



# “STRONGER TOGETHER”

## EXPERIENTIAL MEDIA PLAN

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# EXPERIENTIAL



## Media Overview

Experiential marketing is considered highly engaging between the consumer and the company by allowing consumers to be active participants in the brand's marketing attempts. When you host events, attend events, or have informational booths at markets/fairs you are participating in experiential marketing. This type of marketing allows you to create in-person connections, or memorable moments for those who attend. Having these connections and moments is important for your brand awareness and recognition. There are a variety of experiential marketing campaigns that you could do.

People love food; hosting community BBQ's or breakfasts are always a fan favorite. Attending local markets as an information booth or attending career fairs/networking events as a volunteer booth are also examples of how you could use experiential marketing. Since the goal of the organizations is to receive donations, you could also host game nights like bingo, do a chase the ace game, or create a fun environment where attendees can just play board games or cards. All these examples could be hosted in different cities and towns at community centers and parks. They are simple enough that they can be volunteer run, but effective enough that the community will want to participate. The events could be hosted in the evenings, at weekends, or seasonally to best fit the volunteer's schedule.

Our experiential campaign idea is to host a community BBQ but add a fun scavenger hunt for the community. The idea is to have people participate and at the end give them more information about search and rescue and how they can show their support by donating or volunteering. It is also recommended to post about the event on social media and on the website to increase awareness in the community about the event.

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## Media Budget



### **Channel 1 - Experiential Marketing**

To keep costs low relying on volunteers to donate BBQ's and the food being served will help. A \$500 dollar budget should be enough to cover the cost of other materials such as printed posters, printing handouts, little prizes for the winners and any supplies used in the scavenger hunt. Contact the local municipality about using municipal parks to host this event. Sometimes, cities have rental fees for park use.

### **Channel 2 - Social Media**

There should be no added cost for advertising this event on social media. It will require extra time for someone to create content to post and create awareness of the event.



## Media Objectives



### **Objective 1**

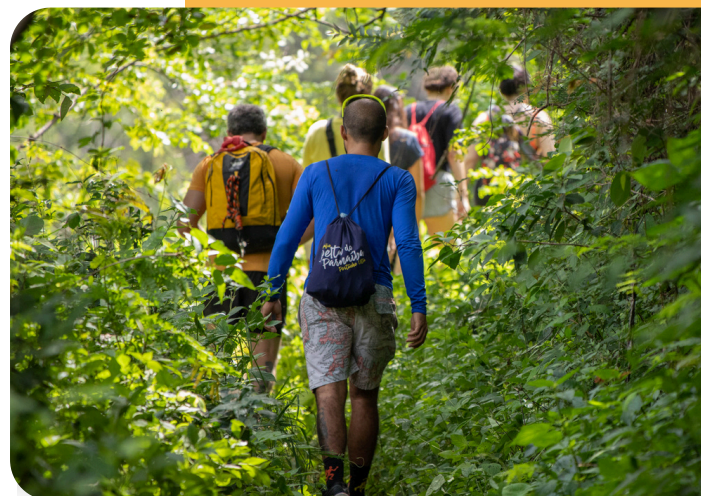
Increase community engagement with the organization at existing and new public events

### **Objective 2**

Increase brand recognition and mission awareness by educating the public

### **Objective 3**

Increase the total amount of volunteer registrations through marketing effort



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## Media Strategy

### Target Market Matching Strategy



Profile matching is a more specific target strategy because it is based on demographics, psychographics, geographics, and that aligns with the target market. This works for our media plan because:

- The target market's age range varies between 18-50. Anyone under 18 is not eligible to be a volunteer, and most people over 50 are not able to volunteer anymore. Most target market ages for brands and organizations are more defined and closer together. 18-50 has an age gap of 32 years which is quite broad.
- Not everyone who is 18-50 are people who value community and the safety of others or are caring and empathetic. You want to use a target matching strategy that aligns with the people who do share these values.
- A lot of volunteers share a moral connection with the purpose and mission of your organization. When marketing to find more volunteers and donations, you want to direct your messaging to these people as they will be more likely to help with the cause.

### Market Coverage



#### Regions

The coverage strategy that would be best to use is Regional Coverage. This event can be held in the different regions that Search and Rescue covers. When advertising for a specific region you would also use Selective Coverage as you will be targeting people within the range of the location of your event. This event can be hosted in municipal parks, downtown hubs, or community centers/lodges.

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## Media Strategy

### Timing

The flighting schedule that would work best for this event would be a blitz schedule. The event needs to gain traction quickly on social media and other platforms so the community can know they can participate.



#### Reach

you could expect 5% of 270,000 people to attend, which is about 13,500.

#### Frequency

people who are interested or marked as going seeing the event at least 10 times.

#### Continuity

create the social media posts and website blogs 1 month before the event, create bi-weekly posts leading up to the event.

### Engagement

The experiential campaign's goal is to have the community participate in the Scavenger Hunt. The desired engagement is that participants either donate, sign up to volunteer, or they like/follow the social media pages. The main purpose of the campaign is to create more awareness of the brand.



# EXPERIENTIAL



## Media Execution

### Stronger Together

#### Advertising Objective

To create and/or increase brand awareness.

#### Strategy

By hosting this event, we will increase brand awareness by having information brochures ready for the scavenger hunt participants so they can learn more about our cause.

The goal is to provide the community with a gathering to spread awareness of your cause. By implementing a fun scavenger hunt, it allows attendees to gain a perspective on what you do as an organization. Attendees can also be highly encouraged to volunteer, spread awareness or donate to the cause.

How to :

- Coordinate BBQ with volunteers
- Begin social media advertisements
- Plan scavenger hunt
- Host event
- Post content from the event and thank everyone who attended.

Notes:

Contact the municipalities about possible community indoor spaces or outdoor spaces. Sometimes there is a rental fee to use these spaces, however for a cause such as this they could allow you access to the spaces for free. It is important to ask in order to appropriately budget for the events.