Advertising Project Outline

Company Name: PinkSpyder

Slogan: Creative Solutions for an Evolving Market

Advertising Plan

I. Executive Summary

A. Summary of Marketing Plan

B. Budget Summary

C. Summary of Advertising Strategy

II. Summary of Marketing Plan

A. SWOT Analysis

1. Strengths- clothing with a cause, good quality clothing, celebrity backed

2. Weaknesses- past advertising poor/only online, poorly chosen celebrities

3. Opportunities- room for growth in advertising/reaching target market, better celebrity endorsements available.

4. Threats- other clothing companies with similar designs and better advertising/cheaper prices.

B. Target Market

1. Primary Target Market

a. 14-28 year old women

2. Secondary Target Market

a. Younger Siblings/Parents/Friends of the Primary Market

3. Market Characteristics

a. Geographic- United States

b. Demographic- Young Women, Siblings/Parents/Friends; Financially Stable

c. Psychographic- Socially Conscious, Care about Appearances, Trendsetters

d. Behavioral- Participate in Charity Work, Shop Frequently for Fashion Forward Clothing,

C. Marketing Mix

1. Product- Women’s Clothing and Accessories

2. Price- High End Fashion Prices; Not for the Discount Shopper

3. Distribution (Place)- Online, Local Department Stores, Partner with a Teen Fashion Store for Possible Distribution

4. Communication (Promotion)- Online (Website), Traditional and Off the Wall Media.

III. Advertising (Creative) Strategy

B. Communications Media

1. Print (Magazines)

a. Elle, Cosmo, Teen Vogue, 17, etc.

2. Commercial (Television)

a. MTV, VH1, Oxygen, Lifetime

3. Off the Wall

a. Bus Stop Ad Space for Posters

IV. Budget Summary

Advertising Project

Company Name: PinkSpyder

Slogan: Creative Solutions for Today’s Market

Executive Summary

Our main objective is to get our product out in the open and to create a loyal brand following. We have broken our $500,000 budget into two main categories that we feel would be the most effective forms of advertising; print media and television ads. Our strategy is to create awareness for the Privacy Wear brand. Privacy Wear is an amazing, quality clothing line that is in a position to benefit the breast cancer community through contributions from sales, as well as promotion of an overall awareness of breast cancer. The only problem is that not many people have heard of Privacy Wear. First, in order to get people interested in the brand, we are going to hire celebrity endorsers; not just any celebrity endorsers, but ones who will represent our brand ideals. This means we are going to stay away from stars with bad reputations and negative reality television personalities. We will be looking for women that other women can relate to and admire. Next, we are going to run commercials during popular programs that our target market watches, such as “The Hills” and “Gossip Girl”. Finally, we are going to have ads in popular magazines. By doing this, we hope to catch our market’s attention and generate more sales for Privacy Wear.

Summary of Marketing Plan

Based upon our SWOT Analysis we have come to the following conclusion: Privacy Wear has strengths we can work with. Privacy Wear represents a good cause; a fraction of their sales goes toward research development for breast cancer cures. The clothing is well- manufactured and fashionable, making it easy to sell and to promote. Privacy Wear is celebrity endorsed. People are more likely to buy a product if people they admire or idolize are seen using the product.

Unfortunately, Privacy Wear has weaknesses as well. Past advertising for the company has been poor or lacking. Privacy Wear in the past has marketed only online, making it impossible for a huge percentage of their market to learn about them. Privacy Wear also used a few poorly chosen celebrities to promote their product line. Also, since Privacy Wear products are available only online, the prices are too high for the average consumer. If they lower their prices or make the product line available in retail stores, most likely, sales would increase.

Fortunately, Privacy Wear also has several opportunities to increase their consumer base and sales revenue. There is great room for growth in advertising. By using different methods for advertising, there is a greater possibility for reaching more of the target market. Also, better celebrity endorsements are available.

The threats to the Privacy Wear Company are other clothing lines and designers that already have a larger customer base. This is due, in most part, to better advertising. Other clothing lines are also less expensive, due to their availability in retail stores versus online only shopping.

Target Market

Our primary target market is young women, age 14 to 28. Our secondary market is the siblings, parents, and close friends of the primary target market. Our target market is broken down into several categories. Geographically, we are focusing in the United States. After we have increased the awareness of Privacy Wear we will expand to other areas of the world. Demographically, we are focusing on younger women in their early teens to late 20’s that are financially stable. American teenagers are among the wealthiest people in the world, so they are a perfect group to focus advertising toward. 20-Somethings typically have jobs and aside from teenagers, they spend the second largest amount of money on clothing each year. Psychographically, our target market is socially conscious. They understand social issues and why Privacy Wear is important. They also care about appearance and are the main trendsetters. Both of these things are important. In order for a clothing line to sell, it needs to be fashionable and be something that people will actually want to wear. Behaviorally, our target market either participates in philanthropy or understands the importance of philanthropy to our nation as a whole; they also shop frequently for fashion forward clothing.

Marketing Mix

Privacy Wear carries a variety of different products. Our products include jeans, tee-shirts, hats, belts, scarves, jewelry, and hooded sweatshirts. Privacy Wear’s fashion line is high-priced and not meant for the discount shopper. Right now, the only distribution place is online. We hope that one day Privacy Wear will expand to local department stores or partner with a teen fashion store for easier and more affordable distribution. In order to better promote Privacy Wear we are going to use both traditional and off the wall media. We plan on keeping the current advertising online as well as expanding to magazines, television, and bus stop ad space.

Advertising (Creative) Strategy

We think that the most effective form of advertising for Privacy Wear would be print magazines. The ideal magazines would be *Vogue*, *17*, *Us Weekly*, and *People*. These magazines are directed toward our target market. Commercial television is the second most effective way to reach our market. Running commercials during high rated shows on channels such as MTV, VH1, The CW, and Lifetime, is a great way to get Privacy Wear promoted. As far as off the wall media is concerned; bus stop ads are great. Teenagers take the bus frequently because many of them do not have cars or licenses. An ad in a bus stop window that features a celebrity would be eye-catching to a young adult.

Budget Summary

Putting ads on facebook would probably be ineffective because many people just ignore internet ads. Television ads may be effective and should be run on several cable channels such as *Lifetime*, MTV and The CW. Out of our $500,000 budget, we should use at least $100,000 in TV commercials. This will cover the cost of creating the ad, the cost to the TV networks and other creative aspects involved in creating the commercial. Another $300,000 will be spent in print ads in various magazines such as *People*, *Vogue*, *Seventeen* and *US Weekly*. $10,000 is to be used for bus stop advertising located is high traffic areas. The remaining $90,000 will go toward celebrity endorsements.