



HOUSE ON MAIN
ladies boutique

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THE TEAM BEHIND **M P J**

Our team is made up of a group of individuals committed to the goal of promoting House on Main. We have worked together all semester to come up with a marketing plan that we believe will bring in more loyal customers.



Tim Decloniemacclennan
Planner



James Deshaw
Art Director



Luiz Figueira
Account Services



Pete Martinez
Copywriter



Connor Ross
Social Media



Jordan Spitzley
Public Relations

RESEARCH



Qualitative Data

Insights Gained From Current Customers:

- Current Customers have no issues with the hours current business because they will gladly plan their days around these limited hours.
- Customers value the fashion consulting that Judy does, without her, shopping at store is much more difficult. They come there to see Judy most of the time and often the shopping aspect comes second, and can be there several hours.

Insights Gained From Current Employees

- Confirmed that most people come in to see Judy
- Current employees have yet to hear any suggestions for new merchandise from current customers, however they will occasionally recommend a new brand and Judy often looks into it.
- Store hours are not an issue for current customers, and hours expand based on customer needs.
- Current customers are only interested in clothing and do not care about the antiques sold.

Insights Gained From Residents

- Most of the people we surveyed had never been to the store and didn't have any idea what house on main street was, and none of them knew the items they sell.
- None of them knew of any past promotions that House On Main ran.

Insights Gained From Judy

- September to November are the most profitable months for her
- The store is trending more towards clothing now and getting away from antiques
- Judy is trying to target shoppers that are 50+ and are tired/don't want to shop at a traditional department store anymore
- Is interested in more social media, but wants someone else to handle it
- Learned that several of her customers come from surrounding towns and areas

Quantitative Data

For quantitative data, we used various internet sources to get a better picture of the, populations, ages, incomes, competition and how much consumers spend in all the surrounding zip codes

- We learned that Royal Oak, and several of the surrounding areas have a relatively high median age, often getting close to the age range that Judy would like for her store
- Also learned that the immediate Royal Oak area has a higher average income than the rest of the state of Michigan
- Learned that Judy is the only boutique in the area that caters to her specific demographic.
- House On Main is located away from the main business areas of Royal Oak

MEDIA PLAN

The objective of this media plan is to increase customer foot traffic at the House of Main store in Royal Oak, MI. To reach this objective, we are combining the use radio and newspaper advertising.

We chose a combination of radio and print based on the target market we want to reach: 45-64 year old females, stay at home moms, with higher income (\$75,000+).

Print advertising: The Daily Tribune

- Run $\frac{1}{4}$ page (3 column x 10 inches) ad two times per week during peak seasons
- Run $\frac{1}{4}$ page ad once per week during off season to remind customers and potentially mention a sale or offer discounts

- Recommended days: Mondays, Thursdays & Sundays
- During peak season it is recommended to run on the Sunday edition of the paper for better results
- Print price per $\frac{1}{4}$ page ad (black and white): \$510

Radio advertising: WNIC 100.3 FM – Adult Contemporary genre

- Run 30 second spots three times a week during peak season
- Recommended days: Mondays, Wednesdays & Sundays
- Recommended time of day: early afternoon, when kids are coming home, moms are doing chores around the house or driving to pick up their kids from school
- 30 second spot price: \$245

MEDIA PLAN

TARGET AUDIENCE

The target audience for our campaign is women aged 50 years and older. It is our goal to reach women who want to be removed from the complexity and stress of a mall or department stores. We want to reach women who are similar to Judy in age and can relate to her, leading to them becoming loyal friends and customers.



FINANCE

	Silver	Gold	Platinum
Venue	\$300	\$4,700	\$7,000
Mobile Billboard	\$1,500.00	\$2,000	\$2,500
Catering (Fashion Show)	\$0	\$600	\$0
Street Signs	\$200	\$200	\$600
DJ's and lighting	\$0	\$750	\$1,000
Direct Mailing	\$500	\$1,000	\$1,600
Radio Advertising	\$2,000	\$3,000	\$6,000
News paper advertising	\$510	\$1,500	\$2,500
Coffee Mugs	\$100	\$200	\$300
New front sign	\$300	\$450	\$3000
Website	\$300	\$300	\$300
Totals	\$5,210	\$13,700	\$22,000

OBJECTIVE

Our objective is to increase awareness of the House on Main store with organic growth, propelled by customer relationships to bring in new, loyal customers that fit the niche market. Our agency will use promotional events and establish a web presence to accomplish these objectives and generate dedicated customers.

STRATEGY



Our strategy for increasing awareness and business at House on Main is to use guerilla advertising. We want the business of the store to expand primarily through the use word of mouth from customers. The most important part of our strategy is to get the customers to meet Judy, then they can realize that service is what makes her store special.

BRAND GUIDE

LOGO & USES

The logo is inspired by the classic and elegant patterns found throughout the products in House on Main. The purple and gold color combination evokes a feeling of class and sophistication.

Primary Logo



Alternate



Pantone 90-16C



Pantone 15-18C

TYPOGRAPHY

Adobe Garamond Pro should be utilized for body copy, and sub heads.

**UNIVERS BOLD
CONDENSED SHOULD BE
USED FOR HEADLINES.**

UNIVERS LIGHT CONDENSED SHOULD
BE USED FOR CAPTIONS

Adobe Garamond Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Light Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Univers Light Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

BRAND GUIDE

STATIONARY

Letterhead



NEWS RELEASE

FOR IMMEDIATE RELEASE:
Dec. 20, 2015

CONTACT: Jordan Spitzley
989-292-7777
spitzl44@mpj.com

House On Main gives back to community

20 percent of sales revenue goes to local charities for one week

ROYAL OAK, Mich. —House on Main owner, Judy Weiner, announced that she will be donating 20 percent of her profit for a week to five separate charities. Customers will get to choose which charity their money goes towards.

"It is important for any business owner to give back to the community that they belong to," said Weiner. "I can only hope we make a large amount of sales this week so the charities will truly benefit from this event."

House on Main will be donating to the following five charities: Gilda's Club, A Mission of Hope, God's Helping Hands, Artists Village Detroit and Mittens for Detroit. House on Main has given to some of these charities previously.

"We can not thank House on Main enough for its previous donations to Gilda's Club," said CEO and executive director Laura Brown. "Judy and her store are great to work with. We hope this event not only helps us but her and her company as well, she deserves it for all her hard work."

The charity event will go from Jan. 10 to Jan 17. House on Main will also have a special donation collection for those who want to give more than the 20 percent of their purchased item.

###

Business Card



judy@houseonmain.com
www.houseonmain.com

803 N Main St, Royal Oak, MI 48067
248.541.3069

UPDATED EXTERIOR

The building itself is very hard to spot from the road. To help out with this we designed a updated sign using the brand's signature purple color to draw more attention.



SPRING FASHION SHOW

We will host a fashion show for House on Main at a local venue called NOAH's Event Venue. The fashion show will feature new spring items from the top brands that the store is just now carrying.

We will have some of House on Main's loyal customers participate in the fashion shows for everyone else attending. We will have a caterer at the event. After the event is over, we will have the store open for customers to come check it out and possibly buy some of the new clothes.

Depending upon the success of the show we would like to host two of these every year, one in the spring and one in the fall in order to keep customers informed and involved.



NEWS RELEASE
FOR IMMEDIATE RELEASE:
May 2, 2015

CONTACT: Jordan Spitzley
989-292-7777
spitzl44@mpj.com

House On Main to host spring fashion show
Weiner to promote White and Warren, Kinross and Bella Luxx clothing

ROYAL OAK, Mich. — House On Main owner, Judith Weiner, announced she will host a spring fashion show in May, featuring her new seasonal clothes. White and Warren, Kinross and Bella Luxx brands will be promoted.

"Every time the season changes I have new customers coming in to see what new clothes I have to offer," said Weiner. "I want my store to be able to help them out in the best way possible and I think that by having a fashion show I will be able to do that by introducing all my new attire."

The fashion show will be held at Noah's Event Venue, located at 3390 Cross Creek Parkway in Auburn Hills. The show will be held on May 22. Afterwards, the store will be open for customers to browse through other items House On Main carries.

"You never know what your going to find when you go into House On Main," says loyal customer Nancy Sparrow. "It is filled with hidden treasure around every turn. What's really unique though is Judy and her commitment to pleasing her customers."

House On Main will have been open for 20 years coming this June. According to Judy, it started out as an antique store. Now she has switched to selling clothes and functions as mostly a women's boutique, with arts and crafts from local artists.
###

News Release



Event Poster

CHARITY WEEK

We plan to host a charity event for House On Main in the spring in order to bring in some more business and give back to the community. We will put a write up in the newspaper about House On Main doing the event before hand to get the word out as well as place posters.

20% of the income from the products purchased by customers will go to one of the following charities: Glida's Club, A Mission of Hope, God's Helping Hands and Artist Village Detroit

Customers will have the option of which charity they would like their money to go to as well.



Direct Mail Piece



Event Poster

ORCHESTRA EVENT

Next spring we would like to have House on Main help promote the Royal Oak Orchestra Concert. Customers can receive a free ticket for every \$100 they spend at House on Main. We think this will help reach members of our specific target audience, women that are sophisticated, 50 years or older and willing to buy nicer clothes.



COFFEE PROGRAM

We plan to turn a section of the store into something that gives it a small coffee shop type of feel. Add a table, chairs and a coffee maker. We think this would be beneficial for the customers who come to store for hours at a time. It would give them a reason to stay around longer and they could also bring friends or family along to check out the store and give them some incentive.

Customers can use their coffee mugs with the House On Main logo on them to get free coffee every time they come into the store if they like.



REFERRAL PROGRAM

One of our major ideas to spread word of mouth advertising for House On Main was to start a referral program for Judy's current customers to try and attract new people to the business.

The referral program will have rewards for customers that help out House On Main street.

How it works: Judy's current customers will all be given something small that they can hand out to other customers, when those customers come to the shop, if they show Judy the token that they were given, they will receive a small 10% discount on the items that they purchase.

Each small item will be marked so that Judy can keep track of who referred who, which also allows her to reward the person who made the referral, instead of just the person who shopped there.

The person who referred the one who shopped there will also get a discount on their purchase, to give an incentive to both parties.

Promotional Token



SOCIAL MEDIA

House On Main has a target audience that is not very accustomed to social media, that being said we know the importance of having some online presence. We made a Facebook page and a Google Plus business page to cover basic social media. With these two social media sites we think House On Main could gain customers and an online presence without making it too difficult to maintain or access.

With these new tools in place, the possibility of Search Engine Optimization (SEO), Google Analytics (website tracking), Google AdWords (presence/rank on Google) and social media analytics can be set up to create a larger customer base if desired.

Google+ Search for restaurants, hotels, and more Royal Oak, Michigan

House On Main

803 N Main St Royal Oak, MI 48067 (248) 541-3069 Ladies Boutique 12:00 pm - 5:00 pm

HOUSE ON MAIN ladies boutique

About Photos

Contact Information

803 N Main St Royal Oak, MI 48067 (248) 541-3069 Antique Store, Baby Store - Today 12:00 pm - 5:00 am Edit details

Is this your business? Manage this page

Review Summary Write a review

3 reviews

"It's the most adorable little antique and clothing shop." "So the price point is varied... which is good." "The clothing and other inventory are just my style."

Photos Upload first public photo

See inside

All reviews

Sharon Slinell 2 years ago 5 stars I stopped in here for the first time today and had a ball! The clothes and accessories they have are just my style. It is pretty overwhelming because there is just sooooo much stuff in pretty tight quarters.. think it would be a good idea for the owner to do a bit of pruning and work on display. It was visual overload. had to check prices and crazy for treasures.. but there are lots of them. Prices are from a few dollars for cute hostess gift type items to ***

Jeni Hudson a year ago 5 stars It's the most adorable little antique and clothing shop. Nothing like it! Everything is very nice and incredibly unique compared to the other places I've visited in the area. And don't forget to go upstairs.

A Google User 4 years ago 1 star I'm writing a review because the owner of the store harassed around me the entire time, constantly telling me the items that I had picked out would not be good, or would be too small, and was a complete nightmare. I was prepared to spend a good \$50 on a nice gift for a toddler. I ended up walking out of the store empty handed and completely frustrated. It amazes me that they are still in business. I will never return there.



SOCIAL MEDIA



House on Main

Page Messages Notifications Insights Posts

Settings Help Promote

THIS WEEK

1 Page Like

3 Post Reach

UNREAD

0 Notifications

0 Messages

Timeline About Events Photos More

PEOPLE

943 likes

Luis Figueroa, Pete Martinez, Jordan Lee and 234 others like this.

+231

Reach a new milestone

1,000 Likes

Promote Page

Invite your friends to like House on Main

Forest Ranger

Connor Ross

803 N Main St Royal Oak, MI 48067
(248) 541-2069
Shopping/Retail
Today 10:00 pm – 5:00 pm

www.houseonmain.com

PHOTOS

House on Main

Posted by Connor Ross (2)

Help us reach 1,000 likes! Invite your friends to our page!

67 people reached

Like · Comment · Share

Promote Post

House on Main

Posted by Connor Ross (2)

JOIN US FOR A WEEK OF CHARITY JANUARY 10th - 17th

IN COLLABORATION WITH

www.houseonmain.com

Photo showing various items for sale.

Recent 2014 2013

See Your Ad Here

House on Main

803 N Main St Royal Oak, MI 48067
Shopping/Retail
Today 12:00 pm – 5:00 pm

Like Page 943 people

Promote Page

This screenshot shows a Facebook page for 'House on Main'. The page has 943 likes. It features a post from Connor Ross encouraging users to invite their friends to the page to reach 1,000 likes. Another post from Connor Ross promotes a charity event from January 10th to 17th. The page includes links to the business's address, phone number, operating hours, and website. A photo of various items for sale is also displayed. The right sidebar shows promotional metrics for the week, including 1 page like, 3 post reach, and 0 notifications.

Example Posts

 House on Main
Posted by Connor Ross [?]

Come out to our Spring Fashion Show on May 22nd! The event will be taking place at Noah Event Venue
3390 Cross Creek Parkway, Auburn Hills, MI

For more information check out our website www.houseonmain.com

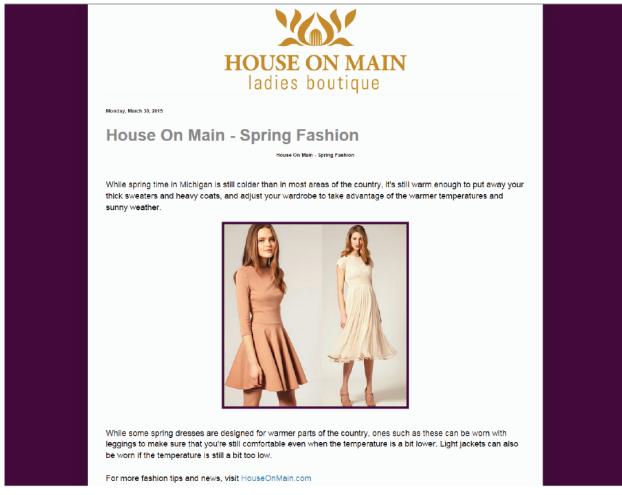


202 people reached Boost Post

Like · Comment · Share

 House on Main
Posted by Connor Ross [?]

Check out our blog on our new website! Stay in touch with all of **House on Main's** news & events! www.houseonmain.com



Monday, March 30, 2015 House On Main - Spring Fashion

While spring time in Michigan is still colder than in most areas of the country, it's still warm enough to put away your thick sweaters and heavy coats, and adjust your wardrobe to take advantage of the warmer temperatures and sunny weather.



While some spring dresses are designed for warmer parts of the country, ones such as these can be worn with leggings to make sure that you're still comfortable even when the temperature is a bit lower. Light jackets can also be worn if the temperature is still a bit too low.

For more fashion tips and news, visit HouseOnMain.com

25 people reached Boost Post

Like · Comment · Share

EMAIL MARKETING

In addition to the new social media outlets, an email marketing service will be set up to offer House On Main's customers with the latest news and events. The email service will send out a newsletter once a month to customers who subscribe to the service. With the social media accounts, an online presence and email marketing service, House On Main will be able to track and understand their customers on a deeper level.



Having Trouble Viewing It? View Online.



SPRING FASH

House on Main will be having a feature new spring items and delicious food for the eve to come check it out and

[DETAILS](#)



NEW ITEM #1

Check out our newest item!

[DETAILS](#)



NEW ITEM #2

Check out our newest item!

[DETAILS](#)



NEW ITEM #3

Check out our newest item!

[DETAILS](#)

BLOG POST REBRANDING - HOUSE ON MAIN

Over the past few months we had MPJ Agency rebranding House on Main providing a fresh new look to the brand! We have gotten with the times and finally our online! More details to come...

[DETAILS](#)

WEBSITE

House On Main currently has little to no online presence. Searching for the store online shows very few results, and the results that show up are for other businesses, houses, and streets. That's why we decided to develop a website and a blog for House On Main.

We designed the website to be easy to maintain, and use, without sacrificing any information about the business. The website focuses on telling people what House On Main is, the types of products they sell, and emphasizing the personal service that Judy offers.

The website also links to all of the social media pages that we made, as well as giving users a way to contact Judy with questions or comments.

Website

The image shows two computer monitors side-by-side, each displaying a different page of the website for "House On Main ladies boutique".

Left Monitor (Home Page):

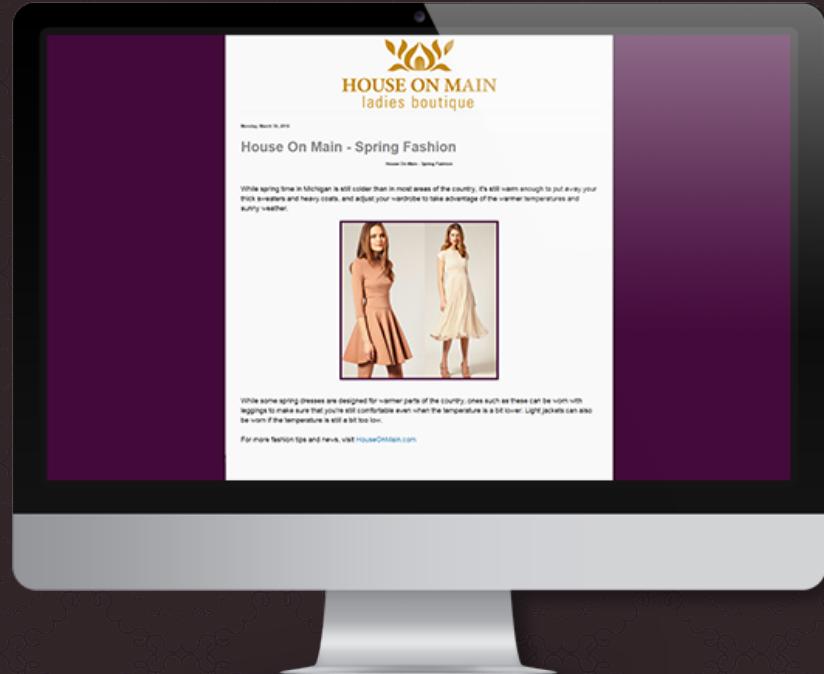
- Header:** A purple banner with the store's logo (three stylized leaves) and the text "HOUSE ON MAIN ladies boutique".
- Text:** "House On Main is: A personal ladies boutique that caters to women who seek a personalized shopping experience with unique style. We also carry a wide variety of antique art, furniture and much more."
- Image:** A photograph of the exterior of the store, which has a red sign with the store's name.
- Footer:** A dark bar with the word "comfy" next to a small circular icon.

Right Monitor (Category Page):

- Section Header:** "Antiques and Art"
- Text:** "In addition to offering an array of unique clothing styles, House On Main also offers a collection of antiques, perfect for decorating and furnishing your home."
- Image:** Three smaller images showing various items: a pink chair, a dining room setting, and a room filled with books.
- Section Header:** "Furniture and Crafts"
- Text:** "We carry a wide variety of furniture and crafts from around the world. All pieces are guaranteed to provide unique beauty to any room."
- Section Header:** "House On Main offers a wide variety of Home Furnishings, Clothing, Prints, Art, and Gifts, and a lot of the unique finds that can be found in their store."
- Text:** "We are proud to carry unique and inspiring pieces from local artists, as well as an assortment of pieces from well-known artists."
- Section Header:** "Personalized Service"
- Text:** "We are not your average ladies boutique. House On Main goes above and beyond to make sure that customers are completely satisfied in every aspect of the shopping experience. Owner, Judy Horner, and her staff offer personalized fashion services for anyone who comes into the store."

BLOG

The House On Main blog is a way for Judy to communicate with her current customers by sending them information on fashion advice, upcoming events, new products, and other store information. The links to the blog and website will be included with several of our advertisements, including rolling billboards, and direct mailers.



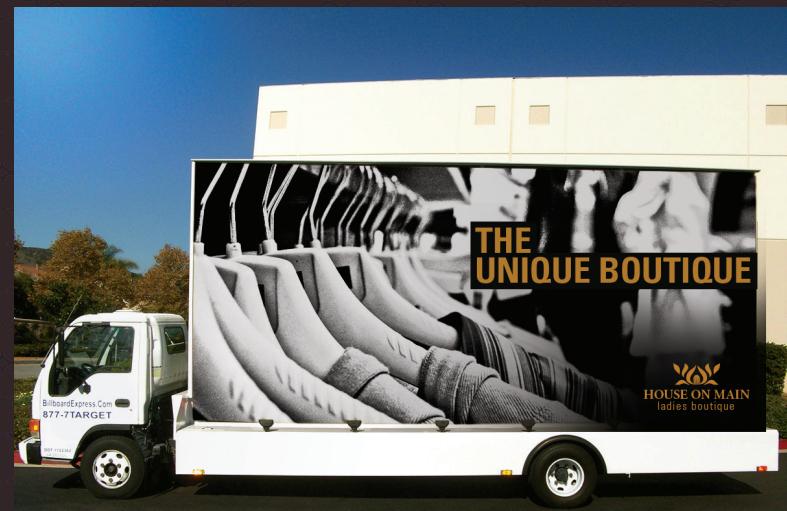
TRADITIONAL MEDIA

OUT OF HOME

Targeting by DMA (Designated Market Area), Royal Oak County

\$95 per day (approximately 6 to 8 hours per day) advertise near date of events

Start running at least 2 (preferably 3) weeks prior to event with every other day mobile advertising for increased exposure



TRADITIONAL MEDIA

RADIO

“Summer Fashion Show Promo”
:30

SFX: Up Tempo Background Music

Anncr: Are you looking for some free and fashionable entertainment?

SFX: PHOTO FLASH

Anncr: Look no further than House on Main! On May 22nd we will be hosting a Spring Fashion Show at Noah's Event Venue in Auburn Hills.

SFX: Birds chirp in background

Anncr: Check out customers from our boutique showing off the hottest summer trends, all dressed by our own Judy Weiner.

SFX: Background music fades out.

Anncr: House on Main is located at 803 N Main St in Royal Oak.

TRADITIONAL MEDIA

NEWSPAPER

Newspaper ads will help expose House on Main to local readers of The Daily Tribune in Royal Oak. We plan on releasing these ads to promote House on Mains Spring Fashion show.

1/4 page ad for The Daily Tribune

HOUSE ON MAIN SPRING FASHION SHOW

AT NOAH EVENT CENTER, 3390 CROSS CREEK PKWY. AUBURN HILLS
MAY 22 STARTING AT 12P.M.

Join us for a FREE fashion show at the Noah Event Venue. Watch our customers show off House of Main's eclectic collection of clothes and see the latest Spring trends. All models will be dressed by the owner Judy Weiner. Food and catering will be provided.



HOUSE ON MAIN
ladies boutique

803 N Main St: Royal Oak, MI 48067
248.541.3059
www.houseonmain.com

IMPLEMENTATION

Step 1

Contact a company to make a new sign for the store and have the old one replaced. Also, to print off new business cards with the new logo on them.

Step 2

Create social media pages such as Facebook and Twitter in order to form a online presence as well as create a new website. All will have the new logo and follow the branding format.

Step 3

Contact all the charities for the charity week and let them know we want to donate. Contact the newspaper and the radio stations, put out press release and notify the public of the event.

Step 4

Buy coffee mugs and hand them out to already loyal customers. Also give them extra to give to friends. Turn a room in House on Main into a place to drink coffee and relax at a table.

Step 5

Promote the upcoming fashion show in the spring. Contact necessary businesses depending upon the package chosen by Judy. Contact customers to see if they would be interested in modeling the clothes. Contact the mobile billboard company to give them design and dates to promote.

Step 6

Get into touch with promoters of the Royal Oak Orchestra Concert and work with them in order to help sponsor the event. Advertise concert at the store and have House on Main promoted at the concert.

