

# nowbank

DialUp Creative

Client Name

## **Tower Community Bank**

Lorie Heller

## **Financial Marketing Solutions**

Zach Pannell

Amber Farley

## **DialUp Creative**

Adam Newbern, *Account Executive*

Monica Hall, *Research Director*

Jude Waggoner, *Creative Director*

Ana Walker, *Event Director and Public Relations Executive*

## **Middle Tennessee State University Faculty**

Dr. Tricia Farwell

Valen Wilcoxon, *Graduate Assistant*

Advertising & Public Relations Campaigns

Fall 2018

## Acknowledgements (optional)

## Table of Contents

## Executive Summary

Dear ,

- Central idea
- Target market
- BRIEF creative strategy
- BRIEF media strategy
- Budget “We’re planning a budget of \$\$\$”
- Conclusion

## **Situational Analysis**

Intro

Company analysis

- Product analysis

- SWOT

- PEST

- Trend analysis

Consumer analysis

- Current users

- Problem/need fulfillment

- Motivations

- Lifestyle

Market analysis

- Product category

- Size of market share

- CDI & BDI

Competitive analysis

- Overview of competition

- Overview of their key product

- Market share/position

- Compare to client product

Conclusion

## Campaign Objectives

## Target Audience

Character sketch of the idealized target audience member:

Ryan is a 24-year-old single white male living in Murfreesboro, Tennessee. In addition to being a full-time student at Middle Tennessee State University majoring in concrete management, Ryan works full time as a cook at Toots Restaurant where he makes roughly \$19,500 annually. Ryan like to bank locally and has a good level of trust with his current bank. When he does manage his money, he does it mostly from his bank's mobile app. Ryan has one credit card that he still feels he was "tricked into getting by the nice lady at the bank." He uses it sparingly since debt makes him nervous. Ryan considers himself to be tech savvy, but enjoys getting out in nature with his dog. After a good hike, he heads back to his apartment to watch nostalgic television shows on the cable network Nick At Nite.

Emily is a 20-year-old hispanic female renting an apartment next to MTSU's campus that she feels is a little too expensive. Luckily, Emily is still attached to her parent's bank account and her dad is good with helping Emily pay rent. Emily is confident in her grades for both her Interior Design and Organizational Communication majors, but is a little nervous about her future. Emily only makes about \$480 per paycheck from her part-time job at Starbucks, but she is diligent with her money. She mostly buys school materials and groceries. Every friday, Emily interns at a wedding venue. When she isn't having to deal with one of her many obligations, Emily is going to concerts and shows in Nashville.



## **Stakeholders**

Who?

Why do they care?

Problems/concerns

Needs/wants

Character sketch

## **Advertising strategy**

Creative objectives: Use creative items to promote the bank to millennials and increase awareness by 15%

Creative strategy

Copy platform

Results of any testing done

Creation of ads, commercials, promotions, etc.

Hard copies in main book or as appendix

## **Public Relations Strategy**

PR objectives

PR strategies

PR tactics

## **Media Strategy**

Media objectives

Media strategy

Justification

Prospect identification, timing and creative considerations

Media tactics

Media scheduling

Media budget summary

Use charts

## Budget

Use charts

## **Evaluation**

Methods of evaluation

Tests you would perform on the content

## Appendix