



 **West Marine®**



# TABLE OF CONTENTS

1	Table of Contents
2	Objectives
3	SWOT Analysis
4	Research Insights
5	Target
6	Challenge
7	Big Idea
8	Print Ads
10	Social Media
11	Buzzfeed
12	In-Store Promo
13	On-Campus Promo
14	Mobile Game App
15	Event Sponsorship
16	Budget Breakdown
16	Measurements
17	Conclusion
18	Team List



# **OBJECTIVES**

- 1. Increase in-store sales by 5%**
- 2. Increase brand awareness among Millennial water sports lovers by 6%**
- 3. Increase awareness among all target subsets by 4.5%**



# SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>• Knowledgeable and friendly staff</li><li>• Lead water sports retailer</li><li>• More than 300 locations</li><li>• Visible on social media</li><li>• Established name in product category</li></ul>	<ul style="list-style-type: none"><li>• Not present among Millennials</li><li>• Social media tactics are not relevant to the target</li><li>• Not many followers on social media</li><li>• Many Millennials are not willing to spend the money for marine/water sports</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Can leverage established name to appeal to Millennials</li><li>• Marine sports lovers are very loyal customers</li></ul>	<ul style="list-style-type: none"><li>• Multiple other leaders in product category</li><li>• Brand does not appeal to people who live inland</li></ul>

# RESEARCH INSIGHTS

1. Millennials are open to trying new experiences.
2. Those who love the water love the sense of freedom it provides. They have a passion for it deep within them.
3. The target wants a support system to encourage them to try something new.



This campaign will mainly speak to 18 – 25-year-old males/females, who either live near the water or frequent a nearby body of water multiple times a year.



## KYLE, THE WATER KING

Kyle is a master at all things water related. He is a 22-year-old college senior at a West Coast university. Every chance he gets, Kyle is out on the water wake boarding, jet skiing, surfing...you name it, Kyle will try it. He is well versed in the kind of gear he needs, and what the best kind of equipment is. Kyle is the guy everyone goes to when they want to go out on the water for the day.

## OLIVIA, THE ONE-ACTIVITY WATER LOVER

Olivia is a 25-year-old recent college grad who lives in mainland Florida, about an hour away from the ocean. She doesn't know much about boating, jet skiing, or any of the extreme water sports. Olivia solely sticks to paddleboarding. She has been doing it for around six years and buys new gear about two times a year. Olivia mainly heads to the shore when her friends are planning a trip. She rarely will go by herself.



## EDDIE, THE WATER ENTHUSIAST

Eddie is an 18-year-old college freshman who just moved to a coastal town for school. He grew up in the heart of Wisconsin, with no body of water in sight. To Eddie, water sports and activities are a new and exciting adventure. He wants to try it all out, but is a little apprehensive. Eddie is willing to spend a little money on small pieces of equipment, but he mainly borrows from friends.



# CHALLENGE

West Marine is seeking to establish itself as the go-to retailer for Millennial aquatic sport enthusiasts who are planning their 2015 spring break trip. They are currently regarded as a highly specialized retailer for older water enthusiasts. Known for their extensive and specific stock and their friendly expert staff, West Marine is looking for their audience to skew younger. This campaign will accomplish that goal by inviting the target to seek unique adventures on the water and create memories that can only be achieved with the expertise and products offered by West Marine. By asking the target “What Will You Find?” This campaign, running from February 2015 to April 2015, opens the aquatic world to the target for exploration—exploration stocked with products and advice from West Marine.

# WHAT WILL YOU FIND?

Adventure is just around the corner, and West Marine is passionate about helping consumers find it. The sense of freedom that comes with being out on the open water is one that our audience understands and thirsts for. West Marine has the equipment to help them find adventure and freedom no matter where the water takes them.





**THE BEACH IS WAITING**

## WHAT WILL YOU FIND?

Spring Break is all about letting loose and discovering new things. You've been waiting for this for a long time, and no one is going to hold you back. West Marine gives you all the best gear to make it possible for you to find exactly what it is you're looking for this Spring Break.

**FIND THE BEST GEAR AT [WESTMARINE.COM](http://WESTMARINE.COM)**

 **West Marine**

Two different print ads will be published in magazines for colleges and universities near coastal towns. Flyers will also be produced for urban and on-campus marketing.





**THE WATER IS WAITING**

# WHAT WILL YOU FIND?

Spring Break is all about letting loose and discovering new things. You've been waiting for this for a long time, and no one is going to hold you back. West Marine gives you all the best gear to make it possible for you to find exactly what it is you're looking for this Spring Break.

**FIND THE BEST GEAR AT [WESTMARINE.COM](http://WESTMARINE.COM)**

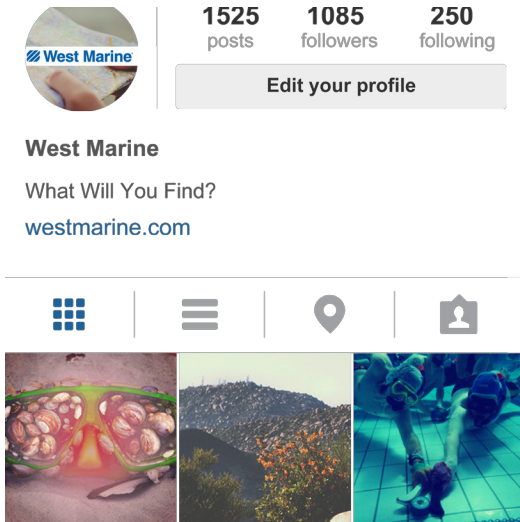
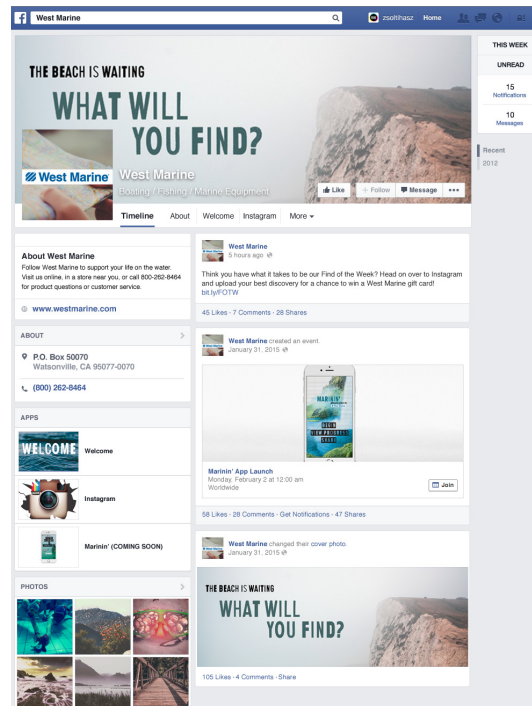
 **West Marine®**



# SOCIAL MEDIA

## FACEBOOK

Facebook will be home to a curation of photographic and editorial content supplied by the brand, the target, and reposts of meaningful/effective content from West Marine's other social media platforms. Print and web ads will also be posted on the page, along with the weekly photo contest winner and their submission.



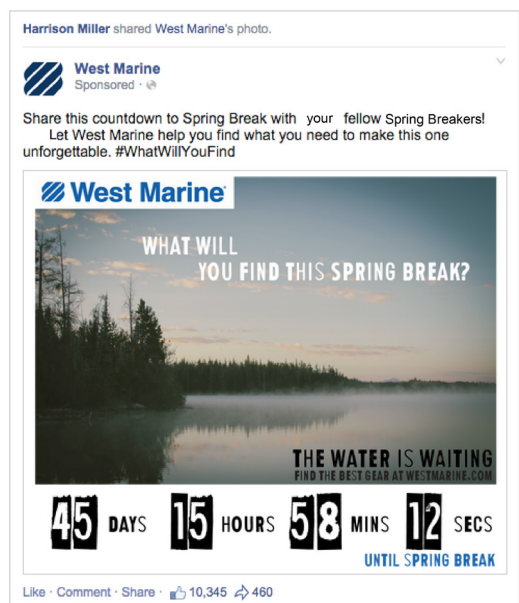
## INSTAGRAM

West Marine will hold a weekly photo contest, “Best Find of the Week”. This series will be curated by West Marine social media communicators to find the best and most unique “finds” - locations, found treasures, etc. - from the target’s marine exploration. We will repost the best find each week the campaign is running. Winners will receive a West Marine gift card. This will encourage meaningful interactions between brand communicators and the target, as well as encourage camaraderie among the target.



## SHAREABLE COUNTDOWN

Various “What Will You Find This Spring Break?” banner ads will be deployed to web advertisers as well as Facebook. An interactive ad with a customizable Spring Break countdown ticker, as well as an option to set the destination, will be made available and sharable to the target. For instance, users will select where they are going on spring break and when; the ad will then display a relevant countdown such as “Maui in 25 Days”.



## BuzzFeed


[News](#)
[Buzz](#)
[Life](#)
[Entertainment](#)
[Quizzes](#)
[Videos](#)
[More](#)
[Get Our App!](#)


## 10 Surfers Who Just Can't Even Right Now.

They literally can't even.

posted on Nov. 21, 2014, at 10:50 a.m.



**Matt Stopera**  
BuzzFeed Staff

Follow

22k

Follow



1. Sometimes the ocean just gets you, man.



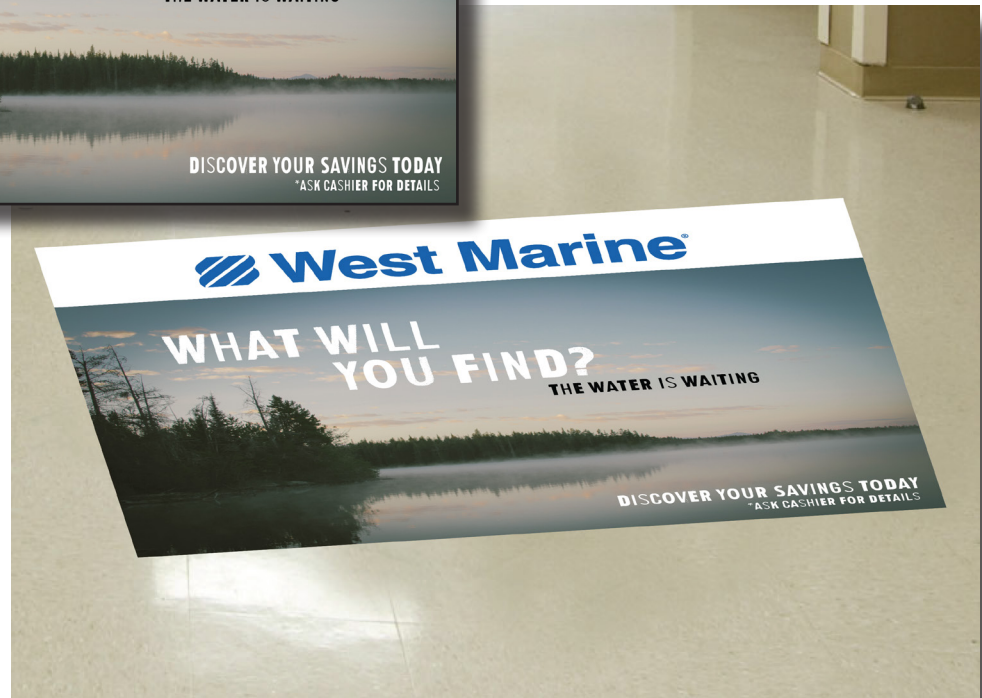
West Marine branded content such as quizzes and the omnipresent “listicle” will be sponsored on BuzzFeed. The site generates massive amounts of views and shares to various social media platforms. Examples of content are quizzes along the lines of “What Water Sport Are You?” or “How Will You Spend Your Spring Break?” and listicles such as “10 Surfers Who Just Can’t Even Right Now.”



# IN-STORE PROMO



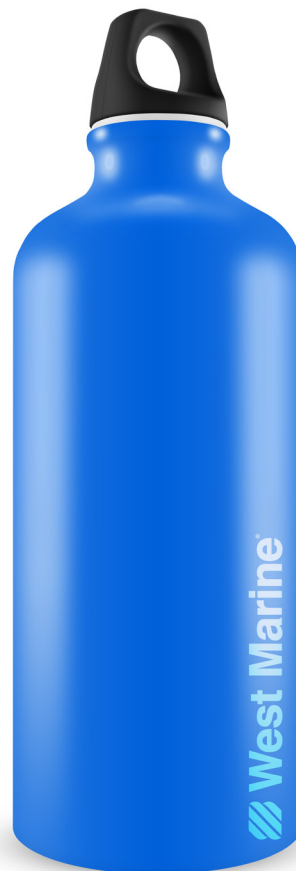
Decorative floor clings that immediately immerse the consumer in a marine environment will be placed throughout the store. These will lead customers to various products and displays in the store.



Promotional scratcher cards offering incremental discounts (\$10 off \$30, \$20 off \$50, \$30 off \$100) will be handed out to customers as they enter the store.

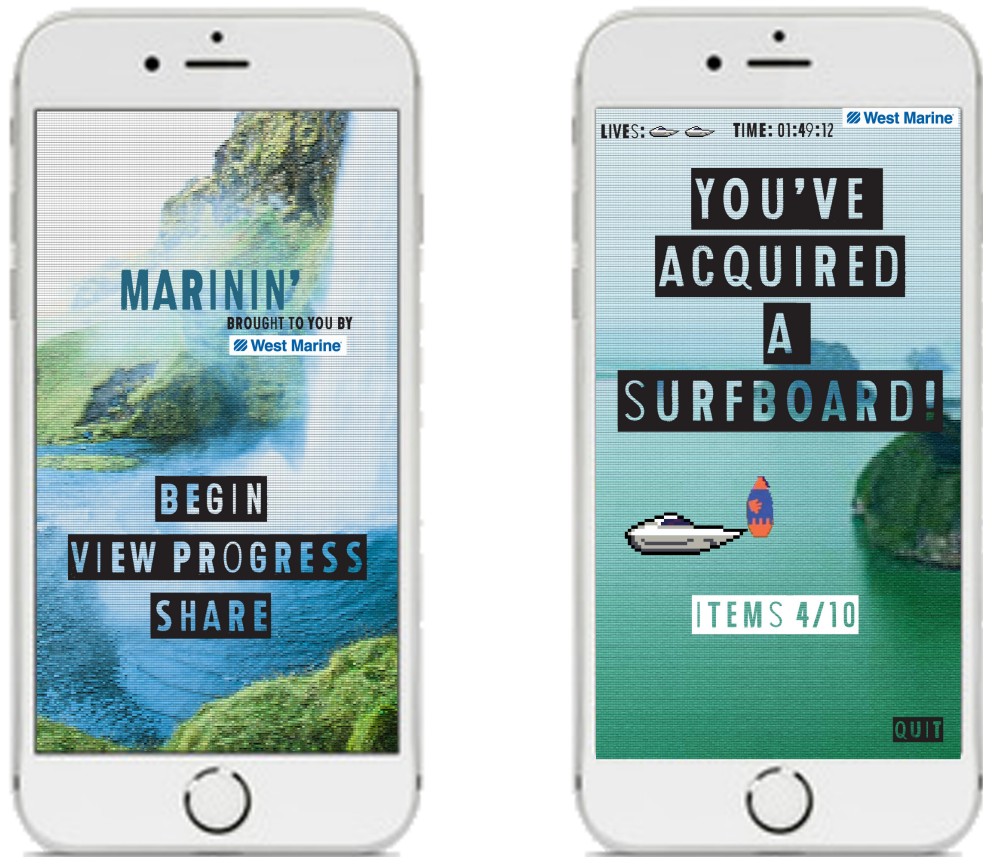
# ON-CAMPUS PROMO

Client branded bottled waters will be handed out on college campuses during midterms. Under each cap, the target will find different discounts that can be redeemed in-store. During finals, reusable West Marine branded water bottles will be given out to students. In each water bottle there will be a card with web links and usernames for the various incarnations of West Marine's web and social media presence. The card will also feature a QR code or link to download the promotional 8-bit style mobile game "Marinin".





# MOBILE GAME APP



We will introduce a virtual spring break themed game with an 8-bit style visual. This format of mobile game consists of various photographic or animated images that contain hidden items which the user must find to progress in the game. Users will explore different scenes of water sports or marine environments in a treasure hunt, collecting gear that is needed for different water sports. At a level's conclusion, users will be directed to a page displaying the various items they found in the game, and where to buy them at West Marine.



# EVENT SPONSORSHIP

## 2015 NCAA ROWING CHAMPIONSHIPS

Sponsored by:

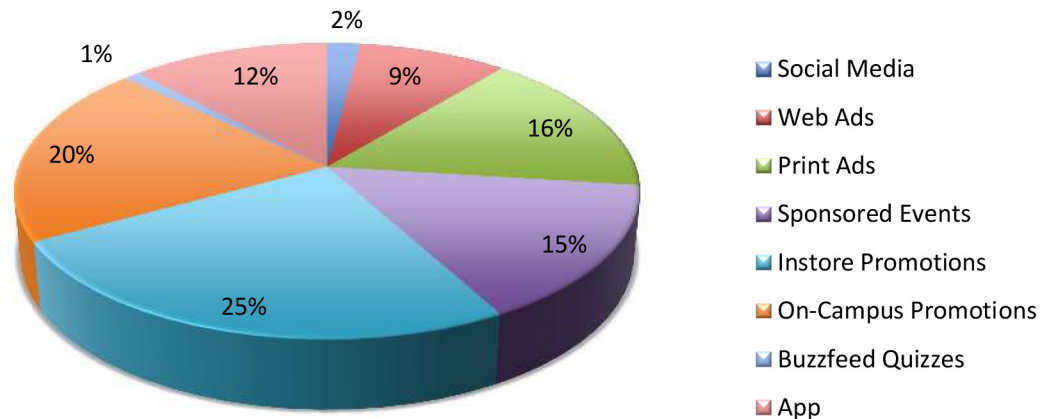


## 2015 DIVISION II CHAMPIONS

West Marine will join the 2015 NCAA Rowing Championships as a sponsor. This will result in brand exposure to college students and marine enthusiasts alike, and will create a relationship between West Marine and college watersports in the target's mind.

# BUDGET BREAKDOWN MEASUREMENTS

Budget: \$974,000



We will evaluate the success of this campaign by measuring the following:

- Amount of new followers/likes and interactions on social media accounts
- Amount of circulation through print
- Amount of in-store discounts given through promotional cards on college campuses
- Number of page hits for BuzzFeed quizzes
- Amount of web ad click throughs
- Amount of app downloads
- Number of click-throughs from app to website



# CONCLUSION

West Marine is just as passionate about the open water as our audience, so it's time to let them know that we understand how they feel when they come across a hidden bay or lose track of time on the water. With this campaign, West Marine will help our audience find adventure every day.

# **TEAM LIST**

## **TEAM LEAD**

**Melanie Canning**

## **ACCOUNTS**

**Julie Turek**

## **COPYWRITING**

**Melanie Canning**  
**Sean Prindiville**

## **ART DIRECTION**

**Matt Braxmeier**  
**Emily Weaver**

## **PLANS BOOK**

**Emily Weaver**