

The image features a background of the Tampa Bay skyline, including several prominent skyscrapers and a waterfront area with palm trees. A large, semi-transparent circular graphic is centered over the image. Inside this circle, the logo for 'FEEDING Tampa Bay' is displayed. The word 'FEEDING' is in orange, with a stylized orange grain stalk above the letter 'I'. 'Tampa Bay' is in green, with a vertical orange line separating the two words. Below the logo, the word 'CAMPAIGN' is written in large green letters, and 'PROPOSAL' is written in large white letters at the bottom of the circle.

**FEEDING**<sup>TM</sup>  
Tampa Bay

**CAMPAIGN**

**PROPOSAL**

# MEET

## THE

# TEAM



**DERYN HAHN**  
Account Manager



**MARIEN ORBEZO**  
Research Director



**CAMILLE WILKIE**  
Creative Director



**YANG JIANG**  
Media Buyer



**ANTONI REINA-COPPOLA**  
Copywriting Director



# SITUATION ANALYSIS



# I. TARGET AUDIENCE

## A. DEMOGRAPHICS

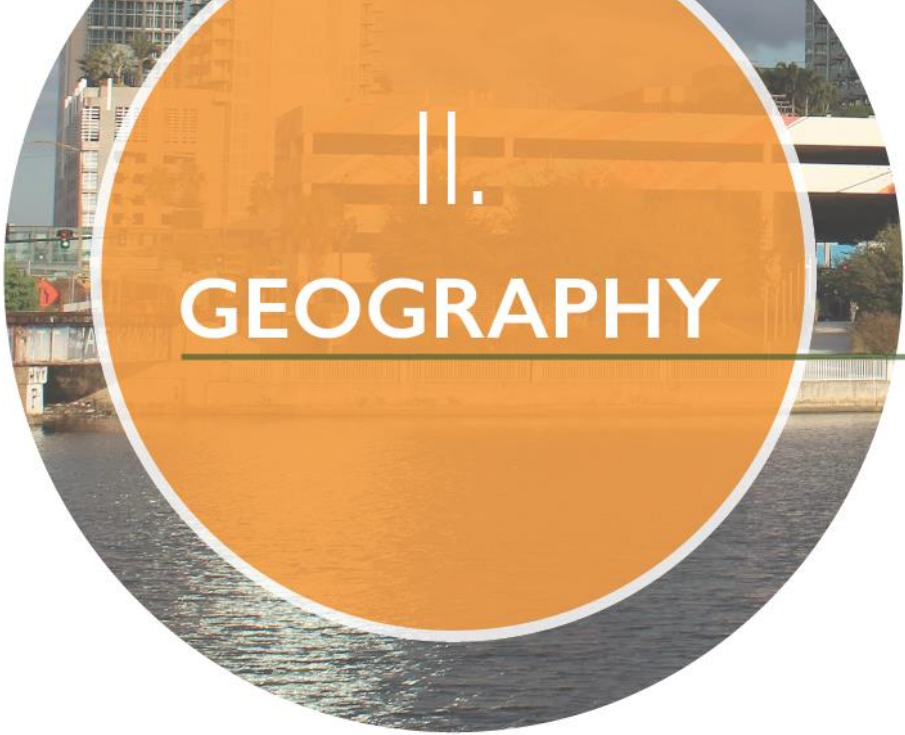
The target audience is based on the total amount of donations in the last twelve months of \$150.00 or more. By studying the consumer index and finding who is most likely to donate to Feeding Tampa Bay, the following demographics have been determined.

**Men and women are equally important targets in regard to donation amount in the past year:**

- Post graduates and those who have completed graduate college or more
- Men and Women over the age of 45
- Those with a household income of \$75,000 to \$150,000 or more

## B. PSYCHOGRAPHICS

- Married couples
- Men and women who have money available to donate
- People who live and socialize in the Hillsborough community
- Married Couples who have financial stability
- Those who pride themselves in having a strong community



Marketing will be targeted  
at

**HILLSBOROUGH  
COUNTY**



Hillsborough residents having the highest average household income

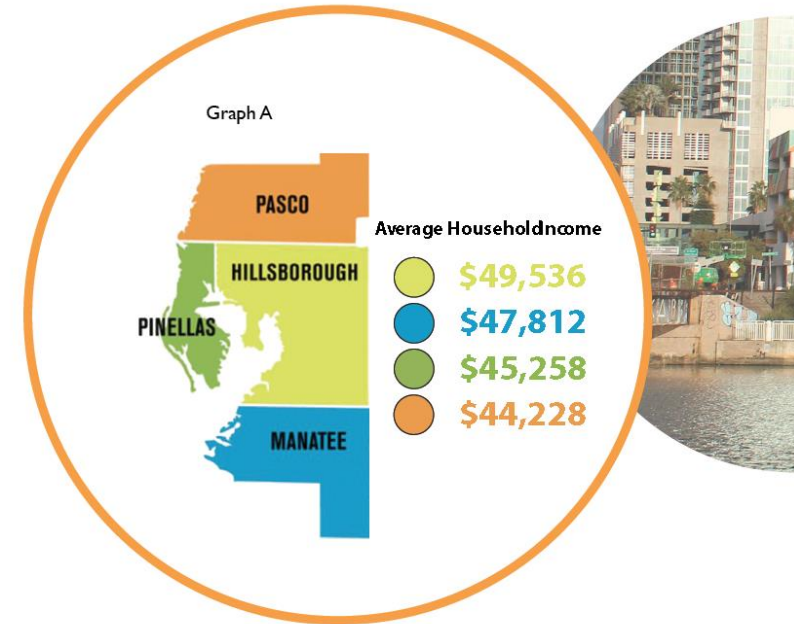



central location to Tampa Bay



Hillsborough County has a higher household income than Tampa as a whole, which is \$43,514.

Graph A depicts the **average household** income of four counties in Tampa Bay and their respective average household incomes from 2014.





## IV. CREATIVE REQUIREMENT

### A. BRANDING

[Recent rebranding makeover ]

- name switch
- Fresh appearance
- New purpose

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### B. TRADEMARK

[Simplification & Consistency]

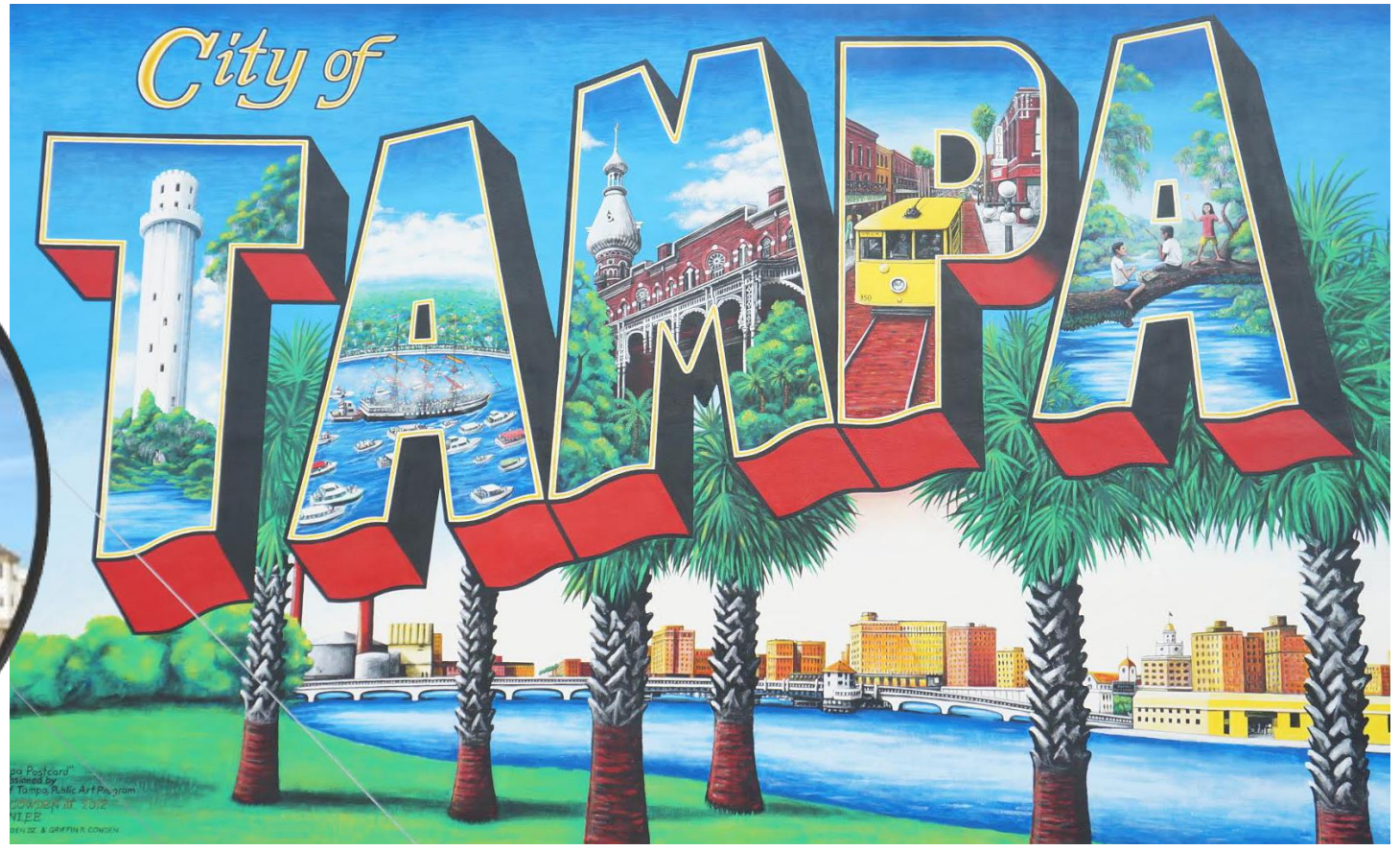
- Color : Orange & Green
- New logo : Cornstalk

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### C. TONE

- Fresh
- Clean
- Professional
- Innovative

V.  
COMPETITORS





## A. METROPOLITAN MINISTRIES

- Over 3 decades of service
- Created in Tennessee 1979
- Works with local churches
- Partners with local businesses
- Provides emotional and physical help





V.  
COMPETITORS



## B. MEALS ON WHEELS

- 🌾 **750 meals daily**
- 🌾 **Volunteers**  
[Mainly recruits from faith based communities]
- 🌾 **Further support and financial aid**  
[Larger companies and local restaurants]





## C. TRINITY CAFÈ

- 🌾 280 meals daily
- 🌾 **Chef prepared meals**  
[Served on table cloths with silverware]
- 🌾 **Support from large companies**  
[Promote and reach a larger audience]
  - 🌾 Bucs
  - 🌾 Verizon



# VI. COMPETITIVE MEDIA

Posts messages that **engage with followers** on all social media sites

**Feeding America is active on the following accounts**

	Feeding Tampa Bay	Metropolitan Ministries
Total number of social media accounts	7	6
# of Twitter followers	2588	8581
# of Facebook likes	3790	19511
# of Youtube Subscribers	42	23
# of LinkedIn Followers	520	1419

- Facebook
- Twitter
- Pinterest
- Instagram
- Youtube

## Metropolitan Ministries is active on social media

- Similar strategies
- More followers (Facebook and Twitter)





## VII. SWOT ANALYSIS

### A. **STRENGTHS**

Nation's leading domestic hunger relief charity

New branding efforts

Willingness for change, innovative

Affiliation with larger organization  
(providing more experience & support)

Geographical focus

Currently not lacking in food donations

Not a seasonal product

### B. **WEAKNESSES**

Lack of awareness within community

There are other different food banks in the area

No clear numerical goal of what needs to be accomplished

Hunger in the Tampa Bay area is an ongoing problem

Lack of funds

Fluctuation of volunteers

### C. **OPPORTUNITIES**

New branding efforts

Partnerships with other companies

Building relationships with other local food banks

Consider other target markets in effort to spread awareness

Spread Awareness

Social Media

### D. **THREATS**

Other non-profits of Tampa Bay  
asking for donations

Economic issues


Lack of internal staff to facilitate  
changes that need to be made




# PRIMARY RESEARCH


I.  
**FOCUS  
GROUPS**



 **General opinions**  
of our target audience.

 Conducted at various  
**Starbucks** locations in  
**Hillsborough County.**

 Attracts those who have extra money  
to spend on specialty drinks.

 Variety of people of all ages and professions

 Local & Social Atmosphere

# RESULTS

## BRAND IMAGE

### POSITIVE ASSOCIATIONS

*with Feeding Tampa Bay:*

"As a father, I'm concerned with the health and safety of other children."

"Giving to charity is very important."

"Fills a need in our community."

"I'm glad there's an organization out there that helps those in need."

### NEGATIVE ASSOCIATIONS

*with Feeding Tampa Bay:*

"They (Feeding Tampa Bay) need to **differentiate between the competitors.**"

"Feeding Tampa Bay needs to **show where the money is going** and how it's being used".

"Trust issues"

"They decide where the money is going and not all of the money goes to the victims"

## AD RECEPTION

### DONORS:

"I've donated money, food items and time."

"I have donated to charity **for tax purposes** in the past."

### NON-DONORS:

"I like the idea of charity but I don't really give"

"I'd rather donate my time."

"I would donate time so I can help in a more personal manner"

## INCOME LEVEL

Higher income  
(\$70k-\$150k+ per annum):

"Statistics are more impacting to me"

"I'd like to see more statistics to know where the money is going"

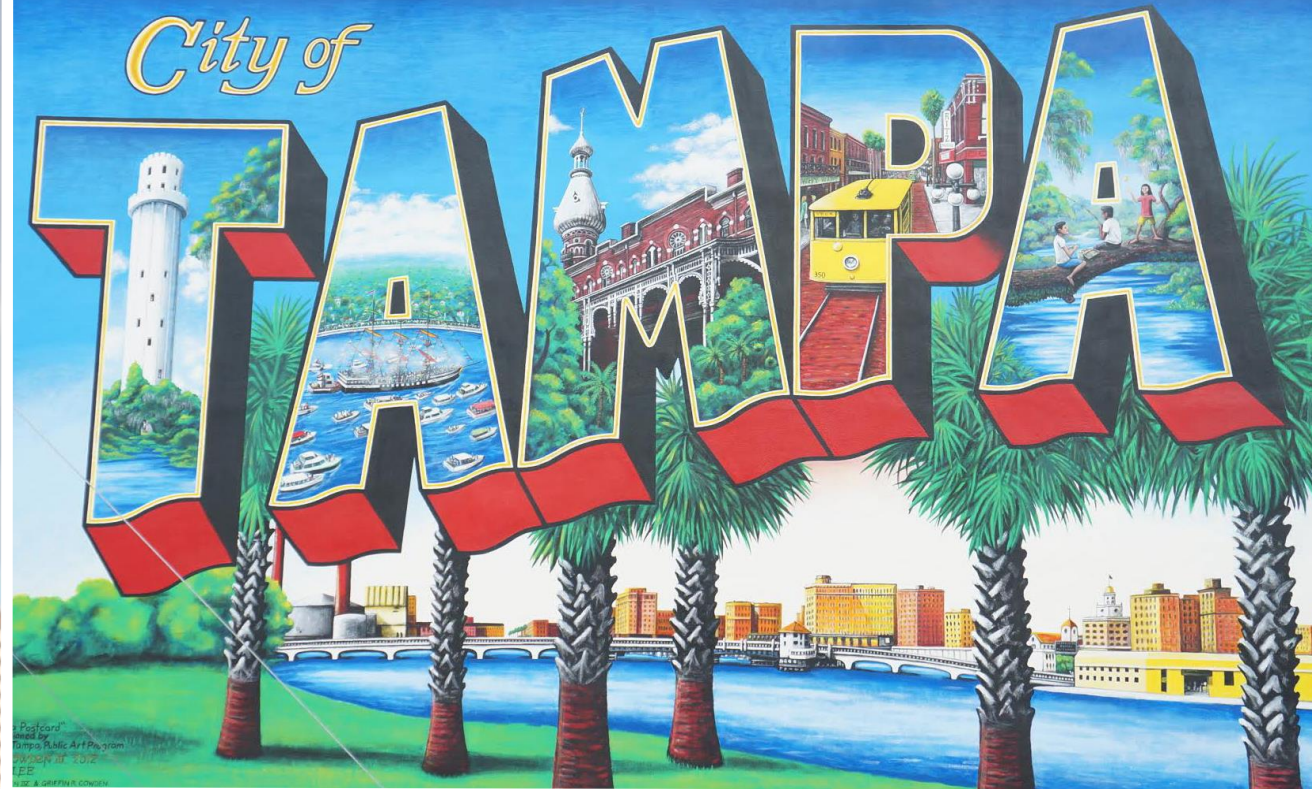
"I want to see a mix of both but ultimately, statistics are more important"

Lower income  
(\$40k or less per annum):

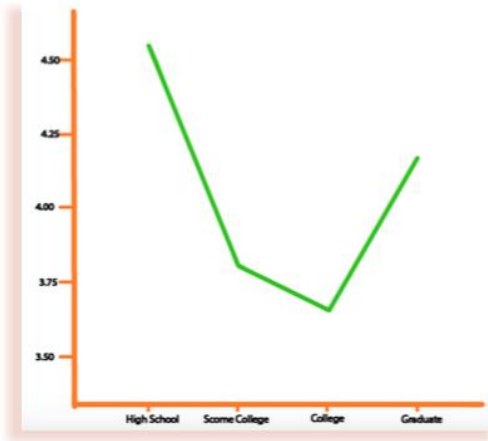
"I'm moved by personal stories"

## II. SURVEY

Following the focus groups, 100 survey questionnaires were distributed in order to quantitatively gather levels of awareness, opinion, social media activity, media preference, donation preference, and reasons for donating within the community.







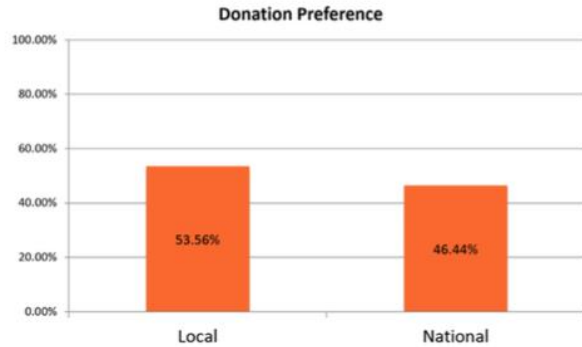
The chart clearly shows that

PEOPLE WITH A **HIGH SCHOOL LEVEL OF EDUCATION** ARE THE **MOST AWARE** OF TERMS RELATED TO

Food banking, Food insecurity, Feeding Tampa Bay, etc.

According to our survey,

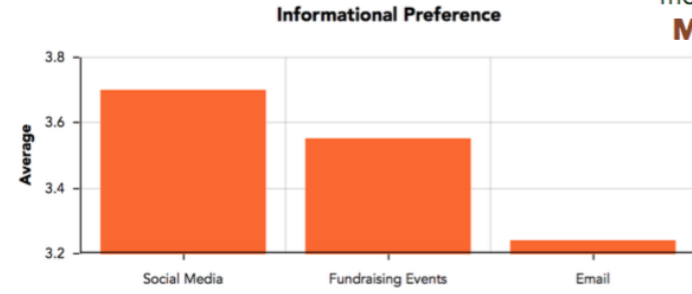
participants are **MORE LIKELY TO DONATE TO LOCAL CHARITY** than national charity.



**IN GENERAL,** People across ages are **MORE WILLING TO DONATE FOOD.**

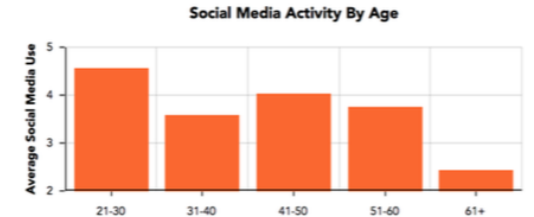
People that are **60+** are more willing to **DONATE MONEY.**

When it comes to **DONATE TIME,** audiences tend to **BREAK EVEN**

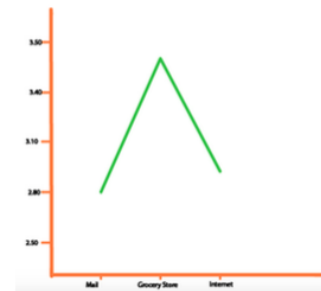


most people would be **MOST RECEPTIVE** to information about Feeding Tampa Bay through **SOCIAL MEDIA** followed by fundraising events the least, via emails.

**SOCIAL MEDIA USAGE IS HIGHER AMONG YOUNGER AGE GROUPS.** As **age increases,** social media **usage decreases.**



People are **MORE WILLING TO DONATE IN PERSON** at a grocery store than over the internet or through the mail.



Our data revealed that **PEOPLE PREFER FACTUAL & COMICAL ADVERTISEMENTS**

A circular graphic with an orange border. The center is a dark grey semi-circle containing the text 'CREATIVE BRIEF' in white. The background of the circle is a blurred image of a park with a path, trees, and a building. Two decorative horizontal lines with leaf-like ends are positioned above and below the text.

# CREATIVE BRIEF

# I. BASIC PROBLEMS

**PREFER  
DONATING  
FOOD RATHER  
THAN MONEY**

**LACK OF  
TRUST IN  
NONPROFITS**

**NO PROOF OF  
WHERE MONEY  
GOES**

**HOW TAMPA BAY  
DIFFERS FROM THE  
COMPETITION**

# BRAND POSITION

## CURRENT

### BRAND PERSONALITY

Feeding Tampa Bay, as a brand, is currently perceived as friendly, reliable, committed, and hardworking.

## DESIRED

### BRAND PERSONALITY

Excitement, Sincerity

Feeding Tampa Bay's desired personality as a brand should be of an approachable, honest, daring and spirited charity entity.

This campaign will generate excitement through the Fight Against Hunger 5K event that the entire Tampa Bay community can participate in.

Sincerity will be expressed through the statement, "Join us in the fight against hunger," &

by featuring the faces of members of the community who work hard for Feeding Tampa Bay through the print advertisements, postcards, and bus wraps.

# MAIN OBJECTIVES

## OF CAMPAIGN

- Change tone of the brand
  - More attention focused on members of the **LOCAL** community

- **Create Awareness**
  - Differentiate Feeding Tampa Bay from the competitors

- Convey importance of donating money
  - Receiving monetary donations is a **MAIN GOAL**
  - Most people would rather donate food over money

# MAIN OBJECTIVES

## OF CAMPAIGN

- Make donating money easier
  - Will do so through the Fight Against Hunger 5K

- Show action within the community through the campaign
  - Reinforce local priority
    - All marketing material focused locally

- Local not National Brand Identity
  - Majority of people prefer donating to a local charity



**WE:**

- Prioritize nutrition
- Promote trustworthiness
- Deliver nutritious food quickly
- Support our local community

# V. MESSAGE INTEGRATION

**To maximize the budget and generate the largest amount of impressions an integrated marketing campaign would be best.**

**PRINT  
NEWSPAPER**

**DIRECT MAIL  
POSTCARDS**



**LOCAL TRANSIT**  
**HART BUS**

**FUNDRAISER**  
FIGHT AGAINST HUNGER 5K

**SOCIAL MEDIA**



A circular graphic with an orange border. The center is a dark grey circle containing a blurred background image of a city skyline and a park with a path. The text "MARKETING MATERIALS" is written in large, white, bold, sans-serif capital letters across the center. There are two decorative horizontal lines with leaf-like motifs at the top and bottom of the dark grey circle.

# MARKETING MATERIALS

13  
WEEKS

# Tampa Bay Times

SUNDAY  
NEWSPAPER

# LOCAL

3 COLUMNS  
BY 5.25 INCHES

READERSHIP  
**266,200**

CIRCULATION  
**122,656**

HELP  
YOUR  
COMMUNITY  
TODAY



DONATE  
**FEEDING**  
Tampa Bay

[www.feedingtampabay.org/donate](http://www.feedingtampabay.org/donate)

FIGHT  
AGAINST  
HUNGER  
5K



more information  
visit  
[www.feedingtampabay.org/fight5k](http://www.feedingtampabay.org/fight5k)

**FEEDING**  
Tampa Bay

FIGHTAGAINSTHUNGER



HELP  
YOUR COMMUNITY  
TODAY

**FEEDING**  
Tampa Bay

# POST CARDS



**JOIN FEEDING Tampa Bay**  
for the first **5K** race  
to **#FightAgainstHunger**  
Saturday March 26th  
10 AM  
Registration begins at 8 AM



Bayshore Blvd & Nance Ave.  
to  
Ballast Point



**FIGHT AGAINST HUNGER**



**5K Race**

FEEDING Tampa Bay

**WHAT IS FEEDING TAMPA BAY?**

*Feeding Tampa Bay is a non-profit organization committed to end hunger in the Tampa Bay area by engaging the community in activities and donations to #FightAgainstHunger.*

*Feeding Tampa Bay collects food from national retailers, growers, and government agencies. Once large quantities of food are collected, the items are sent to members of food bank that would then distribute the products to food pantries and meal programs that serve the hungry.*




**FIGHT AGAINST HUNGER**



FEEDING Tampa Bay

*On behalf of Feeding Tampa Bay we would like to thank you for contributing and helping us to **#FightAgainstHunger**.*

*Your donations will be served with love and gratitude.  
Happy Holidays!*



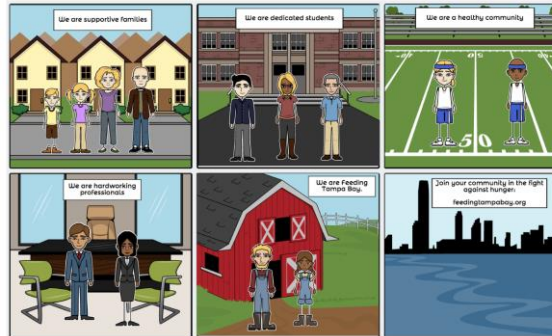
**THANK YOU!**

For helping us **#FightAgainstHunger**



FEEDING Tampa Bay

# SOCIAL MEDIA



**Feeding Tampa Bay**  
Registration is now open for our 1st Annual Fight Against Hunger 5K!

Click below to sign up.



Like - Comment - 9 minutes ago

145 people like this.

Write a comment ...

**Feeding Tampa Bay**  
Together we can help feed our 700,000 hungry neighbors in the Tampa Bay area. Give today.



Like - Comment - 9 minutes ago

80 people like this.

Write a comment ...

**Feeding Tampa Bay**  
It's not too late to sign up for our 1st Annual Fight Against Hunger 5K!

Everyone who signs up by the deadline will receive a special t-shirt to commemorate the event. Also, parking for the event is located at Ballast Point Park where the race ends.

A free shuttle service will be provided to bring participants to the start of the race at the intersection of Bayshore Blvd. and Nance Ave.

Like - Comment - 9 minutes ago

145 people like this.

Write a comment ...



9  
BUS

# WRAPS

10,000 impressions per ad per day

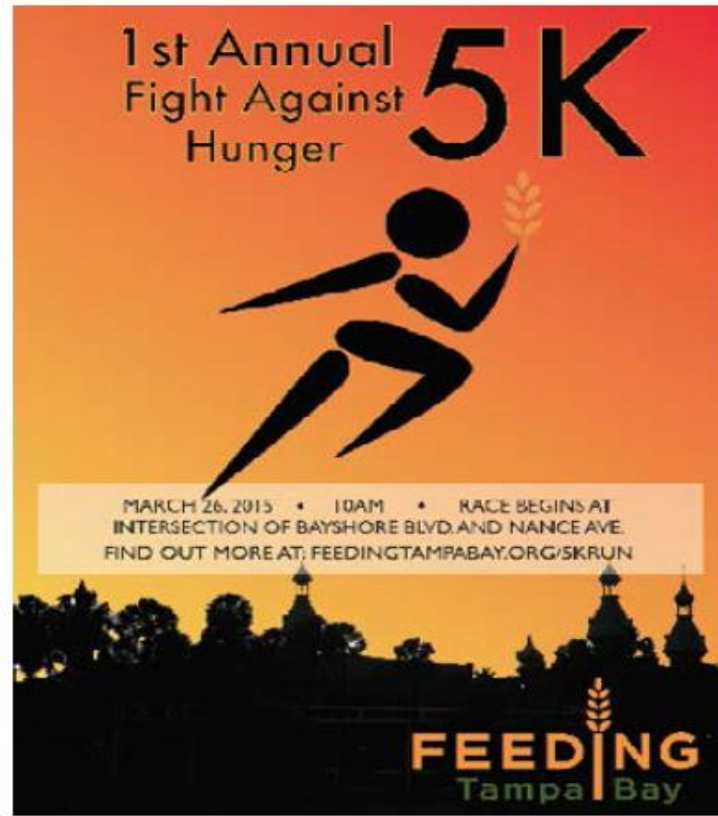
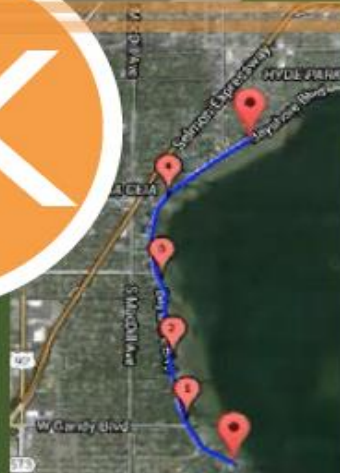
There 1.3 million riders  
using HART every month.



FUNDRAISER

# FIGHT AGAINST HUNGER

5K



#### Feeding Tampa Bay

It's not too late to sign up for our 1st Annual Fight Against Hunger 5K!

Everyone who signs up by the deadline will receive a special t-shirt to commemorate the event. Also, parking for the event is located at Ballast Point Park where the race ends.

A free shuttle service will be provided to bring participants to the start of the race at the intersection of Bayshore Blvd. and Nance Ave.

Like · Comment · 0 minutes ago · 16

145 people like this.

Write a comment ...





# MEDIA BUYING





# BUGET ALLOCATIONS

## JANUARY-MARCH

Print Newspaper ads: Tampa Bay Times  
13 weeks Sunday 3 col. x 5.25" = **\$14,131.00**

Postcards (race, informational, thank you) 3 months: **\$3,381.00**

Bus wrap: 10 Queen Ads 1,462 each: **\$14,620.00**

Fight Against Hunger 5k: **\$2,000.00** for race expenses

**TOTAL COST: \$34,132**

**\$868.00** left over for various printing and other related costs



# FLOWCHART

## FEEDING TAMPA BAY CAMPAIGN FLOWCHART

Medium	January	February	March	April
Direct Mail (Postcards)	1	1	1	
\$(000)	1.1	1.1	1.1	
GRP	1.0	1.0	1.0	
Bus Wrap	10	10	10	
\$(000)	4.9	4.9	4.9	
GRP	39.98	39.98	39.98	
Newspaper	4	4	4	1
\$(000)	4.3	4.3	4.3	1.1
GRP	141.91	141.91	141.91	35.48
<b>Plan Total</b>				
\$(000)	<b>10.3</b>	<b>10.3</b>	<b>10.3</b>	<b>1.1</b>
GRP	<b>182.89</b>	<b>182.89</b>	<b>182.89</b>	<b>35.48</b>

**Total GRP: 584.15**

**Alloted Budget: \$35,000.00**

**Budget Spent: \$32,132.00**

**\*Remaining \$2,000.00 to be reserved for Fight Against Hunger 5K**

**\*\$868.00 can be used for various printing and other related costs**