

# Trade Show and New Product Media Strategy and Plan

## Advertising Spend Breakdown

Publication	Medium	Ad Type	Ad Cost	Frequency	Total Cost	Ad Run Date(s)	Material Deadline
<b>C-Store/Oil &amp; Gas (Marketers &amp; Retailers)</b>							
CSP Fuels	Newsletter	Featured Product	\$600	3	\$1,520	10/18; 11/15; 12/20	10/9; 11/5; 12/10
CSP Fuels	Newsletter	Lower Med. Rect.	\$600	1		10/18	10/8
CSP Fuels	Newsletter	Leaderboard	\$860	2		11/15; 12/20	11/5; 12/10
CSP Daily News	Newsletter	Banded Article	\$800	3	\$2,400	10/21; 11/4; 12/2	10/11; 10/25; 11/20
CSP Fuels Audience Extension	Retargeting	Banners	\$2,000	3.5 months	\$6,000	9/15-12/31	11/5
CSP Fuels Category Sponsorship	Website	Banners	\$0	3 months	\$0	10/1-12/31	9/25; 11/5
FMN Fuels-Marketer	Newsletter	Banded Article	\$2,700	1	\$2,700	9/29	9/25
FMN Fuels-Marketer (Weekly)	Newsletter	Big Box (Med. Rect.)	\$545	3.5 months	\$1,635	9/15-12/31	ASAP; 9/29; 11/5
PEI Journal Digital (PEI/NACS Show)	Digital Package*	Various	\$1,500	9/27-10/31	\$1,500	TBD*	N/A
<b>C-Store/Oil &amp; Gas (Marketers &amp; Retailers) Total Ad Spend</b>					<b>\$17,755</b>		
<b>EV Industry</b>							
Automotive Fleet Social Media	Facebook	Organic Post			\$6,000	Early Mid November	TBD
Automotive Fleet Social Media	LinkedIn	Organic Post					
Bobit Electrification - Video*	Targeted Email	Email					
Automotive Fleet	Newsletter	Article w/ Video					
Automotive Fleet	Website	Article w/ Video					
Bobit Retargeting (Electrification)	Websites	Banners	\$2,000	3-mon	\$2,000	10/3-12/31	9/25; 11/1
<b>EV Industry Total Ad Spend</b>					<b>\$8,000</b>		

Total Ad Budget  
\$28,000

Total  
Negotiated  
Spend  
\$25,755

Total Plan  
Value  
\$52,855

\*Creative will start with PEI/NACS Show promotion. It will be followed by the 180 launch and then the white paper promotion.

**Date:** 2022

**Client:** Leading global manufacturer of electric vehicle charging systems

**Description:** The client asked for a global and North American market share analysis to get a better understanding of its competitors' online footprint. They asked for a review of all competitors online with tables, figures, analysis, and recommendations for improvements to their marketing strategy. The study was also able to identify new markets for the clients to explore.

**Goals:**

1. Generate brand/product awareness for the product launch.
  - a. Participation in the largest convenience store trade show in the Western Hemisphere.
2. Lead Generation
3. Increase web traffic and conversions

**Services:** Marketing Strategy, Media Strategy, Media Planning & Buying, Marketing Data Science, Competitive Analysis, PR Strategy, Content Strategy, Creative Direction