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COMMUNICATIONS STRATEGY
PREPARED FOR

*Jamaica National Building Society™
Toronto Representative Office
“Pot of Gold” Marketing Public Relations Campaign*

July 5, 2011
PRIVILEGED AND CONFIDENTIAL

INTRODUCTION

Ocean Flame Communications has prepared this communications strategy document to provide **Melonism Marketing & Advertising in association with Jamaica National Building Society™** with recommendations to both advertise and publicize the Marketing Public Relations campaign *Pot of Gold*. By leveraging Jamaica National's forefront position as a formidable investment beacon within the Jamaican-Canadian community whilst building upon the success of JN's recent integrated marketing communications campaigns, Ocean Flame Communications proposes a mutually beneficial partnership between JNBS TRO and Melonism Marketing & Advertising. The advantages of this proposed partnership is founded in three facets i) Sharing of Customer-base ii) Innovative marketing communications through the use of a new medium and iii) Having prospects be active participants in this marketing public relations campaign rather than being passive audience members to costly broadcast advertisements.

Melonism Marketing offers Jamaica National a new avenue of exposure through Receipt-tape Advertising as well as a creative marketing public relations vehicle facilitating two-way communication with the target-market. Melonism Marketing benefits from this proposed partnership through increased advertisement recognition and retention by the targeted-audience/publics, as well as the advantage of gaining exposure to the vast JNBS TRO customer-database through Direct Marketing Communications (Newsletters & Direct Mail). This increase in customer-base numbers and investor revenue for Jamaica National as well as product awareness and acknowledgement for Melonism Marketing & Advertising will be achieved through the effective execution of the *Pot of Gold* Campaign.

Ocean Flame Communications will also provide **Melonism Marketing & Advertising** with recommendations to publicize the campaign-supportive website www.melonism.com/goldpot, driving visitors to the site to learn more about the *Pot of Gold* Campaign, Jamaica National Building Society TRO, Melonism Marketing & Advertising as well as the profiles of the two bold business women who run both establishments and the social cause they intend to address within the community which will further entrench their names and brand as altruistic corporate staples of the community.

Our recommendations focus on three key areas:

- Marketing Public Relations
- Media Relations
- Advertising

STRATEGIC OVERVIEW

We are recommending a communications strategy that includes a mix of **print, receipt tape, radio and online** exposure, augmented by relevant cross promotions and marketing tie-ins (socio-economic publicity & corporate social responsibility/community relations), targeting Caribbean-community newspapers (Share and Gleaner Canada), niche-market newsletters, marketing trades (Marketing Magazine), music, social (Sway Magazine, Canadian Immigrant and Passion Magazine) in order to promote *Pot of Gold* as an important breakthrough in both financial products and advertising tools.

Media recommendations are intended to:

- Create buzz for *Pot of Gold*, the features of the campaign, the companies involved, the company leaders, the corporate social responsibility/benefit to the community through this campaign.
- Generate visibility and exposure for *Pot of Gold* through radio interviews, endorsements and event marketing.
- Help facilitate campaign/media partners and sponsorship opportunities.

We are taking an intensive and focused approach for our recommendations to maximize promotional opportunities in key markets.

OFC proposes to function as the media relations coordinator for the duration of this strategy, with responsibility for arranging and executing media/public relations support.

OBJECTIVE

- Increase Jamaica National active customer-base by 50%
- Increase receipt-tape advertising visibility by over 60%
- Create awareness for Jamaica National TRO's products and services through creative Integrated Marketing Communications planning and execution.
- Build buzz for Melonism Marketing & Advertising as well as their products and services through this their first marketing campaign. This buzz will allow Melonism the success and following needed to open new markets and assertively expand their client-base.

TARGET AUDIENCE

The Pot of Gold marketing public relations campaign's target-audience/publics will be defined in brief in the marketing segmentation format:

Geographics: The target audience for the *Pot of Gold* campaign will be Caribbean-Canadians residing in the Greater Toronto Area, the secondary target audience will be all members of all ethnic groups in Toronto who are both within range of Melonism's distribution channels and reach of the media touch-points we will be employing to communicate with our publics for the duration of this campaign.

Demographics: The target audience are residents of the GTA ages 18-55, they are both Male and Female (Female skew)* with an annual income of 25K and upward.

Psychographics: The target are members of both the middle and working class, who are people trying to enjoy life in the best way possible within their means, whilst aggressively attempting to obtain their piece of the Canadian dream. They are a people interested in reasonable pricing, discounts and a fair bargain for their groceries/essentials, entertainment and services needs. Their opinions tend to be founded in their economical tribulations, hence their most prevalent topics of discussion are things economical, socio-political and escapism (entertainment).

Behavioral: The target audience are people who seek *benefits* such as truly lucrative and measurable interest rates in their financial investments, with regards to Melonism they seek bargains and unique product and service offerings within close proximity. Their *usage rate* for financial instruments is usually on a bi-weekly check by check basis, whether it is for bill-payment , services or entertainment –unfortunately savings ranks very low on their usage rate for Financial Institutions, this is usually due to a perceived inadequacy of funds. Advertising is alternately vital scripture to a bargain hunter, who is always seeking opportunities for discounted new products or apparel, sales promotion deals/coupons and of course the word FREE. Due to the price-sensitive nature of our target audience, they simply can't afford to hold *brand loyalty* to any given service or product provider, they simply go with whoever is providing a safe and reliable service or product at an affordable price.

*Research indicates that females make the most purchase and investment decisions in the household.

STRATEGY

The Pot of Gold campaign will be a six-month print, radio, receipt-tape and online supported Marketing Public Relations campaign. The campaign will be driven by very creative prize offerings, sweepstakes, public relations, publicity, events marketing and social marketing approached from the perspective of corporate social responsibility. The *Pot of Gold* Marketing Public Relations campaign will all be monitored by a very strict evaluation process, contributing to the calculation of return on marketing investment (ROMI) as well as growth in customer-base for Jamaica National™ and improvement in both product awareness and advertisement response for the clients of Melonism Marketing.

N.B. The tactics of the Pot of Gold campaign will be noted beneath the headings reflecting the phases of the campaign life-cycle which they will be enacted within.

TACTICS

- i) **Melonism Marketing** will offer its popular Caribbean Grocer and Restaurant clientele with an offer of six months of FREE Advertising for the duration of the campaign; as well as the media and promotional value of mentions in campaign print, radio and online advertising along with direct-mail, point-of-purchase materials and fliers. This in turn for \$600 worth of product to be given to winning patrons during the six-week growth stage of the campaign.

The Grocers and Restaurants chosen should be those who are already trusted clients of Melonism Marketing, clients who are popular within the community and possess numerous distribution points within business or residential areas frequented by our target-demographic.

- ii) **Melonism Marketing** in collaboration with **OFC** will also establish the Ad-Points System Agreement with all of its clients. This discount/coupon system will offer all clients a 20% discount on their advertising during the six month period of the campaign. This “20 for 10” agreement will request that the participating clients in turn agree to offer customers who come in bearing the coupon a 10% discount on products or services. Melonism Marketing and OFC also requests that the clients maintain the coupons received for a representative who will collect them on a bi-weekly basis.

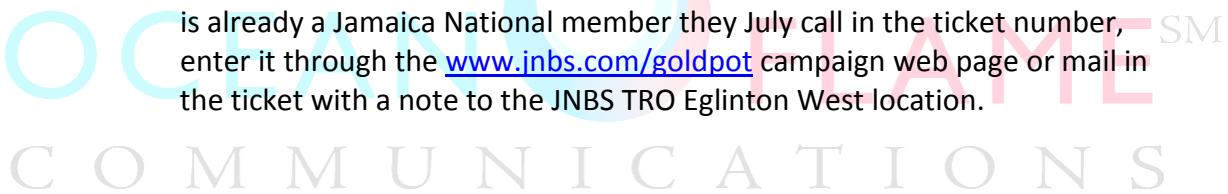
The OFC Ad-Points System Agreement (ASA) is a Return on Marketing Investment (ROMI) tool enabling us to calculate on a percentage basis how effective advertising with Melonism Marketing really is. Melonism Marketing’s clients will be alerted every month as to how many discount cards/coupons were printed at the tail-end of their Ads, hence making them aware of just how many discount cards/coupons they should expect to receive from patrons on a monthly basis. While they are discount cards to clients and their patrons, they are Ad-Points Cards to Melonism Marketing, as the success of this system in terms of cards being retrieved by Melonism’s clients gives Melonism Marketing “Ad-Points” in proving the reach, retention and effectiveness of their advertising to both new and existing clients. This will ultimately assist in providing Melonism Marketing with testimonials and proven success-rate numbers to add to their pitch-letters when prospecting for new business.

- iii) **Jamaica National™** will be offering \$16,000 in cash prizes to winners. This portion is included in the proposed **\$300K** budget for the Publicity kits, Event Marketing expenses, Public Relations materials, Ad-spend as well as campaign merchandise and disbursements for the *Pot of Gold* initiative.
- iv) Founded in the guidelines provided by Ocean Flame Communications, **Jamaica National™** will also possess a campaign evaluation system. Upon participants seeing a JN™ Pot of Gold appearing at the back of their Caribbean restaurant bill or Grocery receipt, they have won a \$1,000 prize, as Jamaica National’s monthly winner. The benefit to Jamaica National, not advertised to the public is that if the person is not a Jamaica National™

member for the period of no less than twelve months, their winnings will be held in a newly opened Jamaica National account for three months giving Jamaica National three months to pitch them on the benefits of being a Jamaica National member.

- v) Jamaica National account for three months. Over this three month period, Jamaica National will have gained a new member for their growing member-base, allowing them also the time to sell this person on the benefits of Jamaica National's products and services.

The secondary evaluation technique for Jamaica National is that of *Pot of Gold* Golden tickets, these tickets are entry ballots for the grand draw. Unlike the Pot of Gold cards which have only one placement within the receipt tapes per-month, there are up to fifty (50) Golden Ticket placements per-month. Upon finding a Golden Ticket behind their receipt the restaurant or grocer's patron will be encouraged to either open a Jamaica National account online or through their Eglinton West location. If the Golden Ticket recipient is already a Jamaica National member they may call in the ticket number, enter it through the www.jnbs.com/goldpot campaign web page or mail in the ticket with a note to the JNBS TRO Eglinton West location.



INTRODUCTION

The tactics of our campaign will be documented through the four phases of the marketing life-cycle. In this the primary stage of the campaign following the deal-making between Melonism Marketing and its interested clients as well as Jamaica National's budget appropriation, we will begin the education process of our campaign. The Marketing Public Relations lead-in will be that of Direct Marketing Communications (Direct Mail and Telemarketing) directed towards the existing Jamaica National member-base who will be given advanced knowledge on the campaign one-week prior to its official launch. Educating the target-market about our campaign and how to participate will be done one week later through print and radio advertising, which will be supported by point-of-purchase materials (shelf talkers, posters, fliers and trade sales promotion), digital media and a campaign website. The advertising will seek to spread awareness with the use of the "spot the pot" slogan, encouraging participants to "spot the pot" by looking for a gold pot at the back of their receipts from participating Caribbean Grocers or Restaurants.

The Gold Pot: The spotting of the Gold Pot, which will be a graphic designed in the likeness of a treasure chest sitting atop a pirates gold pieces/coins which will also be used to spell out “\$1,000 Winner” which will be directly below a stained wooden banner which has “Pot of Gold” scribed in Gold (Graphic Artist’s artistic discretion and talent should be applied following these guidelines). The sighting of this graphic signifies that this person is the winner of Jamaica National’s monthly \$1,000 prize! Upon taking in their receipt-tape, this new or existing member of Jamaica National will be alerted that they will have their prize deposited to their Jamaica National account three months following them presenting the winning receipt-tape Gold Pot to a Jamaica National member of staff.

N.B. Only three “Pot of Gold” Prints will be distributed per-month, this is done in contingency to the non-response of people who July be the inactive recipients of the “Pot of Gold”. In the case that all three people July turn in a “Pot of Gold” Card, the public will be alerted. Through our advertising and Public Relations endeavors, the public will be told that there are three prints distributed per-month, hence the first person to turn one in will be declared the winner for that month.

New members of Jamaica National, who became members as a result of the campaign, should be sent a "Welcome Package", including a personalized letter, campaign brochure and JN™ Product literature!

Ad-Points System Agreement: This system also known as OFC’s “20 for 10 Deal” gives Melonism Marketing greater bargaining power when making pitches to business prospects. The system which requires that Melonism Marketing attempt to get all their customers to agree to providing would-be patrons with a 10% discount on products or services, in return for a 20% discount on Melonism’s ad-rate and the retention of these discount slips received from the patrons. The receipt of these slips from patrons not only shows the Melonism client how effective advertising through the receipt-tape medium is, it also allows Melonism tangible numerical evidence in which to evaluate the effectiveness of the campaign by being able to tally the number of discount slips received against how many were distributed. Though mostly beneficial to **OFC** Clients, this method is a win-win for both the OFC client and their respective patrons.

N.B. For decline-phase prizing Melonism Marketing is advised to select three businesses, one from each of the following categories. One small business, one mid-size business and one big business –these three chosen businesses should maintain their retrieved 10% discount slips/cards for collection by Melonism Marketing staff. The collected

slips/cards will be used not only for campaign evaluation tally, but to be entered in a grand draw for Melonism Marketing.

Further establishing Melonism Marketing's brand platform as a company in touch with the communities hardships, the initiative to collaborate with Grocers in providing participants with FREE groceries within the campaign growth phase speaks to Melonism's *community relations* approach to both understanding and reacting to some of the issues of concern in the community, which are simple and direct issues such as the purchasing of food in a period of rising prices and job-losses.

Public Relations

The Public Relations endeavors for the introduction stage of the campaign will involve the Jamaica National Chief Representative Officer (CRO) leveraging speech opportunities, speaking engagements and event marketing/sponsorships to speak on the state of the economy, methods of saving and how Jamaica National July assist in the preparation for weathering the storm and creating opportunity for a brighter future. In these speaking engagements, the CRO will also use the platform to announce the new campaign as well as its benefits (citing \$1,000 per-month in prizing and the upcoming "Hot Pot Food Fest") and how to participate.

Melonism Marketing CEO will also be expected to utilize suggested speaking opportunities, radio interviews and master of ceremony engagements to inform the public about the Pot of Gold campaign, the benefits it offers and how to participate. Taking advantage of her position as a well known radio personality and master of ceremonies, she has a unique appeal to that psycho-demography in the community which July be missed by Jamaica National. This psycho-demography includes the 18-34 student population, live music fans and Jamaican-Canadian entertainment industry professionals. Melonism Marketing's President will also be expected to complement the speeches of the Jamaica National Chief in voicing radio ads and by using M.C. opportunities to promote the upcoming "Hot Pot Food Fest".

Publicity: In this the primary stage of the campaign we will be introducing our campaign through print, radio, online and receipt-tape advertising. The education process will be spearheaded by press releases telling of the vital financial advice garnered from the Chief Representative Officer's speeches, and how these notes are applicable in these financially uncertain times. The concluding paragraph of the press releases will inform the reader also that the Pot of Gold campaign is a six-month Marketing Public Relations

campaign which will be headed by Jamaica National Building Society TRO in association with Melonism Marketing.

Hot Pot Food Fest: The Food Fest will be a sponsored food fair, which will be promoted and sponsored by Jamaica National and Melonism Marketing and the participating Restaurants. Restaurants and Diners representing all the Caribbean countries will be encouraged to participate and showcase their service and meal-offering to their target-market. All participating Restaurants and Grocers will be included in promotional interview mentions, campaign advertising (print, radio, online, digital media and fliers), speaking engagements, Direct-mail and through the Jamaica National telemarketing team. This event is an introduction to the growth-phase, wherein Jamaica National will be able to host a few short-games in exchange for data-base enriching information. In return Jamaica National will offer campaign merchandise as prize as well as giving away up to two (2) hot-pot tickets for the evening.

GROWTH

FREE Groceries in branded bags: We begin our Growth phase by using print and radio advertising emphasizing to the public the meaning of the word FREE! In the six-week Introduction phase of the campaign we introduced them to the campaign with the incentivizing concept of FREE money, whilst educating them on how to use this as an opportunity to start saving. In the Growth phase, we seek to help them understand and accept the “no catch” gift of FREE Groceries! Jamaica National has helped the consumer find their way to the Grocery Store or Restaurant, now Melonism Marketing will assist them in going home happy with a free meal or groceries in a campaign branded and Melonism Marketing emblazoned grocery bag. The bag will also feature the logos of the participating grocers and restaurants below that of Melonism Marketing’s logo.

N.B. The winners of the FREE Groceries should leave their contact information before being allowed to leave the Grocers or Restaurant with their meal or groceries. Winners will have their photo taken for publicity purposes and to prove to the public that there are no strings attached in winning groceries that are truly FREE. Winners will be given a congratulatory call from the Melonism Marketing CEO, Thanking the winner for his/her participation. The CEO will also need to request the permission of the winner to maintain their contact information for a grand draw.

“Hot Pot”: This process begins with Melonism Marketing’s negotiations with the Restaurant and Grocery store owners regarding the proposed sales promotion

agreement which will entail the rewarding of \$600 worth in FREE goods to winners in exchange for six-weeks of FREE Advertising with Melonism Marketing and an interest in all promotional endeavors for the campaign. These winners are patrons who have received a Pot of Gold on their receipt-tape, the graphic which entitles someone to FREE Groceries or a FREE meal will be nicknamed the “hot pot”. The graphic for this six-week series of prizing will be a cherry colored pot boiling atop a wooden fire.

The excitement which will surround this Marketing Public Relations campaign will also empower Melonism Marketing to effectively execute a professional selling “pull” strategy, through gaining so much attention and recognition through the campaign that customers will begin to put pressure on their local Caribbean-grocers and restaurants for the receipt-tape service, as they too would like a chance to participate in the *Pot of Gold* campaign. This pressure will make the task of account pitching and market-prospecting much easier for the fledgling marketing company.

Retail Marketing: In executing this sales promotion, we will provide participating cashiers with campaign T-shirts displaying the “Pot of Gold” on the front, with the words “Spot the Pot” above a winning receipt-tape at the back. Cashiers choosing to wear our promotional shirts, is of course optional, however for Cashiers who chose to sign up for our trade competition the wearing of the promotional T-Shirt or campaign-button is mandatory.

Trade Sales Promotion: “Melon Marks” is a trade-competition for Cashiers at both the Restaurants and Grocers. Utilizing the unconventional trade sales promotion technique known as push money (spiffing), cashiers will be encouraged to compete for a \$1,500 prize by telling the most people about the campaign and securing future advertisers for Melonism Marketing. The Cashier will earn Melon Marks by advising prospective advertisers to cite them as the referring Agent upon the paid-booking of their first Ad-placement. The six-week trade-contest in addition to *shelf-talker* point-of-purchase materials at both Restaurants and Grocery stores will increase campaign awareness at the retail and grass-roots level.

Public Relations

The Public Relations and Publicity element of the growth stage will be targeting immigrant-female entrepreneurs, with print articles and radio PSA and testimonial-styled advertising we will seek to both attract and salute the success of immigrant-female entrepreneurs. Commencing two weeks after the launch of the “hot pot” print and radio Ads, we will begin this process through using news-releases, media-alerts and advertisements to aid us in our five-week search to nominate the top three lady entrepreneurs. Setting the tone for this phase of the campaign will be an article titled “Women in Business: Immigrant tenacity”, citing the success of Jamaica National’s Chief Representative Officer, Melonism Marketing’s President along with the CEO of Share Newspaper as examples of leading ladies in the community. The message of female-entrepreneurs will be taken to the radio as well, where listeners like the readers will be encouraged to write or call-in to nominate a successful immigrant female entrepreneur, detailing why they feel that this person should be considered and enclosing contact information for the potential nominee.

Publicity: Every week Jamaica National and Melonism Marketing will approve an entrepreneur from a short-list presented by Ocean Flame Communications (OFC). The chosen entrepreneur will be interviewed by OFC staff for a feature article to appear in the created “Pot of Gold: Entrepreneur Exposé” to be carried by either the Share or Gleaner newspapers during the five-week period.

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The conclusion of the Marketing Public Relations Plan is pending...

Request for Proposal (RFP) from Jamaica National™ TRO



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