



TEAM AMAZING
PRESENTS

CITY-WIDE
*garage*SALE®

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WE ARE TEAM AMAZING

Team Amazing is an Austin-based full-service agency founded by a collection of six fiercely ambitious University of Texas students. Our agency specializes in research and strategy, media planning, brand building, and design. We create business-changing, value-adding, and creatively-riveting ideas for our clients.

Our personal devotion to telling a brand's story is paramount. And no task is ever insurmountable. We approach every project with the same innovative, daring, and non-conformist mindset so we can produce work capable of breaking through the clutter.



MEET THE SQUAD

Driven by data.
Strengthened by stories.
Powered by passion.



JD ALEXANDER



ANDEE BRADFORD



ABIGAIL ESCHLER



KAT HEINEMAN



ERIC STERN



MADI ZILL

EXECUTIVE SUMMARY

"Everything old is [actually] new again."

The global resurgence of vintage is a fascinating and constantly evolving trend, which, quite simply, makes the term difficult to precisely define. To wine connoisseurs, vintage describes a wine's specific production year. To younger generations, vintage refers to anything from bygone popular culture. And to Austinites, particularly those aged 18-34, vintage goods have become a thriving phenomenon as interest has skyrocketed for these bygone popular culture items.

City-Wide Garage Sale (CWGS), a forty-year-old byproduct of the 1977 gasoline shortage, is one of Austin's thirty plus vintage marketplaces that welcomes those who like "old stuff and like to dig." The CWGS business model is unique as participants are unaware of the items that will be available at each event. Thus, CWGS thrives on its unpredictable nature.

With so many other vintage shops in the area, it has become increasingly difficult for CWGS to break through the clutter. Various aspects of the brand's communication methods are outdated and out of touch with its Austin audience. Its relevancy: diminishing.

But Austin is experiencing an immense population boom and just recently surpassed two million residents in 2016. Austin's suburbs have seen the most growth over the years; however, "the reason Austin [remains] No. 1 on so many [people's] lists is because of what is happening inside the city."¹

Much has changed since 1977, though. The Austinite population is skewing younger than ever before. Residents are constantly exploring the city's vast offerings. And the world has become much more digitally focused, which is exactly why CWGS must adapt and incorporate the emerging marketing trends into its communication efforts.

It's time to recapture City-Wide Garage Sale's novelty.

Team Amazing has analyzed, researched, and compared consumer experiences to craft a thorough and relevant communications plan. The following six media buckets have been incorporated: Owned Media, Search & Display, Social, Terrestrial, and eCommerce. What's important here, however, is that each effort isn't separate. Instead, everything will build upon one another, linking back to CWGS's home base: Owned Media, AKA the website.

Throughout this media proposal plan, new connections will be made and recommendations will be put forward to address the current and immediate needs, while guaranteeing longevity and a promising future for CWGS.

Let's break it down.

1. <https://www.bizjournals.com/austin/news/2016/05/19/atxsubcounty-population-growth.html>

PROJECT SCOPE



Consider this book as CWGS's media consultancy plan. It provides an evaluation of the brand's existing communication channels—one currently in need of fine tuning due to the digital evolution. Team Amazing's proposed efforts are not intended to stand alone, rather, they have been crafted to work in sync and forge synergy. These efforts will increase brand awareness and prompt the target audience to attend CWGS events, ultimately, creating a loyal brand following. Team Amazing's solutions are defined by the following measures of success:

OBJECTIVES



Encourage consumers to **share** their CWGS experiences



Restore event traffic by stopping the attendance decline of 10% each year



Establish lasting relationships with the target audience



Inform and engage the target audience by creating an integrated digital presence

#iVintager

Millennial who is digitally connected and "embraces the unusual, the bargain, and the downright weird."

WHO ARE THEY?

THE SAVVY SHOPPER

18-24 year olds
Student
It's complicated
Zip Code: 78705
Still dependent

THIRTY, THRIFTY, AND THRIVING

25-34 year olds
Newly established Austinite
Single, or just married
Zip Codes: 78701, 78704
Average income: \$32,991 - \$48,763

CHARACTERISTICS¹

DIGITALLY DRIVEN

Connect with brands via social media and conduct research prior to purchases

EMPHASIZE INDIVIDUALITY

Seek experiences to express themselves

FIERCELY INDEPENDENT

Not brand loyal

EMBRACE NEW TRENDS

Searching for the up-and-coming

DIYers

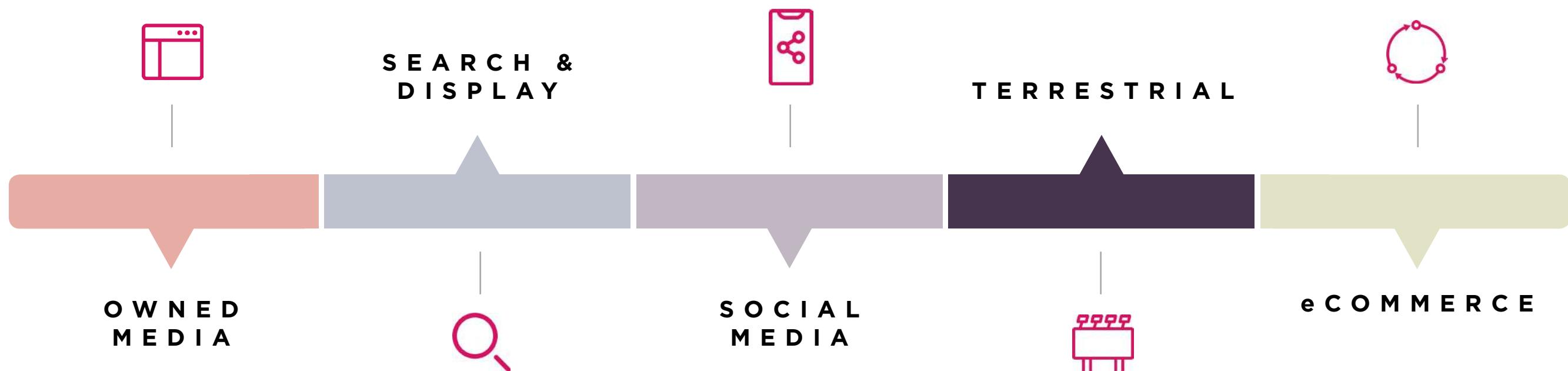
Prominent leaders of the do-it-yourself movement



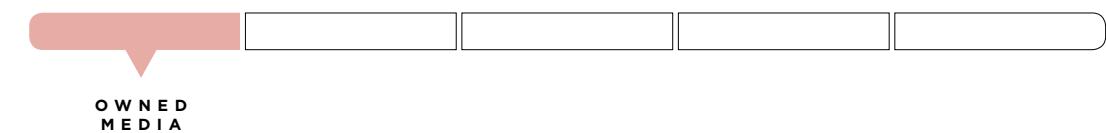


AT A GLANCE

A visual look at each effort in tandem



OWNED MEDIA



OWNED
MEDIA



THE CURRENT STATE

Perhaps the most critical extension of a company, particularly one that dabbles in the retail space, is its website. It is often a brand's first point of contact with the consumer. And nothing is more important than a good first impression. Consider the website as CWGS's digital showroom—a tool intended to spark consumer interest.

CWGS's website attracts new visitors primarily based in or around the Austin area; however, these same visitors are not remaining on the site long. Of the 1,198 new site visitors, 909 remained on the site for 0-10 seconds and 946 never returned. Conducting a Google Analytics report on the website showed an unusually high bounce rate and low average session duration among new visitors.

75%

Bounce Rate

00:36

New User
Average Session Duration

65%

View Homepage Only

The site is accessed the most via mobile devices (58%), followed by desktops (36%) and tablets (6%), respectively. The Apple iPhone is the leading mobile device used to visit CWGS. Take note how the device used reinforces the newly defined target: the #iVintagers.

The majority of visitors (65%) did not explore beyond the homepage. The next page most visited was the 'Event Calendar' section (14%). Very few of the site's other pages were visited.

*Analytical data from September 28 - October 4, 2017.

A CLOSER LOOK



39% of consumers stop engaging with a website if images do not load.¹



73% of Millennials prefer to view beautifully designed web content.²



Millennials use smartphones to consume content more than any other generation.³



Too much information on a landing page creates consumer confusion.⁴



Consumers will leave websites in 8 seconds unless they read a compelling headline.⁵

1. <http://wwwimages.adobe.com/www.adobe.com/content/dam/acom/en/max/2015/pdfs/state-of-content-oct.pdf>

2. Ibid.

3. Ibid.

4. <https://marketingexperiments.com/lead-generation/registration-form-optimization-steps>

5. <http://www.interactivemarketinginc.com/landing-pages.html>

THE GAME PLAN

The CWGS website is not lacking in information; however, the user interface (UI) and user experience (UX) designs do not possess the same technological prowess as some of its competitors' websites. These gaps are problematic, but can be remedied.

Team Amazing conducted primary research on the current situation. Here's what we found:

- Majority of visitors failed to scroll to the bottom of the website
- Majority of visitors prioritize aesthetic over content

Team Amazing urges CWGS to hire a new website designer to carry out the following:

1

Move all social media buttons to the top of the horizontal navigation menu.

- Site visitors should not have to scroll to the bottom of the page for the company's social channels links.¹

2

Consolidate and reorder the top-level horizontal navigation menu.

- Reordering the navigation menu is important for SEO because fewer internal links lends the website more 'authority' with search engines. Too many links can reduce this 'authority.' A good rule of thumb is no more than seven links.
- A noteworthy term: serial position effect, which is based on the concepts of primacy and recency. Items that appear first or last on a list are typically the most effective links.²

3

Optimize mobile website.

- The CWGS site is 'mobile friendly,' meaning the site's content displays accurately between desktop/laptop computer and mobile device. CWGS should consider making its website 'mobile optimized,' which would automatically reformat the content in a way that is optimal for that specific mobile device. This includes larger navigation buttons, reformatted content, and optimized images.³

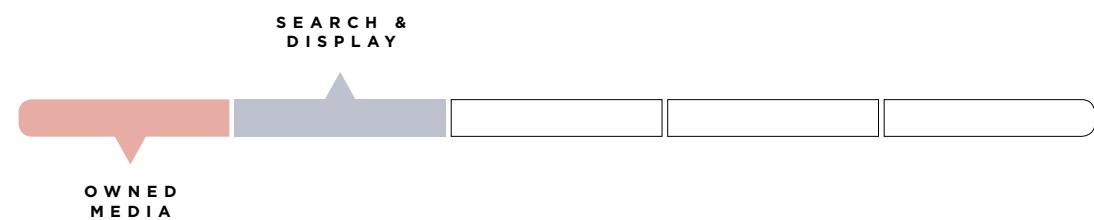
*See appendix for further details.

BENCHMARKS

- Reduce the website bounce rate to 40-60%
- Increase the average website session duration from 00:54 to 02:00

1. <https://prolificmarketing.org/the-importance-of-a-quality-website/>
2. <https://blog.kissmetrics.com/common-website-navigation-mistakes/>
3. <http://compulse.com/mobile-responsive-vs-optimized-vs-friendly-whats-difference/>

SEARCH & DISPLAY



SEARCH

This is daunting. So hold on.

First, the basics. A search ad is a text-based advertisement that appears when users search terms related to one of a brand's relevant keywords. Team Amazing will utilize the Google Search Network, the premier Search Engine Marketing platform, to connect CWGS with #iVintagers.

Second time's the charm.

This time around, efforts cannot be short-lived. Team Amazing will incorporate a re-optimized Search campaign to increase ad relevance and optimize the landing page experience.



DISPLAY

Online. Visual. Limitless potential.

A display ad is a visual advertisement placed on related websites to efficiently increase brand awareness and website traffic. The Google Display Network is a specialized way of targeting 90% of all online users.

Two is better than one.

Display campaigns perform even better when used in tandem with a search campaign to drive traffic to a website. These ads can be tailored to appear on specific websites when the search matches the relevancy of the keywords. Imagine that success, multiplied.

THE GAME PLAN

It takes two to tango.

CWGS has already implemented a key element of Display effectively, acquiring 90,410 impressions by running a two-week promotion on Do512.com. To reignite and expand this effort further, Team Amazing will use Google AdWords to create a three stage Search and Display Network strategy.

The following is a base framework of the Search and Display campaign. See appendix for detailed explanations.

The first half.

Connection: Implementing foundational efforts to ignite campaign (2-3 months).

Search – *Set keywords* (see appendix for list) that link users back to the CWGS website. This effort emphasizes *creating new connections* with the brand.

Display – *Build upon keywords* and *redirect target market segments* to the CWGS website.

The second half.

Escalation: Integrating new platforms to create further interactions (3 months).

Search – *Assess feedback* from Search Term Reports to *disassociate negative keywords* from the website, *further optimize landing pages*, and *refine ad copy* to increase relevance.

Display – *Expand into mobile apps* that are *relevant to CWGS*, such as Uber and Yelp.

Overtime.

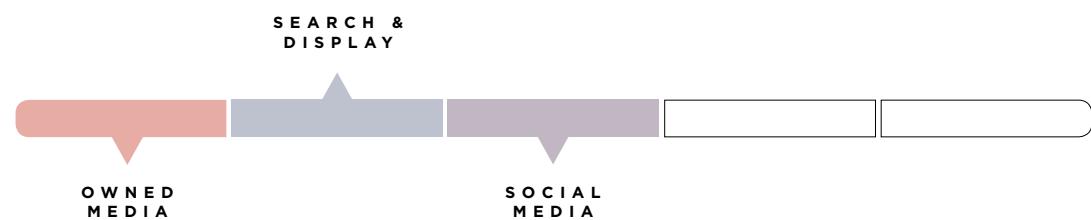
Expansion: Optimizing feedback from previous steps to discover new targeting segments and markets (a future effort).

Search – *Continue optimizing* from detailed website analytics to *identify potential* for new, future efforts.

Display – *Broaden market reach* through *new platforms and softwares*. For example, third party ticket providers include Eventbrite and StubHub.

ON YOUR MARK. GET SET. GO.

SOCIAL MEDIA





THE CURRENT STATE

No longer secondary.

It is now a brand's most engaging consumer experience channel. A presence on social media has become an 'expected requirement.' Just like how a few clicks connect friends, relatives, and global audiences, businesses are increasingly utilizing this powerful tool to create an association between users and their brand.

CWGS's events attract over 2,000 attendees in one weekend. It would be impossible to have physical conversations with each person in that time. Social media makes these interactions possible.

Broken down further.

Facebook is the primary channel for current and potential consumers to directly communicate with CWGS outside of the actual event. Instagram creates the visual aesthetic that aims to inspire audiences toward the brand. Twitter will be added to the social media mix to create faster, real-time conversations with followers.

Team Amazing's recommendation for a more cohesive and integrated presence across multiple social media platforms will serve as the primary effort in creating CWGS's brand personality.

THE GAME PLAN

1

Create a brand personality.

Lead with a human side. Users don't want to feel like they are interacting with a corporation. Instead, focus on emulating a real conversation with the following brand tone: excited & approachable, informative & clear, current & cool.

2

Curate content.

Messy content loses engagement. Maintaining a unified aesthetic across the different platforms are key in building an organic and vast online following and creating buzz for CWGS's live events.

3

Seek out valuable influencers.

Word-of-mouth advertising is powerful, yet, the most difficult to generate. Partnering with an influencer and harnessing the size of their following will serve as a catalyst to jump-start impactful conversations regarding CWGS.

4

Monitor analytics.

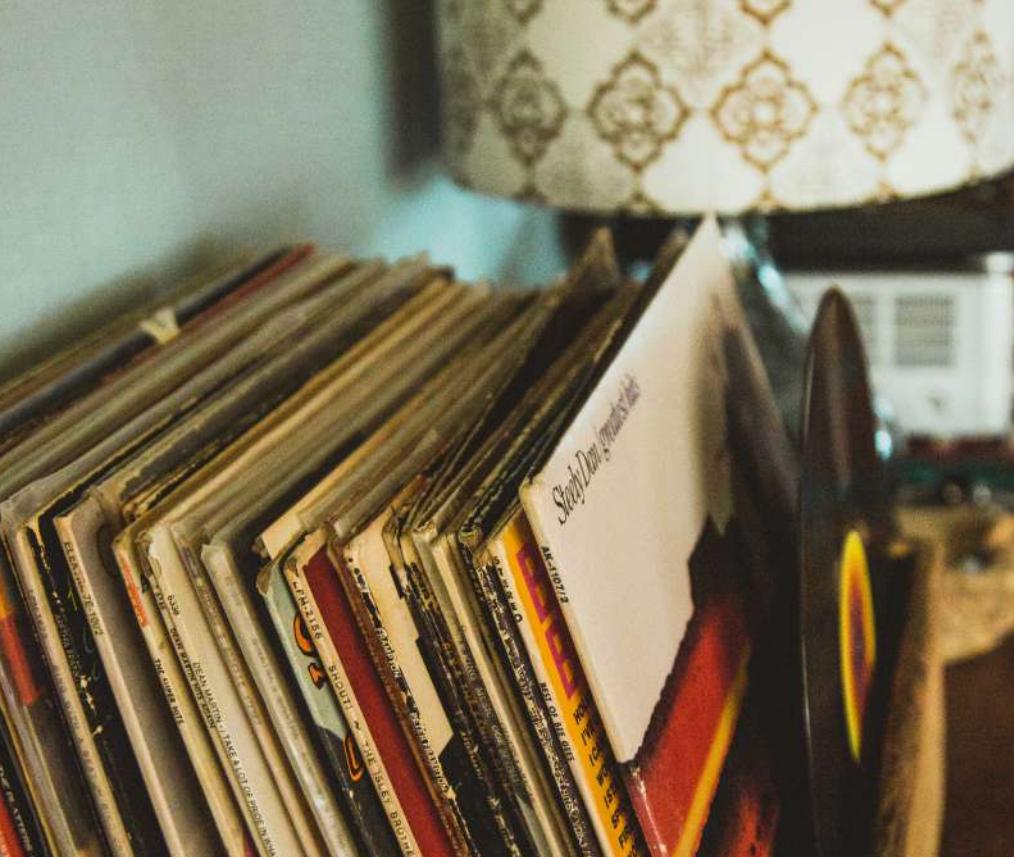
Each social media platform offers analytics to business pages. Analyzing these insights will allow CWGS to discover effective and engaging messaging strategies.

Competitor Analysis Breakdown

The following examines CWGS's social media performance in comparison to its competitors. The table highlights key areas of strength and weaknesses of the current social standing.

	CITY-WIDE GarageSale	Vintage Market Days	Round Top Antiques Fair
Social Media Presence	Low Involvement	High Involvement	High Involvement
Online Content Quality	Low	High	Moderate
Owned Media Development	Basic	Advanced	Moderate
Item Selection & Value	Unique & Well-Crafted	Basic & Moderate Value	High Quality & Large Selection
Geographic Location	Prime	Prime	Rural
Merchandise	None	Very High	None
Brand Image	Medium	Strong	Strong

This table explains the strengths and weaknesses of CWGS and its main competitors.





FACEBOOK

How we want to use it

Facebook will be the 'home base' of CWGS's social media outreach efforts where consumers can find informational content. Event posts will be created for each unique event, containing all necessary details in one concise location. Facebook can also be used to interact with blogger promotions, publish relevant articles, and display shareable content regarding other vintage markets.

Key Takeaway: Ensure the Facebook account is setup as a business or place page. This will enable the following features: scheduled posting, direct messaging, and customer support.

Facebook Live

Social media live video is an emerging trend and has the power to reach new audiences, especially when combined with Facebook's already sophisticated targeting capabilities. Previous successful uses of FB Live include: Q&A's and behind-the-scenes footage.

Facebook Analytics

Offered to any page with more than 30 fans. The software aggregates data on Net Likes, Visits, Reach, Posts, and People. It can then identify the optimal time and post type needed to best reach a specific target.

Benchmarks

15% increase in page engagement each month for the first half of the year followed by a 20% increase in reviews by the end of the calendar year.

INSTAGRAM

How we want to use it

Instagram posts will focus on creating a vintage aesthetic accurate to CWGS's brand image. Posts will serve as an inspiration source for consumers, intriguing them with a variety of high-quality photos. Additional efforts will include features and mentions from vendors, influencers, and bloggers.

Key Takeaway: To ensure success, CWGS must keep up with the platform's rapid evolution and integration of new features. To maintain an engaging account, CWGS should post consistently with relevant hashtags.

Stories

The story feature of Instagram will allow CWGS to post temporary photos and videos that expire after 24 hours. This feature will allow CWGS to showcase multiple items and popular vendors, creating buzz for the live event. Although only available for a day, these photos/videos should be archived for possible future use.

Promotions

Access to this feature requires setting up a business account and are broken down into two main objectives: 'Get More Profile and Website Visits' and 'Reach People Near an Address.' CWGS's posts should balance both objectives. 'Get More Profile and Website Visits' should be a consistent effort while 'Reach People Near an Address' should be emphasized the week prior to an event.

Analytics

Instagram Insights' primary methods of measurement are impressions, reach, and profile visits. Users who engage with posts are also tracked by demographics, age, and gender. Posts are also ranked by performance, breaking down what photos and videos garner more engagement.

Benchmarks

12% increase in followers each month along with 200% more engagement (likes and comments) on posts.





APRIL ONEBANE
@piecology

3,763 followers
Avid DIYer and vintage enthusiast



ALI KATE
@darlingforaweekend

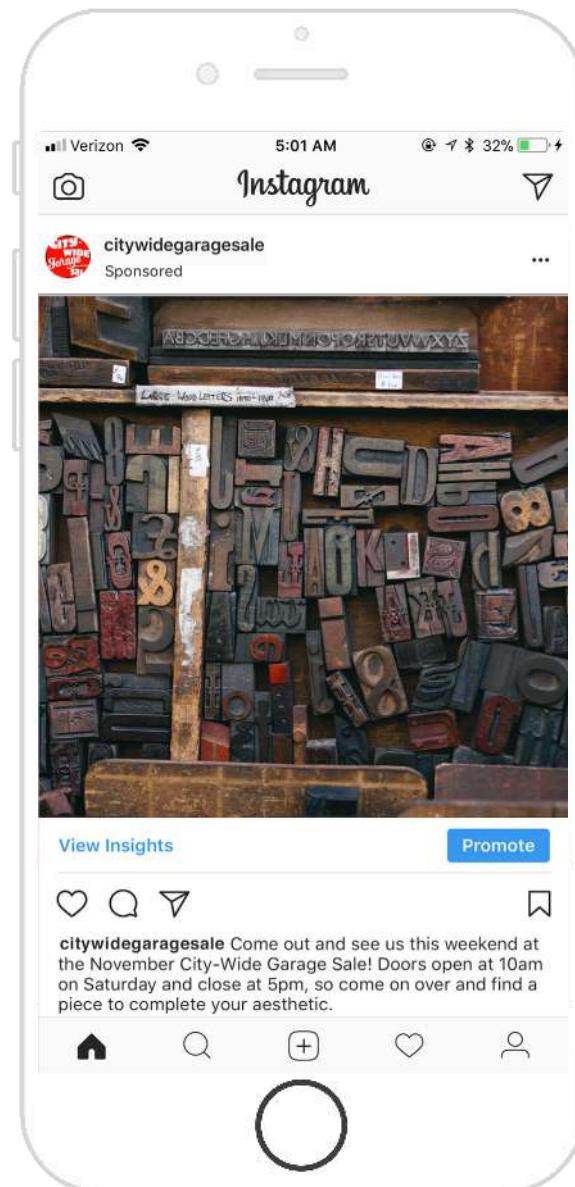
5,002 followers
Denim devotee



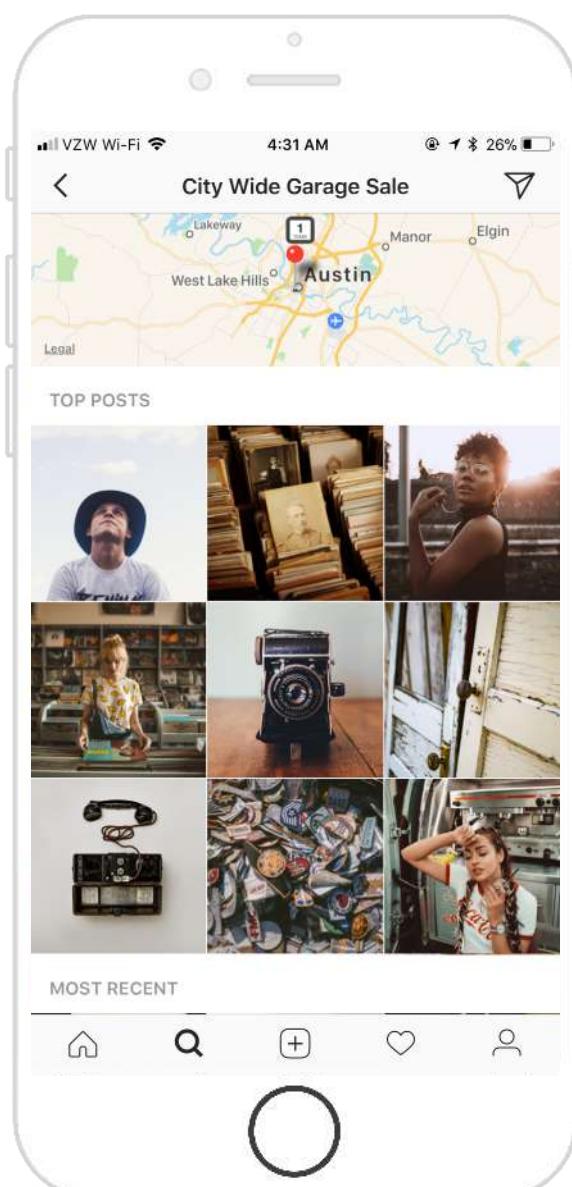
BIANCA JASMON
@biancajasmon

1,032 followers
Capsule wardrobe lover

SOCIAL IMPACT



Sponsored Posts



Geotagging



Instagram Insights



TWITTER

How we want to use it

Twitter will be the main platform used during the event. Tweets prior to the event will focus on when tickets become available, who the vendors are, and new trends related to CWGS. Tweets for the event will be as follows: announcements, reminders, and real-time updates. During events, attendees can use the platform to ask event-related questions; however, activity should never stagnate throughout the year.

Key Takeaways: This platform should maintain a less filtered tone, using more casual language to encourage daily engagement. Twitter allows for a quick information exchange, and thus, can be used to reinforce CWGS's brand personality.

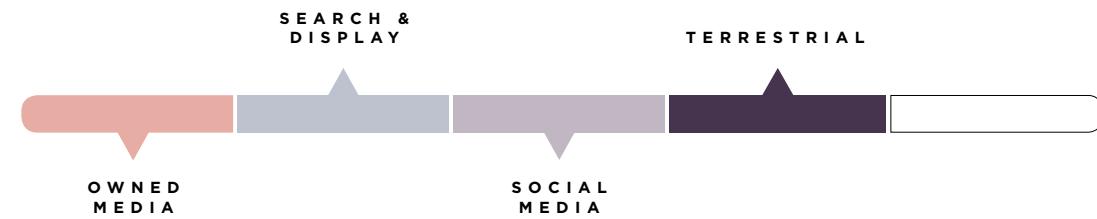
Monitoring

Twitter Analytics is free to any user. It is broken down into the following metrics: tweets, followers, and Twitter Cards (rich media posts). Twitter Analytics can teach users about topic trends, campaign management, and tweet promotion.

Benchmarks

Create an account before the upcoming November event. Attract 500 followers in the first 3 months. Measurements should focus on brand mentions after the first 6 months.

TERRESTRIAL



THE CURRENT STATE

Terrestrial is an advertising classic.

Best of both worlds.

It's a tried and true method that is increasingly interacting and merging with the online world. Digital advertising is engaging, but intangible. Consumers still place value in these tangible experiences. CWGS should not neglect this traditional form of advertising, as it is still a feasible method of engaging loyal fans and reaching new ones.

Where they are, we go.

A key to success with terrestrial channels is following the audience across each platform. This means making sure that each effort is in sync with the consumer journey. CWGS has successfully implemented efforts that target both new and existing audiences.

For example, radio efforts from KGSR—with more than 40% of their audience under 44—effectively reaches #iVintagers. Meanwhile KLBJ—with more than 80% of listeners above the age of 34—caters to CWGS's older audience. By taking into account each demographics' habits and patterns, Team Amazing has come up with a new, reoptimized strategy for CWGS's terrestrial advertising.¹

The following is a further breakdown of the strategy.

1. SRDS.



THE GAME PLAN

1

Readjusting.

To form an effort in alignment with digital efforts, it is essential to reallocate the funds being used for radio, television, and print. Team Amazing recommends each of CWGS's advertising dollars be placed based on the following strategies:

- *Increase efficiency* by moving efforts away from the 3 backpage ads in the Austin Chronicle and *focusing on the full page ad*.
- *Synchronize television with AM radio* by keeping television during pre-commute hours and radio during the target's commute to work, *ensuring relevance* with the consumer journey.¹
- Audiences are *most engaged two days prior* to an event. Efforts for FM radio will start a day later, on Thursday, to *ensure continuity* in messaging for the event.²

2

Adding a pillar.

To ensure success in CWGS's terrestrial efforts, Team Amazing will use print flyers to target localized areas unique to each target market segment. Each promotional print flyer will include tear-off tabs featuring the existing \$1 off CWGS entrance coupon. To ensure success, the following strategies will be implemented:

- *Increase awareness* in local colleges and universities within the 78705 area, *directly targeting* The Savvy Shopper.
- *Create a connection* by placing flyers in local record shops and vintage stores around the 78701 and 78704 area, *creating buzz* within the Thirty, Thrifty, and Thriving target market segment.

3

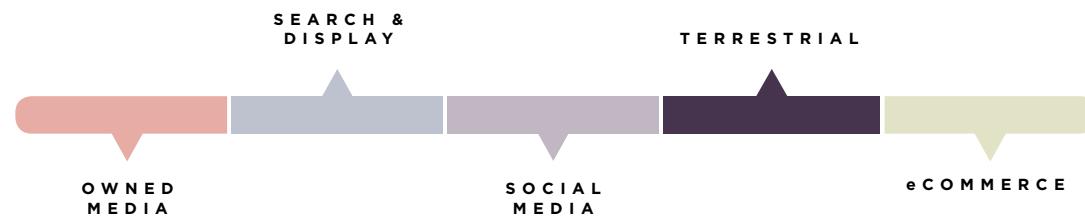
A constant reminder.

Sidewalk sticker advertisements are a unique, engaging way to interact with potential consumers and drive traffic back to the CWGS landing page. Although a similar messaging from the previous recommendation is being used, each effort has the potential to obtain a high reach and maintain a moderate level of frequency.³

- When placed around college and university campuses: it encourages students to visit the website.
- When placed in close proximity to Palmer Events Center: it leads pedestrians to the CWGS event entrance.

1. NielsenAudio.
2. Meltwater.
3. <https://emerging-advertising-media.wikispaces.com/Sidewalk+Advertising>

eCOMMERCE



UNLIKELY CONNECTIONS



Disrupting the traditional retail marketplace, eCommerce sales are increasingly outpacing traditional brick-and-mortar retail sales. Although seeming to unbalance the platform, the buying and selling of goods and services online does not necessarily overshadow what we know about retail.¹ Instead, it simply highlights key aspects of the consumer purchasing process.

Omnichannel.

Social media users, TV audiences, and online shoppers are not different people. Instead, consumers are proficient in each platform, navigating seamlessly across channels.²

Stop designing pages, start designing flow.

Retailers must minimize redundant messaging and focus on meeting the target through new channels in unexpected ways. With that understanding, a robust and well-balanced media plan that is consistent across multiple platforms is crucial to target consumers and drive site traffic.

Almost there.

With that being said, how can CWGS still capitalize on the eCommerce strategy to meet consumers in unexpected ways despite not following a traditional eCommerce business model? Although not directly applicable to CWGS at this stage, an example of a future aspiration can be seen in an Etsy case study. A website with a constantly changing supply of vintage items, Etsy attributes much of its success to establishing a small community. They balance this community feel using social media amidst a buzzing eCommerce website. As a result, they have successfully created environments where consumers are able to experience the vast benefits of a larger company, while still being able to have a personal connecting point. What they have created is a successful example of the omnichannel experience.

This is the core of Team Amazing's proposal. Each effort has been built to directly link back to a supporting base, starting with CWGS's website—Owned Media. The journey has strategically connected Owned Media, Search & Display, Social, Terrestrial, and eCommerce in a cohesive media plan that will propel CWGS to success.

1. Mintel, Online Shopping
2. <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>.

SO WHAT ARE YOUR THOUGHTS?

Brands partner with us because we are personally invested in ensuring our work breaks through the clutter. We are not interested in limiting creative potential. Rather, we support the brand's convictions and will push it to challenge the status quo. Our team understands your brand's current challenges, and is prepared to strategize and implement the proposed communication efforts so City-Wide Garage Sale can effectively reclaim the title of Austin's premier vintage provider.

**So here's to keeping Austin vintage.
Ready when you are.**