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*This is a real student assignment based on a real company. The student received a mark of 100% on this assignment.*

# Assignment 2 – IMC Plan

Business: Copies de l'Est

Name:

Student ID:

Date:

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## Executive Summary

Confined in this report is an Integrated Marketing Communications plan for Copies de l'Est. The target audience of *persona A* (The Student), *persona B* (The Average Joe) and *persona C* (Commercial Businesses) is the focus of the marketing campaign itself. An abundant amount of research was completed in order to identify and utilize Copies de l'Est's strengths, and opportunities, whilst keeping in mind their weaknesses and threats to prepare a plan most beneficial to the firm.

The objectives and approach used have been carefully chosen and designed respectively to fall in line with Copies de l'Est's values and corresponding mission statement.

This detailed plan includes the following aspects:

- *Marketing*
- *Creative approach*
- *Media*
- *Public relations strategies*
- *Direct marketing*
- *Sales promotion suggestions*

Following this detailed plan is a comprehensive budget outlining the approximated costs to each aspect of the plan and how Copies de l'Est will be able to execute a successful plan. Comprised in the Integrated Marketing Communications (IMC) plan is a proposed strategy for measuring and evaluating the success of the plan upon completion.

## **Company Background and Additional Information**

Founded in 1985 under the name '*Lettra-M*,' Copies de l'Est replaced its name in July 2003, to give it a more representative picture of its mission. At the very beginning of its founding in 1985, the company dedicated its activities to printing. In 1995, the current owner at the time undertook a major shift to focus more on specialized imaging copies, and digital printing whilst maintaining the printing component. Copies de l'Est's vision is to become the 'go-to' place for all printing jobs to be done for surrounding businesses. They offer their customers all the knowledge that the enterprise has at their disposal, in order to produce the project desired in the customers image.

Copies de l'Est has positioned itself well in the printing/photocopying industry, being one of the few businesses in the area that offers such a vast variety of products, while maintaining an impeccable quality of service and a very competitive price.

## Marketing Background

### External Influences and Market Analysis

When looking at the external influences that affect Copies de l'Est and its success in the region, we need to realize that printed material is being printed in smaller volumes. According to the BDC, there seems to be an 'environmental awareness' that is gripping the globe, pushing paper users to use digital print in order to reduce paper waste and energy cost. Despite the environmental sensation that is gripping most nations, commercially printed material and digital printing technologies are growing at a fast pace.

At this point in time, there are no regulatory measures set in place in order to control the manufacturing of paper based products or photocopies, however, the Canadian federal government does advertise nationally in order to reduce paper waste to conserve energy. Yearly the Canadian government gives away plaques and grants to employers who introduce environmentally friendly initiatives and best practices. An example of this award is; "Canada's Greenest Employers of (year)"



With the average person being exposed to over 3,000 brands every day, it is important to know that digital printing is as important as physically printed material. Digital printing refers to methods of printing from digital-based images directly to a variety of media.

## Competitor Analysis

In Sherbrook and surroundings, **direct competition** is present and substantial. It can be segmented in three categories: **Network Brands**, SME (Small and Medium size Enterprises), **Local Entities**.

I have concluded that the area we will be focusing in will be approx. 20km around Copies de l'Est. Within this range there are:

- 2 Prominent Brands
  - *Bureau en Gros*
  - *The UPS store*
- 2 SME (Small to Medium Enterprises)
  - *Précigrafik*
  - *Uni-d*
- 3 Local Brands
  - *Imprimerie A. Beaulieu*
  - *Impression Moreau*
  - *Imprimerie MJB Litho*

As for **indirect competitors**, it depends on the product or service demanded. However, the largest indirect competitor to printed material is digital media that uses the internet to share promotions, advertise, send digital e-Business Cards..etc. Another indirect competitor would be commodity printers for private or commercial use for printing jobs only. Currently, Copies de l'Est has no marketing strategy. Therefore, any strategy employed will be a colossal step forward for the firm in marketing standards.

## Target Market Analysis

Copies de l'Est is targeting three personas in their marketing plan.

- **Persona A (The Student)**
  - There are two Universities nearby and one Cegep. The two universities are Université de Sherbrooke and Bishop's University. The two universities alone gives an aggregate target market of about 10,000 students. Copies de l'Est should look into exploiting this great opportunity by having agreements with the universities to offer services to students at a reduced price.
- **Persona B (The Average Joe)**
  - Copies de l'Est's current clients reside in this persona. Although they do not invest in huge purchases, they are loyal, and do return for the faithful service.
- **Persona C (Businesses)**
  - Within the 20km radius surrounding Copies de l'Est, there are hundreds of bustling medium businesses, which all need to have material printed. To reach out to those businesses would be key in acquiring contracts with a stable amount of income.

We will use the following methods to reach out to our personas.

- **Persona A (Student)**
  - Research shows to market to students where they spend most of their time. Students also enjoy the occasional giveaway, and they usually do not have a lot of income. Social media is a power house.

- Persona B (Average Joe)
  - This persona is very average. The main goal to target this audience would be to reach out to the most amount of people, using today's technology.
- Persona C (Businesses)
  - Commercial contracts are acquired via meetings. Meetings will only be acquired once the firms in your area know your name. To get your name known, you must advertise to Commercial businesses.

To acquire the best marketing communications plan for Copies de l'Est, we will use marketing techniques which best target the advantages of reach, as well as the best medium to use in order to get the attention of the desired persona.

#### Product (Brand) Assessment

The current image of the company and brand is not at par with the one that they want to portray. Along with this IMC plan, Copies de l'Est will have to vigorously pursue the idea of changing the internal design to create both a professional atmosphere, as well as an atmosphere that can support a large list of orders. The employees are all refined craftsmen in their trade, however, the company's desired professional image as well as their potential for quality is not portrayed when one enters the front door.



Although the owner has been very patient in sharing her information, she was unwilling to share sales volume information. She did mention however that the products/services bringing in most of their income were:

- Business Cards
- Brochures
- Digital Imaging
- Labor Costs

## **SWOT – Strengths, Weaknesses, Opportunities and Threats**

### **Strengths**

Strengths are internal characteristics that Copies de l'Est holds inertly, and will use these strengths to their advantage when conducting marketing and positioning strategies.

- **Rapidity of service**

Loyalty at Copies de l'Est is created through their ability to deliver products and services quickly, while maintaining impeccable quality. This gives them a strong competitive advantage in the region.

- **Owner**

The owner is a very dynamic and proactive asset to Copies de l'Est. She continuously meets with loyal customers in order to maintain the business relationship strong. Simultaneously, she is able to manage efficiently and direct staff to meet weekly demands.

- **Operations Manager: Mike**

A recent additive to Copies de l'Est, has been brought onboard as a versatile asset to the company. He has a fresh outlook and has knowledgeable of the industry. He will also help the owner in working on the business. He also has specific knowledge of the eBook and publishing the industry. This will help the company create a niche if need be.

- **Perfectionistic Service**

They have loyal customers who appreciate the service. Their dedication and their perfectionism is one of their strongest assets. The service offered is always precise and well tailored to the clients' needs.

- **Prices**

Their prices are low and very competitive.

### Weaknesses

Weaknesses are internal characteristics of the firm which compromises the integrity of the firms structure.

- **Store Layout and Image**

The store layout is busy and not inviting. Also, the image of the business doesn't reflect their personality or their desired target market.

- **Automation**

The employees have to accompany the client in every single step of the process when undertaking a new project. This hinders the efficiency, and does not allow

clients to feel in control. Atomizing the process would allow business staff to be more efficient, while empowering customers in the process.

## Opportunities

Opportunities are elements of the external environment that Copies de l'Est could exploit to its advantage, and secure a more efficient and risk-free place in the market.

- **Loyal Customers:** Loyal customers are vital to Copies de l'Est's survival
- **eBook Division:** This division presents potential as it represent e-Text, which is a growing industry.
- **Internet-Based Printing** – More customers like to order online, and want the ability to create their project from the comfort of their own home.
- **Specific niche:** Appreciation for high-quality service, great 1-on-1 communication environment.
- **3D – Printing:** This technology is exponentially growing world-wide. There is definitely an opportunity to exploit this technology.

## Threats

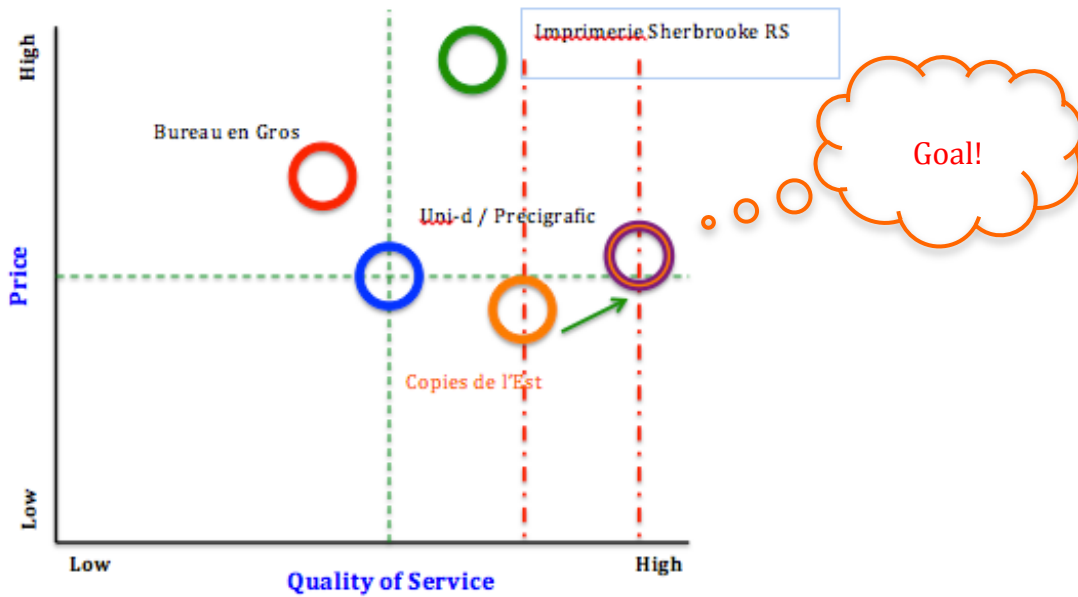
Threats are elements in the external environment that could cause problems for Copies de l'Est.

- **Price Competition:** Larger firms (Staples & Bureau en Gros) in the region are able to offer services at a lower price and benefit from economies of scale.
- **Brand Recognition:** Well-known brands (Staples & Bureau en Gros) are readily more noticeable and talked about.
- **Substitution products emerging:** Do-it-yourself software emerging (eBooks)

- **“Deep Pockets”**: Large rival firms have financial backing for advertising, cope with down turns and maximize interaction on online interface (websites)

### Market Positioning

To give a more precise picture of where Copies de l’Est lies currently in respect to its competitors and where it needs to go, it is important to notice where they currently stand.



## Marketing Communications Plan Development

### Marketing Objectives and Strategies

**Objective 1:** Increase awareness (exposure) of existence to Persona A & B by 20% over 12 months

**Strategy 1:** Persona A & B will be targeted differently. Each strategy will keep in mind the target audience, and how to get the optimum result.

**Persona A** [The Student]: Print Media (Posters), AdWords Campaign

**Persona B** [The Average Joe]: Broadcast Media (Radio), Print Media (Local Newspaper), AdWords Campaign

**Objective 2:** Increase overall sales volume by 20% over 12 months.

**Strategy 2:** We will target persona A & B in this situation, as they are current clients.

- Loyalty Program
- Point-of-sale display
- Price-off deals

**Objective 3:** Convey professional image & Increase awareness to local businesses.

**Strategy 3:** To achieve our goal, a three-part strategy will be used.

1. Website Communications

2. AdWords Campaign

3. Direct Mail – Support media to direct consumers to further look at Copies de l'Est's website.

### Communication Strategies

With all marketing objectives comes communication objectives. By applying the proposed marketing strategies, Copies de l'Est will achieve the following objectives:

- Successfully penetrate the Sherbrooke area ("market") by generating awareness and brand building preferences
- Stimulate awareness to regional businesses by 30%
- Stimulate a professional image to neighboring businesses

### Behavioural Objectives

The primary behavioral objective that Copies de l'Est will try to accomplish is to get an increase in repeat purchases from university students and walk-ins (average Joe's). Copies de l'Est offers products that require consumers to think about where they are going to get their end product from. Unlike food shopping which builds loyal customers that are attached to brands, it will be easy for Copies de l'Est to persuade prospective clients to 'switch' print shops.

## Integrated Creative Strategy Statement

To convince clients to make future purchases at Copies de l'Est, emotional and rational appeal will be a good source of persuasion.

- service
- Inexpensive
- Quality end product

**Rational Benefits**



- Trust company's mission "To offer printing and digital imaging solutions in graphics and design to adhere to all client needs, all using the best and most recent technology"

**Emotional Benefits**



## Creative Brief

Type: Print Media - Poster

### *Why are we advertising?*

We are advertising to increase overall sales volume of Copies de l'Est

### *Whom are we talking to?*

We are focusing on persona A (Student). This target audience are between ages 18-25. Students are easily targeted where they spend most of their time. Although there is a large emphasis on social and internet media, studies show that for small support services like printing and project assistance, posters in all common areas around the university has a high rate of success. (AdAge, 2013)

### *What do they currently think?*

Students want a low price, easy accessibility, convenience, and quality service.

### *What do we like them to think?*

Copies de l'Est offers a low price, great quality service and easily accessible online through internet printing.

### *What is the single most persuasive idea we can convey?*

Copies de l'Est offers a very low price, and enjoys being part of students success.

### *Why should they believe it?*

The low prices can be found online

### *Are there any creative guidelines?*

Full-page ads, in full-color. Ad must include copies de l'Est logo, relatable images, clear message.

## Creative Execution

This ad will take form of a Bleed Page. The poster will be using a straight sell strategy. The reason to do so would be to use the rational appeal aspect, where the focus of the message is the product/service offered and its specific attribute of low price.



## Mockup - Poster



## Media Objectives

**Objective 1:** Increase awareness of existence to target market.

**Strategy 1:** Use a combination of Broadcast (radio), print media (newspaper) and social advertising (AdWords) to reach target markets.

**Objective 2:** Reach out to Businesses

**Strategy 2:** Use *Direct Mail* to target businesses and guide them to the company website.

## Media Tactics

Targeting persona A, B & C through social media, internet, broadcast radio and print media (newspapers) will allow Copies de l'Est to advertise to the precise division of people who would potentially be interested in switching to Copies de l'Est.

With the high quality service offered at Copies de l'Est, and their very affordable prices, merely exposing the business to the public will yield positive results. The ads portrayed in each medium are designed to show Copies de l'Est as a destination where anyone from students to large business organizations can come and acquire a great quality product, at a great price, in a very welcoming environment.

The Internet ads will take form of a Google AdWord campaign, with a \$10 a day budget. The goal with this method is to reach the target market and to identify how they are looking for products Copies de l'Est has to offer. This campaign will aid the business to gain a foothold on the internet, and also serve as informal research that will help them to identify the kind of language most likely to catch the attention of the target audiences. Another way Copies de l'Est will advertise online will be through their company website. Promotions and company information will be accessible on the site itself.

Radio adverts will serve as an exposure tool and reminder mechanism thereafter. The radio ads will run during peak times when people are either driving to/from work and university classes, as well as peak lunch hours when people chose to listen to the radio whilst they eat.

Posters were chosen for print media portion of the plan. Approximately 10,000 students will view each poster across the Sherbrook area. This will raise awareness to this target audience, and will potentially increase visits at Copies de l'Est.

The website will be a very professional, technical and friendly user interface, with a special "Business" division. The separate division will allow business to manage orders online, and provide feedback through internet printing.

#### Direct Marketing

**Objective 1:** Gain commercial contracts. Acquire at least a 5% contract signage ratio one three months from the date the mails are expected in-house

**Tactic 1:** Direct mail will be used as an exposure tool and a support mechanism to pull businesses to visit the new and professional website. The direct marketing tool will take form of a formal letter, enveloped in a company envelope. Direct Mail will be sent out to 200 business within 2 months.

#### Sales Promotion Ideas

**Objective 1:** Increase store visits by 20% over the time period of 12 Months.

**Tactic 1:** Copies de l'Est will implement the use of promotions of various types in random frequencies in order to reinforce and secure and increase in consumer visits.

A Loyalty Program will be used in order to secure repeat visits and loyalty-type customers. A membership card will be issued upon sign up for the program, which will accumulate point. For example, once you have given \$100 of business (excl. tax) to Copies de l'Est, a 5% discount rate will apply. \$500 (excl. tax) of business will provide a %15 discount rate for example.

Point-of-sale displays will be used to promote most popular items such as business cards, professional brochures and school reports.

Price-off deals will be used for package deals. In the printing industry, selling in larger volumes decrease costs of production. This will also pull clients in and allow them to purchase larger amounts of the product.

#### Public Relations Objectives and Tactics

Currently, copies de l'Est is not large enough to focus efforts on PR strategies. The current IMC plan provides image building blocks, as well as positioning characteristics. Once the business grows , it could focus on a commitment to sustainability and focus primarily on premium recycled paper. At the moment, margins are thin. Focusing on costly initiatives while income is slim would cause more damage to Copies de l'Est than would the initiative.

## Budget Allocation

Medium	Media Vehicle	Description	Cost
Print – Poster		Ad Creation	\$1,000
Print - Poster	Poster	12 Months, full page, full color	\$1,500
Broadcast Radio		Ad Creation	\$2,500
	Varied Channels in Sherbrooke	2x per day Mon – Fri, 4x per day Sat-Sun	\$5,000
	Varied Channels in Montreal	2x per day Mon – Fri, 4x per day Sat-Sun	\$7,000
Social Media	AdWords	Google AdWords to maximize exposure	\$7,500
Print - Newspaper		Ad Creation	\$200
	Local Newspaper – La Tribune	Mon, Wed, Fri, Sunday for 4 Months	\$8,000
Direct Marketing		See sales promotion section for details	\$1,500
	200 various local businesses	Mailing Costs	\$300
Sales Promotion		See sales promotion section for details	\$2,000
Internet Marketing	Website	Reconstruct website – See Media section for details	\$8,000
Evaluation		See evaluation section for details	\$5,000
			<b>\$49,500</b>

Budget forecast suggests that Copies de l'Est will have to pay approx. \$49,500.

Copies de l'Est had budgeted \$50,000 for the advertising campaign. Therefore the forecast falls within the budgeted equity.

## Measurement

The objectives of this IMC plan revolve around three basic elements: Increasing store sales, increasing store traffic, and gaining the attention of business in the surrounding area.

To see if the plan is successful, testing will be needed in order to evaluate the efficiency of the plan. The use of interception surveys will be used in order to gather information after purchase of the product. Links to online surveys will be printed on the cash register receipts at POS.

The questions portrayed on these surveys will focus mainly on why the customers visited the store that day, how they heard about the store, and if there would be anything we could improve on in order to improve client experience.

### Media and Advertising Implementation Plan

	Media Implementation Plan											
	Introduction & Duration Panels											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Print Media - Poster	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Print Media - Newspaper	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Broadcast Radio	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange	Orange
Social Media - AdWords				Purple	Purple	Purple	Purple	Purple	Purple	Purple	Purple	Purple
Direct Marketing				Blue	Blue							
Sales Promotion	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green
Internet Marketing - Website	Red	Red	Red	Brown	Brown	Brown	Brown	Brown	Brown	Brown	Brown	Brown

The colors represent the duration. Where the colors begin denotes their introduction date into IMC plan. The cells which are showed above in red will be used to construct the new website. Once the new website is functional, Direct marketing and AdWords campaign can begin.

## Conclusion

The approach of the IMC plan portrayed in this report pursues to have all of the company's marketing and promotional activities coherent and unified with desired image and current business vision. This IMC plan integrates all form of advertising into one message what will help Copies de l'Est grow over the course of 2014/2015.

Objectives and strategies were designed to fall in line with Copies de l'Est's strong mission and values. By applying this plan, we build on current internal strengths, whilst fixing internal weaknesses through marketing and action. Many of the strategies to be implemented accomplish more then one goal, making the plan cost efficient. Copies de l'Est itself is a print shop, therefore print media would be easily created, and therefore distributed.

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