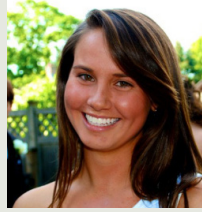




CAMPAIGN PROPOSAL



DERYN HAHN
Account Manager



CAMILLE WILKIE
Creative Director



MARIEN ORBEZO
Research Director



YANG JIANG
Media Buyer



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**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, as well as:

- 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

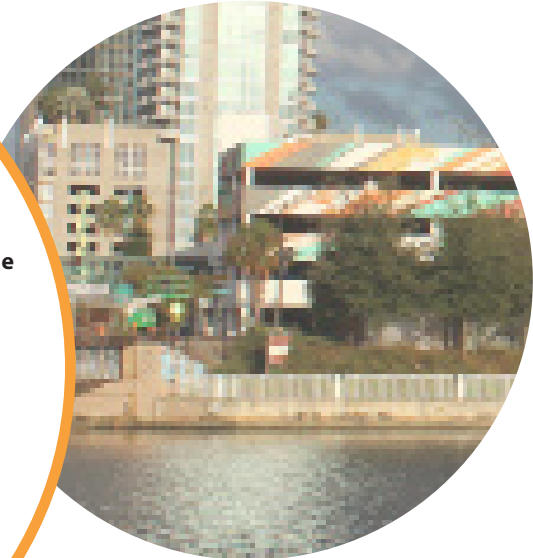
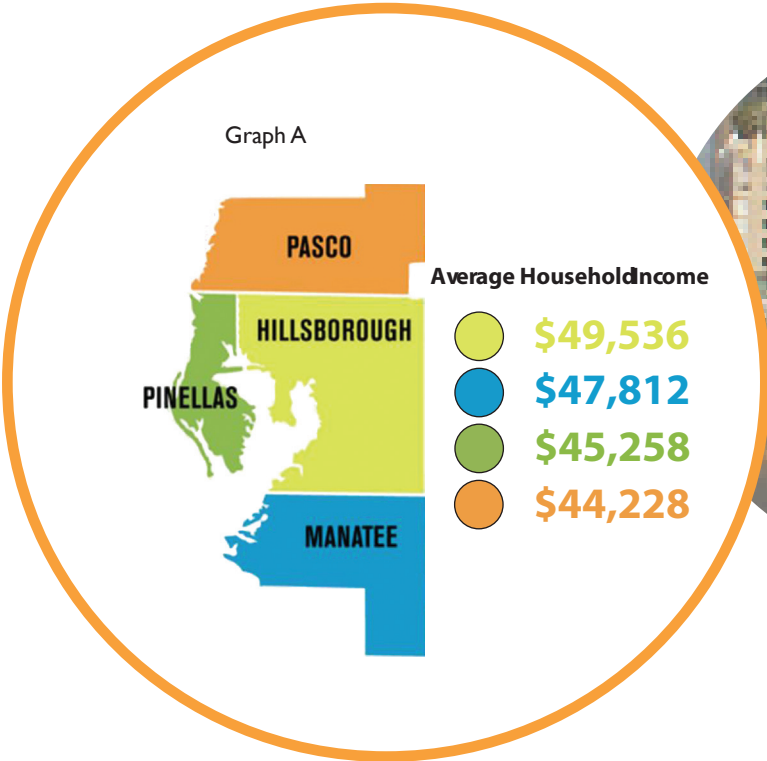
B. **PSYCHOGRAPHICS**

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

II. GEOGRAPHY

Marketing will be targeted at
HILLSBOROUGH COUNTY

Marketing will be targeted solely to residents of Hillsborough County. This demographic was chosen due to Hillsborough residents having the highest average household income and their 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.



III.

SEASONALITY

HUNGER ACTION MONTH

A month-long event, which takes place all over America during September. The goal of this event is to raise awareness about food relief in the Tampa Bay area through a series of community-backed events such as yoga lessons, movie nights, food drives, and a 24-hour food-sorting marathon (or “Sort-a-thon”), which helped deliver over 50,000 meals to families and individuals in need.

#SPOONTEMBER

Part of Hunger Action Month where supporters can share a ‘spoon selfie’ or an image of themselves balancing a spoon on their nose, along with hunger-related statistics and challenge a friend to do the same. By posting the picture on social media outlets such as Twitter, Instagram, or Facebook, the Tampa Bay community is engaging and raising awareness online of the 1 in 7 Americans struggling with hunger.

SNAP CHALLENGE

The SNAP Challenge gives participants a view of what life can be like for millions of low-income Americans. Most participants take the Challenge for one week, living on the average daily food stamp benefit (about \$4 per person per day). Challenge participants find they have to make difficult food shopping choices, and often realize how difficult it is to avoid hunger, afford nutritious foods, and stay healthy.

DONATION FREQUENCY

Feeding Tampa Bay receives most of its donations between September and December. Furthermore, donors are more likely to donate when the holiday season begins.



IV. CREATIVE REQUIREMENT

A. **BRANDING**

Recently the company underwent a complete rebranding makeover. The initial change was the name switch, going from Feeding America Tampa Bay to Feeding Tampa Bay. This simpler name is accompanied with a whole new appearance and purpose. FTB has channeled their innovative efforts to move past old food banking by representing this notion within their branding campaign to encourage thinking ahead in addition to spreading awareness and generating excitement. Because Feeding Tampa Bay is open and eager to change, this allows many opportunities to expand beyond old branding, and to grow as a new trademark. Their rebranding is a direct reflection of their progressive efforts to change in all aspects of the organization.

B. **TRADEMARK**

The new branding efforts are visually expressed through simplification and consistency. Feeding Tampa Bay can most easily be recognized by color (orange and green), and the new corn stock logo used whenever possible. Feeding Tampa Bay would expect this new logo to be their official trademark so that it can eventually be recognized and identified on its own.

C. **TONE**

Fresh, clean, professional, innovative.



V. COMPETITORS

Metropolitan Ministries, Meals on Wheels, and Trinity Cafe are non-profit organizations based around the Tampa Bay area.

These three organizations' missions are to provide food to hungry, homeless and working people who are struggling to provide food for themselves and families. Since the creation of the organizations, each one has served over one million meals to families of the Tampa Bay community.

Analyzing their missions and places where they provide food (Tampa Bay area), The conclusion was determined that these organizations can be considered Feeding Tampa Bay's "competitors" not for the quantity of food they provide, but because they have a very similar mission and target audience to Feeding Tampa Bay.

A. MEALS ON WHEELS

Founded by Gloria Fuentes, a Tampa resident who by that time experienced difficulties taking care and assisting two of her relatives who lived in opposite directions of the city. After going through this experience for a while, Gloria came up with the idea of delivering food to those that needed it, which led her to form a committee of church members and pastors from the Tampa Bay area to help others in need.

On March 18, 1875, a group of volunteers began cooking meals in the hall of a local United Methodist Church, and started delivering food to about 12 people who were homebound. It was then when Meals On Wheels appeared.

Nowadays, Meals On Wheels serves approximately 750 meals daily. Meals On Wheels has partnered with different organizations and companies to get helped. In order to get volunteers that can cook the meals, and serve and deliver them, Meals On Wheels has partnered with the faith-based community such as Grace Lutheran Church, Wellspring Church, Forest Hills United Methodist, St. Mary's Catholic Church, and many other more.

As for the financial aid, Meals On Wheels counts with the help from big companies such as Bank of America, The New York Yankees Foundation, Inc., Triad Foundation, Community Foundation of Tampa, Columbia Restaurant, and others.

B. METROPOLITAN MINISTRIES

The Episcopal Commission of Southeast Tennessee created this nonprofit organization in 1979. The main goal back then was to “answer the calls for emergency financial assistance” to those people that were not able to make it for any reason. The organization has now been helping people emotionally and physically for more than 3 decades. People that reach Metropolitan Ministries are taught to “hope for their own futures as independent, contributing members of the community”.

Metropolitan Ministries Tampa Bay partners with local businesses such as Columbia Café in order to raise awareness of their social labor, and raise some funds to help their people. They also partner with worldwide events such as “Giving Tuesday”. Doing events in local churches allows Metropolitan Ministries to reach larger audiences.

C. TRINITY CAFE

This organization was founded in 2001 and since then has been serving around 280 hot meals every day including holidays. Since it started, they have served more than 1,430,800 hot meals. This organization receives homeless, hungry, and working poor people, and they get their food served on cloth-covered tables with silverware. A professional and experienced chef prepares the meals, and volunteers participate as the servers.

Trinity Café has partnered with big companies in order to promote themselves, which is a great idea as such companies help the organization reach different and larger audiences. On September 2015, Trinity Café had the Bucs served food to people that visited the organization that Tuesday. This not only was a great surprise to everyone who was there, but it also got in the news, which helps to spread the word about the organization.

Earlier on September, Trinity Café partnered with Verizon and launched a TV campaign during the Hunger Action Month; working with a company as big and well known as Verizon helps the organization to reach more people and give more credibility to the organization. Additionally, the organization took advantage of high school students that have to complete volunteer hours in order to graduate, and partnered with Public High schools in the Tampa Bay area to both, give the volunteer hours to students as well as create awareness of the organization at the same time.

VI. COMPETITIVE MEDIA

Feeding America has active Facebook and Twitter accounts. For increased success in media, other sites should be utilized such as: Pinterest, Instagram, and Youtube.

Feeding Tampa Bay has active Facebook and Twitter accounts. Feeding America also has more accounts on social media platforms like: Pinterest, Instagram, and YouTube. As for competitors, Metropolitan Ministries is similar to Feeding Tampa Bay in regard to all social media strategies, though they have more followers on Facebook and Twitter. Both brands post and engage with followers through each social media site.



Photos

Photos

Videos

Videos

Sponsors/Partners

Sponsors/Partners

Donate Link

Donate Link

Contests

Blog

Press Release

	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

VII. SWOT ANAYLSIS

A. **STRENGTHS**

Nation's leading domestic hunger relief charity

New branding efforts

Willingness for change, innovative

Affiliation with larger organization
(providing more experinece & support)

Geographical focus

Currently not lacking in food donations

Not a seasonal product

B. **WEAKNESSES**

Lack of awarness 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

Parnerships 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**

Prior to developing the creative brief, three focus groups were conducted in order to gather general opinions of our target audience.

These focus groups were conducted at various Starbucks locations in Hillsborough County.

STARBUCKS COFFEE

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):

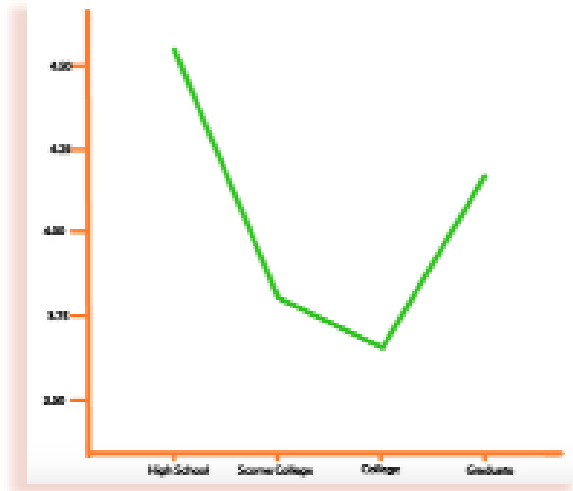
"I'm moved by personal stories"



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.





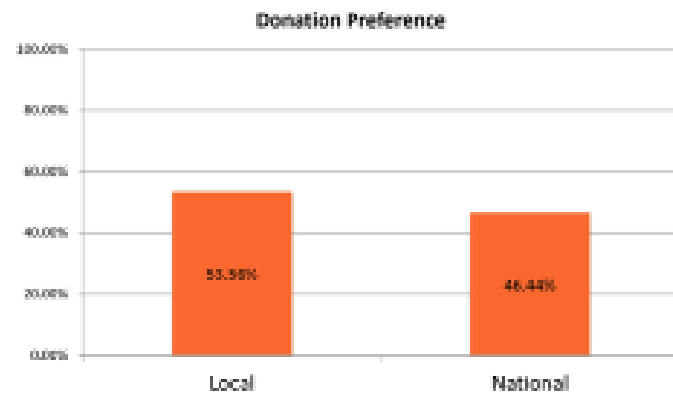
The chart clearly shows that

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,

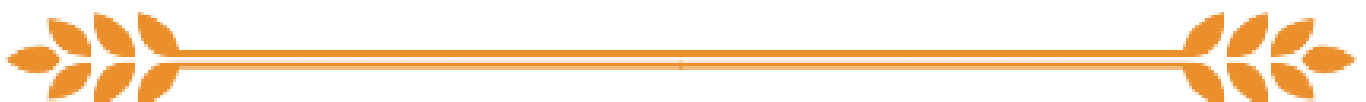
participants are **MORE LIKELY TO DONATE TO LOCAL CHARITY** than national charity.



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**





Responses showed that

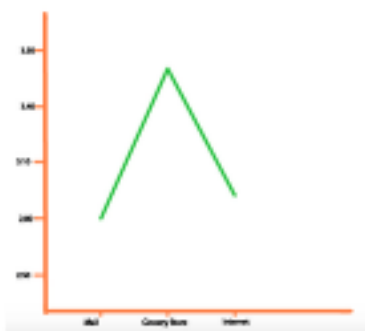


most people would be **MOST RECEPTIVE** to information about *Feeding Tampa Bay* through **SOCIAL MEDIA** followed by fundraising events the least, via emails.

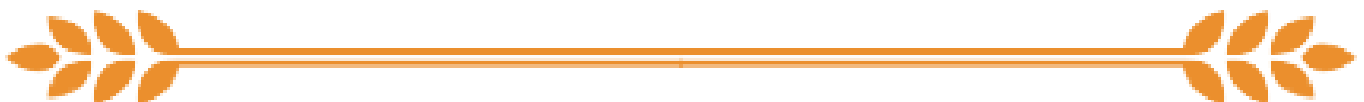
SOCIAL MEDIA USAGE IS **HIGHER** AMONG **YOUNGER AGE GROUPS**. As *age increases*, social media *usage decreases*.



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

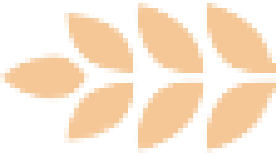


Our data revealed that **PEOPLE PREFER FACTUAL & COMICAL ADVERTISEMENTS**



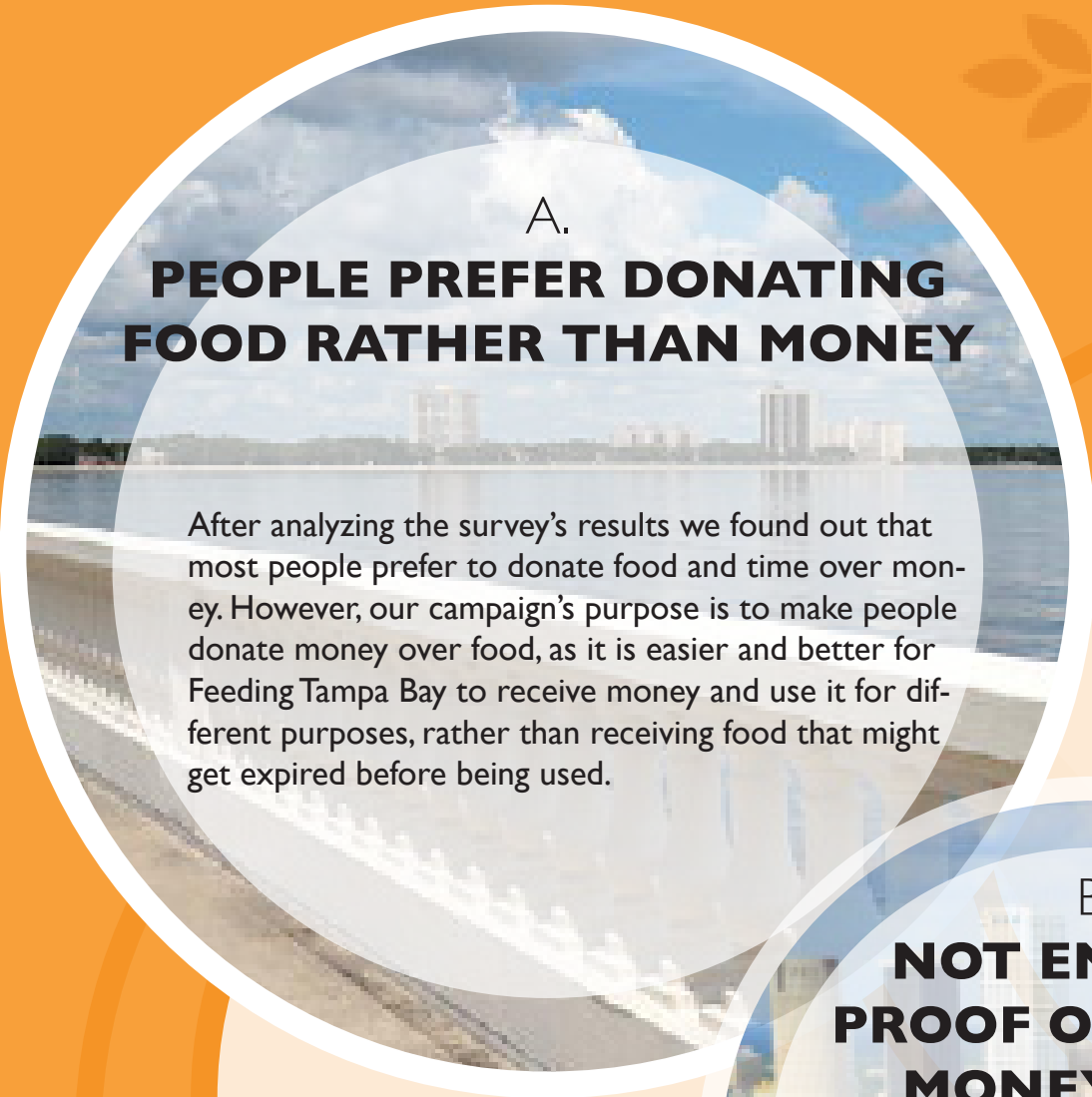


CREATIVE BRIEF



I.
**BASIC
PROBLEMS**






A.

PEOPLE PREFER DONATING FOOD RATHER THAN MONEY

After analyzing the survey's results we found out that most people prefer to donate food and time over money. However, our campaign's purpose is to make people donate money over food, as it is easier and better for Feeding Tampa Bay to receive money and use it for different purposes, rather than receiving food that might get expired before being used.



B.

NOT ENOUGH PROOF OF WHERE MONEY GOES

Many people mentioned that they would like to see more action in the community so that they can actually see where their money is going and how it benefits their community.



C.

LACK OF TRUST IN NONPROFITS

According to our focus group results, people do not feel very secure donating money to nonprofit organizations, which means that we need to create a campaign that enhances people's trust of Feeding Tampa Bay.

D.

HOW FEEDING TAMPA BAY DIFFERS FROM THE COMPETITION

A lot of people have heard about FTB's competitors, such as Metropolitan Ministries, and think that both organizations do the same actions, which leads people to make donations to only one of the organizations (usually Metropolitan Ministries as it is more popular).

II. BRAND

CURRENT

BRAND PERSONALITY

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



POSITION



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.

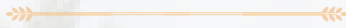
MAIN OBJECTIVES



OF CAMPAIGN

**A. TO CHANGE THE TONE OF THE BRAND TO
CREATE MORE ATTENTION ON HELPING OTHERS
WITHIN TAMPA BAY'S LOCAL COMMUNITY.**

This is due to the results we received from our survey that people prefer upbeat comedy and factual information about how their contributions are used over emotional content. Most people stated their main reason for donating to charity is to fulfill their own ethical desire to help the community.



**B. TO CREATE AWARENESS OF THE ORGANIZATION WITHIN THE
COMMUNITY AND DIFFERENTIATE THEM
FROM THEIR COMPETITORS
THROUGH EDUCATING THE PUBLIC ABOUT
THE NEW WAY OF FOOD BANKING.**

This is due to the majority of respondents being unaware of the organization and what Feeding Tampa Bay does for the community. Our focus group results determined that people are also unsure about the differences between Feeding Tampa Bay and competitors such as Metropolitan Ministries.



**C. TO CONVEY THE IMPORTANCE OF
DONATING MONEY TO THE ORGANIZATION.**

Receiving monetary donations is the main goal of the campaign. We need to convey this because across all age groups, people said they would rather donate their time and food items instead of money.



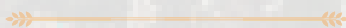
D. TO MAKE IT EASIER FOR THE PUBLIC TO DONATE MONEY.

This is important because survey results showed that people prefer to donate in person such as at grocery stores or fundraising events over donating through the mail or online.



**E. TO SHOW FEEDING TAMPA BAY'S
ACTION WITHIN THE COMMUNITY.**

We can do this through the campaign to show the public that it's truly a localized organization working with real local businesses, families, and food sources. We need to show the Tampa Bay community that their money is staying within the local area.



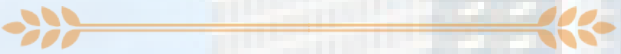

F. TO FOCUS LOCAL, NOT NATIONAL.

This is an objective of our campaign because the majority of people who responded to our survey stated they would be more likely to donate to a local charity than to a national charity.



IV

KEY BENEFITS



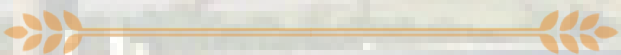


Our results from the survey show that people are most willing to donate food. With that being said, it is important for us to communicate that food donations do not have to be only canned product, but rather more nutritious options.

It is important for us to advertise our active hunger relief efforts to help gain more trust from the community which will encourage the growth of a stronger/healthier relationship for everyone—those who need and those who give.

Our survey indicates that donors are most willing to donate food, it is important to relay the importance of a faster delivery (especially when trying to provide healthier options), and the financial means that are necessary to help achieve this goal. We must focus on a tactic to encourage money donations instead of products.

We must emphasize the fact that this is a local charity, and we are here to support our community— which will encourage personal self fulfillment by helping others, especially those in our own backyard.





V. INTEGRATED MARKETING

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

CAMPAIGN



PRINT

It was discovered through the focus groups that people aged 65 and over had heard of Feeding Tampa Bay through newspaper advertisements. Due to these findings, a large amount of the budget will be allocated to print newspaper advertisements in the local Hillsborough County section of the Sunday edition of the Tampa Bay Times.



DIRECT MAIL

To enhance the sense of a close-knit Tampa Bay community and to lead up to the Fight Against Hunger 5K, postcards will be sent to our target audience in Hillsborough County once a month leading up to the race. The first postcard will have an informational tone to give our target audience an idea of what Feeding Tampa Bay is and does. The second postcard will be about the race itself and give directions about how to become involved. The third postcard will be a thank you to the community for participating and raising money for their neighbors in need.

TRANSIT

Focus group and survey data showed that people who live and work in the Tampa Bay community aren't very aware of Feeding Tampa Bay's presence. By placing advertisements on busses that run throughout downtown Tampa and Hillsborough County, Tampa residents will be able to see the advertisements every day. Queen sized bus advertisements will be placed on HART busses which have 1.3 million riders per month and which offer 10,000 impressions per day.

SOCIAL MEDIA

One of the goals of this campaign is to change the tone of Feeding Tampa Bay to generate excitement and create a localized feel of the brand. This will be done by changing the tone of Feeding Tampa Bay's Facebook page. A video will be designed to be posted on the Facebook page in order to be seen and circulated by those who have liked the page.

FUNDRAISING EVENT

A 5K fundraising event called the Fight Against Hunger 5K will conclude this campaign. The print advertisements, postcards, bus wraps, and social media posts leading up to the event will include a message which urges members of the Tampa Bay community to join Feeding Tampa Bay in the fight against hunger. Flyers will be designed to promote the event and will be distributed in schools and in popular locations around downtown Tampa and Hillsborough County. T-shirts will be designed for this event, as well. There will be a donation requirement in order to participate in the event. The race will begin at the intersection of Bayshore Blvd. and Nance Ave., and end at Ballast Point.



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

FIGHT
AGAINST
HUNGER

5K

more information
 visit

www.feedingtampabay.org/fight5k

FEEDING
 Tampa Bay

FIGHT AGAINST HUNGER

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



WHAT IS FEEDING TAMPA BAY?

Feeding Tampa Bay is a nonprofit 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, grocers, and government agencies. Once large quantities of food are collected, the items are sent to members of food banks that would then distribute the products to food pantries and meal programs that serve the hungry.



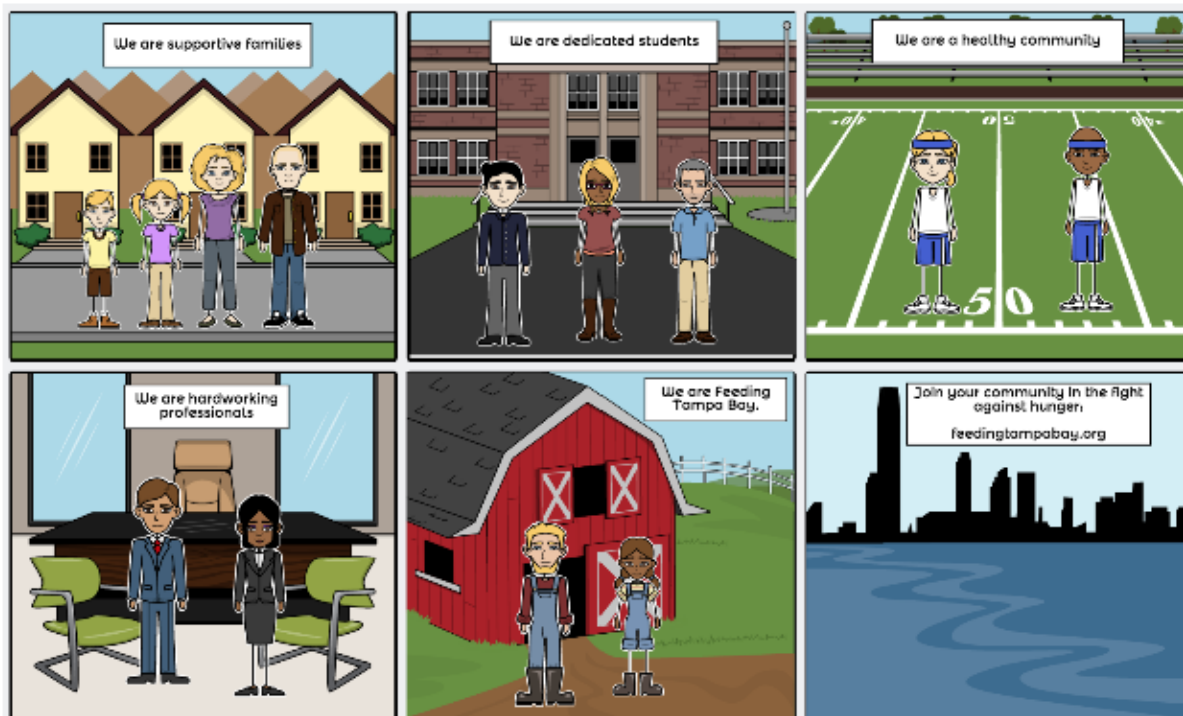
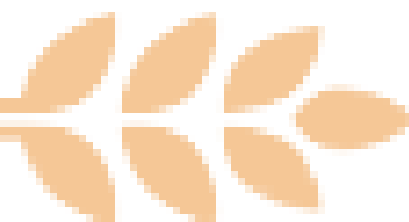
*On behalf of Feeding Tampa Bay we would like to thank you for contributing and helping us to **#FightAgainstHunger**.*

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



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.



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.





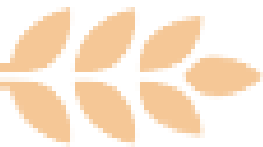
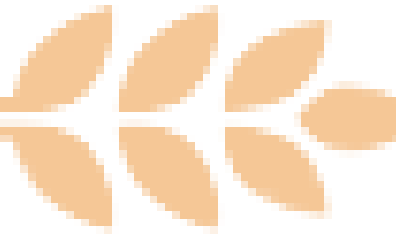
9
BUS

WRAPS

10,000 impressions per ad per day

There 1.3 million riders
using HART every month.

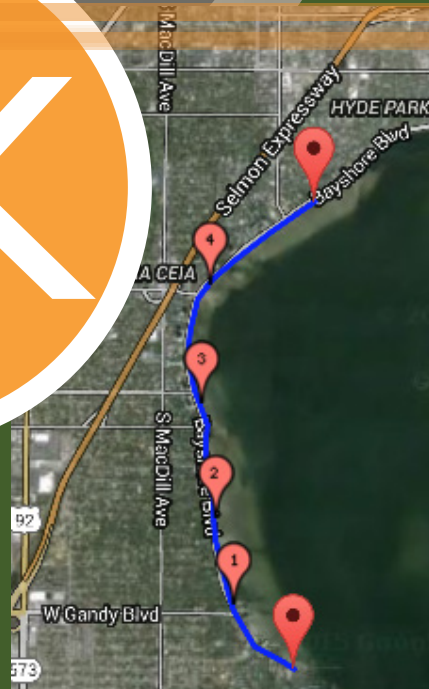


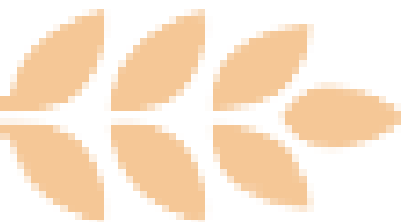


FUNDRAISER

**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 · 9 minutes ago · 🌐

👍 145 people like this.



Write a comment ...

A large circular graphic is centered on the page, set against a solid orange background. The circle contains a photograph of a city skyline with several tall buildings and a body of water in the foreground. The sky is overcast with grey clouds. Two decorative horizontal lines with leaf-like flourishes at each end are positioned above and below the main text. The text 'MEDIA BUYING' is written in a large, bold, white, sans-serif font, centered within the circle.

MEDIA BUYING



BUGET ALLOCATIONS

JANUARY-MARCH

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

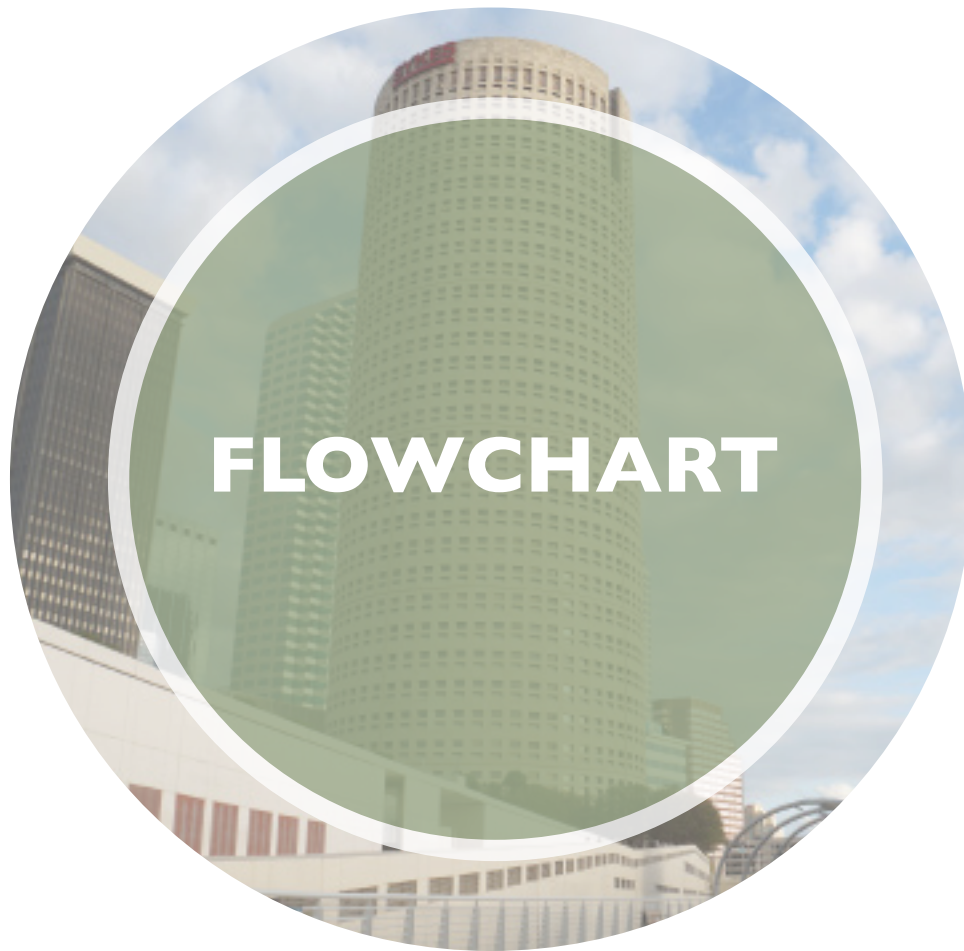
Postcards (race, informational, thank you) 3 months: **\$3,381.00**

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



**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
Plan Total				
\$(000)	10.3	10.3	10.3	1.1
GRP	182.89	182.89	182.89	35.48

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**