



## **Promotion Plan**

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Secret Sun Tanning

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Secret Sun Tanning is a tanning salon in La Crosse, Wisconsin. It is owned by 26-year-old Josh Genz, who opened the business six years ago. Depending on the time of year, they have a total of six or seven employees who are individually and professionally trained tanning consultants. Their training includes: The National Tanning Training Institute, The International Smart Tan Network, and certification and training by the tanning industry's top institutes.

At Secret Sun customers are their number one priority and are given the best value for their dollar. The salon has 15 different tanning units. These units make up five different levels of tanning including the Spray-on Mystic Tan as well as level two and level one beds. The level two beds produce a deeper tan and the customer has the option of using the lie down bed, or the standing unit. The fact that their level one beds are equivalent to most salon's level two beds shows that customers are getting a quality tan for their money.

Secret Sun strives for quality, yet their pricing system allows anyone on a budget to tan with them. The consultants are there to help the customers find the best tanning package for their needs. Along with serving the customer on a budget, they make sure their clients are comfortable. They do this by providing a fun, clean atmosphere with popular music playing in their beach-like setting.

Secret Sun is located at 1910 Campbell Road, across the street from the UW - La Crosse Cartwright Center, on the block between Vine Street and State Street. It is also conveniently located by the MTU bus stop on route four. Its location is close enough to UW-L for students to walk and allows Viterbo and Western Technical College to ride the bus directly to the store.

There are a few surrounding businesses around Secret Sun Tanning including the GoalPost, Gracie's Gyros, and the Eagle's Nest. The neighborhoods around this area consist of many college-aged people, families, and older couples who rent or own houses and duplexes.

Secret Sun has seven products that they currently sell. They sell tanning packages, various types of lotion, crocs (shoes), sunglasses, t-shirts, purses, and tanning goggles. Almost everything that they sell comes in more than one form so that the clients have a selection. Their top sales come from the tanning packages and tanning lotions.

Their tanning lotion types include: Designer Skin, RSun, Millennium, and Hempz accelerators and moisturizers. The lotions come in a variety of colors and scents with different tanning effects. They also sell "Lotion Shots" for \$2.50. These are used so that the customers can sample the lotion prior to purchasing an entire bottle.

Tanning also has numerous options. The mystic tan sessions range from one time to ten times at prices between \$25 and \$135. There is also a mystic tan starter pack which includes three spray sessions, exfoliant, and moisturizer at a cost of \$65. However, if the customer would rather tan in the beds, they offer 30 day packages, and packages based on

points. Each time a customer tans in a bed it uses a certain number of their “points.” For example, a level one bed uses two points, while a level four bed uses eight points. Secret Sun also has a “Sun Club.” Members of this club are allowed to purchase points cheaper than guests do and they receive monthly unlimited tanning at a cost of \$19.95 per month. Another advantage to Secret Sun is that they have happy hour specials where if someone comes in during non-peak hours they receive a discount on tanning sessions and upgrades. Although Secret Sun does have many wonderful packages to offer, that by no means implies that each customer must have a package. Anyone can come in and tan even if they just want to buy one session.

Based on tanning and retail sales the company has annual sales of an estimated \$140,000. When broken down further it calculates to \$75.00 per person.

As far as promotional history is concerned, they have tried various methods of advertising including: flyers on campus and on cars, selling t-shirts with their company name and logo, radio and television campaigns, the Secret Sun website, magnets, decals, and ads in the student directory. Specific sales promotions include coupons for tanning lotion, as well as discounted tanning sessions, and in-store sales on their retail items.

They found that the radio and television advertisements were not increasing new member clients enough to justify the cost. They still use t-shirts, magnets, decals, the website, and the student directory because they found those to be successful methods. Word-of-mouth advertising has also been beneficial in the past.

## **Objective #1:**

Increase tanning sales at Secret Sun in La Crosse by 25% per month in fiscal year 2008.

### **Strategies:**

- 1) Free Standing Inserts
- 2) Newspaper Ads

### **Strategy #1 – Free Standing Inserts**

#### **Target Audience:**

Males and Females aged 16-30 in La Crosse County.

#### **Tactics:**

The Free Standing Inserts are a tool that will be used to promote awareness and drive sales and memberships for Secret Sun throughout the UW-L, Viterbo, and WTC campuses as well as a few local bars (Animal House, Coconut Joes, and Ringside, in particular). Free Standing Inserts were chosen because they are the most versatile medium that can be handed out or left on counters as flyers, as well as inserted in kits, such as the Welcome Week Packets that are distributed in the dorms, or in a newspaper. The flyers will be printed at Office Depot on a paper with a glossy finish to create a professional look. They will be 5.5” x 8” so that two can be printed per sheet to cut down

on costs and so that the FSI will be more pleasing to the eye. Each flyer is attached in the following pages as an example of what should be distributed.

There are three different Free Standing Inserts, each to endorse a seasonal promotion. The first FSI of the year will be rolled out on February first in order to reach the students returning from their winter breaks. Even though the students at Viterbo and WTC will be starting a couple weeks earlier, waiting the extra few weeks will be beneficial because spring break specials can be promoted at this time. Therefore, this insert will be used specifically to promote the upcoming spring break in-store promotions. Each insert will include two coupons, one to encourage t-shirt sales and the other for lotions. Because the shirts are a self-liquidating promotion will keep top of mind awareness for the students around campus because many will want to tan before they leave for spring break. The coupons for the lotion will be helpful for students because they will want to buy lotion for tanning at the salon as well as on the beach while on break.

The second insert will be distributed in August 1<sup>st</sup> in the Welcome Week packets for all students who live in the UW-L dorms. This insert will continue to be distributed into late August around the various campuses as well as the previously mentioned bars to hit the rest of the returning students. A total of 3,000 copies of the FSI will need to be turned into the UW-L Office of Residence Life no later than August 1<sup>st</sup> so that they can be placed in each bag that all students living in the dorms will receive in September upon their move in. Along with the FSI, magnets will be included in the Welcome Week packets as well. Many students will put them on their dorm fridges and this will serve as constant advertising throughout the year. This FSI will also include two coupons; these coupons will be used to drive memberships and to get more students in the store. Since the majority of these FSI's are targeted at new students, they will promote new memberships as well as first time users. There will be a total of 600 FSI's that are not distributed in the new student packets; these will be placed around the campuses in popular locations such as the Bookstore, dining facilities, libraries, and unions of each campus, as well as The Animal House, Coconut Joe's, and Ringside/Legends Bar in downtown La Crosse to reach a slightly older market as well as the returning students.

Lastly, the third FSI will be distributed in early November to promote upcoming winter specials. These specials are used to keep students coming into the salon. There will be quite a few new members at this time of year as people notice their summer tans starting to fade. This helps Secret Sun to keep more of a continuous schedule for advertising even though it will pulse more heavily in the start of the school year and during spring break.

As far as the design of the FSI's, the logo at the top of the page drives awareness and creates its own headline for the insert. The subhead of the insert is the slogan for Secret Sun, "Take a Mini Vacation During Your Day. We're Waiting for you." All three have the same body copy because the message of the copy includes essential information such as membership prices, the location, the website and phone number. At the bottom of the inserts there will be two coupons without expiration dates. One of the coupons is to increase memberships and the second is for both new clients and the established customer

base. There are no expiration dates on the coupons so that Secret Sun can continue to use the FSI's over the years.

The background color of each insert is a gradient from white at the top of the page to a deep color at the bottom of the page to promote flow and balance. This coloring is used so that the eyes of the target audience will see the logo at the top of the page and immediately go to the website towards the bottom third, followed by the coupons at the bottom. It also mimics a beach or sunset which matches the theme of the salon as well as their website. The font style used has a fun and beachy feel as well as colors that match the company logo and website. An example is provided at the end of Objective #1.

### **Evaluations:**

It will be easy to track how many people use the coupons based on how many come back to the store. There will also be a tally sheet by the register to record how new members heard about Secret Sun. This evaluation will show whether or not the flyers created an effective buzz. Please see the example of the evaluation sheet that will be used to measure the effectiveness of the marketing plan. It can be found at the end of Objective #1.

### **Budget:**

#### **FSI's for 1<sup>st</sup> Quarter**

\*Distributed between UW-L, Viterbo,  
WTC, and Bars in Early February  
\*Flyers promoting Spring Break Specials  
\*2 per page, 0.69 per copy, 501 copies = \$345.69

#### **FSI's for 3<sup>rd</sup> Quarter**

\*Distributed between UW-L, Viterbo, WTC,  
and Bars in Early September  
\*3000 FSI's for UW-L Dorm Packets  
(must be turned in by Aug.1) = \$585.00  
\*2 per page, 0.39 per copy, 1500 copies  
\*600 to be distributed among campuses and bars  
\*2 per page, 0.39 per copy, 300 copies = \$117.00  
*Total FSI's for 3<sup>rd</sup> Quarter* = \$702.00

#### **FSI's for 4<sup>th</sup> Quarter**

\*Distributed between UW-L, Viterbo,  
WTC, and Bars  
\*Flyers promoting Winter Specials  
\*2 per page, 0.69 per copy, 501 copies = \$345.69

**Total for FSI's = \$2,095.38**

**Rationale:**

The Free Standing Inserts are an excellent way to reach thousands of people within the target market. They will help top of mind awareness for all people within the demographic because they will be inundated with the Secret Sun logo along with its contact information. The Welcome Week packets will be particularly useful because all incoming freshman will receive them in their dorm as well as all other students who will be living on the UW-L campus. The most enticing part for these students will be the location of the salon which is only blocks from their dorm.

**Strategy #2 – Newspaper Ads****Target Audience:**

Males and Females aged 18-30 in La Crosse County.

**Tactics:**

The Newspaper ads are specifically designed for the Racquet and the UW-L student demographic. The Racquet is a highly respected and trusted newspaper which is widely read among the UW-L students and faculty. Over 10,000 students and faculty read the Racquet every week and this is an excellent way to specifically target 18-22 year old males and females. It will also hit a broader demographic such as the non-traditional students, who may be older, and faculty members.

A quarter page advertisement will appear in the February additions to promote the spring break specials as well as get students into the salon during the cold winter months. The rest of the advertisements (March, April, May, September, October, November, and December) will be quarter page ads that will run twice a month for each month that classes are in session; except May which will only run one advertisement. A larger page as needed for the February advertisements so that there is room to further promote the Spring Break specials and to increase the awareness of Secret Sun during this demanding season for their salon. The February ads will also feature two coupons rather than the usual one that is used in the other advertisements.

The ad design itself is very similar to the FSI design in that the headline is the company logo in the middle top of the page. The subhead, again, is the company slogan, "Take a Mini Vacation During Your Day. We're Waiting for you". Following the slogan, there will be a listing of the major points in a bulleted type style layout. There are no actual bullets because it ruined the flow of the ad. Instead of complete sentences the information will be in a condensed form because the ads will be significantly smaller than the FSI's and because people will be more interested in the details when reading a newspaper. The flow is similar to the FSI's; it goes from top to bottom with the eyes finishing at the bottom of the page which will again be a coupon. The coupons vary by month and are at the discretion of the owner; however, it is advised that two specific coupons be used for the spring break promotion. The two coupons should include \$2 off a Spring Break t-shirt and \$5 off any bottle of tanning lotion. These coupons will be used

to bring in more people to the store thus generating sales. These two are especially useful because the shirts will help create a buzz around campus (because they have the Secret Sun logo on the back) and the lotion is a product that people can use in the store and on a Spring Break vacation as well. The coupons will have an expiration date of one month for each coupon as a velocity tool for people to come into the store. Please see examples on the following pages.

### **Evaluations:**

Again, it will be easy to track how many people use the coupons based on how many come back to the store. Like previously mentioned, there will be a tally sheet by the register and the employee at the register will ask the customer how they heard about Secret Sun. Based on the evaluation sheet Josh can see if the racquet created an effective buzz and if it has brought in both new and existing clients.

### **Budget:**

#### **Racquet Advertising**

Two ads in mid February

\* ¼ page ad (5.5\*8)

\* Two coupons (\$5 off bottle of lotion, \$2 off SB T-shirt)

= \$420

Two ads in March

\* 1/8 of a page

\* Same body copy with only one coupon

\* Example coupon: \$5 off bottle of lotion

= \$210

Two ads in April, one in May

\* 1/8 of a page (\$105 each)

\* Example coupon: buy 6 points get 2 free

= \$315

Two ads in September, October, November and December

\* 1/8 of a page (\$105 each)

\* Example coupon: buy 6 points get 2 free

= \$840

**Total for Racquet Advertising**

**= \$1,785**

### **Rationale:**

The majority of people who read The Racquet match the target market. Thousands of students read the publication everyday and the advertisements will create great top of mind awareness as well as drive people to visit the store or website. The coupons, with expiration dates as a velocity tool, will bring more students into the store to get tanning services or other products such as the t-shirts or lotion. Sales will be sure to increase due to the increased amount of traffic. Also, although it may be difficult to track the awareness that the Racquet will provide to Secret Sun, the coupons will be a sure way to see the effectiveness of the promotions that are run.

**Evaluation Sheet Example:**

**How did you hear about Secret Sun Tanning? (Tally all that apply.)**

Search Engine	
Flyers on campus	
Word of Mouth	
Animal House Sponsorships	
Nutbush/Volleyball League	
T-shirts	
Magnets	
Freshmen Packages	
Campus Events	
Facebook	
MySpace	

Additional Comments:



## Objective #2:

Increase retail sales at Secret Sun in La Crosse by 30% over last year in fiscal year 2008.

### Strategy:

- 1) T-shirts as a self-liquidating promotion

### Target Audience:

Females age 16-34 and males 18-34 in the La Crosse County.

### Tactics:

The self-liquidating promotion that will be employed is the introduction of several new t-shirt designs that will be sold alongside the already successful "La Crosse Drinking Team" t-shirts. Initially the t-shirts will be a budget item, but they will generate revenue. They will be sold for \$12 each.

The design that will be sold year-round is the "I ☀️ Tanning" t-shirt. This design will also be used for giveaways. The design emanates from the beloved "I ♥ NY" t-shirts, but is adapted to tailor to the tanning market. This will be a white t-shirt with black ink and a yellow sun. The Secret Sun logo will be placed on the sleeve; the reason for this is by placing the Secret Sun logo on the sleeve, there is less of a risk of it being covered up by females that have long hair that covers the back of shirts. Females are the main target of this shirt because they are more open to saying that they tan, but the shirts can be worn by either sex. The initial order will be 100 t-shirts, 25 in each size (small, medium, large, and XL).

### Example:



*Front Imprint: 10.5" wide*  
*Sleeve Imprint: 3.5" wide*

The next design is a spring break t-shirt, which displays “DRINK. DRINK. TAN. DRINK. SPRING BREAK 2008”. This shirt will be sold seasonally from February through March. The t-shirt will be tangerine in color with white font. The reason a tangerine color was chosen is due to its proximity to the color of the sun in Secret Sun’s logo. It is a color that is associated with tanning (which the shirt cites) and Secret Sun. The font used is called “Cancun,” which is fitting because Cancun is a popular spring break destination. The target market for this shirt is college students. Tanning and drinking are common activities that college students wish to do while on spring break, this shirt displays that and serves as a memory of that particular spring break, thus why the year is printed on the shirt. The initial order of this design will be 60 t-shirts, with 15 in each size (S, M, L, XL).

Example:



Finally, an Oktoberfest t-shirt, which says “I may be drunk, but at least I’m tan. Oktoberfest 2008” will be sold. This is a maroon shirt with white font. Maroon was chosen because it is a good fall color. Also, it was chosen because it is one of UW – La Crosse’s colors and due to the location of the store, UW – L is one of the main targets of Secret Sun. The Secret Sun logo is centered on the back side of the t-shirt at the top. This design will only be sold seasonally, during September and October. Due to the popularity of Oktoberfest and Oktoberfest drinking t-shirts, this t-shirt will also be popular. It also includes tanning and has the Secret Sun logo which will promote the business. Just like the spring break t-shirts, the first order of this design will be 60 t-shirts, with 15 in each size.

Example:



### Evaluations:

Evaluating the success of the t-shirts as a self-liquidating promotion is quite simple, and can be done by tracking sales of each design. Along with that it, is easy to observe how well the t-shirts promoted other customers to come into the store because “T-shirts” are yet another option on the previously mentioned evaluation sheet.

## **Budget:**

### **I Tanning T-shirts**

Screen design	= \$45
Printing of 100 t-shirts (\$7.55 each x 100)	= \$755
<b>Total Cost</b>	<b>= \$900</b>

### **Spring Break T-shirts**

Screen design	= \$30
Printing of 60 t-shirts (\$6.80 each x 60)	= \$408
<b>Total Cost</b>	<b>= \$438</b>

### **Oktoberfest T-shirts**

Screen print (same back screen as Spring Break)	= \$15
Printing of 60 t-shirts (\$6.80 each x 60)	= \$408
<b>Total Cost</b>	<b>= \$423</b>

***Total Cost*** = ***\$1,761***

## **Rationale:**

The t-shirts that are currently sold at Secret Sun have been in high demand, so to play on that retail strength, several other designs will be introduced. This self-liquidating promotion will round out the promotional effort and increase buzz marketing. The shirts will appeal to current customers and will also help bring in new traffic. People who come in just to buy a t-shirt may enjoy the atmosphere and make the decision to tan there as well.

## **Objective #3:**

Increase awareness for Secret Sun in La Crosse in fiscal year 2008.

## **Strategies:**

- 1) Form a Secret Sun Tanning summer volleyball team  
Provide prizes to the top 3 teams of the league
- 2) Magnets
- 3) Event Sponsorships
- 4) Sample the City
- 5) Facebook / Myspace

## **Strategy #1 – Volleyball League**

### **Target Audience:**

Males and Females 21-50 in La Crosse County

### **Tactics:**

Every summer the Nutbush City Limits Bar & Restaurant holds a sand volleyball league at their establishment; located on George St. in La Crosse, WI. Within this league there are 64 co-ed teams with players ranging anywhere from 21 years of age to over 50. The league begins the Tuesday after Memorial Day and ends the week before Labor Day. Matches are held every Monday through Thursday starting at the top of every hour from 6:00 p.m. to 9:00 p.m. In total there are 16 teams playing per night.

Due to the fact that the Nutbush City Limits Bar & Restaurant volleyball league is open to virtually anyone, and always has a full turnout, it would be a great place for Secret Sun to create awareness and build their brand. In order to gain this exposure, Secret Sun will create a team of their own, and will supply prizes to the top three teams of the league.

There are no regulations on how many players there are on a team, other than that at least three females must be on the court at all times. Generally these teams are made up of nine players, six on the court with three subs. It should not be too difficult for Secret Sun to find nine people that would enjoy playing volleyball throughout the summer. There will be a sign up sheet near the register at Secret Sun where both employees and clients can sign up to play.

A benefit of Secret Sun having a team in the league is that their name will be seen repeatedly. For example, each player on the Secret Sun team will wear matching t-shirts. These shirts will be light blue in color so that they are appealing to both sexes, yet have a summer feel. On the front of the shirt there will be a white volleyball in the background with black font on top of it which will read "Eat. Sleep. Tan. Volleyball." On the back of the shirt, the Secret Sun name and logo, along with their website will be printed in white font, near the middle of the shirt, and large enough for all spectators to read.


### **Below is an example of the Volleyball T-shirt design:**




Along with the team shirts, “Secret Sun” will be printed on every game schedule which will be seen not only by the other teams but by the general population as well. Understandably, seeing “Secret Sun” printed in a game schedule may not seem like a big deal but it does serve a beneficial purpose – it’s getting the company name out there.

Along with the “Secret Sun” team and t-shirts comes the option of providing prizes. According to Ginger, the manager at the Nutbush City Limits Bar & Restaurant, the prizes awarded generally consist of gift certificates to the Nutbush establishment, and possibly a few other local businesses. In the past, she did not provide information on what the prizes would be before they were awarded; however, if Secret Sun were to provide prizes for the winning team(s) she agreed to make that known from the beginning. Having the prize information told to the teams, and printed in team information, shows involvement, sponsorship, and will generate interest and sales for Secret Sun.

When determining what prizes should be given it is important to consider that they are being awarded to everyone on the team, not just an individual. Although this will create more sales by both men and women, it is something that needs to be thought about in relationship to the budget. If three teams are awarded, with approximately nine players per team, at least 27 prizes will be given out.

Everyone on the winning teams will receive an “I  Tanning” t-shirt. The screen design for these shirts will have already been made so the cost will only reflect on the number given out. Giving out 27 of these t-shirts is considered a prize to the players, but it is also an advertising effort for Secret Sun. Since the Secret Sun name and logo are printed on the sleeve of each one of these shirts, they will easily become a self-liquidating promotion. This means that although the money is being spent to have them created, the advertising that they produce will pay for the actual shirts.

Aside from the shirts, the first place team members will win a coupon stating “5 level one tans for \$5” (retail value of \$32.50), free “Lotion Shot” with first tan (expiration date 12/31/08). Stating the cost of five tans (without a package) visibly shows that this is an amazing deal. Also, giving away a free “Lotion Shot” with the first tan will help to draw people in because everyone likes getting something for free. If they do not initially come in to take advantage of the deal and free lotion this coupon might at least get them to call the store and inquire what a “Lotion Shot” is which still creates contact and will be enough to get people through the door. Putting an expiration date of 12/31/2008 will generate sales within the fiscal year. The second place team will also receive coupons, but it will state “6 tanning point for \$10, retail value of \$19.50, expiration date 12/31/08.” Again, this coupon will be used to generate sales within the given time frame. The third place team will receive the “I  Tanning” t-shirt as well, with no additional prizes.

### **Evaluations:**

When doing a promotion to create awareness it is somewhat difficult to see exactly how well it worked; therefore, the evaluation sheet will be used by the register. The “Nutmash

Volleyball League” will be given as a possible response to how customers found out about Secret Sun. Along with the evaluation sheet, there will be physical evidence of succession based on how many of the coupons are brought into the store and used. Each time a client brings in one of the coupons the employee at the time will initial the coupon and put it in a given envelope. By the end of December one can see how many of the original 18 coupons were used.



**Budget:**

**Volleyball Team**

Team registration (sign up by April 15 <sup>th</sup> )	= \$75
Team T-shirts (blue with volleyball)	
* screen print (2 sides, 2 font color) = \$45	
* 9 shirts, sized to order (\$9.50 a piece) = \$85.50	= \$130.50
<b>Total Team Cost</b>	<b>= \$205.50</b>

**Volleyball Promotions**

The top three teams will all receive a

“  Tanning” t-shirt. Screen printing already paid for, total of 27 t-shirts (7.55 each)	= \$203.85
1 <sup>st</sup> place prize: 9 Coupons (5 tans for \$5)	
3 sheets, 3 coupons per sheet	
0.89 per sheet + 0.05 cardstock	= \$2.82
Free “Lotion Shot” (9, 1 per player)	= \$22.50
2 <sup>nd</sup> place prize: 9 Coupons (6 tanning points for \$10)	
3 sheets, 3 coupons per sheet	
0.89 per sheet + 0.05 cardstock	= \$2.82
3 <sup>rd</sup> place prize: Free “  Tanning” T-shirt (Price accounted for above)	= \$0.00
<b>Total Prizes</b>	<b>= <u>\$244.14</u></b>

**Total Cost of Volleyball League = \$449.64**

**Rationale:**

Owner of Secret Sun, Josh Genz, would like to build a brand for Secret Sun Tanning within their target market. Having a role in the Nutbush City Limits Bar & Restaurant volleyball league is a way to expose the company name, be part of the community, and award prizes which make Secret Sun a charitable business and are also promotions in and of themselves.

Mr. Genz considers his target market to be females 18-34 with a secondary market of females 16-18 and males 18-34. The volleyball league hits both men and women within this range. However, the league does miss the targeted 16-20 year old market due to the fact that players of a bar league must be 21 years of age to participate. The league also expands the given target market because there are players on the league that are well

above the age of 34 (some players are over the age of 50). Although the market hit is not precise with the desired age range it does hit the geographic target of La Crosse County.

Becoming a part of this team is a great way to build awareness for a tanning salon. It not only hits the target market but it also correlates well with the business; it is easy for people to correlate outside summer sports with having a beautiful tan.

## **Strategy #2 - Magnets**

### **Target Audience:**

18-34 year old males and females enrolled at UW La Crosse, Viterbo, or WWTC.

### **Tactics:**

Secret Sun Tanning currently distributes two forms of magnets. One is a large rectangular magnet and the other is small and in the shape of a lotion bottle. Only one magnet is necessary, but that one magnet has to be excellent. Therefore, continuing with using a larger magnet with a redesigned look will emphasize the new image.

The large magnet currently has a black background, with the Secret Sun name and logo in yellow. Along with that there is white font listing seven benefits that come with tanning at Secret Sun, their phone number, address, and various other statements such as “First session always free”, “Bringing you a new level of tanning”, “Look Good Feel Great”, and “Experience Secret Sun”.

The distribution of magnets is a smart tactic to increase brand awareness, inform people of the location of the business, and hopefully persuade them to become first time clients. However, this particular magnet contains too much unnecessary information and should be redesigned.

Firstly, the background of the magnet must be changed to a light blue color so that it corresponds to their current website. Having the beach theme consistent makes it easier for customers to relate the various promotional efforts to Secret Sun. Since the color is used on the website the slogan found there which is, “Take a Mini Vacation During Your Day. We’re Waiting For You” should also be used. The new magnet will continue to include the Secret Sun name and logo in yellow and the rest of the font will be in color as well.

Aside from the slogan the magnet will now include: “First session is always free” phone number, address, bus stop number, e-mail address, hours of business and “La Crosse County’s Largest and Finest Tanning Salon”. For this information blue, yellow, and a little bit of brown will be used. The brown is used only in the phone number because it is 608-78-BROWN, so by making the color correspond to the word it will be more memorable. By cutting down the amount of information the important parts will stick out while creating a more eye appealing product.



The magnet will be 5.5" x 4". This is large enough to be both functional as well as legible.

**Below is an example of the newly designed magnet:**

**SECRET SUN** TAKE A VACATION FROM YOUR DAY.  
WE'RE WAITING FOR YOU.

1910 CAMPBELL RD  
LA CROSSE, WI  
LOCATED DIRECTLY BEHIND CARTWRIGHT  
CENTER AT BUS STOP #4

**HOURS OF OPERATION**  
MONDAY - THURSDAY: 9AM - 9PM  
FRIDAY: 9AM - 7PM  
SATURDAY: 10AM - 6PM  
SUNDAY: 11AM - 4PM  
(HOURS MAY VARY SEASONALLY)

LA CROSSE COUNTY'S LARGEST AND FINEST TANNING SALON  
\*FIRST TAN IS ALWAYS FREE\*

**608-78-BROWN** **WWW.SECRETSUNLAX.COM**

Once the magnet is produced, it must be able to get it into the hands of the target market. In order to do this Secret Sun should go directly through the colleges of UW La Crosse, Viterbo, and WTC. Each student living in the dorms on the UWL campus will receive a magnet in their welcome week package. This package gives students flyers, coupons, and merchandise from local businesses and is a great way to deliver our product. On top of that it is free to use this method, all that is needed is to get the magnets to the persons in charge and they will put one into each packet, and deliver them, at no cost. Using this package only targets on campus students at UWL so in order to reach the other students a different method must be used such as making Secret Sun magnets available at on campus locations for anyone to pick up. At UWL they will also be placed at the student information center in Graff Main Hall as well as at the REC. On the Viterbo and WTC campuses magnets will be available at common grounds such as the Student Union, cafeterias, and work out facilities.

In total 3,600 magnets are needed. Around 3000 of them will go to the students living in the dorms leaving 600 magnets to be divided up among the other locations. Approximately 200 extra magnets per campus should be sufficient.

**Evaluations:**

Again this tactic is used to create awareness and the evaluation of it will be difficult. "Secret Sun Magnet" will be one of the options on the checklist of how customers found out about the company; that will be the only way of knowing whether or not they are working.

**Budget:**

Owner of Secret Sun, Josh Genz, currently has the magnets he uses produced by a friend of his. The two of them have a trade-out deal which means that they exchange services rather than money. Therefore, when considering the new magnet as a part of our budget we can factor in a cost of \$0. The amount of services exchanged will be determined by Mr. Genz and the person producing the magnets.

**Rationale:**

In the past Secret Sun magnets have been used for promotion and although whether or not they are 100% effective, they are a good idea. Everyone uses magnets and seeing one that says "Secret Sun" every time you open the refrigerator is a great way to build awareness. This promotion gets the company name out there in a positive way. Everyone enjoys getting something for free and the majority of people use magnets, so why not give them one from Secret Sun.


**Strategy #3 – Event Sponsorships****Target Market:**


Males and Females 21-50 in La Crosse County

**Tactics:**

Secret Sun will sponsor two ladies nights at the Animal House; a popular bar in downtown La Crosse. Animal House currently utilizes a ladies night every Thursday of every week and due to its overwhelming success Secret Sun name connected to it will also create great awareness. The ladies nights Secret Sun will promote will include one in the fall and one in the spring. In order to advertise Secret Sun at this event, there will be giveaways. Each time a drink is bought an entry ticket will be given to that person, regardless if they are male or female. If they would like to enter the drawing they must write down their name and phone number. They may also choose to write their email address if they would like to be on the Secret Sun mailing list. The giveaways will begin at 9 pm and will happen on the hour every hour until one. A name will be chosen at random to win a prize and winners must be present at the time of the giveaway to claim their prize. After each giveaway (every hour) all names will be emptied and the drawing will start over. By requiring the person to be present in order to accept the prize we are helping to keep customers at the Animal House for longer periods of time. If the bar is allowing Secret Sun to sponsor this event, they will help themselves as well. However, it

is understood that people like to bar-hop which is why all names will be thrown out after each giveaway. Starting new every hour gives the impression that customers are more likely to win due to the fact that the collection of names is empty.

The giveaways awarded include a mystic tan starter kit (which includes three spray sessions, exfoliant, and moisturizer), two “I  Tanning” t-shirts, an “OC Gossip” tanning lotion, and the first month of membership free with a three-month membership. The reason a mystic tan starter kit was chosen as a prize to give away is because the owner would like to promote the mystic tan. The mystic tan is still a relatively new creation and many people have not tried it yet. Whether their reason for not trying it is the higher cost than traditional tanning or the fear it will not look as good as the traditional tan giving away free mystic tans will serve to change people’s behavior. Trying it just once may not be enough to change their behavior, therefore the starter kit will allow them to try it three times, thus making it more a part of their life which sets them up to continue mystic tanning. Also, the starter kit includes an exfoliant and moisturizer which will enhance their experience and give them a better-looking, longer-lasting tan, which will increase their satisfaction thus making them more apt to continue getting mystic tans. Likewise, it will promote the products and with continued mystic tan use they will be more likely to buy the products, since they have already tried them and have seen the results.

The “I  Tanning” t-shirts will be given away because everybody likes free t-shirts and it will also promote tanning, specifically Secret Sun, because the company logo is on the sleeve. Anytime the winners wear the t-shirt they will be advertising for Secret Sun. A tanning lotion will be given away to promote Secret Sun tanning products as well. Using tanning lotion enhances the tan a person receives. If the winner does already tan, but does not use tanning lotion, this prize will allow them to see the difference using a tanning lotion can make and after using it they will not want to return to tanning without it, therefore they will begin buying tanning lotion in the future. If the winner does not already tan, having a tanning lotion will be an incentive to start tanning. Once they start tanning they will want to continue tanning, and since they started using tanning lotion from the beginning they will continue using it as well.

Lastly, the first month of a three month membership is being given away because it will encourage the winner to become a member of Secret Sun. Once they become a member, they will be so satisfied that they will not want to return to not tanning, tanning without a membership, or tanning anywhere else. This will also tie into objective 1 and the owner’s desire to increase membership.

Secret Sun will be responsible for advertising for the events. This will be done by hanging posters in the Animal House several weeks before the event and in Secret Sun.

See example of Ladies Night Poster on the following page.

# *Ladies Night*

at **Animal House**

sponsored by



**March 26, 2008**

**Giveaways** starting at 9 pm!

- \*T-shirts
- \*Tanning Lotion
- \*Mystic Tans
- \*Free Month Membership

In addition to Ladies Nights, Secret Sun should also sponsor the Animal House Halloween Costume contest, for which it will provide additional prizes for the top three winners in addition to the prizes awarded from the bar. The first place prize will be a mystic tan starter kit (which includes three spray sessions, exfoliant, and moisturizer). The second place prize will be a 30 day level 1 tanning package at no cost, and the third place prize will be an “I ☀️ Tanning t-shirt.”

The reasons the mystic tan starter kit and the “I ☀️ Tanning t-shirt” were chosen to give away are the same as for Ladies Night. A 30 day level 1 tanning package will be given away so that the prizes are not all the same as the Ladies Night. If the winner does not tan, it is a great way to get them to start tanning, because it does not require them to get a membership, so there is less perceived risk. After the 30 days, they are likely to want to continue tanning at Secret Sun and can determine if they would like to continue with that membership or a different package. If the winner already tans, but not at Secret Sun, this prize will get them to try Secret Sun for free, without commitment, and encourage them to switch.

Secret Sun will also sponsor Animal House’s Toys for Ta Ta’s; a wet t-shirt contest in which all proceeds go to Toys for Tots. Secret Sun will provide prizes for the top three winners in addition to what they would already get. The prizes will be the same as the prizes for the Halloween Costume contest. The first place prize will be a mystic tan starter kit (which includes three spray sessions, exfoliant, and moisturizer). The second place prize will be a 30 day level 1 tanning package and the third place prize will be an “I ☀️ Tanning t-shirt.”

### **Evaluations:**

To evaluate the event sponsorships, “Animal House Sponsorships” will be one of the options on the checklist of how customers found out about the company.

**Budget:**

**Ladies Night at Animal House**

Advertising Posters (\$0.89 per copy, 10 copies)	= \$8.90
Prizes	
Mystic Tan Starter Kit (3 spray sessions, exfoliant, and moisturizer) \$8/session x 3 = \$24 + \$12 in products	= \$36
I ☀️ Tanning t-shirts (already paid for)	= 2 x \$0.00
Tanning Lotion	= \$10
First month free with three –month membership	= \$19.97
Total Cost Prizes	= \$65.97
<b>2 Ladies Nights</b>	<b>= \$140.84</b>

**Animal House Halloween Costume Contest**

Advertising Posters (\$0.89 per copy, 10 copies)	= \$8.90
Prizes	
1 <sup>st</sup> place prize: Mystic Tan Starter Kit (3 spray sessions, exfoliant, and moisturizer) \$8/session x 3 = \$24 + \$12 in products	= \$36
2 <sup>nd</sup> place prize: 30 Day Level 1 Tanning Package Average person goes about 15 times (15 x \$1.50)	= \$22.50
3 <sup>rd</sup> place prize: I ☀️ Tanning t-shirt (already paid for)	= \$0.00
<b>Total Cost of Prizes</b>	<b>= \$67.40</b>

**Toys for Tots Contest**

Advertising Posters (\$0.89 per copy, 10 copies)	= \$8.90
Prizes	
1 <sup>st</sup> place prize: Mystic Tan Starter Kit (3 spray sessions, exfoliant, and moisturizer) \$8/session x 3 = \$24 + \$12 in products	= \$36
2 <sup>nd</sup> place prize: 30 Day Level 1 Tanning Package Average person goes about 15 times (15 x \$1.50)	= \$22.50
3 <sup>rd</sup> place prize: I ☀️ Tanning t-shirt (already paid for)	= \$0.00
<b>Total Cost of Prizes</b>	<b>= \$67.40</b>

***Total Cost of Event Sponsorships = \$275.64***

**Rationale:**

The event sponsorships will build awareness as well as increase traffic. Ladies nights at Animal House will draw in the target market. Ladies, ages 21 to 50 will be at Animal ladies are. Since Animal House already has ladies nights on Thursdays, the advertising needs to inform customers that Secret Sun will be sponsoring upcoming ladies nights.

Sponsoring both the Halloween Costume Contest and Toys for Ta Ta's at Animal House also has many benefits. These events again reach the target market and create awareness for Secret Sun. On top of that, these events have proven to be huge in number partially due to the content and they are put on by 95.7 "The Rock." The people from the radio station 95.7 "The Rock" will be doing live remotes from the Halloween Costume contest as well as the Toys for Tots event. While doing their live remotes, they often mention the prizes people can win from the contest in order to persuade people to come in. By providing prizes Secret Sun's name will be on the air without actually having to pay for it (free publicity). Radio advertising is very expensive but sponsorship is free, and can get the company name on air.

**Strategy #4 – Sample the City****Target Audience:**

Men and Women aged 18-25 who attend the University of Wisconsin-La Crosse.

**Tactics:**

The Sample the City event is a very cheap way for local businesses to show their presence to the UW-L new student market. It is an event that is usually held on the UW-L campus during the first week of classes to introduce local businesses to students. It is set up like a small trade show held outside, many students check out the various booths in between classes to see what this town has to offer as well as enjoy free giveaways and coupons. To get a booth in Sample the City, the owner can contact Michael Slevin who is the production coordinator of the event in late May through early June. His contact information is: slevin.mich@uwlax.edu and (608) 386-6394 (cell). The \$35 registration fee includes a table, two chairs, one bottle of water, and a parking permit. The plan is to distribute flyers and magnets to students at the booth while creating a buzz for Secret Sun. The salon has a definite advantage for this specific target market because it is located so close to campus and the majority of this segment do not have access to a car. This is a definite selling point as well as pushing the website, MySpace page, and Facebook page at this event.

**Evaluations:**

The coupons from the flyers will be easy to track when they are used and the customers will be asked how they have heard of Secret Sun at the register using the aforementioned evaluation sheet. Then, Secret Sun will be able to see if Sample the City created an effective buzz.

**Budget:**

Sample the City	
*Registration Cost	= \$35.00
*FSI's (already printed)	= \$0.00
*Magnets (Trade-out)	= \$0.00
<b>Total Sample the City</b>	<b>= \$35.00</b>

**Rationale:**

Sample the City is a great place to create awareness. Hundreds of students visit the day long event, and it will be a great way for Secret Sun to reach new students and freshman who do not know what great services are provided to them right at their back door. It is also beneficial because employees can be at the location to answer any specific questions that the students have and to ensure them of the high quality services the salon provides. Person to person selling, even if it is just to create awareness, is always most effective and will be sure to bring in more customers who will have great potential to become long-term members.

**Strategy #5 – MySpace / Facebook****Target Audience:**

Males and Females age 16-34 in La Crosse County

**Tactics:**

For the MySpace page, the idea of the page was to have an upbeat, sunny, and beach-like theme with the use of color, flow, type style, and balance. The colors mimic those found on the Secret Sun website; therefore, oranges, yellows, blues, and greens were used. The information tables use the color dodger blue as a background, with the font for the category labels being gold and large in size. On the MySpace page, there is a banner with the Secret Sun name and logo, their phone number, slogan, and the palm tree image found on the website for consistency and repetition.

When someone visits the MySpace page, they will immediately notice the beachy theme as well as the ocean noises that are playing, which can be turned on and off. The message that is being conveyed to the audience is that Secret Sun La Crosse is a very relaxing and fun tanning salon that offers many high-quality products. An emphasis is placed on their convenient location, hours, and contact information, as well as a link to the Secret Sun website. Also, located on the Secret Sun MySpace page is a photo album. Within this photo album, there are graphics of the building, logos, and the various tanning beds available.

For the Facebook page, there are not many layout options, but it looks very formal and professional. Their logo is the main graphic, and information is displayed about the store including their hours, location, website, and what type of parking they use.



By having a MySpace and Facebook account, anyone who is interested in tanning can view the page and become “friends” with Secret Sun to gain information about the business and offerings. Once on either the Facebook or MySpace page, they can link directly to the Secret Sun website. By using these accounts, it helps create awareness especially in the La Crosse area.

**Evaluations:**

The evaluation sheet found at the register within Secret Sun will be used to evaluate this because it is an efficient method. This sheet will include “MySpace” and “Facebook” as possibly ways that the customer heard about Secret Sun.

**Budget:**

- MySpace/Facebook: \$0.00

The only cost that comes from this method is paying for someone to work on the pages and keep them up-to-date. Both MySpace and Facebook are free social networking sites, so there is no cost to have the pages.

**Rationale:**

This is a good objective because MySpace and Facebook are highly used, especially by college-aged students, which are a big part of the target market. Since these sites are highly used, this will help with brand awareness. MySpace and Facebook are currently the most popular social networking websites and can serve as great marketing tools. The people who have Secret Sun Tanning on their friends list will also be doing free advertising to their friends.

## Entire Budget:

### 1<sup>st</sup> Quarter (January – March)

**Budget = \$2000**

Costs:	
FSI's	= \$345.69
Racquet Advertising	= \$630
I  Tanning T-shirts	= \$800
<u>Spring Break T-shirts</u>	<u>= \$438</u>
<b>Total Cost</b>	<b>= \$2,213.69</b>
<b>Left with</b>	<b>- \$213.69</b>

### 2<sup>nd</sup> Quarter (April - June)

**Budget = \$1,500**

Costs:	
Volleyball Team and shirts	= \$205.50
Volleyball Promotions	= \$244.14
Racquet Advertising	= \$315
<u>Ladies Night Prizes</u>	<u>= \$65.97</u>
<b>Total Cost</b>	<b>= \$830.61</b>
<b>Left with</b>	<b>+ \$669.39</b>

### 3<sup>rd</sup> Quarter (July - September)

**Budget = \$1,000**

Costs:	
Welcome Week Promotions/ FSI's	= \$702.00
Sample the City	= \$35.00
Ladies Night Prizes	= \$65.97
Oktoberfest T-shirts	= \$438.00
<u>Racquet Advertising</u>	<u>= \$210.00</u>
<b>Total Cost</b>	<b>= \$1450.97</b>
<b>Left With</b>	<b>- \$450.97</b>

#### 4<sup>th</sup> Quarter (October - December)

**Budget = \$1,500**

Costs:

FSI's	= \$345.69
Racquet Advertising	= \$630.00
Halloween Costume Contest Prizes	= \$128.90
Toys for Tots Contest Prizes	= \$128.90
<b>Total Cost</b>	<b>= \$1,233.49</b>
<b>Left With</b>	<b>+ \$266.51</b>

**Total Budget = \$6,000.00**

**Spent - \$5,728.76**

**Left With + \$271.24**

#### **Break-Even Analysis:**

Average Annual Sales = \$140,000

Average Annual Sales per Customer = \$75.00 (as stated by Mr. Genz)

**$\$5,728.76 / \$75.00 = 76.38 \sim 77$  people**

This calculates to be only around 7 people per month to cover the advertising budget.

#### **Conclusion:**

The media plan will work for Secret Sun Tanning Salon because it infuses buzz marketing, guerrilla tactics, and a pulsing schedule to keep top of mind awareness for all people in the target market.

For the first objective, the plan is to increase sales by 25% per month in 2008. The Free Standing Inserts and Newspaper ads will continue to bring in customers for two main reasons: because of the coupons and because they will constantly be creating interest for the salon. These tactics are essential tools to direct people to the store and/or the website to check out all of the services and products that Secret Sun provides. Because they match the theme of the store and website, they create branding that will make all clients think of beachy vacations when they hear Secret Sun. By dropping off flyers at many locations that attract the target market, these tactics will keep Secret Sun on the mind of all people within the market forcing Secret Sun to be in there inert set of tanning salons.

The second objective will be reached due to the complete inundation of marketing promotions and tactics that will be directly marketed to the specific target market. The Secret Sun Tanning Volleyball league will hit a slightly older demographic which is more difficult to normally reach with the strategies. The pair, volleyball and tanning, is extremely logical and will be a great place to promote the services and products. The magnets will be a tool to keep Secret Sun present in all of the dorm rooms as well as on refrigerator doors all around La Crosse. The logo will be a constant reminder for people that if they have any tanning needs, Secret Sun is the place to go. Event sponsorships such as Sample the City, various bar nights, and the volleyball tournament help Secret Sun to be more active in the community and will create continuous advertising all around the city. It also will help maintain the great reputation that Secret Sun has and will continue to build a strong name in the years to come. And lastly, the Facebook and MySpace pages are an essential tool for businesses these days that are targeting the college aged demographic. Nearly every student has an account for either one or both of these networking sites and they can befriend Secret Sun to create more awareness. They are a very convenient tool for both the clients as well as the business because the clients will have easy access to all information of Secret Sun and the business can use tools to see what demographic they are reaching as well as send out promotional flyers and messages to their clients.

The last objective is to increase retail sales in order to further increase profits. T-shirts that promote Secret Sun are not only a great way to make a little more money; they also are a self-liquidating promotional tool. Every person who buys and wears a t-shirt is a walking-talking billboard for the company. By changing the styles of the shirts and making some styles seasonal, a constant demand will be in place for the shirts which will create a buzz for the shirts themselves.

The main goal for the marketing plan is to create a buzz for Secret Sun around town, among college aged people. Whenever someone thinks tanning, they will think Secret Sun and will go there because of their fun and high-quality reputation. This strategy fits the corporate culture perfectly because the tanning salon is seen as a fun and energetic place where everyone in the target market can feel welcome. With this plan, the objectives will be met and Secret Sun will thrive in 2008.