**Strategy Justification**

To create visibility in the media for Amycakes Bakery, I have developed a plan that’s ultimate goal is to partner with local businesses, charities, and events. Through community partnership, Amycakes can create an identity that reflects care for Springfield residents, and builds trust in the fact that becoming a customer isn’t about just buying sweets, but about supporting the greater good in the area. The two main events that most of the budget is used for are in support of two local needs: the Care to Learn initiative in August and a toy drive in December to benefit children who wouldn’t receive Christmas gifts otherwise. Of course, not all activities are centered on charity, but all are thought from the perspective of downtown business support.

The first idea I proposed was a partnership with Hollywood Theaters College Station 14. The idea is to promote a special cupcake for the month of July by accepting the ticket stubs of the major releases, Transformers 3 or Pirates of the Caribbean 4, as good for the free cupcake. Amycakes is located downtown, near this theater, and this idea would go to growing the local economy.

After visiting the Facebook and Twitter for Amycakes, I thought that both were on the right track. The only thing I would like to implement from the aspect of social media is adding more testimonial type advertising from their pages. Starting in July I thought it would be nice to pair testimonials from customers who ordered sweets for special occasions with the pictures of the finished product. This could give potential customers a reference point for their own occasion.

By partnering with local charities, Amycakes can get traffic into the store by having people drop off things for the school supply drive as well as create a buzz in the community about their willingness to help where it is needed. Also, Amycakes could continue their already formed relationship with The Coffee Ethic by inviting them to be a drop off business for supplies and creating a “business friendship,” hopefully to be added to in the future by other downtown businesses.

Another idea for the month of August would be to send out direct mail cards to the area apartments and lofts. The reasoning for only apartments and lofts is because students are moving back into them, and gearing up for school to start. Because Missouri State, OTC and Drury are so close to downtown, it is important to let students know that Amycakes is a great place for inexpensive gifts and to remind them that treats aren’t only for birthdays and weddings, but other occasions too.

On Amycakes’ website, it mentions that the company was a part of the 2010 Cider Days. My idea was to add a raffle for a free special occasion cake to the Cider Days booth so that it could attract more traffic from those who know and do not know about the bakery.

If the direct mail cards seem to work in the month of August, another batch could be used to promote a family, friendly open house where Amycakes would be opened on Halloween night for trick-or-treaters to pick up a free mini-cupcake and see the shop. Opening the doors when the community is buzzing, like on holidays like Halloween, is important so that residents can see that Amycakes is an active part of the community.

In November, Amycakes could introduce the bakery into the university Greek system, where it could get its name out to tons of college aged students just by hosting a way for sororities and fraternities to get in philanthropy hours. By sponsoring a toy drive contest between both Drury and MSU fraternities and sororities, Amycakes could offer a cash prize for the winning organization while supporting a need in the community. Here the prize could be a $500 Visa gift card for the organization to use however they like, along with some Christmas cupcakes to tie in the brand to the contest.

Lastly, I think it is important for the community to hear about how Amycakes can do orders for the holidays and take a lot of stress out of finding time to bake for holiday parties and get-togethers. A radio commercial that airs everyday from Nov. 15th to Dec. 31st would be a great reminder for those who are driving home from work planning the things they need to do. A radio commercial could be the thing that persuades them to take on less work and order an Amycake creation.

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|  | **Campaign Activities** |
| July 1 | Hollywood Theaters College Station Partnership |
| July 15 | Facebook Testimonial Kick-off |
| August 1 | Care-to-Learn Partnership |
| August 15 | Area Apartment/Loft Flyer Campaign |
| September 17 | Cider Days Raffle |
| October 31 | Halloween Open House |
| November 15 | Greek Life Christmas Toy Competition |
| November 15 | Holiday Radio Commercial |

**Strategic Mediums**

Community Involvement

Social Media

Traditional

In-Store

**Budget**

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| 15 days (1 run/day)  X $30 per run  $460.00 | --Local radio spot to promote Amycakes’ sponsorship of a school supply drive to benefit the local charity, Care to Learn.  –Advertisement to run once each week day for three weeks leading to the conclusion of the drive on September 1, 2011. |
| 3 issue appearances  X $170 per issue  $510.00 | -News-Leader advertisement. ¼ of a page promoting Amycakes partnering with Care to Learn to collect school supplies. |
| 2,000 cards  X $0.80 per print  $1,600.00 | -Print 1,000 direct mail cards, to be sent to area lofts and apartments at the end of August.  -Cards to offer a discount or free item with purchase to generate business from students coming back to school. |
| 46 days (1 run/day)  X $30 per run  $1,380.00 | -Launch radio commercial reminding listeners that in the hustle and bustle of the holidays, Amycakes can take the pressure out of baking with freshly baked cookies, cakes, pies, and other treats available for order. |
| $500 | -Purchase Visa Gift Card as prize for 1st annual Amycakes’ Greek Life competition ending on Dec. 20th. |
| $300 | -To cover expenses of ingredients needed for Cider Days cake raffle, Free Coupon cupcakes, Greek Life Contest winner cupcakes, etc. |
| $250 | -Contingency fund |
| \_\_\_\_\_\_\_\_\_\_\_\_\_  $5,000.00 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  -Total Expenses for the months of July 2011-December 2011 |