

NYPD Advertising

Project Plan

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Our Vision

The New York City Police Department (N.Y.P.D.) is the largest municipal police force in the United States. Although it is staffed with 50,000 officers, there is always a need for an inflow of new officers to sustain its noble efforts. Our vision is a social media influx of attention directed towards the N.Y.P.D. Through various community events and marketing, our plan will result in an influx of potential new recruits for the department.

Project Objective

The objective of this project is to increase the number of quality active policemen in the New York Police Department through informing the public of New York City that the N.Y.P.D. is open for recruitment.

Our Strategy

Our strategy is to create a three-part recruitment campaign and proliferate it throughout the city. This campaign includes a 30-second recruitment video intended to appeal to the virtuous convictions of prospective police officers, a Police Officers of New York (herein dubbed *P.O.N.Y.*) social media campaign modeled after that of the lauded Humans of New York photography project (<http://www.humansofnewyork.com/>) to humanize and evangelize the good deeds and intentions of the N.Y.P.D. in a photogenic and rapidly consumable manner, and community events that aim to recruit quality police officers.

Project Goals

We have four fundamental project goals:

1. At least 250 applicants who cite our advertisements as the reason why they applied within two months of the beginning of the recruitment campaign.
2. At least 2,500 social media shares (across Twitter, Facebook) promoting N.Y.P.D. recruitment within two months of the beginning of the campaign.
3. To increase traffic to the N.Y.P.D. website by 10% since the inception of the recruitment campaign.
4. At least 10,000 net likes on our Police Officers of New York (P.O.N.Y.) Facebook page.

Tactics

Tasks

- Create a 30-second recruitment video:
 - Devise the storyboard.
 - Arrange and schedule police officer features.
 - Hire a videographer.
 - Complete post-production and publishing.
 - Post to social media outlets (Twitter, Facebook).
- Initiate the Police Officers of New York (P.O.N.Y.) social media campaign:
 - Create P.O.N.Y. Facebook, Twitter, Instagram profiles.
 - Consistently post tasteful photos and biographies of officers that appeal to the New York citizen's sense of altruism, novelty, and community.
- Organize community events:
 - Contact high schools, career fairs, local festivals, etc.
 - Collect police volunteers to participate in these events.
 - Purchase and distribute flyers and promotional materials for these events.

Personnel Roles

- *Project Manager*: Oversees the entire project plan.
- *Videographer*: Oversees and executes the filming of the recruitment video.
- *P.O.N.Y. (Police Officers of N.Y.) Manager*: Oversees the P.O.N.Y. social media campaign and updates the P.O.N.Y. social media pages.
- *Event Manager*: Plans and organizes recruitment events within N.Y.C.
- *Social Media Manager*: Promotes all events on social media platforms.

Risks

- Anti-police opposition may subvert P.O.N.Y. campaign related events.
 - In this case, video production may be suspended and moved elsewhere to more acquiescent locales.
 - In the emergency of such a situation, the N.Y.P.D. may handle subversives if there be a legal pretense.
- Public criticism by persons who have been fined, abused, or indicted by N.Y.P.D. officers, or by those with an overall sour disposition towards the New York Police Department.
 - N.Y.P.D. may hire a public relations manager to deal with such threats; this is beyond the scope of our campaign.

Schedule

Total campaign length: 2 months.

- Bi-weekly events at recruitment fairs.
- New post to P.O.N.Y. every day.
- Production of video (1 month) and distribution via social media advertisement (1 month):
 - Storyboard finalization (1 week).
 - Arranging officer cameos (1 week).
 - Filming clips (1 week).
 - Post-production & publishing (1 week).

Budget

Item	Cost
Videographer	\$5,000
Video Production	\$3,000
P.O.N.Y. Camera	\$500
Facebook Advertising Space (P.O.N.Y. promotion)	\$1,000
Community event materials	\$3,000
Total	\$12,500

Storyboard

	I serve to support the people who can't support themselves.
	I serve because I lost my father during a home invasion.
	I serve because my brother died in the terrorist attacks on 9/11.
	I serve to protect and support my wife and children, and the families of others.
	The N.Y.P.D. serves to prevent tragedy and protect the people. Are you willing to make a difference?

Still



We believe that this image (the final image of our 30-second video) best conveys our message of unity to the New York public. The many officers standing together represent comradery between officers and the support they offer each other. Their full uniforms illustrate the professionalism and protection that these officers embody. The black and white text is easy to read and fits well with the dark shades of the uniforms. All officers are in parade rest which indicates that they are ready to move to action. They are also on the streets of New York, demonstrating that their mission is ultimately aimed to serve the people of the city.

Conclusion

Through this project we will inform the public of N.Y.P.D. recruitment and increase the number of quality active policemen within the N.Y.P.D. We will accomplish this through static advertisements, a video, social media, and through in-person events. We have combined our appeal to the public into emotional, ethical, and logical arguments in order to convince people to join the New York City police force. These three fundamental parts of our campaign reinforce a singular objective, and will be managed concurrently in order to synergize their individual effects into a single, powerful campaign.