



Media Plan Proposal

Powers-Frauen Agency

Sierra Frauen
Media Planning
Fall 2010

Table of Contents

Introduction	1
Situation Analysis	2-4
Creative Strategy Outline	4
Target Audience Objective	5-6
Reach and Frequency Goals	7
National Goals	8
Spot Goals	9
Reach and Frequency Distribution	10
Media Budget	11
Geography Objective	12
Scheduling Objective	12
Appendix	13-18

Executive Summary

Powers-Frauen Agency has put together a media plan aimed at increasing Denny's customer traffic by 10% on a national scale and help the restaurant maintain its current market share in the product category.

Denny's is a well known restaurant chain known for its low prices and family feel. Once upon a time Denny's was one of the only 24-hour, 365 day restaurants around, but that has changed. Among Denny's top competitors are the Cracker Barrel Old Country store, International House of Pancake (IHOP) and the Waffle House. These restaurants serve similar food for a moderate price, and are also open for expansive hours. For these reason the category has become rather cluttered so a high frequency needs to be achieved to break through.

Denny's has locations in every state in the US, with concentrations in the Western and Southern regions. Spot markets have been chosen to represent this concentration and will increase advertising where Denny's has an increased number of restaurants. The spot markets cover 31.07% of US households.

Denny's needs to stand out from its competitors, so the campaign will give Denny's a new tagline and social responsibility program to help it relate to the consumer on a more personal basis. Powers-Frauen would like to expand the current market position to include a wider demographic of the late night crowd and the younger generation, such as students and those of a lower income. It seems as though Denny's is missing on that demographic as potential customers. The target market is ages 18-49 in the lower income bracket.

To reach this audience Powers-Frauen will use a media mix including television, radio, outdoor and the internet. This will primarily be on a continuity schedule. The reach and frequency goals are higher in the month of January to lead up to Denny's usual Super Bowl Promotion. For the remaining months there will be an average reach of 85% and a frequency of 4. The budget will be split between the Super Bowl promotion, the social responsibility campaign and tradition media. The remaining budget is used for online advertising and social media.

With this media plan Powers-Frauen believes that Denny's will break through the clutter in its category and increase not only the number of its customers, but also their loyalty. That will help Denny's maintain the current market share and keep its name of quality food at great prices.

Situation Analysis

Company Background

Denny's Restaurants is America's largest full-service family restaurant chain with 1,600 restaurants in the United States alone, according to stockbloghub.com. Denny's product is traditional American food, including breakfast foods, appetizers, sandwiches, dinner entrees, and desserts.

According to Denny's website, the Restaurant started in 1953 in Lakewood, California under the name Danny's Donuts. The following year it expanded its menu to include entrees. In 1959, the name was changed to Denny's Restaurants. By 1967, Denny's had grown enough to open its first international restaurant in Acapulco, Mexico. Denny's introduced the Original Grand Slam Breakfast in 1977, which has become one of their staple menu items, and the focus of their Super Bowl advertising.

Denny's current headquarters are located in Spartanburg, South Carolina. Nelson Marchioli is its CEO and President. Denny's has restaurants around the world in Canada, Costa Rica, Guam, Mexico, New Zealand and Puerto Rico. Denny's main advantage over its family-style restaurant competitors is being open 24 hours a day seven days a week 365 days a year (although some locations are closed on Christmas Day). The downside is that some competitors are expanding to do the same thing.

Competitive Analysis

According to hoovers.com, Denny's top Corporation Competitors are the Cracker Barrel Old Country Store, Inc; DineEquity, Inc; and Waffle House, inc. DineEquity, Inc is a chain of restaurant companies. Its two flagship concepts are International House of Pancakes (IHOP) and Applebee's Neighborhood Grill and Bar. Denny's competes within the Casual Dining Restaurants, Leisure and Restaurants and Cafes Industries. Wikipedia lists additional competitors such as Village Inn, Perkins, Shoney's, Bob Evans, Big Boy, Eat'n Park, Friendly's, Bickford's, Huddle House, Golden Griddle, Ram's Horn, and Aggies. Fast food places are also emerging as potential small competitors in the late night and breakfast market. Many fast food places, such as McDonalds and Burger King, have developed breakfast value menus. Their advantage is that they have a drive-thru option, making them more convenient at times.



Cracker Barrel Old Country Store: Hoovers calls them one of Denny's top corporate competitors.

According to Cracker Barrel's website, it has 594 stores spread out over 41 states, all of which are company-owned with no intention of franchising. Cracker Barrel positions itself in the market as a sit-down family restaurant. Much like Denny's, its emphasis is on its breakfast foods. It has a staple \$5.99 meal which includes two

eggs, grits, sawmill gravy, homemade buttermilk biscuits, and a breakfast meat; something that is very similar to Denny's Grand Slam breakfast. Cracker Barrel's website says its locations are primarily placed directly off of interstates and highways. Originally this was because its locations also doubled as gas stations, something that is no longer in place. Cracker Barrel's mashed potatoes and biscuits are all made from scratch even with the expansion of the business, so this gives it a true Old Country Store feel according to Cracker Barrel's website. These small touches are what make it such a top

competitor despite the fact that Denny's has over twice as many locations. Cracker Barrel offers value, quality, and an experience and manages to do so without being overpriced.



IHOP: More than 99 percent of IHOP restaurants are operated by franchisees according to its website. As of June 2010, IHOP had 1,476 restaurants located in 50 states and the District of Columbia, Canada, Mexico, Puerto Rico and the U.S. Virgin Islands. Its website claims that it is an American Icon with over 50 years of American Heritage. It also markets itself as a sit-down family restaurant

with its best-selling items being its breakfast foods. IHOP lists its domestic growth markets in the Midwest, including Mississippi, Nebraska, Kansas City and St. Louis, Missouri. Internationally, it is growing in Central America, the Caribbean and Canada. These are the places that IHOP currently has open for franchising opportunities and where it plans on growing. IHOP has a Social Responsibility program that gets it involved in the communities where its restaurants are located. Its website says its divides its efforts into categories that “recognize (its) efforts to Care for the Environment, Support our Communities and Value our Employees.”



Waffle House: This year Waffle House is celebrating its 55th Anniversary. Its restaurants are both company- and franchisee-owned, and each is open 24 hours a day 365 days a year. Waffle House is headquartered in Norcross, GA and hold the title as

the world's leading server of waffles, omelets, T-bone steaks and more, according to its website. Its claims to be a truly “Unique American Phenomenon.” Much like IHOP, Waffle House has a community involvement program. Waffle House even has a museum. According to its website, “The Waffle House® Museum is the site of the very first Waffle House® restaurant. It opened back in 1955 after two neighbors, Joe Roger, Sr. and Tom Forkner, decided Avondale Estates needed a 24-hour restaurant. Today, the chain they started has 1600 restaurants in 25 states. The restaurant has been restored to feel as though you are stepping back into 1955. In addition to the restaurant, the museum features Waffle House memorabilia from the past 54 years.” This touch helps give Waffle House the true feeling of a sit-down family restaurant, a community-centered place.

Distribution

According to stockbloghub.com, Denny's recently opened their 1,600th location in Sioux Falls, SD. According to Denny's website, their locations are spread out over the United States, Canada, Costa Rica, Guam, Mexico, New Zealand, and Puerto Rico. At December 30, 2009, the Denny's brand consisted of 1,551 restaurants, 1,318 (85%) of which were franchised/licensed restaurants and 233 (15%) of which were company-owned and operated. Their website says they have concentrations in California (26% of total restaurants), Florida (10%) and Texas (10%). The Fall 2009 MRI Consumer Research of people who had eaten at Denny's in the past 6 months supported this showing that the bulk of Denny's business comes from the Western and Southern Regions of the United States. Knowing where their locations and sales are the strongest determines how the advertising should be distributed. The advertising should be heavier in the Southern and Western regions because of the quantity of locations in those

areas. The Southern region especially because it must be considered where the competition has a higher presence as there will need to be a higher concentration of advertising there. The Waffle House is the biggest stand out in the competition, they exist only in 25 states, yet the business is still in the top three competitors for Denny's. Most of their locations are in the Southern area of the United States.

Problems and Opportunities

After review of the Situation Analysis, Powers-Frauen determined that Denny's biggest problem is being average. Several of Denny's competitors are very similar as seen above in the Competitive Analysis. They are all average-priced and are open about 24 hours a day and 7 days a week, usually. They all focus on their breakfast foods. Denny's tries to stand out because it is open a full 24 hours a day and 7 days a week; many locations are even open on Christmas Day. But this also describes Waffle House. Denny's strong point is its great value, but its needs to compete better with IHOP and Waffle House to convince the consumer that Denny's is the better choice.

Creative Strategy Outline

Creative Problem

The problem, as stated above, is that while once Denny's had the lowest prices and the greatest value, it is not necessarily true anymore. While Denny's may not be beat in this category, they are matched at least. Several of their competitors offer low prices, boast of high quality, and are open for the same expansive hours. Denny's challenge is to stand out, and creativity in their advertising is a way to accomplish this.

Advertising Objective

Powers-Frauen would like to increase customer traffic by 10% on a National Scale and also maintain Denny's current market share in its product category.

Powers-Frauen believes that the best way to do this is to increase brand loyalty. Denny's is a well known restaurant. It is a matter of getting people to come in and then keeping them in their seats. To do this Powers-Frauen has implemented a new tagline and a social responsibility program. Also a national advertising campaign across television, radio and outdoor along with internet advertising will be used.

Positioning Statement

The Denny's Brand is already positioned in the market as a family restaurant that is affordable and always open. Powers-Frauen would like to expand that position to include a wider demographic: the late night crowd and the younger and less educated people who may not have families. The image goal is that anyone can come to Denny's and feel at home.

In the past Denny's have had taglines for its brand. In the 1990s, it was "Good eats and comfortable seats." According to AdWeek, in 2006 Denny's tagline was "Denny's always works." For the Grand Slam Promotion, the tagline "Great day to be an American, bad day to be a chicken" was implemented. Denny's goes through taglines quickly and has so far abandoned all of them. Denny's does not currently have a national tagline, but this campaign will have a creative tagline to accompany it.

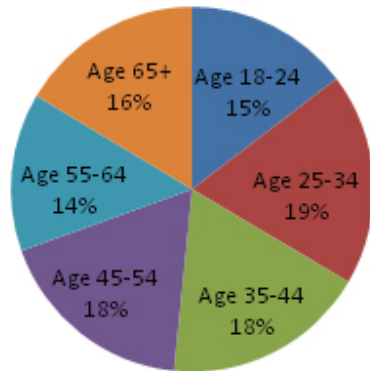
Tagline: Save your pennies, eat at Denny's!

Target Audience Objective

They Are...

Based on MRI Consumer Research of people who had eaten at Denny's in the last 6 months, the split between ages for Denny's customers was fairly even, as you can see in graph 1.1 below. Also, it was skewed slightly toward men. Using the Fall 2009 MRI Consumer Research of people who had eaten at Denny's in the past 6 months, Powers-Frauen found Denny's current target market makes between \$75,000 and \$149,999 a year and lives predominantly in the Western and Southern regions of the United States, as you can see in graph 1.2 below

Age of the Average Denny's Customer



Graph 1.1 based on Fall 2009 MRI Consumer Research

A high percentage of Denny's users were married, owned their home, and had lived at that address for five or more years.

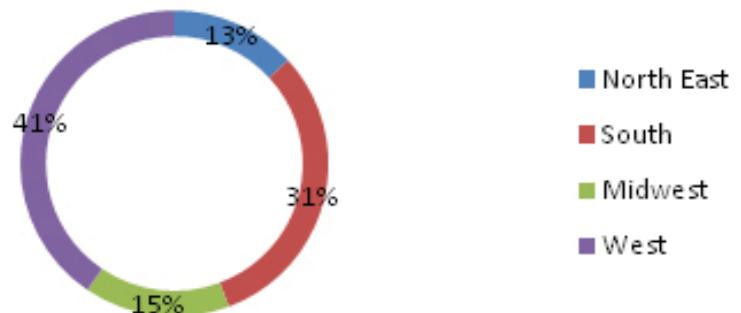
The age group 18-34 were 10 percent more likely to be a Denny's customer than any other age group. Because of this information, which was also gathered from MRI Consumer Research of Denny's Customers

in the past 6 months, we want to focus on the 18-49 age group to include the current customers and also the potential ones. The 18-49 age group has 12,580,000 projected consumer based on Fall 2009 Consumer research.

Also, we would like to expand the consumer base for the lower-income bracket and those without a college education because it seemed odd that a restaurant that offers such a great value still has the bulk of its consumers from the \$75,000-\$149,999 bracket.

Meet the Allens. Dave is a human resources manager at a national trucking company and his wife, Cindy, is a court reporter at the local courthouse. They have two teenage children, Ryan and Grace, who participate in track, band, drama and FFA in their high school. The Allens recently painted the kitchen in the home they've lived in for ten years. The family eats out twice a week because

Denny's Consumer by Region



Graph 1.2 based on Fall 2009 MRI Consumer Research

with Ryan and Grace's activities, supper cannot always happen at home. But, every Saturday morning, the Allens always make sure to slow down and eat breakfast at Denny's. Dave and Cindy are pretty frugal, and they feel added pressure to spend less during the recession. They do not feel guilty about taking the entire family to Denny's because they feel they get a decent amount of quality food for the price. They enjoy the time they are able to spend just relaxing with their kids.

Rationale

The focus is to bring in some of the groups that Denny's seems to be missing out on, who would benefit from being Denny's customers because of the great value and low prices of its meals. Because the goal is also to increase brand loyalty there will still be a focus on who their current customers are because we want to keep them coming back.

Media Mix/Usage

Powers-Frauen suggests a National Campaign and Spot Campaign using a mix of tradition medium along with the use of the internet and social media.

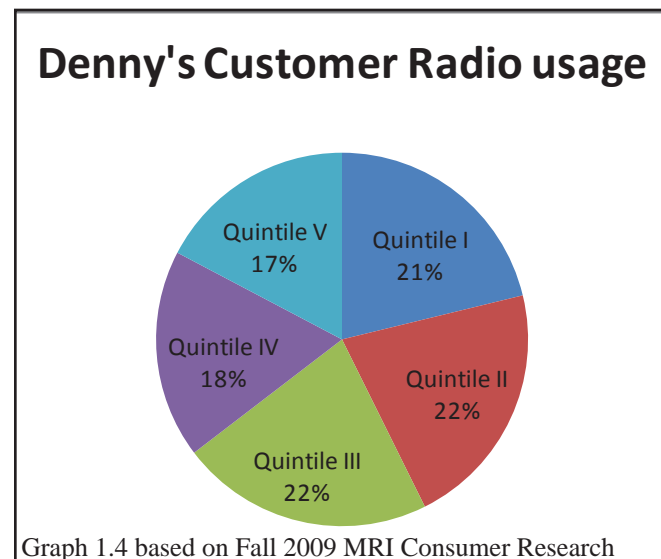
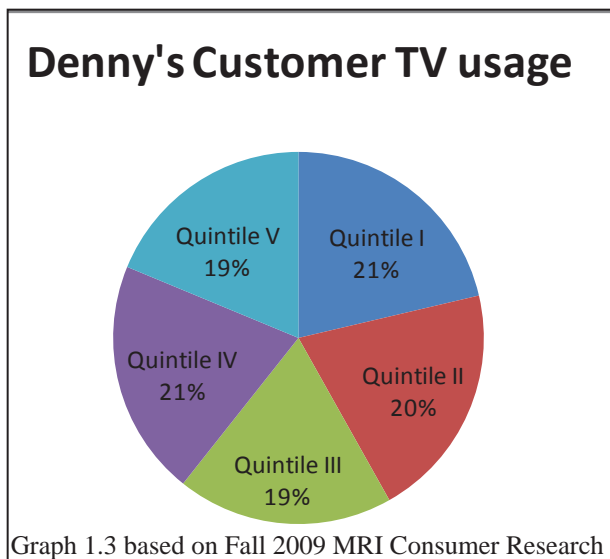
According to MRI Consumer Research, Denny's customers were somewhat evenly split between Quintiles for Television, but 21% were in Quintile I, that is projected 4,462,000. (As seen in graph 1.3 to the right) So advertisements will run on Television to help build both reach and frequency.

Radio will also be used. As seen in graph 1.4 below the Denny's consumer base was fairly evenly spread out within the first three Quintiles for Radio.

Because we are trying to reach a younger and more of a student crowd we will utilize the Internet and social media.

To cover the audience that is on the road, we will place billboards along interstates and highways, with an increase during the summer months because those are the heaviest months for travel. Denny's is a national chain, and it is open all year and all day so the media will all be put out on a continuity schedule.

To keep the cost lower the Radio spots are all 30 seconds, and the TV spots are 15 seconds. Outdoor showings are 25 for February through May and September through December. Then 50 showings are used for January and June through August.



Reach and Frequency Goals

Achieve 85% reach with an average frequency of 4.5 during the month of January for national coverage. With the use of spot media an increase to 90% reach and a frequency of 6. After that maintain a 80% reach with a frequency of 3.5 for the remaining months in national coverage. That is also increased with spot coverage to 85% reach and a frequency of 4. The effective frequency is 3+ and the media reaches 78% of the audience for all 12 months.

With the selected media all of the goals were reached. As seen in the goal sheets on page 8 and 9; and also on the frequency distribution chart on page 10.

Rationale

Denny's has a broad audience and its restaurants are spread out throughout the country, which is why the reach is set initially at 90% and then drops only to 85%. In general a frequency of 3 is needed to message to stick with the audience. Because Denny's product is frequently bought Powers-Frauen increased that number a little to 4.5 for January and then 3.5 for the remaining months.

Strategy

To achieve the reach Powers-Frauen suggests using a radio, television and outdoor advertising. Print was not used because it was not a commonly viewed medium by the target audience and it was not as efficient as other medium. Powers-Frauen believes the target audience can be reached without the use of print advertising. To help increase frequency there is a slight emphasis on radio because it has the lowest CPM and is also a good way to reach the target audience as they are making a restaurant choice.

For all months Network Radio was as low as \$1.92 CPM for nighttime, and the highest it went was only \$2.34 CPM for the morning drive time. Because of Radio low cost it was used to increase frequency, and also to help with reach as it was used for all day parts. In January all television was used to help increase the reach. However for February through December Spot television was dropped due to its high cost.

National Goals

National Plan

National Plan	Reach	Freq	GRPs	% Share	Est \$(000)
January	85.0	4.5	382.5	8.9	3574.8
February	80.0	3.5	280.0	6.5	2616.8
March	80.0	3.5	280.0	6.5	2616.8
April	80.0	3.5	280.0	6.5	2616.8
May	80.0	3.5	280.0	6.5	2616.8
June	80.0	3.5	280.0	6.5	2616.8
July	80.0	3.5	280.0	6.5	2616.8
August	80.0	3.5	280.0	6.5	2616.8
September	80.0	3.5	280.0	6.5	2616.8
October	80.0	3.5	280.0	6.5	2616.8
November	80.0	3.5	280.0	6.5	2616.8
December	80.0	3.5	280.0	6.5	2616.8
			-----	-----	-----
National Media			3463	80.9	32359.8
National Contingency					5000.0
Total National \$\$					37359.8

Reach and Frequency Distribution

	National		Spot		Combined	
	F	F+	F	F+	F	F+
0	17.5	100.0	59.7	100.0	12.1	100.0
1	18.3	82.5	20.6	40.3	13.3	87.9
2	17.7	64.2	9.8	19.7	15.5	74.6
3	14.4	46.5	4.9	10.0	14.7	59.1
4	10.7	32.1	2.5	5.0	12.4	44.5
5	7.5	21.5	1.3	2.5	9.6	32.1
6	5.0	14.0	0.6	1.3	7.1	22.5
7	3.3	9.0	0.3	0.6	5.1	15.3
8	2.1	5.7	0.2	0.3	3.5	10.3
9	1.4	3.6	0.1	0.1	2.4	6.7
10	0.8	2.2	0.0	0.1	1.6	4.4
11	0.5	1.4	0.0	0.0	1.0	2.8
12	0.3	0.9	0.0	0.0	0.7	1.8
13	0.2	0.5	0.0	0.0	0.4	1.1
14	0.1	0.3	0.0	0.0	0.3	0.7
15	0.1	0.2	0.0	0.0	0.2	0.4
16	0.0	0.1	0.0	0.0	0.1	0.3
17	0.0	0.1	0.0	0.0	0.1	0.2
18	0.0	0.0	0.0	0.0	0.0	0.1
19	0.0	0.0	0.0	0.0	0.0	0.1
20	0.0	0.0	0.0	0.0	0.0	0.0
Gross Rating Points	285		80		365	
Reach	82.5		40.3		87.9	
Average Frequency	3.5		2.0		4.2	

Media Budget

The media budget is split between Super Bowl Advertising, Social Responsibility Programs, Online Advertising and Traditional Medium of Radio and Outdoor. Television and Radio will be split between National and Spot, with more of an emphasis on National advertising. The spot buys are based on the geographic locations of Denny's locations and where they have the highest number.

- \$5,000,000 - Super Bowl campaign as they have done before.
- \$15,000,000 - Social Responsibility Campaign
A program to drive teens to graduate from high school will be implemented. This program would be done more on a community basis and vary from location to location. Provide funds for Store Owners/Managers to create a community program. According to its website, Denny's has been involved with the Special Olympics and has already been working toward helping out the communities where they have a presence. CEO Marchioli said, "Our recent partnership [May 2010] with the Special Olympics is consistent with our mission to serve the diverse needs of the many communities we serve across the nation." Expand that presence in a way that will grow each community. Provide times for community events to be held in the restaurants. Encourage students to come hang out and study in the restaurants. A student discount will be added to bring in a stronger high school and college crowd. This goes with expanding the social responsibility program. Overall prices will remain the same.
- \$1,529,946 - Internet and Social Media
- \$38,470,054 - Television, Radio and Outdoor advertising.

Rationale

National media used \$25,341,100 of the budget. Spot areas used \$13,128,900. Spot markets take about 22% of the budget, this is because of the increased number of restaurants in these areas there is a need for increase in advertising. National media has about 42% of the budget; this is because National Denny's is a national brand and has restaurants in every state in the US. The outdoor advertising would be placed along interstates to compete with one of Denny's top competitors, The Cracker Barrel, who does the same thing. To help compete with the Waffle House, who is known somewhat for their community feel, Powers-Frauen is instituting a social responsibility program to help get the restaurants involved in their surrounding communities.

Strategy

Primarily the media is set up on a continuity schedule. There is more money spent in January leading up to the Super Bowl promotion to keep Denny's top in the consumers mind. Also there is an increase of 25 showing for outdoor advertising in the summer months of June through August. The outdoor showings are increased during the summer months because that is commonly when people do their vacationing and traveling.

Geography Objective

The media buys for Denny's will be national in scope, with a spot schedule on 26 select markets based on where Denny's restaurants are placed. Denny's restaurants have an emphasis in the Southern and Western regions of the United States, specifically in Florida, Texas and California. The spot markets were chosen out of the top 51 markets in the country and only those that fell into the Southern and Western region. The market list can be found in the appendix on page 13.

Rationale

Through the situation analysis and research Powers-Frauen learned that Denny's started in California, and has concentrations of their restaurants in California, Texas and Florida. Overall they have more restaurants in the Western and Southern regions, which is why part of the budget has been allocated to buy local spots in those regions.

Strategy

The geography of the media buys is used primarily to even out the amount of advertising to match the number of restaurants in the viewer's area. The spot markets cover 31.07% of the US households.

Scheduling Objective

January will use network and spot television and radio to lead up to the Super Bowl promotion. From February to December Spot television will not be used because the CPM was too high to merit its use, and the effective frequency and desire reach for spot areas in those months was easily reached using only radio. The summer months of June, July and August have more GRPs due to an increase in outdoor use. For January Powers-Frauen bought 560 GRPs, 365 were bought for the remaining months, as seen in the monthly details shown in the appendix on pages 14-16.

Rationale

The research didn't show much a difference in Denny's activities based on months. The increase in January is a lead up to the Super Bowl to hopefully increase the number of people who take advantage of the Grand Slam breakfast promotion. Because Denny's is a 24 hour restaurant advertising takes place at all hours of the day. Primarily they are known as a breakfast restaurant, so there is an increase in the number of GRPs for the morning hours on television by 20 GRPs.

Strategy

Denny's product is food, something that is commonly bought and is in a cluttered category. The advertising has the capability of creating impulse purchases, where the consumer hears an ad and then decides to stop in a Denny's. For this reason there is a high use of radio to catch those in their cars looking for a place to eat.

Appendix

Spot Market List

26 Markets covering 31.07% of US Households

Market Name	Rank	% US
Albuquerque, NM	44	0.6%
Jacksonville, FL	49	0.58%
Las Vegas, NV	43	0.63%
Louisville, KY	48	0.58%
Memphis, TN	47	0.59%
Norfolk et al, VA	42	0.64%
Oklahoma City, OK	45	0.6%
Birmingham, AL	40	0.65%
Salt Lake City, UT	35	0.78%
San Antonio, TX	37	0.7%
W Palm Beach et al, FL	38	0.69%
Nashville, TN	30	0.86%
Portland, OR	23	1.02%
Raleigh-Durham, NC	28	0.92%
San Diego, CA	27	0.93%
Miami-Ft. Lauderdale, FL	16	1.36%
Orlando et al, FL	19	1.27%
Phoenix, AZ	12	1.6%
Sacramento-Stockton, CA	20	1.23%
Seattle-Tacoma, WA	14	1.58%
Tampa-St Pete, FL	13	1.58%
Dallas-Ft. Worth, TX	5	2.16%
Houston, TX	10	1.82%
Los Angeles, CA	2	5%
San Francisco et al, CA	6	2.14%
Austin, TX	51	0.56%

Monthly Detail for January

January

Target Demo: All Adults ages 18-49 Natl Univ (000):131026 Spot Univ (000):42746

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net TV-E Morning	NATL	:15	40	11,090	8.46	443,600
Net TV-Daytime	NATL	:15	20	18,796	14.35	375,920
Net TV-Early News	NATL	:15	20	11,528	8.80	230,560
Net TV-Prime	NATL	:15	20	18,911	14.43	378,220
Net TV-L Nite/L News	NATL	:15	40	10,538	8.04	421,520
Net Cable-Daytime	NATL	:15	25	2,454	1.87	61,350
Net Cable-Prime	NATL	:15	25	12,405	9.47	310,125
Net Cable-L Fringe	NATL	:15	20	4,846	3.70	96,920
Natl Syndication	NATL	:15	30	11,373	8.68	341,190
Net Radio-Morning Drive	NATL	:30	40	3,065	2.34	122,600
Net Radio-Daytime	NATL	:30	40	3,151	2.40	126,040
Net Radio-Evening Drive	NATL	:30	40	2,660	2.03	106,400
Net Radio-Nighttime	NATL	:30	40	2,520	1.92	100,800
			-----	-----	-----	-----
National Totals			400	7,788	5.94	3,115,245
Spot TV-Daytime	SPOT	:15	20	3,715	8.69	74,300
Spot TV-Early Fringe/News	SPOT	:15	20	4,299	10.06	85,980
Spot TV-Prime	SPOT	:15	20	9,229	21.59	184,580
Spot TV-Late Fringe/News	SPOT	:15	20	3,991	9.34	79,820
Spot Radio-Morning Drive	SPOT	:30	20	3,573	8.36	71,460
Spot Radio-Daytime	SPOT	:30	20	4,103	9.60	82,060
Spot Radio-Evening Drive	SPOT	:30	20	4,112	9.62	82,240
Spot Radio-Nighttime	SPOT	:30	20	1,437	3.36	28,740
Outdoor	SPOT	50 Show	1324	1,191,281	2.10	1,577,256,044
			-----	-----	-----	-----
Spot Totals			1484	1,267	2.96	1,880,461
Total Plan			884.14104070948	5,650	4.31	4,995,706

Note: CPM based on media that contribute both cost and GRPs;For Total Plan, Spot GRPs are weighted to % US coverage before

Monthly Detail for February-May and September-December

February

Target Demo: All Adults ages 18-49 Natl Univ (000):131026 Spot Univ (000):42746

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net TV-E Morning	NATL	:15	20	11,090	8.46	221,800
Net TV-Early News	NATL	:15	20	11,528	8.80	230,560
Net TV-Prime	NATL	:15	20	18,911	14.43	378,220
Net TV-L Nite/L News	NATL	:15	20	10,538	8.04	210,760
Net Cable-Daytime	NATL	:15	20	2,454	1.87	49,080
Net Cable-Prime	NATL	:15	20	12,405	9.47	248,100
Net Cable-L Fringe	NATL	:15	20	4,846	3.70	96,920
Natl Syndication	NATL	:15	20	11,373	8.68	227,460
Net Radio-Morning Drive	NATL	:30	30	3,065	2.34	91,950
Net Radio-Daytime	NATL	:30	35	3,151	2.40	110,285
Net Radio-Evening Drive	NATL	:30	30	2,660	2.03	79,800
Net Radio-Nighttime	NATL	:30	30	2,520	1.92	75,600
			-----	-----	-----	-----
National Totals			285	7,090	5.41	2,020,535
Spot Radio-Morning Drive	SPOT	:30	20	3,573	8.36	71,460
Spot Radio-Daytime	SPOT	:30	20	4,103	9.60	82,060
Spot Radio-Evening Drive	SPOT	:30	20	4,112	9.62	82,240
Spot Radio-Nighttime	SPOT	:30	20	1,437	3.36	28,740
Outdoor	SPOT	25 Show	674	595,640	2.07	401,461,360
			-----	-----	-----	-----
Spot Totals			754	1,141	2.67	860,140
Total Plan			530.98540747638	5,425	4.14	2,880,675

Note: CPM based on media that contribute both cost and GRPs; For Total Plan, Spot GRPs are weighted to %US coverage before calculations.

Monthly Detail for June-August

June

Target Demo: All Adults ages 18-49 Natl Univ (000):131026 Spot Univ (000):42746

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net TV-E Morning	NATL	:15	20	11,090	8.46	221,800
Net TV-Early News	NATL	:15	20	11,528	8.80	230,560
Net TV-Prime	NATL	:15	20	18,911	14.43	378,220
Net TV-L Nite/L News	NATL	:15	20	10,538	8.04	210,760
Net Cable-Daytime	NATL	:15	20	2,454	1.87	49,080
Net Cable-Prime	NATL	:15	20	12,405	9.47	248,100
Net Cable-L Fringe	NATL	:15	20	4,846	3.70	96,920
Natl Syndication	NATL	:15	20	11,373	8.68	227,460
Net Radio-Morning Drive	NATL	:30	30	3,065	2.34	91,950
Net Radio-Daytime	NATL	:30	35	3,151	2.40	110,285
Net Radio-Evening Drive	NATL	:30	30	2,660	2.03	79,800
Net Radio-Nighttime	NATL	:30	30	2,520	1.92	75,600
			-----	-----	-----	-----
National Totals			285	7,090	5.41	2,020,535
Spot Radio-Morning Drive	SPOT	:30	20	3,573	8.36	71,460
Spot Radio-Daytime	SPOT	:30	20	4,103	9.60	82,060
Spot Radio-Evening Drive	SPOT	:30	20	4,112	9.62	82,240
Spot Radio-Nighttime	SPOT	:30	20	1,437	3.36	28,740
Outdoor	SPOT	50 Show	1324	1,191,281	2.10	1,577,256,044
			-----	-----	-----	-----
Spot Totals			1404	1,037	2.43	1,455,781
Total Plan			743.04179323188	4,678	3.57	3,476,316

Note: CPM based on media that contribute both cost and GRPs; For Total Plan, Spot GRPs are weighted to % US coverage before calculations.

Year at a Glance

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
January	90.0	93.2	6.0	6.0	540	560	-20	5046.7	4995.7	51.0
February	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
March	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
April	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
May	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
June	85.0	87.9	4.0	4.2	340	365	-24	3177.6	3476.3	-298.7
July	85.0	87.9	4.0	4.2	340	365	-24	3177.6	3476.3	-298.7
August	85.0	87.9	4.0	4.2	340	365	-24	3177.6	3476.3	-298.7
September	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
October	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
November	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
December	85.0	87.9	4.0	4.2	340	365	-24	3177.6	2880.7	296.9
Total					4280	4575	-294.999999999996	40000	38470.054	1529.946

National Contingency \$(000): **0**

Spot Contingency \$(000): **0**

Flowchart

Denny's Media Plan

Target Demo: All Adults ages 18-49

Medium	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Across	
Net TV-E Morning \$(000)	40 443.6	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	20 221.8	GRPS: COST:	260 2883.4
Net TV-Daytime \$(000)	20 375.9												GRPS: COST:	20 375.9
Net TV-Early News \$(000)	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	20 230.6	GRPS: COST:	240 2766.7
Net TV-Prime \$(000)	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	20 378.2	GRPS: COST:	240 4538.6
Net TV-L Nite/L News \$(000)	40 421.5	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	20 210.8	GRPS: COST:	260 2739.9
Net Cable-Daytime \$(000)	25 61.4	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	20 49.1	GRPS: COST:	245 601.2
Net Cable-Prime \$(000)	25 310.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	20 248.1	GRPS: COST:	245 3039.2
Net Cable-L Fringe \$(000)	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	20 96.9	GRPS: COST:	240 1163.0
Natl Syndication \$(000)	30 341.2	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	20 227.5	GRPS: COST:	250 2843.3
Net Radio-Morning Drive \$(000)	40 122.6	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	30 92.0	GRPS: COST:	370 1134.0
Net Radio-Daytime \$(000)	40 126.0	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	35 110.3	GRPS: COST:	425 1339.2
Net Radio-Evening Drive \$(000)	40 106.4	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	30 79.8	GRPS: COST:	370 984.2
Net Radio-Nighttime \$(000)	40 100.8	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	30 75.6	GRPS: COST:	370 932.4
Spot TV-Daytime \$(000)	20 74.3												GRPS: COST:	20 74.3
Spot TV-Early Fringe/News \$(000)	20 86.0												GRPS: COST:	20 86.0
Spot TV-Prime \$(000)	20 184.6												GRPS: COST:	20 184.6
Spot TV-Late Fringe/News \$(000)	20 79.8												GRPS: COST:	20 79.8
Spot Radio-Morning Drive \$(000)	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	20 71.5	GRPS: COST:	240 857.5
Spot Radio-Daytime \$(000)	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	20 82.1	GRPS: COST:	240 984.7
Spot Radio-Evening Drive \$(000)	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	20 82.2	GRPS: COST:	240 986.9
Spot Radio-Nighttime \$(000)	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	20 28.7	GRPS: COST:	240 344.9
Outdoor \$(000)	1,324 1191.3	1,324 595.6	1,324 595.6	1,324 595.6	1,324 595.6	1,324 1191.3	1,324 1191.3	1,324 1191.3	1,324 595.6	1,324 595.6	1,324 595.6	1,324 595.6	GRPS: COST:	15,889 9530.2
National Only Area GRPS \$(000) Reach Avg. Freq.	400 3115.2 87.7 4.6	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	284 2020.5 82.5 3.5	GRPS: Cost:	3,534 25341.1
Spot Only Area GRPS \$(000) Reach Avg. Freq.	159 1880.5 69.3 2.3	79 860.1 40.3 2.0	79 860.1 40.3 2.0	79 860.1 40.3 2.0	79 860.1 40.3 2.0	79 1455.8 40.3 2.0	79 1455.8 40.3 2.0	79 1455.8 40.3 2.0	79 860.1 40.3 2.0	79 860.1 40.3 2.0	79 860.1 40.3 2.0	79 860.1 40.3 2.0	GRPS: Cost:	1,039 13128.9
Plan Total GRPS \$(000) Reach Avg. Freq.	560 4995.7 93.2 6.0	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	364 3476.3 87.9 4.2	364 3476.3 87.9 4.2	364 3476.3 87.9 4.2	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	364 2880.7 87.9 4.2	GRPS: Cost:	4,574 38470.1