

TOMLINSON'S PROPOSAL



TOMLINSON'S

THE POINT MEDIA

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WHO ARE WE?

The Point Media stands six women strong that pride themselves on being curious thinkers, leaders in any given situation, and doers always. We are here to help clients push the envelope, and paint meaningful messages for their audiences. Simply, we get to THE POINT.

PETRA O'BRIEN: CREATIVE DIRECTOR

A Dalmatian: Her high-energy and dependability drives others to keep up. She remains focused on the task at hand to deliver beyond what is expected of her. You can always 'spot' her taking on new endeavors.

A Tabby Cat: Her interests and skills cover a mix of everything. From data to design, she uses her unique set of abilities to create multidimensional content that succeeds on all levels.

FAITH BLANKENSHIP: ACCOUNT PLANNER

LORISSA GONZALEZ: SITUATION ANALYST

A Siberian Husky: Fear has no place in the pursuit of her passion, as she believes it can make even the impossible happen.

A Pitbull: Her tenacity, pluck, and grit allows her the ability to ask the right questions and create daring content to surprise all. She will stop at nothing to know everything.

MADISON PHELAN: MEDIA PLANNER

PARKER SMITH: COMPETITIVE ANALYST

A Miniature Daschund: Her naturally friendly spirit and ability to learn quickly makes her great for handling any task.

A Miniature Schnauzer: Despite a small stature, her perseverance and determination is nothing to take for granted. Whether finding efficient strategies or deep in research, she will work till the expectations are beyond met.

SABRINA RUIZ: RESEARCH STRATEGIST

GET THE POINT?

EXECUTIVE SUMMARY

LOGISTICS



Tomlinson's will hit the ground running in Seattle, Washington on May 11, opening their first out of state location. This campaign will introduce the new community to the brand and foster engagement. With a budget of \$100,000, this 12-week campaign will build a long-lasting and loyal customer base.

BRAND



Originally a feed store, The Click Family purchased the brand in 1971, transforming it into the organic pet food store it is today. With a staff knowledgeable in animal nutrition, a customer can expect a dedicated experience to provide their pet with a healthy lifestyle. Dedicated to their eight core values, Tomlinson's goes beyond the expected to build a bridge of loyalty between consumers and the brand.

LOCATION



Welcome to the Emerald City. Seattle is an urban city with plenty of spunk. The city brings an influx of tourists, but the charismatic neighborhoods are what keep the city sprawling. Tomlinson's will set up shop in the historic Ballard District, which is home to a number of craft breweries, quaint restaurants, shops, and parks. The large, diverse crowd that Ballard draws in on the weekends is a key selling point of the new location. It is pivotal that Tomlinson's capitalizes on the sense of community that already exists within the historic streets. With this campaign, Tomlinson's will take on new opportunities in the numerous local events that take place in the Ballard area.

TARGET MARKET

By actively seeking Organic Professionals, a term coined to describe Tomlinson's ideal shopper, the new Ballard District doors will continue swinging. Organic Professionals are in their 30's, health conscious, and dedicated to their jobs. They earn an above average income, which they enjoy spending on their pets. Likewise, they have proven to be willing to spend more money for a better quality experience. Ultimately, it is critical to shed light on the already existing down-home and personal vibe that Tomlinson's emulates to draw in customers.

COMPETITION



Tomlinson's should enter the Seattle market aware of the competition. All The Best and Mud Bay are pet stores that have occupied the Ballard District, and surrounding cities, for many years. It is important to emphasize the potential threats within the two companies but do so in a way where Tomlinson's can rest assured. Both top competitors place large emphasis on displaying the history of their brand, involvement in the community, yet expressing little to no emphasis on core values.

SO WHAT ???

Through the years, Tomlinson's has grown into a staple pet shop for Austinites. The Point has created a media plan to effectively translate Tomlinson's success in Austin to Seattle. This campaign will introduce the Seattle community to the Tomlinson's brand and new location, while promoting consumer engagement and long-term growth.

CAMPAIGN SCOPE

BACKGROUND

In 1946, the Click family opened the first Tomlinson's in Austin, Texas. With exemplary customer service and natural, healthy pet products in mind, Tomlinson's has prevailed through four generations. Currently, Tomlinson's has multiple locations around Austin, but it is time for the brand to expand into a new area.¹

TIMEFRAME

On May 11, 2019, Tomlinson's will open a new store in Seattle, Washington. With a \$100,000 budget, the campaign will begin on April 27, 2019, two weeks prior to the grand opening.

OBJECTIVES

- ▶▶ Introduce the community to Tomlinson's brand name, new location, and grand opening to reach a goal of 50% brand awareness.
- ▶▶ Promote the store's benefits and atmosphere to ensure that half of those who are aware, are also familiar with the new location and brand personality.
- ▶▶ Establish a customer base to influence steady foot traffic:

MONDAY - FRIDAY: 100 VISITORS/DAY
SATURDAY/SUNDAY - 250 VISITORS/DAY

- ▶▶ Generate attention on social media to portray brand messaging and promote upcoming events.
- ▶▶ Motivate customers to like, share and positively review Tomlinson's across various shared media platforms.

15% commutative increase in likes, comments, and shares on Facebook & Instagram

Maintain an average review of 4.5 stars on Yelp, Google, & Facebook



¹Tomlinson's About Us February, 2019.
<https://tomlinsons.com/pages/about-us>

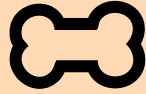


SITUATION ANALYSIS

STRENGTHS



Healthy pet products are in demand¹



3 different charity programs, to give back to animal shelters²



Offers online shopping with free returns and next day delivery²



Frequently hold events at stores²



Sales staff trained and knowledgeable³

WEAKNESSES



High price of products



Most brands aren't familiar to the average consumer³



Prices listed in store are only for Pet Club Members³



Several broken links on their website

OPPORTUNITIES



Sales pet supplies grew 48% from 2013-2018¹



58% of all households in the US own pets¹



Consumers put more trust in products made in USA¹



Seattle named one of the Top 10 most dog-friendly cities in America⁴



Seattle has more dogs than children that live in it's city limits⁵

THREATS



Rise in exotic pet ownership¹



Increase in mass merchants carrying premium brands⁶



Rise in subscription services (Tomlinson's is developing, but not available yet)⁶



Limited parking available at location

¹ Pet Supplies-US, June 2018 <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/860513>

² Tomlinson's, 2019, <https://tomlinsons.com/>

³ Yelp-Tomlinson's, 2019 <https://www.yelp.com/biz/tomlinsons-austin-12>

⁴ The 10 Most Dog-Friendly Cities in the U.S., August 2019 <https://www.travelandleisure.com/travel-news/dog-friendly-cities-national-dog-day>

⁵ Seattle's Dog Obsession, October 2013, <https://www.seattlemag.com/article/seattles-dog-obsession>

⁶ Pet Store Retailing-US, May 2018 <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/894851/>

TOMLINSON'S BRAND PROFILE

THE WHO

Tomlinson's is a brand owned by four generations of the Click family, servicing pets and pet owners in the Austin and Central Texas region.

THE WHAT

When the Click family bought the brand in November of 1971, they sought to refocus the brand toward all-natural, healthier pet food and supplies. Ever since then, the family has seen tremendous growth. They remain dedicated to making sure the customers have the best shopping experience, and pets have the most high-quality nutrition and supplies.

THE WHY

Tomlinson's opens doors each day with a mission of doing what's best for guests and their pets. Any brand can have a set of core values, but Tomlinson's is known for exhibiting its eight core values through customer service in stores and community engagement. Tomlinson's values building trust by doing the right thing. This is demonstrated by ethically gaining profit, advocating for animal rescue, and donating each year an abundance of healthy pet food and money to the Central Texas Rescue.

THE SO WHAT

Tomlinson's prides itself on its ongoing reputation of curating the best selection of the healthiest and smartest pet supplies, which is what individualizes them in a crowded market. With a wide array of food choices, from dry kibble to wet food, there is always something that customers can feel good about feeding to their pets. Don't know which one to pick? Each Tomlinson's team member is trained in animal nutrition because of the belief that people work hard so pets can eat better. At Tomlinson's, advocating for a pet's healthy lifestyle goes much further than ensuring they have the best nutrition. Browse the aisles and shoppers will find pet clothing, beds, leashes, supplements and interactive toys. This makes Tomlinson's the top one-stop shop.

HOURS

MONDAY - SATURDAY:
9:00AM - 8:00PM
SUNDAYS
10:00AM - 6:00PM

WHO WE'RE FETCHING

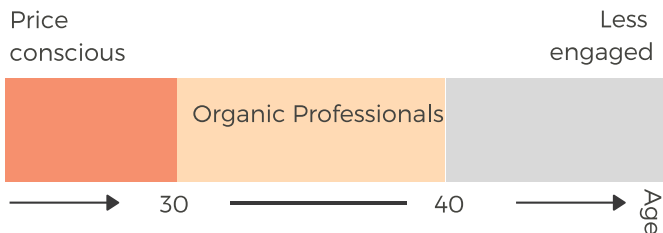


ORGANIC PROFESSIONALS:

Single professionals in their 30's, who value organic and natural products, while staying socially connected.

LOCATION

Organic Professionals make up 51.8% of the population that live within a 5-mile radius of the Seattle location's zip code.¹ Since they live in close proximity to their jobs, and often walk or take public transportation, convenience is important to them.³



LIFESTYLE

Organic Professionals are well-educated, and focused on their careers instead of building a family.³ As singles, they are increasingly humanizing their pets and using them to fill the "family" role in their lives.⁵ Since this group prefers organic and natural products for themselves,³ they want their pets to have similar lifestyles to their own² and therefore prioritize health for their animals, as well.

Organic Professionals value staying connected and the opinion of others. They use computers and cell phones for social media,³ leading them to consider a wider variety of factors prior to purchasing, including consulting product reviews and recommendations from vets, family and friends, and store employees.²

SPENDING

They are established in their careers and have an income above the U.S. average, but they spend a large portion of it on services, including on their pets.³ This financial security prevents them from being price conscious like pet owners under 30.⁴ Adults under the age of 44 purchase the most products and do the most product research.

PURCHASING BEHAVIOR

When making pet purchasing decisions, Organic Professionals want to learn about the products their pets are consuming and prefer to speak to knowledgeable, in-person staff. This spurs their preference for specialty or independently owned stores like Tomlinson's.⁴

WHY DOES THIS MATTER

Tomlinson's prides itself in the quality of its products and knowledgeable staff. The majority of Organic Professionals are willing to make a pricer purchase for their pets if it means a quality experience. From superior pet food to everything in between, Tomlinson's is the convenient choice for our busy target. As a one-stop shop, Tomlinson's offers an experience worthy of a photo op and a recommendation to a friend, which is essential to our target.

¹ERSI, 2018 <https://www.esri.com/en-us/arcgis/products/tapestry-segmentation/zip-lookup>

²Pet Supplies-US, June 2018 <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/900998/>

³Millenials are picking pets over people, September 2016 https://www.washingtonpost.com/news/business/wp/2016/09/13/millennials-are-picking-pets-over-people/?utm_term=.dc0595293861

⁴Pet Store Retailing-US, May 2018, <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/894851/>

⁵America's Pet Owners-US, August 2018, <http://academic.mintel.com.ezproxy.lib.utexas.edu/display/860599/>

GEOGRAPHIC PROFILE

SEATTLE, WASHINGTON

Urban Seaport City

DEMOGRAPHICS:



Population: 704,358 ¹



Median Age: 35.5 ¹

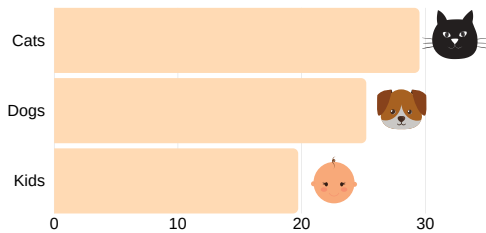


Median Income: \$83,476 ¹



3/5 of Adults are single ²

PERCENTAGE OF HOUSEHOLDS WITH ³:



NOTABLE REGIONS:

- Downtown Seattle offers a skyline and mountain view simultaneously.
- West Seattle is a breath of fresh air for laid back residents and visitors that long for a charming beach city vibe.
- Capitol Hill beams with diversity and has a reputation of being one of the hippy town of Seattle.

PLACES TO SEE:

- Space Needle
- Pike Place Market
- The Original Starbucks

SEATTLEITES:

- Easygoing
- Tech-savvy
- Coffee Fanatics

Seattle boasts as the most highly educated and tech-savvy city in the nation. ⁴

Tomlinson's will travel far from their Central Texas roots to plant a new business in the historic Ballard District of Seattle.

EAT



A walk down the historic streets of Ballard would entail finding some of the coziest, locally owned coffee shops, an abundant amount of craft breweries, and a restaurant for any occasion. Many of these establishments are a hot spot for Organic Professionals as many have accommodations for pets and have a buzzing social atmosphere.

SHOP



Ballard District is home to some of the most popular artisan shops in Seattle. Ballard also hosts one of the most notable farmers markets of Seattle, which carries a wide array of produce, flowers and handmade goods, and crafts. Shopping in Ballard is an experience that creates a long lasting memory for Organic Professionals and those alike.

PLAY



Stay a while and take part in learning Ballard's Scandinavian roots by strolling through a museum or visiting the Ballard Locks. No matter what the day calls for, the nearby Golden Gardens Park is a place to unwind. This off-leash dog park attracts Organic Professionals. The attractions in the area are opportunities for Tomlinson's to engage in.

¹ Data USA-Seattle, WA, 2018, <https://datausa.io/profile/geo/seattle-wa/>

² Are you living alone? You're not alone, 2015, <https://www.seattletimes.com/seattle-news/data/fyi-guy-are-you-living-alone-youre-not-alone/>

³ U.S. Census Bureau QuickFacts, 2018, <https://www.census.gov/quickfacts/fact/table/seattlecitywashington,US/EDU685217>

⁴ Seattle Rises to 2nd Best Tech City in the U.S., 2017, <https://www.geekwire.com/2017/look-bay-area-seattle-rises-2nd-best-tech-city-u-s-passing-washington-d-c/>

COMPETITIVE PROFILE



Locally owned and family operated

Multiple locations across greater Seattle area

Partners with Amazon Prime for free 2 hour delivery within community

Staff has a knowledgeable and helpful reputation

Offers a loyalty rewards program

THREAT LEVEL



All the Best Pet Care is a leading competitor because of its close proximity to Tomlinson's new location and the similarity in terms of product type. Like Tomlinson's, All the Best carries many natural/organic products for both dogs and cats. ATB is also locally owned and has multiple locations across the area. The staff has a reputation of being knowledgeable and helpful to customers. However, All the Best does not express any core values, like Tomlinson's who places an emphasis on enforcing their core beliefs.



0.3 miles away



Operates the largest distribution center of any pet food and supply retailer in Pacific Northwest

Locally and employee-owned/operated

Multiple locations across greater Seattle area and Pacific Northwest

Hosts FUTY (from us to you) Festival (animal welfare volunteer appreciation party)

THREAT LEVEL



With its many locations across the Pacific Northwest in both Washington and Oregon, Mudbay is a strong competitor. Mudbay is active in giving back to its community and hands-on volunteer work. While both Mudbay provides a threat in owning the largest distribution center of any pet food and supply retailer in Pacific Northwest, Tomlinson's stands out in demonstrating its core values well.



0.7 miles away



Specializes in the area of holistic pet food and supplies

Offers home delivery

Reputation of great customer service and friendly staff

Has the largest selection of home care products

Products for dogs and cats only

THREAT LEVEL



Crown Hill Pet Supplies is known for their experienced employees and expertise on the wide selection of pet products. Customers love the brand for having great customer service and a friendly staff. However, Crownhill does have many broken links on their website which makes retrieving information on products difficult. Moreover, the high prices of products in store are concerns for some customers.



2.5 miles away



petco

Large retail chain across the country

Offers food, supplies and adoptions for wide variety of pets

Online purchase, pickup in store and repeat delivery available

Has a rewards program available at any location

Offers "services from head to tail"

THREAT LEVEL



Petco is a convenient option for many consumers because it is a national chain with many locations and has a wide selection of common brands. Petco also offers other services, including vets, day care, grooming, training, and adoptions. Although Petco has a large selection of products, its selection of natural or organic products is not nearly as impressive as Tomlinson's selection. Furthermore, Petco employees may be less informed of products as compared to Tomlinson's employees.



2.2 miles away

MEDIA MENU

TV/Cable (CPP Levels)				
Daypart	4Q18	3Q18	2Q18	1Q18
Prime Access	570	449	447	421
Prime	1002	981	975	1036
Late News	597	601	535	552
Late Fringe	441	413	392	447

Radio (CPP Levels for 60 Second Spots)				
Daypart	4Q18	3Q18	2Q18	1Q18
AM	338	315	306	328
Day	304	301	282	274
PM	338	329	301	310
Evening	184	190	144	135

Newspaper: The Seattle Times		
Black & White Rates		
	Mon-Sat	Sun
Per inch	\$123.75	\$165
Full pg	8,437.50	11,250.00
1/2 pg	4,425.00	5,925.00
Color Rates		
	Mon-Sat	Sun
Per inch	\$165	\$220
Full pg	11,250.00	\$15,000
1/2 pg	5,900.00	\$7,900

Magazine: Seattle Met			
Color Rates			
	1 ti	5 ti	9 ti
4-Color:			
Spread	11,015	9,255	9,075
1 page	6,650	5,540	4,810
1/2 page	3,590	3,015	2,625
Covers			
	1 ti		
4-Color:			
2nd cover	10,415		
3rd cover	8,745		
4th cover	11,280		

Magazine: Outdoors NW			
Color Rates			
	1 ti	3 ti	6 ti
4-Color:			
1 page	2,975	2,770	2,500
2/3 page	2,320	2,020	1,850
1/2 page	1,820	1,680	1,500
Covers			
	1 ti		
4-Color:			
2nd cover	3,375		
3rd cover	3,375		
4th cover	3,535		
Classified			
	1 ti		
Marketplace	345		

OOH: Clallam Transit						
King Displays						
GRP/Showing Buses		1 mo	3 mos	6 mos	12 mos	
100	20	5,000.00	4,400.00	4,100.00	3,900.00	
75	15	3,750.00	3,300.00	3,075.00	2,925.00	
50	10	2,500.00	2,200.00	2,050.00	1,950.00	
25	5	1,250.00	1,100.00	1,025.00	975	
Unit	1	250	220	205	195	
Queen Displays						
100	20	3,000.00	2,900.00	2,800.00	2,700.00	
75	15	2,250.00	2,175.00	2,100.00	2,025.00	
50	10	1,500.00	1,450.00	1,400.00	1,350.00	
25	5	750	725	700	675	
Unit	1	150	145	140	135	
Taillight						
100	20	4,000.00	3,800.00	3,600.00	3,500.00	
75	15	3,000.00	2,850.00	2,700.00	2,625.00	
50	10	2,000.00	1,900.00	1,800.00	1,750.00	
25	5	1,000.00	950	900	875	
Unit	1	200	190	180	175	
Interior						
100	20	300	240	160	120	
75	15	225	180	120	90	
50	10	150	120	80	60	
25	5	75	60	40	30	
Unit	1	15	12	8	6	

Buses	52 wks	26 wks
Full Wrap - Window Coverage		
1	\$1750 per mo.	\$2000 per mo.
Full Wrap - No Window Coverage		
1	\$1500 per mo.	\$1750 per mo.
Full Tail Wrap		
1	\$425 per mo.	\$495 per mo.

OOH: Zoom Media		
Commercials with Sound	2 x :30 spots/hour	\$560/venue/month
Digital Signage (non-sound)	4 x :15 spots/hour	\$420/venue/month
Backlit Billboards	1 per venue	\$420/venue/month (\$5.00 CPM)
Male Classic Billboards	1 per venue	\$210/venue/month (\$4.90 CPM)
Female Classic Billboards	1 per venue	\$210/venue/month (\$4.90 CPM)

OOH: Ad Walls		
Wall Ads (Standard Size is 6' H x 12" W)		
Mid Level Showing	Minimum of 5 units within market	\$875-1,250 / Board / Month
Unrestricted Per-Unit Rate	Minimum of 1 units within market	\$925-1,500 / Board / Month
Custom Floor Graphics & Elevator Wraps		
Pricing Per Location		\$1,200-2,500 / Month
Columns & Overheads		
Pricing Per Location		\$450 / Month
Production / Installation / Maintenance Charges		
Wall Ads (6' x 12')		\$1,350 Per Ad
Floor Graphics (10' x 12')		\$18.50 Per Square Foot
Elevator Wraps		\$330-400 Per Elevator
Columns & Overheads (on average 6' x 2')		\$350 Per Ad

OOH: Lamar	
Junior Poster	\$350 - \$550 (in 4 week period)
Poster	\$1,000 - \$3,500 (in 4 week period)
Bulletins	\$3,000 - \$50,000 (in 4 week period)
Digital Poster	\$1,500 - \$3,500 (in 4 week period)
Digital Bulletins	\$5,000 - \$15,000 (in 4 week period)

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EXECUTIVE SUMMARY

► COMMS PLATFORM

The communication platform exemplifies Tomlinson's understanding of the value in creating an experience. A combination of quality, community involvement, and an organic lifestyle ensures a connection guaranteeing long-term relationships.



► FLIGHTS

FLIGHT ONE: FETCH

Gives Organic Professionals the chance to become familiar with the Tomlinson's brand and become aware of what it means to have their pets live organically and join the healthy pet community.

FLIGHT TWO: CATCH

Tomlinson's will actively seek experiences with Organic Professionals. These interactions will be mutually beneficial for the development of consistent traffic in the new store.

FLIGHT THREE: RETRIEVE

Enjoying the experience all over again. Conversations between Organic Professionals and Tomlinson's will remain constant to keep Tomlinson's top of mind and establish loyalty and repeat purchase.

► BACKGROUND

The Point Media has been researching and strategizing the new market of Seattle, Washington that Tomlinson's projects to start new business. The Point has developed a full rundown of the ideal target market (organic professionals) and a full media plan targeting Organic Professionals, all with a strategically used budget of \$100,000. The entire campaign was created with the plan to never stray away from Tomlinson's tried and true mission of "do what's best for our guest & their pets."

► MEDIA STRATEGY

Organic Professionals value staying connected and living a social lifestyle. This Tomlinson's campaign is designed to target them by creating experiential moments and enforce brand awareness which will essentially educate them on the naturally smarter Tomlinson's. It will also be important for Tomlinson's to immerse themselves as a member of the Ballard District right away. This will gain promising interaction to the hot spot of Ballard District. The media plan will work well with their lifestyle since their pets serve as their family, in place of having children. Every effort in this campaign will translate to business objectives that will keep doors swinging.

► SO WHAT?

The Point Media has put together a media plan that will constantly be engaging Organic Professionals. They will be vital to the new business since they make up half of the new market area. At the end of this campaign period, 50% of Organic Professionals identified in Seattle should be aware of the Tomlinson's name when prompted via aided recall. The events and continuous efforts Tomlinson's will host will be a guaranteed experience worth pawing for!

COMMS PLATFORM

Tomlinson's appreciates the value of a quality experience. Creating something worth sharing is not done easily, yet Tomlinson's has succeeded in perfecting it. Through upholding high standards and providing the best products, they help the consumer choose better. They are proud, not only of their product, but of the experience they create for every person who comes across their brand. Tomlinson's is a place where Organic Professionals find:

EXPERIENCES WORTH PAWSING FOR

A place where they take their time shopping and desire for their pet to experience life the same way they do--organically. Tomlinson's also helps them and their pets experience more together. From using quality accessories for outdoor activities to sharing more adventures, Tomlinson's products help their pets live better. As a community member, Tomlinson's uses its platform to better the lives of all animals in the area. Tomlinson's creates a charitable experience that their customers can be a part of, which the service-oriented Organic Professionals value highly.

MEDIA OBJECTIVES

FETCH

Two weeks prior to the Grand Opening, the Tomlinson's brand name, location, and opening event will be broadcasted to the Seattle community. In order to promote brand awareness, the campaign will begin by using direct mail, a digital billboard, and branded coffee sleeves. Along with channels previously mentioned, The grand opening will be promoted using heavy-up Facebook advertising and newspaper prior to the event. With the recognition attained through these channels, the Grand Opening will generate interactions through the many activities offered. The interactions and awareness gained through these channels will influence the community to create buzz around the brand and translate into generating traffic in the next flight.

CATCH

With increased awareness, comes the next objective of driving in-store traffic. To do so, the campaign will continue with efforts in OOH, Pandora and newspaper. These channels will promote interest and drive consumers into the new location. With the upcoming Bark in the Park event, Tomlinson's will develop relationships with Organic Professionals, both new and existing consumers. To increase awareness of Tomlinson's presence at the event, the Tomlinson's pet relief stations will be promoted through Facebook. The interactions generated through experiential and in-store traffic will begin to encourage the next objectives of developing a loyal consumer base.

RETRIEVE

Five months into the campaign, Tomlinson's will introduce heavy OOH efforts, to create prominent messaging in the area of which Organic Professionals are most prevalent. Other digital efforts will promote Tomlinson's existing loyalty program and strengthen relationships with existing customers. Additionally, a bi-weekly newsletters will be introduced and sent out to these existing customers with the goal of enforcing repeat purchase. Through this carefully curated media campaign, Tomlinson's should expect to see a 5% - 10% growth by the end of December.

CONTINUOUS

INTERN

Tomlinson's will hire an intern experienced in SEM and social media management. In addition, the intern will also be responsible for creating weekly content on the Tomlinson's Instagram page and assisting with the bi-weekly newsletter, both with the goal of making Organic Professionals feel like part of the brand.

INSTAGRAM

Tomlinson's will use Instagram to highlight a weekly "Pet of the Week". Through Instagram posts, Tomlinson's will encourage followers to upload a photo of their pet with the Tomlinson's Instagram handle for a chance to be featured on their page as the "Pet of the Week". This will get users into the store, as well as gain brand awareness. Tomlinson's will also have spontaneous posts that continue their presence on social media.

FACEBOOK

Tomlinson's will keep their Facebook updated as a platform for Organic Professionals to share and create experiences. From responding to events, writing reviews, and posting photos, this platform is all about sharing experiences that Tomlinson's provides.

SEM

Google AdWords will be used throughout the campaign using strategically targeted keywords to help Organic Professionals find Tomlinson's. Keywords such as "Organic Pet Food", "Healthy Pet Products", and "Local Pet Store Seattle" will help inform Organic Professionals of the brand, as well as help connect with Tomlinson's through common values.

BALLARD FARMER'S MARKET

Tomlinson's will buy a booth at the Ballard Farmers Market, a weekly event held less than half a mile from the new location. This event is notorious for attendees bringing their pets and attracts 14,000 people each week. Instead of selling goods,

Tomlinson's will give out free branded products, such as dog waste bags and reusable shopping bags. With this booth, specifically for dogs, participating in the farmer's market will increase brand awareness and help build Tomlinson's reputation as a store that cares about taking care of pets. Our target's desire to be organic and the dog-friendly environment of this event makes it the perfect way to reach Organic Professionals.

BUS TAIL ADS

Bus advertisements will be viewable to the large commuter population of Seattle. This effort will keep Tomlinson's top of mind to Organic Professionals as they commute to and from work using public transportation.

DIGITAL POSTER

A Tomlinson's digital billboard will be placed on 15th Ave to promote awareness and recognition of the brand. 15th Ave is a busy street in the Ballard area, on the route to many hotspot restaurants, bars, grocery stores and even some competitors. With the high impression rate of billboards, this will quickly introduce Tomlinson's to the community.

NEWSPAPER

To promote both awareness of Tomlinson's name and opening, three half page insertions will be placed in the Seattle Times. These advertisements will be heavily viewed by Organic Professionals who use this channel regularly. Placing it in the Seattle Times three times in a one week period will enforce brand recognition and keep Organic Professionals curious and excited to visit the store.

DIRECT MAIL

Two weeks prior to the grand opening, the community around Ballard District, which largely includes Organic Professionals, will receive a postcard inviting them to the Grand Opening. This postcard will include all information including website, address and social channels and a short snippet about Tomlinson's to get the community curious and excited about Tomlinson's. The postcard will also include a coupon as an incentive to join the fun at the Grand Opening. Since Tomlinson's is opening in an unfamiliar market, buying a mailing list will provide a foundation of potential customer. With an average 0.5% to 2% return rate on direct mail, Tomlinson's can expect to attract approximately 125 people through this channel.

OBJECTIVES

GENERATE INTERACTIONS

ENFORCE BRAND AWARENESS

FOSTER BUZZ

GRAND OPENING

Tomlinson's grand opening will be an interactive event promoted to Organic Professionals and their furry loved ones. Those who attend will have the opportunity to participate in activities starting with a whimsical caricature portrait. Since the majority of Organic Professionals do not have children, they will value this experience with their pets, whom they treat as family. Tomlinson's will partner with Stella & Chewy's Treats to provide a Treat Bar, which will include an assortment of treats for pets to enjoy. The treat bar will allow attendees to become familiar with one of the many brands on the shelf, and pets will surely beg owners for more! Tomlinson's will also keep Stella & Chewy's treats at the wrap around of the register for the first 3 months of operation, as a sales boost opportunity for Stella & Chewy's. Other incentives to attend the grand opening include branded waste bag caddies in exchange for customer emails. This will be Tomlinson's first opportunity to engage with Organic Professionals and their pets.

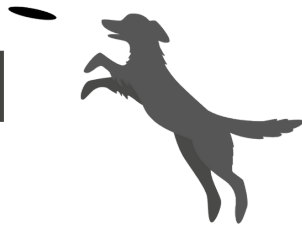
FACEBOOK: HEAVY-UP

An event on Facebook will be created for the Grand Opening on the Tomlinson's page and promoted throughout Facebook to Organic Professionals.

CAT CAFE COLLAB

Following the campaign kick off , the Tomlinson's name will be on customized coffee sleeves in the local Cat Cafe, Meowtropolitan. This is a mutually beneficial relationship for both parties, as Tomlinson's will supply 5,000 co-branded coffee sleeves per week, in exchange for them reaching Meowtropolitan's audience. With Meowtropolitan's close proximity to the new location, this tactic will foster buzz among the cafe's existing customer base, including Organic Professionals in the area.

FLIGHT TWO: CATCH



FLOOR GRAPHIC AD

A graphic floor advertisement will be placed along Ballard Ave. This prime placement will engage consumers' attention within close proximity to the new location. This will keep the Tomlinson's name on top-of-mind and encourage existing consumers to stop by the store frequently.

PANDORA

In the area of which Organic Professionals live, the population has a Pandora Radio usage of 37.5%. Tomlinson's will place ads on Pandora Music which produces high impression rates. With these impressions, Tomlinson's projects to drive direct purchases with each advertisement that will feature a certain product carried on our shelves.

OBJECTIVES



GENERATE INTERACTIONS

DRIVE EXPERIENTIAL
TRAFFIC

REINFORCE BRAND
AWARENESS

DIRECT PURCHASE

PRINT: NEWSPAPER

Connecting with Tomlinson's growing customer base will be accomplished through Newspaper advertising. This two week spread will promptly boost traffic in-store and reinforce brand awareness. Getting customers into the store provides opportunity to generate employee-customer interaction and will translate into a long-term customer base.



FLIGHT TWO: CATCH CONT.

EVENT: BARK IN THE PARK

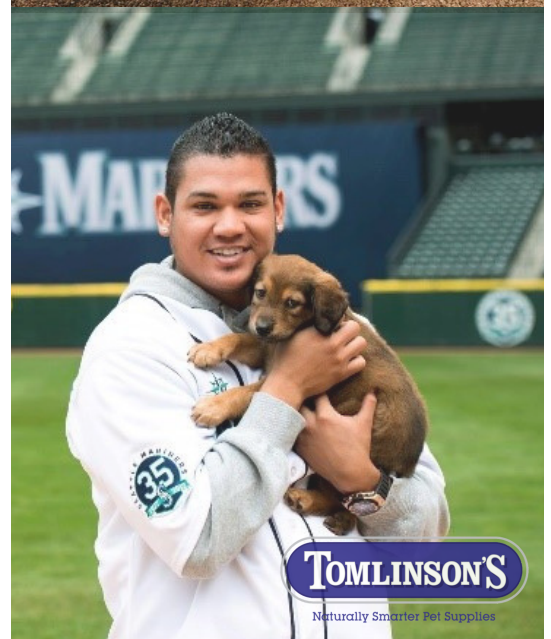
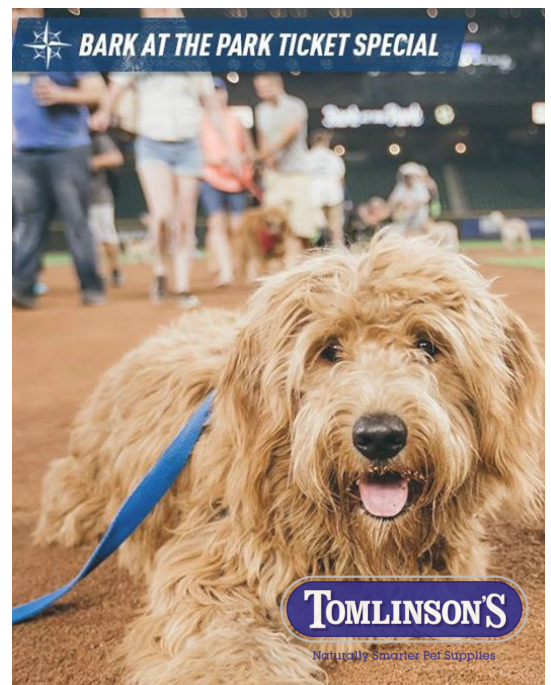
On July 22nd, the Seattle Mariners will host fans and their dogs for a night out at the ballpark. Approx. 3,500 Bark in the Park tickets are sold and typically sell out year after year. This event is very likely to be of interest to Organic Professionals, due to the fact that 48% of those in the area of our target market show an interest in Major League Baseball.

Tomlinson's will get involved in this event by having a pet relief station near the designated Bark in the Park check in gate. This will consist of branded Tomlinson's water bowls, set-up in the areas surrounding the gate entrance for pet and owner convenience. Tomlinson's will also be generating interaction with the dog's owners by having a table set-up that will encourage them to share their email to take part in our future bi-weekly newsletter beginning in October. In exchange, we will be handing out Tomlinson's treat bags, waste bags, and branded Tomlinson's baseball themed dog bandanas, while supplies last. These promotional items will spread awareness and encourage consumers to shop at the new Tomlinson's location.

Once the game ends, owners are invited to round the bases on the field with their dog. Tomlinson's will drive experiential traffic by having a photographer take family photos with their dog on the field. In order for participants to retrieve the photo, they will be directed to the Tomlinson's website which will encourage them to browse the brand and overall increase brand recall even after the event. This will give attendees an opportunity to have a keepsake from this event, with the Tomlinson's logo at the bottom corner.

FACEBOOK: PROMOTIONAL

Two weeks prior to the Bark in the Park event, Tomlinson's will boost promotional Facebook ads to promote their presence at the event. This will give those that are attending an idea of what to look forward to and a chance to browse the brand before interacting with us.



FLIGHT THREE: RETRIEVE



OOH

FITNESS GYM ADS

Organic Professionals value a healthy lifestyle that includes fitness frequently. Through this channel, Tomlinson's will catch the target in an active environment by placing ads on the screens of fitness equipment. After establishing contact with consumers in previous flights, this channel will aid message dominance.

DIGITAL POSTER

With the high impression rate of billboards, two digital posters in the area will assert Tomlinson's as a dominant player. Likewise, this channel promotes top-of-mind to keep customers through the doors.

WALL AD

Establishing a presence through a wall ad on Ballard Ave. will take Tomlinson's to the heart of the Ballard District. With the popularity of this street, the wall ad will engage a high level of consumers in the area to assert the Tomlinson's name.

GOOGLE DISPLAY ADS

At this point in the campaign, Tomlinson's should be an established brand to Organic Professionals. This will be reinforced through adding Google display ads as another way to have a valuable conversation with Organic Professionals on a platform that is prevalent to them. The goal of the display ads is to serve them at the right place, right time and be a reminder of the uniqueness that is Tomlinson's

OBJECTIVES



MESSAGE DOMINANCE

GENERATE REPEAT
PURCHASE

ESTABLISH LOALTY

BI-WEEKLY NEWSLETTER

Towards the end of the campaign, Tomlinson's will introduce a biweekly newsletter for the customers that have given their email through incentives at events and in store. This newsletter will be produced by the Tomlinson's intern. Every two weeks the intern will be tasked with filling the email boxes of Organic Professionals with valuable content such as a rundown of new products & sales, pet tips and tricks, fun facts about the Tomlinson's brand, and feature an employee once a month. This newsletter will turn Tomlinson's into a real person, a friend, and a member of the community by having a constant conversation with Organic Professionals.

MEDIA MENU ADDITIONS

Online		
Google Display Ads	\$ 20.00	per day
Google AdWords	\$ 300.00	per month
Facebook Heavy-Up	\$ 30.00	per day
Facebook Promotional	\$ 10.00	per day
Facebook Continuous	\$ 6.39	per day

https://ads.google.com/intl/en_us/home/campaigns/display-ads/

<https://www.bluecorona.com/blog/how-much-facebook-advertising-costs>

People		
Intern	\$ 15.00	per hour
Caricaturist	\$ 125.00	per hour
Event Staff	\$ 15.00	per hour
Photographer	\$ 200.00	per hour

<https://www.thumbtack.com/p/caricature-prices>

https://www.thumbtack.com/-Seattle-WA/service/2561161?service_

OTT		
Pandora	\$ 6.00	CPM

<https://www.webfx.com/internet-marketing/how-much-does-it-cost-to-advertise-on-pandora.html>

Promotional Merch		
Bandanas	\$ 1.39	per bandana
Waste Bag Caddies	\$ 0.78	per caddy
Treats	\$ 200.00	of Tomlinson's treats
Reusable Bags	\$ 0.80	per bag

<https://www.qualitylogoproducts.com/tradeshows-promotions/lil-doggy-bandanna.htm>

<https://www.identity-links.com/pet-products/poop-bags-poop-scoops/identity-colorific-bone-shaped-bag-dispensers-with-matching-bags>

<https://www.totallypromotional.com/bags/tote-bags/polypropylene-promotional-tote.html>

Direct Mail		
Mailing List	\$ 40.00	CPM
Postcard with Postage	\$ 750.00	CPM

<https://click2mail.com/knowledgebase/mailling-lists/how-much-does-a-mailling-list-cost>

<https://mailchimp.com/help/about-postcards/>

Miscellaneous		
Farmer's Market Booth Fee	\$ 35.00	per week
Coffee Sleeves	\$ 0.115	per sleeve

<http://www.sfmamarkets.com/vendors>

<https://www.yourbrandcafe.com/collections/coffee-sleeves/products/dimpled-kraft-full-wrap-sleeves>

BUDGET

Total Budget

Newspaper					
Vehicle	Unit	Variable	Circulation	Total Cost	% of Budget
The Seattle Times	\$4425/Half Page Insertion	7 Half Page Ads	201,122/ins.	\$ 30,975	30.98%
Newspaper Total:			1,407,854	\$ 30,975	30.98%

OOH					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Digital Poster	\$2,500/4 week period	3 Digital Posters	222,173/week	\$ 12,500	12.50%
Floor Graphic Ad	\$18.50/Square Foot	10' x 12'		\$ 2,220	2.22%
Fitness Gym Ads	\$550/venue/month	2 x :30 spots/hour		\$ 1,120	1.12%
Wall Ad	\$1,210/board/mo. + \$1,450	2 Wall Ads		\$ 7,540	7.54%
Bus Tail Wrap	\$495/month/bus	4 Bus Tail Wraps		\$ 11,900	11.90%
OOH Total:			222,173	\$ 35,280	35.28%

Online					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Facebook Heavy-Up	\$30/day	2 weeks	58,415	\$ 420	0.42%
Facebook Promotional	\$10/day	2 weeks	19,470	\$ 140	0.14%
Facebook Continuous	\$6.39/day	35 weeks	217,663	\$ 1,605	1.57%
Google AdWords	\$300/month	35 weeks	109,004	\$ 2,550	2.55%
Google Display Ads	\$20/day	2 months	34,870	\$ 1,220	1.22%
Online Total:			439,422	\$ 5,935	5.90%

Direct Mail					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Mailing List	\$40 CPM	10,050 HH	10,050	\$ 402	0.40%
Postcard with Postage	\$0.75/card	10,050 HH		\$ 7,538	7.54%
Direct Mail Total:			10,050	\$ 7,940	7.94%

OTT					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Pandora	\$1,500/week	2 weeks	500,000	\$ 3,000.00	3.00%
OTT Total:			500,000	\$ 3,000.00	3.00%

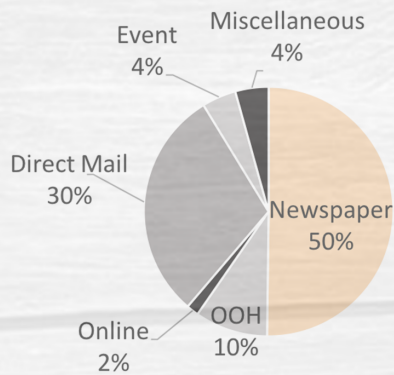
Event					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Grand Opening			~200		
Caricaturist	\$125/hour	4 hours		\$ 500	0.50%
Waste Bag Caddies	\$0.78/caddy	860 units		\$ 670	0.67%
Bark in the Park			~3,500		
Branded Bandana	\$1.39/bandana			\$ 1,390	1.39%
Treats		\$200 worth of treats		\$ 200	0.20%
Waste Bag Caddies	\$0.78/caddy	128 units		\$ 100	0.10%
Photographer	\$200/hour	2 hours		\$ 400	0.40%
Event Staff	\$15/hour	4 Employees x 2 hours		\$ 120	0.12%
Misc. Set-Up Costs				\$ 100	0.10%
Ballard Farmers Market			~7,000/week		
Booth Fee	\$35/week	35 weeks		\$ 1,225	1.23%
Event Staff	\$15/hour	5 hours/week		\$ 2,625	2.63%
Waste Bag Caddies	\$0.78/caddy	2,500 units		\$ 1,950	1.95%
Reusable Bags	\$0.80/bag	1,500 bags		\$ 1,200	1.20%
Event Total:			~248,700	\$ 10,480	10.38%

Miscellaneous					
Vehicle	Unit	Variable	Impressions	Total Cost	% of Budget
Intern	\$15/hour	10 hours/week x 35 weeks		\$ 5,250	5.25%
Promotional Coffee Sleeves	\$0.115/sleeve	5000/week x 2 weeks	10,000	\$ 1,140	1.14%
Miscellaneous Total:			10,000	\$ 6,390	6.39%

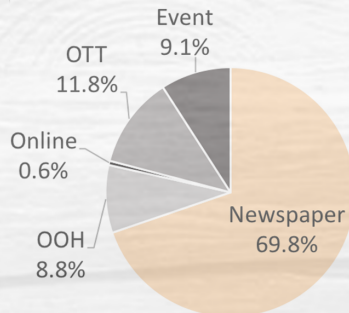
Overall Total:				\$ 100,000	100%
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BUDGET BREAKDOWN

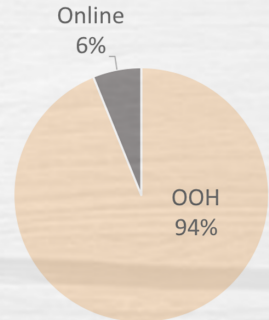
FLIGHT ONE



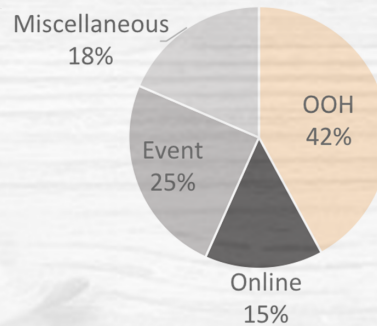
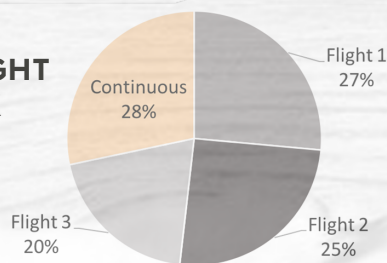
FLIGHT TWO



FLIGHT THREE

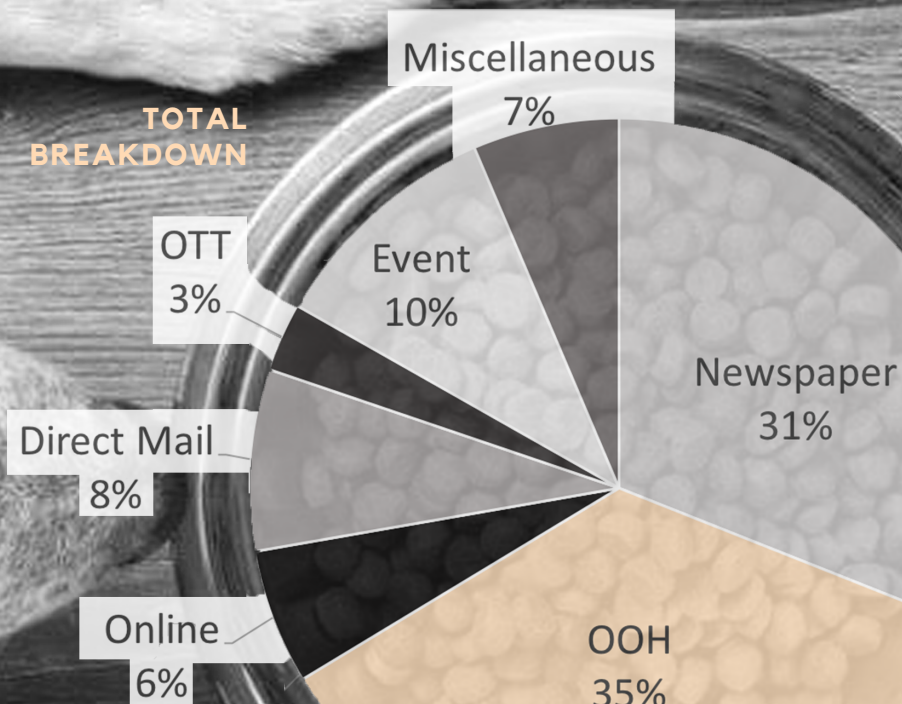


FLIGHT MIX



CONTINUOUS

**TOTAL
BREAKDOWN**



FLOWCHART

Category	Vehicle	April				May				June				July				August				September				October				November				December				Total
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4					
Newspaper	The Seattle Times																																			\$30,975		
OOH	Digital Poster																																			\$30,975		
	Floor Graphic Ad																																			\$12,500		
	Fitness Gym Ads																																			\$2,220		
	Wall Ad																																			\$1,120		
	Bus Tail Wrap																																			\$7,540		
																																				\$11,900		
																																				\$35,280		
Online	Facebook Heavy-Up																																			\$420		
	Facebook Promotional																																			\$140		
	Facebook Continuous																																			\$1,605		
	Google AdWords																																			\$2,550		
	Google Display Ads																																			\$1,220		
																																				\$5,935		
Direct Mail	Mailing List																																			\$402		
	Postcard with Postage																																			\$7,538		
																																				\$7,940		
OTT	Pandora																																			\$3,000		
																																				\$3,000		
Event	Grand Opening																																			\$1,170		
	Bark in the Park																																			\$2,310		
	Ballard Farmers Market																																			\$7,000		
																																				\$10,480		
Miscellaneous	Intern																																			\$5,250		
	Promotional Coffee Sleeves																																			\$1,140		
																																				\$6,390		
																																				\$100,000		

STRATEGY & RATIONALE

Ballard District is not a short lived stop on the map, rather its a long-lasting community that creates memories to last a lifetime. The unique experience, vibe, and customer service that Tomlinson's offers will fuse well with the existing community in the Ballard District.

Organic Professionals value a connected and social lifestyle. Therefore, in a majority of the campaign efforts, Organic Professionals will be reached through vehicles including Facebook, newspaper, and invitations to partake in social events with their pets. Organic Professionals have an intense work commute all over the Greater Seattle Area. In order to catch their attention and stay top of mind in as many ways as possible, OOH efforts will be strategically placed in high impression areas along their commutes. Organic Professionals are always curious to know more. In effort to ensure their minds do not wonder to competitors, SEM and Google AdWords will be continuously implemented to increase brand dominance. The bi-weekly newsletter will also give them something to look forward to and feel more involved with the brand. Organic Professionals work hard and enjoy social activities after a long work week. The events Tomlinson's will host are designed to make them feel like family and overall, establish loyalty and repeat purchase. Through these events, Organic Professionals will be inclined to find time to share their experiences and foster positive feedback.

At the end of this campaign period, 50% of Organic Professionals identified in Seattle should be aware of the Tomlinson's name when prompted via aided recall. Additionally, half of those, will be familiar with the new location and brand personally. Every channel that The Point Media selected directly establishes and works towards a goal, following a pattern of creating awareness, creating in-store traffic, and finally, enforce loyalty.

CALL TO ACTION

With a vision to create healthy living through quality products and provide for pets in their community, Tomlinson's turned ordinary into extraordinary. After the original feed store turned organic in 1971, they took the Austin community by the horns and created an impression that matters. With purpose and research, The Point Media is equipped to bring the organic pet lifestyle and experience to the health-conscious Seattle, Washington.

The continuous efforts to create experiential moments for Organic Professionals will be seamlessly executed through the powerful skill sets exhibited by the six women that make up The Point Media. Our goal for Tomlinson's is to surpass pet store expectations and guarantee the brand's success through our well thought-out media objectives. The media efforts in this campaign are also designed to establish a foundation for Tomlinson's long lasting customer base all in 35 weeks. Targeting Organic Professionals will create a stable foundation for Tomlinson's to cultivate a strong community in Seattle and have consumers BEGGING for more brand experiences. So, let's get straight to The Point and start creating meaningful experiences.