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jcpenny: Ready for Change

PLAIDVERTISING

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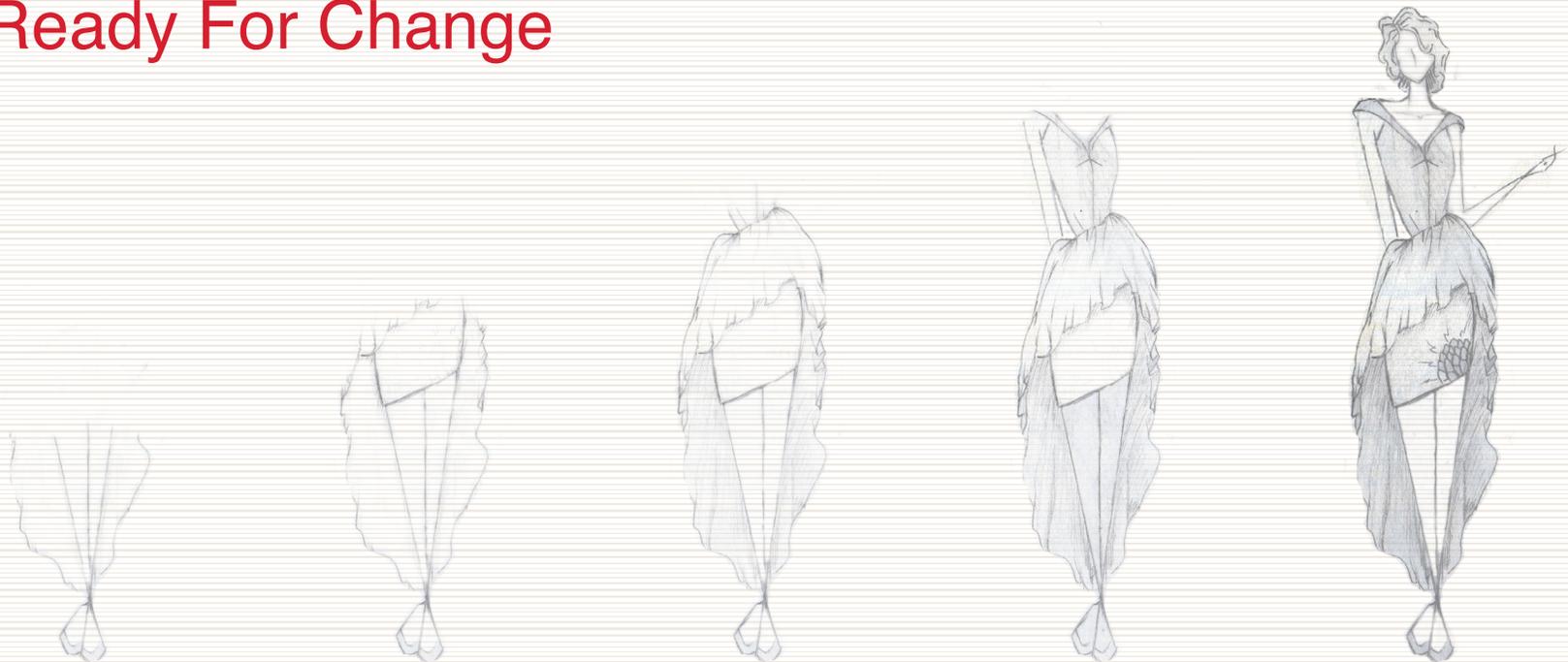
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jcpennney

Ready For Change



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EXECUTIVE SUMMARY

For more than a century jcpenny has been a dependable retailer and a regular shopping destination for the American family. Founded in 1902 by James Cash Penney, the department store was established on the principle of the golden rule. Throughout the years they have developed a reputation for putting their customers first and providing them with their everyday needs.

However, in the minds of women between the ages of 25-34, the image of jcpenny has not been consistent. For a demographic so interested in fashion, these women prefer to do most of their shopping in specialty clothing stores and small boutiques.

We've come to understand our target market's rationale when deciding where to shop. Atmosphere, style, and brands are essential components of an enjoyable shopping experience. Women want to purchase styles that are on the forefront of the runway.

We believe the jcpenny marketing strategy needs a fresh change to better connect with this demographic. The perception of jcpenny fashion will change in the minds of these women with an emphasis on quality, brand names, and digital technology. The addition of the jcp boutique will provide them with exclusive designer brands and enhance their overall shopping experience. These changes will be communicated using traditional and non-traditional media that will direct that market to innovative digital strategies.

This campaign will give jcpenny the tools it needs to become a fashion destination, in line with the goals of jcpenny CEO Myron Ullman who said himself, "We have centered the merchandising leadership at jcpenny in a way that will allow us to best focus our efforts on confirming jcpenny as a style destination."

jcpenny is "Ready for Change." We believe women will be excited to see the bold, new changes that jcpenny is making. Most importantly, this campaign will make great strides in helping jcpenny become a style destination.

RESEARCH

methods & objectives

campaign objectives

Improve the perception of jcpenny as a fashion destination among women ages 25-34.

Increase target market's interaction with jcpenny digital and interactive media.

Create a unique shopping experience that women in the target audience are excited about.

research objectives

What is the target market's perception of jcpenny and its competitors?

How important are prices and brands to the target market?

How can jcpenny merge fashion and the digital world?

secondary

MRI data

CAR (Computer-Assisted Reporting)

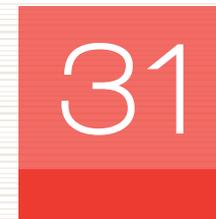
U.S. Census Bureau

Articles from online sources dealing with fashion, digital media, and shopping behaviors

primary



Intercept interviews



In-depth interviews



Focus groups



Expert interviews

// Because of the explosion of available data in the last 10 years, the ability to analyze data and extract meaning from it is no longer the province of math majors and data geeks. //

- Matt Waite, University of Nebraska - Lincoln Adjunct Professor of Journalism and 2009 Pulitzer Prize winner, on the uses of CAR in the field of advertising.

RESEARCH

situational analysis

the problem

Currently, jcpenny is not a style destination for this target market; when they go shopping, the store is not top of mind. Women in this target market need to believe that jcpenny keeps up with the latest styles and trends, and has the fashions they want.

STRENGTHS

- exclusive brands
- iconic retail reputation
- affordable prices
- digital marketing experience

the brand

jcpenny has established a strong name for itself in the department store industry by providing quality home goods and apparel for the whole family at affordable prices. Under the direction of new leadership, jcpenny aims to become a fashion destination.

WEAKNESSES

- perceived as dated
- not seen as fashion destination
- ineffective media strategies
- poor market penetration

the competition

The two main competitors are Kohl's and Macy's. Kohl's emphasizes low prices and brands, while Macy's uses celebrities to promote its image as an up-scale department store and has recently launched a heavily digital marketing campaign.

OPPORTUNITIES

- wide use of innovative digital strategies
- increased interest in designer brands
- young market looking to become brand loyal
- recovering economy with more disposable income

THREATS

- competitors' digital strategies
- competitors' strong brand loyalty
- popularity of specialty fashion stores
- few exclusive designer brands

RESEARCH perceptions

Macy's - upscale fashion

high end
classy
expensive
good variety
sales
good quality

jcpenny - inconsistent image

older
boring
clutter
sales
quality
convenient
affordable
clean / organized
cheap / inexpensive
variety
low quality
coupons

Kohl's - affordable fashion

fashionable
clean
sales
busy / cluttered
variety
cheap
affordable
higher quality
coupons

“ I feel like jcpenny kinda skips my generation of shoppers. There is juniors stuff, that's too young for me, kids stuff for moms (I'm not there yet), and older women's clothing but nothing for in-betweeners like me! ”
- Marissa, 29

RESEARCH digital

The target market is among some of the heaviest digital users. They want brands to connect with them through modern mobile efforts but also by incorporating interactive technologies into the in-store experience. These women want the convenience and immediacy that digital technology can provide.

// I honestly think strong digital is the only way to go. I only go for digital coupons, emails, Groupon, and text messages; this is the only way marketing will reach me. //

- Maggie, 26

// I like shopping online because I'm able to take my time to research a product. It's convenient, and I like being able to get things I can't find in stores. //

- Emma, 28



90% of women studied wished their favorite brands sent them more tailored offers.

- iMediaConnection 7/9/10



67% feel the online experience is merging with in-store experiences.

- iMediaConnection 7/9/10

RESEARCH

price vs quality

The target market associates low prices with lower quality products. They want the thrill of getting a good deal, but don't want to think that they are getting cheap items. Although price is important, they will spend more when it comes to quality items that they know will last, such as designer brands. Quality of jcpenny household items and other basics receive praise, but the store is not viewed as a destination for quality fashion.

// Today, more consumers are becoming loyal to their primary retailers, and quality is the top reason for being loyal. //

- Young Ha, University of Nebraska Lincoln, Assistant Professor of Textiles, Clothing and Design

// When I see items that are always on "the biggest sale ever," I feel like they're saying that they aren't worth paying the original amount for anyways. //

- Lisa, 31

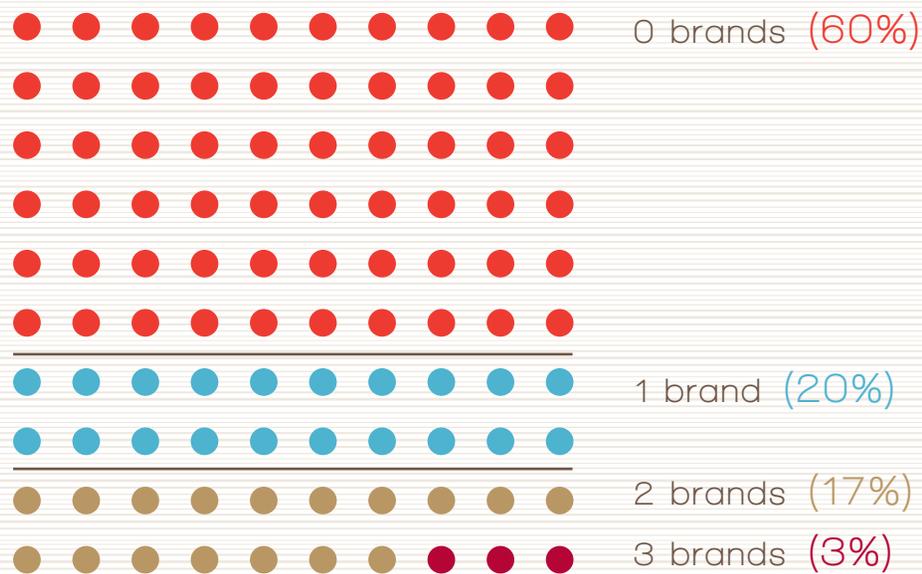
// Price plays a part when I'm shopping, but I'm willing to spend more on handbags and items that I wear a lot in which I want better quality and fit, like designer jeans. //

- Miranda, 25

RESEARCH brands

Although consumers head to jcpenny primarily for their clothing needs, they often find the fashion selection to be lacking. Brand names are important to them and are often what attracts them to shop at a specific store. They know that good brands mean good quality, which is essential to creating a loyal consumer. However, few of these women were able to name a brand jcpenny carried that they felt they could identify with.

brands most named: Sephora Arizona Carter's



// I know big brands are worth the money, and they always fit. **//**
- Megan, 27

// I wear brands based on the judgments I want from people. **//**
- Alex, 25

number of jcpenny brands that interviewees were able to name

RESEARCH

the shopping experience

The atmosphere of a store affects the target market's choice to visit just as much as the products do. They want a store that is clean, easy to navigate, and most importantly, not cluttered. They want more space and to eliminate the process of digging through racks. They feel that their age group is alienated – too old for the juniors' section, but too young for the womens' section.



// Store experience also remains a top priority for loyal consumers. Visual merchandising, product display, fixtures, lighting, cleanliness, promotional signage, and background music are critical store attributes that increase consumers' pleasant experience. //

- Young Ha, University of Nebraska-Lincoln
Assistant Professor of Textiles, Clothing and Design

// I don't like it when things are really crowded; I don't like to have to dig for clothes on a rack. //

- Alison, 26

problem

The perception that jcpenny has lower quality products.

solution

Price will no longer be the main focus. Instead, advertising will emphasize the changes jcpenny is implementing in order to become a fashion destination.

The perception that jcpenny does not have stylish, designer brands.

Advertising will showcase the jcpenny exclusive designer brands that will communicate the store's modern approach to fashion.

The target market feels stranded between the juniors and current womens' sections.

The jcp boutique will be created using a store-within-a-store concept, and will include jcpenny designer brands that are targeted specifically to this market.

jcpenny marketing efforts are not reaching this target market.

A mix of traditional, non-traditional, and digital media will send a powerful message, emphasizing that jcpenny is ready for change. Digital media will be especially important in reaching this specific target market.

CREATIVE BRIEF

brand idea

jcpenny is the department store that is ready for change. It's the destination store for women living in the digital age who desire the styles of specialty store apparel and accessories.

brand personality

jcpenny is established, innovative, versatile, stylish and value-minded.

target market

The lives of women ages 25-34 are constantly changing. They are independent singles, wives, mothers and young professionals, and they all want the latest fashions. They love the thrill of finding a bargain without being told they're getting one. Although they value price, they are willing to spend more on quality items and brands they trust. Becoming increasingly familiar with mobile and digital technology, they expect their favorite stores to connect with them beyond the basic in-store experience.

so this is why are we advertising

To create brand awareness of jcpenny as a fashion destination. To attract new customers within this target market and increase shopping frequency of current customers.

our proposition is...

READY FOR CHANGE

the target market will believe this because

jcpenny is introducing new fashion forward brands such as MNG, Allen B., I Heart Ronson, and Aldo's Call It Spring, that appeal to the target market's style preferences. By arranging these brands using an in-store boutique layout, the jcp boutique, jcpenny will achieve a specialty store atmosphere. jcpenny will keep up with this target market's heavy digital lifestyle by incorporating an exciting digital in-store experience as well as mobile apps for customers.

“what’s next”



(VO): This isn't about the past. This isn't about tradition. This is about what's next. jcpenny. Ready for change.
[Hand lays down old catalog] [A second and third are placed on top] [A tablet is set on top of the catalogs] [The tablet is powered on to show logo]

“shopping bags”



(VO): I Heart Ronson. Call It Spring. MNG by Mango. This is about what's next. jcpenny. Ready for change.
[I Heart Ronson bag placed] [Two more bags placed as brands are named] [jcpenny bag is placed in front of others] [Final bag shows "Ready For Change" logo]

Phase one of our campaign focuses on the exciting changes jcpenny has made. Multiple :15 spots will run online to pique interest in jcpenny and the “Ready for Change” campaign, and will run on various online video platforms. “What’s Next” displays the progression of how customers see new fashion, first via catalogs, then via a tablet app. “Shopping Bags” shows both the trendy designers that will make jcpenny a destination and its commitment to going green with reusable designer bags.

CREATIVE

video :30

"date night"



(FVO): Hmm what are the rules for a second date? These pants with this top? Too casual.

[Open on female pulling smartphone out of pocket]



(FVO): Dinner party with the firm? Let's see, I need to make a good impression.

[CU of smartphone running jcpenny application]



(AVO): jcpenny now offers exclusive lines like MNG by Mango.

[Cut to female swiping phone, which changes outfit]



(AVO): These euro-chic dresses will leave you feeling bold and sexy.

[Swiping continues, outfits change]



(FVO): This is perfect, now I'm ready.
(AVO): jcpenny now has fresh styles so you can make a lasting impression.

[She finds the perfect outfit as her date arrives]

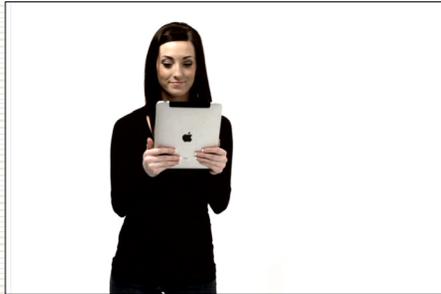


(AVO): jcpenny, Ready for Change.

[They exit, revealing the jcpenny logo]

These spots prove that no matter how women interact with jcpenny, they can revitalize their wardrobe. "Date Night" shows how the jcpenny app for smartphones can help women make a great impression for a date.

"girls' night out"



(FVO): Finally, a night out with the girls!

{Open on female holding tablet}



(FVO): Hmm close, but not quite there.

[Swiping continues, outfits change]



(FVO): But what to wear?
(AVO): jcpenny reached out to top designers around the world, bringing in exclusive lines like Allen B, nicole, and I Heart Ronson.

[CU of tablet application]



(FVO): Perfect, this will be a night to remember. After all, a night out with the girls is all about looking great and having fun.

[She finds the perfect outfit as her friends arrive]



(AVO): jcpenny features a selection of brands giving you a refreshing look with distinct style.

[Cut to female swiping screen which changes outfit]



(AVO): jcpenny, Ready for Change.

[Exits screen with friends revealing jcpenny logo]

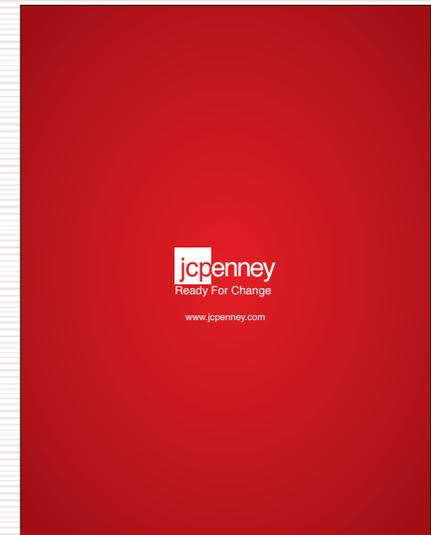
"Girls' Night Out" presents a common scenario for women in the target market: a night on the town with friends. The spot features the tablet application, showing just how simple it is to change into the perfect outfit.

CREATIVE print

The print ads act as a mini lookbook for jcpenny fashions. Flipping the pages allows brands such as MNG by Mango, I Heart Ronson and Allen B. to be showcased on a single model. QR codes allow readers to instantly access and purchase each outfit via their mobile device. The white backdrops and bold headlines further push the high-fashion look jcpenny desires.



front cover



back cover

headline: Ready For Change

copy: We're making it easier than ever to find the clothes you want. We've brought in designers from across the globe to invigorate our style selection. There's an outfit for every occasion, no matter what season at jcp boutique. We're also redefining retail through technology.

Our mobile apps put jcpenny fashion at your fingertips. A single swipe is all it takes to change your look. No matter where you are, our inventory goes with you – but our innovative use of technology doesn't stop there. We've improved our in-store experience to provide a more organic atmosphere. Touchscreens, QR codes and mobile apps give you what you need to get what you want.

We're ready for change.

tag: jcpenny logo, Ready For Change, jcp.com

These radio spots convey the changes occurring at jcpenny. The :15 spot, which will run on Pandora radio stations, mentions the exclusive lines jcpenny carries. The :30 spot expands on the "Ready for Change" idea with a conversational tone that explores the benefits of shopping with jcpenny.

:30 spot

(FVO): Hey, what's that?

(FVO 2): It's the new jcpenny app for the iPad.

(FVO): jcpenny has an iPad app?

(FVO 2): It's great. It allows me to look through an interactive jcpenny catalog, and view items from the jcp boutique in ways I could never do before. I can watch the items on the runway, look at them from different angles, and if I like something, I can order it straight from here, or I can put it on hold at a store.

(FVO): Wow. That's so cool.

(FVO 2): I can even see what designers like Allen Schwartz and Charlotte Ronson have recommended.

(FVO): Where can I find it?

(FVO 2): You can download it for free from the iTunes App Store.

(MVO): jcpenny. Ready for change.

:15 spot

(AVO): Looking for the hottest fashions from top designers? jcpenny has exclusive lines like I Heart Ronson and MNG by Mango. jcpenny is the place to go for the latest trends from around the globe. With these great lines and more, jcp boutique is your own fashion destination.

jcpenny. Ready for change.

CREATIVE non-traditional

Out-of-home advertising gives jcpenny a unique opportunity to reach the target audience in new and innovative ways. Urban environments become dedicated spaces to show jcpenny and the jcp boutique selection. Transportation advertising attracts attention while the target market is already on the move. Subway takeovers confront the viewer with bold proclamations of change, while still showing fashion and brand name designers. QR codes on the subway advertisements allow viewers to find out more about the new brands at jcpenny.



airport walking escalator
"red carpet" wrap



escalator fashion wrap



jcpenny subway takeover

CREATIVE in-store experience

jcp boutique

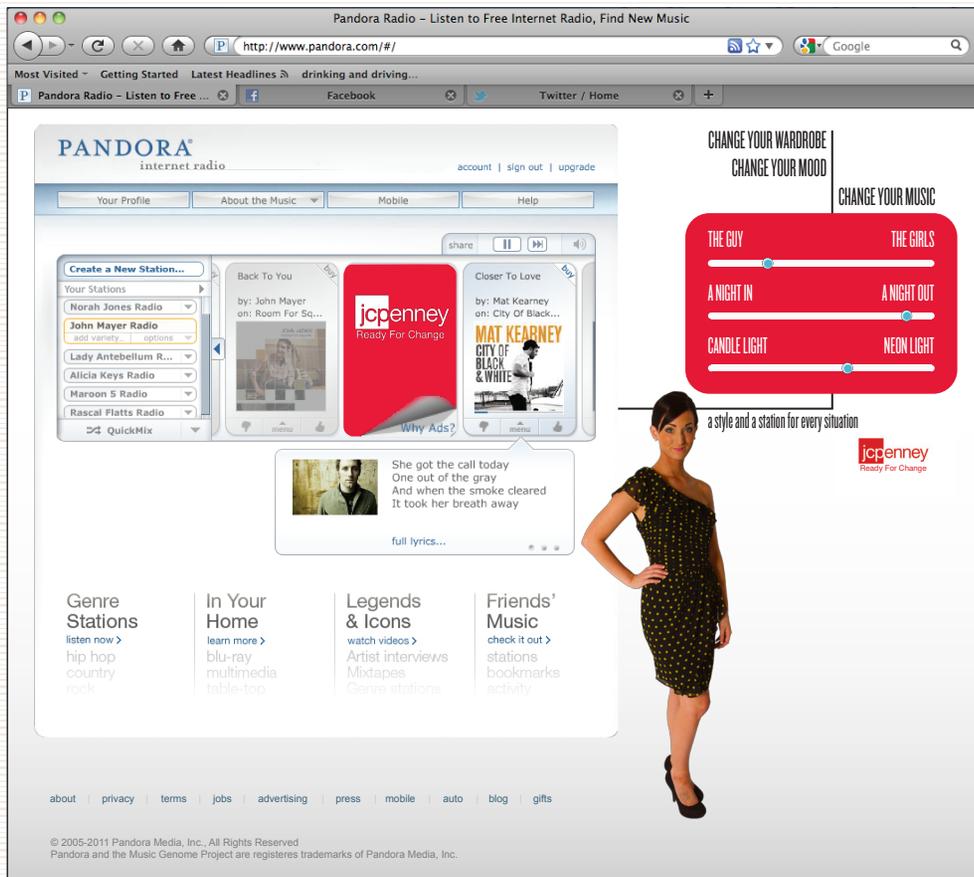
Creating a desirable in-store experience is a key part of attracting the target audience to jcpenny. This addresses a main concern - that jcpenny is seen as "cluttered" and is an undesirable location. The jcp boutique will serve as a "specialty store" inside jcpenny, with each designer line given its own section in the boutique. Technology will also be seamlessly integrated, as customers can take advantage of tablets in the dressing rooms to scan QR codes on clothing tags, creating the perfect look.



CREATIVE virtual interaction

pandora

Research shows the women in the target market spend a considerable amount of time listening to online radio. jcpenny will be responsible for a Pandora sidebar takeover. As an image of a model bleeds through to the station selection menu, listeners can instantly change the tempo of their current station through a few quick clicks. Three presets help determine the shift in mood and tone for the user's playlist. The Pandora takeover also includes a call to action to visit jcp.com and to download the jcpenny app on their phone or tablet.



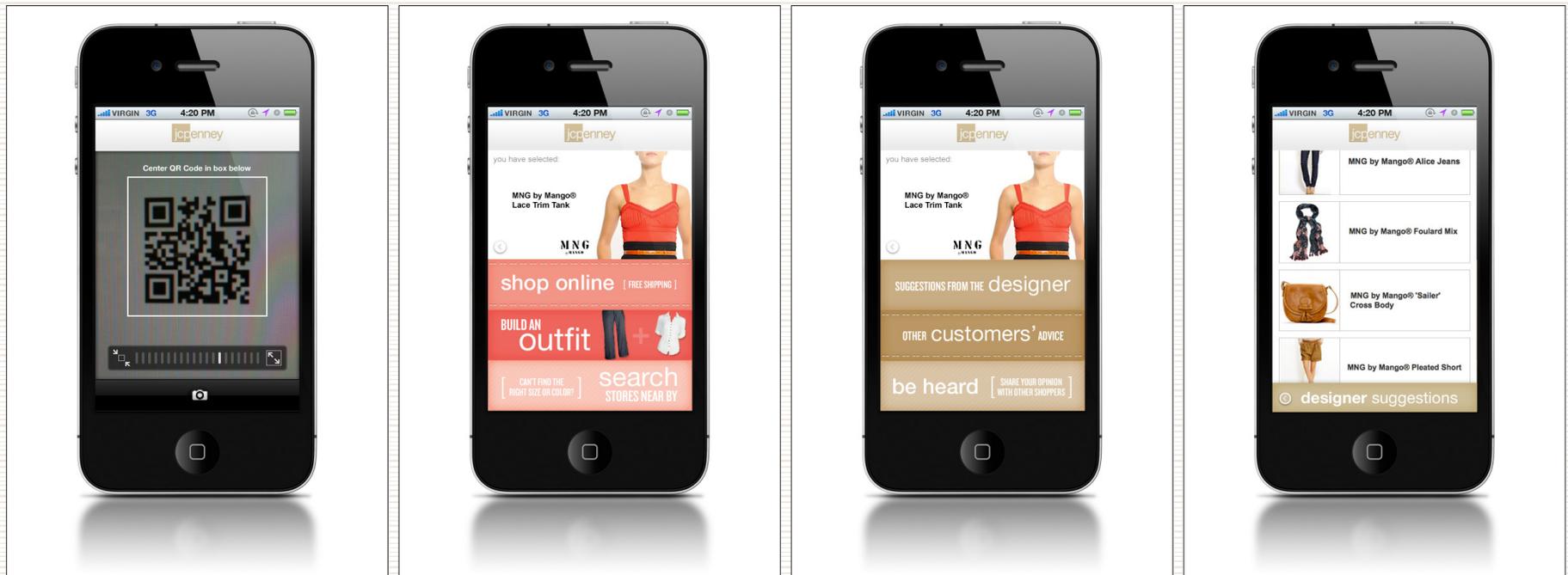
iAd

Since members of the target market are heavy users of mobile devices, we created iAds that are placed inside of mobile applications. Once opened, the model walks on screen and access points appear, allowing the user to explore the featured outfit. The iAd also invites users to visit jcp.com and to download the jcpenny app.



MOBILE MEDIA EXPERIENCE

smartphone application



QR code scan

scanned item

build an outfit

designer suggestions

The smartphone application will also feature a QR code scanner that allows jcp boutique customers to scan the 2D matrix barcode found on the labels of items. It will allow them to search boutique inventory, buy online, or put the item on hold at another store. In addition, designer and customer reviews and recommendations will be available. The application will also allow users to find stores and view JCP Rewards account information.

MOBILE MEDIA EXPERIENCE

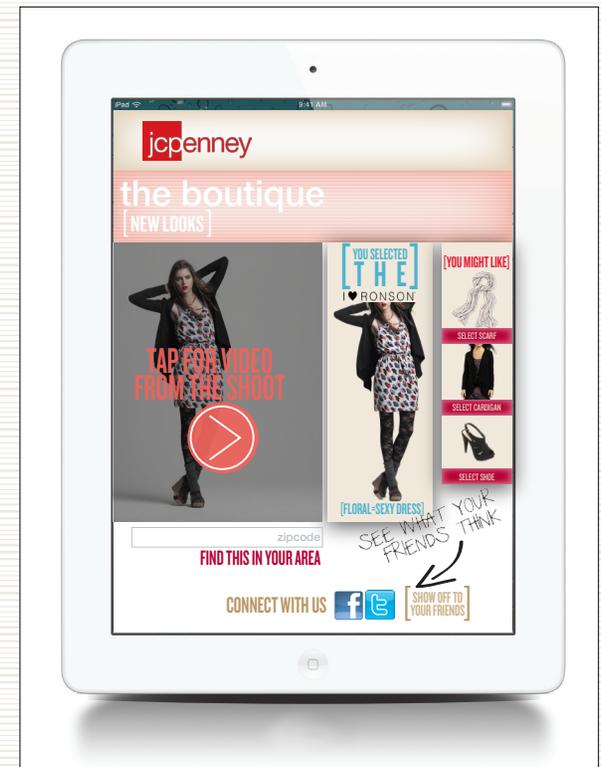
tablet application



application main screen



boutique brands



jcp boutique screen

The jcp boutique tablet application will offer a digital catalog for boutique items, displayed in motion, as well as still frames. By using the app's QR Inventory Scanner, the customer can scan the code on items to obtain information about available sizes and colors, put the item on hold at another store, or directly order it online. The Digital Outfit Builder will allow users to suggest products as well as view recommendations from the designers themselves.

WEBSITE ENHANCEMENT

boutique microsite

With the implementation of the jcp boutique, we recommend that jcpenny add a jcp boutique tab and microsite to jcp.com, which will serve as the host for all of the new brands coming to the boutique. This microsite will provide information about the boutique and its technology, along with links to the Boutique Critique and all other jcp boutique social media.

boutique critique

The Boutique Critique is an opportunity for customers to give feedback about the jcp boutique. QR codes printed on all boutique receipts can be scanned to direct the customer to jcp.com to complete a quick survey in return for a 10% off coupon.

The screenshot displays the JCPenney website interface with the 'jcp boutique' tab selected. The top navigation bar includes links for 'find a store', 'store ads', 'store services', 'track order', 'help', and '1-800-322-1189'. Below this, there are links for 'gifts + registry', 'coupons & offers', 'join us', and social media icons for Facebook and Twitter. The main navigation menu features categories like 'women', 'home store', 'men', 'jcp teen', 'jcp boutique', 'shoes', 'handbags + accessories', 'jewelry + watches', 'patio', and 'clearance'. A search bar is located on the right side of the navigation menu. Below the navigation, there are promotional banners for 'SPRING', 'ALLEN B. BY ALLEN SCHWARTZ', 'MNG by MANGO', and 'I ♥ RONSON'. A shopping bag icon shows '0 items' for '\$0.00'. The main content area features a 'FREE SHIPPING' banner with conditions: 'on orders of \$50 or more' and 'code: shop boutique', or 'Free ship and return to store no minimum purchase required'. A central image shows a woman wearing a striped dress. To the right, two iPad screens display the JCPenney mobile app interface. Below the iPad screens, a text box reads: 'Check out our NEW iPad app, available only through JCP Boutique. It's a whole new shopping experience.' At the bottom, there is a 'shop designer brands' section with a carousel of four items: a striped cardigan, a red top, a patterned skirt, and a striped long-sleeve shirt.

PROMOTIONS

biggest change contest

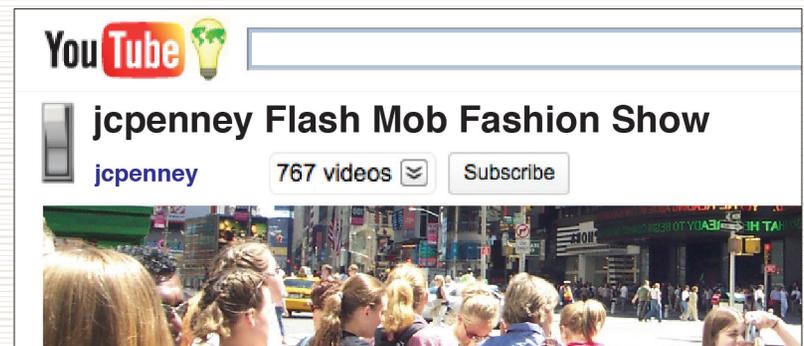
This interaction will allow women to submit a video describing a “big change” in their lives. jcpenny will choose the top five most inspiring changes and post them on the jcp boutique Facebook page. Fans of the jcp boutique page will then vote for their favorite contestant, and for every vote jcpenny will donate one dollar. Winners will be awarded a \$5,000 shopping spree to jcpenny and a \$5,000 donation to the charity of their choice.

traditional social media

In addition to the current social media efforts made by jcpenny, a jcp boutique tab must be added to the existing Facebook page. Followers will be able to shop boutique fashions through the Facebook page as well as being directed to jcp.com. The target market will also access social media through outdoor QR code displays and digital applications.

flash mob fashion show

jcpenny will execute impromptu fashion shows on the streets of New York, Chicago, Dallas, Miami, and Los Angeles. Models in jcp boutique’s designer brands will storm the streets at night with attention grabbing lights and music. Onlookers will be intrigued by the commotion and, upon realizing they are observing a flash mob event, will share their experience via social media. The official jcpenny highlight video from these events will go viral through YouTube and Facebook.



PARTNERSHIPS

alice + olivia

We recommend that jcpenny develop a fashion partnership with the brand alice + olivia. The brand describes itself as "sophisticated, yet eclectic brand with playful sensibility." alice + olivia has a history of collaboration with other fashion retailers and will bring variety and style to jcp boutique. This partnership will demonstrate the commitment to change and modern fashion that jcpenny is ready to make.



ALICE + OLIVIA



TLC's What Not to Wear

We recommend that jcpenny collaborates with TLC's What Not to Wear, a fashion reality show. Nielsen ratings indicate TLC is the most watched cable channel by women. What Not to Wear will increase reach with product placement by showcasing jcp boutique brands and in-store technology. The show appeals to the target market and directly relates to the message of our campaign: change.



MEDIA

overview

Women ages 25-34 are experiencing various life stages. According to the jcpenney case study, these women are "forming families, pursuing jobs, and completing their education." Through mobile and social media, these women are able to manage their busy and transforming lives with the click of a mouse or the touch of a screen. They are the "new savvy."

According to the 2010 U.S. Census, women ages 25-34 constitute 13% of the total U.S. population, a market of 40,136,919 individuals.

This campaign will create the perception amongst the target audience that jcpenney is a style destination that offers a store-within-a-store shopping experience with fashionable yet affordable styles.

With the \$100 million budget, this integrated media plan will heavily emphasize the use of interactive media to reach the target market and create and maintain a relationship with them.

The February 2012-2013 "Ready for Change" campaign is focused in the top 50 U.S. markets, plus all markets in highest potential areas (Texas, California, and Florida), totaling 77 markets and covering 72.9% of all U.S. households. Message weight for the campaign reflects the typical annual sales pattern of jcpenney, and will reach up to 85% of the target market during high sales periods, 6 times each month. Reach and frequency goals reflect only traditional media strategies, as interactive and non-traditional media deliver less accurate measurements.

\$32,225,500

MEDIA
interactive

\$10,225,500

mobile

In-application mobile advertisements for jcpenney mobile application and opt-in text messaging, February through February

Selections: iAd advertisements for demographic-selected applications.

Recommended genres include: bridal/wedding, music, news and entertainment, parenthood and women's fashion.

Rationale: Up to 98% of target audience has a cell phone, and up to 53% of those have Internet access from their cell phones. Up to 19% download apps, and up to 31% receive text alerts.

\$10,000,000

online video

15- and 30-second commercials during the highest sales peaks

Selections: YouTube.com and Hulu.com

Rationale: Women ages 25-34 are light TV viewers and are more likely to watch streaming video online. These women are 61% more likely to watch videos on YouTube.com and 29% more likely to watch videos on Hulu.com than the average person.

\$3,000,000

online radio

15-second commercials and page sponsorship during the highest sales peaks

Selections: Pandora.com

Rationale: Women ages 25-34 constitute 32% of Pandora's total users.

MEDIA interactive

\$2,000,000

social media

Pay-per-click advertisements on Facebook, promoted tweets on Twitter, and check-in promotions on Foursquare, February through February

Selections: Facebook, Twitter, Foursquare

Rationale: Social media encourages feedback and participation.

More than 6 million U.S. women between the ages of 25-34 are members of Facebook, and jcpenny has built a substantial presence on Twitter and Foursquare. Up to 45% of the target market accesses Facebook at least once a day.

\$4,000,000

coupon services

Localized daily deal promotions during the highest sales peaks

Selections: Groupon, Living Social

Rationale: 80% of Groupons will get redeemed, 68% of Groupon users fall between the ages of 18-34. Up to 25% of target market sends text messages to receive coupons from retailers via mobile phone.

\$3,000,000

website SEO

Optimize jcpenny website content to increase traffic from natural search results

Selections: jcp.com

Rationale: 40-42% of women ages 25-34 visit jcp.com for online shopping.

Highest sales peaks: February and March, May and June, August and September, November and December

\$57,774,500

MEDIA
traditional

\$25,923,100

television

30-second commercial spots running in primetime during the high sales peaks

Network Television

Selections: ABC, NBC, CW, CBS, FOX

Rationale: Television offers national reach that is key for introducing a large-scale message of change for jcpenny.

Cable Television

Selections: Bravo, E!, Style, TLC

Rationale: Fashion-oriented formats target women and legitimate jcpenny as a fashion destination.

\$20,868,000

magazines

4-color, 6 full page inserts with ¾ page overlays in high sales months;

4-color full page ads

Selections: Allure, Elle, Glamour, InStyle, Lucky, Marie Claire

Rationale: Women ages 25-34 are three times more likely than the average person to read a style-oriented magazine. Placing advertisements in fashion magazines legitimates jcpenny as a fashion destination, and magazines are a good medium to visually showcase the new jcpenny brands.

\$5,065,200

radio

30-second spots running in all targeted spot markets during evening drive time, February through February

Selections: Weekdays and weekends 3 p.m.-7 p.m. and 7 p.m.-midnight

Rationale: Women ages 25-34 are up to 15 percent more likely than the average person to be listening to the radio during these times.

MEDIA

traditional & non-traditional

\$5,918,200

out-of-home

Billboards

4-color, 50-show billboards, November and December

Selections: New York, Los Angeles, Chicago, Miami, Las Vegas, Dallas

Rationale: Geographically flexible medium offering high reach and frequency to mobile audiences in these fashion forward metropolitan areas.

Escalator Wrap

Ads ascending stairs and escalators placed in malls and public transit, November and December

Selections: New York, Los Angeles, Chicago, Miami, Las Vegas, Dallas

Rationale: Geographically flexible medium that reaches consumers on their way to points of purchase.

Subway Station Ads

Ads placed all over subway area consisting of posters and mats, November and December

Selections: New York, Los Angeles, Chicago, Miami, Las Vegas, Dallas

Rationale: Subway stations are high traffic areas that will build large reach and frequency and catch consumers on their way to points of purchase.

Walking Escalator Wrap

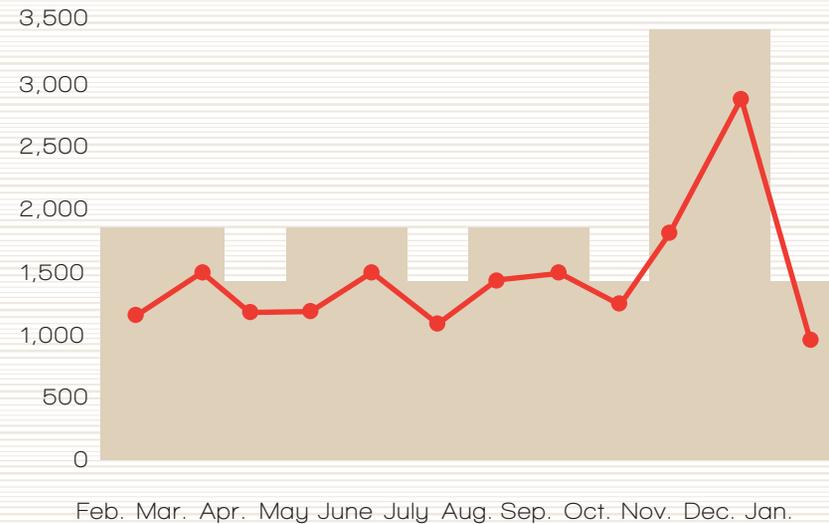
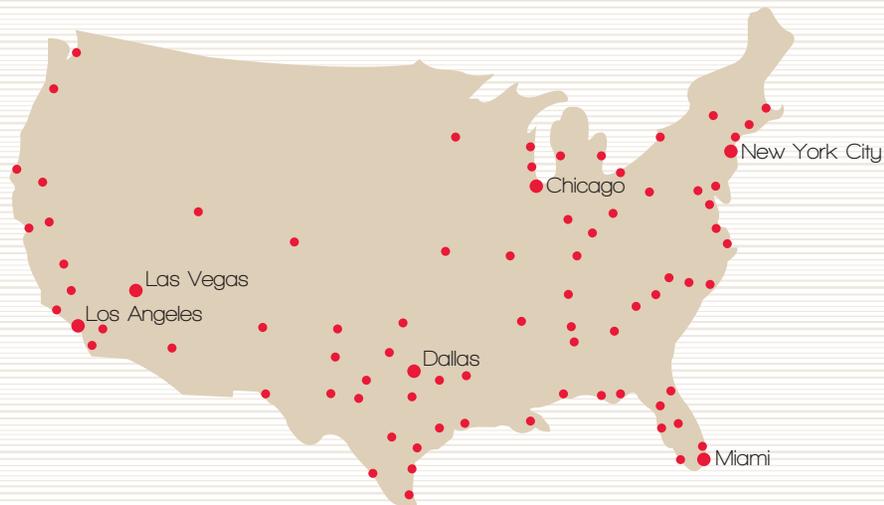
Ads placed on walking escalators in airports, November and December

Selections: New York, Los Angeles, Chicago, Miami, Las Vegas, Dallas

Rationale: These ads emphasize jcpenny as a fashion destination. Airports offer captivating messages with high reach and frequency to women ages 25-34 in these fashion forward metropolitan areas.

MEDIA markets and pulsing patten

- Top 50 DMAs, plus all markets in highest potential areas: Texas, California, and Florida.
- Total of 77 markets covering 72.9% of U.S. households.
- This includes the top "fashion capitals" of the U.S.: New York, Los Angeles, Miami, Chicago, Dallas and Las Vegas.



Although this campaign will run year round, extra message weight will be allotted four times, approximately once during each quarter.

- Peak 1 - February and March
- Peak 2 - May and June
- Peak 3 - August and September
- Peak 4 - November and December

// Pulsing best fits product categories that are sold year-round but have heavier concentrations of sales at intermittent periods. //

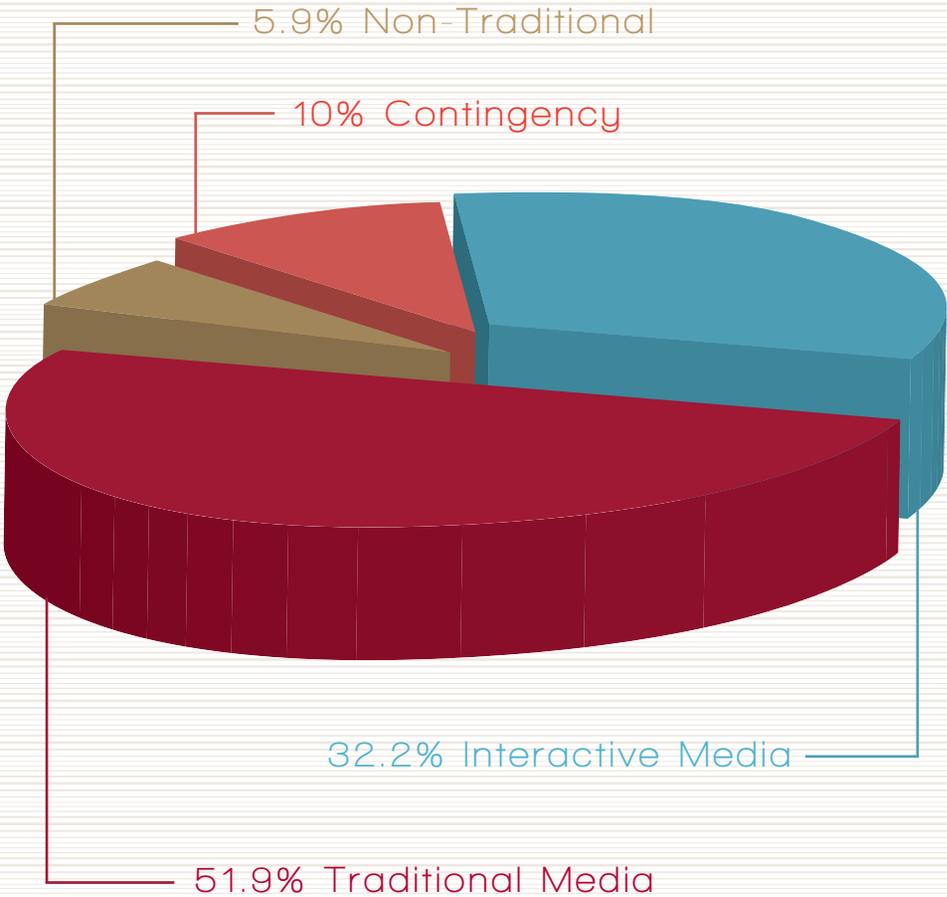
- Advertising Media Planning by Jack Z. Sissors and Roger B. Baron

MEDIA

campaign schedule

	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	GRPs	Budget
Mobile In-app ads, text alerts	[Solid blue bar from Feb. to Jan.]													\$10,225,500
Online Video YouTube.com, Hulu.com	[Blue bar]			[Blue bar]			[Blue bar]			[Blue bar]				\$10,000,000
Online Radio Pandora.com	[Gold bar]			[Gold bar]			[Gold bar]			[Gold bar]				\$3,000,000
Social Media Facebook, Twitter, Foursquare	[Solid red bar from Feb. to Jan.]													\$2,000,000
Coupon Services Groupon, Social Living	[Pink bar]			[Pink bar]			[Pink bar]			[Pink bar]				\$4,000,000
Website SEO jcp.com	[Solid dark red bar from Feb. to Jan.]													\$3,000,000
Television Cable Primetime Network Primetime	[Solid dark red bar from Feb. to Jan.]												1024	\$25,923,100
Magazines Allure, Elle, Glamour, InStyle, Lucky, Claire Marie	[Dark brown bar]			[Dark brown bar]			[Dark brown bar]			[Dark brown bar]			2154	\$20,868,000
Radio Evening Drive	[Solid dark brown bar from Feb. to Jan.]												512	\$5,065,200
Out-of-Home Billboards, stair wraps, subway station ads, walking escalator wraps							[Dark brown bar]			[Dark brown bar]			2476	\$5,918,200
Media Totals													3689	\$90,000,000
Contingency														\$10,000,000
Grand Totals													3689	\$100,000,000

MEDIA distribution & budget breakdown



Television	\$25,923,100
Magazines	\$20,868,000
Mobile	\$10,225,500
Online Video Ads	\$10,000,000
Contingency	\$10,000,000
Out-of-Home	\$5,918,200
Radio	\$5,065,200
Coupon Services	\$4,000,000
Online Radio Ads	\$3,000,000
Website SEO	\$3,000,000
Social Media	\$2,000,000

//Nearly one-third of urban media consumers watch TV on non-traditional platforms.**//**

– MediaPost Publications

MEASURES OF SUCCESS

Media Evaluation

- Media Objective: Reach 85% of women ages 25-34 at least six times in the highest sales months.
- Actual Media Results: Reached 91.7% of the target audience at least 6.4 times in the highest sales months.

Campaign Evaluation

Objective	Execution	Evaluation
<ul style="list-style-type: none"> ● Improve the perception of jcpenny as a fashion destination among women ages 25-34. 	<ul style="list-style-type: none"> ● Video spots ● Print ● Virtual interaction ● Mobile applications ● Promotions ● jcp boutique 	<ul style="list-style-type: none"> ● jcp boutique purchase tracking ● Mid- and post-campaign focus groups
<ul style="list-style-type: none"> ● Increase target market's interaction with jcpenny digital and interactive media. 	<ul style="list-style-type: none"> ● Mobile applications ● Website enhancement ● Virtual interaction ● Promotions 	<ul style="list-style-type: none"> ● Application downloads ● Google Analytics ● QR code tracking ● Number of entries in contest ● Viral video hits/shares ● Social media follower increase
<ul style="list-style-type: none"> ● Create a unique shopping experience that women in the target audience are excited about. 	<ul style="list-style-type: none"> ● jcp boutique ● dressing room tablet application 	<ul style="list-style-type: none"> ● jcp boutique purchase tracking ● Mid- and post-campaign focus groups ● Boutique Critique survey results

ACKNOWLEDGEMENTS

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