

IRI Project

UIC has a planned partnership with local community food gardens in poverty-stricken areas of Chicago. Our Marketing Scholars will create a media plan to bring awareness to the partnership

Flowchart outlining timing of media flight along with budgets

PowerPoint that explains the following:

– Outline of company background: Teams will explain what makes their company tick, members of the team, etc.

– Agenda: Like a standard meeting, team will explain what will be presented

– Restating RFP objective: Team will present on their understanding of the brief and what they were challenged to do

– Outline proposed media tactics and reasoning: Team will present their media plan on bringing awareness to UIC's food gardening programs

– Key Insights: Summary of what media plan along with key points of learning for client to remember

This project will help us understand who are the most prominent demographics that reside in North Lawndale and Auburn Gresham in order to successfully spread awareness to these groups through media techniques.

First, lets take a look at the Population of North Lawndale, Auburn Gresham, and the city of Chicago.

# Create a table with all of the populations PopulationsTable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectPopulations.csv") rownames(PopulationsTable) = c("Population", "Average House Size", "Total Households") PopulationsTable\$Population.Data = NULL PopulationsTable				
##	Chicago	North.Lawndale	Auburn.Gresham	
## Population	2,746,388	34794.0	44878.0	
## Average House Size	2.4	2.7	2.5	
## Total Households	1,142,725	12383.0	18071.0	

ChicagoPopulation = 2746388
AuburnGreshamPopulation = 44878
NorthLawndalePopulation = 34794
ChicagoHouseholds = 1142725
NorthLawndaleHouseholds = 12383
AuburngreshamHouseholds = 18071

Here, we can see a table of the populations and total households of the city of Chicago, and the two neighborhoods we are interested in.

Chicago Population: 2,746,388

Auburn Gresham Population: 44,878

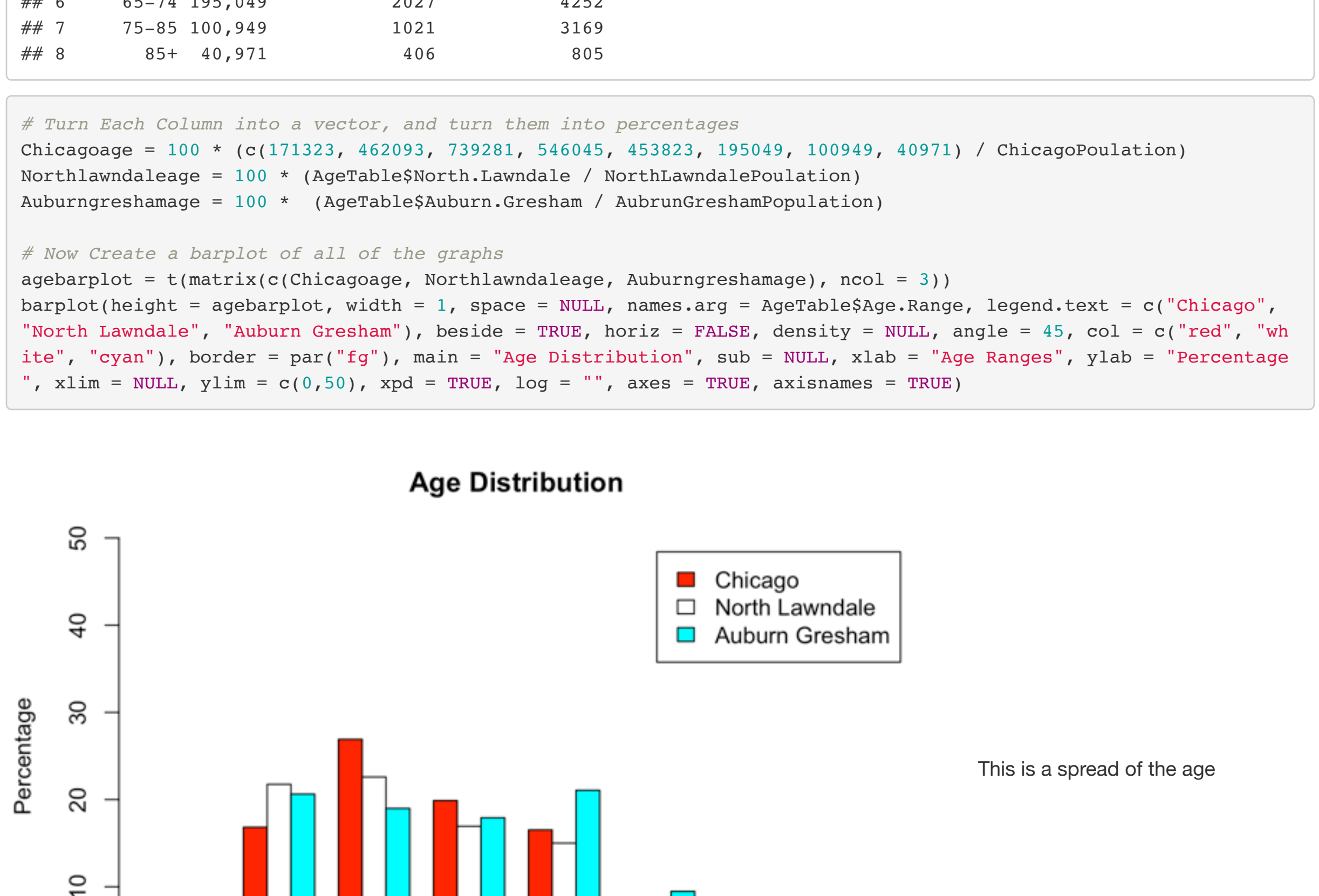
North Lawndale Population: 34,794

Number of Households in Chicago: 1,142,725

Number of Households in North Lawndale: 12,383

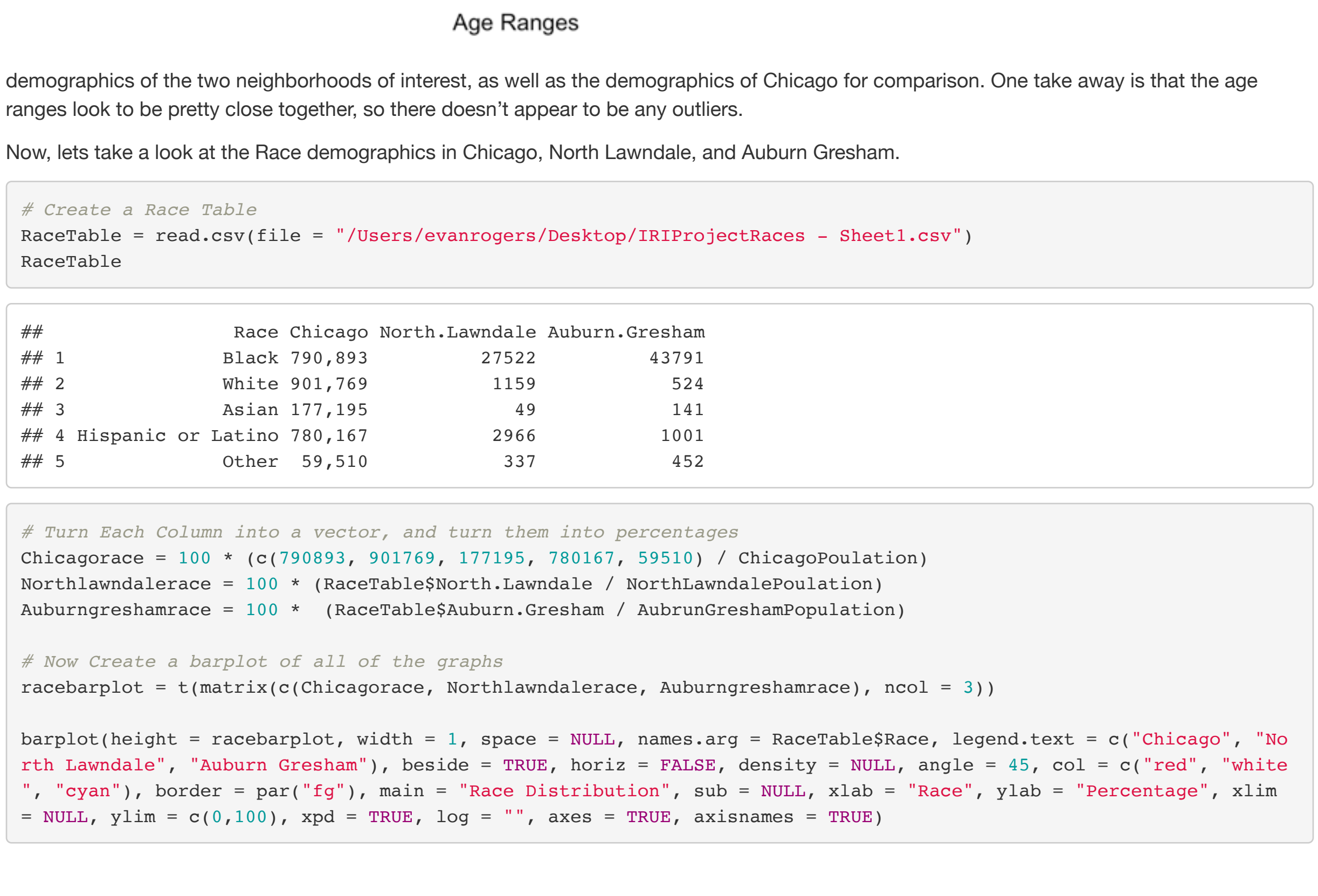
Number of Households in Auburn Gresham: 18,071

Now, lets take a look at the age demographics in Chicago, North Lawndale, and Auburn Gresham.



demographics of the two neighborhoods of interest, as well as the demographics of Chicago for comparison. One take away is that the age ranges look to be pretty close together, so there doesn't appear to be any outliers.

Now, lets take a look at the Race demographics in Chicago, North Lawndale, and Auburn Gresham.



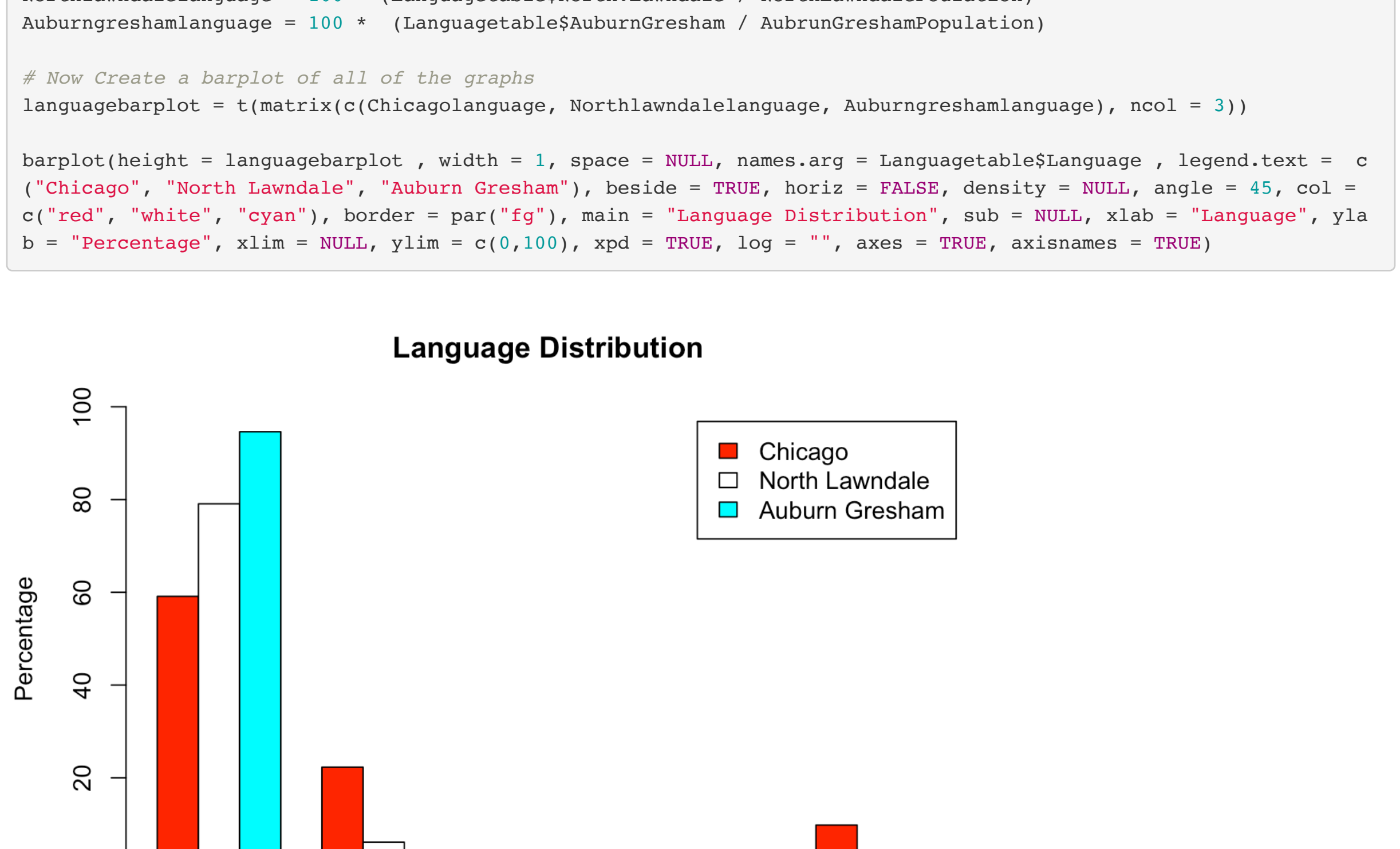
One thing to note here is that in the neighborhoods we are interested in there is a large black population. It would be in our best interest to target that demographic because there is a significantly larger proportion in Auburn Gresham and North Lawndale when comparing it to Chicago.

Now, lets take a look at the language demographics in Chicago, North Lawndale, and Auburn Gresham.



The main take away is that it doesn't benefit the campaign much to market in different languages because only a small proportion of people speak languages other than English across the board.

Now, lets take a look at the demographics of household size in Chicago, North Lawndale, and Auburn Gresham.



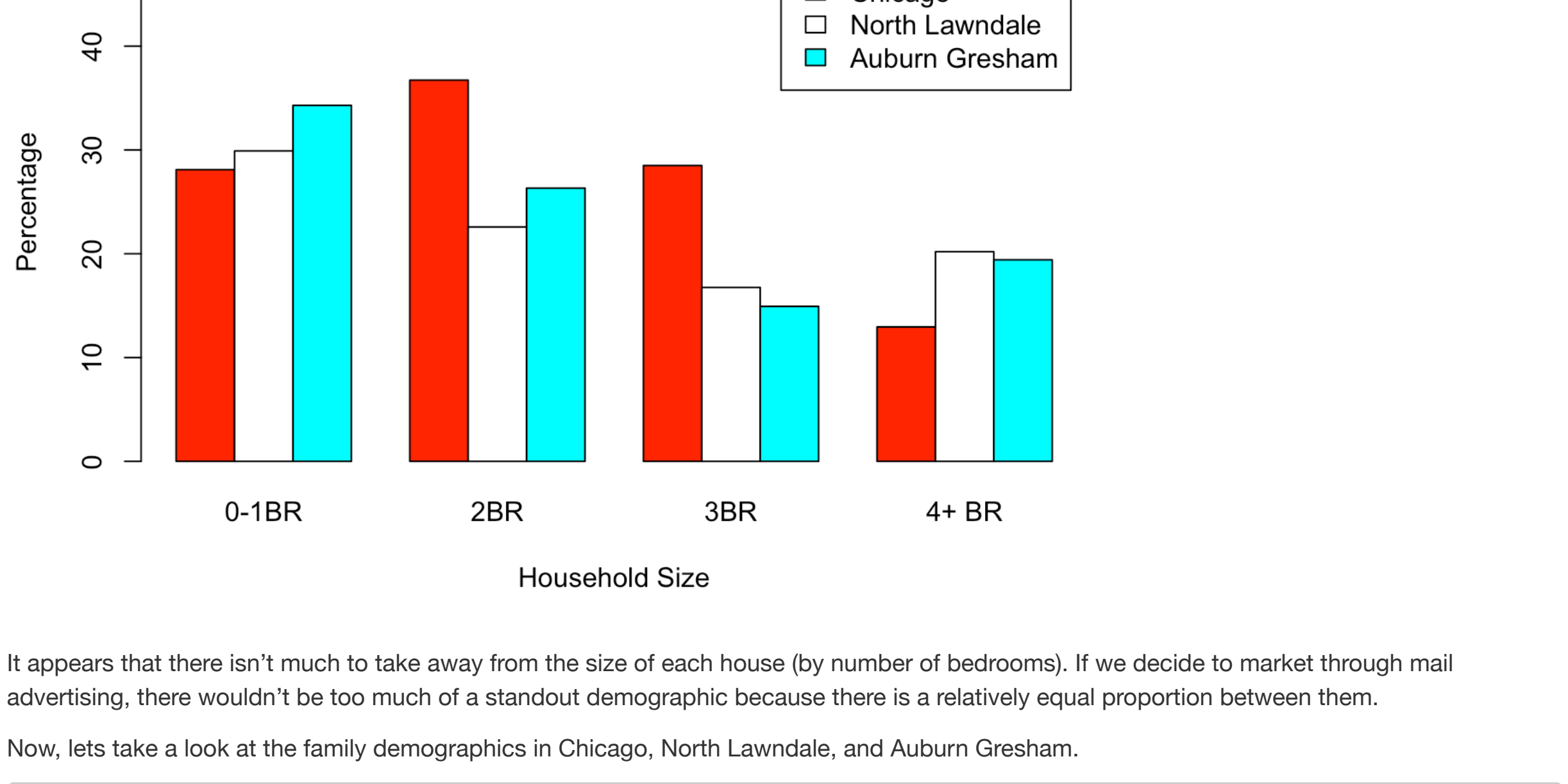
It appears that there isn't much to take away from the size of each house (by number of bedrooms). If we decide to market through mail advertising, there wouldn't be too much of a standout demographic because there is a relatively equal proportion between them.

Now, lets take a look at the family demographics in Chicago, North Lawndale, and Auburn Gresham.



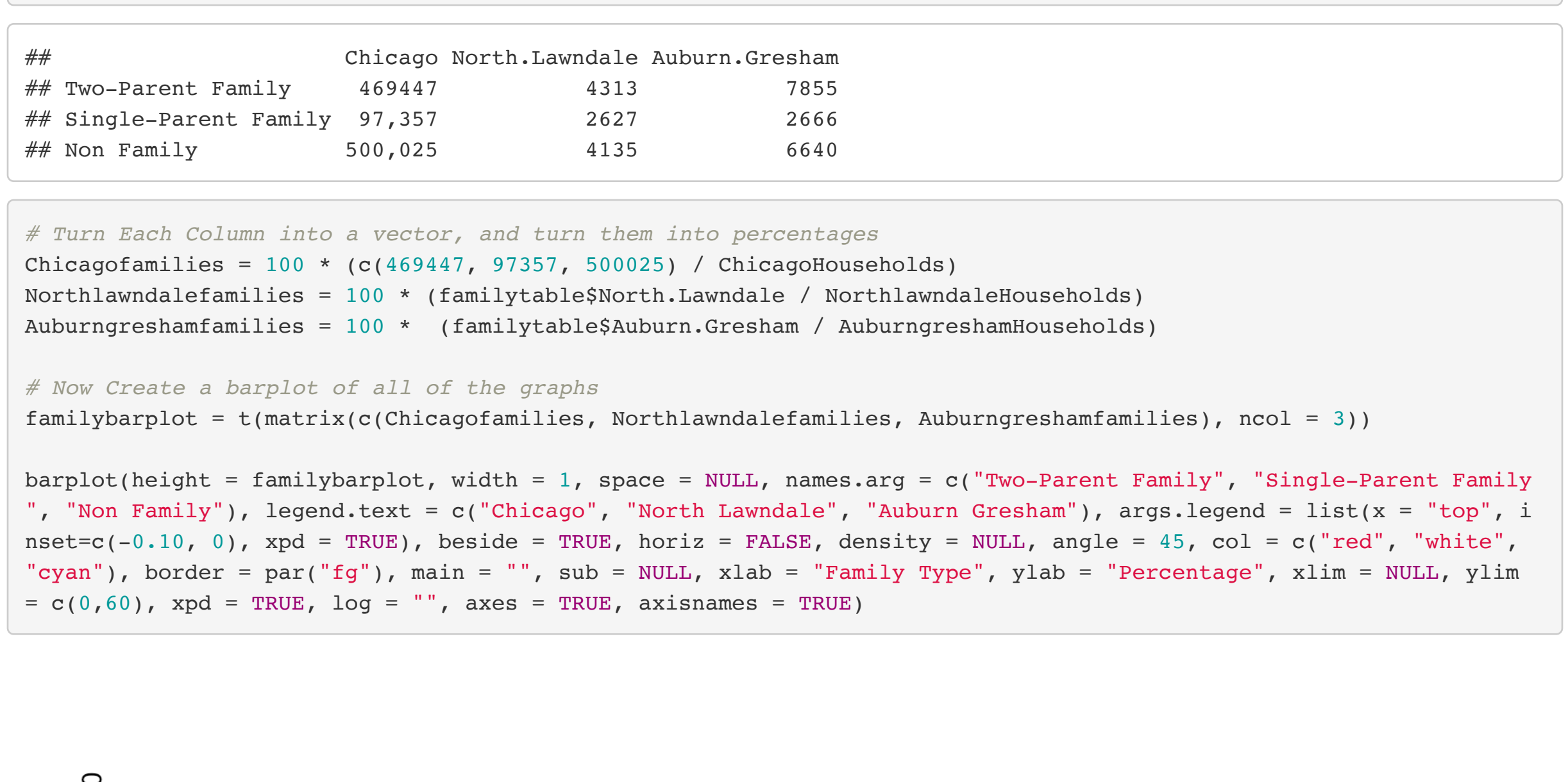
Since we are marketing a community center, it might be in our best interest to market towards families. The data shows there are more family households, than non family households, so it is a good strategy to market towards family households rather than households with single residents.

Now, lets take a look at the income demographics in Chicago, North Lawndale, and Auburn Gresham.



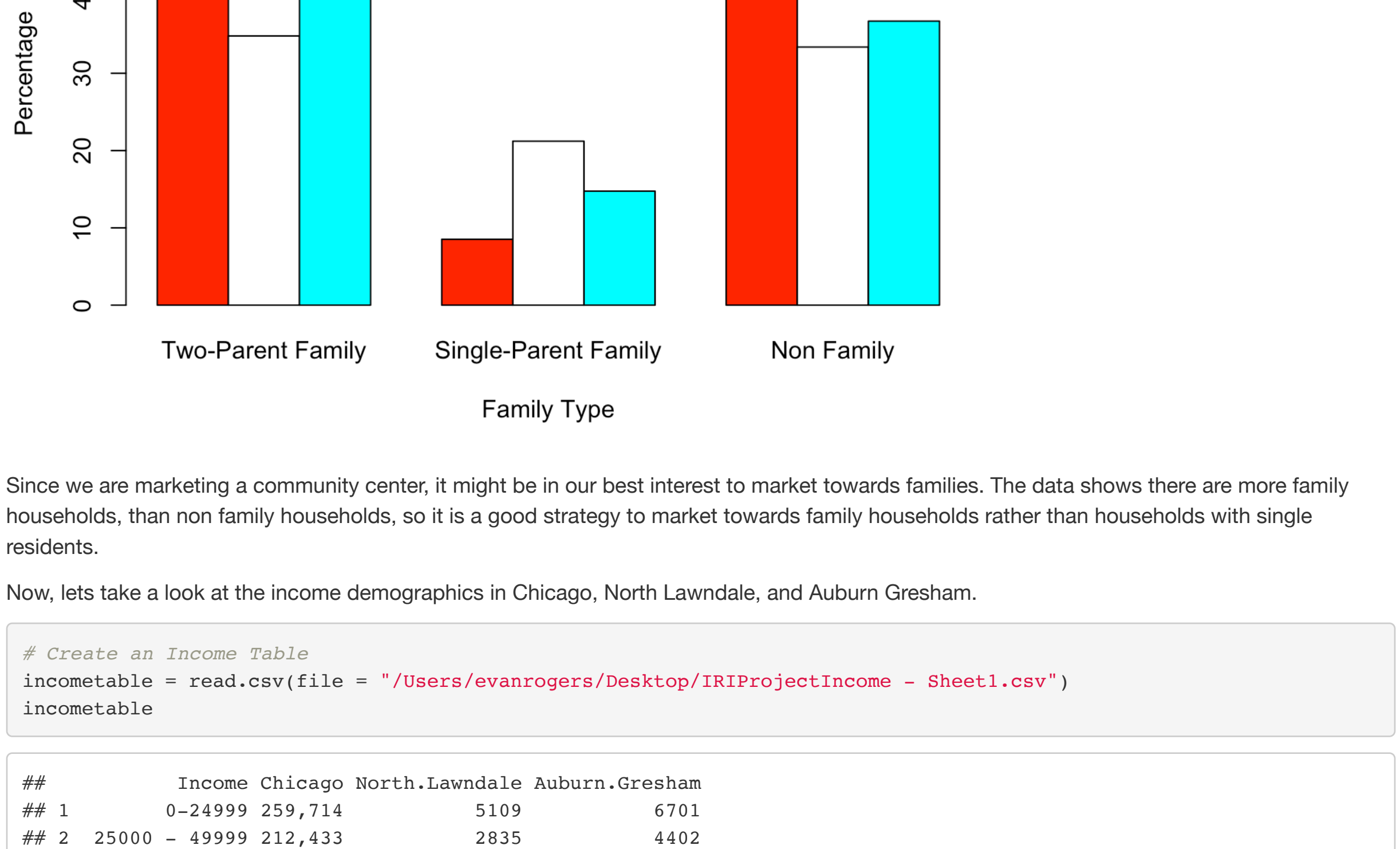
This graph indicates that North Lawndale, and Auburn Gresham are low-income communities, and that most residents have an income under \$25,000 per household. One idea would be to emphasize that the community center is free, and can help people in financial need with the services it can provide.

Now, lets take a look at the demographics of internet access in Chicago, North Lawndale, and Auburn Gresham.



Most of the residents of North Lawndale and Auburn Gresham have internet access. It could be in our best interest to advertise via mobile apps or websites to get the attention of the residents.

Now, lets take a look at the demographics of how people travel in Chicago, North Lawndale, and Auburn Gresham.



It appears that most of the residents of North Lawndale, and Auburn Gresham commute to work via vehicle. One way to get the attention of drivers, is to market using billboards. If most commuters are traveling eastbound into the city, it makes sense to market using a Billboard going towards downtown.

We can make inferences on the most efficient and profitable ways to advertise by looking at the data. Some key take aways:

- Marketing towards the black population in North Lawndale, and Auburn Gresham since there is a much higher proportion of black residents compared to other races and ethnicities.
- Marketing towards family oriented households because most of the households in North Lawndale and Auburn Gresham are family households, and the community center is generally targeted more towards families in general.
- Since North Lawndale and Auburn Gresham are low-income neighborhoods, One way to attract residents to the community center is to emphasize that it is free, and that there are services to financially assist residents who may be having a difficult time.
- Most residents of North Lawndale, and Auburn Gresham have access to internet via mobile phone or computer. Marketing through apps and websites is good for spreading awareness while people casually scroll in their downtime.
- Since most residents of North Lawndale and Auburn Gresham commute to work via car, billboard displayed going eastbound into downtown, would be a good way to capture the attention of residents during their everyday commutes.