Launching Crest Vanilla Mint

Project Plan

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Project Objective

The objective of this project is to generate the greatest amount of buzz for Crest Vanilla Mint toothpaste in order to compel consumers to purchase the aforementioned product.

Project Goals

We have four fundamental project goals:

- At least 1,000 social media shares of the event 24 hours before the event.
- At least 3,000 social media shares 48 hours after the event.
- At least 2 articles in the popular blogosphere covering the event.
- 15,000 guests try out Crest Vanilla Mint at the event.

Our Strategy

Our strategy is to host a festival (*Bumbertooth*) with local bands and comedians performing over a four hour period. There will also be a meet and greet with actress Felicity Jones, star of the new movie *Star Wars: Rogue One*. Guests at the event will be able to take pictures of themselves testing out the product. In return, they will have their picture displayed in Times Square and be entered into a raffle to win various prizes throughout the night.

Tactics

<u>Tasks</u>

- Reserving space for Bumberooth.
- Promoting Bumbertooth through social media activity.
    - Promotion will be handled mainly through social media (Facebook, Twitter, Snapchat, etc.) with the event being advertised as a festival and a meet and greet with Felicity Jones.
- Gathering resources (toothbrushes, toothpaste, advertisements, portable sinks) and equipment necessary for Bumbertooth.
- Hiring local bands and comedians to perform at Bumberooth.
- Scheduling the performances to span the four hour event.
- Setting up the event with all rented equipment.
- Cleaning up the event.

<u>Personnel Roles</u>

Project Manager: Responsible for overall performance, ensuring all roles doing their job, budget.

Performer Coordinator: Responsible for sourcing and hiring bands and comedians for event and planning the stage schedule.

Equipment/Space Manager: Responsible for all physical objects/space required for event

Social Media Marketer*:* Responsible for promoting the event beforehand.

Event Marketer: Responsible for all Crest related brand merchandising at event.

<u>Schedule</u>

We will have a park permit, all rentals finalized, performances finalized, and created social media events/profiles a week prior to Bumbertooth.

The day before Bumbertooth, we will have all actors hired, operate a final push of event promotion, and have all raffle prizes purchased.

Day of Bumbertooth:

- **Noon-4 PM:** Setup of Bumbertooth.
- **4-8 PM:** Bumbertooth.
- **8-8:30 PM:** Hashtagged photos displayed in Times Square.
- **8:30-12 AM:** Clean up; return rentals.

Budget

Procter & Gamble are willing to commit $50,000 as seed money for the launch of Vanilla Crest. This is how we've allocated the budget:

- $8,000 - Central Park event permit
- $10,000 - Felicity Jones meet and greet
- $2,000 - toothbrushes
- $10,000 - equipment rentals
- $5,000 - comedians & bands
- $2,000 - event promotion
- $3,000 - helpers
- $5,000 - Times Square Billboard rental
- $5,000 - raffle prizes
  Total: $50,000

Risks

- We may receive noise complaints.
  - In this event, we will turn the noise down a notch.
- Bands or comedians might neglect to show for their timeslot.
  - We'll have a backup act prepared.
- Poor weather may occur.
  - We'll provide covered tents in order to keep guests dry.

- ○ Or we'll cancel the event if the weather is remarkably catastrophic and dangerous to our guests.
- ● Guests may litter toothbrushes and trash all over the venue.
  - ○ We have $3,000 worth of helpers hired to perform cleanup duty to dispose of trash at the end of the event.