



Augustana College  
Rock Island, IL



# CONTENTS

Executive Summary.....	2
Competitive Analysis.....	3
SWOT.....	4
Primary Reaserch.....	5
Secondary Research.....	6
Segmentation.....	7
Campaign Strategy.....	8
Cause Marketing.....	9
Tactic.....	10-19
Partnerships.....	20-21
Reccomendation.....	22-23
Budget.....	24
Evaluation.....	25
Timeline.....	26
Meet the Team.....	27



1902-2011

## Situational Analysis

JCPenney has had a longstanding tradition of affordable clothing and household products to families in America since 1902. JCPenney takes pride in knowing that they are able to provide clothing that appeals to several demographics, in addition to having multiple departments that meet the needs of those looking to provide a comfortable living space for their family. However, with an audience of 40.9 million individuals that spend \$82 billion on products that companies such as JCPenney sells, a challenge has been created to determine the best ways to reach and market to this specific demographic. Amongst competitors, JCPenney is stuck in the middle and is looking to position themselves as the trendy and modern clothing store for the 25-34 year old age demographic. This campaign will demonstrate and prove how JCPenney has taken a personal approach to creating and maintaining relationships that ultimately result in sales.

Not only does JCPenney face other department stores as competitors, they are also competing against specialty stores. Department stores lack "immediacy, individuality and a place where [the customer's] opinion matters". In 2009, department sales dropped 11% to \$67.1 billion, which is the biggest drop since the records started being kept in 1987. Kantar, the Columbus based research firm, predicts the sales will drop to \$65.7 billion by 2012.

# COMPETITIVE ANALYSIS

3

## Kohls

**Target Market:** Middle-Income suburban customer

**Business Model:** Mass Discounter

**Strengths:**

Private and exclusive national brand name offerings  
Competitive affordable pricing  
Loyal niche of customers due to incentive programs

**Weaknesses:**

Low online presence  
compared to competitors

## Macy's

**Target Market:** Fashion savvy brand driven consumers

**Business Model:** Mass Discounter

**Strengths:**

Style and appeal as a high end department store  
National brand name offerings  
Signature events build awareness among consumers

**Weaknesses:**

Select target audience  
Low online presence compared  
to competitors

## Walmart

**Target Market:** Low and middle class consumers

**Business Model:** Mass Discounter

**Strengths:**

Offers twenty four hour service for consumers  
Name recognition  
Competitive bargain pricing  
One-stop shopping approach

**Weaknesses:**

Receives criticism from community groups  
Perception among consumers, negative  
public image  
Poor performing employees remain in positions

## Target

**Target Market:** Family oriented middle aged consumers

**Business Model:** Mass Retailer

**Strengths:**

Name Recognition  
Brand choice  
Trendy; Appeal of chic  
and modern design

**Weaknesses:**

Higher product pricing than leading  
competitors

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# SWOT

- They are ranked as 4th for online department store shopped at by 25-34 years old
- Name Brands- MNG, Sephora, American Living, I <3 Ronson, Bisou Bisou, Allen B
- Exclusive partnership with Liz Claiborne
- They are already located as anchor stores in malls across America
- They are affordable
- They have a variety of different departments for different needs
- Brand recognition
- They have awards for LEED certifications and 100% score on the Corporate Equality Index by the Human Rights Campaign
- They have a very successful and popular Facebook fan page with over 1.5 million fans
- The online layout is easy to navigate

## STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

- Organize different clothing departments based on lifestyle and occasion more than just misses, petites, and juniors.
- Incorporate JCP's green and diversity awards to make it more known amongst customers
- The economy creates more budget conscious shoppers looking for better deals on fashion
- Create more celebrity endorsements
- Sephora promotions
- Improving Twitter, Facebook, and Youtube accounts to stay up with the latest social media trends

- There is not enough publicity of brands
- There are not many "Celebrity" brands
- Negative consumer perception of the store
- Their new slogan "New look, New day, Who knew?" does not resonate with target audience
- The store layout
- Their dressing rooms usually seem cluttered and disorganized
- Lack of employees there to help customers in the various sections
- Some products online are not available in the stores

- Big competitors such as Macys, Sears, Kohls, and Target
- The economy has given opportunities to other stores where they can capitalize on offering less expensive clothing.

# PRIMARY RESEARCH

Velocity Communications thought it necessary to collect primary research in an unbiased manner that would allow for us to reach women in multiple age ranges and diversities. We devised a survey consisting of 15 questions that allowed individuals to remain completely anonymous. Our primary research showed some significant findings for our target audience of women 25-34. The results of our survey showed that women preferred the clothing style of higher end clothing stores.

In addition to surveying women from our target audience, we did extensive first-hand research. A survey was created to measure the store atmospherics that each member of the team filled out based on their experience after a walk through at a JCPenney store. We went to several different JCPenney locations around Illinois, Iowa, and Minnesota to observe how consistent the culture and energy is at various store locations. The final results indicated that the stores were not uniform in the different departments. Many of the stores also felt cluttered and over-stocked with clothing to the point where it was hard to find the popular brands that JCPenney is known for. They also had a very department store atmosphere meaning that the store was very plain with no distinctive style to tie all of the departments together. The dressing rooms were unattended, boring, and did not seem like the type of place where you would feel most comfortable trying on clothes. Overall, the experiences ranked an average of 6.5 on a 10 point quality scale. Our in-store research found that there could be many improvements made to the layout of the store to enhance the experience a JCPenney shopper will have.



# SECONDARY RESEARCH

6

Individuals have become dependent on social media to stay updated with current news and trends. Because of this, the marketing and advertising world has to be where the consumers are and that is in social media. Revenues for brands with high "social media activity" increased up to 18%. eMarketer estimates \$3.08 billion will be spent by U.S. marketers on advertising on social networking sites in 2011. This is a 55% increase from the amount of money spent on social networking sites last year. Facebook alone is expected to get 2.19 billion dollars from just marketers in the United States. Facebook has over 500 million active users worldwide and is the second most visited website in the world, second only to Google. It has been found that 53% of people on Twitter recommend companies and products. We also know that of females 25-34, both with and without children, who shop at JCPenney use social media at least once a day. This is why it is imperative that JCPenney has a social media presence that is relatable and relevant to the target

audience and up-to-date with the technology that is currently available for users.

It is not just social media that is getting a growing amount of advertising. People have their cell phones with them wherever they go. Many of those individuals have a smart phone that allows them to have apps and access the internet and email. Advertisers want to reach One statistic is that 67% of heavy smart phone using women are interested in receiving mobile coupons or vouchers for products and services. People like to receive coupons because 81% of consumers say it's fun to see how much they can save using a loyalty card or coupon. JCPenney also has found that of their users, 98% have a cell phone and 53% access the internet from their cell phone. Keeping this in mind, we have found a way to make use of this information by applying it to smart phone technology and new applications.

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# SEGMENTATION

## Fast Tracker



Hi, my name is Laura. I just got a new job as an event planner in Chicago. I am very focused on my career and I can appreciate spending money on myself when I know that I am getting quality for what I'm paying for. I'm in a very competitive environment, so I spend a lot of time in the office and I don't have a lot of time for myself.

- Contains 24% of our target market
- Accounts for 34% of earned income for our segmentation

## Relationship Focused



Hi, I'm Jenn. My husband Bill and I have been happily married for five years. Bill is a successful realtor and I volunteer at our local elementary school since I have a lot of free time. I enjoy shopping, but I value the experience more than the products themselves. Money isn't an issue and I like to keep up with the newest trends.

- Relationship Focused accounts for 16% of our target market
- Accounts for 13% of earned income for this demographic.

## Pressure Cooker



Hi, I'm Michelle. I am married and have four kids. My husband works a lot so I normally get the kids to and from all of their activities in addition to working as an elementary school teacher. I don't have much time to myself to find new clothes because of my busy schedule. I never know what section to look in and can never find my size, so it becomes frustrating. I want to shop somewhere that makes me feel comfortable and offers me a solution to my wardrobe dilemma.

- The pressure cooker contains 22% of our target market.
- Accounts for 23% of over all earned income in this demographic.

## Making Ends Meet



Hi, I'm Rachel. I am a single mom with two kids in high school. I wasn't able to go to college so I have been working two jobs to make ends meet. I live in a small apartment with my kids, and my large expenses include paying rent and buying groceries. I don't have a lot of extra money, but I want my sons to have some new clothes for school. I'm looking for somewhere to shop that offers trendy, but inexpensive clothes. After totaling all of the expenses, there isn't much left for me, but I do enjoy small luxuries here and there.

- Making Ends Meet accounts for 12% of our target market.
- Accounts for 5% of earned income for this demographic



# CAMPAIGN STRATEGY

8

The overarching strategy of this campaign is that there needs to be more two-way communication with customers. This re-focus on customer relationships works as our customers give us information about themselves and with that information we help them stay true to themselves as they shop. From this came the campaign **"True to You."** We're meeting potential customers through technology where they're at. We're trying to make the shopping experience specific to the consumer.

***We're focusing on you as an individual instead of a mass shopper.  
We are helping our shoppers stay true to themselves.***

In order to convey this strategy to our customers, we have integrated the idea of a "personal shopper" into many of the tactics of the campaign in order to better meet their needs. This personal shopper, whether on the website or phone app, is there to answer questions customers may have, create hundreds of outfit options to offer ideas for those crunched on time, check availability of products, and much more. This helps improve the two-way communication that we found necessary and ultimately will improve the relationship JCPenney has with its customers.

1902-2011

# CAUSE MARKETING

## Objectives

- Reduce CO2 emissions by 20% by 2015
- Raise \$20,000 for All Hands Volunteers by the Fall of 2012
- Have over 1000 individuals attend the fashion in the fall of 2011

Environmental friendliness and cause marketing have been the themes of the decade. JCPenney has challenged themselves by setting their own objectives of becoming more environmentally friendly. Now presents the perfect time to capitalize and promote their efforts and contributions. Women ages 24-35 are more inclined to purchase products when they are supporting a cause or feel that they can make a small contribution. While JCPenney contributes their fair share to several causes, they have been highly credited by being a member of the Environmental Protection Agency's ENERGY STAR program since 1999. Velocity Communications feels that highlighting these recognitions will increase their credibility and traffic in stores.

***"A 20% proceed from these bags will go to All Hands Volunteers, a US based non-profit organization that helps survivors of natural disasters around the world. "***



This being so, the popularity of reusable shopping bags has swept the nation. JCPenney has developed a reusable shopping bag, but it has not taken off. We recommend that JCPenney redesign the reusable bag by creating it entirely out of recycle material so that it is a green product. It should also be visually appealing to make a statement for the customer since they will be using it every time they shop. The bags will be large enough to fit big purchases, but aesthetically appealing where people would want to carry them around when they are walking around the mall. A 20% proceed from these bags will go to All Hands Volunteers, a US based non-profit organization that helps survivors of natural disasters around the world. We feel that by supporting an organization such as this, JCPenney can make sure that their donations are going towards the relief efforts that need it most. In addition to the proceeds going to help with relief efforts across the globe, there will be one weekend every month where shoppers using their bag can receive a 5% discount on their purchases. This weekend will be announced on Facebook and those who are on the email list will receive an email reminder to make sure they don't miss out on the discount.

Also to raise awareness about the recognition that JCPenney has received for implementing green programs, they will promote an Earth Day sale where customers will receive 10% off of their purchase if they sign up for mobile coupons or sign up for the email list in efforts to help cut costs for direct mailing. Those who already receive mobile coupons or emails will receive a coupon for the 10% off for their loyalty. Employees will inform customers as they check out that it is Earth Day and that JCPenney is doing their part to go green by reducing their carbon foot print and that customers should too.

# TACTICS KIOSK

10

In order to meet our market's need for personalization, we have created a solution to the unpersonalized mass shopping experience through the creation of a unique personal shopping kiosk. This tactic falls in line with our personal shopper theme. These kiosks are capable of offering many different features such as accessing the JCP online website, emailing favorite items, current store sales information, and the ability to scan a price check on items. The kiosk will allow customers to quickly find more items that are true to their style. An added feature that the kiosk will have will be that shoppers will be able to log into a JCP account which they will then be able to access either online or through their JCPenney phone application once they leave the store. This JCP account will allow users to start creating a "closet" of their current JCPenney clothes. As they purchase new clothing items, the customers will have the option to add their purchases to their online closet. They will also have the ability to search for clothing they have previously bought to add to their closet to make it as complete as possible. While in the store using the kiosk, the shoppers can access their JCP account. They can view their online closet and see how their current items will mix and match well with items that are currently located in the store. This will encourage the customer to look at items they might not have picked up and will help them stay true to their style by matching the items in the store with items they have already purchased. The kiosk will also have a feature that allows them to have a store employee come and assist them with any additional questions they might have. We recommend that these kiosks expand to eventually be placed in many of the stores across the country. We want our customers to be able to stay true to themselves and by offering them a service to find what they are looking for and not have to accept substitutes, we feel is a great way to do this. In order to promote the kiosks and customer service program, our JCP Dream Team will help display the use and features of the kiosk and JCP account as they tour to different stores.

## Objectives

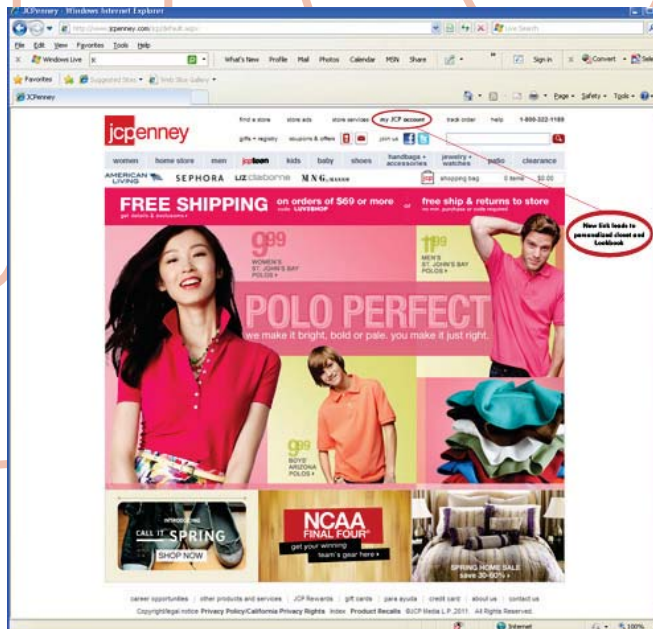
- Feature interactive kiosks at 500 JCPenney stores by the end of 2012
- Have 250 log-ins per kiosk per week for the first quarter with the idea that log-in usage will increase the longer the kiosks are in stores

1902-2011

## Objectives

- Increase online traffic after the introduction of the JCP account and Lookbook by 10% in the first month.
- Have 5000 JCP accounts created in the first month.

In order to meet the needs of our customers better, Velocity Communications has devised a way to add that customer service aspect that shoppers are looking for to their online experience. We have created a program that introduces a live instant message chat with a JCPenney representative. This program allows a JCPenney customer service representative to send a message to the online shopper when he or she visits the JCP homepage asking if he or she can offer any assistance to the online user. A pop up appears with an option to chat with the customer service representative. Shoppers will be able to ask representatives if items they are searching for are located in a store near them, if they have the right size, and if there are any local sales going on. We're taking that extra step to make sure the customers are being taken care of.



As mentioned in the kiosk section, a new JCP account section will be available on the JCPenney homepage for individuals to create or login to view their up-to-date closet. This closet is an individual's personal inventory of what they have purchased from JCPenney. From this account, individuals will also be able to access a brand new option. In keeping with the "True to You" theme, a new feature will be available for shoppers to create their own JCP Lookbook of items that they are not ready to commit to, but want to remember those specific items that they liked. The site offers a shopping bag drop items in or allows customers to share their favorite items through Facebook, but does not currently offer a wish list of sorts for those just looking and browsing through the site. This would be beneficial because it does not put pressure on users to purchase something but allows them to come back and visit the site when they are ready to make a purchase. It also gives them incentive to come back and view their Lookbook creating more online traffic. On all of the items available on the website, there will be an option for users to choose "Add to Lookbook" and the item will then be dropped onto the Lookbook page. User's will then be able to manage the items in their Lookbook by organizing them into various categories. Overall, having this collective JCP account will create an easier online shopping experience that can be handled entirely from the JCP website. Rather than use confirmation emails and secondary steps, shoppers will be able to access all of their personal shopping information from one convenient location.



# TACTICS

## Phone App

### Objectives

- Have 1000 downloads of the new application within the first week of availability



As an addition to JCPenney's current application, this new and improved app will be titled "JCPenney's Portable Personal Shopper". This new application will feature several new additions, one of which includes the ability to categorize clothing by specific events such as weddings, night life, casual lunch, or work wear. Once the category is chosen, hundreds of style options and outfits will be available for shoppers to scan through to find what would work best for their occasion. This cuts down on time that individuals have to search through the site and offers them ideas of an entire outfit, not just one piece of clothing. From there, they can determine if it is available in-store for pick up or if they'd like to simply order it online. These outfits will be updated regularly to keep up with the

latest fashions. Also, with the introduction of the kiosks and the new JCP account, shoppers will be able to view their closet on their smart phone to view what styles they have already purchased to make sure the new outfits they are looking at will coordinate. The new Look-book will be available through the user's JCP account on the smart phone as well. This will allow the user to drop in outfits she finds while browsing the various clothing categories but isn't yet willing to commit to the purchase. We believe that our new app, in addition to JCP's current application will revolutionize the way consumers shop for clothing, outfits and accessories.

# 12

# 1902-2011

# JCP DREAM TEAM

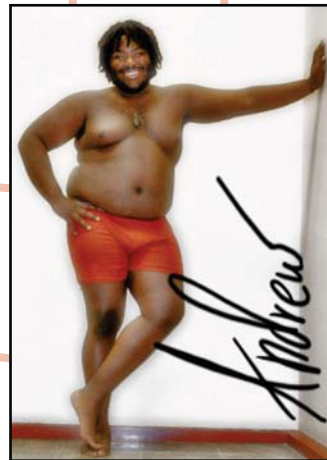
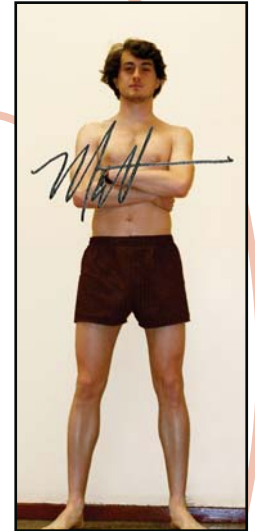
## Objectives

- Have 1000 downloads of the new application within the first week of availability
- After the start of the tour, publishing a new content story on Facebook and Youtube at least twice a week during the duration of their tour.

The **JCP Dream Team** has been inspired by a European marketing tactic used by a men's clothing store to attract their primary consumers; women. This **JCP Dream Team** is a group of four men of different builds and personalities who will attract customers with their unique uniform: **Red boxers**. The Model, The Nerd, The Athlete, and The Average Joe are the primary personalities that will offer the best variety for female shoppers.



The **JCP Dream Team** will be a year-long tactic that will sweep the nation and will turn heads. Our research on the 24-35 demographic shows that the women in this age group are shopping not only for themselves, but for their families and significant others as well. They are overwhelmed with advertisements that are fake and that attempt to bring them to purchase their products.



This Dream Team will be created through online video submissions. The videos will be posted on Facebook where fans will vote for their favorite quirky Dream Team member. These four men will go on tour around the United States to major JCPenney locations. They will be promoted using YouTube videos featuring them dancing and acting off-beat.



# TACTICS

## JCP Dream Team

In addition to them feeling overwhelmed, they feel advertisers don't understand them. The JCP Dream Team takes the edge off of advertising, allowing for the women to be taken off guard, and to have fun while shopping. The boys would be respectful and would help women wherever they needed it in the store. We suggest that if the Dream Team be used in larger locations that they also be used as a shopping aide to women shopping for husbands or boyfriends. This means if you have something that you're not sure about, let the Dream Team try it on to see the fit. The women are able to pick the size that best fits their man, and they can have fun doing it. They will be featured on the JCPenney Facebook page keeping fans updated on their tour. The JCP Dream Team will also have the task of helping to promote the new kiosks in the stores where available.



14

1902-2011

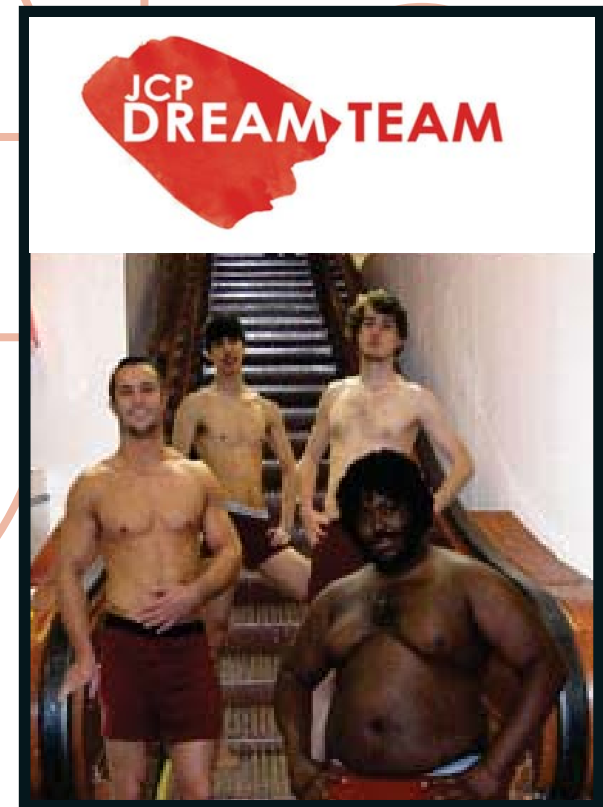


# ONLINE ADVERTISING

## Objectives

- Increase click-throughs by 10% at the end of the campaign

With increasing popularity among Americans in the online media mainstream, it is important for JCPenney to stay on target with the online media in an effort to reach out to our tech savvy female consumer. JCPenney is one of the first few retail companies to promote online shopping through its Facebook site. With advertising on Facebook, JCPenney could benefit and spread its name through the use of interactive banners on the sidebars featuring the latest store merchandise and the new JCP Dream Team. This can be done through promoting pictures of the guys and tour dates of when and where they will be stopping. Sidebar advertisements are a cost effective way of achieving a large amount of gross touches and click throughs. This will help drive traffic back to the JCPenney website. We will also be using the same image for our Google display ads which will be a smaller image.



# SOCIAL MEDIA

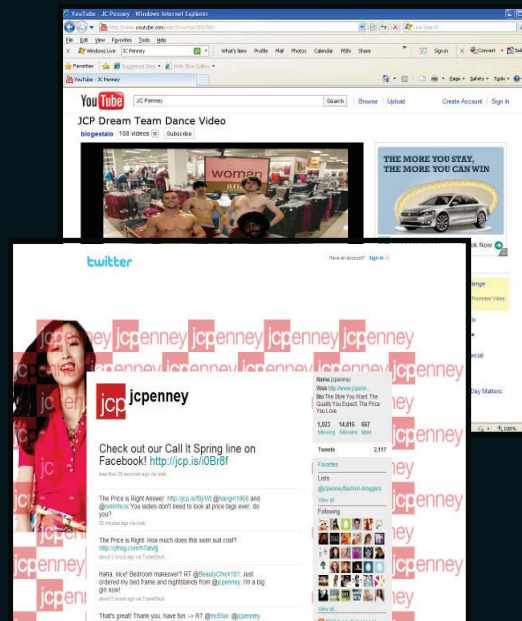
## YOUTUBE

Working within the "True to You" campaign theme, the JCPenney YouTube channel will feature various kinds of video clips aimed at females, ages 25-34. These videos will include different women from different backgrounds and walks of life, living their lives, and all the while relying on JCPenney to be there for them throughout their life. These videos will use similar concept as TV commercial advertising, showing what women's lives would be like if everyone treated them like JCPenney will treat them. Other content on the YouTube channel will feature continuations of current video blogs recorded by fashionista, stylists and other professionals and personalities who promote and discuss JCPenney fashions and products. The JCP Dream Team will also be featured on the Youtube page where the video submissions will be available as well as video updates from the tour.

## Objectives

Increase Twitter fan base by 5% by the end of the campaign

Increase the number of Youtube subscribers by 5% by the end of the campaign



## TWITTER

Twitter is another social media outlet gaining popularity among many Americans and growing fast in this demographic. When reviewing the current JCPenney Twitter site, color is a missing element. The account does do a good job of staying current with what other users are tweeting and commenting on those tweets. This is a good way to stay involved with the customers. However, we recommend that the Twitter site incorporate merchandise advertising and a contemporary design to the overall site in an attempt to draw in the consumer, keeping in mind that our target consumer is female ages 25-34. Offering a photo collage of popular trendy clothes would help to promote the brands as well as create an eye catching back drop to the site. Messages should also reinforce the availability of personal shopping experts including in-store personnel, in-store kiosks, on-line chat, and phone assistance.

16

1902-2011

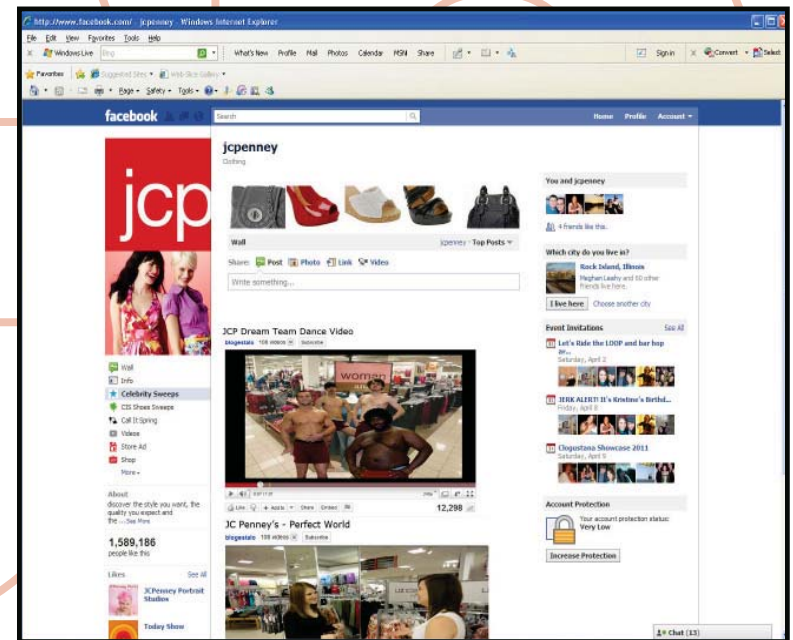
# Social Media

## Objectives

- Increase fan base by 5% by the end of the campaign

The JCPenney Facebook site currently utilizes many valuable tools. With about 1.5million users, JCPenney's Facebook site is one of a kind because of its convenient online shopping, customer service, rewards, styles and fashion, and deals. The site incorporates deals, videos, and a closely monitored wall where fans have the power to either write how JCPenney met their every need, or fell short. The page is monitored so closely that a JCPenney representative responds to many users' questions, comments and concerns on a regular basis. Due to the fact that Facebook is such a strong social media tool, we will continue to utilize the JCPenney Facebook site to its fullest. With our newly proposed JCP Dream Team we will feature short videos that introduce the Dream Team and show live recordings of their interactions with customers. In addition, we propose that the Facebook site continues to be monitored closely so that all questions, comments or concerns are answered. This will help JCPenney connect with their audience and will promote traffic on the site. Since Facebook is such a beneficial, easy to use tool, we also suggest that JCPenney takes advantage of the use of statuses and puts deals and coupons that can be redeemed nationally at all JCPenney stores. Also, the videos that are located on the JCP Youtube site will also be available on their Facebook page with a link back to the Youtube user page. Lastly, since JCPenney currently carries a wide variety of designs and is partnered with many other national names, we suggest that JCP incorporates links on their Facebook page to better connect their audience with the products and styles they have to offer.

## Facebook



# Magazine Advertising

18

JCPenney already has a strong presence in magazine advertisements. Magazine advertising will adhere to the "True to You" campaign theme, while showcasing current fashions and product lines. The magazine ads will also promote the personal shopper features and the JCP Dream Team. These ads will vary in individual fashion content based on magazine publication demographic. We will target the young business professionals, engaged women, and pregnant women because these sections of our demographic are at an increased shopping event in their life.



With my new phone app, I love how my Lookbook saves my outfits and makes me feel...like me!

Don't forget to look for the **JCP DREAM TEAM** coming to a store near you

**jcpenney** true to you.

Each full page, four color ad, will showcase a trendy woman being successful, happy, and being true to herself. Every ad will look similar but showcase a different woman on each ad along with different copy that relates to the image she is conveying. We have created an image of what an advertisement may look like that would allow for variations based on the three types of women we are targeting. Magazines included in this campaign will include Elle, Glamour, InStyle, Cosmopolitan, Self, The Knot Magazine, and Modern Mom Magazine. Magazine advertisements are a form of traditional media that have a long shelf-life compared to television advertising and therefore is an important media to utilize in our campaign. Other retail competitors have a presence in similar magazines as well, so not taking the opportunity to promote all that JCPenney has to offer would hurt the brand in the long run.

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# TV Commercial

## "Perfect World"

This 30 second television advertisement will work directly off of the "True to You" theme. The concept is to show a woman in her late 20's moving through daily interactions in common places, all the while things are unexpectedly prepared to her precise preferences and style. These situations will humorously exaggerate the type of personal attention that only JCPenney will provide. This commercial will be placed on channels that resonate with our target audience and will be shown three times daily across channels that match our audience as well as airing a special commercial during the Oscars. These channels include: Lifetime, WE TV, Bravo, HGTV, USA Network, TBS, The Travel Channel, The Food Network, and E! Channel. We feel that these networks will provide a wide enough variety to ensure a large reach to our target audience with enough frequency that the commercial will become recognizable.



1. Young well dressed woman walks past building with single construction worker standing watching her.



2. Construction worker watches woman pass by. "Hey miss," he shouts, "there's a new line of Liz Claiborne jackets that would really pull that outfit together!"



3. Expecting a typical cat-call, the woman is pleasantly surprised and confused by the man's suggestion.



4. Woman's boss calls her into the office to have what appears to be a serious meeting.



5. Boss says to woman, "I just wanted to let you know, Sephora has a collection of lip liner that I think you would really like. And you're doing great, keep up the good work."



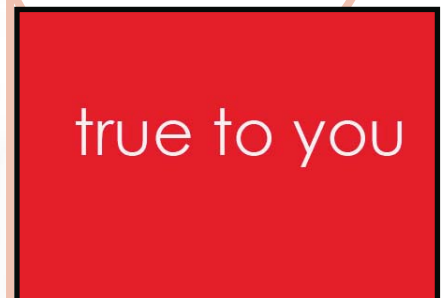
6. Woman appears satisfied and pleased by his comment.



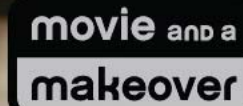
7. Woman walks into JCPenney store.



8. JCPenney employee approaches woman and offers assistance, conversation fades into voice over.



# Partnerships



movie and a  
makeover

Partnerships can greatly promote a company's name and brand recognition, therefore we at Velocity Communications propose that JCPenney establishes a partnership with TBS' s " Movie and a Makeover." The show, hosted my Mia Butler, features the hottest movies and the coolest makeovers. Movie and a Makeover is known not only for their garden renovations and viewer transformations but interior design as well - including bedrooms, living spaces and kitchens. Because JCPenney is home to a wide selection of bedroom furnishings, clothing styles and brands, and in home necessities, we find that such a partnership will not only benefit JCPenney, but TBS as well. Additionally, we believe that through such a partnership JCPenney will attain focused forms of brand advertisement within the show and during its airings. Through the incorporation of JCP brands such as the Cindy Crawford Style bedding and the Linden Street Friday Sofa Group, JCPenney is a prime partner for this widely popular TBS show. Furthermore, we believe that JCPenney will extend its brand throughout this show by introducing its new lines of dining, kitchen, home office, bath and bedroom products. We find that there is no better company to partner with than TBS' s Movie and a Makeover when it comes to promoting exclusive brands at JCPenney.

20

1902-2011

## David's Bridal & WE TV

It's stated in JCPenney's "About Us" section that, "nearly one in three brides in the U.S. walk down the aisle wearing a David's Bridal wedding gown", which proves that a partnership with David's Bridal was a smart strategic move to gain more customers when it comes to wedding registries. In order to expand upon this, we have created a marketing initiative to further promote JCPenney's wedding registry by creating a television short spotlight series featuring David Tutera from WE tv's My Fair Wedding. The series will run every Sunday afternoon during WE tv's "Ultimate Wedding Sunday" and would consist of short clips in between shows that feature Tutera giving advice to soon-to-be brides while also discussing popular trends in the bridal industry. When discussing advice or trends, JCPenney products will be used, as well as, featuring David's Bridal wedding dresses and bridesmaid dresses. As host, David Tutera will also feature stories of those unique wedding proposals that women only dream about to keep the audience engaged and interested so that they won't want to miss out by changing the channel. This will also give JCPenney a chance to promote their new collaboration with Conde` Nast and their Modern Bride shopping experience. Through promotions on the JCPenney and WE tv websites, couples will be asked to submit their videos of their unique proposals and the most creative, judged by Tutera, will win the ultimate Modern Bride shopping experience where the couple will pick the wedding rings of their choosing. The spotlight series will run for 12 weeks from January through March which would be when individuals are getting into wedding mode for the summer. This will effectively reach a large segment of our target audience and helps promote the many different departments that JCPenney offers.



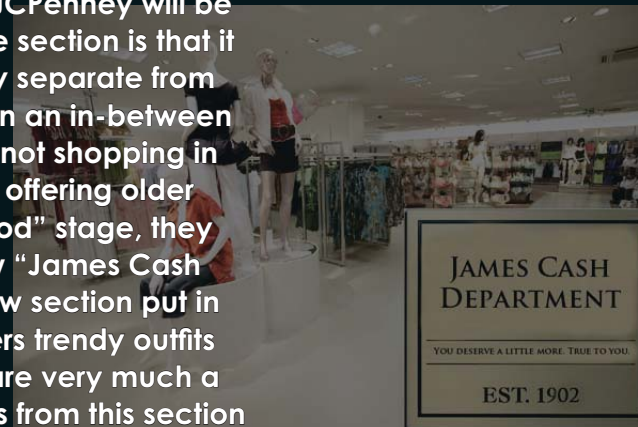


# Recommendations

22

We have created a campaign that will bring customers into the stores, however we also have recommendations to make the store a more inviting place where individuals will look forward to coming in and shopping. JCPenney has taken an initiative in updating many of their stores across the country; however, we feel that JCPenney still has opportunities to meet the needs of customers through various aspects of the store design.

We recommend creating a new section for working professional women in the 24-35 age demographic. The section will be labeled "James Cash". The reasoning behind this label is that it is based off the history of the company and the founder. By doing this, JCPenney will be staying true to its own history as well. The concept of the section is that it will consist of higher end clothing lines that are distinctly separate from other sections of the store. Women from age 25-34 are in an in-between stage, shifting into the adult stage of their life. They are not shopping in the juniors section anymore and find the misses section offering older women clothing. While women are in this "pre-adulthood" stage, they need a section that serves their fashion needs. The new "James Cash Department" section would meet this need. With this new section put in place, it would allow customers to find a place that offers trendy outfits for work and business all in a convenient location. We are very much a visual culture, so offering customers ideas of what outfits from this section will look like would help to peak interest. It is a more modern looking section to match the environment of the contemporary clothing. A cohesive look for the section would be created including adding decorative accents as well as color on the walls to make the section stand out. The website already offers a "Wear to Work" section so tying this into the store layout as well would help those online customers who are looking for similar items.



1902-2011

## Internal Changes

After multiple store visits to research the various layouts of the stores, we have seen that many have the same opportunities to improve upon. Since women want to try something on before they buy it to make sure that it fits, a dressing room is a necessity. What we found though, was that the dressing rooms in many of the stores visited were just bland and cluttered. One way to improve this would be to create an experience for individuals when they are trying on clothes. If dressing rooms were updated to offer a more glamorous environment, the experience for customers would improve and would be something that would be memorable for the next time they visit the store. Additions that could be added would be to place outfit options on the outside of each of the doors for women to look at as they come in to the dressing room. For those women who are extroverts and enjoy the entire process of shopping, a short runway could be added with mirrors at the end with bright lights. This would add the effect that the women who come to JCPenney can have the experience of being a model while shopping but yet remain true to themselves with showing off their own unique style.

Other recommendations to improve the stores would be to make it feel less like a retail store with the blank walls and posters of brands and make it feel more like an inviting place with colors on the walls. Small seating areas could be added to make people feel more comfortable and make them feel like they can stay a while.

Along with the design of the store, other opportunities include keeping up to date with the entertainment partnerships. The reason for this is because not only do clothing trends change every year, but so does music. Also to keep in mind, the Rascal Flatts contract ends before the start of the campaign. Velocity Communications recommends that, in order to keep up with changing music trends, JCPenney create a new partnership with Lady Antebellum. This is a hugely successful group in the country music genre. They have surpassed Rascal Flatts as group of the year for country music. This being so, we feel that it would be a great partnership to have Lady Antebellum represent the American Living brand for the new campaign. The American Living brand would become the sponsor of Lady Antebellum's next tour.

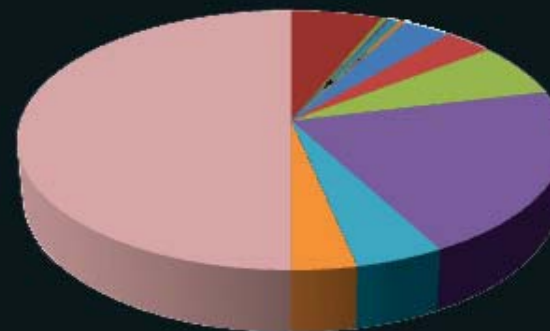
A final recommendation would be to find children's clothing and product designers who can offer gender neutral clothing, products, and furniture. This is a niche market that many stores are missing for new mothers-to-be. After interviewing new parents, Velocity Communications found that JCPenney could fulfill this need by offering products such as these and gain a competitive advantage against other retailers in the children's department.

# Budget

24

	Gross Impressions	Total
<b>Cause Marketing</b>		
Shopping Bags	5,000,000	No Cost
<b>Personal Shopper</b>		
Kiosks		7,500,000
<b>JCP Dream Team</b>		
Team Salary		500,000
Promotional Expenses		250,000
Tour Buses		750,000
Food & Hotel		500,000
<b>Online Advertising</b>		
Facebook Sidebar Ads	40,000,000	4,000,000
Grooveshark Ads	40,000,000	4,000,000
Google Display Ads	20,000,000	8,000,000
<b>Media Promotions</b>		
TV Commercials	250,000,000	25,000,000
Magazine Ads	295,000,000	5,500,000
<b>Extra &amp; Misc.</b>		
Contingency Cost		4,000,000
<b>Total Costs</b>		60,000,000

- Personal Shopper
- Kiosks
- JCP Dream Team
- Team Salary
- Promotional Expenses
- Tour Buses
- Facebook Sidebar Ads
- Grooveshark Ads
- Google Display Ads
- TV Commercials



1902-2011

# EVALUATION

**Cause Marketing:** In order to evaluate the objective of raising \$20,000, we would simply keep track of all sales of recycled shopping bags in all of the stores.

**JCP Dream Team:** The first two months would be easy to evaluate in that we would just make sure submissions made it before the deadline and voting lasted until the final week. At the end of the campaign, a total count of Facebook content and Youtube videos would be done to determine if stories were published frequently enough to have met the objective.

**Social Media:** For both Facebook and Twitter, a comparison of the number of fans and followers will be noted before the start of the campaign. When the campaign ends, the new number of fans and followers will be compared and then evaluated to measure if it met the objective. To evaluate our Youtube objective, we will note the number of subscribers before the start of the campaign and evaluate the number of subscribers at the end of the campaign and compare the numbers to see if it met the required percentage increase.

**Personal Shopper:** To evaluate the first objective of having kiosks at 500 stores, we would track how many kiosks were created and introduced to stores. The kiosk would also keep track of the number of shoppers who log-in to their JCP account in order to track usage to meet the objective in the first quarter. Online analytics for the JCP website would be evaluated to determine if website traffic has increased through the number of click throughs with the introduction of the Lookbook and the Closet pages. The website would also have a total number of individuals who have created JCP accounts to meet the final objective. Specifically related to the phone application, in order to evaluate the number of downloads the information would need to be collected from the phone application provider to determine if we met the quota in the first week.

**Online Advertising:** Online analytics would be used to determine the amount of click throughs for the campaign. That would then be compared to the number of click throughs for sidebar advertisements in previous years.

# Timeline

26



1902-2011

# THE TEAM

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