

To: Mr. Lyle Richert
From: A Flock of Seagulls
Date: July 22, 2010
Re: Memorandum of Agreement

Introduction

This memorandum outlines A Flock of Seagulls' plan to increase business and awareness for our client, LRA Marketing. We will be providing several different ideas and documents to help the owner, Mr. Richert. We have found that the problem he is facing is that many student organizations on campus do not know about his company or the service it can provide. Many organizations have t-shirts, pens, water bottles etc. ordered every semester but go to competitors since they don't know about LRA Marketing. A few reasons for this include not getting advertisements to the right people within the organizations, and poor signage outside the store.

It is important to note that in return for the ideas and deliverables we plan to set forth we are not requesting a great deal. We are a student group and cannot receive payment. All we ask is that our client cooperates with us during the project so that we can determine what exactly he is looking for from us.

The actual items that Mr. Richert can expect us to deliver at the end of this project will be broken down into four categories. First, we will produce a modifiable T-shirt add using the software he prefers. Second, we will produce two different modifiable brochures for distribution. Next we will provide him with the information necessary to advertise with The Discount Den. Finally, we will produce documents explaining how to post an ad on BTV.

Purpose and Goals

The purpose of this project is to make students aware of LRA in a multitude of ways. Mr. Richert has been on Purdue University's campus since 2002 and has yet to come up with an effective way of marketing to student groups and organizations. He has done business with some of these particular groups but still has not found the best way to market to them. With our help he needs to find a way to advertise his business to these clubs and organizations. He wants to help these organizations reach out to more students in attempt to get them interested in what it is they do. Right now organizations are buying from LRA Marketing's competitors due to the lack of awareness of its services. We are trying to make students aware of the convenience of LRA Marketing and these services.

Our overall plan consists of four areas and our goal is to make significant progress in each of these areas in order to help Mr. Richert out and work towards the ultimate goal of increased business and increased awareness of LRA Marketing. We hope to promote several of his products to the student groups on campus. We will do this by increasing advertising in the most beneficial areas. Our goals can be broken down a few different areas.

- 1.) We plan to create a T-shirt design that will feature a catchy slogan as well as LRA's name and logo.

- 2.) We plan to create two different mock brochures for Mr. Richert. One will be catered to the Greek Community for distribution during Greek Week, while the other will be given to leaders of all the organizations through either the Presidents Roundtable or through campus mail.
- 3.) We plan to make an ad to put up on Boiler Television (BTV). This will market anyone still living in the dorms that might not have heard of LRA, or younger students that might not have been in an organization but still want to place an order for promotional items.
- 4.) Finally, we plan to propose that Mr. Richert advertise at the Discount Den in the form of DenPops, pending his approval.

We believe that by accomplishing these four goals and attacking them individually we will be able to reach our overall goal and make students more aware of LRA Marketing.

Scope

Right now the scope of this project is focused on approval of the proposal and the continued effort put forth in order to increase student awareness. There are very few costs to LRA in the early stages of the process and we hope to be able to make the LRA name known with as little cost to Mr. Richert as possible. The work we do will include multiple avenues and is not limited to the ideas listed on the page as we are always open for collaborative work.

Timeline

Stage			
Stage 1 Involves brainstorming and coming up with initial ideas and drafts	June 30 - We sat down with our client and discussed many ideas that we had come up with. He gave us some constructive feedback and liked all of our ideas and wanted us to pursue them further.	July 15 - We completed the first draft of our proposal	July 16 - We edited our proposal using our peer's constructive criticism
Stage 2 Involves turning in important documents for grading by our instructor	July 17 - We turned in our final draft of formal proposal to Mr. Bacha.	July 21 - We will turn in our Memorandum of Agreement to Mr. Bacha	

<p>Stage 3 The most important stage, this involves the documents we give the client for use and approval.</p>	<p>July 21 - We will present our final draft of our proposal to Mr. Richert.</p>	<p>July 23 - We will present our final draft of our Memorandum of Agreement to Mr. Richert</p>	<p>July 30 - We will present our final deliverables to Mr. Richert.</p>
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Deliverables

T-shirts

We plan to design and print t-shirts that have some sort of saying or funny innuendo on them, and have them worn around campus. This is an attempt to get students interested in Mr. Richert’s company and the products it provides. On the front of the t-shirt we will put the phrase and on the back we will put his logo and his website. For the colors we will do a solid color and one color for the writing. We feel that these shirts should be screen-print because they are more popular for t-shirts. These t-shirts need to be a brighter color.

Giveaways

We plan to take different items that people use from day to day and put the LRA logo on them. A couple items that we have come up with are sports bracelets and water bottles. For the bracelets we have come up with the idea of two colors, black and gold. On each band we can either screen-print or have them engraved saying “Boiler Up”. We believe that the logo or the website should also be screen-printed or engraved on each of the bands.

Brochure for the Presidents Round Table

To create more knowledge of LRA within the student organizations on campus, we are going to provide a brochure to be given to the heads of all organizations. It will feature T-shirt ads as well as information on how to place an order, how long orders will take to be delivered, and how much some of the more popular items will cost.

Ad for Boiler Television

Boiler television consists of a large variety of channels. It is the main source of television entertainment for students who reside in the dorms. BTV also has its own channel in the lineup. This channel plays new movies that have recently been released. The movies are played in a loop and there is some time between each showing. During that allotment of time, a series of advertisements are run. These advertisements are created by University departments, student organizations, and University residences to promote meetings and events. We plan to design and post an advertisement for LRA in hopes of reaching the younger students on campus.

Brochure for Greek Week

Greek Week is a time in the spring when the members of the fraternity and sorority community come together around events of celebration. There are multiple events that take place during this week and we plan to attempt to arrange for a LRA booth to be set up. After contacting the head of the Greek Week Marketing and Sponsorship Committee, Ethan Donohue, we found that a booth or even being an official sponsor of the event are options for this spring.

When speaking with the client last week it was suggested that licensing to sell to Greeks was an issue and after further research and correspondence with James D'impiero, a member of the IFC, we found that this licensing is required and almost all houses follow this set of rules. The license is renewed annually and therefore the client will have the option of dropping it if he feels that it is not beneficial. We suggest that the client acquire said license.

Den Pop Ad

We have talked to the owner of "The Den" and found that advertising on the "Den Pop" cups is open to everyone. The Den requires a 50,000 cup minimum when you print and the cost is 2,500 dollars. After further research, we found that the client can advertise along with other companies and split the cost. It seems that three or four usually split the cost and we suggest that Mr. Richert submit a logo to the store for advertising.

Responsibilities

There are a few responsibilities necessary in order to be successful with this project. The responsibilities for the client include being able to meet with our group as well as follow through with the ideas we have presented to him, if he deems necessary. Each group member is responsible for his or her portion of the project as well as meeting the deadlines for these particular parts. Everyone should be present for all meetings unless notified beforehand.

Material Design

T-shirt Add

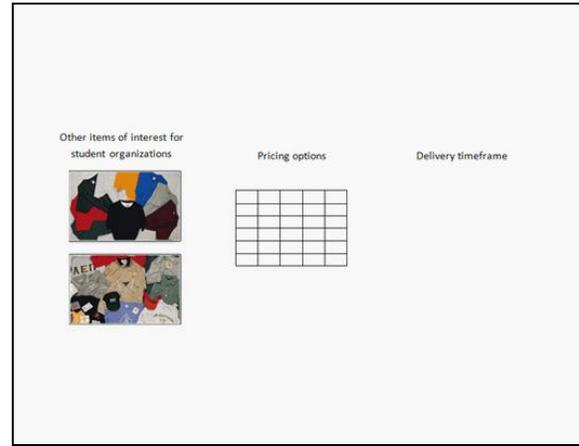


Brochure

Outside



Inside



Personnel

Jeffrey D Reed

Jeff is a student from Frankton, IN. Currently, he is in Purdue's Krannert school of Management and is majoring in Management with a concentration in Organizational Behavior and Human Resources (OBHR). He is the team leader and expects to graduate in May 2012. Being a student, he can relate to what the Purdue students want. His understanding of the marketing business will help his group become successful with this project.

Genesis Rodrigo

Genesis is part of Purdue's College of Science majoring in Actuarial Science and Statistics. He has minors in Management and Organizational Leadership and Supervision. While at Purdue, he has been a part of many student organizations and has held officer positions. Those experiences can help his group find out what student organizations look for from companies like LRA Marketing.

Karlee Miller

Karlee is a student from Kokomo, IN. She came to Purdue for their Engineering school, but is now a part of Purdue's school of Technology. Her major is Building and Construction Management and she hopes to take that degree into a large structures construction firm. The different experiences she has had will help the group succeed. Her experience with making

brochures for her church gives her advantages to help the group's brochure stand out. Also, the great time management skills she possesses will be beneficial to her group.

Benjamin Spivey

Ben is an English major, with minors in Linguistics and History. He has aspirations to go to law school and secure a great internship after graduating in May 2010. Ben is from Indianapolis, Indiana and has worked to get the word out about a small business before. His experiences with creating newsletters and PowerPoint presentations for his church will make him an asset to the group.

Conclusion

After doing some research we have outlined a plan of action to be followed in order to increase awareness about LRA Marketing. We will likely be able to help Mr. Richert accomplish the ultimate goal of increased business and sales. We have broken this down into four integral parts and believe that by following some of the guidelines that this proposal sets forth, LRA Marketing will successfully make itself more accessible to the student body as whole.

Thank you very much for reading and considering our proposal and this memorandum. We hope that you find these ideas to be as beneficial and insightful as we do and look forward to continuing to develop ideas with your help. This is not set in stone and we would love to include your input along the way. If you have any comments, ideas, questions, or concerns feel free to contact any of the members of our group using the contact information below. Thanks again for giving us this opportunity.

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Mr. Lyle Richert,
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