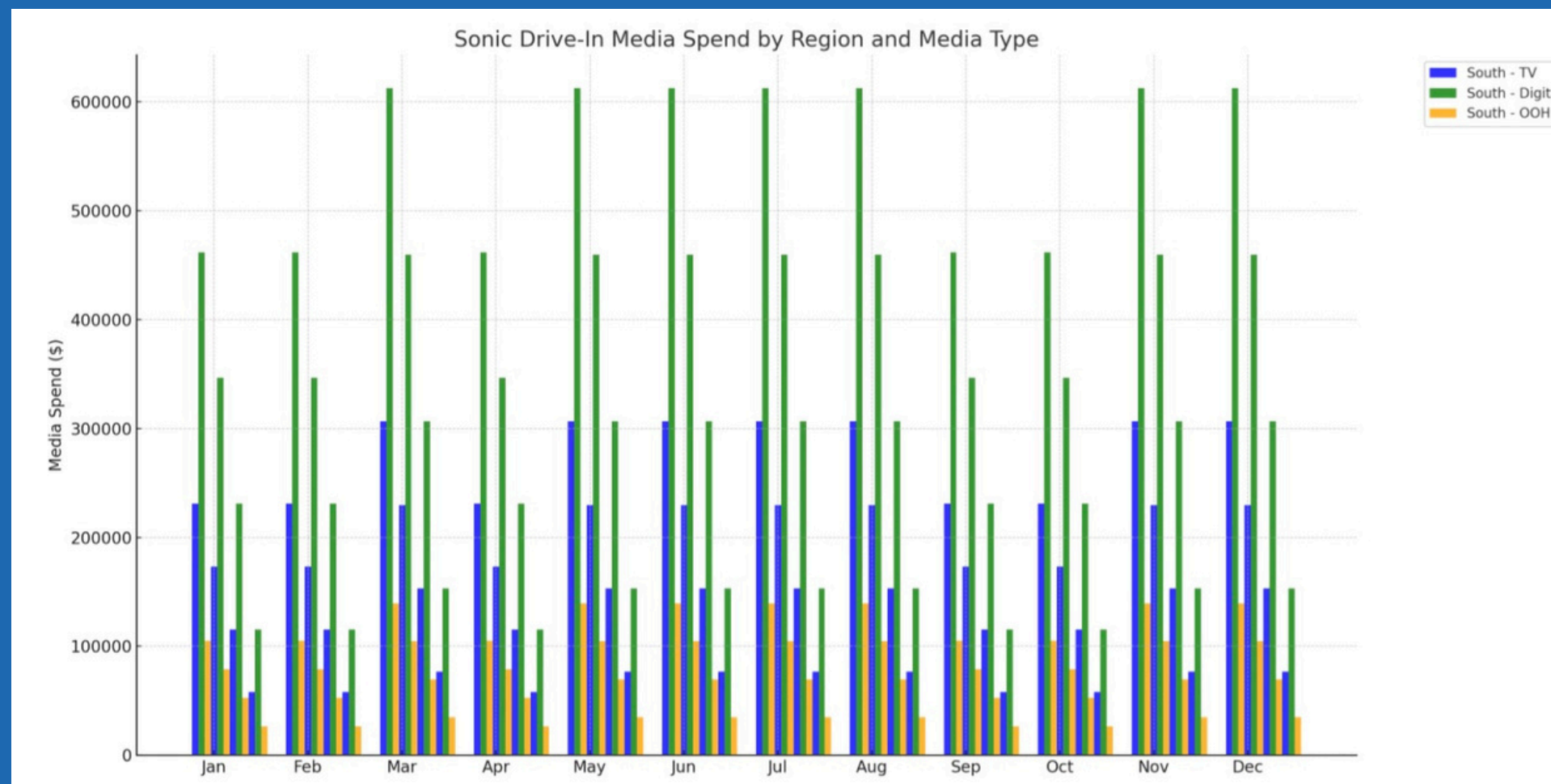
August- 55% 25% 15%

September- 50% 30% 15%

October- 50% 25% 15%

November- 55% 25% 10%

December- 55% 30% 10%



Appendix

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**THANK
YOU**