



Natural Vibes

SPRING CREEK PICNICS

NATURAL VIBES AGENCY

LETTER TO CLIENT

Natural Vibes Agency is committed to assisting our client, Spring Creek Picnics, and their goal of increasing student clientele, specifically international and sorority students. We are more than capable of reaching this goal and have come up with a strategic plan that we are confident will help you hit this goal in a timely manner.

This campaign was created to gain the attention of Penn State students to see the opportunities that Spring Creek Picnics has to offer to students. By creating a more consistent and aesthetically pleasing social media presence and hosting an event on campus we will increase students' awareness of Spring Creek Picnics and they will be able to take advantage of the opportunities you have to offer.

We appreciate the time you have given us in reviewing our campaign and hope that you can benefit and use it to work towards reaching your goal. If you have any further questions we would be more than happy to answer them via phone or email!

Sincerely,
Natural Vibes Agency
Xinyu Chen

EXECUTIVE SUMMARY

One of Spring Creek Picnics problems that we were tasked with solving was how to engage Penn State students with the business. Nichols said that only a limited number of students have had picnics in the past and she wanted to expand her outreach to a younger audience.

We did an in-depth content analysis of what has been written about Spring Creek Picnics, with every piece of content having a positive review of the business. Our team also looked at similar campaigns to help give us ideas on how to best proceed by looking at other luxury picnic businesses and what they do. We conducted primary research with Nichols and asked all about the business and what she was looking for us to do to best get the word out to students. The team also created our problem statement and a target audience analysis.

We decided the best way to get the word out to students is by contacting members of sororities and international students. Sororities always have very big events for their members, whether that is during rush week, pledging or celebrating sorority events/important dates. These events are usually more up-scale with most of the girls having a dress code for what they can wear and where they will be. We also wanted to target international students because they love to celebrate big holidays, such as birthdays, with a full-on celebration rather than just a simple party that US based students tend to have. Both of these groups became our target audience because they are more likely than the everyday student to book a picnic.

EXECUTIVE SUMMARY

After our target audience was decided, we created both long- and short-term goals to increase the number of students to book picnics as well as defining our strategy, objectives, tactics and persuasion principles.

After figuring out our target audience, we began to plan an event to help our target audience engage with our business. We decided on a pop-up picnic photobooth the day before the blue white game since there would be so many people coming in from out of town for the game which would drive up foot traffic on campus. We planned the picnic for multiple weeks with Nichols' help creating two different mock ups before the real picnic of what we wanted it to look like. The picnic photobooth was successful, with many different types of students coming to get their photos taken or other students simply asking what the picnic was.

After the picnic photobooth we evaluated how successful the picnic photobooth was as getting the word out to students by looking at our preparation, implementation, impact and results of the picnic photobooth.

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CLIENT INFORMATION

Client: Spring Creek Picnics

Client Contact: Renea Nichols

Client Problem: Attract more students, specifically international students, to have a luxury picnic.

Client's Social Media:

- [Facebook](#)
- [Instagram](#)

Client's Website:

- [Website](#)



INTRODUCTION AND BACKGROUND

How the Business Started

Renea Nichols discovered luxury picnics during the coronavirus pandemic when she went to stay in a hotel in California and saw a woman setting them up on the beach.

Nichols went over to ask her about what she was doing and learned all about luxury picnics from her. Nichols really liked the idea of luxury picnics and brought it back to Bellefonte, PA.

Nichols started her luxury picnic business in May 2021. Nichols wanted her business to support Talleyrand Park and local restaurants, so if customers eat local, they get \$25 off their total price.



ROMANCE IN THE PARK

How to Reserve a Spring Creek Picnic

Nichols requests that reservations are made at least 72 hours in advance but preferably one week and you can contact Nichols at <https://www.springcreekpicnics.com/> under the contact us section and on the form on the home page to arrange a picnic.

INTRODUCTION AND BACKGROUND

The Picnic Experience

Each basic picnic is \$175, with a \$25 nonrefundable deposit to reserve your picnic. Most picnics are meant for 2 people, but there can be up to 15 maximum and they are 2 hours long. Luxury picnics are all about spending time with each other and to simply experience it. Nichols' slogan is 'Who doesn't love a picnic?'.

People bring local food and Nichols does everything else! A picnic includes: a hand made wood table, woven floor rugs, floor cushions, tableware, flatware, wine & water glasses, charger plates or placemats, dinner & salad plates, candles & LED/solar lights, customizable chalkboard sign, sparkling water, bluetooth speaker, games and picnic basket/just in case basket. There are also add ons available, such as: flowers, more pillows, romance/proposal packages and art/other decorations etc.

Nichols has picnic setups people can select from, such as the "Talleyrand Boho" or "Romance in the Park" and "You Look Like Gold". Nichols also offers the proposal package, Bellefonte BNB staycation, birthday parties, winter wonderland, star gazing, destination picnics, tablescape and DIY.



STAR GAZING

INTRODUCTION AND BACKGROUND

The Luxury Picnic Industry

The luxury picnic industry is a new and up and coming industry, with low costs and high profitability for business owners. The luxury picnic business quickly grew due to the coronavirus pandemic which forced many indoor hospitality businesses to close their doors. Luxury picnics offered an alternative and allowed people to gather to enjoy each other's company safely.

A luxury picnic is an outdoor customized picnic experience curated by business owners for customers to enjoy each other's company. Everything is set up in advance and all customers have to do is show up and enjoy their time together.

The luxury picnic business does not require a typical storefront and can be run entirely through online bookings, social media and websites. Most luxury picnics for 2-4 people charge between \$150-\$250 per picnic and can have additional fees for extra customization. Many businesses offer specialty 'picnic packages' that can correlate with a specific theme or occasion.

Nichols' "Spring Creek Picnics" fits wonderfully into the industry, being the only luxury picnic business in the Bellefonte and State College area, providing a unique and one of a kind experience for customers.

INTRODUCTION AND BACKGROUND

The Problem To Address

While Spring Creek Picnics has been quite successful so far, Nichols has trouble reaching students. One of the primary reasons that there has not been success with this audience is due to lack of knowledge and awareness that this is a possibility for students to take part in. A stronger and more consistent social media presence will result in more students becoming aware of the opportunities our client has to offer.



THE TRUE BOHO

SITUATION ANALYSIS

Spring Creek Picnics is doing well, it is currently the off season since it has been very cold in Bellefonte and not good for having outdoor picnics but Nichols has had a few indoor picnic set ups. Spring Creek Picnics is reaching their goals of having customers from the local and surrounding communities book a picnic as well as getting people to eat local at their picnic. Spring Creek Picnics is starting to head in a different direction of trying to engage the Penn State student population to book a picnic during April and May.

Some issues faced by the client are the lack of help since Nichols runs the business on her own, which means she has to set up, tear down and plan all picnics while also up keeping a consistent social media presence.

Another issue that could be addressed is focusing social media outreach to a student audience rather than a more mature and adult audience. This problem can be very challenging because Nichols has to curate and create all picnic content on her own, on top of being a full time professor and having many other organizational commitments.

There is currently no close competition to Spring Creek Picnics, with the nearest luxury picnic businesses being located in Pittsburgh and Philadelphia, which are both three hours away. There are also no true industry factors to take into consideration since this is a very new and upcoming industry and every small luxury picnic business is run differently.

CONTENT ANALYSIS

Onward State

Onward State is an independent Penn State news website that hopes to generate honest conversation to enrich the Penn State community and experience. Onward state is produced solely by Penn State students and serves students, faculty, staff, alumni and the State College area.

Onward State wrote about Spring Creek Picnics in October 2022. It went in depth about owner Nichols and how she got inspiration for her side hustle when she was in California. Originally Nichols created these picnics for her and her friends but passersby quickly noticed these elaborate setups. People starting asking how much they cost, and that pushed Nichols to start Spring Creek Picnics.

The article also went on to describe Nichols' passion for giving back to her community by having people bring local food to their picnics, and even mentioned that Nichols won the Barash Award for Human Service in 2022. The article also described Nichols process for setting up each picnic to make it special for each individual customer.

Overall, this article was extremely positive. It described Spring Creek Picnics very well for people not familiar with luxury picnics and showed Nichols' passion for giving back to her community by having a fun side hustle for people to enjoy.

[Original Article](#)



CONTENT ANALYSIS

Nhi Thai Photography

Nhi Thai Photography is a personal photography blog based in State College, PA. Thai is a Penn State professor of psychology and professional photographer. Thai's mission is to empower your story and legacy through her images.

Thai booked a timeless and romantic picnic experience with Nichols for her and her husband's seven year wedding anniversary. Thai describes it as an intimate and storybook like experience. Thai also enjoyed that Nichols provides games to help put down phones and reconnect with loved ones.

Thai also went on to describe how they purchased food from the local restaurant Bonfatto's and that it was a delicious experience. Thai said "It is such a great way to re-connect, to celebrate, and to support local businesses."

This article is also extremely positive, Thai describes that she enjoyed Nichols' setup including the games and loved eating local Bellefonte food at her picnic.

Original Post



CONTENT ANALYSIS

The Keystone Edge

The Keystone Edge is a monthly web magazine that covers what's next and best in Pennsylvania. They cover everything from big and small stories about unique towns, startup businesses, community groups etc.

The Keystone Edge wrote about how Nichols creates beautifully curated picnics weekly in Bellefonte, which is part of the I-80 Frontier landscape of the PA Wilds. It went on to detail that most luxury picnic companies create photogenic settings for special occasions, but Nichols' emphasis is on supporting her local community.

The article also detailed that Nichols received funding from SpringBoard Startup Challenge, which is a grant provided by Bellefonte's business incubator to help new entrepreneurs market their ideas. They also talked about how Nichols takes a personal approach to setting up a picnic for someone to really learn what they are looking for.

The article written by The Keystone Edge was another positive piece, which again highlighted Nichols' commitment and love for her local Bellefonte community. They also emphasized Nichols personal approach to her business which is different compared to other luxury picnic businesses.



CONTENT ANALYSIS

This article was also published by The Wilds Cooperative of Pennsylvania. The Wilds Cooperative of PA is a value chain network with over 350 creative entrepreneurs, organizations and communities based in the PA Wilds. The outdoor recreation economy generates \$887 billion annually in the United States and in PA alone, tourist is a \$1.8 billion industry, and it continues to grow.

[The Keystone Edge Article](#)

[The Wilds Cooperative of PA Article](#)



The Centre Daily Times

The Centre Daily Times is a local newspaper that covers Centre County's latest stories through their physical paper, digital platforms and niche publications. It was founded in 1898 as The Weekly Times but in 1934 was changed to the Centre Daily Times.

The article went on to talk about how Nichols knew she wanted to bring the pop-up picnic trend to Bellefonte when she got back from California. They also went on to detail why Nichols charges her rate and what is included in each picnic experience. The article also talked about bringing local food to the picnic to support small businesses and you get \$25 off your picnic.

CONTENT ANALYSIS

The article written by the Centre Daily Times was very positive. It was also one of the first articles written about Spring Creek Picnics back when it was just starting in 2021. The article went into detail of the picnics and once again talked about how passionate Nichols is about supporting her community.

Original Article

CENTRE DAILY TIMES

WTAJ

WTAJ is a news station based in Altoona that serves the Johnstown, Altoona, and State College market as an affiliate of CBS. WTAJ covers local stories happening in these areas and updates consumers through their cable station, website, mobile app, Facebook, YouTube, Twitter and Instagram accounts.

WTAJ did a video segment with Nichols in Summer 2021 when Spring Creek Picnics was just starting. They asked Nichols to talk about what a luxury picnic is, her inspiration for bringing pop-up picnics back to Bellefonte and how to book a picnic experience.

Nichols also talked about how she wants to support local restaurants and give back to her community through her small business.

The video interview was a really positive media piece. The video interview with Nichols at a picnic setup was a great idea so potential customers can see what it is all about and the different details that are in each picnic.

Original Interview

CONTENT ANALYSIS

Overall, the media coverage and content produced about Spring Creek Picnics is all positive. A common theme was talking about how Nichols got the idea for the business and her love for the Bellefonte community. All the media showcased Spring Creek Picnics in a positive light and each article had new details to provide about the business. There was also a variety of content written, from news articles, personal blogs and a video interview.



PAST PROBLEM

In the past, this problem has never truly been addressed. After talking with Nichols, she said she mostly targets an older audience and has never really targeted college students. Most college students don't have a lot of extra spending money and are mostly not here in the summer so Nichols has focused on an older/local audience.

Since Spring Creek Picnics is a newer business, with this being her third picnic season coming up, there is only so much Nichols can do. Another important thing to note is that Spring Creek Picnics is a side hustle for Nichols since she is a full-time professor and has many other community involvements.

Nichols in the past has said she has had an intern in previous summers to help her with the picnic set ups and take downs but she currently does not have one. Having the extra help could definitely be beneficial for Nichols so she could focus on more bigger picture things, such as marketing towards a college audience.

Nichols does have an Instagram and Facebook page that she tries to post 1-2 times a day on, but again those pages are not targeted towards college students as the content is more 'mature' and has a few personal posts/stories on there as well. If Nichols would start to target content to a younger audience, it would help to attract more students to the business and to reserve a picnic experience with her.



SIMILAR CAMPAIGNS

Nichols got her inspiration from a trip she took to the west coast during COVID-19. She went to California during the pandemic and saw a woman on the beach setting up these luxury picnics which piqued her interest. They began talking and Nichols thought of the idea to bring these luxury picnics to the east coast where she lives permanently.

Luxury picnics are not nearly as big on the east coast as they are on the west coast so many of the other campaigns we looked at are from California. San Diego picnics is a company that began during the pandemic, woman owned, they decided to begin this company due to everything being closed and couples having no way of celebrating their love and making new memories.

We looked at three luxury picnic companies on the east coast. Two of which had no website, just a google form to fill out to reserve your date, time, and pick your theme. One of the companies, Row Luxe Picnics, was located in New Jersey. And the other company, East Coast Picnics, did not specify where they were located. All of the companies on the west coast had professional websites with a gallery of pictures, FAQ page, about us page, and other information that helped you choose the right picnic for you.

There is one company located in Maryland and Delaware that had a similar style to the west coast picnics, Palm Picnics. They have a very aesthetic and professional website that explains how it works, the different packages that you can do, FAQs, policies, etc.

The companies with websites and information definitely seem to be doing better than the two that we looked at that only had a google form. Another common theme with the west coast luxury picnics is a strong social media presence. This is somewhere Spring Creek Picnics could improve on, everyone is reliant on social media now and having a strong social media page can make a company more appealing and trustworthy to a client.

SIMILAR CAMPAIGNS

A big factor that west coast luxury picnics has that east coast luxury picnics does not/cannot offer is their variety of locations. There will obviously be a difference in locations when it comes to the west coast versus east coast.

All of the west coast companies offered a variety of already picked locations with a special request for private locations while east coast companies are more laid back and offer you to have your picnic wherever you would like as long as it is allowed.

One strong asset Spring Creek Picnic has that coincides with west coast companies is its preset themes as well as pre-picked locations, giving the client more structure and help when planning their luxury picnic. One thing different that Spring Creek Picnic does that we did not really see in other similar campaigns was the ability to pick your own theme or location if you chose to do so.

One theme we noticed no matter which coast the company was on or how official their website or page was, was that every single luxury picnic company we looked at was women owned. This was a cool feature that we thought could really be showcased more on Spring Creek Picnics website. Many of the California company's website also included a blog section. This added a very personal touch to the picnics, it showed why the owners are doing this, where they get different inspirations from, new locations they want to work at, etc.

Spring Creek Picnics could really benefit from a section similar to this because luxury picnics are more of a rare thing to find, especially in Bellefonte, PA. Blog sections can also entice new customers if they relate to the blogger, in this case Nichols, as well as feel more comfortable and safe hiring her to host their picnics.

INTERNAL FACTORS

Nichols runs Spring Creek Picnic as a hobby with no actual staff, thus it hasn't been widely publicized on campus.

Furthermore, for Chinese students, they do not frequently browse social media sites like Twitter and Instagram on a daily basis. They utilize WeChat, Red, Weibo, and Douyin (Chinese TikTok) more frequently than these sites. So, it is difficult for Spring Creek Picnic's Instagram posts to be genuinely viewed by Chinese students.

EXTERNAL FACTORS

International students may only hang out with other students from their own country due to social customs and linguistic differences. Many foreign students find it difficult to communicate with Americans because they do not speak English very well. As a result, they prefer to establish friends with people who are native to their own country and who also speak the same language. Even native English speakers who are studying abroad may misunderstand some slang, jokes, and terminology while chatting with foreigners, which could cause unneeded misunderstandings.



WHAT'S HAPPENING AND WHAT THE FUTURE HOLDS

Consumer behavior has evolved from basic material enjoyment to complicated spiritual fulfillment as civilization continues to advance, and most forms of consumption are motivated by the desire for emotional fulfillment and psychological validation. The process of taking excellent photos, dressing nicely, and applying makeup can be made easier by a luxury picnic, which results in a sense of spiritual growth. The new paradigm of modern consumption is to spend money to obtain spiritual fulfillment.

Luxury picnic is influenced by the overall environment. Many people select short-term, short-distance luxury picnics to alleviate their anxieties since the epidemic's onset. For everyone who wishes to venture outside and interact with the outside world, it is the greatest option. People can harvest spiritual richness and take enjoyment in nature on a luxury picnic without losing sight of the true meaning of life. According to McGee, "COVID restrictions had couples cutting guest lists to fit regulations". Family get-togethers are becoming more informal, such picnics and family dinners. The CDC also acknowledges the safety of outdoor events, and in the near future, caterers will likely start to provide more picnic options.

Outdoor activities will increase by an average of more than 60% by 2020, while hobbies like gardening will increase by an average of more than 70%. This shows that customer desire to appreciate nature and spend time outside is growing exponentially. [Source](#).

However, luxury picnics are experiencing some development obstacles as the outbreak recedes. Although it coexists with other forms of tourism and its current benefits are exceptional, there are also a number of drawbacks, such as the fact that it is severely impacted by the weather and is essentially impossible to function in the winter. People may not know exactly what the weather will be like on the day they plan a luxury picnic before they book it, even in spring, summer, and autumn.

RESEARCH RESULTS

Nichols, the owner of Spring Creek Picnics, was interviewed as a source of information in primary research. Interviewing the owner of Spring Creek Picnics could provide us with useful information and help us make decisions and strategies. The interview provided us with firsthand information that will assist our agency in planning and executing a successful picnic campaign. During the whole process of gathering information in primary research, we can split up into three stages.

First, we prepared for the interview. Members of our agency prepared a list of questions for Nichols, including those concerning the current status of Spring Creek Picnics. Because it is critical to have a clear idea of what information we hope to obtain, we defined the research questions ahead of time to ensure we can obtain the information we require while covering all of the topics we are interested in. Second, we held the interview. We agreed on a time and location for the interview with Nichols. We asked the questions we prepared in advance and took notes on the answers. Following the interview, we went over our notes and analyzed the data we had gathered. We arrived at our conclusion about the best strategies for the Spring Picnic campaign after analyzing the patterns in the responses.



RESEARCH RESULTS

Through our interview, we gained an understanding of the history and mission of Spring Creek Picnics. Nichols talked about how she got started in the picnic business. She saw a woman preparing for a luxury picnic on the beach while on vacation in a hotel in California. She liked the idea so much that she decided to start her picnic business in Bellefonte, PA in May 2021, which also benefits Talleyrand Park and local restaurants. In addition, Nichols also supports sustainability. She began buying decorations and settings from second-hand and vintage stores after deciding to start a picnic business. Many of her decorations are vintage or thrifted.

After learning about the values of Spring Creek Picnics, Nichols provided us detailed information on her business and services. Spring Creek Picnics has both an Instagram and Facebook account, but without a lot of advertisements. Nichols has regular posts on Instagram and Facebook every day and only has advertised at Lion Bash of State College. She charges customers \$175 for each picnic, and offers students a 50% discount. In addition, Nichols hires high school students as interns to help with her business. Furthermore, the majority of her picnic events are birthday and anniversary parties, such as couples date nights or family nights.

In the discussion, we also learned about the weaknesses of the business and started to have our thoughts and strategies in advertising Spring Creek Picnics.

We discovered through our discussions that Spring Creek Picnics has a lack of advertisement and exposure among students. As a result, we must choose a day and a location where there will be a large number of people. Nichols hoped to target customers at Penn State University, particularly international students. In this case, we believe that setting up a picnic photobooth in the Old Main lounge before the Blue-White Game on April 14 will be a great way to introduce Spring Creek Picnic to State College students. We can work with sororities, organizations, and businesses in downtown to help with the activity.

SWOT - STRENGTHS

- A beautiful view in Talleyrand Park
- No packing up or lugging of items for attendees to do
- Supporting local businesses in Bellefonte
- Curated décor for a fancy picnic
- Community minded
- Environmentally Conscious
- Select from variety of themes

SWOT - WEAKNESSES

- Seasonal Business
- Limited advertisement
- Limited scale
- Limited services
- Largely depend on weather even in picnic seasons
- Difficulty in reaching out to students in State College



SWOT - OPPORTUNITIES

- Advertise picnics to sororities/clubs
- Blog posts
- Expand to new locations in surrounding areas
- Create/find new pieces for new and existing themes
- PSU clubs share pictures to social media getting Spring Creek Picnics more exposure to students
- Advertise to students as a unique, affordable date idea
- Create a stronger, more consistent social media presence

SWOT - THREATS

- Potential new luxury picnic businesses popping up
- Economic problems/people not having extra spending money during economic recessions
- Taxes
- Poor weather conditions
- Excluded markets
- Negative reviews
- Technology issues/website/social media either down or hacked
- Market demand decreasing
- Rising costs
- Specific Customer Preferences



PROBLEM STATEMENT

Our client is struggling to reach the student population, especially the international and sorority population on Penn State's campus. This is resulting in Nichols missing out on a very large number of potential new clients and exposure.

TARGET AUDIENCE ANALYSIS

Our target audience is National Pan-Hellenic Council (NPHC) sororities. The National Pan-Hellenic Council (NPHC), also referred to as the Divine Nine, is the overall organization that houses nine Black Greek-letter organizations. The NPHC was founded at Howard University on May 10, 1930. The two member sororities we will be targeting are Delta Sigma Theta Sorority, Inc. and Alpha Kappa Alpha Sorority, Inc. Source.

The Epsilon Gamma Chapter of Delta Sigma Theta Sorority, Inc. has a purpose to provide assistance and support through established programs in local communities throughout the world. The motto of Delta Sigma Theta is: "Intelligence is the Torch of Wisdom". Epsilon Gamma has been at Penn State since May 21, 1960 and has crossed 560 members across 63 lines. Source.

The Alpha Kappa Alpha Delta Gamma Chapter at Penn State has a mission to cultivate and encourage high scholastic and ethical standards, to promote unity and friendship among college women, to study and help alleviate problems concerning girls and women in order to improve their social stature, to maintain a progressive interest in college life, and to be of "Service to All Mankind". The Alpha Kappa Alpha Delta Gamma Chapter has been at Penn State since March 14, 1953 and is the first Black Greek Sorority at the University Park campus. Source.

TARGET AUDIENCE ANALYSIS

The audience does not really have any true attitudes, opinions and beliefs about the client. When I asked some audience members if they knew what luxury picnics were but none of them had heard or seen one before. When I showed them the website they had no idea these types of picnics existed but they thought they looked very cute and would be interested in having one.

Some actions that need to be taken are reaching out to sorority presidents/notable members to have a picnic or just send them an advertisement so they are aware of the business and pose it as an event opportunity that they can have for their organizations.

Our primary audience is sorority members of NPHC sororities, specifically the Epsilon Gamma Chapter of Delta Sigma Theta Sorority, Inc. and the Alpha Kappa Alpha, Inc. Delta Gamma Chapter members.

Our secondary audiences are Penn State students, usually women since they are more likely to have a luxury picnic or those in relationships.

Our intervening audience are members of Delta Sigma Theta and Alpha Kappa Alpha that we are friends with to reach out to them with information about Spring Creek Picnics so they can spread it to their sorority members.

Our moderating audience is Spring Creek Picnics/Renea Nichols.



AUDIENCE OPINION LEADERS

- De’jah Coates – NPHC President, member of Delta Sigma Theta
- Marieme Dia – Former NPHC President, member of Delta Sigma Theta
- Janiyah Davis – Student Trustee, member of Delta Sigma Theta
- Maryanna Diallo – Bellisario Alliance of Multicultural Students (BAMS) President, member of Alpha Kappa Alpha
- Star Lawson – member of Alpha Kappa Alpha, multiple involvements including BluePrint, AAF Most Promising Multicultural Student 2023

GOALS

Long-term Goal:

To, by April 2026, Spring Creek Picnics will have successfully increased attendance and awareness among Penn State students by at least 90% through our strategies, activities, and partnerships with campus organizations.

Short-term Goal:

To, by April 2024, Spring Creek Picnics will have increased the number of students in Penn State NPHC sororities who book the picnic appointments by 40% through targeted strategies and collaborations with campus organizations.

DEFINED STRATEGY

Spring Creek Picnics has its own unique value proposition compared to its competitors. Therefore, from the perspective of marketing and branding, we can introduce "support locally owned restaurants" and "encourage use of the park" to package and promote Spring Creek Picnics. The brand concept of "Community focused, Tailored Unique experience" was created and the concept was reinforced among students through events held at Penn State. We also made full use of the media to promote the strengths and industry features of Spring Creek Picnics, such as the operation of providing different and customized values for customers, so that students can fully understand luxury picnics and further stimulate their enthusiasm.

SMART OBJECTIVES

O1:

To, by June 2023, have 10% of the Penn State female students know that Spring Creek Picnics is in Bellefonte, Spring Creek Picnic offers students 50% off discount, and Spring Creek Picnic is a perfect birthday or dating activity for friends and family.

The results can be measured through surveys.

O2:

To, by June 2023, have 40% of the student in Penn State NPHC sororities be confident or trust that Spring Creek Picnics has taken all necessary measures to ensure the safety and comfort of the attendees.

This will be measured by conducting survey.

SMART OBJECTIVES

O3:

To, by December 2023, have 50% of the student in Penn State NPHC sororities follow Spring Creek Picnic's social media accounts.

This will be measured by tracking the number of followers on Spring Creek Picnic's social media accounts.

O4:

To, by December 2023, have 10 picnics by Penn State students who are in NPHC sororities.

THEORIES AND PERSUASION PRINCIPLES

Theory: Uses and Gratification:

- Social media advertising
 - Informational: Contribute to the informational sphere through social media pages about their business, brand, services, etc.
 - Entertaining: Whether it's celebrity gossip, funny videos, or sarcastic posts, there are endless possibilities for entertainment available through social media
 - Rewarding: Social media users may receive gratification from the potential rewards that may come with it.
 - Relational: Consumers use social media to connect with friends and family, create new friends, and ultimately create a desired image of themselves.
 - Source

THEORIES AND PERSUASION PRINCIPLES

Persuasion Principle:

- Reciprocity: Giving first. If we provide a discount to our customers, they'll be more likely to refer their friends and family to our client.
- Liking: If viewers of the Penn State sorority students and followers on social media have likeability to Spring Creek Picnics, they will go to the company they support and participate in the social media.

TACTICS & TOOLS & RATIONALE

Tactic 1: Posting student content on Spring Creek Picnic's social media platforms

- Why it will work: This will help with exposure to students
- Which audience: College students, particularly international and sorority students
- Creative Strategy/actions to be done: Post aesthetically pleasing content consistently on all social media platforms. Inform students on practical pricing and logistics

Tactic 2: Getting Penn State sorority students to post on their Instagram accounts

- Why it will work: They have large following bases that are connected to many organizations on campus
- Which audience: Students, especially sorority girls
- Creative Strategy/actions to be done: Hold a photoshoot on Old Main lawn and have different sororities tag Spring Creek Picnics

TACTICS & TOOLS & RATIONALE

Tactic 3: Email sororities Presidents/general emails to inform them about Spring Creek Picnics and how they can utilize its services for their events

- Why it will work: Most students do not know about Spring Creek Picnics and the opportunities they could have. Telling them directly will open many new doors
- Which audience: Sorority Executive members
- Creative Strategy/actions to be done: Draft an email with information, pictures, and call to actions that will entice sorority members to book luxury picnics

Tactic 4: Reach out to student news organizations, such as Valley Magazine, for a feature either online or in their magazine

- Why it will work: They have a large student body audience that will reach a variety of clubs and organizations on campus
- Which audience: Students who work for or write for Valley Magazine
- Creative Strategy/actions to be done: Get in contact with active members of Valley Magazine and discuss openings in the next Valley Mag issue or potentially Blog posts/Social Media posts.



KEY SOCIAL MEDIA PLATFORMS

Social Media Platform 1: Instagram

Social Media Platform 2: Facebook

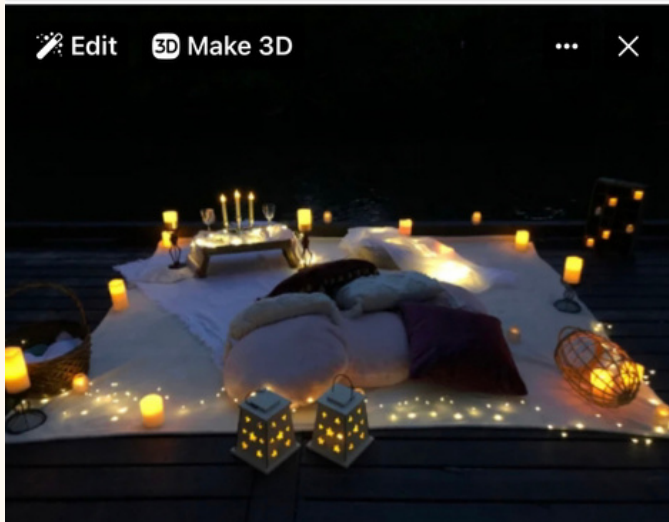
Social Media Platform 3: Pinterest

Instagram

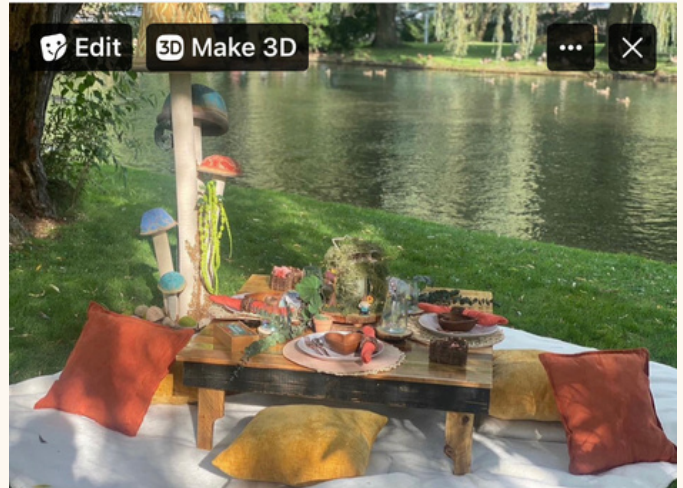


Facebook

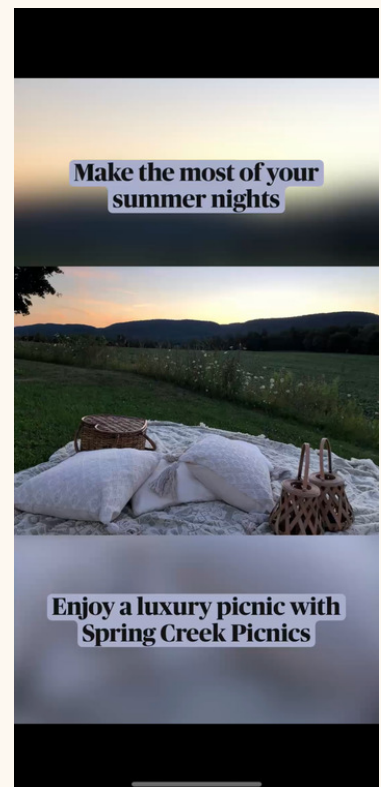
Looking for a unique date idea this spring?
Check out these luxury picnics! Spring Creek
Picnics #bellefonte #pennstateuniversity



Enjoy this view with some of the fabulous local
restaurants in Bellefonte! Spring Creek Picnics
#eatlocal #bellefontepa #luxurypicnic



Pinterest



SPECIAL EVENT CONCEPT

On Friday, April 14 we will be holding a picnic photobooth opportunity on Old Main Lawn. We will set up a Penn State themed picnic and invite sororities to come take pictures at the picnic set up. We want to invite different sororities since they will be the most likely future clients of Spring Creek Picnics, and they have a lot of Instagram followers as well so when they post their pictures to their story it will draw attention of students in their social circles.

Lots of families and friends will also be present on Friday in State College since the Blue White game is happening on Saturday, April 15. We are setting up the picnic in the middle of Old Main Lawn where there will be lots of people walking around that area and people can come up to see the picnic and get a picture with Old Main. After people's pictures are taken at the picnic setup, we will encourage them to follow Spring Creek Picnics on Instagram to see their photos.

We will also be doing an Instagram takeover on the Spring Creek Picnics Instagram account to show updates of how our picnic photo booth is going and where it is. Once the event is over, we will have collected pictures from the people that showed up and then the client can post them over a period of weeks to draw attention to the social media page/business.



KEY MESSAGES

Primary Key Messages

- Primary Audience: Spring Creek Picnics is a unique & aesthetic way for students, especially sorority members, to hang out with each other
- Secondary Audience: Spring Creek Picnics is a local luxury picnic business run by a Penn State Professor

Secondary Key Messages

- Primary Audience: Students will be supporting local Bellefonte restaurants and parks, a Penn State professor and a Delta Sigma Theta Sorority, Inc. member by having a Spring Creek picnic
- Secondary Audience: You can support the business by booking a picnic and following us on Instagram and Facebook

MEDIA OUTLETS

Medium: Newspaper

Vehicle: Centre Daily Times

Contact: 3400 E. College Ave., State College, PA 16801

814-238-5000 or 800-327-5500

- Centre Daily Times strives to be the best news organization in Centre County and one of the best small news organizations in the nation.
Founded: The Weekly Times was founded in 1898 and later renamed The State College Times. In 1934, the paper became a daily, the Centre Daily Times. It was purchased by Knight Ridder in 1979.

Angle: Spring Creek Picnics help support locally owned restaurants and encourage use of the Park

Timeline: Place press release before May

MEDIA OUTLETS

Medium: Newspaper

Vehicle: Onward State

Contact: Alysia Rubin, Visual Editor, alysa@onwardstate.com

220 Regent Ct, Ste B, State College, Pennsylvania, 16801, United States
(814) 238-3500

- Onward State is an independent, alternative Penn State news website that seeks to foster the student voice through the combination of commentary that is fair, authentic, and sometimes humorous; analysis that is critical and irreverent; and news that is relevant and accurate.

Angle: The beautiful view - Spring Creek Picnics setup a table, blanket, decor, & place setting at one of the scouted locations at Talleyrand Park

Timeline: Place different photos with press release before May

Medium: Magazine

Vehicle: Valley Magazine

Contact: Amanda Flynn, Editor In-Chief, aef5456@psu.edu

221D HUB, University Park, Pennsylvania, 16802, United States

- Founded in 2007, VALLEY is Penn State's premier student-run life and style magazine. Our mission is to recognize other students for their academic and extracurricular accomplishments, and to feature local style, entertainment and lifestyle trends. We publish one print issue a semester and also post daily online content throughout the academic year.

Angle: All about Spring Creek Picnics and what it offers to students

Timeline: May or June online article

MEDIA OUTLETS

Medium: Television

Vehicle: WPSU

Contact: 238 Outreach Building

100 Innovation Boulevard

University Park, PA 16802

814-865-3333

- Penn State was granted a transmitter construction permit in September 1964 and became the first educational TV station in Pennsylvania to be licensed to a university and the 101st educational television station in the United States.

Angle: Filming how Renea set up the picnic site by herself and how she cleaned up after the picnic was over and the guests had left.

Timeline: Place the video before September

BUDGET

Additional Picnic Decorations: **\$320.99**

Digital Advertisements (Instagram & Facebook): **\$1,000**



TIMELINE

GANTT CHART

Spring Creek Picnics

[illegible]

EVALUATION - PREPERATION

Adequacy: Our background information was very accurate. We got to work so closely with our client which made this step much easier. I think if we had more concrete number of the demographics of previous clients that may have helped.

Appropriateness: We decided to focus on the social media platforms in order to grow the student clientele because we noticed that the social medias were not very consistent and targeted to more of an older audience. We also decided to hold a photoshoot on old main lawn in order to get attraction to our picnics and let people know what they look like. This was very beneficial and we hit our target audience. We chose to do the Friday of the blue and white game which had great weather, so many students stopped by walking to and from class and asked us about Spring Creek Picnics. Because we were working mainly with things we already had and social media platforms, our budget is relatively low. Most of our materials could be controlled by us and we could manipulate them to look the way we wanted (social media posts, picnic tables, etc.)

Quality: We targeted our audience through social media platforms because that is where a majority of students receive their information. We made mock posts that our client could use to target out ideal audience and that would gain their attention. We made sure to make them look aesthetically pleasing and use little words to get our message across.



EVALUATION - IMPLEMENTATION

We planned a picnic photobooth for Friday 4/14 on Old Main Lawn from 2-4 p.m. We sent around 10-15 messages to different groups of people, ranging from girls in sororities, group members friends and organization group chats. We told them about the photobooth opportunity available on old main lawn and that all they had to do was come to take their picture and if they wanted, they could follow @springcreekpicnics to see their photos.

@springcreekpicnics also posted about the photobooth opportunity on their account and teased it on their Instagram story a week before. There were no direct messages placed in the media since this was a more 'man on the street' event and we tried to personally connect with students to come to the event. We did not find any media outlets that wrote about the popup picnic either.

Some people who came to the event reposted their pictures on Instagram stories after @springcreekpicnics posted their photos. Some who attended even said they got direct messages from other students asking what the picnic was and wanted more information about it. @springcreekpicnics had 7 Instagram posts from the event, with a combined total of 41 likes and the most liked post having 11 likes. We had about 25-30 people who wanted to get photos but we also had other people (around 10 or so) come up to the pop-up to ask about what it was about but did not want a picture with it.



EVALUATION - IMPACT

There are multiple ways to see whether our campaign for Spring Creek Picnics is successful. The first way to see how successful our campaign is running is taking into look at the engagement of our Photo Booth picnic events. The more people come demonstrates the growing popularity of Spring Creek Picnics that appeals to a wide range of people in State College.

In addition to the in-person events, the growth of social media followers is also a key element to see whether the campaign is effective in driving engagement and awareness for Spring Creek Picnics among students in Penn State. People who start to follow Spring Creek Picnics' social media accounts means they have interest in it and might be the future clients for Spring Creek Picnics. Moreover, if Spring Creek Picnics' social media accounts have received a high volume of direct messages from interested individuals who want to learn more about luxury picnic services, it is a good sign, which means the campaign is effective in driving people's actions and it should be capitalized on and continued to be promoted.

Besides, the increase of the hashtag "Who Doesn't Love A Picnic?" on social media is also a good way to determine the success of our plan. We can continually track how many people post their pictures on social media of their experiences in Spring Creek Picnics with the hashtag "Who Doesn't Love A Picnic?" The more posts on social media can create a sense of community and share enjoyment around our brand. By leveraging the power of user-generated content, we are able to showcase our services in a more authentic and relatable way, which can help to further boost the brand awareness and appeal.

RESULTS

We lack the data required to determine whether our plan was successful for the reason that we do not execute a plan specifically targeted on our primary audiences, so we are unable to finish the final results.

However, the enthusiastic responses from students at the picnic photo booth event demonstrate that the campaign is well-planned and has a chance of being successful. More feedback will enable us to evaluate the campaign's success.

For the photo booth event, it attracted people from Penn State, introduced many people to Spring Creek Picnics, and increased the number of followers on the company's social media sites, all of which are potential future Spring Creek Picnics clients.

The event wasn't directly targeted, but since we sent messages to our main audiences—sorority students and international students—some of the attendees during the photo booth were our target audience. So the event was somehow effective in helping the target audience understand luxury picnics.

The entire event did, however, deviate slightly. Even though the free photo was publicized and the blue and white game was popular, fewer people than expected stopped to take photos even though there were plenty of people going by. One of the reasons for this, in my opinion, is that there were far too many people having picnics on the Old Main lawn and people think we were actually having one by ourselves. In order to solve this problem, we need to think about how to make the set up more visible.

APPENDIX

Website Links:

- [Spring Creek Picnics Facebook](#)
- [Spring Creek Picnics Instagram](#)
- [Spring Creek Picnics Website](#)
- [Onward State Article](#)
- [Nhi Thai Photography Article](#)
- [The Keystone Edge Article](#)
- [The Wilds Cooperative of PA Article](#)
- [Centre Daily Times Article](#)
- [WTAJ Video](#)
- [Outdoor Activities Source](#)
- [About The NPHC](#)
- [Delta Sigma Theta PSU](#)
- [Alpha Kappa Alpha PSU](#)
- [Uses And Gratifications Theory](#)

PowerPoint Link