



Find **your** place

Advertising campaign prepared for Tulsa Chamber of Commerce

  
metromedia

# Contents

EXECUTIVE SUMMARY	2
SWOT	3
RESEARCH	4
KEY MESSAGES	5
ADVERTISING OBJECTIVES	6
MEDIA OBJECTIVES	7
MEDIA PLAN	8
CREATIVE BRIEF	9
CREATIVE	10
EVALUATION	16
REFERENCES	17
APPENDIX	18



# Executive Summary

The primary focus of this campaign is to help retain Tulsa's current residents and attract new residents. By using effective media objectives, advertising objectives, sponsored events and carefully placed advertisements, the campaign will provide a new image for Tulsa and bring in more small businesses and new, young families. The theme, "Find Your Place," will encourage everyone from single men in their mid-twenties to young married couples in their mid-thirties, to move to Tulsa and start a business or a family, or both. The campaign's three key messages – low cost of living, room to grow, and how Tulsa brings the suburbs to the city – will dominate the advertising messages to engage the target audience enough to make the move.





# SWOT Analysis

## Strengths

Family friendly
Growth potential
Low cost of living
Suburb atmosphere in city
Arts and culture
Art Deco architecture
Transit time
Parks and trails

## Opportunities

Low cost of living
Surplus of land

## Weaknesses

Road conditions
Mass transit
Shortage of activities
Divorce rate
Crime rate
Education system
Family friendly
Lack of new development support

## Threats

Lack of growth
Economic conditions
Large cities nearby

# Secondary Research





# Key Messages

Tulsa boasts many fine points – low cost of living, business opportunities and family-friendly lifestyle – to attract individuals, ages 25-40, from surrounding areas to establish new business and residency in Tulsa. Because Tulsa caters to all aspects of an individual's life, it is a great place to live, work and play.

## COST OF LIVING

Oklahoma has the fourth lowest total tax burden in the nation. When combining federal, state and local taxes, Oklahoma ranks number 47, making it a very affordable state in which to live and do business. According to the ACCRA Cost of Living Index, Tulsa reported indexes at 92 percent below the national average. Lower cost of living means Tulsa residents can improve their standard of living.

## GROWTH OPPORTUNITIES

Tulsa is an expanding community with enormous growth potential for new business. It is the ideal community for first-time home buyers who wish to start a family. Tulsa allows the ability to grow professionally and personally.

## SUBURBAN ATMOSPHERE

Tulsa combines a large metropolitan area for business with safe and friendly neighborhoods that are ideal for raising a family. The average one-way commute is 20.88 minutes, making Tulsa the tenth most drivable city in the nation. Business and home are close to each other.



A background image showing several small green seedlings with two leaves each, growing out of dark brown soil contained in clear plastic petri dishes. The seedlings are at various stages of growth, with some being taller and more developed than others. The lighting is soft, highlighting the vibrant green of the leaves against the dark soil and the translucent plastic of the dishes.

# Advertising Objectives

- To inform the target market of advantages of living in Tulsa - the low cost of living, the room to grow – personally and professionally, and the feel of the suburb in the city.
- To convince 45 percent of local graduates that Tulsa is a growing city with vast opportunities to build a career and start a family.
- To stimulate desire within 25 percent of the target market to visit Tulsa.
- To use traditional and non-traditional means of advertising to promote Tulsa.
- To recruit “ambassadors” within colleges to help create awareness that Tulsa is “the place to be.”

OUR TARGET AUDIENCE WILL BE YOUNG PROFESSIONALS AGES 25 TO 40 THAT LIVE WITHIN THE TULSA, OKC AND FAYETTEVILLE AREA.

## Media Objectives

- To target young professionals between the ages 25-40 whom are first-time home buyers looking to start a family, build a career, or both.
- To soften the “country” image Tulsa has retained and leave the audience with a better image of Tulsa.
- To concentrate advertising to individuals who are coming to Tulsa to attend different events.
- To concentrate the greatest weight of advertising in Bentonville, Ark., and Fayetteville, Ark., and Oklahoma City, Okla., because the overflow in the population provides opportunity for an easily engaged audience.
- To exhaust all available free publicity and to advertise continuously throughout the year, to build continuity and high levels of advertising impressions.





# Media Plan & Budget

## OVERVIEW

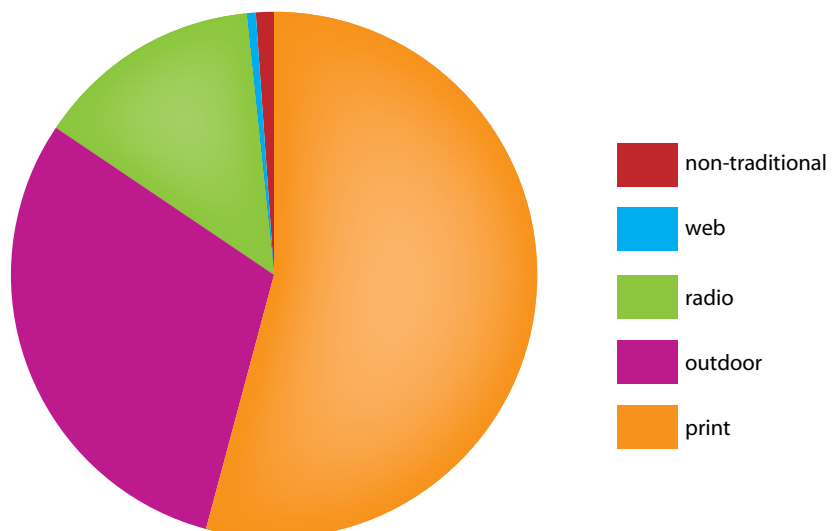
The campaign will focus on: broadcast, print, (including outdoor), and non-traditional advertising.

*For details see Appendix.*

## SEASONALITY

Flowchart											
2008	Jan	Feb	Mar	April	June	July	Aug	Sept	Oct	Nov	Dec
Broadcast (theater ads)											
Radio											
Magazines											
Internet											
Newspapers											
Billboards											

Budget	
Billboards	\$302,100
Magazines & Newspapers	\$543,007
Theaters	\$10,400
Radio	\$138,240
Web	\$224
Misc	\$6,029





# Creative Brief

## OBJECTIVE STATEMENT

Advertising will convince young professionals and young families that Tulsa is a thriving community, and will provide an affordable environment to grow and expand their business and family.

## SUPPORT STATEMENT

Tulsa is home to quaint neighborhoods, beautiful parks and interesting people. The ads should highlight the benefits of living in a cosmopolitan city, while maintaining a sense of community usually found only in suburbs.

The ads should highlight the following broad themes, which make Tulsa a true city, as opposed to the current stereotype “small town.”

### **Sports**

Talons, Drillers, Oilers, 66ers

### **Arts**

Museums, Jazz Hall of Fame, Performing Arts Center

### **Shopping**

Utica Square, Woodland Hills

### **Entertainment**

Casinos, Brookside, Blue Dome District, BOK Convention Center

### **Family**

Oxley Nature Center, Tulsa Zoo, Tulsa Parks

## STONE STATEMENT

The “Find Your Place” campaign for Tulsa should convey the beauty, convenience and welcoming feel of Tulsa, and introduce the lesser-known touch of sophistication.

# Creative: Radio

## 30 SECOND SPOT

1. So you finally got your degree, now what do you do?
2. Are you searching for the perfect place to start your career?
3. or maybe you're even ready to settle down and start a family.
4. Consider a move; start your future in Tulsa...Tulsa's economy is one
5. of the fastest growing in the Southwest. With Shopping, Sports, the Arts, and
6. Some of the finest cuisine around. Tulsa has it all. The only thing missing is you
7. Tulsa...it's the perfect city to find your place!
8. This ad brought to you by Tulsa Chamber of commerce. [www.findyourplace.com](http://www.findyourplace.com)

### **Media Vehicles**

#### **Oklahoma City**

**KHBZ (94.7, Alternative), KJYO (102.7, Top 40)**

#### **Tulsa**

**KIZS (92.1, Top 40), KMYZ (104.5, Alternative)**

#### **Fayetteville & Bentonville**

**KMXF (101.9, Top 40), KKEG (92.1, Rock)**





# Creative: Outdoor & Broadcast



# Creative: Non-traditional



FOR IMMEDIATE RELEASE

City of Tulsa, Chamber of Commerce  
and Business Sponsors  
Promote Tulsa's Finer Points

Tulsa is teaming up with: the Tulsa Drillers, Philbrook and Gilcrease museums, the Oklahoma Aquarium along with many local businesses to promote the City of Tulsa and our local business community. The "Find Your Place" T-shirt campaign is designed to promote Tulsans local spirit and our pride in local business. Participants in the "Find Your Place" campaign will show travelers to the Tulsa area that we support locally owned businesses and value them. Participants can pick up their "Find Your Place" T-shirt today at: Alysha Elaine, Walk on the Wild Side, Bliss, Flirt and Chrome, sponsors of this unique event. Participants can show their pride and love for Tulsa by wearing their "Find Your Place" T-shirt to their favorite Tulsa event and save on admission to all Tulsa Driller's home games, admission to Philbrook and Gilcrease museums and the Oklahoma Aquarium. Driller fans, museum and aquarium visitors that receive this discount will get a special "Find Your Place" receipt. With this receipt you can save even more at some of our great locally owned businesses. You can save on entrées at: Michael Fusco's Riverside Grill, Kampi Lounge, El Guapo's, Los Cabos Mexican Grill & Cantina. Take advantage of discounts at your favorite locally owned retailers: Margo's, Toni's Flowers, Ranch Archers wine and spirits, Bella Body Image, and The Dolphin Fine Linens. Your "Find Your Place" T-shirt will always be clean and read for the next event thanks to Yale Cleaner and their partnership with this event. They will launder your "Find Your Place" T-shirt free of charge and give a discount on any of your other cleaning brought in with your "Find Your Place" T-shirt. Schools, Churches and other non-profit organization can sell shirts for the "Find Your Place" campaign and keep part of proceeds for fund raising needs. This promotion is not just about business but the community as a whole.

If your local business would like to take part in this event by becoming a sponsor please contact the Tulsa Chamber of Commerce at 918-558-3311 ext. 234. For discount details or a complete and up-dated list of current sponsors please call 918-558-3312.

###

# Creative: Print



With a plate for every palate, Tulsa's dining experience offers something for everyone. From Japanese to Amish to Bar-B-Que; we have your taste covered. Cuisine prices range from sophisticated dining to casual fast food. As the food embassy of the southwest, Tulsa has a unique taste for quality and greatness.

[www.findyourtulsa.com](http://www.findyourtulsa.com)



# Creative: Print



With Tulsa's variety of clubs, culture and personalities this is where you can find your place...

For the hip and trendy, clubs, coffee houses and restaurants in Brookside and the Blue Dome District offer ample opportunities to see and be seen.

For the culturally aware, the Philbrook Museum of Art, Oklahoma Jazz Hall of Fame and Tulsa Performing Arts Center add a touch of sophistication to the city.

Music lovers can sample local talent at the infamous Cain's Ballroom or catch national headliners at the newly renovated BOK Convention Center.

Tulsa provides entertainment options for people of all tastes and lifestyles.

[www.findyourtulsa.com](http://www.findyourtulsa.com)



More than fashion, more than trendsomething you just know, your place to shine.

Tulsa's style is original, yet inspired. With busy shopping malls and the trendy shops of Utica Square and Brookside, Tulsa's style is affordable to anyone.

With loft apartments popping up all over town, Tulsa's up-scale living is contemporary and full of life.

[www.findyourtulsa.com](http://www.findyourtulsa.com)

# Creative: Print



With its growing ethnic population Tulsa has the space to find **your** place...

With almost twice as many foreign born residents as Oklahoma's state-wide average, Tulsa is truly a cosmopolitan city.

Residents believe in celebrating their ancestry and overcoming the bounds of bigotry by promoting open dialogue and sharing their backgrounds and cultural differences.

Every season has a festival, and every festival is a rich unique experience designed to promote awareness and understanding.

- Chinese New Year
- Greek Orthodox Festival
- Kwanza Festival
- Indian Art Festival
- Cinco de Mayo
- Greenwood Jazz Festival
- Chili Bowl Nationals
- LGBT Pride Festival
- Oktoberfest
- Scottish Festival

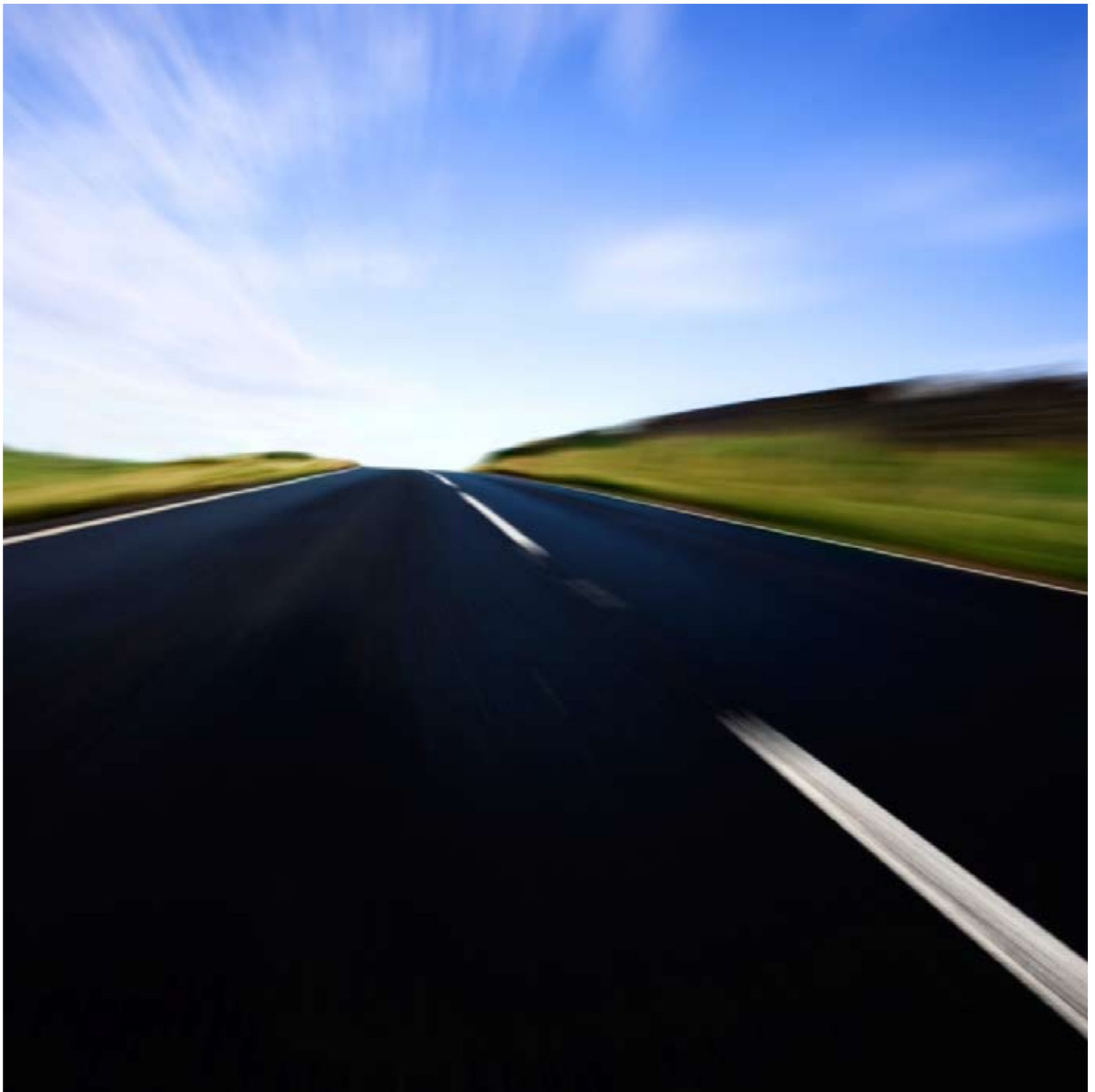
[www.findyourtulsa.com](http://www.findyourtulsa.com)

## Media Vehicles:

The Oklahoman (OU), The Daily O'Collegian (OSU), The Collegian (TU), The Arkansas Traveler (UA), Urban Tulsa, OKC Business, Benton County Daily Record

# Evaluation

The success of this program will be measured by survey research of the target audience. The survey will measure perceptions of Tulsa by using a Likert-scale questionnaire. In addition, further research will be conducted to measure the recall rate of each ad and to determine which media vehicle was most effective.





# References & Credit

## **Photography:**

- Much of the photography throughout this book was acquired from a stock house. A few of the photos were photographed by Hannah Schrag.

## **Web sites of interest:**

*[www.tulsa.areaconnect.com/statistics.htm](http://www.tulsa.areaconnect.com/statistics.htm)*

- Source for research and demographic data



**Publication** - Editor/Designer (presentation book & slides): Hannah Schrag, Editor/Writer: Jessica Chapman, Designer (ads): Don Hensley, Write/Editor: Maisha Cazenave , Writer/Editor: Laura Hampton, Media Buyer: Stephanie Burke, Research: Alexis Fomby

# Appendix

## MEDIA PLAN DETAILS

### Billboards

OKC: 3 Billboards x \$4,250 (a month) = \$12,750

TULSA: 3 Billboards x \$2,485 (a month) =

\$7,455

FAYETTEVILLE: 2 Billboard x \$2,485 (a month) =

\$4,970

### Airlines

American Way full page Ad: (full color)

\$26,695 x 18x a year = \$480,510

### Theaters

1 ad (at 15 seconds an ad) x \$ 25.00 per screen  
x 8 screens = \$200.

x 52 weeks = \$10,400

### Radio

OKC: KHBZ (94.7, Alternative)

3 ads x 3 days (a week) = 9 ads (a week)

9 ads (a weeks) x 4 weeks = 36 ads (a month)

36 ads (a month) x 12 months = 432 ads (a

year) 432 ads x \$80 an ad = \$34,560 a year

KJYO (102.7, Top 40)

3 ads x 3 days (a week) = 9 ads (a week)

9 ads (a weeks) x 4 weeks = 36 ads (a month)

36 ads (a month) x 12 months = 432 ads (a

year) 432 ads x \$80 an ad = \$34,560 a year

TULSA: KIZS (92.1, Top 40)

SPONSORSHIP = free 30 second spots

KMYZ (104.5, Alternative)

SPONSORSHIP = free 30 second spots

FAYETTEVILLE AND BENTONVILLE:

KMXF (101.9, Top 40)

3 ads x 3 days (a week) = 9 ads (a week)

9 ads (a weeks) x 4 weeks = 36 ads (a month)

36 ads (a month) x 12 months = 432 ads (a

year) 432 ads x \$80 an ad = \$34,560 a year

KKEG (92.1, Rock) 3 ads x 3 days (a week) = 9  
ads (a week)

9 ads (a weeks) x 4 weeks = 36 ads (a month)

36 ads (a month) x 12 months = 432 ads (a

year) 432 ads x \$80 an ad = \$34,560 a year

### Print (all ads are full color)

The Oklahoman (OU): ¼ page ad= \$318.75 per  
ad x 10 ads = \$3,187.50

The Daily O'Collegian (OSU) ¼ page ad=

\$255.15 per ad x 10 ads = \$2,551.50

The Collegian (TU) ¼ page ad= \$150.00 per ad

x 10 ads = \$1,500.00

The Arkansas Traveler (UA) ¼ page ad=

\$220.00 per ad x 10 ads = \$2,200.00

Urban Tulsa 1/2 Page ad= \$1120.00 per ad x 26

ads = \$29,120

OKC Business 1/2 Page ad= \$1064 per ad x 13

ads = \$13,832

Benton County Daily Record ¼ page ad=

\$388.71 x 26 ads = \$10,106.5

**Web site:** [www.findyourplace.com](http://www.findyourplace.com)

\$18.66 (a month) x 12 months= \$224.00

[www.myspace.com/findyourplace](http://www.myspace.com/findyourplace)

### Miscellaneous

T-shirts: \$6,029