

THE CREATION OF THE **BIG IDEA**

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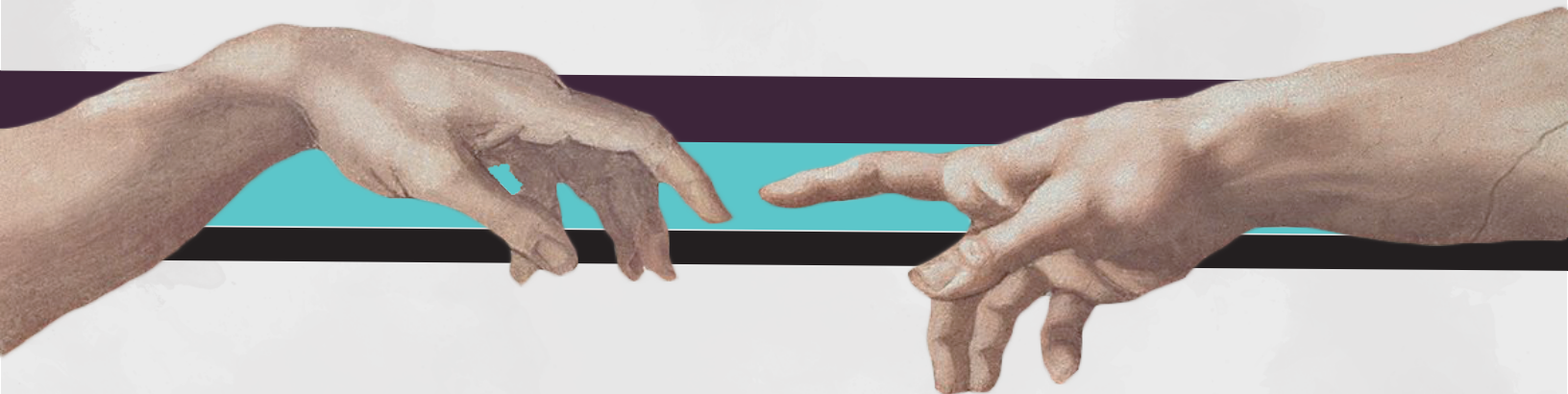


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Consumer Profile

Artful Dodger



Preface

The Artful Dodger is a coffee shop and bar in Harrisonburg. It has been a part of the community since 1991. Their slogan is “From wake up call to last call” and “A little bit of everything for everyone”. It positions the brand as multi-purpose business that adapts its services to the time of days. During the day, it is a place for customers to come in drink coffee, eat brunch, and study. During the night it is a bar with live bands, DJs, dancing, games, drag shows, and drinking (AD Week, 2014).

The objective is to increase sales from young consumers by 10% by the end of the school year in season of 2018. Also it is to create a consumer profile/persona that will describe and inform about a market segment; how to sell/make design choices to cater to the segment in the correct way so to maintain its business based on its needs/wants, lifestyle choices, and buying behavior.

The Artful Dodger's main consumers are progressive *James Madison University* students. They provide a dual atmosphere to cater to what college students like to do in their free time. Some of the most popular places for college students to hang out in are bars, neighborhood cafes, and food joints. *Artful dodger* provides all of that. They also keep their prices extremely low to fit with a college student's budget. They have themed nights almost everyday of the week, such as salsa dancing, game night, jazz night. They also throw larger yearly events such as miss gay Harrisonburg, a popular drag show competition. They host a fun environment that switches back and forth from laidback to energetic to meet the needs of college students. They want to target single men because they tend to spend more on food, alcohol, and entertainment(Life Hack,2014). They are also more willing to spend money, if it involves impressing a date.

Rationale

The *Artful Dodger* is a hip restaurant, coffee house, and bar. It is available for all types of situations throughout the day. It is looking for a hip, visually oriented, alternative, and influencer type consumer base. The creation of Atticus was to represent the core demographic most often seen at The Artful Dodger, which is young and alternative. Atticus relates to the local target demographic and ultimately attract and maximize local consumer interest in *The Artful Dodger*. The reasoning behind the personality of Atticus is supported by VALS and Nielsen found in his profile.

Atticus fits into the alternative aesthetic of *the Artful Dodger*. However, uniqueness is a large part of the customer base. Each consumer prides themselves on being different. Atticus connects all these different people through his creativity, dedication to going against the main stream, and his love of being around people. *Artful Dodger* consumers, may not share the exact life experiences with Atticus, they share the values, hopes, and needs of Atticus, which, however, will often lead to similar experiences. All of the traits put together help make Atticus the perfect customer for *the Artful Dodger*. He would find the duality of the establishment interesting and useful, he would go to many of their events, and most importantly he would fit into their demographic by standing out.

Full Profile



Atticus Miles is a 21-year-old white, male, student at *James Madison University*. He is bisexual but he does not have a partner at the moment, he enjoys being single, and going on a bunch of dates with different people. He resents the fact that he is from Fairfax County, Virginia because that is the county which has the largest student representation at the university. Every time, he has to say he is from "NOVA" he dies a little inside because he wishes he could be from somewhere different than the majority of JMU (JMU, 2016). After he graduates he plans to move to a big city (Nielsen, 2017). His first choice is New York even though he knows it is a little cliché but he would not mind living San Francisco or Portland. He is very liberal and supported Hillary in the last election, even though he was originally a die-hard Bernie Sanders supporter (Nielsen, 2017). He is open minded to all experiences and just wants to understand people better. Both his parents are also liberal and open-minded. His father works for the *United States Department of Health and Human Services*, while his mother works as an exhibition curator at the *National Zoo*. Their family income is over \$200,000 (Fairfax County Government, 2010). Although he grew up wealthy, he is aware of his privilege and is empathetic to other causes.

Atticus is an innovator and experienter (SBI, 2009-2017). He is energetic and friendly. He waves to everyone he knows, even people he has only meet once. He is always down to have a conversation with someone, whether it is light and funny, or an intense discussion about the meaning of life. He loves meeting new people and talking to

them about their experiences. He believes that the more perspectives he hears the better person he will become. The best way for him to connect to people is through creativity. He loves doing collaborative art projects and bouncing ideas off his friends. He can get bored of people and situations easy and often moves on from them quickly, so he is drawn to creative minds because he finds them the most interesting and intellectually stimulating and they hold his interest for longer (SBI, 2009-2017). When he walks across the quad at *JMU*, it takes him twice as long as everyone else because he is constantly stopping to talk to people.

Despite his popularity, he strives to go against the current mainstream (SBI, 2009-2017). He will change an entire project the night before if he thinks it is too similar to one of his classmates. He strives to find the ideas that no one has thought of yet. He thinks in images. They are what he connects to the most. An image will draw him in and stimulate him more than text will (SBI, 2009-2017). He is also a part of the connected bohemian demographic. He is always looking for answers to how the world works and finds that he discovers the most about the environment that surrounds him through being an observer(Nielsen, 2017). In his free time, he would sit in a crowded area and observe strangers and make sketches of them. One of the reasons that he is such a great conversationalist is because he can observe them and tailor the conversation to what they like.

He came to *James Madison University* knowing he wanted to be an Industrial Design Major because he wants to use his creative thinking and ability to come up with design strategies to improve people's experiences. He loves to make things with his hands and is always working on a project (SBI, 2009-2017). His freshman year, he began his major by taking the foundations classes in Drawing and Two-Dimensional Design. His Drawing teacher encouraged him to create through personal expression. While his Two-Dimensional Design professor introduced him to painting. After his first semester, he decided to pick up a Studio Art major with a concentration in Painting in addition to Industrial Design. This summer he is studying abroad in Costa Rica. He is especially looking forward to working with the local artist and helping them build and create a site-specific temporary installation titled *Cloud Magnet*, a collaborative research and creative project intended to explore and reveal the interconnectedness of built and natural environments when he is there (James Madison University Study Abroad, 2016, para. 1). However, his dream travel destination would be in the Middle East (Nielsen, 2017). He finds that he is often inspired by patterns from the Middle East and wants to learn more about their culture.

His hobbies include skateboarding, snowboarding, and photography (Nielsen, 2017). He is an early adapter, which means that he is always the first one to jump on trends, usually before they become trends, sometimes he even makes the trend

(Nielsen, 2017). He is always willing to check out a new movie, restaurant, or event. He is especially trendy with technology (Nielsen, 2017). Most of his technology is from *Apple*. He owns an iPhone 7. He owns the latest computer with the scroll bar at the top because it makes designing on a computer easier. He owns the Bluetooth wireless headphones so if he is moving around in the studio he will not be tied down. The social media site he visits the most is Instagram, but he regularly updates a professional art account on *VSCO cam*. He also has been experimenting with technology and combining it with some of the projects he is doing in his industrial design studio. At the moment he is working on several projects. He likes to work when he feels the inspiration, which comes and goes. So he will work on one project until he is no longer interested, then he will switch to the next project and work back and forth every few hours (SBI, 2009-2017).

He prefers to watch humorous TV shows. He has an edgy and sarcastic humor, but he also laughs at slapstick (Nielsen, 2017). His favorite TV show is *Wet hot American summer: the first day of camp*. He likes it because of its random humor and sarcastic commentary on our society. However, he prefers to watch movies because he believes they are more successful in humor and creating a meaningful point. Some of his favorite films include *Pulp fiction*, *Thank you for smoking*, and *The holy grail* (Nielsen, 2014). He also loves to watch foreign films like *Les Intouchables*, *La Haine*, and *Ocho apellidos viscous* (Nielsen, 2017). His favorite director is Wes Anderson because of his quirky aesthetic. Atticus wears a combination of clothes bought at thrift stores and *Express*. He likes to read *GQ* magazine for entertainment (Nielsen, 2017). To get the news he subscribes to a print paper. He says he likes it because it makes the world seem more real, but in actuality, he just does it because it makes him look different.

He goes to places where he can be social and where he connects with the aesthetic. He strives to be different and alternative, but he also looks for the fun in being unique.

Summary

Demographics

Atticus Miles is 21 year-years old. He is a white male student at James Madison University. He is single and likes to go on dates with different types of people. His parents household income is over 200,000 (Fairfax County Government, 2010).

Geographic

He is from Fairfax county in Northern Virginia but he goes to school in Harrisonburg, Virginia.

Lifestyle

He is an Industrial Design major and a Studio Art major with a concentration in painting. His hobbies include skateboarding, snowboarding, and photography. He likes to have conversations with people and find new perspectives. He also like to sit and observe his surroundings and will draw strangers (Nielsen, 2017).

Behavioristic

He is a Connected Bohemian. He is usually the first person on trends. He is often going to new restaurants, bars, and events. He is always looking for new experiences (Nielsen, 2017). He is even a trend setter because he always strives to be different even if it requires more work.

Media consumption

He reads GQ and each morning he reads a print version of the newspaper because he believes it makes him different (Nielsen, 2017). He watches humours tv show that are sarcastic and edgy (Neilsen, 2017). However, he doesn't mind watching something more serious and will often sit down and watch foreign films (SBI, 2009-2017). His most used app is Instagram but he also uses other photo sharing websites to promote his portfolio.

Psychographics

Atticus is an innovator and experiencer (SBI, 2009-2017). He is energetic and friendly. He also enjoys being creative. He likes to keep busy with many different projects and he like to create products that improve user experiences and the future. He is also extremely sociable and loves to get to know people and have many conversations, however he loses interest easily and finds that it is creative people that hold him attention longer. He also is more attracted visuals than images (SBI, 2009-2017).

Technology consumption

Atticus likes to keep up to date with the latest technology. He owns mostly apple products, like the macbook pro to make designing on the computer easier, and i phones 7, and bluetooth headphones so he can move around the studio unattached (Nielsen, 2017). Like other aspects in his life he is an early adopter when it comes to technology, he even experiments with technology in his industrial design projects.

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Strategy Statement

CORT



I'VE GOT YOUR BACK.



We get it. Being away is hard. Sometimes, there's nothing you want to do more than curl up in your own bed, or sink into your comfiest chair. That's why Cort provides furniture that gives you the comfort of home, even when you're thousands of miles away. So go ahead and get ready to settle in to that chair.

Contact a Cort representative at (800) 333-3000, or visit www.cort.com

CORT[®]

COMFORT WHEN YOU NEED IT MOST.

Preface

Originally called *Mohasco Corporation*, a Fortune 200 company that provided furniture manufacturing and carpeting, *Cort* began in 1972 when this company purchased and was merged with five regional furniture rental companies in the Northeast, Southeast, and Midwest. *Cort* mainly focused on residential furniture rental to communities, students, military..etc. Later the company moved into selling previously used furniture to Clearance Centers, living up to their motto of great customer service by giving high quality furniture at a great value, as well as expanding to providing office furniture to businesses in need and Houseware products. It has since grown into a company that is the nation's leading provider of transition services, including furniture rental for home and office, event furnishings, destination services, apartment locating, touring and other services. It is providing furniture rental in over 80 countries across the globe. *Cort* remains loyal to their original idea that customer service is everything and strives to be the best furniture resource for people and companies desiring to make a home to live in, a better office space, or even a memorable event, standing out through their unmatched customer service.

Cort's goal is to promote the connection between comfortability and authentic brand and to increase sales by 20 percent by the end of the third quarter of 2017, *Cort* will conduct market research and increase print advertisement. To understand the minds of the consumer, *Cort* will develop creative and unique ways to stay relevant in the minds of the consumer as well as advertise the newest services being provided.

The target audience is home-renters, travelers, ages 25-40, with a small family mix; little or no children with an upper-mid income. College educated consumers that have the highest technology usage, usually portable and are very influential in their communities. Mostly living in urban areas, some living in suburb areas as well, these consumers are more interested in renting a place to live with comfortable 'homey' furniture rather than paying for a hotel or pre-furnished home. They enjoy going being comfortable in their own home and they often host friends at their own place, making a well-furnished home a necessity.

Rationale

Cort is a brand that strives for great customer service whilst providing their customers with the utmost comfort for their home. By conducting market research, *Cort* will be able to understand the minds of their consumers more thoroughly, therefore understanding what their customers want and look for in a furniture rental company. This will help *Cort* find ways to stick out in the minds of their customers as well as reach out to potential new customers in effective ways in order to create awareness for the brand.

Print advertisements will be used to achieve *Cort's* goal of staying relevant in the minds of their consumers as well as creating awareness of the newest services *Cort* is providing. Print advertisements have been found to influence the VALS group of influentials (consumers that are highly influential in their communities and most likely to persuade other consumers) the most, with 51% of this group being influenced by magazines and 53% by newspapers (6 Advantages of Print Advertising, 2015, para. 4.) Since *Cort's* target consumers are seen as influentials in their community, print advertisements will be used to create awareness and increase sales for the brand.

Full Statement

Background/history/all about brand

In 1972 *Mohasco Corporation*, a Fortune 200 company, expanded to furniture rentals and merged with five other furniture rental companies in the USA, creating *CORT Furniture Rental Company* (CORT, 2017). Since then, *CORT* has expanded to more locations in the United States as well as around the globe. *CORT* is a company dedicated to customer service and “have grown to become the nation’s leading provider of transition services, including furniture rental for home and office, event furnishings, destination services, apartment locating, touring and other services.” (CORT, 2017). The motto of the company claims it is “committed to delivering their very best, every time, everywhere” (CORT, 2017). Wanting to provide the best experience for customers, *CORT* works to achieve this through authenticity, listening to the customer, and learning from mistakes. The mission statement states that the company “is to be an indispensable resource for people and companies who are looking to make a house a home, an office a great place to work, and an event a memorable celebration.” (CORT, 2017). *CORT* is dedicated to providing a comfortable and authentic experience to all customers.

The company strongly believes that, to provide an authentic experience, dedication to customer service is a must. *CORT* was one of the first responders during the tragedies of both 9/11 and Hurricane Katrina. In addition, the company works with other relief agencies, insurance companies, and individuals to help with furnishing after disasters. *CORT* also remains earth friendly and are dedicated to making the company as sustainable as possible. This extends to business rentals as well, so as to spread the eco-friendly responsibility to other companies. *CORT* teamed up with Folds of Honor to give “educational scholarships to dependents of active members as well as the spouses of military service men/women killed or disabled while serving...” (CORT, 2017). In addition, *CORT* also encourages local chapters of business to give back to their communities and to give back to those in need.

CORT wants to provide excellent customer service and give back. The company’s overarching goal is to provide a positive experience to everyone that comes into contact with the business.

Target Audience

This ad is targeted to consumers who are constantly moving and changing and essentially do not own a permanent home. Targeting the travelers, students, and explorers of the world, *CORT* is advertising to very social beings. The target market have

occupations or passions that move them across the country or the world, however, this ad is not interested in the tourist. Instead, the ad reaches for the corporate commuter, students who study away from home, or those who are serving in the military and have to change locations. Overall, the target is consumers who may be missing home. The ad looks to help consumers not feel as if an apartment or home is just something simply to live in, but rather something to be connected with and providing the ability to bring that feeling wherever the consumer lives next. The target market miss the stability and comfort that homes can provide, and yet do not want, or can not, invest in a permanent home or office. Consumers that are looking for a way to bring this idea of home to new places, whether living somewhere for a month, a year, or even longer.

Due to various reasons, one being that many different types of people have a need to rent furniture, the ad focuses on a wide demographic. Based on the style of the ad, the target market is between the ages 25-44 and have multiple reasons for travel (Segment, 2017). The ad is not targeting one specific ethnicity or gender but rather targeting consumers with mid to low incomes, ranging from having a budget of a recent college graduate to a possible income of 130,000 yearly salary. *CORT* is directing its efforts to consumers who can afford to make a new living space feel homey for rent payments, rather than buying new furniture every few months or years. It takes a simple approach, just showing a chair without any people, and does not use people of any specific gender, ethnicity, or social class range. This allows them to reach the largest demographic possible. The audience's geographic location is also very large because they are targeting people who are traveling. It has to connect not only all over the United States, but around the world as well.

The biggest defining characteristics of the target audience is their occupation and yearly salary. They can also be defined by their want to be comfortable in a new and unfamiliar place.

Mindset - of the consumer

In the *CORT* advertisement that is being analyzed, the catch phrase used is "I've got your back." The intentions of this seem to showcase that no matter the move, and no matter the situation, the consumer can always feel as if they are at home even when traveling. After seeing the intentions of *CORT*, it is interesting to see what the customer's mentality is regarding the brand. Reviews online speak a lot about the brand. The opinions of the clients who circle on online databases are important and can often show the general views of the product or brand, and can influence other buyers. Standard comments on the *CORT* brand were mostly positive, other than the occasional complaint from a customer (Furniture, 2017).. The most commonly said statement was "They sell good quality furniture for a great price (S., S., 2016)." The effect of this post has a ripple on what other consumers think about the product, and where they choose to go. Judging by the other posts on Yelp, this seems to be a common

consensus of what the mindset of the customer believes about this product. Another reason to believe that the positive message that CORT is presenting is being lived up to and understood by the target market is an article written by the New York Times. In the article, with multiple reviews of furniture companies, CORT was one of the only ones with an uplifting review. The article, discussed on the CORT blog, said things like “It was spotless and could easily pass for brand-new(CORT BLOG).” The brand in the eyes of the target audience seems to be reflective of these comments. The reputation of CORT is positive for the majority. The advertisement analyzed does not lead the consumer to think anything drastically different of this company. The ad campaigns the products to be reliable, have good service, and look up to date. The target users seem to believe this and agree with this statement.

Competition - 3 competitors

RENT-A-CENTER

The nation’s top leading brand in the rental and rent-to-own furniture industry. The #1 rent-to-own chain nationwide owns and operates some 2,815 stores (down from 3,400 in 2006) throughout the US, Mexico, and Puerto Rico under the Rent-A-Center, Get It Now, and Home Choice names; and franchises 225 stores through subsidiary *Rent-A-Center Franchising International* (formerly ColorTyme). (RENT-A-CENTER, 2017). The segment’s source of income is the sale of durable household goods to the franchisees, who in turn lease or sale the goods to the general public (McKneely, 2015). In addition to carrying top brands, the company makes it easy to rent furniture with no credit needed or long-term contracts but instead allows the consumer to make a payment plan according to the budget of the customer. Also included is completely free delivery, set up, and product service for the bought product as well as the ability to upgrade the rented furniture at anytime. All of these services including their account “freeze” assurance, giving the option to put a hold on a payment account at anytime, gives the customer control at all times with no additional cost and most of all the company proves that they can be trusted. However, based on many customer reviews with *Rent-A-Center*, the payment plan is appealing at first, especially to the younger generation perhaps getting a first home, but proves to be more expensive over time. As a customer does not own a the product until it is paid off, the amount of money with late fees, and the fact that the company does not have to tell the customer the annual percentage rate, it can often gets pricey. There is this idea amongst consumers that if buying from here, “expect to pay more.”

AARONS

Ranked second behind *Rent-A-Center* in the industry, *Aarons* is selling home furnishings, electronics, computers, and appliances through more than 2040 Aaron’s store and more than 75 *HomeSmart* locations in the US and Canada. Its *Woodhaven*

Furniture Industries unit makes most of the firm's furniture and bedding at more than a dozen plants in the US. Founded in 1955, Aaron's has exited the office furniture rental business to focus on household goods (Aarons, 2017). In 2009, Aaron Rents re-branded to Aaron's, Inc to bring the company in line with the same name that all stores now operate under. Over 55 million households across North America know and trust the Aaron's name (NetLease, 2017). Like *Rent-A-Center*, *Aarons* uses a similar technique for rentals; pick out top brands, no credit needed, delivery, and supposed low monthly payments. The company also offers free delivery, set up, and the option to purchase online, in-store, or without credit, just using cash. Also included is a "Lifetime Reinstatement" that allows the ability to return merchandise before completing all of the payments. Aaron's is very well known by the market as one of the second ranking brands in the rent-to-own industry. Something that stands out to customers is the ability to buy in-store and virtually, as the consumer population leans more towards multi-channel acquisition of goods and services (NetLease, 2017). This is showing the brands want to come to the consumer in an ever-evolving marketplace and this resonates with and is appreciated by the buyers

BROOK FURNITURE RENTAL INC

The company rents high-end office and home furniture -- everything from desks and chairs to artwork and linens -- to businesses and individuals. Brook Furniture Rental serves major markets in California, Georgia, Illinois, Maryland, Pennsylvania, Texas, Wisconsin, and Washington, DC. It also rents furniture through its nationwide clearance centers. The company was founded by Robert Crawford, in 1979, and since then has been bought out by Agman Partners (Brook, 2017). With the ability to upgrade and change furniture, Brook appeals to the fast-paced mobile society of today and families or people that are in life transitions. The company is not ranked as top in the industry, so it is not super well known, except with people seeking out and doing research for this type of furniture rental agreement.

Desired Mindset of the consumer

CORT's website very clearly states what want the customer should think about the brand. The company wants consumers to think and be able to rely on the *CORT* for all their furniture needs, whether renting or buying. For this advertisement, *CORT* is trying to appeal to the rational and emotional mindsets of the consumer. Rationally, *CORT* is telling the consumer that its furniture is practical for those times away from home and for when task of renting temporary furniture becomes necessary. Emotionally, *CORT* is saying that the products they make are comfortable and sleek and can not only comfort the consumer when they are feeling homesick, but ensure the products are up-to-date for hosting events at a home or office. The "I've got your back" slogan creates a personal vibe between the company and the consumer and

shows that CORT is reliable. It is also a play on words that links the personal vibe between the brand and consumer to the actual product.

CORT wants to be an “indispensable resource” to customers, and to create an excellent brand-to-consumer experience and relationship(*CORT*, 2017). Satisfaction is the number one priority, therefore consumer-brand loyalty is something very important. *CORT* wanted to be seen as a company that is supportive during times of change (e.g. moving to college, moving after graduation, getting your own place etc.) and a company that is experienced in these aspects of life, in order to create the smoothest move possible for the consumer (*CORT*, 2017). The advertisement helps the company portray this image by stating a classic line that is commonly used between friends, more specifically, supportive friends and therefore giving the audience of the ad the immediate tone of comfort and support that the company wants to offer.

Big Idea

The big idea is to create an association between two things: *CORT* and comfortability. The consumers should have a fundamental link between the company and the feeling of “home sweet home.” It is not enough to simply have the company name *CORT* pop into the consumers heads when they think of renting furniture but the name of *CORT* and the idea comfortability must be married in the minds of the consumers. One does not exist without the other, one cannot exist without the other.

There are ways to make oneself more content when living or moving to a new place. For example, rearranging the furniture at this new place, lighting candles to remind of the scent of home, etc., but to reach peak of comfort, the right furniture is needed. This is where *CORT* comes into play. The furniture practically beckons its renters/owners to sit or lay in it. That is the big idea; there is no perfect comfort without *CORT*. “*CORT* offers a variety of services from home and office furniture rental and clearance furniture to relocation and destination services.” (*Cort.com*) It’s not enough to simply rent one piece of furniture to create a feeling of comfort, it’s renting an assortment to create an atmosphere. Whether you’re renting for your home, office, special events, relocations, or flat out purchasing the material, *CORT* will suffice the needs of the consumer. The tagline, “We’ve got your back” over a comfy chair reinforces the idea of comfortability, as well as, shows the reliability of the company. It successfully combines two values of the company.

The big idea is the overarching premise that the selling point is based around. For this product the selling point revolves around a connection between comfort and furnishing. The job is to establish this in the minds of the consumers and it is also important that the big idea be implemented to the target audience.

Summary

CORT is a furniture rental business, that began in 1972 and since then has expanded across the country and the globe. The company mission is to provide authentic customer experience and to making consumers as comfortable in a new location as possible. The target audience has a large demographic and can be summarized by job occupations that require a lot of travel, yearly salary which allows easy renting of furniture but prevents from permanently buying, and last, by the consumer's want of comfort in an unfamiliar place. Consumers see *CORT* as good, reliable, and cheap and appreciate the care that is put into the customer service.

The three biggest competitors of *CORT* are *Rent-A-Center*, the nation's top leading brand in the rental and rent-to-own furniture industry; *Aarons*, ranked second behind *Rent-A-Center* in the industry, is selling home furnishings, electronics, computers, and appliances in the US and Canada; *Brook Furniture Rental Inc.*, a lesser known company.

CORT wants consumers to think about *CORT* when in need of the ability to make a place feel more comfortable. The advertisement appeals to rational thought by showing how practical the company is, while the emotional appeals gives the customer that "I've got your back" idea (*CORT*, 2017). Mainly, *CORT* wants consumers to know that they are reliable.

The big idea revolves around comfortability. *CORT* want to help consumers feel better in new and different places. The job is to make wherever the customer is at, more comfortable. The point of the ad was to link *CORT* to comfortability, showing that the company is not only personable and authentic, but most importantly portray the company as reliable. This ad successful portrays the company's values and reaches the appropriate target audiences.

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Radio Ad

Shenandoah Children's Choir



Preface

This is the production of a Radio Spot for *Shenandoah Valley Children's Choir*. The *Shenandoah Valley Children's Choir* is a musical education program in the Shenandoah Valley community that provides children, who love to sing a place to learn, perform, and grow their musical talents. With more than 140 children in the organization, there are five different programs including auditioned performing choirs and two non-auditioned performing choirs. With ages ranging from 4 to 19, the children are able to grow in themselves as well as their talents. Much of the choir is based around donations from the local community, therefore a radio advertisement will provide the connection between music and children. The radio's purpose is to reach out to the chosen demographic in a casual and in your face way. The radio will inform the local community quickly what we need from them and captivate their attention (Shenandoah Valley Children's Choir, 2017, Para #2). The radio Ad will be a 45 second spot intended to encourage local donations to increase by 10% to the titular choir over the next two months.

To achieve this goal the ad will appeal to the target audience through the use of a child's voice, evoking emotion to encourage the audience listening to the radio to donate to the choir. The hope is to encourage the demographic to be moved by the innocence of the narrator's voice, which is that of a young girl. The weekly time spent in the age group 35-64 listening to the radio is almost 1,000 minutes a week (statista, 2017). This advertisement will be successful for Shenandoah Children's Choir because a "study found that advertisers gained an average \$6 return for every \$1 spent [on radio advertisements]" (Nielsen, 2014, para #2). The ad will be targeting mostly parents, specifically ages 40-49. This demographic has an emotional tie to young children, which will ensure that the radio ad will be most effective with the script and narrator chosen. The radio ad will be to encourage donations, rather than to recruit people because, with the demographic chosen, the intended audience is more likely to be inspired to donate than to add new members via the radio. Studies have shown that there is a likely chance that if the audience is over 40 there will be a greater chance of donations to any fund raisers more easily than any other age group (Who We Are, 2017).

Our intended audience is Country Squires - Parents, ages 40-49 residing in the local Harrisonburg community with a wealthier income with a good family mix. The median household income in Shenandoah Valley is \$38,807. However, this ad will target a higher level of income in the local area. The target's employment levels usually are professional or management positions and have an education level of graduate

plus. Though this group has above average household technology, 40-49 year olds still listen to the radio because it reminds them of the nostalgia of the past. The typical target plays golf, shops at pottery barn, owns a Volkswagen , and enjoys small town life (Nielsen, 2017).

The ad will attract members of the local community to donate to the choir by providing a first hand account of what the donations go toward, linking the ad with an emotional tie to the target's "country life, family-mix" values. The ad is intended to appeal to the listener's feelings, particularly those of pride and satisfaction, in the knowledge that the donations that they provide children like the narrator an excellent musical education. Positive emotional tones creates a better attitude to the brand and results in more audience engagement and future action with the brand. (Eckler & Bolls, 2011). The ad intends to create a positive experience for its listeners, while tugging at the audience's heart strings.

Rationale

The Radio ad made for *Shenandoah Valley Children's Choir*. is to encourage our intended audience to donate to the local organization. Local donations are the backbone of the *Shenandoah Valley Children's Choir*. and without them, kids like the announcer would be without music and more importantly without the camaraderie and inspiration that the Choir group provides. There are 71,774 people 40-49 year olds in the Shenandoah Valley (Virginia Employment Commission, 2017). This age group is a common group that has children around the ages 2-12, so using the voice of a small child in the commercial can make the ad more relatable, and may be able to touch them and inspire them to donate.

Radio Script

Title: Donate to the Shenandoah Valley Children's Choir!

Client: *Shenandoah Valley Children's Choir.*

Duration: 45 Seconds

Produced

03/04/2017

<p>LITTLE GIRL: (8 Years old,Friendly/Thankful) Tone: Friendly/Thankful</p>	<p><u>SFX:CHILDREN'S CHOIR SINGING "OH SHENANDOAH AND CONTINUES THROUGHOUT AD"</u></p> <p>Shenandoah Valley Children's Choir is a choral music education program for children that brings music to our community.</p>
<p>LITTLE GIRL: (8 Years old, Friendly/Thankful) Tone: Friendly/Thankful</p>	<p>Thanks to your donations, children like me can continue to sing and learn to make music. Through, the Shenandoah Valley Children's choir, we learn a broad and diverse range of singing and performance techniques.</p>
<p>ANNCR: (Male, early 20's, deep voice, serious but uplifting tone)</p>	<p>If you would like to help more kids achieve their dreams please go to www.svcc.org</p> <p><u>SFX: [CHOIR FADES OUT*]</u></p>

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TV Script

Friendly Food Co-op



Preface

This is a television Ad for *Friendly City Food Co-op*. *Friendly City Co-op* is a grocery store that was made from fundraising by just a small group of people. The city of Harrisonburg had never had a fully organic grocery store until *Friendly City Food Co-Op* in 2006, allowing the town to have the luxury of fresh and organic food. The idea of the store is to help the community by selling locally grown food. The selection of food does not stop at fruits and vegetables but includes a deli, soup, lotions and soaps, herbs, vitamins, and more. A co-op is a very specifically ran type of business that completely values and includes the community's opinions, wants, and needs. The overall objective of this business is to support the local community (Cooke, 2017, p. 3). The store is not a non-profit organization so any money made is used to improve *Friendly City Co-Op* and give back to the community. This ad will help raise awareness for the co-op and cement its place in the Harrisonburg community.

The objective is to increase this sales by 10% by the end of the third quarter. The TV ad is to make families, specifically mothers, more aware of the *Friendly City Co-op*, its fresh produce, and what it does for the local Harrisonburg community. The TV commercial shows a variety of different hands to convey to the audience that supporting the local community is a lot like a family helping to cook a good meal. This will hopefully show mothers/families the benefits of cooking together as a family, and therefore link this with helping the local community. The different clips of different hands in the advertisement shows the diverse group of people in the community that organic food can appeal to. The hope is to encourage local families, in particular mothers, to purchase local produce that the family can benefit from, as well as the community.

The target is women with young children living in Harrisonburg, aged 25-35, that are eager and willing to buy local and healthy and that value the relationships formed in their community. "Consumers today are adopting a back-to-basics mind-set, focusing on simple ingredients and fewer processed foods. As health and wellness becomes an increasingly mainstream trend with consumers, living a healthy lifestyle supported by natural/organics products continues to be important to shoppers"(Nielsen, 2016, para. 3). Women tend to play a large part in being financial advisors for household, meaning that while men are still making the majority of the money, women typically make the majority of household purchases, including groceries (Robbins, 2016, p. 2). This age group in the VALS identification process would be the achievers. Achievers being "me-first, my-family-first" attitude. Anchors of the status quo, they follow a traditional life path" (SBI, 2009- 2017, p. 2).

This represents a normal every day mother, who would be supplying for their family at this age group.

The ad is designed to appeal to emotion that comes with a sense of family and community. Using the many different ages of hands in the shots, it shows the long-lasting benefits of buying local and how that can contribute to a healthier and happier experience for the consumer and, subsequently, the consumer's family. "When we are confronted with a decision, emotions from previous, related experiences affix values to the options we are considering. These emotions create preferences which lead to our decision" (Murray, 2013, p. 2). Creating an emotional metaphor between family and community causes an emotional tie between buying food and taking care of family, influencing the decision of where to purchase food.

Rationale

To portray why consumers should buy local, the television ad demonstrates a metaphor of how cooking is like a community. With each pair of hands shown, a sense of family and community is presented, reminding people that food brings people together and so does purchasing from your local grocery store. The commercial also shows that this experience is long-lasting and can bring many different types of people, age groups, and community members together. Both of these ideas create synergy for the ad and complement each other, as well as getting the message across to the intended audience that the *Friendly City Co-op* benefits the local community.

TV Script

Friendly City Food Co-op



Title: Why Buy Local?

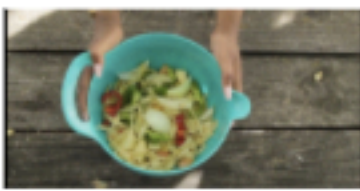
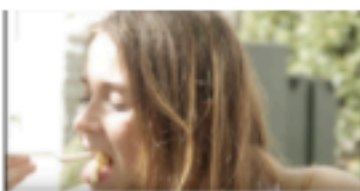



Time: 30 seconds

Produced:

Medium: This ad will run on the local news channels during prime time hours.

Rationale: To portray why consumers should buy local, the television ad demonstrates a metaphor of how cooking is like a community. With each pair of hands shown, a sense of family and community is presented, reminding people that food brings people together and so does purchasing from your local grocery store. The shots create synergy for the ad and complement each other, as well as getting the message across to the intended audience that the Friendly City Co-op benefits the local community.

<p>1. (FADE IN CU) HANDS CUT A GREEN PEPPER WITH KNIFE (FIVE SECONDS)</p>		<p><u>SEX: UP BEAT MUSIC FADES IN AND CONTINUES (12 SECONDS)</u></p>
<p>2. (CUT TO CU) HANDS CUT ONION WITH KNIFE (FIVE SECONDS)</p>		<p><u>SEX: FAMILIAL SONG CONTINUES TO PLAY SOFTER AS ANNCR COMES IN AND CONTINUES THROUGHOUT THE AD IN THE BACKGROUND (18 SECONDS)</u></p>
<p>3. (CUT TO CU) HANDS CUT OFF TOMATO (FIVE SECONDS)</p>		<p>VO ANNCR: (FEMALE, 30 YEARS OLD, WARM AND INVITING TONE):</p>
<p>4. (CUT TO CU) PASTA COMES INTO FRAME IN BLUE BOWL (key frame) (TWO SECONDS)</p>		<p>“Harrisonburg’s <i>Friendly City Co-Op</i> offers fresh and.. organic produce to...</p>

<p>5. (CUT TO CU) PASTA WITH OTHER INGREDIENTS COMES INTO FRAME. (ONE SECOND)</p>		<p>... ensure a healthier and happier experience</p>
<p>6. (CUT TO CU)(FFW) YOUNG WOMAN ENJOYING FOOD FROM <i>FRIENDLY CITY</i> (FOUR SECONDS)</p>		<p>for you and your family... ..We're owned by the community and...</p>
<p>7. (PANNING MS) (LEFT TO RIGHT) OF FOOD FROM INSIDE <i>FRIENDLY CITY</i> (TWO SECONDS)</p>		<p>we're for the community... ...buy your food with...</p>
<p>8. (PANNING MS UP) PRODUCE SIGN FROM INSIDE <i>FRIENDLY CITY</i> (TWO SECONDS)</p>		<p>us and support your local businesses...</p>
<p>9. (CUT TO) TITLE FRAME: FRIENDLY CITY CO-OP'S LOGO. UNDERNEATH COPY: "Organic food for the community, by the community at Friendly City! 150 E. Wolfe Street, Harrisonburg, VA" (FOUR SECONDS)</p>		<p>...It's part of what makes our town such a great place. "</p>

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Headlines and Subheads



Rationale

The first client was *Capital National Bank*. The direct benefit headline compared the safety of the investments to the safety one would probably feel betting on Tom Brady. This provides a reason of why the target should invest, because the audience's money is as safe as it would be in the hand of a Superbowl winning quarterback. The selective audience headline is designed to appeal to people investing smaller amount of money due to their lower socio-economic level. It also provides encouragement that thanks to the consistent positive returns of *Capital National Bank*, eventually their investments will grow. The news/information headline was designed to provide relief to consumer who are tired of being afraid of investment, or have invested in the past with disappointing returns. The slogan is designed to relate the rush of excitement one feels when a person wins a gamble, to the excitement one feels when an investment pays off.

The second client was *Leon's Shoes*. The pun headline is designed to be a play on words that the shoes are so comfortable they save souls. However souls is spelled "soles" to relate back to the product. The metaphor headline is designed to compare the shoes to a magical feeling of floating. This creates a positive relationship between the consumer and the shoe. The reverse benefit headline was designed to provide persuasion. It assures consumers there is not a necessity to have to try on the shoes, but that consumer would be much better off wearing them.

The third client was *Roxanne's Swimsuits*. The simile headline was designed to assure consumers that Roxanne's Swimsuits will feel so much like a second skin, people wearing them will feel naked. The analogy headline was designed to encourage consumers that among the many people showing off their swimsuits, the people wearing Roxanne's Swimsuits will stand out. The metaphor headline was intended to liken the new swimsuit to the 'birthday suit' which is of course nothing at all. This was again an intention to support the light and comfortable feeling that the swimsuits provide. The curiosity/provocative headline was created in order to entice viewers to purchase the swimsuits due to their slick and comfortable feeling, by asking if people ever wondered what the slick skin of a fish feels like.

The fourth client was *Ken-L Ration's Cheese Flavored Burger*. The personification headline was created with the purpose of informing consumers that the burger is so tasty, it is literally screaming to be eaten. The parallelism headline was designed with intention of creating a positive relationship between cheese, the consumer, and the dog of the consumer. The hyperbole headline has the purpose of getting the message

that literally every single person deserves a burger, which is of course an exaggeration, however it creates a feeling of desire to reward the dog of the target consumer with a burger.

Headlines

Capital National Bank

Direct benefit and selective audience and new/information approaches.

For a safe investment plus a high rate of interest, look into certificates of deposit at *Capital National Bank*. Unlike other tariffs, rates on certificates of deposit under \$100,000 are not affected by fluctuating economic conditions. So you can deposit a minimum of \$1,000, then just sit back and earn a guaranteed interest rate of 5½% for 4 years, or 5¾% for 6 years. *Capital* will pay you the interest quarterly, with your choice of payment plans. These include compounding the interest on your certificate, crediting your *Capital* savings or checking account with the interest earned, or, if you prefer, a cashier's check. In addition, all deposits are insured up to \$100,000 by the FDIC. Remember, when it comes to good investments, all you need is *Capital*, and we have got the certificate to prove it.

Headlines + Subheads

Direct Benefit

H: It's like betting on Brady... But the odds are better.

S: Your money back and then some.

Selective Audience

H: Trust us, Capital's for the little guy...

S: Big returns on little investments.

News/Information

H: Finally a confident investment, at last a guaranteed return.

S: Go ahead, invest in your life.

Slogan

Like gambling, except you know you're going to win

Leon's Shoes

Pun and metaphor and reverse benefit approaches.

Give us 60 seconds alone with your feet! Try on a pair. Walk around. Not just on carpet--walk around on a hard surface. Feel how light, how flexible they are. You'll

discover a new experience in comfort. It is all in the sole, made of “molecules of air.” And that’s what you walk on. Once you try them, you will understand. From \$45 in multiple colors. Use your credit card.

Headlines + Subheads

Pun

H: Shoes so heavenly, they save soles.

S: Well, at least the ones on your feet.

Metaphor

H: No-one knew what walking on air felt like. Until Now.

S: So, what’s it like up there?

Reverse Benefit

H: Of course you don’t have to try our shoes.

S: But if you don’t, well...let’s just say it’s better if you do.

Slogan

Shoes for the sole.

Roxanne

Simile and analogy and metaphor and curiosity/provocative approaches.

Roxanne brings you exciting new swimsuits so supple and lightweight they feel like a “second skin!” Bra-sized to make the most of your figure in a body-hugging blend of Antron nylon and Lycra spandex. From \$40 to \$55 in several styles and colors. See them all in Swimwear. Highland Mall. And charge it.

Headlines + Subheads

Simile

H: It’s like swimming naked.

S: And for the times that’s unacceptable, there’s Roxanne’s Swimsuits.

Analogy

H: There are plenty of fish in the sea, but only you look this good.

S: Catch someone’s eye with Roxanne’s Swimsuits.

Metaphor

H: The swimsuit that reminds you of your birthday suit.

S: Enjoy the light feeling of Roxanne’s bathing suits.

Curiosity/Provocative

H: Ever wonder what it's like to have the skin of a fish?

S: Get your swim on and find out with Roxanne's Bathing Suits.

Slogan

Not your own skin, but the closest to it.

Ken-L Ration's Cheese-Flavored Burger

Personification and parallelism and hyperbole approaches.

Does your dog like the flavor of cheese? Just get some cheese out of the refrigerator and give your dog a taste. If he's like other dogs, he'll love cheese. That's why we made new *Ken-L Ration* Cheese- Flavored Burger. It has real cheese right in it. And it's completely nourishing... with all the protein, all the minerals, all the vital nutrients your dog needs. *Ken-L Ration Cheese-Flavored Burger* has cheese. And dogs love cheese.

Headlines + Subheads

Personification

H: A burger so flavorful it's just screaming to be eaten...

S: It's okay to admit you're jealous of your dog's food.

Parallelism

H: If cheese makes you happy..

And your dog makes you happy..

Giving your dog cheese will make you happy, right?

S: Ken-L Ration - making dog's and their owner's happy since 1922

Hyperbole

H: Everyone deserves a cheese burger.

S: Even your dog.

Slogan

A burger worth begging for.

Print Ad

Veritas Vineyard & Winery



Preface

The subject for this print and billboard ad is *Veritas Vineyard & Winery* based in Virginia, a company that wants to entice viewers/readers to purchase this specific wine. *Veritas* is a winery that was established in the summer of 1999. The name is derived from the phrase “In Vino Veritas” – “In Wine there is Truth.” It originally began as a hobby or passion project, at the hands of the founders, Andrew and Patricia Hudson and soon grew into a beautiful business. They originally started with only a mere five acres of land, now, *Veritas Vineyard & Winery* now boasts over fifty acres of their vineyard, that guarantees a diverse and consistently positive experience for consumers. *Veritas* prides itself on being “established, elegant, and progressive”. The specific qualities that make this vineyard stand out are its emphasis on familial tradition as well as the diversification of its selection.

The formats will be a full magazine print ad and billboard advertisement to be showed in the entertainment and culture sections of *News Virginian*, *Virginia Living*, *Virginia Wine Lover* and *Northern Virginia Magazine*. In *Virginia Living*, the ad will be showcased in the ‘Best of VA’ section as well. The objective is to increase summer sales by 15% by the end of this summer season as compared to the previous summer in 2016. The print and billboard ads are designed in a ‘starry night’ theme to beckon viewers to be a part of something . That ‘something’ is the *Veritas* event a ‘starry night’, an elegant and fun experience that one can only have with *v*. One ad showcases a beautiful night sky with a wine glass as a constellation in the foreground. The other shows the night sky with a positive message accompanying it. The purpose of the ads is to elevate the elegance of the brand and capture attention in a unique way. The specific event that the ads will be marketing is *Veritas’* monthly evening outdoor summer concert, which is mentioned in the print ad.

The intended audience is mainly Northern Virginia where the winery is located. More specifically this as will be aiming the ads toward 30-50 year old married couples. The reason for aiming at this demographic is because the demographic of this area has a medium age of 47 and 66% of the community is married. Majority of the area is making \$61,215 and 45% are college educated (Trulia, 2017, para 1). The ad is intended to reach a demographic that can afford a weekend at nice winery. In the Claritas segmentation system, the target consumer is the “upward bound” households. These are

upscale income families with college degrees. They range from ages 35-54 and they have kids and base most of their decisions on them! They are known for vacationing so the occasional winery trip would be something on their radar to escape the kids (Nielsen, 2017, para.1). When it comes to VALS, the consumers would be considered an achiever. They have a “me first, my family first attitude”. They are hardworking and money conscious consumers. They live a very scheduled and structured life, and live straight by the book to create a healthy lifestyle for families. The target audience is a family person with the flexibility, time and money to enjoy some wine under the stars (SBI, 2009-2017).

Rational

The design layout of the print ad was inspired by the “Starry Nights” event that Veritas Winery puts on. The ad contains the night sky as the backdrop in order to reiterate the theme and the event being advertised. The use of a positive headline, saying “Looks like the stars are in your favor,” pulls attention down to the subheadline that commands the viewer to the graphic and subheadline commanding to “Drink better wine.” The font “Dido” is used in the headline and logo, a font also used in the magazine Vogue, creating an association between the two and hopefully a sense of elegance and authority as the magazine suggests. The print ad uses a similar font as the billboard to create consistency within the marketing campaign. The z-formation of the layout gives the readers information in the most appealing and comprehensive way. The graphic and subhead in the stars create a sense of mysticism and romanticism, meshing well with the idea of a night under the stars. It also plays on humor a bit, helping show the fun side of wine lovers. These all come together to show the character of Veritas. The body copy is friendly and inviting. It uses “us” and “we” to make the text seem more personal. The first paragraph describes the Starry Night events so that the consumer knows the important information right off the bat. It responds to the headline and subheadings by giving more context information. The next paragraph gives the consumer information about Veritas, its values, and ends with an immediate call to action. Underneath the text is the mandatory and contact information. This way if the consumers want to respond to the call to action, the means to do it are immediately accessible to them. The theme of the print ad successfully helps show off the brand’s character, entice viewers to come to a specific event, and gives them a call to action.

Flat Print Ad

Looks like the stars are in your favor

DRINK
BETTER
WINE

Join us for our starry nights.






Calling all wine lovers! Right at the foot of the Blue Ridge Mountains, Veritas Winery is over 50 acres of vineyard that provides a range of complex and elegant wines. We are a family owned winery, striving to make classic wines because we believe that there is truth in wine, and in our wines, you'll find regional character and greatness.

Visit us for a night of friends, food, concerts, and, most importantly, good wine.

We host our starry night events one Saturday every month and welcome newcomers. If you love wine, spend your summer nights on a blanket or comfy chair, watching the stars come out in bliss, and sipping wine that lives up to our name. (June 17, July 8, August 12, and September 9)

Go to our website to make a reservation. We'll see you

www.veritaswines.com // 540-456-8000 //    @veritaswinery



Placed Ad



Billboard Ad

Veritas Vinyard and Winery



Rationale

The billboard design also was based off the theme of the Starry Night events hosted by *Veritas*. The image of the wine glass as a constellation is intended to play upon association of mysticism and romanticism, much like the idea of a night under the stars which in of itself is associated with something heavenly and magical. The placement of the wine glass in the night sky plays upon this association of fate and destiny, suggesting that the consumers “destiny” is to come drink wine at *Veritas*. It provokes the viewers to associate not only wine, but specifically *Veritas* as a company, with ideas of magic, mystics, and even romance. In the ad, the center-text draws viewers down to the subhead where they can find more information related to the location of *Veritas* Starry Nights events and how to find the company on social media. A key idea is to create a positive relationship and association between *Veritas Vineyard & Winery* and high-class sentiments, by portraying a charming and fun environment. The Dido font is used once more not only creating a connection between the print ad but to keep that sense of class. The ads depict elegance, aesthetic, and reputation, while still keeping a sense of humor. The idea of the whole ad is to romanticize *Veritas*, particularly the Starry Night being marketed. The objective most of all is to increase awareness about the event and to ensure that consumers associate *Veritas Vineyard & Winery* with a elegance, fun, and overall an experience unlike any other

Billboard Flat



Billboard Placed



Social Media

Kline's



Preface

Kline's Premium Dairy Bar was the subject for the social media advertisements. *Kline's* is an ice cream store with four locations in Downtown Harrisonburg, Main Street Harrisonburg, Staunton, and Waynesboro. Originally called *Kline's Frozen Custard*, the first of the business store was opened in 1943 by John Kline with the help of his father in downtown Harrisonburg, Virginia. It was on the first floor of the owners house, allowing customers to come up to the first floor window and be served (Welcome, 2017). Since then, *Kline's* has become a popular destination for ice cream lovers in Harrisonburg and often features "flavors of the week," including two of the most popular flavors of peanut butter chocolate and cake batter, and are subject to change on Wednesdays. What makes *Kline's* stand out is the method of ice cream production that is used. While other ice cream businesses use soft serve and batch methods, *Kline's* maintains using the continuous freeze method, even though the other mentioned methods "yield several times more ice cream production," and continues to have its employees make the ice cream fresh every morning for that day of work. Since this production takes so much more time, the shop only makes three flavors per week and usually updates their customers via social media (Facebook and Twitter) and the website.

The posts are as follows: Four *Facebook* posts, four *Twitter* posts, two *Snapchat* posts, and finally, two *Instagram* posts. With these ads, the objective is to reach out to all members of the Harrisonburg community and increase awareness of *Kline's*, therefore increasing sales by 10% by the end of the third quarter. The idea behind the campaign is that ice cream can be/is for everyone and every occasion or situation; when stressed from work, happy about life, sad about the day, or just wanting to hang out with friends, *Kline's* is an appropriate solution or pastime for anyone. *Kline's* will use the hashtag "#YouHaveNoReasonNotTo" to communicate this idea to consumers and convey to them that any reason is a good reason to get ice cream from *Kline's*. By using this hashtag in every upload *Kline's* posts on social media, a sense of consistency throughout the posts will be created so that the audience does not receive any mixed or multiple messages. Using local celebrities like the President of *James Madison University*, Jonathan Alger, in *Kline's* tweets and mentioning that the current flavor of the week is cake batter - one of the most popular flavors at *Kline's* - will create credibility for the brand as well as a sense of urgency and desire to quickly go and try the cake batter flavor before it is gone.

The target audience for these social media posts are the hard to specifically define since ice cream is eaten by older and younger demographics and it is pretty equal in numbers on how much is consumed (The Street, 2014, para 6&7). Because of this, 20-45 years of age is the intended age group for these posts. This demographic tends to bring children, or even older family members and friends, with them because ice cream is something that can be enjoyed by everyone. However, in terms of the social media platforms chosen, this age group is the main target. Social media users range greatly in age on different platforms, meaning that these posts will be uploaded on a variety of platforms so that the posts target the wide age group wanted. The demographics used for *Twitter*, *Snapchat*, *Facebook*, and *Instagram* all range from ages 18-65 (Sprout social, 2017, para 4). The consumers of *Kline's* in terms of *VALS* are considered the innovators. Innovators are future oriented, have a wide variety of interests and hobbies, and are skeptical about advertising (Vals,2017, para 1). The reason these social media platforms were chosen for this demographic is because these consumers tend to view social media posts as a more casual form of advertising, so the intended audience won't be as skeptical about whether or not to trust *Kline's* intentions.

Rationale

The reasoning behind the social media posts all starts with the hashtag “#You-HaveNoReasonNotTo”. This hashtag came from the idea that ice cream is a food that all ages, at all parts of the day, can enjoy and even go as far as to suggest that Kline’s can solve any problem. Whether stressed out, celebrating, or needing a pick me up, the ads remind consumers that ice cream is a great comfort food, and *Kline’s* is the best ice cream made. As most food power, and the effects foods have on consumer moods, is often taken for granted, the portrayal of our ad is to represent that ice cream is more than just a snack, it represents character and lifts spirits. With the medium of social media and the specific chosen platforms, the ads speak to consumers on their level and reach a greater number of people than, say, a print ad would. With *Kline’s* being a small business and hoping to expand, getting the name out on social media is a step towards success of objectives. Through various social media vehicles such as *Facebook* and *Twitter*, the goal was to truly ask the question to the local community, “why not buy *Kline’s* ice cream?” Through the use of endorsements, like the tweet from President Alger, the social media posts encourage the local community to embrace *Kline’s* as the go-to ice cream hot spot of Harrisonburg. The social media posts also include candid natural shots of consumers enjoying *Kline’s* ice cream which further adds a relatable experience for the consumers as well as the idea of popular photo spot as an incentive for the local community to flock there.

Facebook Posts



Facebook header for *Kline's*



Twitter Posts

Home Moments Notifications Messages Search Twitter Tweet

Kline's @klines_s
Joined April 2017

FOLLOWING 21 MOMENTS 0

Kline's @klines_s · 10m
#youhavenoreasonnotto

You're going to Tweet it so you might as well eat it!

Kline's @klines_s · 12m
Cool down in this hot weather with our signature milkshakes #youhavenoreasonnotto

Who to follow: Donald J. Trump, JMU Football, CBS19 ABC16 FOX27

Trends: #DWTS, #BasketballWives, #LHHATL, mimi, Tommie, Kalisto, #BatesMotel, Hawks, Shea Moisture

No Service 22:30 27%

Kline's @klines_s
21 FOLLOWING 1 FOLLOWER

TWEETS TWEETS & REPLIES MEDIA LIKES

Kline's @klines_s · 2m
#youhavenoreasonnotto

Kline's @klines_s · 4m
Cool down in this hot weather with our

Home Explore Notifications Messages Me

TWEETS TWEETS & REPLIES MEDIA LIKES



Kline's @klines_s · 4m
Cool down in this hot weather with our signature milkshakes 🍷
[#youhavenoreasonnotto](#)



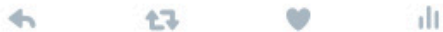
Kline's @klines_s · 10m
Want to take a study break from finals?
🍷 [#youhavenoreasonnotto](#)





Kline's @klines_s · 19m

Want to take a study break from finals? 🍦 #youhavenoreasonnotto



No Service 22:30 27%

Kline's
3 Tweets

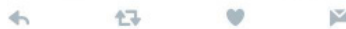
TWEETS TWEETS & REPLIES MEDIA LIKES



Kline's @klines_s · 10m

Want to take a study break from finals?

🍦 #youhavenoreasonnotto



WHO TO FOLLOW

Followed by ellieanna anderson and 2 others



Husain in the brain

+ Follow





President Alger
@prezalger



 Follow

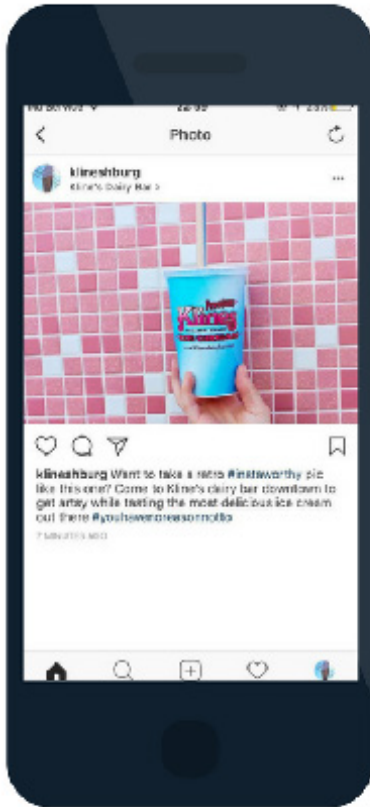
Kline's flavor of the week is cake batter, my favorite!! On my way there now, I have no reason not to! #klines



4:20pm - 20 April 2017

Celebrity Endorsement Tweet

Instagram Posts



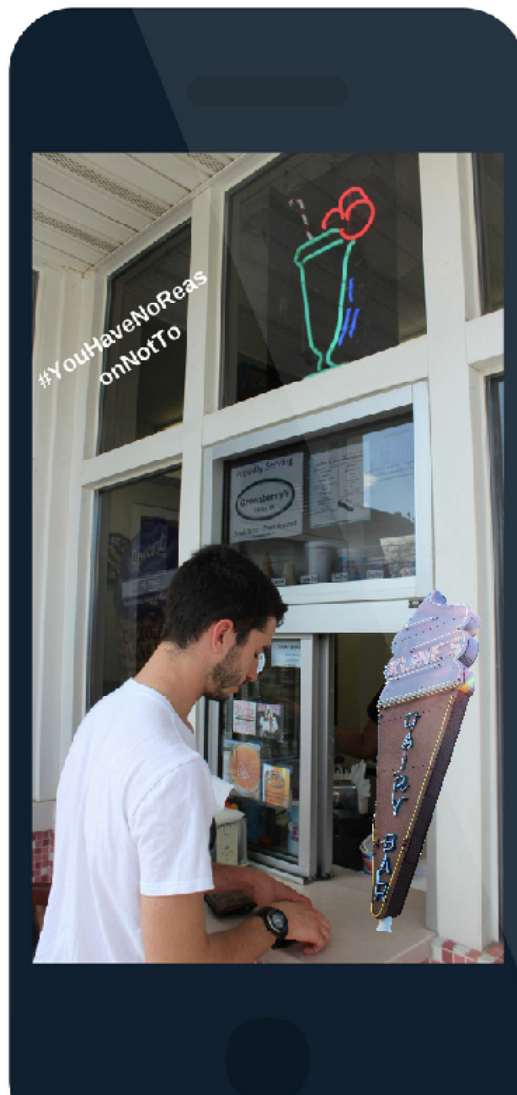
Placed Instagram Post



Instagram story piece

SnapChat Posts





Appendix



Portfolio Presentation





252 0002 Copywriting For Advertising

PORTFOLIO PRESENTATION

STEPHEN HARRAN, MORGAN KOLSON, KIRSTEN MATTHEWMAN
CATHERINE PIERCE, ASHLEY SHIELS

April 24th, 2017

Consumer Profile



(How Africa, 2015)

Atticus Miles

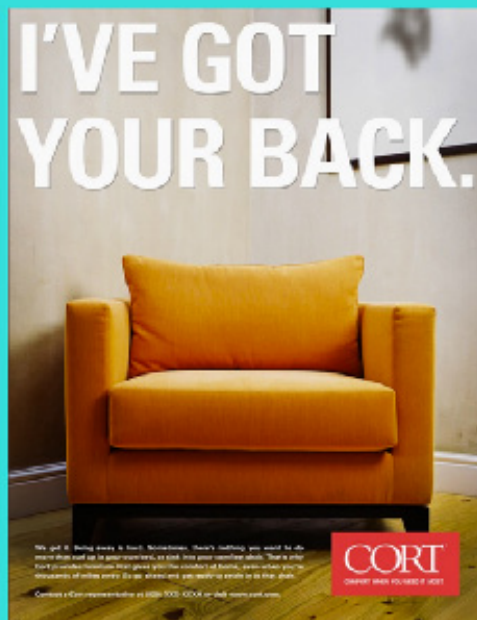
College Student

Creative

Alternative

Social

Strategy Statement



(C., 2017)

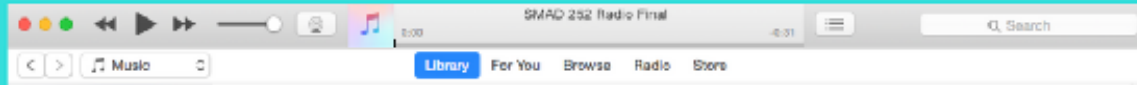
CORT Rationale

Radio Advertisement Shenandoah Children's Choir

	<p>SEX CHILDREN'S CHOIR SINGING 'OH SHENANDOAH AND CONTINUES THROUGHOUT 2021'</p> <p>Shenandoah Valley Children's Choir is a choral music education program for children that brings music to our community.</p>
<p>LITTLE GIRL (8 Years old, Friendly/Thankful) Tone: Friendly/Thankful</p>	
<p>LITTLE GIRL (8 Years old, Friendly/Thankful) Tone: Friendly/Thankful</p>	<p>Thanks to your donations, children like me can continue to sing and learn to make music. Through the Shenandoah Valley Children's choir, we learn a broad and diverse range of singing and performance techniques.</p>
<p>ANNCR: (Male, early 20's, deep voice, serious but uplifting tone)</p>	<p>If you would like to help more kids achieve their dreams please go to www.svcco.org</p> <p>SEX: [CHOIR FACES OUT]</p>

Radio Advertisement

Shenandoah Children's Choir Radio Spot



Television Advertisement Script

Friendly City Co-Op

1. (FADE IN CU) HANDS CUT A GREEN PEPPER WITH KNIFE (FIVE SECONDS)		SEX: UP BEAT MUSIC FADES IN AND CONTINUES (12 SECONDS)		
2. (CUT TO CU) HANDS CUT ONION WITH KNIFE (FIVE SECONDS)		SEX: FAMILIAL SONG CONTINUES TO PLAY SOFTLY AS ANNAH COMES IN AND CONTINUES (12 SECONDS)		
3. (CUT TO CU) HANDS CUT OFF TOMATO (FIVE SECONDS)		VO ANNCR. (FEMALE, 30 YEARS OLD, WARM AND INVITING TONE) "Harrisonburg's Friendly Co-Op offers fresh and organic produce to...		
4. (CUT TO CU) ANNAH COMES INTO FRAME IN BLUE DENIM. (8-9 SECONDS)		... trace a healthier and happier experience		
5. (CUT TO CU) ANNAH WITH OTHER INGREDIENTS COMES INTO FRAME. (9-10 SECONDS)				
			6. (CUT TO CU) (FW) YOUNG WOMAN ENJOYING FOOD FROM FRIENDLY CITY (FOUR SECONDS)	for you and your family... ... We're owned by the community and...
			7. (BANNING NS) (LEFT TO RIGHT) OF FOOD FROM INSIDE FRIENDLY CITY (TWO SECONDS)	we're for the community... ... buy your food with...
			8. (BANNING NS UP) PRODUCE SIGN FROM INSIDE FRIENDLY CITY (TWO SECONDS)	to and support your local businesses...
			9. (CUT TO) TITLE FRAME: FRIENDLY CITY CO-OP'S LOGO. UNDERLATE COPY: "Organic food for the community, by the community at Friendly City! 126 E. Wolfe Street, Harrisonburg, VA" (FOUR SECONDS)	... It's part of what makes our town such a great place. "

Television Advertisement

Friendly City Co-Op



Headlines + Subheads + Slogans

Capital National Bank

Direct Benefit

H: It's like betting on Brady... But the odds are better.

S: Your money back and then some.

Selective Audience

H: Trust us, Capital's for the little guy...

S: Big returns on little investments.

News/Information

H: Finally a confident investment, at last a guaranteed return.

S: Go ahead, invest in your life.

Slogan: Like gambling, except you know you're going to win

Headlines + Subheads + Slogans

Leon's Shoes

Pun

H: Shoes so heavenly, they save soles.
S: Well, at least the ones on your feet.

Metaphor

H: No-one knew what walking on air felt like. Until Now.
S: So, what's it like up there?

Reverse Benefit

H: Of course you don't have to try our shoes.
S: But if you don't, well...let's just say it's better if you do.

Slogan: Shoes for the sole.

Headlines + Subheads + Slogans

Roxannes Swimsuits

Simile

H: It's like swimming naked.
S: And for the times that's unacceptable, there's Roxanne's Swimsuits.

Curiosity/Provocative

H: Ever wonder what it's like to have the skin of a fish?
S: Get your swim on and find out with Roxanne's Bathing Suits.

Slogan: Not your own skin, but the closest to it.

Analogy

H: There are plenty of fish in the sea, but only you look this good.
S: Catch someone's eye with Roxanne's Swimsuits.

Metaphor

H: The swimsuit that reminds you of your birthday suit.
S: Enjoy the light feeling of Roxanne's bathing suits.

Headlines + Subheads + Slogans

Ken-L Ration's Cheese- Flavored Burger

Personification

- H: A burger so flavorful it's just screaming to be eaten...
S: It's okay to admit you're jealous of your dog's food.

Parallelism

- H: If cheese makes you happy..
And your dog makes you happy..
Giving your dog cheese will make you happy, right?
S: Ken-L Ration - making dog's and their owner's happy since 1922

Hyperbole

- H: Everyone deserves a cheese burger.
S: Even your dog.

Slogan: A burger worth begging for.

Print Advertisement

Veritas Winery

Looks like the stars are in your favor

DRINK
BETTER
WINE

Join us for our starry nights.

Falling at star-bowed night at the foot of the Blue Ridge Mountains, Veritas Winery is over 50 acres of vineyard that produces a range of complex and elegant wines. For use a family owned winery, or simply to make classic wines because we believe that there is nothing else, and in our wines, you'll find regional character and spiritness.
And on the night of friends, food, concerts, and, most importantly, good wine.

We host our starry night event every Saturday every month and welcome newcomers. If you love wine, spend your summer night on a blanket in study hall, watching the stars come out in Minn. and sipping wine that flows up to our names. (June 17, July 8, August 12, and September 9)

Go to our website to make a reservation.
WVW.us

www.veritaswinery.com 249-630-9370 @veritaswinery

VERITAS

Print Advertisement

Veritas Winery



Billboard Advertisement

Veritas Winery



Billboard Advertisement

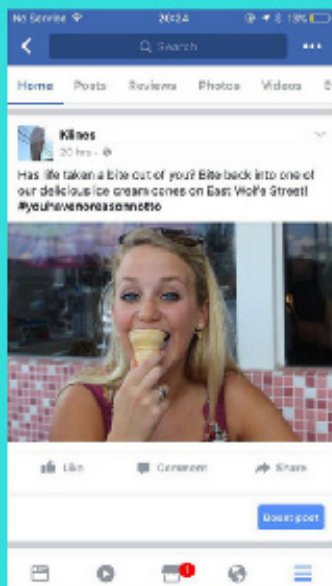
Veritas Winery



Social Media

Klines

Facebook



Social Media

Klines

Facebook



Social Media

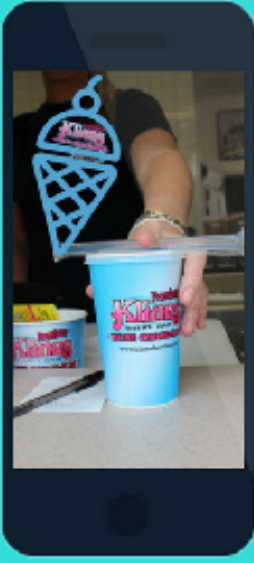
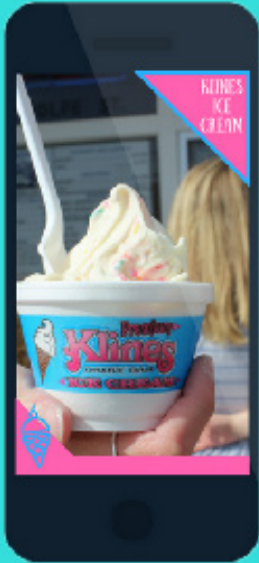
Klines

Instagram



Social Media

Klines SnapChat



Social Media

Klines Twitter



Social Media

Klines

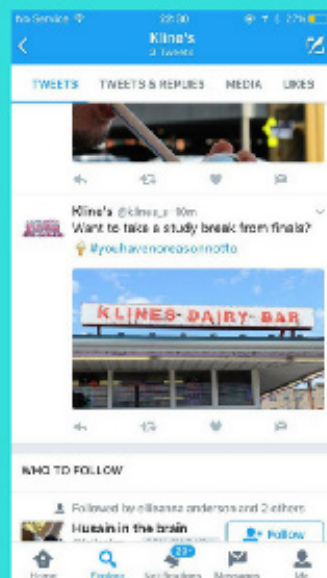
Twitter



Social Media

Klines

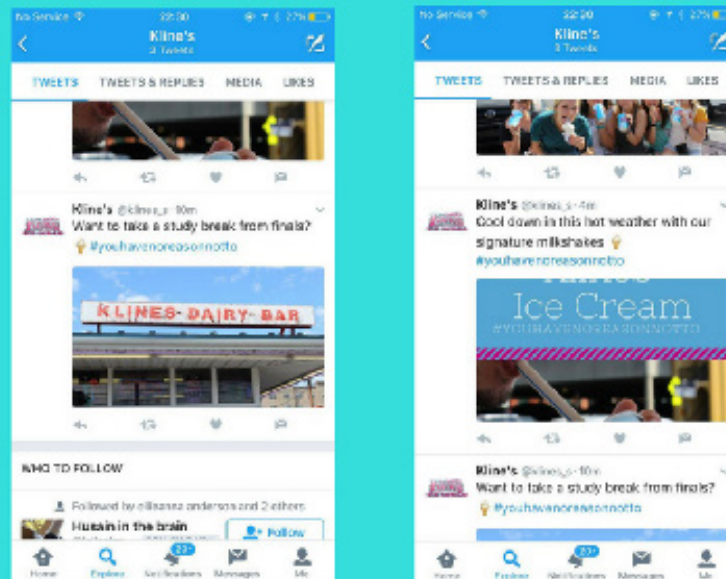
Twitter



Social Media

Klines

Twitter



References

How Africa.(Photographer). (2015). Male standing in front of graffiti holding art book.[Digital image]. Retrieved from <http://howafrica.com/wp-content/uploads/2015/11/Art-Student-Response-DUSA-Media.jpg>

C. (n.d.). Home and Office Furnishings. Retrieved April 26, 2017, from <https://www.cort.com/>