

PR Final Project

Immie Miles

Situational Analysis

Located in Seaboard Station in Raleigh, NC, Galatea Boutique is a store with styles for the ages. Filled with clothing, shoes, and accessories, they have styles and fabrics textures and colors for everyone. The feel of the store is funky yet classy, a look that anyone can pull off. With the location being so close to Peace College, Galatea would like to reach out to find ways to get a new clientele from the Peace College Community. This can not only include students, but faculty and staff alike.

Currently, Galatea Boutique is reaching out to younger customers including the Peace College students by developing a facebook page to connect with young facebook users. By reaching out to the Peace College Community Galatea Boutique will 1.) create a large group of young clientele 2.) Receive free advertisement by way of word of mouth within the young female college student population in Raleigh and 3.) Create a relationship with a place where there will always be new incoming customers.

Feature News Release

Can you picture it? A room full of fabrics with different textures, colors, styles, shapes, and sizes that amaze the eye. Jewelry that's sparkling, shining, and filled with beads gems and crystals. This is every women's dream room. And two amazingly talented and creative women made this dream a reality. Together, they created Galatea Boutique located in Seaboard Station on Franklin

St. in Raleigh. Nestled away just across the street from Peace College, these women made every girls dream come true. They filled the store with styles that are funky and fun, yet sophisticated and classy, this really is a store that has something for everyone. The store was designed to have a style and price for all ages. The creators of Galatea Boutique welcome all to experience an awesome and fun shopping experience.

Backgrounder

Galatea Boutique was created four years ago and resides in Seaboard Station in Raleigh, NC. The store is managed by two women with a passion for fashion.

Pitch

Subject: Great opportunity for the Peace Times

Dear Ana Teresa,

I found a store perfect for the Peace Times to do a story on. It is located right next to Peace, but most students don't even know it's there. The store is called Galatea and it is filled with tons of great clothes that Peace students would love. I thought this store would be especially perfect for students who live on campus and do not have cars, because this store offers shopping within walking distance. The boutique is located in Sea Board Station and has clothes shoes jewelry and accessories. Although some of the stores items are a little pricey, there are items priced to fit student budgets also. I got a beautiful ring for my sisters birthday for only \$17.00. I think a story about this store would give students the opportunity to realize how close great shopping is from Peace and maybe bring some Peace students together to go for shopping trips across the street. I would be more than happy to give you any more information about Galatea Boutique and hope that this is something you might be interested in covering for the Peace Times.

Thank you for your time!

Immie Miles

Social Commerce Ad (Living Social)

50 dollars to spend on Clothing, Shoes, and Jewelry at Galatea Boutique

\$25.00 (\$50.00 gift certificate)

It's ok, go ahead and get excited. Jump up and down, do a lil' dance, send a text to all your friends. Call you girls, it's time for a shopping spree! With the holidays just around the corner, here is a deal you can snag without pushing through crazed lines of people on black Friday. Grab this deal while you can and come enjoy a fun and relaxed shopping environment at Galatea Boutique. Or, you could just head over to Crab Tree Valley Mall and spend a year's worth of working wages on a bunch of clothes that everyone else has anyways. But no, you have the chance to get unique and funky items from Galatea for half the regular price and make alllll your friends jealous with envy. You know you wanna do it, so click buy and stop making yourself miserable over it already! See you soon. Xoxo -Galatea

Creative Ideas

- Peace College gift sponsor- Galatea Boutique should provide small gift cards to Peace College to use in raffles and giveaways at Peace events. This would be a great way for students to actually take the time to go to the Boutique and seriously look at what they have to offer. Even if only 5 girls win gift cards, they will undoubtedly do one of three things: 1.) Bring along friends to shop 2.) Tell their friends about their shopping experience 3.) Go back to shop with their own money after they spend the gift card.
- Peace Shopping Party- Galatea Boutique would hold a shopping party exclusively for Peace College students. The store would be shut down and only people from the Peace community could attend. During the party certain items would be discounted. Light food and beverage plus music would be played. This would be a great way to get a large amount of students to see the store and take advantage of the discount while enjoying a fun time with friends and classmates. Even if all students don't buy something at the party, they would hopefully come back and shop again.

- Sea Board Fashion Show- This idea is for Galatea to sponsor a fashion show with all of the other stores that sell fashion items at Sea Board Station. The fashion show would be open to the public but held at Peace College. This would be a fun way to give the Peace Community as well as others in the public to get a chance to see what Galatea and the shops at Sea Board Station have to offer!