

Advertising Campaign

As a new company entering the market of health monitoring equipment, FitCircle is launching an activity tracker under the same name. The product is targeted at senior citizens who are not aware of the company's product offering.

a. For its advertising campaign the company has set the following objective:

- To create awareness among 60% of the target market for a product, which the company wants its target market to associate with healthy activities and a real life social interaction.

b. Describe the strategy you will use to achieve this objective.

The company has examined the environment and established two themes that affect the life of an elderly person. These trends help create strategy by attaching social meaning to the company's product.

Technology penetrates every corner of a man's life to a degree that it becomes a substitute for real life interaction. Social skills and ability to communicate are dying out affecting the ones who need it most, the elderly. With family members being busy and, at times, with the lack of family/spouse gone, the senior people who have extra spare time on hands, feel an increasing need for the face-to-face interaction.

Another trend the company takes into consideration is the need of older people to look after their health and to lead a healthy lifestyle, which they are often not associated with.

The brand's message incorporates both propositions and communicates that healthy living and social interaction are integral parts of a life of a senior citizen. This life can be enhanced by joining a community of people who share these values. The company takes on the initiative to build such a community.

c. Outline fully how this strategy will be implemented.

Company's creative strategy revolves around the idea to enhance social interaction among senior citizens by creating a community of the product's users.

This message is to be executed in print media in a form of an advertisement placed in newspapers. This media vehicle suits the chosen target market well, because it still favours reading traditional print formats such as newspapers.

Apart from other elements an advert contains a company's logo and a modified slogan 'Step into Community with Technology'. The brand line implies that technology in the form of an activity tracker has a part to play in creating a community. An image of an activity tracker with its features is also shown on the advertisement. An image of happy and delighted customers is used to refer to the target market highlighting the enjoyment and other positive emotions, which a person can get, if he becomes a part of the community. The company uses these images to create an association between the company's product and a community. The company's efforts are directed at evoking interest among senior citizens to find out more about the product. At the bottom of the advert the company refers people, who are interested in it, to its website and a Forum page.

The advertisement does not burden consumer with information about the product and its features. The company intends to highlight product's social significance and to underline emotional transformation that awaits the customer, if he buys the product.

The advertisement campaign will run 3 times a year, each period is of 2 months' duration. In the overall communications strategy, the advertisement campaign will be responsible for the flighting period due to its high costs compared to other chosen media vehicles. The company turns to newspapers with the largest readership in the country. 'The Irish Independent' has a daily readership of 688,000. 'The Sunday Times' has a weekly readership of 921,000

(Slattery, 2017).

The campaign will commence in March and run throughout April. It will comprise adverts placed in 2 national newspapers: a daily newspaper 'The Irish Independent' which overlaps a weekly newspaper 'The Sunday Independent'. This high repetition and overlapping are used to expose the target market to the same advert many times making the audience learn and remember the unfamiliar brand and its product. One quarter of a page adverts will appear on the right-hand page of the newspapers.

d. Prepare materials to demonstrate in detail how this element will work and what it will look like.

e. Describe how these elements will integrate together, to include the integration of online and offline elements. Describe here how you will integrate this advertisement with other elements that you will design later, for example:

- **How will you build on the objectives you achieve here?**
- **What design elements will you carry through to other parts?**
- **How will you reinforce the central message of your campaign?**

A print advertisement will be integrated in the overall communications campaign through the shared colour scheme and font. The company's logo and the brand line "Step into Community" will be present throughout other channels. These consistent features will help build a clear image of the brand in the minds of people. The advert features will also help customers create associations between the brand, its product and an idea of the community. The idea of gaining positive emotions, if you are a part of the community, will be re-enforced with the help of the images of delighted groups of people found on the website.

Offline nature of the print advertisement is continued in online campaign through the link to the company's website supplied at the bottom of the advert. "Tell us what you think" at the bottom of the advert will refer consumers to the Forum page on the website, where they can share their experiences.

f. Set out the costs of the campaign.

To calculate the cost of the print advertisement SCC (Single Column Centimetre) was used. It is a standard measurement for both classified and display advertisements which are priced in one centimetre height by one column width.

- The advert cost in the daily 'Irish Independent'

The size of the advertisement for the daily 'Irish Independent' is 25 cm (l) * 17 cm (L).

The cost of one centimetre high is €101.30.

A four columned advertisement 25 cm high for one week costs:

$$(\text{€}101.30 * 25) * 4 \text{ columns} = \text{€}10\,130$$

The cost for 8 weeks comes up to:

$$\text{€}10\,130 * 8 = \text{€}81\,040$$

The cost for 3 periods of 8 weeks each in 'The Irish Independent' is: $\text{€}81\,040 * 3 = \text{€}243\,120$

- The advert cost in the weekly 'Sunday Independent'

The size of the advertisement for the weekly 'Sunday Independent' is 25 cm (l) * 17 cm (w).

The cost of one centimetre high is €126. A four columned advertisement 25 cm high for one week costs:

$$(\text{€}126 * 25) * 4 \text{ columns} = \text{€}12\,600$$

The same size advert for 8 weeks costs:

$$\text{€}12\,600 * 8 = \text{€}100\,800$$

The cost of the advert for 3 periods of 8 weeks each in 'The Sunday Independent' is:

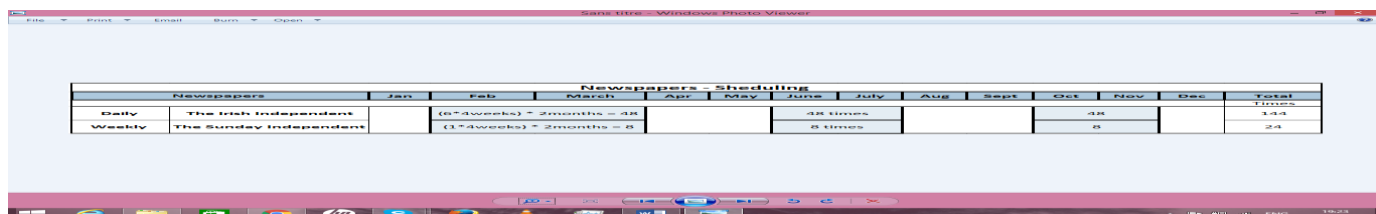
$$€100\,800 \times 3 = €302\,400$$

The estimated cost of the outsourced advert design to be placed in 2 newspapers for 1 period is:

€ 500. As new adverts have to be created for the second and the third period, a designer will be re-employed at the cost of €500 for each of the two periods bringing the expense to €1500 in total.

The total overall cost of advertisement campaign is $€1500 + €243\,120 + €302\,400 = €547\,020$

g. Set out a clear schedule of the delivery of this element.



The screenshot shows a spreadsheet titled "Newspapers - Scheduling" with columns for months (Jan to Dec) and a Total column. The rows are categorized by newspaper type (Daily, Weekly) and newspaper name (The Irish Independent, The Sunday Independent). The data shows the number of showings for each newspaper over the 12-month period.

Newspapers		Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Daily	The Irish Independent		(6*4weeks) = 2months = 48											48
Weekly	The Sunday Independent		(1*4weeks) = 2months = 8											8
														56

The first design of the adverts is to be placed in one daily paper and one weekly paper for the period of 2 months/8 weeks. By placing adverts in different newspapers on different days, the company wants to increase its gross reach and to increase an opportunity for the target audience to see the advert.

The frequency for the ad to appear in a daily paper is 6 times a week for 2 months/8 weeks, which equals to 48 showings. The frequency for the ad to appear in the weekly paper is 1 time a week for 2 months/8 weeks, which equals to 8 showings. Over a course of three periods the daily paper showings come up to 144 times, the weekly paper showings come up to 24 times.

h. Show how you would evaluate the effectiveness of this element.

To check the effectiveness of the advertisement campaign the company will conduct questionnaires to identify brand aided recall rate by asking respondents to choose from the given options of brand names to chose the ones that the person is familiar with or has seen in the papers. The company hopes to be among the mentioned names.

Another useful measure is unaided brand recall, which asks respondents to name a brand without being offered a clue or any other hint. The question might be "Please, give the names of activity trackers you can think of."

An increase in sales and in website visits can show the degree of the overall campaign effectiveness, however, it is difficult to identify the exact contribution made by the advertisement campaign, unless it was the first channel the company used to roll out its communications campaign.

References:

Slattery, 2017 <http://www.irishtimes.com/business/media-and-marketing/irish-times-daily-readership-up-10-to-427-000-1.2316476>).

Online Campaign (bridge physical and digital worlds extending the brand into the real life), establish a network of meeting places- often coffee shops

a. Develop specific marketing communication objectives for this campaign

As a new company entering a market of fitness monitoring equipment, FitCircle is launching an activity tracker under the same name. The product is targeted at senior citizens who need to become interested in the product and consider purchasing it.

For its online campaign, the company sets the following objective:

- To build website traffic by increasing the number of its visitors by 150 per month;
- To establish a core customer base which accounts for 10% of the target market;

b. Describe the strategy you will use to achieve these objectives.

The company hopes to lead certain amount of traffic to its website through the adverts placed in newspapers, which contained the company's website address. Partially, the company relies on the word-of-mouth, SEO as well as on PR campaigns. However, the company sees its website as the main driver of the web traffic, for the number of senior citizens who use the Internet, has been increasing steadily. The company views this channel as an important medium to expose the brand to a wide audience as well as to create a community of the product users and to engage it into communication and image sharing.

Online strategy focuses on creating a two-way communication place where customers share enjoyable moments of healthy activities in the form of testimonies and discussions on 'Forum' page and upload pictures with comments on the website's 'Experiences' page. The company will attempt to create a digital space for communication which extends into the real world.

c. Outline fully how this strategy will be implemented.

On the website customers get information about the company in the About Us section and descriptions of the products available to buy on the site under the tab Products. However, mostly importantly they have a meeting place to get to know each other, offer advice, post pictures and enter competitions.

The company introduces conversation element between customers on its Forum page where customers leave their feedback and share tips on health-related topics.

On Experiences page customers post pictures of themselves or their friends engaged in activities with comments about the product. Company wants to create engagement for its customers through online competition. Customers nominate the best picture on a weekly and monthly basis. To encourage participation, the company rewards weekly and monthly winners with unexpected small gifts, for example, a €5 voucher to be spent in Elvery's. A monthly winner automatically enters 'The image of the Year' draw to win, for example, a weekend away.

To connect a virtual community with the real world, the company sets up Find a Friend page. This page is set to create a virtual meeting place for people with similar interests, health conditions, occupations, locations, etc. When registering a person submits his profile, defines the criteria according to which he wishes to gain web pals, for example, location. The

software matches people up and displays a list of individuals who have match the specified criteria such as location.

The digital meeting place is open to everyone, even to those who are not product users. The company wants to encourage personal interconnection, first, hoping that this can eventually lead to the conversion of buying the product.

Another aim of this page is the attempt to transfer virtual groups of customers with, for example, similar health conditions leaving close by into the physical world. On the grounds of similar values, people start interacting in a virtual setting on the website. When they get to know each other better, they can arrange to meet at a local coffee shop. As the company matures, it can organise a national event where such independent groups meet together. The aim of 'Did you know that...' sub-page under the Forum tab is to create an information hub, which contains health related facts and provides advice to the customers. It helps to have a higher SEO ranking and it is a way to deliver extra value to the customers.

As a part of online campaign, the company creates a Facebook page, called "FitCircle Community". It connects to FitCircle website by posting health facts from the "Did you know that..." page. This way customers can share with the company their opinion. The Facebook page also connects to the website by having a button "Shop now".

On the main Facebook page, the company posts messages about a new product, special offers or coming up events. The company mostly shares visitor's posts. FitCircle wants people to interact a lot and to show the dynamics of the community page.

On the "About" page, the company wants to provide as much information as possible to customers. They can access the company's story and its contact details. Facebook "Offer page" allows the company to get more exposure when there is a special offer on. It constantly sends a reminder of this special offer to the FitCircle community. The "Likes" page helps evaluate the effectiveness of the online campaign, for it measures the evolution of the number of followers, likes and the overall buzz.

d. Prepare materials to demonstrate in detail how this element will work and what it will look like.

Links:

<https://www.facebook.com/KugelK/>

<https://q00341975.wixsite.com/fitcircle>

FitCircle Community

Selvina

Home

Find Friends



FitCircle
Community
@KugelK

Home

Posts

Reviews


Photos

About

Likes


Offers

Create a Page



LikedFollowingShare

Shop NowMessage

FitCircle Community shared an offer.

27 March at 14:31 ·

Track steps/ distance/ calories & Monitors sleep with silent alarm & Up to 9 days battery life & Waterproof



Company

5.0 ★★★★★

Search for posts on this Page

Invite friends to like this Page



✕ Créez un site WIX
T

log in

HOME

PRODUCTS

FORUM

EXPERIENCES

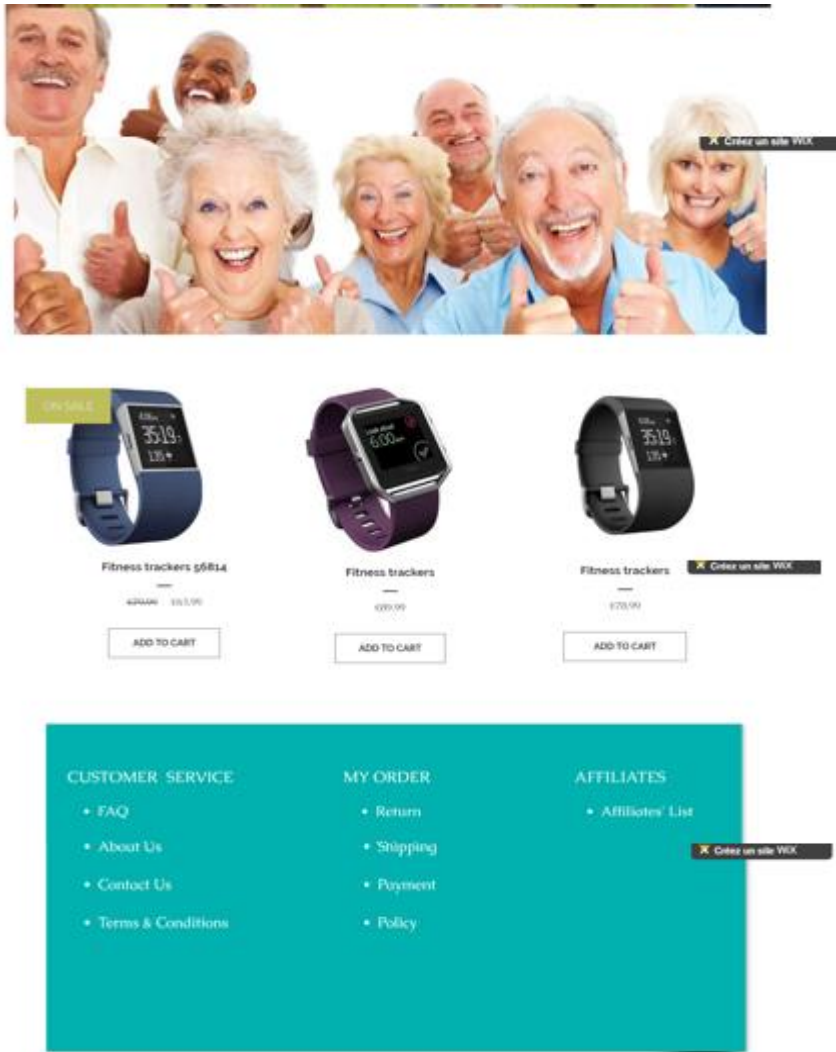
FIND A FRIEND



Welcome! *Step into community!*

No matter what fitness level you have or what type of activity you like, FitCircle is there for you. The range of activity trackers helps you trace your activity and monitor your health. By encouraging you to move a little more each day, you can make your life more enjoyable.





e. Describe how these elements will integrate together, to include the integration of online and offline elements. Describe here how you will integrate this advertisement with other elements

The association between the activity tracker and a community, suggested in the advertising campaign, is reinforced by the photographs shared by customers on Experiences page of the website. The pictures feature an activity tracker and its owner enjoying healthy activities in a circle of friends/family members.

Company's colours and font as well as the logo connect advertising and online campaigns. Customers' talks and comments on Forum page are partly the continuation of the advertisement campaign. At the bottom of the advert "Tell us what you think" with a link to the Forum page of the website encourage people to engage with the site.

Find a Friend page has a potential of transferring virtual groups of people into the real world. Find a Friend is a virtual meeting place for those want to make friends on the website and later meet those people face to face. People are encouraged to submit their profiles and identify criteria in accordance to which they would like to meet a webpal, e.g. interest, pets, address, etc. The site matches up people based on the criteria selected. As people get to know each other better, the company organises the way for them to meet face-to-face. This opens up an opportunity for a PR event.

The winners of competitions can be invited to take part in the organisation of PR events. They can also be offered an opportunity to co-create or to be featured in online and offline advertising campaigns.

f. Set out the costs of this element of the campaign.

- Cost of the SEO :

The cost of the Search Engine Optimisation is estimated by using the price of ‘WebpageFX’, a software which offers a full service internet marketing and SEO for companies. They offer different types of packages that vary by the type, size of the company and company’s need. The cost for an ‘Aggressive plan’ is estimated to be €10 500 for the year.

The cost of the Initial campaign investment is €4 500 for the first 2 months and the cost for the progressively monthly optimization for the rest of the year is €600.

$€4500 + (€600 \times 10 \text{ months}) = \mathbf{€10\ 500}$

This plan provides a website optimization for up to 80 unique keywords, 8 pages of copywriting, an ongoing website “freshness” updates and a competitor intelligence report (WebpageFX, 2017).

- Cost of Affiliate Marketing :

The affiliate marketing cost is estimated with the help of the Amazon’s affiliate commission structure. The rates for the commission vary from 4% to 8,5%, depending on quantity of product sold by the company (Davies, 2016).

Per month	Qt sold	sales	Fee rates	Commission
February	65	5850	6,50%	380,25
March	110	9900	6,50%	643,5
April	110	9900	6,50%	643,5
May	215	19350	7%	1354,5
June	270	24300	7%	1701
July	310	27900	7%	1953
August	320	28800	7%	2016
September	320	28800	7%	2016
October	320	28800	7%	2016
November	320	28800	7%	2016
December	340	30600	7,50%	2295
Total	2700	243 000 €		17 034,75 €

The table above shows the company’s estimated quantity sold and sales for each month. The estimated sales for the year was calculated by using the number of target market, which was 2700 people and the price of the product being €90: $2700 \times €90 = €243\ 000$ in sales for the year.

The number of people the company targets equals the quantity we have to sell in order to get this estimated sales, which is 2700 activity tracker for the year. It is assumed that the company sells a certain quantity of product each month and gradually this quantity is going up each month. Amazon charges different level of fee rates from 4% to 8,5% depending on the quantity of units sold.

For example for December, the quantity that the company intends to sale is 340 activity trackers.

$340 \text{ units} \times €90 \text{ per unit} = €30\,600$ of sales in December.

$€30\,600 \times 7,50\% = €2\,295$ commission on December sales.

The total estimated cost for the affiliate marketing for the year is **€17 034**.

- Cost for the company website :

The company website is a corporate website as well as an ecommerce website which sells activity trackers. The cost to create an ecommerce website varies from €5 000 to €15 000 and the cost for a corporate website is between €10 000 to €25 000 a year (WebpageFX, 2017).

The estimated cost for the company's website is **€10 000** for the year.

There is no substantial cost associated with the running of the Social Media page because it is run by an in-house employee, for whom it is one of his responsibilities. The overall estimated cost of the online campaign for one year is **€37 534**.

g. Set out a clear schedule of the delivery of this element.

The online campaign is run throughout the year. The website and social media page are set up in January before the advertising campaign rolls out. The rationale behind this is to create online presence for the company, so that people having seen the adverts in newspapers can turn to the website and the Facebook page for more information. The company wants to create awareness through its advertising campaign, then it wants to build up traffic to the website before engaging in affiliate marketing. The intensity of online campaign adjusts according to the upcoming events, for example, with a PR campaign approaching the company makes sure it creates buzz on Facebook page and a website.

The company uses organic SEO to reach higher ranking in Google search. To achieve this the company needs to have relative content on its website, to perform regular updates and put in links to other websites.

h. Show how you would evaluate the effectiveness of this element

The effectiveness of the campaign is measured in the following ways:

- The traffic build up is traced through Google Analytics reports that reveal numbers of pageviews.
- The relevance of the website content can be monitored by the bounce rate. It indicates the number of the site visitors who leave the site straight away rather than browse through its pages. The time spent on them is also indicative of the suitability of the content to the target audience.
- Online-generated traffic is measured by the number of sign-ups and competition entries.
- Core customer base is traced by rate of returning visitors as well by cross checking the names of the customers who post the largest amount of pictures and who write reviews the most frequently. Winners of any type of competition are also considered loyal customers.

- The e-commerce site helps calculate cost per customer acquisition based on the cost of the campaign divided by the number of new customers.
- Facebook Insights helps measure customer engagement, interest and customer loyalty by the number of 'likes' and shares as well as by the number of company's Facebook page followers.
- While scanning Facebook page, the company also monitors relevance of the page content through satisfaction rate by screening customer complaints and by the number of 'likes'.
- Traffic building is measured by Google AdWords analytics reports and the ratings in SEO.
- High SEO ranking is achieved through organic and paid searches. To score high in ranking the company ensures that the website's content is relevant and regularly updated. It develops its affiliate programme to increase linkages to other sites. It tests the site for the ease of navigation, fast download speed and the site's physical attractiveness based on customer reviews. The company also engages in paid search to guarantee higher ranking. If organic search fails to keep the site at the top of the list, the money allocated for the paid search should be increased.

References:

WEBPAGEFX, 2017. *SEO Pricing* [Online]. Available from: <https://www.webpagefx.com/SEO-Pricing.html> [viewed 20 March 2017].

WEBPAGEFX, 2017. *How much should a website cost in 2017* [Online]. Available from: <https://www.webpagefx.com/How-much-should-web-site-cost.html> [viewed 23 March 2017].

DAVIES, W., 2017. 'Amazon Affiliate Commission Structure'. *Chron.* [Online]. Available from: <http://smallbusiness.chron.com/amazon-affiliate-commission-structure-63046.html> [viewed 21 March 2017].

PR Campaign

FitCircle is entering a market of fitness monitoring equipment and launched an activity tracker under the same name. As a part of the Integrated Communication Campaign the company sets the following objective for its PR campaign:

a. Develop objectives for this tool:

- To generate wider awareness about the company through Mass Media
- To obtain a market share of 0.5% by the end of December 2018.

b. Describe the strategy you will use to achieve the objectives

The PR campaign consists of an event “Sports and Community Day”, a press release “A Galway-Based FitCircle Celebrates its First Year in Business. This is its Story.” and a post-event press release “A Start-Up held an Online Competition “The Image of the Year” Set to Connect Two Worlds” both to be printed in a local newspaper. Press releases are meant to promote the business in hopes to generate favourable opinions about the company and pass them along the media to generate even wider awareness.

The e-commerce company also organises a physical venue where health activities and social interaction between online community, the guests of the event and the company take place in a real life setting. The customers have an opportunity to see the result of their participation in an online competition run by the company on the website which extends into the real world with the exhibition and an awards’ ceremony. The exhibition displays 12 photographs that made to the finals with an all-time winner. By holding the event the company wants to thank customers for their custom and loyalty.

To involve the guests of the event, the company gives them an opportunity to choose the winner among the 12 nominees to their own liking.

c. Outline fully how this strategy will be implemented.

On Saturday November the 28th, 2018 the company runs an all weather event “Sports and Community Day” for the community of online customers invited to it via announcements on company’s website, Facebook page and e-mails.

The online community, their friends, family members and local guests are invited to experience a range of sports activities to suit different ages from field games, relays, table tennis to having fun on bouncing castles. The food alley run by the local businesses is there to quench thirst and to bring relief from hunger to the guests. The music to suit different ages is arranged through loudspeakers to support the festive feeling of the event.

The company asks the most active participants of online competitions to help run the event. They are asked to direct people traffic and cars, to operate activities, to answer queries and to distribute the event programmes. These individuals wear corporate T-shirts on the day supplied to them by the company.

FitCircle turns the community hall into an exhibition of works of the twelve runners-up of the “The Image of the Year” competition. On a weekly and monthly basis throughout the year,

online customers were nominating the best photographs picturing themselves, their friends/family members.

The culmination of the event is the award ceremony of the winner of the online competition whose name is released on this day. The person is presented with a weekend away for two. To increase the participation of the guests of the event, the company offers them to nominate a winner according to their liking. The lucky person is awarded with a hamper, courtesy of local businesses.

A press release to be printed in the upcoming week in a local newspaper provides background information about the company. A pre-event press release is to follow it. It contains the information in regards to the upcoming event. The post-event press release overviews the happenings of the day announcing the names of the winners.

d. Prepare materials to demonstrate in detail how this element will work and what it will look like.

- Press Release with a background information about the company
<https://www.nuigalway.ie/media/nuigalwayie/content/files/aboutus/Writing-a-Press-Release.pdf>
<http://www.nuigalway.ie/about-us/news-and-events/news-archive/2017/april2017/scholarship-on-offer-for-mba-at-nui-galway-1.html>
- Post-event press release <http://www.nuigalway.ie/about-us/news-and-events/news-archive/2017/april2017/curam-doctoral-candidate-takes-first-place-at-annual-journal-of-wound-care-awards-in-london.html>
<http://www.fmpr.net/how-to-write-a-fact-sheet/>
- Folder with corporate identity materials

e. Describe how these elements will integrate together, to include the integration of on-line and off-line elements.

Being an e-commerce company, FitCircle wants to deliver on its take- on to help senior citizens to improve quality of their life by enhancing and expanding their communication. In PR campaign the online community is brought over into the offline world via the sports event together with an exhibition and an award ceremony.

In advertising campaign the interested customers are encouraged to explore the company's website, the address of which is located on print advertisements. Once people hit the website, the company tries to involve them in online interaction and communication creating a community of like-minded people on its webpages.

Online communication is encouraged on the page "Experiences", where customers enter the competition by posting photos of themselves with family/friends and where customers nominate the best pictures to enter the final competition.

The company organises an event "Sports and Community Day" where among sports and fun activities, it exhibits twelve best images presented on the website. As the culmination point of the day the company congratulates a winner allowing online community to meet its members in a real setting.

To enhance interaction between senior citizens with other groups of people, the company gives an opportunity to the guests of the event to choose a winner among 12 online nominees to their own liking.

The core customers identified as the most active participants throughout the year in online competitions are invited to register on the website as helpers who assist the company to run

the event. These helpers are distinguished among other attendees by wearing corporate T-shirts. They are entrusted with welcoming the guests, providing them with directions and assisting them with queries.

f. Set out the costs of this element of the campaign.

Sports and Community Day - Budget							
						Total Expenses	3 456 €
Publicity				Quantity	Unit cost	Price	
Posters A2				15	8 €	120	
Event programmes A6				250	0,4 €	100	
				Total		220 €	
Prizes				Quantity	Unit cost	Price	
Ribbons/Plaques/Trophies				1	13 €	13 €	
Week-end away for 2				1	300 €	300 €	
Hamper				1	0,00 €	0,00 €	
				Total		313 €	
Equipement				Quantity	Unit cost	Price	
Bouncing Castle (size M)				1	150 €	150,0	
Cones (x10)				2	12 €	24,0	
Ropes 220m				3	15 €	45,0	
Whistle				7	0,69 €	4,8	
Soccer							
Balls				4	7 €	28,0	
Basket Ball							
Balls				4	7 €	28,0	
Front Court Basketball				2	249 €	498,0	
Stand							
Relay						0,0	
Baton relay				4	4,06 €	16,2	
Badminton							
Rackets sets (2)				8	20 €	160,0	
Club Grade Shuttlecocks (x6)				4	8 €	32,0	
Net				4	12 €	48,0	
Tennis							
Tennis balls (x3)				7	3,5 €	24,5	
Rackets				9	15 €	134,6	
Net				3	10 €	30,0	
				Total		1 223 €	
Volunteers equipement				Quantity	Unit cost	Price	
Corporate T-Shirts				10	20 €	200 €	
				Total		200 €	
Wages						Cost	
Outsourced professional writer				2	250	500 €	
Company's employees				2	500	1 000 €	
				Total		1 500 €	

The Total Cost for PR Campaign is € 3 456.

g. Set out a clear schedule of the delivery of this element.

PR campaign starts one and a half month ahead of the proposed event date. Two of the company's employees were commissioned to organise the event. They were responsible for finding the venue and the sponsors, for purchasing the required sports equipment and arranging for the music. They had to outsource the printing of the promotional materials and their distribution, to invite food mobile vans to participate in the food alley. The wages of these company's employees are accounted for in the budget section. To write two press releases the company hired a professional from the communications agency. The charge for his work is also outlined in the budget section.

The company approaches Mervue Community in the city of Galway to arrange for the venue and to have the use of the community centre and adjoining sportsgrounds. As a part of the negotiation deal, people of Mervue community are invited to the event. **Flyers** are distributed through their letterboxes and posters hung in local businesses to announce the event. It is of mutual benefits for the two organisations, for this creates awareness about them among the people of Galway and beyond.

The company invites food van businesses to participate in the event. As soon as the number of company stewards are confirmed, the local company “Isupply” gets an order to print corporate shirts, posters, flyers/event programmes. A week before the event flyers are distributed in the homes of the Mervue community. Posters are placed in the local shops. Sports equipment is bought from Smyths toy shop. Tables and chairs are the courtesy of the community centre.

A press release with company’s background information together with the press kit are submitted to the editor of the local paper a week before the type setting day. A post-event press release is submitted to the editor the day after the event with the immediate release request.

h. Show how you would evaluate the effectiveness of this element.

PR campaign can be measured by:

- the actual number of event attendees as opposed to the expected number of people. This can be derived from the number of the event programmes distributed during its course. The estimated numbers of online customers can be gathered on the website and the Facebook page by asking customers to register their names and the number of their guests.
- customer feedback obtained by monitoring customer comments on company’s Facebook page and the website.
- the extent of media coverage. The company can monitor the attention that the press has paid to the event to include the positioning of the articles, for example, whether they occupy a left-side or a right-side of the page. The company monitors the size of articles and counts their number as well as the frequency of the brand/product name mentioned in the media. The number of collaborative partnerships that arise after the event is strictly monitored.
- the quality of the Mass Media that covered the event. Having placed press releases in the local media, to get coverage on a regional level and in more prestigious papers, e.g. Connacht Tribune, is considered a success.

References:

<https://www.linkedin.com/pulse/how-much-should-you-pay-press-release-heather-head>