

Sample - Student  
writing

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Advertising Planning

SHIFT Advertising Agency: The Adventures of PeeDee the Pirate

The Adventures of PeeDee the Pirate is the original adventure book for every ECU fan, alumnus, student, faculty/staff member, and their families. No other college or university has a story like this one – it is as unique to East Carolina as PeeDee himself.

Marketing objectives are measurable goals that are to be accomplished by a company's overall marketing program within a specified period of time. Many times, it is the goal of the business to either increase consumption or use of the product by current users or to encourage new customers to purchase the product (Belch & Belch pg. 194-195). In the case of Ralph Finch's book, The Adventures of PeeDee the Pirate, team SHIFT has three major marketing objectives to be accomplished over the next 12 months which involve creating consumer awareness, building sales, and designing an effective promotional mix that is not fully dependent on Mr. Finch.

By implementing the marketing plan, SHIFT would like to earn sales of \$20,000 within the next 12 months. This objective will help to measure the success of the book as well as serve as a way to monitor the awareness amongst target audiences. Sales also help to realize the stability of a product. A strong showing in the sales of the book would show that the book is on its way to a mature position within its market.

The team's next two objectives will help to achieve sales goals. A major focus of the team's marketing plan is to create awareness of the book amongst target consumers since many people are uninformed about the book. SHIFT hopes to create an awareness through its extensive media strategy that will include various promotions and cross-promotions involving businesses throughout the Greenville community. The team's third and final marketing objective

will ultimately help to create awareness which will in turn generate the sales team SHIFT hopes to earn within the next year.

With sales of 3,000 copies and orders put in for more, Mr. Finch has had much success with his current marketing plan. However, SHIFT would like to design an effective promotions plan that will not be entirely dependent upon his involvement. Promotions would include a mixture of activities including events at football games, cross-promotions involving the businesses which helped to sponsor the publication of the book, a slogan campaign to create and uphold awareness in the minds of the audience, as well as book readings and book fairs at schools in town and at local book stores. This promotion strategy will not only create and increase awareness amongst the audience, but will in turn help earn the sales team SHIFT hopes to generate within the next year. In order to accomplish the marketing objectives devised above, this campaign must target the groups most inclined to buy the book.

There is a great opportunity in Greenville for The Adventures of PeeDee the Pirate to be read by a large group of people. Team SHIFT will be focusing its attention on several different groups of people for this upcoming year with the intention of raising awareness about the book and building sales.

Team SHIFT will target recently graduated students and older alumni of ECU who will appreciate the book as a keepsake and feel sentimental towards their time at ECU. Because the book revenues are channeled back to ECU, alumni feel as though they are contributing to East Carolina University by buying The Adventures of PeeDee the Pirate. ECU alumni families also see this book as a unique keepsake that can help revitalize memories and reflect on experiences at ECU.

Another segment that SHIFT intends to target is ECU students, faculty, and staff. SHIFT aims to raise awareness by offering different incentives and coupons at football games and other sporting events. This target audience can be best reached because of its pride associated with being an ECU Pirate and the loyalty that coincides.

The ECU community is another primary group that consists of those that live in and around the Greenville area. Greenville uses the 'ECU community' and 'Greenville community' interchangeably as their ties are so great. As a children's book, team SHIFT believes that by making young kids aware they can obtain a sense of belonging to something positive in their community. Now that SHIFT has thoroughly discussed the target groups, the team must explore the ways in which the campaign's marketing objectives can be communicated effectively.

Communication objectives define what SHIFT seeks to accomplish with its promotional program (Belch and Belch pg. 31). The team's first objective is to create awareness of The Adventures of PeeDee the Pirate, by Ralph Finch, to the extended ECU network. The groups of people included in "the extended ECU network" are current students, alumni, families of students and alumni, and faculty and staff members. To create and promote awareness among these people, team SHIFT wants to advertise the book in multiple locations. This will accommodate the team's goal of maximizing coverage. This relates to the marketing goal of creating consumer awareness.

The team's second objective is to develop a strong, recognizable slogan for the book. The slogan will be a phrase that is short and catchy, that the target audience will relate with the book. SHIFT wants this to create a positive association between the book and potential customers. Team SHIFT wants it to therefore encourage current owners to use or buy more

copies of the book, perhaps as gifts for family and friends. The slogan will also generate an interest in people, and encourage those who have never read the book to buy it. This relates to the team's marketing goals of creating consumer awareness and building sales.

SHIFT's third objective is to promote the book as a family-oriented and East Carolina University-affiliated story. SHIFT wants to create an image that poses the book as a sentimental item, thus encouraging ECU supporters to purchase it. Also, because the book is written on a child's level, SHIFT wants to create the image that it does not have to be solely for fans of ECU, but also for families to enjoy. Team SHIFT wants this image to encourage parents to buy and enjoy the book with their children. This relates to SHIFT's marketing goals of creating consumer awareness and building sales.

SHIFT's fourth objective is to bring awareness to the charitable contributions of the book. Taken directly from the book's website, "All net proceeds from book sales will benefit East Carolina University programs, departments, and events in the form of donations and contributions." SHIFT wants the target audience to be aware of this fact, because it will create another favorable image for the book, and encourage more people to buy it. This relates to SHIFT's marketing goals of creating consumer awareness and building sales. All of these communications objectives combined serve to aid the team in designing a promotional mix that is not entirely dependent on Ralph Finch.

Team SHIFT went through the creative development process to develop its campaign for The Adventures of PeeDee the Pirate. SHIFT went through the five steps of Young's Model to successfully create the strategy for the PeeDee book. SHIFT started this process by going through immersion, which was the gathering of background information. SHIFT talked with the

author Ralph Finch and asked him what inspired the book and how he went about publishing the book. SHIFT also asked him his goals for the book over the next 12 months, and gathered information on his current situation. Such information as how well the book did over the last year, the revenue and how much production cost where. SHIFT was interested in the fact that all revenue from the book goes right back into the school, with scholarships for tuition and books. SHIFT found that there was a small problem, not enough people knew about the book, which was making Mr. Finch's goal unattainable. Also the other problem is that Mr. Finch wanted to find was a way to have his book sell without him being so involved in the process. He wanted marketing techniques that did not involve him to come back into town or sign books.

Team SHIFT went through the digestion stage for about 1 week, SHIFT took time to think about the information given and came up with ideas to solve the problem. After the team thought hard about the information and the problem at hand SHIFT took about a week in the incubation stage where the team put the information in SHIFT's subconscious and did not hold any meeting or discussions on the matter. SHIFT had an amazing illumination stage. The team bounced ideas off each other and had fun doing so. SHIFT came up with a lot of great bright new ideas that would really help solve the problem at hand of the book; not being knowledgeable and the book not sticking in peoples heads was the two main things we discovered. After these stages SHIFT came to the verification stage, which is included in SHIFT's media and promotional strategy (Belch & Belch 251-525). SHIFT has determined the major selling idea of the ad campaign which will make the book sell better since it will have meaning to the reader (Belch & Belch pg. 254).

Once team SHIFT went through the creative development process SHIFT came up with 4 strong ad strategies that used creative appeal, execution techniques and slogan to help promote the book.

SHIFT decided to use emotional appeals in one of its promotions; emotional appeals relate to the customers social and/ or psychological needs for purchasing a product (Belch & Belch pg. 270). Emotion plays a huge role in this book alone as it is a Mascot book and the students and alumni of ECU are die hard Mascot fans. This community really does bleed purple and gold. To be a part of the pirate nation is exciting, an accomplishment, and a sense of pride. ECU has built a family community for many people and when it is their time to leave they leave a part of them self in the pirate nation and they take with them part of the pirate nation. The Adventures of PeeDee the Pirate is a book that takes them back down memory lane and lets them become part of the pirate nation again. It starts stories they can tell to their children and grandchildren and the books story and pictures itself can help people tell their own story. This book brings sentimental emotion to its buyers and readers since they were once a part of the ECU tradition and it reminds them of the younger years. It can also start the love of the pirate nation if a child is reading it. Also the author does a very good job of doing this in the book; it takes the reader down nostalgia lane with events or places that are well known for tradition. The media promotion to have seat cushions given away at parents weekend and homecoming weekend football games lets the emotions run loose. This is great at homecoming because the pirates are back on their own territory and their emotions are already starting with a sense of belonging since they are back in pirate nation. This sense of belonging will be even more seen once they see an ad for the book and see that it will help them ride down memory lane. This promotion would use teaser ads so that the pirate fans would go out and get the book since the

seat cushion will have the book title with animation on it and it stick in their memory and let their emotions run. The way the ECU alumni and community will be excited to get this book is by using emotion appeals because it will let them go down memory lane in their own way and once a pirate always a pirate. It will help them guide their stories for their families and give them something to look back on when it get hard to remember (Belch & Belch pg. 270).

In order to have emotional appeals work for the plan of developing awareness of the book several executing techniques will need to be used. The technique that will work the best for pumping the purple and gold through people's veins is dramatization. This is done when the potential consumers are at McAlister's and they see a poster of PeeDee and read the slogan "discover the treasure" the viewer is now drawn into the action and they all at once want to be PeeDee or a pirate and the only solution to that feeling is to buy the book and read PeeDee's adventure and get so caught up in it that they end up going along on this adventure and re-living memories of their adventures on ECU's campus (Belch & Belch pg. 281). In this particular promotional display imagery is used and the poster of PeeDee blown up that big in itself evokes emotional and draws the attention of the view to go over to the table where the life size poster of PeeDee is and see what is going on.

In the target market of children of the ECU community or the children of Alumni animation will be the best advertising execution. In the promotion to go to local elementary schools and read the story of PeeDee they can bring pictures from the book that are draw as cartoons, this type of picture is particular appealing to children and it will caught their attention. The animation will keep the image in the child's head and they will go home and tell mom about it. Also with the scene set up at places like McAlister's the poster of PeeDee will be in front of

scenes from the book that are all cartoons, since the book itself is illustrated in cartoons. Seeing the animation in a restaurant will really stick their interest and keep them engaged since it is not a place they will usually see cartoons and when they go home they will remember it and tell mom and dad about and it will make them get the book. The book will also be for sell there so when the child sees the cartoon and is pulling at mom and dad it will evoke the buying stage. The poster will also serve as a personality symbol since who not better to promote PeeDee the pirate then PeeDee himself. When they see him they will think of the book and then the next time they are looking for a gift or in the bookstore they will remember The Adventures of PeeDee the Pirate.

The slogan is an important execution technique is developing awareness of the book. The slogan will spark emotion into the viewer and make their emotions lose and make they want to go buy the book. The slogan will also be stuck in the views head and won't be able to get out until they buy the book; the slogan will ring in the viewer's head until the ride down memory lane.

The use of the emotional appeals and the execution techniques imagery, dramatization, animation, and personality symbol will make developing awareness of the book and spark people's attention that the book exists easy and fun. These creative strategies will make sure that the communication and marketing objectives are met.

SHIFT advertising agency has developed four specific media strategies to deliver The Adventures of PeeDee the Pirate's message. The first part of the team's media strategy involves PeeDee the Pirate and a group of ECU students story-telling at local Greenville elementary schools. A side effort at elementary schools involves setting up a PeeDee book booth at biannual



Scholastic book fairs. Traveling to Greenville area schools will accomplish the team's marketing objective of creating consumer awareness, while book fairs will not only create awareness, but boost sales. Examples of organizations that could accompany PeeDee in narrating include the National Society of Collegiate Scholars, ECU Ambassadors, service fraternities, and SGA. Target market coverage for this event is 4-11 year old boys and girls in Pitt County elementary schools. PeeDee story-telling will run on a pulsing schedule, with frequent visits during ECU football and basketball seasons. In order to communicate the value of the book to elementary school-aged children, effective reach must be accomplished by repeat visits. Effective reach will be obtained by visiting each chosen elementary school every other ECU football game and once a month during basketball season (Belch & Belch pg. 300-327).

Story-telling encompasses many creative aspects that include skits, animated actions, and themed topics. PeeDee's energy and playful mood will entertain young children as well as expose them to the book itself. The original and child-oriented nature of this event together with the enthusiasm of elementary schools to entertain and teach poses extreme flexibility. Excitement associated with PeeDee's magical presence is unique in Greenville; thus, no market threats exist. An always important consideration in developing a media strategy is the cost. PeeDee story-telling would be free to elementary schools and present no venue fee (Belch & Belch pg. 300-327).

The second way SHIFT plans to fulfill its marketing objective of creating awareness about The Adventures of PeeDee the Pirate is through a slogan. Currently without a slogan, SHIFT sees this as an opportunity to utilize a self-promoting media strategy that will avoid full dependence on Mr. Finch. Billboards, the Dowdy-Ficklen jumbotron, and posters will work

together to substantiate recognition of the book's tagline "Discover the Treasure." Billboards may depict an animated treasure map with "Discover the Treasure" and the book title. On football game days, the jumbotron displaying a short animated scene accompanied by the slogan will remind viewers to buy the book before leaving ECU. All ages and groups in the Greenville/Pitt County area will be targeted. As with story-telling, the slogan should be communicated according to a pulsing schedule, with more coverage during the high-traffic football and basketball seasons. Repeat exposure is needed on billboards and posters in order to effectively reach potential consumers (Belch & Belch pg. 300-327).

The slogan itself is enticing, but the media vehicle and creativity associated with the slogan is just as important. Advertising the slogan must be able to convey wit, get attention, draw the viewer in, and elicit action. The mood of The Adventures of PeeDee the Pirate's slogan is playful and engages the viewer's curiosity about the subject matter. Further, engaging viewer curiosity is the first step in gaining customers. Advertising and media efforts for "Discover the Treasure" pose high flexibility in the Greenville area. Greenville is highly invested in East Carolina University and its affiliated organizations, which gives this campaign and its slogan an advantage in media advertising. On the other hand, extensive media advertising in the way of billboards and large posters is costly. Thus, a slogan will both create awareness and avoid full dependence on Mr. Finch for promotional efforts (Belch & Belch pg. 300-327).

Team SHIFT's third media strategy involves cutting out and displaying full-size PeeDee stand-ups in restaurants mentioned in the book. SHIFT will elaborate on this media strategy by discussing one of the restaurants, McAlister's Deli. Throughout the year a PeeDee standup figure will complement a merchandise kiosk selling The Adventures of PeeDee the Pirate, in

addition to promotional items such as plush toys and t-shirts. The kiosk display case will be freestanding, unmanned, and contain merchandise, while PeeDee's standing cut-out will get customer attention and create awareness. Promotional efforts at McAlister's Deli will accomplish all three marketing objectives, which include creating awareness, building sales, and reducing Finch's direct involvement in the marketing process. Together with the booth, McAlister's will enhance this cross-promotional relationship by giving out one of six different animated PeeDee toys from the book with the purchase of a deli sandwich. An example of one of these kid's toys is the PeeDee parrot from the book. This strategy targets all age groups in Greenville including ECU students, faculty, staff, alumni, families of ECU alumni, and children. As discussed briefly before, this event will run on a continuous schedule, with exposure throughout the year. The merchandise kiosk and PeeDee cut-out setup must be recurring according to a consistent schedule so as to effectively reach potential buyers (Belch & Belch pg. 300-327).

McAlister's PeeDee booth uses creative aspects such as a unique set-up, pirate and ECU-theme, and the fantasy and surreal nature of an animated character coming to life. All of these elements, together, instill a playful and adventurous mood in viewers of the display. Flexibility with this media strategy is unknown considering both McAlister's previous work with the book and McAlister's policies on in-store displays. Depending on McAlister's policies and arrangements with The Adventures of PeeDee the Pirate, a cross-promotional strategy will minimize costs associated with this method of advertising (Belch & Belch pg. 300-327).

The final media strategy SHIFT developed is based on involvement with ECU home football games. The Adventures of PeeDee the Pirate will be promoted during Parent Weekends

and Homecoming, during which time PeeDee animated seat cushions and other promotional gifts will be given out to the first 1,000 people into Dowdy-Ficklen Stadium. Also, \$3 off promotional coupons for the book may be printed on the backs of ECU game tickets in order to stimulate book sales. Throughout the game scenes from the book will be displayed on the jumbotron so as to peak game goers' interest and create awareness. Additionally, a child-targeted field goal kick contest could be created, the winner of which would receive a PeeDee book. Another method of advertising and promotion involves printing an animated and fun advertisement for the book on the backs of the ECU pride scrolls. All of these Pirate football promotional ideas fulfill each of the marketing objectives including new promotion mix ideas that decrease Mr. Finch's direct involvement in marketing. Target market coverage for football game advertising includes ECU college students, alumni, faculty and staff, and the families of ECU fans in Greenville, NC. A pulsing schedule will suit this strategy best with more involvement during football season. Continuous and various methods of advertising will be needed to effectively reach the target market and communicate the value of the book. Unique gifts and incentives presented to early birds constitute this strategy's creative aspects. Because the book is tied to the mindset and theme of football, advertising as football games promotes a mood of dignity and excitement that coincides with pirate football (Belch & Belch pg. 300-327).

Flexibility in advertising through pirate football is high due to the community support of East Carolina University and its affiliated efforts. The Adventures of PeeDee the Pirate has substantial advertising momentum in the football environment and would only be competing with fast food restaurants and other ECU organizations for seat cushion and ticket-back advertising. Cost for seat cushions and ticket-back coupons will be fairly cost-effective, with

only a limited amount (1,000) of items given out per game. However, depending on the extent of gift variety, promotional costs could get high (Belch & Belch pg. 300-327).

The public relations program of The Adventures of PeeDee the Pirate includes community involvement and the internet (Belch & Belch pg. 542-569). Firstly, traveling to Greenville elementary schools for story-telling and book fairs will strengthen the awareness of the book by reaching children, educators, and other groups involved in these events. Secondly, PeeDee book signings, Freeboot Fridays, and football games involve frequent meetings with the community, thus strengthening community awareness and relations. Thirdly, The Adventures of PeeDee the Pirate is a book whose proceeds directly benefit ECU and promote charitable contributions. For example, ECU organizations spend a significant amount of money, time, and effort supporting various charities prominent in Eastern North Carolina such as Relay for Life.

Another way in which public relations is used to strengthen the reputation of the book is by utilizing the internet's wealth of communication tools. Specifically, the ECU website features select accomplished students and faculty members every so often by posting a profile on the homepage. To promote the book, the website could create a profile on the book and Ralph Finch a few times a year to create awareness. Further, ECU could create a webpage for the book itself with a link to it on the ECU homepage. This website would share information such as the process of the book's creation, "about the author", upcoming book signings, and other promotional events and activities.

Publicity for The Adventures of PeeDee the Pirate will be controlled as much as possible. (Belch & Belch pg. 542-569). As publicity can arise from favorable sources, publicity can arise from unfavorable sources as well. This may ruin the reputation of the book, hence the need to monitor

all campaign workings. SHIFT hopes that the wealth of positive publicity will come from football games and other community events targeted to create awareness. SHIFT also hopes that a wealth of free positive publicity will arise from such community-building events and “word of mouth”.

### Action Calendar

Here are some important dates that are presented in the year long calendar were SHIFT will promote the book more heavily than others. SHIFT’s strategy represents a pulsing method were the product is promoted year long but more heavily during certain time; i.e. football games, parent’s weekend, etc.

#### 2009

**Welcome Back Sales** – January 5<sup>th</sup> – 8<sup>th</sup>: This time period will be very important to market in due to the fact that Resident Halls will open up and new students will start to learn about the Greenville area. SHIFT will run a welcome back promotion at all sponsor lactations. These locations will be used primarily because they are heavily trafficked and are in the book SHIFT is pushing to sell. Already existing students are guaranteed to go to the sponsors currently in the book as these places are enjoyed heavily by the ECU community.

**D.E.A.R. (Drop Everything and Read)** – April 13<sup>th</sup> – 17<sup>th</sup>: D.E.A.R is an annual event were middle schools and elementary school really push kids to read with reward programs. The D.E.A.R. program would be a perfect time to do in school reading sessions with PeeDee accompanied by ECU students from the child development sections. This during this week

children all around the Greenville area will be encouraged to read making this an opportune time to introduce The Adventures of PeeDee the Pirate into their lives. The D.E.A.R. time period will allow SHIFT to both reach the youth and the community.

**Marketing Evaluation and preparation period;** May 9<sup>th</sup> – August 20<sup>th</sup>: Students are on summer break during these months, so marketing to the community, the youth, and to the Alumni will be extremely difficult. This time would be best spent by evaluating present book sales and awareness through surveys and sale numbers, in comparison to the previous two quarter's sales. This data will be used to support SHIFT's marketing objectives. Upon gathering information SHIFT will analyze its current marketing strategy and see if any adjustments need to be made. Any adjustments made to the marketing strategy will be implemented to the beginning of next year's marketing, if the adjustments are not too pertinent.

These off months will be very important to prepare for the upcoming promotions SHIFT will be doing. SHIFT will want to order all promotional items no later than July 25<sup>th</sup>, giving the team plenty of time for promotional items to arrive with a buffer period built in for any problems that may arise. In addition to ordering all of the promotional items, SHIFT will need to contact Lee Workman about getting the promotion printed on the back of the football tickets.

**Welcome Back Sales** – August 20<sup>th</sup> – 26<sup>th</sup>: Resident halls will open August 25<sup>th</sup> and student will once again begin to get themselves acclimated to the Greenville area. This Welcome Back sale will be run very similarly to the one back in January with the exception of any adjustments that needed to be made. This time period will be crucial to the awareness of the book as roughly 6,000 students will be moving into resident halls. Another 19,000 or so people will also be

moving into apartment complexes as well. Roughly 5,000 to 6,000 people that move in during this time will be first time ECU students and grabbing from the beginning is very important.

**Opening Game** – August 29<sup>th</sup>: SHIFT will advertise via door giveaways, such as the seat cushions the slogan “Discover the treasure...” and a PeeDee picture screen printed the surface. Opening game has the second highest attendance at Dowdy, with an average of 43,387 people over the past two seasons. The high attendance makes this game a “must advertise” event

**Barnes and Nobles book fair** – September 17<sup>th</sup> – 19<sup>th</sup>: Barnes and Nobles has an annual book fair around the same time every year. This book fair would be a great place to have a book signing with Ralph Finch with PeeDee by his side to help connect the book to the university. This event is great to market at, as the attendance is relatively high and book sales are usually through the roof.

**Family Weekend** – September 26<sup>th</sup>: Family weekend is probably the most important advertising day of the year. Promoting during family weekend aligns perfectly with SHIFT’s marketing objectives and has extreme potential for awareness. Family weekend football games have typically had the highest attendance for ECU games averaging roughly 44,220 people over the past two years. The high attendance and ideal theme will make this event a perfect marketing day.

**Homecoming** – November 7<sup>th</sup>: Homecoming is a very prideful event that would be perfect to market at. Ralph and PeeDee could do another book signing similarly to the ones at the book fairs. Ralph Finch can also participate in the parade as he did this year. The town will literally



be painted purple and gold during this week of homecoming and promoting this book will fit perfectly with the team's marketing objectives.

**Scholastic book fair** – November 17<sup>th</sup> – 24<sup>th</sup>: The Scholastic book fair is another opportunity for Ralph and PeeDee to do a book signing and book sale. The Scholastic book fair is marketed in schools all around Greenville and typically has a very high elementary school and middle school attendance. This event will be suited for reaching two of the team's most important target markets children and families.

**Marketing Evaluation and preparation period** – January 3<sup>rd</sup>: SHIFT does a briefing to figure out pros and cons to the current year and how to adjust for the fall term. As a part of the team's effort to stay ahead of the marketing lag SHIFT will always be planning in advance (July of 2009 SHIFT will plan for Jan-July of 2010; In Dec 2009 SHIFT will plan for July through Dec 2010). At this time SHIFT will also order any additional promotional items that SHIFT may need for the coming two quarters.

Budget Guidelines: See Appendix B

# **Appendix A**

## **Action Calendar**

# **Appendix B**

## **Budget Guidelines**

# **Appendix C**

Creative Strategy

Layouts

### Works Cited

- Belch, George E., and Michael A. Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill Companies, 2006.
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