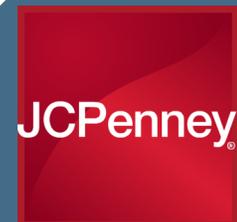


NSAC 2011

Drury University



Satisfy Your Style

On the Tube

We have designed two separate television ads each focusing on a different aspect of what JCPenney has to offer. The first commercial in the series is designed as a :30 ad that focuses on staple items that can be worn everyday with different outfits. The second ad is :60 in length and introduces the "Personal Shopper" in a way that shows JCPenney as a store providing a unique shopping experience - more personal and fun, especially when you have your "Personal Shopper" with you.

"Staple" Week Ad :30

Upbeat music plays throughout

Anncr: Finding staple items for your style has never been so easy.

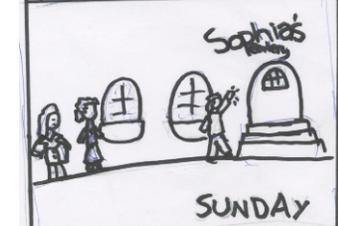
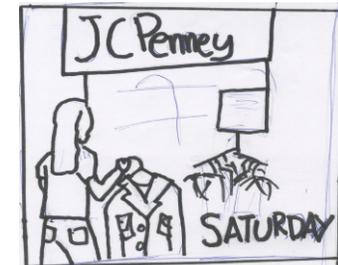
JCPenney fits your style when you are out with your friends,

In the office,

Out for a night on the town with that someone special,

Or enjoying time to yourself.

JCPenney satisfies your style everyday.



Not Your Everday Department Store Ad

:60

Elevator music begins playing

Conveyor Belt SFX
Intercom: Attention department store shoppers, please remain on the conveyor belt at all times for the duration of your visit.

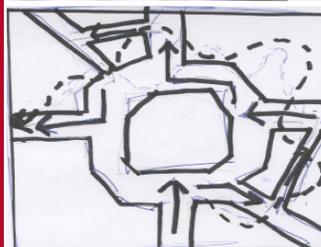
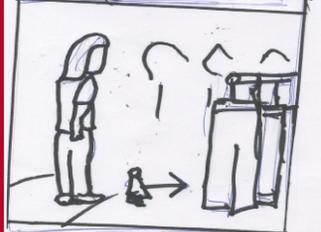
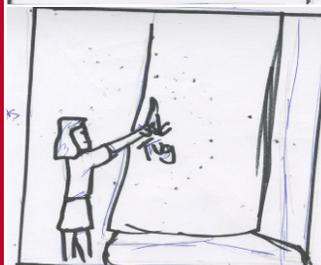
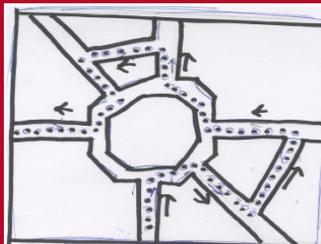
Conveyor Belt SFX cont.
On your right you will find our junior and children's collections,

Conveyor Belt SFX cont.
Jeans being tugged SFX
and to your left is where you will find our seniors section of the store.

Conveyor Belt SFX cont.
Footsteps SFX
[Inaudible announcer voice]

Music changes to upbeat tune

Anncr: Tired of the mundane department store lines and monotony?



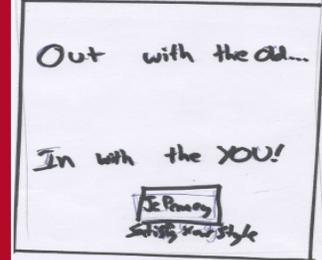
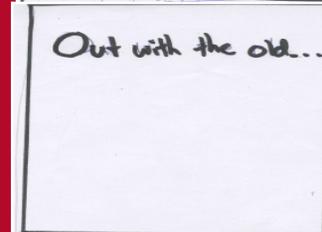
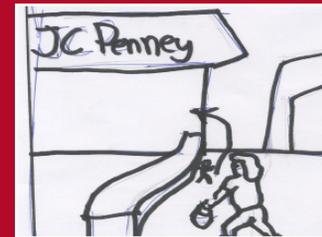
If so, follow your style to JCPenney where we have looks to suit EVERY style.

JCPenney has brand names like Liz Claiborne, I ♥ Ronson and MNG by Mango to customize your style with.

So follow your style to JCPenney to find the best styles of all seasons, because at JCPenney its...

Out with the Old...

and in with the YOU!



Digital Media: Smartphone app



Customize your "Personal Shopper:

The users can customize everything about their Personal Shopper including clothing, hair, facial expressions and even voice. Each item has a box with information next to it and the opportunity to make an immediate purchase. The Personal Shopper can also suggest other items to go with the current selection.



Barcode Scanner:

After finding an item inside of the JCPenney store the users can scan the barcode using their phone's built-in camera to check and see if there are any specials, discounts or exclusive offers available with the item.



In-Store Locator:

Once the users have found the item they are looking for online, they can click "Find it" and they can see exactly where in the store that item is located.



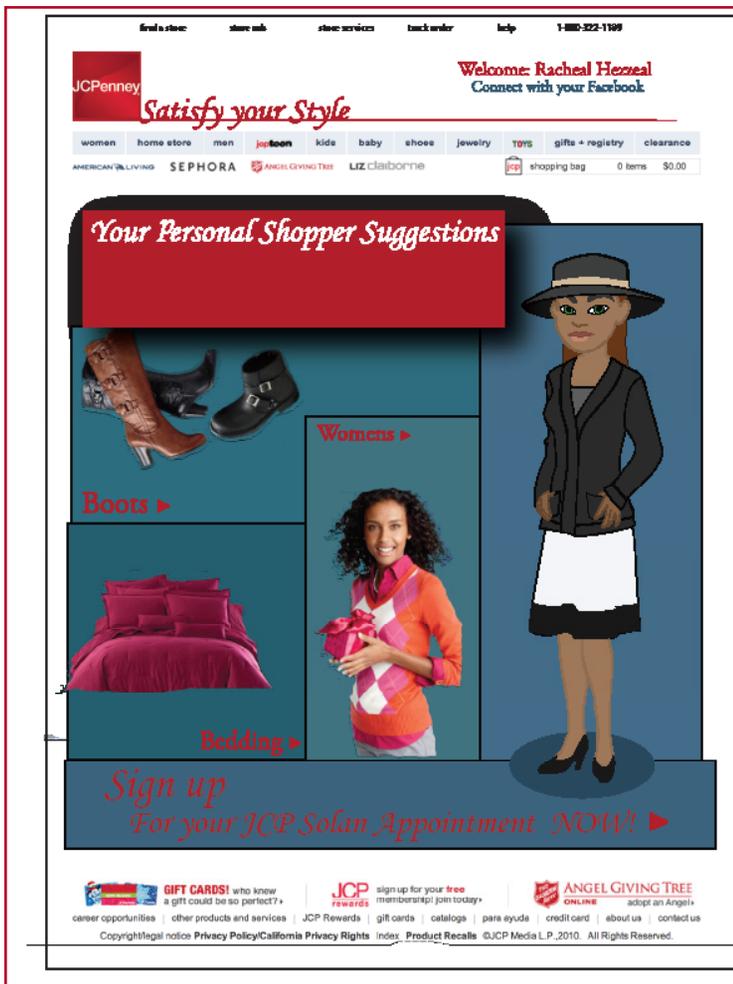
Digital Gift Registry:

If you are shopping for a friend that is having a special occasion and are using the JCPenney gift registry, you can just type in their name and their registry will be uploaded to your phone.

Digital Media: Website

New Website Features:

- Connection with Facebook and the opportunity to share your style with others
- Your Personal Shopper suggestions on the items that fit your style
- Personalized home page content
- Designer suggestions on style
- Your home page will find the clothes you want before you search for it
- The new website as an interactive community between the designers, JCPenney and the audience. The personal shoppers will help take out the old and bring in the YOU!



Up Next: Public Relations

Spin City

Objective:

Reintroduce the Fashion Reformists to a new and fresh look at JCPenney.

Strategy:

By using fun and creative events to catch the attention of our target audience, we hope to place JCPenney in the forefront of their minds as being a prominent place to satisfy their style.



Satisfy Your Style Web Contest:

We will be asking women to write on JCPenney's Facebook page, telling stories and sharing pictures of different situations when they had to make quick clothing changes without losing their style in the process. Examples of such changes could be making a style change between the office and a night out with the girls or going from soccer mom to roller derby queen in a flash. We want to know how women best utilize key pieces in a wardrobe.

Ten women will be chosen for the JCPenney makeover. All makeovers will be filmed and uploaded to the JCPenney YouTube channel.

Free Style Workshops:

By providing free, in-store style workshops, we aim to help women navigate JCPenney more effectively and find what they need to satisfy their style best.

Four workshops will be held each year, one every season.

Women will have help in learning how to best utilize their "personal shopper" and will also be given a one-on-one assistance by an employee if requested.