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Fall 2012
SC 3353
Section 003

Advertising Assignment: The Jersey Jacket



Strategic Message Planner: The Jersey Jacket

Client and Product

The Jersey Jacket is a new warm-up jacket designed for athletes who travel often. The Jersey Jacket helps athletes represent their team, stay warm, and carry their necessities with ease.

ComfortSports Inc. was founded three months ago by two former athletes who know what it is like to frequently travel long distances for sporting events. Their jackets are designed and made in the United States. The inside of The Jersey Jacket is made of some of the softest cotton, while the outside is made of durable polyester to keep anyone warm. The inside of the jacket comes with eight detachable pockets to store frequently used traveling necessities. The jackets also come in a variety of team colors. Traveling is made easier with The Jersey Jacket's comfortable interior, shielding and color coordinated exterior and detachable pockets. A carry-on will not be necessary.

Every Jersey Jacket comes with a specially designed pouch attached to the left pocket. The Jersey Jacket is delivered tucked into the pouch. In stores, there is one Jersey Jacket inside the pouch on display, but all others are on hangers. The Jersey Jacket sells for about \$30.

Target Audience

The target audience for this ad is high school coaches ages 35 to 50 who are traveling long distances with a team. These coaches often travel hundreds of miles every weekend

to away games, having to find room on the team bus for extra bags. If they haven't found room yet, they're about to.

The average age of the target audience is 42. The parents of the high school athletes will provide the funding for the new jackets that the coach requests. Their average household income is \$75,000. 57 percent of the parents are married, while 43 percent are divorced. On average, there are three children per household. Almost all have graduated from high school, and about 37 percent from college.

The coaches selecting jackets are high school coaches who have been traveling for years with a team to and from games. These coaches are concerned with being able to get from one event to another quickly and conveniently, without having the parents of their team members spend large amounts of money. They also have to take into account that high school athletes can be irresponsible; losing equipment happens from time to time. Almost all of the coaches were athletes in high school and sometimes college. They have spent years at long sporting events and practices.

Members of the target audience know what it's like to constantly be going somewhere. Their daily lives can be strenuous. Though they are often in a rush, they enjoy feeling like a team unit. They like being a team leader, especially if the team looks uniform. They don't mind spending extra money if it means their teammates look sharp, feel comfortable, prevents articles from being lost and are able to dress in a shorter amount of time.

Coaches often want the best for their student athletes, but don't always know how to find it. The target audience is willing to spend extra money to help their students prepare for the big game. They like well-made products and happy teammates. Their former athletic experience helps them relate to their students. They understand that good warm-ups can motivate players to do their best. Poorly made, unfashionable warm-ups can be frustrating for coaches and their players.

Product Benefits

The Jersey Jacket is durable, fashionable, and easy to use and wear. Your players feel great and save time by being able to put some of their necessities into their many pockets. No more extra bags or lost items, the Jersey Jacket has storage for that.

Current Brand Image

The Jersey Jacket is new to the market and has a minute brand image. The Jersey Jacket is viewed as a regular warm-up jacket.

Desired Brand Image

The Jersey Jacket is a low-cost warm-up jacket designed to make traveling comfortable and easy with its U.S. made material and many pockets.

Direct Competitors and Brand Images

Direct Competitors are sports apparel used for warmth:

- Nike: The target audience views this brand with high regard. Although, the target audience don't approve of the company outsourcing their work to South Korea and Taiwan, and wish their products were less expensive, instead of \$70.
- Adidas: The target audience views this brand as poor quality. The material rips after a few months. The target audience also believes that their jackets are overpriced, starting at \$50.
- Under Armour: The target audience views this brand as fashionable and affordable. Thought the product is not made well, their colors and patterns are unique to the consumer. Prices range from \$30 to \$90.

Indirect Competitors and Brand Images

Indirect competitors include purses, backpacks, blankets and hoodies. Members of the target audience believe comfort and convenience are important aspects of any product. Although the target audience may not spend large amounts of money on clothes, if the product is well made, they'll often consider the purchase. They like to look uniform. Because they don't spend a lot of time getting ready every morning, they like clothes they can put on within a matter of minutes. The target market travels frequently. They travel regularly, so they desire products that can hold several items while staying in style.

Advertising Goal

To convince members of the target audience that their desire for fashionable, comfortable and resourceful warm-up wear can be fulfilled by The Jersey Jacket.

Strategic Message

The Jersey Jacket has all your sporting event travel needs covered.

Supporting Benefits

<u>Feature</u>	<u>Benefit</u>
Made in the U.S.	Every purchase helps the economy
Comfortable	Easy to relax in
Durable	No worries about tares in fabric
Fashionable	Can be worn outside of game day!
Comes in different team colors	Your team can match school colors!
Several pockets for storing items	Store items, travel with one less bag
Fits into a small bag for easy carrying	Convenient



Extra Luggage Dampering Your Team's Spirit?

As a coach, you want the best for your team. Traveling with a lot of luggage can be a hassle for team members, but it doesn't have to be. The **Jersey Jacket** is comfortable, affordable, easy to store, comes in stylish team colors and has several pockets to hold whatever a teammates extra bag might have held. No need to worry about how to fit all the baggage in the bus anymore. The **Jersey Jacket** is your team's new warm-up wear.

Your team will thank you when they only have to carry one bag onto the bus. Traveling with your team and their luggage will be an easy experience from here on out. To order your team's new **Jersey Jacket's**, call 747-559-8708, email us at jjacket@comfortsports.com or visit our website www.comfortsports.com/jjacket. The **Jersey Jacket** has all your sporting event traveling needs covered.

CS Inc.

Title: The Jersey Jacket
Client/Sponsor: ComfortSports Inc.
Length: 30 seconds
Air dates: Nov. 11—Dec. 1

SFX: Sounds of team chanting
(Establish, then fade)

ANNOUNCER:

Your team is like your children. Like a good father or mother, you want the best for them.

MUSIC: Upbeat (Establish, then under)

ANNOUNCER:

Now you can give them the best. The new Jersey Jacket will fit every aspect of your team's needs.

ANNOUNCER:

The Jersey Jacket comes in a variety of colors, well-made U.S. fabric, has several handy pockets and is extremely affordable.

ANNOUNCER:

Call 747-559-8708 or visit our website at www.comfortsports.com/jjacket today to order your team their new Jersey Jackets.

ANNOUNCER:

If you have any questions or comments about the Jersey Jacket, call 747-559-8708 or email us at jjacket@comfortsports.com

ANNOUNCER:

The Jersey Jacket has all your sporting event travel needs covered.

MUSIC:
(Fade out at :29)

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Title: The Jersey Jacket
Client/Sponsor: ComfortSports Inc.
Length: 60 seconds
Air Dates: Nov. 11—Dec. 1

WS—High school students on bus (:05)

MS—Happy teenager wearing the Jersey Jacket (:04)

WS—Several different colored jackets (:04)

CU—Teenager holding out the inside of jacket, while still being able to see the outside (:04)

CU—Inside of jacket with several pockets and small pouch for carrying (:07)

WS—Bus with several items of luggage (:03)

MS—Happy high school students hanging out while wearing warm up jackets (:04)

WS—Annoyed teenager trying to take a warm up jacket off (:04)

WS—Happy teammates in their Jersey Jackets (:05)

WS—Corporation name, phone number and web address (:11)

WS—Picture of email address (:05)

WS—Team warming up before practice (:03)

FADE TO BLACK AT :59

Music

(Upbeat, fast music. Establish, then under.)

Announcer

You love your team, and you want the best for them.

With the Jersey Jacket, that's exactly what you'll get.

The Jersey Jacket is a U.S. made warm up jacket that comes in versatile team colors.

It has the softest cotton on the inside, and the most durable fabric on the outside.

The Jersey Jacket has several hidden detachable pockets to store their favorite items. The Jersey Jacket even has a special pocket to carry it in after their done wearing it.

Now you don't have to find a place for extra bags on the team bus.

After winning their game, they can wear it out with friends.

No more hassling with poorly made, unfashionable warm ups.

Your team will be looking good and feeling great in their new Jersey Jackets.

To order your teams favorite new warm up, call ComfortSports Inc. at 747-559-8708 or visit our website at www.comfortsports.com/jjacket.

Have any questions about our product? Send us an email at jjacket@comfortsports.com.

The Jersey Jacket has all your sporting event travel needs covered.

MUSIC:

(Up and then fade out at :59)

Scene Shot



You love your team, and you want the best for them.

Scene Shot



With the Jersey Jacket, that's exactly what you'll get.

Scene Shot



The Jersey Jacket is a U.S. made warm up jacket that comes in versatile team colors.

Scene Shot



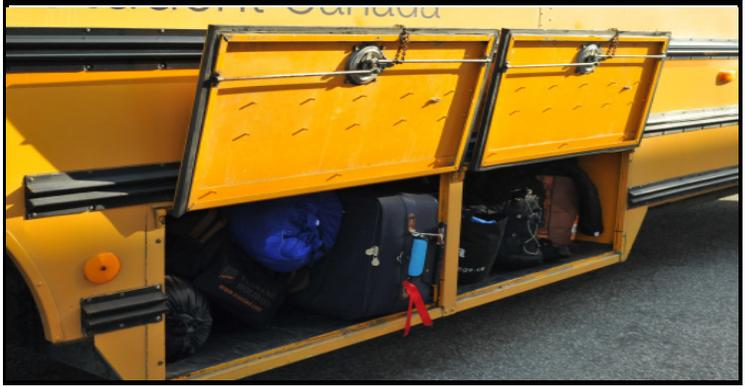
It has the softest cotton on the inside, and the most durable fabric on the outside.

Scene Shot



The Jersey Jacket has several hidden detachable pockets to store their favorite items. The Jersey Jacket even has a special pocket to carry it in after their done wearing it.

Scene Shot



Now you don't have to find a place for extra bags on the team bus.

Scene Shot



After winning their game, they can wear it out with friends.

Scene Shot



No more hassling with poorly made, unfashionable warm ups.

Scene Shot



Your team will be looking good and feeling great in their new Jersey Jackets.

Scene Shot

ComfortSports Inc.

747-559-8708

www.comfortsports.com/jjacket
CS Inc.

To order your teams favorite new warm up, call ComfortSports Inc. at 747-559-8708 or visit our website at www.comfortsports.com/jjacket.

Scene Shot

Email Us at:

jjacket@comfortsports.com

CS Inc.

Have any questions about our product? Send us an email at jjacket@comfortsports.com.

Scene Shot



The Jersey Jacket has all your sporting event travel needs covered.

Scene Shot



Scene Shot



Scene Shot



Scene Shot



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