

~Inspiring a New Market~



Client: Susan Harbourn Designs

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Group 8

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Susan Harbourt

Executive Summary

This proposal will cover the summary of Susan Harbourt Designs organization, a thorough analysis of the key publics involved, and recommendations that will be implemented with the schedule and the budget provided. In order for Susan to be successful our recommendations will reflect our research, and concepts that are supported by the Advanced Public Relations course. Our business challenge that we hope to overcome is reaching Susan's dream client. Further, our strategies will include public relations tactics such as promotional events and social media to increase awareness. We will be assigning a spokesperson to add credibility to the products and somebody that our dream client will aspire to be when choosing that special, modern and hand crafted piece of jewelry to add to their collection.

Statement of Principles and Philosophy Statement

One of the main goals of public relations is to maintain and build relationships between an organization and its publics. One example is Susan Harbourt and her handmade jewelry designs. She has seen an abundance of success in recent years, and wants to know who her company should really be targeting. With this campaign, we hope to achieve objectives that will eventually lead to a target audience that Susan can focus a majority of her efforts on. Our philosophy is to use all of the public relations tactics and outlets at our disposal. We hope to accomplish our goals in a way that reflects highly on our agency and the organization we represent.

Summary of Organization

Susan Harbourt Designs is a growing independent company, established by Susan Harbourt who designs a variety of jewelry from scrap metals. From copper, silver, and gold, Susan Harbourt designs all jewelry from her very own office at home. The majority of Susan Harbourt Designs take place on her Etsy shop and website (susan-harbourt.com).

While most entrepreneurs start their businesses based on inspiring dreams, Susan Harbourt fell into the jewelry business by sheer experimenting. Susan Harbourt graduated from the University of Illinois with a degree in Engineering with jewelry design never being apart of her course work. While moving into a new house, Susan and her husband were updating an electrical system that left piles of copper laying around while they went about their work. She began interweaving the scrap metal to make a bracelet and it fueled Susan's desire to enter the jewelry business. With only herself as the sole manufacturer of the jewelry, Susan soon created Susan Harbourt Designs with only recycled metal and her office being at home.

As far as the internal environment of Susan Harbourt Designs, it is only focused on the creator herself, Susan. Susan actually sees herself as a designer not an artist. Her jewelry is meaningful in a different way by how it is constructed in a tasteful engineering technique. The public perceives her jewelry as not a standard item, but more of a specialty or a unique piece of jewelry that you cannot find elsewhere. Although, Susan Harbourt Designs is very active on social media, she is reaching her wrong target market. It has helped in popularity that young celebrities from teen dramas wear her jewelry, but she would prefer to focus on women in their 30s-40s who are sentimental and enjoy unique products. The problem is that Susan is competing with the external environment of Etsy. Etsy has so many at-home jewelry designers that Susan Harbourt Designs really has to be able to differentiate her jewelry from all the rest. Her competition can also be looked at as local boutiques who are known to feature small jewelry artists at their stores. Susan attends trade shows where hundreds of jewelers are competing to sell their products can also bring in more competition. In order to reach the target market she is asking for, Susan has asked for our help to overcome these barriers and spread knowledge of Susan Harbourt Designs.

Susan Harbourt

Susan Harbourt

Situation Analysis

1. Restate the problem or situation

Susan Harbourt is looking for a focus on her PR for her jewelry designs. She has so many situations going on all at once (deciding who she should sell more to or what media outlets work best) that she has seemed to have gone off track with managing her PR.

2. Provide a history of the situation

She uses a wide range of outlets to increase PR such as: an Etsy shop, personal website, Instagram, Tumblr, Pinterest, and postcard mailings. So far one of Susan's products was a winning item for the catalog "Uncommon Goods". Her jewelry has even gained the attention of TV celebrities such as The Vampire Diaries, but unfortunately this is not her target market. Susan has turned to a mentor to help reach her dream client, but she is still struggling to reach this goal. With her ideal target market being a woman in her 30-40s seeking unique yet sentimental pieces of jewelry, having teen celebrities is not helping her goal.

3. Summarize relevant background information

Susan has described what she calls a "dream client." This client's characteristics include being female in her 30s-40s, who has kids, but has some free time. She is sentimental and enjoys products that are unique. This woman shops at Whole Foods, and supports local products and is into yoga. This client does not want the type of jewelry with her kids initials on it. Susan's products are made from recycled copper, botanically inspired and are symmetrically-balanced. She uses raw materials and has part time help for assembly.

4. Discuss the importance of the situation including potential consequences

Susan wants to sell her products to her ideal consumer instead of the consumer she is reaching right now. PR is important in this situation to reach her primary target and it is serious, because her sales have doubled but she is still unsatisfied with the end consumer. Although it is great publicity that some celebrities wear her pieces, they were not the client Susan has in mind to wear her jewelry.

Susan Harbourt

Target Market Analysis

In this proposal, addressing the key publics is very important as it relates to reaching Susan's overall business goals and objectives. In order to target the right audience and to understand how to reach the market, we need to further examine the key publics. In this section, you will find an analysis of Susan Harbourt's organization and its position to the public.

First, the category that best describes Susan Harbourt's Designs is latent. At this time, Susan is interested in changing the key public that she interacts with and therefore awareness is the main focus of the business goal. A latent public is one that shares a common interest with the organization but has not yet recognized it. The public that Susan is most interested in is a woman who is 30-40 years old. This key public is not located specifically in one region, and this is the reason Susan has a hard time targeting 30-40 year olds in the whole nation. The socioeconomic status that this group carries is middle to higher class income.

The target market that needs to be reached has a higher income than an average American. In order to effectively target this group, it is necessary to look at psychographics and preferences. This group supports locally made products and a typical store that this customer shops at is Whole Foods or Trader Joe's. This is good for Susan because she is transparent in the products she uses and throughout her production processes. The group that should be targeted has a higher status in society and thus typically has graduated from high school and college. Another characteristic to consider when analyzing this public is that this group might show areas of semi-religious followings but are not devout. They likely have European ethnicity, but are curious of other around them. From a business perspective, this is positive because this means that this group is open to trying new products and easier to reach because of their curiosity in society.

In addition to the higher status, there are some more characteristics and personality traits to consider, as they relate to the public's wants and needs that correspond directly to the organization. The key public is often interested in yoga, coffee shops, and values sentimental products that are not overly sensitive and cheesy. This means that when advertising to this demographic, we need to romanticize the product but also appeal to the rationality of the consumer. This key public expects unique, environment friendly and quality products.

In terms of communication and the media habits of this public, some channels that are popular include social media and news media. In general, this sector of the population has started using Facebook to share their experiences and interact with their friends. Additionally, Pinterest is very important to this public because of their interest in Pinterest content but they themselves are not yet very savvy when using this medium. This means that they spend even more time on Pinterest because they have an interest in improving their skills. Also, it is necessary to recognize that news media such as blogs, newspapers and magazines are popular amongst this market and our budget will be split up accordingly.

The current position of the organization in the public's minds is non-existent because Susan has yet to reach her dream client. However, in the current public eye her products are perceived as simple, handcrafted recycled sterling silver and eco friendly jewelry. Currently both her consumers and desired client do not recognize Susan's products as modern and trendy. Therefore, the organizations desired position is to be the preferred retailer for modern and hand-crafted jewelry.

Susan Harbourt

Strategic Recommendations (Goals, objectives, strategies, tactics)

Goal 1: The reputation management goal is to make public's aware of what makes Susan Harbourt jewelry unique compared to other jewelry shops and companies.

Publics: Women aged 25-45 who live in the Champaign-Urbana area

Objective: To increase awareness of Susan Harbourt Designs among target audience by 35% within 6 months.

Strategy 1: Social Media

Tactics:

- Film and post a short video on all current social media outlets
 - Show how Susan's jewelry is meaningful to people and goes beyond aesthetics
- Encourage post sharing on Facebook and Twitter
 - Doing promotions or offering discount codes
- Monthly unique photo sharing of a "behind-the-scenes" look at how Susan creates a certain piece of jewelry to show her time and dedication in each piece

Strategy 2: Special Event

Tactics:

- Partnership event with Susan Harbourt Designs and a local boutique
- Susan Harbourt's jewelry as the main display and showcasing her work
- Have Susan discuss how jewelry is meaningful and invite previous consumers who can share their stories
 - Highlighting the uniqueness of Susan Harbourt designs as a local artist
- Sign up for an email list, have a special promotion for people that attended the event and signed up

Goal 2: The relationship management goal is to develop a relationship between Susan Harbourt Designs and LGBT students and residents in the Champaign-Urbana area.

Publics: LGBT students and residents who live in the Champaign-Urbana area.

Objective: To increase online following by 20% within 6 months.

Strategy: Promotional Set-Up in the Chester Street Bar in Champaign, Illinois

Tactics:

- Every week on Sunday for the drag show
- Open to all students and faculty
- Along with having jewelry to purchase, display a tri-fold that shows off sentimental value of past consumers who wore the jewelry for specific events such as weddings
- Raffle for discount codes, jewelry add-ons with a purchase from her website, grand prize of free earrings
- Have e-mail sign ups and promotional offers for people that share or like Susan Harbourt Design's website, social media sites, on the spot

Goal 3: Maintain and strengthen relationships with Susan Harbourt Design's current and new publics.

Susan Harbourt

Publics: Women in the Champaign-Urbana area ages 25-45, female college students ages 19-24

Objective: Increase website traffic and social media following for Susan Harbour Designs by 20% within 6 months.

Strategy: Catalogs (Digital and Mail)

Tactics:

- Showcase a variety of Susan Harbour Designs products.
 - Have a section in her catalogs such as “Jewelry of the Month” to show a featured item.
 - Send polls in her emails and website on designs her customers would like to see in the near future.
- Ask what type of product they would prefer, see preferences
- Gauge whether consumers would buy certain featured items

Message Recommendations

For Susan Harbour Designs, Jessica Leach, the career advisor for the College of Media at UIUC would be an excellent spokesperson. She is a well-known person throughout the University and fits well with Susan Harbour’s dream client. Since Jessica Leach is a local spokesperson, it is more easily attainable for Susan to use her than a high paying actress. Jessica Leach is a stylish and confident woman who can not only sell students on obtaining careers, but unique pieces of jewelry.

The appeal that would be focused on for Jessica Leach as a spokesperson would be an emotional appeal. The jewelry’s message simulates that these pieces are timeless joys and comforts to add to your own outfits. These products are not to fulfill short-term beauty goals, but rather these pieces are meant to make the consumer feel like they have purchased a symbolic item that they will continue to cherish in many years to come. Jessica could be wearing a piece of Susan’s jewelry that has a unique meaning to herself that she could speak highly of to future customers.

Not only does Jessica Leach provide an emotional appeal, but also a rational one. She is like-minded of the dream target market and could easily explain how the product would be beneficial to new consumers. We would use a value proposition in our message so we could increase a positive interest in the jewelry.

To really showcase the jewelry, we would feature the jewelry as the nonverbal message to the consumer. We would like the future customers to each have the opportunity to see the different types of metal because viewers will have specific tastes. Also bringing a wide variety of jewelry such as earrings, rings, necklaces, could really show the customers the different designs Susan incases in her jewelry.

The following is our primary verbal message we would like Jessica Leach to say when wearing the jewelry and speaking on the behalf of Susan Harbour Designs:

Susan Harbour Designs uses the finest quality of metal for an unique piece of jewelry for the modern day women. Made in St. Joseph, IL, Susan Harbour Designs range from necklaces, rings, earrings and bracelets made with recycled sterling silver and reclaimed copper. With a desire to help consumers find their luster, you are guaranteed to outshine with these exclusive pieces of jewelry. To see the latest Susan Harbour Designs, please visit susan-harbour.com.

We believe this message would give a slight history of Susan Harbour Designs as well as direct customers to the online store. Jessica Leach is a powerful and confident speaker and we believe she will create an emotional bond between the customer and Susan Harbour Designs.

Susan Harbour

Schedule**January 2016**

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1 Launch Campaign; collect baseline data	2
3	4 Create “behind-the- scenes” content	5	6	7	8 Post “behind- the- scenes” to FB and Twitter	9
10	11 Begin to film social media video	12	13	14 Send out Mail Catalog	15	16 Release Digital Catalog
17	18	19	20	21	22 Post social media video to FB and Twitter	23
24	25 Visit possible boutiques for Partnership	26	27 Visit possible boutiques for Partnership	28	29 Visit possible boutiques for Partnership	30
31						

February 2016

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1 Create Tri- fold for Illini Union Set- Ups	2	3	4 Illini Union Set-Up: Valentine’s Day Edition	5	6
7	8 Create “behind-the- scenes” content	9	10	11	12 Post “behind- the- scenes” to FB and Twitter	13

Susan Harbourt

14 Valentine's Day	15 Create Poll	16	17	18 Send out Mail Catalog	19 Send Poll to email list	20 Release Digital Catalog
21	22	23	24	25	26	27
28	29					

March 2016

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7 Create "behind-the- scenes" content	8	9	10	11 Post "behind- the- scenes" to FB and Twitter	12
13	14	15	16	17 Send out Mail Catalog	18	19 Release Digital Catalog
20	21 Illini Union Set-Up: Easter Edition	22	23	24	25	26
27 Easter	28	29	30	31		

April 2016

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
					1	2
3	4 Create "behind-the- scenes" content	5	6	7	8 Post "behind- the- scenes" to FB and Twitter	9
10	11	12	13	14	15	16 Post Flyers for Boutique Partnership Event

Susan Harbourt

17	18 Post Flyers for Boutique Partnership Event	19 Post Flyers for Boutique Partnership Event	20	21 Send out Mail Catalog	22	23 Local Boutique Partnership Day; Release Digital Catalog
24	25	26	27	28 Illini Union Set-Up: Mother's Day Edition	29	30

May 2016

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5 Re-post social media video to FB and Twitter	6	7
8 Mother's Day	9 Create "behind-the- scenes" content	10	11	12	13 Post "behind- the- scenes" to FB and Twitter	14
15	16 Create Poll	17	18	19 Send out Mail Catalog	20 Send Poll to email list	21 Release Digital Catalog
22	23	24	25	26	27	28
29	30	31				

June 2016

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			1	2	3	4
5	6 Create "behind-the- scenes" content	7	8	9	10 Post "behind- the- scenes" to FB and Twitter	11

Susan Harbourt

12	13	14	15	16 Send out Mail Catalog	17	18 Release Digital Catalog
19	20	21	22	23	24	25
26	27	28	29	30 Last Day of Campaign		

Budget

Strategy 1: Social Media

Tactics:

- Film and post a short video on all current social media outlets
 - Budget: Filming costs
- Encourage post sharing on Facebook and Twitter
 - Budget: Offer promotional items or discounts
- Monthly unique photo sharing of a “behind-the-scenes” look at how Susan creates a certain piece of jewelry to show her time and dedication in each piece
 - Budget: Photography costs

Strategy 2: Special Event

Tactics:

- Partnership event with Susan Harbourt Designs and a local boutique
 - Budget: Flyers to promote the event
- Sign up for an email list, have a special promotion for people that attended the event and signed up
 - Budget: promotion for event attendees

Strategy: Promotional Set-Up in the Illini Union

Tactics:

- Along with having jewelry to purchase, display a tri-fold that encourages students to think of their mothers or female relatives
 - Budget: Tri-fold materials
- Raffle for discount codes, jewelry add-ons with a purchase from her website, grand prize of free earrings
 - Budget: Earrings for the raffle, raffle supplies

Strategy: Catalogs (Digital and Mail)

Tactics:

- Showcase a variety of Susan Harbourt Designs products.
 - Have a section in her catalogs such as “Jewelry of the Month” to show a featured item.
 - Budget: Photography for Jewelry of the Month

Susan Harbourt

Evaluation Plan

We will evaluate our reputation management goal by seeing how well our awareness percentage has increased or decreased during the given timeline (six months). This will be determined by examining all current social media outlets and seeing if activity has increased or decreased. In addition to analyzing social media, we will also look to see how well the special event went in terms of total attendees, items purchased, and the number of people who signed up to receive promotional e-mails. If activity on social media and attendance at the special event collectively contribute to an increase in awareness with our target audience by at least 35%, we will have reached our goal.

The relationship management goal will be evaluated in similar fashion. We will judge our success by how well or poorly our online following fluctuates. Also, we will measure how many female students visit our promotional in the Illini Union, as well as how many people sign up for email offers and purchase the product in person.

Our third goal's success will be figured by the increased amount of website traffic and increased social media following within six months. If such activity increases by 20%, then we will have reached our goal. In addition to activity, we will be able to gain consumer insights because we are asking the audience what type of product/design they prefer. This can potentially give us a whole new angle about how to reach our target market because we will learn what product the consumer likes the most.

Susan Harbourt