

SWOT, Media Objectives and Media Strategies



Lizzie Eads & Stephanie Calderon
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Dr. Brian Parker
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Village Surf Shoppe SWOT Analysis

I. Marketing Objectives

- The Four P's
 - Product: Surfboards, skateboards, wet suits, surf bags, men and women's clothing, accessories, surfing lessons, camps, rentals.
 - Price: Medium to high price ranges; \$500- \$700 (surf boards), \$150- \$200 (skate boards), \$80- \$500 (wet suits), \$20- \$\$80 (women's clothing), \$25- \$100 (men's clothing), \$20- \$120 (accessories).
 - Promotion: "2 for 20" and "2 for 30" Tees, sale page on their website, coupon codes online on private shop local websites.
 - Place: In store at the Village Surf Shoppe located in South Carolina's Grand Strand and online.
- Methods used to sell this product: Personal selling, word-of-mouth, and guerilla marketing tactics.
- Past advertising: Stickers and decals (non-traditional media), T-Shirts (non-traditional), event marketing (promotional).
- The Village Surf Shoppe's products and services are currently in the growth stage of the product life cycle.

II. Competition

- Larger chains (Ron Jon's, Roxy, Billabong, PacSun,), other locally owned private stores (Ocean Surf Shop, Killer Dana Surf Shop, Waller Bear's, Surf City, Eternal Wave), Surfing Tourist Attractions.
- The Village Surf Shoppe is very similar to competitors in terms of products and services offered.
- Larger chains such as Roxy and PacSun spend much more advertising dollars than the smaller locally owned businesses that are similar to the Village Surf Shoppe. Their budget is larger, so therefore so is their spending.
- Ron Jon Surf Shop uses out of home media, public relations techniques such as event sponsorships, and also print media to create stickers/decals
- Competitors spend most of their money during the spring and summer months when surfing is at its highest.
- The competition uses online coupon codes to attract online buyers.

III. Creative History

- The Village Surf Shoppe is a "laid back surfer hangout as well as a comfortable place for tourists."
- Their current slogan is "Hard Core since 1969."
- The Village Surf Shoppe uses social media and sponsors events.
- Their products and services are a mix of high and low involvement. Products such as surf boards and wet suits are considered high involvement, but a shirt or simple bathing suit is low involvement.
- Benefits of the product and services provided by the Village Surf Shoppe is that they are locally owned, it is located in a town with high tourist rates, which many people prefer to shop at versus a huge corporation.

- Most customers are loyal to the shop because it has been around for so many years. Customers feel that they can rely on the expertise the shop owners have about the different products they sell as well as their teachings.
- National advertising spending should be limited to special interest magazine articles, including extreme sports, water sports, travel, etc

IV. Target Audience

- The Village Surf Shoppe targets men and women ages 18-24 who have active and adventurous lifestyles. They are also heavy consumers of recorded music and spend considerable time on the web. Incomes are less than \$28,000 a year.

V. Geography

- The products sold by the Village Surf Shoppe are national brands and products, but are sold only in the Myrtle Beach area where the store can be found, or online.
- A small percent of their advertising dollars should be spent towards national advertising. Their main focus should be local advertising, with minimal nationally.
- The Village Surf Shoppe uses Internet as a form of non-traditional advertising. They also rely heavily on local guerilla marketing through their use of stickers and decals.
- 15-25% of their advertising budget should be spent on non-traditional advertising, focusing on increasing their Internet advertising and promotions as well as continuing their current use of stickers and decals.

VI. Timing

- Advertising of new brands and styles should be introduced during the late winter to early spring months (February/ March-August)
- Less expensive forms of advertising should be launched just before the peak season and more expensive forms of advertising should be launched at the start of the peak season.
- Low involvement purchases have a shorter purchase cycle (5-10 months) and high involvement purchases have a longer purchase cycle (2-6 years).
- For high involvement purchases, repairs can occur every year or so.
- Purchase cycle will not have a strong influence on the advertising frequency strategy because advertising is focused on seasonality and tourist peaks.
- Week specific days are not important. Surfers rise early daily before the workday starts, which does not affect when they do or do not surf.
- The Village Surf Shoppe has sales promotions and they need media support to make their customers aware of the promotions.
- Warm weather and oceanic water conditions can be used strategically to help drive consumers to purchase decisions.

VII. Media Mix

- Heavy social media and Internet are necessary to bring awareness of the Village Surf Shoppe to more specifically target their desired audience.
- Internet, radio, and magazines match the lifestyle of the target audience.
- Budget will not allow to match or outspend competition. They may be able to match small business spending, but not large corporate spending.
- The corporate competitions do not have any weaknesses in their media mix.
- **SWOT, Media Objectives and Media Strategies** The message is simple and can be shown visually with vibrant colors and little information.

Media Objectives and Strategies

I. Target Audience and Media Mix Objective: The target audience goal for this campaign is to increase the Village Surf Shoppe's sales by 20% among men and women ages 18-24 by reaching young adults who seek adventurous lifestyles. The Village Surf Shoppe will draw in young adults by expanding on the guerilla-marketing tactics by introducing the new "Sand-n-Surf Search" campaign.

Target Audience and Media Mix Strategy: Since our target market includes people with psychographics that are drawn to in-your-face activities and live on the edge, our marketing tactics will mirror those qualities. "Sand-n-Surf Search" will be based off of mostly guerilla-marketing tactics that include car decals, sunglasses, Chapstick, sunscreen bottles, online photo contests, and finding hidden surfboards. Since past sales have shown to begin to peak in April, new car decals and stickers in the shape and design of one of the new surf boards will be given out starting February 15st and continuing until mid-March. When peeled off, the back of the decal will have a coupon printed on it that will be honored when consumers take the coupon into the store to receive 5% off of any item. Not only will the sticker raise awareness of the store, but the coupon will give the consumer an incentive to shop in store or online.

A large majority of the target audience spend many hours online looking up the weather and surf blogs, so beginning March 1st, Village Surf Shoppe will begin an online photo contest where customers can upload a picture of themselves with their favorite item from the Village Surf Shoppe and have people 'like' the photo on the Village Surf Shop website. Each round of the photo contest will last exactly two weeks continuing until the end of May. At the end of the two weeks the customer who has the most likes will receive a free surf lesson from the store.

Starting March 1st, to promote the new line of surf boards coming out, the Village Surf Shoppe will hide a few of their surf boards around the community using twitter to tweet clues as to where the boards are hidden. Followers can then try to locate the hidden boards and once found, they can take a photo with the board and show the photo to the store manager. Each time the follower shows a photo to the manager, their name gets entered into a drawing to receive a coupon for half-off of any one of the new boards. The more photos there are more chances to win the drawing.

II. Reach and Frequency Objective: To achieve 75% reach from February 15th through the end March with average frequency of 4. Throughout the life of the campaign, reach will span from 60-80% and frequency will bottom at 2.5. The reach goal for the Twitter surfboard search is to get 55% of young active and adventurous adults to show at least one photo to the manager and have an increase of 40% of followers. Counts will be recorded by the number of names in the drawing and the number of followers.

Reach and Frequency Strategy: The weight of the media will rely on social media as well as radio. Radio ads will be broadcasted on local rock, indie and pop stations promoting the Twitter surfboard search event, encouraging listeners to follow the Village Surf Shoppe of Twitter. The Village Surf Shoppe webpage, Facebook page, and twitter account, will all promote the photo contest as well as the twitter surfboard search event by posting the winning photo contest photo on the Facebook page and tweeting to the bi-monthly winners as well as the winner of the Twitter surfboard search event.

III. Scheduling and Timing Objective: The campaign will begin February 15th with the hand-out of car decals and coupons, and will continue on until the end of June. The photo contest and

the Twitter “Sand-n-Surf Search” will begin on March 1st. The contest will end in the middle of March and the Twitter “Sand-n-Surf Search” will end mid-May.

Scheduling and Timing Strategy: The car decals and coupons, sunglasses, Chapstick, and sunscreen bottles will help generate awareness of The Village Surf Shoppe throughout the entire summer to help keep a high return of customers as well as bring in new customers. The photo contest and the Twitter “Sand-n-Surf Search” will begin before the peak of sales to generate brand awareness of the Village Surf Shoppe before the heavy surfing season. This way when it comes time for them to get new gear, the Village Surf Shoppe will be primed in their minds. Radio advertisements will run daily from 5am until 9am, as well as from 3pm to 7pm to target beach goers on their way to and from the beach.

IV. Media Budget Objective: The Village Surf Shoppe has a \$200,000 budget that will be spent heavily on the inland market of South Carolina to target current consumers. There will be minimal national spending to target potential tourists. This will lead to an increase in sales by 20% in the next three years.

Media Budget Strategy: The \$200,000 budget is allocated as follows:

- \$80,000 on promotional items (stickers, decals, sunglasses, Chapstick, sunscreen bottles, t-shirts, etc)
- \$50,000 on contests, prizes, and giveaways
- \$40,000 on event sponsorships
- \$30,000 on mass media
 - \$11,000 on radio
 - \$10,000 on newspaper or magazines
 - \$9,000 on Internet

VI. Geography Objectives: Guerilla marketing tactics in the local area will be in place to target avid surfers near South Carolina’s Grand Strand within the Myrtle Beach retail trade area in the inland market. National advertising spending will be minimal in an effort to reach tourists.

Geography Strategy: Promotional items such as the stickers and decals, sunglasses, Chapstick, etc will be distributed to a number of locally owned shops, cafes, restaurants, and hotels.

Contests, prizes and giveaways will be held locally at the store to increase consumer traffic in-store. Sponsored events by the Village Surf Shoppe will be executed for surf events located in the South East Region of the United States. Mass media such as radio and newspaper advertisements will be on local vehicles. Internet spending will be placed on search engines with keywords relating to the Village Surf Shoppe as well as banners on social media sites.

VII. Sales Promotion Objective: Sales promotion in this campaign is what will drive word-of-mouth the most. Our goal is to increase awareness of the Village Surf Shoppe by 20% among avid surfers primarily, as well as tourists. This will be accomplished through event sponsorships, as well as contests and giveaways.

Sales Promotion Strategy: The “Sand-n-Surf Search” will increase awareness of the Village Surf Shoppe online in social media. To reach this goal, 55% of current consumers must participate to be able to create exposure to other people in the target audience and have a tangible brand experience. This will lead to more traffic in the shop and increase sales. Fifty surfboards will be hidden around town during a three-month period. Followers can then try to locate the hidden boards and once found, they can take a photo with the board and show the photo to the

store manager. Each time the follower shows a photo to the manager, their name gets entered into a drawing to receive a coupon for half-off of any one of the new boards. The more photos there are more chances to win the drawing. The promotion will be announced around the town on the local news, radio, on social media, on its Facebook page, and in store.