



"Go ahead, you deserve it."



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Executive Summary

In Summary...

Alpine Heating & Air Conditioning has been around since 1997. They have established themselves as the company that provides quality, top-of-the-line products at an affordable price to their customers. They have also made it their priority to make each of their customer's experience with their company as comfortable and positive as possible. Because of their reputation and service, they have been able to grow in capacity to be able to better serve the people of Southeast Idaho. Alpine has been able to become the authorized dealer of Carrier air conditioners. They have just recently become the authorized dealer of Napoleon Fireplaces. Because of their success as a company, they have decided to move to a new location with a bigger showroom, this will allow them to have more products in the store. It is an easy to find location next to the landmark Museum of Idaho.

We plan to augment customer awareness of Alpine through improved identity branding and better web presence. As a result, sales will increase.

Overall, we will fulfill these goals by positioning Alpine Heating and Air Conditioning as the premiere company in Southeastern Idaho for those services. A marketing campaign that promotes enjoying the seasons during other seasons will bring clientele to the new location. Outdoor advertising, television and radio commercials, uniforms and a logo redesign will effectively brand Alpine in this light. In addition, a simple web redesign will improve SEO so that clients can become aware of Alpine via the Internet.

Promotion of the Fall Sale, in addition to an improved referral program will provide a surge of customers for Alpine to service.

We are confident that Green Light Advertising can help you reach your business goals through the advertising we have suggested and created. We see the potential of Alpine Heating & Air Condition and we believe that our advertising can help facilitate the realization of that potential.



SWOT Analysis

Strengths

Alpine provides a premium, quality product. In addition to their reputation as knowledgeable repairmen, they are the only store in Southeastern Idaho that carries Napoleon Fireplaces.

Weaknesses

Alpine Heating and Cooling has two websites, one of which is still under construction. Their web presence and design is a little dated and currently, only one of the two sites really serves any purpose.

General search terms about the industry return the competition as a result first. Successful search terms are pretty specific. Website design could be improved in order to increase navigability.

The slogan is too long to make an impression on potential customers.

Alpine Heating and Cooling's advertising budget isn't as large as that of its competition.

Opportunities

With the upcoming move to a new location, Alpine Heating and Cooling is in the perfect position to grow. The new location offers a great point of reference in the Museum of Idaho.

Alpine is already established as the area specialists in Carrier HVAC products, which will serve to create more business.

Alpine has recently become the areas authorized dealer of Napoleon Fireplaces which will bring in business.

Threats

Alpine faces the threat of customer unfamiliarity with the location, and potential client dissatisfaction with price range.



Situational Analysis

Description

Alpine provides a premium, quality product. In addition to their reputation as knowledgeable repairmen, they are the only store in Southeastern Idaho that carries Napoleon Fireplaces.

History

Alpine was established in 1997 and has been serving the people of Southeast Idaho. Their small amount of employees allows Alpine to have more intimate relationships with their customers. They are the authorized dealers of Carrier HVAC products and Napoleon Fireplaces.

Geographics

With the upcoming move to a new location, Alpine Heating and Cooling is in the perfect position to grow. The new location offers a great point of reference in the Museum of Idaho. Alpine currently serves customers from as far as Pocatello to Rexburg, covering a radius of two hours travel time.

Promotional

Alpine has found some success in radio advertising. TV advertising is not necessarily a direction Alpine has been interested in, but higher quality commercials with a focus on target groups would be key. Most business comes from repeat customers which has potential for future marketing strategies.

Competitors

Alpine's main competitors are First Call Jewel, Conan Heating, and Advanced Plumbing.



Target Audience

Empty-Nesters: 50-80 years old (Primary)

These people have raised their children and only have to support themselves. They have a dispensable income to get to those projects that they have set aside for years. These people generally will not desire to move which is another reason for them to want to remodel and renovate their home.

Basement Finishers: 35-45 (Secondary)

This would not be a first home for this group of people. They have moved into their current home and want to finish the basement for various reasons. They could have a larger family and need the basement to room their children. They could want to finish it for a family room. Or they will want to finish it for a place to house guests that come to visit. Due to the nature of basements it is important to have a heat source in a basement to keep it from getting cold, especially during the winter months.



Objectives

Marketing

- Build awareness of Alpine in the greater Idaho Falls area
- Increase Alpine's image as a provider of premium products and services
- Increase public awareness of Alpine's new location

Advertising

- Establish uniformity and increase image for Alpine through a redone logo, a consistent uniform for employees that improves their professionalism utilizing a variety of media including:
 - Billboards
 - Radio Spots
 - TV Commercial
 - Newspaper Ads
 - Direct Mail
- Implementation of a referral program to increase the pool of customers.



Positioning Statement

Description

We will position Alpine Heating and Cooling as the premiere, top-of-the-line heating and air conditioning company in Southeastern Idaho.



Big Idea

Description

Our big idea is to focus on how Alpine Heating & Air Conditioning can provide the seasons on demand. During the summer, they can provide 'winter' through their air conditioning systems, and provide 'summer' in winter through their home heating systems and fireplaces. We will show this concept through people trying to 'bottle up' the seasons. For example, a man steps outside during a hot summer day and traps the sun in a bottle. Later we see the same man during the winter season opening up his bottle of summer and pouring it into his home fireplace so he and his wife can sit back and enjoy the summer weather when they missed it most, right in the heart of winter.

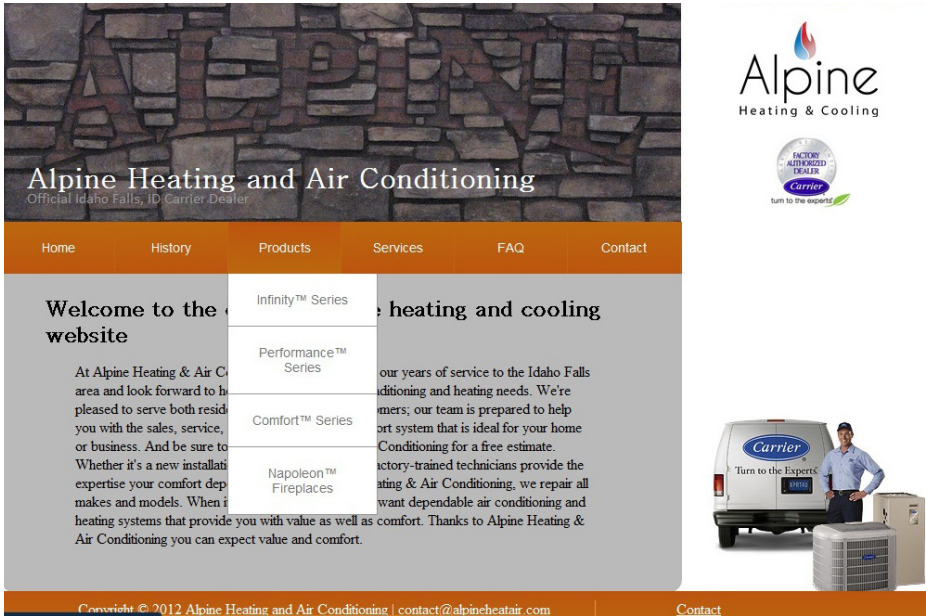


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Website Redesign



Description

In order to improve searchability on the web and user navigability of the websites, a website redesign is in order. Since Alpine has two domains under their ownership, own website should serve as the main site, while the other could be a simple wordpress blog about heating system maintenance. This would significantly improve SEO.

Logo Redesign



Description

The new logo was designed to help Alpine visually communicate its dual mission as an air conditioning and heating systems provider. The logo also helps represent the company as a provider of premium products and services by using a clean logo format.



Rebranding



Description

With a logo redesign comes the inevitable challenge of rebranding company property, but this process is essential in order to generate the image of superior quality among customers. In order to best portray this message, the institution of a professional, consistent uniform is necessary.



Radio Advertisements

Spring/Summer Radio Spot

NARRATOR: What are your favorite things about summertime?

VARIOUS PEOPLE: Say things that they love about that season's warmth. Also when someone says something there are sounds of that activity in the background.

- I love when its warm outside to play in the sprinklers (sound of sprinklers whirring)
- I love to go swimming in the city pool when it is a hot summer day (sound of laughter and splashing)
- I love to go for a nice scenic drive when its warm in the summer (sound of a car driving by)

NARRATOR: At Alpine Heating & Cooling, we make it our priority to make those warm memories last through the cold months of the year by providing our customers with quality fireplaces from Napoleon Fireplaces that make their home feel comfortable and inviting. We're located at 170 N. Eastern Avenue in Idaho Falls just south of the Museum of Idaho. Visit us during our Fall Blowout sale for exclusive deals on most of our Napoleon Fireplaces.

FEMALE VOICE AND JINGLE: "Alpine Heating and Cooling- The Happiness and Comfort of our Clients is Our Top Priority!"

Fall/Winter Radio Spot

NARRATOR: What are your favorite things about wintertime?

VARIOUS PEOPLE: Say things that they love about that season's coldness. Also when someone says something there are sounds of that activity in the background.

- I love to go for a walk in the snow when it is cold outside (snow crunching)
- I love to go ice skating with my friends when it is cold outside (sound of ice skating)
- I love to go skiing and snowboarding in the wintertime and be able to feel the rush as I ride down a mountain (sound of sliding and wind rushing)

NARRATOR: At Alpine Heating & Cooling, we make it our priority to make those cool memories last through the hot months of the year by providing our customers with quality Carrier air conditioners that make their home feel comfortable and inviting. We're located at 170 N. Eastern Avenue in Idaho Falls just south of the Museum of Idaho. As the authorized dealer of Carrier air conditioners, we have options that fit most budgets so come and see what Alpine can do for you and your family.

Description

Radio spots are able to reach the primary target audience, especially on country stations and conservative talk radio.

Different commercials are targeted for use during the major season transitions.



Direct Mail



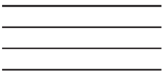
Open Up
a Bottle
of Summer



Summer In December

As Alpine Heating & Air Conditioning, we're the only company that carries Napoleon heating systems so we know quality. With the winter months approaching, we'll help you 'bottle up' summer so you can enjoy it on demand. From now until October 31st, we're offering discounts on all our heating systems so stop by our store, give us a call, or visit us on the web.

Tel. 208.523.5542
170 N. Eastern Ave.
Idaho Falls, Idaho 83404
www.alpineheatingair.com



Description

A direct mail piece would be used to promote the company and brand awareness. A similar direct mail piece could be used for the Fall Blowout Sale.



Outdoor Advertising



Description

Outdoor advertising specializes in good exposure for a decent price. The billboards would be located on Highway 20 and would be on display throughout the months of May, June and September.



Newspaper Ad



Open Up a Jar of Summer

Ever miss those warm summer days on the beach with the soft, golden sun gently falling over your face? Now you can keep some of that summer warmth for later use with Alpine Heating & Cooling. Only we carry all the highest quality systems so contact us before winter comes so you too can enjoy the summer warmth in your own home.

Tel. 208.523.5542

170 N. Eastern Ave.

Idaho Falls, Idaho 83404


Alpine
Heating & Cooling

Description

Since most 50-80 years old read newspapers this would be a great medium to reach the primary target audience. The image is eye catching which helps it stand out among the clutter of other newspaper advertisements.



Magazine Ad



Description

Advertisements that are specifically aimed at the target audiences could offer a great opportunity to build brand recognition. Ads such as this provide an impression quality on the viewer.



TV Commercial



Description

As one of Southeastern Idaho's most underutilized resources, a TV commercial will allow Alpine's to cut through the clutter and noise of other mediums. This commercial tells a story to better engage clients.

Theater Advertisement

Studies indicate that duct leakage can account for as much as 25% of total house energy loss.

-The Energy Conservatory



Alpine
Heating & Cooling
208.523.5542
Call Us!

Description

Theater advertisements are a good way to reach people at an incredibly low price. The ad format will engage audiences and promote overall product awareness.



Media Plan

Description

We plan to utilize a pulsing advertising strategy. Main advertising will take place in the spring and fall. This will occur in the months of April-July and September-November.

April-July

Television advertisements will run from June-October showing twice a week. The advertisements before Summer will feature Air Conditioning, and those before Winter will feature heating solutions. During the month of June, there will be 30 sec. radio spots that advertise the new location for Alpine Heating & air conditioning. It will also talk about the great air conditioning lineup that is available. Radio targets older customers who have their radio playing in the background during the day, as well as the families that listen to the radio as they run errands. Outdoor advertising will take place in the form of one highway billboard prepping people up for the warm months with encouragements to get air conditioning.

Though the launch of the new website won't be announced to the general public, it is a good long term solution to search engine optimization problems. Potential clients will be more likely to find Alpine heating and air conditioning through general search terms like "furnace repair Idaho Falls". An optimized website more than pays for its development in a short period of time and if designed properly won't be outdated for a while.

September-November

Late in the month of September radio spots will advertise the different types of fireplaces that are available from Alpine. Advertising will be geared towards creating awareness of Fall Blowout Sale which will start in October.

Media Plan (cont'd)

As winter approaches, outdoor advertising in the form of one billboard on the highway will urge people to prepare for a more enjoyable winter using heating solutions from Alpine.

During the month of October, there will be a lot more advertisements for Alpine and the fall sale. Customers will come to the store as they are out running errands or preparing for the holiday season.

The schedule for various media are as follows.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Cost
TV Commercial	x	x	x	x	x	x	x	x	x	x	x	x	2800
Radio Spot				x	x						x	x	2032
Outdoor Advertising	x			x								x	1800
Newspaper Ad				x	x	x					x	x	3380
Website Launch		x											1500
Direct Mail				x							x		3000
Uniforms	x												300
Rebranding	x												5000
Total Ad value													19812
Projected Savings													10188

Higher amounts of advertising will take place during the transitional months during Spring and Fall. To maintain constant brand recognition while reducing costs during slower months, fewer ad mediums will be purchased.

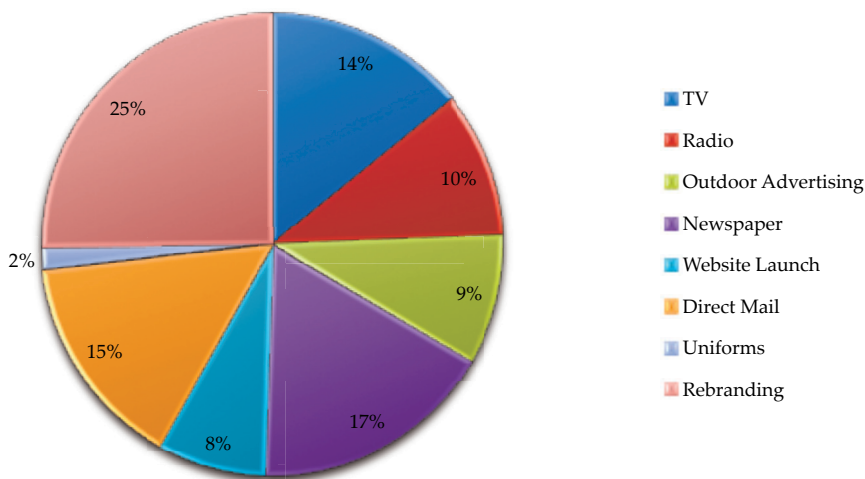


Budget

The Breakdown

Though 25% of the budgeted funds will go to rebranding measures, the numbers represent a large amount of targeted, specific advertising that will catch the attention of potential customers.

Out of the \$30,000 allotted, \$19,812 was budgeted. This makes for a projected savings of \$10,188. This amount could be used to increase signage around the store that would better indicate its location. Funds saved could also be used to increase the frequency of advertising based on Alpine's needs.



Closing Statement

Why choose Green Light Advertising?

Though moving into a new location could pose some potential challenges to Alpine Heating and Air Conditioning, Green Light Advertising addresses these challenges by branding Alpine as the quality and professional company they have been for years. Ads designed for multiple mediums will allow Alpine the opportunity to have the greatest reach and impact. Alpine will come to be recognized as the premiere HVAC full-service company in Southeastern Idaho.



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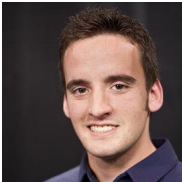


Creative Team



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