



# **Copy Platform & Media Plan**

- Nevada Seismological Laboratory

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## Table of Content

Overall Marketing Objective	1
Specific IMC Objectives	1
Target Profile	1
Key Benefit	1
Product Position	2
Appeal	2
Promotion Pieces	3
Media Plan	7

**Overall Marketing Objective:**

To inform Nevadans of the dangers of an earthquake and enhance preparation.

**Specific IMC Objectives:**

- Show Nevadans what to do before, during, and after an earthquake.
- Involve students in more frequent earthquake drills.
- Notify homeowners and businesses of tips that will benefit them if an earthquake hits.

**Target Profile:**

1. Schools/Students (Children at school base): Jordan, a six grader, is like a sponge; soaking up energy, and is curious and ready to learn.
2. Households/Families (Parents and children at home base): Jenny, a housewife, who has a 3 years old son; she cares about her child and family's health, wellbeing, and family activities where all the family members can spend time together.
3. Organizations/Workplaces: Jonathan, a CEO in a Nevada local business, who is cautious, thoughtful, and caring about his employees and their work environment

**Key Benefit:**

Know more, learn more, and be safer when you need it.

### **Product Position:**

Since Nevada is one of most active states in terms of the numbers of earthquake, our product—earthquake knowledge is necessary information for all the residence in Nevada. While Nevada has not had any serious earthquakes for a long time we can bring about awareness throughout the year, through direct mail pieces, social media networks, specialty advertising, and a new website implemented to hit all three target markets, this can make people remember and be more alert. The Nevada Seismological Laboratories knowledge of when an earthquake is going to hit and what to do before after and during an earthquake could show and teach people how to deal with an earthquake when it happens. The knowledge that is provided would be, the Nevadans biggest chance to survive if a large earthquake was to occur.

### **Appeal:**

The overall tone of our campaign is going to be informative. We are going to use this type of tone because it is going to gain awareness and enhance preparation. The tone is going to come from our goal. The Nevada Seismological Laboratory is trying to bring awareness to more Nevadans of the dangers that an earthquake can bring. Our Campaign is going to focus on how being earthquake awareness can be a rational decision. We plan to inform to the public on the dangers as well as what to do before, during, and after an earthquake. Since we do not want to inform them by a negative impression, we will approach a fun, excited, and simulative way to attract our target audience.

## **Promotion Pieces:**

### ***A. One Day Earthquake Simulation Event***

**Objective:** To offer an earthquake simulation for all of residence to arise earthquake awareness and knowledge.

**Target:** All three of the target markets.

#### **Description:**

- Create a one day earthquake simulation at University of Nevada, Reno, and University of Nevada, Las Vegas since both of schools have resources to support this activity such as food court, free space, and other from department related to earthquake.
- Create different sections to offer people different experiences:
  - Create an earthquake knowledge section which people can learn how an earthquake forms.
  - Create an earthquake safety section which people can learn how to keep them safe during earthquake.
  - Create an earthquake story section which people can learn different earthquake stories around the world; we could invite some survivors to talk about their story through video type or in the section.

- Build an earthquake simulation buses, so people can experience different magnitude of quakes; the buses could also be saved for future uses such as point-of purchase advertising.
- UNR could have another section which is how the Nevada Seismological Laboratory record and forecast earthquake since the Nevada Seismological Laboratory is located at UNR that people can see how the machine works; UNLV could video to show the works.
- Since the Earthquake Awareness and Preparedness Week is a whole week, we can have the simulation open for organization/company or school groups that could take reservations before the activity on weekday, and open all the people on weekend.

**Timing:** Earthquake Awareness and Preparedness Week

***B. Specialty advertising***

**Objective:** To use color books, pens, drawstring, backpack, anti-bacterial, wet wipes, bottle opener, (I don't know if they are appropriate in our products) refrigerator magnetic, and posters to arise earthquake awareness.

**Target:** All three of the target markets.

**Description:**

- To having the three steps of anti-quake measures—drop, cover, and hold in comic way on color books and refrigerator magnetic while these specialty advertising tools

- To having the anti-quake measures in real pictures at three different locations— workplace, home, and schools on poster since real pictures can be memorized deeper as people could feel more themselves in the situation.
- To having the slogan—“Beat the Quake!” and website address on pens, drawstring, backpack, anti-bacterial, wet wipes, bottle opener, and other mentioned specialty advertising tools as a reminder function.

**Timing:** Start from Earthquake Awareness and Preparedness Week.

### ***C. Website Campaign***

**Objective:** To create a new website which is easier to understand, and appropriate for the target audiences.

**Target:** All three of the target markets.

#### **Description:**

- Since all the related websites which provide by Nevada Seismological Laboratory are too professional and complex, it is really hard to reach the target audiences. Therefore, it would be better to have a new website which creates our specific target market.
- The new website should have three sections which divide as three target markets on the new website. Therefore, the target markets could easily get the information that they want and need.

- The companies section should provide more information about workplace safety such as how to fasten file shelves to reduce the risk that files might fall on one's head.
- The home section should provide more information about home safety such as how to prepare emergency packs which they can get right away in the different corners of the house.
- The schools/children section should provide mini games which can help children learning earthquake knowledge.
- It also allows having a new website address which is easy to memorize for audiences.

**Timing:** As soon as possible; before all the advertisings of Earthquake Awareness and Preparedness Week start.

#### ***D. Brochures and CD Lesson***

**Objective:** To provide a lesson through brochures and CD to raise earthquake awareness and knowledge.

**Target:** Schools and workplaces.

#### **Description:**

- Create a lesson and record in CD and brochures which should include Nevada earthquake knowledge and anti-quake measures.
- Open for all the companies and schools to request.

- Send an emblem or certification which allows them to paste on their workplaces or schools after they have the lesson and videotape their lesson to the Nevada Seismological Laboratory. It does not only motivate companies to have the lesson, but also could have the video to do the future promotion if companies agree to have their images for public uses.
- For motivating company, the Nevada Seismological Laboratory could also have names of companies which already have lesson in the companies section of the new website.

**Timing:** Start from Earthquake Awareness and Preparedness Week.

**Media Plan:**

Even though we want to reach the target audience as many as we could, we still limit to the affordable budget. Therefore, we only select few media which seems most likely to reach the target audience as bellow:

**A. *Radio***

**Objective:** To create a 30 seconds informative commercial on radio for the simple earthquake knowledge the One Day Earthquake Simulation Event.

**Target:** Drivers (workers, householders, and college students)

**Description:**

Radio would be the first media that should be placed the advertising since almost 80% of adults in the U.S. listen to broadcast radio in Nielsen research (Rosoff). For instance, Nevada Public Radio has reached around 130,000 audiences weekly in 2008 (Nevada Public Radio) that was almost 8% of adult population—1,484,705 (State & County QuickFacts). For the delivered message, we suggest to inform the event by a dramatic conversation to catch people's attention rather than the traditional announcement style. While major radio audiences are drivers, they might not really pay attention on the content in the radio; especially during the advertising period. Therefore, a catch tone could help the audiences back to the message from daze.

**Timing:** From one week before the Earthquake Awareness and Preparedness Week to the end of the event.

**Budget:** Free if local radio sponsor the event as it has been. If not, the 30 seconds commercial rates in Nevadan cities are all around \$25; only radio stations in Las Vegas charge \$94 (Radio Advertising Cost in Nevada). In the case, \$3000 is required to have radio ads in 9 major cities in Nevada include Las Vegas for two weeks (5 days a week).

## ***B. Social Network***

**Objective:** To create a specific profile for target markets on Facebook, Myspace, and LinkedIn.

**Target:** Social media users in all three target markets.

**Description:**

While social network is the newest and effective media, we should create profiles on social networks to reach the target audiences. We could reach the three different target audiences by focusing on three different social network websites as professionals on LinkedIn, young adults on Facebook, and teenage on Myspace. Even though there are more social network websites, maintaining a website would cost a lot of time. Since social media can be really effective, it is really important to maintain these social networks. In addition, we suggest using slogan —“Beat the Quake!” as the profiles’ names since the Nevada Seismological Laboratory is formal and professional for the target audiences. While the social networks need to be maintained, weekly update is required such as earthquake news, videos (companies’ lessons, informative videos, and others), and activities information.

**Timing:** As soon as possible, it is better to have before the Earthquake Awareness and Preparedness Week.

**Budget:** Free.

### **C. TV**

**Objective:** To create a 30 seconds informative commercial on TV for simple earthquake knowledge and the One Day Earthquake Simulation Event.

**Target:** Household and mass audiences.

**Description:**

Even though TV commercial effectiveness has decreased, and the cost could be high, TV commercial is still one of media could reach mass audiences. Since our mission is not selling anything, but bring earthquake awareness, reaching more people as possible would be the goal of the media plan. Therefore, TV could be one of best media to spend the budge on. On the other hand, it is the best way to reach one of our target markets—household since TV is the most possible media that housewife or householders who do not work might reach every day at home. In the TV commercial, I think we should place earthquake knowledge rather than the event, so audiences who are not able to attend the event could still have sense about the earthquake; while TV could provide more information in 30 seconds, the effectiveness of informing simple earthquake knowledge would be better such as the three step anti-quake measure. In the commercial, we also suggest to use the real people to simulate the quake situation. As we mentioned, real acting would touch people more. However, we still could mention the event in the end of the commercials as “Check more information at [www.xxxx.com](http://www.xxxx.com) (the new website address) or join our One Day earthquake Simulation Event at UNR or UNLV during February 21-27.”

**Timing:** Two days before the Earthquake Awareness and Preparedness Week.

**Budget:** Request \$1,000 for commercial production and \$2,000 for TV advertising (How Much Do Television Ads Cost?); as the cheapest local TV commercial cost could be \$5 per 1000 audiences (How Much Do Television Ads Cost?), \$2,000 could allow the Nevada Seismological Laboratory to reach 27% of Nevada residences.

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