



MARKETING ASSIGNMENT PROMOTIONAL BRIEF

GCU Smart Travel



MKT ASS GROUP P

GLASGOW CALEDONIAN UNIVERSITY 2014

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1. The Problem

After carrying out primary and secondary research, the barriers for staff not cycling to work have been identified. The main barriers to cycling are: the weather, distance from the university, the inconvenient nature of travelling by bike through Glasgow, cost of buying a bike, they are unaware of the facilities available to cyclists at the university and the government initiatives that are available to help with the purchasing of bikes. In order to combat these barriers, and to try and encourage staff to cycle to work, a number of different PR ideas have been created that relate to the campaign that can be implemented; these ideas will enhance awareness and hopefully entice staff who would not normally cycle, to change their opinion on cycling to work. These are:

- An app that allows the user to fill in and track the distance they cycle week on week and how long it takes them to do so. Over a period of time they will be able to track their progress as they get quicker at cycling. It will also allow them to communicate and compare their distance travelled with other cyclists that use the app, creating a cycling community where they can share routes, offers etc. with each other.
- Weather-appropriate materials and clothing. To stop the bikes, specifically the saddles, from getting wet during the wet weather, water-proof seat covers will be provided when storing bikes in the bike racks at the Arc. Although sheltered, in gale-force wind and rain they may still get wet. The covers will prevent this from happening. Ponchos for cyclists will also be on offer to those who do not wish to purchase rain gear suitable for cycling in as they may not be able to afford them on top of buying a bike. The ponchos will have High Vis strips on them, to make sure that other road users can see them in the darker months.
- Introduce a Brand Ambassador and hold an event "Meet & Greet Weekender"; this will give staff the opportunity to be part of a cycle group that will teach them road safety when cycling, and the chance to meet other staff/cycle fans and to keep fit. The brand ambassador is a great way to bring on someone who knows all about cycling and can carry the campaign to success. The event will be organised over the weekends (due to staff working during the week), it's an opportunity for them to learn about road safety and to be made aware of easy and safe routes that they can use to cycle to work. It's a fantastic way for them to interact with other staff and this may lead to partner pair ups during the week for when they do finally take that step to cycling to work. It will be a good opportunity to make staff aware of the various onsite facilities that the university has to offer. Lastly, it gives staff the chance to choose a healthier way to commute, not only for them but for the environment also, more and more people are health conscious these days which in time will bring in a larger audience.

In order for the last idea to be successful, a range of promotional materials will be required, they will include: t-shirts, lanyards, pens, stickers, adverts on Radio Caley and in the university magazine. These will play a big part in making the campaign more desirable and successful; for instance the T-shirts will be worn by the campaigners and then introduced to the Meet & Greet weekender events. This will help spread the word about the campaign and promote the idea of cycling to GCU.

2. Market Requirements

During the secondary research, the main competitors were identified; public transport and cars. NextBike were also looked at, they are also an opportunity as staff could choose to use them, if they are reluctant to purchase a bike of their own. Both competitors offer different things for people to use; public transport offer different deals to save costs for the public, such as travel cards and park and ride services. They also allow bikes to be taken on trains; therefore, staff that live too far from the university could take their bikes on the train and then cycle from the station to the university. NextBike allow the public to rent bikes around the city 24/7, with a range of locations all over. Once registered, you can use the bike for up to 30 minutes and it will only cost £1, with every additional 30 minutes costing £1 afterwards. Using this service would allow staff to cycle without purchasing a bike.

3. Brand Values

All the promotional materials will be attempting to get the same messages across, incorporating the following brand values. These are:

- To have sustainability embedded into every aspect of operations
- To promote leading healthy, active lifestyle
- To promote conserving the environment and making sure that your carbon footprint is as small as it can be.

4. Appearance and Image

A healthy and safe approach will be taken for all promotional materials, to attract staff who wishes to keep fit and are conscious of their carbon footprint. To do this, green and blue will be the main colours in the logo which will be incorporated into any posters advertising the Weekender event and all other promotional materials. These colours have been chosen as they are associated with the Earth and environment.

5. Function and Performance

The anticipated outcome will be that staff will take an interest in the campaign and change their lifestyle for the better. The aim is to make staff fully aware of how to overcome barriers to cycling and to have the campaign guide them in the right direction by offering key information on routes, road safety and the benefits of cycling. The aim is staff that they choose to become part of something new and beneficial and in time will pass on the message to other staff members within the University. In terms of the "Meet and Greet Weekender" events, the anticipated impact is that the event will promote positive thinking and involvement when it comes to cycling and that attendees will increase over time at further events.

6. Technical Considerations

All the promotional materials that will be used will all have the same features; they will include the logo, which will be set on the background of either black, or white. These promotional materials are:

- App - Compatible with Apple and Android phones, will be easy to navigate and use.
- T-shirts –The shirts will be white, with the logo on the front and the message on the back. They will be available in sizes Small, Medium and Large and made from organic cotton which can be washed at 30 degrees, fitting in with the sustainability and conserving the environment aspects of the brand's values.
- Lanyards – These will be available for all staff, it will have the logo and message on them. It will have a black background.
- Pens – White with the logo, made from recycled materials.
- Stickers – Black with the logo and message on them. The stickers can be placed on clothing, or on bikes themselves.
- Ponchos – White with High Vis strips, and the logo on the front. These will be available in one universal size.
- Waterproof seat covers – Black with the logo.
- Radio Advert - a 30 second radio advert promoting the Weekender event will be advertised on Radio Caley.

7. Timescale and Budget

<u>Event</u>	<u>Dates</u>
Social Media	15/01/2015
Advertising Posters	01/03/2015
Meet & Greet Weekend (Meeting)	15/07/2015
PR Materials	18/09/2015

Social Media – This will be the first step to increasing awareness towards the campaign, by indulging in free social media platforms early it will benefit and start the ball rolling.

Advertising – By introducing something tangible rather than relying on social media throughout, the staff will have a chance to look at these posters which will be all around the campus. By advertising these from March till May it means it will not collide with summer, when the majority of staff will be off campus.

Meet & Greet Weekend - Organising a weekend in the Summer for staff to meet up for a trial run will be a great opportunity to start things off early before the new term begins.

PR Materials – Introducing the PR materials at the start of fresher's week will be in relevant timing as plenty of staff will be around campus helping students with information. Taking up this prime opportunity is important as it's a great time more than ever to interact with some staff as they will not be in class during this time.

Due to being a university, a limited budget will be available. A calculation has not yet been given although the majority of that budget will be spent on PR Materials for the campaign. The reason for this is that due to the target being around University surroundings, Posters will be substantially cheaper due to the facilities within campus.

PR Material	Quantity/Cost	
T-shirts	£289.99 – 150	
Lanyards	£85 - 250	
Stickers	£69.99 - 300	
Pens/pencils	£74.99 - 300	
Attachable umbrellas for bikes	£219 - 50	
Attachable trailers	£350 – 5	
Total:	£1,088.97	
	Budget	£1,500.00
	Contingency	£411.03