

Promotional Brief

Marketing Assignment

Caledonian Creative on
behalf of GCU Facilities

Craig Anderson, Matteo Donofrio, Graeme
Edment, Racheal Griffin, Pauline Herriot.

Promotional Material

The problem from clients brief (GCU Facilities Management) wants to reduce the average duration of showers which will in turn reduce water and energy usage. Caledonian Court has reduced energy usage by external LED lighting, movement sensors, energy efficient white goods and shower upgrades. The campaign aims to generate awareness of water usage. Primary research states that the residents are unaware of levels of use and how they can save water which would keep rent costs down. The action plan shows that various activities will have to be employed and are as follows.

PR Event This will be held in the Saltire Centre on the 4th of December. Various industry members will be invited to attend as well as the residents from Caledonian Court. Radio Caley has confirmed its involvement. Success can be measured through the use of clickers at the event to confirm attendance and the figures from Radio Cali to evaluate how many people tuned in to listen across campus. This also links to the section of the action plan, Raise awareness of water usage by 40% within the residents of Caledonian court by January 2014.

Promotional Material Will be used to promote awareness as suggested by primary research. Keyrings could be used, as residents would always have them close to hand, therefore serving as a constant reminder to save and conserve water. A water themed ten minute music mix can be downloaded for free via a QR code, and could be used as a timer device whilst showering. A goodie bag can also be provided. These will include various shower themed goods such as a shower cap and body puff. Figures from the download will provide an indication of participation.

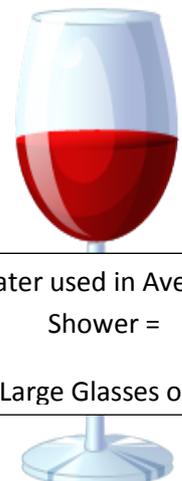
Social media this is favoured by Caledonian Court residents as a way to receive a message. This target market would be encouraged to interact with the facilities Facebook page and twitter pages through the setting up of a call to action on all promotional materials. The contents on will allow consumers to engage by providing direct communication with GCU with environmental suggestions. The success of this aspect of the campaign will be measured through counting amount of residents that will use the call to action which appears on the posters.

Posters- Thought to be an effective way of gaining awareness within residents. There will be a QR code that will link consumers to the various social media platforms and give them a chance to download the 10 minute mix. The success of this promotional material will be measured through how many residents download the mix through the QR code.

Using the themes from the Primary research campaign proposals was created. This links to the action plan, Generate a campaign that will increase awareness by 40% and effectively give consumers and incentive to reduce water by December 2014.

Shower use/ Awareness and Environment- To allow visualisation of water used the proposal were to show a "water wall". Litre bottles of water would represent the quantity of water that is used during an average shower. Other liquids could be used, to show a comparison such as glasses of wine in the diagram.

Time- The questionnaires found that the average shower lasted 13 minutes. Therefore a proposal of residents to download a mix of music that lasts for 10 minutes was created. This mix will involve a song that will encourage users to stop and finish showering during the last few minutes. There would be a saving of 7,300 litres per resident per year. This links to the action plan section, 'Investigate the amount of water that is used on average in the showering facilities within Caledonian court and reduce this by 20% by January 2014'.



Water used in Average Shower =
259 Large Glasses of Wine

Lifestyle- If a consumer uses a premium shower gel; the fragrance will be diluted by the volume of water used. Therefore cutting down on water would enhance the performance of these expensive products, and ensuring that the fragrance would last longer. This would link to reducing shower times via a representative from Thierry Mugler who would give free samples of shower gel away whilst communicating the message about water reduction. This would be done whilst during the event and would be considered as interactive fun. It would appeal to the senses. It has been proven that this type of relaxation improves mental power, soothes stress and improves visual acuity found from (<http://www.herbalshop.com/Acupressure/Acupressure02.html>) this links to the action plan objective of Evaluating barriers that will prevent consumers from reducing water such as not having the facilities or awareness and overcoming them.

Brand Values

- GCU's focus on employability, leadership and responsibility (Glasgow Caledonian 2013 A).
- Experts in renewables, energy and construction (Glasgow Caledonian 2013 B).
- To not be interfering with students lives as this can be seen to portray a nanny state in relation to getting students involved with environmental issues.
- Focused on becoming environmentally friendly within Caledonian Court from the change in government legislation as well as continuing the high standard of living that residents expect from the accommodation.

Market Requirements

The Target market is Students living in Caledonian Court. Therefore, it is important that the main segments (psychological, Geographical and Behavioural) are considered. As the University has diversity in its community students, it is vitally important that our advertisements do not cause offence to the chosen target market. After conducting both focus groups and questionnaire, it is apparent that funny and quirky advertisement is better received together with free promotional merchandise. Therefore this information will be used and implemented into the campaign by introducing:

- Goody bag giveaways
- QR code posters giving students the opportunity to download a 10 minute music track
- Premium hair and body wash products
- Free hand massages

Competitors such as Scottish Hydro and E-on tend to approach consumers with a more serious, statistical approach. The proposal will engage with more with the student mind-set.

Giving away the free toiletry bags should encourage interest in saving water and energy amongst residents and students alike. The goodie bags will contain,

- Thierry Mugler shower gel
- Leaflets
- Key ring
- Sponge
- QR code for free music track
- 500ml water bottle with the campaign logo.

The most effective way to raise awareness amongst individuals is by providing a constant reminder. The key-ring and sponge are part of most people's daily routine, and promotional ones would ensure that the subliminal message is portrayed. The free music download would also serve as a reminder, and can only be listened to once an individual downloads the QR Code.

The campaign aims to introduce concepts such as, mixing pleasure with the importance of social issues. Ultimately the campaign wants to create a large demand for change from residents. They are ensuring that future generations can enjoy these natural resources.

Corporate Identity

Caledonian Creative, needed to assess GCU's corporate identity, with regards to brand and values, so these could match the actions of the campaign. GCU states that their brand values are being innovative, supportive and transformational. Throughout the project it was paramount that these were reinforced, as it is crucial for the University's success. GCU has to send out a positive image to attract their students, so matching these values throughout campaign work is vital to its success. Moreover, a recent change in branding reflects on GCU as a more modern friendly establishment. This again was taken into consideration throughout the project.

Technical Considerations

Event – The areas to be considered in relation to the event are; how will the event be set up, logistics and transport of resources, overall operation of the event. Space is the main concern along with prioritising activities to ensure the biggest impact. The main logistical problem to consider is the proposed water wall. Confirmation from the source for the empty bottles has still to be attained and the pickup or delivery of the bottles.

Client Access: Another logistical area to be must considered is the ease of access and link between groups and clients. Ensuring that clients have access to any research results, music mixes, copies of QR codes and any other details or documents that may be needed in present or after the completion of the campaign.

Copyrights – The proposal to have a downloadable music mix for the event plus songs and jingles played on Caley Radio throughout the day of the event means ensuring no copyright laws are broken or infringement on intellectual property rights. This is of extreme importance as it is the law.

Non-Offensive – Must ensure that all promotional materials are not offensive to any particular person or group, this is key as the whole campaign could be damaged from negative feedback even just from one individual. This area has been a major consideration in relation to the proposed alcohol based promotion as it had to ensure that this would not alienate or offend any of the target market who may be of a race or religion that is against the consumption of alcohol.

Resource Limitation – There were limitations in the available resources such as time, budget, limited access to SurveyMonkey and the lack of water meters to measure the campaign. This means continuing to consider these aspects in all promotional activities. This will limit what methods can be used and potentially decrease the overall impact.



The following table considers a timescale for completing tasks. These deadlines will ensure that tasks are completed in time, allowing considerations for error.

Work for event:	<u>Social Media</u>	<u>Free Merchandise</u>	<u>Posters</u>
Date to be started :	7 th November – 14 th November	7 th November – 14 th November	14 th November
Date to be complete:	20 th November	25 th November	25 th November – 30 th November

Budget

BUDGET FOR PROMOTIONAL ACTIVITIES (for month of December 2013)			
Event			
	Posters		15
	Water Wall		0
Free Merchandise			
Goody Bag:	500ml water	£0.25 (est)	www.alibaba.com
Quantity: 100x	Keyring	£0.30	http://ebay.eu/1b31zRN
	Sponge	£0.51	http://ebay.eu/171ExjQ
	Thierry Mugler Body Wash	£0.00	FREE
		total	£1.06
		x100	£106.00
Posters			
Quantity: 50x	Promotional Posters	£95.59	
	Green Print		
Social Media			
	Social Media Management	200	Current member of staff
	Electricity	10	(est)
		210	
Total Cost for Promotional Activities		£411.59	

GreenPrint (what's this?)

£83.28 £95.59

STANDARD DELIVERY **EXPRESS DELIVERY**

(2 days) (same day)

Thu 7th Nov Wed 6th Nov

50 Posters
A4 (21 cm x 29.7 cm)
140 GSM
Gloss finish
Colour front only
Including our Logo
Add Augmented Reality

References

A- Glasgow Caledonian University (2013) *Our Mission and Vision* Available:

<http://www.gcu.ac.uk/theuniversity/aboutglasgowcaledonian/vision/ourmissionvision/> Last accessed 4/11/13

B- Glasgow Caledonian University (2013) *Our Values and Principles* Available:

<http://www.gcu.ac.uk/theuniversity/aboutglasgowcaledonian/vision/ourvaluesprinciples/> Last accessed 5/11/13

Herbal shop (2013) *An effective way to better health* Available:

<http://www.herbalshop.com/Acupressure/Acupressure02.html> Last accessed 5/11/13