The Sweet Tooth Fairy

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Gourmet Bake Shop

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EXECUTIVE SUMMARY

After opening its first location in Provo, Utah, the *Sweet Tooth Fairy* has quickly blossomed from a part-time business into a purveyor of rich, dense baked goods varied enough to satisfy any sweet tooth.

Megan Faulkner Brown opened the first store in January 2009 and quickly expanded to 10 locations from Scottsdale, Arizona, to Layton, Utah. She has been greeted with great success, including appearances on QVC and Rachel Ray as well as winning the Food Network's "Cupcake Wars."

Despite its vast array of confectionaries available for purchase, the *Sweet Tooth Fairy* has become renowned for its cupcakes. This has generated a branding problem, in that non-patrons associate the store with solely selling cupcakes and nothing more. Many potential customers who are seeking cakes, cake bites, cookies, brownies, etc… do not consider the *Sweet Tooth Fairy* because of this connotation.

The *Sweet Tooth Fairy* has recently introduced "sweet loaves" such as blueberry lemon and pumpkin. Sales of sweet loaves have been slow due to lack of awareness. The lack of awareness can be directly attributed to the association of the *Sweet Tooth Fairy* only selling cupcakes.

The confectionary market is also highly competitive in Utah with many local and national companies vying for customer's business. With each store typically specializing in one niche facet of confections, it is a highly specialized market where consumers can pick and choose amongst the variety.

These insights provided Puppet Master Advertising with a platform to originate a unique and creative campaign for the *Sweet Tooth Fairy*. Our strategy of "Baking Memories" depicts the *Sweet Tooth Fairy* as an inviting, family friendly and caring company that supports the local community through fundraising, charitable events and learning opportunities.

Through our seamlessly integrated marketing communications, promotions and media we will establish the *Sweet Tooth Fairy* as a household name synonymous with gourmet confections of all varieties, as well as a welcoming and influential company within the local community.

The *Sweet Tooth Fairy* must now maintain its reputation through consistent messaging and community involvement.

PRIMARY RESEARCH

Focus Group

We conducted a focus group composed of six individuals between the ages of 19 and 24. It was conducted in an intimate conference room, where everyone sat at a round table. The *Sweet Tooth Fairy's* products, including cake bites and cupcakes were made available to try throughout the discussion. The moderator questioned the participants on their purchasing habits and preferences in regards to confectionaries. A great deal of insight on the target market was extracted from the group.

- On average confections are purchased once a month.
- Most purchases were attributed to special occasions including birthdays, parties, and holidays.
- Average spending on special occasion gifts is $10-30.
- Purchasing edible gifts for people is not common.
- Receiving edible gifts is greatly appreciated.
- They often go online to find recipes to try at home.
- Pintrest and Google searches were the primary forms of finding recipes online.
- Big box stores or chains accounted for most of their confectionary purchases.
- Main reasons for choosing a specialty shop were uniqueness and service.
- Promotions that tied in with their school and community very popular.

Mystery Shopper

Three mystery shoppers visited the store on three separate occasions during a one-week time period. They purchased items and interacted with the employees, conversed with other patrons and took notice of interactions and environments of the store.

Environment: The atmosphere was clean and simple and products well-organized. The products within the cases were all organized in a linear manner, making it easier to view the products. The seating was moderate for a store of its size. The layout was intuitive, and the line formation was well-planned. Small trinkets lined the walls and shelves as customers waited in line to purchase items. The smell when entering the store was immediately noticed and added to the ambiance of the store.

Employees: The employees were extremely helpful and had an adequate knowledge of the products. They were enthusiastic about the products and offered suggestions and ideas to help in the purchasing process. They did not, however, ask if it was the first time visiting the store and whether or not people wanted to sample the products.

Products: The products in general were delicious and the choices available were vast. All products available were fresh and made earlier in the day. The sweet loaves were not available as they had been advertised and sold out. This was observed in all three occasions.

Suggestions: Too much sweetness and too much frosting on the cupcakes made it overbearing for one of our mystery shoppers. The seating within the store was minimal and the chairs and tables themselves were rather small, not accommodating the average American physique. Beverage choices of milk and coffee were limited, their availability would compliment the café atmosphere nicely. Employees should always ask customers if it is their first time at the store and offer free samples.

SECONDARY RESEARCH

Demographic and Psychographic Data

we obtained secondary quantitative and qualitative data, including demographic and psychographic data from consumer research companies and publications such as Kantar Media's Local Market Audience Analyst (LMAA), ReferenceUSA, Claritas' PRIZM, Pew Forum on Religion & Public Life, CDC and the economic census.

Media Data

we obtained secondary media data such as reach, frequency and cost from syndicated content producers.

Cultural Industry Analysis

Extensive cultural information was obtained through the aforementioned publications as wells as through historical writings on the geographic area. Research into sociocultural norms and customs particularly with religious influence was the foundation of our examination. The role of women in the society along with their purchasing clout and decision-making processes were also assessed.

Social media

The *Sweet Tooth Fairy* has created a few social media pages though their full potential has not been reached. They receive limited engagement with their current social media offerings.

They have a monthly newsletter that is e-mailed to subscribers, which provides information on current product offerings along with special deals and coupons.

They currently have Facebook, Pinterest and Twitter pages; however, they do not have an official YouTube channel. The owner Megan Brown has a channel with the *Sweet Tooth Fairy* videos but no official page.

16,215 likes

669 followers

4,097 followers

none

Findings

We have summarized the main finding of our research, which directed our business strategy, creative execution and media plan.

- Our primary target market is females aged 24-54.
- They constitute 384,125 of the total Wasatch Front population.
- $111,649,000 is spent annually on confections in Utah.
- People living in the Wasatch Front are 14% more likely than the average American to purchase food over the Internet.

Marketing Objectives

1. Increase sales of sweet loaves by 25%, which would be around a 2,500 loaf increase each month, or 250 more per store.

2. Establish the *Sweet Tooth Fairy* as a source for confectionery information, especially online and in social media.

3. Foster a better communal perception of The Sweet Tooth Fairy in the community.

CONSUMER INSIGHTS

Who buys confectioneries?

$111,649,000 is spent annually on confections in Utah (economic census). These are primarily purchased in the Wasatch Front among many confectionery and specialty shops. It is a market that fluctuates with the economy, and with the current economic status being bullish confectionery sales continues to rise.

The average age of the population in the Wasatch Front is 31 years old. More than 65% of the population has at least some college-level education. The average house hold income is $72,987 and 54% of people over the age of 15 are married (LMAA).

The majority of individuals who purchase confectioneries in the Wasatch Front are females between the ages of 24-54. They are spending around $24 a month on confectioneries (ReferenceUSA).

They purchase them primarily for special occasions such as birthdays and holidays.

$111,649,000

Annual sales of confectioneries in Utah

$72,987

Average house hold income in the Wasatch Front

$24

Average monthly spend on confectioneries in the Wasatch Front

31

Average age of population in the Wasatch Front

The average American spends $28 on candy during Halloween, $24 during Easter and $25 during Christmas (ReferenceUSA). These numbers are projected higher for the Wasatch Front.

Females purchase confections as gifts as well as for themselves, while males purchase them primarily as gifts. With 384,125 females between the ages of 24-54 doing most of the confectionery purchasing and consuming, there are still 400,688 males purchasing confections (LMAA). Males typically purchase them as gifts for females.

Religion plays a key role in Utah with 58% of the population counted as a member of the Latter Day Saints (LDS) church (Pew Forum on Religion & Public Life). This factors into much of the purchase and decision making processes of people. The State of Utah is highly conservative in their political views with 65% voting primarily Republican in all elections.

Birth rates are also 25% higher than the national average attributing to a high population growth. Subsequently, there are 31% more children under the age of 18 living in Utah than the national average (LMAA).

384,125

Females age 24-54 living in the Wasatch Front

400,688

Males age 24-54 living in the Wasatch Front

CONSUMER INSIGHTS

Family is extremely important to most of the Wasatch front population and with higher-than-normal birth and marriage rates. There are lots of young families. Family-friendly environments are extremely important and often dictate which business people visit.

24-54 year olds actively participate in many outdoor activities throughout the year including hiking, biking, snowboarding, skiing, rock climbing and jogging (PRIZM).

The Wasatch Front is technologically savvy in purchasing. The residents a lot of time online doing product research as well as purchasing. They are 14% more likely to purchase food items over the Internet than the average American (LMAA). Many are searching on mobile devices in addition to their home computer or laptop.

The use of social media among 24-54 year olds is extremely high. According to a Ipsos Open Thinking Exchange report 18-to-64-year-old Americans spend more than three hours a day on social media sites. Among women Pinterest is becoming increasingly more popular for searching food related items

14%

more likely than average american to purchase food over the internet.

4%

more likely than average american to realy like to try new recipes.

such as confectioneries. Internet and social media searches are some of the first steps in researching a company or product for 24-54 year olds.

They are adventurous when it comes to trying new foods. They are 4% more likely than the average American to "really like to try new recipes" One of the ways they find new things to try is through coupons. They are 5% more likely than the average American to be swayed by coupons to try new things (LMAA).

5%

more likely than average american to be swayed by coupons to try new products.

3%

more likely than average american to eat foods they like regardless of calories.

Most people in the Wasatch Front are physically fit as is evident by Utah having the fifth lowest obesity rate in the U.S. (CDC) However, they are 3% more likely than the average American to eat foods they like regardless of calories (LMAA). This is possibly because they are active enough physically to the point where they do not care too much about caloric intake.

The Wasatch Front is a relatively affluent location with many people willing to spend more money on gourmet or higher quality food items. They are 2% more likely than the average American to "prefer to buy from specialty stores" (LMAA).

Many people establish an affinity toward a brand and it is often hard to disrupt this loyalty. They also follow a routine and habitually visit particular establishments with little variation in their purchasing patterns.

However, there is opportunity to disrupt this pattern. People in the Wasatch Front are 4% more likely than the average American to really like to try new things and 5% more likely to be swayed by coupons to try new things (LMAA). The opportunities lie in the Internet and technology sectors, based upon the aforementioned research.

COMPETITIVE & BRAND ANALYSIS

Confections, a Saturated Market

There are 111 confectionery shops in the Wasatch Front that compete directly with the *Sweet Tooth Fairy* (ReferenceUSA). These include cupcake and cookie shops that specialize in gourmet confections.

There are also 274 specialty stores in the Wasatch Front that compete indirectly with the *Sweet Tooth Fairy* (ReferenceUSA). These include bread, yogurt and donut shops as well as big box stores such as Wal-Mart and Costco.

274

Number of speciality stores in the Wasatch Front (donut & yogurt shops etc...)

111

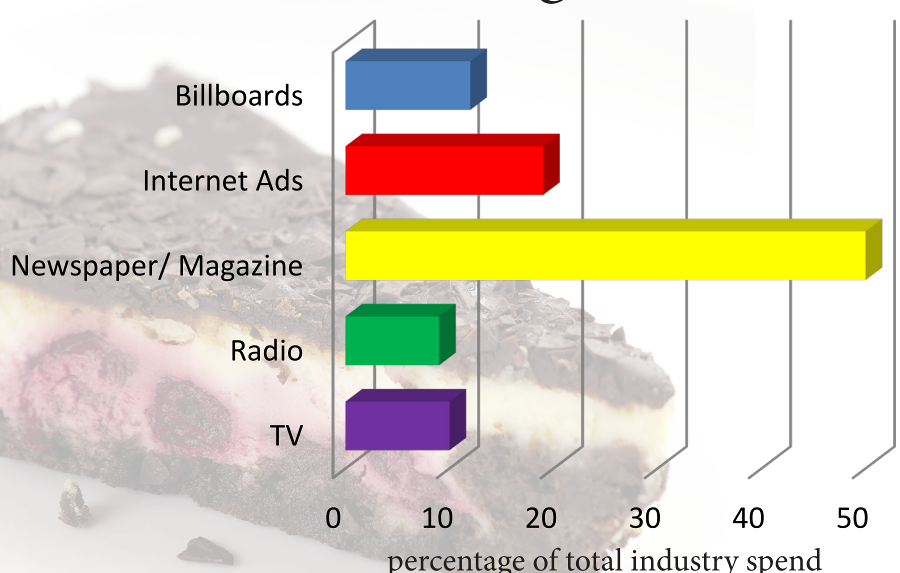
Number of confectionery stores in the Wasatch Front

Not only does the *Sweet Tooth Fairy* compete with direct competitors in the cupcake and cookie industry, it also competes with donut, yogurt and nut shops, all of which have diverse product offerings and benefits to cater to people's tastes.

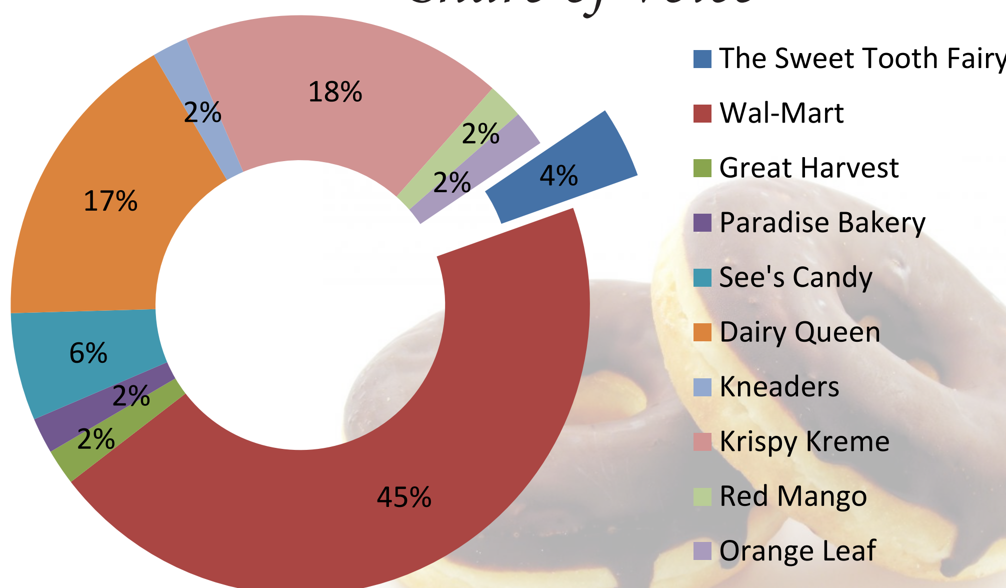
Big box stores such as Wal-Mart and Costco have similar products to all of these shops at considerably cheaper prices. They also have substantially larger advertising budgets.

About $4,500,000 is spent on advertising annually in Utah for confections and related products (excluding big box stores) (ReferenceUSA). This money is primarily spent

Advertising Media



Share of Voice



COMPETITIVE & BRAND ANALYSIS

through newspapers and other periodicals in the form of coupons. Other popular media are billboards and internet ads.

The share of voice for the *Sweet Tooth Fairy* is relatively small especially if you factor big box stores into the equation. The chart above shows 10 companies and their share of voice with Wal-Mart being one of them (Wal-Mart's ad expenditure is calculated at 250k though actual numbers may be significantly higher) (ReferenceUSA). Even with just 10 companies, it is easy to see how The Sweet Tooth Fairy can get lost among the clutter.

The entire food industry and in particular the confectionery and sweet food product segments are highly competitive. With this in mind, it is crucial to establish the *Sweet Tooth Fairy* as a distinctive establishment with niche product offerings and services.

As seen in the chart below there are four segments within which all confectionery companies fall into. Our research focused primarily on the high-price, high-quality segment because that is the *Sweet Tooth Fairy's* category.

Low Price Low Quality	High Price Low Quality
Wal-Mart	None
Low Price High Quality	**High Price High Quality**
Dairy Queen Krispy Kreme	The Sweet Tooth Fairy Great Harvest Paradise Bakery See's Candy Kneader's Red Mango Orange Leaf

Big box stores are capable of producing large quantities of confections at inexpensive prices due to their large purchase orders and sales volumes. However, these products are typically considered inferior to the product offerings at gourmet shops such as the *Sweet Tooth Fairy*.

Many fringe consumers who do not regularly purchase confections often opt for the most inexpensive choice when purchasing. Contrastingly many consumers who do purchase confections regularly opt for the most inexpensive choice because they do not have the money to continually buy the expensive items.

The companies that provide high-quality products at low prices can do so because of their large quantities and national presence. These companies typically have the largest share of voice in the confectionary industry, even more so than the big box stores that do little advertising dedicated to confectionaries.

For the *Sweet Tooth Fairy*, the high-price, high-quality segment provides the direct competition in the confectionery market. Consumers in this segment are typically very particular and demanding of the products they buy. Businesses in this market all provide the highest quality goods and services, and many have loyal followings making it hard to sway consumers to try new places.

The *Sweet Tooth Fairy* has established itself as a producer of high-quality and award-winning cupcakes, though it is not known for its sweet loaves. With the advent of sweet loaves, there are now more direct competitors and branding association issues for the *Sweet Tooth Fairy* to address in order to increase sales and recognition.

COMPETITIVE & BRAND ANALYSIS

Brand	Distribution	Products offered	Target Market	Postioning	Tag-line	Media
The Sweet Tooth Fairy	10 locations (8 in Wasatch Front) and on-line sales	Cupcakes, Cookies, Cake bites, Sweet loaves, etc…	Females 25-45	Home made confections	"Baking Memories One Batch at a time"	Newsletter, local publications,
Wal-Mart	World wide (34 in Wasatch Front)	Cupcakes, Cookies, Cakes, Doughnuts	Males 18-85 Females 18-85	Large assortment at low prices	"Save money live better"	TV, Radio, Newspaper, Magazines, Internet ads, Billboards
Great Harvest	Nation wide (9 in Wasatch Front)	Bread, Sweet loaves, Cookies, Sandwhiches	Females 25-45 Males 25-45	Home made breads and sweets	"Baking the Difference"	Newsletter, local publications, Billboards
Paradise Bakery	Nation wide (7 in Wasatch Front)	Sandwhiches, Soups, Cookies, Brownies , Bagels	Females 25-45 Males 25-45	Home made breads and sweets	"Always fresh made from scratch"	Newsletter, local publications, Billboards
See's Candy	Nation wide (6 in Wasatch Front)	Chocolates	Females 30-60	Gourmet candies	"Quality Without Compromise"	TV, Radio, Newspaper, Magazines, Internet ads, Billboards
Dairy Queen	Nation Wide (10 in Wasatch Front)	Hamburgers, Cakes, Ice cream	Females 18-45 Males 18-45	Inexpensive ice cream treats	"So Good It's RiDQulous"	TV, Radio, Newspaper, Magazines, Internet ads, Billboards
Kneaders	Western United States (10 in the Wasatch Front)	Bread, Sweet loaves, Cookies, Sandwhiches	Females 25-45 Males 25-45	Home made breads and sweets	None	Newsletter, local publications, Billboards
Krispy Kreme	Nation Wide (4 in the Wasatch Front)	Doughnuts, Coffee	Females 18-34 Males 18-34	Fresh doughnuts and coffee	None	TV, Radio, Newspaper, Magazines, Internet ads, Billboards
Red Mango	Nation Wide (8 in the Wasatch front)	Frozen Yogurt	Males 24-45 Females 24-45	Gourmet frozen Yogurt	"Our Healthy Reinvention of Your All-time Favorites"	TV, Radio, Newspaper, Magazines, Internet ads, Billboards
Orange Leaf	Nation Wide (3 in the Wasatch Front)	Frozen Yogurt	Males 24-45 Females 24-45	Gourmet frozen Yogurt	America's Frozen Yogurt	TV, Radio, Newspaper, Magazines, Internet ads, Billboards

SWOT ANALYSIS

	Helpful	Harmful
Internal	**Strenghts** (S) • Great product • Baker won Cupcake Wars • Kind employees • Each recipe made from scratch • Clean stores • Cult like following • Multiple locations • Online ordering	**Weaknesses** (W) • Not enough advertisement • Employee training • Logistics • Samples not offered • Small market • Store locations and visibility
External	**Opportunities** (O) • No store sells all products • Facebook, Instagram, Pintrest • Desserts match the season • Fundraising with schools • Affluent customer base • Loyal customers • Niche product lines • Sweet loaves	**Threats** (T) • Cupcake association • Weak economy • Health concerns • Saturated market • Fluctuating ingredient prices • Many stores sell similar products at cheaper prices

Renowned Cupcakes, But What Else?

The *Sweet Tooth Fairy* has established itself as purveyor of specialty gourmet cupcakes among much of the populous. Subsequently, the populous does not realize the great variety of confections offered at the store. This presents a branding issue especially with the advent of sweet loaves and the endeavor of getting people to associate them with the *Sweet Tooth Fairy*.

With many other specialty shops selling similar items, many potential customers do not visit the *Sweet Tooth Fairy* for a variety of reasons. These reasons include familiarity with other shops, geographic location, unawareness and inexpensiveness of big box stores. Big box stores such as Wal-Mart, Smith's and Costco offer lower-priced confections and often more convenient locations.

The *Sweet Tooth Fairy* differentiates itself from the big box stores in that it creates unique and one-of-a-kind sweets, along with a broader variety of confections. In this regard it does not directly compete with the big box stores and targets a different subset of the population. However, the casual or occasional purchaser of confections may be indifferent on the two options, giving the *Sweet Tooth Fairy* more potential customers to obtain.

The population surrounding the brick-and-mortar locations of The Sweet Tooth Fairy is primarily affluent and very receptive to new and local companies. There are eight locations across the Wasatch Front, making it easy for people to locate a store near them. This combined with online ordering of many sweets provides an accessible product for new and current customers to try.

There are, however, only 10 physical locations, with eight located in the Wasatch Front. This makes it difficult for people not close to a store to try their products. Not all of the products sold in stores are available for purchase online. People may not be willing to drive very far to visit a location of the *Sweet Tooth Fairy*.

MEDIA

Media Plan

The following media plan comprehensively aligns the messaging and personality of the *Sweet Tooth Fairy* on multiple media platforms. It solidifies the quality already associated with the brand while simultaneously informing new customers of the benefits offered. It reaches a significant portion of the target audience while maintaining the modest budget associated with the campaign.

Media Expenditure

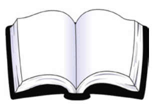
$4,500,000 is spent annually on advertising confectioneries in Utah (ReferenceUSA). The *Sweet Tooth Fairy* has an advertising budget of $3,000 a month, or $36,000 a year. Competing successfully in terms of advertising will require innovative and novel ideas to ensure the *Sweet Tooth Fairy's* message rises above the clutter of this saturated market.

Geography

The concentration of our advertising will be located in the Wasatch Front, due to this being the primary location of the *Sweet Tooth Fairy* stores. Approximately 80% of people in Utah live along the Wasatch Front making it a prime geographic location for our advertising concentration (census).

Target Audience and Media Mix Objectives

Our primary target market is females between the ages of 24-54 living in the Wasatch Front. Our objective is to increase the sales of sweet loaves especially during the fall to spring months. The aim is to increase sales of sweet loaves by 25%, which would be about a 2,500 loaf increase each month. Our secondary target market is males between the ages of 18-35 living in the Wasatch Front. The media mix used for the campaign will include magazines, newspapers, guerrilla marketing, Facebook, Twitter, YouTube, corporate website and Pinterest.



Magazines:
Local magazines in the Wasatch Front have niche markets that cater to the interests of both our primary and secondary target markets. Advertisements and coupons located in this medium traditionally have a high engagement rate relative to national competitors in this geographic location.

Corporate Website:
With the primary and secondary target markets being technology savvy and 14% more likely than the average American to purchase food online, the corporate website will play an active role in the selling of products.

Social Media:
Both our primary and secondary target markets are extremely technologically savvy and use various social media platforms almost daily. Tapping into these platforms in the forms of Facebook status updates, Twitter posts, Pinterest pictures and YouTube videos will ensure success.

Printed Materials:
Brochures, flyers, coupons and other literature resonate high quality and value among the primary and secondary target market markets. A tangible object is often the deciding factor in the purchasing decision among our target audience at the point of purchase.

SCHEDULING & BUDGETING

Scheduling Objective

Cycle 1: July/August/Septemeber
Cycle 2: October/November/December
Cycle 3: January/February/March
Cycle 4: April/May/June

The campaign will consist of four cycles that coincide with the four yearly seasons as well as the target markets behaviors during those time periods. Each cycle correlates to the psychographic behaviors and institutional events of the target market by disseminating messages through applicable media at the most efficient times. Advertising will be heavier in cycles 1 and 2 as children return to school, local sports teams begin their seasons and many holidays occur. Cycles 3 and 4 will see residual effects from the first two cycles while maintaining sales through their own unique presentations.

Magazines:

Magazines will be used in the first and second cycles. The coupons found in these ads will kick off the campaign and inform people of the sweet loaves available at the *Sweet Tooth Fairy*. These ads will reach every household within a 10 mile radius of every *Sweet Tooth Fairy* store in the Wasatch Front. Placement in six issues of Hometown Values magazine in the first six months of the campaign will introduce potential customers to sweet loaves and work synergistically with the other aspects of the campaign.

Social Media:

Social media will be used in all four cycles of the campaign. The first cycle will include Facebook and Twitter. Cycles 2, 3 and 4 will include Facebook, Twitter, Pinterest and YouTube. The content provided in these media will be engaging and informative as to establish a relationship with the target market. These will be used to keep the Sweet Tooth Fairy in the minds of the audience throughout the year.

Printed Materials:

Printed materials will be used in all four cycles of the campaign. In cycles 1 and 2 both fund raising and loyalty cards will be used, while in cycles 3 and 4 only loyalty cards will be used. Fund raising cards being used in the first two cycles will create a broader reach while trying to introduce the sweet loaves. Loyalty cards being used in all four cycles will reward those customers who frequently purchase throughout the year. The use of these materials will foster advantageous communal relations among the target audience and the *Sweet Tooth Fairy*.

Corporate Website:

Special offers on the corporate website will be used in all four cycles of the campaign. In the first cycle offers will be primarily for the sweet loaves as customers become more aware of the product through all aspects of the campaign. The second cycle will focus more on increasing internet sales, especially as the holidays approach and people are looking for gift ideas. Cycles 3 and 4 will focus on maintaining and increasing the quantity of products purchased as the campaign has brought in most of its new customers and looks to create enhanced loyalty.

SCHEDULING & BUDGETING

Months	Medium	Vehicle	Insertions	Message
July/August/September	magazines	HomeTown Values	1 time per month	1/2 off the purchase of a sweet loaf
	Social Media	Facebook and Twitter	Twitter: Daily Facebook: Every other day	Updates on what is going on at The Sweet Tooth Fairy, including pictures and prizes
	Printed Materials	Fund raising and Loyalty cards	no definititive number	Fund raising: Buy get one free sweet loaves Loyalty cards: Buy ten get one free
	Corporate Website	SweetToothFairy.com	2 times per month	Free shipping, 1/2 off sweet loaf, special deal
October/November/December	magazines	HomeTown Values	1 time per month	1/2 off the purchase of a sweet loaf
	Social Media	Facebook, Twitter, Pinterest and YouTube	Twitter: Daily Facebook: Every other day Pinterest: Once a week YouTube: Once a week	Updates on what is going on at The Sweet Tooth Fairy, including pictures and prizes. Tutorial videos on how to make Sweet Tooth Fairy products
	Printed Materials	Fund raising and Loyalty cards	no definititive number	Fund raising: Buy get one free sweet loaves Loyalty cards: Buy ten get one free
	Corporate Website	SweetToothFairy.com	2 times per month	Free shipping, 1/2 off sweet loaf, special deal
January/February/March	Social Media	Facebook, Twitter, Pinterest and YouTube	Twitter: Daily Facebook: Every other day Pinterest: Once a week YouTube: Once a week	Updates on what is going on at The Sweet Tooth Fairy, including pictures and prizes. Tutorial videos on how to make Sweet Tooth Fairy products
	Printed Materials	Loyalty cards	no definititive number	Loyalty cards: Buy ten get one free
	Corporate Website	SweetToothFairy.com	2 times per month	Free shipping, 1/2 off sweet loaf, special deal
April/May/June	Social Media	Facebook, Twitter, Pinterest and YouTube	Twitter: Daily Facebook: Every other day Pinterest: Once a week YouTube: Once a week	Updates on what is going on at The Sweet Tooth Fairy, including pictures and prizes. Tutorial videos on how to make Sweet Tooth Fairy products
	Printed Materials	Loyalty cards	no definititive number	Loyalty cards: Buy ten get one free
	Corporate Website	SweetToothFairy.com	2 times per month	Free shipping, 1/2 off sweet loaf, special deal

SCHEDULING & BUDGETING

Budgeting

To achieve all of the marketing objectives while remaining within budget will require a meticulous and well thought out financial plan. The budget was pre-determined by the Sweet Tooth Fairy executives and consisted of $36,000 to be dispersed throughout the fiscal year. We estimate spending $35,016 during the fiscal year, $984 under budget. The majority of our advertising expenditures occur during the first six months of the campaign. This will ensure a deep initial penetration of the market after which the subsequent advertising will sustain sales and brand perception.The high initial costs through the first two cycles are warranted because high frequency is necessary in the preliminary stages of a campaign centered around brand identity.

As a result a profitable return on investment is expected within six months.

Magazines:
A 1/3 page coupon will appear in 6 consecutive HomeTown Values issues.

Social Media:
Informative and engaging posts designed to evoke interactivity among the target audience will be displayed during all four cycles of the campaign.

Corporate Website:
Special deals and coupon offerings will be made available to online customers for the duration of the campaign.

Printed Materials:
Fund raising and loyalty cards will be made available during the first cycle. Loyalty cards will be available during all four cycles.

Cost

	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Total
Magazines	$9,060	$9,060	$0	$0	$18,120
Social Media	$2,650	$2,650	$2,650	$2,650	$10,600
Printed Materials	$776	$240	$240	$240	$1,496
Corporate Website	$1,200	$1,200	$1,200	$1,200	$4,800
Total	$13,686	$13,150	$4,090	$4,090	$35,016

APPENDICES

FOCUS GROUP TRANSCRIPT

Most of these questions I am going to ask are meant to spark up a conversation. Just always feel free to throw out your opinion.

Ok

The more the better. So our first question is where do you guys normally buy your desserts and why?

Back home the cupcake factory.

The cup cake factory.

I don't know if they have any of those out here.

Where is that at?

Idaho Falls.

Idaho Falls, ok.

Yeah.

Is it just cupcakes only or do they have other things.

Yeah just cupcakes maybe some cookies. We go there for the cupcakes.

Personally I like to go to Smith's a lot because they have those real cheap cookies. Because I can buy like 12 of them for 2 bucks 3 bucks.

Most of the time we don't really get sweets, we bake them if any.

Ok. Awesome. If you do go buy desserts how often is it? Is it a once a week thing once a month thing.

Probably once a week.

One a week, ok.

Usually it's for special occasions.

Ok, just for holidays and stuff.

Birthdays.

Ok.

More like once a month.

That's how I feel, were in the same boat. Like when do I ever really go buy sweets?

If that.

I go to the grocery store go buy candy. What methods can sweet tooth fairy do to attract you to their store? Like punch cards or coupons or things like that.

Groupon for me because I am a groupon guy. Like if I get a 50% off today that would and entice me to go.

So you guys like to get little emails that say 2 for 1.

Yeah. It's more the advertising and hearing about them because I have never heard of them before Adrien talked about it. So maybe if you had a local event a local grocery store nearby. Where they would just pass out samples to people who walked in would be a good way

Ok. If sweet tooth fairy had sports team inspired cupcakes would you be more interested in buying them. Like say they had a weber state one and the came to weber with a bunch of purple wildcat cake bites or something.

HAHAHAHAHA I don't know I don't know. It would have to be really dope I guess. I don't know I don't think I would.

We were thinking that during the local college football season how there is the big rivalry between Utah and BYU or Utah State if they did a competition where each school had their own special flavor or kind of cake bite and who ever sold the most would win the state cup or something. Just some sort of win would that be cool?

Yeah that would be cool. Like support them. Something small but cool. I am sure that weber state would lose.

Right we don't really have a big sports following besides basketball. We try. Have any of you ever eaten sweet tooth fairy cupcakes before and what was your experience when you went to their store?

First time trying it. Never been to the store. I actually went to the store yesterday.

Yesterday

FOCUS GROUP TRANSCRIPT

It smelt good I walked in and already wanted everything in there it smelt real good

Nice, when you buy gifts for mother's day valentine's day etc… what do you spend? Like on a sliding scale of 1-10 bucks 10-30.

10-30 yeah

Right around that range. How do you feel when someone buys you food as a gift?

Awesome. HAHAHAHAH

Were all college students right. When you buy food gifts for people what do you normally get them?

Cake.

Like ice cream cake regular cake.

Ice Cream cake.

That is what I got for my birthday and I loved it. Do you guys think buying them cupcakes or something is something you might be interested in maybe.

Cake bites in cupcake form?

They also sell cupcakes as well.

Ohh. I think that would be cool. I would be more enticed to give these it's just a simple pop in

Awesome, I guess this is more directed towards you, but do you go online to get recipes at all.

Yes I do.

Do you think that if sweet tooth fairy had recipes on their cake bites that you would check it out?

Yeah that would be pretty cool. Like I like trying to new things so yeah that would be cool.

Are you a pinterest kind of person?

I like Pintrest

So if they posted something on Pintrest that is something that you would be interest in?

Yeah definitely, I would look at it, I don't know if I would actually make it but I would definitely look at it.

Ok, normally if you go to look for recipes where to you usually go?

Well if I have like the main idea I just Google it and browse through the different ones and it depends just look around.

Decide as you go

Yeah kind of just wherever I land like that sounds pretty cool let's keep it.

Where do you purchase confectionaries like cake chocolate cookies things like that?

Wal-Mart. I like to go to Dairy Queen they have the best treats.

Do any of you guys go to great harvest they have cookies and what not.

That guy goes there every day.

I do go there a lot they have breads and sweet loaves that are absolutely amazing. Do they have sweets there? Yeah they have a lot the last time I was there they had this pumpkin cake iced with this cream cheese frosting in this big old block and I just about bought it. Oh man it looked so good.

They normally serve out cookie and things the first time you go and get a sandwich.

They gave us a free loaf of bread the last time. It's pretty cool for a sandwich.

Do you think it would be cool if every time you went in there they gave you a cake bite to chew on like what they do at great harvest?

I think that is a good idea because it helps you learn more and discover more things, the flavors. Like how that is nice next time I will try that it helps you try new things. That would definitely work I think. Oh for sure like at stores like teavanna they give you free samples of tea. That is an expensive store. HAHAHAH. Yep.

So what kind of stuff would drive you to go to a boutique over a store?

FOCUS GROUP TRANSCRIPT

Definitely the service. And the flavors it is usually better that is what they are made for. Like how they taste and stuff.

Do you guys have any other questions I keep on trying to think of other ones? Which of those flavors do you guys like the most?

I actually liked the lemon a lot. The fudge for me. Red velvet. I haven't tried that many.

Well keep on eating them.

Ill try that lemon one.

I know a couple of you said you did not like the fairy fetti one is that a consensus

The fairy pink one?

Ohh the fairy pink one. My bad.

Let me try it. I did not like it.

Whatever it was Tito did not like it.

The fairy fetti one or whatever that was not bad. It's not very good.

It's not very good manny

What did it taste like?

I take a bite.

It's all right just not that good. Is it too sweet? Just try it dude. It's a simple question is it too sweet?

When you guys think of sweet tooth fairy what is the first things that come to mind.

Sweets

Like particular sweets what do you think they would sell?

Cupcakes. Cupcakes. Yeah cupcakes.

If you think that what would it take to think not just cupcakes? Like it's more the store or going there what would it take?

Probably going there because I had no idea they had so much stuff. Maybe if they used the work bakery with it. Not just fairy because it says bakery here but no one really ever reads that small print. They have it right here. But it says sweet tooth fairy and that's where people stop. I doubt they are going to read sweet tooth fairy… gourmet bakery.

So if they changed the logo around a little bit.

Yeah just kind of let people know that they are more than just cupcakes.

Right that wording is small that would make sense. A broader term than sweet tooth fairy.

Do you have any ideas that have to go along with that like advertising and marketing?

I like the slogan it lets me know they are more than cookies.

So say the sweet tooth fairy came to school during lunch for the fall semester like once a month would you go buy a cake bite?

Yeah I would like that. Driving down to Layton is a hassle you might do it but if it is right there then I would more likely do it. You know the third Thursday the cake fairy is on campus.

Just give it to you so it is real nice and easy. Seems like all the food we have on campus is crap as it is.

HAHAHAAHAA

Awesome. Do you have any questions Adrien? I know I go to great harvest all the time a couple times a week and one of the things that got me going there in the first place was a local high school was doing a fundraising event for their football team and they had these little cards from great harvest that you would buy for 60 dollars and on that card it a whole bunch of buy one get one free loaves of bread for an entire year. So it had one for each month and I would go in on January and get a BOGO and they would punch the card and February the same thing. It was like a hundred dollar value but it also helped them with their fundraising and that really

FOCUS GROUP TRANSCRIPT

got me going to great harvest. Is that something that sweet tooth fairy could do help you go to their store? So I had to go in there every single month to get my bread.

Motivation for you to go back.

Exactly it got me hooked on it. So even now I go there every week. And it was a fundraiser for the local high school team as well. My neighbors would come to my door and try to sell it so I bought because I knew them and it helped them out.

An incentive.

Right, is that something that you would be interested in buying or know someone who would like to buy it?

Yeah I think they have done that before they sell those booklets. Yeah if it was a fundraiser type deal.

Right it is always tied to the school.

Like the little booklets that we get at the beginning of every semester, they could definitely put those in the booklets here. But they are always the same. I think that would be a great way to get discovered, cheap marketing tool. Like this is the first time that I am eating this and now I know what they are and I like it. Now I will probably crave it.

For guys mainly what would attract you to go to their store? I mean their main target it women. So what would get guys into the store?

Chocolate, Coffee something to drink. I love going to coffee houses so if they had that I would be there and grab some coffee and stuff.

Well cool I am all out of questions. Yeah we are all good. Go ahead and eat up on these cupcakes we have a ton for ya we got way to many. Thank you.

MEDIA DATA

HometownValues

About *HometownValues*

With 18 years of business, *Hometown Values Magazine* is Utah's **largest monthly direct-mail discount coupon publication distributed to over half-a-million homes.** The magazine features 15 different markets from Cache County to southern Utah County to target specific audiences and readers. Additionally, *Hometown Values Magazine* features a full circulation insert for our advertisers who want to reach everyone in all of our advertising areas.

Our mission is to provide the **highest quality, full color, direct mail advertising available.** Backed by customer service, *Hometown Values Magazine* is committed to building long-term relationships to **help your business succeed** in your hometown.

Digital components also complement our printed edition. Hometown Values utilizes **Facebook**, **Twitter** and our **website**, hometownvalues.net, where the digital version of our magazine is available for download. Advertisers can use our varied online platforms to offer additional **digital coupons** to reach more consumers.

"Salon Tantrum has been advertising with Hometown Values for the last two years. We are impressed with the results that we see in terms of exposure and new clients that come into the salon each and every month that our ad runs. The traffic that we receive is obviously our biggest goal when placing an ad, but it is also a huge benefit that we receive such amazing customer support from the Hometown Values sales team. You guys are great!"

–AJ, Director
Salon Tantrum

who we reach

Circulation: **542,009***
Audience Size: **1,200,000*+**
Target Market: **Women, homeowners**
Distribution: **Direct mail, 14 market editions - Cache County to Utah County**

Introducing our NEW publication "smart"

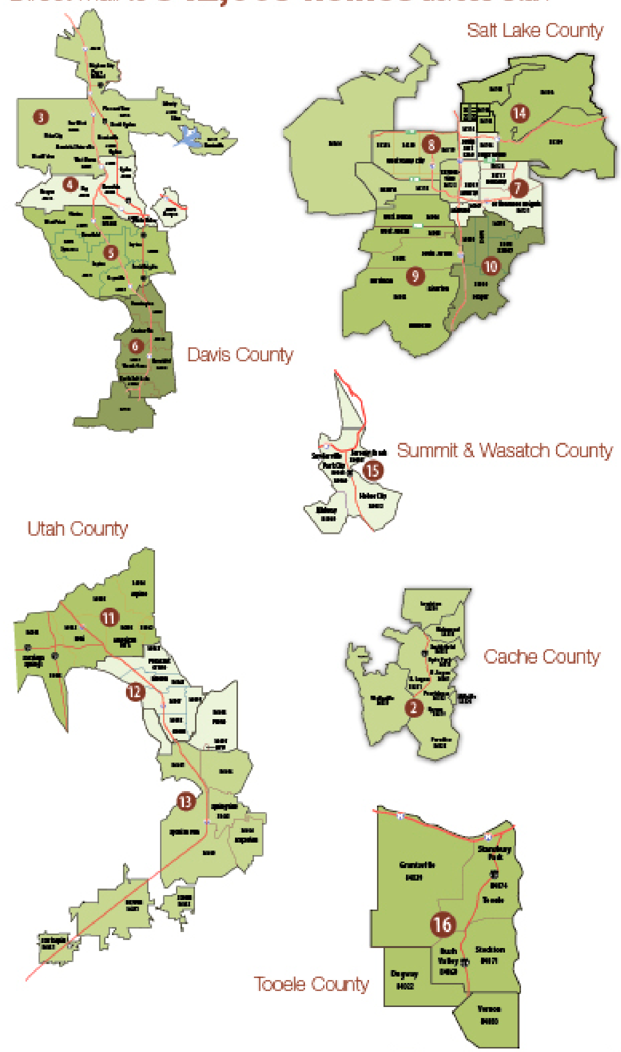
HometownValues

Reach your target audience:

- **MARKET 1**
  Insert (Full distribution.
  All markets, including #14 Smart)
  542,009 mailed
- **MARKET 2**
  Cache Valley: **29,553 mailed**
- **MARKET 3**
  North Weber/Box Elder: **41,048 mailed**
- **MARKET 4**
  South Weber: **40,288 mailed**
- **MARKET 5**
  North Davis: **47,714 mailed**
- **MARKET 6**
  South Davis: **35,355 mailed**
- **MARKET 7**
  East side: **52,629 mailed**
- **MARKET 8**
  Oquirrh: **46,077 mailed**
- **MARKET 9**
  Southwest Valley: **50,962 mailed**
- **MARKET 10**
  Sandy/Draper: **43,605 mailed**
- **MARKET 11**
  North Utah County: **31,583 mailed**
- **MARKET 12**
  Central Utah County: **32,617 mailed**
- **MARKET 13**
  South Utah County: **33,266 mailed**
- **MARKET 14 (*SMART*)**
  Salt Lake City: **24,911 mailed**
- **MARKET 15**
  Park City/Heber: **15,715 mailed**
- **MARKET 16**
  Tooele: **16,686 mailed**

Market Distribution

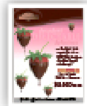
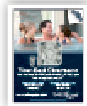
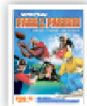
Direct mail to **542,009 homes** across Utah



MEDIA DATA

HometownValues

Helping your business succeed

Bring in new customers

First and foremost our job is to bring new people in the door.

Bring opportunity for add-on sales

This part is up to the advertiser to increase the sale of their product or service with suggestive selling (ex: "would you care for a dessert with your meal?" ("slice of tomato")

Reward & remind your loyal existing customers

Bring in higher sales by bringing your regular customer in again to your business instead of allowing them to go to a competitor.

A SUCCESSFUL AD

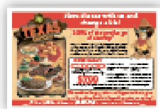
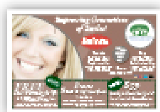
- The ad should build value for its use and **create a reason to buy TODAY!**
- Keep the ad **simple** by using short and direct, easy-to-understand language.
- One word sentences are **powerful**.
- Use **bullets** to break up copy.
- Make important points **easy to read.**
- Lend an **authorative** tone.

THE BEST OFFERS

- **Free** - buy something, get 1 free (example: purchase a combo meal, get a FREE hamburger)
- **Half price** - buy something, get 1/2 price or 50% off 2nd item (example: purchase 1 item at regular price, get 2nd item 1/2 price or 50% off)
- **Dollars off** - convert % Off to dollars (example: Instead of 20% Off, use $10.00 Off a $50.00 purchase)
- **Package** deals
- **Percentage off** (best when used on large ticket items.)

FACTORS TO CONSIDER

- How long the business has been around
- The offer
- Time of year
- Competition
- Advertising of the competition
- Frequency of the message
- Reach of the ad
- Broadness of the appeal of the business





HometownValues

Publication Schedule

PUBLICATION ISSUE	IN-HOME BY END OF WEEK	SPACE RESERVATION	ART DUE
2012			
Healthy Lifestyles	January 7, 2012	November 28, 2011	December 5, 2011
Romancing the Heart	February 4, 2012	January 2, 2012	January 9, 2012
Early Spring	March 3, 2012	January 30, 2012	February 6, 2012
Spring Home & Garden	April 7, 2012	March 5, 2012	March 12, 2012
Mother's Day	May 5, 2012	April 2, 2012	April 9, 2012
Father's Day	June 9, 2012	May 7, 2012	May 14, 2012
Summer Fun	July 7, 2012	June 4, 2012	June 11, 2012
Back to School	August 4, 2012	July 2, 2012	July 9, 2012
Fall Fun & Recreation	September 8, 2012	August 6, 2012	August 13, 2012
Fall Home & Garden	October 6, 2012	September 3, 2012	September 10, 2012
Early Holiday	November 3, 2012	October 1, 2012	October 8, 2012
The Holidays	December 8, 2012	October 29, 2012	November 5, 2012

Specialty Products

DIGITAL / ONLINE:

- Send us your TV or Radio Commercial and we can add it to your Hometown Values Magazine Digital ad.
- Did you miss the deadline to place your ad in the printed *Hometown Values Magazine*? You can still advertise in our digital magazine and get your message heard.
- Do you want to advertise a digital coupon only?
- You can also advertise on our website with a **Monster Ad** and/or **Leaderboard Ad**

Monster Ad

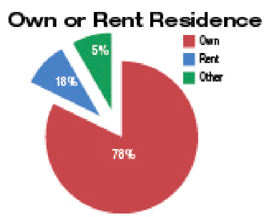
Leaderboard Ad

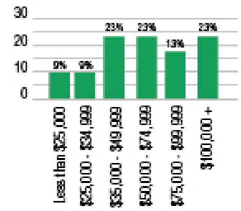
ADD AUDIO OR VIDEO TO YOUR AD		
Video		Audio
$25		$25
DIGITAL EDITION ONLY		
Full Page		Half Page
$500		$250
DIGITAL COUPONS ONLY *(WITHOUT AD IN THE MAGAZINE)*		
3 per month	10 per month	Unlimted per month
$10	$15	$25
MONSTER AD ONLINE *(WITH FIVE ROTATING SPONSORS)*		
300 pixels x 600 pixels *(max file size – 45K)*		
$250 per month each		
LEADERBOARD AD ONLINE *(WITH FIVE ROTATING SPONSORS)*		
728 pixels x 90 pixels *(max file size – 35K)*		
$150 per month each		

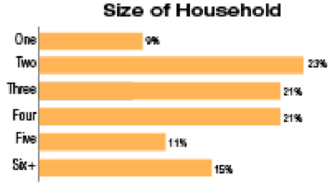
Hometown Values • Phone: 888.502.4057 • www.hometownvaluesutah.com

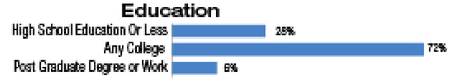
MEDIA DATA

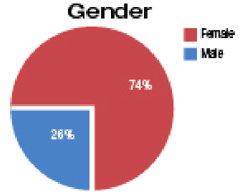
Reader Statistics

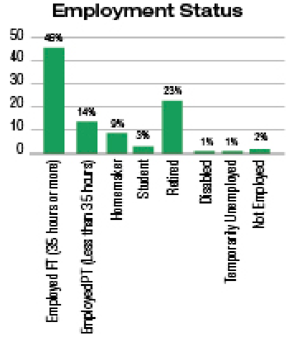


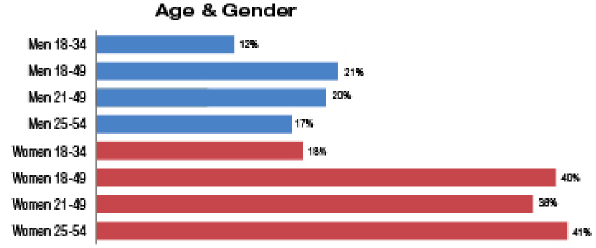


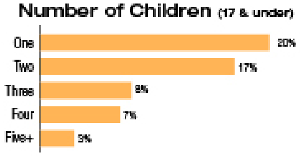












Scarborough Research 2011, release 1

Most Popular Categories

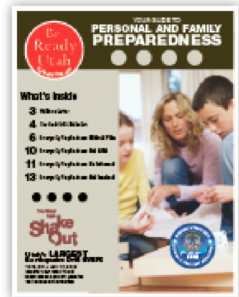
Home Improvement • Health and Beauty
Dining • Entertainment • Automotive
Home Furnishings

HometownValues

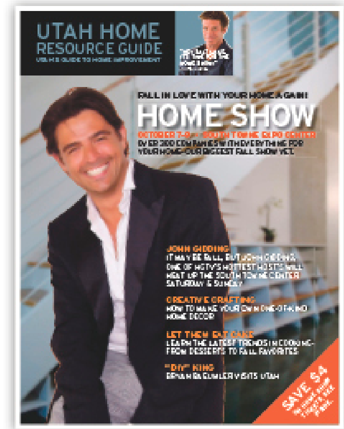
Specialty Products *(continued)*

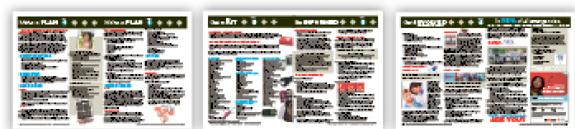
INSERTS:

You can place specialty inserts directly into the *Hometown Values Magazine*: multi-page brochures, blown-in postcards or company literature to name a few. This option can be fulfilled on a zone level or full-run level.



12-page Insert, Department of Public Safety





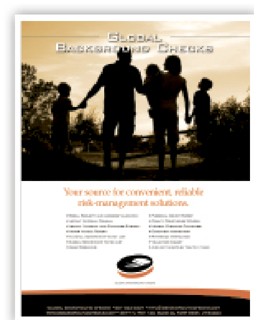
24-page Insert, Utah Home Show

OUR SERVICES INCLUDE:

PR/copy writing, branding; graphic design; interactive development; direct mail fulfillment; custom publishing; specialty printing; web development; media planning and search engine optimization.

OUR CLIENTS HAVE INCLUDED:

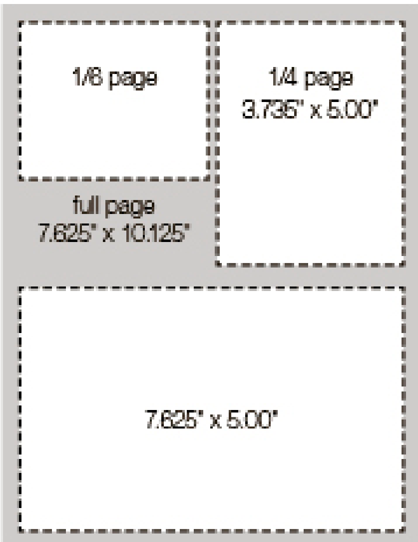
US Speedskating, Farr's Fresh Ice Cream, Moreton & Company, Global Background Checks, Intermountain Hearing, Salt Lake Chamber of Commerce, Utah Hispanic Chamber of Commerce, Sandy Chamber of Commerce, ACG, Silicone Slopes (Omniture/ Adobe), GL Enterprises, IM Furniture, Symphony Homes, Hamlet Homes and many others.

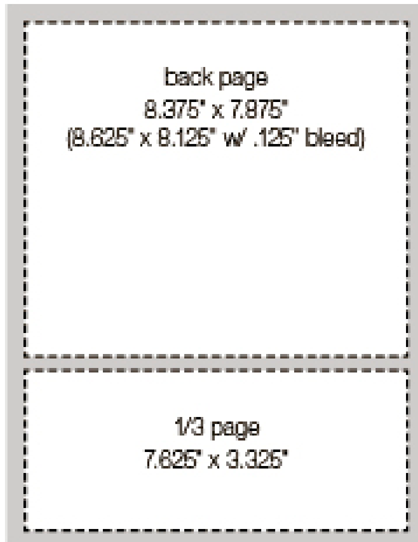


MEDIA DATA

Hometown Values

AD SIZES AVAILABLE





ACCEPTABLE IMAGES

All images must be in CMYK mode 300 dpi (high resolution).

Web images are not usable for *Hometown Values Magazine*. The only acceptable method of getting images from a website is if the website has a separate area for downloading high resolution images. A signed release of copyright must accompany use for such photos.

Advertiser is responsible for all copyright usage and releases Hometown Values of any responsibility for copyright for items/photos provided to Hometown Values.

Due to copyright issues, we will not scan pre-printed advertising photos or other material for use in any ad.

All placed images must be embedded and must not be compressed, ie, LZW or JPG.

All colors in document must be in CMYK mode (no spot or RGB colors).

All fonts (both screen and printer fonts) must be embedded or converted to paths (outlined).

AD SIZE DETAILS

Cover Trim........................8.375 x 10.875
Live Area..........................7.625 x 10.125
with bleed ....8.625 x 11.125

Back Cover Trim.................8.375 x 7.875
Live Area...........................8.125 x 7.625
with bleed ....8.625 x 8.125

FULL PAGE WITH BLEED

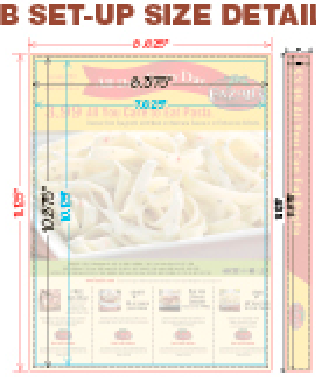
Trim Size ....8.375 x 10.875
Live Area..........................7.625 x 10.125
with bleed ....8.625 x 11.125

TAB SET UP SIZE

Document Trim.................8.375 x 10.875
Live Area..........................7.625 x 10.125
with bleed ....8.625 x 11.125

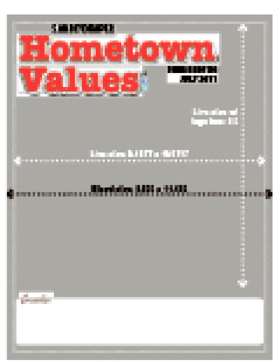
Tab Trim ....75 x 10.875
with bleed .... 1.00 x 11.125

TAB SET-UP SIZE DETAILS



Black dotted line: document size (trim-line)
Red line: bleed
Blue: live area

COVER SET-UP SIZE DETAILS



ONLINE AD SUBMISSION

Go to www.hometownvalues.net. Click on "advertiser login" at the top of the page. You will need to enter your username & password (you can get this from your sales rep).

Once logged in, click on "Creative Upload" in the top menu bar and follow the instructions on the screen.

ACCEPTABLE FORMATS

Press-ready PDF: Acrobat 4 (PDF 1.3) compatibility or PDF X-1a. Transparencies flattened; graphics, photos and fonts embedded.

Your Sales Representative is available to give you great ideas and help with planning your advertising needs.

MEDIA DATA

Get an instant price quote! It's easy!

1 Postcards	$267.99
2 White Envelopes	$131.99
Total Cost	$399.98

Shipping and Processing Costs:

Rush+: 3 business days	$60.00
Priority: 7 days	FREE

Rush orders will arrive within 3 business days after today. Guaranteed Rush Delivery to US shipping addresses, excluding PO Boxes. Rush Delivery not available for Return Address Labels.

1. Postcards $267.99

Options selected:

Quantity:	5000
Delivery Country:	United States of America
Color Options:	Color Back Side
Paper Stock:	Glossy Finish

2. White Envelopes $131.99

Options selected:

Quantity:	5000
Delivery Country:	United States of America

Order Now

MEDIA DATA

FedEx Office Instant Quote

1. Select Product | 2. Choose Features

3. Your Quote

Get an instant price quote! It's easy!

Total product cost of Premium Business Cards $41.99

Shipping and Processing Costs:

Rush+: 3 business days	$60.00
Priority: 7 days	FREE

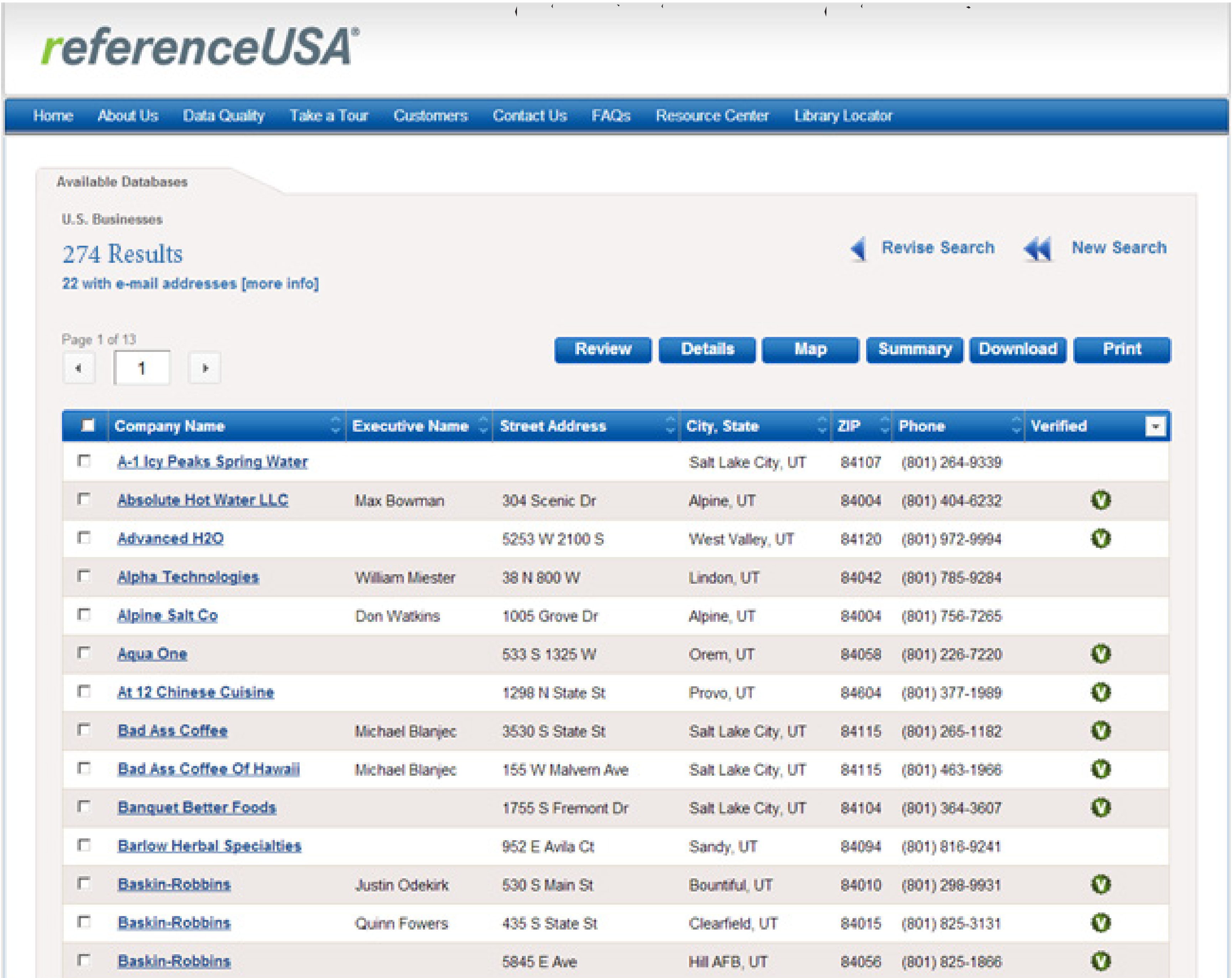
Rush orders will arrive within 3 business days after today. Guaranteed Rush Delivery to US shipping addresses, excluding PO Boxes. Rush Delivery not available for Return Address Labels.

Options selected:

Quantity:	2500
Delivery Country:	United States of America
Customization:	Yes
Color Options:	4/0 - Full color front, blank back
Paper Stock:	Matte Stock
Foil Accent	No

Order Now

SECONDARY RESEARCH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Home | About Us | Data Quality | Take a Tour | Customers | Contact Us | FAQs | Resource Center | Library Locator

Available Databases

U.S. Businesses

274 Results

22 with e-mail addresses [more info]

Revise Search | New Search

Page 1 of 13

1

Review | Details | Map | Summary | Download | Print

	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Verified
	A-1 Icy Peaks Spring Water			Salt Lake City, UT	84107	(801) 264-9339	
	Absolute Hot Water LLC	Max Bowman	304 Scenic Dr	Alpine, UT	84004	(801) 404-6232	V
	Advanced H2O		5253 W 2100 S	West Valley, UT	84120	(801) 972-9994	V
	Alpha Technologies	William Miester	38 N 800 W	Lindon, UT	84042	(801) 785-9284	
	Alpine Salt Co	Don Watkins	1005 Grove Dr	Alpine, UT	84004	(801) 756-7265	
	Aqua One		533 S 1325 W	Orem, UT	84058	(801) 226-7220	V
	At 12 Chinese Cuisine		1298 N State St	Provo, UT	84604	(801) 377-1989	V
	Bad Ass Coffee	Michael Blanjec	3530 S State St	Salt Lake City, UT	84115	(801) 265-1182	V
	Bad Ass Coffee Of Hawaii	Michael Blanjec	155 W Malvern Ave	Salt Lake City, UT	84115	(801) 463-1966	V
	Banquet Better Foods		1755 S Fremont Dr	Salt Lake City, UT	84104	(801) 364-3607	V
	Barlow Herbal Specialties		952 E Avila Ct	Sandy, UT	84094	(801) 816-9241	
	Baskin-Robbins	Justin Odekirk	530 S Main St	Bountiful, UT	84010	(801) 298-9931	V
	Baskin-Robbins	Quinn Fowers	435 S State St	Clearfield, UT	84015	(801) 825-3131	V
	Baskin-Robbins		5845 E Ave	Hill AFB, UT	84056	(801) 825-1866	V

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	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Verified
	Amano Artisan Chocolate	Art Pollard	496 S 1325 W	Orem, UT	84058	(801) 655-1996	V
	Anns Candy	Anna Evans	8615 S 300 E	Sandy, UT	84070	(801) 255-4759	
	Avalanche Chocolate Fount		4187 S Timber Oak...	Salt Lake City, UT	84128	(801) 968-7652	
	Bakers C & C Inc	Steve Drost	44 W Vine St	Salt Lake City, UT	84107	(801) 487-3300	V
	Belgian Springs Chocolate		1672 Oak Dr	Lehi, UT	84043	(801) 592-5051	
	Blickenstaff's Fun For Evryn	Jeremy Blickenstaff	4801 N University...	Provo, UT	84604	(801) 426-9300	V
	Blickenstaff's Fun For Evryn		15 S Rio Grande S...	Salt Lake City, UT	84101	(801) 456-0700	V
	Blue Ribbon Candy		PO Box 95482	South Jordan, UT	84095	(801) 256-0143	
	Bourbon Street Candy Co	Vivian Levyington	1048 Layton Hills...	Layton, UT	84041	(801) 498-7712	
	Bradley Candy Co Inc		6761 S Vista Gran...	Salt Lake City, UT	84121	(801) 261-4312	
	C Kay Cummings Candies	Marilyon Oakey	2057 E 3300 S	Salt Lake City, UT	84109	(801) 485-1031	V
	C Kay Cummings Candies	Marilyn Oaky	248 E Winchester St	Salt Lake City, UT	84107	(801) 264-1031	V
	Candies, B	B Candies	3996 S Hawkeye Dr...	Salt Lake City, UT	84120	(801) 963-4174	
	Candy Barrel		575 E University ...	Orem, UT	84097	(801) 224-4755	V

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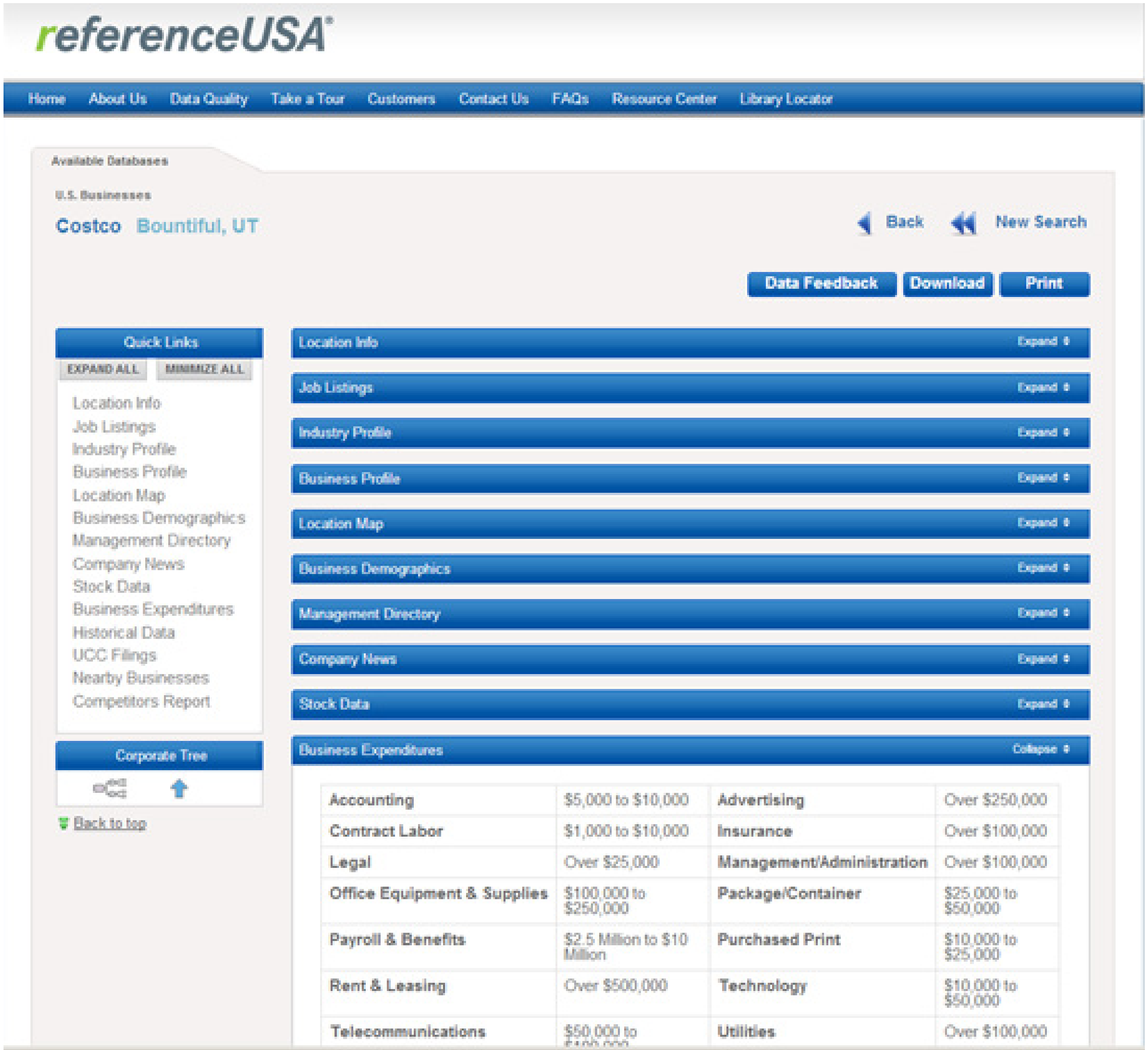

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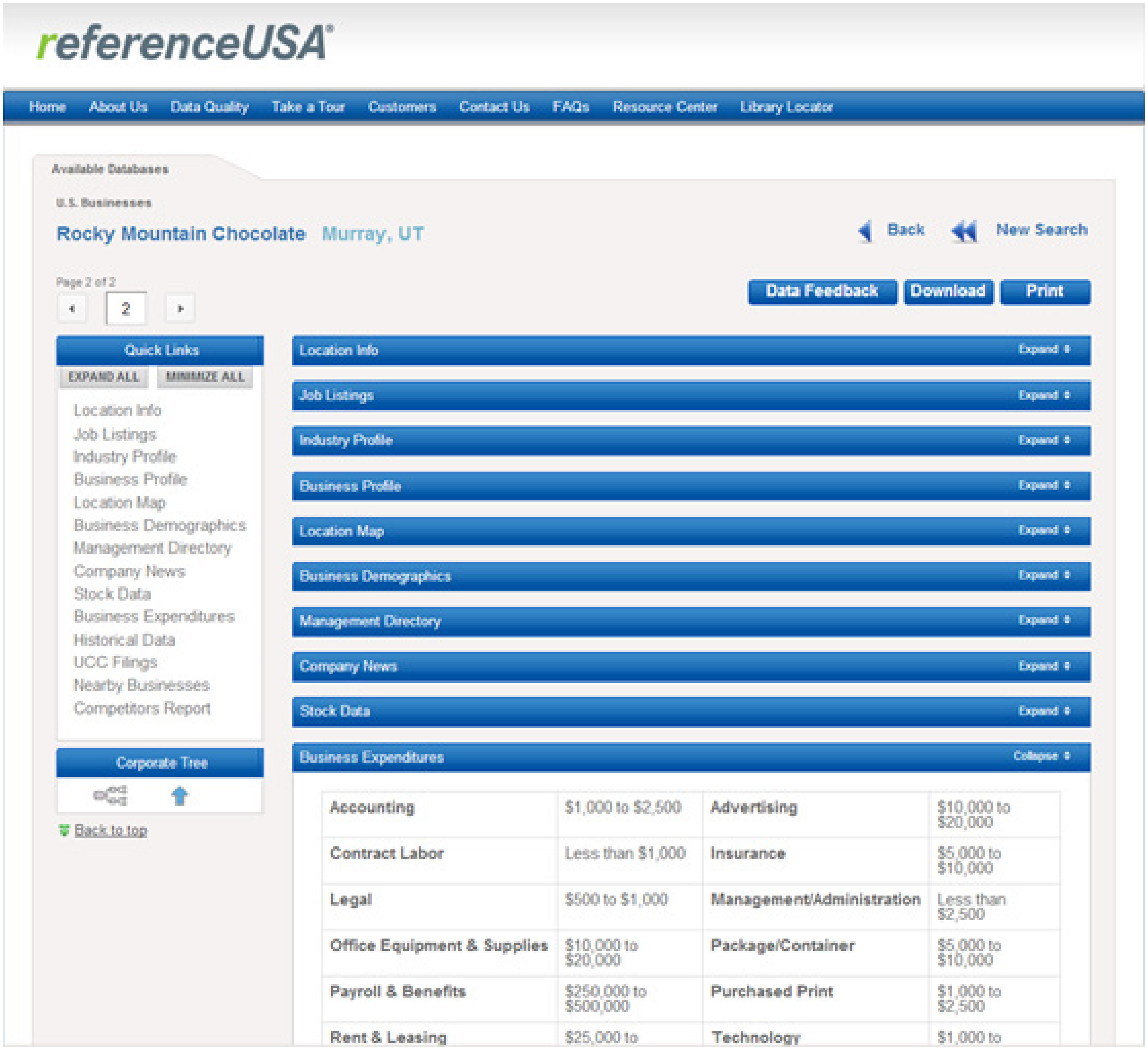

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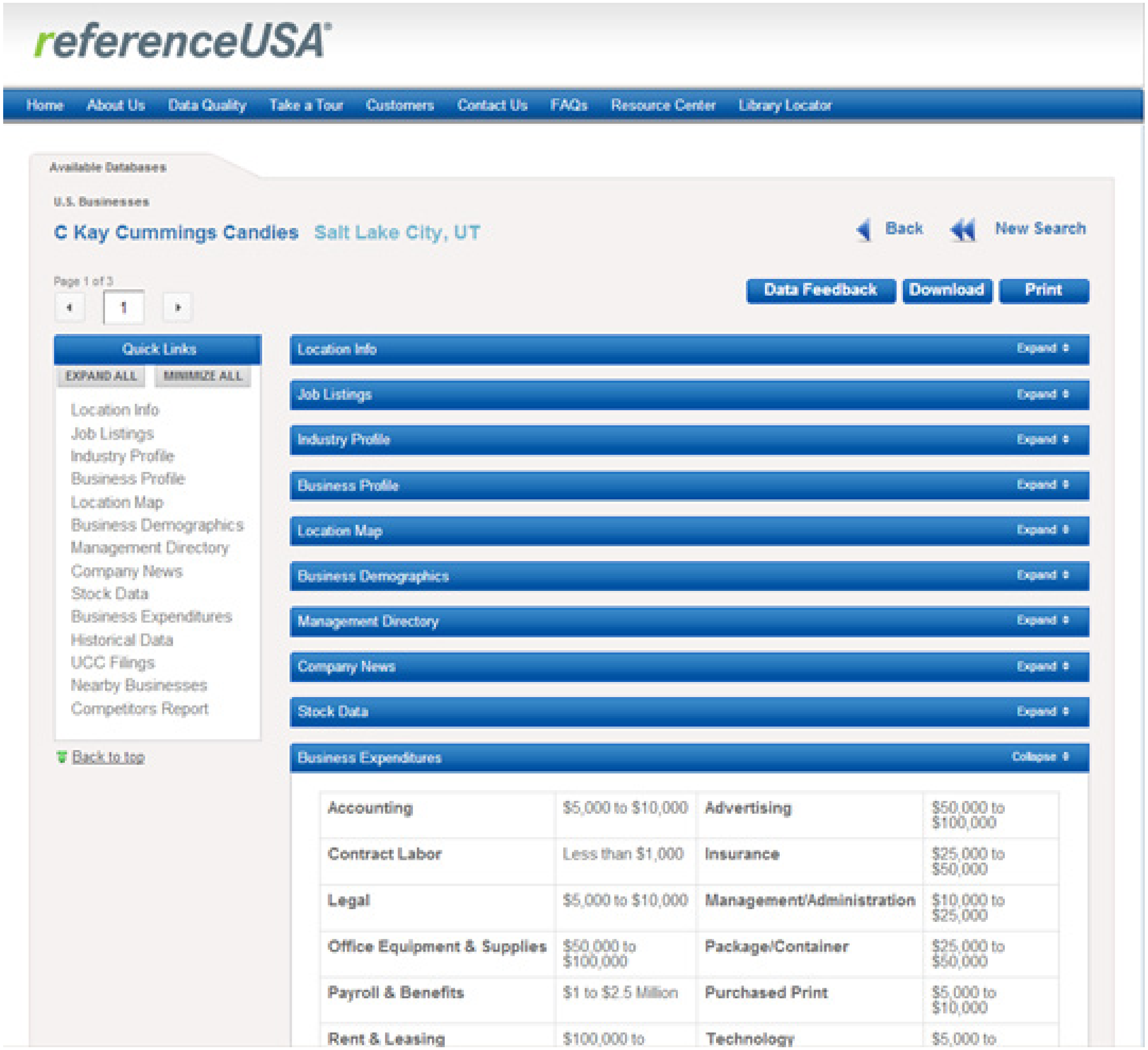

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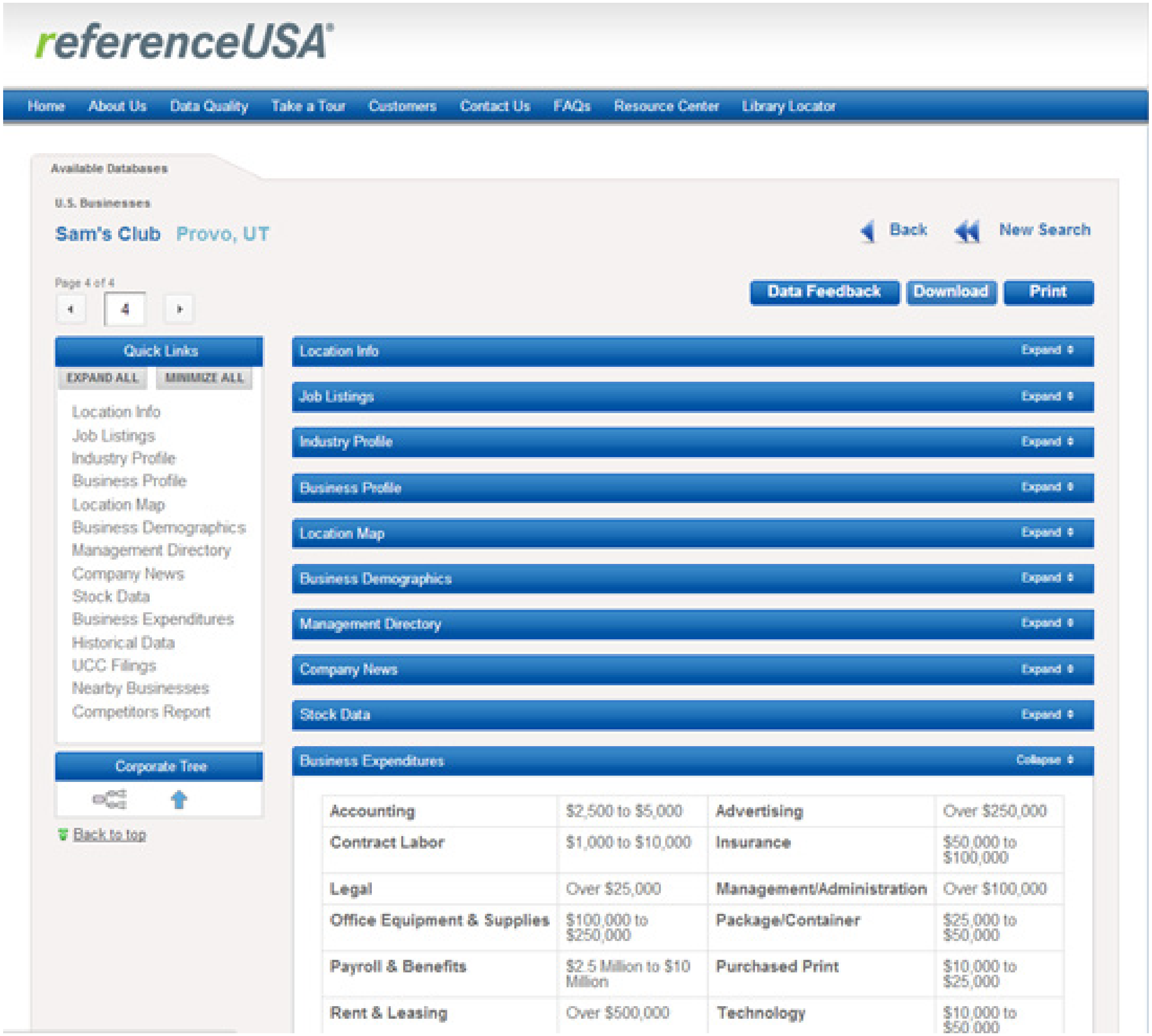

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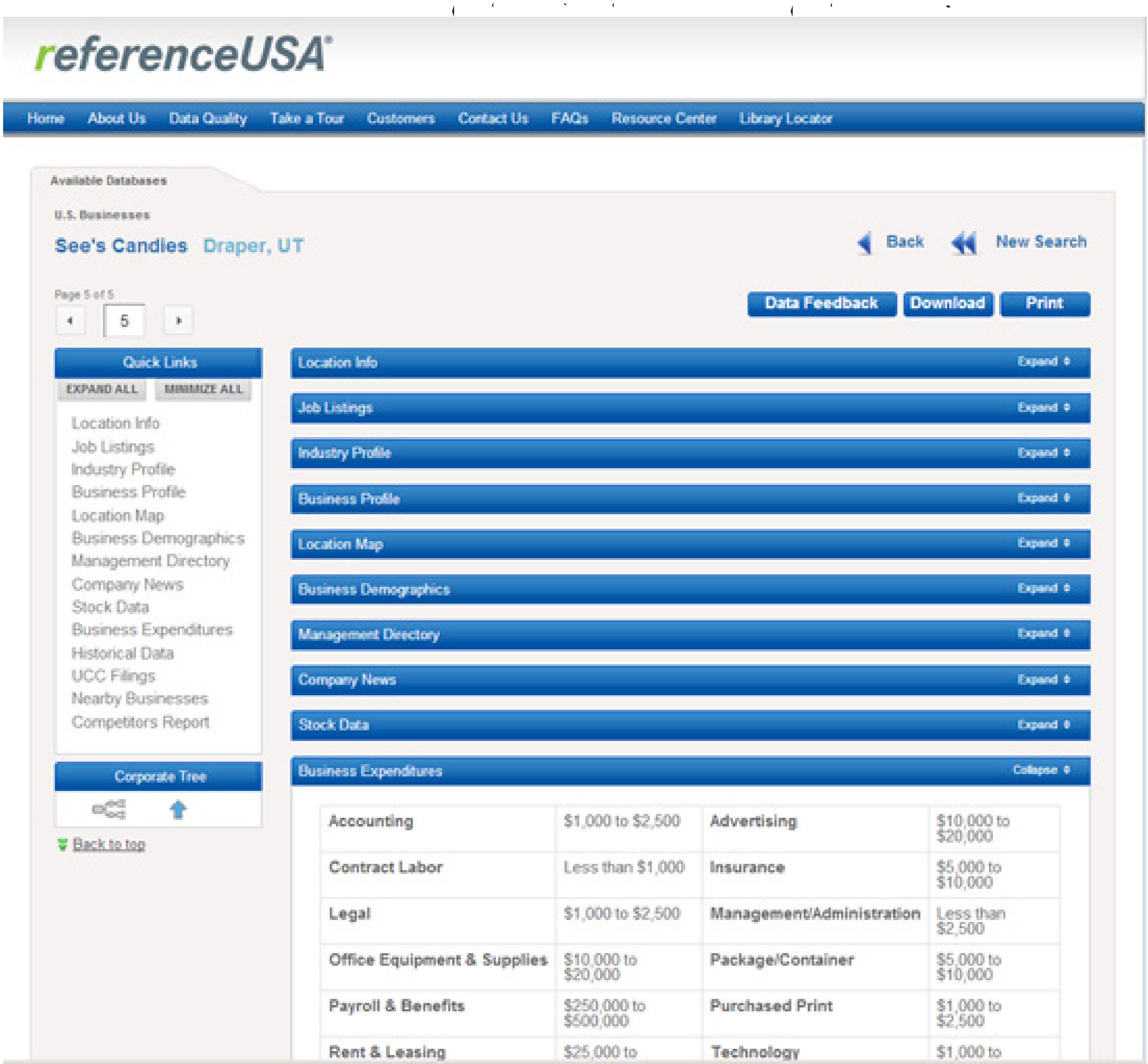

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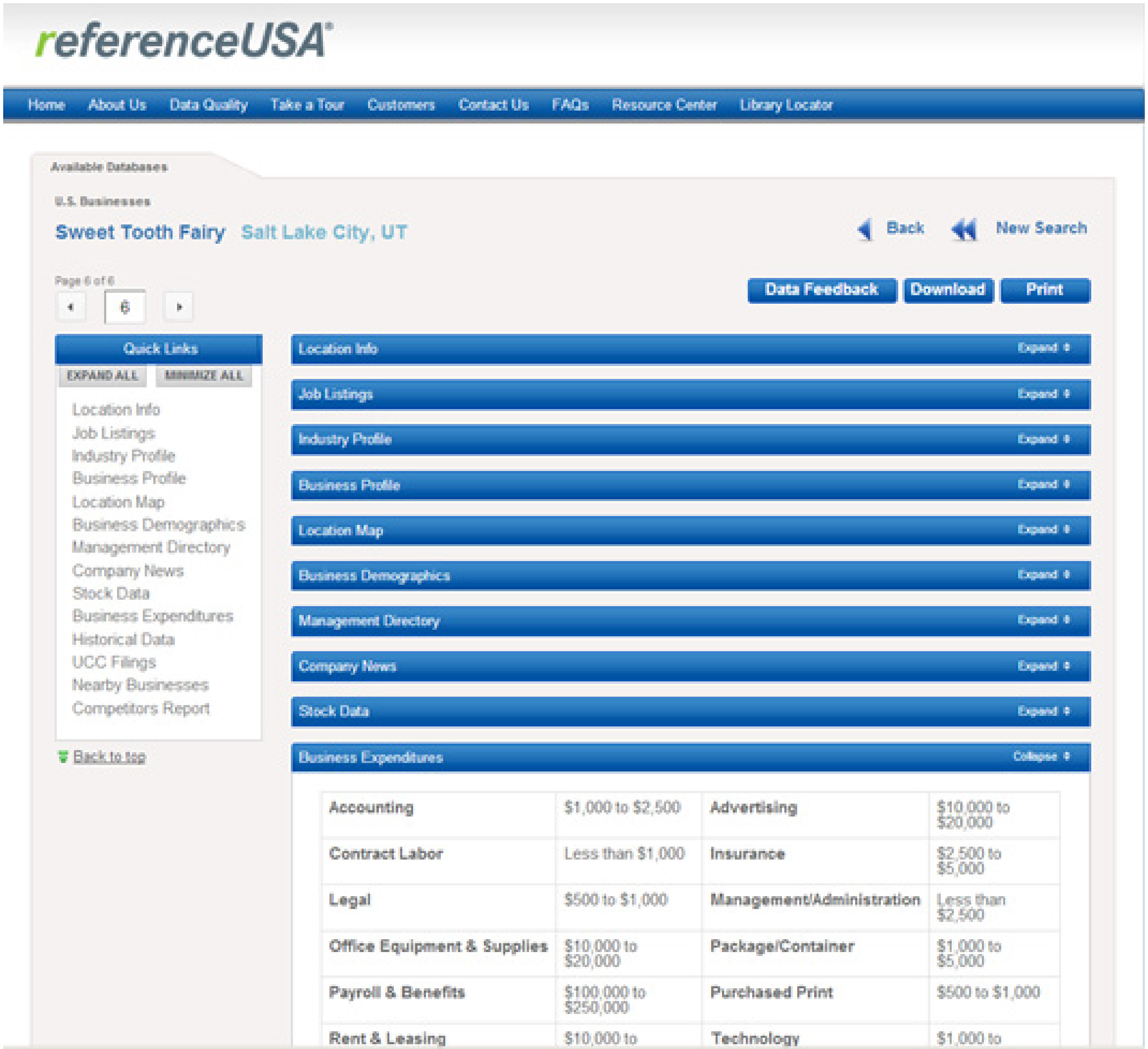

Accounting	$1,000 to $2,500	Advertising	$10,000 to $20,000
Contract Labor	Less than $1,000	Insurance	$2,500 to $5,000
Legal	$500 to $1,000	Management/Administration	Less than $2,500
Office Equipment & Supplies	$10,000 to $20,000	Package/Container	$1,000 to $5,000
Payroll & Benefits	$100,000 to $250,000	Purchased Print	$500 to $1,000
Rent & Leasing	$10,000 to	Technology	$1,000 to

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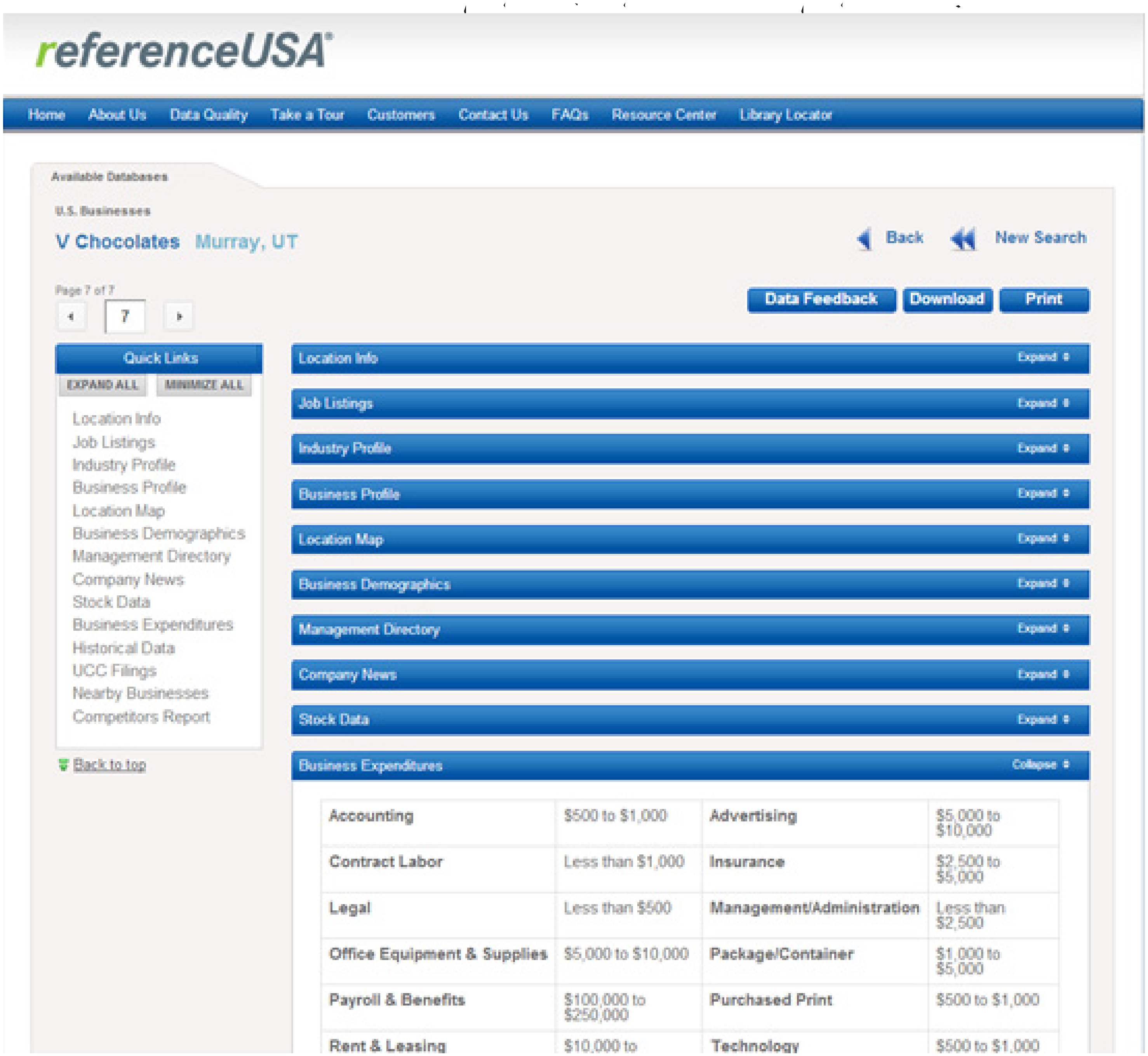

Accounting	$500 to $1,000	Advertising	$5,000 to $10,000
Contract Labor	Less than $1,000	Insurance	$2,500 to $5,000
Legal	Less than $500	Management/Administration	Less than $2,500
Office Equipment & Supplies	$5,000 to $10,000	Package/Container	$1,000 to $5,000
Payroll & Benefits	$100,000 to $250,000	Purchased Print	$500 to $1,000
Rent & Leasing	$10,000 to	Technology	$500 to $1,000

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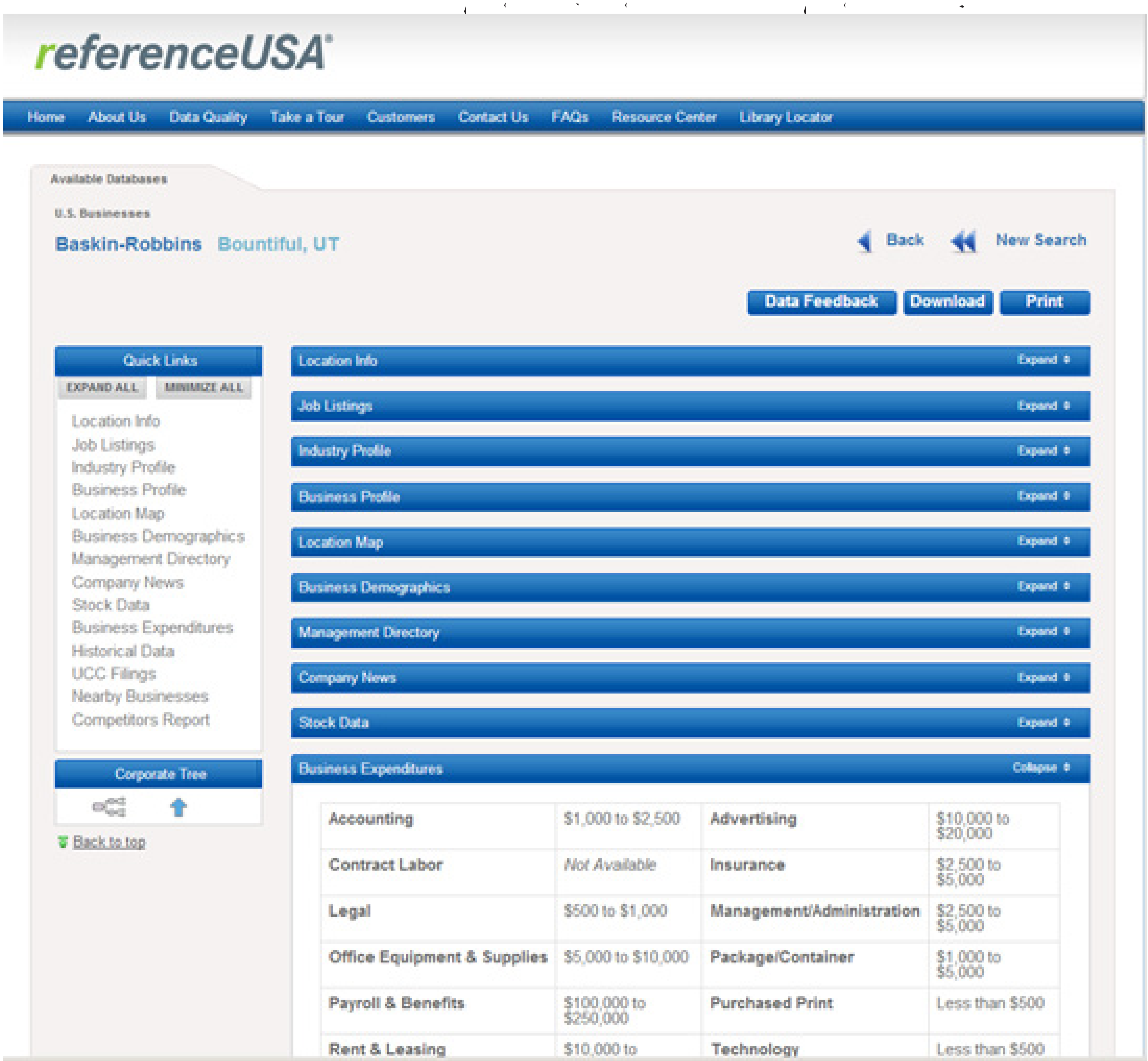

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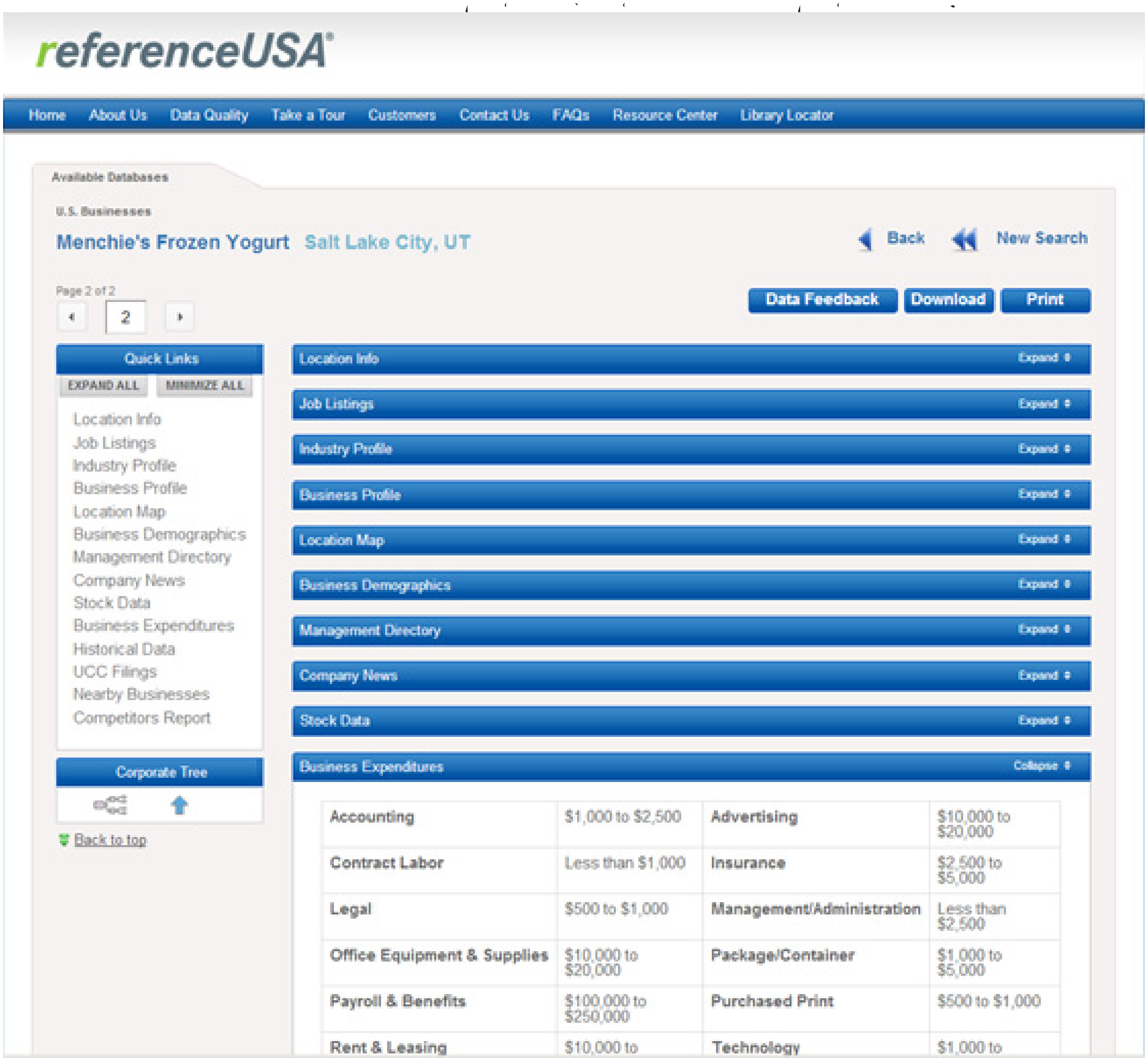

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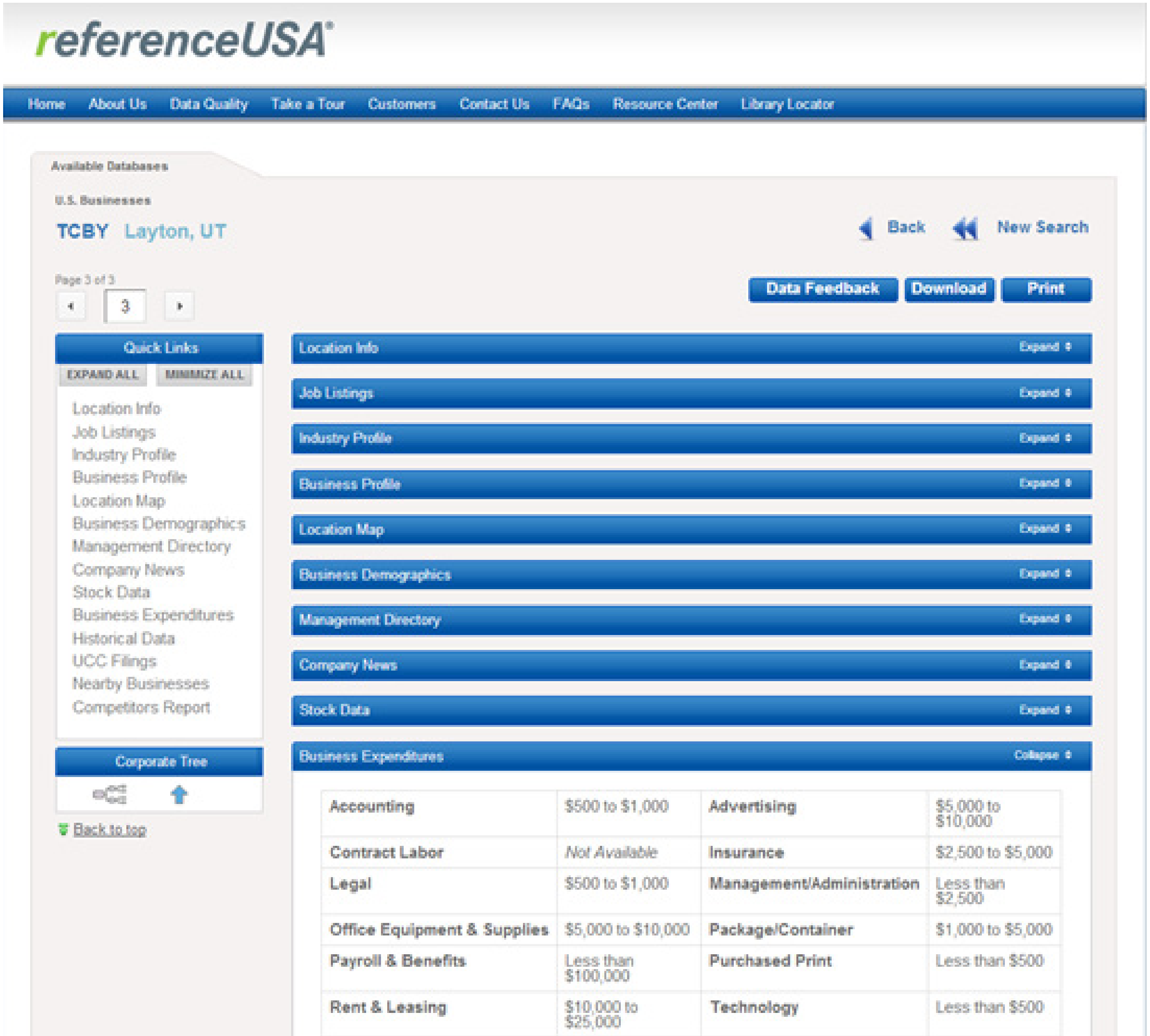

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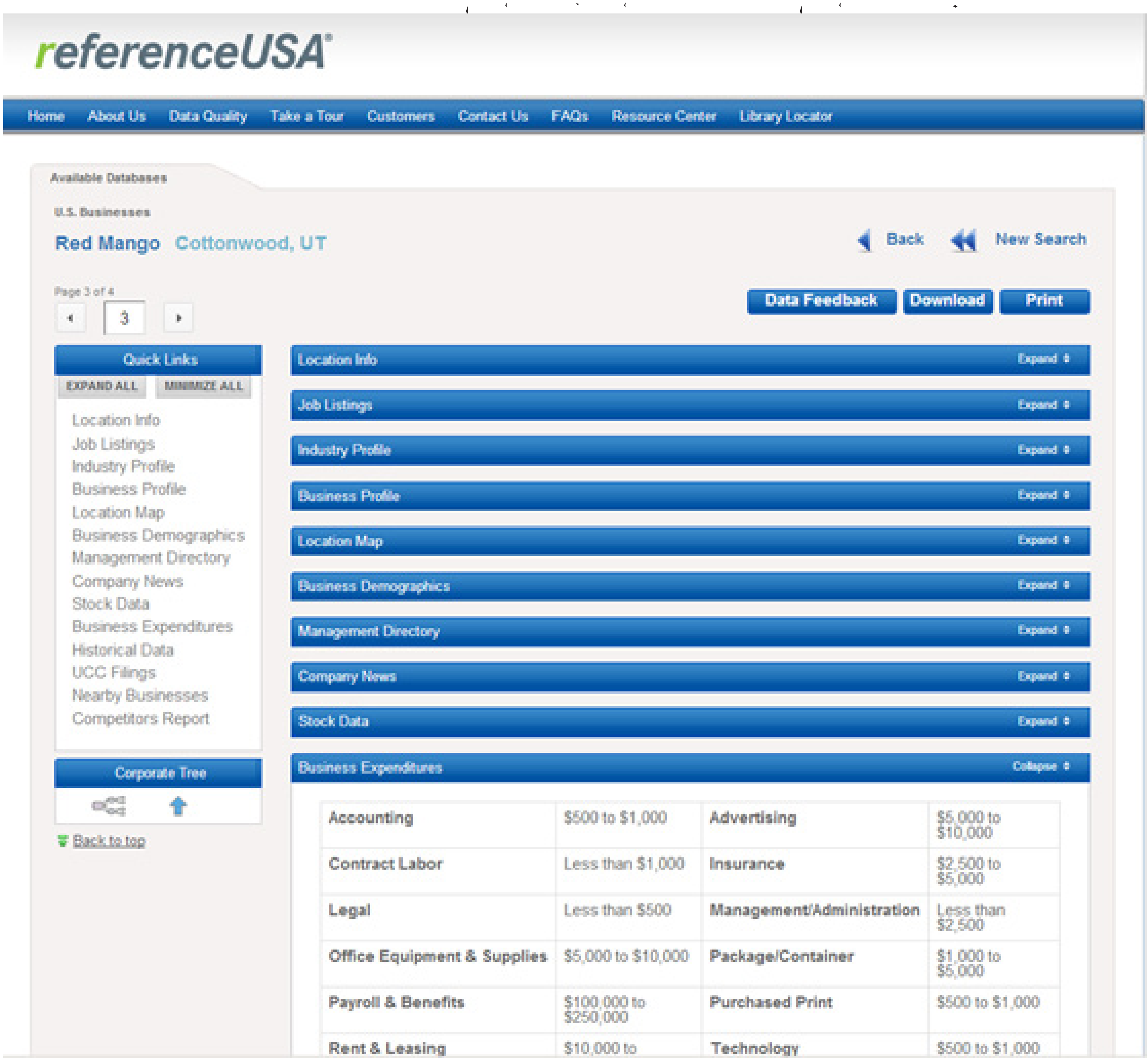

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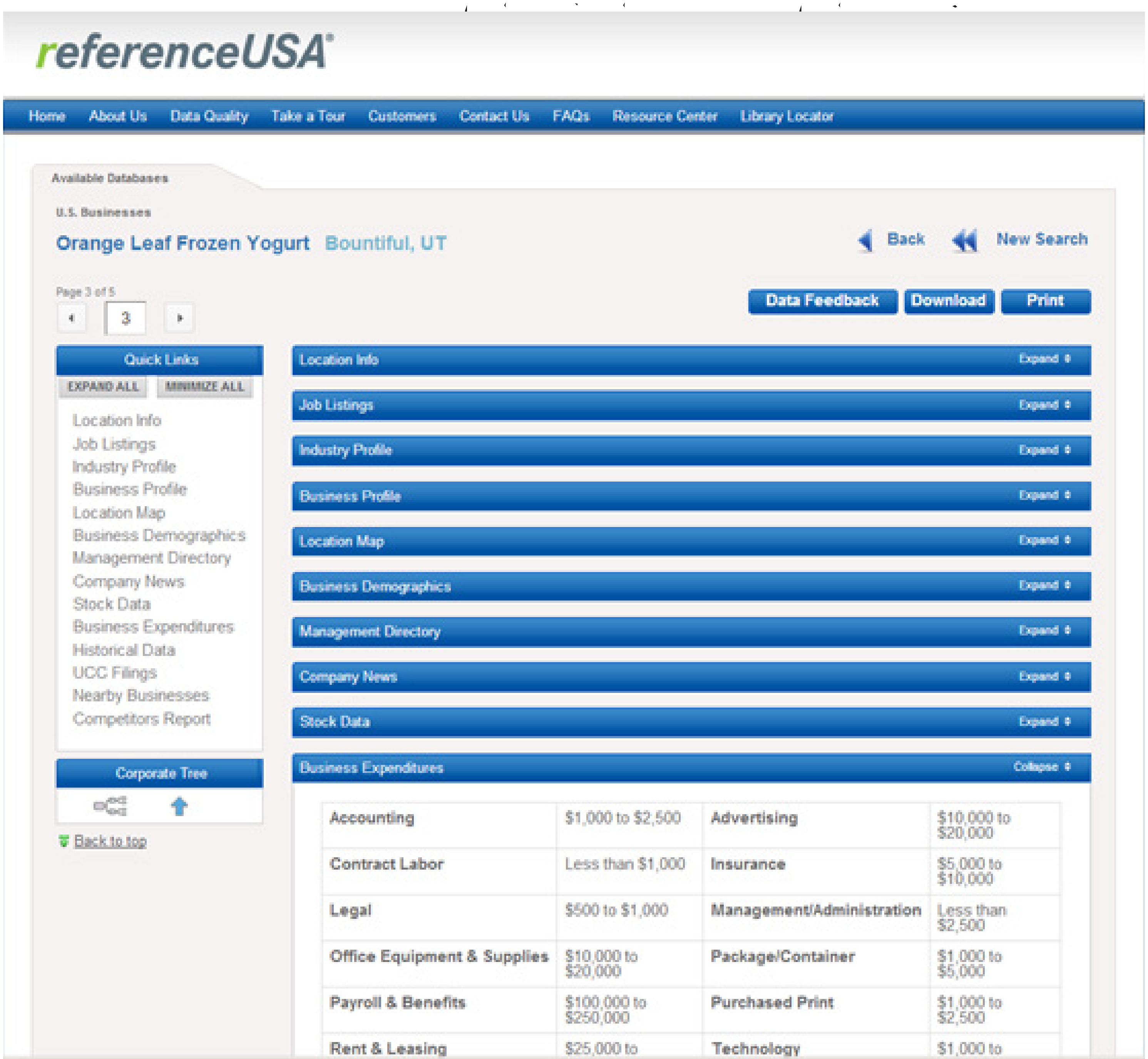

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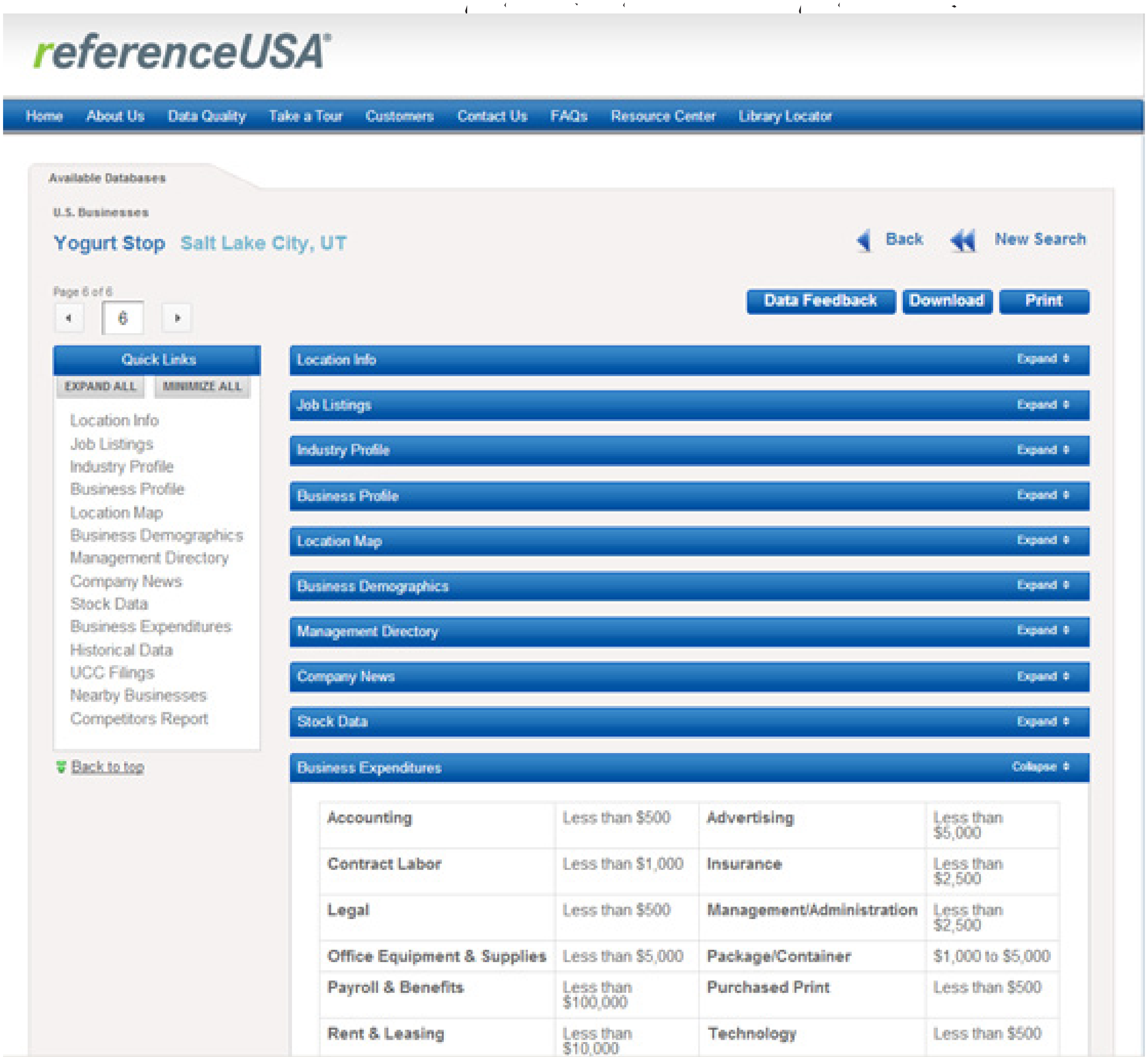

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Stock Data Expand
Business Expenditures Collapse

Accounting	Less than $500	Advertising	Less than $5,000
Contract Labor	Less than $1,000	Insurance	Less than $2,500
Legal	Less than $500	Management/Administration	Less than $2,500
Office Equipment & Supplies	Less than $5,000	Package/Container	$1,000 to $5,000
Payroll & Benefits	Less than $100,000	Purchased Print	Less than $500
Rent & Leasing	Less than $10,000	Technology	Less than $500

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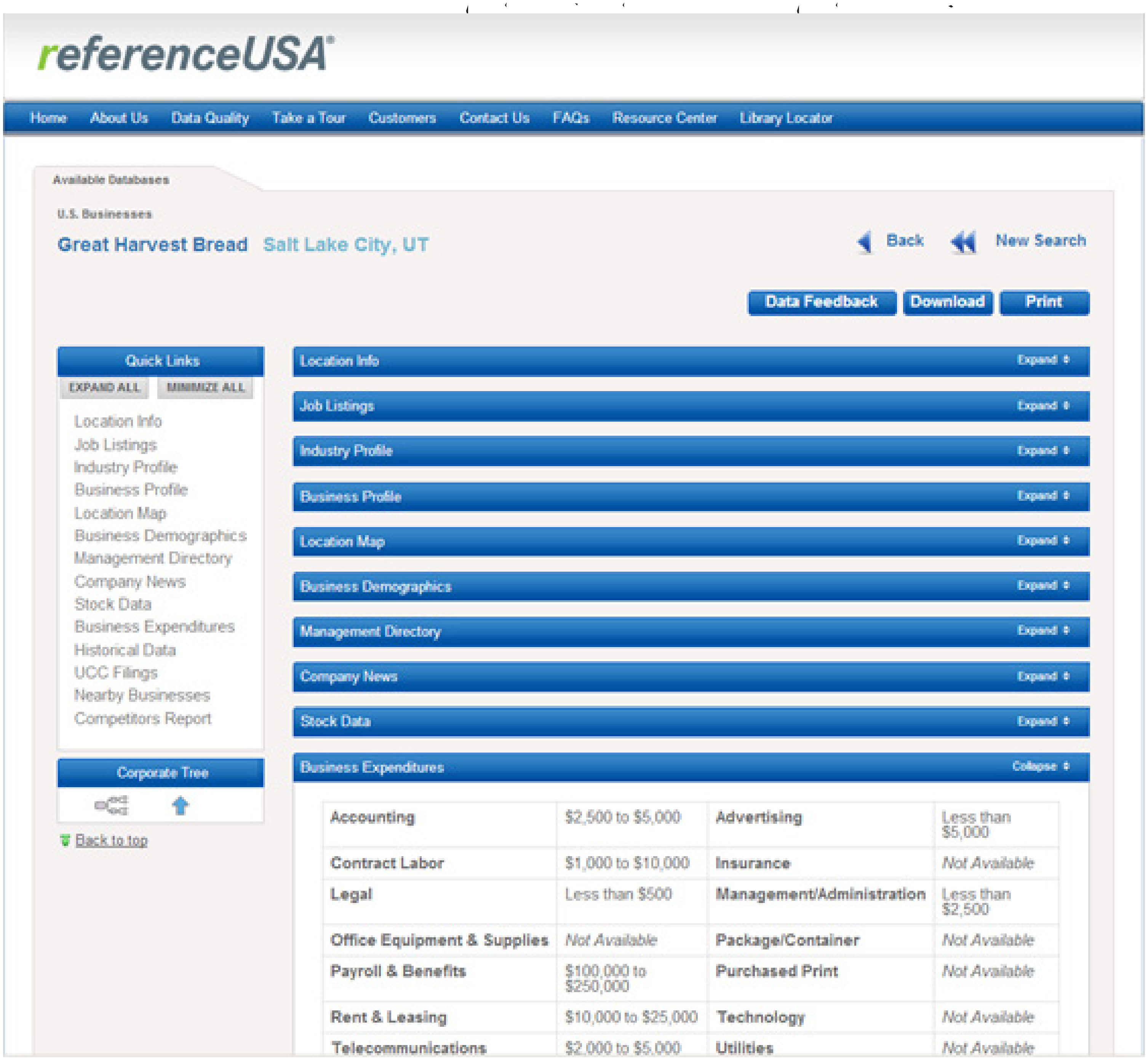

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Accounting	$2,500 to $5,000	**Advertising**	Less than $5,000
Contract Labor	$1,000 to $10,000	**Insurance**	*Not Available*
Legal	Less than $500	**Management/Administration**	Less than $2,500
Office Equipment & Supplies	*Not Available*	**Package/Container**	*Not Available*
Payroll & Benefits	$100,000 to $250,000	**Purchased Print**	*Not Available*
Rent & Leasing	$10,000 to $25,000	**Technology**	*Not Available*
Telecommunications	$2,000 to $5,000	**Utilities**	*Not Available*

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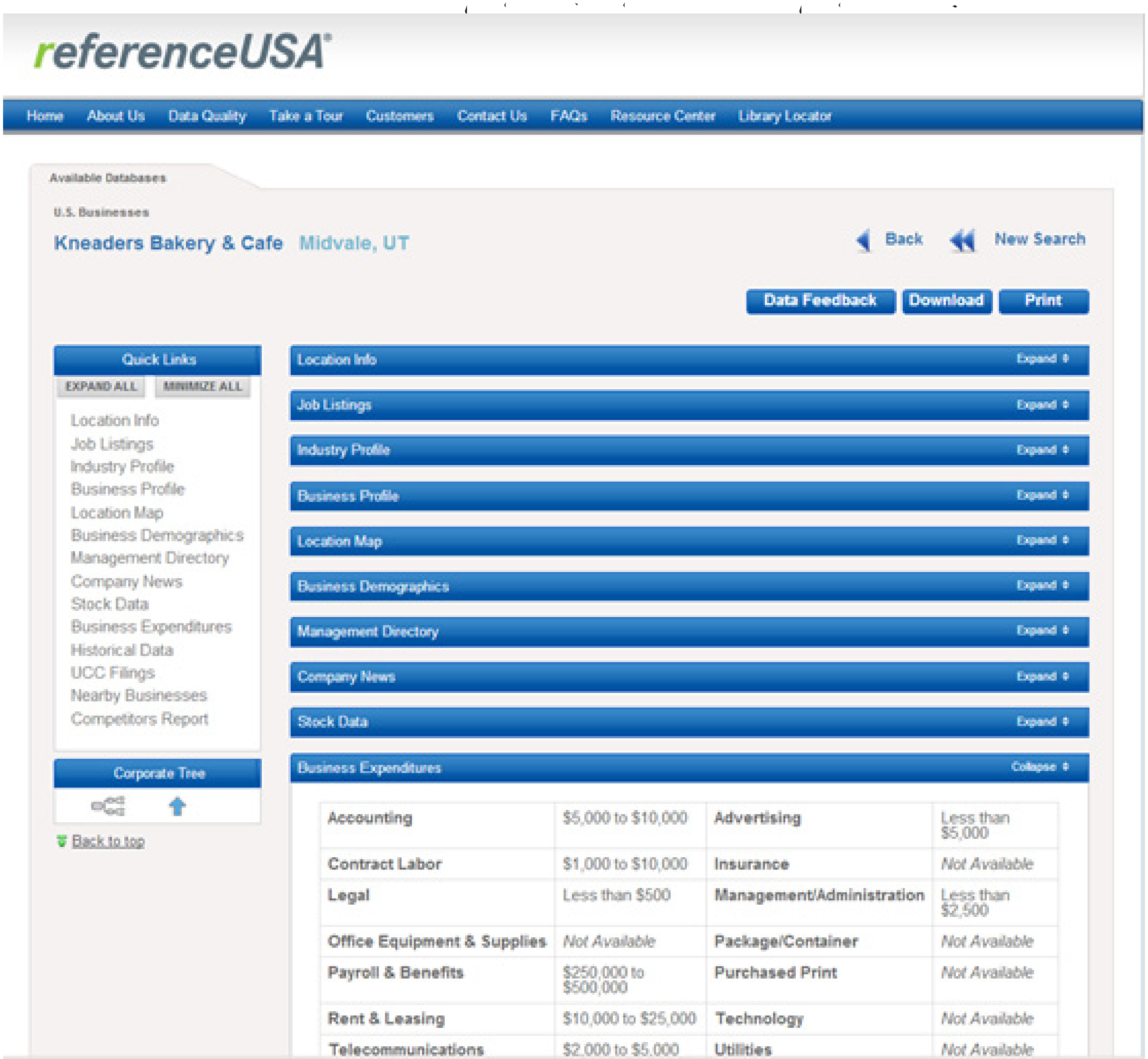

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Market Profiles Reports: Demographic Overview

Designated Market Area: Salt Lake City, UT			
Description	**Count**	**% Comp**	**Index**
Population			
2017 Projection	3,295,643		
2012 Estimate	3,035,582		
2000 Census	2,389,005		
1990 Census	1,860,995		
Growth 2012-2017	8.57%		
Growth 2000-2012	27.06%		
Growth 1990-2000	28.37%		
2012 Est. Population by Single Race Classification	**3,035,582**		
White Alone	2,601,450	85.70	119
Black or African American Alone	32,877	1.08	9
American Indian and Alaska Native Alone	37,549	1.24	129
Asian Alone	59,909	1.97	40
Native Hawaiian and Other Pacific Islander Alone	26,556	0.87	484
Some Other Race Alone	191,933	6.32	98
Two or More Races	85,308	2.81	93
2012 Est. Population Hispanic or Latino by Origin	**3,035,582**		
Not Hispanic or Latino	2,621,233	86.35	104
Hispanic or Latino:	414,349	13.65	80
Mexican	315,793	76.21	118
Puerto Rican	7,898	1.91	20
Cuban	1,978	0.48	13
All Other Hispanic or Latino	88,680	21.40	96
2012 Est. Population by Sex	**3,035,582**		
Male	1,528,939	50.37	102
Female	1,506,643	49.63	98
2012 Est. Population by Age	**3,035,582**		
Age 0 - 4	296,868	9.78	141
Age 5 - 9	255,087	8.40	125

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Age 10 - 14	233,134	7.68	117
Age 15 - 17	142,596	4.70	110
Age 18 - 20	143,728	4.73	111
Age 21 - 24	208,350	6.86	127
Age 25 - 34	484,336	15.96	118
Age 35 - 44	376,987	12.42	92
Age 45 - 54	351,448	11.58	79
Age 55 - 64	265,525	8.75	77
Age 65 - 74	152,330	5.02	74
Age 75 - 84	90,057	2.97	70
Age 85 and over	35,136	1.16	64
Age 16 and over	2,204,078	72.61	93
Age 18 and over	2,107,897	69.44	92
Age 21 and over	1,964,169	64.70	91
Age 65 and over	277,523	9.14	71
2012 Est. Median Age	29.90		
2012 Est. Average Age	32.70		
2012 Est. Male Population by Age	**1,528,939**		
Age 0 - 4	151,933	9.94	138
Age 5 - 9	130,981	8.57	123
Age 10 - 14	120,134	7.86	116
Age 15 - 17	72,221	4.72	106
Age 18 - 20	68,514	4.48	101
Age 21 - 24	109,075	7.13	126
Age 25 - 34	250,302	16.37	117
Age 35 - 44	193,295	12.64	92
Age 45 - 54	176,591	11.55	79
Age 55 - 64	131,135	8.58	77
Age 65 - 74	72,245	4.73	74
Age 75 - 84	39,897	2.61	73
Age 85 and over	12,616	0.83	71
2012 Est. Median Age, Male	29.50		
2012 Est. Average Age, Male	32.10		
2012 Est. Female Population by Age	**1,506,643**		
Age 0 - 4	144,935	9.62	144

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Age 5 - 9	124,106	8.24	127
Age 10 - 14	113,000	7.50	119
Age 15 - 17	70,375	4.67	114
Age 18 - 20	75,214	4.99	122
Age 21 - 24	99,275	6.59	126
Age 25 - 34	234,034	15.53	119
Age 35 - 44	183,692	12.19	91
Age 45 - 54	174,857	11.61	80
Age 55 - 64	134,390	8.92	77
Age 65 - 74	80,085	5.32	74
Age 75 - 84	50,160	3.33	68
Age 85 and over	22,520	1.49	62
2012 Est. Median Age, Female	30.40		
2012 Est. Average Age, Female	33.40		
2012 Est. Population Age 15+ by Marital Status	**2,250,493**		
Total, Never Married	651,453	28.95	92
Married, Spouse present	1,220,128	54.22	116
Married, Spouse absent	80,812	3.59	75
Widowed	88,283	3.92	64
Divorced	209,817	9.32	88
Males, Never Married	357,836	15.90	93
Females, Never Married	293,617	13.05	90
2012 Est. Pop. Age 25+ by Educational Attainment	**1,755,819**		
Less than 9th grade	58,765	3.35	53
Some High School, no diploma	111,692	6.36	74
High School Graduate (or GED)	450,248	25.64	89
Some College, no degree	483,991	27.56	131
Associate Degree	160,755	9.16	122
Bachelor's Degree	333,261	18.98	108
Master's Degree	110,422	6.29	88
Professional School Degree	26,623	1.52	78
Doctorate Degree	20,062	1.14	99
Households			
2017 Projection	1,059,331		
2012 Estimate	975,468		
2000 Census	756,597		

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1990 Census	584,423		
Growth 2012-2017	8.60%		
Growth 2000-2012	28.93%		
Growth 1990-2000	29.46%		
2012 Est. Households by Household Type	**975,468**		
Family Households	749,308	76.82	112
Nonfamily Households	226,160	23.18	74
2012 Households by Ethnicity, Hispanic/Latino	**104,560**	**10.72**	**86**
2012 Est. Households by Household Income	**975,468**		
Income Less than $15,000	83,591	8.57	66
Income $15,000 - $24,999	90,934	9.32	86
Income $25,000 - $34,999	104,732	10.74	96
Income $35,000 - $49,999	166,204	17.04	110
Income $50,000 - $74,999	221,765	22.73	117
Income $75,000 - $99,999	134,593	13.80	116
Income $100,000 - $124,999	78,952	8.09	111
Income $125,000 - $149,999	39,980	4.10	102
Income $150,000 - $199,999	27,295	2.80	87
Income $200,000 - $499,999	23,021	2.36	78
Income $500,000 and more	4,401	0.45	71
2012 Est. Average Household Income	$68,264		
2012 Est. Median Household Income	$54,766		
2012 Est. Per Capita Income	$22,244		
2012 Est. Household Type, Presence Own Children	**749,308**		
Male Householder, own children	21,564	2.88	84
Male Householder, no own children	20,061	2.68	76
Female Householder, own children	54,201	7.23	65
Female Householder, no own children	37,557	5.01	63
Married-Couple Family, own children	317,582	42.38	136
Married-Couple Family, no own children	298,343	39.82	93

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2012 Est. Households by Household Size	**975,468**		
1-person household	177,944	18.24	70
2-person household	284,547	29.17	89
3-person household	166,850	17.10	100
4-person household	153,544	15.74	116
5-person household	99,148	10.16	160
6-person household	59,678	6.12	232
7 or more person household	33,757	3.46	230
2012 Est. Average Household Size	3.06		
Family Households			
2017 Projection	817,678		
2012 Estimate	749,308		
2000 Census	575,962		
1990 Census	445,936		
Growth 2012-2017	9.12%		
Growth 2000-2012	30.10%		
Growth 1990-2000	29.16%		
2012 Est. Pop 16+ by Occupation Classification	**1,451,790**		
Blue Collar	321,878	22.17	105
White Collar	893,617	61.55	102
Service and Farm	236,295	16.28	89
2012 Est. Workers Age 16+ by Travel Time to Work			
Less than 15 Minutes	496,451		
15 - 29 Minutes	528,105		
30 - 44 Minutes	213,304		
45 - 59 Minutes	67,172		
60 or more Minutes	66,985		
2012 Est. Average Travel Time to Work in Minutes	23.32		
2012 Est. All Owner-Occupied Housing Values	**700,564**		
Value Less than $20,000	10,536	1.50	58
Value $20,000 - $39,999	11,155	1.59	44
Value $40,000 - $59,999	11,402	1.63	33
Value $60,000 - $79,999	13,114	1.87	32
Value $80,000 - $99,999	18,359	2.62	36
Value $100,000 - $149,999	111,742	15.95	79

Value $150,000 - $199,999	166,680	23.79	160
Value $200,000 - $299,999	215,510	30.76	169
Value $300,000 - $399,999	71,579	10.22	115
Value $400,000 - $499,999	29,513	4.21	88
Value $500,000 - $749,999	28,202	4.03	78
Value $750,000 - $999,999	7,178	1.02	54
Value $1,000,000 or more	5,594	0.80	49
2012 Est. Median All Owner-Occupied Housing Value	$203,385		

Prepared On: Wed, 10 Apr 2013

Nielsen Pop-Facts Demographics, 2012

*In contrast to Nielsen Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

SECONDARY RESEARCH

Market Profiles Reports: Lifestyle Ranking Index

Designated Market Area: Salt Lake City, UT

Lifestyle Category: Food & Beverages

Lifestyle Title	Count	Users / 100 HHs	Index
Buy Food/Perishables by Internet,1yr (A)	53,582	5.49	114
Like to Try New Drinks, Agr (A)	646,469	66.27	108
Drink Energy Drinks (A)	326,791	33.50	108
Enjoy Eating Foreign Foods, Agr (A)	894,886	91.74	105
Often Swayed by Coupons to Try New Food, Agr (A)	697,832	71.54	105
Like to Try Out New Food Products, Agr (A)	981,453	100.61	105
Like Trend Towards Healthier Fast Food, Agr (A)	1,004,829	103.01	105
Like to Try New Recipes, Agr (A)	1,076,928	110.40	104
Really Enjoy Cooking, Agr (A)	1,009,795	103.52	104
Often Snack Between Meals, Agr (A)	1,272,268	130.43	103
Try to Eat Gourmet Food Whenever I Can, Agr (A)	361,528	37.06	103
Eat Foods I Like Regardless of Calories, Agr (A)	1,137,675	116.63	103
Usually First to Try New Food Prdcts, Agr (A)	371,888	38.12	103
Nutritional Value Most Important in Food I Eat, Agr (A)	907,555	93.04	102
Easy to Prepare Foods Are My Favorite, Agr (A)	990,080	101.50	102
Usually Only Snack on Healthy Foods, Agr (A)	521,386	53.45	102
Prefer Fast Food To Home Cooking, Agr (A)	169,622	17.39	101
Often Eat Frozen Dinners, Agr (A)	356,589	36.56	99

Prepared On: Wed, 10 Apr 2013

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CS233917-AG
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity and Obesity
Overweight and Obesity September 2012
Utah
State Nutrition, Physical Activity, and Obesity Profile
Obesity has important consequences on our nation's health and economy. It is linked to a number of chronic diseases, including coronary heart disease, stroke, diabetes, and some cancers (NIH Clinical Guidelines, 1998). Among adults, the medical costs associated with obesity are estimated at 147 billion dollars (Finkelstein, 2009). Many American communities are characterized by unhealthy options when it comes to diet and physical activity. We need public health approaches that make healthy options available, accessible, and affordable for all Americans.
CDC's Division of Nutrition and Physical, and Obesity (DNPAO) supports the nation's capacity to address public health in all policies and establish successful and sustainable interventions to support healthy eating and active living. The Division provides support (i.e., implementation and evaluation guidance, technical assistance, training, surveillance and applied research, translation and dissemination, and partnership development) to states, communities and national partners to implement policy, system, and environmental strategies. The goal is to improve dietary quality, increase physical activity and reduce obesity across multiple settings—such as child care facilities, workplaces, hospitals and medical care facilities, schools, and communities.Utah - State Nutrition, Physical Activity, and Obesity Profile
Page 2 of 4
State Population of Utah
- Estimated Total Population 2010(1)
= 2,763,885
- Adults age 18 and over(2)
= 68.5% of the total population in 2010
- Youth under 18 years of age(1)
= 31.2% of the total population in 2010

(1) U.S. Census Bureau. State and County QuickFacts. 2011. Available online at http://quickfacts.census.gov/qfd/index.html
(2) Calculated estimated = 100% minus percent of the total population under 18 years old, using State and County QuickFacts, 2010 data from the U.S. Census.

Adult Overweight and Obesity
Overweight and Obesity(3)
- 56.9% were overweight, with a Body Mass Index of 25 or greater.
- 22.5% were obese, with a Body Mass Index of 30 or greater.

Dietary Behaviors(4)
- 31.5% of adults reported having consumed fruits at the recommended level of 2 or more times per day.
- 24.4% of adults reported having consumed vegetables at the recommended level of 3 or more times per day.

Physical Activity(5)
- 51.9 % of adults achieved at least 300 minutes a week of moderate-intensity aerobic physical activity or 150 minutes a week of vigorousintensity aerobic activity (or an equivalent combination).
- 17.7% of Utah's adults reported that during the past month, they had not participated in any physical activity.

Source of Adult Obesity Data:
(3) CDC. Behavioral Risk Factor Surveillance System: Prevalence and Trend Data–Overweight and Obesity, U.S. Obesity Trends, Trends by State 2010. Available online at http://nccd.cdc.gov/NPAO_DTM/
Source of Adult Fruit and Vegetable Data:
(4) CDC. MMWR September 2010 State–Specific Trends in Fruit and Vegetable Consumption Among Adults United States, 2000–2009. Available online at http://www.cdc.gov/mmwr/pdf/wk/mm5935.pdf
Source of Adult Physical Activity Data:

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(5) CDC. BRFSS Behavioral Risk Factor Surveillance System:
Prevalence and Trend Data–Physical Activity, U.S. Physical Activity Trends by State 2009–2010. Available online at http://nccd.cdc.gov/NPAO_DTM/
Adolescent Overweight and Obesity
Overweight and Obesity(6)

- 10.5% were overweight (≥ 85th and < 95th percentiles for BMI by age and sex, based on reference data)
- 6.4% were obese (≥95th percentile BMI by age and sex, based on reference data)

Unhealthy Dietary Behaviors(6)

- Fruit consumption: 69.0% ate fruits or drank 100% fruit juice less than 2 times per day during the 7 days before the survey (100% fruit juice or fruit).
- Vegetable consumption: 88.4% ate vegetables less than 3 times per day during the 7 days before the survey (green salad; potatoes, excluding French fries, fried potatoes, or potato chips; carrots; or other vegetables).
- Sugar-sweetened beverage consumption: 14.5% drank a can, bottle, or glass of soda or pop (not including diet soda or diet pop) at least one time per day during the 7 days before the survey.

Physical Activity(6)

- Achieved recommended level of activity: Only 17.3% were physically active* for a total of at least 60 minutes per day on each of the 7 days prior to the survey.
- Participated in daily physical education: 21.8% of adolescents attended daily physical education classes in an average week (when they were in school).

Physical Inactivity(6)

- No activity: 10.5% did not participate in at least 60 minutes of physical activity on any day during the 7 days prior to the survey.
- Television viewing time: 16.3% watched television 3 or more hours per day on an average school day.

The 2010 Utah School Health Profiles assessed the school environment, indicating that among high schools(7)

- 8.3% did not sell less nutritious foods and beverages anywhere outside the school food service program
- 14.8% always offered fruits or non-fried vegetables in vending machines and school stores, canteens, or snack bars, and during celebrations whenever foods and beverages were offered
- 46.9% prohibited all forms of advertising and promotion of candy, fast food restaurants, or soft drinks in all locations. All school-related locations were (continued on next page)
defined as in school buildings; on school grounds, including on the outside of the school building, on playing fields, or other areas of the campus; on school buses or other vehicles used to transport students; and in school publications.

Sources of Adolescent Obesity, Fruit and Vegetable, Sugar-sweetened Beverages, and Physical Activity Data:
*
Physical activity defined as "any kind of physical activity that increases your heart rate and makes you breathe hard some of the time."

(6) CDC, Division of Adolescent and School Health. The 2009 Youth Risk Behavior Survey. Available online at http://www.cdc.gov/HealthyYouth/yrbs/index.htm
(7) CDC, Division of Adolescent and School Health. The 2010 School Health Profiles. Available online at http://www.cdc.gov/healthyyouth/profiles/index.htm

Child Overweight and Obesity
Breastfeeding(8)
Increasing breastfeeding initiation, duration, and exclusivity is a priority strategy in CDC's efforts to decrease the rate of childhood obesity throughout the United States.

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- 84.5% of infants were Ever Breastfed.
- 61.5% of infants were Breastfed for at least 6 months.

Body Mass Index(9)*
Among Utah's children aged 2 years to less than 5 years*

- 12% were overweight (85th to < 95th percentile BMI-for-Age).
- 8.7% were obese (≥ 95th percentile BMI-for-Age).

Sources of Breastfeeding Data:
(8) CDC. Division of Nutrition, Physical Activity, and Obesity
Breastfeeding Report Card 2011. Centers for Disease Control
and Prevention National Immunization Survey, Provisional
Data, 2008births. Available online at http://www.cdc.gov/
breastfeeding/data/reportcard2.htm
Sources of Child Obesity Data:
(9) CDC. Division of Nutrition, Physical Activity, and Obesity.
2010 Pediatric Nutrition Surveillance System, Table 6 (PedNSS).
http://www.cdc.gov/pednss/pednss_tables/tables_health_
indicators.htm
*
BMI data only includes low-income children from the PedNSS sample and do not represent all children.
*
BMI data is based on 2000 CDC growth chart percentiles
for BMI-for-age for children 2 years of age and older.

Utah's Response to Obesity

Utah Partnership for Healthy Weight (UPHW)

In 2006, a non-profit organization called the Utah Partnership for Healthy Weight (UPHW) was established.
The Utah Department of Health works collaboratively with the UPHW to engage partners representing over 35 organizations including government, media, communities, health care, schools, and worksites. These partners formed active workgroups that developed goals and strategies to guide statewide planning, development, and implementation of physical activity and nutrition interventions. Utah's Physical Activity and Nutrition (PANO) Program staff currently provide management support to the many workgroups that remain active within the Utah Partnership for Healthy Weight.

Utah Nutrition and Physical Activity Plan 2010-2020

Under the direction of the Utah Department of Health Physical Activity, Nutrition and Obesity (PANO) Program, the Utah Nutrition and Physical Activity plan 2010 to 2020 was developed as a 10-year action plan to reduce the burden of chronic diseases, such as obesity.

Enhance Local Capacity for Physical Activity, Nutrition, and Obesity Programs

The Physical Activity, Nutrition, and Obesity (PANO) Program has conducted trainings with state and local partners to increase their capacity for policy and environmental change. In addition, the 12 local health departments (LHDs) are funded to implement physical activity, nutrition and obesity-related activities, including community-based policy and environmental strategies. The LHDs enter work plans and the state monitors performance through the reporting system known as the UDART (Utah Data, Analysis, and Reporting Tool).

Complete Streets Framework

The state-level Healthy Communities Program incorporates a "Complete Streets" framework that gives equal thought to automobile, pedestrian, and cycling traffic. By working with a variety of partners, PANO strives to improve planning design for transportation, create walkable communities, improve accessibility for all residents, and achieve a healthier Utah.Page 4 of 4
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A Healthier You Community Award Program

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The Physical Activity, Nutrition, and Obesity (PANO) Program continues to work closely with the Utah League of Cities and Towns (ULCT) in promoting and conducting "A Healthier You Community Awards" in recognition of communities doing an outstanding job of creating environments that support physical activity, healthy eating and other healthy behaviors. Recently, the awards have been modified and expanded and will be promoted statewide through the Utah Department of Health (UDOH), local health departments, and ULCT listservs.

Gold Medal Schools

PANO works with local health departments to recruit schools to participate in the Gold Medal School (GMS) Program. The GMS program provides incentives, training, and support to school administrators and staff to facilitate the development of school-level policies that support physical activity and healthy eating.

Health Care Survey

The UPHW Health Care Workgroup's priorities include developing and administering a web-based survey to assess health care providers' knowledge, attitudes, and skills related to measuring and monitoring body mass index (BMI) and developing an inventory of existing community resources related to physical activity and healthy eating. The Utah Medical Association, University of Utah Pediatrics, and other physicians and partners will contribute their time toward fulfilling these goals.

Schools Workgroup

The UPHW Schools Workgroup promotes safe and active transportation to and from school by working with the Utah Department of Health's Violence and Injury Prevention Program (VIPP) and the Utah Department of Transportation's Safe Routes to School Program to promote Walk to School Day and Green Ribbon month. They also help schools develop Safe Neighborhood Access Routing Plans (SNAP) with corresponding maps.

Healthy Worksites Award Program

The UPHW continue to coordinate and increase participation in the Healthy Worksites Award Program and holds annual worksite wellness conference for employers. The Utah Council for Worksite Health Promotion and associated partners are instrumental in the implementation of these objectives.

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Social Networking Eats Up 3+ Hours Per Day For The Average American User
January 9, 2013 by MarketingCharts staff
Americans aged 18-64 who use social networks say they spend an average of 3.2 hours per day doing so, according to new research released by Ipsos Open Thinking Exchange (OTX). Factoring in survey respondents who don't use social networks, the survey finds that the average online American spends 2 hours a day social networking from a computer, tablet and/or mobile phone. Unsurprisingly, American social networkers aged 18-34 self-report spending more time than their older counterparts, and women outpace men in consumption, also.

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Specifically, among American social network users:

18-34-year-olds report spending 3.8 hours a day;
35-49-year-olds report spending 3 hours per day; and
50-64-year-olds report spending 2.4 hours per day.
In terms of the gender difference, female social networkers spend almost 40% more time daily with social media sites than men (3.6 hours vs. 2.6 hours), a finding consistent with earlier research from MyLife and from Burst Media showing women to be more active than men on social media.

Some other interesting demographic gaps emerge from the Ipsos research. Those include:

Social networkers with low household income spending more time than those with high household income (3.7 hours vs. 3.1 hours);
Those with low education levels spending more time than those with high education levels (3.5 vs. 3);
Business owners spending almost 50% more time than those who don't own a business (4.4 vs. 3);
Senior executives and decision-makers spending 40% more time than those not in those positions (4.2 vs. 3); and
Unemployed social networkers spending 3.5 hours a day on social media, versus 3 hours for the employed.
The study breaks down actual hourly estimates per day, with some striking results. For example, roughly 1 in 5 users aged 18-34 claim to spend 6 hours or more per day social networking.

Emerging Market Social Networkers Are Avid Users
Looking across the 24-country sample included in the Ipsos research, some countries stand out in social network usage. Among social network users, Indonesians and Saudi Arabians spend the most time, at an average of 5.1 hours daily, followed by the Turkish (4.9 hours), Argentinians (4.7 hours), and Russians (4.6 hours). In fact, almost one-third of social network users in Indonesia report spending at least 6 hours a day socializing on social media sites.

On the other end of the spectrum, social network users in France and Japan spend the least amount of time daily, at an average of 2.3 hours.

Meanwhile, among all online survey respondents, rates of social network usage are highest in Mexico (91%), Saudi Arabia (91%), Turkey (90%), Brazil (87%), Indonesia (87%), and Argentina (86%). They are lowest in Hungary (62%), Germany (72%), Poland (74%), Great Britain (74%), and the US (75%).

Overall, 71% of respondents across the 24 countries reported using social networks for an average of 3.6 hours per day.

About the Data: The Ipsos data is based on a weighted sample size of 12,000, from an online survey conducted between November 6th and 20th, 2012 across 24 countries, with adults aged 18-64 in the US and Canada, and 16-64 in all other countries. The US data is based on a sample size of 500.

The countries reporting were: Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the US.