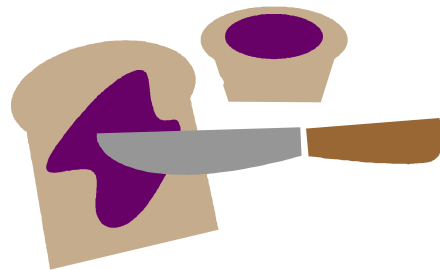


# Add Jam to Your Food



A Public Relations Campaign Plan  
for Grand Valley State University's  
Campus Dining

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# Add Jam to Your Food

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# Introduction

## •Introduction•

Campus Dining at Grand Valley State University is run by ARAMARK, a corporation that specializes in food services. Over 400 colleges and universities receive food services from ARAMARK. To entice students to dine at on-campus eateries, as opposed to off-campus food vendors, ARAMARK is piloting a program called Jam at six schools. Grand Valley was selected to participate in the loyalty program, which offers rewards to people who frequently use a specific product or service. In this case, Campus Dining, which is located at 100 Commons on Grand Valley's Allendale campus, is the service.

The goals of Jam are to increase and retain customers who choose to eat on campus and to increase the purchase of meal plans, especially among students who do not live on campus. Jam is a free, voluntary program that requires registration. By dining at Grand Valley and swiping a Jam card, points are earned and can be redeemed for prizes.

If a student purchases a voluntary meal plan or if they do not purchase a meal plan but sign up for Jam, each dollar spent results in 10 points. For students, such as freshmen, who are required to purchase a meal plan, one point is earned for every dollar spent. In addition, students who purchase voluntary meal plans in subsequent years will receive bonus points. Then, points can be redeemed on the Jam Web site, [www.jamrewards.com](http://www.jamrewards.com). Rewards include items such as gift certificates, backpacks, and bikes, or the points can be donated to charity.

Students are the target audience because they are frequently on campus and left with the choice of eating on or off campus. Jam also targets students to increase the sale of meal plans. The client, Campus Dining, has utilized many tactics to promote Jam. Some methods include e-mails to students, advertisements in the student newspaper, postcards to students who live off campus, and informational tables in Kirkhof, the student center on the Allendale campus. Even

with these efforts, Campus Dining has had trouble communicating with students about Jam and has not had the enrollment they desire.

Jam's logo and the program are promoted around campus in various ways. However, students are not aware of the logistics of the program and are not enrolling. Students may not know Jam is free or they may think a meal plan is necessary to earn points, which could be factors contributing to low enrollment. Campus Dining is having trouble successfully reaching and bringing awareness to students.

The goal of this campaign is to inform Grand Valley students about Jam in order to increase enrollment. As of January 16, 2006, 1,015 people were registered. The objective is to have 7,647 students enrolled by October of 2006.

This project is important because Jam is a unique opportunity for Grand Valley students to receive rewards for purchasing food at campus eateries. For students, the convenience of dining on campus is enhanced with rewards. For Campus Dining and ARAMARK, Jam guarantees business through loyalty to meal plans and entices other colleges and universities to use ARAMARK for their dining services.



# Research Summary

## •Research•

A campaign plan cannot be successful without research. Research provides facts and information that are essential to achieving the desired objective of the program. After finding relevant data about the audiences involved in the campaign and the situation that is being dealt with, the information can be interpreted. Then, successful strategies and tactics can be implemented to fulfill the objectives. The primary and secondary research gathered will also enhance credibility with the client and public.

## Methodology

To research the target audience and the situation for Campus Dining's Jam Rewards campaign, a variety of secondary and primary methods were used to obtain data. Individual class members were allotted topics to research, which resulted in a plethora of valuable information.

Once students had been assigned individual questions, research was initiated. Secondary research was derived from a variety of locations. Some include Grand Valley documents, various Web sites, online databases like PROMT and ProQuest, online search engines, and trade journals. These sources provided data that ranged from information about loyalty programs initiated at companies to the work universities have done to improve their dining facilities. Another type of secondary research was personal communication with Deb Rambadt the Marketing Manager for Campus Dining. She provided information to the class via a presentation about Jam and through various personal e-mails to students in the month of January. Also, N. Milliken of the Indiana University of Pennsylvania was contacted through e-mail in January to obtain information about their Jam program.

Primary research was conducted in the form of a survey. Matthew Hammel, a class member, surveyed 115 Grand Valley students on the Allendale campus in January of 2006. The participants were asked what rewards they desired from the Jam program.

## Audience Analysis

To promote awareness of and increase enrollment in the Jam rewards program, all undergraduate Grand Valley State University students are targeted in the campaign. The faculty is also able to sign-up for the Jam program, but the primary audience for this promotion is undergraduate students because they constitute the largest population on campus. All undergraduates are the target audience, including upper-level students who reside on campus, students who live off campus, and primarily on-campus freshmen who are required to purchase a meal plan.

During the 2005-2006 school year, 22,565 undergraduate students were enrolled (Grand Valley State University, 2005b). Of these students, 11,416 were female and 7,299 were male. Students documented as white constitute 87.1 percent of all undergraduates. The next largest ethnic group is African Americans, which make up 5.1 percent of the target audience (Grand Valley State University, 2005c).

Many students come from areas surrounding the university. There are 4,617 students that originate from Kent County and 2,943 students from Ottawa County. Oakland and Wayne are the next two counties that the largest amount of students come from (Grand Valley State University, 2005a). The major most students are enrolled in is pre-business with 1,019 students followed by English with 944 students and pre-nursing with 794 students (Grand Valley State University, 2006b).



After expenses related to tuition, room and board, and other school fees, students have about \$287 a month to spend on discretionary items. Some items this money may go to include: computers, which 92 percent of students own; cell phones; or vehicles, which 80 percent of students own. Beyond large ticket items, snack foods and beverages were purchased the most with discretionary funds. Some of these items, in order from most money spent to the least, are soda, bottle juice/fruit drinks, bottled water, coffee, chips, sports drinks, packaged baked goods, nutritional/granola bars, and candy bars. Other areas that students spend money on include vacation travel, videos/DVDs, music CDs, video games, out of school reading material, movies, and music concerts (Harris Interactive, 2002).

Some of the most common student activities are computer related. Most of this involves the large amounts of time students spend online. According to Seemann (1997), 21 percent of students spend several hours online daily. The most common online activity is sending and receiving e-mails. Since this study, the time spent online has surely increased.

According to the Gift Idea Center (2006) Web site, students are most interested in the following products: video game consoles, games, and accessories; iPods; clothing; and backpacks, gym bags, and handbags. Hammel (2006) conducted a survey with 115 Grand Valley State University students. The results showed that the most desired reward through the Jam program was free food. Other rewards that ranked high on the list of items were clothing, school supplies, and movies. In general, people want products that are similar to the product or service they are purchasing as a member of a rewards program (Kivetz, 2005).

## Situation Analysis

Campus Dining's Jam program is a loyalty or rewards program. To promote the program to students more successfully, many areas need to be understood. The following research will describe the purpose, methods, and other aspects of rewards programs. The analysis will discuss Jam and the other universities that are piloting the program. Data has also been gathered regarding Grand Valley's current efforts to promote Jam and what the successes and failures have been. Other Grand Valley activities are also elaborated on, which could be used as a new vehicle for communicating the program and other rewards programs underway at the university. Additional material gathered from research about loyalty programs and their successes at other organizations is presented. The data also describes the types of rewards that are most commonly selected by members of rewards programs. Finally, the situation analysis investigates other university's dining facilities and improvements they have undergone.

A rewards program is a promotional tool that helps a business by encouraging customers to be loyal to their product or service, which increases market share and brand loyalty, and offers customers a variety of prizes for doing so. The best programs have a few commonalities. They know their target audience well, they are aware of what they want to achieve with the program, and they know the best ways to reward their customers (Flanagan, 2005). Successful rewards programs gather data from people who become members so they can target their audience more accurately. They also have incentives to encourage membership initially and their rewards are easily obtainable. Finally, they use the information they gather to improve the program and make it more suitable for customers (Gordon, 2005). Also, customers must be exposed to repeated awareness of the program so they will continue to use it because members frequently forget about the programs they are a part of (Hemsley, 2005).

There are six universities, including Grand Valley, that have been selected to test the Jam program. At the Indiana University of Pennsylvania, there are 14,500 students and about 1,450 are enrolled in Jam. Tactics they have used include e-mails, advertisements, promotions, and give-a-ways. The university has also distributed fliers, had students wear Jam shirts, used peer-to-peer marketing and has had cashiers at dining facilities talk about Jam. To improve the program, the university obtained customer feedback through focus groups and surveys (N. Milliken, personal communication, January 25, 2006).

Currently, Campus Dining is implementing many tactics to increase awareness of and enrollment in Jam. Some of the many methods being used to achieve the goals are e-mails to students, advertisements in the student newspaper, *The Lanthorn*, postcards to off-campus students, informational tables in the student center with laptops for immediate registration, peer-to-peer marketing, brochures, fliers, presentations, as well as other methods. Campus Dining saw the best results with the e-mails sent out to students and student leaders in Greek organizations. Thousands of students have been exposed to Jam information. Approximately 4,700 students attended Campus Life Night where the Jam program was launched. Also, 6,672 postcards were sent to off-campus students and approximately 1,020 e-mails have been sent to various undergraduates. Overall, the communication has not been successful because only 1,015 people are registered. According to Deb Rambadt, Marketing Manager of Campus Dining, a billboard has been the most successful promotion, but she was unsure if the other methods resulted in increased enrollment (D. Rambadt, personal communication, January 25, 2006).

Campus Dining's methods for promoting do not necessarily result in maximum exposure to Jam. There are many on-campus events that large numbers of the student body attend, especially freshmen. One event is Transitions, a time when freshmen familiarize themselves

with the campus and community. Transitions features both a luncheon and a tailgate (“Transitions,” 2006). Other activities include Campus Life Night, Laker Late Night, Grand Valley Athletics, and Spotlight Products, which features movies and other entertainment events (Grand Valley State University, 2005d).

Grand Valley has other rewards programs as well. A popular program is the DO SOMETHING! rewards program. Students earn stickers when they attend on-campus events. Once a student earns seven stickers, they can put them in a weekly drawing for prizes, such as movie passes, gift certificates, concert tickets, and cash. Grand Valley also has a program to reward students for exercising (Grand Valley State University, 2006a). Other universities have rewards programs for volunteering and going to athletic games. Some of the prizes offered include free books for a semester, iPods, sweatshirts, discounts to local businesses, and gift certificates (Lamar University Athletics, 2006).

There are many other tactics employed by loyalty programs at various organizations. One method is attaching coupons or informational material to product packaging. This type of promotion runs as long as the supplies last (“Quantum,” 2002). Many other successful loyalty programs personalize messages to their customers. Safeway Inc., a United States’ grocer, analyzed customers through their rewards program application forms. Then, they tailored coupons and discounts to individual customers. If a shopper did not frequently purchase meat, their coupon would be for meat products. Also, members were able to receive free ice cream on their birthdays. The personal messages made the program successful (Hughes, 1999). Finally, customers are more likely to enroll in programs where they receive a combination of benefits and rewards. “For example, Marriott recently made it easier for their customers to move up to elite status and earn bonuses from Marriott Rewards by reducing the required number of annual hotel

stays to 10 nights from 15 nights” (Nash & Barsky, 2003, p. 16). Programs that offer rewards, such as cameras and luggage, along with allotting members frequent flyer miles are more likely to have high enrollment (Nash & Barsky, 2003).

Maritz Loyalty Marketing discovered that gift cards are the most popular reward. They found that 57 percent of loyalty program members redeem their points for gift certificates and 2.6 percent of people redeemed their points for merchandise. Some common products were DVD players, golf balls, and MP3 players. However, each program should cater their rewards to their target audience. A poll done by Maritz Loyalty Marketing revealed that the most common reason why members stopped participating in programs was too much time was needed to earn enough points to redeem rewards (Sneed, 2005).

Even if there is high enrollment in a loyalty program, members must be encouraged to utilize the program and to make purchases at the organization that initiated the campaign. Campuses across the country have made improvements to their dining facilities to encourage students to dine on campus. Some methods that have been implemented include more convenience stores on campus. Also, providing students with recipes, nutrition charts, and healthy eating information encourages the sale of products at on-campus vendors (“Balance mind,” n.d.). Other ways on-campus dining facilities are improving their services are through state-of-the-art facilities and using recycled packaging material, saving energy, and donating leftovers (“Pathway”, n.d.). Overall, students desire choice and flexibility.

The research shows that the target audience, Grand Valley State University undergraduates, is primarily caucasian and previously lived in the areas surrounding the university. They are frequently on the computer and desire electronics, gift certificates, and school related products. Research regarding the situation shows Campus Dining’s facilities

should be desirable. The program should be personalized and offer quick rewards in the form of gift certificates or tangible products. Grand Valley has other rewards programs and the university offers a variety of advertising opportunities at on-campus events. The current promotional tactics of Campus Dining have not been successful, but the research can lead to successful campaign ideas and new methods for promoting Jam.



# Action Plan

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## •Action Plan•

The action plan will describe the campaign strategies, tactics, budget, and timeline. Strategies are the methods to achieve the objectives. Again, the objectives are to increase awareness of and enrollment in the Jam rewards program. Tactics are specific activities that fulfill the strategy. The budget and timeline are calculated for the tactics and the program evaluation.

The target audience is undergraduate students at Grand Valley State University. They can be further segmented into students who live on campus and are required to purchase a meal plan, students who live on campus and do not have required meal plans, and students who live off campus. Students who are required to buy a meal plan are most likely to eat on campus. They will be interested in on-campus programs and rewards that require higher points because they are more likely to accumulate them. Good communication channels are any on-campus media. Fliers, door hangers, brochures, and events are some examples. The other two groups are less likely to eat on campus. Students who live on campus could be best reached through on-campus communication tools. Commuter students need the message to be mailed or e-mailed to them. Other media could include radio messages or in-class presentations.

## Strategies

The strategy for this campaign is to create excitement and engage students at every point of contact. Engaging students at every point of contact is part of the strategy because research shows customers must be exposed to repeated awareness of rewards programs so they enroll initially or continue to participate. When a customer is targeted frequently with coupons or discounts that are relevant to them and quickly redeemable, they are more likely to return to the



organization. Immediate incentives were shown to be the easiest way to involve people because it creates excitement (Hemsley, 2005). Research has also shown that there are three typical traits of successful rewards programs. One characteristic is “an effective communication program to keep [consumers] engaged” (Sneed, 2005).

Another university kept students aware of and connected to Jam through e-mails, advertisements, promotions, and give-a-ways. They also distributed fliers, had students wear Jam shirts, used peer-to-peer marketing, and had cashiers at dining facilities talk about Jam (N. Milliken, personal communication, January 25, 2006). Also, continuously exciting and engaging students are important strategies because the current efforts are not effective. Students may have received fliers, postcards, or e-mails or have seen booths at Campus Life Night or in the student center, but these methods have not significantly increased enrollment (D. Rambadt, personal communication, January 25, 2006).

## Tactics

The following is a detailed list of tactics to implement the strategies for this campaign. The two tactics to be discussed for the Jam campaign that achieve the strategy of exciting and engaging students are displays and an eating contest.

The tactic of utilizing displays supports the campaign strategy. First, every point of contact with Campus Dining will have a display. Every encounter students have with dining services will result in a display being seen. This engages the target audience with Jam. Also, displays create excitement. When a student sees the signs that are colorful and visually appealing, they will be encouraged to stop and read the information because of its stimulating appearance. Also, the message could include the rewards redeemable from Jam and possibly

information about other benefits of eating on campus. This should excite students by offering them things they desire, whether it be a gift certificate or healthy food options.

An eating contest supports the strategy well in terms of generating excitement. Eating contests are common events, especially on popular television shows. Even though eating jam without bread or other food is uncommon, television has made unusual eating contests a trend. This would make students who participate or pass by excited about the event and interested in Jam because it hosted the unique contest. This tactic also engages students at a crucial point of contact. Kirkhof is a place where many students purchase meals. Seeing Jam information and being able to register on the spot is vital to communicating about the program and increasing enrollment. Also, observers and participants may generate more excitement by talking about the event with other students.

## **Tactic One: Displays**

All events or locations where Campus Dining is present should have displays that provide information about Jam. One option is a cardboard display to hold Jam brochures. Another way to show information is through signage. Vinyl signs on a stand created by an outside organization are one choice. Hanging signs, such as a canvas banner, would be a second method. All signs would be large to gain students' attention. Displays could also be placed on every table in the food venues. They could take the form of printed leaflets suitable for the plastic sign holders on each table; these displays are called table tent ads. Also, displays could be strategically placed in other buildings on campus to reach students who do not use the on-campus eateries frequently. One method is to hang fliers on bulletin boards.

Displays are versatile in terms of message, location, and appearance. The message could include information such as the Jam Web site URL, basic facts about the program, the types of rewards available, and enrollment methods. The location for the displays would be primarily in dining facilities. All on-campus eateries, including the three Commons restaurants, Meadows Restaurant, Papa John's Pizza, Kleiner Commons, and the two vendors in both the Kirkhof Center and the DeVos Center, would have displays.

When students see displays and signs around campus, they will get the message that Jam is important and something they should look into. The visuals will make students feel the program is exciting and worthwhile to enroll in. The recommended message would include the Jam logo, the Web site URL, a description of the program, a list of possible rewards, and enrollment directions. All of these elements will relay the Jam information and encourage students to find out more and enroll.

Important rewards to show in a message would be gift certificates, iPods, and bikes. This shows students the range of prizes and tells them about ones they are most likely to desire. Enrollment directions could include the Web site and what to click on to enroll. The description of the program must convey that it is free to students, easy, because students only swipe a card to receive points and signing up can be done online, and it is fun when rewards are received.

A possible slogan is "Eat. Jam." This gets across the two main elements of the loyalty program, which are eating and using Jam. The slogan would also be effective for the eating contest, which is the next tactic, because participants will be eating jam. "Eat. Jam." is short, easy to remember, and fun.

The audience to be reached is all Grand Valley undergraduates who may or may not eat at on-campus dining facilities. The signs in the eateries will alert students who eat at the

facilities of the program. For students who eat off campus, signs in academic buildings will alert them to the rewards possible by eating on campus. However, a secondary audience, Grand Valley faculty, will also be reached. They are not the target audience for this campaign, but they are still eligible to enroll in Jam and will be exposed to the displays.

The media is entirely in print. The displays and signs will consist of cardboard displays, canvas banners, fliers, brochures, table tent ads, and possibly vinyl signs. As described, they will be placed in all dining facilities on campus. Again, these include the three Commons restaurants, Meadows Restaurant, Papa John's Pizza, Kleiner Commons, and the two vendors in both the Kirkhof Center and the DeVos Center. Both floor and hanging displays will be placed where most students walk, such as near cash registers. Fliers for the academic building bulletin boards will be hung primarily on boards closest to doors because all students must walk through doors.

Print media is the best for this campaign because there is a lot of information to disseminate. Students are able to read and obtain brochures about the program and make the decision to enroll. The locations are where most students will be able to see a sign or a display, which makes the tactic effective and engages students at every point of contact.

The following is the estimated costs to complete the tactic. Shipping and sales tax charges are not included. Also, staff time is not added because Campus Dining staff can use regular working hours to complete the task.

- Graphic designer through Grand Valley:  
\$20 for the first hour plus \$10 for each additional hour  $\times$  five hours = \$60
- Corrugated cardboard display to hold brochures from [displays2go.com](http://displays2go.com):  
One per dining facility  $\times$  10 locations at \$25.30 each = \$253
- Brochures from Copy Center Plus at the University Bookstore (color, 8.5"x11"):

Ten displays with six brochure slots each holding approximately 25 brochures requires 1,500 copies at \$.25 = \$375 × 2 for one refill = \$750

- Canvas banner through Grand Valley:

Five foot banner in 10 facilities at \$15 foot = \$750

- Vinyl sign with a stand (optional) from [www.displays2go.com](http://www.displays2go.com):

One per dining facility × 10 locations at \$176.13 per sign including printing of design = \$1761.30

- Table tent ads at all of Grand Valley's dining locations:

Two and one half inch square ads for one week including setup and removal = \$30

- Bulletin board fliers printed at Copy Center Plus in the University Bookstore (color, 8.5"x11"):

Approximately 20 academic buildings (including Allendale, DeVos, and Holland campuses) with five boards each at \$.25 per copy = \$25

The total cost for this tactic is \$3,629.30. Without the optional vinyl sign with a stand the cost is \$1,868.

This tactic should be implemented as soon as possible. However, the spring and summer semesters are near and fewer students are on campus, which means that the best time to initiate this tactic would be the fall semester of 2006. By beginning in the fall, all students return to campus and are interested in ways to save money, or they will be purchasing a dining plan.

Over the summer, preparations should take place and the needed displays should be gathered. Starting in early July, the graphic designer would be commissioned. Approximately an hour will be spent discussing the desired features of the designs. Five days later when the designer is complete, the signs can be ordered and the designs can be sent to [displays2go.com](http://displays2go.com).

The company then prints the graphic onto the cardboard displays and the optional vinyl signs. This process takes seven days and shipping takes approximately five. On the same day that these displays are ordered, brochures, canvas banners, table tent ads, and bulletin board fliers can be ordered through Grand Valley. All of the materials should be ready well before the fall semester starts. This allows time to get the proper approvals for displaying the fliers and signs and allows extra time for delays.

Three weeks before the semester begins, the week of Monday August 7, 2006, the various materials should be hung and positioned. This gives students an early opportunity to learn about Jam and sign up. They may come to campus to move in or purchase books or they may come with their parents, who could play a role in meal plan purchases and Jam enrollment. Starting September 12, which is during the second full week of classes, the table tent advertisements would run. This gives students time to adjust to their schedules. Few students would have time during the first week of classes or the shortened week after Labor Day to read and enroll in the program. The table tent ads would be removed after one week, but the rest of the displays and signs could be maintained throughout the entire school year or until the enrollment goal is reached. Finally, time should be set aside each Friday to refill the brochures in the displays. Even though this tactic will occur over at least an entire semester, the only time needed is for preparation and displaying of the material. Organizing occurs during three months, but the total time is approximately 17 hours.

## **Tactic Two: Eating Contest**

Another tactic to accomplish the strategy is an eating contest. The event could be held at a table where Campus Dining employees would be stationed with laptops, which enables

students passing by to enroll in Jam. There would also be displays with Jam information. The event would be a contest where three student volunteers are needed for each round. Participants would then see who could eat a jar of jam in the shortest amount of time. The contests should occur every 30 minutes from 11 a.m. to 6 p.m. giving many students the chance to participate and learn about Jam. Winners of each round would receive a prize, which could be a coupon for a free meal on campus or a gift certificate. The best idea would be a gas gift certificate or a mall gift card that is redeemable at all of the mall's stores. The main floor of Kirkhof would be an ideal location because it is an area where many students gather. This location separates the contest from actual eating facilities. Therefore, students with weak stomachs would not be discouraged from watching the event and still eating a meal. To promote the contest, fliers could be hung on bulletin boards and table tent advertisements could be used for the week prior to the event. Also, a small advertisement could be placed in *The Lanthorn*. The newspaper could also be sent a media advisory to encourage them to write an article about the contest.

The overall message of the event is that Jam is fun and exciting. Jam understands what students find interesting, and students should enroll because others are enrolling at the time of the contest. Advertisements would have the same look as the displays from the first tactic, but the message would describe the eating contest as being free, fun, and connected with Jam. The message would also have the date, time, and location of the event. The possible slogan, "Eat. Jam." would be heavily used in the advertisements and in the displays at the event because of its description of the event and the Jam program.

Grand Valley students are the audience for the promotion of the event and the eating contest. This is a fun event where participation can occur, which encourages students to learn more and sign up for Jam. All students who travel through Kirkhof are the primary audience for

the event, which should be exciting for students to watch. All students and faculty are audiences for the advertisements for the event, even though not everyone will be interested in the contest.

Print media will be used for the advertisements. The other way the message is distributed is through the eating contest. Advertisements will be on bulletin boards and in the student newspaper so all students hear about the event and on the tables in the dining facilities to remind students who eat on campus.

The eating contest is a good method for creating excitement, a strategy for this campaign. In Kirkhof, tables will be arranged for the event. This location allows for maximum exposure because it is a central area on campus where students come for many reasons, including eating, relaxing, and for student organizations.

The following is an estimate of the cost to implement this tactic. Costs do not include sales tax or staff time.

- Jar of 32 ounce jelly from Meijers:

Three jars for every 30 minutes during a seven hour span at \$1.99 jar = \$83.58

- Gift certificate prize:

One prize every 30 minutes during a seven hour period at \$20 per gift certificate = \$280

- Bulletin board fliers printed at Copy Center Plus in the University Bookstore (color, 8.5"x11"):

Approximately 20 academic buildings (including Allendale, DeVos, and Holland campuses) with five boards each at \$.25 per copy = \$25

- Table tent ads at all of Grand Valley's dining locations:

Two and one half inch square advertisements for one week: \$30

- *The Lanthorn* 1/8<sup>th</sup> page advertisement:



Monday and Thursday newspaper  $\times$  \$124 per advertisement = \$248

The total cost for this tactic is \$666.58.

Again, the end of the winter semester makes the implementation of this tactic in the fall of 2006 a better option since students will have more time and energy to participate. A day that would be successful for the eating contest would be Wednesday September 20, 2006. This is in the middle of the week when many students are on campus for classes. It is also the week after the table tents ads would be run for the display tactic, so students should be familiar with the program or at least the Jam logo. The contest would run from 11 a.m. to 6 p.m. and would occur every 30 minutes. The span from midmorning to the evening is a time when Kirkhof, the location of the event, is heavily populated with students. Thirty minute intervals would allow the event hosts, Campus Dining employees, to recruit enough participants for each contest.

Preparation should begin on Monday August 14, 2006. Fliers and other promotional material could be ordered. Once the fliers are obtained, a day should be spent hanging them around campus, which would give about a month of exposure. The week before the event, the table tent and *The Lanthorn* advertisements should be purchased. The table tent ads will run the week prior and *The Lanthorn* will run one ad in the Thursday September 14 edition and one in the Monday September 18 issue. Also, the media alert should be written and sent to the newspaper. On Monday September 11, the various flavors of jam should be purchased. Gift certificates should also be obtained at this time. The reason for going a week before is to ensure enough jars of jam are available. If not, an order can be placed and the jam can be picked up when it arrives at the store. Preparations occur in the five weeks before the event, but they do not take up entire days. Approximately, 12 hours will be spent preparing. Then on the day of

the event, the table, laptops, and displays, which could be borrowed from other dining locations, should be organized. This preparation should take about two hours.

## Budget Summary

Tactics	Calculations	Subtotal
<b>Displays</b>		
Graphic Designer	$\$20 + (\$10 \times 5 \text{ hours})$	\$60
Corrugated Cardboard Displays	$\$25.30 \times 10 \text{ locations}$	\$253
Brochures	$\$.25 \times 3,000 \text{ copies}$	\$750
Five Foot Canvas Banners	$\$15/\text{foot} \times 10 \text{ locations}$	\$750
Vinyl Signs (optional)	$\$167.13 \times 10 \text{ locations}$	\$1761.30
Table Tent Ads	\$30	\$30
Bulletin Board Fliers	$\$.25 \times 100 \text{ copies}$	\$25
	Total	\$3,629.30
	Total without optional sign	\$1,868
<b>Eating Contest</b>		
Jars of Jam	$\$1.99 \times 42 \text{ jars}$	\$83.58
Gift Certificate Prizes	$\$20 \times 14 \text{ prizes}$	\$280
Bulletin Board Fliers	$\$.25 \times 100 \text{ copies}$	\$25
Table Tent Ads	\$30	\$30
Lantern Ads	$\$124 \times 2$	\$248
	Total	\$666.58
<b>Evaluation</b>		
Survey	$\$.03 \times 200$	\$6
	<b>Grand Total</b>	<b>\$4,301.88</b>

# Timeline

	July 2006	Aug. 2006	Sept. 2006	Oct. 2006	Nov. 2006	Dec. 2006	Jan. 2007	Feb. 2007	March 2007	April 2007	May 2007
Displays	Preparation	Preparation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation
Eating Contest		Preparation	Preparation	Implementation							
Evaluation			Preparation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation	Implementation

Preparation



Implementation





# Evaluation

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## •Evaluation•

This section includes the two parts of the campaign that need to be evaluated. The first part consists of directions to evaluate goal achievement. This evaluation reiterates the measurable objective and shows a concrete change. Evaluating goal achievement will determine whether the overall program is successful. The second part has methods to evaluate how successful the individual tactics were. If they have not resulted in an increased awareness of or enrollment in Jam, they should be terminated. Favorable results from the tactics can lead to continued or improved use to fulfill the campaign strategy and goal. Evaluation is important to determine how effective the program is, to document the value of the campaign, and to make program adjustments.

The goal for this campaign is to increase awareness of and enrollment in Jam. When the campaign began, there were 1,015 participants; the objective was to increase enrollment to 7,647 members by October 2006. Collection of this data can be done by using the database of program participants. The client should count the participants in October to determine if the goal was met. However, enrollment should also be calculated at the end of the entire campaign, which is the last week in April 2007. There are no costs associated with this evaluation method.

To evaluate the displays tactic, a combination of evaluative methods should be used. First, when the brochures are refilled in the corrugated cardboard displays, the number of brochures that have been taken should be recorded. This is done by counting how many brochures are there before they are refilled and subtracting that number from the initial amount. This will be done each Friday when the displays are refilled. A second way is to employ a hit counter on the Jam Web site. This will count how many students visit the Web site, which students may have learned about on the various fliers and signs. The hit counter should be

running as soon as the displays are put up; the number of hits should be calculated in October and again in April. Finally, a survey should be conducted to measure audience awareness. The survey should be done with a random sample of 200 students at various locations on campus. Questions should ask students if they know what Jam is, if they know how to enroll, and what they remember about the message. Campus Dining employees should conduct this survey in October 2006. The survey can be typed and then printed at Copy Center Plus in the University Bookstore for three cents per copy. The total cost is \$6. The other evaluation methods do not result in any cost.

Tactic two, the eating contest, should be evaluated in two ways. First, the number of students that approach the table and participate, observe, or obtain information should be counted. This attendance calculation should be done during the event, and the numbers can be tallied on a piece of paper. Also, the number of students who enroll on the laptops at the event should be calculated by counting people who register during the contest. No costs are associated with this method. A second method is to figure out the advertising equivalency for any mentions in the media. This is done by taking any story that is published in *The Lanthorn* or other media outlet and calculating how much the space would have cost if it was a paid advertisement. *The Lanthorn* charges \$6.75 per column inch. Various forms of media should be scanned for three days after the event to see if any stories were written. This evaluation does not have any cost.

All of the evaluation methods should be completed by the end of October 2006. At the end of April 2007, the enrollment numbers and the Web site hits should be recalculated to see what effects the long-term displays had. The total cost for all of the evaluations is six dollars. Tactics that have led to desirable results can be used again; the other tactics can be adjusted to better fulfill the goals.



Appendix

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## Individual Research Report

Question: How are rewards programs promoted (nationwide)? What entices people to enroll?

Describe several successful campaigns.

Topic: How Rewards Programs are Promoted (National Data)

Quantum Loyalty Systems links Scooby-Doo promo deal with Heinz Ore-Ida, Sears and

Warner Home Video; Consumer loyalty programs reward Heinz and Sears customers with tickets to summer flick. (2002). *Business Wire*, 2219. Retrieved January 18, 2006, from PROMT database.

Rewards programs can be promoted with various techniques. When a purchasable product is involved, promotional material can be attached to the product or packaging. Heinz Ore-Ida advertised a “chance to find two full-priced tickets to Scooby-Doo or any other upcoming Warner Bros. movie inside specially marked boxes of Kibbles `n' Bits pet food and Scooby Snacks pet treats” (“Quantum,” 2002, p. 2219).

By purchasing Scooby-Doo merchandise at Sears, customers could mail in their register receipt and receive two tickets to see the Scooby-Doo movie. Promotions where rewards are found inside the packaging run as long as the supplies last. This type of rewards program entices consumers to purchase the merchandise and see the movie.

Reward consumers for loyalty. (2005). *Photo Trade News*, 69(10), 30. Retrieved January 25, 2006, from PROMT database.

According to The Light Group, a company that creates loyalty programs, rewards programs are “a communication tool, an educational tool and a marketing tool” (“Reward,”

2005, p. 30). Typically, rewards programs done through this company are online. Customers access their information with a password.

To successfully promote rewards programs, information needs to be repeated so customers can easily retain the data. For best results, a rewards program and its promotion must be personable and desirable for consumers. Another promotional tool is to offer bonus points or prizes during select times.

Topic: Why People are Enticed to Enroll in Rewards Programs (National Data)

Grinnell, D. (2003). Loyalty programs are subject to success if they are well

crafted and properly executed. *Nation's Restaurant News*, 37(48), 24. Retrieved January 18, 2006, from PROMT database.

The obvious reasons why people sign up for rewards programs are to receive prizes and other incentives for making purchases. "Today the average consumer belongs to an average of seven to 10 frequency programs" (Grinnell, 2003, p. 24). With all of the programs available today, customers are left deciding which ones will be most rewarding.

Nash, L., & Barsky, J. (2003). Improved loyalty programs target dwindling

number of travelers. *Hotel and Motel Management*, 218(12), 16. Retrieved January 18, 2006, from PROMT database.

Hotels have been expanding and improving their loyalty programs for customers as a result of fewer frequent travelers. "For example, Marriott recently made it easier for their customers to move up to elite status and earn bonuses from Marriott Rewards by reducing the

required number of annual hotel stays to 10 nights from 15 nights” (Nash & Barsky, 2003, p. 16).

Another method used to entice people to enroll is a combination of bonuses, services, or rewards. When customers earn prizes, such as cameras or computers, and still receive miles towards their favorite airline, they are more likely to register. Also, people are more likely to enroll in programs that offer no blackout dates and free weekend stays at hotels. Starwood Hotels and Resorts initiated a program that offered free weekends and no blackout dates and its enrollment has increased to over 10 million people.

Topic: Successful Rewards Program Campaigns (National Data)

Hughes, A. (1999). How Safeway built loyalty - especially among second-tier customers.

*Target Marketing*, 22(3), 46. Retrieved January 18, 2006, from PROMT database.

Safeway Inc., a United States’ grocer, desired to increase their profits through gaining more frequent shoppers. They ended their traditional program where customers could swipe a membership card during a transaction to receive benefits. The program they started, which included rewards, recognition, and relationship building, was a huge success with customers and greatly increased sales. They began by analyzing customers through application forms.

Safeway’s main targets were customers that primarily shopped elsewhere. One reward was merchandise discounts from a swipe card. Many of the discounts were provided by product manufacturers, which saved Safeway money.

The second aspect of the program was direct mail to card holders. Coupons and other discounts were included. Rewards were tailored to the customers. “They [customers] received a \$1 off coupon for anything in the meat department (if they did not shop that department) or the

produce department (if they did not shop heavily there)” (Hughes, 1999, p. 46). In the end, 451, 800 various versions of the mailings were sent to card holders. Also, a newsletter that included cooking tips recipes was sent out. The newsletters also promoted Safeway brand products through information and coupons. This helped strengthen the relationship between the company and its customers.

Finally, the program personally recognized customers by offering members free ice cream on their birthdays. All of these tactics made the Safeway Inc. reward program beneficial to the company and their customers.

Hughes, A. M. (2003). *The customer loyalty solution: What works and what doesn't in customer loyalty programs*. New York: McGraw-Hill.

Golden Casket Lottery Corporation Limited of Queensland, Australia has a loyalty program called Winners Circle. They track customer's history of purchasing lottery tickets and tailor the rewards to each customer.

One reward was a chance to win a free lottery ticket after purchasing a ticket. The free, surprise game is won instantly at the time of purchase. The type of game won was determined by what games the customer played frequently. Therefore, the purchasing behavior is reinforced. Another feature of the loyalty program was personal messages printed at the top of customer's receipts that promoted the game that the customer was most likely to play. One more reward is the weekly \$10,000 bonus drawing.

Golden Casket also has a Web site where customers can access personal information, see if they have unclaimed prizes, and sign up for e-mail alerts. For example, customers can choose to be alerted every time their favorite game's jackpot reaches a specific amount. Also, when a

member visits the Web site, a banner and other promotional material is displayed according to what the person plays. Each of these tactics has helped Golden Casket increase their income and their registered players.





# Communication Example

# Special Event Plan

## **Description of the Event**

Eating contest is the title of the event. The theme is adventure because students will volunteer to join the contest and battle two other students to see who can eat a jar of jam in the shortest amount of time. Students should have an exciting experience where they learn about the Jam program. Excitement should encourage them to sign up during the contest.

## **Public Relations Objective**

The purpose of the event is to increase awareness of and excitement towards Jam. Both factors should result in an enrollment increase.

## **Primary Audience**

The primary audience is undergraduate students at Grand Valley State University. All students in this group, which includes those who do and those who do not have meal plans, are targeted. 200 students are expected to participate, enroll, or obtain information. To acquire audience members, signs, table tent advertisements, and newspaper articles will be used. Also, Campus Dining staff will recruit people to participate and enroll during the event.

## **Timing**

The event will be held on Wednesday September 20, 2006 from 11 a.m. to 6 p.m. Possible conflicts could occur with fundraisers or other informational tables in Kirkhof. Since other events are not typically contests and have different goals, problems should not arise.

## **Location**

The facility must be a popular place for students to gather and walk through. It needs to have an open space where the tables, laptops, and information can be set up. The best place is the main level of the Kirkhof Center. The main floor is open to events throughout the day.

Alternative locations are the bottom floor of Kirkhof or the lowest level in the Commons. There are no fees involved with the location.

### **Program**

9 a.m.	Tables set up
11 a.m.	First contest
11:30 a.m.	Second contest
12 p.m.	Third contest
12:30 p.m.	Fourth contest
1 p.m.	Fifth contest
1:30 p.m.	Sixth contest
2 p.m.	Seventh contest
2:30 p.m.	Eighth contest
3 p.m.	Ninth contest
3:30 p.m.	Tenth contest
4 p.m.	Eleventh contest
4:30 p.m.	Twelfth contest
5 p.m.	Thirteenth contest
5:30 p.m.	Fourteenth contest
6 p.m.	Event ends and cleaning begins
7:30 p.m.	Cleaning completed

All preparation can be done two hours prior to the event. To prepare, two tables should be set up. One must have two laptops so students can enroll, and it must have brochures, signs, and Campus Dining staff to ensure information is spread. The other table needs three chairs for the contest participants and a chair for the Campus Dining employee who oversees the contest. Garbage cans must be available, and cleaning needs to occur after each contest to remove the sticky jelly. During the event, information will be distributed, and students will be enrolled. Campus Dining employees will talk about Jam or hand out brochures to students who walk past. After each contest, the prize must be awarded. Between contests, three new participants must be secured. After the entire event, a thorough cleaning must be completed.

### **Promotion Plan**

The slogan is “Eat. Jam.” The message to get across is that Jam is exciting and worthwhile to enroll in. Fliers will be ordered on August 14 and hung once they are obtained. Table tent advertisements will run the week before the event. Advertisements in *The Lanthorn* will run on Thursday September 14 and Monday September 18. A media alert will also be sent to *The Lanthorn*. Each display will include a description of the event, the Jam logo, the time, and the location.

**Calendar** (Dates represent initiation and completion)

August 14, 2006	Order fliers and table tent ads
August 21	Hang fliers
September 11	Jam and gift certificates purchased
September 11-September 18	Table tent ads run
September 14	Ad ran in <i>The Lanthorn</i> /Media alert drafted
September 18	Ad ran in <i>The Lanthorn</i> /Media alert sent to <i>The Lanthorn</i>
September 20	Eating contest

Campus Dining employees will be in charge of completing the tasks and running the contest. Approval will be needed to hang the fliers and to hold the event.

**Budget**

Tactics	Calculations	Subtotal
<b>Eating Contest</b>		
Jars of Jam	$\$1.99 \times 42$ jars	\$83.58
Gift Certificate Prizes	$\$20 \times 14$ prizes	\$280
Bulletin Board Fliers	$\$.25 \times 100$ copies	\$25
Table Tent Ads	\$30	\$30
<i>Lanthorn</i> Ads	$\$124 \times 2$	\$248
	<b>Grand Total</b>	<b>\$666.58</b>

Funding will be provided by Campus Dining.

**Evaluation**

Throughout the contest, the number of students who participate, observe, or obtain information should be counted. The advertising equivalency should be calculated too. This is done by taking any story published in *The Lanthorn* or other media outlet and calculating how much the space would have cost if it was a paid advertisement. *The Lanthorn* charges \$6.75 per column inch. This information will show how much awareness was created. Also, students who enroll on the laptops must be tallied during the event, which determines if the campaign goal of increased enrollment was achieved. Finally, the actual and estimated costs should be compared.