

something
TO **SHARE**

jcpenny®



executive SUMMARY

aka cliffnotes for ad campaigns

This is not just a plans book. This is a plans story. The story of JCPenney's newly established modernity, style and relevance to the 25-34 year old female demographic. *This campaign brings new life to the JCPenney name, featuring products, services and a lifestyle that compel women to embrace JCPenney and share the experience.*

Primary and secondary research recognizes the target market as a diverse collection of women in varied stages of life.

The moment of discovery is the masterpiece of any shopping experience. It's that feeling of accomplishment with a dash of completion and satisfaction. When things come together and life is suddenly simplified.

The moment of discovery is powerful and women want to share it. JCPenney provides that moment of discovering something to love, something to flaunt, something to celebrate.

JCPenney is Something to Share.

Strategic Touchpoints:

PAID

- Unique and inspired messages mindfully placed to increase top-of-mind awareness

OWNED

- Sincere and amiable online presence to strengthen the consumer-brand relationship

EARNED

- Engaging promotions to revitalize JCPenney's commitment to the community

CREATED

- Creative and unexpected tactics to captivate the audience and create buzz

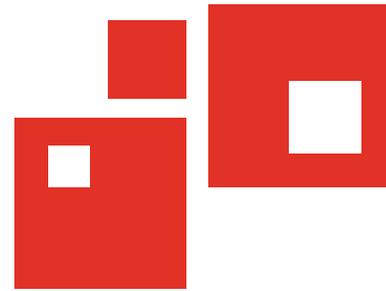


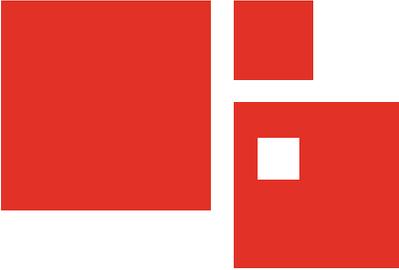
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Pull up a chair

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situational **ANALYSIS**



what's the sitch?

JCPenney is a prominent department store with more than a hundred years of history behind its name. The company provides options in retail, salon services, portrait photography and essential home goods. Brands such as MNG by Mango, American Living by Ralph Lauren and Sephora confirm the retailer's attention to style.

Unfortunately, 25-34 year old women do not see JCPenney as a modern retailer and have negative opinions about department store shopping as a whole. Consequently, JCPenney's market share among the 25-34 year-old female demographic has not reached its full potential. **We have been challenged** to change the target's misconception of JCPenney, promoting a stronger sense of ownership and enthusiasm for the brand.

CHALLENGE ACCEPTED.

This campaign is modern, innovative and sets JCPenney apart from standard department store advertising, dismissing stale perceptions of the brand. This campaign speaks to women.

**These women are unique and fun.
They exude confidence and moxie.
They have a voice.**

We hear them and we want the world to hear them too. We bring these women a JCPenney experience they can't help but pass on to their friends, families and networks.

STRENGTHS

active **SOCIAL MEDIA** presence
distinguished within
RETAIL INDUSTRY
brand name merchandise
AFFORDABLE quality products

WEAKNESSES

perceived as **CHEAP**
and **OLD FASHIONED**
seen as loud and
lacks **cluttered**
BRAND AWARENESS
lowest rank among
COMPETITORS

emphasize quality and
STYLE stronger brand
PARTNERSHIPS
simplify shopping
with **DIGITAL** and
MOBILE ADS
stagnant industry
OPPORTUNITIES

direct retail
rapid **COMPETITION**
change in fashion industry
NEGATIVE perceptions
of target market
discounted merchandise
affects perceptions of
QUALITY
THREATS

research INSIGHTS

more pages than Harry Potter

PRIMARY RESEARCH

- 70 one-on-one interviews
- Total of 139 survey respondents from 14 states
- 18 focus group participants
- 7 in-store ethnographies across the nation

SECONDARY RESEARCH

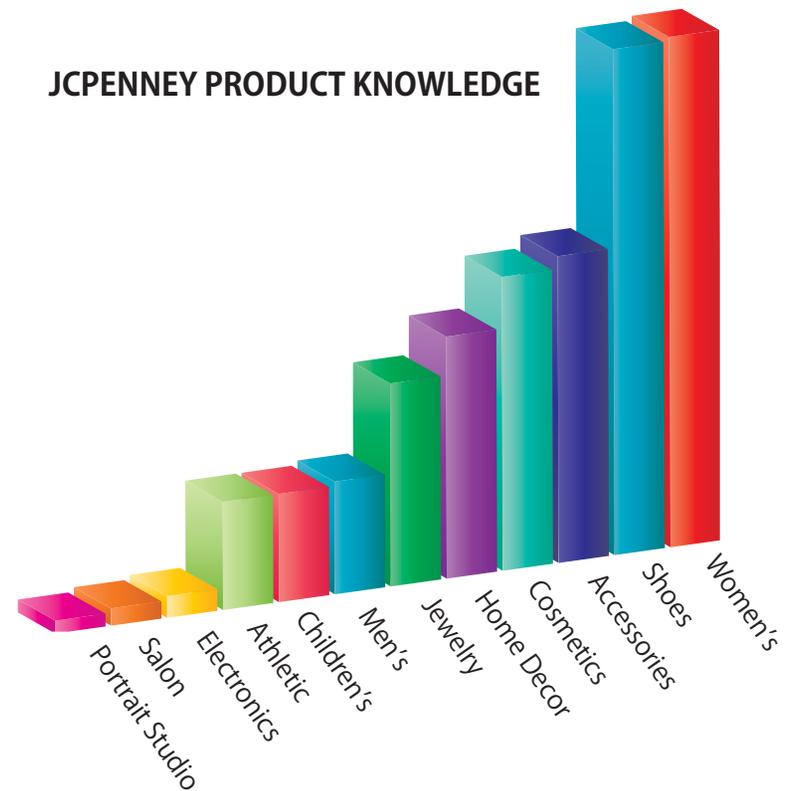
- According to Mindshare/Ogilvy and Mather, **92%** of women tell their friends about a successful shopping experience.

That's something to share.

LET'S MAKE THIS EASY

Throughout this plans book, ADOLOGY & FACTOLOGY bars are featured at the bottom of the page listing relevant research insights.

JCPENNEY PRODUCT KNOWLEDGE



- Personal advice from friends or family members was by far the most influential source followed by TV broadcast and search engines (Mediapost, 2010).
- Women seek to buy products and services that do good for the world, especially other women (The Female Economy, 2009).
- Women are more likely to recommend a brand, product or service by 35% compared to men at 28% (Mediapost, 2010).

COMPETITOR BRAND PERCEPTIONS



INDUSTRY SNAPSHOT

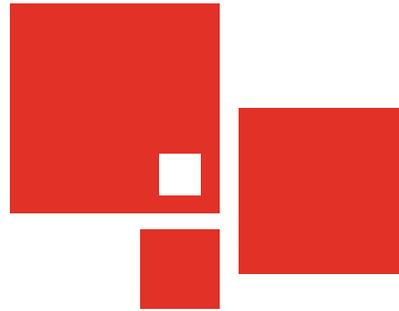
- Department stores have lost appeal, favoring specialty stores, discounted stores and boutiques.
- Clothing and footwear are the largest product segments accounting for 54.7% of profits.
- There are intense rivalries with sales and promotions between department stores.
- The sales forecast is expected to accelerate between 2009 and 2014.

- Mothers are estimated to be responsible for \$2.1 trillion of U.S. consumer spending, controlling about 80% of household expenditures, according to BSM Media (AllBusiness, 2010).
- "The evolution of our brand lies with reaching tech savvy women ages 25-34," Mike Boylson, JCPenney Chief Marketing Officer.
- Fifty percent of moms find online reviews from moms like 'me' to be a valuable source of information (Emarketer Report, 2009).

target

AUDIENCE

complex and captivated



From beltway boomers to the urban achievers, women ages 25-34 represent a variety of personalities, lifestyles and attitudes.

She trusts what her friends tell her, good and bad.



She is a mover and a shaker, a young influential, an up-and-comer, the money and the brains, a boomtown single, a new homesteader.

Overall, she listens to the radio. She uses social media and magazines. She is optimistic, driven, tech-savvy and has a high self-esteem.

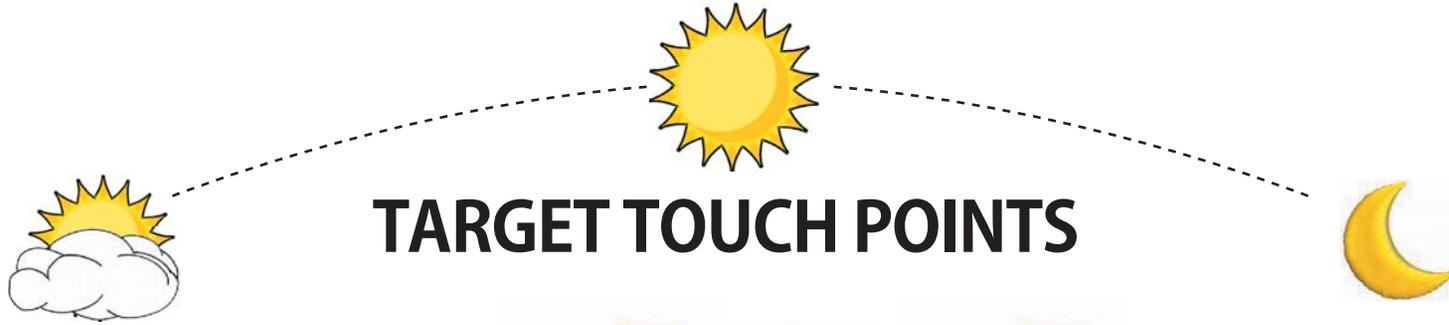
Clean, simple designs that reflect her confident self-image catch her attention in a store setting.

She likes to feel at home, safe and respected while shopping. A successful shopping experience leaves her feeling satisfied, fulfilled and exhilarated.

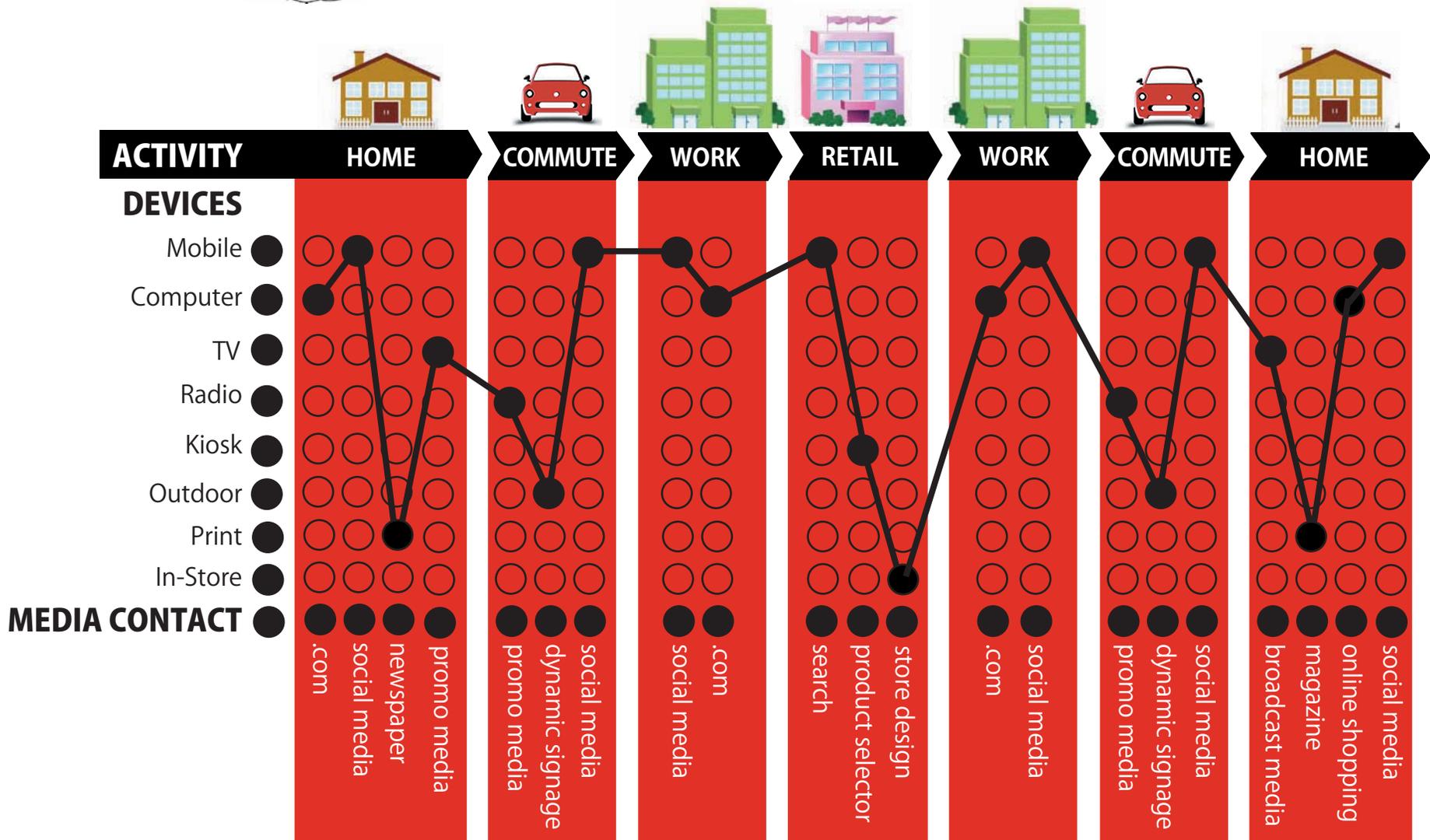
This woman actively seeks reviews for products to ensure she is making a smart purchasing decision.

HOW WILL WE CATCH HER EYE?

Strategic brand placement will catch the target as she transitions through the day. Forms of media contact on varying devices are easily tracked on the TARGET TOUCH POINTS chart. Look for the location icons throughout this book to see where the ad connects with the target.

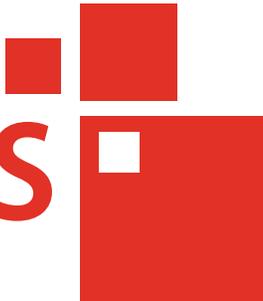


TARGET TOUCH POINTS



in her **OWN WORDS**

that's what she said



These women love to talk. So we listened.
Here's what we heard:

Great days of shopping include sales, great customer service and smiling, helpful employees.

In my favorite stores I feel like a worthy woman.

JCPenney is overwhelming. I like to see things spread out and have a clear picture of what I'm looking for.



Advertisements that appeal to me are humorous because I love to laugh.

I look at online ads, especially on social networks.

I shop with my eyes, not my hands.

Ads that grab my attention are funny, look nice and feature believable people.

I will email or forward good coupons if the shopping was successful.



OUR CHALLENGE

ACQUIRE female customers ages 25-34

RETAIN female customers ages 25-34

GROW share of wallet among current female customers ages 25-34

INCREASE shopping frequency among current female customers ages 25-34

OUR AUDIENCE

We're talking to the **young professional**. The **wife** and **mother**. The pair of **best friends**. The **entrepreneur**. The **single mom**. The **homeowner**.

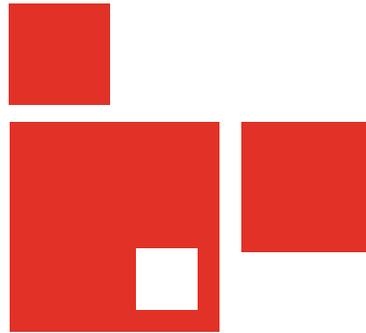
It's unreasonable to think the standard **hair-in-the-wind, pouty-face, giggle-and-a-wink** department store advertising is going to speak to these women.

These women are **modern, trendy** and **connected**. They are not familiar with the brands available at JCPenney. They make discoveries and form opinions based on one another.

They enjoy **boutique shopping** that caters to them as individuals without exhausting price tags.

campaign **STRATEGY**

sharing the secret to success



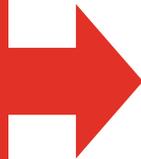
BIG IDEA

Challenge current brand perceptions and encourage positive brand attitudes by creating relatable messages that connect JCPenney to those moments in life women love to share.

The JCPenney experience is **something** you simply can't wait **to share!**

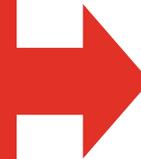
POSITION

the brand as a valuable shopping destination for **defining styles at inspiring prices**. Through created advertising, modern brands **set trends** and generate buzz in unexpected ways.



CONNECT

with the target audience through **online** relationship-building tactics, media and promotions that focus attention on a more **positive customer experience**.



SHARE

JCPenney's **understanding** of today's modern woman. **Humor and creativity** in paid advertising and messaging will capture the **charming uniqueness** of the target.

- Fifty-five percent of respondents agree or strongly agree with the phrase "I like to shop with friends" (Online Survey, 2010).
- In the rich details of women's conversations are road maps to what they need and want which leads to profitability (Brennan, 2009).
- Female consumers don't identify with a single designer. She's looking for a dress she likes that's calling her name (Underhill, 2010).



WHY ARE WE COMMUNICATING?

Our objective is to expand the current customer base and increase market share.

WITH WHOM ARE WE COMMUNICATING?

Women ages 25-34. These women are navigating significant life events such as launching careers, establishing urban (friendship) tribes, creating new traditions/rituals, earning promotions, clarifying interests/hobbies, buying homes and starting families. They are smart and have the moxie to handle life's challenges with flair and style. They are active, juggle busy schedules and desire a retail store that respects and empowers them while satisfying their desire for control and convenience.

WHAT'S THE PROBLEM AND OPPORTUNITY?

These women do not view JCPenney as a modern, relevant retail destination. The resulting opportunity is to show the target that JCPenney offers the products, services and brands that fit their dynamic lifestyles.

WHAT SHOULD OUR COMMUNICATION DO?

Demonstrate how JCPenney is relevant to the big and little moments in a woman's life.

WHAT'S OUR TONE?

Images will deliver clever and unexpected twists that capture those spontaneous and lighter moments worthy of sharing. Copy will express livable, memorable moments that convey the narratives of the target's life while promoting brands found at JCPenney. The anecdotal details of the ads will reflect the mix of quirkiness and self-confidence these women draw on as they move through both mundane and exciting life events.

WHAT'S OUR POINT OF VIEW?

Slice of life. Our messages bring the fantastic qualities of everyday life to the forefront.

WHAT ARE OUR MUST-DO'S?

Integrate product/service "Shop Boxes" into traditional media messages to highlight the relevant brands available at JCPenney. Provide mobile users with QR codes for easy access to information and shopping incentives.

paid MEDIA

Worth every JCPenney



Kinect-ing With My Mom

shop box

- SJB Active Yoga Utility pant \$17.99
- Nike Initiator Women's Running shoes \$39.99
- Studio Tribeccs Sofa Group \$399.00
- Xersion seamless bra \$13.99
- Adidas Peached Poly Jacket \$34.99


www.JCP.com

A day of shopping capped off by a quick round of sand volleyball on the digital court. What better way to share time with my mom? From my downward dog to the top of my spike, I am ready for anything with my new Adidas gear. Something fit. Something fun. JCPenney. Something to Share.

jcpenney
Something to Share

PRINT KINECT-ING WITH MOM



This two-page magazine spread features the modern woman with the styles, activities and relationships that are important to her. The "Shop Box" emphasizes brand options at JCPenney and the copy reflects the experiences of the target.

- Magazine ads lead 17.2% of respondents aged 25-34 to action (Adology, 2010).
- Sixty-seven percent of respondents agree or strongly agree with the phrase, "I like to shop with family" (Online Survey, 2010).
- "I like ads of girls who are having fun and not too posed" (1-on-1 Interview, 2010).

Smoothie ~~Night~~ Fight



I refused to share my smoothie.
Now, we're sharing laundry duty.

Life is about getting messy and living to tell the story. JCPenney is there with the styles, brands and prices that turn the ordinary into the extraordinary, reminding me that every moment should be a moment to share.



PRINT SMOOTHIE FIGHT



The JCPenney brand relates to the fun, spontaneous and vibrant personality of the target and caters to the moments that are worth sharing. By creating interest in the moment, the target will be introduced to brands and products available at JCPenney.

This ad will run in magazines as a full page and one third-page spread. The JCPenney Shop Box can be found on the opposite page of the spread.

jcpenney® shop box

- KitchenAid
Blender \$99.99
- Rachael Ray
Ozitech Knife Sharpener \$19.99
- Pure Perfection
hand towels \$5.99
- Relic
Degrade Watch \$56.25
- Shark
Light & easy steam mop \$69.99
- MNG by Mango
Lizzy Jeans \$55.92



www.jcp.com

- Humor increases the attention paid to an ad, which enhances ad effectiveness (Baaren, Hansen, Hooghuis, Strick, & Wigboldus, 2009).
- Demographically, magazine ads drive whites, blacks and English speaking Hispanics to start an online search (Adology, 2010).
- Top factors that make a good advertisement are informative (73%), spark thoughts (66%) and humor (63%) (Adology, 2010).



1



2



3



4



5



6

TELEVISION PHOTO SHOOT :30



The title “Mom” carries no generalizations in this television spot that features our target showing her sassy side and losing herself in the moment. The advertisement features JCPenney’s lesser-known portrait studio and the clothes that make women feel confident.

The spot starts with a woman posing for what appears to be a high end fashion shoot. Techno music blasts, bulbs flash and cameras snap as she loses herself in the moment. Faint shouts of “Mom!” are heard as she continues to pose. The shout grows louder and the model comes back to reality. Her daughter says, “Mom, it’s my turn.” The JCPenney “Shop Box” in the last frame highlights photography packages.

Sharing moments captured only at JCPenney Portrait Studio.

RADIO MUSIC SHARING



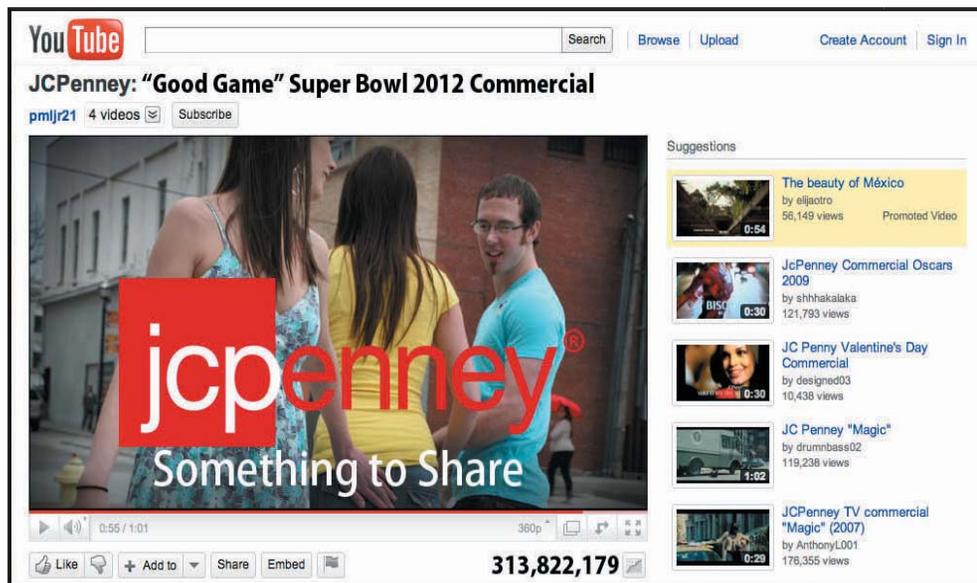
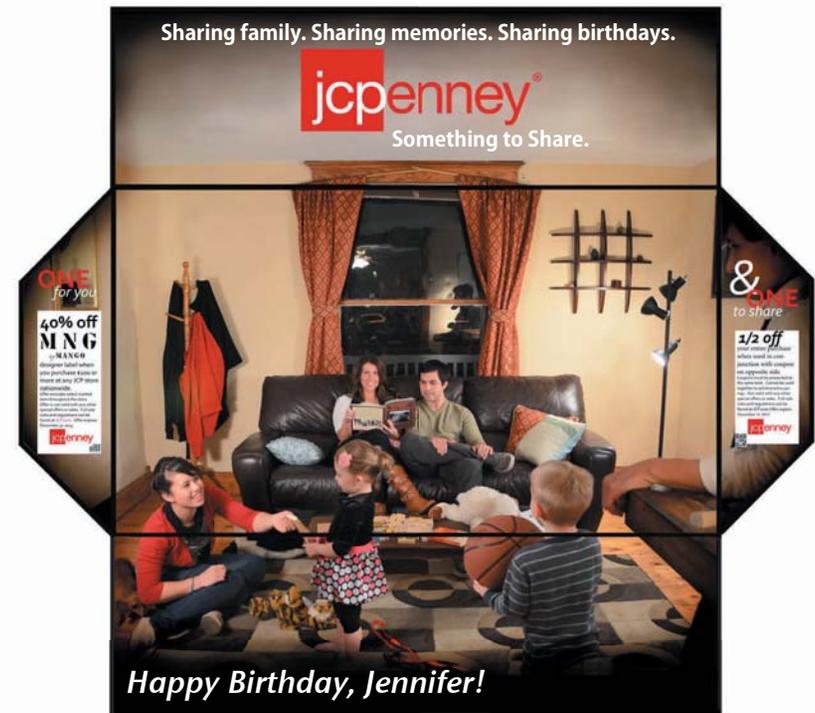
JCPenney will sponsor commercial-free music hours in select major cities. This hour will feature dedications, requests and new music from local artists with 10 second JCPenney liners between every other song.

- “TV ads with people within my social environment catch my attention” (1-on-1 Interview, 2010).
- According to Nielsen figures, the average American now watches 142 hours of TV per month (Mathieson, 2010).
- Ninety-nine percent of all the video consumed in the United States still occurs via a TV set (Mathieson, 2010).

DIRECT MAIL SPECIAL OCCASIONS



Three direct mail pieces will be strategically developed to celebrate the special occasions in women's lives, particularly her birthday. The piece will feature a relatable image of shared moments providing discount incentives for key brand apparel and products, as well as a coupon to share with a friend.



SUPERBOWL SPOT GOOD GAME



Appealing to our sports-loving female market, this SuperBowl ad is a humorous variation of the previously male-dominated congratulatory rear-end smack. Women share a moment of **style appreciation** in a fun and unique way, presenting JCPenney as a brand that sees beyond the all-too-serious faces of standard department store ads.

- Seventy-eight percent of respondents like to receive a birthday greeting with a special discount offer (Online Survey, 2010).
- Direct mail recipients purchased and spent more than non-direct mail recipients, resulting in a 65% revenue lift (USPS, 2011).
- Sixty-eight percent of respondents like to receive home mailings featuring coupons or special discounts (Online Survey, 2010).

created MEDIA

It's a jungle out there



OUTDOOR SUBWAY STAIRCASE

Unexpected and creative messages in high traffic areas not only promote brand recall, they create buzz that extends beyond the ad's physical location. This dresser drawer style staircase featuring brands like DKNY eyeglasses, American Living by Ralph Lauren bath towels and Bulova watches will be difficult for commuters to ignore.



- Guerrilla tactics catch the attention of the target audience and draw them to visit the store (Concept Testing, 2010).
- Nine of 11 target cities use rapid transportation (American Public Transportation Association, 2010).
- Guerrilla marketing is climbing because it channels the perspective of the consumer (Hospes, 2010).



CREATED
DIGITAL ELEVATOR WRAP



Transforming the standard elevator experience, JCPenney delivers surprise as the doors open to reveal an image of interior design that reflects the style of Chris Madden, found at the JCPenney Home Store.

- Women make the majority of the purchases for the home (AllBusiness, 2010).
- Best engagement opportunities are when the audience is involved and participating while being entertained (Scott, 2010).
- The individual experience is what consumers demand; it is what connects and engages them (Young, 2010).



OUTDOOR
BUS SHELTER WRAP



Catching the eye of the target on her morning commute, JCPenney salon services, CHI, Biolage and Big Sexy Hair products will be promoted with catchy bus shelter wraps.



CREATED
TAXI CAB WINDOW TINT



The target will enjoy the creative reminder that JCPenney offers diverse styles and inspiring prices that can result in a vehicle overloaded with new wardrobe pieces—oh, and a pure retail-induced ecstasy.

- Guerrilla persuasion is knowing your prospects so well that it is a cinch to connect their goals with yours (Levingson, 2010).
- Ninety-five percent of Americans are reached by media targeting vehicle drivers and passengers (Outdoor Advertising Assoc., 2010).
- One vehicle wrap can generate between 30,000 and 70,000 impressions daily (Outdoor Advertising Assoc., 2010).



CREATED **BAGGAGE CLAIM CAROUSEL**

Samsonite luggage decals on the airport baggage claim carousel allows the brand to reach out to consumers unexpectedly when they are most receptive to the idea of travel purchases.



CREATED **BUS WRAPS**



“Expand Your Style” reads these creative bus advertisements that use expanding buses to communicate the idea of expanding your style with new JCPenney designer lines like Duo Maternity, Call It Spring and Aldo.



CREATED **PHOTOGRAPHY WHEEL**

This bus wrap is a fun and creative way to advertise the JCPenney Portrait Studio.



- 32,324,787 people visited our target cities' airports each year (North American Airports Traffic, 2009).
- Thirteen million passengers use rapid transit in targeted cities each day (American Public Transportation Association, 2010).
- “Amazing” and “catches my attention” were popular responses in reaction to the photography wheel ad (Concept Testing, 2010).

owned MEDIA

If you've got it, flaunt it!

Social media platforms focus on **engaging potential customers and increasing web traffic.**

FACEBOOK, TWITTER & YOUTUBE



Content on these networks will feature:

- Fan birthday rewards and discounts
- Career fashion success tips
- Designer videographies
- Connection with JCP Rewards and online promotions
- Paid advertising banners on Hulu, Pandora and YouTube

BLOGS



Partnerships with Jezebel, BlogHer, CafeMom and other popular online female communities will increase brand awareness and traffic on JCP.com.

- Sponsored content in fashion/style sections of blogs
- Paid advertising through page takeovers (right)

"THE FASHION CLICK"



JCPenney's online community will encourage conversation between the brand, consumers and fashion experts. Popular fashion bloggers will be invited to participate in forum discussions.



- Women are twice as likely to use blogs over social media as a source of data, advice and opinion-sharing (SM Optimization, 2010).
- Forty-seven percent of women say they search for coupons on social media regularly (MediaPost, 2011).
- Twitter users are three times more likely to impact a brand's online reputation through syndicated tweets, blog posts, articles and product reviews than the average consumer (ExactTarget, 2010).

in-store EXPERIENCE

see what we have in-store

The inside of JCPenney stores will be arranged in a way that presents the department store as a destination for **style, ease and organization.**



DESIGNER BOUTIQUES

Designer lines will be isolated into specific sections that reflect the designer's style. Unique flooring and accent lighting will make the atmosphere more comfortable. Women crave these boutique shopping experiences.

FITTING ROOMS

Shoppers spend a lot of time in fitting rooms, which can influence overall store perception. These areas should be comfortable, clean and inviting.

To achieve this feel:

- The waiting areas near the fitting rooms will be furnished with furniture from the JCPenney Home Store, serving as a point-of-purchase advertising opportunity as well as making women feel worthy and valued with trendy design and warm sophistication.
- Decals on mirrors will increase awareness of JCPenney's philanthropic commitments and encourage participation in promotions (see earned media, page 26).

- Women are more than happy to tell all their friends about department store dressing rooms and lighting (Underhill, 2010).
- Women want attentive staff, meaning people who greet them at the door and are ready with style suggestions (AllBusiness, 2010).
- The four attributes that contribute to the shopping experience are accessibility, environment, atmosphere and service personnel (Hart, Farrell, Stachow, Reed, & Cadogan, 2010).

digital MEDIA

We would rather check our facebook
than face our checkbook



“THE FASHION CLICK” forum will serve as that special place where customers can share their opinions and advice with fellow shoppers on a multitude of topics.

The new website will use **Facebook Connect** to streamline the login process. This feature will be optional.

Navigation tabs at the top of the website will help all demographics feel comfortable while shopping online.



Once connected to Facebook, visitors will be able to:

- Explore suggestions based on previous browsing history
- See friends' recent shopping activity
- See friends' recommendations
- Recommend items using the new **share with a friend** button

- Fifty percent of moms find online reviews from “others like me” to be a valuable source of information (EMarketer, 2010).
- “The evolution of our brand lies with reaching tech savvy women ages 25-34” (Mike Boylson, JCPenney Chief Marketing Officer, 2010).
- Sixty percent of women say they are doing more pre-planning before shopping including online research (Casual Living, 2009).



The **My JCP** page will create a virtual dressing room experience, providing suggestions from JCPenney stylists and guest fashion bloggers. The 360 degree view and style suggestions will give each visitor a personalized online shopping experience.

JCP APP



- The grid design will allow for easy navigation and access.
- When close to a JCPenney store, the location-based messaging system will send the users alerts about upcoming promotions.
- A built-in barcode scanner will allow the user to scan a barcode of any item to see a style match.
- Access to gift registries will simplify shopping for relatives and friends.
- Share button will allow users to share favorites with Facebook and Twitter networks.



- There were more barcode scans performed in July 2010 than in all of 2009 (ScanBuy Consumer Adoption Study, 2010).
- Ninety-four percent of people use their phones to surf the web even when they have more powerful devices (Mashable, 2010).
- "If you reach women online, they will tell their friends" (Sheryl Sanberg, Facebook COO).

earned **MEDIA**

a Penney saved is a Penney earned



WORLD'S LARGEST ZUMBA PARTY



- JCPenney will host a nationwide ZUMBA dance party to set a **Guinness World Record**.
- ZUMBA dance parties held in 11 target cities allow women to participate in the fun, in-person or online, through a series of live video feeds.
- The event is free with an option to purchase an event t-shirt to benefit the Boys and Girls Club.

ZUMBA KIOSKS



- JCPenney will set up a small area near the women's exercise apparel for customers to learn about and try ZUMBA for themselves.
- ZUMBA interactive videos will be playing through an XBOX Kinect.
- These kiosks will be set up in the same cities hosting the **World's Largest ZUMBA Party** to create buzz and interest in the event.

- There are 10 million people taking weekly ZUMBA classes across the world (ZUMBA, 2011).
- Kiosks in retail stores can help boost sales and customer interaction with the brand (Four Winds Interactive, 2011).
- Females who based their self-worth on appearance tend to share more (LA Times, 2011).

BLOG TO THE BIG APPLE



- **BlogHer, Jezebel** and **CafeMom** blogs will host contests where women share an empowering work outfit purchased at JCPenney.
- Four winners from each region will be flown to New York City along with a friend to spend the day with designers of **MNG by Mango, Call It Spring** and **Nicole by Nicole Miller**.
- Videos will capture the experience and be shared on social media platforms.

SARA BAREILLES

- JCPenney will name contemporary music star Sara Bareilles as its **2012 entertainment partner**.
- To bring excitement and enthusiasm to the JCPenney brand, a contest will be held in 11 target cities to bring Sara Bareilles to the winning city for a free concert.
- Receipts will feature a QR code, text code and website code necessary to vote for the contest.

FIT 2 SHARE



- Window decals will be placed on dressing room mirrors that read:
JCPenney supports the YMCA and we'd like to share the gift of fitness with you and a friend. Visit JCP.com and use the code printed on the bottom of your receipt to redeem a voucher for a free class at your local YMCA.
- Customers and a friend have the choice of any available class at their local YMCA.

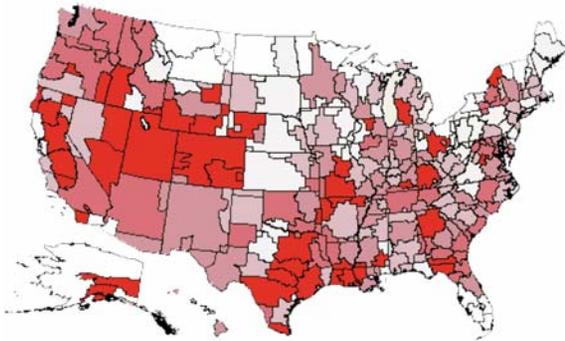


- "Have you ever heard Sara Bareilles in concert? It makes me feel comfortable in my own skin" (1-on-1 Interview, 2010).
- Sara Bareilles' website is most visited by women ages 18-34, with college educations, yet to start a family (Quantcast, 2011).
- Eighty-three percent of women participate in aerobics daily (US Bureau of Labor Statistics, 2008).

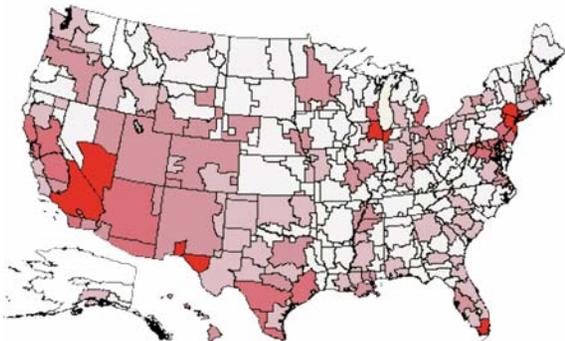
media PLAN

hopefully the Mayans were wrong...

WHERE SHE IS



WHERE SHE IS GOING



RATIONALE

Television: Major networks chosen based on Nielsen viewership data

Radio: Sponsored music hour and 30 second spots

Magazine: Magazines chosen based on readership

Direct Mail Piece: Sent on special occasions, three per shopper

Outdoor: Five billboards and five buildings wraps in target cities

Non-Traditional: Pulsing throughout the year

Promotions: Consumer-directed promotions throughout the year

Online: Variety of platforms chosen based on viewership

Cities: Based on demographic-specific population and economic performance (pictured left: current W 25-34 market graph and market potential graph)

TARGETED CITIES

Colorado Springs, Colorado

Chicago, Illinois

Dallas, Texas

Denver, Colorado

Las Vegas, Nevada

San Antonio, Texas

Tallahassee, Florida

New York, New York

Houston, Texas

Miami, Florida

Los Angeles, California

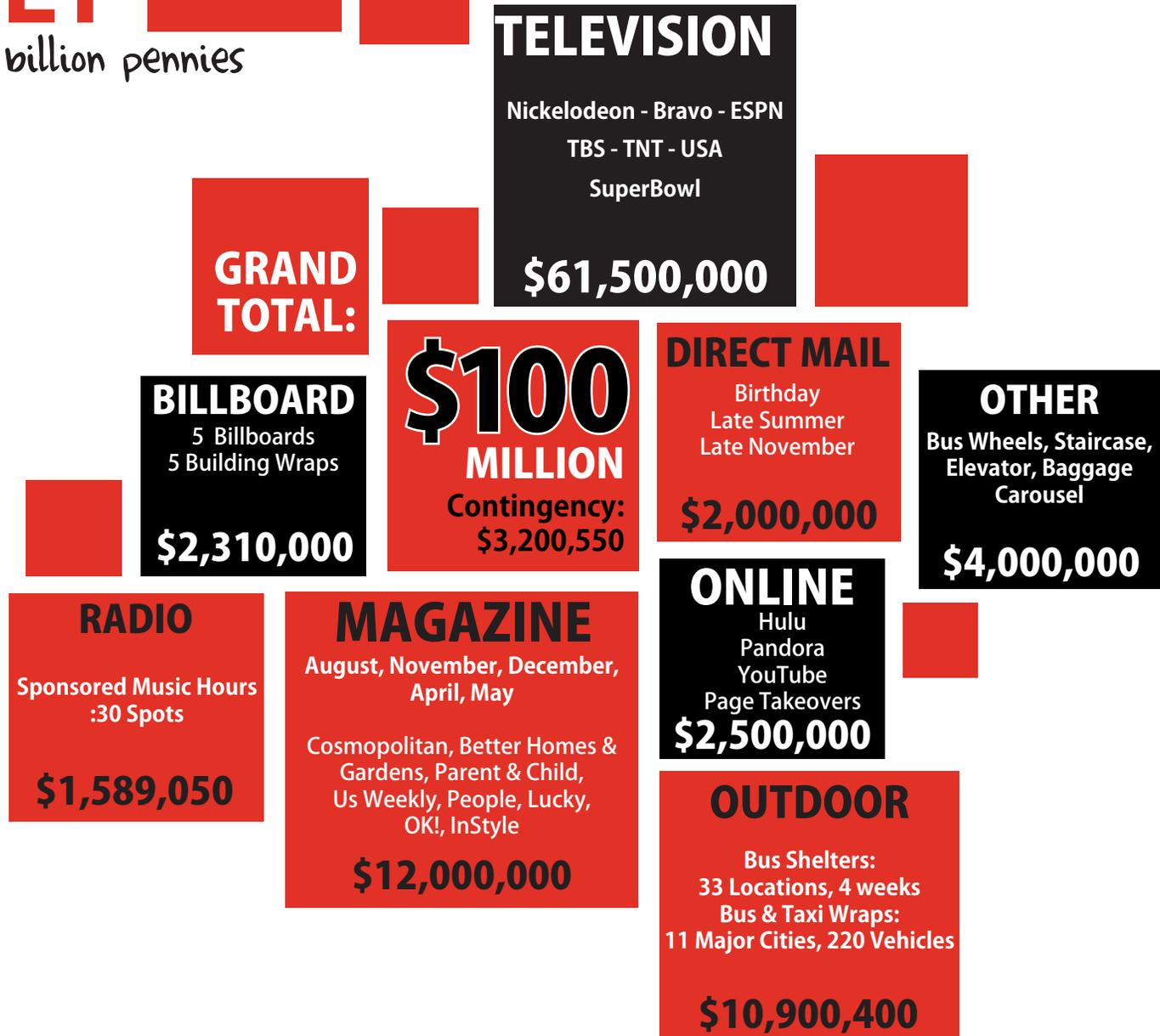
- Respondents prefer to shop in the afternoon, on the weekends and during the summer (1-on-1 interviews, 2010).
- Typical department store sales occur during the holiday shopping season (US Department of Commerce, 2008).
- Back-to-school shopping also drives strong sales in August (Adology, 2010).

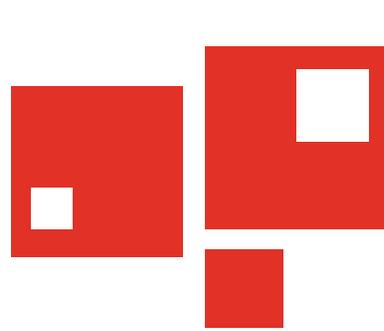
2012 Media Plan												
	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
Broadcast												
Television												
Bravo												
ESPN												
HBO												
Nickelodeon												
TBS												
TNT												
USA												
Radio												
Local Stations												
Print												
Magazine												
Better Homes and Gardens												
Cosmopolitan												
InStyle												
Lucky												
OK												
Parent and Child												
People												
US												
Mailers												
Direct Mail Piece												
Outdoor												
Billboards												
Building Wraps												
Non-Traditional												
Photo Wheel												
Bus Shelter												
Taxi Tints												
Staircase												
Elevator Wrap												
Baggage Carousel												
Bus Wrap												
Promotions												
Blog to the Big Apple												
Penneys for Change												
Fit 2 Share												
Zumba Kiosk												
World's Largest Zumba Party												
Online												
Page Take Overs												
Banner Ads												
Hulu												
Pandora												
YouTube												
Search Engine Marketing (SEM)												
Google												
Bing												

- May is a strong month for department stores, reflecting shoppers' spending for summer travel and apparel needs (Adology, 2010).
- Population maps: Claritas pop-facts demographics (The Nielsen Company, 2010).
- Strongest economy: best performing cities (<http://bestcities.milkeninstitute.org/>)

media **BUDGET**

how to spend 10 billion pennies





campaign EVALUATION

don't worry, it's open book

MONITORING PLAN PERFORMANCE

Assess plan performance on an ongoing basis by tracking target engagement and audience responses across multiple communication platforms.

PLANNING FOR SUCCESSES & PITFALLS

- Tracking studies will identify aspects of the plan that are doing well so JCPenney can respond quickly to increase its market advantage.
- Tracking studies will identify plan weaknesses so JCPenney can quickly adapt to marketplace challenges.

KEY PERFORMANCE INDICATORS

Tracking Studies

- Use scanner data to track product movement of featured brands and services.
- Conduct surveys to determine consumers' awareness of the campaign message.
- Complete pre- and post-campaign attitudinal surveys to assess changes in consumers' attitude towards JCPenney.
- Monitor quarterly reports for in-store and online sales.
- Monitor online and digital activity: website traffic, forum participation, QR code scans, mobile app use, fan and follower engagement and blog participation.
- Track participation in promotions and events.

Post-testing

- Evaluate share of wallet percentage, shopping frequency and number of JCPenney shoppers who are women 25-34.



We don't just look, we see.
We don't just listen, we hear.
We don't just learn, we understand.

We take a step back, every day, to better know our client,
ourselves and the world around us.

Joined, we are a collision of passions and an explosion of
creativity, unparalleled by choice.

We are a family. An entourage. An **urban tribe**.

Thank you:

Dr. Regina Waters

Prof. Ron Schie

Prof. Rebecca Miller

Photographers of ARTZ 390

Jann Holland

Bass Print Solutions





Lauren Ormsby



Aaron Robison

Katya Lyukina

Grant Bowden

Andrea Allen

Ellen Ennes

Alex Ladd

Dave Corner

Chad Bowers



Bannus Chaudoin

Jessica Overend

Danielle McCallum

Daniel Jester

Cecily Robertson

Robert Bennett

Andrea Gill

Sarah Goble

Dr. Regina Waters

Prof. Ron Schie

