



INNOVATIVE ADVERTISING
Presents...

The Adventures of Pee Dee the Pirate
by Ralph Finch

Presentation by Louis Biek, Michelle Hamilton, Travis Harmon, and Jason Petty


Market Objectives

- To build relationships with the community and targeted consumers to create a positive link between the consumer and the book.
- Our goal is for 6,000 books to be sold over the next twelve months.




Target Group

- ECU Alumni – can be targeted because of their link to the university and the possibility that they have grandchildren and children that they could purchase the book for.



Target Group

- Current/Future ECU Students – can be targeted because of the book's ability to be a collectable and its personal connection with the student body.



Target Group

- ECU Faculty – can also be targeted because of the book's collectability and the fact that they are personally connected to ECU and the book.



Target Group

- Local Families can be targeted because of their involvement in the university, which can be or grandchildren.



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Position

- This book will be a part of something bigger than ourselves, being a part of ECU and the surrounding area.
- Our position will be the number of people at ECU for all students, faculty and staff.
- into memories of the past, reminding with children and grand children and those able to future pirates.
- This book was created by the pirates, for the
- We want the community, students, and faculty to feel as if there was most of their work and part of this story, and all participating in giving back to school.



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Communication Objectives

- message through the community and all of ECU's student/faculty.
- Create positive feelings about the book explaining that 100% of proceeds, which will correspond to the book's purpose and goals.
- conviction among the target audience.

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Media Strategy

- Full market coverage which means that we for our four marketing objectives, aim to reach out for everybody in our target market.
- Our target market is relatively small which gives us a great opportunity to
- we are using direct mail and web communication, which are addressed to a specific part of our target market: the students and the alumni.
- A pulsing schedule which means that there will be different times through the year where the promotional efforts are stepped up.
- Beginning and end of semesters
- We want the image of this book to be about affiliation, connection, collectability, nostalgia and good memories which make people want to own this book, and become a part of the history.

→ too wordy

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Promotion Strategy

- we have chosen to use advertising, direct marketing and public relations from the promotion mix, and support media such as "point-of-purchase" in our promotion strategy.

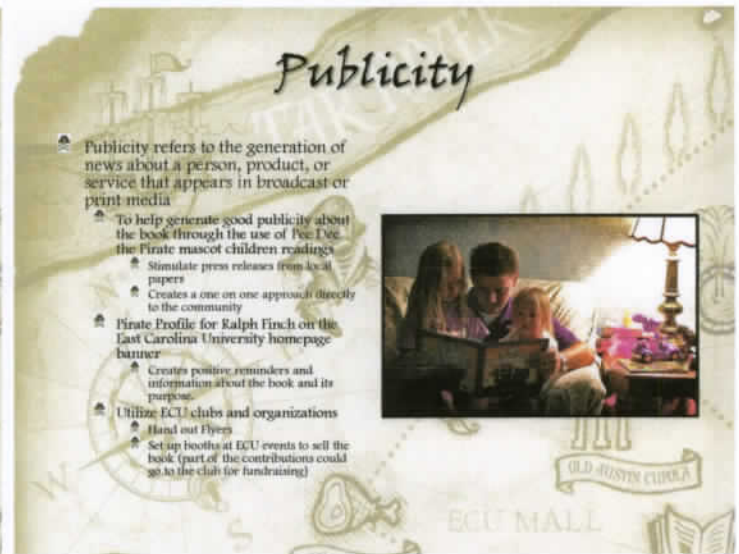
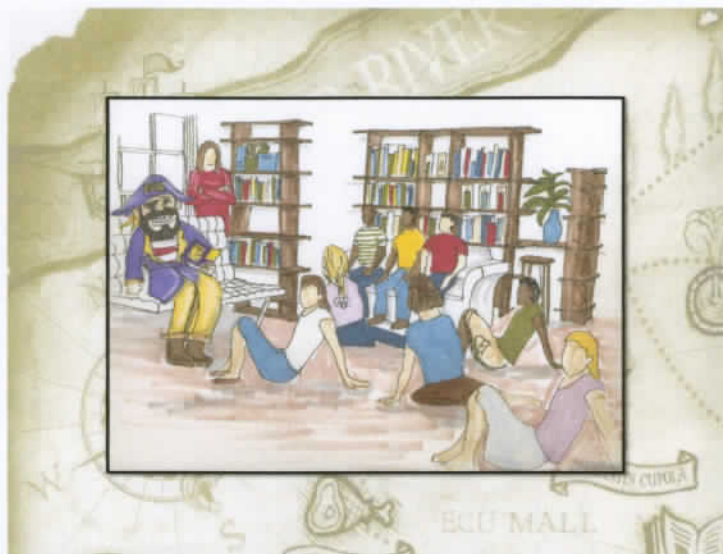
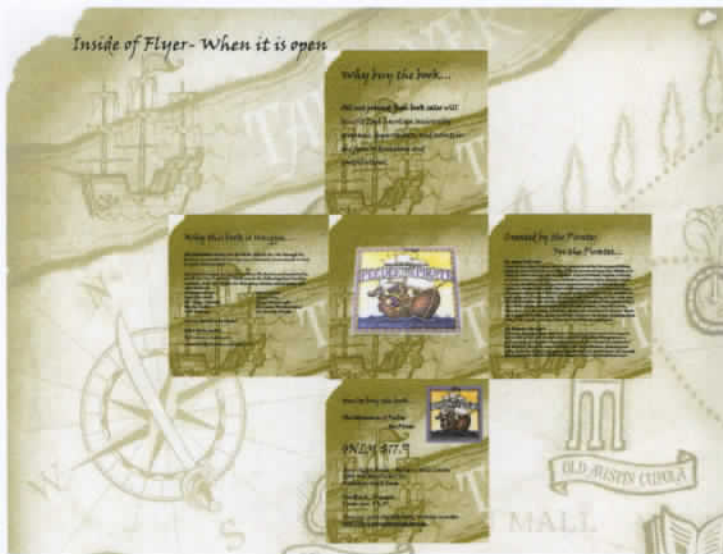
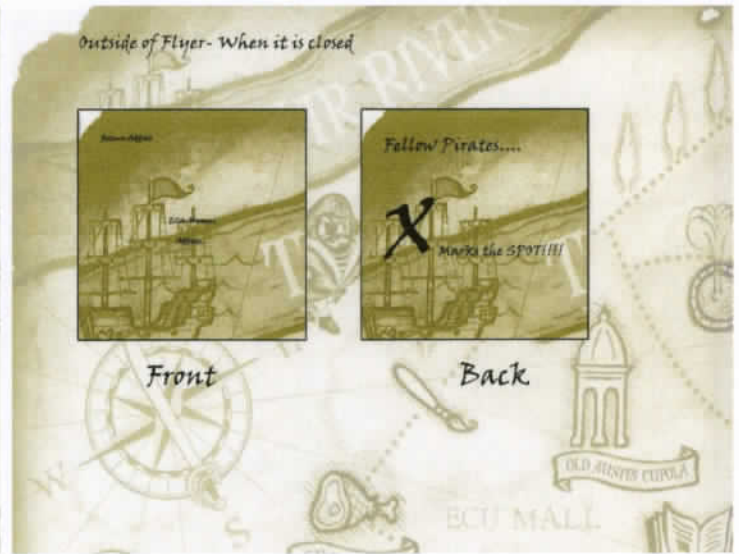
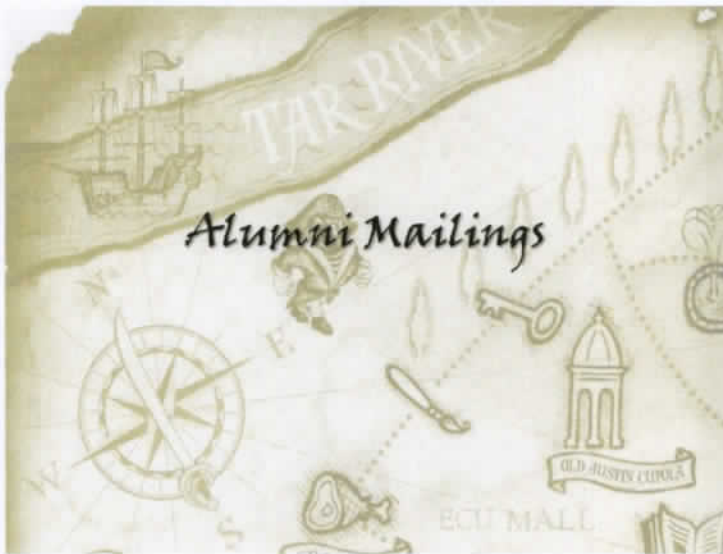
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Creative Strategy

- We chose to choose the fact that "The Adventures of Pee Dee the Pirate" will be built up to a level that the book can become a communicator of its own to form a connection with the community. To fulfill this strategy we
- To elicit these feelings of nostalgia among the target market, we plan to use the book to remind alumni and adults in the community of their desire to return to their younger lives at ECU and remember everything the university
- We really wanted to emphasize the book's goals in our strategy and campaign, especially the point that proceeds after costs go into a scholarship fund for ECU students.
- advertising appeals we must focus these efforts on using imagery to reach the portion of our target market that has some connection with university.
- The feeling of belonging to East Carolina University is an amazing experience that no one can take away, and that personal connection is what makes the relationship so valuable. We believe "The Adventures of Pee Dee the Pirate" makes this point while

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Action Calendar

JANUARY	FEBRUARY	JULY	AUGUST
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■ Children's Readings
■ Student Organizations
■ Booths and Fairs
■ Alumni Mailings
■ Book Displays

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Budget

- ☛ The goal of our marketing campaign's budget is to have the book self-funded through its sales.
- ☛ The point-of-sale cardboard displays will cost about \$75.00 a piece.
- ☛ The flyers that we will provide to school clubs and organizations will cost about \$0.09 a flyer.
 - ☛ We estimated that about 2,000 flyers will need to be printed for each home game costing \$180.00 a game. There are approximately five to six home games for the 2009 season, bringing the total cost for flyers between \$900.00 and \$1080.00.
- ☛ Alumni mailings are going to cost the most. We thought it would be more cost effective to mail about 10,000 direct mail pamphlets out to create awareness. It will cost about \$251.00 for every 10,000 direct mail pamphlet produced.
 - ☛ Following the pamphlets would be three sessions where e-mails will be sent to all alumni, instead of pamphlets.
- ☛ The total cost of our marketing campaign would be between \$1376.00 and \$1631.00.

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The End

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