

KENNEDYS TIPS FOR ADC- ADVERTISING CAMPAIGN

Note: Use your Marketing Essentials book for helpful tips for completing all sections of your Deca manual.

2- Description of Business- Include corporate information, history, facts about company, location of your business (city, shopping center name, list any anchor stores nearby to draw traffic, major intersection located).

Description of products- create a chart to identify your product line (all products you sell) See Chapter 17- Promotional Concepts and Strategies. Combine elements of a Promotional Mix (see pages 363-4)

3. Objectives of the Campaign

- Include 4-5 specific objectives you feel will achieve a successful Advertising campaign for your proposed company. Make your ideas original yet realistic.

For each Objective, number them #1-5, and to explain how you will implement each objective.

See example listed below.

(Examples)

- Increase **in-store sales** by 12% for our advertising promotion.
Ex: “During the month of October we will be promoting the Calvin Klein fragrance line by having sales demonstrations within the store. The goal is to increase sales for the new Calvin Klein line.”

Other ideas for “Objectives” for your Ad Campaign include:

- Increase **floor traffic** for customers visiting our store.
- Promote our “**Online Loyalty Marketing**” see pg. 375
- Create excitement with our customers by offering **consumer promotions**, such as coupons and premiums (low cost give-a-ways).
- Promote **Loyalty Marketing Programs**. See page 374
- Promote “Sales Force Promotions” See page 370.
- Use “**Promotional Advertising**” see page 401.

4. Identification of the Target Market

A. Primary markets-

These are your main customers who shop at your store. Explain the avg. age and sex. “Mostly women between the ages of 25-35.” Also include the cities from where these customers will drive from- ex: Coconut Creek, Margate, Coral Springs, Parkland. (note- you need to elaborate on my tips!)

Research the cities **Demographic information-** avg. age, income level, ethnic background, education level. Include any other pertinent information to explain your customer type. Tip- Go to your selected cities Chamber of Commerce website and research information about the people living in the neighborhood.

Identify your customer Age group;

Baby Boom Generation- born between 1946 and 1964.

Generation X- 1965 and 1976.

Generation Y- teenagers up to ages 20-29. Born between 1977 and 1997.

B. Secondary markets-

These are all of those other customers who shop at your store, but not on a regular basis. For instance, snow birds, Canadians who live in So. Florida seasonally, Spring Breakers etc. Include the cities from where they might come from- ex: Miami, West Palm Beach.

* Explain popular anchor stores in your area which attract occasional shoppers to your store.

Remember to handwrite your name and Event Name- Advertising Campaign at the top of your paper. Also save all of your work under one program since you will be printing the entire 11-page manual at the end.

5. List of Advertising Media Selection Necessary for the campaign

(Checkout a marketing book and go to ch. 19- Advertising Media section.)

- You should identify 3-4 appropriate Ad Media selections to use for your promotion.
- Examples include:
 - **Newspaper** * **Transit- busses, taxi cabs**
 - **Direct-Mail** * **television- broadcast or cable**
 - **Social Media/Online** * **radio (AM or FM)**
 - **Billboards**

Tip- You should always list two “specific” reasons why you’ve selected each of your Ad Medias. (Did you read about these Ad Medias from the book?)

Format to completing this section:

- Make sure you list and number all Advertising Medias and include specific advantages.
- (Example)
 - 1. Newspaper Advertising-** I will advertise in the Sun-Sentinel newspaper on Sundays to expose my customers to my Winter Wonder Sale. I like the fact that newspaper come out daily so that I can change my advertisement as I need to on a daily basis. Secondly, newspapers have a large readership and will reach my customers living in the South Florida area.

In addition, include 1 **Personal Promotion** for your customers. Example- Einstein Bagels every time you purchase a dozen bagels you get a card stamped; after the card is completely stamped you get 1 free dozen bagels.

TIPS FOR STEPS

Advertising Campaign

- * At the top of your paper handwrite your name, date and Event- Ad Campaign
- * Bold and number each section title (see below)
- * Make sure you have created a name for your promotion. Example-“Winter Wonder Sale”. Next, make sure each week of your advertising and Sales promotion ties-in with your promotion- Example “Winter Wonder Sale”.

6. Schedules of All Advertising Planned

- Identify the month to schedule your advertising for your promotion and label:
Example- I will be advertising during the entire month of March

Explain why you've decided on your ad media schedule for each week.

Week 1- Advertise in the Sun-Sentinel newspaper all week..

Week 2- I will advertise on Radio Station Y-100 and have Kenny and Footy promote my Halloween Sale during the morning drive time.

Week 3- I will send out Direct Mail Flyers to all households in the Coconut Creek area.

Week 4- I will use transit advertising on airplanes as they fly over the Ft. Lauderdale beaches to promote my store and promotion

7. Schedules of all Sales Promotion Activities Planned

(Note: A sales promotion is something you implement directly with your customers. Examples include:

- Having a short-term **Promotional Sale**- (daily, weekly, monthly sale) pick-on!
- Offering a **Special Drawing** to win a gift to trip.
- special event like a **Private Sale** to your credit card holders- EX: Macys Credit Card
- **birthday or anniversary promotion**
- **Customer Online Survey**. Customer completes for a discount or free something.

Don't use examples from your advertising!

Week 1- Kick off my promotion with a **Promotional Sale** by advertising my Calvin Klein jeans collection and select sweaters at 15% off Sale from the Newspaper.

Week 2- To create excitement for my sale I will offer a **Drawing** to win a trip to the Bahamas for a weekend for two adults, with all expenses paid. I will use radio station 105.9 and have Ron and Paul in the morning show to promote the sale and Bahamas trip drawing.

Week 3- To promote the **private sale** for all Macy's Credit card holders all day long. My preferred "card holder" customers will be given first choice to merchandise in the store before other customers. Using Direct Mail flyers, I will have mailed this special invitation to my customers home 1 week prior to the event.

All 4-weeks- I will offer my customers "special savings" to simply go online and complete a customer Online Survey about their shopping experience in my store. A special 20% coupon offer will appear for a single item in the store for their next purchase.

8. Budget

-For this section you need to list and calculate where exactly you will be spending money for this promotion. This should include all of your Advertising expenses, including any other costs like fashion show, models, food, or any other incidentals.

Using Kennedys Tips for Advertising Costs- For newspaper you'll need to call Sun-Sentinel

Ad Sales department for specific costs to advertise!

- Use a table or chart to calculate your expenses and explain or show

Example

Advertising Media	Cost
1. Sun-Sentinel newspaper I will advertise every Sunday during the month of March,	\$600 x 4 weeks = \$2,400
2. Bench Advertising I will use 3 benches and place near my store to expose customers.	\$600 x 3 benches = \$1,800
3. Aerial Advertising I will have an airplane fly over Ft. Lauderdale beach for 2 weeks during my promotion.	\$1,200 x 15 days = \$18,000
4. Fashion Show My fashion show costs included models, food, print materials, transportation and other incidentals	\$2,000
TOTAL ADVERTISING BUDGET	\$24,200

9. Statement of Benefits to the Client/Advertiser

- Give 4-5 specific reasons why your company needs to approve this Advertising Campaign.
- Tip- Use the word **Brand**. This is a name, term, design, or symbol that identifies a business or organization and its products. Example- Coca-Cola or McDonalds.

Example- An important goal for implementing this Ad campaign is to increase sales and exposure for the store, while promoting the brand name of Calvin Klein throughout our store.

(See Chapter 31- Branding Elements & strategies for additional tips)

- See Importance of **Brands in Product Planning** on page 656
- **Branding Strategies** on pages 658-9.
- **Product Positioning-** see **pages 645-7**

10. Bibliography

Make sure you list all citations from books, periodical articles, internet research and personal interviews.

- **Site store manager /contact person who assisted you with your manual.**
- **Specific websites and search engines**
- **Marketing Essentials book- Cite specific chapters**
- **Mr. Kennedy- Deca Advisor for Weekly tips and suggestions**
- **Recommend using minimum 6 sources of research in your bibliography.**

Example:

1. Interview with Bill Stumper, Computer Programmer for BR Data Software Retail
www.brdata.com/company/index.asp
2. Marketing Essentials Book, page 421

11. Appendix (optional)

Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. Examples might include photos of company or of team members working on this project onsite. Other options include emails or letters.

TURNING-IN YOUR COMPLETING DECA MANUAL
Worth 60 points

- | (11-Page Manuals) | (30-Page Manuals) |
|----------------------------------|-----------------------------|
| • Entrepreneurship Participating | * Marketing Research Events |
| • Entrepreneurship Franchising | * Entrepreneurship Written |
| • Advertising Campaign | |
| • Fashion Promotion Plan | * Community Service |
| • Public Relations Campaign | |

Executive Summary

This is simply an overview of your entire marketing project. This must be single-spaced and include all sections from your paper. Bold sections titles in summary and entire paper. Example-

Introduction Self-analysis location Advertising Budget

Table of Contents- The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Title Page- Center document and include: (double space)

Name of Competitive Event
Name of your proposed business
Monarch High DECA Chapter
5050 Wiles Road
Coconut Creek, Florida
Participant's name
Current Date

Prior to turning-in your completed paper make sure you have the following steps completed:

1. Go to www.deca.org and read and follow the Checklist standards pertaining to your paper. Points will be deducted for any steps missing.
2. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page. Note- see above list of 30-page manual list.
3. The pages must be numbered in sequence, starting with the executive summary.
4. Your typed entry must be double-spaced with the exception of the Executive Summary, which is single-spaced.
5. Make sure you **bold** each of your headings and underline your sub-headings throughout paper.
6. Manuals must flow with no empty "white space" between sections.
7. Make sure your paper follows the sequence outlined in the guidelines checklist.
8. Pick-up and sign the Statement of Assurance sheet. This form must be placed on the 2nd page of your paper.
9. (Important) Ask your English teacher to proofread your completed DECA manual and check for proper sentence structure and word usage.

