

UTEP Open House 2014 Campaign SWOT Analysis

Strengths

- UTEP is an accredited university that has sustained recognition and establishment over nine decades.
- The university holds a positive relationship with the El Paso community as well as those in Las Cruces, CD. Juarez, MX, and nationally.
- In 2013, UTEP ranked #7 overall among national research universities and #1 in cultivating social mobility among its students.
- UTEP is the 5th largest employer in El Paso. Nearly 4,768 faculty and staff members are employed by UTEP.
- In regards to ethnicity, 78 percent of the student body is Hispanic, 9 percent is White, and 5 percent are international Mexican.
- El Paso's demographics indicate that 80.3 percent are Hispanic, while White alone totals 14.9 percent and Black, 2.7 percent.
- The university had 23,003 students enroll in the fall of 2013.
- UTEP demographics indicate 19,281 are El Paso county residents, 838 reside in other Texas counties, 1,030 live in other U.S. states, and 1,854 are from foreign countries.

Weaknesses

- The driving distance from other regions in El Paso and Las Cruces to UTEP might not seem appealing to many.
- Other than Central/Westside, UTEP's Open House ceremony has not been highly advertised in other El Paso regions and the neighboring communities.
- The Open House does not have resonance with the community because it is not an expected yearly event.
- The length of the ad campaign.

Opportunities

- The open house is a free event.
- The open house celebration is a onetime event.
- The positive relationship UTEP has had with the community and neighboring regions.
- UTEP has the opportunity to partner with any of the 70 Fortune 500 companies in El Paso, which include Wal-Mart, Apple, Hoover, Eureka, Boeing, Delphi and Western Refining.
- Western Refining has sponsored during high profile events that support community pride.
- Western Refining is a major sponsor of El Paso's Sun Bowl Association and other events.
- Fort Bliss can be a great contributor to the number of attendees. In 2010 it was reported that 37,000 soldiers lived on Fort Bliss.
- The economic impact of Fort Bliss is estimated at more than \$3 billion.
- Potential to utilize nontraditional media to promote the open house.
- Recruit English and Spanish news broadcast stations to promote the event and broadcast live from the open house.

- Estela Casas from KVIA asks the public to submit a Color for the Cause in which she wears a colored hair extension during broadcast each month to create awareness on a specific topic. Estela Casas can become a medium of promoting UTEP's 100 year anniversary during the month of April, using orange.
- Informing the community of the success UTEP has had in graduating people such as Danny Olivas, NASA astronaut and ABC news veteran reporter, Sam Donaldson.
- Approximately 80,000 alumni have become CEO's and VP's of international businesses, bestselling authors, acclaimed educators, engineers, doctors, researchers, attorneys, and judges.

Threats

- Color Dash is a well-known event since it began in 2012. It will take place on April 12 at 10:30 a.m. at NMSU. The expected age group is 15-45.
- Run the Jailbreak El Paso will be on Saturday April 12 at 9:00 a.m. and will be televised on channel 8, 11, and 5. Print and digital media will advertise the event on Vimeo and What's Up.
- Sunland Park Horse Racing will take place on April 11-13 and will be a free event. The expected age group to attend is 35-65 year olds. Billboards and print ads can be seen now. This is an expected event each year by Texan and New Mexican residents.
- Party of the Planet is on April 12-13, beginning at 10:00 a.m.
- Creedence Clearwater Revisited will perform on April 11 at Inn of the Mountain Gods Resort and Casino at 8 p.m. The expected attendees are Baby Boomers and Gen Y.
- Celtic Woman Opera will be performing on April 10 at the Plaza theatre at 7 p.m. with a capacity of 2,500 seats. It has been advertised on the El Paso Times and What's Up. Local television has been recruited as well as radio stations.
- El Paso Opera Presents: La Boheme will be performing at the Abraham Chavez Theatre on April 10-12 at 7:30 p.m. with a seat capacity of 10,000.

UTEP Open House 2014 Campaign Evaluation

As research director, an understanding of the target audience had to be evaluated. As a team consensus, it was established that our target audience was going to be the residents of El Paso. The target audience age group would be 13 through 17, 18 through 24, 25 through 44 and 45 plus.

First, I had to develop a content analysis by gathering primary and secondary research data by focusing on the demographics and psychographics of our city, but not limited to the neighboring New Mexico and Mexico regions. The secondary research data that I obtained, based on population, was by visiting www.census.gov and www.elpaso.gov. As part of understanding the psychographics of each age segment, I found www.claritas.com to be a reliable source in understanding each behavior segment. Also, since UTEP was going to celebrate its first centennial, a search for similar colleges based on housing, population, and age segment was conducted. The research disclosed, Rice University to be the most similar to UTEP based on the characteristics stated before. Rice University had an attendance of 49,000 during its centennial celebrations. Secondary research revealed precise data based on population, housing and family composition of the city of El Paso that was crucial for the campaign and for the development of the survey.

My other focus was on primary research that would determine the foundation of the advertisement campaign by determining what questions were going to be asked on the survey, it would determine what media outlets would be most advantageous for advertising. With collaboration of Luis Martinez, Rosa Zenteno, Alejandra Espinoza, and Ana Ramirez we developed survey questions. We generated a predetermined survey that would be assessed during a pilot test with the advertisement campaign team. Later, the survey would be submitted for revision and handed to the target segments during one on one personal interviews and intercepts. The initial survey questionnaire included twelve questions. The questionnaire prompted responses about their age group, zip code, gender, marital status, preferred language, UTEP student or alumnae, source of news and information, awareness of UTEP's centennial commemorations, participation in UTEP events and if they would attend the UTEP Open House. The finalized survey was composed of twenty nine questions. The questions were more media concentrated. The questionnaire included recreational activities, their source of news and information on specific media outlets such as local radio and local broadcast television. Also, the survey asked what time of day were they most likely to listen to the radio and watch local news and their preferred social media.

As part of primary research, research director Jimmy Agers, media director Alicia Coltrane, and myself conducted a focus group interview with the Veterans Affairs to gather qualitative data. There were eleven participants in the focus group. The face to face interviews lasted close to two hours in length. The interview was scheduled at 9:00 a.m. and concluded at 10:45 a.m. The focus group interview took longer than the 1 hour average required time to conduct such interviews, because the Veterans members were kind enough to invite us to coffee and donuts, while we developed rapport and were also waiting for other focus group members to arrive. The focus group interview was recorded by Jimmy Agers' personal cell phone. The focus group was led by Jimmy Agers, the facilitator while Alicia Coltrane and I served as moderators and took notes which were later turned over to Jimmy Agers.

Not only was primary and secondary researched crucially important for the Open House campaign, but it was as equally important for me to understand my campus. I attended the Rubin Center to obtain a personal experience of the new building and appreciate the innovative design and construction. The exhibits proved to be fascinating and inspiring.

Glidden Paint

Media Strategy

Media Tactics

The media mix for the **Glidden Paint** campaign will consist of Broadcast Television, Cable Television, Internet, and Magazine. The campaign will be in duration for 9 consecutive months in a pulsing schedule with a budget of \$40,000,000 M and reaching the target audience of 40,141,741 M.

Internet included a total budget of \$9,096,500. Males and Females between 30 through 39 years of age, are a mix of Millennials and Generation X. These age groups are individuals who were raised with the introduction of new technology such as the internet. These individuals are native to the use and are easily adaptable to the new forms of communication, information gathering, social interaction and entertainment.

The first media type chosen is Internet with a total of eight distinct media vehicles, such as Facebook, Yahoo, YouTube, Amazon, Pinterest, DIY, HGTV, and Google. Facebook has a unique audience of 149,900,000 million with an active reach of 59.7 percent with a 3.5 percent rating. The consumer is spending 7 hours and 12 minutes with 53 seconds on a weekly average. A total of \$1,958,000 will be used beginning February through the first week of November. Each quarter will have a set budget of \$550,000, this will guarantee a higher level of exposure among the consumer. Following is Yahoo, who has a rating of 2.7 percent and an audience of 86,900,000 monthly unique visitors. Yahoo ranked fourth place from the top ten most visited websites.

Yahoo is a versatile search engine that provides national, local, entertainment, sports, business, lifestyle, technology, science, news and information. The set budget will be of \$1,870,000 that will be divided in \$550,000 for the four quarters.

YouTube will have \$1,365,000 subtotal budget that will be distributed in the 1st/3rd Qtr. with \$400,000 and the 2nd/4th Qtr. with \$350,000. YouTube offers unique entertainment where music, movies, and personal videos can be posted and viewed. It received 177,600,000 unique visits. On February 1, 2014 through March 2, 2014, YouTube received its highest unique visitors with 196,322,592 million.

Amazon received a 1.9 rating with a spending budget of \$1,456,000 which will be divided evenly through the four quarters, \$350,000. Amazon ranked fifth place based on Nielsen Ratings and received 78,400,000 unique visitors.

Pinterest is media vehicle directed to the DIY consumers. It is a picture and creative idea sharing website that allows consumers to upload DIY projects, and interests handpicked by the consumer. The website received a 1.5 rating and 59,200,000 unique visitors. With a proposed budget of \$773,500, the first, second, and fourth quarters will have a budget of \$200,000 and the summer quarter or third quarter will obtain \$250,000.

The DIY network received a 16.7 percent rating and a budget of \$364,000. Even though, the vehicle is a great source to target the DIY consumer, not many individuals are visiting the website, a total of 1,000,000 unique audiences were registered. An equal amount of \$200,000 will be proposed for each quarter.

HGTV has a budget of \$910,000. Each quarter will receive an equal amount of \$250,000. HGTV is the ideal vehicle for DIY consumers to research a product that was viewed through Cable TV.

Google ad words will be utilized for keyword advertising. With a rating of 8.9 percent and with 200,700,000 unique visitors, it is the highest visited vehicle website. The budget will consist of \$1,051,000 with the 1st/3rd Qtr. receiving \$600,000 and the 2ndQtr with \$500,000 and the 4th Qtr. with \$403,000. Spring and Fall are the busiest times for spring cleaning and renovations, which is why more money was dispersed to the 1st /3rd Qtrs.

National Broadcast Television has a proposed budget of \$19,455,800 because it continues to produce the

highest ratings in programming. NBC Sunday Night Football was a chosen media vehicle since Glidden Paint aims to target both male and female consumers and men and women are watching at a 14 percent rating. The cost per ad is \$266,000, the ads will be shown from September through October until the campaign ends during the first week of November. During that time period, there are only 8 Sunday spots to advertise. The total amount is \$2,128,000 with advertisements on the 3rd and 4th monthly quarters.

NBC Americas Got Talent has a budget of \$4,455,500 with a rating of 6.7 percent. It is ranked the number one program of broadcast television. Nineteen ads will be aired during the 2nd and 3rd quarter. The season premier was May 27, 2014 and last air date will be in September. There will be 3 ads during the 2nd Qtr. and 16 ads during the 3rd Qtr.

UNI Lo Que La Vida Me Robo obtained all of the top five spots of most watched programming among Hispanics. It is important to acknowledge the spending power of the Hispanic community in the U.S. The program received 16.1 percent in ratings and \$7,212,800 on budget. A total of 28 ads will be divided into four quarters. 1st Qtr. will have 8 ads, 2nd Qtr. 6 ads, 3rd Qtr. 13 ads, and 4th Qtr. 1 ad.

CBS Big Bang Theory has a budget of \$5,659,500 with a rating of 4.9 percent. 1st Qtr. will have 8 ads, 2nd Qtr. 8 ads, 3rd Qtr. 13 ads, and 4th Qtr. 4ads, totaling 33 ads.

National Cable has a proposed budget of \$7,148,800. HGTV Property Brothers has a rating of 2.9 percent and a budget of \$1,218,000. Each quarter will have 3 ads with a total of 12.

Followed by ESPN World Cup, who ranked first place on Cable television rating 7.3 percent, will have a budget of \$1,109,600. Eight ads will be produced only during the 2nd Qtr. The scheduling is based on the first U.S. and Mexico game rosters that initialized in June for both teams.

DIY A Bryk at a Time had a 4.2 percent rating, with a proposed budget of \$1,764,000. Twelve total ads will be aired, which will represent 3 ads per quarter.

HGTV House Hunters has a rating of 2.5 percent and a budget of \$1,750,000. The 1st and 2nd Qtr. will have 6 ads and the 3rd and 4th Qtr. will have 4 ads, totaling 20 ads.

ESPN Monday Night Football has a rating of 8.6 percent and begins in September, which represents the 4th Qtr. Eight ads will be televised that will cost a total of \$1,307,200.

Magazine is the fourth selected media type because it continues to deliver a long message life and quality printing. The first magazine vehicle is HGTV Magazine, with a proposed budget of \$585,000. Since the campaign begins in February, the 1st Qtr. will have 1 full page/4 color ad in February and May editions. The 2nd Qtr. will have 3, 3rd Qtr. 3 ads, and the 4th Qtr. will have 1 ad when it will be only possible to advertise in October.

Better Homes and Garden DIY Magazine has a proposed spending budget of \$925,614. The 1st Qtr. will have 1 ad, 2nd Qtr. 3 ads, 3rd Qtr. 3 ads, and the 4th Qtr. will have 1 ad. In combination of both magazines the subtotal budget equals \$1,510,614.

Situation Analysis

Glidden Paint has a history of innovation and a loyal brand position for DIY consumers. Glidden Paints is the third largest paint company in the United States. The name Glidden originated from its founder, Francis Harrington Glidden. In 1875 Francis Glidden, Levi Brackett, and Thomas Bolles founded a varnish-making business in Cleveland, which was called Glidden, Brackett & Co. The company produced about 1,000 gallons of varnish each week which would be delivered through horses and wagons. Later, partners retired from the business and after several changes, in 1984 the company employed 18 workers in a new factory and name, Glidden Varnish Company. In 1895, the company introduced a new colored varnish for the consumer market, known as Jap-A-Lac. In 1903, the brand became the common colored varnish available, allowing Glidden to produce \$60,000 for advertising purposes.

By 1917, the company was incorporated as The Glidden Company. Glidden revolutionized the consumer paint industry in 1948, when the first water-borne latex, Spred Satin paint, was introduced. The invention of the latex paint reduced the use of petroleum solvents by 90 percent. A year had passed when Spred Satin was advertised nationally in the September issue of Life Magazine. Over 100,000 gallons of paint were sold in 1948 and after three years of sales, the company's revenue had accumulated to \$188.61 million with total sales of 3.5 million gallons. By 1991, Glidden had accumulated \$12 million for its media budget in hopes of increasing the consumer market from 13.6 percent. Television ads were produced through Cleveland's Meldrum & Fewsmith agency. Their creative tactic was witty with musical renditions of popular songs, such as, "Whole Lotta Shaki'n Goin' On" and "Stormy Weather" as well with National Football League tie-ins, which was awarded in 1993. Continuing to revolutionize the consumer chemical industry, Glidden pitched the environmentally friendly, odorless, and safe paints. Also, the company was first to invent ceiling paint that when applied was a pink color and once dry, it would turn white. The company is headquartered in Strongsville, Ohio and generates \$1.5 billion annually. The company employs 4,600 workers who sustain the production of 2851 paints and allied products and 5198 varnishes and supplies. On average, Glidden Paint retails for \$21

Glidden Paint aims to target male and female consumers between the ages of 30 through 39. This consumer group tally 26.6 percent of the U.S. population. The U.S. Census data concludes that 30 through 39 year olds are the second highest population age group at 26.6 percent. The male population totals 49.2 percent and females lead at 50.8 percent. The target audience accumulates 40,141,741 million of the U.S. population, which is currently 318,364,381 and growing. The western region has the highest population among 30 through 39 year olds with a total of 37.8 percent, followed by the south at 36.7 percent, northeast with 35.9 percent, and the Midwest with 35.4 percent. The method of internet usage through mobile devices, 18 through 24 years olds are the highest with 13.7 percent, 25 through 34 at 12.5 percent, and 35 through 44 at 10.8 percent.

The target audience is a mixture between Millennials, who are currently 18 through 33 years of age, and Generation X, who are 34 through 49. The Millennials were raised with technology and are equipped to adapt to the ever changing and latest technology and gadgets, such as iPhones, Smart phones, laptops and tablets. Gen Y is online and connected 365 days of the year. This age group is considered wise and immune to most traditional marketing and sales attempts. They grew up with advertisement and have been exposed to all traditional media tactics. For example, 81 percent of Millennials are on Facebook with a median friend count of 250 and 55 percent of them have posted a "selfie" on a social media site, which other generations are less inclined to do. Gen X data describes, 67 percent bank online, 80 percent do online shopping and 82 percent research health information, compared to Gen Y who use the internet recreationally.

Gen Y members are more racially and ethnically diverse compared to other generations because of Hispanic and Asian immigration into the U.S. Millennial adults represent close to 43 percent are non-white, the highest compared to others. Also, they are the most segmented audiences due to the saturation and expansion of Cable TV channels, satellite radio, Internet, etc. This age segment is considered to be less brand loyal due to the advancement of Internet media vehicles.

Data concludes 50 percent of Millennials consider themselves to be politically independent, while Gen X is at 39 percent. Marital status has been affected by the economic hardships of both Gen Y and Gen X due to the economic recession (2007 – 2009) low wages, high unemployment, and student loan debt.

The campaign will target the Experiencers who are motivated, young, enthusiastic, and are impulsive consumers. They tend to search for excitement and new trends. They are attracted to exercise, sports, outdoor recreation, and social activities. Their highest expenses include fashion, entertainment, and socializing. Like Experiencers, Makers like to express their creativity. Their greatest motivation is working hands-on on house construction, raising children and fixing a car. They have enough energy and skill to complete their projects successfully. Their family context is traditional, practical work, and physical training. Makers are less trustworthy of large institutions and new ideas. Also, they are not impressed with material possessions other than what is functional to their lifestyles. They find joy in contributing and helping others. They strive for independence and are knowledgeable users of power tools.

Glidden Paint is in competition with the paint consumer industry. Behr Paints was founded in 1946 by Otho Behr, Jr. and is a wholly owned subsidiary of Masco Corporation. They are headquartered in Santa Ana, CA. Behr Paints consumer market consists of homeowners and contractors. They are currently distributing through 2,000 Home Depot stores in addition to international locations such as, Masco reporting total sales of \$7.7 billion. Their annual revenue for the year 2013 was \$1.2 billion with a gross margin of 27 percent.

Benjamin Moore & Company was founded in 1883 by Benjamin and Robert Moore and its headquarters is currently located in Montvale, NJ. Their consumer markets include, homeowners, contractors, and industrial. The company's outlets include 3,500 companies and independent dealers as well as locations in Canada. Revenue for 2013 was estimated at \$1.1 billion, excluding Canadian sales with a gross margin of 38 percent. The company is a wholly owned subsidiary of Berkshire Hathaway.

PPG Industries was founded by John Ford and John Pitcaim in 1883. It is the leading company in multiple market consumers such as, homeowner, contractor, industrial, performance, and chemical coatings. Their headquarters is located in Pittsburgh, PA. They are currently distributing in 1,000 company stores, in 2,000 Home Depots, and operates in 70 countries. It is estimated for that PPG Industries produced \$3 billion in homeowner and paint professionals alone. Consumers in paint, coating, and chemical contracts estimated a total of \$13 billion in revenue. The total company sales including glass and related products, PPG Industries summed \$16 billion in revenue. The public company is New York Stock Exchange PPG, with a gross-margin of 37 percent.

Sherwin-Williams Company was established by Sherwin and Edward Williams in 1866. Their multiple markets include homeowner, contractor, industrial, and chemical coatings. They are located in Cleveland, OH. Sherwin-Williams Company is distributed through 4,500 company stores, and operates in more than 100 countries. Their sales include architectural, which is estimated at \$5 billion. Summing their entire consumer markets, paint, coating, chemical, and all international and national markets, the company is estimated at \$10.5 billion. The gross margin is 44 percent with the public name, New York Stock Exchange SHW.

Valspar Corporation was founded in 1806 and is headquartered in Minneapolis, MN. Its market includes homeowner, contractor, industrial, and chemical coatings. It is distributing in 1,700 Lowe's stores and soon to be 4,500 Ace stores. The company operates in 25 countries, as well. U.S. 2013 Sales for the architectural market is estimated at 1.7 billion. The total 2013 sales for paint, coating, chemical, national stores, and international is estimated at \$4.5 billion with a gross margin of 34 percent. The public company is New York Exchange VAL.

The latest technologies. Data retrieved from the U.S. Department of Housing and Urban Development, sales for new single-family houses in May 2014 were adjusted at an annual rate of 504,000, or 18.6 percent compared to the May 2013 estimate of 431,000 or 16.9 percent of new single-family homes.

Media Dispersion

The Glidden Paint media plan will be based on media dispersion. The target audience ranges from 25-44 years of age where their source of information and entertainment vary between television, cable, newspaper, and internet. Media dispersion approach reinforces consumers who see multiple ads in various media for a certain ad will most likely think about and purchase the item. A concentrated approach focuses on advertising in less media categories, which reduces the possibility of reach and frequency among the target segment. By using dispersion, multiple media will reach a higher percentage of the target audience.

Among six different age categories, 25-34 year olds ranked fifth place with a total of 89.57 percent of TV viewing. In fourth place were 35-44 year olds at 92.42 percent. Those 65 years or over came in at first place with 97.07 percent. When considering prime time television viewers, 25-34 year olds ranked fifth place at 77.47 percent and 35-44 year olds came in at fourth place with a total of 83.47 percent. When considering cable, the ranking for the 25-34 and 35-44 age groups were fifth and fourth as previously mentioned. The youngest age group averaged 77.77 percent, followed by the oldest at 83.04 percent. Radio listeners recorded 35-44 year olds as the highest media usage at 86.84 percent and second were the 25-34 year olds at 86.42 percent. Newspaper readers ranked 25-34 year olds in fifth place with 58.37 percent and 35-44 year olds in fourth at 65.49 percent. Among internet users, 25-34 year olds ranked second place with 88.35 percent and 35-44 year olds in third place with 85.17 percent. The information represents the data by the Multimedia audiences' 2010 summary of the U.S. Census.

Although, by utilizing the concentration approach creates higher frequency and reach, it only targets a smaller segment of the target audience because 25-34 year olds will not be interested in the same media outlets as those in the 35-44 age groups and vice versa. The cost of using a concentration approach allows for greater spending, but would not be effective when targeting 70 percent of the Glidden Paint target audience.

Consumer Profile

Glidden Paint aims to target male and female consumers between the ages of 25 through 44. This consumer segment tally 26.6 percent of the U.S. population. Yet, research suggests 18 through 24 year olds are among the highest percentage of consumers watching home improvement programming online at 24 percent, based on 415 U.S. respondents.

The U.S. Census data concludes that 18 through 44 year olds are the highest population age group at 36.5 percent. Relying on the data, 18 through 24 year olds would be considered the secondary target audience. The male population totals 49.2 percent and females lead at 50.8 percent. The western region has the highest population among 18 through 44 year olds with a total of 37.8 percent, followed by the south at 36.7 percent, northeast with 35.9 percent, and the Midwest with 35.4 percent. Glidden Paint will target the primary and secondary audiences, disregarding household income, because of its affordability. On average, Glidden Paint retails for \$21. The method of internet usage through mobile devices, 18 through 24 years olds are the highest with 13.7 percent, 25 through 34 at 12.5 percent, and 35 through 44 at 10.8 percent.

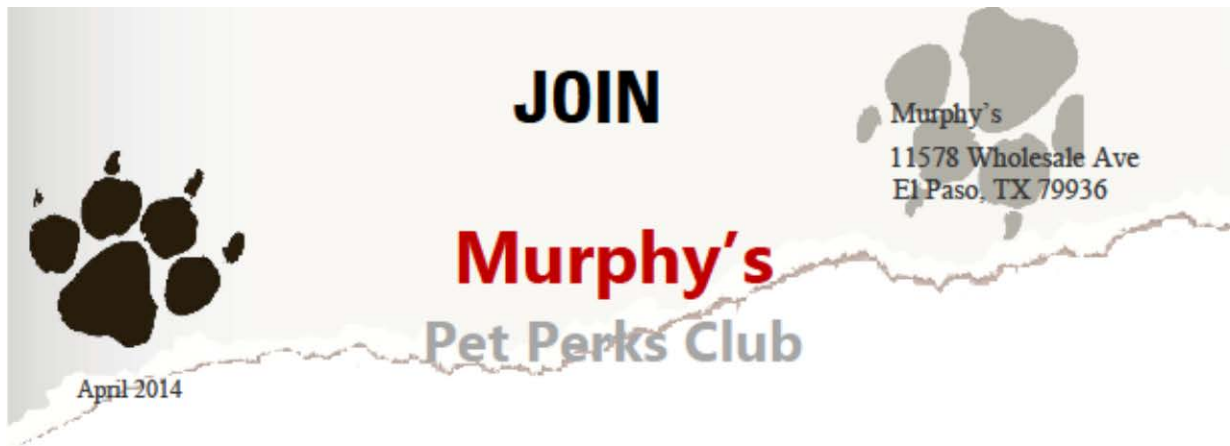
The target audience is defined as upper-middle class families. These individuals seek to live outside suburban areas. These 24 through 44 year olds have white and blue collar jobs with decent pay, and have child centered lifestyles. They are household owners, college graduates, and an ethnic diversity between white, black, and mix. Their lifestyle is defined as DIY individuals who shop at Sherwin Williams and interested in the latest technologies.

Product: Glidden Paint
 Target Audience
 Pulsing Schedule

\$40,000,000
 40,141,741 Males/Females 30-39

Formulas

Medium - Traditional		RPC/Rating**	Qtr 1/# of Ads	Qtr 2/# of Ads	Qtr 3/# of Ads	Qtr 4/# of Ads	Total # of Ads	Cost of Ad**	SubTotal
			Jan-Mar	Apr-June	July-Sept	Oct-Dec			
Magazines-Proposed			1,000,000	1,000,000	1,000,000	1,000,000			
Magazines-NTL Consumer			750,000	750,000	750,000	750,000			
full page/4 color	HGTV Magazine		2	3	3	1	9	\$85,000	\$585,000
	Better Homes and Garden DIY		2	1	2	1	6	\$102,846	\$617,076
	SubTotal		4	4	5	2	15		\$1,202,076
Magazines-Reg. Consumer			250,000	250,000	250,000	250,000			
full page/4 color	Southern Living						0		\$0
	SubTotal						0		\$0
Internet-Proposed			1,500,000	1,500,000	1,500,000	1,500,000			
click-throughs	Facebook	3.5	550,000	550,000	550,000	550,000	2,200,000	\$ 0.89	\$1,958,000
	Yahoo	2.7	550,000	550,000	550,000	550,000	2,200,000	\$ 0.85	\$1,870,000
	Youtube	4.4	400,000	350,000	400,000	350,000	1,500,000	\$ 0.91	\$1,365,000
	Amazon	1.9	350,000	350,000	350,000	350,000	1,400,000	\$ 0.91	\$1,456,000
	Pinterest	1.5	200,000	200,000	250,000	200,000	850,000	\$ 0.91	\$773,500
	DIY	16.7	200,000	200,000	200,000	200,000	800,000	\$ 0.91	\$364,000
	HGTV	13.8	250,000	250,000	250,000	250,000	1,000,000	\$ 0.91	\$910,000
keyword advertising	Google Ad Words	8.9	200,000	200,000	200,000	200,000	800,000	\$ 0.50	\$400,000
	SubTotal		2,700,000	2,650,000	2,750,000	2,850,000	10,950,000		\$9,096,500
Television-Proposed			5,000,000	0	6,000,000	7,000,000			
National Broadcast			3,500,000	0	6,000,000	6,000,000			
:30 spot	NBC Sunday Night Football	14	0	0	0	8	8	\$266,000	\$2,128,000
	NBC Americas Got Talent	6.7	0	3	16	0	19	\$234,500	\$4,455,500
	UNI Que Vida Me Robo	16.1	8	0	13	0	21	\$257,600	\$5,409,600
	CBS Big Bang Theory	4.9	8	7	13	4	32	\$171,500	\$5,488,000
	SubTotal		16	10	42	12	80		\$17,481,100
National Cable			0	0	600,000	2,000,000			
	HGTV Property Brothers	2.9	3	3	3	3	12	\$ 101,500.00	\$1,218,000
	ESPN World Cup	7.3	0	8	0	0	8	\$ 138,700.00	\$1,109,600
	DIY A Bryk At A Time	4.2	3	3	3	3	12	\$147,000	\$1,764,000
	HGTV House Hunters	2.5	6	4	6	4	20	\$87,500	\$1,750,000
:30 spot	ESPN Monday Night Football	8.6	0	0	0	8	8	\$163,400	\$1,307,200
	SubTotal		0	0	0	8	8		\$7,148,800
Newspapers-FSIs-Proposed			1,500,000	0	0	1,500,000			
FSIs	\$3.00 per one-page insert								
	SubTotal								
Radio-Proposed			200,000	2,000,000	0	200,000			
National Network	Westwood Radio Network	1	45	65	200	30	340	\$4,500	\$1,530,000



Jane Doe
5687 Exclusive Dr
El Paso, TX 79938

Dear Jane,

We extend an exclusive gold member's invitation to you as a symbol of our appreciation for your loyalty to Murphy's. Pet Perks Club is a FREE membership that is designed to cater to the needs of cat and dog owners. The Gold Member card will allow you to earn points with every dollar you spend in a Murphy's store. Also, you can earn points via Murphy's gas, Murphy's Visa card, and on other Murphy's specialty and labeled products. You will be able to purchase a wide range of pet products such as healthy, nutritious foods, and grooming supplies at already discounted prices. Pet Perks Club offers general and specialist information for pet owners and you will be able to exchange information with other pet families. Pet Perks Club will guide you to select the best Veterinarians, insurance policies, and the best pet trainers in your area. You will appreciate the quality and value of the products we have for your pets at our 650 warehouses in the Southwest. That is our promise to you.

Please submit the membership application at your preferred Murphy's store or you can mail it to the return address.

Your exclusive Gold Member card is enclosed and can be activated on your first purchase.

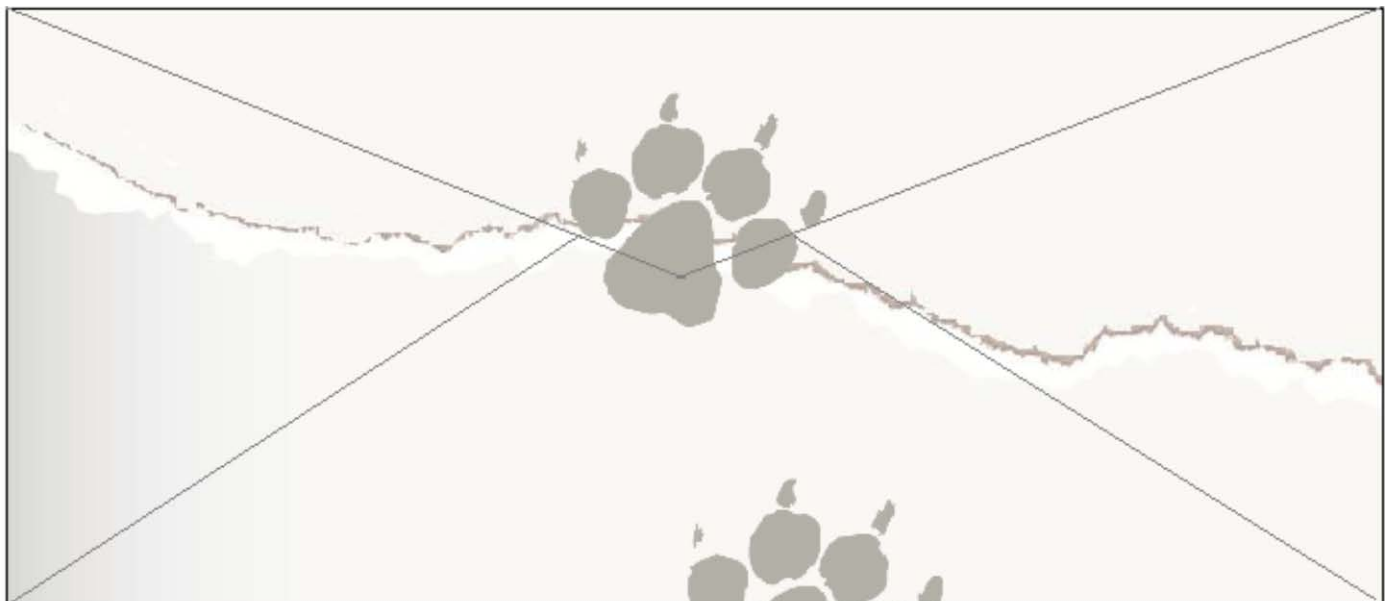
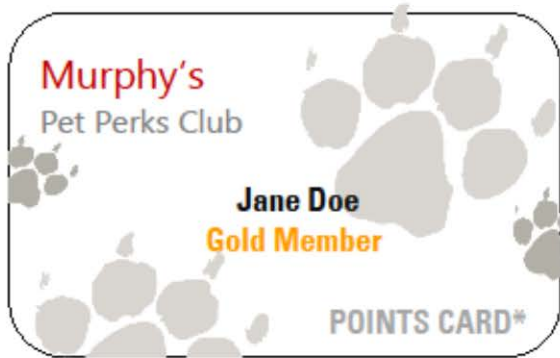
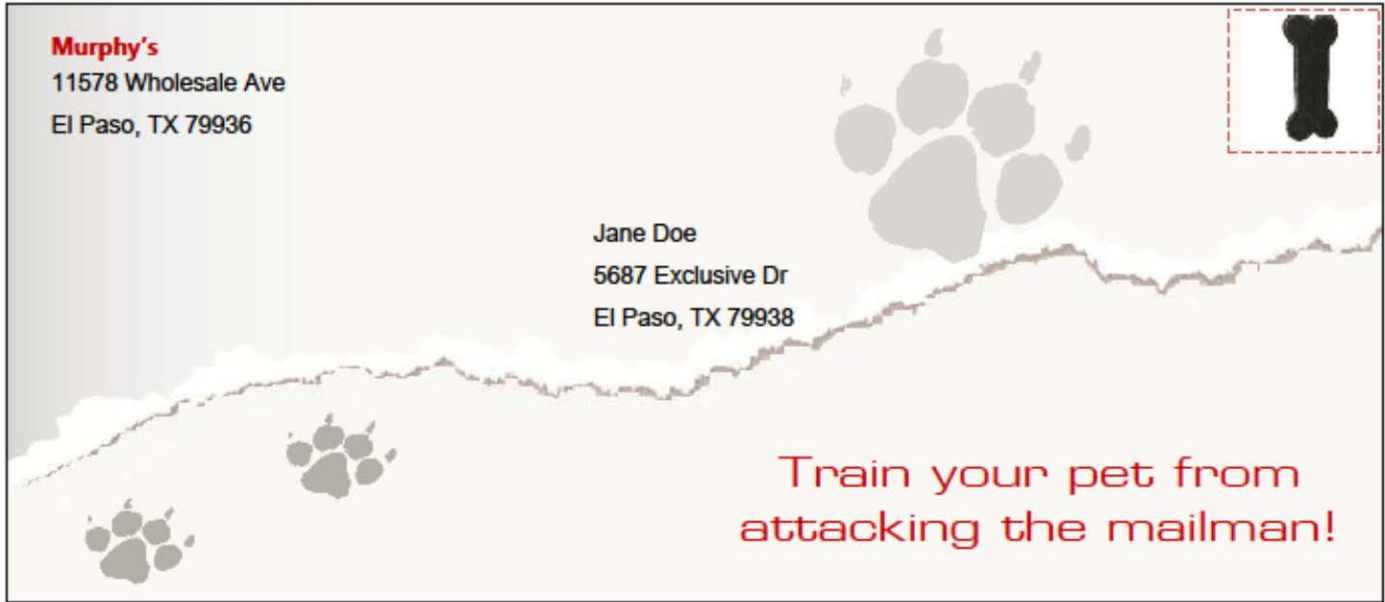
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the **hybrid acoustic/electric** guitar



Black Sabbath
1984

Taylor Swift
2012

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