Advertising Campaign (ADC)

Downers Grove South DECA
Downers Grove South High School
1436 Norfolk Street
Downers Grove, Illinois, 60516

Michael Roberge, Matthew Mahlan, Laura Funk
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I. EXECUTIVE SUMMARY

Baked goods are at the heart of much of what we do as Americans. One would be hard-pressed to recall a birthday without a cake, a Christmas Eve without cookies, or a Thanksgiving without a pie. Sadly, baked goods have lost their charm. National providers are cutting costs with mass production and cheap ingredients - undercutting the successes of small bakeries nationwide.

Busy Bee has served as a beacon of hope for the local American bakery. It has proved that there is still sufficient demand for high-quality baked goods delivered with high-quality service. Busy Bee Bakery has been remained in its original location since 1984 and has continued to thrive. Customers are driven back to its doors over and over in search of premium items with the charm that has been lost in so many baked goods.

Busy Bee has adeptly crafted a product line of and provided customer service that keeps people coming back once they are in the door. Nevertheless, Busy Bee could afford to capitalize on its shortcomings in customer acquisition. The area in which they struggle is getting their name out and expanding their market share.

Objectives: The Busy Bee Bakery Rework Ad Campaign is focused on customer acquisition. By reaching out to parents and business people through social media, print advertisements, and promotional events, Busy Bee will be able to expand its market share and add to its already significant loyal customer base. With that overall goal in mind, the objectives of the campaign are the following:

1. Increase social media activity with the goal of increasing likes on the Busy Bee Bakery Facebook page from 1000 to 3000.
2. Target secondary market with strategically placed print advertisements to increase weekday sales from 6:00 a.m. to 8:00 a.m. by 20%.
3. Create promotional events around major holidays that each attracts 125 or more participants.

Strategy: Our primary market was determined to be parents. In comparison with individuals, parents often purchase on behalf of their families. This is especially true in the realm of baked goods, which are often brought home to be shared amongst family members. In order to better reach out to parents, we have designed a social media campaign as well as promotional events. With approximately 73% of adults aged 30 to 49 being Facebook users, there is very high potential for customer acquisition through regular maintenance of a Busy Bee Bakery Facebook page. The secondary market was found to be commuters. Because Busy Bee is so closely located to a major train station and high-capacity parking garage and is open early in the morning, targeting commuters would drive a great deal of revenue. This will be accomplished by placing targeted print advertisements in and around the train station and parking garage. This will be done in the hopes that commuters will bring their business to Busy Bee in search of high quality baked goods rather than settling for the offerings of coffee shops such as Starbucks and Peet’s Coffee.

Budget: Ingram’s Busy Bee Bakery’s advertisement budget will total to $982. This is a prime cost for a small business because there is little liquid capital to work with, but the money spent on this campaign will go a long way with increasing total profit. The money will be spent predominantly on an event entitled “Donut Dash”, signage, and social media.

Benefits: The campaign will benefit Ingram’s Busy Bee Bakery by generating revenue, which will eventually lead to a net profit after the event. It will also increase the number of loyal customers who patronize the store frequently, therefore leading to even more profit over time.

Success: The success of the campaign will be measured in terms of the number of Facebook likes that we receive, number of participants in the Donut Dash promotion, number of coupons used, and an increase in sales between opening and 8am. This will assess the success in reaching out to families as well as commuters.
II. DESCRIPTION

Busy Bee is a small, family-owned bakery located in the historic downtown Downers Grove. Established in 1984, it has become a mecca for baked goods amongst locals - bringing in families and individuals alike. Busy Bee is known for its high-quality cookies, donuts, and other goods that are baked fresh daily. In addition to assorted sweets, customers flock to Busy Bee for its warm and inviting environment. Customers are greeted with a friendly staff, homey ambience, and attractive alternatives to the bland baked goods of major coffee shops such as Starbucks and Peet’s Coffee. All things considered, Busy Bee is the quintessential small business.

While Busy Bee’s central location within a walkable downtown has the potential to provide it with a great deal of foot traffic, it’s storefront fails to entice many passer-bys. In addition, Busy Bee’s online presence is lackluster so say the least. In combination with odd hours by conventional standards - from 6 am to 4 pm, these factors combine to hinder customer acquisition. As a result, Busy Bee is failing to capitalize on securing a rather large potential market share.

This combination of high-quality goods and high-quality service secure ensure that customers return time and time again. This customer loyalty manifests itself in a number of ways. Mothers and fathers bring home donuts or coffee cake for their families each Saturday morning. Business people indulge in coffee and a sweet treat on their walk to the local train station. Finally, Busy Bee provides custom orders for birthdays, weddings, banquets, and other events.
III. OBJECTIVES OF THE CAMPAIGN

1. Increase social media activity with the goal of increasing likes on the Busy Bee Bakery Facebook page from 1000 to 3000.

2. Target secondary market with strategically placed print advertisements to increase weekday sales from 6:00 a.m. to 8:00 a.m. by 20%.

3. Create promotional events around major holidays that each attracts 125 or more participants.

IV. IDENTIFICATION OF THE TARGET MARKET

A. Primary market
The primary target market for Ingram's Busy Bee Bakery is parents who have young children in the Downers Grove area. Downers Grove is known for its kid-friendly downtown area and is conveniently located next to three major elementary schools. There are many family events in the downtown that draw in foot traffic, like the Saturday morning farmer's market and weekly car shows. Children help to bring parents into the store, and the wholesome quality of the sweets creates recurring customers. Parents often custom order cakes and breads for special events making Busy Bee a go-to location for family gatherings and often order for more than themselves. Members of the primary market are frequent users of Facebook to connect with friends, and are attracted by the store’s historical and classical ambiance.

B. Secondary market
Commuters that travel via the downtown Downers Grove train station are the secondary primary market. Downers Grove is just a 20-minute train ride from Chicago and experiences a
large commuter rush from 6 a.m. until 8 a.m. Ingram’s Busy Bee Bakery is open at 6 a.m. which allows for early morning commuters to grab a coffee or pastry on their way to the train station. The small town bakery allows for customers to indulge in a relaxing, authentic change of pace and offers higher quality customer service and pastries compared to breakfast chains. Busy Bee is looking to increase the size and regularity of this market making the bakery a regular spot for commuters to stop in before the workday.

V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

The main change in Busy Bee’s online presence is to revamp the bakery’s Facebook page. This is the preferred social media platform because it is the most commonly used between both of the target demographics. A professional social media manager will provide employees of Busy Bee with a great foundation to build on. From this point on, Busy Bee will post regular status updates, which include high-quality pictures. These attractive pictures of their baked goods will be constant reminders customers of the tasty treats available and will drive traffic into the bakery. Beyond status updates, Busy Bee will frequently respond to questions posed by potential customers on their “wall” which will show a high level of customer service and persuade customers to visit the bakery.

Facebook’s built in tools can provide businesses with the ability to interact with their customers on a higher level. Busy Bee will enable users to “check-in” to the bakery, which is a
free and effective way to promote the business. When a customer “checks-in,” the bakery’s information is placed on both the customer’s and the business’s “wall.” Consumers are highly persuaded by the recommendations of their peers. The bakery can encourage users to review the bakery, which is displayed at the top of the Facebook page. When potential customers visit the page and see that the bakery has a high rating, they will be more inclined to visit it themselves based on the reviews of their others. All of these features will centralize the bakery’s flow of information on the internet and provide customers with a one stop shop for all things “Busy Bee.”

Print advertisement will be placed at effective locations around Downers Grove to target the secondary market. Whenever a commuter takes the train, they pass through both the parking garage and the train station building. Persuasive and simple advertisement and signage will be strategically placed around these two locations to attract the secondary market.

A promotional event titled the Donut Dash will be hosted at Fishel Park, which is minutes away from the bakery location. At this event, parents will bring their children to participate in an “Easter Egg Hunt.” The Bakery will provide free samples of their most popular baked goods, as well as the opportunity to purchase additional goods at the park.

VI. SCHEDULES OF ALL ADVERTISING PLANNED

Beginning in the month of January, changes to Busy Bee’s Facebook page will begin. Regularly scheduled multimedia posts will be uploaded to the page up to four times a week. This is the perfect amount of content for a business to give its customers. It will not be an overbearing amount of posts, but will still be frequent enough as to remind customers to continue patronizing the bakery.
Print advertisements targeted at commuters will be rolled out during the spring months, specifically beginning in March. These commuters would be less likely to brave the walk from the train station to the bakery during a cold, Chicago winter. The advertisements will be most effective during the warmer months and will promote the secondary market to visit the bakery prior to taking the train to work.

Advertising for the promotional event titled “Donut Dash” will begin one month prior to the date of the event. If Busy Bee begins to print and distribute flyers starting in late February and early March, then there will be lots of buzz generated in time for the event on March 19th. Online promotion will begin at the same time, and will be included in the regular schedule of posts on the Busy Bee Facebook page.

VII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY PLANNED

To promote the bakery’s Facebook page, 150 coupons for 25% off an order of a dozen donuts will be provided to visitors who display proof of “liking” the Facebook page. This will drive customers to the bakery days after the event is over, as well as a priceless “like” on the page.
## VIII. BUDGET

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IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER

After careful consideration of competing bakeries, Ingram’s Busy Bee Bakery was chosen for this advertising campaign because of it’s charming customer service, established name, superior products, and prime location. With an expanded social media reach, print advertisements placed at strategic locations, and promotional events near major holidays, Busy Bee can not only deepen existing relationships with customers but also can broaden its customer base. Since the bakery is already established within the Downers Grove community, reminders such as posts on Facebook or signs around town will act as reminders to the public that Ingram’s Busy Bee Bakery is the perfect shop to custom order baked goods from, or to simply stop in for a bite to eat.

Busy Bee Bakery is a small town, family owned business. Unlike the larger corporate chains, the bakery does not have a large budget to spend on advertising. These cost effective advertising methods that are currently not in use will strengthen and develop connections with the community and ultimately increase net profit. The character and values behind Busy Bee Bakery are of great importance to the community, and this advertising campaign solely looks to aid in increasing the customer base that patronize a business that is so fundamentally important to the well-being of the community.
X. BIBLIOGRAPHY


