

What's Inside

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Currently the locking mailbox industry is an untapped market. With nearly 60 million unlocked mailboxes in America today, a locking mailbox leader has yet to prevail. Everyday consumers are becoming more educated about identity theft and are trying to protect themselves. Velocity Communications has developed an innovative and strategic marketing plan that will increase the awareness of mail-related identity theft while positioning Postal Vault as the brand of choice.

We have thoroughly researched each of the target markets to discover what they desire in their mailbox. This research has been incorporated into every aspect of our campaign. Our creative plan will position Bobbie Cox as a spokesperson for identity theft and will ingrain the security of the Postal Vault mailbox into the minds of our target market using a variety of mediums. By the end of our nine month campaign, our target market will “feel safe in their mailbox” with a Postal Vault.



Situational Analysis

Industry Analysis

The mailbox industry as currently defined does not include many locking curbside mailboxes. Through our research we found that the majority of our consumers purchase their mailboxes from Home Improvement stores. We also discovered that the selection of mailboxes in these stores are few. When consumers spend, on average, less than fifteen minutes to make a purchase decision, it is critical for a brand to be in the right place.

We believe one reason for not having a category leader in this industry is because of the lack of advertising. This is in part due to the fact that a mailbox is not meant for repeat buys. They are a one time purchase. Because of this lack of advertising consumers are not fully aware of their options and its benefits. So, as the industry stands it is in the consumers best interest to go to their nearest home improvement store and choose from its selection. This is where Postal Vault is going to capitalize.



Advantages

- Product is affordable for our target market
- There is little to no brand recognition amongst competitors brands
- Identity theft is gaining awareness throughout the United States

Disadvantages

- Product is a bigger investment than standard mailbox
- Consumers do not associate 'peace of mind' with their mailbox

Competitive Analysis

C
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Solar Group

dVault

Postal Vault

S
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Distribution Channels

Customer Service

Business Philosophy

W
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Brand Focus

Appearance

Distribution



Market Segmentation



To find our segmentation, we used PRIZM®, a system which separates the US population by geodemographics, psychographics and lifestyles. PRIZM® clusters 62 different segments for easy differentiation. Our three segments are based on the groups that best fit into our target audience specifications.

Our target audience ranges from 35 - 65+ year olds that reside in 2-4 person households. They are financially stable thus, creating a greater need for a secure mailbox. These are active, well educated adults who enjoy the perks of life.

From our initial data we were able to further segment our target audience into three groups, which will enable us to better market our product base on each groups' needs.



Market Segmentation

Always on the Go



Age 35-44
3-4 person HH
Married
Homeowner
Home value: \$100,000+
Employed full-time
HH income \$100-150K
Education: college grad
Young Children

New Found Freedom



Age 45-54
2 person HH
Married
Homeowner
Home value: \$100,000+
Employed full-time
HH income \$100-150K
Education: college grad

Enjoying the Ride



Age 55+
2 person HH
Married
Homeowner
Home value: \$100,000+
Retired
HH income \$50-75K

In order to better understand Postal Vault's target market we conducted a series of surveys. Two of these surveys, developed by team members, were distributed amongst friends, family, and local professionals organizations. All of these groups matched the demographics of the target markets. The third survey we conducted researched product placement on shelves in local hardware, discount, and superstores. All of these surveys gave us unique and vital data essential to better understanding both the target market and purchasing process that goes into buying a mailbox.



Survey 1 - Consumer Routine & ID Theft Awareness

This survey was manually conducted and distributed to family, friends, co-workers, and local professionals who fit the target demographics. This survey sought to attain information on consumers mailing routines. Questions were asked about

where a/o how they receive their mail, and what kind of mail, via postal mail versus electronic mail, they receive. The survey also asked questions about their awareness of identity theft. Once completed surveys were folded and placed in an envelope for confidentiality. Ages of our participants ranged from 29 to 72 years old.

Results

- 90% own curbside mailboxes
- 85% received their bills via postal mail
- 75% do not own a locking-mailbox
- 100% felt they were at risk of identity theft
- 55% knew of someone who had been a victim of identity theft

Survey 2 - Consumer Behavior & Values

In order to get a better grasp of our demographic and their needs, we conducted surveys on purchasing behavior and desired product values. This survey was conducted using an online survey resource and was distributed amongst organizations in the Rock Island community, Chicago suburbs, and

Research

various minor locations. Of the 102 participants that finished this survey we found an age range from 30 to 76 years old.

Results

- 69% would spend less than 15 minutes researching before purchasing their next mailbox.
- 71% would go to home improvements stores when purchasing a mailbox
- 60% will consult store employees when making mailbox purchase decisions
- 34% consult the internet when making a mailbox purchase decision
- 83% did not recognize any of these brands; Mailsafe, Postal Vault, or d'Vault
- 4% had heard of the brand Postal Vault
- 73% said appearance was most important in deciding to purchase a mailbox
- 40% said security was most important in purchasing mailbox
- 64% do not feel their current mailbox keeps their mail safe

who canvassed their local home improvement, hardware, and superstores. The objective was to attain information on product availability and visibility. We looked at everything from brand names, spacing, pricing, promotions, and displays.

Overall, our survey and observations showed that the mailbox market is not very high. There is not a lot of demand, nor is there much of a selection. In all of the stores observed not one had a locking mailbox!

Ultimately this means that the mailbox market is wide open, and offers indefinite opportunities for Postal Vault.



Survey 3 - In-Store Product Evaluation

This survey was conducted by team members



Campaign Objectives

Problem

Assumption that identity theft occurs mainly online

Buyers want to see the product

Bobbie Cox is unknown

Postal Vault is unknown

Consumers already own a mailbox

Installation needs

Objective

Increase consumer's awareness of identity theft via mailboxes

Increase product visibility

Make Bobbie Cox synonymous with identity theft prevention

Increase brand awareness

Create product value and need

Build business and community relationships

Solution

VNRs
Magazine campaign
Mailbox donations

In-store displays
Airport ads
Magazine ads

Outdoor
Store demos
Direct mail

Direct Mail
Promotions
Sponsorships

Magazine campaign
Sponsorships
VNRs

Internet
Marketing kit
Sponsorships

Creative Strategy

Positioning Statement: Postal Vault is *the* locking mailbox. It is a one time investment that pays for itself by keeping your mail secure everyday.

Gets readers attention

Use of Postal Vault increases its visibility

Pictures provokes emotion and thought

Don't let your mailbox be a target...

Sparks brand awareness & recognition



Feel safe in Your Mailbox

Increases awareness of identity theft through mailboxes; and directs consumers to web site

Last year 9.9 million Americans were victims of identity theft. In America today, there are 60 million unlocked curbside mailboxes. Identity thieves have been known to steal mail, garbage, and receipts left behind at the ATM

Tagline gives consumers peace of mind



Creative: Magazine

Placing advertisements in magazines is an effective advertising medium that reaches a large area of locations. Through magazine advertising, we can be more selective with our audience. Selection may be made through demographics, location, or interests. Magazines give you the ability to express our creativity and deliver our message. The exposure time with magazines are longer than other types of publication such as newspapers. We can assume so because magazines have a longer shelf life and pass along rate.

Advertising System

Devising an advertising system will help to relate each segment while maintaining consistency throughout the nine month campaigning process. Each advertisement is split horizontally into two parts. On top, a colorful

photographic image communicates with our audiences emotions and thoughts. Our tagline “Feel safe in your mailbox,” is centered

in the middle and links the top phrase, picture, and need for a Postal Vault system. The bottom half of the advertisement has an image of the actual Postal Vault mailbox and the Postal Vault logo. Being a fairly new and unknown product, an image of the locking mailbox will initiate product recognition. To stress the importance of a locking mailbox, a statistic or interesting fact about identity theft is included in the advertisement. There is an emphasis on the consumer and their identity.



Magazine



Creates product value by linking images our consumers value to the Postal Vault brand



Images chosen for each of our three segments aim to achieve 'peace of mind'



Mass marketing and distribution will help raise awareness of mail theft and aid in positioning it as a category leader



Message and signature from Bobbie Cox demonstrates her concern for the public's welfare, and her faith in the product



Magazines tie into the IMC with a call to action directing readers to the web site

Your mail was meant for you...

Feel Safe in Your Mailbox

Last year 9.9 million Americans were victims of identity theft. In America today, there are 60 million unlocked curbside mailboxes. Identity thieves have been known to steal mail, garbage, and receipts left behind at the ATM and gas pump. A stolen identity can be damaging to your name and credit, not to mention the difficulty to repair.

Fortunately, identity theft doesn't have to happen. Take action. Visit www.postalvault.com to find out how Postal Vault can help you from becoming a victim of mail and identity theft.

Bobbie Cox
Founder of Postal Vault Systems

POSTAL VAULT



Creative: Outdoor

With outdoor advertising, your message must be given with the least amount of words. The objective with our billboard is to attract travelers attention, and to direct them towards more information. That is why a straight forward web address 'www.postalvault.com' will work effectively. Simplification is necessary for a location like the side of a highway. Though the billboards will be located in high traffic areas, the message must still be clean and understandable, and most importantly recognizable.

Our advertising system remains

almost the same, making only a few adjustments. We kept Bobbie Cox as an important visual to build recognition with her. We also kept the band and the tagline. Opposite Bobbie Cox is the Postal Vault logo. The only differences from the magazine ad's are a photographic image and an identity theft fact.

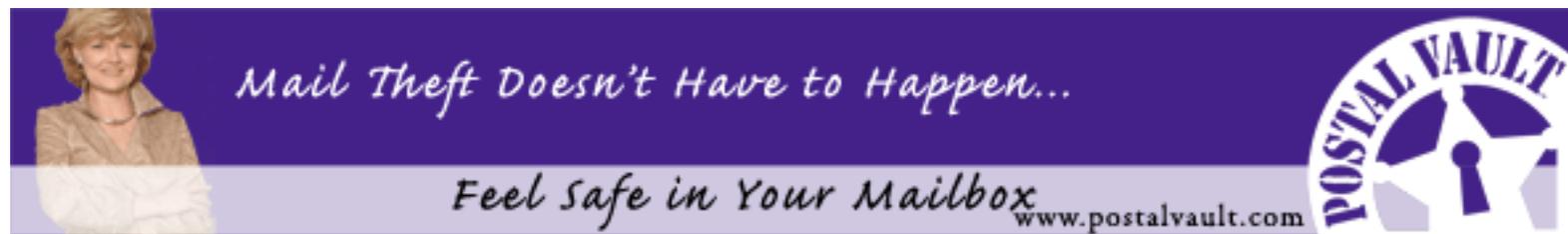
Bus Scape

Our ability to advertise on the side of school buses allows us to



tap into one of our segments very closely. While parents wait with their children to before school, they are presented with our advertisement.

The chosen colors are meant to contrast with the medium to



Outdoor

further standout. Our message ‘Mail Theft Doesn’t Have to Happen...’ is evoking to parents who are always trying to protect their children from dangers. The web address, Postal Vault logo, and Bobbie Cox are once again present to stay in conformity with our system, and further enlighten consumers about our product.



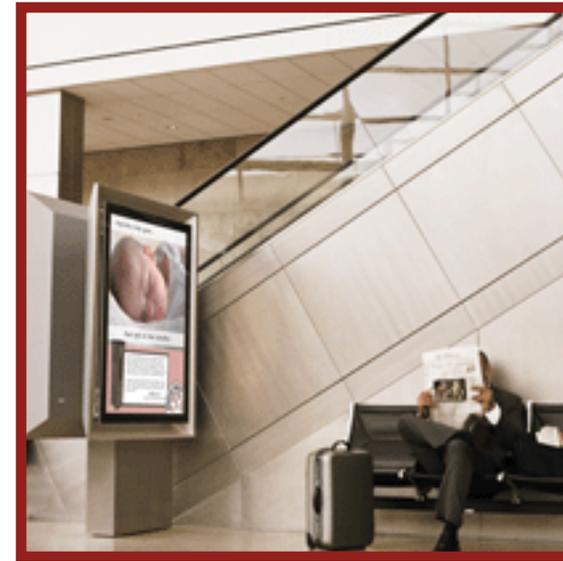
Airport dioramas

Airports are high traffic areas. Our research showed that our target market travels frequently throughout the year. In some instances our segments stated being away from home for 30 days or more.

Seeing as flight departures are not always reliable, travelers have a lot of down time.

Our dioramas are functional to all travelers. Whether they are in a hurry or have time to spare, these large lighted backboards or rotating picture screens can catch anyone’s attention.

The ads in the airports will target those travelers leaving their home and mail



unattended. The use of dioramas will work not only to build, but also maintain brand recognition.

Our creative system will be implemented in these ads as well, with the emphasis being on the image and the top catch phrase that will get travelers attention.

Creative: Direct Mail

Using yet another medium to reach our segments, direct mail will be distributed nationally. These informative postcards will be sent out in two waves - one at the beginning of the campaign to generate buzz marketing, and one at the end of the campaign.

The direct mailings will be sent out only in the targeted cities. The front of the postcard will include a picture of Bobbie Cox, the Postal Vault logo, and our tagline “Feel Safe in Your Mailbox...” On the reverse side of the post card there is a picture of a postal vault mailbox, as well as statistical information



regarding identity theft.

The internet address will also be listed for a special page on the Postal Vault web site. This mailing will increase public knowledge of identity theft while connecting these facts to Bobbie Cox.

The postcards will also increase traffic to the Postal Vault site - where most Postal Vault mailboxes are sold. The effectiveness of this mailing can be monitored by calculating the number of hits to the web page as specified on the post card.

Business Marketing Kits



To integrate Postal Vaults into our secondary market we will send out informational kits to the top home builders and home improvement specialist in our target areas. Our kits will include information about the product, benefits to consumers and businesses, selling points, frequently asked questions and contact information.

Businesses that are interested and request more information will be provided with a Postal Vault demo for their show room. The demo, very similar to our In-Store displays, will increase visibility of the product, promote brand recognition, and continue to increase the value and need for our product to both our

primary and secondary markets.

Orientation packets will include the installation process, customer service techniques, prices, a product description, key selling points, trouble shooting, and an FAQ section. This packet will assist employees in becoming more familiar and knowledgeable about the product, which will in turn help them sell the product.

To promote Postal Vault in these businesses we will also offer a discounted rate on the product for buying in bulk.



Integrated Marketing Communications



In our Integrated Marketing Communication plan we hope to penetrate the minds of our target market by using a vast range of media.

Through traditional and nontraditional advertising, public relations, and promotional tactics we are confident that Postal Vault will become a household name and the category leader in the mailbox industry.



Internet

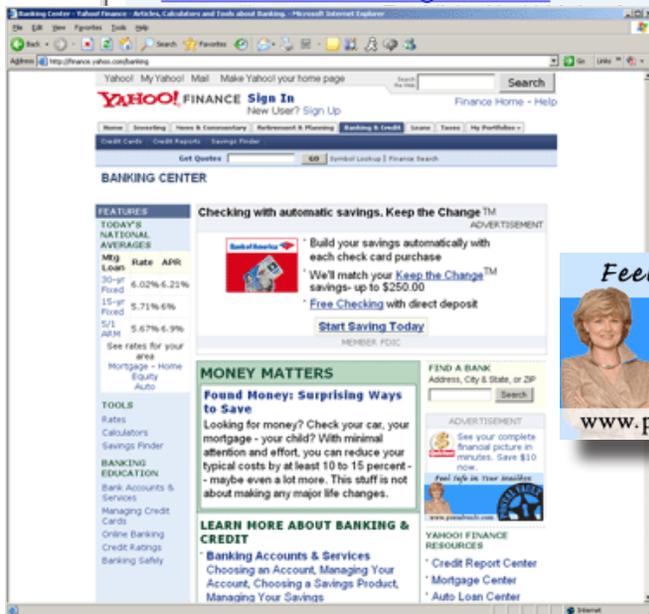


Postal Vault :: The Ultimate in Postal Security!
1-877-PO-VAULT. facts :::: INSTALLATION::: Do it yourself or nationwide installation is available. 1-877-PO-VAULT. recent news :::: Sign up for your free identity theft newsletter www.postalvault.com - 5k - Cached - More from this site - Save

Mailboxes-We Will Beat Any Price On Web!
www.mailboxesresidential.com Since 1983, specializing in locking mailboxes.

Mailboxes.com - Locking Mailboxes

ing residential and commercial
ader.



Our research shows that 34% of consumers consult the internet before purchasing a mailbox. Therefore, we bought sponsored links on both Yahoo! and Google. Both sites are heavily traveled by the target markets. Sponsored links make Postal Vault the first address to be displayed on the search results page whenever “mailbox” or “locking mailbox” is entered into the search engine.

Additionally, we purchased banner ads on the Yahoo! site which will run for the entire nine month campaign. These forms of internet advertising will direct potential customers to the Postal Vault web site where they can learn more about the product.



Postal Vault Displays

An introductory video of Bobbie Cox and the Postal Vault System: Clips will demonstrate the durability of the Postal Vault and provide installation information. Also it will increase awareness of mailbox identity theft by showing a clip of an individual stopping at multiple mailboxes and taking mail from them. However, with no success, the thief will leave the Postal Vault empty handed. Commentary of the clips will be done by Bobbie Cox to familiarize her with customers.

To increase Postal Vault brand awareness, brochures will be available on the side of the display case. The brochures would contain information about Bobbie Cox and the Postal Vault Company with facts about identity and mail theft. Information such as mailbox descriptions, web site URL's, and how to order will also be included.



The display unit will be 6 feet by 2 feet and the stand will fit a TV. The TV will sit above a demo Postal Vault mailbox and the front and back will be left uncovered in order to accommodate the mailbox. The other side will have the different available facades to look at. Overall location for the unit will be at the end of the mailbox aisle in stores.

The reverse side of the display will show the different facades available to consumers.

The display would also allow consumers to test the product, and see its full capabilities.

Displays

T H E A T R E

Our goal to increase product visibility will continue outside of stores and into our targets lifestyles by placing Postal Vaults displays in AMC theatre lobbies throughout our 10 geographic markets. In our research we found that 53.4% of our segments attend the movies at least once every three months. One-third of that percentage attend monthly. We also found that nearly 70% of adults will spend 16 minutes of more waiting to see their movie. To entertain our consumers while they wait they can watch an informational video on the product and identity theft. Also, they are able to physically try-out the product.

Once inside the theatre consumers will also be able to enjoy a short commercial advertisement promoting Postal Vault. By advertising before the movie consumers will be attentive and more likely to recall the brand later on. The two vehicles, the display and commercial, will work together to increase brand

M A L L

To increase visibility even further we will be placing displays in certain malls in our geographic areas. The Postal Vaults will be on display in the middle of the mall. The catch to bring consumers to the display will be a large poster board with promotional advertising for a trip to Las Vegas. Once consumers are brought to the display they are able to check out its features and pick up some take home information.



Public Relations Plan

Public Relations Plan

The Postal Vault philosophy states “Touch Lives and Make a Difference,” through several different sponsorships and promotions, Postal Vault can do just that. By giving back to the community there will be a positive image spread about Bobbie Cox and her company is about.

Video News Release

Using a familiar trusted face, such as a local news person, our target market will learn about our product indirectly. The VNR will inform our segment groups about the risk associated with an unlocking curbside mailbox and identity theft. This will bring awareness to the growing issue of identity theft.

Promotions

With a chance to win a vacation or prizes consumers are becoming aware of the Postal Vault name and product. These promotions direct our target market to the web site where they can learn more about the products, the company, and identity theft.

Sponsorships

Establishing sponsorship programs involving school buses, victims on the Oprah show, and donations to St. Jude’s, we are presenting Postal Vault as more than just a mailbox company. This underlines Postal vaults goal to touch hearts and lives.



PR: Promotions



Getaway Give-Away Promotion

With a mail promotion consumers will have a chance to win a weekend-getaway. After filling out an entry form, consumers are placed in the drawing for a trip for two to the Las Vegas Strip for a weekend. There will be one overall winner, which will be decided at the end of the advertising campaign. The idea behind the promotion is to allow consumers to “feel safe in their mailbox” when leaving their homes to go on a vacation. It will also allow us to get information on consumers, and enable us to contact them at a later date with further promotional items.



1 in 6 Promotion

A part of our direct mail advertising will include an online promotion. The promotion, “1 in 6,” will get consumers attention by demonstrating just how easy it is to become a victim of identity theft. However, our promotion will reward consumers for going to our web site instead stealing their identity. By filling out their contact information and entering their “identity code” consumers can win prizes. Promotional items include T-shirts, key-chains, vouchers valued at \$50, or even a Postal Vault. This promotion will increase awareness of identity theft, bring consumers to the web site, and create buzz. When visiting the site consumers will also be able to find information on the product, the company, and identity theft.

We will run this promotion twice throughout the campaign, once at the beginning to create buzz and again near the end of the campaign to continue promoting the brand, the product, and the company.

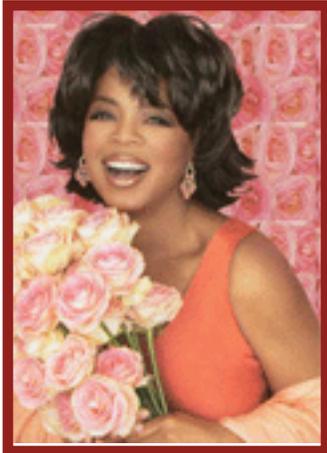


Win-Win for Schools and Postal Vault

To give back to the community and help support children's education we are donating \$300,000 to various elementary schools in our geographic regions. This money will help schools provide students with their much needed resources including books, computers, supplies, and even programming. By donating this money we will be allowed to advertise on the side of their buses for a two month period. Also, through news releases and public awareness we will create good public relations within the communities, becoming a more trusted and respected company.



PR: Donations



The Oprah Winfrey Show

The Oprah Winfrey show is broadcast throughout 99% of the United States and reaches 21 million viewers. The Oprah Show provides a number of mediums through which a product and advertisements may be distributed including, television, internet,

magazine, and word of mouth. As a trusted and reliable source, Oprah has a loyal fan base that is influenced by her. From book suggestions to home and lifestyle make overs, anything featured on the Oprah show tends to become a hit. Even Oprah.com draws in an audience of 3.6 million visitors a month.

Identity theft is a growing epidemic in the United States we will propose to the directors of the Oprah show to do an episode about identity theft victims. Typically the audience members

during and episode of the show are in some way connected to the topic. Postal Vault will sponsor this episode by donating a locking Postal Vault mailbox to the guests of the show, as well as the entire audience. This donation will create a lot of buzz for Postal Vault. It also will help in producing brand and product awareness. Ideally recipients of a free Postal Vault will begin to generate word of mouth for the product and aid in creating value and need for the product.

St. Jude's Children's Research Hospital

Postal Vaults philosophy is "Touch Lives and Make a Difference." A contribution of \$1,000,000 will be donated in the company's name. This donation portrays a positive image to consumers that Postal Vault is more than just a mailbox company. They give back to the community through their philanthropy.



PR: Video News Release

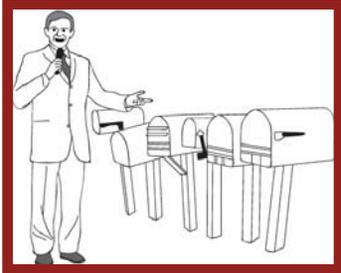
Video news releases serve as a medium for public awareness. They also, by means of non-traditional advertising, serve as a great way to create buzz for a new product. Instead of using traditional TV commercials we have produced a video news release raising awareness of mail and identity theft. Not only will it raise awareness of identity theft, it will also indirectly promote our product. We will distribute these videos to 300 network stations nationwide. News stations will willingly air our video news release because they are always looking for interesting pieces to help fill their air time.

The benefit of sending out video news releases versus buying TV spots, is that we do not have to push the product on the consumer. Instead they are being informed about news worthy topics by their local and trusted news reporter. By receiving this information via someone they trust they will be more apt to find value and need in the product. Our intention is not to scare consumers into buying Postal Vaults, but to give them information and reason to buy.

Video news releases are so budget friendly we will be able to air them a second time later in the campaign. This time we will pay the top 10 markets to broadcast the video news release during their morning newscast when the majority of our consumers watch the news.



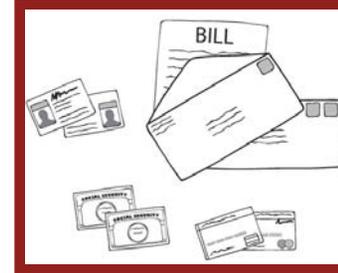
VNR



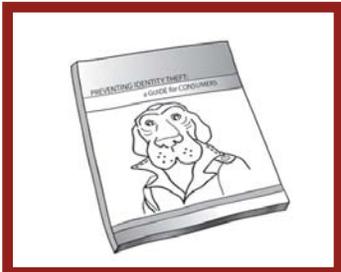
Each time you put your mail in your mailbox, you could be leaving yourself open to identity theft.



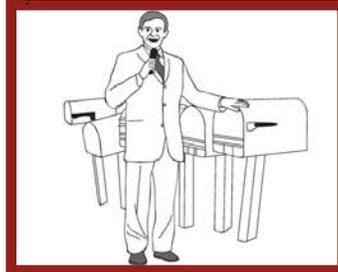
According to Star Systems, one in twenty people will have their identities stolen, making identity theft one of the fastest growing crimes in the country.



These thieves can use your credit card numbers, driver's license numbers, or even your date of birth.



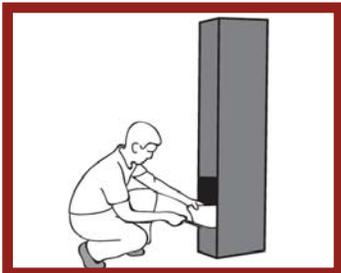
The NCPD, National Crime Prevention Council, a nonprofit tax-exempt organization, defines identity theft as a type of crime



Where someone wrongfully obtains and uses another person's personal data in some way that involves fraud or deception, typically for economic gain.



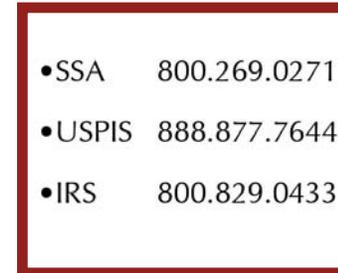
There are many ways you can ensure your identity is safe. Don't put your outgoing mail, especially bill payments, in personal curbside mailboxes. Instead use the United States Postal Service mailboxes or bring your mail to the post office.



If you need to use a mailbox use a locked mailbox, such as the Postal Vault. The Postal Vault not only provides a lock,



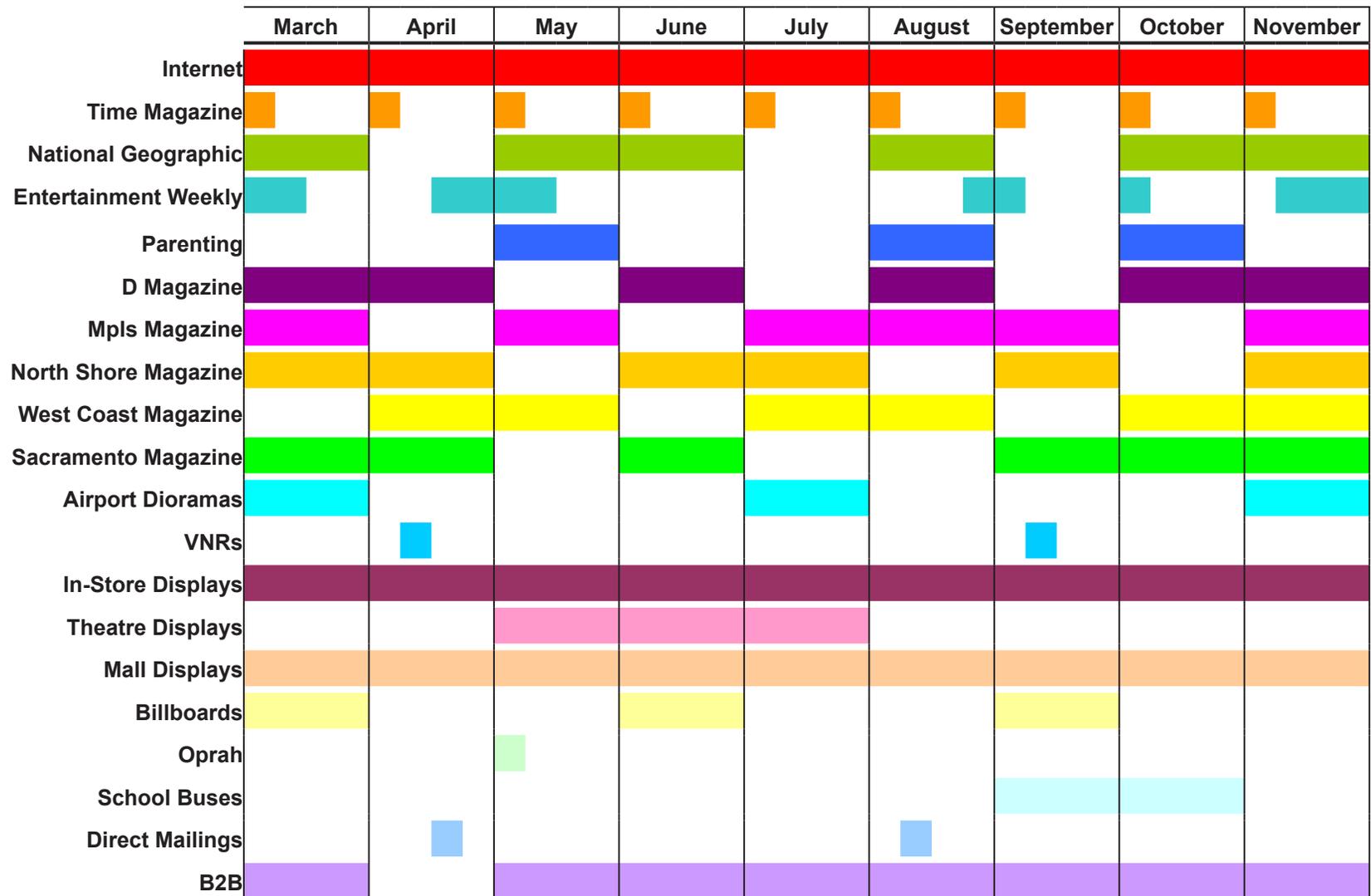
But protects the mail from harsh weather conditions and keeps it safe while you are out of town.



If you feel that you have been victimized you may contact the Social Security Administration's Fraud Hotline, U.S. Postal Inspection Service, or the Internal Revenue Service.



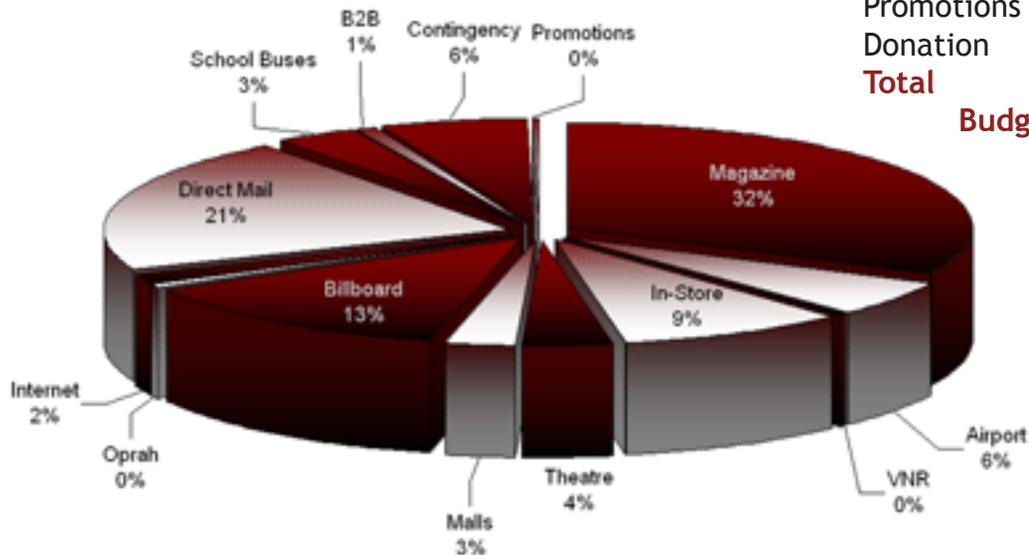
Media Timeline



Campaign Budget

The budget reflects planning based on our current research but is flexible based on the continuous evaluation techniques proposed by Velocity Communications. This ability to measure and adjust media planning based on effectiveness is a strength of Velocity Communications.

Given Budget		\$17,500,000
Magazine	\$4,947,900	
Airport	\$845,655	
VNR	\$46,000	
In-Store	\$1,395,000	
Theatre	\$540,000	
Malls	\$455,670	
Billboard	\$2,023,030	
Oprah	\$73,140	
Internet	\$234,000	
Direct Mail	\$3,200,000	
School Buses	\$500,000	
B2B	\$142,500	
Contingency	\$875,000	
Promotions	\$43,000	
Donation	\$1,000,000	
Total	\$16,320,895	
Budget Saved		\$1,179,105



In order to evaluate the effectiveness of our campaign we will conduct the following measurements:

- Quantitatively look at the percentage of sales from “In-store” distributors in comparison to the previous years sales
- Compile all promotion entries forms into a database and based on the information given, send them information about identity theft, the product, and any new promotions. The effectiveness will be evaluated by looking at the number of contacts received versus the number of contacts that choose to remain on our contact list
- Continue monitoring the number of hits to the home web site throughout the campaign. We could infer that if we received higher traffic during the summer months when our theatre displays were in use that they generated some of this traffic. Same thing goes for the run of our billboard advertisements
- Measure the hits to the “1 in 6” web page to see what percentage of the one million postcards actually drove consumers to the web address



Campaign Summary

Postal Vault is *the* locking mailbox. It is a one time investment that pays for itself by keeping your mail secure everyday.

By distributing VNRs, sending out direct mail pieces, producing an instore display video, and giving consumers information obtaining to the risk of identity theft in our print ads we have **increased consumer's awareness of identity theft via mailboxes**



By setting up Postal Vault displays in multiple high traffic consumers areas and placing Postal Vault images in our print ads we have **increased product visibility**



Having Bobbie Cox narrate the instore display video and placing her face on the majority of our creative advertisements we have **made Bobbie Cox synonymous with identity theft prevention**



Thru placement of the Postal Vault logo on direct mail pieces, promotional items, billboards, bus scapes, and print advertisements we have **increased brand awareness**



While increasing awareness of identity theft through our sponsorships and donations we have helped build a positive image for the Postal Vault Company and **created a need and value for the product**



By adding builders and installers to the web site and providing home builders associations with display units for their show rooms, along with our generous donations we have begun to **build business and community relationships**



Velocity Communications

Meet the Team

Executive Director	Ami Archibald
Media Director	Stephanie Dahl
Media Planner	Brigitte Baker Brooke Jerbi
Creative Director	Sarah Nutt
Creative Planner	Stephanie Lamkin Scott Walker
Account Executive	Dustin Marquis
Account Planner	Maggie Hasan Brian Daly
Web Designer	Amy Mu
Advisor	Doug Tschopp

Sources

200316922-001/Juan Silva/Getty Images
Medwt11022/Medioimages/Getty Images
56265805/Darlyne A Murawski/ Getty Images
200270566-001/Ryan McVay/Getty Images
LS019290/Steve Mason/Getty Images
200295497-003/Holly Harris/Getty Images
256023-001/Peter Langone/ Getty Images
3531-000018/Jakob Helbig Photography/ Getty Images
E007572/Photodisc Collection/ Getty Images
200179707-002/Stephen Simpson/Getty Images
Stk26569fls/Stockbyte /Getty Images
200287287-001/Steve Mason/Getty Images
200253547-001/Mary Kate Denny/ Getty Images
Ab34005/Dennie Cody/ Getty Images
200245004-001/Peter Dazeley/Getty Images
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