



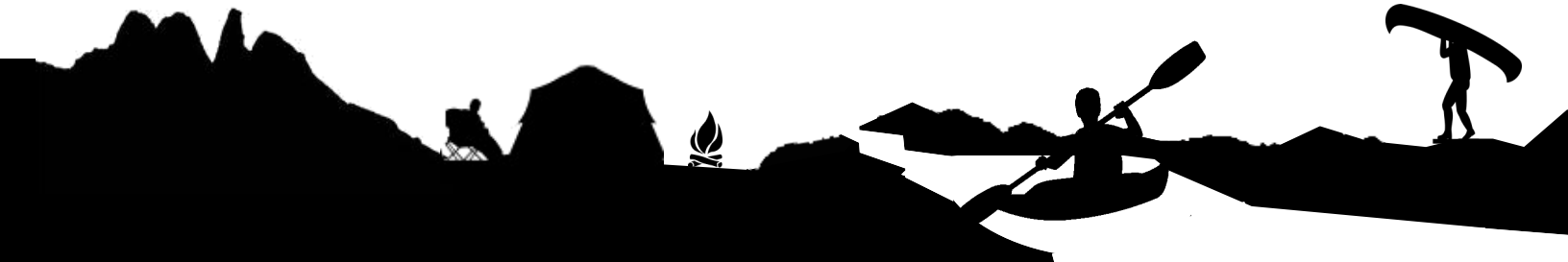
***ADVERTISING CAMPAIGN  
OCONEE OUTFITTERS  
OF MILLEDGEVILLE  
SPRING 2013***

**Account Executive: Brina Potvin  
IMC Coordinator: Helen Gaillet  
Media Planner: Chelsea Hinkel  
Art Director: Curtis Stream**

# ***TABLE OF CONTENTS***



|                                   |           |
|-----------------------------------|-----------|
| <b><i>SITUATION ANALYSIS</i></b>  | <b>2</b>  |
| <b><i>RESEARCH</i></b>            | <b>12</b> |
| <b><i>S.W.O.T. ANALYSIS</i></b>   | <b>15</b> |
| <b><i>MARKET OBJECTIVES</i></b>   | <b>17</b> |
| <b><i>CREATIVE STRATEGY</i></b>   | <b>19</b> |
| <b><i>IMC STRATEGY</i></b>        | <b>29</b> |
| <b><i>MEDIA PLAN STRATEGY</i></b> | <b>37</b> |
| <b><i>BUDGET</i></b>              | <b>49</b> |
| <b><i>EVALUATION</i></b>          | <b>54</b> |
| <b><i>APPENDIX</i></b>            | <b>56</b> |





**SITUATION**

**ANALYSIS**



# OVERVIEW



Oconee Outfitters has been Milledgeville and the Lake Country's source for quality bicycles and outdoor gear since the mid-90's. They feature premium products in several categories, including bicycles and accessories by Specialized, cycling apparel and accessories from a variety of vendors, kayaks by Wilderness Systems, canoes by Mad River, paddling accessories from Harmony Gear and disc golf products by Innova, among others. Besides being this area's source for such products, Oconee Outfitters is also the only bicycle repair shop within at least 50 miles. They provide kayak and canoe rental equipment, as well as all of the logistics associated with paddling excursions in this area. The company's slogan is "Go Outside and Play!"

Oconee Outfitters is an independent, locally owned business. The owners are Dave Groseclose, Joe Grant, Ken Vance, and Denny Moore. The store is managed by Adam Heagy, and staffed with 3-4 part time employees. Current employees are James Hendershott, Will Smith, and Benny Watson. They take pride in their friendly, knowledgeable customer service, and make it a priority to create an atmosphere in the store so customers want to visit even when they don't have an immediate need for products or services. Oconee Outfitters strives to provide professional-grade effort and products in a relaxed atmosphere.

## CURRENT USERS

### 1) 35-55 Age Bracket

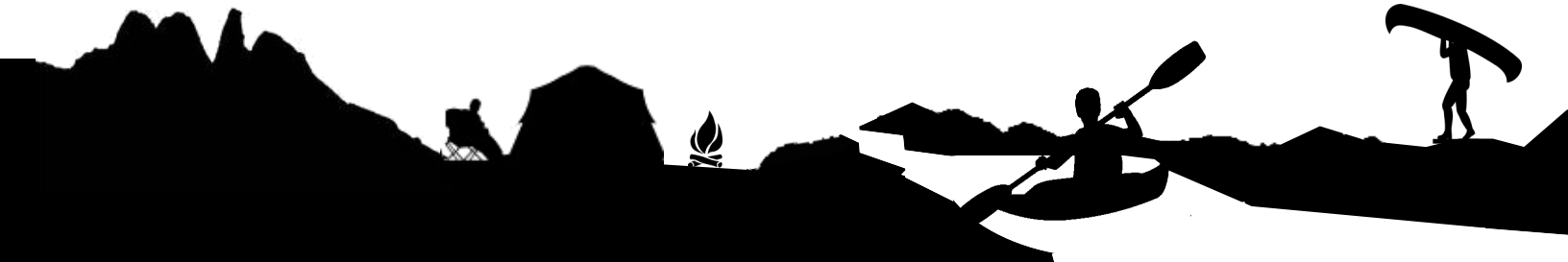
The majority of the income comes from the 35-55 age bracket. The customers that fall into this category are usually in the upper third of the economic scale. These people tend to have more disposable income and buy bicycles as a hobby. For this age group, they buy the more luxury bicycles. These typically range from \$1,000-\$1,200.

### 2) College Students

College Students are responsible for 10 percent of new bike sales. They focus mainly on entry level bikes that run \$400-\$600 on average. The main source of income that is received from college students comes from small accessory purchases and repairs. The small accessory products include ENO canvas hammocks, Frisbee discs, helmets, etc. The repairs are specifically to bicycles and could include anything from break services to flat tires to fixing a bike chain.

### 3) Lower Income

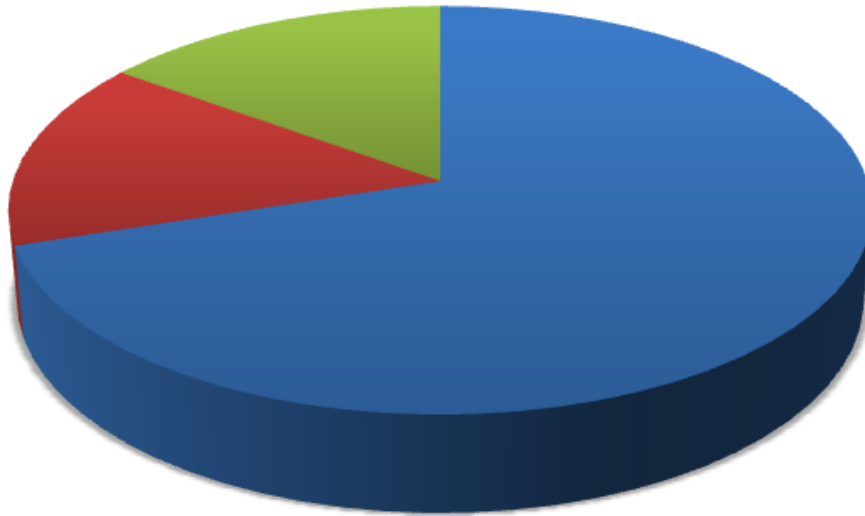
The lower socio-economic groups also fall into Oconee Outfitters demographics because they use bicycles as a form of transportation. Similarly to college students, the lower socio-economic groups typically also purchase the entry level bikes. Bicycles are less expensive than vehicles and are a reliable alternative to public transportation.



# ***CURRENT USERS***



## Sales



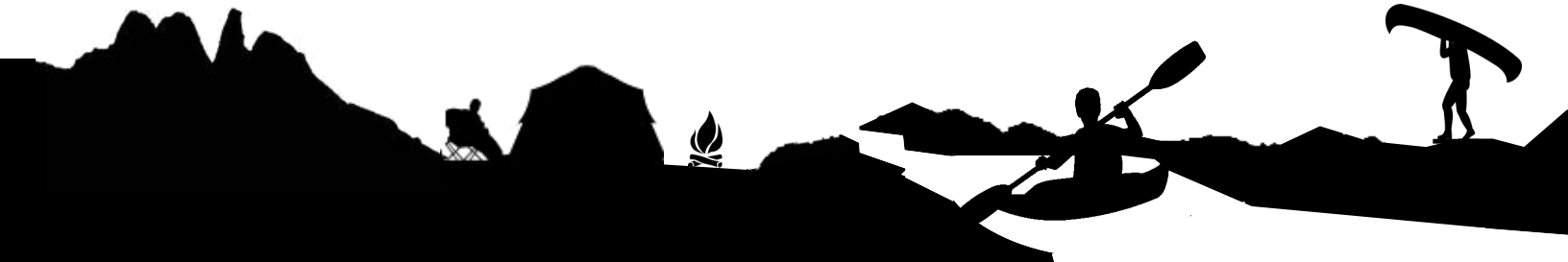
- Primary Audience Ages 35-55 (70%)
- Secondary Audience: College students (15%)
- Secondary Audience: Lower income (15%)

## ***PSYCHOGRAPHICS***

Everyone falls into the target market of Oconee Outfitters. Cycling transcends all social classes and ages. Cycling falls into multiple categories including play, transportation, cycling as a hobby and sport. All demographics fall into one of these categories and the owners and managers of Oconee Outfitters are willing to appeal to other demographics than their current customers and clients.

## ***GEOGRAPHIC EMPHASIS***

- 1) Oconee Outfitters has a competitive advantage because they have no real competition for 50 miles. They currently have customers and clients from the Lake Area including Lake Oconee and Lake Sinclair. They also have increased support from the Macon and Warner Robbins Area. They have a particular edge in kayak sales because they provide Wilderness Systems Kayaks. The warehouse for this brand is in South Carolina, and Oconee Outfitters is the closest dealer in terms of location to that warehouse.
- 2) The increased amount of support from Macon is a result of poor customer service from the bike shops located in the area. Oconee Outfitters has a laid back and relaxed atmosphere that people typically prefer to a sterile, uppity environment.



# SEASONALITY



Milledgeville's Oconee Outfitters is able to survive in the cycling market because of the climate of Middle Georgia. Typically Milledgeville stays warm longer than most other regions, giving ample time for cyclists to enjoy their bicycles.

|   |   |
|---|---|
| <b>Jan.</b>                               | Prime selling period: Customers making New Year's resolutions and contribute to business growth with new bike purchases or repairs on old bikes.  |
| <b>Feb.</b><br><b>March</b>               | This period results in a large revenue lull. Customers that have made New Year's resolutions may taper off, and the winter weather sets in further.   |
| <b>April</b><br><b>May</b>                | Spring yields revenue for Oconee Outfitters. People start to get active and outdoors again. The first major bike race also takes place in April.  |
| <b>June</b><br><b>July</b><br><b>Aug.</b> | A mid-summer lull occurs for the business, as it is too hot in Milledgeville for non-avid cyclists. Many members of the secondary audience, college students, are also gone for summer break as well. |
| <b>Sept.</b><br><b>Oct.</b>               | Fall is the best time for revenue and growth within Oconee Outfitters. The college students return to campus and the weather is perfect for cyclists. This is also when the                           |
| <b>Nov.</b><br><b>Dec.</b>                | The holiday season results in a short period of larger item purchases.  |

# PURCHASE CYCLE

## Revenue

- *Bike Sales*—60-70 percent of Oconee Outfitters revenue is generated through bike sales and repairs. This is the majority of their business.
- *Kayaks*-are the second largest source of revenue for Oconee Outfitters. They provide Wilderness Systems Kayaks and are the closest regional dealer to the original warehouse in South Carolina. They have kayaks available for purchase and rental. Oconee Outfitters also offers excursions on a semi regular basis if the customer requests. They are in the market to do more with this aspect.
- *Market Trends*-This is a good time for the cycling community because of the market trends associated with cycling. These trends include:



-Upswing of outdoor retail

-Significant growth in past 2-3 years

-Increase of "Stay-cation"

-Bikes in advertising

-Bad economy

-Health

- New Year's resolutions



## **Supported by Medical Community**

### ***Doctors recommendation***

- Bicycling is a good aerobic activity with low impact on body. Doctors are recommending cycling to physical therapy patients as well as the elderly.

### ***Live Healthy Baldwin***

- Milledgeville is currently being reviewed to become a bicycle community. There are four aspects they need to pass in order to get more government support and increase cycling in Baldwin County. These include:

- A. Engineering
- B. Education
- C. Enforcements

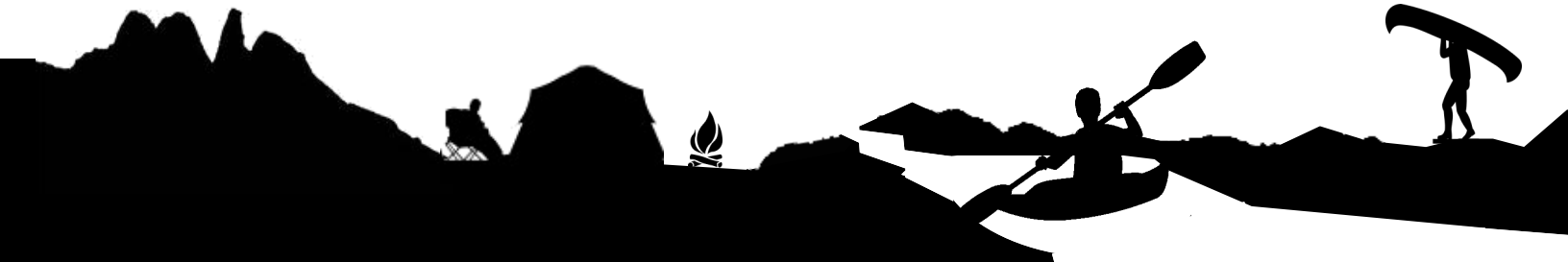
- Encouragement Childhood obesity campaign

- A. Live Healthy Baldwin is currently creating a childhood obesity campaign. Oconee Outfitters is partnering with this campaign and are also encouraging cycling to children.

### ***Bicycling Club of Milledgeville***

- Bicycling Club of Milledgeville organizes two cycling rides a year. Oconee Outfitters is also partners with Bicycling Club of Milledgeville and plays a key role in the organization of these two rides. In the past 85-90 riders have participated.

- A. April Fools Run
- B. Deep Roots Ride





# CREATIVE REQUIREMENTS



Oconee Outfitters is very attached to their current logo but is looking for improvements within their website and promotional materials. They would also like to better market their rentals and excursions with biking and kayaking tours. Our team’s creative will aim to encourage the identified primary audience to “get back on the bike” through youthful and active imagery while encouraging the secondary audience consisting of college students and individuals of lower income status to utilize bicycles for practical transportation and exercise.

## COMPETITION

| Specialty Bike Shop Competition   |                         |   |  |   |   |   |
|---|-------------------------|---|--|---|---|---|
| Competition   | Proximity               | Specialty Bicycles  | Bike Repairs   | Bike Accessories  | Apparel   | Custom Fitting  |
|   | 28.1 Miles              |   |   |   |   |   |
|  | 29.1 Miles & 41.5 Miles |  |  |  |  |  |
|  | 29.6 Miles              |  |  |  |  |  |
|  | 40.1 Miles              |  |  |  |  |   |





## Alternative Sales Competition

| Competition | Lower Quality Bicycles | Kayaks | Bike Repairs | Bike Accessories | Apparel | Outdoor Gear |
|-------------|------------------------|--------|--------------|------------------|---------|--------------|
|             |                        |        |              |                  |         |              |
|             |                        |        |              |                  |         |              |
|             |                        |        |              |                  |         |              |
|             |                        |        |              |                  |         |              |

### Alternative Competition Non-Sales Related

#### Means of Transportation/Exercising

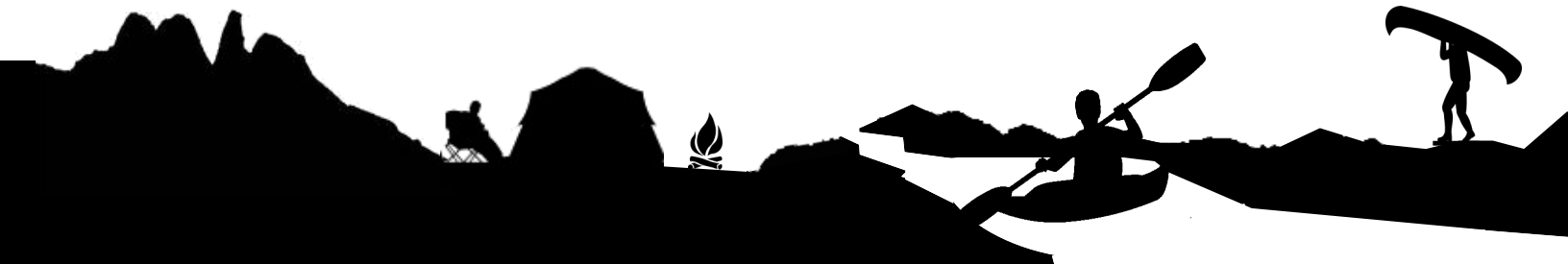
1. Driving
2. Transit
3. Walking/Jogging/Running
4. Home Gym/Treadmill/Stationary Bike/Elliptical Machine
5. Sports
6. Gym memberships (Within 25 Miles)
  - i. Georgia College Wellness Center
  - ii. Fitness plus
  - iii. Bodyplex
  - iv. Curves
  - v. Kinetix Health Club of Gray
  - vi. Lake Oconee Optimal Performance



#### Tourist/Vacation Attractions

#### Vs. Guided Kayak/Bicycle Tours
















1. Lake Sinclair Boat Rental
2. Historical Museums
3. Art Centers
4. Andalusia Farms
5. Restaurants
6. Shopping
7. Spa
8. Antiques

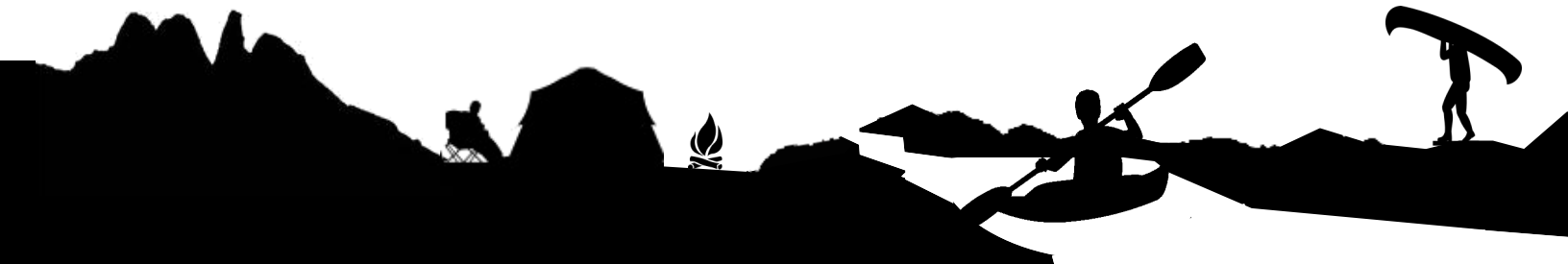


# COMPETITIVE MEDIA

## SPENDING






































| Specialty Bike Shop Competition Media Spending                                      |  |  |   |   |   |  |
|---|--|--|---|---|---|--|
| Competition   | Television   | Outdoor  | Website   | Sponsorship   |                      |                       |
|    |   |  |   |   | <br>910<br>Likes     | <br>27<br>Followers   |
|   |  |  |   |   | <br>373<br>Likes     |  |
|  |  |  |  |  | <br>1,182<br>Likes | <br>64<br>Followers |
|  |  |  |   |   | <br>513<br>Likes   |  |

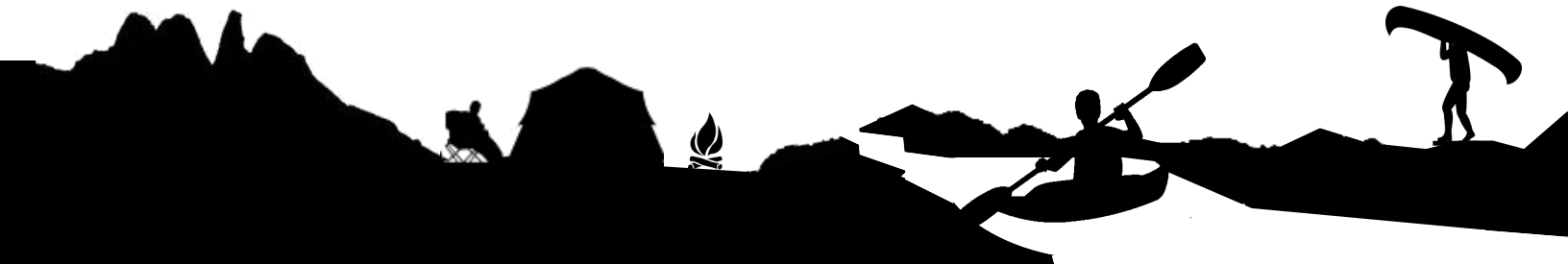


# COMPETITIVE MEDIA

## SPENDING

10

| Alternative Sales Competition Media Spending  |   |   |   |  |   |   |   |
|---|---|---|---|--|---|---|---|
| Competition   | Television  | Newspaper   | Magazines   | Internet   | Radio   | Outdoor   | Social Media  |
|    |    |    |    |    |    |    | <br>26 Million Likes<br><br>316,000 Followers   |
|   |   |   |   |   |   |   | <br>1.7 Million Likes<br><br>+100,000 Followers  |
|  |  |  |  |  |  |  | +1 Million Likes<br> <br> <br>YouTube |
|  |   |  |   |  |  |  | <br>YouTube  |



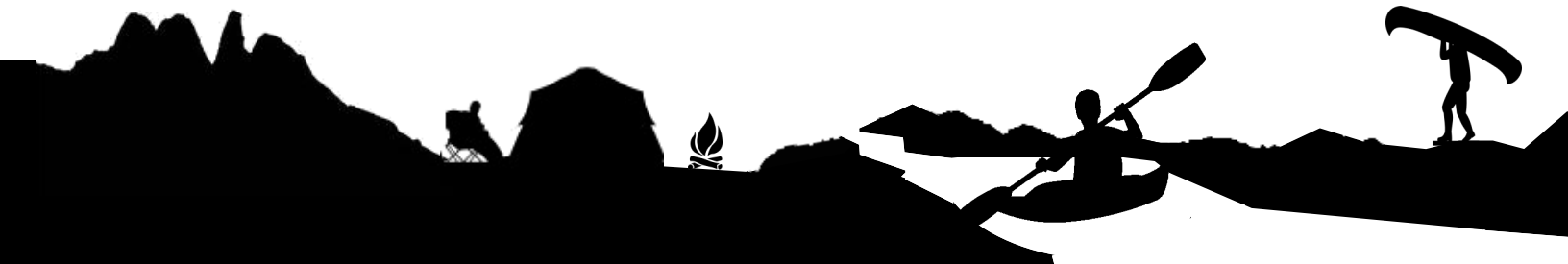
# COMPETITIVE MEDIA

## SPENDING



### Fitness Competition Media Spending

| Competition                              | Television | Newspaper | Magazines | Internet | Radio | Outdoor | Social Media                          |
|--|------------|-----------|-----------|----------|-------|---------|---------------------------------------|
| <p>Wellness and Recreation Center</p>    |            |           |           |          |       |         | <br>                                  |
|  |            |           |           |          |       |         | <br>622 Likes<br>                     |
|  |            |           |           |          |       |         | <br>1,712 Likes<br><br>30 Followers   |
|  |            |           |           |          |       |         | <br>117,000 Likes<br><br>30 Followers |
|  |            |           |           |          |       |         | <br>471 Likes                         |
| <p>LAKE O'CONNOR OPTIMAL PERFORMANCE</p> |            |           |           |          |       |         | <br>148 Likes                         |





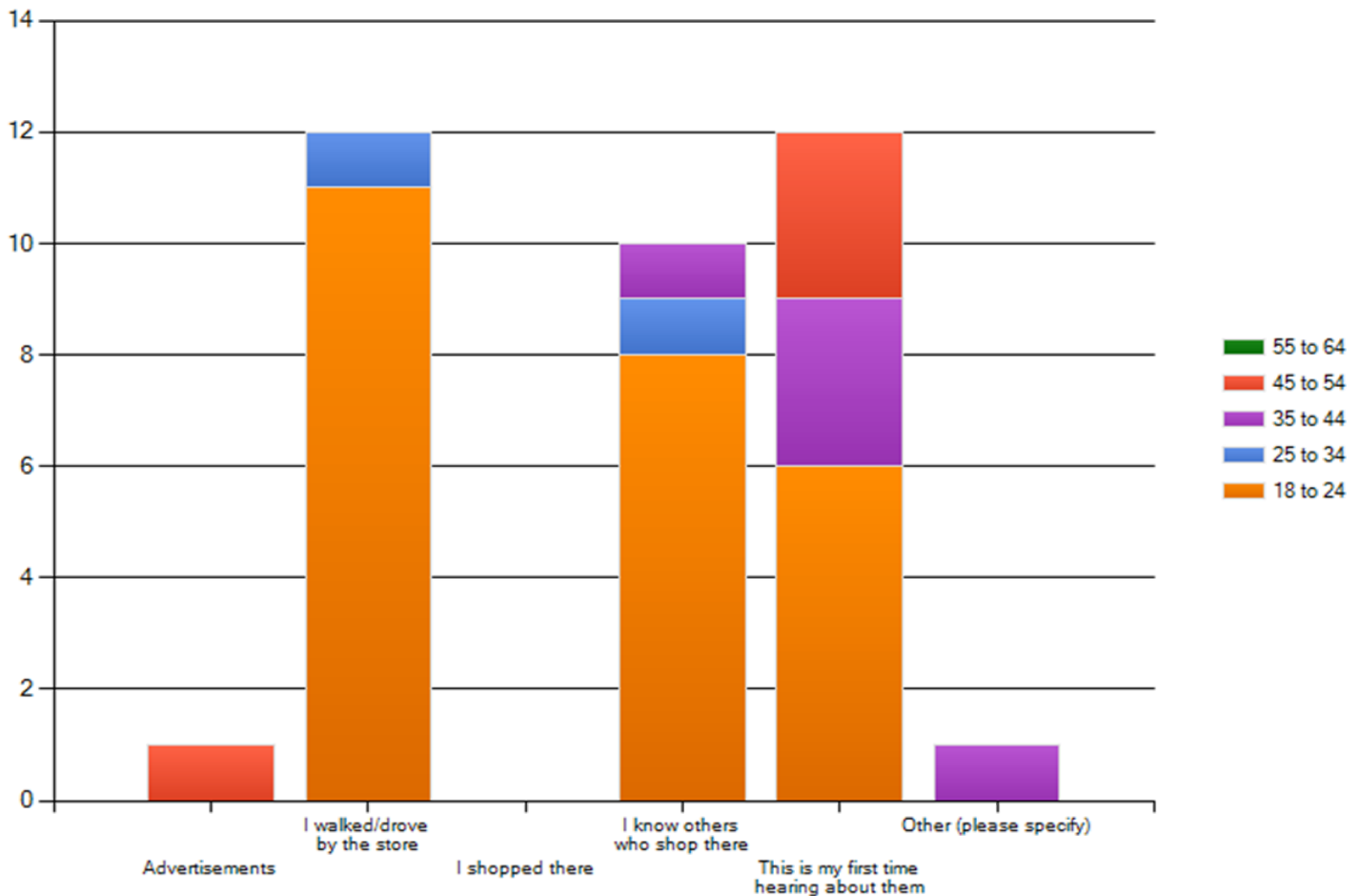
# OVERVIEW



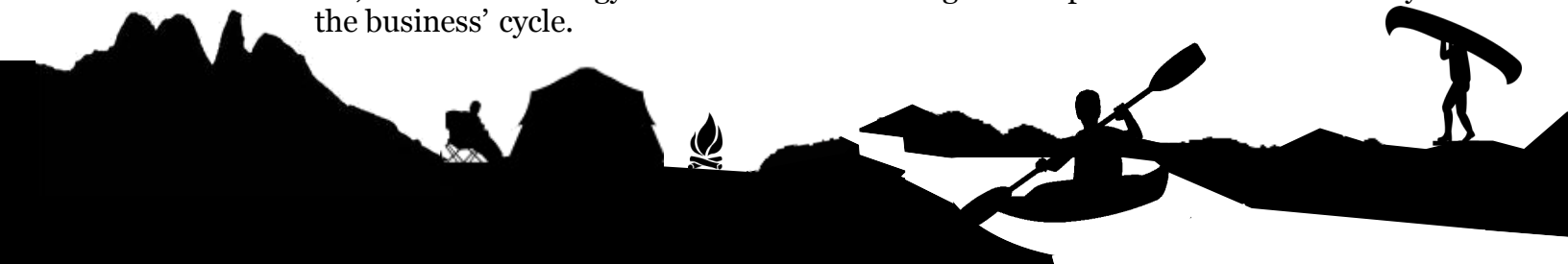
Our research overall consisted mainly of an online survey (Appendix #) was distributed through SurveyMonkey and various interviews with key individuals in the community who are apart of either the primary or secondary audience and could provide key insights into the current situation of the business. The majority of our survey results were gathered from our secondary audience, as college students are more available to the advertising team.

# RESULTS

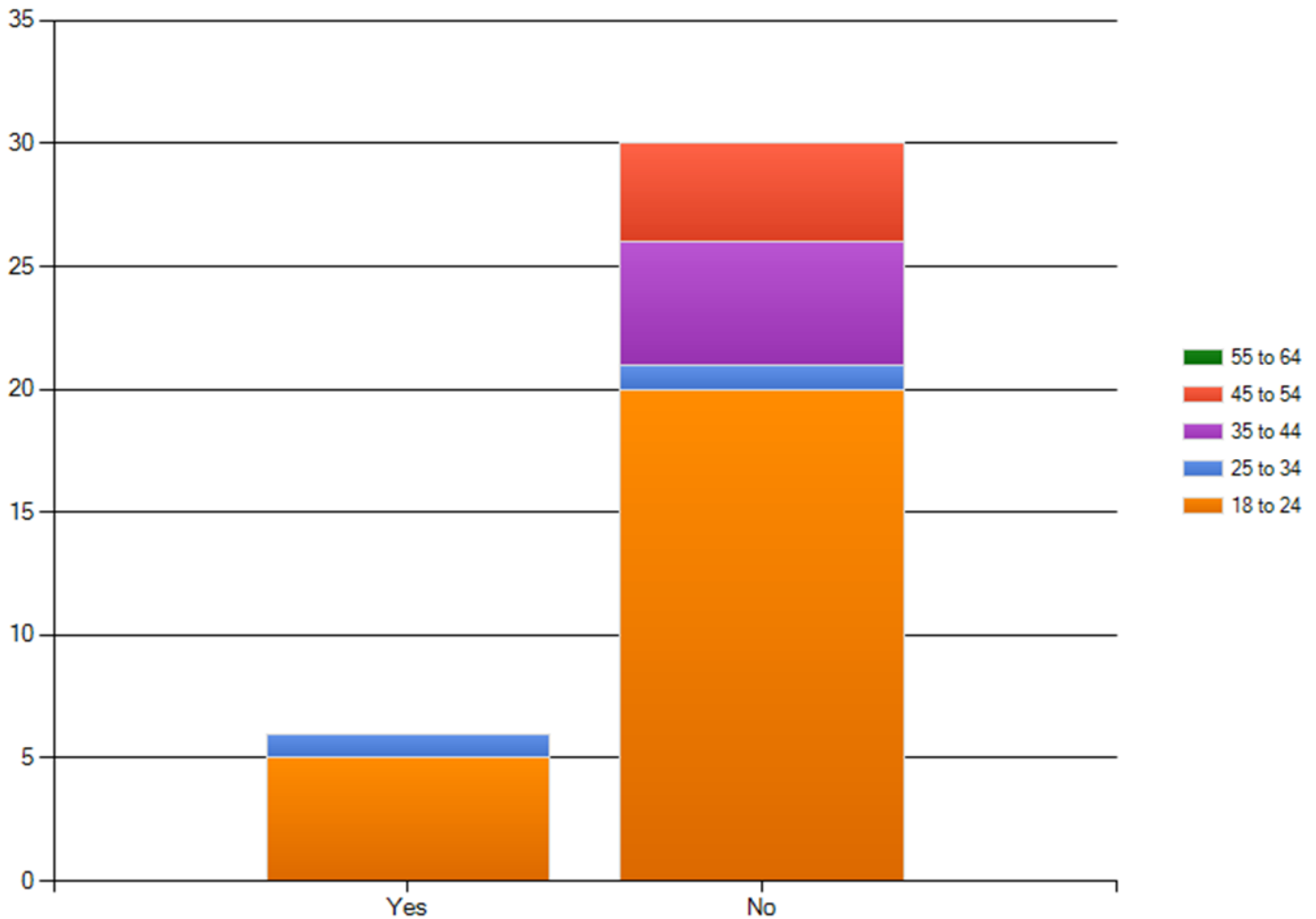
How did you first hear about Oconee Outfitters?



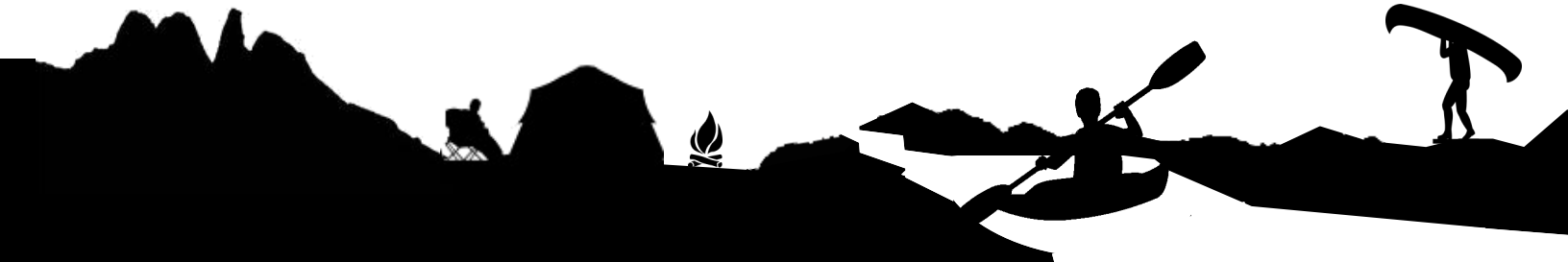
From our survey, we gathered that most of our secondary audience is aware that the Oconee Outfitters store exists. However, awareness can improve for our primary audience and there is a concern in the areas of purchase cycle and advertising. From the chart above, it is important to note the large opportunity to advertise in the Milledgeville and lake areas to better reach both target audiences appropriately and adequately. Currently, there is no substantial budget allocated to advertising and promoting for the business. Therefore, our media strategy and calendar were designed to optimize on the seasonality of the business' cycle.

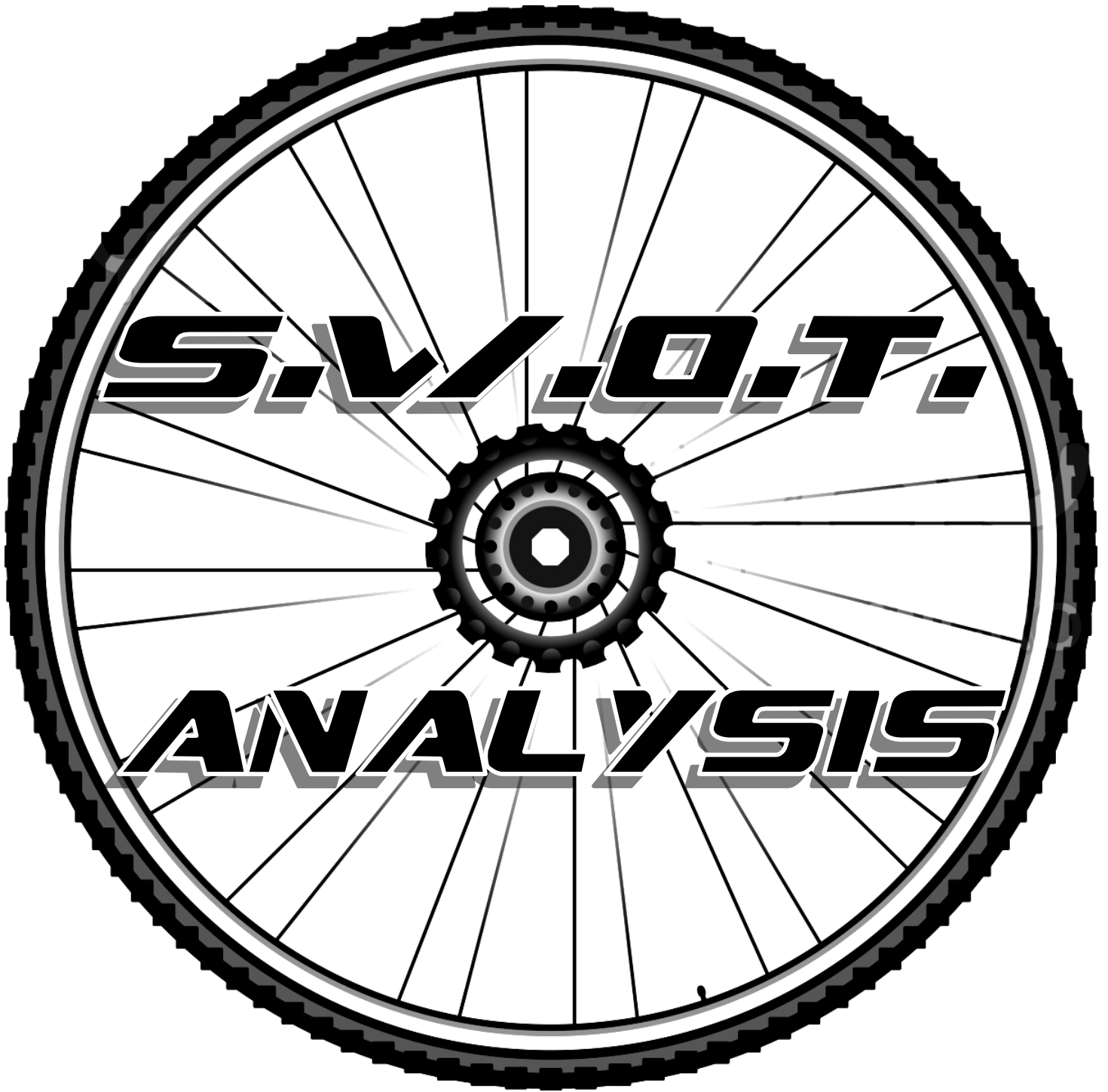


## Have you ever made a purchase at Oconee Outfitters?



The chart above outlines the current purchase cycle of Oconee Outfitters. Our survey aided in the research of this area and pointed out that although awareness can improve, the purchase cycle of those in the target audiences that are in fact aware of the business may not be utilizing the business or even riding their bikes at all. Our research revealed that nearly 100 percent of our target audiences' primary means of transportation is driving a vehicle. Yet many of them own bikes and enjoy using them for leisure time or exercise. Therefore, our research helped us determine that the business should advertise more to the target audiences in order to increase store traffic and purchases.





**S.V.O.T.**

**ANALYSIS**





## Strengths

- Convenient location provides increased foot traffic and point of purchase advertising
- Low level of competition: nearest competition is nearly 50 miles away
- Offers a wide range of products, yet focuses on Bicycle sales which make up 60-70 % of all income
- Offer Wilderness Systems Kayaks, an elite brand in the market
- Emphasis on customer services and a community oriented atmosphere
- Strong community relations
- No presence of a limited target audience

## Weaknesses

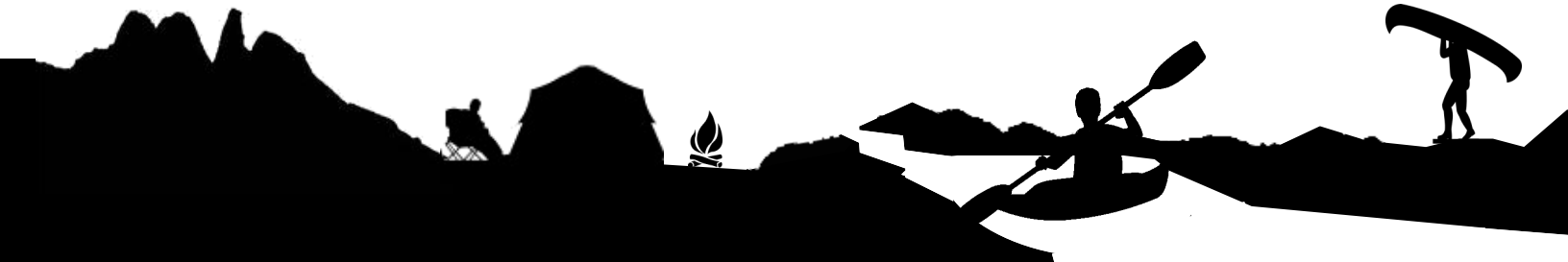
- Have no previous budget allocated for advertising efforts
- Kayak tours not advertised
- The limited amount of physical store space
- Lack the larger outdoor name brand clothing such as North Face, Patagonia
- Do not have a regularly updated client list
- Every item sold in the store is a luxury item
- Company website is not user-friendly and is not well managed or designed

## Opportunities

- Capitalize on seasonality of outdoor retail
- Warm Georgia weather
- Opportunity to advertise leisure time to a Middle Georgia travelers
- Should advertise to local families for a hassle-free “stay-cation” activities
- Outdoor specialty retail showing growth over the past 2-3 years
- Biking specifically is easier on the body
- Should advertise and capitalize on upcoming biking events
- Should capitalize on the surge of New Year’s resolutions
- Creation of mailing list

## Threats

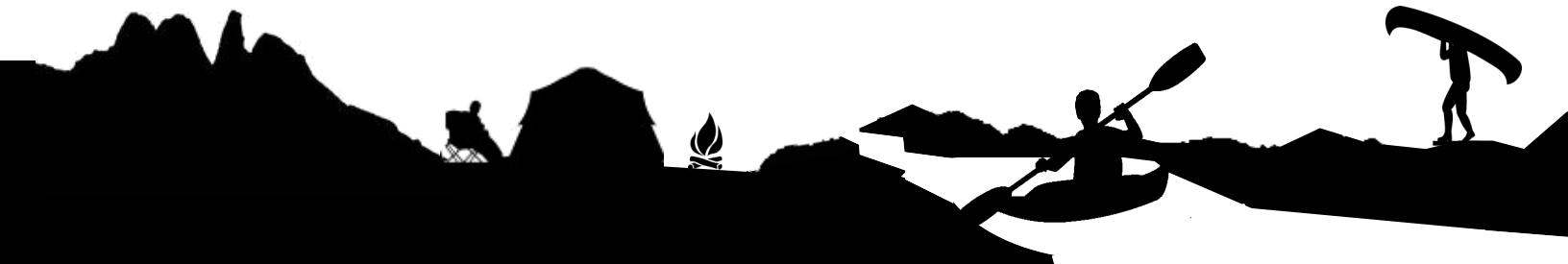
- Brutally hot Georgia summer months discourage consumers to go outdoors
- Absence of secondary target audience during summer can affect sales
- A lack of trails and paths in surrounding areas is a threat for the bike sales and interest
- Business highly sensitive to the overall economic situation
- Internet retailers provide people with the capability to purchase new and used goods online conveniently





**MARKETING**

**OBJECTIVES**



# ***CAMPAIGN GOAL***

---



To create an effective and easily implemented advertising campaign that targets Oconee Outfitter's consumers in a strategic and creative way.

## ***OBJECTIVE ONE***

---

**Primary Audience** – individuals between the ages of 35-55 with a higher disposable income

Increase bicycle- affiliated sales including bicycles, repairs and accessories by 15 percent among 35-55 year old customers by Jan. 1, 2014. Accessories include tires, helmets, tubes, seats, handle bars, handle grips, reflectors, chains, lube for chains, wheel frames, seat posts and pedals.

- This objective was established to meet the client's primary needs for the campaign.

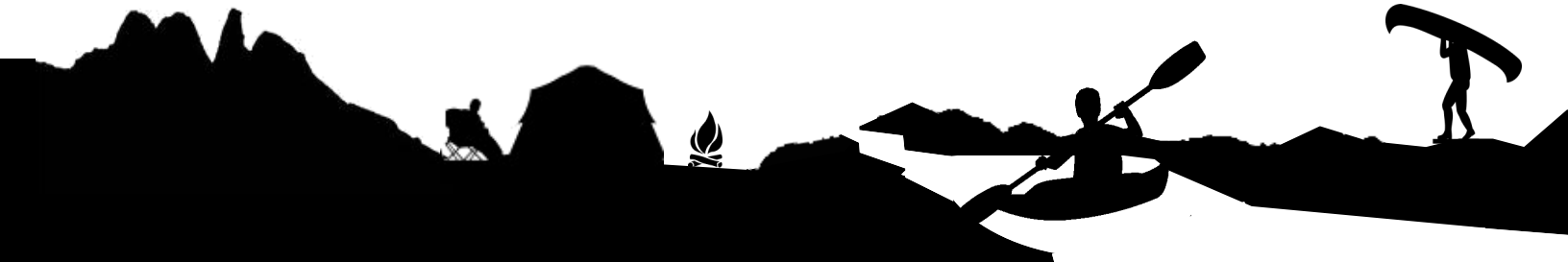
## ***OBJECTIVE TWO***

---

**Secondary Audience** - College students ages 18-24

To increase sales and services of the secondary audience by 20 percent by Jan. 1, 2014.

- Although 76 percent of the secondary audience is aware of Oconee Outfitter's presence in the community, 80 percent of them surveyed have never made a purchase at Oconee Outfitters.





## Primary Audience

**Who is my target?** Adults ages 35 to 55 who live in middle Georgia with an average household income of \$75,000 or higher, who will use a higher-end bicycle for exercise and/or as a hobby. Our target audience is also interested in renting a kayak to use as a “stay-cation” activity on a weekend with the family on Lake Sinclair or Lake Oconee.

**Where am I now in the mind of this person?** Currently our target audience either has seen the outside of our building and wondered what we do, or they have no idea we even exist.

**Where is the competition in the mind of this person?** Our competition for specialty bicycles is miles away, a bit snobbish, and they don’t offer other outdoor equipment. There is no other direct kayak rental competition. Our main competition is our target audience’s leisure time, exercise routine and who have more of a disposable income.

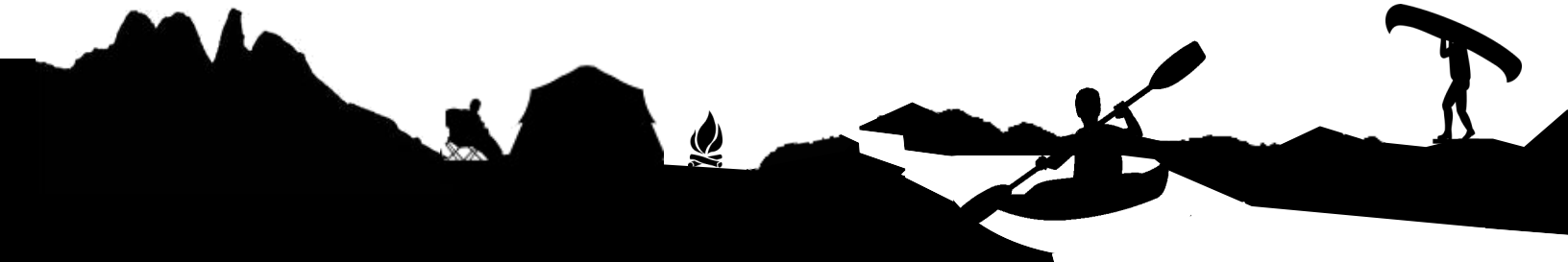
**Where would I like to be in the mind of this person?** Oconee Outfitters is the community’s establishment to buy specialty bicycles, accessories, kayaks and other outdoor gear, as well as the most local place to repair bicycles and rent kayaks. Oconee Outfitters has friendly and knowledgeable staff. Oconee Outfitters is the place to take their hobby or exercise routine to the next level. Cycling is a great activity to keep fit, be outdoors, it is a low impact way to exercise, way to feel young and just plain fun. With a tough economy, our target audience has little to set aside for a gym membership per month, but can afford to ride their bicycle whenever they have the time. Renting a kayak and spending a day on the lake is a great alternative to the expensive vacation activities, and is more active than a day spent by the television or at the movies.

**What is the consumer promise, the big idea?** “Get back on the bike!” and “Go outside and Play!” Oconee Outfitters offers great quality bicycles, kayaks, and outdoor gear, turning customer curiosity in cycling into a hobby. This will make our consumers feel active, energized, and regain a youth they once knew.

**What is the supporting evidence?** Oconee Outfitters is the closest specialty bicycle and kayak dealer, eliminating the need to have to travel over an hour by car to get a bicycle fixed, or renting a kayak to enjoy on the lake.

**What is the tone of voice for the advertising?** An emotional appeal will be given to regaining our target audience’s youth through the vehicle of playing outside, including cycling and kayaking.

**Media, mandatories and creative considerations:** Media placements would include print, flyers, and brochure at the visitor’s bureau or rental facilities and hotels near the lake areas. The message tone for this audience will be youthful and inspiring. We will target them to feel an emotional connection to riding their bike and getting in shape through this sport.



## Secondary Audience

**Who is my target?** Milledgeville's college communities including Georgia College and GMC students ages 18-24.

**Where am I now in the mind of this person?** Mysterious building next to the bars they drink at. Possibly seen the building, most likely has no idea what they do or that they exist.

**Where is the competition in the mind of this person?** The competition is large "one-stop-shop" retailers like Wal-Mart, as well as leisure time activities, exercising alternatives and transportation like walking to class, taking a shuttle or driving. Walking takes too long and is wearing on the body, driving is expensive and not everyone has a vehicle at their disposal, and the shuttle system can sometimes be overcrowded causing people to be late, or waste time.

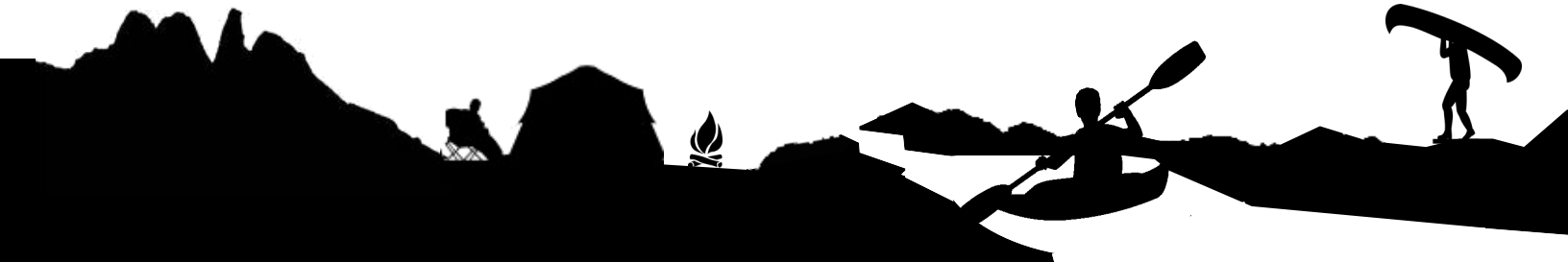
**Where would I like to be in the mind of this person?** Riding your bike to class is a great way to exercise, is more practical than walking, way less expensive than driving, fun and you never have to wait around to hop on your bike to go back home. It is also the perfect solution to the parking issues on campus. Riding your bike can help students beat the traffic of the downtown hustle and bustle. Oconee Outfitters is where the audience can buy a higher quality bicycle, accessories, and where they can take their broken bike to be repaired.

**What is the consumer promise, the big idea?** Ride a bike to class! It's fun, it's exercise, and it is a practical means of transportation! If you don't have one, we sell them. If you have one and it is broken, bring it to us and we will fix it!

**What is the supporting evidence?** Oconee Outfitters is the closest specialty bicycle shop that sells accessories and repairs broken bicycles.

**What is the tone of voice for the advertising?** "Don't you wish you had a bike?"

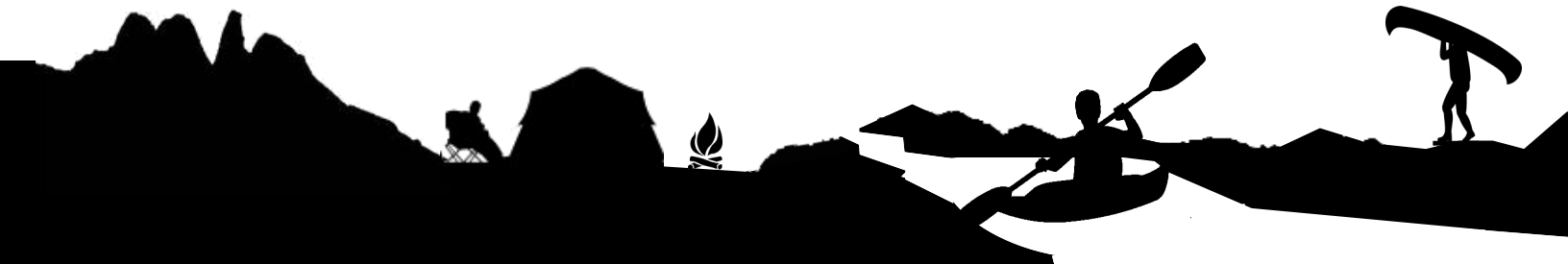
**Media, mandatories and creative considerations:** Media placements for the secondary audience include PSA's and on-campus exposure through flyers or 4-ups delivered or seen on campus. An important placement for this group would also be a strong online media presence in forums such as Facebook, Twitter and Instagram. The message and tone for these placements will be of the practical convenience of owning and riding your bike as a student in Milledgeville.



# EXECUTIONS



## PRINT ADVERTISEMENT 1



# EXECUTIONS



## PRINT ADVERTISEMENT 2



# COME OUT TO PLAY



#GetBackOnTheBike





# EXECUTIONS



## PRINT ADVERTISEMENT 3



Don't Give Up  
On Us...

  #GetBackOnTheBike

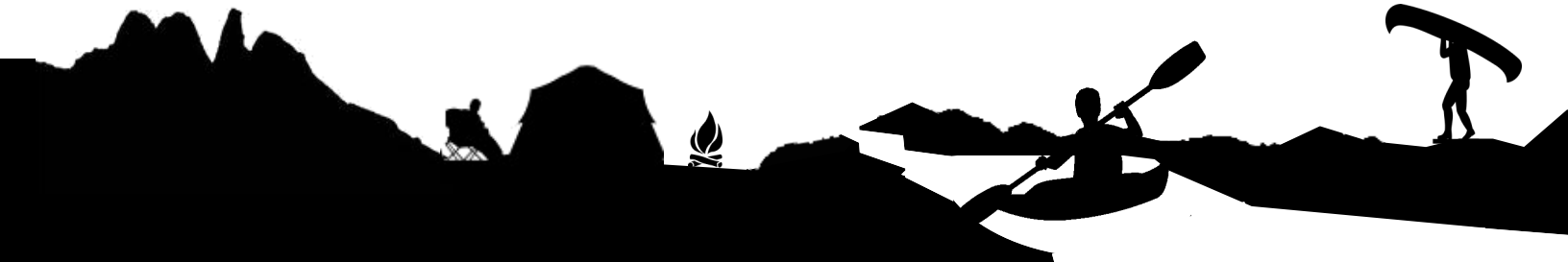


## BILLBOARD

OconeeOutfitters.com  
133 E. Hancock St.,  
Milledgeville, GA 31061  
478-452-3890



  #GetBackOnTheBike



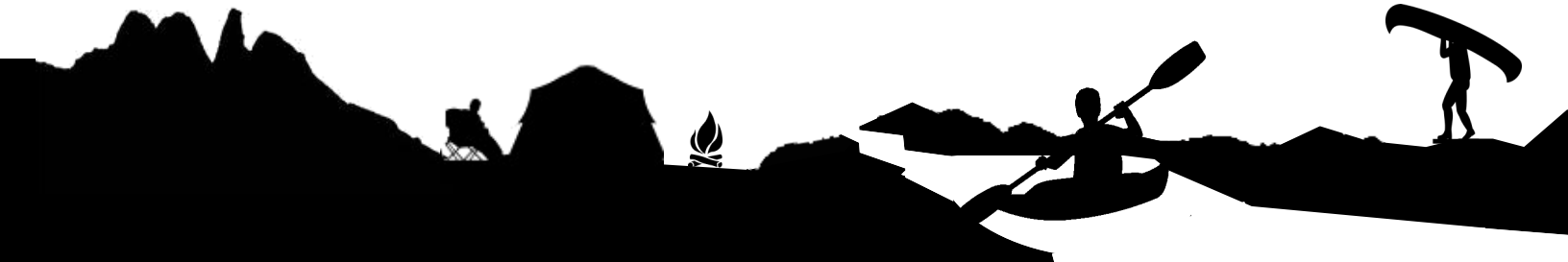
## SECONDARY AUDIENCE PRINT AD 1



**NEED  
REPAIRS?**

  #GetBackOnTheBike





# ***EXECUTIONS***

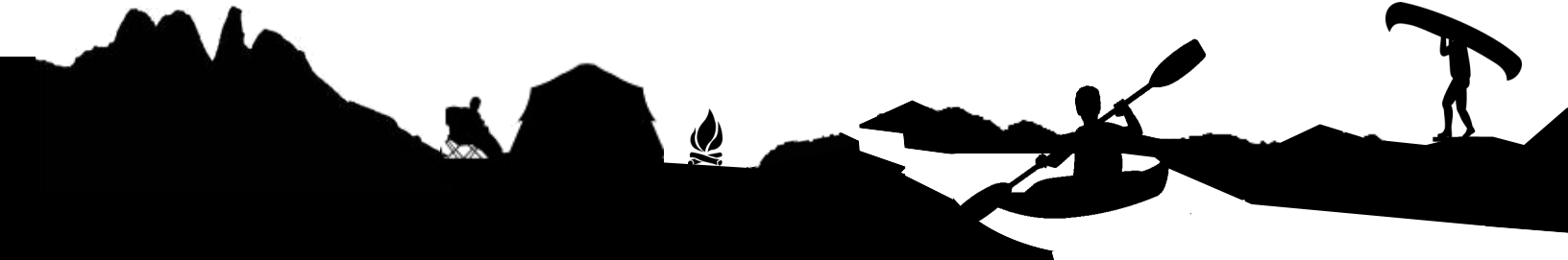


## ***SECONDARY AUDIENCE PRINT AD 2***

**PARKING ISSUES  
SOLVED**

**O'CONNELL  
OUTFITTERS**  
Quality Bicycles & Outdoor Gear

**#GetBackOnTheBike**



# EXECUTIONS



## 60 SECOND RADIO COPY

Client: Oconee Outfitters

Spot: Get back on the bike.

**V#1:** They say you never forget.

**(SFX:** Helmet strap clicking shut)

**V#1:** We were once partners, you and I.

**(SFX:** Slow clicking of bike petals spinning backwards)

**V#1:** We used to spend a lot of time together.

**V#1:** We would go everywhere together.

**V#1:** Once upon a time, I was your social media, your play time, your adventure!

**(SFX:** Bicycle sliding in the dirt)

**(SFX:** Someone riding a bicycle) **V#1:** Gliding along the sidewalk, asphalt, grass, **(SFX:** wheels on gravel) gravel, dirt, **(SFX:** wheels through puddle) mud, muck, down that hill, through that yard, over this and that.

**V#1:** We were young!

**V#1:** What happened to us?

**V#1:** Remember your first feeling of freedom? **(SFX:** Bicycle moving very fast) I was there.

**V#1:** We would cut through the air like we were flying. **(SFX:** soft breeze)

**V#1:** That feeling is still out there... waiting to be conquered!

**V#1:** Let's team up again.

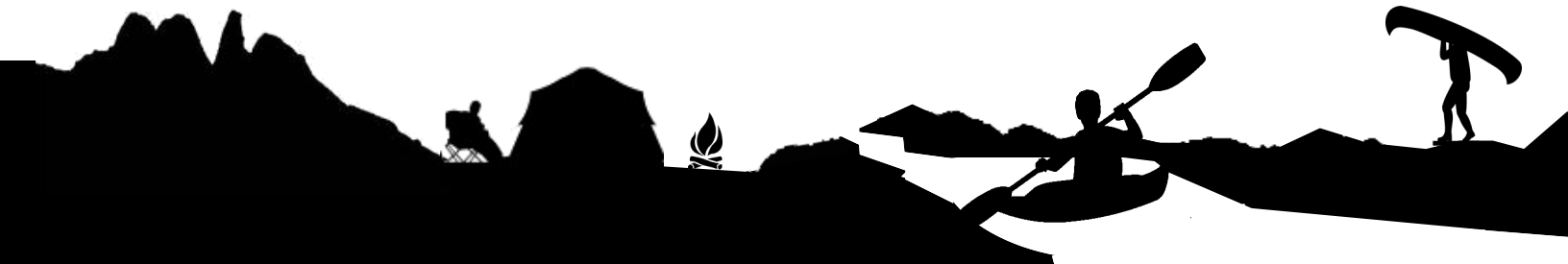
**V#1:** What do you say?

**V#1:** Get back on the Bike?

**V#2:** Oconee Outfitters, entry level to luxury bicycles, accessories and repairs, like us on Facebook, visit us at 133 E. Hancock Street or at [OconeeOutfitters.com](http://OconeeOutfitters.com). Oconee Outfitters, get back on the bike.

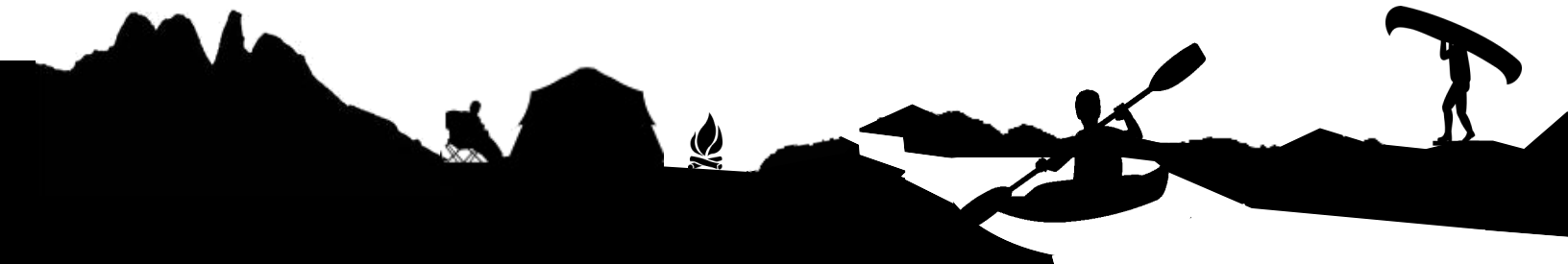
**V#1** = Older Caucasian Male

**V#2** = 18-24 year old Female





**INTEGRATED  
MARKETING  
COMMUNICATION**



# SOCIAL MEDIA



## Oconee Outfitters' Facebook

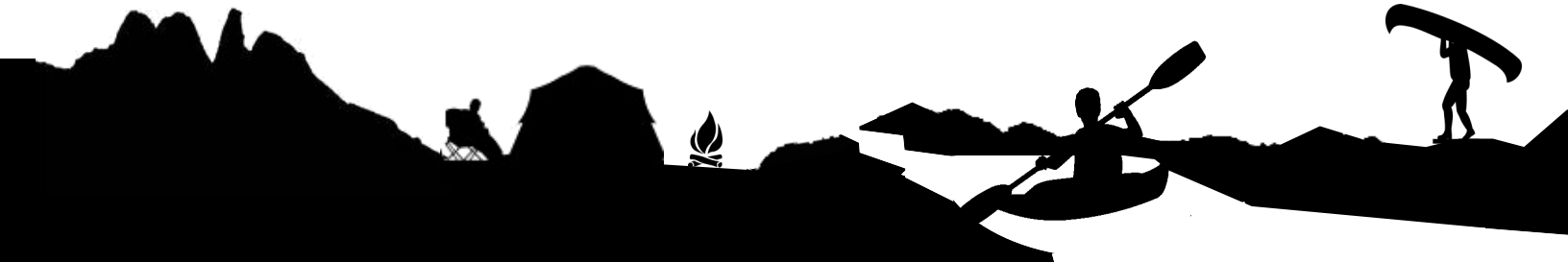


### Facebook Strategy:

Since Oconee Outfitters has expressed concerns about being able to maintain social media, we have scheduled posts for them for the next several months.

### Scheduled Posts:

- Welcome to the official Oconee Outfitters page! Follow us on Twitter @OconeeO and use our hashtag #GetBackOnTheBike whenever you mention us!
- We're on Instagram! Follow us at @OconeeO and please use our hashtag #GetBackOnTheBike to show us what you're doing outside today or one of our bicycle repairs!
- It's warm outside! Time to bring out your bike! Remember to stop by Oconee Outfitters for all of your repairs and accessories!
- Hate the Milledgeville parking? If you ride your bike you can park anywhere! (Secondary Audience Advertisement 2 attached)
- Be sure to post your bicycle repairs done at Oconee Outfitters! Or Tweet them using #GetBackOnTheBike!
- The Greenway in Milledgeville is a beautiful beginner bike trail. It's paved so you can have a day of family fun!
- Bartram Forest is a popular choice for bikers. You can ride through the woods while learning about the scenery.
- If you're interested in renting a kayak or going on a planned excursion, come to Oconee Outfitters today. We rent Wilderness Systems Kayaks and our experts would be happy to take you out for a day on the lake.
- It's a beautiful day for Disc Golf. All the accessories you need are at Oconee Outfitters.
- Come in today to select your perfect Eno Hammock. They are perfect for that lazy day when you just want to lounge.  
We sell double and single sizes in any color you wish.



# SOCIAL MEDIA

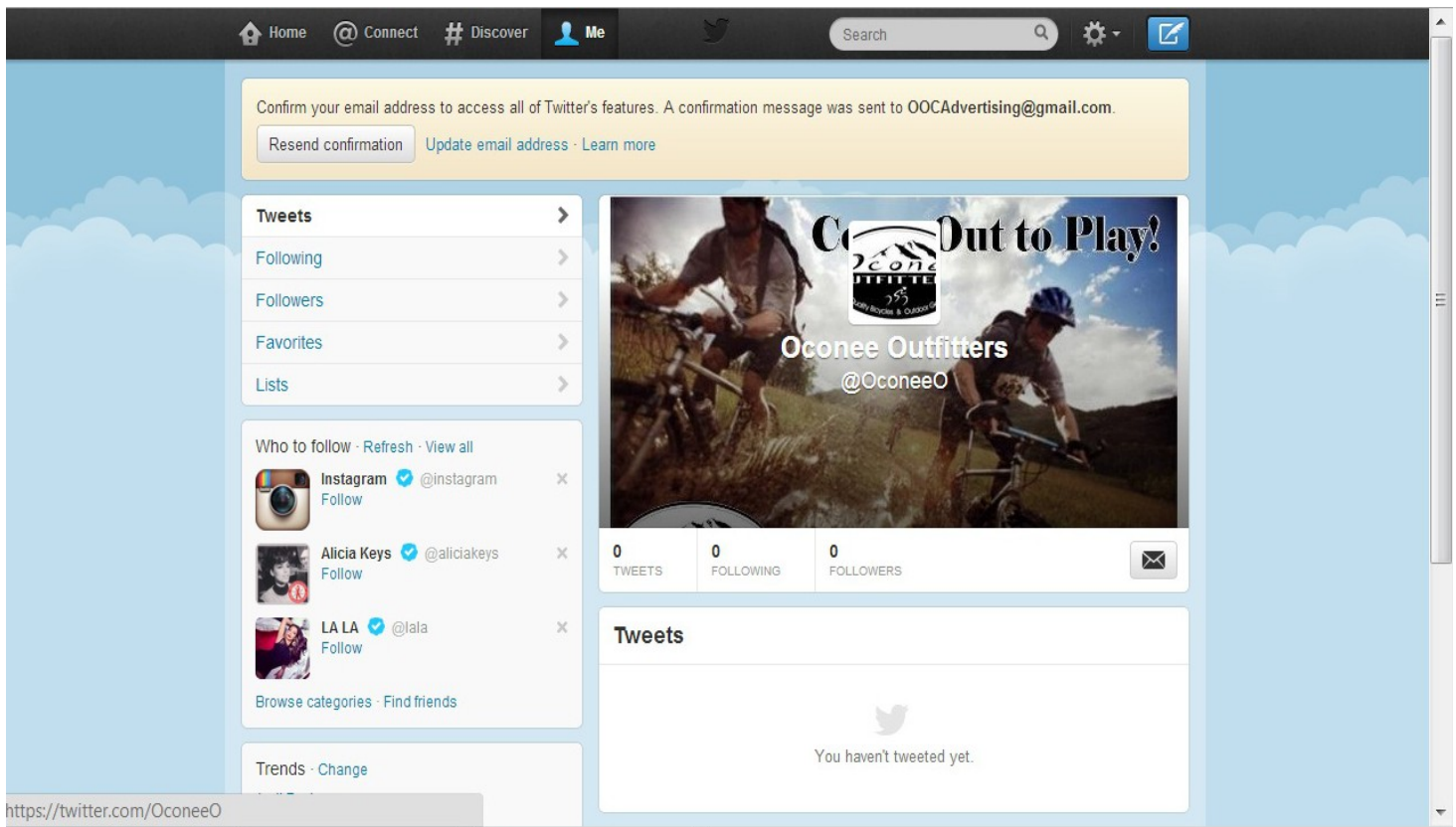


## Twitter:

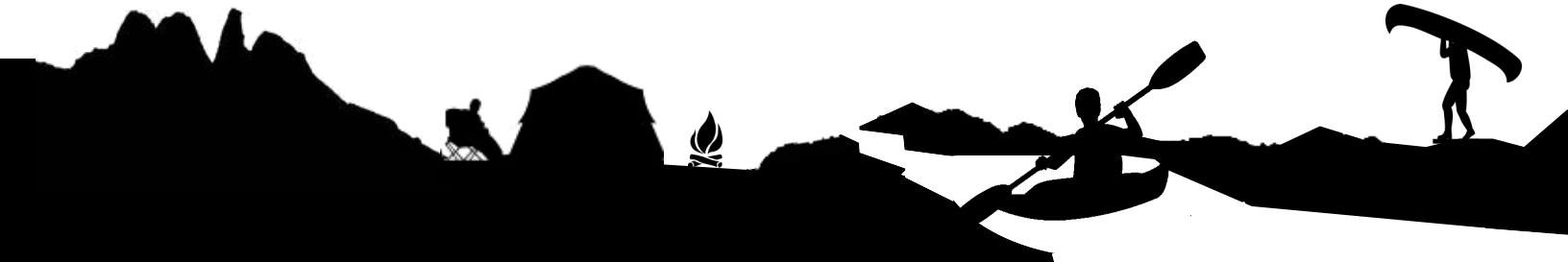
@OconeeO

Password: outfitters

Hashtag: #GetBackOnTheBike



**Twitter Strategy:** We wanted to make the social media as low key as possible, so we linked the Facebook and Twitter pages so the Facebook statuses would posts as Tweets as well. We would like to implement the hashtag #GetBackOnTheBike to make it easy for people to post pictures of repairs.





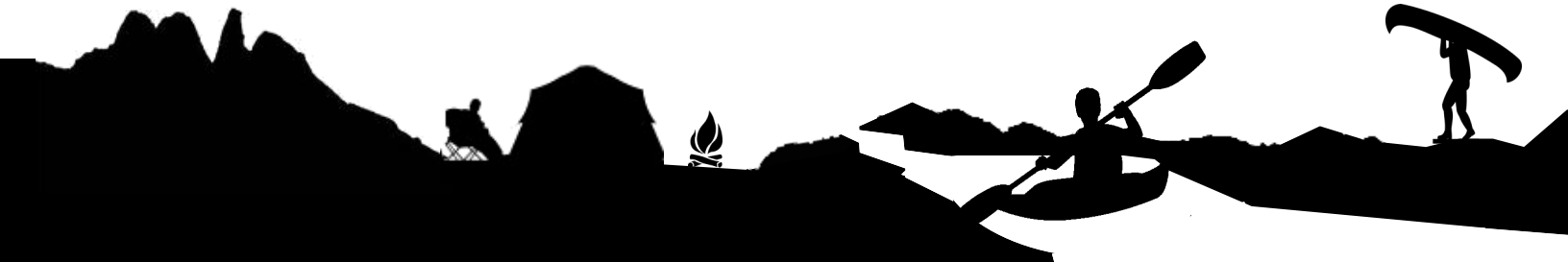
# SOCIAL MEDIA



**Instagram:**  
@OconeO  
Password: outfitters  
#GetBackOnTheBike



**Instagram Strategy:** An Instagram account was made for convenience. This social media portal allows customers to tweet or post pictures of their repairs which is what we ultimately want to use as material for the Facebook Pages and website.



# PRESS RELEASE



Contact: Adam Heagy  
478-452-3890  
[info@oconeeoutfitters.com](mailto:info@oconeeoutfitters.com)

FOR IMMEDIATE RELEASE

## Oconee Outfitters Partners with Bicycling Club to Organize the Deep Roots Ride

**MILLEDGEVILLE, Ga.** Oconee Outfitters is partnering with the Bicycling Club of Milledgeville to organize the annual Deep Roots Ride to take place the morning of the Deep Roots Festival.

Recently named one of Southeast Tourism Society's Top 20 events, winner of SFEA's Best Event 2009 and also voted Lake Oconee Living magazine's Best Event for 2010, the Deep Roots Festival will once again kick off with the Deep Roots Ride. The ride will begin in historic Milledgeville and flow out into the rolling hills of Baldwin and Wilkinson Counties for a scenic ride.

Deep Roots is a cultural arts and music festival that is located in historic downtown Milledgeville and composed of regional and national talents, artists, and vendors. It beckons travelers from all over with an antique car show, live entertainment ranging from bluegrass to rock-and-roll, artist market, and LittleRoots KidZone. The festival will also once again hold a MBN sanctioned BBQ cook-off contest featuring the ever-popular People's Choice award that will draw BBQ connoisseurs from around the Southeast.

"We are excited to partner with the Bicycling Club of Milledgeville to organize this event," Oconee Outfitters manager Adam Heagy said. "It's a great way to include the community to raise money for a great cause."

Registration is \$40 and will include breakfast, lunch, admission to the festival, concerts, T-Shirt and a wonderful scenic ride. If you become a member of the Bicycling Club of Milledgeville, you can save \$10 on the registration fee.

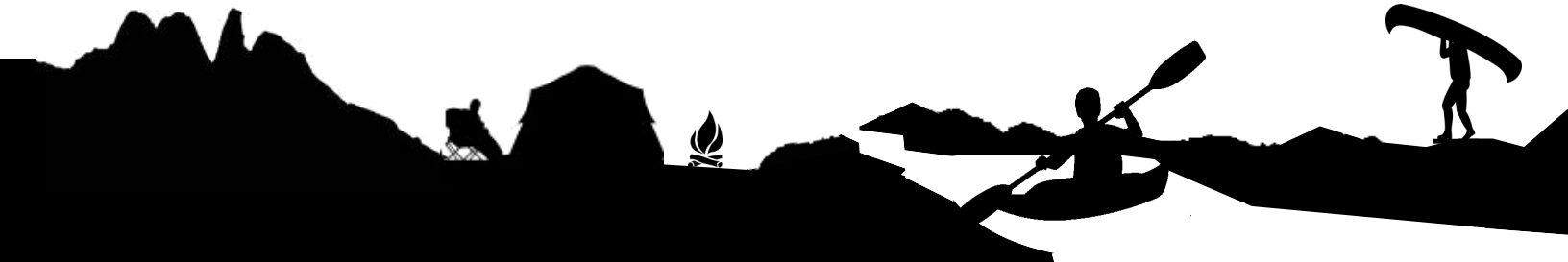
All proceeds will benefit Georgia Cancer Support, Community Gardens, Cafe Central and Live Healthy Baldwin/Bicycle Friendly Community.

"We are very passionate about making Milledgeville a bicycle-friendly community," Owner David Groseclose said. "We are happy to help with any project that pushes the community in that direction."

The Deep Roots Ride will start at 9:00 from the Georgia College Parking Lot on 130 N. Irwin St. Routes will be marked. Competitive rest stops will be fully supplied and manned. SAG support will be available.

For more information, please visit <http://www.active.com/cycling/milledgeville-ga/deep-roots-festival-bike-ride-2013>. Oconee Outfitters is Milledgeville and the Lake Country's source for quality bicycles and outdoor gear. We feature premium products in several categories, including bicycles and accessories by specialized, cycling apparel and accessories from a variety of vendors, kayaks by Wilderness Systems, canoes by Mad River, paddling accessories from Harmony Gear, disc golf products by Innova, among others. Besides being this area's source for such products, we are also the only bicycle repair shop within at least 50 miles. We provide kayak and canoe rental equipment, as well as all of the logistics associated with paddling excursion in this area.

###



# PRESS RELEASE



Press Release 2



Contact: Adam Heagy  
478-452-3890  
[info@oconeeoutfitters.com](mailto:info@oconeeoutfitters.com)

## FOR IMMEDIATE RELEASE

### Oconee Outfitters Announces New Kayak Tours

**MILLEDGEVILLE, Ga.** Oconee Outfitters offers guided kayak tours this summer for Lakes Oconee and Sinclair.

Oconee Outfitters Kayak Tours offers several choices of kayaking adventures to choose from. With both families, seasoned travelers in mind, Oconee Outfitters has created a variety of kayak tours to match your needs, budget, and available time. Whether you are looking for a kayaking day trip, a family kayak tour, or a longer multi-day kayaking expedition, Oconee Outfitters is a great place to start.

“We are very excited to launch our new kayaking tours,” Oconee Outfitters manager Adam Heagy said. “Our staff has been mapping the best places to go and explore while keeping all ages in mind.”

The kayak tour guides have been trained and are certified in CPR and have taken lifeguard training courses. Each tour is designed for a different experience level and are very safe and well staffed.

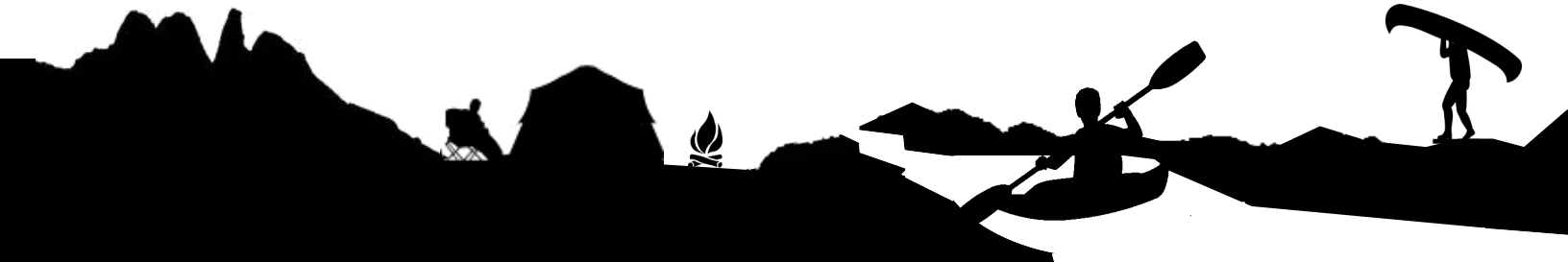
“We have tours designed for all ages,” Owner David Groseclose said. “Our beginner tours are designed specifically for people with little or no previous experience, and our kayak tours are the ultimate in ‘soft adventure,’ but we have tours designed for the expert paddlers as well.”

Tours begin in June and registration is taking place now. Prices vary on length of trip, number of participants and skill level.

For more information please visit Oconee Outfitters located at 133 E. Hancock St., Milledgeville, GA 31061 or email their staff at [info@oconeeoutfitters.com](mailto:info@oconeeoutfitters.com).

Oconee Outfitters is Milledgeville and the Lake Country’s source for quality bicycles and outdoor gear. We feature premium products in several categories, including bicycles and accessories by specialized, cycling apparel and accessories from a variety of vendors, kayaks by Wilderness Systems, canoes by Mad River, paddling accessories from Harmony Gear, disc golf products by Innova, among others. Besides being this area’s source for such products, we are also the only bicycle repair shop within at least 50 miles. We provide kayak and canoe rental equipment, as well as all of the logistics associated with paddling excursions in this area.

###



# MEDIA LIST

35

The Herald Journal  
(Greensboro, GA):  
(706) 453-7988  
greensboronewspaper@gmail.com

Macon Telegraph:  
(478) 744-4411  
Sherrie Marshall (executive editor)  
smarshall@macon.com  
Renee Martinez (entertainment copy editor)  
rmartinez@macon.com

WGUR (95.3 The Noise):  
Helen Gaillet (Ad/Sales)  
(404) 242-5134  
hgaillet@gmail.com

CH 41 WMGT (Macon, Ga):  
Dustin Wilson reporter  
wilson@41nbc.comd  
(478) 745-4141

Z97.7 radio Station  
Contact: Tony Taylor  
Email: z97mail@yahoo.com  
Address: 156 Lake Laurel Rd NE,  
Milledgeville, GA 31061  
Phone:(478) 453-9406  
Fax: (478) 453-3298

Connect Savannah  
Contact: Jim Morekis  
Email: jim@connectsavannah.com  
Phone: (912) 721-4384  
Address: Connect Savannah  
1800 E. Victory Dr. Suite 7  
Savannah, GA 31404  
Alt Phone: (912) 238-2040  
Fax: (912) 231-9932

WTOC Savannah  
Email: newsrelease@wtoc.com  
Phone: (912) 234-6397  
Fax: (912) 232-4945  
Address: PO Box 8086 Savannah, GA 31412

13 WMAZ  
Email: eyewitnessnews@13wmaz.com  
Phone: (478) 752-1313  
Fax: (478) 752-1429  
Address: 1314 Gray Hwy Macon, GA 31211

The Union-Recorder  
Contact: Sarah Beth Ariemma  
email: sariemma@unionrecorder.com  
Newsroom phone: (478) 453-1450  
Newsroom fax: (478) 453-1459

The Colonnade  
Phone: (478) 445-4511  
News desk: colonnadenews@gcsu.edu  
Features desk: colonnadefeatures@gcsu.edu  
Sports desk: colonnadesports@gcsu.edu  
Ad desk: colonnadeads@gcsu.edu

The Augusta Chronicle:  
The Augusta Chronicle  
P.O Box 1928  
Augusta, Ga 30903-1928  
Attention: Applause calendar, Neighbors  
calendar, etc.  
Phone (706) 724-0851 or toll free (866) 249-8223  
Fax: (706) 722-7403  
Email:  
ryan.wehmeyer@augustachronicle.com

Columbia County News Times Events Cal-  
endar  
4143 Suite B Columbia Road  
Martinez, GA 30907  
Phone: (706) 868-1222 ext. 115 or 106  
Fax: (706) 868-9824  
Email: cnt@newstimesonline.com

Metro Spirit  
3124 B Washington Road  
Augusta, GA 30907  
Phone: (706) 496-2535  
Fax: (706) 496-2559

Atlanta Journal Constitution  
223 Perimeter Center Pkwy.  
Atlanta, GA 30346  
Phone: (404) 526-5151  
Fax: (404) 526- 5746  
David Markiewicz(Small Buisness Reporter)  
Email: dmarkiewicz@ajc.com  
Phone: (404) 526-7567

WGXA Fox 24/ ABC 16  
599 Martin Luther King Jr. Blvd  
Macon, Ga 31201  
Deana Hobby Mathes (GC  
alumna)  
News line: (478) 743-0742  
Business line: (478) 745-2424  
Web: www.newscentralga.com

The Marietta Daily Journal  
News Editor: Kim Isaza  
email: kisaza@mdjonline.com  
Phone: 770-428-9411 x201

The Griffin Daily News  
News Desk: Tim Daly  
Email:  
tim@griffindailynews.com  
Phone: (770) 227-3276

41 NBC WMGT  
Melissa Lee (Anchor)  
mlee@41nbc.com  
Phone: (478) 745 - 4141  
(478) 256 - 5902



## Water Bottle Covers for Deep Roots Ride and April Fools Run

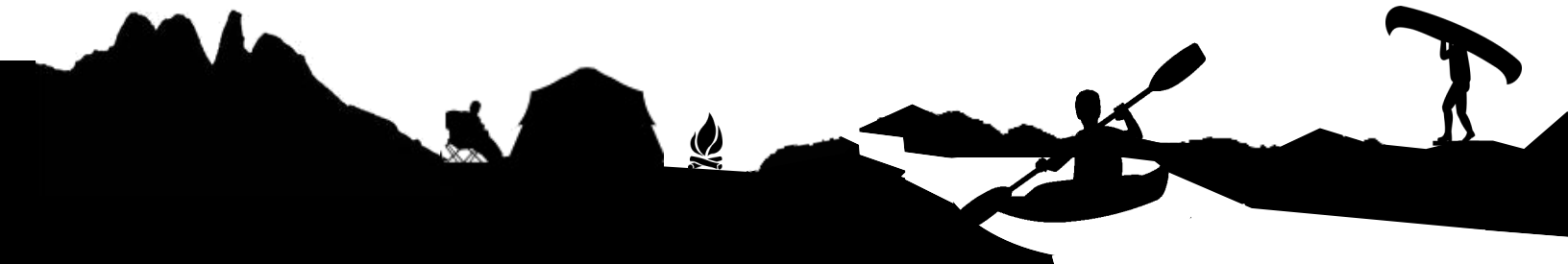
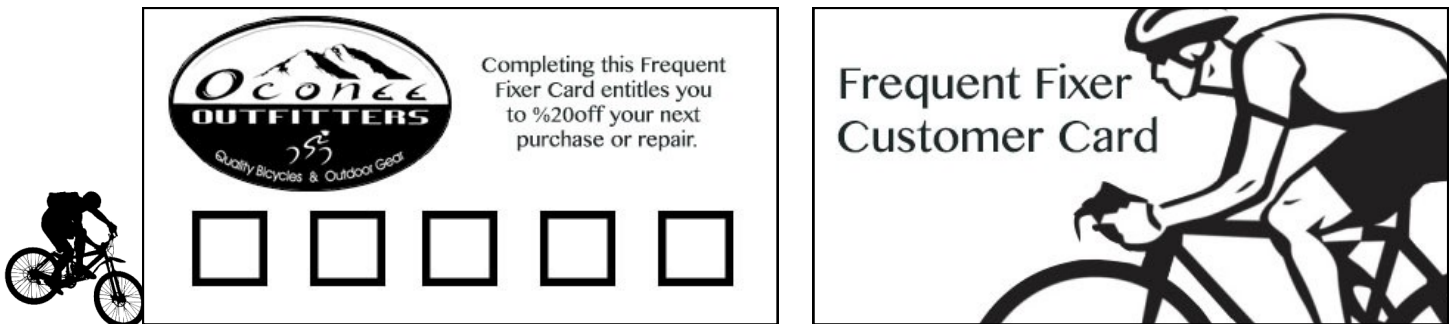


### Special Event

Host an “after party” for Deep Roots Ride. This would be a celebration for all participants for completing the ride. The party would be sponsored by Oconee Outfitters. There could be food, such as bananas and oranges, to rejuvenate the participants and music from local bands. The total amount raised from the Deep Roots Ride could be announced at this event so it would mean something to all participants.

### Frequent Fixer Card

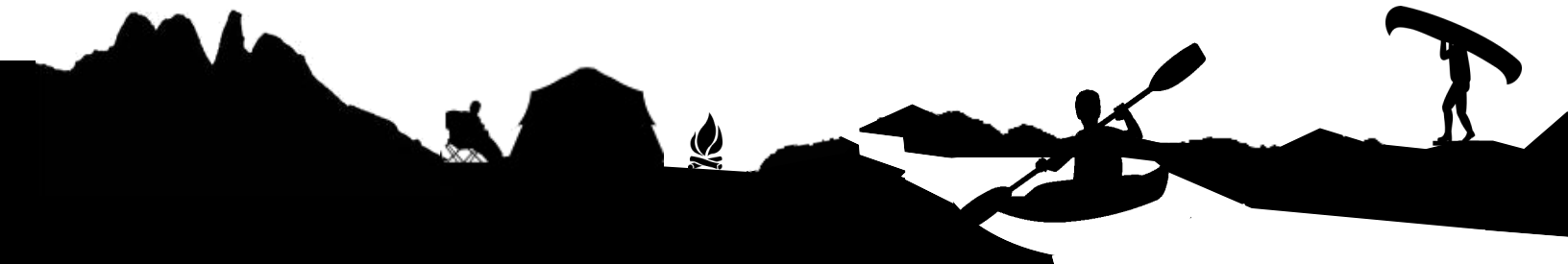
This is designed to encourage people who frequently come in for services or repairs to continue to use Oconee Outfitters. This is a 5 card punch and after 5 repairs, the 6 is given at a discounted rate.





**MEDIA PLAN**

**STRATEGY**



# AUDIENCE STRATEGY



The media placement audience strategy designed for this campaign primarily targets individuals between the ages of 35 and 55 who typically have a higher disposable income to spend on leisure time activities. The average Oconee Outfitters shopper enjoys spending leisure time outdoors whether it be riding bikes, kayaking, hammocking or playing disc golf. They are willing to spend extra money on outdoor equipment either for entertainment or fitness, or perhaps both. The target individual is financially stable enough to plan outdoor trips and tours offered by Oconee Outfitters as well. By targeting these individuals, Oconee Outfitters has a better chance of gaining new consumers, retaining current consumers and peaking loyalty interest in old consumers.

The secondary audience consists of Milledgeville College students ages 18-24. These students are interested in using biking as a method of transportation to class and around town. The secondary target views biking as practical, fun and a means of daily exercise.

# GEOGRAPHIC STRATEGY

In order to effectively target the desired audiences, Oconee Outfitters has the opportunity to reach out to a wide range of consumers. With no outdoor outfitter present for over 40 miles, Oconee Outfitters will reach out to areas in Putnam County, Baldwin County, Wilkinson County and Jones County through various strategic media placements. Macon does have bicycle retailers, and Athens also has outdoor stores, but few locations in the surrounding Middle Georgia area offer the unique products and services that Oconee Outfitters does. Oconee Outfitters should utilize their media placements to take advantage of these locations as well as utilize their current location to attract customers.

Middle GA Center for  
Independent Living Inc.



# ***SEASONALITY***

# ***STRATEGY***

---

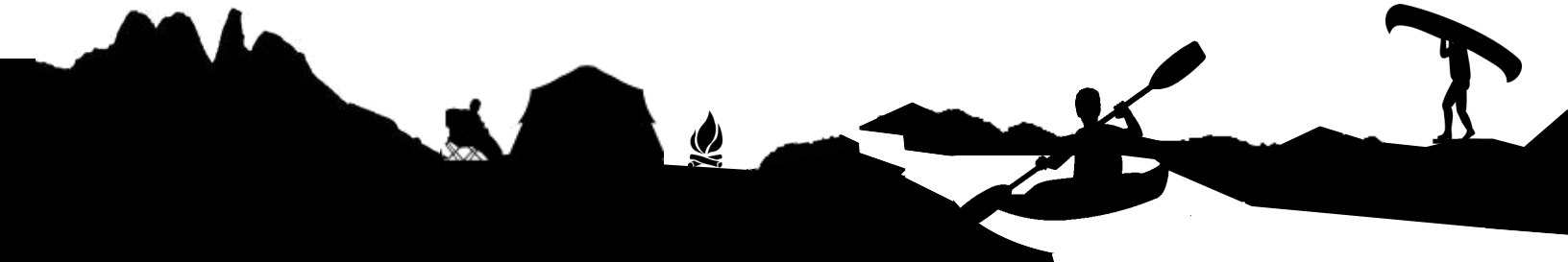


Being located in Middle Georgia lends itself to a fairly warm and sunny climate in the South. With being up-seasons in March, April, May and again in Sept., Oct. and Nov. our media placements will heavy up during these times. The earlier months tend to peak in business due to excellent weather conditions. Business peaks again in the later months once summer cools off and again right before the holiday season. Flyers, and social media will promote constant media strategy, but print, outdoor, out of home, and radio advertising will be strategically placed to coincide with the peaks and valleys in yearly business. In order to effectively distribute advertising funds, a pulsing strategy will be utilized to reach the primary and secondary audiences.

# ***COST STRATEGY***

---

In order to create a successfully targeted advertising campaign, a recommended budget allocation strategy and an alternative allocation strategy were developed to coincide with the audience, geography and seasonality strategy. The recommended budget includes all placements necessary to effectively reach both the primary and the secondary target audiences. Oconee Outfitters is given the opportunity to execute the most effective, recommended strategy, but in the event that the total recommended budget cannot be used, the alternative allocation budget will provide some financial wiggle room.





## Lake Oconee Living Pricing

| Ad Size                | Dimensions      | Cost    |
|------------------------|-----------------|---------|
| Full page bleed        | 8.375 x 10.875" | \$1,298 |
| Full page with margins | 7.125 x 9.875"  | \$1,298 |
| 2/3 page horizontal    | 7.125 x 6.4"    | \$1,012 |
| 2/3 page vertical      | 4.7 x 9.875"    | \$1,012 |
| 1/2 page horizontal    | 7.125 x 4.83"   | \$732   |
| 1/2 page vertical      | 3.45 x 9.875"   | \$803   |
| 1/3 page horizontal    | 7.125 x 3.2"    | \$484   |
| 1/3 page vertical      | 2.27 x 9.875"   | \$517   |
| 1/4 page               | 3.45 x 4.83"    | \$385   |

### Lake Oconee Living

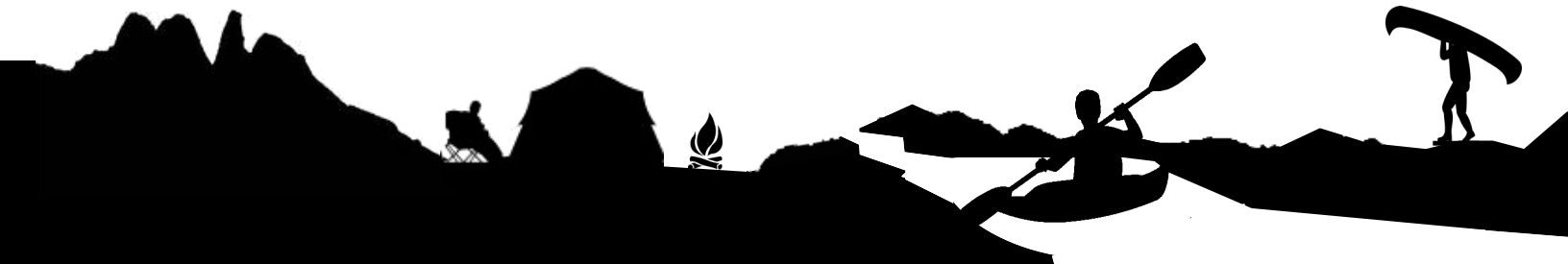
To successfully reach Georgia's lake country residents, we recommend placing two 1/3 page horizontal advertisements, print ads one and three, as mentioned in the creative strategy section in the book in the magazine over the course of the year. One ad would be placed in the magazine's first issue of the year that circulates from January to March. The second ad would be placed in the magazine's third issue of the year that circulates from July to September. The total cost of these ads would be \$968. These placements coincide with our campaigns seasonality strategy to effectively reach our target market.

Lake Oconee Living is a quarterly magazine printed in high quality color servicing Georgia's lake country. The lake country attracts affluent families from across U.S. With a median age of 53, the magazine would reach the desired, affluent, older community with a higher disposable income. Area residents have the free time and resources to pursue their many interests including recreational activities. Readers are characterized by taking active roles in their local communities and are known for being avid readers. According to an ESRI market profile, Lake Oconee Living readers have an average household income of \$111,806 annually with an average home value of \$371,825. This demographic lends itself to the goals and objectives set by this campaign in that advertising would reach an older more established group to encourage them choose outdoor activities as their leisure time. Readers would be more likely to respond positively to the ads since there is no outdoor outfitter anywhere near the community.

As for distribution, Lake Oconee Living partners with Ritz-Carlton Lodge, Reynolds Plantation, Harbor Club and Cuscowilla to distribute quarterly copies to the lake's gated communities. It is the only regional magazine placed in every room of the Ritz-Carlton Lodge. The magazine has a circulation of approximately 7,500 and continues to grow through placements in newsstands statewide, Kroger stores, Barnes & Noble and Publix.



To place an ad with Lake Oconee Living, high-resolution ad files can be emailed to Bob Hogan, director of marketing, at lakeoconeelivingads@gmail.com or uploaded to their website at [www.lakeoconeelivingmag.com](http://www.lakeoconeelivingmag.com). Supplied images must be 300 dpi at print size.



## Milledgeville Scene Pricing

| Ad Size              | Dimensions   | Cost    |
|----------------------|--------------|---------|
| Full page            | 7.675 x 10"  | \$920   |
| Half page horizontal | 7.675 x 5"   | \$520   |
| Half page vertical   | 3.769 x 10"  | \$520   |
| 1/4 page             | 3.769 x 5"   | \$320   |
| 1/8 page             | 3.769 x 2.5" | \$190   |
| Back page            | 7.675 x 10"  | \$1,220 |
| Center spread        | varies       | \$1,620 |
| Inside covers        | varies       | \$1,020 |

## Milledgeville Scene

To effectively reach our primary target, Oconee Outfitters will run ads in three different issues of Milledgeville Scene magazine. A half-page horizontal ad at the cost of \$520 will be placed in the March/April issue, and this coincides with the campaigns seasonality strategy. This larger ad will be executed early on in the season to peak readers' interest in one of the busiest times of the year for Oconee Outfitters. Two subsequent quarter page ads each costing \$320 will be placed in the May/June issue and the October/September issue respectively. The total amount spent in Milledgeville Scene will be \$1,160. These costs include the ability to advertise online as well.

Milledgeville Scene is a bi-monthly, high quality magazine publication serving Georgia's lake country. This publication is the premiere cultural events magazine serving the Middle Georgia area in areas in and surrounding Milledgeville. Milledgeville Scene frequently features places to dine and worship, local business and people profiles, and relevant photos. More than 5,000 copies are distributed to readers every two months to The Union Recorder home delivery subscribers. Copies of the publication are also placed around the community in local shops, restaurants and grocery stores. The magazine is also available online as well.

Ads can be placed by contacting Amy Budrys with The Union Recorder at (478)-453-1430.



## Union Recorder Pricing

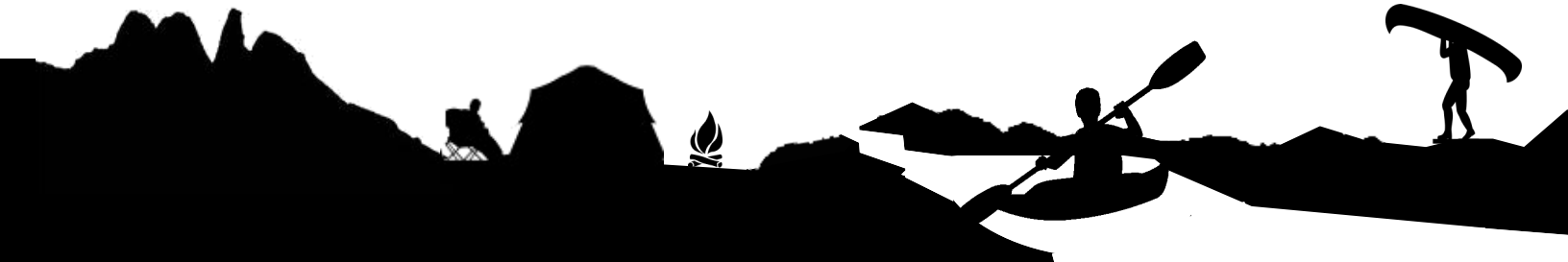
| Ad Size               | 1 Insertion | 3 Insertions | 4-5 Insertions |
|-----------------------|-------------|--------------|----------------|
| 2 x 2"                | \$56.80     | \$48.12      | \$44.44        |
| 2 x 3.5"              | \$84.40     | \$72.96      | \$66.52        |
| 2 x 6"                | \$130.40    | \$114.36     | \$103.32       |
| 3 x 5" (1/8 page)     | \$158.00    | \$139.20     | \$125.40       |
| 2 x 10"               | \$204.00    | \$180.60     | \$162.20       |
| 3 x 10.5" (1/4 page)  | \$309.80    | \$275.82     | \$246.84       |
| 6 x 10.5" (1/2 page)  | \$599.60    | \$536.64     | \$478.68       |
| 6 x 21.5" (full page) | \$1,206.80  | \$1,083.12   | \$964.44       |

### Union Recorder

To effectively reach our primary target, Oconee Outfitters will advertise with a 2 x 3.5" ad in one Saturday issue per week for four weeks in the months of Feb., March, April, Sept., Oct., and Nov. This will total 24 Saturdays throughout the year. Each specified Saturday issue will demonstrate 3 insertions per issue at a cost of \$72.96 per week. The overall cost of advertising will total \$1,751.04, and the magazine will publish 72 total advertisements specifically in Saturday issues. This media placement strategy coincides with the up-seasons in Oconee Outfitter's business cycle and also the campaign's seasonality strategy.

The Union Recorder is Milledgeville's most prominent print publication, circulating daily Tuesday through Saturday. The publication reaches beyond Milledgeville into Baldwin County, Putnam County, Jones County, Hancock County and Wilkinson County. The daily issues reach 6,800 readers while the Saturday issues reach 8,550 readers. With the peak viewership taking place on Saturday, Oconee Outfitters will take advantage on high readership while still utilizing the seasonality strategy. Placing ads in the most popular issue during peak business season for Oconee Outfitters will help to reach the primary target of adults between the ages of 35 and 55.

All advertisements are due at least three days prior to the issue deadline to Amy Budrys at [abudrys@unionrecorder.com](mailto:abudrys@unionrecorder.com). Her contact information is (478)-453-1437.



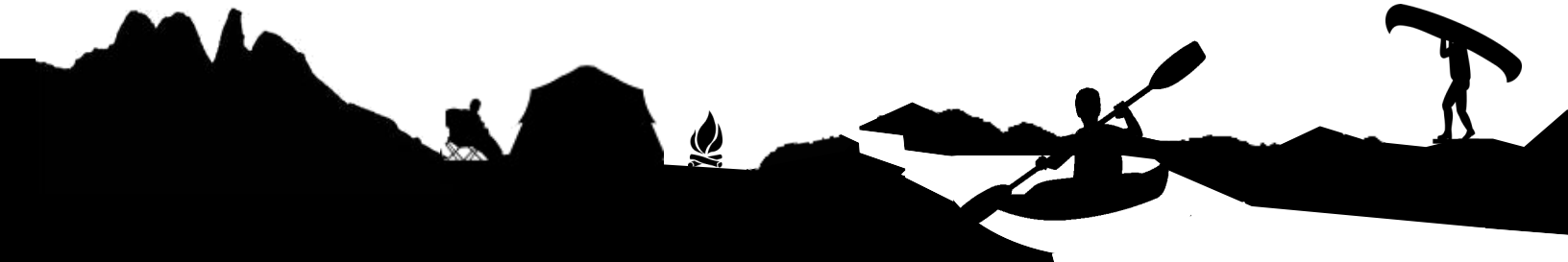
## **The Colonnade Pricing**

| <b>Ad Size</b>          | <b>Dimensions</b> | <b>Cost (b&amp;w)</b> | <b>Cost (color)</b> |
|-------------------------|-------------------|-----------------------|---------------------|
| Full page               | 11.375 x 21"      | \$567                 | \$693               |
| Half page<br>horizontal | 11.375 x 11"      | \$273                 | \$333               |
| Half page vertical      | 5.5 x 21"         | \$273                 | \$333               |
| 1/4 page horizontal     | 11.375 x 5.5"     | \$136                 | \$167               |
| 1/4 page vertical       | 5.5 x 11"         | \$136                 | \$167               |
| 1/8 page horizontal     | 5.5 x 5.5"        | \$68                  | \$83                |

## **The Colonnade**

To effectively reach Oconee Outfitter's secondary audience, a 1/8 page black and white ad will be placed in each weekly issue during the months of Feb., March, April, Sept., and Oct. The campaign will be a total of 20, 1/8 page ads spread out over the course of a year to coincide with Oconee Outfitters' seasonality strategy. The overall cost for 20 advertisements in Georgia College's student run newspaper will be \$1,360. Advertising in GC's newspaper will effectively reach a large portion of the student body allowing Oconee Outfitters to reach out to a smaller, but still important audience.

The Colonnade is Georgia College's award winning student newspaper that reaches the student body, faculty and surrounding community. The paper contains news coverage, sports, features, editorial opinion, leisure and advertising. Based on GC's 2012 student enrollment, approximately 6,266 students attend Georgia College. 2,500 papers are distributed weekly throughout Milledgeville. Papers are distributed to six residence halls, on-campus buildings and the downtown area. Ads placed within The Colonnade reach students who are from towns across the state of Georgia. Placing ads targeted toward the GC community will coincide with Oconee Outfitters seasonality strategy while still effectively reaching out to their secondary target.



## **Milledgeville Digital Billboard Pricing**

| <b># of spots</b> | <b>Cost (1 month)</b> | <b>Cost (3 months)</b> | <b>Cost (6 months)</b> |
|-------------------|-----------------------|------------------------|------------------------|
| 60 spots per hour | \$1,300               | \$3,300                | \$6,000                |
| 30 spots per hour | \$700                 | \$1,800                | \$3,000                |
| 15 spots per hour | \$425                 | \$1,125                | \$1,950                |

### **Milledgeville Digital Billboard**

Oconee Outfitters will advertise on Milledgeville's premiere digital billboard located near the intersection of Log Cabin Rd. and U.S. HWY 441 using 15 spots per hour on a six month contract. The six month contract will be split into the months of March through May and again during August through October. This will cost Oconee Outfitters a total of \$1,950 from the advertising budget.

Advertising 15 spots per hour over the course of six months will result in 350 spots per day, 2,500 spots per week, 10,000 times per month, and 60,000 spots over the entire duration of the campaign.

The billboard is located next to the largest Kroger in the southeast where approximately 8,000 cars per day pass at log cabin and approximately 19,000 cars pass per day on HWY 441. Based on research conducted by Craig Massey Realty this equates to roughly 32,000 cars every 24 hours, with 1.8 persons per car. This totals nearly 65,000 people per day that view the digital billboard. Advertising at this particular location would be highly effective in reaching not only the primary and secondary targets, but also to travelers to and from the Milledgeville area.



## **Lake Oconee Billboard Pricing**

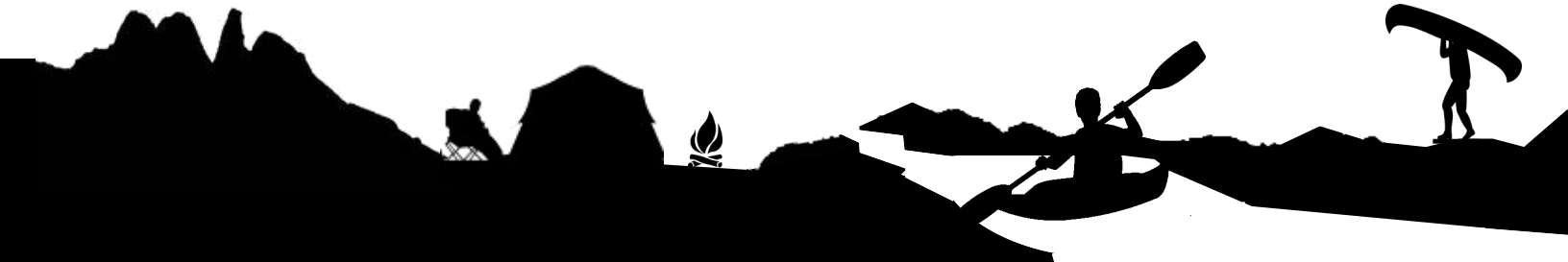
| <b>Location</b> | <b>Cost (1 month)</b> | <b>Cost (6 months)</b> |
|-----------------|-----------------------|------------------------|
| Greensboro Rd.  | \$350                 | \$1,560                |

### **Lake Oconee Billboard**

Oconee outfitters will advertise for six months straight on a traditional billboard in one of Georgia's most prominent lake communities for a total cost of \$1,560. The ad will be placed on a large billboard during the months of March through August. This strategy will coincide with Oconee Outfitters seasonality strategy and audience strategy to reach one of the most affluent communities in Middle Georgia.

The billboard is located directly across the street from Lake Oconee's popular Silver Moon restaurant. Silver moon is the most prominent restaurant in area pulling in a majority of the community's leisure diners. Greensboro Road is also home to many of the community's other popular stores, businesses and restaurants. Much of Lake Oconee's traffic has to travel on this road to reach any other main connecting. The billboard would effectively reach our primary target to peak their interest during the warmest months of the year. The target will be interested in Oconee Outfitters for its convenience of location when compared to other outdoor retailers.

The target market in this area also possesses a much higher disposable income as noted in the demographic information for Lake Oconee Living magazine. To place an ad at this billboard location contact Janice at (706)-485-7252.



## Z-97 WMGZ Pricing

| Spot length                          | 1-25 commercials | 26-49 commercials | 50-99 commercials | 100+ commercials |
|--------------------------------------|------------------|-------------------|-------------------|------------------|
| 30 Seconds<br>(Price Per Commercial) | \$15.00          | \$12.00           | \$11.00           | \$10.00          |
| 60 Seconds<br>(Price Per Commercial) | \$18.00          | \$14.00           | \$13.00           | \$12.00          |

### Z-97 WMGZ

Oconee Outfitters will purchase one 60 second commercial per month that will run during the early morning commute to work for our primary target audience. The will total nine 60 second ads that will run between February through October. The total budget for Z-97 will be \$162.

Z-97 is one of the lake area's most popular stations and will coincide with Oconee Outfitter's seasonality and target audience strategy.

## 95.3 WGUR Pricing

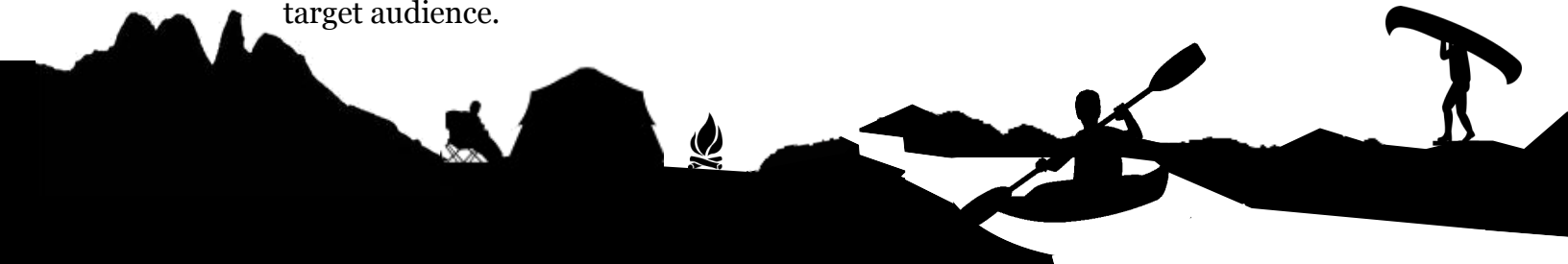
| Frequency of spot                      | Cost (1 month) | Cost (1 semester) |
|--|----------------|-------------------|
| Once per week (random)                 | \$10           | \$25              |
| Before/after certain show<br>(2 spots) | \$20           | \$50              |
| 10 spots per week<br>(random)          | \$35           | \$100             |
| Wake up with Thunder                   | \$25           | \$60              |

### 95.3 WGUR

Oconee Outfitters will advertise once per week in run of schedule order during the months of Feb., March, April, Aug., Sept., Oct. and Nov. This will total twenty-eight 60 second spots over the course of 7 months. The will be \$70 of the overall budget.



WGUR is Georgia College's student run radio station that reaches not only students and faculty of the area's largest University, but also Milledgeville community members. Advertising with WGUR will be another effective method of reaching Oconee Outfitter's secondary target audience.



## Flyers Placed in Hotels

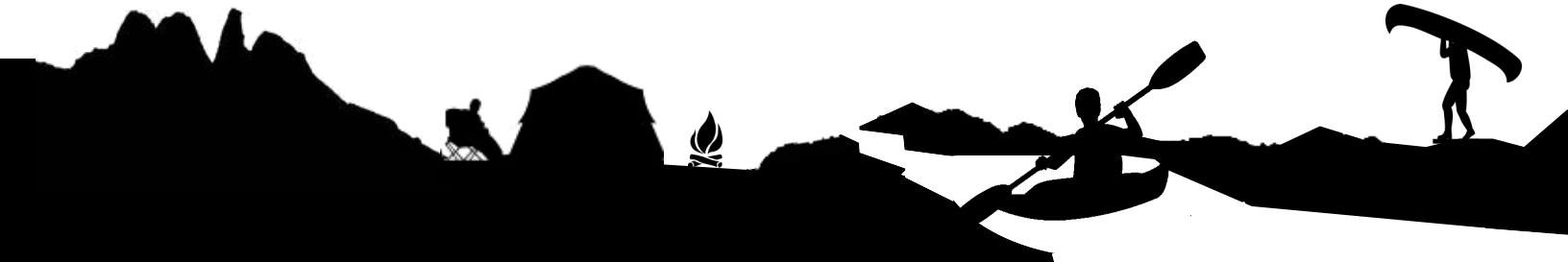
| Printing Options | Amount | Cost (b&w) | Cost (color) |
|------------------|--------|------------|--------------|
| Office Max       | 2,420  | \$242      | \$550        |
| UPS Store        | 2,420  | \$242      | \$814        |
| Digital Bridges  | 2,420  | \$575      | \$1,650      |

In order to strategically reach out to visitors in the Middle Georgia area, we recommend reaching out to local hotels by providing them with flyers available for visiting guests. 200 flyers will be placed in each of the following Milledgeville hotels: Comfort Suites, Fairfield Inn and Suites, Antebellum Inn Bed & Breakfast, Days Inn, Holiday Inn Express, Econo Lodge and America's Best Value Inn. 200 flyers will be placed in the following Eatonton area hotels: The Lodge on Lake Oconee, Cuscowilla, the Ritz-Carlton Lodge and Budget Inn.

Guests looking to spend their leisure time in the outdoors will choose Oconee Outfitters for their needs if provided with information on bicycle rental information, kayak tours, biking tours and etc. Since visiting guests generally tend to already be on vacation of sorts, providing them with the opportunity to reach out to Oconee Outfitters could help aid in boosting retail and service sales.

Flyers would detail timeline, costs and trip information for bicycle and kayak tours while also specifying costs of renting bicycles and kayaks. With Oconee Outfitters being the only outfitter for nearly 40 miles, guests to these surrounding Middle Georgia areas will be encouraged to choose us.

To help insure that these other places of business will point people in the direction of Oconee Outfitters, a suggestion to the business would be to offer a discounted guided kayak tour to the employees of these places of business. This will encourage the employees to share their personal experiences of the tours with potential Oconee Outfitters customers interested in a tour themselves.



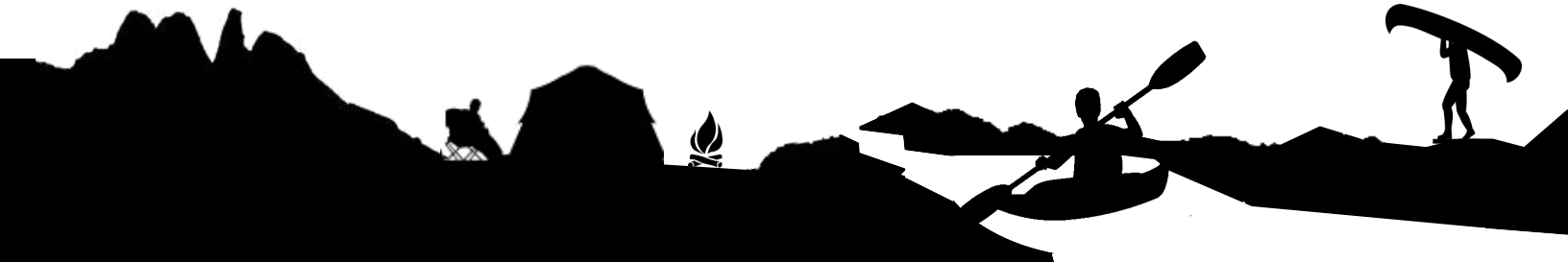


## **Facebook and Twitter**

As part of the campaign's integrated marketing communication plan, as presented in the IMC section of the book, Facebook and Twitter will be strategically updated on a weekly basis to promote service repairs, new sales, tours and rentals. Facebook and Twitter will be updated once daily to keep buzz about Oconee Outfitters fresh. With the exception of major holidays, Facebook and Twitter will be updated once daily to encourage customers to bring their bikes to Oconee Outfitters for parts, repairs and general servicing. Facebook and Twitter will be updated around 1 p.m. to push services offered. Major holidays will be a time when Oconee Outfitters will promote specials and promotions for respective occasions. Such holidays include New Year's Day, Memorial Day, Fourth of July and Christmas. Promoting these varied offerings provided by Oconee Outfitters will be key in maintaining an online presence with the target audience. In congruence with the campaign goals and objectives, all advertising will prompt respondents to "like" us on Facebook and "follow" us on Twitter. Updating on a daily basis will help maintain Oconee Outfitter's position in the target consumers' minds.

By frequently updating these sites with current promotions, offerings and activities, the target audience will remain engaged in the business. Posting engaging content on these sites will help develop brand loyalty to Oconee Outfitters while also making it easier to contact us with questions, comments and concerns that help maintain mutually beneficial relationships.

Facebook and Twitter will also be used to promote events held and sponsored by Oconee Outfitters to gain even more potential loyalty and interest in the company. Promoting events through social media has become one of the most innovative and reliable ways for audiences to quickly digest necessary information relevant to upcoming events. Promotion for special events will begin two weeks ahead of the scheduled event time. Pushing events ahead of time will help create a greater turnout for target consumers. Event promotion will include creating joinable events detailing all necessary information such as location, time, activities offered and any promotional offerings. Twitter will serve more as event reminders. Social media is discussed in further detail within the IMC section starting on page 29.





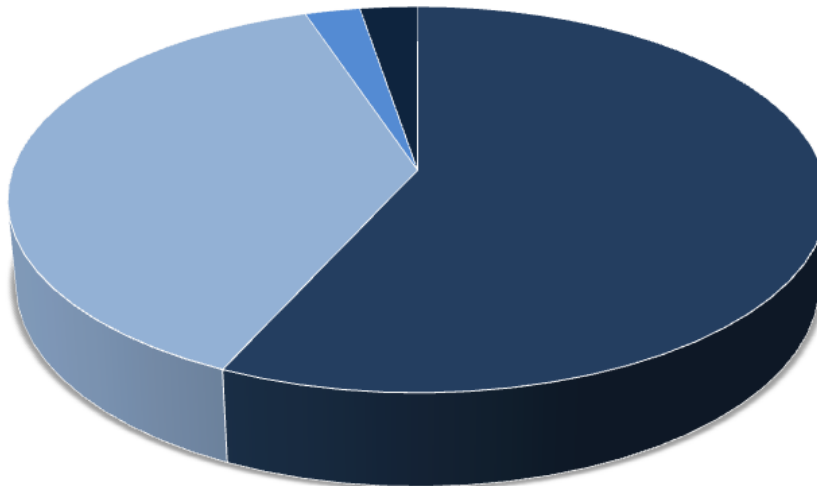
## Recommended Media Budget

**\$9,223.04**

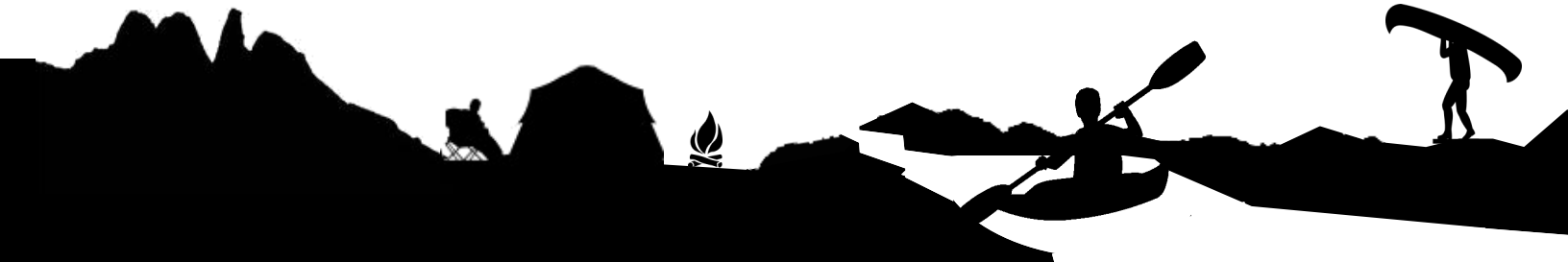
### Recommended Media Budget

The recommended media budget \$9,223.04 represents the optimal effort for reaching the two target audiences. These placements also represent the most effective scheduling costs to make the biggest impact. Making the biggest impact with the target audiences will be the best way to achieve campaign objectives of increasing sales.

### Recommended Media Budget Allocation



- Print \$5,239.04
- Outdoor \$3,510
- Radio \$232
- Out of Home \$242



# MEDIA SCHEDULE



|                         | Jan.     | Feb.          | March         | April         | May      | June     | July     | Aug.     | Sept.         | Oct.          | Nov.         | Dec. |
|-------------------------|----------|---------------|---------------|---------------|----------|----------|----------|----------|---------------|---------------|--------------|------|
| <b>Print</b>            |          |               |               |               |          |          |          |          |               |               |              |      |
| Lake Oconee Living      | 1/3 page | 1/3 page      | 1/3 page      |               |          |          | 1/3 page | 1/3 page | 1/3 page      |               |              |      |
| Milledgeville Scene     |          |               | 1/2 page      | 1/2 page      | 1/4 page | 1/4 page |          |          | 1/4 page      | 1/4 page      |              |      |
| Union Recorder          |          | 2x3.5" (x12)  | 2x3.5" (x12)  | 2x3.5" (x12)  |          |          |          |          | 2x3.5" (x12)  | 2x3.5" (x12)  | 2x3.5" (x12) |      |
| The Colonnade           |          | 1/8 page (x4) | 1/8 page (x4) | 1/8 page (x4) |          |          |          |          | 1/8 page (x4) | 1/8 page (x4) |              |      |
| <b>Outdoor</b>          |          |               |               |               |          |          |          |          |               |               |              |      |
| Milledgeville billboard |          |               |               |               |          |          |          |          |               |               |              |      |
| Lake Oconee billboard   |          |               |               |               |          |          |          |          |               |               |              |      |
| <b>Radio</b>            |          |               |               |               |          |          |          |          |               |               |              |      |
| Z-97 WMGZ               |          | 60 sec        | 60 sec        | 60 sec        | 60 sec   | 60 sec   | 60 sec   | 60 sec   | 60 sec        | 60 sec        |              |      |
| 95.3 WGUR               |          | 60 sec        | 60 sec        | 60 sec        |          |          |          | 60 sec   | 60 sec        | 60 sec        | 60 sec       |      |
| <b>Out of Home</b>      |          |               |               |               |          |          |          |          |               |               |              |      |
| Flyers Placed in Hotels |          |               |               |               |          |          |          |          |               |               |              |      |
| <b>Social Media</b>     |          |               |               |               |          |          |          |          |               |               |              |      |
| Facebook                |          |               |               |               |          |          |          |          |               |               |              |      |
| Twitter                 |          |               |               |               |          |          |          |          |               |               |              |      |

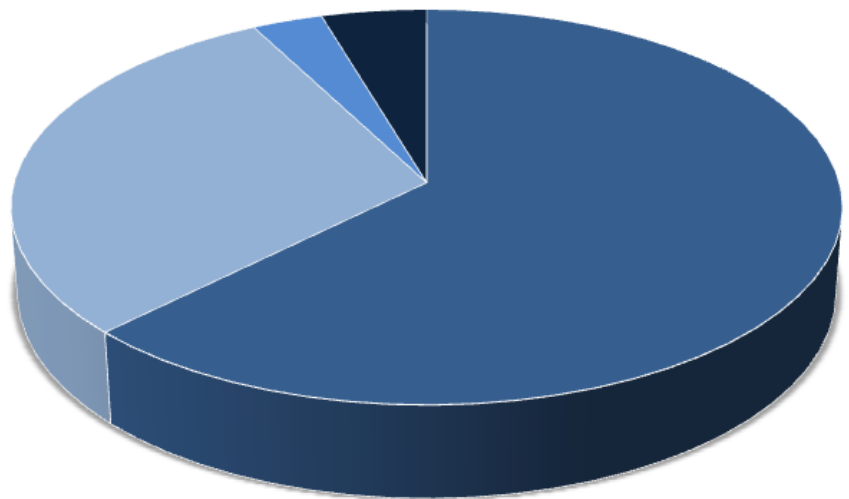


|                                 |
|---------------------------------|
| <b>Alternative Media Budget</b> |
| <b>\$5,251.52</b>               |

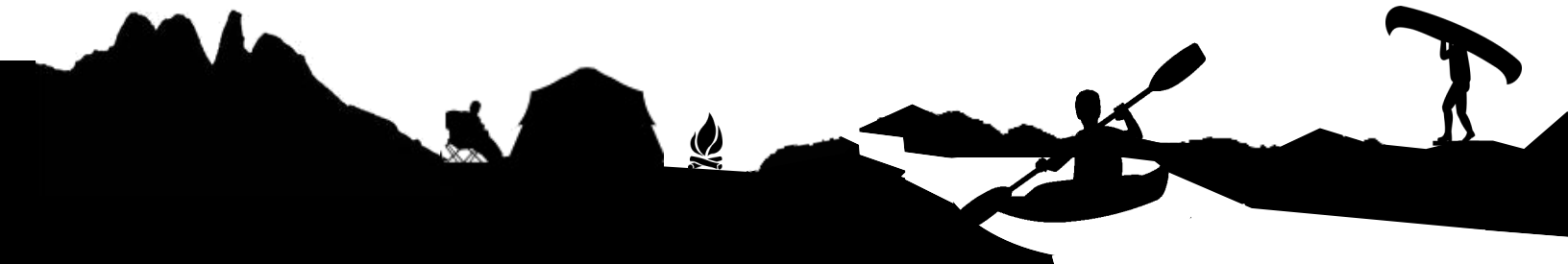
## Alternative Media Budget

The alternative media budget \$5,251.52 represents a lower cost option that will be effective in reaching the target audiences in a smaller scaled way. With less coverage comes fewer opportunities to create awareness and call to action with the target audiences. We recommend allocating the full advertising budget to stay in line with campaign objectives, but some coverage will always be more beneficial than no coverage.

## Alternative Media Budget Allocation



- Print  
\$3,287.52
- Outdoor  
\$1,560
- Radio  
\$162
- Out of Home  
\$242

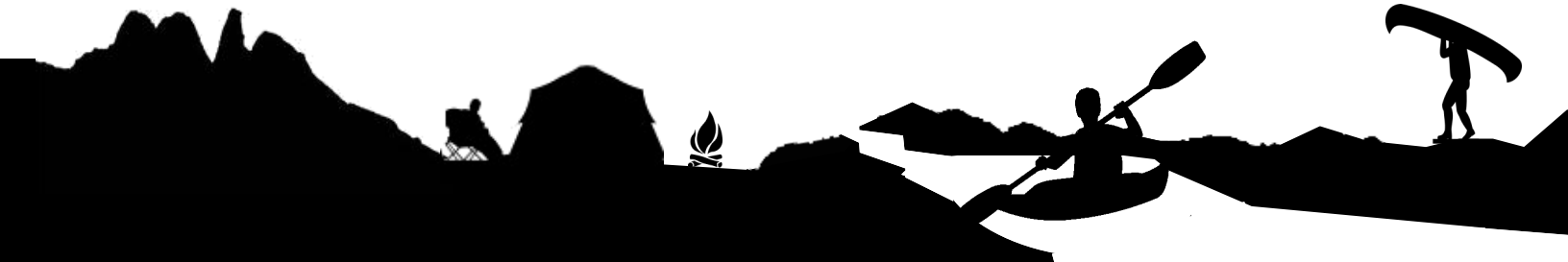


# ALTERNATIVE MEDIA SCHEDULE



## Lower Cost Option Media Schedule

|                         | Jan.     | Feb.          | March         | April         | May      | June     | July   | Aug.   | Sept.       | Oct.        | Nov.        | Dec. |
|-------------------------|----------|---------------|---------------|---------------|----------|----------|--------|--------|-------------|-------------|-------------|------|
| <b>Print</b>            |          |               |               |               |          |          |        |        |             |             |             |      |
| Lake Oconee Living      | 1/3 page | 1/3 page      | 1/3 page      |               |          |          |        |        |             |             |             |      |
| Milledgeville Scene     |          |               | 1/2 page      | 1/2 page      | 1/4 page | 1/4 page |        |        |             |             |             |      |
| Union Recorder          |          | 2x3.5" (x6)   | 2x3.5" (x6)   | 2x3.5" (x6)   |          |          |        |        | 2x3.5" (x6) | 2x3.5" (x6) | 2x3.5" (x6) |      |
| The Colonnade           |          | 1/8 page (x4) | 1/8 page (x4) | 1/8 page (x4) |          |          |        |        |             |             |             |      |
| <b>Outdoor</b>          |          |               |               |               |          |          |        |        |             |             |             |      |
| Lake Oconee billboard   |          |               |               |               |          |          |        |        |             |             |             |      |
| <b>Radio</b>            |          |               |               |               |          |          |        |        |             |             |             |      |
| Z-97 WMGZ               |          | 60 sec        | 60 sec        | 60 sec        | 60 sec   | 60 sec   | 60 sec | 60 sec | 60 sec      | 60 sec      |             |      |
| <b>Out of Home</b>      |          |               |               |               |          |          |        |        |             |             |             |      |
| Flyers placed in Hotels |          |               |               |               |          |          |        |        |             |             |             |      |
| <b>Social Media</b>     |          |               |               |               |          |          |        |        |             |             |             |      |
| Facebook                |          |               |               |               |          |          |        |        |             |             |             |      |
| Twitter                 |          |               |               |               |          |          |        |        |             |             |             |      |



# EVALUATION



# OVERVIEW

---



In order to thoroughly evaluate the success of the outlined campaign, Oconee Outfitters should first set strategies and tactics to achieve each objective. These strategies should include implementing the proposed events and media plans associated with their promotions. Both the primary and secondary audiences should be targeted individually keeping their separate budgets, needs and expectations for the business in mind.

The success of the campaign will depend on the ability of Oconee Outfitters to implement the proposed campaign into their business model and make room in their budget for strategic advertising associated with the seasonality of the business' structure. Campaign results should be monitored throughout the yearlong campaign. Surveys should be given out to members of each target audience in the beginning, middle and end of the campaign in order to gauge the results successfully through a gap-analysis survey format.

# EXPECTED RESULTS

---

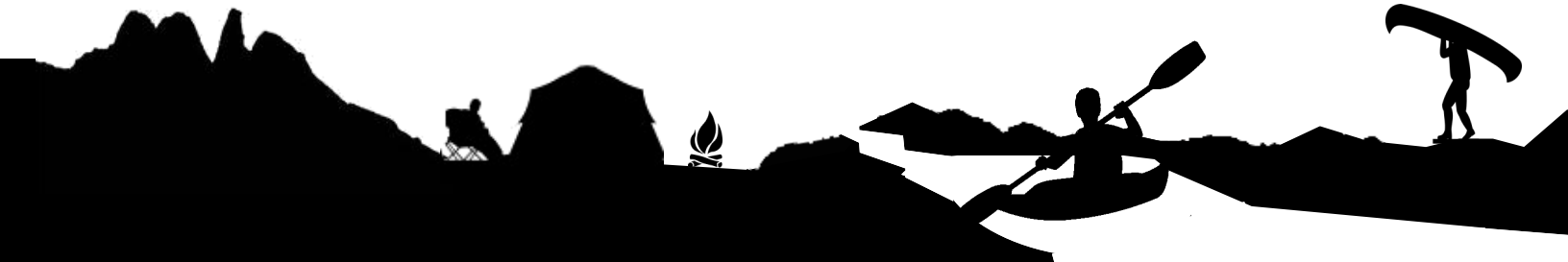
If Oconee Outfitters follows the provided campaign, their advertising budget would need to increase significantly as there is little allocated in this area currently. However, following this advertising campaign will significantly increase exposure of the business to their primary and secondary audiences. As a result, store traffic and sales will increase as awareness of their products and services increase. The advertising team's campaign will collectively improve the business while providing great potential for reaching the initial objectives of the campaign.

# EVALUATION

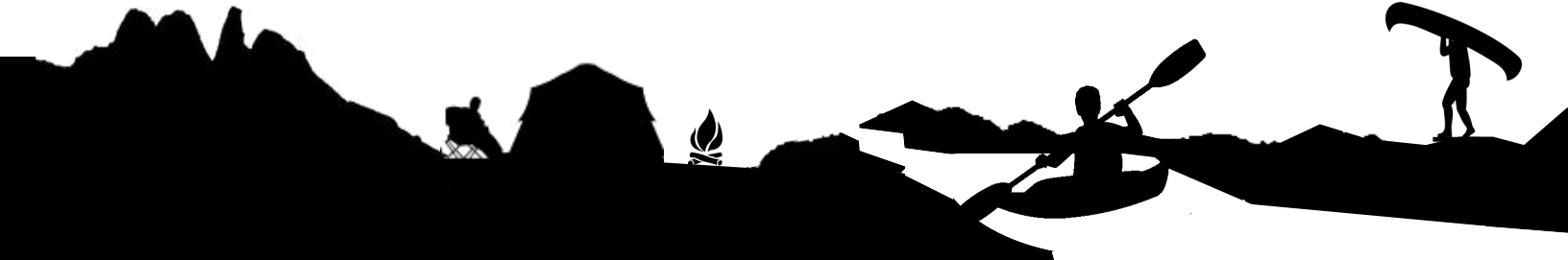
---

In order to effectively evaluate the success of the campaign, Oconee Outfitters should distribute surveys to both their primary and secondary audience during the course of the campaigns implementation. These surveys should be distributed at specific times such as pre-campaign, mid-campaign (six months into the campaign) and post-campaign periods. The pre-campaign surveys serve to determine the comparison standard for the effectiveness of the campaign, the mid-campaign survey will determine the progress of the first six months of the campaign and the future outcome of the last six months of the campaign and lastly, the post-campaign survey will serve to evaluate the expansion of the business overall. For example, if survey results are not ideal during the mid-campaign survey period, the Oconee Outfitters team should choose to heavy up on media placements throughout the remainder of the campaign's implementation.

The advertising team suggests that surveys should be distributed at the store front, at bike races or other special events, as well as online through their social media outlets. The survey (Appendix #) should have the same questions as our research survey conducted for this campaign project, however the questions in evaluation should evolve over time to evaluate the success of the media placements and advertisements associated with Oconee Outfitters.





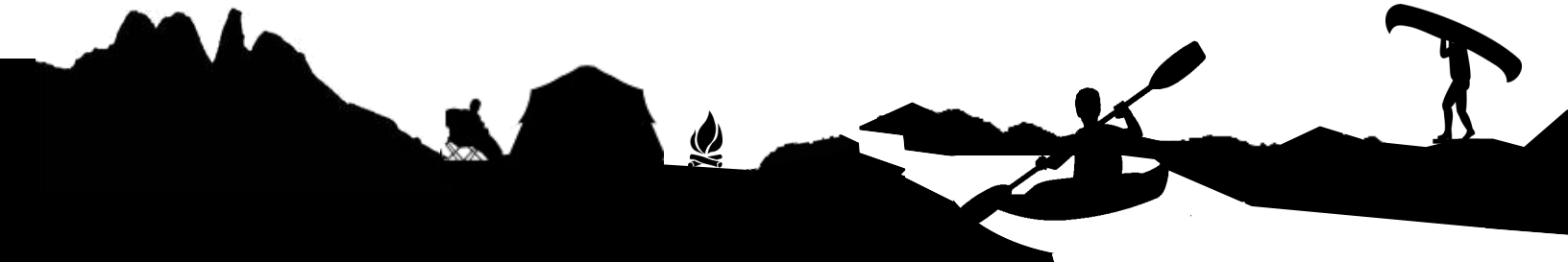


# APPENDIX 1



## PRE CAMPAIGN SURVEY

1. Have you heard of Oconee Outfitters?
  - A. Yes
  - B. No
2. If yes, how long have you known about them?
  - A. Less than 1 year
  - B. 1 - 5 years
  - C. 5 - 10 years
  - D. more than 10 years
  - E. This my first time hearing of them.
3. How did you first hear about Oconee Outfitters?
  - A. Advertisements
  - B. I walked/drove by the store
  - C. I shopped there
  - D. I know others who shop there
  - E. This is my first time hearing about them
  - F. Other (please specify)
4. Do you know where Oconee Outfitters is located?
  - A. Yes
  - B. No
5. What types of sporting goods can you find at Oconee Outfitter:
  - A. Kayaks
  - B. Bicycles
  - C. Athletic wear
  - D. Hammocks
  - E. Disc golf equipment
  - F. Other (please specify)
6. Have you ever made a purchase at Oconee Outfitters?
  - A. Yes
  - B. No
7. If yes, what have you purchased there?
8. What is your main means of transportation?
  - A. Walking
  - B. Bicycling
  - C. Driving
  - D. Public Transportation
  - E. Other (please specify)
9. Please rank the following statements in order of relevance to your lifestyle (1 being the most relevant.)
  - A. My physical fitness is my top concern.
  - B. I make "green" decisions and am concerned with environmental stewardship.
  - C. My economic situation heavily impacts my lifestyle choices.
  - D. I enjoy outdoor leisure sports.
10. Do you own a bike?
  - A. Yes
  - B. No
11. If yes, how often do you ride your bike?
  - A. Weekly
  - B. Monthly
  - C. Rarely
  - D. Only for fitness reasons
  - E. Never
12. Are you aware that Oconee Outfitters offers guided kayaking tours?
  - A. Yes
  - B. No
13. If yes, have you ever participated in one?
  - A. Yes
  - B. No
14. Have you ever visited the Oconee Outfitters website?
  - A. Yes
  - B. No
15. What is your age?
  - A. 18 to 24
  - B. 25 to 34
  - C. 35 to 44
  - D. 45 to 54
  - E. 55 to 64
  - F. 65 to 74
  - G. 75 or older
16. What is your gender?
  - A. Female
  - B. Male
17. What is your occupation?
18. What is your approximate average household income?
  - A. \$0-\$24,999
  - B. \$25,000-\$49,999
  - C. \$50,000-\$74,999
  - D. \$75,000-\$99,999



# APPENDIX 2

---



**To add to the mid-term and final evaluation survey's of the campaign:**

Have you seen/heard any advertisements within the last six months to a year associated with Oconee Outfitters?

Yes

No

Did these advertisements influence or motivate you to shop at Oconee Outfitters?

Yes

No

Can you recall specifics about the advertisements you have seen/heard associated with Oconee Outfitters?

Yes

No

If yes, explain: \_\_\_\_\_



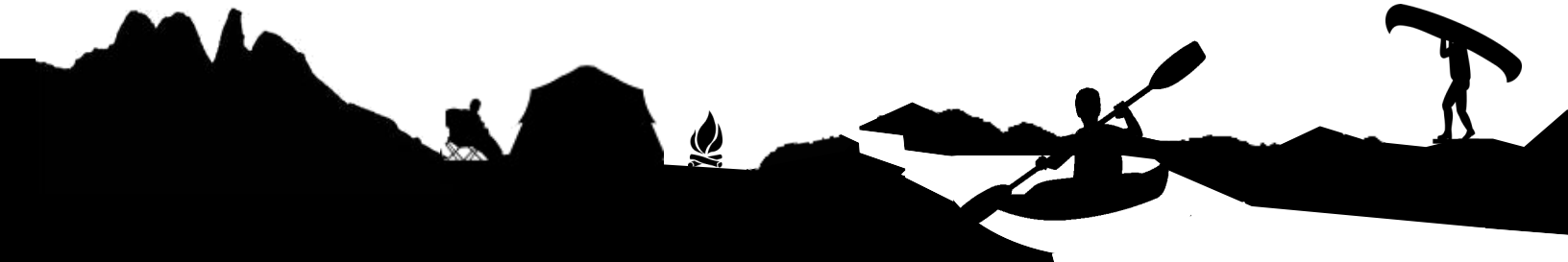
## Google Adwords Strategy

| Google Search Network |                            |                       |                     |                       |
|-----------------------|----------------------------|-----------------------|---------------------|-----------------------|
| Campaigns             | Brand                      | Bicycle               | Kayaking            | Outdoor               |
| AdGroups              | [Milledgeville Bike Shop]  | [Bicycles]            | [Kayaks]            | [Outdoor Apparel]     |
|                       | [Milledgeville outfitter]  | [Bicycle Repairs]     | [Kayak Rentals]     | [Outdoor Accessories] |
|                       | [Middle Georgia Bike Shop] | [Bicycle Accessories] | [Kayak tours]       | [Disc Golf]           |
|                       | [Middle Georgia outfitter] | [Bike Races]          | [Kayaking supplies] | [Hammocks]            |
|                       | [Cherry Street Cycles]     | [Bicycles]            |                     | [Exercise]            |
|                       | [Bike Tech]                |                       |                     | [-Golf]               |
|                       | [The Bike Store]           |                       |                     |                       |
|                       | [Get Back on the Bike]     |                       |                     |                       |
| Geotargeting          | Middle Georgia             | Middle Georgia        | Middle Georgia      | Middle Georgia        |
| Sex and Age           | General                    | General               | General             | General               |

We will have four campaigns highlighting different products and services that Oconee Outfitters provides. These campaigns will be run on the Google search network.

| AdGroup         | Keywords and Matching Options   | Negative Keywords                             |
|-----------------|---|---|
| <b>Bicycles</b> | +Bikes, +Bike Sales, +Specialty Bikes, +Bike Shop<br>+Racing Bike, + Mountain Bike, +High Quality Bikes | -electric, -used, -free,<br>-opinions, -photo |

The table above presents example keywords, matching options and negative keywords for “Bicycles” AdGroup. In the beginning we plan to use the tools provided to add new and negative keywords according to the daily analysis of Keyword and Searched Query Reports. After this the essential keywords exact and phrase matching will be used to maximize its click through rate. Our group plans to produce several print, outdoor and radio ads that will be distributed throughout Milledgeville GA, we will include the phrase “Get back on the Bike” to increase brand awareness and create buzz around Oconee Outfitters. After the first week we will analyze the data from the budget, rank, and exact match columns. We aspire to increase the quality score while leaving the bids as low as possible.



## Google Adwords Strategy Continued

### High Quality Bicycles

|   |  |   |
|---|--|---|
| <p><a href="#">Looking for High Quality Bikes?</a><br/> <a href="#">Oconeefitters.com</a><br/>         Best <b>quality bicycles</b>. Most local <b>bike</b> shop. Check us out!</p> | <p><a href="#">Milledgeville's High Quality Bikes</a><br/> <a href="#">Oconeefitters.com</a><br/>         The only place in Milledgeville for <b>high quality bicycles</b>. Check!</p> | <p><a href="#">[Keyword Insert Tool]</a><br/> <a href="#">Oconeefitters.com</a><br/>         Bicycles perfect for travel. Don't wait!</p> |
|---|--|---|

To improve the effectiveness of our AdWords we will use the Keyword Insert Tool, have short ads, capital letters at the start of each word, and include location. Each AdGroup will have 3 to 4 rotating ads. After analyzing our data we can boost the efficiency of our CTR with the location of

|                 | Budget-Campaign | Budget-Week | 1 <sup>st</sup> Week        | 2 <sup>nd</sup> Week        | 3 <sup>rd</sup> Week        |
|-----------------|-----------------|-------------|-----------------------------|-----------------------------|-----------------------------|
|                 |                 |             | 25%                         | 30%                         | 45%                         |
| <b>Brand</b>    | 27.9%           | \$69.75     | \$17.44<br>(\$2.49 per day) | \$20.93<br>(\$2.99 per day) | \$31.39<br>(\$4.48 per day) |
| <b>Bicycle</b>  | 30%             | \$75.00     | \$18.75<br>(\$2.68 per day) | \$22.50<br>(\$3.21 per day) | \$33.75<br>(\$4.82 per day) |
| <b>Kayaking</b> | 19.6%           | \$49.00     | \$12.25<br>(\$1.75 per day) | \$14.70<br>(\$2.10 per day) | \$22.05<br>(\$3.15 per day) |
| <b>Outdoor</b>  | 22.5%           | \$56.25     | \$14.06<br>(\$2.01 per day) | \$16.87<br>(\$2.41 per day) | \$25.31<br>(\$3.62 per day) |
|                 | Σ               | \$250.00    |                             |                             |                             |

The table above represents our budget assumptions. The majority (57.9%) of \$250 will be spent on brand awareness and bicycle affiliated sales campaigns attempting to increase foot traffic and boost bicycle affiliated sales. We plan to spend a larger percent in the last two weeks of the campaign because it is getting closer and closer to our local spring break. We will spend 25% in the first week, 30% in the second week and we will top it off at 45% in the third week, which is the week before spring break for our target audience's children.

We expect to generate a ROI=15% increase of sales for the month equivalent to last year at this time. We plan to create 2,500 impressions, 10% CTR (250 clicks in total) and \$1.00 CPC.

