

KENNEDYS TIPS-ADVERTISING CAMPAIGN EVENT

STEPS 2 & 3

(Worth 50 points)

Tip: See Sample winning manual as a helpful guide; Also use your Marketing Essentials book for helpful tips for completing all sections of your Deca manual.

Step 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)

- 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.

Grading Rubric Key- Ad Campaign Steps 2 & 3

If you received an “X” next to any of the following parts, you are lacking detailed info. You can earn extra points if you make the corrections and return to me within 1 day! (Must attach original copy of your manual)

___ You did not type your name, class hour and Event name in the upper right-hand corner of paper.

___ You did not **bold each heading** and underline each subheading..

___ Step 2 – Description of the company lacks adequate detail

___ Step 3- Objectives of the Campaign did not mention 4-5 realistic ideas.

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.

6. 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

Grading Key

Advertising Campaign for Steps 4, 5 & 6

If you received an "X" next to any of the following parts, you are missing or lacks detail information. You can earn bonus points if you make corrections and show me on Monday!

___ You did not handwrite your name(s) and Event- **Ad Campaign** at the top of the paper.

___ Step A. **Primary Markets** lacks detail. Did not adequately explain your "main customers"

___ **Demographic Info.** Lacks detail. (Baby Boom/ Gen.X/ Gen Y). Need to research website on Chamber of Commerce for your selected city and explain.

___ Step B. **Secondary Markets.** Did not adequately explain those other customers who occasionally shop at your business.

___ Your list of **Advertising Media** lacks detail and you did not list specific advantages.

___ did not include (1) **Personal Promotion** for your customers.

___ your **budget** lacks detail or needs revised.

TIPS FOR STEPS 7, 8,9,10 and 11

Advertising Campaign

(Worth 50 points)

- * At the top of your paper TYPE your name(s), 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”.

7. 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

8. Schedules of all Sales Promotion Activities Planned

(In this step tie-in your advertising planned (step 7) closely with your Sales Promotion (step 8) for each week of promotion. Example:

Week 1- To promote the new Winter Line I will advertise in the Newspaper to promote specific items like the Calvin Klein jeans and sweaters. I will advertise a 15% off Sale from the Newspaper.

Week 2- To promote the Winter Wonder Sale Fashion Show I will kick this event off using radio station 105.9 and have Ron and Paul in the morning show to promote the event to create excitement about the Fashion show and Sales Promotion. For week 2 we will be promoting everything in the store with special savings.

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.

Week 4- For the final week of my Winter Wonder Sale I want to promote the bathing suits for the teenage girls (generation Y). To do this I will utilize airplane advertising over the Fort Lauderdale beach area. For three days I will offer special savings to my customers on select merchandise bathing suits in my department.

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**
- **Recommend using minimum 12 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)

- Entrepreneurship Participating
- Entrepreneurship Franchising
- Advertising Campaign
- Fashion Promotion Plan
- Sports Marketing Event

(30-Page Manuals)

- * Marketing Research Events
- * Entrepreneurship Written
- * Community Service
- * Learn & Earn
- * 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

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(s)
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.