

Mktg 4480 – IMC Plan

Goddyn & Associates Financial Services Inc.



GODDYN & ASSOCIATES
FINANCIAL SERVICES INC.

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1. INTRODUCTION & BRIEF REVIEW OF MARKETING PLAN

1.1 INDUSTRY OVERVIEW

The financial services market includes services provided by a financial industry. This industry encompasses a broad range of organizations that manage all operations regarding money. The organizations are credit unions, banks, credit cards, insurance, accounting, consumer finance companies, stock brokerages, investment funds, and real estate funds (King and Ockels). The main services provided by an authorized organization include deposit-taking, loan and investment services, insurance, and distribution of financial products. Overall, the growth of the industry is minimal comparing to other leading sectors, such as construction or wholesale trade. However, the contribution of the financial sector to the total country GDP is the largest (Appendix A). Statistics data shows that there are more than 100 account packages on the market, and 96% of Canadians have an account with a financial institution (McKinsey & Company).

In Kamloops, this market is represented by a number of organizations such as banks, as well as local and provincial companies. According to the Venture Kamloops report, financial services employed 8,200 individuals - accounting for 5.2% of the region's overall employment. Since the demand for financial services is very high, there is large competition within the industry, and Kamloops is not an exception ("City of Kamloops - Community Profile"). Also, it should be mentioned that one of the future trends of the financial services market is shifting segments. This means that the demand of the services will increase among aging Baby Boomers and Gen Y-ers. Furthermore, the market size of small businesses is going to expand, which creates opportunities for financial companies.

Finally, a company's best asset is building trust and relationships while focusing on customized value-added services. In the case of Goddyn & Associates, they have a beneficial position on the market because of their small size. Hence, it is to the advantage of Goddyn & Associates to consider the development of online and digital technologies. In order to provide outstanding service computing platforms, applications combining with advanced analytical tools, and other features have to be taken into consideration. The usage of modern technologies will help to increase brand awareness, brand recognition, and reinforce brand loyalty.

Goddyn & Associates Financial Services Inc. is a business located in Kamloops, British Columbia. The company was founded in 1996 and has done business under that name for the past 18 years. Their clientele are the general public and businesses from Kamloops and the surrounding area, as well as some clients in Alberta and the Lower Mainland.

Goddyn & Associates provide various financial services and insurances to their clients with immediate and personalized advice. Goddyn & Associates utilize the financial services of a choice insurance company, Industrial Alliance, who provides the low loan rates, loans, and investments. That is how Goddyn & Associates have the ability to provide their clients with guaranteed RRSP loans up to \$25,000 without a credit check.

RRSP loans are medium-term borrowed contributions to your RRSP which will decrease the amount of tax owed in the year of contribution. The ability for Goddyn & Associates to provide these loans is their main competitive advantage in the Kamloops region. The company's main competitors are Investors Group and commercial banks, as they have much more marketing power.

1.2 TARGET MARKET

Market segmentation is the process of dividing a large and heterogeneous group of people into smaller, more homogenous groups with similar wants, needs, and demographic profiles. Market segments divide the population into groups who are likely to respond to a certain marketing mix (Mullin, Hardy, and Sutton 2007). Target marketing then selects one or more of the market segments to direct its efforts. This research uses five bases of segmentation: demographics, geography, psychographics, behavioral characteristics, and benefits. The main focus for this campaign is to target Kamloops and surrounding towns like Chase, Merritt, Clearwater. One of the most important dimensions that need to be taken into consideration by the company is demographic characteristics. Demographic data of the Kamloops population is presented in Appendix B.

Goddyn & Associates wants to target two major markets.

- 1) Young families who are saving up for their first home so that they can take advantage of Home Buyers' Plan (HBP). If we assume that first time home buyers are between the ages of 20 and 29 years, there is a potential to contact upwards of 15% of Kamloops ("City of Kamloops - Community Profile").
- 2) People near retirement who have not saved enough. Assuming that the age bracket for near retirement would be between 55 to 64, there is a potential market of up to 7% of Kamloops ("City of Kamloops - Community Profile").

1.3 MARKETING AND ADVERTISING OBJECTIVES

Goddyn & Associates Financial Services Inc. wants to attract 50 new clients with emphasis on Guaranteed RRSP loans in the period between the beginning of January and end of February 2015. There are specific objectives that we would like to attain during this advertising campaign. First of all, while advertising supports sales goals, it also creates a larger brand awareness for the company. It is important not only to educate the public about Goddyn & Associates, but to inform them of the services that the company is able to provide. As specifically requested by Goddyn & Associates, there will be a primary focus on RRSP loans during the campaign. In doing so, the campaign should reinforce current clients' perceptions of the company being personal and attentive, while attracting new clients with the same ideology.

1.4 BUDGET RESTRICTION

There are no restrictions or limitations specifically given, besides the budget of \$3,000. As it is a low budget, it will restrict the options available to them for advertising and promotion.

2. CREATIVE PLAN

2.1 KEY BENEFIT STATEMENT

We surveyed fifty random people and asked them to pick a statement that they thought held the most meaning and value. The choices that we provided them with were:

- A. Helping you manage your healthy financial future
- B. Guiding you to a healthy, financial future
- C. Committed to ensuring your healthy, financial future

The results of the survey (Figure 1) showed that 48% of the surveyed sample favoured “Guiding you to a healthy, financial future”, followed by “Committed to ensuring your healthy, financial future” with 32% of the vote, and finally, “Helping you manage your healthy financial future” with 20%.

Some of the feedback that we received suggested that “guiding” was a term that made them feel like it was a partnership. We feel that with that feedback, along with Goddyn & Associates' “cornerstone belief is “the client comes first” and we see our relationship with you as a partnership, with both parties working together to set out and achieve your financial goals which will protect the life you have worked so hard to build” (“About Us”), that this would be appropriate to their needs.

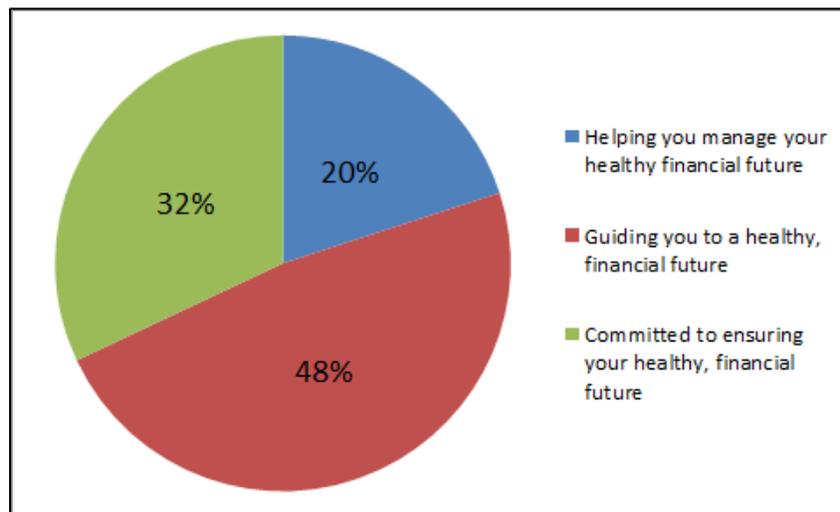


Figure 1 - Key Benefit Statement Survey Results

2.2 SUPPORT CLAIMS

With the key benefit statement of guiding you to a healthy, financial future, we believe that this can be supported by the following claims.

- Guarantee of a RRSP loan up to \$25,000 without a credit check.

This shows that Goddyn is providing assistance to the individual or family, that their future financial needs are being looked after. Saving money at tax time is a key benefit to every taxpayer. Since

RRSP's are tax deductible, there are immediate benefits to contributing in order to lower the tax bracket while putting those monies to use by investing them for the future.

- Providing personalized attention to each customer.

Goddyn & Associates' belief is "the client comes first". This supports the statement in that they are showing that they work with you, not just for you, in planning for your financial future.

2.3 CREATIVE STRATEGY

2.3.1 - IMAGE, THEME, TONE, STYLE

In addition to the survey which tested our key benefit statement, we also asked the sample group which of the following two tag lines stood out to them.

- A. Save for your retirement while you save on taxes
- B. Maximize your tax return while saving for retirement

The favourite of the two was "**Save for your retirement while you save on taxes**" with 76% of the vote, vs 24% for the second (Figure 2). Our sample felt that the first was easier to understand and more personable.

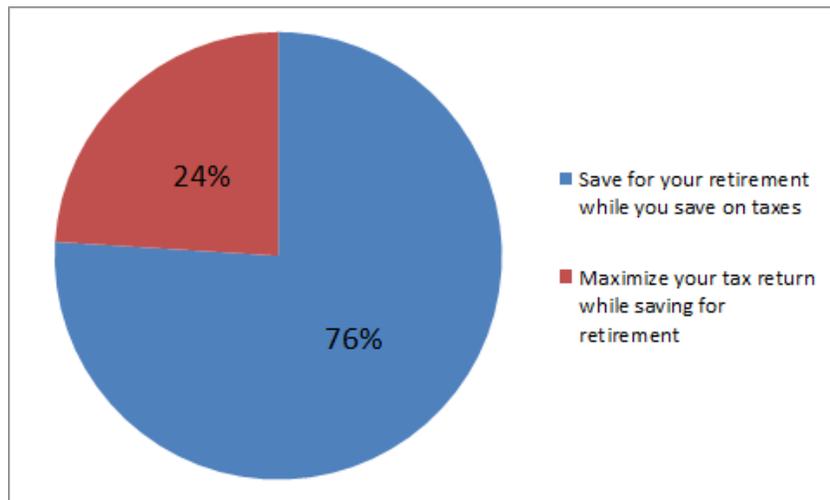


Figure 2 - Tagline Survey Results

2.3.2 - APPEAL TECHNIQUE

Depending on how Goddyn & Associates would like to approach this, there are a few techniques that could be used.

- A. Fear - Print ads could be shown in 2 parts. On the left, a picture of a rundown area with a statement of "Your retirement without financial planning". Then a picture of a nice house on the beach with a statement of "Your retirement with financial planning. Let us help you plan for your future".



vs.



- B. Relationship Marketing - show the relationship between current clients. Focus on customer satisfaction and customer retention.



- C. Demonizing the competition - Show a comparison of what it is to do business with the “big banks” vs doing business with the local, attentive, personable Goddyn & Associates.



vs.



2.3.3 - BRAND POSITIONING

This map helped to figure out where the company is located comparing to its competitors. The chart below represents current position of the brand on truthworthiness and popularity among Kamloops population.



The promotional plan which explained in this paper is aimed to increase awareness and as well as build on company's Financial Trustworthy. We believe that throughout promotional activities and media plan listed below the brand positioning in consumer's minds will shift in a different square as it is shown on the next chart:



2.3.4 - CREATIVE MESSAGE STRATEGY

Step 1 determines objectives. Our creative message needs to achieve cognitive and behavioural objectives which are increasing awareness and attraction of new customers.

Step 2 is finding customer insights. This means finding attitudes and beliefs that influence customer's behaviour in targeted segments. Our creative message is aimed to put emphasis on guaranteed financial success showing happy and financially independent seniors.

Step 3 is rational reasons why Goddyn & Associates' product will provide the promised benefits.

Some samples of possible ad layouts are presented in section 2.3.2 Appeal Techniques. These sample ads underline our possible appeals of fear, relationship marketing, and demonizing the competition.

3. MEDIA PLAN

3.1 MEDIA STRATEGY

3.1.1 - MEDIA SELECTED

The methods of advertising that we have selected are:

Radio

98.3 CIFM & B-100 *See Appendix X for brochure*

For January and February, 98.3CIFM and B-100 radio stations are providing a One-for-One Promotion. This entails purchasing twenty-five 30 second commercials, and receiving another twenty-five for no extra charge.

Although radio has not increased clientele or sales in the past, we do believe it would be advantageous to try again. With the combination of the large reach and the consistent frequency along with creative appeal, there is a potential of great success. Many construction sites and offices have either of these two stations playing throughout the day. This along with other listeners would obtain a large part of the targeted market.

B-100 coverage



B-100 Kamloops' At Work Station	Kamloops 100.1FM
101.1FM	CHASE
104.5FM	PRITCHARD
91.1FM	LOGAN LAKE
102.9FM	CLEARWATER
97.3FM	LILLOOET
99.5FM	MERRITT
91.5FM	SUN PEAKS

98.3 CIFM coverage



98.3 CIFM Kamloops' Best Rock	Kamloops 98.3FM
92.7FM	CLEARWATER
105.9FM	BARRIERE
101.3FM	CLINTON
95.3FM	CACHE CREEK/ASHCROFT
106.1FM	LILLOOET
106.1FM	LYTTON
93.1FM	CHASE
103.9FM	MERRITT
90.5FM	SUN PEAKS

25 x 30 second commercials @ \$44/per and get the same @ no charge

Cost: \$1,100.00

Reach = 13 % which is 18,706 people are listening to channels ("CARDonline.").

Frequency = 6.25 per week

13 Reach X 6.25 Frequency = 81 **GRP per week**

CKVS-FM 93.7 Voice of the Shuswap *See Appendix X for email*

Show Sponsorship Program

The Voice of the Shuswap has a monthly show sponsorship program. This program includes a minimum of 4 sponsor messages per hour long program, minimum of 4 times a month (repeated shows within the week are free), the host also does a sponsor mention on his or her promo - which plays almost daily - and, they list sponsors with their website address on the Voice of the Shuswap webpage. The sponsor messages are not ads, however – just sponsor name, contact info, and description of services. As this is a smaller radio station that is heard in the Shuswap, there is the potential to obtain additional customers from this population. Stats Canada estimated that in 2011 there were 7,662 people residing in the Shuswap area - with 6,180 people being over the age of majority (Statistics Canada). Although promotion of company's services did not bring desired outcomes in the past, we believe that the usage of these particular channels by sending a consistent creative message will worth it trying again.

Cost: \$100.00 per month x 2 months = \$200.00

Reach = 6 %

Frequency = 4 per week

6 Reach X 4 Frequency = 24 **GRP per week**

In-house Promotion

Referral program

For every referral that leads to a new customer, the person referring gets their name put in a draw for \$500.

Goddyn & Associates feels that "[r]eferrals are an integral part of [the] business." (email signature from Stacey). So we felt that if they were to reward their clients, then this shows an extra step in their commitment and loyalty to their own customers.

Cost: \$500.00

CPI:

Since the company's goal is to attract 50 new clients the estimated cost per impression would be:

$$\square\square\square = \frac{\$500}{50} = \$10$$

If the outcome of using In-house Promotion helps to attract 25 clients, the cost per impression is increasing:

$$\square\square\square = \frac{\$500}{25} = \$20$$

Business Cards

We feel that Goddyn & Associates does not have a very strong brand presence. The intention of the business cards is to get the attention of people by showing them potential money, and then grab them to a call to action to save - save for retirement; save on taxes. This is an affordable way to do direct marketing.

Outside (front and back)



Inside



The card would be folded in half to give the appearance of a folded one hundred dollar bill. When the person opens it up, it has the company name, tagline (“Save for your retirement while you save on taxes”), phone number, and a qr-code that will take the person directly to the website promotional page for RRSP loans. The effect of using business cards will be directly related to how many are given out.

Cost: \$143.50 for 500 cards

Out-of-home advertising

Car Decals

Car decals are in essence, moving billboards. They are permanent and long-term, so it will provide advertising long after the promotion has finished. Goddyn & Associates can proudly promote their business on their vehicle, including contact information. The gross ratings points would be directly related to how often the car is being driven, or the placement of the vehicle while parked. This option comes at a cost of approximately \$175-300, depending on the type of vehicle and the size of decal.

Out-of-home advertising is valuable as it builds brands, demands attention, and reaches the masses. You can target certain niche areas, especially by the placement of the car (“The Benefits of Using Outdoor Advertising”). This tactic, along with radio, business cards, and digital advertisements, would help reinforce the brand and the selected message (McAuley-Vallier).

examples:



Cost: Approx \$250.00 per vehicle = \$500.00

- Media Execution
Media Budget Allocation +
Detailed Media Schedule (including circulation, line rate, # insertions, CPM, etc.)

3.1.2 Media Blocking Chart

Week	1	2	3	4	5	6	7	8
Planning/Creative Development								
Radio								
B100 & 98.3 CIFM								
50 x 30 second commercials								
93.7 CKVS								
4 sponsor messages/hour x minimum 4x a month								
In-House Promotion								
e-mail/call client base, then follow up								
Direct Marketing								
distribute 500 business cards								
Out-of-Home Advertising								
Car Decals								
for use throughout the year								
Digital								
use of social media								

Since the period of promotion is 2 months we suggest to integrate all promotion activities on continuity bases. This will help to increase brand awareness and as a result attract more customers.

4. OTHER PROMOTIONAL ACTIVITIES

Additionally, to the marketing plan above that will primarily be beneficial for the two-month campaign, there are additional suggestions for a more long-term view. These suggestions can be used in conjunction to the campaign or separately.

4.1 UPDATING THE WEBSITE

The updated website (www.goddyninsurancebrokers.com) is an upgrade to the former site. However, to integrate media platforms it would be beneficial to have links to social media - such as Facebook - as well as a link to the trusted insurance company, Industrial Alliance. Providing links to social media can ease use between the two sites and contribute more information to the client or potential client. The information on the website may be more company and services based, while the social media sites may be more personal and give advice. Posting information regarding Industrial Alliance would show

transparency from where the funds are received, which would create trust between the company and the clients.

Finally, in regards to updating the website, having a section solely for RRSP loans would pose valuable information for potential clients. As stated, RRSP loans are a large benefit of doing business with Goddyn & Associates; it would be favourable for clients and potential clients to know all services offered without having to have the first initial contact. The objective of the campaign is to obtain 50 new clients with the emphasis of the RRSP loans. Having a landing page that provides the information pertinent to the objective, coupled with a call to action, would ensure that any new client visiting the site with this intent would not be confused as to where to go on the website.

4.2 SOCIAL MEDIA

Expanding into further social media platforms can increase brand awareness. Suggested platforms to explore includes, but is not limited, to: *Facebook, Twitter, YouTube, Google+, Imgur, Pinterest, and Instagram*. For ease of use, there are many available online tools that can be used to manage the use of multiple platforms, three examples are Hootsuite, Sendible, and Sereive. By utilizing more of these platforms, Goddyn & Associates can reach a market that is not currently being served.

While Goddyn & Associates has a *Facebook* page which is highly under-utilized. The page has only 68 likes since joining *Facebook* on December 17th, 2012. The last update was from June 20th, and there were only 24 updates in 2013. Some of the outer areas that that Goddyn & Associates would like to target cannot be easily reached by the traditional media methods of TV, print, or radio. A lot of the population use social media sites for advertising goods to sell or buy. Goddyn & Associates could take advantage of joining some of these sites in order to further promote their services. As of September 2013, 71% of online adults use *Facebook* (“Social Networking Fact Sheet”). The most common age demographic for regular users are 25- 34 year-olds, with a slightly more male presence. This highest traffic time for *Facebook* posts is between 1 and 3pm, especially on Thursdays and Fridays (Noyes).

Using *Twitter*, the company can send out short bits of information, helpful links, or any internal promotions. These feeds can then be retweeted (a “retweet” is a way of other people freely sharing your information), providing Goddyn & Associates with exposure to an otherwise untapped market. *Twitter* is currently the fastest growing social media platform, there was an growth of 44% between June 2012 and March 2013 (Bennett). According to Pew Research Center, 19% of adults with an online presence use *Twitter*, with a larger male presence. It is more common for the 18-29 year-olds, where 35% of the adult population are users. As the age demographic increases, the percentage of population that use *Twitter* decreases. There is no link between household income and usage (“Social Networking Fact Sheet”).

YouTube gives an option to produce short videos with financial advice, which can create a more personal feel between the *YouTube* watcher and the speaker. This medium would allow for a more personal touch to the message. It would have the face and voice of Carol or Stacey, showing the personal attention of their services. *YouTube* provides videos to over 1 billion unique users every month, with over 6 billion

hours of video watched monthly. The largest age demographic of video watchers is between the 18-34 year range (“Statistics”).

Google+ is company friendly due to the creation of “circles” of friends, where the user can choose what information is sent to which circle - sending more relevant information to those who would be interested. *Google+* has over 1 billion registered users, similar to that of *Facebook* with 1.19 billion. Twenty-eight percent of 15-34 year-olds use *Google+*; and since 2012, *Google+* has had a growth of 45-54 year-olds by 56% (Anyasor).

Instagram is way to share every day photos to friends or colleagues as “memories”. *Instagram* users account for approximately 13% of internet users; there are over 200 million active monthly users (Bennett). *Instagram* can be used as a tool to capture activities that happen on a daily basis. This can be photos of satisfied customers, promotional activities, even photos of the office, vehicles (with decals), or anything that can have a client relate to the business. All of these photos contain a caption describing the moment, and can be shared through any social media platform or e-mail account. The best thing is that these photos exist for all of the public to see. This provides the potential exposure to thousands of potential customers.

Imgur is another photo sharing utility that is utilized by over 130 million unique visitors. There is over 1.5 million photos uploaded daily, and 5 billion monthly pageviews (Imgur). Like *Instagram*, photos can be shared, and will exist to the public as long as there is at least one view on the photo in a 6-month period (“Frequently Asked Questions”).

Pinterest has over 70 million users, of which 84% of the female users and 50% of the male users of the site stay active (Bennett). Pinterest is a social media site that allows users to bookmark ideas, pictures, videos, or sites by “pinning” them to their own, or even others boards. Users to the site can browse what others have pinned and can grab inspiration from those ideas. Goddyn & Associates could provide financial information in an easy to grab place which would allow potential clients to become comfortable by the transparency and willingness of Goddyn & Associates to be a source of good and reliable financial data.

Hootsuite, Sendible, and Sereive are social media management tools. A dashboard is used to provide the same inputs across multiple platforms. The benefits of these are that the information is input only once and then sent out across the desired platforms mentioned above. There can be a monthly expense for using these tools depending on the number of users and features that one would like to use.

Google Analytics can be implemented into the website at no cost. Google analytics is a service that can provide the owner of a website with valuable information about their web traffic as well as the source of that traffic. This can provide Goddyn & Associates with information such as where their traffic comes from and then allows them to capitalize on those sources. Goddyn & Associates can see what areas of their website are looked at, and where visitors spend most of their time. This would allow them to ensure the usefulness of their website information. This could also show what areas of the website are not looked at or used, providing Goddyn & Associates with the opportunity to see what areas could be improved on or completely eliminated. If Goddyn & Associates does any online promotional ads,

statistics would be made available to show which ads get the most hits which would allow them to capitalize on the best form of online marketing.

4.3 DATABASE AND REPORTING ENHANCEMENT

Part of the requirements of the Bachelors of Computing Science degree at Thompson Rivers University is the Computing Science Project - Comp 4910. This course “includes the practical design and implementation of a supervised project in an area of specialization in Computing Science. Students develop a 'live project' which includes experience working with an external client.” (“COMP 4910”).

Since it is difficult to obtain information from Goddyn & Associates' system for reporting purposes, Goddyn & Associates could team up with TRU and have some students create a web-based database system that could be accessed through Goddyn & Associates' website. Tools could be put in place for internal reporting, external mailings (e-mail or Canada Post), website traffic monitoring, as well as other functions as required.

The scope of what Goddyn & Associates would like to achieve as well as the functionality that could be accomplished in a semester would have to be discussed and agreed with the faculty of computing science, under the direction of Dr. Faheem Ahmed. There would be no cost for this to be done by the students. If the project was to be used in a live environment, there would be the costs of additional services from the website hosting provider.

5. CAMPAIGN EVALUATION PLAN

Evaluation of the effectiveness of the marketing plan will be determined by how many clients Goddyn & Associates receives by the end of the campaign. If the full results of 50 new clients are achieved, the marketing plan will be considered successful. Also, an increase of brand awareness and website exposure would indicate success. As an example of a measurement of brand exposure, at the beginning and end of the campaign, a survey could be distributed to random consumers asking if they have heard of Goddyn & Associates. To determine a successful increase in website exposure, you can measure the number of hits to the website - daily, weekly, or monthly - in relation to what you receive before the campaign launched. An increase in Facebook friends and Twitter followers would be a good measure of success as well.

5.1 SWOT Analysis

Goddyn & Associates has several strengths that have made them a profitable, financial services company for the past 18 years. They provide personalized, attentive, local service to their 550 clients, with the help of their approximately 20 other hard-working employees. They also have a long standing relationship with the insurance company, Industrial Alliance, which provides Goddyn & Associates with excellent rates to pass on to their own clients. One of the competitive advantages of Goddyn & Associates is that they offer

a guaranteed RRSP loan up to \$25,000 without a credit check. With their RRSP loans, they offer the ability to invest in segregated funds - which are usually less risky than mutual funds due to the investment in insurance company holdings. These are considered “guaranteed” investments as there is rarely a loss.

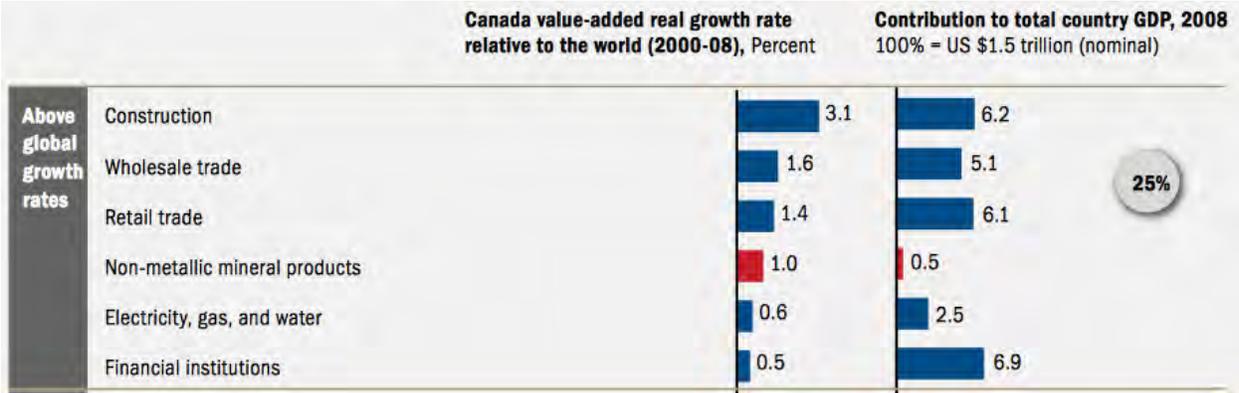
There are weaknesses to being a localized financial service company in Kamloops. For one, Goddyn & Associates has a lack of brand awareness due to the size of the business compared to their main competitors - Investors Group and commercial banks. There have been advertising campaigns via newspaper, radio, and television; however, they have not proven to be very effective for the company. This creates a lack of brand awareness in the region that can be improved upon. Another weakness is Goddyn & Associates is their inconsistent use of social media. The Facebook page has not been updated since June, and the post prior to that was in May.

Being a smaller, local company leaves Goddyn & Associates lots of room for growth. If we assume the proposed target markets are young families within 20 - 30 years of age, and nearly retired people 55 to 65 years, we can see that there is a potential to tap into 41% of the region above the age of majority (see Appendix B for Kamloops age demographics). Kamloops is growing at a rate between 1.0 to 1.9% per year which further provides opportunity for growth of the business (Venture Kamloops). In 2013, there were 503 residences constructed within Kamloops that could potentially attract new homebuyers who may need financial assistance (*Annual report 2013*, 14). If the proposed Ajax Mine is approved, there will also be greater opportunity to attract higher income bracket clients within the region.

Also because Goddyn & Associates is a small, local company, they are in the shadows of their main competitors - Investors Group and commercial banks. They are faced with similar threats as the larger banks, such as economic recessions and loan defaults, but would not have the back-up reserves as that of a commercial bank to protect them from hard times.

The primary focus of this report is to increase brand awareness and advertising efficiency. By promoting the brand effectively, it can create a sense of trust to the general public of the Kamloops region as it would not be a foreign name. Once the public is more aware of Goddyn & Associates and their products, there is a greater chance for an increase in clientele. As 67% of BC adults are on Facebook - 64% using it weekly - improving on their consistency and presence via social media platforms, such as Facebook, could vastly improve brand awareness as well (Brown).

Appendix A. Contribution major industries to the Canadian Economy



Appendix B. Demographic Data

Kamloops Population

Age groups	Population in Kamloops
20 to 24 years	6,995
25 to 29 years	6,360
30 to 34 years	5,505
35 to 39 years	5,660
40 to 44 years	6,525
45 to 49 years	7,635
50 to 54 years	8,325
55 to 59 years	7,485
60 to 64 years	6,740
65 to 69 years	5,000

Major Employers

1. Interior Health Authority - 2,921
2. Thompson Rivers University - 1,780
3. School district #73 - 1,650
4. Highland Valley Copper Mine -1,256
5. City of Kamloops - 713
6. Northern Trailer (Horizon North) - 582
7. New Gold - 495
8. Domtar - 430
9. BC Lottery Corporation - 400
10. CN - 320
11. Arrow Transport - 270
12. NRI-Distribution – 250

Average Income

Weekly average single \$843.67 CAD (Sep 2011)

Yearly average family income \$89,103 CAD (Sep 2011)

Appendix C. The rationales for not using some media

Since the company has used media as TV, Radio and Newspaper and none of it worked, following analysis explains the reasons for its failure and not the lack implication them in current media plan.

1. TV ads were launched during Christmas time in the morning hours slot (7-9 am). The chosen time was very inefficient. Very few people watch TV in the morning hours during Christmas holidays.
2. The ad in the newspaper Kamloops This Week was not efficient because of its complexity, overload of text and information.
3. Radio

Following are all of the forms of advertising that we looked into and received answers back from the companies. Choices of use and non-use are described under each method.

Radio

98.3 CIFM / B-100 CKBZ

Kamloops' #1 Choice in Radio Marketing
Targeting Adults 25 - 54 * Full Coverage *



January / February

One For One

Buy a minimum of 25 x 30 second commercials
@ \$44.00/per and get 25 x 30 second commercials
@ no charge. **TOTAL INVESTMENT \$1,100.00**

PLUS AS AN ADDITIONAL "OPTIONAL BONUS"

- You Receive**
- > ONE 3 hour remote, includes 3 x 60 second out-ins per hour, Monday - Friday "upon availability"
 - > PLUS an additional 20 x 30 second commercials @ no charge
 - > Total Investment \$690.00

ONLY FROM YOUR FRIENDS AT



- ❖ Includes script message and production of message

We chose this in our plan as we believe that the benefits of the promotion and reach of these stations is the best of the media options available.

Radio NL / Country 103 / 97.5 The River / Q101.1



Prices are per commercial, per station – net rates

Effective September 1, 2014

Broadcast Times	30-Seconds	60-Seconds
Breakfast 6AM - 10AM Mon - Sat	\$65	\$80
Day/Drive 10AM - 3PM 3PM - 7PM Mon - Sat	\$52	\$65
Evening/Sunday 7PM - Midnight/Sundays	\$22	\$28
Daytime Plan – Monday - Friday 1/3 Breakfast – 6 am – 10 am 1/3 Day – 10 am – 3 pm 1/3 Drive – 3 pm – 7 pm	\$44	\$55
Total Audience – Monday - Friday 1/3 6AM – Noon 1/3 Noon – 6PM 1/3 6PM – Midnight	\$34	\$42
Total Reach – Monday-Sunday 1/3 6AM – Noon 1/3 Noon – 6PM 1/3 6PM – Midnight	\$28	\$35

* Ask us about our 52-week brand building commercial packages

4-Hour Live On Location
3, 60-second cut-ins per hour (12 total)
25, 30-second commercials
10 promo announcements in advance
Investment: \$1,895

3-Hour Live On Location (Sunday-Friday ONLY)
3, 60-second cut-ins per hour (9 total)
15, 30-second commercials
5 promo announcements in advance
Investment: \$1,350

Due to the cost of advertising on these stations, we found that there was better value and reach by choosing an alternative media source.

Voice of the Shuswap

From: Voice of the Shuswap Info [mailto:info@voiceoftheshuswap.ca]
Sent: October-30-14 1:28 PM
To: 'Stefan Schielke'
Subject: RE: Advertising Costs

Hi Stefan,

Our advertising costs are simple and low: We charge \$5 plus tax for a 30 second spot, with a minimum of 5 spots to cover the initial audio production. Additional spots are all \$5 plus tax each.

We also have a show sponsorship program of \$100 a month plus tax – this includes a minimum of 4 sponsor messages per hour long program, minimum of 4 times a month (repeated shows within the week are free), the host also does a sponsor mention on his/her promo which at the moment plays almost daily, and, we list the sponsor on our webpage and link to their webpage. The sponsor messages are not ads though – just sponsor name, contact info, and description of services.

We will prorate the sponsorship to match the length of the show (eg: a weekly half hour show would be \$50 plus tax per month)

Hope that helps!

Jeanette

Jeanette Clement – Office Coordinator
 CKVS 93.7fm
 Voiceoftheshuswap.ca
 250.463.5026

We felt that although the reach of this radio station is small, that the potential clients that could be obtained through the low-cost of the advertising would benefit the plan.

Television

We did not choose to advertise in television as the costs of this medium are too high for the budget constraints of the promotion.

CBC



Purchaser: Client X Agency
 Attn: Client X

PROPOSAL

CHANNEL: PAC - Pacific

Plan ID: 9683329 Rev. #: 0
 From: Jan-12-2015 To: Feb-08-2015
 Target Grp: A 18+ / Primary demo
 Source: Nielsen
 Advertiser: Client X
 Phone:
 Fax:
 POI/Product:

Submitted on: October 30, 2014
 Booked on: -
 Revised on: -

WEEKLY SUMMARY

Week Of	#Occ.	GRP	Total AUD	% Prime GRP	AUD	CPP \$	CPM \$	Weekly Cost \$	Monthly Cost
12-Jan-2015	11	10.23	454.0	68.8%	67.0%	288.91	6.06	2,751.00	
19-Jan-2015	11	10.23	454.0	68.8%	67.0%	288.91	6.06	2,751.00	5,502.00
26-Jan-2015	11	10.23	454.0	68.8%	67.0%	288.91	6.06	2,751.00	
2-Feb-2015	11	10.23	454.0	68.8%	67.0%	288.91	6.06	2,751.00	5,502.00
Total	44	40.9	1,815.9	68.8%	67.0%	288.91	6.06		11,004.00

Total Gross: 11,004.00
 Agency: 0.00
 Net Before Taxes: 11,004.00

Total is exclusive of taxes.

CJFC

ADVERTISING

Rates confirmed	September 17, 2014
Rates are gross	
Cash discount	None.
Payment terms	30 days.
Cancellations	30 days.

Please call for additional rates.

RATE CARD

Spot Rates

	1 ti
30 sec.	\$80
60 sec.	\$125

7-11 p.m.

Print

Kamloops This Week

ADVERTISING

Rate card	2
Rates are effective	January 1, 2015
Rates confirmed	November 20, 2014
Rates are gross	
Agency commission	15%
Cash discount	2%

RATE CARD

Space Rates

	All Ed's
Open line rate	\$1.91

Comb. discounts avail. from BC Newspaper Group rate card.

Colour Rates

	All Ed's
Black + 1 colour	\$147
Black + 2 colours	\$294
Black + 3 colours	\$441

Goddyn & Associates had advertised in Kamloops this Week in the past and felt that there was not the return on investment. We agreed that the potential benefits of this form of advertising were not as beneficial as the other forms of advertising available.

Out of Home

InSite

From: InSite [mailto:brent@insiteadvertising.ca]
Sent: November-04-14 5:51 PM
To: Stefan Schielke
Subject: Re: Advertising Costs

\$9-\$17 per week per frame depending on the number of frames purchased and number of weeks in campaign.

The reach of this form of advertising is much smaller and the cost higher than the other methods available in the market.

Marquis Advertising Group

From: Kris Hansen- Marquis Advertising Group Inc. [mailto:kris@marquisadvertising.ca]
Sent: November-11-14 4:01 PM
To: 'Stefan Schielke'
Subject: RE: Advertising costs

- 1) 2 months \$525/mon & yearly \$300/mon
- 2) One for the 2 months and a possible change after the 2 month period (would probably be very dependent on costs)

For print production on a vinyl wrap (reflective) cost is approx.. \$2250-. Quote can be provided once creative is sent to us.
Installation of vinyl wrap: \$325.00 (amounts do not include applicable taxes)

Does the cost include both directions? Rates are for one side. If you would like two sides: \$500/mon for 2 months for each side, \$250/month for a one year term for each side.

Can the wrap be used again, or is it damaged during removal? Typically it can be used again but there is no guarantee.
Sometimes if it is taken down during colder temps. it can crack.

Kris Hansen
Sales Manager
250-960-0490 mobile
1-866-397-1114 toll free
Marquis Advertising Group Inc.

This form of advertising is great to show the brand and the services. With the limits of the budget, this form of advertising is too costly for its reach.

Kamloops Blazers Hockey Club

From: Dave Chyzowski [mailto:dchyzowski@blazerhockey.com]
Sent: November-21-14 11:05 AM
To: Stefan Schielke
Subject: RE: Arena advertising

Good morning Stefan,

I would be happy to help you out. The cost for a rink board for the year is \$6250 plus production that is approximately \$400. I would be able to give you a rink board for the 2 months at a cost of \$2000 plus production in the event I have one available. I would know for sure by December 1st.

Let me know as we could begin the artwork and production so that we would be ready to install.

Cheers,
Dave

Dave Chyzowski | Director of Sales & Marketing
KAMLOOPS BLAZERS HOCKEY CLUB
300 Mark Recchi Way | Kamloops, BC | V2C-1W3

PH 778.471.8066 | F 250.828.7822 | CELL 250.851.6344

This is another form of advertising that would be a great way to get the brand out, but due to the budget and reach we did not include this in our plan.

Business Cards

From: Loni Chipperfield [mailto:kpaprinters@telus.net]
Sent: November-18-14 2:09 PM
To: schielke.stefan@gmail.com
Subject: quote

Hi Stefan,
Thank you for the opportunity to quote on your printing needs. Based on the specs we discussed, pricing is as follows for the foldover business cards (color one side, black and white on the other):

100 = \$93.50 250 = \$118.50 500 = \$143.50 + taxes
These would be printed on a 100lb matte or glossy cardstock, scored in the center and trimmed to size

Let me know what you think and hope to hear back from you.
Thanks,
Loni Chipperfield
graphic designer

We felt that the potential effect of the business card gimmick as well as its low cost, that this option was a good way to get the name out by catching the attention of potential customers.

Visual Signs

Phone Quote w/ Robb Lewis

Basic Decals / Rear Panel / Back of Vehicle
\$175 - \$500

Full Vehicle Wrap
\$2,000 - \$5,000

We feel that having a moving billboard is a great way to maintain the brand name. We included this in our plan as it can be obtained within the budget and then can be used year round. It is a one-time investment that pays off for the duration of the vehicle.

Choosing the vehicle decal over the full-body wrap is within the budget restriction.

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