

GLASGOW CALEDONIAN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

Marketing Assignment
M3N520557

PROMOTIONAL BRIEF

Team: Team M

Client: Glasgow Caledonian University (KeepCup Campaign)

Names: [REDACTED]

Program: BA (hons) Marketing Level 3

Seminar Tutor: Pauline Bell and Elaine Ritchie

Day and Time of Seminar: Tuesday 12pm and Thursday 1pm

Today's Date: 01/12/15



Promotional Brief

The Problem

Both the primary and secondary data captured indicated there is a distinct lack of awareness of GCU KeepCups across campus and the majority of students interviewed were completely unaware of the products on sale as well as the benefits that come with owning a GCU Keepcup.

Trends from the interviews suggested that students were generally impressed with the product after being told of its features and the perks of owning a KeepCup. By carrying out further promotional activities this should raise awareness of GCU Keepcups and therefore increase sales of the product across campus.

On Campus Promotion

Print - Below the Line

Currently GCU KeepCups are solely being advertised via A3 posters created by KeepCups with the GCU logo attached and distributed behind the counters at the catering facilities on GCU campus. These alone are clearly not an effective way to communicate with students as they are being overlooked as shown in the primary data captured.

However, using careful placement of a range of print formats could be effective and eye catching. By creating engaging colourful posters and increasing both the sizes and quantity of posters available this should dramatically raise awareness levels amongst students. Primary data captured indicated that the majority of students interviewed only used the catering facilities occasionally; therefore repositioning promotional materials to areas with higher footfall such as sections of the Saltire Centre and in the hallways surrounding lecture theatres would allow for a wider audience to be informed.

A collection of new bright and colourful posters will be created with clear GCU KeepCup branding and consistent corporate identity across the prints. The first set of posters will be targeted towards the everyday student who uses the catering facilities on campus occasionally. These will focus on the key benefits of the reusable cup, the ease of use and the barista styled design; primary research showed that the design of the cup really appealed to the majority of participants. These posters will be transformed into roller banner posters which stand two meters tall and will be positioned at congested areas of the university such as the Saltire Centre and the Students Association. Roller banners will catch student's attention and shall be used to communicate in depth information about the GCU KeepCups due to their size and positioning, combined with A3 posters this will lead to maximum impact around the university campus.

A second set of posters will then be created to target the 'green conscious' students within the university, these posters will contain facts and figures on the environmental impact of using disposable cups and state the benefits of a GCU KeepCup. The proposition of this poster will focus on reducing university waste. The final student marketing GCU KeepCups will appeal to is the 'money conscious'

student, as indicated from primary research. A poster dedicated to advertising the money saving benefits of using KeepCup and information about the price incentives is sure to attract those who like to save their money and fuel sales.

This collection of posters will remain visually similar, as not to distract from the corporate identity. Sticking with the KeepCup colours and brand logos but also including more images of the KeepCup is sure to attract student attention, especially using different formats such as the roller banners.

GCU Keepcup Events

Another effective way to quickly increase awareness of GCU KeepCups and decrease general waste is through holding an event in well frequented areas of GCU such as the Saltire Centre. An event would provide the perfect opportunity to interact with students and educate about GCU Keepcups and the benefits they provide.

The Saltire Centre is a prime location, especially in the months prior to exams, to interact with students and the perfect opportunity to advertise GCU KeepCups, when disposable cup use is at its highest through the year. This event will allow students to enquirer about the cups and showcase the environmental and financial benefits of using a reusable cup.

The beginning of each semester is when student participation is at its peak and therefore this would be a great opportunity to hold another GCU KeepCup event. Using a combination of print and advertising on the ever-popular university social media pages would allow for maximum awareness of the reusable cups.

Another route for GCU Keepcups to promote at this time of year would be at the students Freshers' Fair which would allow for the perfect opportunity to educate new students of the perks of owning a GCU KeepCup and could ensure the reduction of disposable cup use on campus continues.

Future Potential

The GCU campus has a wide range of opportunities for above the line advertising to students. Radio Caley could provide the perfect platform for radio advertising if the budget was to become available, with student societies and university organisations receiving a great discount on advertising jingles. GCU KeepCups could potentially become a common product at Glasgow Caledonian University.

Market Requirements

The target market in this case is students at Caledonian University, having our market in one location on a regular basis means that marketing on campus will ensure the promotions are direct and effective. Our intended audience are constantly on the move around campus and spend a lot of their time at the university, especially around the exam period and occasionally use the catering facilities on campus to purchase hot drinks. Our promotional materials needs to be engaging enough to catch the attention of busy students on the move.

Within GCU Campus the main competitors for KeepCups are the disposable cups available at the catering facilities, it is vital to appeal to students who are price and

green conscious and we need to market the GCU Keepcups in a way which makes them seem more convenient than the disposable cups.

Brand Values

From the research conducted the price incentive was a major selling point for the students; as well as the benefits of reusable cups. When communicating to students it is important that we highlight the further benefits after purchasing the cup.

The primary research conducted clearly showed the majority of students would consider themselves 'green conscious' and attempt to recycle as often as they can and therefore it is important that we get across the environmental benefits of purchasing and using a KeepCup every time you consume a hot drink over using a disposable cup which are very difficult to recycle. This is a major selling point for KeepCups in other outlets and should also be used in GCU.

Upon purchasing a GCU KeepCup the student will receive one free hot drink and 10p off their hot drinks thereafter, these money saving incentives went down really well with our primary research participants and therefore should be marketed as a core brand value; purchase a GCU KeepCup and it will pay for itself.

Appearance and Image

It is absolutely vital that the corporate identity is consistent and clear across all promotional materials and therefore a theme with bright colours to connect with the existing KeepCup brand combined with copy which focuses on the key benefits of the reusable cup; primary research shows that once educated on the benefits the majority of participants loved the idea of the cup and wou

The print posters should also contain information about the environmental impact of using a GCU KeepCup and the focus should be on reducing university waste, this should appeal to our green conscious students.

Function and Performance;

Expected Impact

Overall the research showed a very positive attitude towards the KeepCups, increasing the promotion of the scheme will result in more sales, encouraging further use of the cups will contribute to the University's waste reduction.

In the long term the University wants to once again become a Zero waste management facility, increasing the use of KeepCups will also reduce the amount of cups that cannot be recycled helping the University reduce waste.

Measurement

Measuring the initial success of the campaign allows for strategic planning. Monitoring the sales of the KeepCups after the posters are distributed will help with future planning; if the sales are going well then the posters have been successful. Keeping track of the sales means we can implement further promotions if and when necessary i.e the Keepcup day.

When introducing the Keepcups to new students through social media and the freshers fair it would be useful to monitor the interaction on social media as well as sales and frequency of cup use by students in order to know how successful the campaign is and gauge how much more campaigning is necessary.

Technical Considerations; Size, dimensions, key parameters

	Size	Dimension
Roller Banners	Standard	200cm x 80 cm
Posters	A3	29.7cm x 42cm

Timescale and Budget;

Due to the low budget of the department we have kept the costs to a minimum.

	Price	Quantity	Total (inc VAT)
A3 Posters	£19	50	£284
Roller Banners	£63.60	5	£318
			£602