

Mint Mobile Media Plan

By Alessandra Paul-Forton





Products and/or services

- Nationwide low-cost cell phone virtual network operator.
- Rents T-Mobile's bandwidth.
- Promotional advantage: Network coverage.
- Focus: Address low-cost plans and good-quality network coverage.
- Mobile Marketing
- Mint Mobile is an online-only service.



Competitive Insights



AT&T



Verizon



Boost

Media Objectives

Main Objective: Persuade the audience to purchase a service with Mint Mobile or switch from their current operator to Mint.

1

**Increase in sales by
12.5%**

2

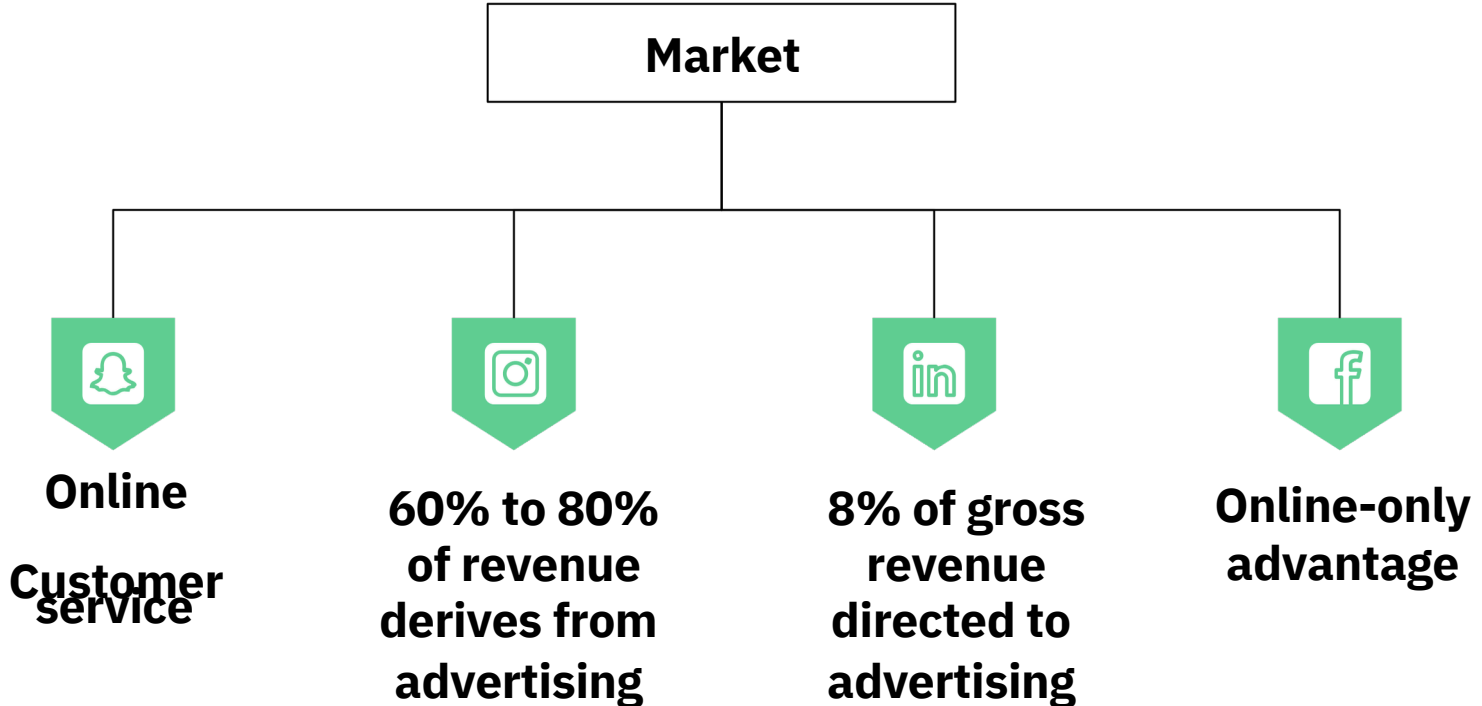
**Increase selective
demand by 15%**

Media Strategy

- 12 weeks
- Mobile Marketing
- Social Media
- Sales Promotions
- College Student Plan
- Online commercial
- Direct Marketing
- Online coupons
- Integrated Marketing Communication



Market Research



Target Audience



18-year-old young adults to 45-year-old adults who live in areas of the United States of America in which the Mint Mobile network is available.



Category: Household consumers

Audience Geography: National Advertising



Consumer perspective

- Long-term relationship
- Customers' reviews
- 75% Customer Retention Rate

Seasonality



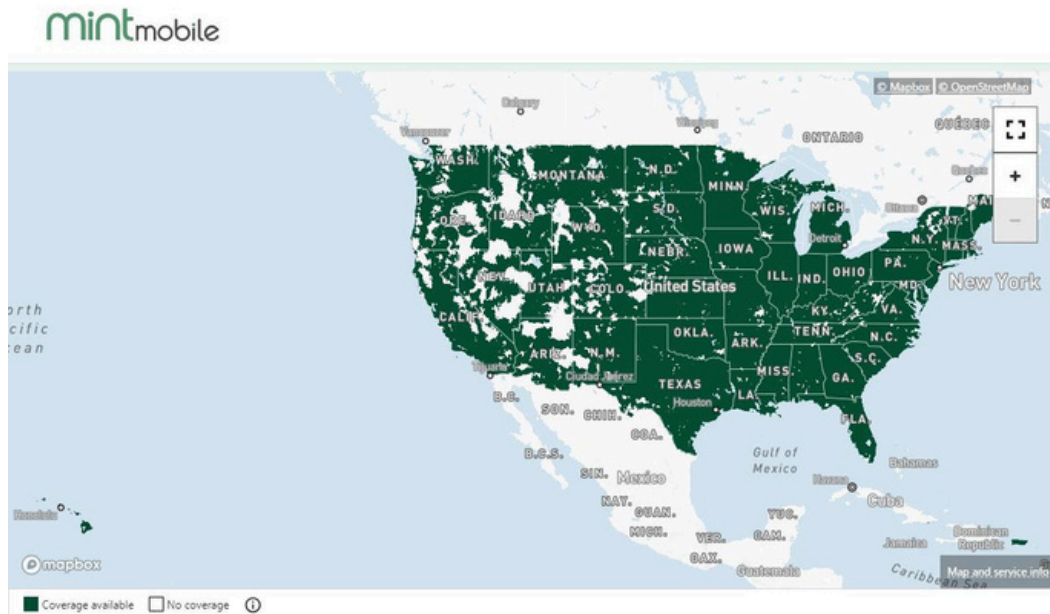
- Best season: Back-to-School Season
- June-August
 - Planning starts in June
 - Publishing and Distribution in July and August

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Campaign Media Activities	Social Media posts	Commercials planning and production until launch	Advertisement sharing on Google Ads	Commercials planning and production until launch	Social media Interaction	Direct marketing by sending coupons via emails	Sales promotion advertising
Week 1 (June 3-9)	Instagram	Brainstorm and script	Advertisement n°1 upload	Brainstorm and script	Stories	20% off on the three first months of service coupon	N/A
Week 2 (June 10-16)	TikTok	Storyboard planning for production	Enhance Ad 1	Storyboard planning for production	Polls	N/A	\$15 plan deal
Week 3 (June 17-23)	Facebook	Cast Audition	Enhance Ad 1	Cast Audition	Text Messages	N/A	N/A
Week 4 (June 24-30)	Instagram	Shooting	Advertisement n°2 upload	Shooting	Stories	20% off on the three first months of service coupon	College Student Deal
Week 5 (July 1-7)	TikTok	Editing	Enhance Ad 2	Editing	Polls	N/A	N/A
Week 6 (July 8-14)	Facebook	Share the commercial on online platforms	Enhance Ad 2	Share the commercial on online platforms	Text Messages	N/A	\$15 plan deal
Week 7 (July 15-21)	Instagram	Launch	Advertisement n°3 upload	Sharing	Stories	20% off on the three first months of service coupon	N/A
Week 8 (July 22-28)	TikTok	Sharing	Enhance Ad 3	Sharing	Polls	N/A	College Student Deal
Week 9 (July 29-August 4)	Facebook	Sharing	Enhance Ad 3	Sharing	Text Messages	N/A	N/A
Week 10 (August 5-11)	Instagram	Sharing	Advertisement n°4 upload	Sharing	Stories	20% off on the three first months of service coupon	\$15 plan deal
Week 11 (August 12-18)	TikTok	Sharing	Enhance Ad 4	Sharing	Polls	N/A	N/A
Week 12 (August 19-25)	Facebook	Analytic results	Enhance Ad 4	Analytic results	Text Messages	N/A	College Student Deal



Geographic Insights

- Mint Mobile coverage covers all the states in the United States
- 99% of United States citizens are covered by the 4G LTE network.



Media Budget

- Annual revenue mean: \$62M
- 8% of the annual revenue: \$4.96M

Objective-and-task approach

Budget Category	Budget Amount	% of Budget
Content Creation	\$1, 800 000	36.3%
Social Advertising	\$1, 200 000	24.2%
Social Engagement	\$1, 000 000	20.2
Software	\$960,000	%
Total	\$4, 960 000	19.3

%

Media Plan Recommendation

Online Marketing



- Broadcast vehicles include television channels:
ABC, Fox, and BBC.
- Digital vehicles include social media, websites,
and platforms: YouTube, Hulu, and Spotify

Role of Media

- Digital media
- The online commercial shared on platforms and TV
- Repetition of the commercial on TV
- Online posters for social media content
- Direct marketing plan with 20% discount



Thank you!



Appendix

Camilleri, M. A. (2018). Integrated Marketing Communications. In TravelMarketing, Tourism Economics and the Airline Product (Chapter 5 pp. 85-103). Cham, Switzerland: Springer Nature

Kolmar, C. (Apr. 3, 2023). "What Percentage Of Gross Revenue Should Be Used For Marketing & Advertising?" Zippia.com. <https://www.zippia.com/advice/what-percentage-of-gross-revenue-should-be-used-for-marketing-advertising/>

MBA Skool. (n.d.). *Media vehicle -meaning & types*. MBA Skool. <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11937-media-vehicle.html#:~:text=Media%20vehicle%20refers%20to%20a,messages%20to%20its%20target%20audience.>

Mint Mobile. (2022, August 22). 5G Coverage Map -Nation's Largest 5G Network. Mint Mobile. <https://www.mintmobile.com/coverage/#:~:text=We%20offer%20reliable%20service%20with%205G&text=4G%20LTE%20speeds%20nationwide.,currently%20covers%2099%25%20of%20Americans.>

O'Guinn, T., Allen, C., Scheinbaum, A. C., & Semenik, R. J. (2018). Advertising and Integrated Brand Promotion (8th ed.). Cengage Learning US. <https://reader.yuzu.com/books/9781337514231>

Shafer, E. (2022, November 4). *How many times do customers have to see an ad?*. IndoorMedia. <https://www.indoormedia.com/blog/how-many-times-do-customers-have-to-see-an-ad>

Similar Web. (n.d.). *Mintmobile.com market share, revenue, and Traffic Analytics*. Similar Web. <https://www.similarweb.com/website/mintmobile.com/>