

INTEGRATED MARKETING CAMPAIGN PROPOSAL FOR JANSPORT, INC.

submitted to

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Synopsis

The media audit section of this campaign proposal presents the introduction to JanSport and the industry and competition. The original research section presents the analysis of the campaign situation, research questions, quantitative data and findings, qualitative data and findings, and the discussion. The basic strategies section presents information on goals and objectives for the current customer population and the potential customer population.

The message strategies section contains four points of analysis: the copy platform, the copy points for the first population, the copy points for the second population, and the visualization factors. The communication selection strategies section includes communication selections for the current customer and potential customer populations, as well as sample messages and the media plan. The budget section has two points of analysis—budget figures and the cost benefit analysis. The evaluation research section presents the proposal for quantitative and qualitative evaluation research.

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INTEGRATED MARKETING CAMPAIGN PROPOSAL FOR JANSPOUR INC.

This media audit for JanSport, Inc. collects information from already printed media. A media audit is a collection of information attained from various sources through secondary research. This media audit presents information on the history of JanSport, JanSport products, and JanSport's competitors and the industry. The media audit section presents the introduction to JanSport and the industry and competition.

Introduction to JanSport

- JanSport is the original outdoor gear brand that equips people globally with quality backpacks, travel gear and collegiate apparel (www.jansport.com. Retrieved January 30, 2010.).
- JanSport, Inc., is the leading designer and maker of backpacks, shoulder bags, luggage, and laptop bags (www.answers.com/jansport. Retrieved January 27, 2010.).
- JanSport designs versatile backpacks that can be used for various activities such as carrying books or hiking (www.jansport.com. Retrieved January 28, 2010.).
- The company is a subsidiary of VF Corporation (www.answers.com/jansport. Retrieved January 27, 2010.).
- In 1967, JanSport was founded in Seattle (www.jansport.com. Retrieved January 28, 2010.).
- VF Corporation's principal brands include Wrangler, Lee, Riders, The North Face, Vans, Reef, Eagle Creek, Eastpak, JanSport, Napapijri, Nautica, Kipling, John Varvatos, 7 For All Mankind, Lucy, Majestic, Lee Sport and Red Kap (www.jansport.com. Retrieved January 28, 2010.).

- JanSport grew out of a design contest sponsored by the Alcoa aluminum company ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- Murray Pletz won the contest by designing an aluminum-frame backpack and used his winnings to launch the company ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- JanSport patented the panel-loading daypack in 1970 ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 1972, the business was sold to ski-maker K2 Corporation ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 1975, JanSport introduced the first convertible travel pack ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 1978, mountaineer Jim Whittaker helped design the Alpine Phantom, a bag meant to endure treacherous mountain conditions ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- K2 sold JanSport to Downer's, a college sweatshirt company in April 1982 ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- Less than two years later, Jansport was acquired by Jantzen, Inc., a swimwear subsidiary of Blue Bell Inc. ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- The company changed hands again in 1986, when Blue Bell was acquired by VF Corporation in a deal worth \$775 million ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 1987, the company controlled about 5.2 percent of daypacks, and grew to 10 percent a year later ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).

- In the 1990's, the sales took off, and by 1994 JanSport controlled 27 percent of the market ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 2000, JanSport bought its largest competitor, Eastpak ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In Fall 2004, JanSport moved its equipment division to The North Face facilities in San Francisco ([www.answers.com.jansport](http://www.answers.com/jansport). Retrieved January 27, 2010.).
- In 2006, JanSport had services in 2400 college bookstores across the country (www.proquest.jansport.com. Retrieved January 29, 2010.).
- The company is now headquarterd in San Leandro, California (www.jansport.com. Retrieved January 28, 2010.).
- JanSport offers many different kinds of backpacks, including everyday, outdoor, slings, wheeled, totes, and messengers (www.jansport.com. Retrieved January 30, 2010.).
- JanSport currently offers 30 outdoor backpacks, including packs with internal frames, external frames, and waist packs (www.jansport.com. Retrieved January 30, 2010.).
- Jansport offers hundreds of different everyday backpacks, which are intended more for students (www.jansport.com. Retrieved January 30, 2010.).
- The Super FX Collection has eight different designs, on which JanSport applies unique surface textures and color splashes onto premium polyester grosgrain fabric for a new spin on the classic look (www.jansport.com. Retrieved January 30, 2010.).
- The Super G collection contains nine unique screen-printed graphics that are applied to the classic SuperBreak pack (www.jansport.com. Retrieved January 30, 2010.).

- JanSport’s AirLift Technology is a unique shock-absorbing elastomer that distributes the weight of heavy loads more evenly, decreasing pressure by 50% on the shoulders and upper back (www.jansport.com. Retrieved January 30, 2010.).
- JanSport’s ShockShield technology protects a laptop by using a triple-layer, shock-absorbing protection cushion on the bottom of a backpack (www.jansport.com. Retrieved January 30, 2010.).
- JanSport is partners with Big City Mountaineers, the country’s leading volunteer organization devoted to providing significant mentoring for urban teens during wilderness trips (www.jansport.com. Retrieved January 31, 2010.).
- JanSport donates gear to support Big City Mountaineers as well as a series of benefit climbs supporting at-risk-teens called Summit for Someone (www.jansport.com. Retrieved January 30, 2010.).

The Industry and Competition

- The term “backpack” was coined in the early 1900’s in America (www.thecampingoutfitter.com. Retrieved January 30, 2010.).
- Backpacks are also known as haversacks, knapsacks, packs, and rucksacks (www.thesaurus.com Retrieved January 30, 2010.).
- Kelty backpacks is a rival company, started in 1952, that focuses mainly on outdoor and camping backpacks (www.kelty.com. Retrieved January 30, 2010.).
- Kelty, unlike JanSport, sells its backpacks directly from their website and other retail outlets (www.kelty.com. Retrieved January 30, 2010.).

- In 2008, approximately 80 percent of college students reported having discomfort or pain related to backpack use, according to a study done at Boston University ([www.google.com.backpackusage](http://www.google.com/backpackusage). Retrieved January 30, 2010.).
- Each year, National School Backpack Awareness Day takes place on the third Wednesday of September (www.aota.com. Retrieved January 30, 2010.).
- A healthy weight for a backpack is anything less than 15 percent of a person's body weight (www.aota.com. Retrieved January 30, 2010.).
- According to a study done by JanSport in 2007, approximately 58 percent of consumers own a backpack (www.usatoday.com. Retrieved January 30, 2010.).
- Approximately 61 percent of backpacks are bought on impulse (www.usatoday.com Retrieved January 30, 2010.).
- Approximately half of sales occur in the back-to-school third quarter (www.usatoday.com Retrieved January 30, 2010.).
- L.L. Bean offers more personal backpacks that are custom-made with embroidery and color choices (www.llbean.com. Retrieved January 30, 2010.).
- The North Face, another company under VF Corporation, has over 50 different daypacks (www.thenorthface.com. Retrieved January 30, 2010.).
- The North Face's backpacks range in price from \$75.00-139.00 (www.thenorthface.com. Retrieved January 30, 2010.).

ORIGINAL RESEARCH

Original Research is new research that is done first-hand to learn more information before the campaign. The original research for this campaign consists of five sections. The first section, the analysis of the campaign situation, has more details on the reasons for running this campaign and more of the general facts about what the campaign will entail. The second section, the research questions, is a list of research questions that the research will answer. The third section, quantitative data and analysis, has information on the quantitative methodology, as well as data tables and findings. The fourth section, qualitative data and analysis, has information on the qualitative methodology, as well as a list of interview questions and findings. The fifth and final section of the original research is the discussion, which answers the research questions.

Analysis of Campaign Situation

JanSport Inc. is planning an integrated marketing campaign to improve the image of the company, while simultaneously releasing a new line of backpacks. JanSport wants to be seen as a company that offers affordable and high-quality products.

The campaign will be focused primarily on high school and college students. It will take place right before the back-to-school season, when the majority of backpacks are sold. JanSport wants to have a more loyal consumer base among those younger audiences. In the 1990's, JanSport was the clear front-runner in the backpack industry. Recently, other companies such as Eastpak, The North Face, and L.L. Bean have risen in popularity.

The new line of backpacks is a way of sparking positive attention towards JanSport. The backpacks will have a very simple design and a classic, clean-cut look. Several of other companies are currently marketing very complex, sophisticated designs. JanSport will try to create a new backpack that is sturdy, without looking like the typical hiking/heavy duty

backpack. It will be a way of setting JanSport apart from the competition. A lot of people probably do not want a fancy backpack but one that functions well.

The new line of backpacks will aid in transforming JanSport's image because the prices will be set very low. Many people see JanSport backpacks as high-quality but also high-priced. To change customers' minds, JanSport will have to make a solid case for itself. This campaign will not only help out JanSport's image and sales but will help the struggling consumers. In this economy, people do not want to be spending a lot of money.

Since the campaign has a very strict timeline, many things need to be done in order to make it a success. The engineering and design teams will be finishing the final touches on the backpack line. The advertisement department will create advertisements for broadcast and print media. Since the main audience for this campaign is a younger crowd, they will focus more advertisements on social media sites like Facebook and Twitter. They will also try to increase the amount of followers on each website. The public relations team is working on promotional events as part of the campaign.

This campaign will benefit students of all ages. JanSport hopes to create a line of backpacks that is affordable and will last for many years. The campaign will also benefit JanSport by enhancing the image of quality and affordability.

This is JanSport's first real integrated marketing campaign. In the past, they have kept their focus on advertising only. JanSport decided to run more of a public relations campaign because they felt they no longer had a universal identity. Some people think of JanSport as a high-quality, yet expensive brand. Other people think of JanSport as a company that makes only heavy-duty backpacks for hiking and other outdoor sporting activities. Another image is that JanSport makes only cutesy backpacks that are not high-quality. With so many different images

out there, JanSport decided that some image work is necessary. In many ways, the new backpack line is meant to help create the new image of JanSport as a company with affordable, high-quality products.

Other companies in the backpack industry have run integrated marketing campaigns but for different reasons. In 2008, The North Face had an integrated marketing campaign in which they released a product line of various merchandise. It had items from backpacks, to water bottles, to shoes. They were trying to change the perception that they only sold jackets and coats. The North Face had similar strategies. They used print and web advertising. They also promoted the new line at various events. The North Face was successful using the integrated marketing campaign and has since then grown to be one of JanSport's biggest competitors. JanSport can learn from the campaign that The North Face developed and win back a positive identity and increase sales at the same time.

Research Questions

The quantitative and qualitative studies seek answers to the following questions.

What are the frequencies and percentages of public positions in the current customer and potential customer populations?

What is the intensity of information processing in the current customer and potential customer populations?

What is the intensity of information seeking in the current customer and potential customer populations?

How do the demographic variables of age, gender, and ethnicity inform the current customer and potential customer populations?

How important is cost to the current customer and potential customer populations?

What is the most important factor for current customers and potential customers when selecting new backpacks?

Quantitative Data and Findings

Quantitative methodology is one of the two possible methodologies for doing research, which uses surveys, experimental design, and content analysis to collect data. Quantitative methodology reaches a large number of audiences and can be used to make generalizations about the larger population. For this campaign, quantitative methodology is used to research the appropriate audiences. 100 surveys were handed out to students at Illinois State University. 50 of the students took the survey as current customers, and 50 took the survey as potential customers. The 100 surveys were used to research the audiences on a larger scale.

The instrument for this section of research contains 10 questions. The first 5 questions are Grunig typology questions and ask the participant to select a number 1-500. Question 1 measures problem recognition. In this case, it asks how much JanSport needs to release an affordable and versatile backpack. This question is important because it relates to how important the public thinks a campaign would be. The second question measures constraint behavior and asks the participants how much they feel they can help the situation. This question illustrates whether or not people feel they have any influence over the campaign. Question 3 measures the participants' level of involvement and asks how much they feel they are affected personally by this problem. This information is important because it shows how strongly people relate themselves to the campaign situation. Question 4 measures the intensity of the participant's information processing and asks how likely she/he would be to read a message about the organization. This question shows how interested people are in the campaign situation. Question 5 measures the intensity of the participant's information seeking and asks how likely she/he would be to actively seek out a message about the organization. This question shows how interested people are in the campaign situation but at a higher level of dedication.

Questions 6, 7, and 8 are demographic questions. Question 6 asks for the participant's gender. Question 7 asks for the participant's ethnicity/race. Question 8 asks for the participant's age. These demographic questions provide important information because they allow the researchers to notice trends in the different demographic categories. JanSport can use that information to choose target audiences for its campaign

Questions 9 and 10 are additional questions. Question 9 asks participants about what the most important factor is when buying a new backpack. It lists options as cost, color, design, size, quality and other. The question was meant to measure the audience's motivation to buy new a new backpack. Question 10 measures the audiences' behavior. It asks how often participants buy a new backpack and lists the options of every year, 2-3 years, 4-5 years, and other. On the following page is a copy of the instrument.

The Grunig typology outlines four distinct publics. A public is a group of people who have a relationship to the organization. Active publics have knowledge, attitude, and behavior. Aware publics have knowledge and attitudes but no behavior. Latent publics do not have knowledge, attitude, or behavior, but they have the potential to change. Non-publics do not have knowledge, attitudes, or behaviors, and they will not likely change to be part of a different public. People can only be a part of one public at a time, but they can change from one to another.

Public positions outline an individual's perception of an organization. The eight different public positions are active, aware active, active reinforcing, latent, latent aware, latent non-public, and non-public. The HIPF (active) public is high on problem recognition, low on constraint behavior, and high on level of involvement. The HICB (aware active) public position is high on problem recognition, constraint behavior and level of involvement. The HIRB (active

reinforcing) public position is low on problem recognition, low on constraint behavior, and high on level of involvement. The HIFB (latent) public position is low on problem recognition, high on constraint behavior, and high on level of involvement.

The LIPF (aware active) public position is high on problem recognition, low on constraint behavior, and low on level of involvement. The LICB (latent aware) public position is high on problem recognition, high on constraint behavior, and low on level of involvement. The LIRB (latent non-public) public position is low on problem recognition, low on constraint behavior, and low on level of involvement. The LIFB (non-public) public position is low on problem recognition, high on constraint behavior, and low on level of involvement.

It is important to study current and potential customers for this campaign. The public opinions for those populations are important because they either have experience with JanSport products or potentially will at one point in time. Even though this research focuses on current and potential customers, other audiences will be reached. Young children, non-students, and athletes will also be affected.

TABLE 1

FREQUENCIES AND PERCENTAGES OF PUBLIC POSITIONS IN THE CURRENT CUSTOMER POPULATION

	F	P
HIPF	(16)	32%
HICB	(4)	8
HIRB	(4)	8
HIFB	(2)	4
LIPF	(8)	16
LICB	(2)	4
LIRB	(13)	26
LIFB	(1)	2

N=50

Table 1 presents the frequency and percentage of the public positions in the current customer population.

The most dominant public position is HIPF (active). The least dominant public positions are HIFB (latent), LICB (latent aware), and LIFB (non-public). Most of the public positions are active, latent non-public, and aware active.

Table 2 presents the intensity of information processing and information seeking in the current customer population.

TABLE 2

	IP		IS	
	F	P	F	P
Low	(5)	10%	(18)	36%
Relatively Low	(6)	12	(15)	30
Average	(12)	24	(12)	24
Relatively High	(11)	22	(5)	10
High	(16)	32	----	----
				N=50

32 % of the population is high on information processing. 10 % of the population is low on information processing. Most of the population is high, relatively high, or average on information processing.

36 % of the population is low on information seeking. None of the population is high on information seeking. Most of the population is low or relatively low on information seeking.

Table 3 presents a summary of the demographic data and the additional data for the current customer population.

66 % of the population is female. 76 % of the population is between 20-30 years of age. 72 % of the population is Caucasian. 46 % of the population buys a new backpack every 2-3

years. 32 % of the population listed design as the most important factor in their decision to buy a new backpack.

TABLE 3
SUMMARY OF THE DEMOGRAPHIC DATA AND THE ADDITIONAL DATA FOR THE CURRENT CUSTOMER POPULATION

Gender:	F	P	Age:	F	P
Male	(17)	34%	20-30	(38)	76%
Female	(33)	66	31-41	(8)	16
			42-52	(2)	4
			53 +	(2)	4
Ethnicity:	F	P	I buy a new backpack:	F	P
Caucasian	(36)	72%	Every year	(4)	8%
African-American	(7)	14	2-3	(23)	46
Asian	(1)	2	4-5	(18)	36
Latino	(6)	12	Other	(5)	10
Other	----	----			

The most important factor in my decision to buy a backpack is:

	F	P
Cost	(9)	18%
Color	(7)	14
Design	(16)	32
Size	(1)	2
Quality	(15)	30
Other	(2)	4

N=50

Table 4 presents the frequency and percentage of the public positions in the potential customer population.

The most dominant public position is LIRB (latent non-public). The least dominant public positions are LICB (latent aware), LIFB (non-public), and HIFB (latent). Most of the public positions are latent non-public or active.

Table 5 presents the intensity of information processing and information seeking in the potential customer population.

32 % of the potential customer population is average on information processing. 10 % of the population is low on information processing. Most of the population is average, high, or relatively high on information processing.

76 % of the population is low on information seeking. None of the population is high on information seeking. Most of the population is low on information seeking.

TABLE 4

FREQUENCIES AND PERCENTAGES OF PUBLIC POSITIONS IN THE POTENTIAL CUSTOMER POPULATION

	F	P
HIPF	(9)	18%
HICB	(2)	4
HIRB	(6)	12
HIFB	(1)	2
LIPF	(2)	4
LICB	----	----
LIRB	(30)	60
LIFB	----	----
		N=50

Table 6 presents a summary of the demographic data and the additional data for the potential customer population.

TABLE 5

INTENSITY OF INFORMATION PROCESSING AND INFORMATION SEEKING IN THE POTENTIAL CUSTOMER POPULATION

	IP		IS	
	F	P	F	P
Low	(5)	10%	(38)	76%
Relatively Low	(7)	14	(10)	20
Average	(16)	32	(1)	2
Relatively High	(10)	20	(1)	2
High	(12)	24	----	----
				N=50

56 % of the population is female. 78 % of the population is between 20-30 years of age. 72 % of the population is Caucasian. 44 % of the population buys a new backpack every 4-5 years. 44 % of the population listed quality as the most important factor in their decision to buy a new backpack.

TABLE 6

SUMMARY OF THE DEMOGRAPHIC DATA AND THE ADDITIONAL DATA FOR THE POTENTIAL CUSTOMER POPULATION

Gender:	F	P	Age:	F	P
Male	(22)	44 %	20-30	(39)	78 %
Female	(28)	56	31-41	(10)	20
			42-52	(1)	2
			53 +	----	----
Ethnicity:	F	P	I buy a new backpack:	F	P
Caucasian	(36)	72%	Every year	(4)	8%
African-American	(7)	14	2-3	(21)	42
Asian	(4)	8	4-5	(22)	44
Latino	(3)	6	Other	(3)	6
Other	----	----			

The most important factor in my decision to buy a backpack is:

	F	P
Cost	(8)	16%
Color	----	----
Design	(22)	44
Size	----	----
Quality	(18)	36
Other	(2)	4

N=50

Qualitative Data and Findings

Qualitative methodology focuses on a smaller group of people and has more personal data. It focuses more on words instead of numbers. It is not used to make generalizations for the overall population but to learn more in depth about individual attitudes and beliefs. Some methods of qualitative research are interviews, focus groups, and textual analysis.

This campaign uses 6 individual interviews for qualitative research. Three of the participants are from the current customer population, and three are from the potential customer population. All six of the participants are students at ISU. They answer the following 20 questions.

1. What type of products do you associate with JanSport?
2. How dedicated do you think JanSport is to making quality products?
3. How would you describe JanSport using 5 adjectives?
4. Why has JanSport been a successful company, in your opinion?
5. Do you think JanSport releases new products often enough?
6. What do you look for most when selecting a new backpack?
7. Why do you buy new backpacks?
8. What would you consider to be an affordable price to pay for a backpack?
9. Do you think JanSport makes better backpacks for outdoor activities or school activities?
10. What is something you don't like about JanSport backpacks?
11. What is something you do like about JanSport backpacks?
12. How can JanSport improve its backpacks?
13. Do you use the same backpack for all your backpack needs?
14. Who makes the best backpacks?
15. Would you consider buying backpacks from different brands or do you always stick to the same one?
16. What company do you think is the biggest competition for JanSport and why?
17. Where do you go to buy your new backpacks?
18. Do you consider backpacks to be a daily necessity?

19. What would you change about backpacks if you could?

20. Do you like JanSport backpacks?

The first general finding from the qualitative research is that people like JanSport for the many color/pattern options they offer for backpacks. Four of the questions ask the participants about their opinions of JanSport products. Every interviewee mentions the range of colors and patterns at least once throughout the interview.

C1: I like how JanSport backpacks have many different colors and patterns for people of all ages.

C2: When I'm looking for a new backpack, I try to find one with a good color and a cute pattern that I won't get sick of easily.

P1: Although I'm not a fan of JanSport backpacks overall, I will say that they have a great variety of color options. I think I've seen a JanSport backpack in just about every shade of the rainbow!

Three of the six participants even mentioned color as being part of what they were looking for in a new backpack. Overall, color seems to be an important factor to most people and a strength of JanSport products.

The second finding from the qualitative research is that many people think JanSport should come out with a new design. Multiple people stated that JanSport does not release products often enough.

C3: JanSport doesn't release products too often. The styles don't really change that much. They have looked pretty much the same for as far as I can remember.

P2: I haven't noticed new products from JanSport in a while. Maybe that's the problem.

Only 1 of the 6 participants stated that JanSport releases new products often enough.

The third finding from the qualitative research is that people buy a new backpack only after their old one breaks or wears down. Most people do not buy a new backpack unless they need to.

P3: I buy a new backpack once a zipper or part of the material breaks.

P1: My backpacks always get holes in them. That's when I know it's time to buy a new one!

C2: I have to buy a new backpack when my old one breaks or gets too dirty.

Most people do not buy a new backpack unless they need one. Only one participant stated buying a new backpack for every school year.

The fourth finding is that current customers view JanSport as a company that is highly dedicated to quality. Some potential customers also view JanSport as a company that is dedicated to quality.

C2: JanSport is very dedicated to quality. I'd give them 9 out of 10.

C3: JanSport backpacks last forever. They are very dedicated to quality.

P1: Even though I prefer North Face backpacks for their design, I would have to admit that JanSport backpacks have a high level of quality.

Five of the six participants interviewed said that JanSport is dedicated to quality. Even some of the potential customers thought so.

Discussion

This discussion section answers the six research questions. Each question is answered with quantitative findings and qualitative findings, with the exception of the fourth question. The fourth research question is only answered by quantitative findings.

What are the frequencies and percentages of public positions in the current customer and potential customer populations?

The quantitative study found that the most common public position among current customers is active. The most common public position among potential customers is latent non-public. The qualitative study found that the most common public position among current customers is aware active and the most common among potential customers is latent.

What is the intensity of information processing in the current customer and potential customer populations?

The quantitative study found that most of the current customer population is high, relatively high, or average on information processing. Most of the potential customer population is average, high, or relatively high on information processing. The qualitative study found that most of the current customer population is relatively high or average on information processing and most of the potential customer population is relatively low on information seeking.

What is the intensity of information seeking in the current customer and potential customer populations?

The quantitative study found that current customers are mostly low or relatively low in information seeking. Most of potential customer population is low in information seeking. The qualitative study found that most of the current customers are average or relatively low on information seeking and the potential customers are relatively low or low on information seeking.

How do the demographic variables of age, gender, and ethnicity inform the current customer and potential customer populations?

The quantitative study found that most of the current customer population are Caucasian females between the ages of 20 and 30. The quantitative study also found that most of the potential customer population are Caucasian males and females between the ages of 20 and 30.

How important is cost to the current customer and potential customer populations?

The quantitative study found that 18 % of the current customer population considers cost the most important factor when deciding which backpack to buy. The quantitative study also found that 16 % of the potential customer population considers cost as the most important factor. The qualitative study found that cost is very important to current customers and potential customers. Many participants list cost as a main deciding factor when buying a new backpack. Many participants would not pay over \$60 for a new backpack.

What is the most important factor for current customers and potential customers when selecting new backpacks?

The quantitative study found that 32 % of current customers consider design to be the most important factor when selecting a new backpack. The quantitative study also found that 44 % of the potential customers consider design to be the most important factor. The qualitative study found that current customers and potential customers agreed that while cost is an important factor, appearance and design are the most important.

I am conducting this survey for a project in Dr. Mary Anne Moffit's section of COM 377—Public Relations Management: Campaigns. The survey will be used as research for a hypothetical Public Relations campaign for JanSport, Inc. During this time of economic instability, it is important for JanSport to be known for its quality, yet low-priced backpacks. This research will help with gathering information for an integrated marketing campaign, in which JanSport will release a new versatile backpack design, as well as maintain the image of affordability.

When answering the following questions below, please assume the following persona:

Current customer Potential customer

DO NOT ANSWER AS AN ISU STUDENT. IMAGINE YOU ARE A PERSON OF THE GIVEN PERSONA AND ANSWER AS YOU THINK THEY WOULD.

I. Grunig Questions

- ____ 1. Give me a number from 1-500, with 1 representing no need and 500 representing a great need. How much of a need is there for JanSport to release an affordable, yet versatile, backpack?
- ____ 2. Give me a number from 1-500, with 1 representing you feel you can do a lot and 500 representing you feel you can do nothing. How much do you feel you can do about JanSport releasing an affordable, yet versatile backpack?
- ____ 3. Give me a number from 1-500, with 1 representing no involvement and 500 representing much involvement. How much does the release of an affordable and versatile backpack affect you personally?
- ____ 4. Give me a number from 1-500, with 1 representing unlikely and 500 representing very likely. If you came across an article in a magazine for JanSport, how likely would you be to read it?
- ____ 5. Give me a number from 1-500, with 1 representing unlikely and 500 representing very likely. If you knew about an article in a magazine about JanSport, how likely would you be to go find it and read it?

II. Demographic Questions

PLEASE REMEMBER TO ANSWER THESE QUESTIONS AS THE GIVEN PERSONA, NOT AS AN ISU COLLEGE STUDENT.

- | | | |
|-------------|-----------------------------|-------------------|
| 6. GENDER: | 7. ETHNICITY/RACE: | 8. AGE: |
| ____ Male | ____ Caucasian/White | ____ 20-30 |
| ____ Female | ____ African-American/Black | ____ 31-41 |
| | ____ Asian/Pacific Islander | ____ 42-52 |
| | ____ Latino | ____ 53 and above |
| | ____ Other | |

III. Additional Questions

9. The most important factor in my decision to buy a backpack is:

- ____ COST
____ COLOR
____ DESIGN
____ SIZE
____ QUALITY
____ OTHER

10. I buy a new backpack:

- ____ EVERY YEAR
____ 2-3 YEARS
____ 4-5 YEARS
____ OTHER

BASIC STRATEGIES

Basic strategies are the goals and objectives for a campaign. They are the base for creating the messages and for choosing the communication selections that will deliver the messages to the appropriate audiences. Goals are desired effects or desired changes in the audience. The objectives present the number of pieces and kinds of information that will be given to the audience to achieve each goal.

Four types of goals are image goals, public position goals, demographic goals, and additional goals. Image goals deal with the image of an organization and how the organization would like to be seen. Public position goals deal with the beliefs, attitudes, and behaviors of the different publics. Public position goals typically attempt to move latent publics to aware publics, aware publics to active publics, and keep active publics as they are. Demographic goals target specific audiences based on their age, race, gender, or other demographics. Additional goals target other kinds of knowledge, attitude, and behaviors that the other three types of goals do not cover.

A campaign has organization-centered goals and objectives (information the organization wants the audience to know) and audience-centered goals and objectives (information that matches audiences.) The organization-centered goals are the image goals and the public position goals, and the audience centered-goals are the demographic goals and the additional goals. This basic strategies section presents information on goals and objectives for the current customer population and the potential customer population.

Goals and Objectives for the Current Customer Population

Image Goal: That the population knows that JanSport is a high quality brand

Knowledge Objective: 15 pieces of information about how JanSport thoroughly tests each new product design for quality

Attitude Objective: 20 pieces of information about how JanSport has the highest quality backpacks

Behavior Objective: 20 pieces of information to encourage the audience to buy a product from the new line of backpacks

This goal is important because many people consider quality as a main factor in buying a new backpack. 30 % of the current customer population listed quality as the main reason to buy a new backpack. JanSport needs to have the image of a high-quality brand in order to increase sales.

Public Position Goal: For the active public to remain active

Knowledge Objective: 10 pieces of information on the new interior and exterior compartments of the backpack line

Knowledge Objective: 10 pieces of information on the color/pattern options for the new backpack line

Attitude Objective: 20 pieces of information about how JanSport has perfected a classic yet sophisticated backpack design

Attitude Objective: 25 pieces of information about how JanSport has always had the highest quality backpacks

Behavior Objective: 15 pieces of information encouraging current customers to check out the new designs on the JanSport website

Behavior Objective: 25 pieces of information encouraging customers to purchase a new backpack

This goal is important because a large portion of the current customer population is active or aware. JanSport should work to keep loyal customers so that positive opinions of the company remain and business continues to be steady.

Public Position Goal: to move latent public positions to aware public positions

Knowledge Objective: 20 pieces of information about the progressions of JanSport backpack designs

Knowledge Objective: 10 pieces of information about the release date of the new products

Attitude Objective: 15 pieces of information about how the backpacks will be some of the best water-proofed backpacks ever made

Attitude Objective: 25 pieces of information about how JanSport has the widest selection of backpack styles, patterns and colors

This goal is important because the latent publics do not believe they are affected by the release of a new product line. Latent publics make up over 40 % of the current customer population.

Demographic Goal: to appeal to college and high school students

Knowledge Objective: 15 pieces of information about the price of the new backpacks

Knowledge Objective: 25 pieces of information on where to buy JanSport products

Attitude Objective: 25 pieces of information on how JanSport backpacks are the most affordable backpacks on the market

Attitude Objective: 20 pieces of information about how JanSport backpacks are designed to look sleek but are very sturdy at the same time

This goal is very important because high school and college students account for 76 % of the current customer population. Many students use backpacks daily, and they are a great target for the new line.

Additional Goal: to appeal to people who buy backpacks every 2-3 years

Knowledge Objective: 20 pieces of information about the unique tear-proof bottom of the new backpack design

Attitude Objective: 25 pieces of information that JanSport has a better variety of styles than other brands

Attitude Objective: 30 pieces of information that JanSport best backpacks for multiple uses

Behavior Objective: 20 pieces of information that encourage customers to check out JanSport backpacks at the stores

This goal is important because 46 % of the population buys a new backpack every 2-3 years. JanSport could appeal to this audience by informing them of the lasting quality and style of JanSport backpacks.

Additional Goal: to appeal to people who list design as the most important factor in buying a new backpack

Knowledge Objective: 25 pieces information about the number of different styles available

Attitude Objective: 20 pieces of information about how JanSport has the best variety of pockets and compartments

Attitude Objective: 20 pieces of information about how JanSport's designs never go out of style

Behavior Objective: 30 pieces of information encouraging customers to visit JanSport's website and chose their own design for a backpack from hundreds of choices

This goal is important because 32 % of the current customer population listed design as the number one factor in the decision to buy a new backpack. JanSport needs to emphasize that while the backpacks have a wide variety of style choices, they have a classic enough design so that they always stay in fashion.

Goals and Objectives for the Potential Customer Population

Image Goal: That the population knows that JanSport is a high quality brand

Knowledge Objective: 25 pieces of information about how JanSport tests to make the highest quality products

Knowledge Objective: 20 pieces of information on the materials and technology used to make JanSport backpacks

Attitude Objective: 30 pieces of information about how JanSport has the highest quality backpacks compared to other brands

Attitude Objective: 20 pieces of information about how other brands have low quality products

Behavior Objective: 15 pieces of information to encourage potential customers to buy JanSport products

This goal is important for the potential customer population because 36 % said that quality was the first thing they consider when buying a new backpack. First, they must be

informed of how high of quality products JanSport has. Then they can form positive attitudes and behaviors toward JanSport products.

Public Position Goal: to move latent publics to aware

Knowledge Objective: 15 pieces of information on JanSport products

Knowledge Objective: 20 pieces of information on the new line of backpacks

Attitude Objective: 20 pieces of information about how JanSport backpacks are the best quality for a low price

Attitude Objective: 20 pieces of information about how important it is to have a supportive backpack to avoid injuries

This public position goal is important because over 60 % of the potential customer population is latent. In order for them to become aware, they must be given simple facts about JanSport.

Public Position Goal: for active publics to remain active

Knowledge Objective: 15 pieces of information on the longevity of the JanSport brand

Knowledge Objective: 15 pieces of information on JanSport's partnership with Big City Mountaineers

Attitude Objective: 10 pieces of information about how innovative JanSport is when designing new backpacks

Attitude Objective: 15 pieces of information about JanSport's dedication to customer needs

Behavior Objectives: 20 pieces of information on where to find more information on JanSport's website

Behavior objective: 25 pieces of information to encourage the population to support Big City Mountaineers

Behavior objective: 10 pieces of information to encourage the population to buy a backpack from the new line

Demographic Goal: to appeal to men who are high school or college students

Knowledge Objective: 20 pieces of information on the sturdy new design for the new line of backpacks

Knowledge Objective: 20 pieces of information on the price of the new backpacks

Attitude Objective: 15 pieces of information about the importance of a water-proof backpack

Behavior Objective: 20 pieces of information encouraging men to watch a quality-testing video on JanSport's website

This goal is important because male students make up a huge portion of the potential customer population. Most of the male participants in the research cited cost and quality as top reasons for buying new backpacks.

Additional Goal: to appeal to customers who only buy a new backpack every 4-5 years

Knowledge Objective: 15 pieces of information on the lifespan of a JanSport backpack

Attitude Objective: 20 pieces of information on how JanSport backpacks outlast all other brands

Attitude Objective: 15 pieces of information on how the classic design of the new line of backpacks will not go out of style

This goal is important because 44 % of the population buy a new backpack every 4-5 years. Since they do not buy new backpacks often, it is important that when they do, they choose JanSport.

Additional Goal: to appeal to customers who are low on information seeking

Knowledge Objective: 25 pieces of information about JanSport's website

Knowledge Objective: 35 pieces of information about the release date of the new line of products

Attitude Objective: 30 pieces of information about how the innovative backpack design will be something they have never seen before

Behavior Objective: 20 pieces of information encouraging potential customers to learn more about the new line of backpacks

This goal is important because an overwhelming majority of the population is low on information seeking. 96 % of the population was low or relatively low on information seeking. JanSport needs to create an interest among these audiences.

MESSAGE STRATEGIES

Message design components include the copy platform, copy points, and visualization factors. Messages are the text material, photos, graphic designs, or sound materials that appear in the communication selections of a campaign. The message strategies section contains only the words and visuals for the campaign, not the communication channels.

A copy point is a piece of information, such as a word, phrase, or sentence that directly corresponds to the objectives from the basic strategies. The copy platform is the slogan that is found on all a campaign's messages. The copy points are used to enhance and support the copy platform.

Visualization factors are the other components of messages. They include the physical and auditory properties of a message. Some examples of visualization factors are logos, symbols, sounds, typography, and dimensions. The message strategies contain four points of analysis: the copy platform, the copy points for the first population, the copy points for the second population, and the visualization factors.

Copy Platform

The copy platform is a slogan or phrase that appears on all of the organization's messages. A copy platform is very important because it helps shape the identity of an organization. Copy platforms are not changed often because they are usually linked very strongly to the organization.

JanSport's current copy platform is "Discover Freedom." This slogan is memorable, but it lacks a tie to the image of backpacks. "Discover Freedom" sets a great mood of the outdoors and adventures. It sounds care-free and fun. The problem is that it does not relate directly to

backpacks. That could be the slogan for a many different companies. It could be a slogan for sports equipment, cars, or even banks.

The slogan will be changed to identify more with backpacks. Since JanSport is trying to improve the image of quality with their backpacks, it should incorporate something quality-related into the copy platform as well. Basically, the copy platform should say “JanSport makes quality backpacks,” without actually saying that.

The new copy platform will be “Carrying weight since 1967.” This is a stronger copy platform for a few reasons. It is more memorable, simple, and to the point. It also has in interesting play on words. It suggests higher quality since the company has been around for a long time.

The play on the words “carrying weight” is what makes it memorable. The company has been carrying weight, like the saying “carry your own weight,” which suggests that it is doing its part. It is like when a bunch of people are working on a project, and everyone needs to carry their own weight in the project. This suggests that JanSport is carrying its own weight as a leader in the backpack industry. The play on words is that JanSport backpacks physically can hold a lot of weight too. They are built strong. The slogan incorporates “carrying weight” figuratively and literally. This fun play on words makes the slogan more memorable.

The copy platform is also very simple. It uses a play on words but it is not confusing. It is clear that JanSport has existed since 1967. It is better at relating the slogan to backpacks than “discover freedom” was.

A goal for the slogan was also to incorporate a sense of higher quality. It achieves this by mentioning the longevity of the company. Since the company has existed for over 40 years, it must be doing something right. The quality is also implied in the first part of the slogan,

“carrying weight.” Backpacks are meant to carry heavy loads of books and other materials.

“Carrying weight” makes JanSport backpacks seem tough. On the following page is a sample of the copy platform.

Sample Copy Points for the Current Customer Population

Image Goal: That the population knows that JanSport is a high quality brand

Knowledge Objective: 15 pieces of information about how JanSport thoroughly tests each new product design for quality

Copy point: JanSport inspects each backpack by hand.

Attitude Objective: 20 pieces of information about how JanSport has the highest quality backpacks

Copy point: JanSport backpacks are guaranteed to last for 5 years.

Public Position Goal: For the active public to remain active

Knowledge Objective: 10 pieces of information on the new interior and exterior compartments of the backpack line

Copy point: The new line features backpacks with 4 main external compartments.

Behavior Objective: 15 pieces of information encouraging current customers to check out the new designs on the JanSport website

Copy point: Visit jansport.com to see all the new designs.

Public Position Goal: to move latent public positions to aware public positions

Knowledge Objective: 10 pieces of information about the release date of the new products

Copy point: The new line of backpacks will be available in August 2010.

Attitude Objective: 15 pieces of information about how the backpacks will be some of the best water-proofed backpacks ever made

Copy point: JanSport backpacks can withstand torrential rainfall.

Demographic Goal: to appeal to college and high school students

Knowledge Objective: 15 pieces of information about the price of the new backpacks

Copy point: Prices start at \$ 24.99.

Attitude Objective: 25 pieces of information on how JanSport backpacks are the most affordable backpacks on the market

Copy point: JanSport backpacks are half the price of other brands.

Additional Goal: to appeal to people who buy backpacks every 2-3 years

Knowledge Objective: 20 pieces of information about the unique tear-proof bottom of the new backpack design

Copy point: JanSport uses high-performance, premium Cordura fabric for superior durability.

Attitude Objective: 30 pieces of information that JanSport best backpacks for multiple uses

Additional Goal: to appeal to people who list design as the most important factor in buying a new backpack

Knowledge Objective: 25 pieces information about the number of different styles available

Copy Point: The new line of backpacks will offer three new designs with 15 different color/pattern selections.

Behavior Objective: 30 pieces of information encouraging customers to visit JanSport's website and chose their own design for a backpack from hundreds of choices

Copy Point: Customers can choose their own designs for backpacks at jansport.com.

Sample Copy Points for the Potential Customer Population

Image Goal: That the population knows that JanSport is a high quality brand

Knowledge Objective: 20 pieces of information on the materials and technology used to make JanSport backpacks

Copy point: Fully padded back panel for cushioning comfort

Attitude Objective: 30 pieces of information about how JanSport has the highest quality backpacks compared to other brands

Copy point: JanSport backpacks are guaranteed to last 5 years but The North Face and Columbia are only guaranteed to last 3-4 years.

Public Position Goal: to move latent publics to aware

Knowledge Objective: 20 pieces of information on the new line of backpacks

Copy point: The new line of backpacks will maintain a sturdy quality but will have a sleeker and more sophisticated design.

Attitude Objective: 20 pieces of information about how important it is to have a supportive backpack to avoid injuries

Copy point: JanSport adds back and strap cushions for extra comfort and protection.

Public Position Goal: for active publics to remain active

Knowledge Objective: 15 pieces of information on the longevity of the JanSport brand

Copy point: JanSport was founded in 1967 and has been making quality products from the start.

Knowledge Objective: 15 pieces of information on JanSport's partnership with Big City Mountaineers

Copy point: JanSport proudly supports Big City Mountaineers, the country's leading volunteer organization devoted to providing significant mentoring for urban teens during wilderness trips.

Demographic Goal: to appeal to men who are high school or college students

Knowledge Objective: 20 pieces of information on the sturdy new design for the new line of backpacks

Copy point: The new line of backpacks will feature rain resistant Cordura fabric.

Behavior Objective: 20 pieces of information encouraging men to watch a quality-testing video on JanSport's website

Copy point: Visit jansport.com to watch videos of the backpacks being tested for quality.

Additional Goal: to appeal to customers who only buy a new backpack every 4-5 years

Knowledge Objective: 15 pieces of information on the lifespan of a JanSport backpack

Copy point: JanSport backpacks are guaranteed to last 5 years but typically can last over 10 if they are taken good care of.

Attitude Objective: 15 pieces of information on how the classic design of the new line of backpacks will not go out of style

Copy point: The new line will feature sophisticated and simple backpack designs with clean edges that will remain in style for years to come.

Additional Goal: to appeal to customers who are low on information seeking

Knowledge Objective: 25 pieces of information about JanSport's website

Copy point: On JanSport's website detailed information is provided about each type of backpack.

Attitude Objective: 30 pieces of information about how the innovative backpack design will be something they've never seen before

Copy point: The backpack line will feature unprecedented rounded edges that will make the backpacks look less bulky.

Visualization Factors

- Logo: A logo is the primary visualization factor, the graphic design accompanying the organization's name on every message in a campaign. This campaign will keep the same logo from before. The logo is often used with different colors. It will continue in different colors. The same logo will be used because it is strongly identifiable with JanSport. On the following page is a sample of the logo.
- The dimensions of the message: The dimensions will take up full pages in magazines but half pages in newspapers. For other media, the dimensions will be formatted to fit each accordingly.
- Blank space: Moderate blank space will be used to not overwhelm viewers with information but keep them interested.

- Sparse or crowded message components: The messages will be more image-focused with concise information in text. The messages will feature the appearance of the backpacks and highlight a few of the new technological improvements in bullet points, not full sentences.
- Color: The text and photographs in the messages will be all black and white except the new backpacks will be in color to stand out. The new line of backpacks will have a bright color palette that will include eight colors. The colors used will be cerulean blue, lime green, magenta, yellow, indigo, orange, red, and teal.
- The kind of paper: Recycled matte paper will be used.
- Font and size of print: Calibri will be the font used for the body of the text and it will be size 10. MV Boli will be the title font in size 20.
- Other graphic designs: No other graphic designs will be used.
- Movement from shot to shot: The commercials will have scenes for roughly 5 seconds. The shots will not last too long but they will not be too quick. It will make the brand of JanSport seem more relaxed and focused.
- Photography: Black and white outdoorsy shots will be used. A black and white photo of a mountain range will be featured. This photo can be found at the end of this section. Another photo will consist of a group of college students walking on campus. The shot will be black and white as well. It will be a shot from behind them in order to feature the backpacks (which will be in color). The photo will make the viewer feel like they were walking a few steps behind the group of students. A photo of a man riding a bicycle through a major city will be used in other visual messages. The shot will also be black and white, from behind, and feature a colored backpack. The collection of photos will be

used to showcase all the different environments in which JanSport backpacks can be used.

- Celebrities: No celebrities will endorse this campaign, other than the use one of Brooke White's songs for the commercials.
- Exaggerated and unexpected images: The images will not be exaggerated or unexpected. They will showcase JanSport in a simple way.
- Emotional or rational appeals: The emotional appeals used will be linked to the freedom of the outdoors. Rational appeals will be the main focus. JanSport has affordable, high-quality, and good looking backpacks.
- Length of the message: 30 second radio and television spots will be used. Other forms of messages, such as billboards, will be very short. The video about the making of the new backpack design will be two minutes long. News releases will be less than one page long.
- Music and sound effects: Sound effects for the radio and television spots will be the acoustic background music to the song "Little Bird" by Brooke White.
- The physical appearance of the spokesperson: The spokesperson will have a laid back look. They will wear a JanSport T-shirt and khaki slacks or shorts. They will have more of a free-spirit image. The men will generally have well-kept facial hair. The women will accessorize with casual jewelry.
- The personality of the spokesperson: The spokesperson will have a fun and upbeat personality but they will also seem intelligent.
- Reputation of the spokesperson: The spokesperson is the President of Media Relations at JanSport.

- Language of the spokesperson: The language will be relaxed but authoritative.
- The physical and emotional setting for the communication: The communication will take place at an outdoor press conference in San Leandro, CA, where JanSport is located.

COMMUNICATION SELECTION STRATEGIES

This section presents the communication selections used in the campaign. The communication selection is the method or channel for delivering the messages. The two kinds of communication selections are personal selections and media selections. Personal communication selections are direct messages from the organization to the audience, such as meetings, mail, focus groups, or seminars. Media communication selections follow two steps and are communicated through the use of a media channel outside the organization. First, the message is contained in the medium, and then the message is sent out to audiences. Examples of media communication selections are television, radio, magazines, and newspapers.

The biggest advantage to using media communication selections is that they reach large audiences. A single television or radio advertisement can reach thousands of people at one time. The biggest advantage to personal communication selections is that they are direct communication between the organization and the audiences. The main disadvantage to media communication selections is that they generally do not have as strong of persuasive powers as direct communication. Another disadvantage to media communication selections is that the organization loses full control over the content of the messages. The biggest disadvantage to using personal communication selections is that it is hard to reach a big audience.

Since the two types of communication selections both have strengths and weaknesses, it is best to find a combination that works for the campaign. To achieve a strong balance, a strong communication mix is required. A communication mix is a combination of different communication selections used in order to achieve greater reach and frequency than a single communication selection would achieve. Reach refers to the number of audience members that receive a message at the same time. Frequency refers to the number of times a message is

distributed. The messages would be repeatedly sent out until the entire audience has processed them. With a good communication mix, the different communication selections can enhance each other. For example, a person driving down the highway might see a billboard for a company. They see the message, but billboards do not allow for many details. That same person might also hear a radio spot that has more information than the billboard. In this situation, each kind of communication selection enhances the other. When the person hears the information on the radio, she/he might not be able to visualize the product or service. So, when they see the billboard, the message will then be more likely to stick in their memory. That is why it is important to have a strong communication mix. This section includes communication selections for the current customer and potential customer populations, as well as sample messages and the media plan.

Communication Selections for the Current Customer Population

Magazine Advertisement

- Mass media
- Frequency
- Advantages: can use color and design elements to attract a reader's attention
- Disadvantages: higher cost, the message can easily be ignored by the reader
- Advertisements will be placed in various top-selling magazines in the United States
- *National Geographic, TIME, Shape, Seventeen, People, Cosmopolitan, GQ*

Press Release

- Mass media
- Frequency
- Advantages: free, can potentially reach hundreds of media outlets and news sources

- Disadvantages: the media may not have interest in the story
- The press release will be sent out to all major US newswires

Social Media

- Personal/Mass media
- Frequency
- Reach
- Advantages: free, can reach large audiences, highly popular, can use certain design aspects such as color, sound, and graphics
- Disadvantages: if not maintained, the public can post unfriendly comments on the organization's page
- Facebook, Twitter, YouTube

Direct Mail

- Personal
- Reach
- Advantages: cost effective, can use design, can provide more information than other communication selections
- Disadvantages: The receiver might never read the mail
- Sent to all current customers, employees, and other subscribers

Network Television Commercial

- Mass media
- Frequency
- Advantages: reach large audiences, sounds and video can attract attention
- Disadvantages: cost, the messages may not stick with the audiences

- Will run during primetime, high Neilson Rated programming

Brochure

- Personal
- Reach
- Advantages: Can combine design aesthetics with useful information
- Disadvantages: Cost, people might not read the whole thing
- Sent to everyone on the mailing list

Poster

- Personal
- Reach
- Advantages: Design can be very eye catching, and simple messages are easy to remember
- Disadvantages: People may not notice the posters
- Posters will be hung around 50 large universities in the United States

Video

- Personal/Mass media
- Reach
- Frequency
- Advantages: The video can provide information through visuals and sounds, as well as have visual and auditory design aspects
- Disadvantages: People may not seek to watch the video
- A video of the making of the new line of backpacks will be posted on JanSport's website

Communication Selections for the Potential Customer Population

Network Television Commercial

- Mass media
- Frequency
- Advantages: can reach large audiences, sounds and video can attract attention
- Disadvantages: cost, the messages might not be memorable
- The commercials will air during primetime, high Neilson Rated programming

Radio Advertisement

- Mass Media
- Frequency
- Advantages: can reach many different audiences at one time
- Disadvantages: people may not listen to the message
- The spots will run during high-traffic times of the day on talk radio, country, hip-hop, top 40/pop, and alternative stations.

Magazine Advertisement

- Mass media
- Frequency
- Advantages: can use color and design elements to attract a reader's attention
- Disadvantages: higher cost, the message can easily be ignored by the reader
- Advertisements will be placed in various top-selling magazines in the United States
- *National Geographic, TIME, Shape, Seventeen, People, Cosmopolitan, GQ*

Social Media

- Personal/Mass media

- Frequency
- Reach
- Advantages: free, can reach large audiences, highly popular, can use certain design aspects such as color, sound, and graphics
- Disadvantages: if not maintained, the public can post unfriendly comments on the organization's page
- Facebook, Twitter, MySpace, YouTube

Billboard

- Mass Media
- Reach
- Advantages: visually striking, simple messages can help audiences remember the message
- Disadvantages: people may pass by the billboard and not notice it or ignore it
- The billboards will be placed outside of 50 major US cities

Keychain

- Personal
- Reach
- Advantages: simple visuals, can be carried around everywhere and can be like walking advertisements
- Disadvantages: not very noticeable
- Will be distributed on 50 of the biggest college campuses in the United States during the first weeks of classes at the bookstores

Press Release

- Mass media
- Frequency
- Advantages: free, can potentially reach hundreds of media outlets and news sources
- Disadvantages: the media may not have interest in the story
- The press release will be sent out to all major US newswires

Direct Mail—Postcards

- Personal
- Reach
- Advantages: will be sent out to many people at once, can have visual designs and information
- Disadvantages: some people do not like getting mail and might ignore it

Sample Messages

The sample messages section contains four sample messages, two for each population. The first sample message for the current customer population is a press release. The press release is intended for the mass media. A press release is a good message for this campaign because it can reach many audiences. It will be posted on JanSport's website and sent to all major US newswires. It then can be turned into news stories for newspapers and other media outlets across the country.

The second sample message for the current customer population is a poster. A poster is a good complement to the press release because it offers more visuals to put to connect to the words. A poster is a personal communication selection because it goes directly from the organization to the audiences. The poster will be visually stimulating and attract attention to JanSport's new line of backpacks. The poster can create a lot of reach because its message will

be sent out and viewed around the same time everywhere. The posters will be hung on 50 large universities across the United States, which will be a good way of targeting the student audiences.

The first sample message for the potential customer population is the radio advertisement spot. A radio spot is a type of mass medium communication selection. It has a high frequency because the message can be repeated many times. The radio advertisement will be played on popular radio stations across the country during high-traffic times of the day such as morning rush hour, lunch break, and dinner rush hour. Since the message will be played on a variety of radio stations, it will reach many different types of audience members. The radio is a good communication selection for this campaign because it is cost-effective and can have simple and memorable messages.

The second sample message for the potential customer population is a post card. The post cards are to be sent out by direct mail to all people on the mailing list. The post card is a personal communication selection because it is sent directly from the organization to the members of the audiences. It will be a good way of attracting attention to people who are not currently customers of the JanSport brand. Since the post cards will be mailed directly to the potential customer population, they will most likely at least look at the message. It is important to keep the message on the postcard simple, so that the potential customers do not get information overload. At the end of this section are the four sample messages.

Media Plan

This campaign has 1035 total objectives. Those objectives will be addressed in the communication selections that are planned for the campaign. All the communication selections being used are television commercials, press releases, direct mail, social media, magazine

advertisements, brochures, posters, a video, radio advertisements, billboards, keychains, and postcards. All the communication selections are used to enhance one another. The time frame to best suit this campaign is four months. It will start in May and continue through June, July, and August. Since the campaign uses so many mass media messages, a long enough duration of time is necessary to spread out the messages over time.

When running a campaign, various methods of distributing the messages exist. The different ways of distributing the messages are called patterns of placement. Messages can either follow a continuous pattern, a flighting pattern, or a pulsing pattern. A continuous message pattern is something that would be seen every day, such as a billboard. In this campaign, the messages that follow the continuous pattern are billboards, social media, and the video. A flighting pattern is a pattern in which the messages skip days, such as radio or television advertisements. For this campaign, the television and magazine advertisements will follow the flighting pattern. A pulsing pattern is basically a combination of the two other patterns. The message is run every day but it is also run in extra spurts on some days. This is common among many mass media messages as well. In this campaign, only radio advertisements will use the pulsing pattern

1. Plan magazine ad # 1
2. Produce magazine ad # 1
3. Run magazine ad # 1
4. Plan magazine ad # 2
5. Produce magazine ad # 2
6. Run magazine ad # 2
7. Plan magazine ad # 3
8. Produce magazine ad # 3
9. Run magazine ad # 3
10. Plan magazine ad # 4
11. Produce magazine ad # 4
12. Run magazine ad # 4
13. Plan press release # 1

14. Produce press release # 1
15. Run press release # 1
16. Plan press release # 2
17. Produce press release # 2
18. Run press release # 2
19. Plan press release # 3
20. Produce press release # 3
21. Run press release # 3
22. Plan press release # 4
23. Produce press release # 4
24. Run press release # 4
25. Plan Twitter # 1
26. Produce Twitter # 1
27. Run Twitter # 1
28. Plan Facebook # 1
29. Produce Facebook # 1
30. Run Facebook # 1
31. Plan Facebook # 2
32. Produce Facebook # 2
33. Run Facebook # 2
34. Plan Facebook # 3
35. Produce Facebook # 3
36. Run Facebook # 3
37. Plan Facebook # 4
38. Produce Facebook # 4
39. Run Facebook # 4
40. Plan YouTube video # 1
41. Produce YouTube video # 1
42. Run YouTube video # 1
43. Plan YouTube video # 2
44. Produce YouTube video # 2
45. Run YouTube video # 2
46. Plan YouTube video # 3
47. Produce YouTube video # 3
48. Run YouTube video # 3
49. Plan YouTube video # 4
50. Produce YouTube video # 4
51. Run YouTube video # 4
52. Plan direct mail # 1
53. Produce direct mail # 1
54. Run direct mail # 1
55. Plan direct mail # 2
56. Produce direct mail # 2
57. Run direct mail # 2
58. Plan TV commercial # 1
59. Produce TV commercial # 1

60. Run TV commercial # 1
61. Plan TV commercial # 2
62. Produce TV commercial # 2
63. Run TV commercial # 2
64. Plan TV commercial # 3
65. Produce TV commercial # 3
66. Run TV commercial # 3
67. Plan TV commercial # 4
68. Produce TV commercial # 4
69. Run TV commercial # 4
70. Plan brochure # 1
71. Produce brochure # 1
72. Run brochure # 1
73. Plan poster # 1
74. Produce poster # 1
75. Run poster # 1
76. Plan poster # 2
77. Produce poster # 2
78. Run poster # 2
79. Plan TV commercial # 5
80. Produce TV commercial # 5
81. Run TV commercial # 5
82. Plan TV commercial # 6
83. Produce TV commercial # 6
84. Run TV commercial # 6
85. Plan TV commercial # 7
86. Produce TV commercial # 7
87. Run TV commercial # 7
88. Plan TV commercial # 8
89. Produce TV commercial # 8
90. Run TV commercial # 8
91. Plan radio # 1
92. Produce radio # 1
93. Run radio # 1
94. Plan radio # 2
95. Produce radio # 2
96. Run radio # 2
97. Plan radio # 3
98. Produce radio # 3
99. Run radio # 3
100. Plan radio # 4
101. Produce radio # 4
102. Run radio # 4
103. Plan radio # 5
104. Produce radio # 5
105. Run radio # 5

106. Plan radio # 6
107. Produce radio # 6
108. Run radio # 6
109. Plan radio # 7
110. Produce radio # 7
111. Run radio # 7
112. Plan radio # 8
113. Produce radio # 8
114. Run radio # 8
115. Plan magazine ad # 5
116. Produce magazine ad # 5
117. Run magazine ad # 5
118. Plan magazine ad # 6
119. Produce magazine ad # 6
120. Run magazine ad # 6
121. Plan magazine ad # 7
122. Produce magazine ad # 7
123. Run magazine ad # 7
124. Plan magazine ad # 8
125. Produce magazine ad # 8
126. Run magazine ad # 8
127. Plan billboard # 1
128. Produce billboard # 1
129. Run billboard # 1
130. Plan billboard # 2
131. Produce billboard # 2
132. Run billboard # 2
133. Plan billboard # 3
134. Produce billboard # 3
135. Run billboard # 3
136. Plan billboard # 4
137. Produce billboard # 4
138. Run billboard # 4
139. Plan keychain # 1
140. Produce keychain # 1
141. Run keychain # 1
142. Plan keychain # 2
143. Produce keychain # 2
144. Run keychain # 2
145. Plan press release # 5
146. Produce press release # 5
147. Run press release # 5
148. Plan press release # 6
149. Produce press release # 6
150. Run press release # 6
151. Plan press release # 7

152. Produce press release # 7
153. Run press release # 7
154. Plan press release # 8
155. Produce press release # 8
156. Run press release # 8
157. Plan postcard # 1
158. Produce postcard # 1
159. Run postcard # 1
160. Plan postcard # 2
161. Produce postcard # 2
162. Run postcard # 2



Carrying weight since 1967

May 1, 2010

JanSport to Release New Line of Backpacks in August 2010

SAN LEANDRO, Calif.—JanSport, the original outdoor gear brand that equips people all over the globe with quality backpacks, announced the release of a new line of backpacks today. The new line, Husky Packs, will be released in August 2010.

The new line will feature a more durable fabric, cheaper prices, and brighter colors. The featured colors will contain a bright palette of cerulean blue, lime green, magenta, yellow, indigo, orange, red, and teal. Prices are currently set to run from \$25-\$40 dollars.

The new fabric used for the line of backpacks is the high-performance, premium Cordura fabric for superior durability. This fabric is resilient to rain and can hold up to 50 pounds of weight regularly without tearing.

Husky Packs will be the most versatile backpacks that JanSport has ever created. They are intended to have the sleek design elements of an everyday pack and the durability of an outdoors pack.

The backpacks are currently going through the final stages of production. For more information on the new line of backpacks, Husky Packs, visit jansport.com.

xxx

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Carrying weight since 1967

JanSport releases new line

Are your backpacks always causing you pain or falling apart? Say goodbye to those problems this August...when JanSport releases its new line of backpacks... Husky Packs. The new line will feature eight bright colors and more comfortable straps than ever before! The backpacks will be more durable and long-lasting than any other backpack on the market...guaranteed. The new fabric used... Cordura (core-DU-rah)...can withstand the heaviest Amazon rainfall. Say so-long to ruined textbooks and hello to a care-free stroll in the rain. Visit [JanSport dot com](http://JanSport.com) for more information.

Rec Date 3/6

Tot Time :30

BUDGET

The budget section presents all the estimated costs and figures included in the budget for this campaign. This budget section has two points of analysis: budget figures and the cost benefit analysis.

Budget Figures

Categories	Unit Costs	Total Costs
01. Administrative and staff salaries		
(1) Deirdre O'Brien (Account manager)	\$10,000@mo	\$120,000
(2) Lauren Besinger (Team member)	7,000	84,000
(3) Tim Presbitt (Team member)	6,000	72,000
(4) Joshua Brown (Team member)	6,000	72,000
	29,000	<u>348,000</u>
02. Temporary or part-time staff		
(1) Mark Lomberto (assistant 6 hr/day)	12@hr	5,760
(2) Jenna Kram (assistant 4 hr/day)	12@hr	3,840
		<u>9,600</u>
03. Fringe benefits		
(1) Deirdre O'Brien (20 %)	2,000	24,000
(2) Lauren Besinger (15 %)	1,050	12,600
(3) Tim Presbitt (10 %)	600	7,200
(4) Joshua Brown (10 %)	600	7,200
(5) Mark Lomberto (5 %)	288	288
(6) Jenna Kram (5 %)	192	192
	4250	<u>51,480</u>
04. Contracted personal services		
(1) Consultant	10,000	10,000
(2) Researcher	15,000	15,000
(3) Designer	20,000	20,000
(4) Photographer	5,000	5,000
	50,000	<u>50,000</u>
05. Production		
(1) Printing	10,000	10,000
(2) Duplication of sound tapes	5,000	5,000
(3) Duplication of videotapes	5,000	5,000
	20,000	<u>20,000</u>

Categories	Unit Costs	Total Costs
06. Media Budget		
(1) Television	10,000	3,840,000
(2) Radio	100	24,000
(3) Magazine	20,000	560,000
(4) Billboard	5,000	250,000
(5) Website	5,000	5,000
	40,100	<u>4,679,000</u>
07. Traffic/distribution costs		
(1) Direct mail	5,000	5,000
(2) Postcard	5,000	5,000
	10,000	<u>10,000</u>
08. Travel costs		
(1) Travel (5 cities, airfare/hotel)	800	4,000
(2) Travel (5 cities, airfare/hotel)	800	4,000
(3) Per diem (Deirdre O'Brien, food, etc.)	100	500
(4) Per diem (Lauren Besinger, food, etc.)	100	500
	1800	<u>9,000</u>
09. Communication costs		
(1) Local phone service	200	800
(2) Long distance phone service	400	1,600
(3) Air courier service	800	2,400
(4) Postage	500	1,000
	1,900	<u>5,800</u>
10. Supplies and materials		
(1) Clerical	2,000	<u>2,000</u>
11. Capital equipment		
(1) Staff laptops	1,800	3,600
(2) Software	300	600
	2,100	<u>4,200</u>
12. Contingency		
(1) 15 percent	778,362	778,362
		<u>778,362</u>
13. Grand Total		<u>\$5,967,442</u>

Cost-Benefit Analysis

The grand total cost for this campaign is \$5,967,442. Although it seems like a large amount of money, it is relatively low for an entire public relations campaign. The category that costs the most is the media budget, which is \$4,679,000. The media budget contains all television, radio, and magazine advertising. It is important to spend a lot of money in this category because mass media is the best way of reaching large audiences. The second largest category is administrative salaries. The salaries for the upper-level positions are high because of the level of professional that is needed to execute such a large campaign. The professionals do top-quality work and are therefore paid as experts in the field of public relations. The rest of the costs are mainly expenditures used for executing the campaign, such as the tools, technology, printing, and travel expenses. All of the other categories are necessary to execute a well-rounded campaign.

The goals that were set for this entire campaign will be met through the expenditures. The image goal for the current customer population—that the population knows that JanSport is a high quality brand—will be met by the expenditures in the media category. The mass media will be able to reach large audiences, with simple informational messages about the quality of JanSport products. The public position goal—for the active public to remain active—will be met by the direct mail category. Current customers will receive a direct mail factsheet with information about the new line of backpacks, which will keep the current customers informed and interested in the company. The other public position goal—to move latent public positions to aware public positions—will be met through the expenditures will be met through the expenditures in media. The demographic goal—to appeal to high school and college students—will be met through the expenditures in the media. The additional goal—to appeal to customers

who only buy a new backpack every 2-3 years—will be met through the media expenditures.

The other additional goal— to appeal to people who list design as the most important factor in buying a new backpack —will be met through the direct mail expenditures.

The image goal for the potential customer population is the same as for the current customer population, and will be met through the expenditures. The first public position goal for the potential customer population—to move latent publics to aware—will be met through the direct mail expenditures. The second public position goal—for active publics to remain active—will be met through the media expenditures. The demographic goal—to appeal to men who are high school or college students—will be met through the media expenditures. The additional goal—to appeal to customers who only buy a new backpack every 4-5 years—will be met through the media expenditures. The other additional goal—to appeal to customers who are low on information seeking—will be met through the media expenditures.

EVALUATION RESEARCH

Evaluation research is research done after a campaign to measure its success. This section presents the proposal for quantitative and qualitative evaluation research.

Quantitative Research

The quantitative research will use the same audience as targeted throughout the campaign. The same 100 participants will complete the research again. The exact same research instrument that was used in the original quantitative research will be used again for the evaluative research. This will allow for JanSport to have accurate before and after comparisons for the campaign. Therefore, with the use of the same audience and instrument, JanSport will be able to accurately determine the success of the campaign as a whole. On the following page is a sample of the survey instrument.

Additional questions will be asked to measure the success of each communication selection that was used in the campaign. The research participants will answer the following questions.

1. How many times did you see a magazine advertisement for JanSport's Husky Packs campaign in the past four months?
 - a. Never
 - b. Once a month
 - c. Once a week
 - d. Every day
2. How many times did you see a press release for JanSport's Husky Packs campaign in the past four months?
 - a. Never

- b. 1-3 times
 - c. 4-6 times
 - d. 7 + times
3. How many times did you see a message on a social media site, such as Facebook or Twitter, for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. 1-5 times
 - c. 6-10 times
 - d. 11 + times
4. How many times did you see a direct mail message for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once
 - c. 2 times
 - d. 3 + times
5. How many times did you see a TV commercial for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once a month
 - c. Once a week
 - d. Every day
6. How many times did you see a brochure for JanSport's Husky Packs campaign in the past four months?

- a. Never
 - b. Once
 - c. 2 times
 - d. 3 + times
7. How many times did you see a poster for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once a month
 - c. Once a week
 - d. Every day
8. How many times did you see a video on the internet for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. 1-2 times
 - c. 3-4 times
 - d. 5 + times
9. How many times did you hear a radio spot for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. 1-4 times
 - c. 5-9 times
 - d. 10 + times

10. How many times did you see a billboard for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once a month
 - c. Once a week
 - d. Daily
11. How many times did you see a keychain for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once
 - c. 2 times
 - d. 3 + times
12. How many times did you see a postcard for JanSport's Husky Packs campaign in the past four months?
- a. Never
 - b. Once
 - c. 2 times
 - d. 3+ times

Qualitative Research

Qualitative research will be conducted again to assist in measuring the success of JanSport's integrated marketing campaign. Researchers will conduct six interviews—three with current JanSport customers and three with potential customers. The same questions from the

previous qualitative research will be asked. The following are additional questions that the interviewees will be asked.

1. Have you been influenced by any of the campaign messages to purchase a JanSport product?
2. What is your opinion of the new Husky Packs backpack line?
3. Did any of the campaign messages catch your attention?
4. Has your image of JanSport changed?
5. Are you now more likely to consider recommending JanSport products to your friends?
6. How has your opinion of JanSport's level of quality changed since before the campaign?
7. Are you more or less likely to pay attention to JanSport messages now?
8. Are you more or less likely to actively seek out information concerning JanSport products?
9. Has your opinion of backpacks in general changed since the beginning of the JanSport Husky Packs campaign?
10. What type of people do you associate with JanSport products?
11. Were any of the campaign messages more memorable to you than others?
12. Would you have preferred to hear more or less information about JanSport's new Husky Packs line?
13. Did the campaign change your mind about what you consider the most important factor to be when choosing to buy a new backpack?

14. Has your opinion of JanSport competitors, such as The North Face and Nike, changed since this campaign?
15. Would you have preferred to see more or less campaign messages during the course of the past four months?