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# Gilda's Club of Rochester

## ADVERTISING PLAN



Emily McNeil, Sarah Ozzello, Chloe Smith  
COMM 205-01: Intro to Advertising  
Professor Kathleen Marchaesi-Ciaraldi  
Final Advertising Plan  
Tuesday, April 23, 2013

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*Advertising Agency*  
Group 6

# 1 CONTACT REPORT

255 Alexander Street, Rochester, NY 14895 | 585.423.9700 • 585.423.9072 Fax | [www.gildasclubrochester.org](http://www.gildasclubrochester.org)

**Meeting Date:** Thursday, February 7, 2013

**Report Date:** Tuesday, February 12, 2013

**Contact Report Number:** GCR02072013

**Client Attendees:** Bob Russell – Executive Director  
Johanna Lester – Director of Events and Communications

**Agency Attendees:** Emily McNeil  
Chloe Smith  
Sarah Ozzello

**Location:** Saint John Fisher College  
3690 East Avenue  
Rochester NY, 14618  
Wegmans Nursing 314

**Third Party Attendees:** Kathleen  
Marchaesi-Ciaraldi  
-Professor

**SUBJECT: GILDA'S CLUB OF ROCHESTER, NEW YORK CONTACT REPORT**

The purpose of this document is to address the meeting between our group and the Gilda's Club of Rochester, New York. Our group will focus on creating a signature fundraising event aimed towards colleges and their students, which they would then execute and participate in.

## **PROGRAMS AND EVENTS OF GILDA'S CLUB**

Gilda's Club of Rochester offers free cancer support programs for children, teens, men, and women whose lives have been touched by cancer. This includes persons who are living with cancer themselves or family members and friends who have been affected by cancer. Gilda's Club of Rochester offers up to 1,200 different programs annually free of charge to members.

There are five main events that are held on an annual basis in order for GCR to raise money:

1. 5K Walk for Wellness at Marketplace Mall: An event for the whole family, Walk for Wellness encourages teams of all ages to be bold in the cold with a non-competitive 5K

(3.1 mile) indoor walk. While on the walk you can enjoy demonstrations from local health and wellness professionals, crafts, entertainment, healthy snacks, prizes and more!

2. Gilda's Guy Bachelor Auction: Thirty-five Prince Charming's are auctioned off and all money raised benefit Gilda's Club of Rochester
3. Surviving in Style Fashion Show: Inviting and encouraging cancer survivors to submit an application to model, ultimately bringing together survivors, caregivers, friends, and family to benefit Gilda's Club Rochester. It is a unique opportunity for members of the Rochester community to celebrate and share stories of hope, strength, and courage while helping others live with cancer.
4. Annual Jerry Flynn Children's Classic Golf Tournament: Gold Tournament held on a yearly basis in order to bring supporters of Gilda's Club together in attempts to raise money for the club.
5. Heroes Ball: The Heroes Ball is a deeply celebratory and inspirational event for the Rochester community and an anchor of the Gilda's Club calendar, during which they honor numerous community "heroes" in the fight against cancer.

There will be a budget of \$1,000 and the Advertising Plan will be completed by the date of May 23, 2013. The fundraising event will be held in the Fall of 2013.

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## **PURPOSE**

The objective is to increase awareness of the Gilda's Club events and programs for the demographic of men and women between the ages of 18 and 25. This will include creating a signature fundraising event aimed towards college students.

This advertising campaign and event will be persuasive, creative, and professional. Member testimonials will be used to inform potential members of the benefits that Gilda's Club has to offer.

## **NEXT STEPS**

Our group has a tour scheduled to see the facilities and environment that Gilda's Club offers to their members. This will give our group a better understanding of the benefits of the services that GCR provides to incorporate into our event plan.

Next, we will look more closely at the other annual events that GCR already offers and the success of these events.

Lastly, we will outline a plan and put it into action according to what Gilda's Club of Rochester has provided us with.





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Group 6

## CREATIVE BRIEF

255 Alexander Street, Rochester, NY 14895 | 585.423.9700 • 585.423.9072 Fax | [www.gildasclubrochester.org](http://www.gildasclubrochester.org)

**Client:** Gilda's Club of Rochester, New York

**Project Name:** Fundraising Event (Semester Project)

**Version:** 1

**Date:** February 20, 2013

**Team Members:** Emily McNeil, Sarah Ozzello, Chloe Smith

**Objective(s):** Create a signature fundraising event aimed towards colleges and their students, which they would execute and participate in.

**Timeframe:** During the Fall 2013 Semester at St. John Fisher College. Late August, early September, to mid-December.

**Primary Audience Demographic:** 18-26 year olds, college students, men and women

**Psychographic Detail:** Almost all (about 95%) of this demographic has known, been related to someone who has had cancer or have cancer themselves and have been emotionally or physically affected by cancer. Most of this demographic are knowledgeable of the seriousness of the diagnosis and how it can affect lives of everyone around, as well as the necessity of finding a cure. Also, most of this demographic has participated in athletics and athletics often participate in cancer awareness activities such as "Breast Cancer Awareness Month" with the wearing of pink and pink ribbons. Even if they do not participate in athletics, this demographic has been known for high participation with these events and sometimes make up most of the participant of events.

**Primary Audience Beliefs (about the product or service):** These men and women are willing to participate in events that will further help them understand and build connections with the community and organizations within the area, and also help support

those in need from cancer, as most can relate to similar circumstances.

**Current Behavior:** Only 5% of the target demographic is involved at the organization.

**Desired Behavior:** Increase the demographics' involvement with the organization as well as building connections with the community in organization awareness groups and events in area colleges, since most of this demographic are unaware of the organizations out there that are willing and able to help someone who has been affected by cancer.

**Call to Action:** Create a link on Facebook page with information about the event, how to get involved, and how to sign up.

**Tone:** Personal with real stories and real members, helping, caring, compassionate, fun, enjoyment to get away from the pain, exciting, and involving.

**Key Message:** To create relationships, emphasize the club, programs, and events. Focus not just on the physical aspect of cancer, but the emotional aspect as well. Provide a place of where persons affected by cancer can come to relax and laugh within a home environment. "You may not need us today, you may not need us tomorrow, but we're there." To adjust the message to tail it more towards young adults, we would make it relatable. For instance, "I will be strong with you. I will be there." Make it personal to the person who is participating so they are confident in themselves that what they are doing is really helping people become stronger in dealing with the sufferings of cancer.

**Secondary Message(s):** Provide a community that understands. Not to just give support but a family, friends, and caregivers, helping persons suffering or effecting by cancer to get through the hard times with some fun.

# **GILDA'S CLUB ADVERTISING PLAN**

## **INTRODUCTION**

### **Executive Summary**

Gilda's Club has been successful in engaging the younger demographic, along with teens, adults, and elders, but a large portion of the market is not involved or even aware of Gilda's Club. The main objective of this advertising plan is to make college age students aware and involved with the support and events that Gilda's Club has to offer. This goal is going to be executed by advertising primarily on college campuses in the Rochester area. Another medium of advertising that will be utilized are social media outlets. These different outlets will help to achieve the goal of involving the target market.

These mediums of advertising were chosen for a few different reasons. The budget is somewhat limited; therefore, it is important to make the advertising as effective and efficient as possible. Also, these mediums of advertising will also target the intended audience specifically. Advertising on college campuses and social media sites will ensure that the target market will be exposed to the advertisement. These different strategies used will allow for this advertising plan to execute the goals of Gilda's Club.

## **SITUATION ANALYSIS**

### **Company's Current Marketing Situation**

Gilda's Club objective is to create relationships, emphasize the club, programs, and events. They don't just focus on the physical aspect of cancer, but the emotional aspect as well. Gilda's Club provides a place where people affected by cancer can come to relax and laugh in a home-like environment. "You may not need us today, you may not need us tomorrow, but we're there." This quote focuses on the fact that everyone might not need to services of Gilda's Club right now, but it is important for people to be aware of what Gilda's Club has to offer. So, people can take advantage of their services if they do need the club's support in the future. They are a non-for-profit organization therefore the marketing budget is extremely limited. Currently, their main forms of marketing are donated or via social media. In the past they have also had some media time donated to them, but currently they are not participating in those types of advertising. Gilda's Club is currently fairly active on Facebook, but is currently not present on Twitter.

## GILDA'S CLUB EVALUATION: SWOT ANALYSIS

<b>Strengths</b> <ul style="list-style-type: none"> <li>⇒ Gilda's Club facilities</li> <li>⇒ Strong membership among elderly and child members</li> <li>⇒ Home environment; fun and loving</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>⇒ Website design and navigation</li> <li>⇒ Lack of Twitter social media utilization</li> <li>⇒ Lack of a YouTube channel</li> <li>⇒ Lack of awareness among men and women from ages 18-26 (college students)</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>⇒ Increase awareness among men and women ages 18-26</li> <li>⇒ Increase volunteer involvement among college age men and women</li> <li>⇒ Available technology to improve websites and other media outlets</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>⇒ Colleges Against Cancer</li> <li>⇒ American Cancer Society</li> <li>⇒ Breast Cancer Coalition of Rochester</li> <li>⇒ All local organizations competing for funds and volunteers</li> </ul>

## CONSUMER EVALUATION

### Market Segmentation Analysis

This advertising plan and event would be aimed at reaching all people who are enduring the emotional and physical effects of cancer. This includes people of any age that are either diagnosed with cancer or family and friends who are coping with the emotional effects of loved ones diagnosed with any type of cancer.

### Market Research Results

The \_\_\_\_\_ advertising team put together an eleven-question survey. The sample size for this survey totaled at 87 respondents between the ages of 18 and 23 years old, with few respondents outside of the age range. The intention of this market research was to determine the current awareness of Gilda's Club for this target market, the amount of people who are effected by cancer, if people seek support, and what social media outlet is the most popular for this demographic.

- 77% of respondents are not aware of Gilda's Club
- 100% of respondents have been affected by cancer
- 43% of respondents did not seek support and some of the reasons why were:
  - "Too young to understand"
  - "Have to stay strong for family"
  - "Not enough time"
- 64% of respondents are "Very Active" on Twitter and only 42% on Facebook

**Target Market**

Demographic Profile- Almost all (about 95%) of this demographic has known, been related to and emotionally or physically affected by cancer.

Psychographic Characteristics- People who don't like to go through emotional and difficult times of their lives alone. Also, these types of find it beneficial seek support from other.

Positioning- An interactive student involvement club and community service opportunity to build connections and offer support to people struggling with the effects of cancer.

**COMPETITOR EVALUATION****Primary Competition**

Our primary competition consists of clubs on campus as well as all of the different organizations in Rochester that benefit cancer. Some specific organizations include the CAC on campus, which are colleges against cancer. Organizations in Rochester include the American Cancer Society and the Breast Cancer Coalition of Rochester, which are two organizations that have a lot of support from members in the community.

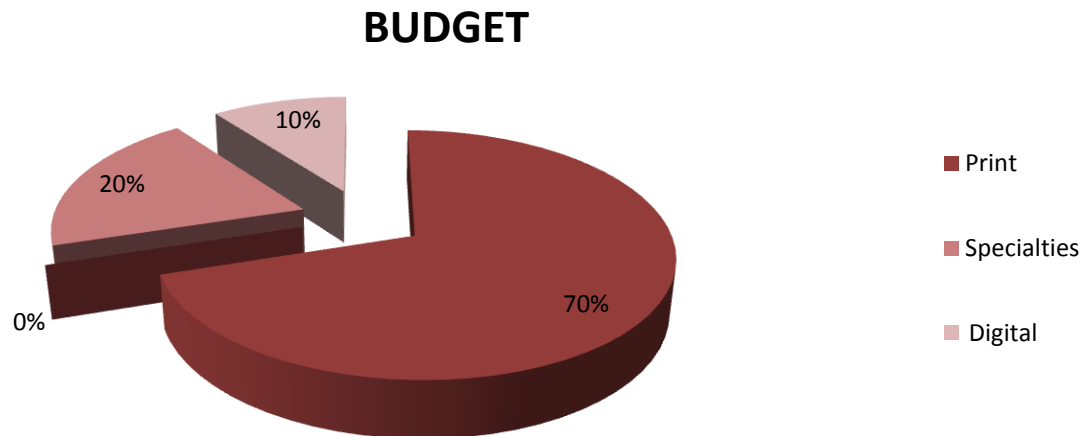
**MARKETING GOALS****Short Term**

One short-term goal is to increase the number of hits on the Gilda's Club website by 10%. Another short-term goal is to increase membership in the club by 5%, as well as increase the number of donations by 10% within the next 6-8 months.

**Long Term**

The main long-term goal is to be successful with our advertising and events, and we will be able to measure this by evaluating the changes in enrollment and donations. Our goal is to increase each of these areas by a minimum of 20% within the next 12 months.

## BUDGET



### Breakdown of Budget Allocation

Print: large flyers, glossy finishing, advertisement in the college newspaper or local area newspaper; can also do large lawn sign to place outside of the college campus for extra exposure. Specialties: pens and pencils already supplied by Gilda's Club, they already made flyers and pamphlets for Gilda's Club. Digital: Partnering with St. John Fisher College's Student Activities Board, for permissions to create a PowerPoint slide for the "sleep" screen on Fisher campus computers. Social Media: is free but just need to be updated daily. The price of hiring local comedian for the night depends on how popular and known they are.

- Print layouts:
    - "Turn Up The Love" 36" W x 48" H
    - "Hope Floats" 36" W x 48" H
    - SNL: city lights
    - SNL: stage
      - Recommend printing
        - Vistaprint®: very affordable for non-profits
          - 24.26" x 36.26" X 1 = \$19.00 + tax
          - 24.26" x 36.26" X 2 = \$38.99 + tax
          - 24.26" x 36.26" X 3 = \$57.99 + tax
          - 24.26" x 36.26" X 4 = \$72.99 + tax
          - 24.26" x 36.26" X 5 = \$91.99 + tax
          - <http://www.vistaprint.com>
        - The Poster & Sign Studio on St. John Fisher campus
          - 36.26" x 24.26" X 1 = \$42.00 + tax
          - <http://www.sjfc.edu/campus-services/signs/>
- Specialties:
  - Vistaprint® offers a range of material and items you can put your company's logo on and still very affordable: <http://www.vistaprint.com>
  - Balloons: Party City®
    - Red Heart Foil Helium balloons: \$1.99 each X 200 = \$398 + tax
    - Red Solid Latex balloons: 12in 72ct = \$7.99 X 3 = \$23.97 + tax
  - Red Heart stress balls: 4imprint®

- Customizable with Gilda's Club's logo: \$1.09 each X 250 = \$272.50 + tax
  - <http://www.4imprint.com/tag/145/Stress-Relievers/product/86057/Heart-Stress-Reliever>
- Attachable tags/cards: Purchase at local Wal-Mart®

## ADVERTISING RECOMMENDATIONS

### Advertising Objectives

1. Increase awareness in 20% of target market within the fall 2013 Semester at St. John Fisher College; late August, early September, to mid-December, time period.
2. Enhance perception of value within the fall 2013 Semester at St. John Fisher College; late August, early September, to mid-December, time period.
3. 10% of target audience will participate in Gilda's Club within the fall 2013 Semester at St. John Fisher College; late August, early September, to mid-December, time period.

The objective of advertising is to influence college students, at St. John Fisher College and other area colleges, to want to participate and become involved in this fundraising event for Gilda's Club on the college campus and to get as many college students aware that the college is supportive of cancer awareness activities and student involvement to help with a global cause. We would like to change the attitude of college students to want to be involved, just as most of them are involved in Breast Cancer Awareness, just cancer as a whole. Promote Gilda's mission to educate, support, and ensure that no one needs to go through cancer alone. For college students to become educated and aware of Gilda's Club. Through advertising, interest students in becoming a member of the "board" at the fundraising event, and want to help plan.

## CREATIVE STRATEGY

**Representing the client, Gilda's Club, by hope, joyfulness, support, compassion, warmth, and hospitality; ranking in the target audiences' mind as their first choice to receive support for the emotional effects of cancer and organizational volunteer opportunities contributing to not only the foundation but to the greater cause.**

- Incorporation of Gilda's Clubs Red Door/the color red
- Incorporation of photos of members/volunteers/events/activities
- Comedy event, representing the fun loving environment of Gilda's Club and the personality of comedian, Gilda Radner.
- Iconic/Abstract design
- Making the event personal/relatable/individualized
- Incorporation of Gilda's character from SNL: Rosanne Rosannedanna
- Acronym SNL: Support Never Leaves

## EXECUTIONS

- Print Layouts and Copy
  - Poster-Layout style advertisements of the event; meaning most of the layout (60-70%) will be image. There are two types of style and directions we thought could be a possibility.

- The first is focusing on the “Empowered by Hope,” snip of Gilda Club’s slogan. We chose hearts, to show the environment of Gilda’s Club, wholesome and loving and the heart incorporated the “red” of Gilda’s Club, signifying the openness and welcoming feel. The simplicity of these designs are based on that they will be hung on walls with a dozen other advertisements, though focusing and highlighting on one object in the layout will attract someone walking around more than just something with text on it. Incorporation of the “balloon release” at the end of the event.
- The second we focused on Gilda Radner and Saturday Night Live and how the event is based on comedy. Creating similar designs SNL incorporates, i.e. city lights and a night feeling, with bands, large bold font, and colorful. We felt this would be very attractive to the target audience because many watch SNL; so they already have an interest, just need to grab their desire. These print layouts will grab that desire due to the event incorporating comedy just as SNL does, making them feel as if they want to go.
  - Taglines, Art, Package Designs, Illustrations, etc.
    - Before executing the “Empowered by Hope” idea we needed to come up with a simplistic saying to correlate with the design and we chose “Hope Floats.” This is a perfect tagline, not only does it go along with the event but it is catchy. You feel as if you have heard it before, bringing familiarity and interest to the advertisements.
    - For the SNL direction for advertising, we came up with a new acronym for SNL pertaining to Gilda’s Club: “Support Never Leaves.” This is a perfect tagline/slogan/acronym because it not only goes along with Gilda Radner and her involvement with Saturday Night Live, but it supports what Gilda’s Club is all about, “you may not need us today, you may not need us tomorrow, but we will always be there.” Support is always there for anyone affected by cancer.
  - The formatting could be rearranged if postcards or flyers wanted to be created specific to the event itself.
- Advertising Specialties
  - Items already created by Gilda’s Club, including t-shirts, pens, flyers, and brochures.
  - Layout elements of the large posters could be transferred
- Event Description

The event will be held in the Fall 2013 semester at St. John Fisher College, in will take place in Campus Center Main stage area on campus. This area is mostly known for having a karaoke and relaxed feeling with fuzz ball tables, comfy couches and chairs, and an overall “café” feeling; a perfect place to hold a stand-up comedy event. Just as Saturday Night Lives’ stage is a “karaoke” setup. The event will consist of hiring local comedians for the night, such as Chet Wild, Comedy Hypnotist Incredible Boris, and Rodney Dangerfield Impersonator: such comedians can be found at the website: <http://www.gigsalad.com/Comedians-Emcees/Comedian/NY/Rochester>

During the event, there is be a time for anyone in the audience to come and share a story of them being affected personally by cancer and followed by members of Gilda’s Club within the same target market age, 18-26, to share their personal stories and how Gilda’s Club helped them through their difficult time; testimonials. There will be a table at the event with, if willing Johanna and Bob and others from Gilda’s Club, answering further questions any student has about Gilda’s Club. We would like this event to be coordinated a part of an SAB, Students Activity Board, event at Fisher, that way prizes can also be given out. When there are prize involved, you are most likely going to get a bigger turnout.

To implement “Empowered by Hope” into our program, we thought of a red balloon release. Representing that the hope Gilda’s Club shares with all of its members can be passed on to others and a sense of “letting go”/releasing the cancer, as if it was never there. To do this,



there will be tags provided at the table with Gilda's Club members for those at the event to fill out a tag and attach it to their balloon. Then, at the end of the event, there will be a balloon release out in front of the campus.

## **MEDIA RECOMMENDATIONS**

### **Media Objectives**

- Create awareness of Gilda's Club among the target age group
- Attract target age group to the comedy event
- Target Audience-18-26 year olds, college students, men and women.
- Demographic Profile- Almost all (about 95%) of this demographic has known, been related to and emotionally or physically affected by cancer.
- Psychographic Characteristics- Almost all (about 95%) of this demographic has known, been related to and emotionally or physically affected by cancer.

### **Media Strategy**

- Social Media: By posting updates on Twitter/Facebook, we will reach the many people that are in our age group that attend Fisher, in addition to other college students in the Rochester Area.
- Posters/Flyers: Putting up posters around campus will create awareness for students at Fisher of Gilda's Club.
- Ad in Cardinal Courier: By putting an Ad in the school newspaper, it will be a cost effective way to introduce Fisher students and faculty of Gilda's Club.
- Ad on sleep screen on campus computers: Each time a student logs onto a campus computer, they will see an advertisement for Gilda's Club, thus creating more awareness.

### **Media Schedule**

- Daily: At least one Social Media update on Twitter, Facebook, or Instagram.
- Weekly Goals: Hang up 50 Posters/Flyers, and one circulating ad on sleep screen
- Monthly Goals: One section per issue in the Cardinal Courier

## **CONCLUSION/SUMMARY**

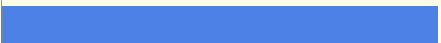





In conclusion, we will be hosting a comedy event in order to raise money and awareness for Gilda's Club through the target age group of 18-26 year olds. Although there is a lack of an effective website and social media for Gilda's Club, we have come up with many different ways to improve these shortcomings and will focus on how to improve them in order to achieve our goals and make our event a success.

## Gilda's Club Marketing Research

**Sample Size: 87**


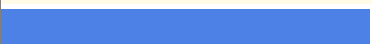
**Sent to people between the ages of 18-25**

### 1. Have you personally been touched by cancer, had cancer yourself or known someone with cancer? (Check All That Apply)

#	Answer		Response	%
1	Relative		73	91%
2	Friend		46	58%
3	Sibling		4	5%
4	Parent		8	10%
5	Significant Other		0	0%
6	Yourself		1	1%
7	Other (please specify)		5	6%

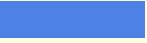




Analysis: From the data above it can be inferred that everyone that was surveyed has been affected by cancer either from a family member, friend, or even themselves.

### 2. Have you ever heard of Gilda's Club?

#	Answer		Response	%
1	Yes		19	23%
2	No		65	77%
	Total		84	100%

Analysis: 77% of men between the ages of 18 and 25 are not currently aware of Gilda's club. Therefore, this is a high opportunity for Gilda's Club to make their community known among people in this specific target market.

### 3. During the time in which you were dealing with the emotional effects of cancer, did you see support/counseling? (Check All That Apply)




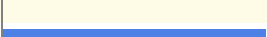

#	Answer		Response	%
1	No Support (if so why?)		34	43%
2	Family Support		44	55%
3	Professional Support (Doctor or Social Worker)		3	4%
4	Cancer Group Support		1	1%
5	Other (please specify)		2	3%

No Support (if so why?)	Other (please specify)
Didn't want too	
Didn't need it	
Too young to understand.	
too young	
I felt emotionally stable	
I normally deal well with things on my own.	
Beacuse	
i was able to cope myself	
parent's close friend	
Cancer is part of natural selection. We need people to die to decrease the surplus population.	
have to stay strong for your family	
Not enough time	
	School support group
	friend support

Analysis: The majority of respondents did not seek professional support to deal with the effects of cancer. However, 55% of people looked to their family for support. Gilda's club is a family environment and could give this demographic of people the support that



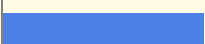


they want. While increasing awareness the “family-like” environment needs to be a focus to attract this demographic. It can be inferred that from the written responses many people felt as though they did not need support, did not know that support was an option, or even did not feel comfortable seeking support. Gilda’s Club also needs to position the word “support” as not being a weak word, but rather a person who seeks support is a strong person.

#### **4. It would be beneficial to be surrounded by peers who are coping with the effects of cancer.**

#	Answer		Response	%
1	Strongly Disagree		4	5%
2	Disagree		1	1%
3	Neither Agree nor Disagree		18	23%
4	Agree		44	55%
5	Strongly Agree		13	16%
	Total		80	100%



Analysis: A total of 78% of respondents felt that it would be beneficial to be surrounded by peers who are coping with the effects of cancer. As a result, if this demographic was aware of Gilda’s Club they would most likely become a member, appreciate, and benefit from the support that the facilities have to offer. 23% of respondents did not feel strongly either way. This percentage of people are the ones that need to be made aware of Gild’s Club and also persuaded that their involvement would be beneficial to their coping with cancer.

### 5. I am interested in being involved with a cancer support group/event.

#	Answer		Response	%
1	Strongly Disagree		3	4%
2	Disagree		14	18%
3	Neither Agree nor Disagree		33	42%
4	Agree		22	28%
5	Strongly Agree		6	8%
	Total		78	100%






Analysis: 36% of respondents would be interested in being involved with a cancer support group/event. This could either mean attending the event or even helping volunteer with the event. 42% of respondents did not feel strongly either way. It can be inferred that these people responded in they way they did because they did not know the details of the event. Therefore, the events turnout relays heavily on this demographics interest. An event simply based around cancer would not attract a large group from this demographic.

### 6. In the upcoming year would you want to be a volunteer or a member who receives cancer support?

#	Answer		Response	%
1	Volunteer		38	83%
2	Member		0	0%
3	Both		8	17%
	Total		46	100%

Analysis: A high percentage of people would want to be involved with the volunteer aspect of Gilda's Club. However, not many respondents are interested in becoming a Gilda's Club member. A few reasons for this is because they are not aware of what a "cancer support club" has to offer and also that they may not currently be coping with the effects of cancer. Therefore, high volunteer involvement is extremely important because they can become extremely familiar with what the club has to offer and seek support if they need it in the future.

### 7. I would attend a cancer support fundraiser that is based around comedy event.

#	Answer		Response	%
1	Strongly Disagree		2	3%
2	Disagree		6	8%
3	Neither Agree nor Disagree		13	17%
4	Agree		39	52%
5	Strongly Agree		15	20%
	Total		75	100%






Analysis: 72% of respondents would be interested in attending an event similar to the one outlined in the advertising plan. 17% of respondents would need persuasion to attend this event. Overall, this is a fairly high amount of people that would attend an event similar to the one outlined in the advertising plan.

### 8. Please indicate your activity level on the listed social media sites.

#	Question	Not Active	Somewhat Active	Very Active	Total Responses	Mean
1	Facebook	7	35	31	73	2.33
2	Twitter	21	5	47	73	2.36
3	Instagram	29	17	27	73	1.97
4	Pinterest	35	20	18	73	1.77
5	YouTube	18	37	18	73	2.00





Analysis: The two social media outlets with the highest activity are Facebook and Twitter. Currently, Gilda's club is not active on Twitter. The data shows that if Gilda's Club joined Twitter and actively updated their account their tweets would reach a large portion of their target market of men and women between the ages of 18 to 25.

**9. I use social media sites to lean about upcoming events that take place on my college campus.**

#	Answer		Response	%
1	Strongly Disagree		2	3%
2	Disagree		12	16%
3	Neither Agree nor Disagree		11	15%
4	Agree		39	53%
5	Strongly Agree		9	12%
	Total		73	100%

Analysis: 65% of respondents claimed that they rely on social media sites to keep track of all the upcoming events that are being held on campus. Therefore, it would be beneficial for Gilda's Club to advertise about their events via social media sites.

**10. In the last year have you been involved in a cancer related fundraising event? Please indicate your involvement.**

#	Answer		Response	%
1	Donation		15	29%
2	Participant		24	46%
3	Volunteer		11	21%
4	Other (please specify)		2	4%
	Total		52	100%

**Other (please specify)**

Raised almost \$200 for Teddi Dance for Love. Planner and participant

Several 5k runs, relay for life, fundraising

Analysis: Out of the 87 respondents 52 of them have been involved with a cancer related fundraising event in the last year. It is evident that people in this particular demographic enjoy being involved with events that are put on for a positive cause.

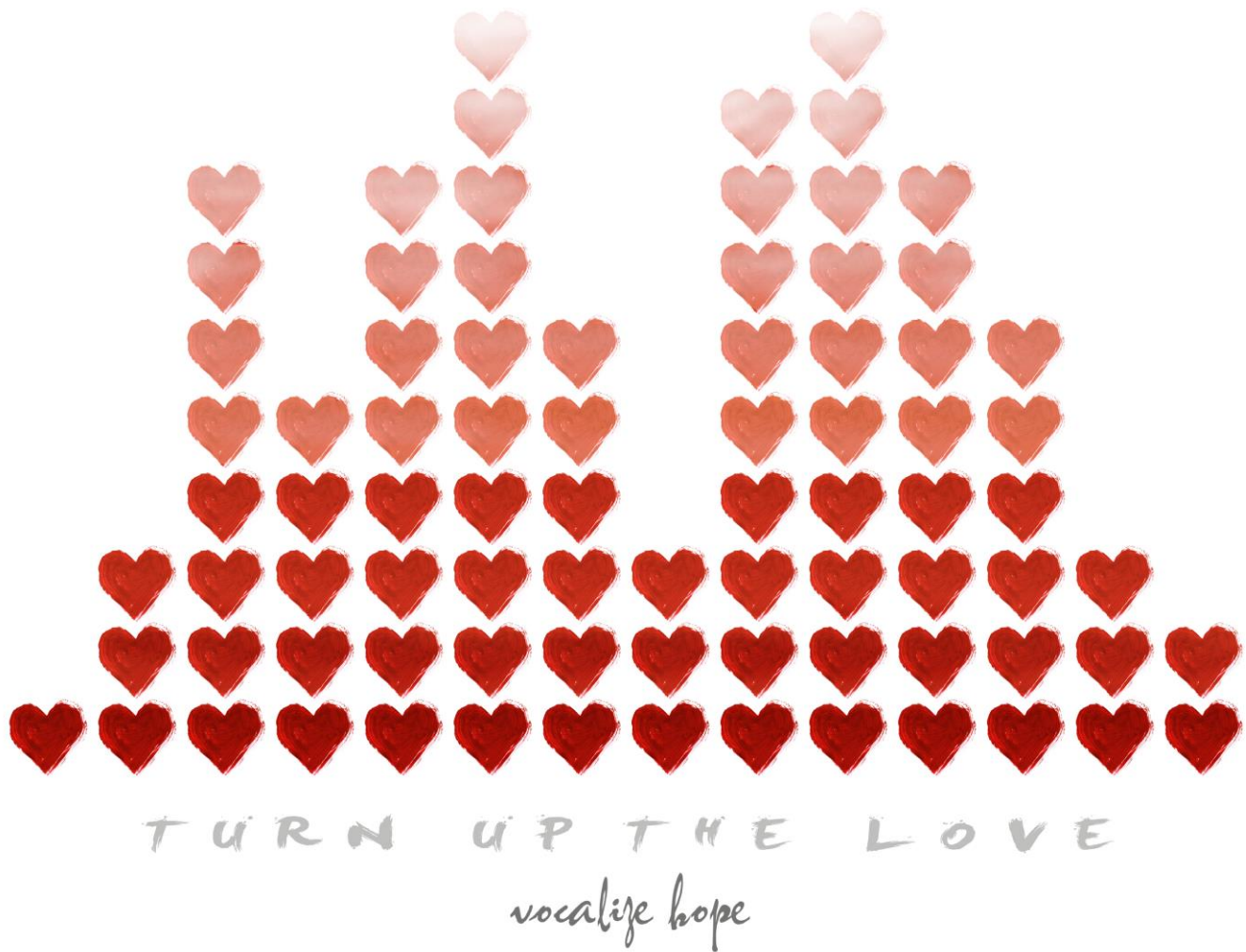


### 11. What other types of cancer support/fundraising events would you like to attend in the future?

Text Response
Concerts
Sporting events
Music events
Magician!
Cancer walk
some type of walk or race to raise money for cancer support--running, biking, walking, etc.
Dance
I currently am a volunteer for Camp Good Days and Special Times
Walk
none
having cancer survivors at events as speakers
Benefit concert
cancer walk
fairs, relays, tournaments
Gala or Ball. Something where cancer patients can dress up and feel good about themselves for a night
One where stories of survival are shared
Game Nights
Relay for Life!
I have no idea.
Walks
Marathons
Individual Benefits, Donations
camp open arms through gildas club!!
Relay for life
Walks
Support for the cancer itself.
relay for life
sports events, raffles, competitions
none
walk: do the breast cancer walk every year
Races

Analysis: The most popular response was a walk which many of the already exist in the Rochester area. Introducing a new type of event would reduce participants feeling as though they are attending/participating in the same type of event for different groups.





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## RED DOOR COMEDY SHOW

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St. John Fisher College  
Campus Center Mainstage  
December 15, 2013  
7:30 PM to 10:30 PM







Figure 2.1



Figure 2.2



Figure 2.3





Figure 3.1







saremba™



# Gilda's Club of Rochester

## ADVERTISING PLAN



Emily McNeil  
Sarah Ozzello  
Chloe Smith

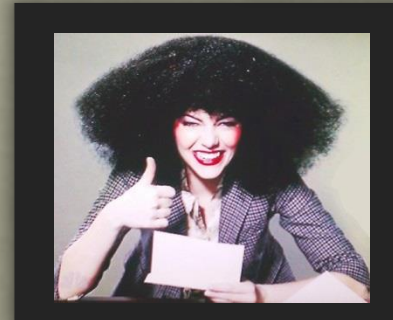
# AGENDA

- Current Marketing Situation
- SWOT Analysis
- Marketing Research and analyzed Results
- Goals and Objectives
- Executions and Event Overview
- Media Strategy, Schedule, and Budget



# CURRENT MARKETING SITUATION

- Gilda's Club objective
- “you may not need us today, you may not need us tomorrow, but we’re there”
- Limited budget
- Fairly active on Facebook
- Occasional advertising, such as TV commercial in the past w/ media donations
- Yearly events



# SWOT ANALYSIS

## STRENGTHS

Gilda's Club facilities  
Strong membership among  
elderly and child members  
Home environment; fun and  
loving

## WEAKNESSES

Website design and navigation  
Lack of Twitter social media  
utilization  
Lack of a YouTube channel  
Lack of awareness among men and  
women from ages 18-26 (college  
students)

## OPPORTUNITIES

Increase awareness among men  
and women ages 18-26  
Increase volunteer involvement  
among college age men and  
women  
Available technology to improve  
websites and other media outlets

## THREATS

All local organizations competing  
for funds and volunteers  
Colleges against Cancer  
American Cancer Society  
Breast Cancer Coalition of  
Rochester



# MARKETING RESEARCH

Sample size totaled at 87 respondents between 18 and 23 years old, with some outside of the target age

Used to determine the current and future in cancer support and/or fundraising, and also social media involvement



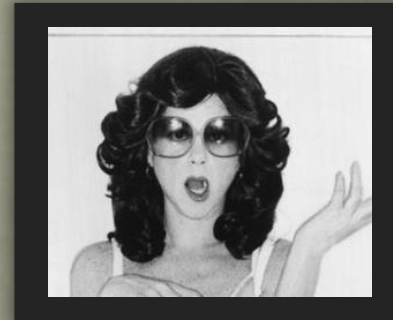
# MARKETING RESEARCH RESULTS

- 77% of respondents are not aware of Gilda's Club
- 100% of respondents have been affected by cancer
- 64% of respondents are “Very Active” on Twitter, only 42% on Facebook
- 43% of respondents did not seek support:
  - “Too young to understand”
  - “Have to stay strong for family”
  - “Not enough time”



# TARGET MARKET

- Psychographics:
  - Seek support through hard times
- Demographics:
  - 18-26 years old
  - Men and Women
  - Known, been emotionally or physically affected by cancer
- Positioning:
  - Interactive student involvement club



# PRIMARY COMPETITION

- Colleges Against Cancer
  - Though could be used as an opportunity
- American Cancer Society
- Teddy Dance For Love
- Breast Cancer Coalition of Rochester
- Any area organizations seeking funds, volunteers, and donations



Colleges Against  
Cancer™



# CREATIVE STRATEGY

Representing the client, Gilda's Club, by hope, joyfulness, support, compassion, warmth, and hospitality; ranking in the target audiences' mind as their first choice to receive support for the emotional effects of cancer and organizational volunteer opportunities contributing to not only the foundation but to the greater cause.



# MARKETING GOALS

## SHORT TERM: 6-8 MONTHS

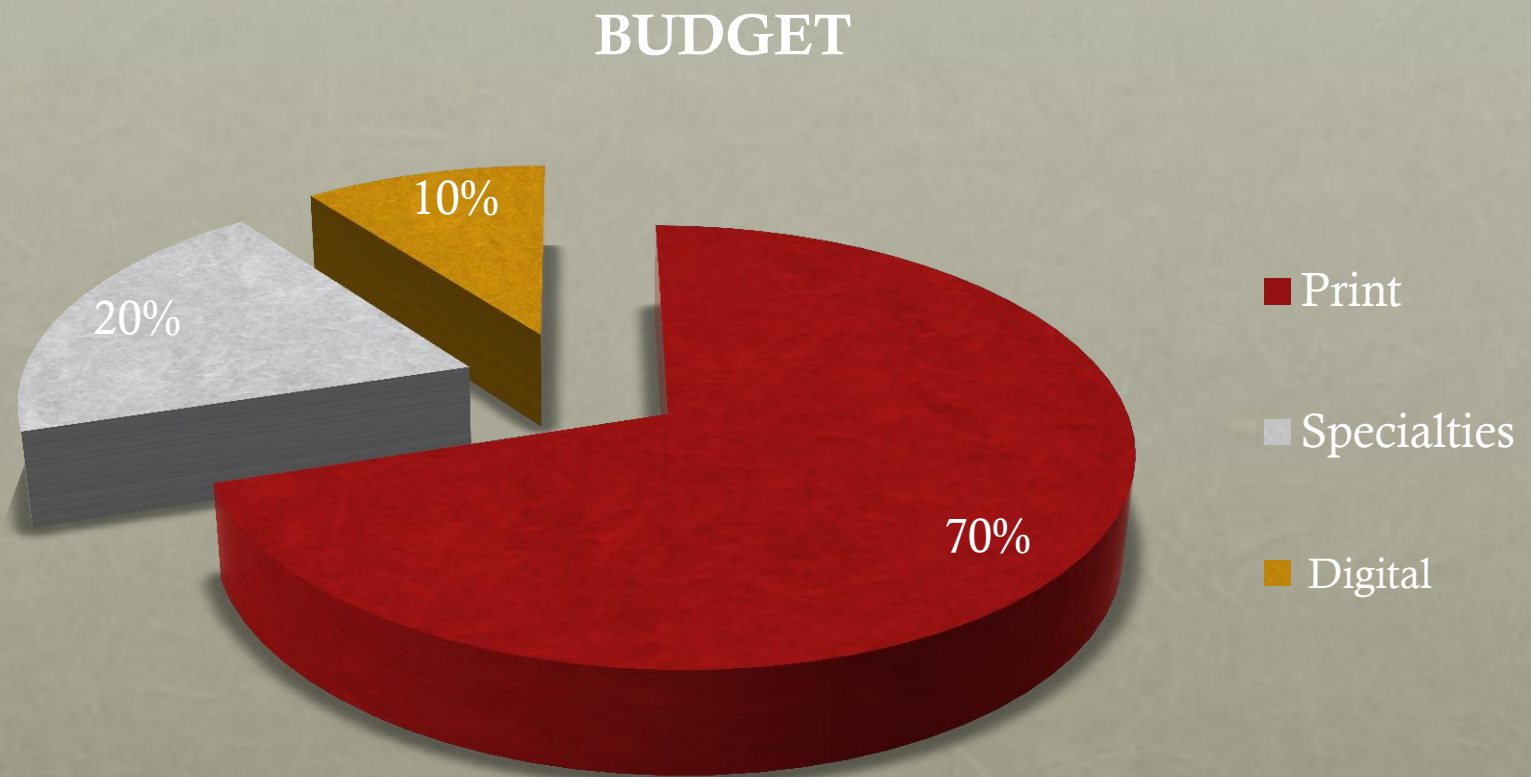
- Increase # of hits on website by 10%
- Increase enrollment by 15%
- Increase donations by 15%

## LONG TERM: 12 MONTHS

- Increase membership by 20%
- Increase donations by 20%



# BUDGET



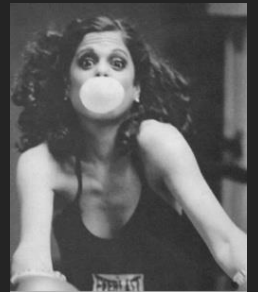
# MEDIA OBJECTIVES

- Create awareness of Gilda's Club among the target age group.
- Attract target age group to the comedy event.



# ADVERTISING OBJECTIVES

- Increase awareness in 20% of target market
- Enhance perception of value
- 5% of target market (approx. 200 people) will participate in Gilda's Club





# EVENT

- Stand up comedy event
  - Possibly local comedians (i.e. Chet Wild, Comedy Hypnotist Incredible Boris, and Rodney Dangerfield Impersonator)
  - Time period where audience can participate
- Testimonies from audience and members of Gilda's Club
- “Hope Floats” Balloon Release
- Partnering with Student Activities Board (SAB) for prizes



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A stage performance featuring a comedian in a suit holding a microphone, a drummer behind a kit, and a keyboardist. The stage is lit with spotlights, and the background consists of large windows with red frames. The text "LIVE COMEDY RED DOOR EVENT" is overlaid on the image in large, colorful, stylized letters.

# LIVE COMEDY RED DOOR EVENT

St. John Fisher College  
CAMPUS CENTER MAINSTAGE  
*coming December 2013*

ROCHESTER  
GILDAS CLUB



SNL

*support never leaves*

REDDOOR

COMEDYEVENT

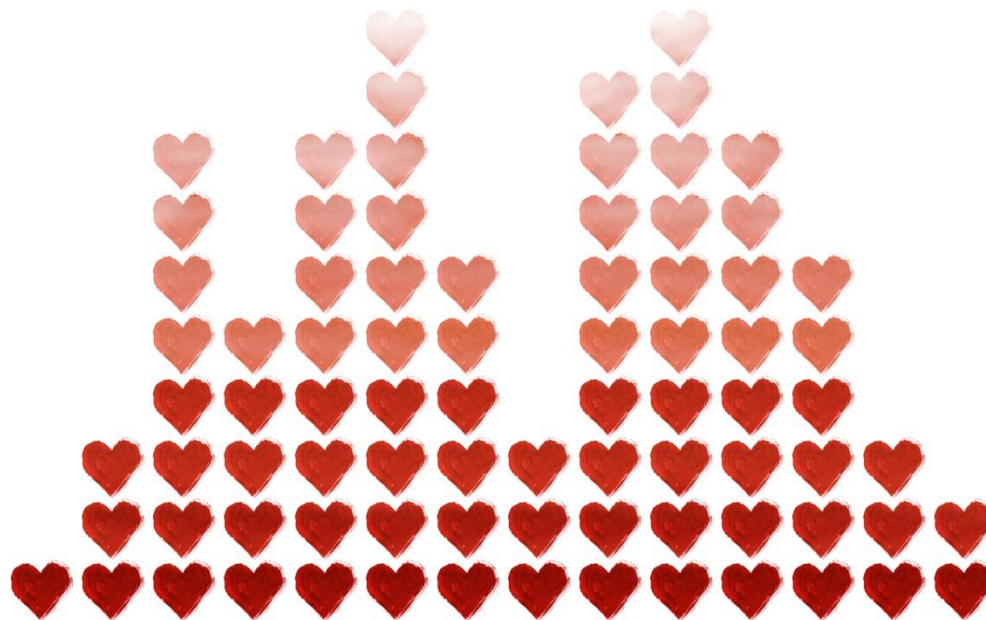
ROCHESTER  
GILDAS CLUB

coming soon...

# RED DOOR

COMEDY  
EVENT

ROCHESTER  
GILDAS CLUB



TURN UP THE LOVE

*vocalife hope*

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## RED DOOR COMEDY SHOW

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St. John Fisher College  
Campus Center Mainstage  
December 15, 2013  
7:30 PM to 10:30 PM





hope floats





# MEDIA STRATEGY

- Social media
- Posters/Flyers around campus
- Ad in Cardinal Courier
- Ad on sleep screen on campus computers



# MEDIA SCHEDULE

- Daily: At least one Social Media update on Twitter, Facebook, or Instagram.
- Weekly Goals: Hang up 50 Posters/Flyers, and one circulating ad on sleep screen
- Monthly Goals: One section per issue in the Cardinal Courier



# IN CONCLUSION

We will be hosting a comedy event in order to raise money and awareness for Gilda's Club through the target age group of 18-26 year olds. Although there is a website and social media for Gilda's Club, we have come up with many different ways to improve these and will focus on how to improve them in order to achieve our goals and make our event a success.

