

# Make It Personal: Plan Book

CAP 210 03

# Title Page

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Matrix Entertainment — Make It Personal

Rapid Advertising

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# Agency Philosophy

Rapid Advertising is just as efficient as the sea when it comes to bringing customers exactly what they want in a swift and timely manner. We pride ourselves on bringing honest and thorough work as we strive to complete your needs. We will work rapidly around the clock to create whatever plan the clientele desires.

# Executive Summary

In 2018 Matrix Entertainment announced the start of their new service called “Make It Personal”. Make It Personal offers custom laser imaging for a wide variety of materials including wood, cork, slate, slate, and more!

Rapid Advertising has analyzed Make It Personal and has evaluated the uniqueness to this new service. Make It Personal cares deeply about the customer and the product; they communicate with consumers to ensure the product is precisely what they desire.

Make It Personal is brand new brand for Matrix Entertainment, so both awareness and community engagement are very low amongst West Michigan families. By utilizing social media and traditional advertising methods - such as TV, radio, and guerilla tactics - we can begin Make It Personal journey to becoming a household name

# Situation Analysis

- Make it Personal a new line from Matrix Entertainment, which is an established brand. Make It Personal is newly established and has minimum clientele and promotions.
- Competitors are primarily established online companies, which include Etsy, Shutterfly, and Amazon. Local competitors are various small businesses and craft shows.
- Market Category- Make It Personal creates customizable souvenirs and personable gifts. Pictures and images can be engraved into a variety of material like wood, cork, and marble. Many competitors do not use laser technology and have limited sub-surfaces.

# SWOT

- Strengths
  - Matrix as parent company
  - Buy more, save more
  - Emphasis on quality
- Weaknesses
  - Make It Personal not on Matrix home page
  - Lack of social media presence
  - Lack of promotional material
  - Lack of awareness
- Opportunities
  - Room to establishment brand
  - Affiliations/Past partners
  - Smaller business, intimate consumer collaboration
- Threats
  - Hard to get voice heard
  - Overshadowed by parent company
  - Lack of accessible information

# Target Audience Segments

- People between 25-50, middle/upper class, males and females, family-oriented, local to West-Central Michigan (primarily Grand Rapids city and suburbs)
- Stable income, home-owners, creative
- Consumers wants
  - Searching for information
  - Hardships navigating technology
- Interest
  - Creativity
  - collaboration
  - reliable
  - comfort



# Consumer Profile

- Dan Mosconi is a father that created his own lawn service company. He's very proud of his work and when creating contracts with other businesses he likes to give them a small gift to remember them. He's a Kent county resident and likes to buy things locally.



# Consumer Profile

- Naomi Kinderbell is a mom who is a graphic designer that works for home. She loves her job because it allows her to work on her terms, she likes things to be her way. She loves raising her two kids with her husband in Portland, Oregon. As a creative person she loves getting people gifts that are unique to them. Her family doesn't mind spending money if it means getting quality.



# Objectives

- Increase website traffic by 20% by December 2019
- Increase awareness of Make It Personal products by 15% within six months
- Obtain 20 product quotes through Matrix Entertainment website by December 2019
- Increase social media following by October 2019
  - Facebook by 15%
  - Twitter by 30%
  - Instagram by 60%
- Increase social media interactions by 10% by October 2019
- Increase inter-business communication by 15% in six months by creating newsletter and distributing to affiliates

# Creative Strategy - History

- Matrix Entertainment promises longevity to their brand. Established in 1981, Matrix provided quality entertainment to colleges across the country. Matrix has installed their entertainment products at 150 non-school locations and has provided educational experiences for every state. Making Matrix a highly connected business.

Matrix Entertainment now introduces Make It Personal, newly created in Fall 2018, to continue satisfying their customers. This creates a customizable novelty program that allows consumers to create any souvenir to exact specifications

# Creative Strategy

- Brand Personality: A caring family voice. The voice of someone comforting that's kind and gentle.
- Big Idea: Make It Personal - Make It Yours
- Brand Promise: Customer satisfaction guaranteed or we will remake it!

# Media Plan/IMC Tools

Tv - Using traditional advertising methods we will purchase and run 10 television ads throughout the duration of the campaign. We will be utilizing the local channel of Wood TV 8. On this channel we will be reaching a large portion of our TA, 25-50 year olds. We will be putting \$3000.00 towards production and airing of the ad.

Radio - Using traditional advertising methods we will purchase and run 12 radio ads throughout the duration of the campaign. We will be utilizing the local contemporary hits station WSNX 104.5 FM. Their TA is 18-49 year olds, we will be putting \$1200.00 towards the production and airing of the ad.

# Media Plan/IMC Tools

Social Media - Using Facebook, Instagram, Twitter advertising methods we will post and promote 50 ads throughout the duration of the campaign. That will be 2 posts per week throughout the entirety of the campaign. The TA on social media can be anywhere between 18-50. We have allocated \$\_\_\_\_.00 towards social media.

Guerilla - This Downtown GR ( Rosa Park Circle - Ionia) (1 execution 5 stickers)

Outdoor - Billboards (Along smaller roads within GR & Lake Michigan) (4). Each billboard will stand for a month at a different location along I-96, I-196, or I-131. Profiles for potential billboards can be found in the appendices

# Budget

- Total budget of \$12,000
- Billboards
  - Putting \$1,500 towards billboards will cause repetition and increase awareness.
- Radio
  - Putting \$1,200 towards radio, this will increase awareness, because it will put the Make It Personal name in consumer ears.
- TV
  - We're putting the most (\$3,000) towards this because it will reach the largest audience and consumers are more likely to retain it.
- Guerrilla
  - Using \$1,000 towards guerrilla will pay for out of place art to draw consumers towards our social media.
- Newspaper
  - We're putting a lot towards Newspaper because this can reach groups/organizations for bulk purchases. People are actively looking for coupons and deals.
- Social Media
  - Putting \$2,000 towards social media will allow for a central place for consumers to go for information that is readily available.



Make It Personal Budget		
Social Media Channels		\$2,000
	Facebook	\$666
	Twitter	\$666
	Instagram	\$666
Billboards		\$1,500
Television		\$3,000
Radio		\$1,200
Guerrilla Tactic		\$1,000
Local Newspaper		\$2,500
	School Newspaper	\$1,000
	City Newspaper	\$1,500
Final Total		\$11,200
Contingency		\$800
Total Budget		\$12,000

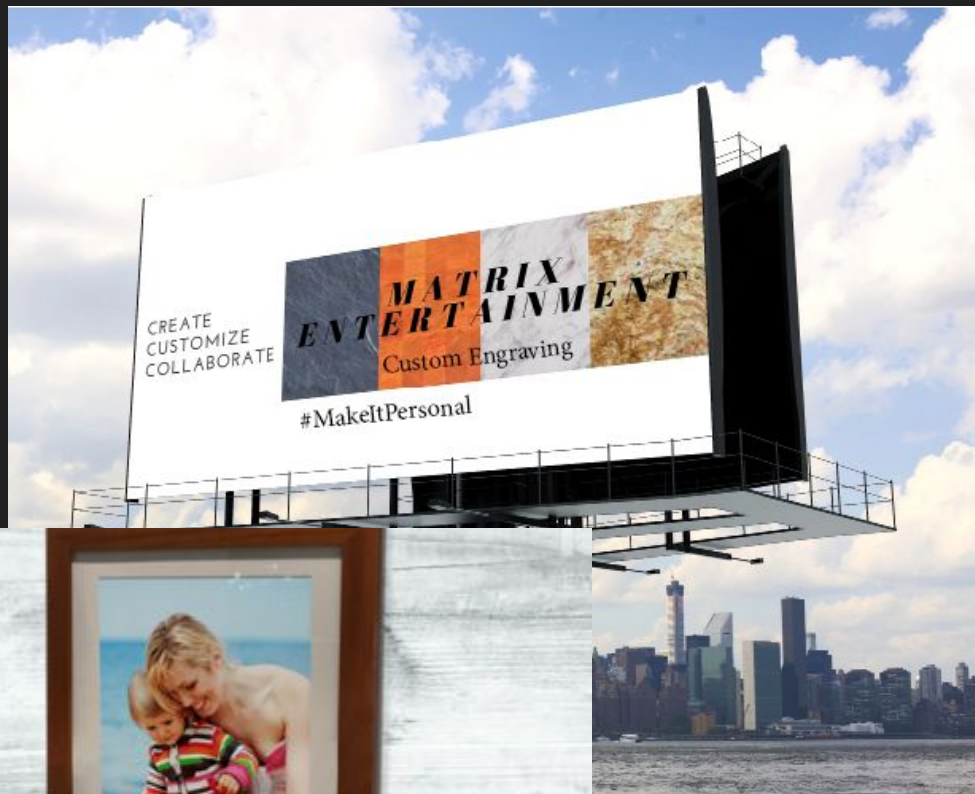
# Creative Executions/Tactics/Advertisements

- TV Ad - Justin
- Radio Ad - Maia
- Billboard - Rosie
- Social Media Boosted Post - Nick
- Guerrilla Tactics - sidewalk stickers that look laser engraved - Justin
- Local Newspaper w/ coupon - Rosie

# Billboard

- Billboards vary in size and location. Most commonly, we think of billboards on the expressway, but they can also be within cities and suburbs. Research shows that one person spends 8800 minutes driving per six months. By using billboard advertisements, Matrix Entertainment can reach its wide audience with quick and easy designs for the the targeted region. Billboards are efficient because of the repetition that a driver experiences, and billboards can be placed in a variety of areas to fluctuate with costs.

# Billboard Sample



*their memories*

**CUSTOM  
ENGRAVED**




# Social Media


More than 75% of the U.S. population uses any form of social media, and this number continues growing. Social media has increased since 2008 and has become a powerful tool that is a huge influencer for daily life. This tactic allows information to readily be available, which satisfies target desires. Facebook is currently the most used social media site and includes the biggest age gap. Instagram is the fastest growing app and incorporates consumers between 18-34. Twitter is more widely used with business professionals.

Make sure to use hashtags within posts and experiment with a variety of hashtags throughout different posts. Research shows that hashtags can increase impressions by 40% and a standard social media account can accumulate at least 60% more impressions when a hashtag is used than a post with no hashtags.

# Social Media

 **Matrix Entertainment**  
Wednesday at 2:55pm · 🌐

Matrix Entertainment presents: Make it Personal! You can take any object into a personalized and meaningful gift! Click the link below to shop now! <https://www.matrixentertainment.com/interactive-events/make-it-personal/>









**Make It Personal**


👤❤️👍 You, James and 697 others

👍 Like    💬 Comment    ➦ Share

View 47 more comment

 Write a comment ...    

 **Matrix Entertainment**  
Grand Rapids, MI



**Make It Personal**


❤️ 💬 📌

Liked by **postamalone** and **600,987 others**

**Matrix Entertainment** Make it Personal is provided by Matrix Entertainment where you can take any object and make it a personalized gift! Find the link in our bio!

[#MatrixEntertainment](#) ... more

View all 2,467 comments

 Add a comment...

April 4th, 2019

# Radio Ad

Radio allows various advertising avenues. People drive an average of 48 minutes per day, so this tactic is ideal for targeting families on the go, either on a trip or to work. Radio spots will help Make It Personal's message and products to be remembered by consumers. Radio advertisements also allow celebrity endorsements by DJs or talk shows that air them. This is beneficial because many consumers are more likely to try something if a trusted source recommends it.

# Radio Ad

SFX: Laser Noise

If you want customized laser-engraved products for a great price, check out Make It Personal.

Make It Personal can create any personalized item on any material! From coasters to mugs to headstones, they can do it all! Get products just for your special event that will be customized to your exact specifications! Check out our website at [www.matrixentertainment.com/interactive-events/make-it-personal](http://www.matrixentertainment.com/interactive-events/make-it-personal). Make sure to shop local and visit them in Standale, Michigan off Lake Michigan Drive

SFX: Laser Noise



# Television Tactic

Television advertising has been described by the public as having an “ability to build an emotional connection with a brand.” Many believe that TV is less prominent than its digital counterparts, but eye-tracking studies have found people are more likely to pay attention to a television ad than YouTube or Facebook. Television advertisements increase the likelihood of brand recall, a highly viable tool for establishing Make It Personal within the GR area.



Don't you hate searching for the custom product that is exactly what you want?



Visiting every website never finding the right fit.



Well now you don't have to aimlessly search. You just have to visit or call.



## Make It Personal

Make It Personal. By visiting [matrixentertainment.com](http://matrixentertainment.com) you can create an order that's exactly what you want.



We'll laser engrave any and everything into any and everything.



Communicate with you to make sure it's exactly what you want.



And if it's not we'll make any changes.



Then we'll send it to you.



And you can enjoy! So visit [Matrixentertainment.com](http://Matrixentertainment.com) today!

# Newspaper

Studies show that newspapers are a preferred advertising source because they are more likely to reach educated and affluent audiences. Newspapers allow snippets of information to be shared or highlighted, and these can vary based on the specifics of the newspapers. Statistics show that newspapers reach 58% of adults aged 18-34, while more than 70% of readers are 35 or older.

4.75x5 in.

Right - Lanthorn ad

Bottom - GR Public ad (with guerilla tactic)



**1 snap a pic**  
find our laser engravings scattered around Grand Rapids and take a selfie!

**2 #makeitpersonal**  
upload to Facebook, Twitter, or Instagram and tag #makeitpersonal and #matrixentertainment!

**3 enter to win**  
prizes to be won! get additional entries with each selfie. take a picture with all 5 lasers and get an additional 2 entries!

**Learn more information:**  
Call 888-655-7263  
Visit social media @matrixentertain



**Matrix** MAKE IT YOURS  
*Make It Personal*

MAKE IT YOURS  
*Make It Personal*

- Custom Engravings
- Choose from any surface
- Personalize graduation gifts
- Show your Laker Effect
- Expect satisfaction



**REQUEST A QUOTE**  
[matrixentertainment.com/request-a-quote](http://matrixentertainment.com/request-a-quote)  
**CALL**  
888-655-7263

# Guerrilla Tactic

Guerrilla marketing is known for surprising audiences in various ways. By using this tactic in Grand Rapids, Matrix Entertainment sparks conversation amongst the public and receives additional advertising because of everybody's conversations. Guerrilla marketing is best for generating attention, and the guerilla tactics that we suggest would create conversations. With using this tactic during the would-be Art Prize period (because this is the first year without Art Prize in 10 years), people in the public would be surprised and maybe excited about the sudden art popping up throughout Grand Rapids.



# Website Evaluation

- Objective 1: Increase website traffic by 20% by December 2019.
  - Evaluation Method 1: Gauge average website hits before campaign begins. Continue tracking monthly hit at month-end
  - Evaluation Method 2: Track unique visitors before campaign begins. Repeat similar process as first evaluation method
- Objective 2: Increase awareness of Make It Personal products by 15% within six months
  - Evaluation Method 1: Track click to Make It Personal's webpage
  - Evaluation Method 2: Analyze social media efforts through advertising exposure, clicks, and ad interaction rates
- Objective 3: Obtain 20 product quotes by December 2019
  - Evaluation Method 1: Count each quote that is sent to customers. Note - consumers do not need to purchase the product

# Communication Evaluation

- Objective 4: Increase social media followers by October 2019:
  - Facebook by 15%
  - Twitter by 30%
  - Instagram by 60%
    - Evaluation Method 1: Track analytics through respected platform at month-end. Record number of followers at campaign's start, and each consequent month
- Objective 5: Increase social media interactions by 10% by October 2019
  - Evaluation Method 1: Analyze each social media app's analytics page
- Objective 6: Increase inter-business communication by 15% in six months by creating newsletter and distributing to affiliates
  - Evaluation Method 1: Conduct brief pretest and posttest surveys to potential or established affiliates and consumers. Gauge distribution of newsletters
  - Evaluation Method 2: Analyze interaction and communication efforts to affiliates by determining conversations established from newsletters



# Conclusion

Overall, Matrix Entertainment as a company needs to establish their social media brand to entice consumers to engage and interact with the company.

Through analyzing target audiences and goals for Matrix Entertainment, Rapid Advertising has created a tactical plan book to help advertise Make It Personal and establish it as a local West Michigan brand. After catering to this specified audience, Matrix will eventually be able to broaden their target audience once the campaign has finished and we have evaluated the best possible tactics.

# Other Ideas

## **Special Event:**

Because we were able to get everything done for the campaign under the intended budget, we came up with the idea of having Make it Personal team up with the West Michigan Whitecaps and having a promotional night with the baseball team to gain awareness of the company. We could do this by having a give away night for the first 500 fans to receive a White Caps Coaster with our logo printed on the back of it.

# Other Ideas

## Giveaways and Coupons

Both giveaways and coupons are fun for consumers and gives them an incentive to reach out to the company. Coupons can be posted in local and school newspapers and on Matrix's social media. Giveaways can be posted on the social media account and can be randomly drawn to give a consumer the chance to win a small engraving package (such as a set of 4 coasters). They can also be great ways to lead the public into following the social media accounts



MAKE IT YOURS

# Giveaway

MAKE IT PERSONAL

# Other Ideas

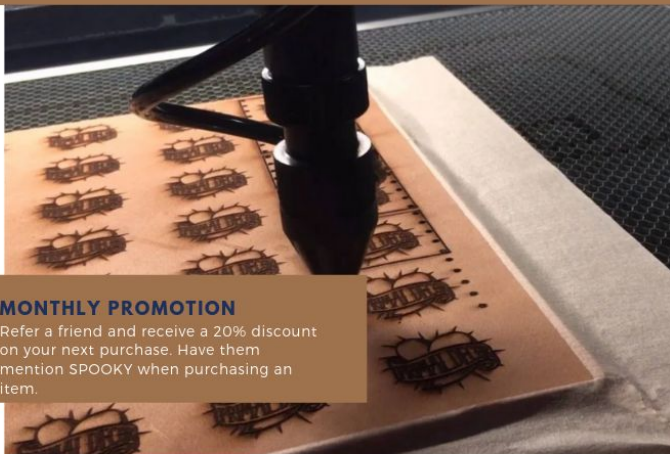
## Newsletters

Newsletters would allow Matrix to give updates to partners and affiliates. It would establish monthly communications and give promotional deals and advertise specific items. It could potentially lead to additional engagement amongst consumers. The newsletter can also include information about other Matrix Entertainment amenities such as the Save-a-Life Tour and Emotion Matrix and Fly Motion.



# MATRIX ENTERTAINMENT

A monthly newsletter for your needs



## MONTHLY PROMOTION

Refer a friend and receive a 20% discount on your next purchase. Have them mention SPOOKY when purchasing an item.



## THIS MONTH'S FEATURED ITEM: GOLF BALLS, CLUBS, AND TEES

Autumn is the perfect time of year to be spooked by our deals. This month's featured item includes anything and everything golf. Balls, club, and tees! Bags and gloves! Take your pick.

Place an order for any type of golf item and receive a 10% discount. Order 3 or more items and receive a 15% discount.

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