

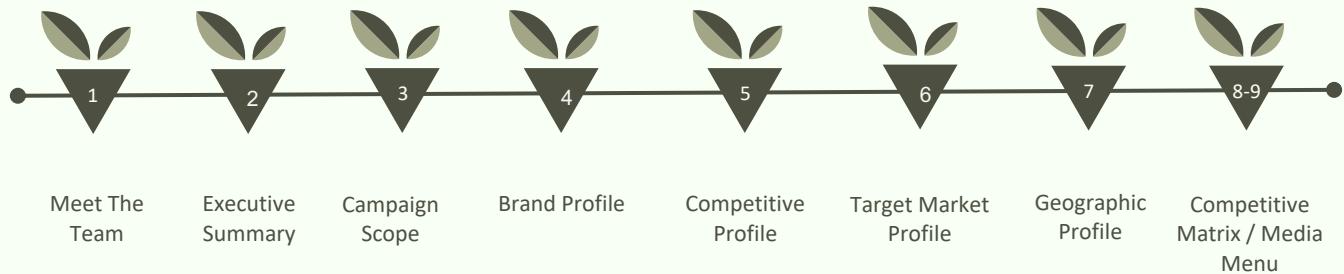


M E D I A L U X

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We are a leading, full-service agency dedicated to providing our clients with curated media plans that are both **trendy** and **elegant**. Our goal is to build upon ideas that reflect your company values in every facet of our plan. The MediaLux team is fueled by passion; we strive to elevate brands and create desire. We deliver **memorable content**, **stylish branding**, and **transformative growth**. We are not just an agency—our team is *your* team.

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# EXECUTIVE SUMMARY

## BRAND PROFILE

Whole Earth Provision Co. is more than a one-stop-shop, it's an experience. WEP strives to promote environmental stewardship through their suppliers and the products that they introduce to their customers. Focusing on quality, practicality, and innovation, they hand-select merchandise for their community. Additionally, they work closely with dozens of Texas nonprofit organizations serving as an advocate for preserving the environment. Ready to expand their impact, Whole Earth Provision Co. is coming to Eugene, OR to creating meaningful relationships with this new, vibrant community.

## COMPETITIVE PROFILE

MediaLux sees the opportunity in the established market of outdoor experiences, apparel, and gear for adults and their families. A few competitors offer outdoor merchandise to the Eugene community; however, they lack the unique in-store experience that supports local interests on environmental causes. Despite the competition from Dick's Sporting Goods, REI, and Amazon, WEP sets itself apart by making an impact in their local community and looking at every customer as family.

## TARGET MARKET PROFILE

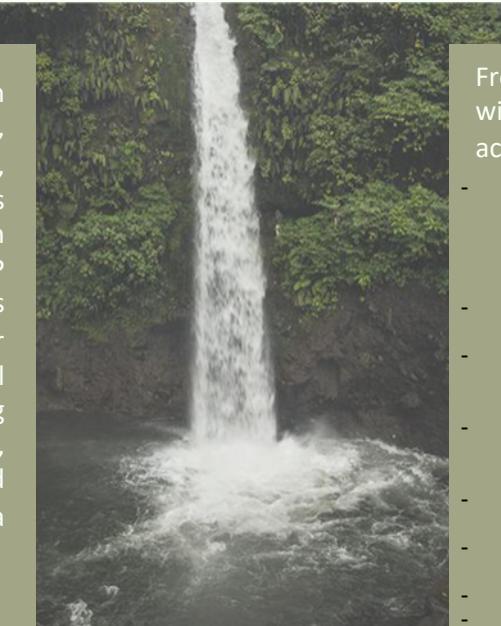
Whole Earth Provision Co. is growing their family by the number, and the people of Eugene offer valuable target markets. WEP is interested in older adults with families who are outdoor fanatics. We are looking for individuals who appreciate the beauty of nature and all the excitement it brings. A key asset to Whole Earth Provision Co. are families who enjoy spending quality time together outdoors. These families value the environment and strive to live a sustainable lifestyle. Additionally, they serve as ambassadors who spread the words to their own family and friends about WEP.

## GEOGRAPHIC PROFILE

We are venturing to the lush, green community of Eugene, OR. The people of Eugene know better than any why this city is referred to as "Emerald City". Our new storefront is located in the heart of Downtown Eugene, which serves as the hub for art exploration, culinary, and local boutiques. Eugenians will take any opportunity to empty the city and embark on their next outdoor excursion—WEP has an advantage to successfully provide the Eugene community with the merchandise needed. WEP's mission and values complement Eugene's "nature-loving" culture and will thrive in building lasting relationships with this new community.

# CAMPAIGN SCOPE

Whole Earth Provision Co., an outfitter for all your clothing, lifestyle, outdoor, and family needs, is planning to expand their business to Eugene, OR on Saturday, March 12<sup>th</sup>, 2022. Before launch day, WEP needs to increase brand awareness and build their brand truth in order to drive engagement in the local Oregon community. By utilizing primary and secondary research, Media Lux will execute an integrated campaign to set up WEP for a successful launch day.



From March to December 2022, we will use a budget of \$75,000 to achieve the following goals:

- Host two experiential events to generate earned media on social media platforms with a [1] minimum participation/audience of 500 for each and [2] in-store traffic and online appointments increased by 10% in the next 14 days
- Secure one strong one-year local business partnership.
- Engage Eugene customers and generate buzz through WEP's established social media platforms.
- Drive walk-in customer visits throughout the week after the grand opening week with [1] 100 walk-ins per weekday and [2] 350 walk-ins per weekend)
- Increase website visits by 35% with 60% coming from the local Oregon DMA.
- 60% target audience awareness of the Whole Earth Provision Co. name.
- Secure local press coverage in Oregon DMA
- 75 activity booklets & guides downloaded per month
- 50 new accounts/wish lists created per month
- 100 new Whole Earth sign-ups per month

# BRAND PROFILE

## GENESIS

Whole Earth Provision Co. started as a store based on the philosophy and concepts of Whole Earth Catalog, a publication focused on product reviews in the 1960s and 70s. After hearing readers' need for a store where they could browse the products they'd been reading about in the magazine.<sup>1</sup>

## ESSENCE

WEP chooses their merchandise with quality, practicality and innovation in mind. While selling iconic and classic brands with many years of experience, WEP also introduces new brands and items worthy of attention and looks out for the best clothing, shoes, and gears for the customers.<sup>1</sup>

## COMPOSITION

A Whole Earth store is much more than just a shopping destination, it's a fun experience. Stores are filled with exciting and eclectic merchandise displayed in a fun, laid back environment with knowledgeable and friendly sales staff at hand ready to offer information or advice to the customer.<sup>1</sup> "We do nothing beyond trying to offer good customer service to prevent show-rooming, which has been around longer than the Internet." – Walter Wakefield at Whole Earth Provision Co.<sup>2</sup>

## PASSION

WEP promotes environmental stewardship through a shared philosophy seen throughout its suppliers. Additionally, the company works closely with dozens of Texas nonprofit organizations assisting the underprivileged and serving as ambassadors for preserving the environment.<sup>3</sup> WEP has also been a promoter of outdoor activities through regular, ongoing clinics that aim to educate and inspire Texans with everything from camping tutorials to presenting the annual Banff Mountain Film Festival.<sup>3</sup>

1. Whole Earth Provision Website: Home, <https://www.wholeearthprovision.com/>

2. Statesman: Local businesses make effort to stymie "showrooming", <https://global-factiva.com.ezproxy.lib.utexas.edu/ga/default.aspx>

3. Factiva, <https://global-factiva.com.ezproxy.lib.utexas.edu/ga/default.aspx>



# COMPETITIVE PROFILE

## DICK'S SPORTING GOODS

Founded in Binghamton, NY in 1948, Dick's Sporting Goods is the largest sporting goods retailer in the US with over 800 stores. The company is built on the belief that sports make people better,<sup>1</sup> and its Sports Matter initiative has raised more than \$50 million in the past five years to support and fund youth sports programs.<sup>2</sup> DSG offers its products through a dynamic eCommerce platform that is integrated with its store network and provides customers with the convenience and expertise of a 24-hour storefront.<sup>2</sup> **Considering Dick's great online channel performance, WEP should focus on its unique in-store buying environment to engage with customers, since 70% of purchases occur online.**<sup>2</sup>

## REI—Recreational Equipment, Inc.

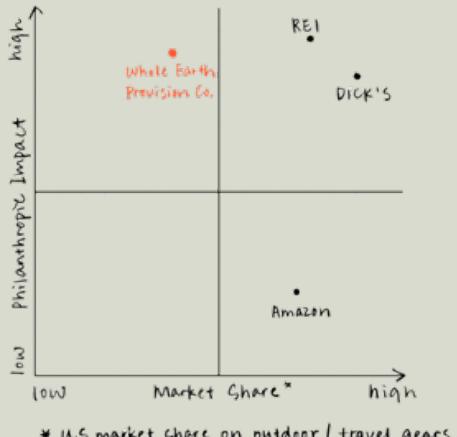
REI is organized as a consumers' co-operative that provides not only sporting goods but resources such as outdoor adventure travel itineraries and courses as well.<sup>3</sup> The company focuses on making outdoor recreation more accessible and sustainable by expanding rental and used gear services. REI also heavily supports sustainability efforts, as 70% of its annual profits are invested in nonprofits dedicated to the outdoor community.<sup>2</sup> **Although having similar strategy as REI, WEP's unique focus on environmental causes may distinguish it from competitors, making profound impact in local communities.**

## AMAZON

As the world's largest online marketplace,<sup>4</sup> Amazon has a variety of product offerings including sporting goods with more affordable prices than specialty retailers. It also casts a wider net in terms of reach, and it is more easily accessible for consumers.<sup>2</sup> Amazon is stealing share from traditional sporting goods companies as total revenue of sporting goods stores has been falling since 2016 and is estimated to continually do so in the future.<sup>2</sup> **To compete with mass merchandisers like Amazon, WEP needs to differentiate itself by offering exclusive brands and services not available on Amazon.**

1. Dick's Webster: About Us. <https://investors.dicks.com/about-us/default.aspx>
2. Mintel: Sporting Goods Retail - US August 2019 <https://reports-mintel.com.ezproxy.lib.utexas.edu/display/919882?fromSearch=%3FfreeText%3Doutdoor%2520gears>
3. REI Website: About Us <https://www.rei.com/about-rei>
4. Amazon [https://en.wikipedia.org/wiki/Amazon\\_\(company\)#Products\\_and\\_services](https://en.wikipedia.org/wiki/Amazon_(company)#Products_and_services)

# COMPETITIVE MATRIX



**Whole Earth Provision Co.** educates, inspires, and encourages customers to pursue outdoor adventures while standing for sustainability, as it gives all funds gathered to help fund state parks' day-to-day operational expenses, including enhanced visitor programs, park trail maps and facilities maintenance <sup>1</sup> to preserve and restore the environment.

In order to help customers find their perfect gear, WEP also has comparative documents <sup>2</sup> about the gear on the website and knowledgeable staff in store, providing information and advice.

Having its unique in-store environment while supporting local interests on environmental causes, Whole Earth Provision will be able to compete with larger specialty retailers and mass merchandiser.

1. Factiva <https://global-factiva.com.ezproxy.lib.utexas.edu/ga/default.aspx>

2. Whole Earth Provision Website: Resources <https://www.wholeearthprovision.com/info/resources>

# GEOGRAPHIC PROFILE

Eugene's "outdoor fanatic" culture beautifully complements WEP's mission and values. Furthermore, our target audiences make up almost half of Eugene's population, so with well-designed campaigns, we can engage a majority of the population.

Located at the southern end of the Willamette Valley, Eugene is Oregon's third-most populous city with a population of 172,622.<sup>1</sup> Eugene is known as the "Emerald City" and as "TrackTown, USA" because of the lush forests surrounding the area and its extensive track legacy.<sup>2</sup> With its developed public transport systems, Eugene offers easy access to stunning natural beauty as well as abundant outdoor adventures.<sup>3</sup>

WEP is well-positioned to provide Eugenians with relevant products and develop a mutually-beneficial relationship with consumers.

WEP's new storefront will be located in the heart of Downtown Eugene which serves as a hub for the arts, culinary exploration, artisan shops, and boutiques.<sup>3</sup>

People primarily get around Downtown on foot, but Eugene provides bike rentals, parking garages, ride-sharing services, and metered parking to streamline the process.<sup>4</sup>

Much-loved events like Saturday Market and Oregon Country Fair are held nearby and showcase the colorful persona of the town, which also give WEP significant opportunities to successfully host our own events.

## People and Culture

About 20% of Eugene's population is between the ages 30-44<sup>5</sup>. The median household income is \$50,962.<sup>6</sup>

With a strong counter-culture heritage stemming from the 1960s, Eugene has a reputation for being "green." Recycling, thrifts and innovative businesses based on sustainability are popular.<sup>3</sup>

Eugenians will take any opportunity to get outdoors; as soon as the rain stops, the town empties and people head to the hills to hike, camp, or kayak.<sup>7</sup>

1. US Census. <https://www.census.gov/quickfacts/fact/table/eugeneoregon/PST040219>

2. Eugene Cascades & Coast: Home. <https://www.eugenecascadescoast.org/regions-cities/eugene/>

3. Eugene Cascades & Coast: About Eugene, Oregon. <https://www.eugenecascadescoast.org/regions-cities/eugene/about/>

4. Eugene Cascades & Coast: Getting Around Downtown Eugene Car-free. <https://www.eugenecascadescoast.org/blog/post/downtown-eugene-transportation/>

5. US Census. [https://data.census.gov/cedsci/table?\\_i=eugene%20oregon&tid=ACSDP1Y2019.DP05&hidePreview=false](https://data.census.gov/cedsci/table?_i=eugene%20oregon&tid=ACSDP1Y2019.DP05&hidePreview=false)

6. US Census. [https://data.census.gov/cedsci/table?\\_i=eugene%20oregon&tid=ACSSST5Y2019.S1101&hidePreview=false](https://data.census.gov/cedsci/table?_i=eugene%20oregon&tid=ACSSST5Y2019.S1101&hidePreview=false)

7. The Guardian: The Best Towns and Small Cities in the US: Eugene, Oregon. <https://www.theguardian.com/travel/2017/nov/22/best-small-towns-us-eugene-oregon-bars-food-sport>

8. BestPlaces. <https://www.bestplaces.net/city/oregon/eugene>

# TARGET MARKET PROFILE

The  
Backpacking  
Bunch

The Backpacking Bunch lives an eco-friendly lifestyle and considers themselves environmentally responsible. When making purchases, they hope to support brands that align with their values<sup>3</sup>, so ethical brands with a good reputation and reliable products and services would attract their attention.

Our ideal target market is adults ages 30-44<sup>1</sup> who have at least one child in their family. The Backpacking Bunch is interested in outdoor adventures and relevant apparel and gear. They usually engage in leisurely outdoor activities such as hiking, biking, kayaking, and camping in their free time with their family—half of their vacations are centered around outdoor activities. With a household income higher than \$50,000<sup>2</sup>, they have the resources to invest in high-quality gear and fund outdoor adventures and vacations for not only themselves but their children as well.

WEP's family-oriented roots and consistent support of the local outdoor community<sup>2</sup> will be greatly appreciated by our target audience. Furthermore, our target audience will act as our ambassadors by sharing their purchasing experience with their families and friends<sup>2</sup>, driving significant word of mouth and buzz.

1. Oregon Health Authority [https://visual-data.dhs.state.or.us/tlOHA/views/Oregonannualtrendsinbirthandpregnancy2010-2019/TrendsDashboards//global-factiva.com.ezproxy.lib.utexas.edu/o/a/default.aspx?board?iframeSizedToWindow=true&embed=v&showAppBanner=false&display\\_count=no:&showVizHome=no&origin=viz\\_share\\_link](https://visual-data.dhs.state.or.us/tlOHA/views/Oregonannualtrendsinbirthandpregnancy2010-2019/TrendsDashboards//global-factiva.com.ezproxy.lib.utexas.edu/o/a/default.aspx?board?iframeSizedToWindow=true&embed=v&showAppBanner=false&display_count=no:&showVizHome=no&origin=viz_share_link)

2. Mintel: Outdoor Vacation Activities – US – February 2021 <https://reports-mintel-com.ezproxy.lib.utexas.edu/display/1040973/?fromSearch=%3FfreeText%3Doutdoor%2520years>

3. Mintel Active Outdoor Enthusiasts – US – November 2019 <https://reports-mintel-com.ezproxy.lib.utexas.edu/display/922774/?fromSearch=%3FfreeText%3Doutdoor%2520years>

# MEDIA MENU

Magazine											
Publication	Location	Total Circulation	Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	2nd Cover	3rd Cover	4th Cover
Oregon Quarterly (1)	Pacific NW	98,000	Quarterly	\$3,950		\$2,400		\$1,350	\$4,300	\$4,300	\$4,600
Oregon Coast (2)	Oregon	39,310	Bi-monthly	\$2,827	\$2,088	\$1,719	\$1,349		\$3,393	\$3,393	\$3,534
Outdoors NW (3)	Oregon, Washington	40,000	3 per year	\$2,975	\$2,320	\$1,820		\$1,190	\$3,375	\$3,375	\$3,535
The Fish Sniffer	OR, CA, NV	23,315	Bi-weekly	\$2,881	\$1,941	\$1,470	\$990	\$750	\$3,169	\$3,169	\$1,889
Mom Magazine (5)	NW Oregon, S Washington	40,000	Bi-monthly	\$1,125	\$675	\$525	\$375	\$300	\$1,800	\$1,800	\$2,250
AAA Via	Oregon, Idaho	461,144	Bi-monthly	\$10,900	\$7,640	\$6,550	\$4,140				

## Magazine

Publication	Location	Frequency	Paid?	Circulation	Full Page	C. Inch	Sun. Rate	Inserts	Color
Eugene Weekly (1)	Eugene, OR	Alternative	Paid/ Non-Paid	32,245	\$2,027		\$40 CPM	Extra \$450	
The Register-Guard (2)	Eugene, OR	Daily	Paid/Non-Paid	41,238		\$39.40 M6T/\$46.36 W6Th/\$49.84 F9Sat	\$49.84 CPM	\$36 765	480/2or3

## Newspaper

Daypart	3Q20	2Q20	1Q20	4Q19	Daypart	3Q20	2Q20	1Q20	4Q19
Prime Access (7pm-8pm)	26	25	25	33	Am (6am-10am)	24	24	27	25
Prime Access (8pm-11pm)	61	54	50	55	Day 10am-3pm	21	21	22	23
Late News (11pm-11:30pm)	44	42	43	48	Pm (3pm-7pm)	22	23	23	23
Late Fringe (11:30pm-1am)	37	35	35	38	Evening (7pm-12am)	22	19	19	15

## TV & Radio

Name	Unique Visitors	Ages 25-34	Ages 35-44	Income 60k - 100k	Income 100k+	Desktop	Mobile
13 KVAL Eugene Oregon	61,354	12%	16%	28%	67%	2.80	1.75
CBS 11 KCBY Coos Bay Oregon	7,788	0%	15%	36%	47%	4.50	1.75
4 KPIC Roseburg Oregon	18,945	4%	8%	42%	55%	4.50	1.75

## Digital Display

Magazine:		Newspaper:		Radio:	
1) SRDS: Oregon Quarterly	http://www.srds.com/industry/periodicals/oregon-quarterly.htm	1. SRDS: Eugene Weekly	http://www.srds.com/industry/periodicals/eugene-weekly.htm	Radio Spots	http://www.srds.com/industry/periodicals/radio-spots.htm
2) SRDS: Oregon Coast	http://www.srds.com/industry/periodicals/oregon-coast.htm	2) SRDS: The Register-Guard	http://www.srds.com/industry/periodicals/the-register-guard.htm	SPOT Radio CPP	Eugene-Springfield, OR
3) SRDS: Outdoors NW	http://www.srds.com/industry/periodicals/outdoors-nw.htm	3) SRDS: CBS 11 KCBY Coos Bay	http://www.srds.com/industry/periodicals/cbs-11-kcby-coos-bay.htm	SPOT Radio CPP	Coos Bay, OR
4) SRDS: The Fish Sniffer	http://www.srds.com/industry/periodicals/the-fish-sniffer.htm	4) SRDS: 4 KPIC Roseburg	http://www.srds.com/industry/periodicals/4-kpic-roseburg.htm	SPOT Radio CPP	Roseburg, OR
5) SRDS: Mom Magazine	http://www.srds.com/industry/periodicals/mom-magazine.htm	5) SRDS: KVAL 13 Eugene	http://www.srds.com/industry/periodicals/kval-13-eugene.htm	SPOT Radio CPP	Eugene, OR
6) SRDS: AAA Via	http://www.srds.com/industry/periodicals/aaa-via.htm	6) SRDS: CBS 11 KCBY Coos Bay	http://www.srds.com/industry/periodicals/cbs-11-kcby-coos-bay.htm	SPOT Radio CPP	Coos Bay, OR

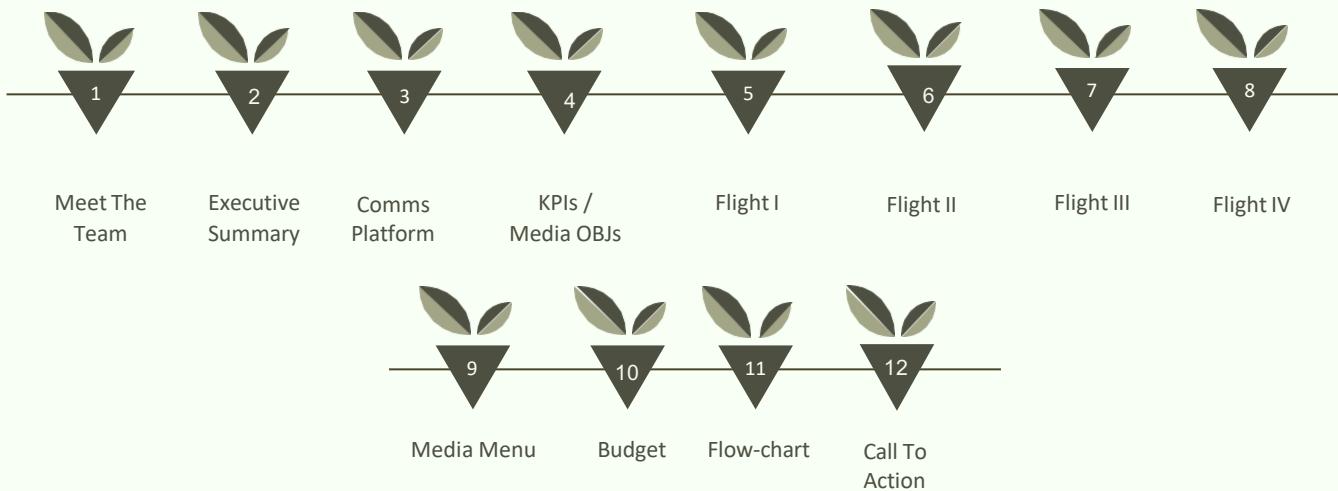
# MEDIA MENU cont.

## OOH & SEM

Name	Type	Dimensions	Price	Impressions	Period
Lamar Advertising of Eugene	Junior Bulletin	10" X 24"	500-700	83,022	4-weeks
Lamar Advertising of Eugene	Super Tall	36" X 84"	585	36,000	4-weeks
Lamar Advertising of Eugene	King	30" X 144"	620.00	94,000	4-weeks
Lamar Advertising of Eugene	Super King	30" X 216"	750.00	90,000	4-weeks
Lamar Advertising of Eugene	Queen	30" X 88"	470.00	21,000	4-weeks
Lamar Advertising of Eugene	Tall	21" X 70"	520.00	36,000	4-weeks
Lamar Advertising of Eugene	Small Interior Card	11" X 12"	25.00	4,000	4-weeks
Lamar Advertising of Eugene	Big Interior Card	11" X 28"	35.00	4,000	4-weeks
LookMedia	Banner	7" X 6"	280-450	4,000	30 days
Blue Line Media	Bus Bench	84" X 30"/84" X 24"/72" X 24"	75-500	8,000-14,000	4-weeks
Blue Line Media	In-Store Poste	48" X 69"	600-900	25,000	4-weeks
Blue Line Media	In-Store Digital/Video/LED	1920px X 1080px	750-1500	20,000	4-weeks
Blue Line Media	Facility Poster	1920px X 1080px	300-500	20,000	4-weeks
Blue Line Media	Facility Digital/Video/LED	13" X 17"	695-995	4,000	4-weeks
Blue Line Media	Digital Display	48" X 14"	3500-25000	35000-65000	4-weeks

Ad Group 1: Outdoor Gear outdoor gear						Ad Group 2: Eco-friendly products						Ad Group 3: Gifts						
outdoor gear near me	Medium	35	\$1.49	\$18.94	sustainable products	High	100	\$1.07	\$3.51	holistic gifts	High	100	\$0.20	\$2.96				
outdoor equipment	High	90	\$0.81	\$1.67	eco friendly	Low	11	\$0.65	\$2.07	holistic gifts for her	High	100	\$0.30	\$3.15				
camping gear	High	100	\$0.40	\$0.85	environmentally friendly products	High	100	\$1.33	\$3.51	holistic gifts for him	High	100	\$0.23	\$0.57				
camping equipment	High	100	\$0.43	\$0.91	eco friendly home	Medium	49	\$0.69	\$3.37	best gifts for outdoor lovers	High	100	\$0.18	\$1.32				
outdoor clothing	High	100	\$0.64	\$1.65	eco friendly store	High	100	\$0.67	\$1.92	eco friendly gifts	High	100	\$0.73	\$3.51				
high quality outdoor clothing	High	100	\$0.69	\$1.59	environmentally friendly brands	High	100	\$2.00	\$3.51	eco gifts for her	High	100	\$0.62	\$3.82				
outdoor store	Low	10	\$0.51	\$1	sustainable items	High	100	\$0.70	\$3.51	natural life gifts	High	100	\$0.31	\$0.95				
outdoor stores near me	Low	5	\$0.77	\$7.25	sustainability brands	High	100	\$1.45	\$3.51	nature gifts	Medium	44	\$0.35	\$2.73				
outdoor shop	Medium	35	\$0.53	\$2.41	sustainable apparel	High	100	\$1.26	\$12.16	nature gifts for her	High	100	\$0.59	\$2.33				
outdoor shops near me	Low	5	\$1	\$14.53	environmentally conscious brands	Low	13	\$1.81	\$3.51	nature gifts for adults	High	100	\$0.15	\$4.64				
hiking supplies	High	100	\$0.26	\$0.82	sustainable merchandise	High	94	\$1.05	\$3.16	gifts for naturalists	High	100	\$0.15	\$6.28				
hiking equipment store	High	100	\$0.33	\$1.04	eco green products	High	100	\$0.31	\$3.00	birthday gift for nature lover	High	100	\$0.72	\$2.69				
hiking clothes	High	100	\$0.64	1.84	green eco friendly products	High	100	\$1.29	\$2.75	holistic birthday gifts	High	100	\$0.27	\$1.16				
hunting clothes	High	100	\$0.51	\$1.00	eco brands	High	94	\$1.91	\$3.75	natural organic gifts	High	100	\$0.47	\$4.17				
camping gear	High	100	\$0.40	\$0.85	environmentally sustainable products	High	99	\$1.50	\$4.91	gifts for nature lovers	High	100	\$0.29	\$2.52				
camping accessories	High	100	\$0.38	\$0.74	Ad Group 2 Average Low-End CPC Bid						best gifts for nature lovers	High	100	\$0.59	\$2.69			
camping equipment	High	100	\$0.43	\$0.91	Ad Group 2 Average High-End CPC Bid						cool gifts for nature lovers	High	100	\$0.29	\$2.69			
camping equipment near me	High	100	\$0.44	\$1.48	Ad Group 2 Average Low-End CPC Bid						unique gifts for nature lovers	High	83	\$0.17	\$0.39			
camping stores	Medium	34	\$0.42	\$1.00	Ad Group 2 Average High-End CPC Bid						nature gifts for children	High	100	\$0.35	\$1.38			
camping supplies near me	High	87	\$1.00	\$4.73	Ad Group 3 Average Low-End CPC Bid						gifts for nature loving kid	High	100	\$0.24	\$1.92			
Ad Group 1 Average Low-End CPC Bid			\$0.59		Ad Group 3 Average High-End CPC Bid						Ad Group 3 Average Low-End CPC Bid							
Ad Group 1 Average High-End CPC Bid			\$3.30		Ad Group 3 Average High-End CPC Bid						\$0.36-\$2.59							

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**GAVIN BAILEY**  
Art Director



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Budget Manager



**PEDRO CORONADO**  
Strategist



## EXECUTIVE SUMMARY

MediaLux is prepared to explore Whole Earth Provision Co. and help curate a campaign that reflects every aspect of their values. MediaLux is continuously working towards delivering unforgettable content and establishing a sense of community. With MediaLux' creative process, the opening of the Whole Earth Provision Co., located in Eugene, Oregon, will encourage the community to spend more time outdoors while displaying environmental awareness and sustainability. MediaLux will show the community that all of their needs for a successful adventure is located all in one place. Eugene is known as the Emerald City, surrounded by lush greenery, and is the perfect place to venture out in nature.

With our passionate team of six, MediaLux strives to create desire in WEP by creating a purposeful media mix. That includes outstanding social media presence, thought-provoking ads through radio, TV, newspaper, and magazine, and engaging experiential experiences that will help reach our target audience, establishing brand awareness. Our backpacking bunch, ranging from 30 to 44 years old with at least one child, are outdoor fanatics looking for the most sustainable gear and apparel for their trips. They live eco-friendly lifestyles and are always looking to support brands that offer quality products and align with their values.

Unlike competing companies, Whole Earth Provision Co. offers an experience with every visit promoting sustainability, adventure, and community. MediaLux is confident that Eugene, Oregon will choose WEP as their family.



# COMMS PLATFORM

ROAD

HIKING

Let's take a CAMPING trip!

Let's take a trip to the cabin your family used to go to every weekend. Let's take a trip down to the river where you can feel the breeze past through your hair. Let's take a trip to a place where your expedition begins.

This is a place where people are deeply rooted in their community and strive to live a sustainable life. This is Whole Earth Provision Co. They are a community made up of people who value human interaction. A community made up of more than just stars and ratings. It is where families can enjoy being outdoors while living an eco-friendly lifestyle.

Let's take a trip with Whole Earth Provision Co. where your family will embark on a journey through Eugene, Oregon.



## KPIs

## OBJs

### DISCOVERY

Families in Eugene will be educated about the new WEP store location and brand experience. By the end of the campaign, 60% of the target audience will be aware of the Whole Earth Provision Co. name.

### GROWTH

Consumers in Eugene will be inspired to seek out WEP's brand and hear their story. MediaLux will drive this conversation by engaging consumers to ask questions like: What is WEP about? How are they different? By 35% with 60% coming from the local Oregon DMA.

### ENGAGEMENT

Advocacy, pass-along brand value via social media and other forms of support are crucial for WEP's success after launch. MediaLux will inspire the Eugene community to like, share, and positively review WEP across various platforms.

### ACTION

Our target audience needs to be not only reached, but also compelled to transact in order for WEP to continue to thrive and help others do so as well. To achieve this, WEP will partner with Provisions Market Hall and host two local events in order to generate earned media and local press coverage and boost in-store activity as well as online appointments.

➤ **Drive walk-in customer visits throughout the week after grand opening week**

- 100 walk-ins per weekday - TV, Newspaper, Magazine, Radio, SEM, Social ,OOH
- 350 walk-ins per weekend - TV, Newspaper, Magazine, Radio, SEM, Social ,OOH

➤ **75 activity booklets & guides downloaded per month - TV, SEM, Social**

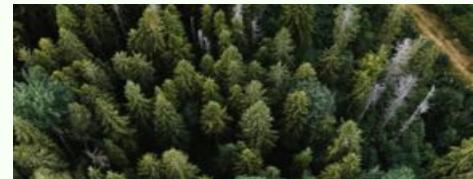
**50 new accounts/wish lists created per month - TV, SEM, Social**

➤ **100 new Whole Earthling sign-ups per month - TV, SEM, Social**

➤ **Host two local experiential events to generate earned media on social media platforms**

- Minimum participation/audience of 500 for each - OOH, Social, SEM
- In-store traffic and online appointments increased by 10% in the next 14 days - OOH, SEM, Social

➤ **Secure one strong one-year local business partnership - SEM, Social**



# FLIGHT I: March 1<sup>st</sup>, 2022 – March 28<sup>th</sup>, 2022

**SOCIAL** - Our campaign will start off in March and taper off in December. With 81% of our target audience utilizing social media, WEP can easily make their presence known across media platforms such as Facebook and Instagram, the two most-used social media platforms among our target audience<sup>1</sup>. WEP will be able to personally engage with the Eugene community by sharing information about future events, new merchandise, and WEP's brand truth. Our social content will inspire our audience to like and share our posts to their friends and family, fostering buzz around WEP's brand. Doing this will increase brand image so that by December, 60% of our audience will know and love the brand. The first month of our social media campaign is crucial for promoting WEP to inform consumers of our brand truth and, in turn, drive walk-in visits during grand opening week.

**SEM** - With a cohesive approach to Search Engine Marketing, WEP can attain increased traffic and manage brand awareness in the beginning stages of the Eugene location's planning<sup>1</sup>. Searches such as "outdoor gear near me", "camping equipment near me", "hiking supplies", "camping equipment", and "camping gear" will direct this outdoor-focused community right to WEP's homepage. As residents of Eugene emerge from the cold winter months to explore the outdoors more at this time of year, a syndicated approach such as this will bring WEP to the forefront our targets' minds and get the community talking.<sup>1</sup>

**OOH** - Starting March 1<sup>st</sup>, WEP will start advertising on billboards in Downtown Eugene. Many locals walk through or utilize ridesharing services in Downtown Eugene, so billboards near the new WEP store location will easily be seen.<sup>1</sup> These advertisements will inform our target audience about WEP's partnership with Provisions Market Hall and drive interactions with that relationship.

**TV** - In order to reinforce a ubiquitous brand image, WEP will focus our TV spend during prime access during all four dayparts because "local TV has a wider reach overall than network and cable"<sup>1</sup>.

**TV (contd.)** - Our target is more likely than preceding demographics to observe TV ads, so a strong presence in their homes in the evening hours will prove to be quantifiably beneficial to WEP<sup>2</sup>.

**RADIO** - WEP ads will run during all four dayparts to ensure that WEP is connecting with their audience in all aspects of their life. We have to advertise WEP's family-oriented roots and support for the environment through this source. With a total of 270 TRPs, we are focusing our ad spend during mornings (6-10am) and afternoons (3-7pm) to reach our target audience when they are on their commute to work and on their long family road trips, ultimately ensuring that our target audience will be aware of WEP

**LOCAL BUSINESS PARTNERSHIP** - WEP will maintain a year-long partnership with Provisions Market Hall, a local restaurant, to provide takeout Dinner Boxes for families looking for a convenient and hearty meal before they head out for a trip. When families visit the WEP store, they'll receive a card with a QR code that will take them to the WEP website. If they make a WEP account and sign up to become a *Whole Earthling*, families can receive a discount on Provisions Market Hall's Dinner Boxes or while dining in. We expect that this partnership will help drive account signups, Whole Earthling signups, website traffic, new wishlists, and daily in-store traffic

**MAGAZINE** - MediaLux will advertise on MOM Magazine and Outdoors NW to reach niche audiences that are directly related to our target audience of adults ages 30-44 with at least one child. We will have 1 insertion per magazine, and we will be releasing these insertions during the February/March issue of MOM Magazine and the Spring (January - March) issue of Outdoors NW. We expect these insertions to increase our target audience's brand awareness and drive visits to the store after grand opening week.



# FLIGHT II: April 5<sup>th</sup>, 2022

## – May 2<sup>nd</sup>, 2022

**SOCIAL** - WEP will continue to show the target audience that they are a sustainable brand that offers the highest quality gear and apparel. WEP will also advertise their Earth Day event in collaboration with Friends of Trees, a local non-profit, encouraging their audience to attend the event and amplifying how their contribution will positively impact the environment. Getting the word out about the event will increase turn out in the event, reaching a minimum of 500 attendance/participation and driving in-store and online traffic in the following two weeks. In order to keep the conversation revolving Earth Day going, WEP's social will also encourage customers to download activity books and guides in order to learn more about how they can help the environment, satisfying our goal of 75 downloads per month.

**SEM** - With SEM presence laid, WEP will dip its toes into the culture of Eugene's marketplace more by communicating its responsible brand truth in using words such as "sustainable products", "eco brands", "eco friendly", "sustainable apparel". This will ensure a solidly eco-friendly brand truth. Tangentially, WEP will use words such as "hiking clothes" and "camping equipment" as Eugenians gear up for summer vacations/excursions.

**OOH** - MediaLux will continue advertising on billboards in Downtown Eugene in preparation for the Green Space event. Starting in Flight 2, we will also place advertisements directly on buses to take advantage of Eugene's vast bus system and expand our reach even further. Additionally, we will start placing advertisements on bus benches to take advantage of the city's vast bus system, reaching our target audience effectively. Because Downtown Eugene already hosts a variety of events, utilizing these advertisements will increase awareness of WEP's events for locals who are already avid event-goers and drive experiential traffic.

**EXPERIENTIAL** - On Earth Day (April 22nd), WEP will sponsor a Green Space tree planting event in collaboration with Friends of Trees, a local non-profit, at Alton Baker Park. Volunteers as young as six-years-old can attend, making it a perfect family friendly event for bonding.<sup>2</sup> After volunteers are done planting trees, we will host a showing of *The Lorax* in a pop-up outdoor theater in the park. WEP's partner, Provisions Market Hall will provide snacks and there will be a *The Lorax* themed photobooth for attendees to use in the outdoor theater, encouraging attendees to share their experiences online.

**LOCAL BUSINESS PARTNERSHIP** - WEP will continue to maintain a year-long partnership with Provisions Market Hall, a local restaurant, to provide takeout Dinner Boxes for families looking for a convenient meal before they head out for a trip. We expect that this partnership will continue to help drive account signups, Whole Earthling signups, website traffic, new wishlists, and daily in-store traffic.

**TV** - With some Eugene residents being familiar with WEP's brand, a continued TV spend during all four dayparts will be beneficial in increasing brand familiarity and reinforcing the WEP's brand image among our target audience.

# FLIGHT III: June 14<sup>th</sup> 2022 – July 18<sup>th</sup>, 2022

**SOCIAL** - The following month, WEP will advertise for their Fourth of July celebration, encouraging everyone in the community to come participate. Informing our audience about our BBQ cookout and other July 4th festivities in combination with the family-friendly rafting experience nearby will excite the people of Eugene. Inviting participants to tag us on social media and use a hashtag for the event will allow them to share more about our brand and what we stand for to their friends and family. Similar to the previous event, we want to reach a minimum of 500 participants and increase our traffic in-store and online by 10% over the following 14 days.

**SEM** - As WEP continues to establish its brand truth among residents of Eugene as responsible and sustainable, SEM focus will shift more heavily to eco-friendly words such as "environmentally friendly stores", "sustainable apparel", "sustainable items", "sustainable brands", and "environmentally conscious brands" in order to garner more integrity and legitimize WEP's sustainable brand truth among the people of Eugene.

**OOH** - MediaLux will continue advertising on buses, bus benches, and billboards in Downtown Eugene in preparation for the July 4th event. Because Downtown Eugene already hosts a variety of events, utilizing these advertisements will increase awareness of WEP's events for locals who are already avid event-goers and drive experiential traffic.

**LOCAL BUSINESS PARTNERSHIP** - WEP will continue to maintain a year-long partnership with Provisions Market Hall, a local restaurant, to provide takeout Dinner Boxes for families looking for a convenient meal before they head out for a trip. We expect that this partnership will continue to help drive account signups, Whole Earthling signups, website traffic, new wishlists, and daily in-store traffic.

**EXPERIENTIAL** - On July 4th, WEP will collaborate with Cascades Outdoor Center to host a Fourth of July celebration at Westfir Lodge and Mountain Market. Eugene locals like to go rafting and kayaking during this time, and Cascades Outdoor Center and Westfir Lodge and Mountain Market provide a family rafting experience and facilities, making it a perfect opportunity for WEP to connect with its audience in a way that aligns with its brand truth.<sup>2</sup> The event will feature BBQ catering from Falling Sky, a local favorite brewery, and live music from a local band.<sup>3</sup> At the event, attendees can take home goodie bags that contain red, white, and blue flower seeds and a WEP branded mini frisbee in order to extend the WEP experience past the event. Attendees will be encouraged to share their experiences through social media and we expect to attract local press coverage as well, further driving impressions from the event.

**TV** - With some Eugene residents being familiar with WEP's brand, a continued TV spend during all four dayparts will be beneficial in increasing brand familiarity and reinforcing the WEP's brand image among our target audience.

# FLIGHT IV: November 29<sup>th</sup>, 2022 — December 26<sup>th</sup>, 2022

**SOCIAL** - As winter break approaches, WEP will introduce new sustainable merchandise that would make a great gift for others during the holiday season. WEP can also advertise seasonal items in the store that will not be around for long. During this time, our goal of having 100 new sign-ups and 500 new wishlists/ month created will be met with the help of social media as customers are looking forward to the holidays.

**SEM** - With eco-friendly sourcing and sustainable efforts being of great importance to WEP's brand, SEM keywords will continue to navigate around sustainability. As the holiday season approaches, WEP will also focus on words more suggestive of gifts and like-offerings such as "cool gifts for nature lovers", "best gifts for nature lovers", "best gifts for outdoor lovers", "gifts for nature loving kids", and "nature gifts for children" to increase website visits.

**TV** - With the Whole Earth Provisions name familiar to Eugene residents, a continued TV spend during all four dayparts will be beneficial in reinforcing the brand's image and ensuring brand familiarity among our target.

**LOCAL BUSINESS PARTNERSHIP** - WEP will continue to maintain a year-long partnership with Provisions Market Hall, a local restaurant, to provide takeout Dinner Boxes for families looking for a convenient meal before they head out for a trip. We expect that this partnership will continue to help drive account signups, Whole Earthling signups, website traffic, new wishlists, and daily in-store traffic.

**MAGAZINE** - MediaLux will advertise on MOM Magazine and Outdoors NW to reach niche audiences that are directly related to our target audience of adults ages 30-44 with at least one child. We will have 1 insertion per magazine, and we expect these insertions to increase our target audience's brand awareness, especially as the months get colder and people start spending more time indoors.

# MEDIA MENU

## Experiential

Event	Price	Impressions	Cost per Attendee
Green Space Tree Planting	\$1,388.00	1,500	\$0.93
Fourth of July Celebration	\$5,280.00	10,000	\$0.53

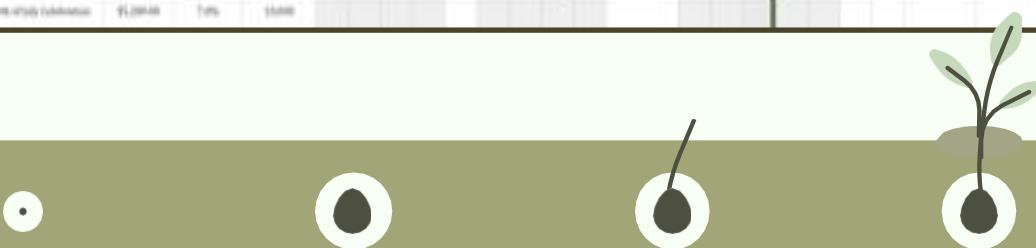
## Partnerships

Vehicle	Price	Impressions	CPM
Provisions Market Hall	\$1,000.00	30,000	\$33.33

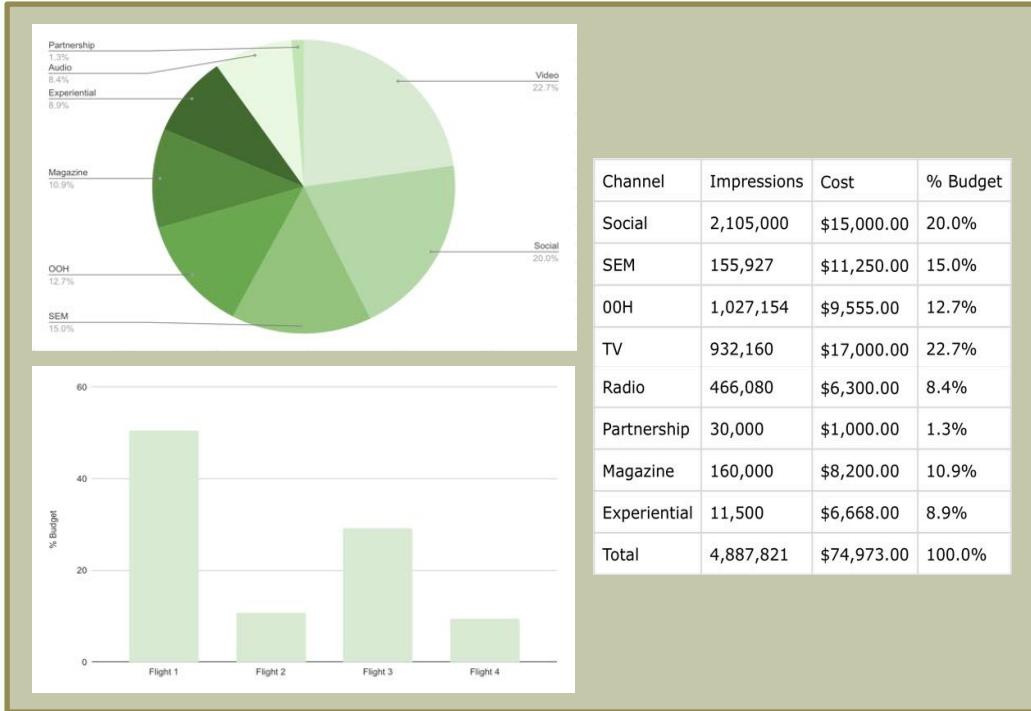
Keywords	Clicks	Impressions	Cost
Group 1			
outdoor gear near me, camping equipment near me, outdoor stores near me, camping stores, outdoor shops near me	586	117,200	\$1,250.00
Group 2			
sustainable products, sustainable apparel, hiking clothes, camping equipment, camping gear	285	14,250	\$2,750.00
Group 3			
environmentally friendly brands, environmentally conscious brands, eco brands, sustainable products, green eco friendly products	110	7,727	\$4,250.00
Group 4			
cool gifts for nature lovers, best gifts for nature lovers, best gifts for outdoor lovers, natural organic gifts, holistic gifts	191	19,100	\$3,000.00



Channel	Total Cost Percent Cost	Vehicle	Vehicle Cost	Percent Cost	Deposited	Mar				Apr				May				June				July				August		September		Oct	
						Flight 1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Audio	\$6,000.00 0.1%	Local Radio	\$1,000.00	1.6%	\$100.00																										
Video	\$12,000.00 0.2%	Local TV	\$2,000.00	22.7%	\$200.00																										
Partnership	\$1,000.00 0.1%	Business Partner Ref	\$1,000.00	1.7%	\$100.00																										
Social Media	\$15,000.00 0.3%	Facebook	\$10,000.00	13.3%	\$1,000.00																										
		Instagram	\$1,000.00	1.7%	\$100.00																										
SEM	\$12,250.00 0.2%	Keywords Group 1	\$2,250.00	1.7%	\$225.00																										
		Keywords Group 2	\$2,250.00	1.7%	\$225.00																										
		Keywords Group 3	\$4,500.00	3.4%	\$450.00																										
		Keywords Group 4	\$2,250.00	1.7%	\$225.00																										
SEO	\$15,000.00 0.3%	Search Engine	\$10,000.00	13.3%	\$1,000.00																										
		Local SEO	\$4,000.00	5.3%	\$400.00																										
Referrals	\$1,000.00 0.1%	Ref Referrals	\$1,000.00	1.7%	\$100.00																										
		Referrals SW	\$1,000.00	1.7%	\$100.00																										
Experiments	\$6,000.00 0.1%	Search Query Test Planning	\$1,000.00	1.7%	\$100.00																										
		Search Query Validation	\$1,000.00	1.7%	\$100.00																										



# BUDGET



## CALL TO ACTION



MediaLux is prepared to support Whole Earth Provision for its new location grand opening in Eugene, Oregon. By staying consumer-centric and prioritizing impact-driven goals, we have created an integrated media plan to inform and engage the communities of Eugene.

At MediaLux, we strive for nothing short of excellence, and we achieve this by utilizing data-driven insights and strategies to formulate and execute our plan.

Standing by our values of quality, connection, and authenticity, we will work wholeheartedly to ensure success and exceed expectations. With our expertise and passion, you can trust that you'll be in good hands.