



CLIENT NAME



General

Client	Duane Reade
Contact	Carina.Slovston@DuaneRease.com
Objective	Drive foot traffic to downtown stores
Budget	\$20k

Kick off time/date	<i>within 24 hours of assignments</i>
Pre-prop deliver item	<i>send something around 60th hr</i>
Proposal Due time/date	<i>Less than 120 hours since assignments</i>
Prop build team	<i>who attended kick off and built prop</i>
Scope of Work	Campaign

Background Information

● Scope of work

How big of project is this?

Define if it is a fragment of an XR build, like just some design needs - if it is a complete production of an XR experience, if it includes brand development and marketing, or if it is an entire business/department development.

● Client + Decision Makers

Contacts: Carina is the director of marketing and responsible for getting more people to enter the Duane Reade stores. once people are at the store, they always spend money - they see things they didn't realized they needed and it is really good for branding. She reports to the Cheif Marketing Officer is New York and has 3 marketing managers mbenieth her. She is a bit jaded, working this same job for the last 5 years, coming over from wallgreens as a marketing manager prior. SHe cares about her kids and keeping her job. If this is a successful campaign she will get a bonus and it will help her keep mortgage on track and then she can buy some tickets to go see Jimmy Buffet with her girlfriends on new Years in Maragarite Ville

Carina will confer with her subordinates and superiors, but make the desicion herself - most liekyl with the influence of the Sales department, because they work closely together.

● Biggest problem

The biggest problem Carina has is that \$25k is not enough to drive signifacnt traffic, and she needs to wuanitfiably prove that the investment yeilds a 40% increase during weekends and 30% increase during the week from November 15- December 31.

● Objective

Drive foot traffic during the holiday season.

● Budget

\$25k this 4th quarter and about \$80k in 2020

● Timing

November/December

● Key Performance Indicators

How do we know if the project was a success or failure?

- foot traffic
- revenue increase



Audience

Families, high income, pay for quality products, house hold heads, family shoppers, age 24-54, educated, new york resident, disposable income

Competitive advantage

Real estate. the number of drug stores in the area.

Notes