MARKETING COMMUNICATION PLAN

The Lucky Charm Noosaville

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Executive Summary

This report creates an integrated marketing communication campaign for The Lucky Charm (TLC) Noosaville. TLC is a small local newsagent located in the Noosa Civic Shopping Centre. This campaign will be aimed at Noosa females aged 20-45 who are avid social media users with an interest in homewares. This segment are online shoppers and deal-prone consumers.

The marketing objectives aim to increase gift and homeware sales by 30%, Instagram followers to 200, Facebook post engagements by 20% and to create a website with an online store. These objectives will build brand awareness and loyalty, increase profits and create an online presence for TLC.

The campaign will run from September to December using marketing communication mix elements, digital advertising, sales promotions, direct marketing and personal selling. These will be implemented both in store through customer service and displays and online through social media, emails and the website. The media types utilised will be owned media and social media with media vehicles of Instagram, Facebook, emails and a website. Social media posts will be published twice weekly at peak engagement times to reach the target market. Emails with sales promotions and a catalogue of products will be sent to the target market monthly during the campaign, and the website will be launched at the beginning. These platforms will successfully reach the target market who are avid social media users and value convenience and affordability when shopping.

The marketing message will incorporate resonance and emotional strategies as well as a persuasion method of likability. These strategies aim to engage consumers, build brand loyalty and present a campaign consumers can relate to. The campaign will ensure ethical procedures which include: taking special considerations when storing consumer's personal details, sending emails and being fair, honest and honouring promises made during the campaign.

The promotions will be mostly free, with the only costs going towards stock. The campaign suggests implementing a mixture of the objective-and-task and affordability budgeting methods as the business has a low budget. The campaign's success will be evaluated through social media and online analytics compared to in store and online sales.

Overall, this campaign will effectively and efficiently increase sales, brand awareness and provide a point of difference for TLC.

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1.0.　Introduction

1.1.　Authorisation and Purpose

This report is authorised by Wendy Spinks, Course Coordinator of MKG220, marketing communications. Its purpose is to develop an integrated marketing communications plan using relevant theories for The Lucky Charm (TLC) Noosaville.

1.2.　Limitations

The limitations of this report included difficulty in finding relevant sources on the company's and competitors' specific marketing communication techniques. Creative marketing strategies were limited to the budget and abilities of the client.

1.3.　Scope of Report

This report continues from Task 3a to create an integrated marketing communication strategy for TLC overviewing the company's background and target market, providing an updated competitors' table, and creating S.M.A.R.T objectives. It will uphold a consistent marketing message through marketing communication mix elements, media types and vehicles and will implement communication and persuasion strategies to influence the target market. The campaign will prepare a tactical action plan, with a media schedule, offer an effective evaluation strategy and contribute actionable recommendations for the client.

2.0.　Current Situation

2.1.　Client Background

Noosa locals, Cris and Debbie Muggeridge, have owned The Lucky Charm (TLC) Noosaville for over 6 years (C Muggeridge [client] 2018, pers. comm., 30 August). The business is a newsagent in the Noosa Civic Shopping Centre, franchised from TLC, a chain of newsagents formed in 1999 with over 50 stores nationwide (The Lucky Charm, 2018). TLC's products include lottery, scratchies, magazines, newspapers, cards and gifts, with a focus in this report on gifts, specifically homewares (Facebook, 2018). In order to stand apart from competitors and other newsagents, TLC aims to create a point of difference by selling giftware, homeware products and unique items difficult to attain in other stores. This campaign will utilise marketing tools and theories to improve gift sales and increase brand awareness both in-store and on social media.

2.2.　Target Market

Market segmentation is a strategy that allocates consumers into various groups of heterogeneous markets based on similarities in preferences, desires, satisfactions and wants (Taehyun & Hoon-Young, 2011). The most common market segmentation variables include geographic segmentation, demographic segmentation, behavioural segmentation and psychographic segmentation (Gunter & Furnham, 2014). This marketing communication plan focuses on increasing gift sales through homewares and unique, desirable items. The target market will therefore be segmented into female Noosa locals aged 20 to 45. It will include female tourists as Noosa is a hotspot for tourism with over two million tourists visiting annually (VisitNoosa, 2017). Demographic segmentation will mostly incorporate young people and mothers, as homewares among these segments are most popular. They are also avid social media users with Sensis Pty Ltd (2017) reporting that 99% of 18-29 year olds, 96% of 30-39 year olds and 86% of 40-49 year olds frequently use social media. TLC's facebook analystics

also indicate 80% of their followers are women, making it imperitive for TLC to utilise social media marketing to reach this audience (Facebook, 2018). The geographical segmentation targets Noosaville and the surrounding areas between Cooroibah and Coolum, creating local convenience for consumers. The Australian Bureau of Statistics (2018) reported in 2015 that 5165 females aged 20-44 lived in Noosa, and in 2013 reported a median income of $36,912. Recent market research undertaken by Kmart, revealed target market value affordability, quality and convenience when purchasing homewares (Roy Morgan, 2016)**.** These findings indicate the target market is primarily lower-income households that make purchase decisions based on value for money. Today's marketplace is heavily saturated and hyper-competitive, meaning companies must utilise segmentation-based marketing to aggressively attack niches and target markets that display unique wants and needs (Weinstein, 2004). Psychographics aim to explore a deeper side of behaviours in consumers and the nature of their purchase decisions. They tend to look more closely into the lifestyles, attitudes, interests and opinions of consumers as well as their perceptions of product attributes (Gunter & Furnham, 2014). Homewares typically sell products by selling a lifestyle to consumers through advertising. This marketing technique allows companies to connect with consumers on an emotional level and provide a point of difference. This campaign will incorporate social media, affordability and convenience and aim to connect with consumers on an emotional level to reach their target market.

2.3. Competition and competitor's table

Obvious competitors for TLC are the other local newsagents, the closest being the Noosa Village Newsagents. As TLC are located in a large shopping centre, their competitors also include major chain stores, such as Big W, that sell similar products. As this campaign focuses mostly on homeware sales, Kmart will also be analysed as a competitor as they are currently leading in the affordable homewares market. *Table 1* presents an updated competitors' table, used in Task 3a, using these three competitors to compare with TLC's target market, brand attributes, marketing mix and brand benefits.

Table 1- Competitors Table

COMPETITIVE ANALYSIS TABLE				
Sections	**CLIENT:** **The Lucky Charm** **Noosaville**	**Competitor A:** **Noosa Village Newsagents**	**Competitor B:** **Big W, Noosa Civic**	**Competitor C:** **Kmart (online and stores)**
1. TARGET MARKET				
1.1 Geographical location	• Noosa Civic Shopping Centre, Sunshine Coast • Noosa area- locals main shopping centre • Wider Sunshine Coast region • Tourists	• Noosaville/Tewantin- Noosa Village Shopping Centre, Sunshine Coast • Noosa Waters- High income housing estate next to shopping centre • Tourists	• Noosa Civic Shopping Centre • Noosa locals- closest Big W store • Tourists	• Australia wide (online + closest local is Maroochydore)
1.2. Demographics	• 80 % females *(Facebook, 2018)* • 35 'mean' age, aimed at 20-45 years of age • Older women, mothers, young women looking for gifts or homewares • Working-class with mid-price range	• Families • Older couples • Retirees • Higher income • 40-70 age range	• Families • 'Discount store' targets lower income families • Main focus on parents and kids	• Mothers and children *(News Pty Ltd, 2018)* • Families • Caters to everyone but focus on kids and parents • Discount retail store- appeals to lower income families
1.3 Psychographics	• Mid-income range with interest in homewares • Social people, buying wedding, birthday, christening gifts, etc	• Residents from Noosa Waters- high end lifestyles • Regular customers- focus on routine • Gamblers	• Family orientated • Looking for a bargain or cheaper options • Spend money on children	• Family oriented • Looking to save money • Willing to spend money on homewares and children

Sections	CLIENT: • **The Lucky Charm Noosaville**	Competitor A: • **Noosa Village Newsagents**	Competitor B: • **Big W, Noosa Civic**	Competitor C: • **Kmart (online and stores)**
1.4 Consumer behavioural patterns	• % of loyalty card holders • Regular & routine visits • Support small businesses • Motivation to buy gifts for occasions • Motivation to buy homewares to improve lifestyle • Woolworths shoppers • High usage/visitors when lottery draw bigger	• Regular gamblers/customers • Buying magazines/newspapers whilst passing through • Woolworths shoppers • High usage/visitors when lottery draw bigger	• Seasonal sales- consumers buy more during holiday seasons • Both discount department stores- consumers always looking for bargains and cheap options • Both stores use loyalty cards – consumers motivated by points, discounts, deals • Parents influenced by children with big toy sales Homewares market growing, influencing consumers to save money and spend here vs IKEA	
1.5. Size of target market/ or % Market share if stats	• 89,921- total trade area population – Noosa Civic • 5,165 females aged 20-44 *(Noosa Civic Pty Ltd, 2018; Australian Bureau of Statistics, 2018)*	• Approx. 36,000 trade area population • 41% of Noosa population aged 45-74 *(Welsh & Co Investments Ltd, 2018; Australian Bureau of Statistics, 2018)*	• 5.1% of market share in homeware industry *(Roy Morgan, 2016)*	• 11.6% of market share in homeware industry *(Roy Morgan, 2016)*
2. BRAND ATTRBUTES				
2.1. Product **2.1.1 Core**	Focus on- Homewares/Gifts: • Decorative items for the home • Practical uses • Image enhancement *(Soloman, et al., 2012)*	Lotto & Scratchies /Newspapers & magazines/ Stationery: • Practical uses • Reading material • Entertainment • Making money	Homewares/Gifts: • Decorative items for the home • Practical uses • Image enhancement *(Soloman, et al., 2012)*	

Sections	CLIENT: The Lucky Charm Noosaville	Competitor A: Noosa Village Newsagents	Competitor B: Big W, Noosa Civic	Competitor C: Kmart (online and stores)
2.1.2 . Actual	• Mid-price range • Smaller product range as smaller store • High quality products • Limited brands and product ranges	• Lottery & scratchies- lots of options for prices, game sizes and styles • Newspapers & magazines- different brand/genres • Stationery: limited stock, higher price range	• Extensive product range • Options for different styles and colours • Lots of brand choices and options	
2.1.3. Augmented	• Price match • Potential winning tickets • Magazine/Newspaper subscriptions	• Potential winning tickets • Magazine/Newspaper subscriptions	• Layby + after pay • Warranties • Exchanges	
2.2. Place/ Distribution	In store		In store & online	
2.3. Price/Value	• Mid-range prices	• Mid-range prices	• Cheaper prices- ability to drop prices as large chains	
2.4. PROMOTION/ MARCOM MIX				
2.4.1. Traditional media	• Use of Noosa Civic centre marketing using posters and displays for products • Monthly catalogues	N/A	• TV advertisements • Magazine advertisements + catalogues • Billboards and "out of home" advertising • Visual Merchandising	
2.4.2. Digital & social media	• Facebook: 7,600 • Instagram: 72 • Website	N/A	• Facebook: 660K • Instagram: 200K • Website/online store • App	• Facebook: 986K • Instagram: 735K • Website/online store • App

Sections	CLIENT: The Lucky Charm Noosaville	Competitor A: Noosa Village News	Competitor B: Big W, Noosa Civic	Competitor C: Kmart (online and stores)
2.4.3. Direct marketing & Sales promotion	• Loyalty cards (TLC rewards) • Email updates of offers and sales • Weekly catalogues • Sales promotions *(The Lucky Charm, 2018)*	N/A	• Loyalty cards (Fly Buys + Everyday Rewards) • Email updates of offers and sales • Catalogues • Sales promotions • Coupons/special offers *(Woolworths Group Ltd, 2018; Kmart, 2017)*	
2.5. People (Frontline staff)	• 6 staff members- benefits = customers feel like they know the staff + friendly environment to visit All staff trained + knowledgeable • Friendly customer service	• Floor staff – fully trained • Smaller store so smaller staff size	• Cashiers/floor staff • Store managers • Customer service focused	
2.6. Process of purchase	• Pay at counter • Can pay over the phone • PayPal for website	• Pay at counter	• Buy online • Click and collect • Pay in store- self serve or customer service • After pay and layby available	
2.7. Physical evidence/ Tangibles	• Spacious store • Clear signage for product prices and sales • Clean and neat • Branding inside and outside of store • Friendly staff	• Smaller store • Clear signage	• Large stores • Busy and can get crowded • Large signs and organised sections making product whereabouts and sales clear • Kept clean + shop assistants available to help • Price check points in convenient locations • Big social media presence	

Sections	CLIENT: The Lucky Charm Noosaville	Competitor A: Noosa Village Newsagents	Competitor B: Big W, Noosa Civic	Competitor C: Kmart (online and stores)
3. BRAND BENEFITS				
3.1 Functional	• Gifts for occasions • Cards for occasions • Newspapers, magazines, lottery, scratchies for entertainment • Homewares as decorative, helpful items in home	• Cards for occasions • Newspapers, magazines, lottery, scratchies for entertainment	• Products from homewares, kitchen needs, clothing, food, cards, makeup, toiletries, home entertainment, toys, plants, etc, all functional	
3.2 Symbolic	• Homewares = image enhancement of home • Group membership through magazines- subscriptions • Buying lottery to feel like a 'winner'	• Group membership through magazines- subscriptions • Buying lottery to feel like a 'winner'	• 'Family Friendly' brand • Loyalty programs and rewards	
3.3 Experiential	• Homewares sell a 'lifestyle' • Lottery advertising selling the 'what you could do if you won' • Magazines selling 'lifestyle'	• Lottery advertising selling the 'what you could do if you won' • Magazines selling 'lifestyle'	• Sell a 'lifestyle' through advertisements and displays • Music plays in store • TV advertisements play on experiential needs of 'family values' *(Additional Sources: Kmart, 2017; Woolworths Group Ltd, 2018; Instagram: Kmart, 2018; Instagram:Big W, 2018)*	

Table 1 presents a competitive analysis of the TLC and three competitors, Big W, Kmart and Noosa Village Newsagents. TLC has a point of difference compared to Noosa Village Newsagents, selling a wider variety of products, utilising digital and traditional media in its marketing mix, offering unique items such as homewares and gifts and being a larger, more convenient store in a more popular location. Kmart and Big W are retail giants however, who are difficult to compete with in price and stock range. TLC can utilise the popularity of homewares and quirky items in their product range to increase sales and customers and remain convenient for Noosa consumers aiming to support local businesses. Price matching and personable customer service will build a favourable brand image with locals, giving TLC an advantage over the three competitors.

2.4. Brand Positioning Map

Brand positioning maps compare similar brands based on product attributes that consumers consider when making purchase decisions (Moon, 2017). Figure 2 displays TLC and the three competitors from Table 1 on a brand positioning map by using characteristics of affordability and personable brand image.

Figure 1- Brand positioning map
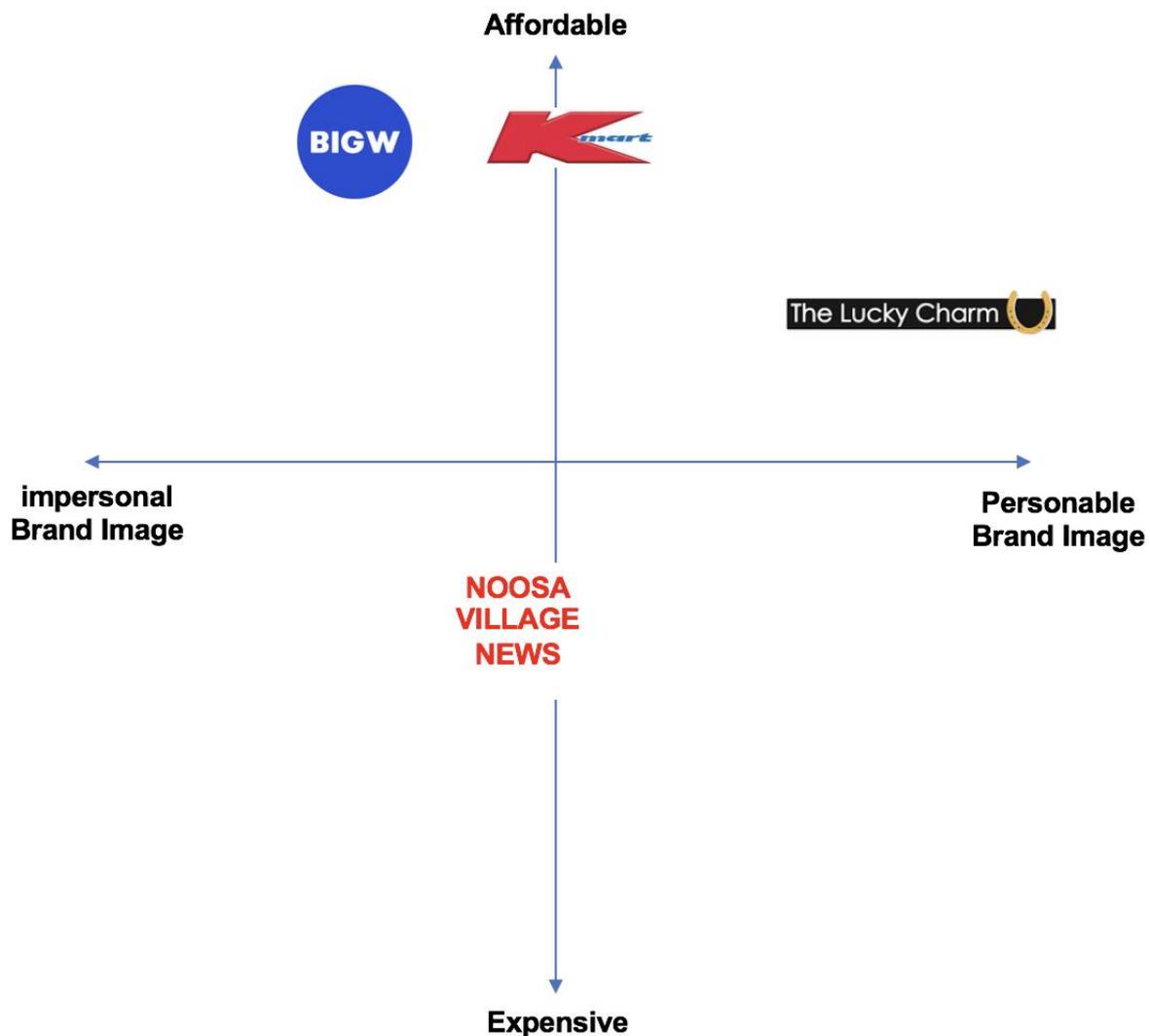
Figure 2 presents a perceptual map comparing TLC to three competitors based on affordability and personable brand image. The map positions TLC as the most personable brand and third for affordability as they offer price matches, personal ordering and uphold a personable, friendly front through customer service and brand image (C Muggeridge [client] 2018, pers. comm., 30 August). Kmart and Big W are retail giants and are able to sell products at lower prices. Being budget-focused and buying in bulk positions them higher on affordability (Roy Morgan, 2016), however both companies lack the personal touch of brand image and personal customer service when connecting with consumers. Recent studies have shown consumers still value personal interactions when shopping in retail (Verdi, 2000). According to author Marc Joseph (2005) independent businesses have the advantage of selling opportunistic products to consumers at a high mark-up. Noosa residents are well known for supporting

local businesses over large retail chains, giving TLC a competitive advantage. To increase market position, affordability and sales, TLC must capitalise on Noosa local traffic and provide a competitive advantage through unique homeware products and personable customer service.

3.0.   Marcom Objectives

Task 3A aimed to increase TLC gift sales, specifically homewares, by 30% between Sept-Dec 2018. Giftware and homewares were chosen, as these categories generate over $6.6 billion per year in Australia, with a rising demand for quality, niche and unique products (UK Trade & Investment Australia, 2015). Newsagencies in Australia are beginning to introduce larger homeware sections successfully and profitably (C Muggeridge [client] 2018, pers. comm., 30 August). In previous years TLC have unsuccessfully strived to match gift sales to card sales. By increasing sales by 30% for 2018, this campaign would meet objectives and generate profit, measurable through TLC's computer stock system. This also creates a specific target that is measurable, achievable and realistic as this period is one of the busiest in the year, leading to Christmas. The objective is also timely, utilising a 4-month period to achieve goals. As this period is the busiest time of year for retail it will be difficult to determine whether the objective's success is due to the marketing campaign or the economic environment. Therefore, further objectives will be set to include social media with an aim to reach 200 Instagram followers (TLC are currently at 86) and increase Facebook interactions and engagements on posts by 20% (measured by Facebook analytics). It will then be possible to draw a conclusion on the success of the campaign if both the sales and social media objectives are achieved. A final objective, ensuring maximum audience reach, convenience and sales will be to establish a simple website with all available products, prices and an online store. A website will further reach the target market as Australians spend an average of 5½ hours a day online and young people, especially, choose brands that make shopping easier and more accessible, such as online stores (We Are Social Pty Ltd, 2018; Guardian News and Media Ltd, 2012). Younger adults aged 25-34 are more likely to buy online than older people, with 75% doing so in 2009. Women still tend to take on the role of the 'shopper' in households (Passyn, et al., 2011; Australian Bureau Of Statistics, 2009). To create a further point of difference, maintain market share and strong brand awareness, this campaign will expand their product range to include unique, affordable homewares that will appeal to the target market, increase sales by 30% and gain a competitive advantage. To build brand awareness, it will utilise social media, a website and in-store promotions to appeal to, connect with, and reach a arget market who are avid online and social media users.

4.0.   Marcom Campaign

4.1.   Ethical Considerations

Marketing can raise several ethical dilemmas relating to rules of conduct, moral judgements and workplace standards (Kavali, et al., 1999). Business ethics require companies to be aware of consequences and comply with rules and laws and consider how they can affect society as a whole (Maddux & Maddux, 2010). Ethical considerations need to be revised for market segmentation, product selection and promotional elements used in the marketing communication mix. The TLC loyalty program signs customers using personal contact details, so it must consider consumer privacy when storing this information. When sending commercial electronic messages (CEM) to customers, TLC must gain consent, considering the Australian Spam Act (2003) and evaluate the message being sent (Australian Communication and Media Authority, 2012). TLC maintains social responsibility by giving to charities including the RSPCA and local hospitals (C Muggeridge [client] 2018, pers. comm., 30 August). TLC must be truthful in their sales promotions and deliver on promises to build an honest and ethical relationship with consumers. Moreover, TLC must maintain social responsibility: fair, honest

and transparent business practices and always gain consent from consumers before sending information online.

4.2. Marketing Communication Mix

4.2.1. Marcom mix/elements

The marketing communication mix includes advertising through digital marketing, public relations, direct marketing, sales promotions, personal and point of purchase selling (Fill & Jamieson, 2006). This marketing campaign will utilise digital advertising through emails, social media and the website as well as instore sales promotions, personal selling and direct marketing. Table 2 provides a list of these elements and how the campaign will utilise them.

Table 2- Marketing Communication Mix Elements

	How?	Adding to exisiting elements	Justification
MC mix elements			
Advertising: Digital media	- Emailing catalogues - Social Media - Owned media: website	- Already email catalogues to members quarterly - On Instagram & Facebook - Increase social media engagement and posting, mostly through Instagram - Facebook following over 7,000 from viral post of a quirky game *(Facebook, 2018)* - Must engage with and maintain audience - Create website to allow customers to browse and buy online to expand customer reach	- Digital marketing offers dynamic marketing + allows customers to receive information they want easily *(Chitty, et al., 2018)* - Inexpensive, quick and easy to reach consumers - Increases exposure - Engages with consumers - Target market are social media and technology users 79% of Australians are on social media, with 59% using every day, over a third of people checking social media over 5 times a day and 64% of consumers more likely to trust brands that interact on social media *(Sensis Pty Ltd, 2017)*

Sales promotion	• % off deals + reduced prices • Competitive pricing to ensure point of difference • Promotional offers in store and via email • Exclusive promotions for loyalty members • Promotions aimed at target market-popular products	• Loyalty program offers quarterly incentives and deals with magazines (3 for $9.99), hallmark cards (Buy 8 get 1 free) and ink cartridges (5% off + free $5 scratchie if buying more than 3) *(The Lucky Charm, 2018)* • Focus on promotions on giftware/unique items • Aiming promotions at target market-considering target market's motivations when creating sales promotions	• Important tool to induce brand loyalty, provide incentives and achieve sales targets *(Dastidar, 2016)* • Sales promotion has main goal to turn consumers into buyers through incentives such as discounts, contests, point of sale advertising, samples and promotional gifts, etc *(Gherasim, 2012)* • Sales promotion most popular with "deal-prone" consumers when promotions are attractive *(d'Astous & Jacob, 2002)* • Studies shown women more susceptible to sales than men and younger consumers more deal-prone than older people *(Kshatriya & Salviya, 2015)* • Women tend to develop "good shopper" characteristics (housewives + mothers) + young people aged 21-30, more deal prone than 41-50 segment *(Dastidar, 2016)*
Personal selling	• Customer service • Staff persuasion/ sales • In store assistance	• Higher importance on customer service • Approaching customers in-store to relay sales information • Ensuring staff are fully aware of current promotions and deals • Giving authority to staff to offer deals and discounts	• Salespeople play key role in formation of long-term buyers, are primary link between consumer and company, influence consumer's purchase decisions + create brand loyalty *(Weitz & Bradford, 1999)* • Increases customer-brand relationships and loyalty • Personal Touch: shown consumers still value personal interactions when shopping in retail *(Verdi, 2000)*

			• Most efficient when staff trained in sales to deal with consumers truthfully, negotiate + given authority to give discounts to consumers *(Yousif, 2016)* • Personal selling should convince consumers to buy product, compliment the products and sell an experience of buying the product through human interaction *(Forbes Media LLC, 2018)*
Direct Marketing	• Emailing catalogues and promotions • Offering consumers incentives e.g. 50% off or free scratchie with product purchased	• Provide more direct email communications and social media messages to consumers • Direct promotions/sales at specific target audience	• Target market reached via email and social media • Target market value affordability e.g. promotions, sales and deals • Efficiency and effectiveness • Informs quickly • Emails add personal touch • 78% of consumers react to direct mail immediately when received from brand they're interested in, 44% visit brand website and 92% pass along information about deals to others *(Vision Integrated Graphics Group, 2017)* • Builds a community • Women value emotional connections to brands, delivering value + delivering on promises *(Access Intelligence, LLC, 2018)*

Table 2 lists the marketing communication elements in this campaign and discusses relevant justifications. Digital advertising will use emails to distribute catalogues to the target market, social media to promote products, enhance brand awareness and build brand loyalty, and also create a website to expand reach and increase sales. Consumers view online communication technology as beneficial; offering efficiency, convenience and participative information with competitive pricing and diversity in product selection (Tiago & Verissimo, 2014). Social media is a crucial component to reach the target market, as 18-29 year olds are the largest percentage of users, followed closely by 30-49 year olds

(Sensis Pty Ltd, 2017). Shopping online is most popular amongst women and young people as they value convenience when shopping (Passyn, et al., 2011; Guardian News and Media Ltd, 2012). People value accessible, convenient and easy purchases, so creating a website gives businesses direct and convenient platforms to connect with customers, offer accessible products and increase sales by targeting a wider audience. This campaign will implement email newsletters, use social media and create a website to display products online to meet marketing objectives.

Direct marketing and sales promotions will be used in-store through customer service and online through email. Emails will send promotions to the target market to inform them, provide incentives through special offers and build brand loyalty. As mentioned in *Table 2*, direct marketing and sales promotions build communities and emotional connections, add value to consumer experiences, and persuade consumers to make purchase decisions through incentives. Seventy-eight percent of consumers react instantly to direct mail sales promotions and 92% of them forward the emails, driving consumer engagement and building brand loyalty (Vision Integrated Graphics Group, 2017). Sales promotions, direct marketing and personal selling will also be utilised in-store through displays, sales and personable customer service. The target market are deal-prone consumers who are motivated by sales. Deal-prone consumers are influenced by demographics, socio-economics, personality characteristics and purchasing behaviour (Blattberg, et al., 1978). As mentioned in *Table 2*, women aged 21-30 are more deal-prone than 41-50 year olds (Dastidar, 2016). These elements perfectly align with the values of the target market. Personal selling is important to maintain a personal touch as consumers maintain the need and value of interpersonal relationships to increase customer commitment, trust and retention (Keeling, et al., 2013). Using these elements in-store and online will increase sales, broaden the target market reach and create brand awareness and loyalty.

The campaign must consider ethical issues in the marketing communication mix. TLC must ensure they are truthful with customers, fair in their segment targeting, gain consent to email loyalty members, refrain from sending spam, be cautious when storing consumers personal details, keep all promises made during the campaign and ensure all products are of a high standard and quality. By ensuring these ethical considerations are maintained, this campaign will be honest, moral and ethical.

4.2.2. Media & Media Vehicles

Media types incorporate traditional media, including broadcast media, print and support media and digital (Chitty, et al., 2018). Marketers must utilise relevant media types to ensure efficient target market reach. Media vehicles are the specific media methods used to deliver campaign messages, such as channels on television (Hearst Newspapers LLC, 2018). *Table 3* presents the media types and media vehicles TLC will utilise for the marketing campaign.

Table 3- Media and Media Vehicles

Media	Vehicles	Justification
Social Media	Instagram Facebook	• Target market avid social media users • Free advertising • High engagement with target market • Broad reach • Increasing brand exposure

		• Facebook and Instagram, among most used social media platforms *(Sensis Pty Ltd, 2017)*
Owned media	**Website**	• Offers wider audience reach, expanding from just Noosa, can offer products to wider audience • Important for businesses to have websites as makes products accessible and convenient, is cost-effective, builds credibility and increases sales reach *(Dogulin Digital, 2016)* • Target market are online with Australians spending an average of 5 ½ hours a day *(We Are Social Pty Ltd, 2018)* • Young people choose brands that make things easier for them and are accessible *(Guardian News and Media Ltd, 2012)* • Younger adults aged 25-34 more likely to buy online than older people, with 75% doing so in 2009 *(Australian Bureau Of Statistics, 2009)* • Shopping online most popular amongst women, as they hold the majority role of shopper in households, finding it easier and more convenient *(Passyn, et al., 2011)* • Australians shopping online has increased by 2.3 million since 2014 *(Roy Morgan, 2018)*
	Email	• Inexpensive • Send promotions and catalogues with monthly deals • Speedy way to contact and connect with customers • Reminds and inform

Table 3 lists media types and vehicles this campaign will implement to meet objectives and promote the marketing message. Media types include social media and owned media, whilst media vehicles will be Instagram, Facebook, a website and emailing. Social media is an efficient and effective tool for business used for promotions, advertising and customer relationship management (Carlson & Lee, 2015). Instagram and Facebook are important vehicles in this campaign as 85% of Facebook users are female, aged between 18 and 30, while females aged 18 to 34 are the largest percentage of 'Instagramers' (Mellon & Prosser, 2017; Statista , 2018). Owned media includes websites and blogs, informing, reminding and enhancing engagement and enjoyment for consumers (Lovett & Staelin, 2016). *Table 3* discusses the importance of business websites being inexpensive ways to make products

accessible, convenient, to build credibility and attain customer reach (Dogulin Digital, 2016). Internet usage has increased by 826% since 2000, and on average, consumers spend over five hours a day online (Ageeva, et al., 2018; We Are Social Pty Ltd, 2018). Creating a website will increase consumer engagement, product availability and target market reach. It will incorporate online shopping which is most popular among females, aged 18 to 34 (Allure Media, 2018). Email through owned media will remind and inform consumers by sending monthly catalogues. All of these media types and vehicles will efficiently reach consumers and engage and encourage them to support the brand through purchases and online engagement.

4.3. Marcom Message

Marketing campaigns must maintain clear and consistent messages. Six types of creative messaging strategies include unique selling proposition (USP), brand image, resonance, emotional, generic and pre-emptive (Frazer, 1983). The USP creates meaningful ways for marketers to set differentiation from competitors offering special benefits to consumers (Niu & Wang, 2016). Brand image creates an identity to personalise the brand and reflect specific segments' values and personality traits (Chitty, et al., 2018). Generic and pre-emptive strategies offer straight product benefits with generic messages that do not attempt differentiation, and pre-emptive messages adding superiority claims (Hooley, et al., 2008). This campaign will use resonance and emotional strategies to promote a personable brand. Emotional messages are strong psychological drivers, as emotions are stronger influencers than logic (GMR: GulfMarketing Review, 2016). Viral marketing influences consumers through emotional resonance as they evoke emotional responses from viewers (Botha & Reyneke, 2013). Resonance strategies demonstrate that consumers buy from brands they can relate to and like (Frazer, 1983). Both emotional and resonance strategies align with the concept of selling a lifestyle to consumers. This campaign aims to promote homeware products through selling a lifestyle to the target market; implemented through social media photos and videos, maintaining a personable brand. Social media and the website will be run by staff members who maintain relatable personas and emotionally connect with consumers. The campaign will uphold these message strategies consistently throughout the four-month period on all media.

4.4. Persuasion Strategy

Persuasion marketing strategies are most effective when consumers perceive brands as attractive or relatable, increasing attitudes and purchase intentions (Schindler, et al., 2017). Six persuasion strategies are commonly used in marketing including: reciprocation (playing on social obligations to repay people), commitment and consistency (following through on promises), social proof (being influenced by the actions of others), liking (people are more inclined to say 'yes' to people they like), authority (targeting perceptions of power and credibility) and scarcity (people want what is rare) (Cialdini, 2006; Chitty, et al., 2018). This campaign will utilise likeability to uphold a personable brand image and emotionally connect with consumers to build brand awareness. Likeability is achieved when consumers perceive brands as attractive or sharing similar interests, lifestyle and personality and therefore are more inclined to trust and be persuaded by them (Addis, 2015). Informing and engaging consumers online and in-store improves brand likeability and loyalty (Marketing Insider Group, 2017). This campaign will incorporate likeability into social media posts, creating relatable content through photos that sell a lifestyle, emailing sales promotions and in-store personable customer service. *Figures 2, 3* and *4* provide mock-ups of social media posts for the campaign, using the likeability method.

Figure 2- Instagram lifestyle post for TLC
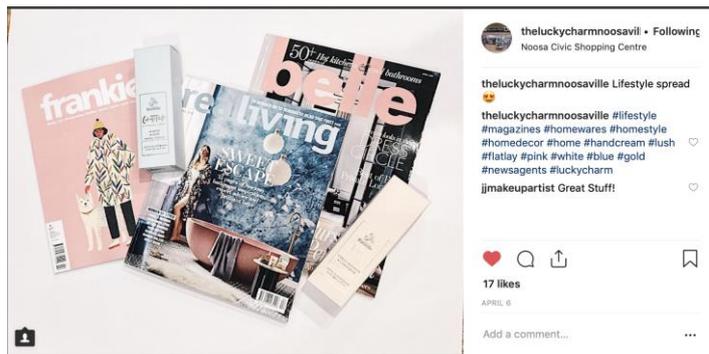
Source: TLC Noosaville (Instagram, 2018)

Figure 3- Facebook or Instagram photo for TLC
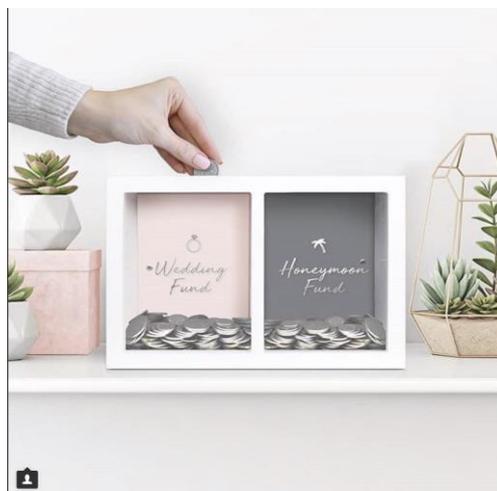
Source: TLC Fortitude Valley (Instagram, 2018)

Figure 4- Facebook or Instagram post product mock-up

Source: TLC Fortitude Valley (Instagram, 2018)

Figures 2, 3 and *4* show homeware products TLC sell presented on social media using the likeability method. *Figure 5* is a creative mock-up of an email to be sent to consumers each month of the promotion.
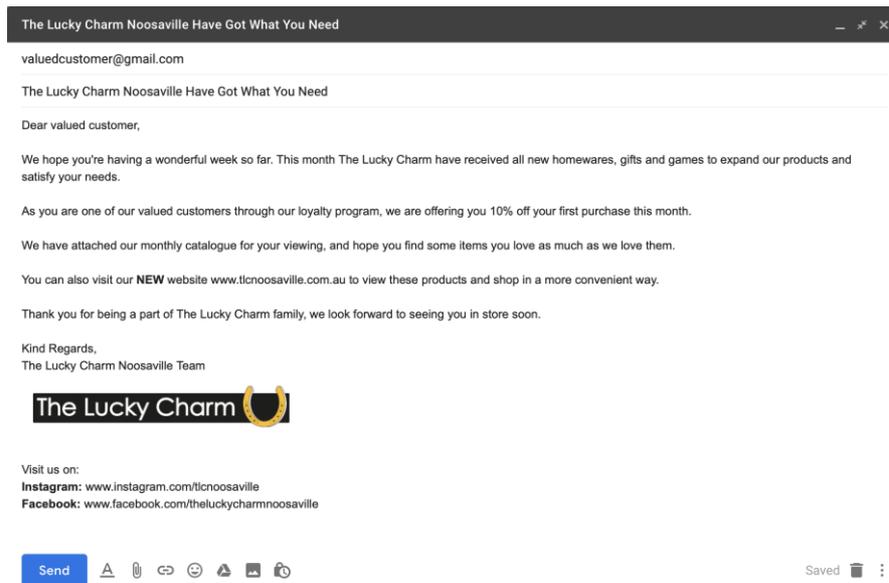
Figure 5- TLC email to consumers

Figure 5 shows the email template that will be used to distribute promotions and catalogues to communicate and engage the target market. It uses likeability by using personal, friendly language to inform customers of sales promotions and link them to the website and social media platforms to further engage them. Figure 6 provides a creative mock-up of the website.
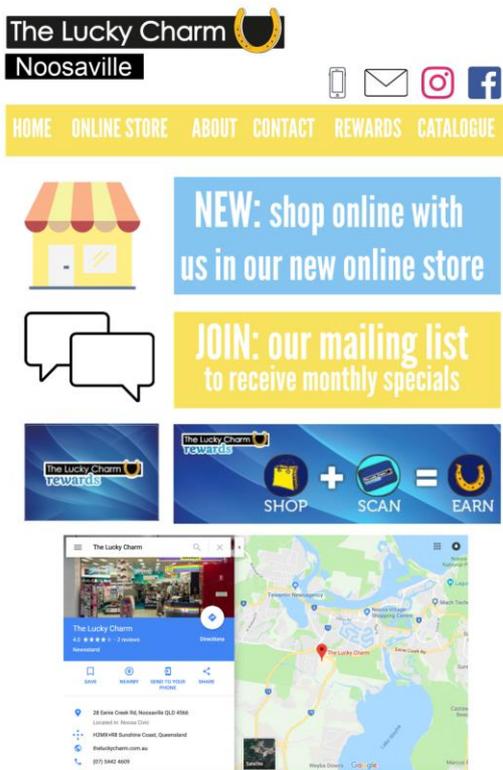
Figure 6- TLC Noosaville website

Figure 6 demonstrates the website mock-up: including an online store, creation of convenience and accessibility, social media links, consumer engagement and information on the brand and store to maintain ethical considerations with consumers. Likeability will be implemented into this campaign

through promoting a personable brand image through digital media and in-store communications to create a point of difference from competitors.

5.0.   Action Plan

This campaign will run from September to the end of December and aims to increase TLC's giftware sales by 30%, Instagram followers to 200, Facebook post interactions by 20% and create a website incorporating an online store. These objectives will be achieved through using digital marketing with social media, Facebook and Instagram, owned media, emails and a website. *Table 4* presents a media schedule identifying which media items will be posted, their contents and when they will be posted.

Table 4- Media Schedule

Media	When/what:	Months			
		September	October	November	December
Instagram	• Interconnected, posts twice a week	X	X	X	X
Facebook	• Facebook: Wednesday & Thursday midday • Instagram: Wednesday & Thursday 3pm • Post images selling lifestyle as well as products	X	X	X	X
Emails	• Sent at the start of every month • Send catalogue and promotional offers	X	X	X	X
Website	• Launched 1/9 • Run monthly promotions, connect with consumers and provide online store	X	X	X	X

Table 4 displays a media schedule for this campaign, noting when each promotional aspect will launch. Social media will post on Wednesdays and Thursdays, at midday for Facebook and 3pm for Instagram as these times receive high engagement (Sprout Social Inc, 2018). Using social media will reach the target market, as 85% of Facebook users are females aged between 18 and 30, and the largest users of Instagram are females aged between 18 and 34 (Mellon & Prosser, 2017; Statista , 2018). Emails will

be sent monthly as they can inform consumers about new products, remind them of the products and sales and engage with them, adding to brand awareness and likeability.

The objective-and-task method of budgeting is efficient for businesses, utilising budgeted costs to achieve specific objectives (Mihir, et al., 2014). This campaign will adopt the affordability method mixed with the objective-and-task method through defining specific goals and estimating the costs of performance (Berger & Bechwati, 2001). The cost of this campaign will mostly be free, as all media can be created inexpensively. Costs will include purchasing the products, ensuring they are homewares to be sold at affordable prices, and with unique points of difference. All photographs for promotions will be sourced from suppliers or taken by the client, who is a photographer. TLC is a small business with a low budget and specific targets, making it important to make these budgeting methods realistic and affordable for the client.

6.0.   Post-testing and Campaign-tracking

Marketing communication evaluations ensure risks are reduced by assessing the success and effectiveness of campaigns, increasing brand equity and measuring consumers' attitudes (Chitty, et al., 2018). Evaluations measure sales, increased brand recognition or value and repositioning effectiveness within the market (Eagle, et al., 2015). Social media platforms utilise analytics to gather and analyse data on consumers and engagement to assist businesses in campaign tracking (Lee, 2018). Websites are able to analyse performance and visibility and track success of online marketing campaigns through consumer traffic using data monitoring systems (Livingston, et al., 2013). In this campaign, consumer awareness will be measured via online statistics, using social media and website analytics to track followers and engagements on posts, website traffic, online purchases and reward sign ups. To measure the sales objectives, the sales data from TLC system will be compared to online statistics to see if they reflect the same results. An effective conclusion can then be drawn if the campaign is successful.

7.0.   Conclusion and recommendations

This report created a four-month marketing communication campaign for TLC Noosaville. The campaign is aimed at female Noosa locals aged between 18 and 45, who maintain a large online presence and have an interest in homewares. Marketing objectives aim to increase giftware sales by 30%, Instagram followers to 200, Facebook interactions by 20% and create an online store and website. The campaign will ensure ethical promotions and segment targeting and marketing communications. It will use marketing communication mix elements including digital advertising, sales promotions, direct marketing and personal selling, both online and in-store to reach the target market, who value personal interactions and are avid social media users. The media types are social and owned media, using the media vehicles of Instagram, Facebook, email and website (launching 1st of September). The marketing message will utilise resonance and emotional strategies to connect with consumers, build interpersonal relationships and attain strong brand loyalty. Persuasion strategies will support the message through likeability, maintaining a personable brand image. Social media posts will happen twice a week during the campaign to receive the highest engagement amongst the target market. Emails (including TLC catalogue) will be sent to the target market monthly to inform, remind and persuade. The whole campaign will be evaluated through social media and website analytics, tracking and reports and compared to in-store sales reports to provide an overall success rate. These marketing techniques will successfully and effectively reach the target market and achieve marketing objectives in the given period.

To implement this marketing campaign, this report recommends TLC complete starting figures, recording of sales for this period over the past 2 years and social media analytics to be able to compare

results at the end of the campaign. It is recommended that TLC order quirky, trendy homeware and giftware stock aimed at the target market, publish twice-weekly interactive social media posts, create an online store website and ensure the target market are being emailed a monthly catalogue to inform them of sales promotions. Overall, this campaign will effectively meet marketing objectives, build brand loyalty and create a point of difference for the client.

8.0.   Reference List

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