

COMM3504 MEDIA PLANNING:

Media Planning and Campaign for AtoMy Toothpaste

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a. MEDIA PLAN**i. BACKGROUND**

Atomy is a brand which sells daily necessity products by using online shopping malls as the platform of buying. Atomy is known as an international business as the products already entered several countries including America, Canada, Singapore and Malaysia. Atomy creates a huge opportunity for their users to gain passive income with them. The CEO of Atomy, Mr. Han Gill Park chose network marketing or direct selling as their model of business where the users or customers will be the marketing agency for the business. Atomy took a back steep move for their business concept as they wanted their customers to spread the words about the products to market. Then, the company will give rewards or pay some commission to those who introduce the products to the market. The idea of creating Atomy was from Mr. Han Gill Park. He has been diagnosed with serious heart disease and diabetes. Therefore, he started to find a cure for himself and after several years he managed to recover from his illness. In August 2009, he created Atomy where the products consist of HemoHIM which is good for the human immune system and cosmetic products which are based on organic sources. In terms of selling the products, he chose to market and sell the products by using the 'Online Shopping Mall' concept. Mr. Han chose networking marketing as their business model because this model can ensure low cost for the company. Without having to spend money on marketing and advertising which cost a lot, the company can save on overhead expenses and focus their efforts to improve product quality. These savings in spending also help them in maintaining the prices of the products. For Atomy, instead of spending thousands and millions from advertising, they would rather spend the money on the research and development department and also make their products more quality for their customers' satisfaction. Atomy marketing plan is divided into three categories which is by giving daily commission, 'mastership' and bonus. For the daily commission, Atomy uses a binary system. This system has only 2 legs, left foot and right foot. Your feet have unlimited levels, and you will still get the same number of points no matter if someone at level 10,000 buys a product or if someone at level 2 you do the same. Therefore, once you reach a certain amount of points or called PV, you can convert it into money. For the 'mastership', Atomy has seven levels of mastership. By reaching a certain level, Atomy will reward with products and also money. Lastly is a bonus where it is based on your level, then multiplies with the PV points.

ii. MEDIA OBJECTIVE

The media platform chosen by our agency to advertise the Atomy brand toothpaste is traditional media and digital media. Traditional media that we want to use as our medium to advertise the Atomy toothpaste is television, newspaper, and radio while digital media that we want to use is social media.

A) TELEVISION

Television was chosen as our medium to advertise Atomy toothpaste because we want to reach a wide audience since broadcast channels have wide audiences and loyal viewers. Besides, television also can make the advertising becomes more interesting by combining the visual, sounds, and info to attract them by advertising the short play of benefits of Atomy toothpaste brand compared to other media channels selected. The television channel that had been chosen by our agency is the TV3 channel. There are various significant reasons for choosing tv3 channel but the most significant reason is because of the highest view on the channel compared to another channel. Besides, the broadcast fee is also affordable to advertise the Atomy brand toothpaste.

B) NEWSPAPER

Newspaper is one of the significant mediums to reach people by advertising the Atomy brand in the selected space. Meaning to say, a newspaper can be used as a platform to broaden the Atomy brand and enhance brand exposure toward all people in Malaysia. The newspaper also considered as a trusted medium compared to other mediums and the newspaper had a wide circulation to help us reach a wide audience to advertise Atomy toothpaste and the newspaper also can reach a specific target audience. Furthermore, we as an advertiser can choose where to advertise the Atomy toothpaste since we can decide which section and location of the Atomy brand that wants to be put in the newspaper pages. The newspaper selected is News Straits Times newspaper and it was an English newspaper. Since Malaysia is a multiracial country, advertising the Atomy toothpaste in an English newspaper could attract the whole Malaysian society since English is the second language used by Malaysian people.

C) RADIO

Radio was chosen because of an affordable fee to advertise the Atomy brand compared to television fee but effectively to attract the customer by repetitively advertise the Atomy brand straight to listener's ears and the repetition of advertisement will enforce recognition of the Atomy brand to people. Radio is a platform that will be used by our agency to advertise Atomy toothpaste. The selected radio platform that our agency chose is Mix FM owned by Astro holdings. Mix FM used English language as the main language of the platform. The radio covers all Klang, Alor Setar, Penang, Ipoh, Seremban, Melaka, Johor, Taiping, Kuantan, Kuala Terengganu, Kota Bharu, and Kuching.

4) SOCIAL MEDIA

Social media is a new significant way to increase customer engagement with the Atomy brand by building an account to present the Atomy brand and the platform can be used to exchange communication in social media with online customers. Besides, to broaden the brand and increase customer engagement, we use social media as a platform to advertise the Atomy brand to reach more online customers worldwide especially among Malaysians. The social media marketing platform that our agency selected for our campaign is Instagram, Facebook, and YouTube since these three platforms recognize as a significant platform to reach wide people over the world. Instagram and Facebook have various features to widen the Atomy brand. Furthermore, it can monitor Atomy brand sales since Instagram and Facebook have tracking capabilities. Lastly, YouTube advertisement will reach the target audience and the benefit of using YouTube ads is the advertiser owns full access to all analytics and track. In conclusion, social media has been chosen because we want to reach a wide range of online users.

iii. COMPETITIVE ANALYSIS

In this part, it shows a comparison between two products which are Atomy and Colgate in terms of toothpaste (product) category. It compared based on the advantages, disadvantages of the products, location of distribution, pricing and some overview products information.

Competitive (Product) Comparison

<p>Atomy Toothpaste</p> <p>(Propolis)</p>	<p>Colgate Toothpaste</p> <p>(COLGATE® MAXIMUM CAVITY PROTECTION GREAT REGULAR FLAVOUR)</p>
<div data-bbox="375 663 618 982" data-label="Image"> </div> <p>Pros and Cons</p> <ul style="list-style-type: none"> ● Can remove plaque (/) ● Can remove bad breath (/) ● Can protect from the cavity (/) ● Can prevent tartar (/) ● Cannot protect from germs (x) ● Cannot whiter the teeth (x) ● Cannot strengthen the teeth (x) ● Cannot add natural calcium (x) <p>(Personal Care Toothpaste 50g *1 set, n.d.).</p>	<div data-bbox="821 783 1182 873" data-label="Image"> </div> <p>Pros and Cons</p> <ul style="list-style-type: none"> ● Can remove plaque (/) ● Can remove bad breath (/) ● Can protect from the cavity (/) ● Cannot prevent from tartar (x) ● Can protect from germs (/) ● Can whiter the teeth (/) ● Can strengthen the teeth (/) ● Can add natural calcium (/) <p>(Colgate Maximum Cavity Protection, n.d.).</p>

Place <ul style="list-style-type: none"> • Shopping complex (x) • Grocery stores (x) • The online platform (/) 	Place <ul style="list-style-type: none"> • Shopping complex (/) • Grocery stores (/) • The online platform (/)
Price <ul style="list-style-type: none"> • RM 4.50 based on Shopee website (could vary depends on the store) 	Price <ul style="list-style-type: none"> • RM 4.81 based on Guardian website (could vary depends on the store)
Products information: <ul style="list-style-type: none"> • Weight: 50g • Packaging: come with the box and the toothpaste • Manufacturer: Kolmar, Korea Co., Ltd 	Products information: <ul style="list-style-type: none"> • Weight: 75g (could vary depends on the gram) • Packaging: come with the box and the toothpaste • Manufacturer: Colgate-Palmolive, American brand

The main reason to choose Colgate instead of other brands to compare with this study is that Colgate is among the brands that has worldwide users. In 2020, one of the online websites stated that Colgate is the top oral products that people purchase at Amazon website (Groth, 2020). From here, it is a good move to have a comparison with a product that is well known by the public. Not only that, in the previous year which 2019, Colgate showed their significance in producing the products until it was ranked at top four among twenty products in category beverages, food, dairy, homecare, health and beauty at online platform Online and Out-of-home Brand Ranking. (n.d.). By that, making a comparison with a well-established brand may help Atomy to learn and

plan a comprehensive strategy in marketing their products. A simple laying reason why Colgate is the most preferred oral care products is that it is a usual product that appears when mentioning oral care. Tracing history, the Colgate brand is named based on the name of the founder, William Colgate, and it started to establish in 1806 (History: Colgate-Palmolive, n.d.). History has proven that a successful brand may not establish within a single night. It is consuming a long period and needs consistency and patience to ensure the growth of the brands until today that is about 214 years. A study from Hoeffler and Keller (2003), found that the purchasing power tends to be higher when the people are familiar with the products or brand name, also due to loyalty towards the brand. Hence, the buyer needs to know first about the existence of the products, then the next step to embed the brand in the consumer mind while purchasing a product. The mechanism can be learned by Atomy products for practicing the same methods to gain the trust of the buyer. It is because atomy is a new brand that is established 11 years ago at Korea on June 1, 2009, by a person named Han-Gill Park (Welcome to Global Atomy, n.d.), compared to Colgate that much longer in terms of the period. The gap between Colgate and Atomy establishment may affect the buyer's habits in purchasing.

Other than that, Colgate synonym which is a synonym for social welfare work. For example, 10 cent profit from buying the Colgate product may contribute to help the orphanages home ("Volunteers give orphans", 2015). The corporate social responsibility (CSR) project will make a significant impact on the brand. Mahmood can support it and Bashir (2020), found that the owner of a brand may gain benefits by associating their brand with a CSR activity. To relate it with Atomy, is it undeniable there are many CSR projects that have been conducted, but it is not focusing on a specific product unlike Colgate that purchasing toothpaste may contribute to the orphanage activity. Hence, it is recommended to Atomy brand in making a move like Colgate, to attribute a particular product with a CSR project. So, the consumer may see direct involvement there. Next, atomy toothpaste is just producing one toothpaste that is available for all people. Different from Colgate that have various segments to cater to different people. Somehow, it has its advantages and disadvantages here. Some people who like that one fits all may prefer atomy and people who like to have a variety of choices may choose Colgate. According to Hunt and Arnett (2004), that indicates when a company produces a product that has variety, the consumer will choose the one that suits their desire which benefits the company that can cater many categories. However, for a product that is inclusive for all, the benefits can prevent from wasting

to cater to the need for some buyers who do not meet the criteria of their needs (PwC, 2019). It can be said that when a company has set their target market, they would know which things benefit them more for their brand and company. Generally, both prices of the product comparison are reasonable but differ in grams. However, either the price is influencing the consumer in purchasing, the answer would be yes and no. Some people may look quality over price. It can be proven by a study from Albari and Safitri (2018), that stated branding image is the contributor towards purchasing power because the buyer is confident with the brand. From here, it may prove that if a company focuses on a buyer than needs quality over quantity, the brand is much essential than how much they need to spend on it. Thus, Colgate company might focus on a variety of buyers while Atomy is much focused on improving the quality and natural materials.

Finally, product availability has shared the same medium, which is the online platform. Since the emergence of the website, many businesses have started to promote their business in an online platform that is able to have broad coverage. A study mentioned that consumers prefer to use the online platform because the benefits that they obtain from it such as saving the time, the price lower than in the market that needs intermediary, many choices and good quality (Oxera, 2015). It can infer here that e-commerce is the new norm for the consumer who wants to prevent from the hassle of traffic congestion, paying for the fuels, able to get a lower price because it is directly from the owner and have many options to see and compare on the online platform. Moreover, the current situation that happened worldwide about the pandemic of Covid-19. Here, probably \Atomy may gain more profit because they are used online compared to Colgate. It is because many activities, especially in the economic sector, have moved to the online platform to sustain and adjust with the current situation (Mohammed, 2020). To add, Atomy does not invest much in advertising. They preferred consumers to seek their products instead of searching for the consumers, which is contradictory with the usual advertisement. According to Naz (2014), the techniques of advertising by word of mouth has a significant impact in digital word when buyers are seeing the comments of other people that influenced their decision in purchasing a particular product. Atomy makes their move useful by spending more to produce a quality product instead of investing in usual marketing ideas. Compared to Colgate that have advertised their products on television, social media and other advertising techniques. Here, its atomy can cut costs and try to satisfy their customers while Colgate needs to spend their money on advertising. Although both types of marketing techniques still have their pros and cons. Therefore, it is crucial for a company

to analyze and compare the strength and weakness of its competitors to ensure that they can lead to being the one successful brand in the future.

iv. TARGET AUDIENCES ANALYSIS

a) Demographic of the target audience: The demographics consist of age, gender, occupation, and race. To reach an audience, we need to know about their information to make sure we target the right audience.

- Gender: Male and female
- Age: All ages (specifically those with purchasing power)
- Occupation: All occupations.
- Nationality: Malaysians (Malays, Chinese, Indians, all ethnic groups in Sabah and Sarawak) and Foreigners.

b) Geographic location of the target audience: This type of market segmentation is based on the geographic units such as countries, states, cities, etc. In our case, we are targeting the whole of Malaysia.

- Country: Malaysia.
- State: All the states and federal territories in Malaysia.

v. MEDIA HABITS

Advertising and business world is very wide and big. Various companies and people who are doing business using lots of advertisements to promote and market their product to the audiences. However, without studying the media habits of the consumer, it makes their business slow and decreasing. Media habit is very important for the company to know which platforms of media that they need to focus to promote their product. This is because media platforms that are chosen by the various companies influence consumer behaviour (Sama, 2020). Every businessman or businesswoman knows that different media have different functions. As mentioned by Sama (2020), newspaper is a medium that gives impact to the consumer behaviour, television and internet are the medium to create awareness, interest and conviction of the customer while magazine and newspaper are an effective medium for influencing the decision of the consumer.

Media habit can be defined as a media consumption that automatically formed based on repeated behaviour in stable circumstances (Larose,2017). Nowadays, many companies are using the media to advertise their product. While, in this modern era people use media for their own benefits and also for the others. According to Schnauber and Wolf (2016), typical people listen to the radio news, read newspapers, check whether reports, surf the internet and others in everyday life. Recently, the study has shown that almost everyday that human beings spend their time in social media and network tools such as Facebook, Twitter, YouTube Google and etc (Ozden and Uluyol, 2014). People choose different media platforms such as television, radio, printed newspapers and also the internet.

Our company uses Television, Radio, Newspaper and social media as our platforms for us to advertise our product. There are reasons why we choose these platforms. Traditional media such as television, radio and newspapers are still important platforms to advertise since our product is toothpaste. Not all people of all levels of age are capable of having mobile phones. Furthermore, our company wants to attract the older generations also which the study from Kallback (2019) mentioned that traditional media is an effective marketing to reach the older generation. Moreover, our product can be used by all generations. Therefore, the media habit for traditional media is hard to ignore since the function is to create brand awareness. Kallback (2020) stated that a company is using traditional media because they want to communicate to consumers in a short and standardized way.

According to Kemp (2020), there were 26.69 million internet users in Malaysia in January 2020 which increased 919 thousand between 2019 and 2020. For social media, there were 26.00 million social media users in January 2020 which increased by 1.0 million between April 2019 and January 2020. For mobile connections, there were 40.69 million mobile connections in Malaysia in January 2020 which increased by 175 thousand between January 2019 and January 2020. Based on the above matter, it shows that, media habit of the consumers nowadays is very positive. Because of this media habit for social media, the company needs to use the method to enhance the business.

vi. MEDIA SELECTION RATIONALE**A) TELEVISION (TV3)**

For the television, we chose three programs from TV3 since this channel has the highest rating among the other free channels. There are three reasons why we chose this channel as our selected television channel. Firstly, the three chosen programs that we chose basically suit our product. The other channel also has most likely the same program in TV3 but the rating is much higher than the other channel. Next, as we know, TV3 is being watched by all types of races in Malaysia. Since our advertisement is in English, therefore we think that TV3 is the most suitable channel for us to advertise our product. Next, the number of viewers in TV3 also convinces us to advertise our product there. Even though two out of three of our chosen programs are not considered as top programs, within the budget that we have, it is the most suitable one for this campaign. Lastly, in general this platform is important as it shows how stable our company is in the eyes of our target audience. As we can see, one of the top brands which supply toothpaste, Colgate also advertises their product on television even though they already have a huge number of users in the market.

B) NEWSPAPER (NEWS STRAITS TIMES)

News Straits Times newspaper was chosen for several reasons. Firstly, a huge number of readerships is 261 000 and have a wide circulation. The huge number of readership led our advertisement to reach a wide audience to advertise the Atomy product which is toothpaste. Then, because the language used in the newspaper platform is English. To reach the whole Malaysian should use the international language since Malaysian is a multiracial country. Furthermore, the use of the English language in the News Straits Times is understandable for people since school students can understand it and use it as a medium to read current news and information. Plus, the News Straits Times not only can target the old generation but also the young generation since normally schools buy News Straits Times newspapers to be put in the school's library. In short, the selection of this media platform because of the huge number of readership, the wide number of circulation, English as used language and reaching the young and old generation.

C) RADIO (MIX FM)

Mix FM was selected as the media platform for Radio advertisement because, it is nationwide coverage, it uses English language, and the Genre is adult, hot adult contemporary issues. All these matches with our target audiences. It is also relatively cheap but has 1.3 Million Listeners Per Week Aged 10+.

D) SOCIAL MEDIA

The company has official accounts for social media such as Facebook, YouTube and Instagram to market the business which is Atomy toothpaste. There are several reasons why the company uses these selected media to advertise the product.

First and foremost, the company uses Facebook since Facebook reportedly has 500 million members and more regularly visited websites than Google (Curran, Graham and Temple, 2016). Although the data is based on 2016 but in this digital world, the number of Facebook members will be increased. So, the company decided to use Facebook as a marketing tool in social media. Besides, the target market can easily be found on Facebook because many people active on Facebook which the target markets have different demographics (Curran, Graham and Temple, 2016). Because of that, there is a wide audience that can be reached in order to promote our product. Moreover, the previous research found that Facebook is one of the biggest internet companies in the world that exceed social media (Clement, 2020). It shows that Facebook is an effective way to advertise the product and business. Lastly, a group page can be created for the consumers and also the members. The company also does not have to be added as a friend, but the users themselves just need to click like in the company page. So that, every time the company updates or posts anything in the page, it will appear in the homepage of the members. (Curran, Graham and Temple, 2016). So, actually it can save time for the company to reach a large audience in a short time.

Amid digitalization, marketing and advertising should follow the trends to ensure that their products, goods and services are well informed and updated by the consumers. Hence, one of the platforms that are being chosen to promote atomy toothpaste is via YouTube. The reason to use YouTube advertisements is that this platform is useful in creating brand awareness (Ahmad, Malik,

Idris, Masri, XiangWong & Alias, 2020). YouTube is among the social media that are used by the users that eventually help the viewers to know and inform about the products. In Malaysia, statistics show that YouTube has 48.3% users in 2018 (Malaysian Communications and Multimedia Commission, 2018) and indeed, the number will grow more for the next year until today. It shows how essential as a company to use the advantage of digitalisation in making profit towards the company by using the platform efficiently and optimizely. Other than that, the survey from MCMC indicates that 54.2% of users use online banking and among them are working and aged around 20's. It shows a good indicator for atomy products to reach their potential buyers. Also, the influence in ensuring the advertising is sufficient enough to catch the attention of the viewers is by providing the elements of entertainment and informative (Aziza & Astuti, 2019). Furthermore, the company needs to pay attention to producing a quality advertisement that can grasp the attention to watch it until the end by entertainingly inserting the elements of information. Hence, it is proven that YouTube plays an essential role in advertising.

The company also does not forget to advertise the product on Instagram since the number of users are increasing. In June 2016, Instagram users reached 500 million monthly (Pessala, 2016). So, the company is highly expect the number of users will grow rapidly since Pessala (2016) stated that Facebook bought Instagram in 2012 which it can make the marketing will be very effective and strong to reach a large and wide audience. Furthermore, Instagram is a popular social media platform among young people and the millennial era (Pessala, 2016). So that advertisement on Instagram is inevitable because the younger generation can influence other people. Lastly, as mentioned in Pessala (2016), in February 2016, there were more than 200,000 advertisers from 200 countries who had confirmed the possibility of Instagram in advertising products. Then the company decided to use Instagram as one tool to market the Atomy toothpaste which is our product.

Although the company has their own official account, the company decided to use paid advertisements also that have been provided by the selected media. Facebook, YouTube, and Instagram have provided their own strategies to advertise the product for the selected social media users. According to Ian (2018), 92% of small businesses will increase the investment in social media. From that, the company wants to invest some money into these paid advertisements to

make the marketing and advertising able to reach more audiences that are not members or followers or subscribers of the company.

vii. MEDIA STRATEGY

A) TELEVISION

In constructing a media plan, we need to have the media strategy in order for us to achieve the objectives of our advertisements. As we are going to advertise a toothpaste product, our target audience is wide since everyone is using it as a daily necessity. However, most of the time, not everyone is going to buy it in the market. For example, in a family, usually the mother will go and buy the daily needs for the whole family as compared to the father. For the television, we chose one television channel which is TV3 with three different programs. We chose TV3 as our platform of advertising as this channel has the greatest number of viewers in the category of free channel. Firstly, we chose the 'Malaysia Hari Ini (LIVE)' program as this program's target audience are housewives, adults and senior adults. Next, we are going to advertise during 'Wanita Hari Ini' program as this show usually will be watched by women especially housewives after they finish their task at home. Lastly, we are going to advertise our product during 'Buletin Utama' as this program has the highest number of viewers from all categories of age. However, due to the limitation of budget, we only chose several times for our product to be advertised on each program.

B) NEWSPAPER

Media strategy is one of the significant strategies to ensure our agency can reach the target audience. Our agency chooses 13 insertions to advertise Atomy toothpaste for 3 months in quarter page size. Besides, the quarter-page size could display the quality of the image of the Atomy product. Furthermore, we use one spot color which is a yellow color to fill in the product color picture in the newspaper, to attract the audience's attention. Plus, we put a QR code scan to make it easier for the audience to reach our Atomy brand in a few seconds and cost zero budget to reach us using QR code. Our agency will advertise on Monday since Monday is the beginning of the day for working people, so the possibility of the worker buying the newspaper is high because normally workers tend to buy a newspaper before going to work. Target audiences for the newspaper are the whole Malaysian inclusive Sabah and Sarawak. The total budget composed for this newspaper advertisement is RM129 477.92.

C) RADIO

For radio, our agency uses one of the most tuned in FM stations in Malaysia which is Mix FM, and the good thing is that its coverage is the whole of Malaysia including East Malaysia. We accredited a budget of RM106,080 for the radio advertisement out of the whole budget RM500,000. As for the advertisement placement in the radio station, we are advertising for 3 months continuously. Monday to Friday each week and 4 times everyday, twice in the morning(6-10am) and in the evening (4-8pm). We chose these times because this is the time most people drive.

D) SOCIAL MEDIA

Social media could be denied its role in advertising. In this part, it has chosen three platforms of social media in doing media strategy, which are Facebook, Instagram and YouTube. To remind earlier, the company has their own Facebook and Instagram pages advertising the product. However, to take more significant actions, it also involves paid advertising on those platforms. It is decided to promote it for 90 days that equal to three months from January until March. For Facebook, the company is investing about RM 47, 700 for the advertisement that consists of a video in the duration of 60 second and the same goes to YouTube and Instagram too. The investment for Facebook would help the company to reach estimates viewers which about 29.5K until 85.2K. Meanwhile, Instagram costs RM 13 500 that might gain viewers 1110K until 2940K, and YouTube is the second largest investment in this social media strategy which about RM 22, 500 with 87K until 249K viewers. All of the paid advertisements will be posted automatically in its hours and days accordingly. However, for the official page that being handled by the company it will post during the time that people are always viewing the social media which the range is 8 am until 10 am, 12 pm until 2 pm which is during the lunch hours, 4 pm until 6 pm and 8-10 pm after the working hours usually ended. All of this will be posted from Monday until Sundays for a three months period continuously.

viii. FLOWCHART and BUDGET (3 months, January, February, March)

Month (2021)	Week	TV	Newspaper	Radio	Social Media	Total Expenses
January	1	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Monday 1200-1300 RM5500	-NST Monday Quarter page RM9959.84 -NST Tuesday Quarter page RM9959.84	-Mix FM Monday to Friday 0600- 1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600- 2000 RM4250 *Each day, two times	<u>Paid advertisement</u> - Automatic Facebook: (RM500X90) + RM2700 =RM47,700 Instagram RM150 x 90 = RM13,500 YouTube RM250 X 90 = RM22,500 * Paid ads already be generated for 3 months <u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	RM122459.68

	2	<p>- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500</p> <p>-Wanita Hari Ini (LIVE) Wednesday 1200-1300 RM5500</p> <p>-Buletin Utama Saturday 2000-2100 RM20000</p>	-NST Monday Quarter page RM9959.84	<p>-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times</p> <p>-Mix FM Monday to Friday 1600-2000 RM4250 *Each day, two times</p>	<p><u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads</p>	RM48799.84
	3	<p>- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500</p> <p>-Wanita Hari Ini (LIVE) Friday 1200-1300 RM5500</p>	-NST Monday Quarter page RM9959.84	<p>-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times</p> <p>-Mix FM Monday to Friday 1600-2000</p>	<p><u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads</p>	

				RM4250 *Each day, two times		RM28799.84
	4	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Monday 1200-1300 RM5500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600-2000 RM4250 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	RM28799.84
	1	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Wednesday 1200-1300 RM5500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times -Mix FM	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	

February				Monday to Friday 1600-2000 RM4250 *Each day, two times		RM28799.84
	2	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Friday 1200-1300 RM5500 -Buletin Utama Saturday 2000-2100 RM20000	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600-2000 RM4250 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	RM48799.84
	3	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Monday	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	

		1200-1300 RM5500		-Mix FM Monday to Friday 1600- 2000 RM4250 *Each day, two times		RM28799.84
	4	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Wednesday 1200-1300 RM5500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600- 1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600- 2000 RM4250 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	RM28799.84
	1	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600- 1000 RM4590	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm	

March		-Wanita Hari Ini (LIVE) Friday 1200-1300 RM5500		*Each day, two times -Mix FM Monday to Friday 1600-2000 RM4250 *Each day, two times	*Each day 4 times post ads	RM28799.84
	2	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Monday 1200-1300 RM5500 -Buletin Utama Saturday 2000-2100 RM20000	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600-1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600-2000 RM4250 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	RM48799.84
	3	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm	

		-Wanita Hari Ini (LIVE) Wednesday 1200-1300 RM5500		0600- 1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600- 2000 RM4250 *Each day, two times	4pm – 6pm 8pm – 10pm *Each day 4 times post ads	
						RM28799.84
	4	- Malaysia Hari Ini (LIVE) Monday 0800-0930 RM4500 -Wanita Hari Ini (LIVE) Friday 1200-1300 RM5500	-NST Monday Quarter page RM9959.84	-Mix FM Monday to Friday 0600- 1000 RM4590 *Each day, two times -Mix FM Monday to Friday 1600- 2000 RM4250 *Each day, two times	<u>Official account</u> Monday to Friday 8am – 10am 12pm – 2 pm 4pm – 6pm 8pm – 10pm *Each day 4 times post ads	
						RM28799.84
						RM499257.92

(NEWSPAPER MEDIA SCHEDULING)

[illegible]

(RADIO MEDIA SCHEDULING)

[illegible]

(SOCIAL MEDIA SCHEDULING, Official Social Media Account Company)

Platform		Facebook, Instagram, YouTube				Facebook, Instagram YouTube				Facebook, Instagram, YouTube				Total Post
		Jan				Feb				March				
Time Zone	Day	Weeks				Weeks				Weeks				
		1	2	3	4	1	2	3	4	1	2	3	4	
8am – 10am	Monday-Sunday	8	7	8	8	7	7	7	7	8	7	8	8	90
12pm – 2 pm	Monday-Sunday	8	7	8	8	7	7	7	7	8	7	8	8	90
4pm – 6pm	Monday-Sunday	8	7	8	8	7	7	7	7	8	7	8	8	90
8pm – 10pm	Monday-Sunday	8	7	8	8	7	7	7	7	8	7	8	8	90
Total		32	28	32	32	28	28	28	28	32	28	32	32	360

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