

School of Management

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From: Jack Hoye

Date: 7 December, 2025

Subject: Bus_440N Progress Report 2

Please find attached my/our Progress Report Focused on: Keurig Dr. Pepper Inc.

We declare that all the work contained herewith is solely ours. This report is expressly intended for academic purposes only.

Please feel free to contact one of us via e-mail through email if you have any questions, comments, or suggestions pertaining to my work.

Regards,

Jack Hoye

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Executive Summary

This Integrated Marketing Communications (IMC) Progress Report outlines the strategic plan for the launch of the Keurig K-Mini Mate for the target market of paralegals, aged 22-35, living and working in the urban environment. This audience is more focused on efficiency, affordability, and small design - a necessity that is in line with demanding schedules and small living or office space. The IMC plan is to generate strong market awareness, retail distribution and early adoption as well as establish a credible long term brand presence in the professional space.

The framework for the communication strategy is based on the Hierarchy of Effects model, which is implemented through 5 coordinated IMC pillars: advertising, personal selling, trade promotion (reseller support), consumer sales promotion and public relations. Advertising is given the biggest share (\$350,000, 35%) because mass awareness and consistency in message are key requirements during the introductory stage. Digital, social, streaming platforms and selective print channels were used to meet media habits and maximize reach and frequency.

Personal selling (\$150,000, 15%) to secure workplace and reseller adoption by a six-person sales team targeting law firms, coworking hubs and procurement decision-makers Trade Promotion tools--including slotting allowances and cooperative advertising--keep strong physical and digital retail presence in key chains such as Best Buy, Target, Walmart and Amazon. Consumer sales promotions (\$200,000, 20%) to accelerate trial and conversion using rebates, bundling, temporary price reductions, seasonal timing in demand spikes such as graduation and holidays. Public relations (\$100,000, 10%) will help to build earned credibility and brand legitimacy through press relations, influencer outreach, product launch events, and cause-related marketing.

The overall IMC budget is \$1,000,000, plus an extra 10% for contingencies and IMC coordination. Evaluation metrics are based on Clow & Baack frameworks and include awareness tracking, sentiment measurement, sales lift analysis, digital analytics, reseller participation reporting and return on investment analysis for all promotional tools. Together, the IMC plan helps to make the K-Mini Mate visible, credible, accessible and compelling throughout the consumer and reseller journey. This strategy puts Keurig in a position to successfully invade a competitive small appliance market while gaining a relevant foothold in the legal professional community.

A. Advertising Expert Plan

A.1 Introduction to Advertising and Role in Marketing Communications

Advertising is defined as a non-personal communication medium that is paid for mass media which is used to deliver a standard message from an identified sender (Clow & Baack, 2022, p.129). In the context of an Integrated Marketing Communication (IMC) program, advertising has a foundational role to play in creating awareness, shaping perceptions and influencing buyer attitudes and behaviors. The lectures in class reinforce the fact that advertising is most effective when the goal is to create awareness, remind buyers, persuade adoption and develop top of mind positioning for the brand.

For the Keurig K-Mini Mate, advertising is crucial since our target market is paralegals ages 22-35 who enter the legal field with demanding schedules and tight living/office space requirements and need convenience, speed and affordability. This audience reflects lifestyle characteristics discussed in Chapter 3 (busy routines, emphasis on efficiency) which impact on purchasing behavior (Clow & Baack, 2022). Therefore, investment in advertising is strategic because it introduces the product, develops perceptions of usefulness, and aids in the development of preference formation with message strategies based on the Hierarchy of Effects model (Awareness -> Knowledge -> Liking -> Preference -> Conviction -> Purchase).

Advertising Objectives

Level	Objective	Measurement	Timeframe
Awareness	Reach 85% of U.S. paralegals	Aided awareness tracking	Within first 3 months
Knowledge	Ensure 65% recall of benefits (compact design, single-serve speed, under \$100 price point)	Message comprehension survey	Month 6
Liking	Achieve 50% positive attitude toward the product	Sentiment analysis + brand favorability metrics	Month 8
Preference & Intent	Drive 30% purchase intention among exposed audience	Digital tracking and remarketing attribution	Month 12

We used the Hierarchy of Effects model (Ch.5), for choosing which measurable objectives guide our 2026 plan. These objectives align with recommended IMC sequencing and evaluation frameworks from Chapter 5 slides.

A.3 Media Vehicle and Media Mix Decisions

Following Chapter 7 media planning principles, including reach, frequency, CPM, CPRP, continuity scheduling, recency theory, and the Three-Exposure Rule - our strategy is based on a balanced mix of traditional, digital and social media channels.

Our team leveraged SRDS benchmarks and platform cost data (Google and Meta advertising estimators) to come up with realistic estimates.

See next page for full media mix

MIXED MEDIA EXHIBIT:

Media Type	Vehicle	Estimated Cost	Frequency	Why Selected / Strategic Fit
Streaming TV (Traditional-Digital Hybrid)	Hulu + YouTube TV	\$95,000	3 exposures/ week	High intrusion value, aligns with habits of young professionals, meets Three-Exposure minimum
Digital Display Ads	Google Display Network	\$55,000	Ongoing/ Continuous	Enables remarketing and proximity to purchase (Recency Theory).
Paid Search (SEM)	Google Ads + Bing Search	\$55,000	Daily	Aligns with Clow & Baack's emphasis on SEO + intent-based paid search visibility (Ch.8).
Social Media Paid Ads	TikTok, Instagram, LinkedIn	\$85,000	Weekly bursts (Pulsing)	Based on Chapter 9 strategies (video marketing + influencer alignment). Ideal for lifestyle demonstration.
Print Trade Media	National Paralegal Reporter + ABA Journal inserts	\$15,000	Bi-monthly	Builds credibility through professional alignment; high trust environment.
Retail Media Advertising	Amazon + Best Buy Sponsored Slotting	\$45,000	Seasonal (holiday & graduation spikes)	Supports conversion at point-of-decision and reflects "recency effect."

A.4 Budget Requirements for Advertising

Based on course budgeting guidelines, the team has allocated:

Advertising Budget: \$350,000 (35% of \$1,000,000 total IMC budget)

This aligns with recommended spending levels for year-one awareness-focused campaigns.

A.5 Evaluation Methods

To ensure accountability and performance optimization, Team Keurig will use multiple evaluation methods aligned with Chapter 15:

Evaluation Method	Purpose
Copy Testing (Pre-launch)	Ensures message clarity and emotional appropriateness
Advertising Tracking Research	Measures recall, recognition, and message retention over time
Aided & Unaided Recall Surveys	Measures cognitive stage success (Awareness & Knowledge)
Digital Engagement Metrics (CTR, CPC, Conversion rate)	Evaluates real-time behavior and media efficiency
Sentiment + Social Listening Analysis	Tests affective response (Liking/Preference)
ROAS + Cost-per-Sale	Measures return against purchase-related outcomes

Part B: Personal Selling (Sales Force) Plan

B.1 - Introduction - Personal Selling and Personal Selling Objectives

Personal selling is a two-way type of communication in which the salesperson is personalized and directly interacts with the buyers to persuade, inform, and build relationships with them (Clow & Baack, 2022, p. 320). Unlike mass messaging, personal selling permits messaging to be tailored, making it highly effective when targeting professional environments like law firms, co-working offices and administrative procurement teams - environments with rational buying decisions based on budgets and driven by product demonstration and value assurance.

Our personal selling program will complement the broad IMC strategy in ensuring the availability of the K-Mini Mate wherever paralegals work and not just where they shop. In agreement with lecture slides (Ch. 11), personal selling will be focused on:

- Lead generation and qualification
- Relationship building
- Closing reseller and workplace placement deals
- Supporting Retail Distribution & Consumer Trial Activation

Personal Selling Objectives:

Objective Type	Objective Statement	Source Alignment
Behavioral Objective	Secure 300 new B2B accounts (law firms, coworking legal hubs, university legal departments) in 6 months time.	Ch. 11 (Sales Objectives Framework)
Outcome Objective	Attain 20% sales through growth among current retail resellers through sales support and placement.	Clow & Baack, p. 323
Communication Objective	Make sure 100% of contacted B2B prospects receive customized demonstration & digital product sheet within 1 week of first contact	Lecture Notes, Ch. 11
Relationship Objective	Establish ongoing relationships with key accounts in order to encourage repeat orders and bulk purchases.	Clow & Baack, p. 315 (Customer Relationship Management)

B2: Number and Type of Sales Representatives Needed

Based on the geographical concentration of the legal firms and the coworking communities, the sales force will be:

-4 Territory Based B2B Sales Representatives

- NE Corridor (NY/NJ/CT-largest population of law firms)
- Chicago region
- Southern California legal corridor
- Texas legal markets (Dallas-Houston)

-1 Digital/Inside Sales Specialist

- For the purpose of inbound leads, tele-selling and support prospect conversion (in line with Clow & Baack Direct Response and Telemarketing support, p. 319).

-1 Sales Manager

- Supervision, training, reporting and evaluation.

Total Sales Staff Required: 6 Field Facing + 1 Managerial = 7 Roles

Compensation Structure

Following the guidance from Chapter 11 lecture on the topic (sales force compensation models), a salary + commission hybrid model will be adopted:

-60% fixed base salary

-40% variable commission based upon:

- New account acquisition
- Bulk orders (≥ 10 units)
- Partnered store retail sell-through volume

This hybrid structure is reinforcing in performance motivation, and reduces risk of turnover (Clow & Baack, p. 326).

B3: Key Responsibilities Assigned to Sales Representatives

Sales representatives will be the main relationship builders and conversion drivers in the sale of Keurig K-Mini Mate reseller and workplace placement. Their initial responsibility will be to generate and qualify leads to make sure efforts are focused on high potential accounts such as law firms, co-working offices and university legal departments. Lead qualification is essential because, as per Clow and Baack, personal selling is effective when the majority of one's time is spent with the prospect who has the most possibility of conversion to the next step, which helps in reducing time wasting and increasing sales efficiency (2022, p. 320). Once qualified, representatives will conduct virtual or in-person product demonstrations so decision-makers can experience first-hand product features such as ease-of-use, compact size, and speed, which are in

high demand by the lifestyle and work rhythm of paralegals. Demonstration selling helps in rendering better understanding and eliminating the uncertainties than by relying on advertisements only (Clow & Baack, p. 323).

Representatives will also manage pricing conversations and purchasing negotiations, where they will customize contract terms and order quantities according to each type of buyer in agreement with relationship-based principles of selling covered in the Chapter 11 lecture. For accounts with more support needs, sales representatives will work together to coordinate the onboarding process, product education and smooth installation or integration in the case of multiple units of sale for office use. These relational activities are trust-building and they help ensure longer retention. Additionally, sales staff will have proper CRM documentation that will involve recording of account history, touchpoints, sales progress, in order to facilitate forecasting, performance review, and IMC coordination (Clow & Baack, p. 315). Finally, representatives would serve as a communication link in terms of distributing seasonal sales promotions and retail incentives to buyers so that there is a match between the sales force and general IMC activities.

B4: Budget Requirements

Based on the scope of responsibilities delegated to the sales force and the recommended budgeting framework of the lecture guidelines, the personal selling function will be allotted 15% of the total IMC budget, for a total of \$150,000. This allocation is a balanced investment strategy in support of the early-stage adoption and reseller-focused market entry goals of the Keurig K-Mini Mate and cost efficiency. Because the product has a relatively low complexity, and since there is not much technical consultation needed, a moderate personal selling budget is appropriate and is in line with Clow and Baack's discussion of proportional resource allocation for consumer durable goods with B2B placement components (2022) Also allowing our IMC to allocate more budget to the advertising sector. The breakdown is as follows:

Budget Category	Estimated Cost	% of Personal Selling Budget
Base compensation for sales staff	\$80,000	53%
Commission and performance incentives	\$25,000	17%
Training and onboarding	\$10,000	7%
Travel and virtual demo support	\$20,000	13%
CRM tools, reporting systems, and sample/demo units	\$15,000	10%

This level of investment ensures that the sales force is able to conduct meaningful outreach, support activation of accounts, and keep consistent contact with key prospects, while still having budget flexibility for other high-priority IMC elements (e.g. advertising and sales promotion). The budget also supports the same hybrid compensation model described above that promotes accountability and performance without resulting in high turnover that occurs in commission-dominant structures (Clow & Baack, p. 326).

B5: Evaluation Methods to Be Used for the Sales Force

Evaluation will align with Chapter 15 evaluation frameworks:

Method	Measurement Criteria	Source
Output Metrics	# of sales calls, demos, prospect touchpoints	Clow & Baack, p. 423
Outcome Metrics	Closed deals, units sold, reorder rate	Ch. 15 slide: Behavioral Evaluation
Relationship Metrics	Account retention, satisfaction surveys	Ch. 15 slides: CRM evaluation
Digital Tracking	Response to lead-gen emails, landing page conversion (tracked through CRM)	Clow & Baack, p. 421

Monthly scorecards will provide accountability and adjust response patterns region or segment by segment.

C. Reseller Support (Trade Promotion) Program

C.1 Introduction: Resellers and Reseller Support Objectives

Trade Promotions, also known as reseller support programs, are short term incentive programs offered by manufacturers to retailers, distributors, or wholesalers to stimulate the stocking, visibility, and priority of their product in the retail environment (Clow & Baack, 2022). As detailed in the slides in the Chapter 12 lectures, trade promotions are vital in ensuring that the product receives distribution as well as favourable shelf placement, particularly in competitive product categories such as coffee appliances.

For the Keurig K-Mini Mate, reseller support is very important because our target audience, paralegals 22-35 yrs. old living in urban areas, are regular shoppers at large consumer electronics stores and online retail stores such as Best Buy (~1,100 U.S. Stores), Target (~1,950 Stores), Walmart (~4,600 Stores), and Amazon (online only). Trade promotions will help to ensure that the product gets good exposure in these retail environments during peak purchasing periods such as graduation season, back-to-work months, and holiday promotions.

The primary objectives of the reseller support program are:

- To get extended distribution and prime shelf space (or online placement)
- To increase reseller order size and frequency of products stocking
- To assist resellers in driving traffic and in-store awareness
- To promote involvement in seasonal promotions & coordinated IMC messaging

These objectives are in line with the textbook motivations for trade promotions, such as distribution building, inventory expansion, and visibility enhancement of the brand name.

C.2 Reseller Support Program Activity Schedule

Two trade promotion tools will be used, following the categorization suggested by Clow & Baack: slotting allowances and cooperative advertising incentives.

Trade Promotion Tool	Description	Timing
Slotting Allowance	A single-time financial incentive offered to key retailers for guaranteed premium shelf space and end-caps placement	February 15–March 15 (Pre-launch and placement window)
Cooperative Advertising Agreement (CMA)	Manufacturer sponsors some of the advertising by retailers (print, digital, email circulars) for K-Mini Mate	Two cycles: April–May (Graduation season) and October–December (Holiday gifting season)

Slotting allowances will ensure that the Keurig K-Mini Mate will not be launched in low visibility categories or bottom shelves - an important risk discussed in the lecture slides and in the textbook discussion on retailer power. Cooperative advertising will assist in driving traffic as well as unifying the message across media under retailer control in support of the overall IMC campaign while capitalizing on retailers' existing communication channels.

C.3 Role of Sales Force in Reseller Support Program

The sales team will be responsible for carrying out, monitoring and evaluating reseller participation. According to Chapter 12, manufacturers rely on their sales force to assure that trade promotions are carried out properly and consistently from retail account to retail account.

Some key responsibilities include:

- Presenting trade promotion incentives for retail buyers
- Negotiating slotting, merchandising and CMA terms
- Checking for shelf placement compliance
- Supporting in-store display and promotional execution
- Coordinating inventory replenishment & forecasting requirements
- Communicating publicity date and performance expectations

The sales force will also serve as a link between marketing and the retail field teams to ensure that visibility of promotion is consistent with the brand's messaging strategy directed at young legal professionals seeking efficient lifestyle-compatible solutions.

C.4 Budget Requirements

The size of the budget allocation covered for trade promotion will be 10% of the IMC budget, which is \$100,000. This amount aligns with the guideline shared in the instructions and reflects a moderate but strategic investment to support distribution and retail readiness.

Expense Category	Estimated Cost	% of Trade Budget
Slotting Allowances (Best Buy, Target, Walmart)	\$60,000	60%
Cooperative Advertising Allowances	\$25,000	25%
Retail Display and POP Materials	\$10,000	10%
Evaluation, Reporting, and Field Support	\$5,000	5%

This allocation reinforces the principle discussed in Chapter 12; trade promotions are expensive but necessary in gaining reseller commitment and visibility in retail stores, especially when entering a competitive category.

C.5 Evaluation Methods

To measure effectiveness, evaluation methods will follow frameworks that are discussed in Chapter 15 evaluation slides. Trade promotion effectiveness will be measured using:

Evaluation Measure	Purpose
Changes in reseller order volume before, during, and after promotion	Tracks stocking behavior and demand growth
Shelf placement verification compliance audit	Confirms slotting incentive execution
Scanner-based sales lift analysis	Determines sales contribution during promotional periods
Traffic and sell-through reporting from retail partners	Assesses ability of promotion to drive purchase behavior
Retail participation rate in cooperative advertising	Evaluates engagement and alignment
Variance analysis versus planned objectives	Determines ROI and informs future budgeting

These evaluation methods are in line with Chapter 12 and Chapter 15 guidance that trade programs need to be evaluated not only by participation but also by quantifiable increases in inventory movement, store traffic, new customer acquisition and cooperation from retailers.

Reseller Support Conclusion:

The trade promotion plan will make sure that the Keurig K-Mini Mate will be made visible, available, and promoted at key consumer electronics retailers where young paralegals shop. Through slotting allowances, cooperative advertising, aggressive sales force participation and systematic evaluation, the reseller support program reinforces the position in retail and fits with the overall IMC program to influence trial, product placement and long-term brand adoption.

D. Consumer Sales Promotion (SP) Program

D.1 Introduction: Consumer Sales Promotion and SP Objectives

Consumer sales promotion involves short-term tool of incentives form in order to stimulate immediate consumer demand and encourage the trial of products as well as speed up purchase behavior (Clow & Baack, 2022). Unlike advertising which focuses on long term brand building, sales promotion is designed to create a sense of urgency and elicit quick response from the consumer through value-added offers. For the Keurig K-Mini Mate, consumer sales promotion is extremely important in the market introduction stage to promote first-time trial by price-sensitive young professionals, especially paralegals ages 22-35 who are highly sensitive to perceived value and convenience. As discussed in Chapter 12, sales promotions are particularly successful with the launch of new consumer durable goods because the risk of purchase is lowered and trial behavior is encouraged (Clow & Baack, 2022). The basic goals for the consumer sales promotion program include: (1) prompt the first trial of the product, (2) speed early sales volume, (3) increase the conversion of purchases at the retail and online points of sale, and (4) support the IMC timing with advertising and trade promotion. These objectives support the overall IMC goal of creating rapid awareness with a conversion of interest into measurable sales performance

D.2 Consumer Sales Promotion Schedule

The program of consumer sales promotion will be strategically timed to coincide with major demand cycles and peak buying periods that were identified in earlier IMC planning. The first promotion phase will take place at the initial market introduction of the product (March-April) with the offer of digital coupons and instant rebates to lower price resistance and stimulate trial. A second promotional phase will be in the graduation season (May-June), when many young people in the professions buy small appliances for apartments and offices. The third big promotion window will be the holiday time (November-December), taking advantage of the gift giving behaviour with bundles offers and limited time price reduction. According to Clow and Baack (2022), for effective sales promotion scheduling, within the seasonal demand cycles and advertising pulses should be coincided to maximize promotional impact. Each promotional wave will be supported by coordinated digital advertising, retail merchandising and sales force communication in order to ensure consistent messaging and execution across all consumer touchpoints.

D.3 Role of Resellers in Implementing the Consumer Sales Promotion Program

Resellers are critical in the implementation of consumer sales promotions, since most promotional tools (such as price cuts, in-store displays, digital coupons, and in-store signage) are delivered at the point of purchase under the control of the retailer. As discussed in Chapter 12, manufacturers rely on the cooperation of retailers if they want to ensure that promotion signage is displayed properly, discounts are applied accurately when making payments at the point of purchase, and there is adequate inventory to meet the increased demand (Clow, Baack, 2022). For the K-Mini Mate, retailers like Walmart, Target, Best Buy, and Amazon will run consumer

promotions targeting consumers with special prices, featured placement in e-commerce homepages, end cap, and placement in weekly digital circulars. Resellers will also be responsible for honoring manufacturer-funded rebates and coupon redemptions, which have a direct impact on consumer purchase decisions. Close coordination between the sales force and the retail partners will be required to monitor compliance and ensure that promotional execution is consistent with IMC strategy and brand positioning.

D.4 Budget Requirements

The consumer sales promotion program will be allotted 20% of the total IMC budget - or \$200,000. This level of budget is suitable for a new consumer product introduction where trial generation and early adoption are important to market success. According to Clow and Baack (2022), sales promotion normally receives a significant portion of the IMC budget for a limited time during the product launch period due to its direct influence on short-term sales volume. The allocation will be spread across a number of important promotional tools: (1) digital coupons and instant online rebates to lower price sensitivity, (2) temporary price reductions at key retailers, (3) bundled value promotions during peak seasons, and (4) point-of-purchase (POP) materials, including shelf talkers and display signage. This is a level of investment that ensures that there is enough financial support to encourage both consumers and resellers without over-diluting the brand value through over-discounting.

Expense Category	Description	Estimated Cost (\$)	% of SP Budget
Digital Coupons & Instant Rebates	Online couponing, QR-code promotions, instant checkout rebates on Amazon & retailer sites	\$60,000	30%
Temporary Price Reductions (TPR)	Short-term in-store and online price discounts during launch, graduation, and holiday periods	\$70,000	35%
Bundled Value Promotions	Product bundling with K-Cups, starter kits, and holiday gift packages	\$40,000	20%
Point-of-Purchase (POP) Materials	Shelf talkers, end-cap signage, register displays, and in-store promotional signage	\$20,000	10%
Promotion Administration & Tracking	Redemption processing, analytics software, reporting, and compliance monitoring	\$10,000	5%
Total Consumer Sales Promotion Budget		\$200,000	100%

D.5 Evaluation Methods to Be Used for Sales Promotion

Evaluation of the consumer sales promotion program will be conducted through the performance measurement guidelines which were presented in Chapter 15 of Clow & Baack (2022).

Promotion effectiveness will be measured in terms of both behavioral and financial performance measures. Key evaluation tools will include coupon redemption rates, short-term sales lift during promotional periods, incremental unit sales vs. baseline sales and return on promotional investment (ROPI). Retail scan data and e-Commerce analytics will be used to monitor the elasticity of price, responsiveness of consumers and brand switching behavior during the promotion windows. Additionally, feedback from retailers and inventory turnover rates will be tracked in order to determine the operational effectiveness of promotions. These evaluation methods help management to understand whether promotions are creating incremental demand or only subsidizing existing buying behavior forces so that future promotional spending is always optimized (Clow & Baack, 2022).

E. Public Relations (PR) Program

E.1 Introduction: Public Relations and PR Objectives

Public relations is a strategic communication process that is used to establish favorable relationships between an organization and its key publics through non-paid media exposure on the basis of credibility (Clow & Baack, 2022). Unlike advertising, which is paid and marketer-controlled, public relations involves relying on the media and community engagement on a third-party basis to promote brand trust, reputation, and legitimacy. For the Keurig K-Mini Mate, public relations plays an important supporting role in reinforcing brand credibility for the product introduction and market penetration. As discussed in Chapter 13, PR is particularly effective for introducing new products because it creates awareness with a higher degree of perceived objectivity than has traditional advertising (Clow & Baack, 2022). The main goals of the PR program are to (1) create brand credibility, (2) create positive media coverage, (3) develop corporate reputation, (4) aid in product launch awareness and (5) reinforce socially responsible brand positioning. These objectives are part of Keurig's larger IMC strategy of building trust and long-term brand equity among young professionals who are interested in finding consistent, efficient ways to meet their lifestyle needs

E.2 PR Tools and Activity Schedule

A combination of traditional and digital public relations (PR) tools will be used in the public relations program using the Chapter 13 classification system. Different PR tools include press releases, media kits, product launch events, cause-related marketing, influencer outreach, and corporate social responsibility (CSR) efforts. The schedule of the PR activity will proceed in three major phases. The initial phase (February-March) will be focused on pre-launch press releases and media outreach targeted to business, lifestyle and technology publications to create early awareness. The second phase (April-June) will focus on influencer partnerships and cause-related marketing in connection with community outreach programs that support workplace wellness and sustainability. The third phase (November-December) will focus on holiday publicity, including placements in the gift guide, product reviews, as well as earned media through digital creators. According to Clow and Baack (2022), a good PR schedule should reflect the IMC schedule but should be flexible enough to take advantage of spontaneous media opportunities and reputational opportunities.

E.3 Role of Sales Force in the PR Program

The sales force has a supportive but critical role to play in the execution and enforcement of the public relations program by being frontline ambassadors of the brand in the marketplace. As explained in Chapter 13, PR activities work best when they are supported by constant personal contact at the point of sale and in professional buyer networks (Clow & Baack, 2022). For the K-Mini Mate, the sales reps will distribute the PR materials, including press mentions, testimonial sheets, and CSR messaging to their retail partners and B2B prospects. They will also support product launch events and coordinate local demonstrations with media representatives

and relationships between Keurig and professional organizations such as legal associations and coworking spaces. Additionally, sales representatives will gain feedback from retailers and end users that is qualitative and can be used in future PR messaging and testimonials, as well as earned media development. This integration insures the consistency of messages as well as adds to the credibility of both PR and personal selling efforts.

E.4 Budget Requirements

The public relations program will be assigned 10% of the total IMC budget or \$100,000. This allotment is based on the cost-effective value of PR as compared with paid advertising and with sufficient funding left to execute the event, develop content, and build influencer partnerships and media outreach. According to Clow and Baack (2022), the reason for PR budgeting being lower than advertising budgets is that earned media delivers long-term reputational values without having to constantly pay for media. The PR budget will be split up into press materials and media kits, influencer content collaborations, product seeding and review units, event production costs, and CSR initiative support. This level of investment ensures extended visibility and credibility without relying too much on paid channels of communication.

PR Budget Category	Description	Estimated Cost (\$)	% of PR Budget
Press Releases & Media Kits	Writing, design, and distribution of national and digital press materials	\$15,000	15%
Product Launch Events	Venue, staging, product demos, PR staff coordination	\$25,000	25%
Influencer Partnerships & Product Seeding	Micro-influencer collaborations, product review units, sponsored mentions	\$20,000	20%
Cause-Related Marketing / CSR Programs	Community outreach events and nonprofit partnerships	\$15,000	15%
Digital PR Monitoring & Analytics Tools	Media tracking, sentiment analysis, share-of-voice monitoring	\$10,000	10%
PR Agency Support & Content Development	Strategic messaging, media pitching, and crisis management consulting	\$15,000	15%
Total PR Budget		\$100,000	100%

E.5 Evaluation Methods to Be Used for Public Relations

Evaluation of the PR program will be done following Chapter 15 measurement frameworks using qualitative and quantitative performance indicators. Key metrics will include media impressions, share of voice, sentiment analysis, influencer engagement rates and earned media value (EMV). Digital monitoring tools will track the online mentions, reach of articles, review sentiment and social media amplification of PR content. Event attendance, press pickup rates and backlink generation will also be used as an indicator of the effectiveness of the PR. According to Clow and Baack (2022), PR effectiveness should not be measured only in terms of volume of coverage, but also message accuracy and audience reach as well as attitudinal impact. These evaluation methods will allow management to determine how well the PR program is supporting the brand reputation, trust formation, and sales acceleration for the K-Mini Mate.

F. Overall IMC Plan Budget and Evaluation

F.1 Budget Allocation (\$\$ and %)

The total Integrated Marketing Communications (IMC) budget used for the Keurig K-Mini Mate launch is \$1,000,000. This budget has been strategically allocated across all the major elements of communication based on the role these elements play on achieving awareness, trial, distribution support, credibility building and sales conversion. The allocation reflects recommended proportional investment guidelines discussed throughout Chapters 11-15 of Clow and Baack (2022), but weighing heavier for advertising and sales promotion for the introduction stage of the product life cycle.

IMC Element	Budget Allocation (\$)	Percentage of Total IMC Budget
Advertising	\$350,000	35%
Personal selling (Sales force)	\$150,000	15%
Trade Promotion (Reseller Support)	\$100,000	10%
Consumer Sales Report	\$200,000	20%
Public relations (PR)	\$100,000	10%
IMC Coordination & Contingency Reserve	\$100,000	10%
Totals	\$1,000,000	100%

This allocation structure guarantees that adequate funds are directed toward mass awareness (advertising), short-term sales stimulation (consumer promotions), distribution and reseller support (trade promotions and personal selling) and long-term brand credibility (public relations) and also a financial buffer for unexpected market changes, media optimization and campaign adjustments through the contingency reserve

F.2 Overall Communication Plan Evaluation

The overall IMC program for the Keurig K-Mini Mate will be evaluated using an integrated performance measurement system using evaluation methods established in Advertising (Chapter 7 & 15), Personal Selling (Chapter 11 & CRM metrics), Sales Promotion and Trade Promotion (Chapter 12), and Public Relations (Chapter 13). Evaluation will take place at three levels, including communication effectiveness, behavioral response and financial performance. Communication effectiveness will be measured using aided and unaided awareness tracking, message recall, sentiment analysis, share of voice, and media impressions in the advertising and PR channels. Behavioral response will be measured through sales force activity metrics, coupon redemption rates, promotional sales lift, retail scan data, lead conversion rates and reseller participation levels. Financial performance will be measured in terms of return on advertising spend (ROAS), return on promotional investment (ROPI), CPA, unit sales increase and overall contribution of IMC-driven activity to revenue.

A centralized IMC performance dashboard will combine data from digital analytics platforms, CRM platforms, retailer scanner data, and media monitoring tools so that it can be optimized in real-time and post-campaign. As stressed by Clow and Baack (2022), effective IMC evaluation should examine not only the short-term effects on sales, but also the long-term effects on brand equity, relationship development and efficiency of the budget spent. Monthly variance analysis versus budgeted objectives will be used to determine where performance has fallen short so management can redistribute funds among communication tools when needed. This extensive evaluation framework ensures accountability, continuous improvement and alignment to both revenue objectives in the short-term and brand-building objectives in the long-term for the Keurig K-Mini Mate.

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