## 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

PopulationsTable\$Population.Data = NULL

35-49 546,045

50-64 453,823

65-74 195,049

75-85 100,949

85+ 40,971

5892

5218

2027

1021

406

## 4

## 5

## 6

## 7

## 8

40

30

20

Black 790,893

White 901,769

Asian 177,195

Other 59,510

# Turn Each Column into a vector, and turn them into percentages

## 4 Hispanic or Latino 780,167

Black

# Create a Language Table

## 3 Salvic Language

Language

Spanish

English 1,623,906

612,318

74,198

Languagetable

##

Percentage

9

40

20

50

40

30

20

0-1BR

# Create a Family Table

familytable

50

40

30

20

residents.

##

## 1

## 2

## 3

## 6

incometable

# Create an Income Table

0-24999 259,714

25000 - 49999 212,433

50000 - 74999 160,900

75000 - 99999 119,199

150000 + 167,818

# Now Create a barplot of all of the graphs

## 2 Does Not Have Internet 175,617

100

80

9

40

7

Percentage

# Now Create a barplot of all of the graphs

Internet Access

transportationtable2 = transportationtable[-c(6), ]

Transportation Chicago North.Lawndale Auburn.Gresham

# Turn Each Column into a vector, and turn them into percentages

# Create a Transportation Table

Drive Alone 648,851

Publc Transit 374,906

Walk or Bike 109,443

Carpool 101,703

Other 24,865

# Now Create a barplot of all of the graphs

residents compared to other races and ethnicities.

transportationtable2

## 1

## 2

## 4

## 5

n), ncol = 3)

80

9

## 3

## 5 100000- 149999 146,765

, axisnames = TRUE)

50

Percentage

familytable\$Household.Type = NULL

# Now Create a barplot of all of the graphs

= c(0,60), xpd = TRUE, log = "", axes = TRUE, axisnames = TRUE)

2BR

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

Household Size

familytable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectFamilies - Sheet1.csv")

rownames(familytable) = c("Two-Parent Family", "Single-Parent Family", "Non Family")

Chicago

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

5109

2835

1236

1098

495

284

Northlawndaleincome = 100 \* (incometable\$North.Lawndale / NorthlawndaleHouseholds) Auburngreshamincome = 100 \* (incometable\$Auburn.Gresham / AuburngreshamHouseholds)

Chicagoincome = 100 \* (c(259714, 212433, 160900, 119199, 146765, 167818) / ChicagoHouseholds)

incomebarplot = t(matrix(c(Chicagoincome, Northlawndaleincome, Auburngreshamincome), ncol = 3))

Income Chicago North.Lawndale Auburn.Gresham

# Turn Each Column into a vector, and turn them into percentages

incometable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectIncome - Sheet1.csv")

North Lawndale

Auburn Gresham

Percentage

**English** 

## 1

## 2

White

Percentage

## 1

## 2

## 3

## 5

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
                        Chicago North.Lawndale Aubrun.Gresham
## Population
                     2,746,388
                                      34794.0
                                                     44878.0
                            2.4
## Average House Size
                                           2.7
                                                          2.5
                    1,142,725
## Total Households
                                      12383.0
                                                     18071.0
```

ChicagoPoulation = 2746388 AubrunGreshamPopulation = 44878 NorthLawndalePoulation = 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. # Create an Age Table

AgeTable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectAges - Sheet1.csv") AgeTable ## Age.Range Chicago North.Lawndale Auburn.Gresham ## 1 0-4 171,323 2069 2415 ## 2 5-19 462,093 7565 9256 20-34 739,281 ## 3 7857 8520

8040

9452

4252

3169

805

# Turn Each Column into a vector, and turn them into percentages Chicagoage = 100 \* (c(171323, 462093, 739281, 546045, 453823, 195049, 100949, 40971) / ChicagoPoulation)Northlawndaleage = 100 \* (AgeTable\$North.Lawndale / NorthLawndalePoulation) Auburngreshamage = 100 \* (AgeTable\$Auburn.Gresham / AubrunGreshamPopulation) # Now Create a barplot of all of the graphs agebarplot = t(matrix(c(Chicagoage, Northlawndaleage, Auburngreshamage), ncol = 3)) barplot(height = agebarplot, width = 1, space = NULL, names.arg = AgeTable\$Age.Range, legend.text = c("Chicago", "North Lawndale", "Auburn Gresham"), beside = TRUE, horiz = FALSE, density = NULL, angle = 45, col = c("red", "wh ite", "cyan"), border = par("fg"), main = "Age Distribution", sub = NULL, xlab = "Age Ranges", ylab = "Percentage

", xlim = NULL, ylim = c(0.50), xpd = TRUE, log = "", axes = TRUE, axisnames = TRUE) Age Distribution 50 Chicago

□ North Lawndale

Auburn Gresham

This is a spread of the age

10 0-4 5-19 20-34 35-49 50-64 65-74 75-85 85+ Age Ranges 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. # Create a Race Table RaceTable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectRaces - Sheet1.csv") RaceTable Race Chicago North.Lawndale Auburn.Gresham

43791

524

141

1001

452

27522

1159

2966

Chicagorace = 100 \* (c(790893, 901769, 177195, 780167, 59510) / ChicagoPoulation)

Northlawndalerace = 100 \* (RaceTable\$North.Lawndale / NorthLawndalePoulation) Auburngreshamrace = 100 \* (RaceTable\$Auburn.Gresham / AubrunGreshamPopulation)

337

49

# Now Create a barplot of all of the graphs racebarplot = t(matrix(c(Chicagorace, Northlawndalerace, Auburngreshamrace), ncol = 3)) barplot(height = racebarplot, width = 1, space = NULL, names.arg = RaceTable\$Race, legend.text = c("Chicago", "No rth Lawndale", "Auburn Gresham"), beside = TRUE, horiz = FALSE, density = NULL, angle = 45, col = c("red", "white

= NULL, ylim = c(0,100), xpd = TRUE, log = "", axes = TRUE, axisnames = TRUE) Race Distribution

Chicago

North Lawndale

Other

Other

", "cyan"), border = par("fg"), main = "Race Distribution", sub = NULL, xlab = "Race", ylab = "Percentage", xlim

Auburn Gresham Percentage 9 40 20

Hispanic or Latino

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

42464

731

20

that demographic because there is a significantly larger proportion in Auburn Gresham and North Lawndale when comparing it to Chicago.

Asian

Race

Languagetable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectLanguages - Sheet1.csv")

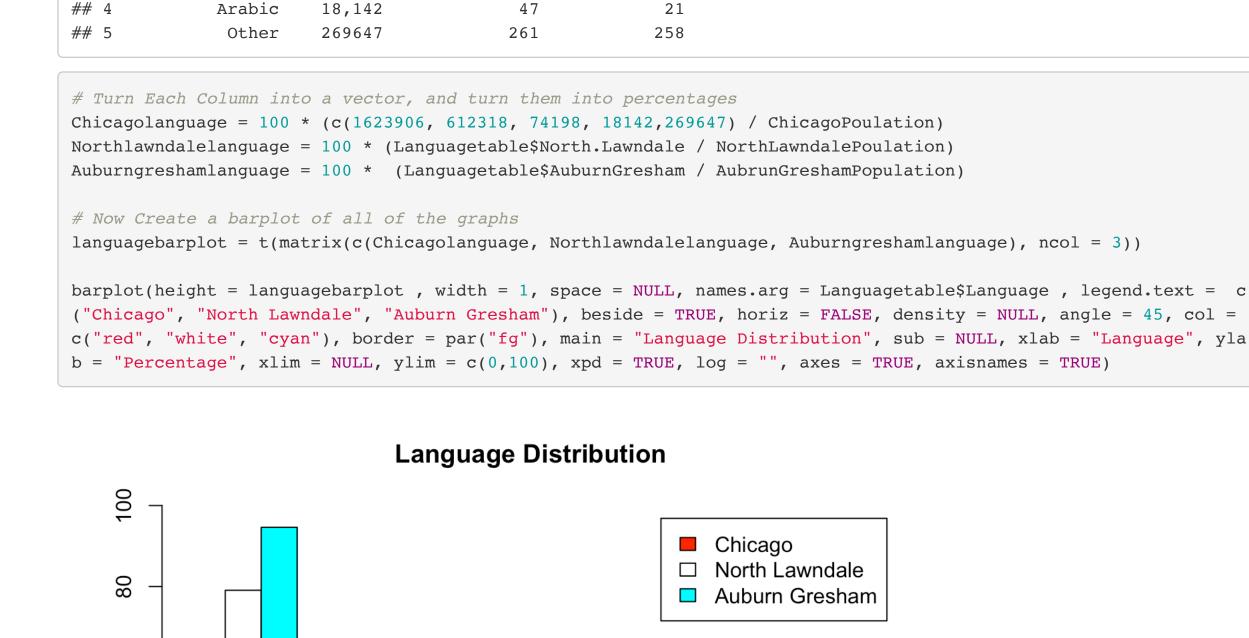
Now, lets take a look at the language demographics in Chicago, North Lawndale, and Auburn Gresham.

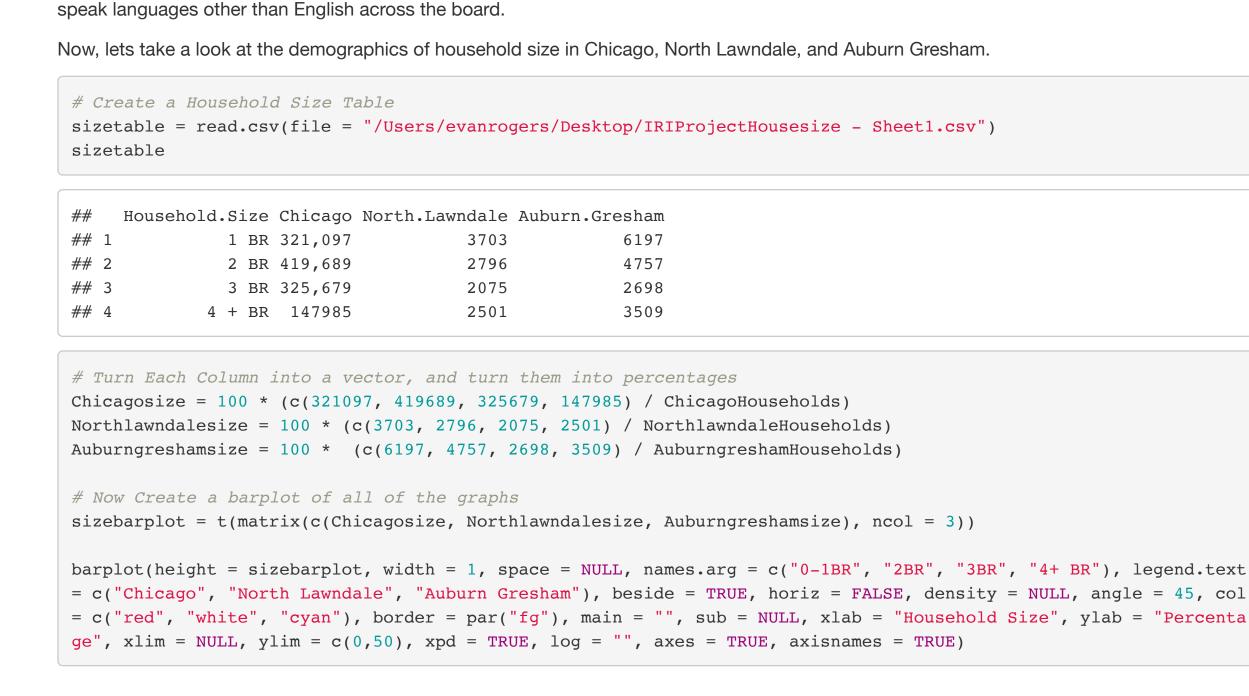
Chicago North.Lawndale AuburnGresham

27512

2130

54





Salvic Language

Language

Arabic

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

Spanish

10

3BR

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.

Chicago

North Lawndale

Auburn Gresham

4+ BR

Chicago North.Lawndale Auburn.Gresham ## Two-Parent Family 469447 7855 4313 ## Single-Parent Family 97,357 2666 2627 ## Non Family 500,025 4135 6640 # Turn Each Column into a vector, and turn them into percentages Chicagofamilies = 100 \* (c(469447, 97357, 500025) / ChicagoHouseholds)Northlawndalefamilies = 100 \* (familytable\$North.Lawndale / NorthlawndaleHouseholds) Auburngreshamfamilies = 100 \* (familytable\$Auburn.Gresham / AuburngreshamHouseholds)

familybarplot = t(matrix(c(Chicagofamilies, Northlawndalefamilies, Auburngreshamfamilies), ncol = 3))

barplot(height = familybarplot, width = 1, space = NULL, names.arg = c("Two-Parent Family", "Single-Parent Family" ", "Non Family"), legend.text = c("Chicago", "North Lawndale", "Auburn Gresham"), args.legend = list(x = "top", i nset=c(-0.10, 0), xpd = TRUE), beside = TRUE, horiz = FALSE, density = NULL, angle = 45, col = c("red", "white", "cyan"), border = par("fg"), main = "", sub = NULL, xlab = "Family Type", ylab = "Percentage", xlim = NULL, ylim

10 Two-Parent Family Single-Parent Family Non Family Family Type 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

6701

4402

2584

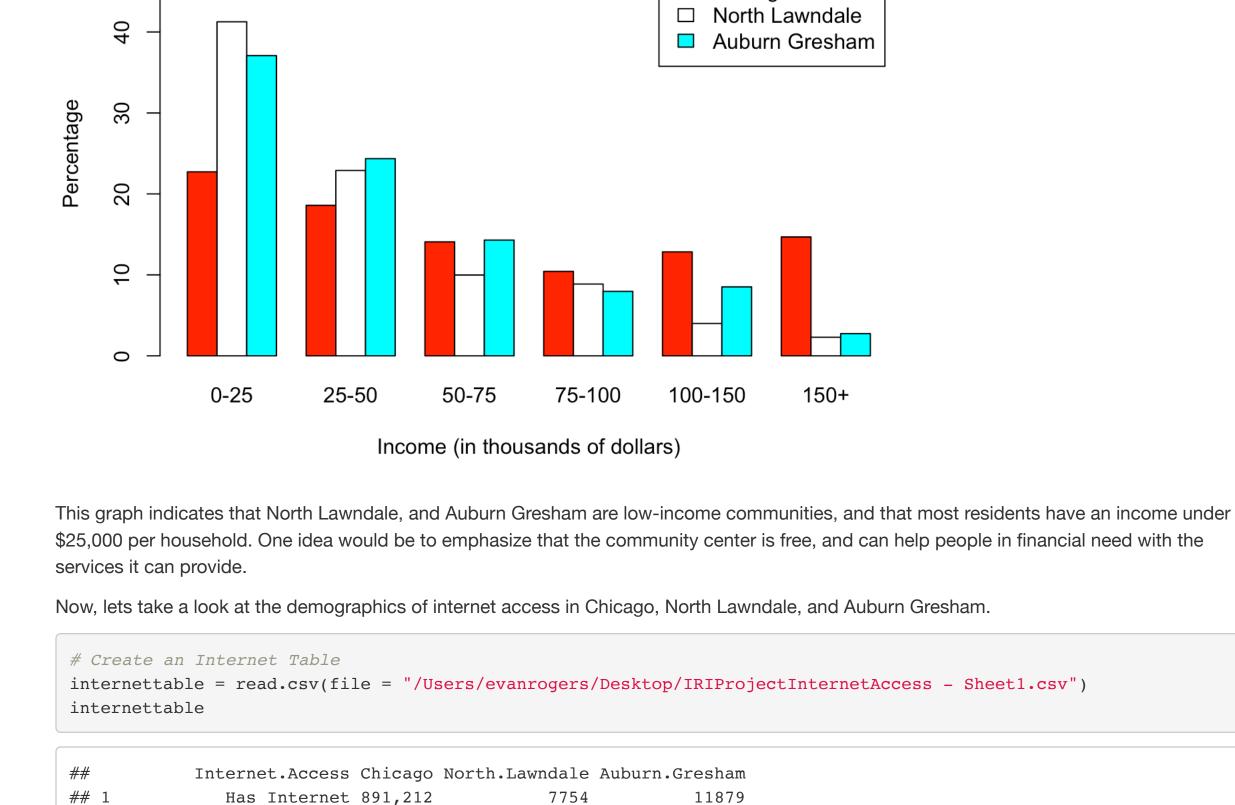
1439

1539

496

barplot(height = incomebarplot, width = 1, space = NULL, names.arg = c("0-25", "25-50", "50-75", "75-100", "100-1)50", "150+") , legend.text = c("Chicago", "North Lawndale", "Auburn Gresham"), beside = TRUE, horiz = FALSE, dens ity = NULL, angle = 45, col = c("red", "white", "cyan"), border = par("fg"), main = "", sub = NULL, xlab = "Incom e (in thousands of dollars)", ylab = "Percentage", xlim = NULL, ylim = c(0,50), xpd = TRUE, log = "", axes = TRUE

Chicago



# Turn Each Column into a vector, and turn them into percentages Chicagointernet = 100 \* (c(891212, 175617) / ChicagoHouseholds)

Northlawndaleinternet = 100 \* (c(7754, 3321) / NorthlawndaleHouseholds)

Auburngreshaminternet = 100 \* (c(11879, 5282) / AuburngreshamHouseholds)

3321

internetbarplot = t(matrix(c(Chicagointernet, Northlawndaleinternet, Auburngreshaminternet), ncol = 3))

ylab = "Percentage", xlim = NULL, ylim = c(0,100), xpd = TRUE, log = "", axes = TRUE, axisnames = TRUE)

barplot(height = internetbarplot, width = 1, space = NULL, names.arg = c("Internet Access", "No Internet Access") , legend.text = c("Chicago", "North Lawndale", "Auburn Gresham"), beside = TRUE, horiz = FALSE, density = NULL, a ngle = 45, col = c("red", "white", "cyan"), border = par("fg"), main = "", sub = NULL, xlab = "Internet Access",

528

Chicago

No Internet Access

□ North Lawndale

Auburn Gresham

Internet Access 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.

5258

939

3835

414

208

Chicagotransportation = 100 \* (c(648851, 101703, 374906, 109443, 24865) / 1259768)Northlawndaletransportation = 100 \* (transportationtable2\$North.Lawndale / <math>10654)Auburngreshamtransportation = 100 \* (transportationtable2\$Auburn.Gresham / 15714 )

Chicago

North Lawndale

Auburn Gresham

transportationtable = read.csv(file = "/Users/evanrogers/Desktop/IRIProjectTransportation - Sheet1.csv")

10408

1277

3729

100

200

barplot(height = transportationbarplot, width = 1, space = NULL, names.arg = transportationtable2\$Transportation , legend.text = c("Chicago", "North Lawndale", "Auburn Gresham"), args.legend = list(x = "top", inset=c(-0.10, 0) , xpd = TRUE), beside = TRUE, horiz = FALSE, density = NULL, angle = 45, col = c("red", "white", "cyan"), border = par("fg"), main = "", sub = NULL, xlab = "Mode of Transportation", ylab = "Percentage", xlim = NULL, ylim = c(0 ,100), xpd = TRUE, log = "", axes = TRUE, axisnames = TRUE)

transportationbarplot = t(matrix(c(Chicagotransportation, Northlawndaletransportation, Auburngreshamtransportatio

Percentage 40 20 0

Publc Transit Walk or Bike **Drive Alone** Carpool Other Mode of Transportation 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:

and websites is good for spreading awareness while people casually scroll in their downtime.

downtown, would be a good way to capture the attention of residents during their everyday commutes.

 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 though apps

Since most residents of North Lawndale and Auburn Gresham commute to work via car, billboard displayed going eastbound into

Marketing towards the black population in North Lawndale, and Auburn Gresham since there is a much higher proportion of black