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Situational Analysis: SWOT Marketing Objectives

Village Surf Shoppe is a surfing accessories store that has surfboards, beachwear, and related products. They also offer surf camps, rentals, and lessons. They are located in Myrtle Beach, South Carolina and opened in 1969.

Some of the types of Advertising and Marketing that the Village Surf Shoppe has used are word-of-mouth, guerilla marketing, and personal selling. They have used stickers and t-shirts to create product awareness.

The peak selling period is April through September. Sales decline considerably during the winter months.

The inland market has great potential and will increase sales by 20% in the next three years. \$200,000 from the budget is committed to inland advertising for the upcoming year.



Competition

The major local competitors of the Village Surf Shoppe are Waller Bear's, Surf City, and Eternal Wave. Another competitor recognized nationally is Ron Jon. All of the local competitors are located in South Carolina and North Carolina, and Ron Jon has locations throughout Florida, New Jersey, Maryland, and South Carolina.

The Village Surf Shoppe utilizes the Internet, using many social media outlets like Facebook, Twitter, Google +, and Foursquare. Their brand is very similar to its competitors. Waller Bear's, Surf City, and Eternal Wave offer lessons, rentals, clothing, and accessories like the Village Surf Shoppe.



Creative History

Guerilla marketing has been the most widely used form of media for the Village Surf Shoppe. They provide stickers and t-shirts to promote product awareness. They also use personal selling and word-of-mouth. Stickers are placed on bumpers of cars, skateboards, schoolbooks, and much, much more.

Event marketing has also been implemented. They sponsor surf competitions. Traditional advertising is limited and sporadic. Publicity is also limited to local news outlets and national surf magazines.



Target audience

Their primary target audience is men and women ages 18 to 24 with active, adventurous lifestyles. The target audience of the Village Surf Shoppe is the serious surfer. They like to hang out at the shop and catch some waves. They are avid surfers and hardcore wave riders. They tell stories and check out new surfboards. They are heavy consumers of recorded music and they spend considerable amounts of time on the web. They have an income of less than \$28,000. Tourists are also of their target audience.

There is a new Inland market. They are willing to drive one to three hours to the ocean on a regular basis. This is due to popular culture aiding in the growth of this market. TV programs like North Shore, Summerland, and Surf Girls have attracted more females to the sport and more awareness in general.



Geography

The Village Surf Shoppe is found at 500 Atlantic Avenue, in Garden City Beach, South Carolina. They are distributed regionally and are a leading player in the surfing business near South Carolina's Grand Strand. They are specifically located in Garden City within the Myrtle Beach retail trade area. Occasional publicity has been generated in local news outlets and national surf magazines. Guerilla marketing holds potential in spot markets around the South Carolina area.

Inland markets have emerged in Columbia, South Carolina, Charleston, South Carolina and Charlotte, South Carolina. The inland market has great potential.



Timing and Purchase Cycle

As the peak selling period for the Village Surf Shoppe is from April to September, a flighting media plan will be implemented. Summer and early fall bring about the most consumers to the store as surfing and other water activities are popular. Due to the age of the target audience, these months are also when school is on break. Therefore, every day of the week will be full of consumers and avid surfers in and out of the shop and on the beach.

Advertising should start a month before peak season. Starting in the month of March, advertising will motivate the target audience to purchase outside beach attire, new boards to catch the surf, and other fun and adventurous accessories that will add to their break from school.

The Village Surf Shoppe has been operating since 1969, therefore it is not a new product and is in the maturity stage of the life cycle.



Media Mix

During the time of launching the advertising in March, the target audience will be in school during the day. Also, when reminder advertising will be implemented throughout the summer, due to the adventurous nature of the target audience, they will spend the day on the beach. Therefore the environment to launch the media will be during prime time, during the hours of 7 p.m. until 11 p.m. This is when the target audience is consuming most of its media.

Guerilla marketing will be effective in advertising this product due to its hands on nature and the adventurous nature of our target. Interactivity of the campaign through social media, mobile media, and the Internet will be of great impact as it is a demanding part of our target market's lifestyle. The Village Surf Shoppe does not currently have its own website, so launching a website will be a primary focus. Billboards will be used as the target market spends a lot of time doing adventurous things outside. Radio advertisements in the morning hours of 6 a.m. until 10 a.m. will be used for the new Inland Market. They are driving one to three hours to reach the beach. Local advertisements on television and radio will be used for frequent reminders of the shop's open hours during the summer.

Event marketing will continue to be used to sponsor local surf competitions. A video contest will be launched in April and will be due by mid-June. The target audience can use their creativity along with recorded music to express their love for the sport of surfing. A winner will be announced mid-June and will win a new surfboard of their choice.

The message will rely heavily on emotion, particularly the feelings of being bold, daring, and free. Colors that represent the ocean like teals and corals will be used, and the campaign will heavily rely on visuals of surfing and activities done on the beach.



Media Objectives/Strategies

Target Audience and Media Mix

Objective: The primary target audience for the Village Surf Shoppe is men and women ages 18 to 24 with active, adventurous lifestyles. Using their innovative and technologically savvy culture, we will combine social media with their love of the sport of surfing to promote the Village Surf Shoppe products. Through this type of promotion, we hope to increase sales by 20% in the next three years. We will use guerilla marketing, local radio and television spot advertisements, and the video contest titled "Ride with me."

Strategy: We will announce the new "Ride with me" video contest on our social media sites of Facebook, Twitter, Instagram, and we will post flyers advertising the contest. We will also place various advertisements throughout the campaign on local television and radio stations promoting the contest, and using the tagline "Ride with me" to create unity throughout. March 1st will begin our advertising campaign on the top 3 FM rock, electronic dance music, and hip hop radio stations, and on WACH (Fox), WPDE (ABC), WMBF (NBC), the local stations for Myrtle Beach, South Carolina. Throughout April and May, guerilla marketing will be implemented. We will pass out stickers, postcards, and print 500 shirts with the tag line "Ride with me." Three billboards will be put up with a picture of Myrtle Beach and a surfer catching a wave. They will also have the tag line "Ride with me." A home website will be launched in March to help promote the video contest, place directions to get to the store, browse what the store carries, and to promote local surf contests that the Village Surf Shop will sponsor. A mobile version of the website will also be launched.



Reach, Frequency, and GRP

Objective: Currently the Village Surf Shoppe Facebook page has just over 4,000 likes and we would like to increase that by 80% through our social media promotions and contests by the end of the campaign. Achieve a 75% reach (150 GRPs) during the first two months of advertising with an average frequency of 3.5. Reach will be between 65% and 80% throughout the whole campaign. Frequency will not be any lower than 3.

Strategy: Traditional, online, event, and guerilla advertising will begin on March 1st and will be implemented throughout the peak season to reach 75% of the target audience with an average frequency of 3.5. Radio ads will use the sounds of waves along with the tag line "Ride with me," and will be in the morning on the drive over to the beach. Television commercials will be on the local stations of WACH (Fox), WPDE (ABC), WMBF (NBC) and will showcase surfers running out of the Village Surf Shoppe to catch waves and will have the tag line in them. Event marketing will be the sponsorship of local surf competition. The use of Facebook, Twitter, and Instagram will promote specials in the shop, advertise competitions, and will give details about the video contest.



Scheduling and Timing

Objective: We will kick off this campaign March 1st since the peak selling period is April through September. The kick-off campaign will consist of multiple social media posts informing our target audience about the upcoming contests and promotions that will happen April through September. The first contest will officially begin April 1st and continue through the 30th. Contests and promotions will continue monthly with the main video contest beginning April 1st and ending mid-June.

Strategy: The first contest will be throughout the month of April only to help create awareness about the "Ride with me" video contest that ends in June. The broadcast schedule will only be 125 GRPs throughout April compared to 150 GRPs in other months. Reach and Frequency falling to 65% and 3 will be enough to keep awareness. Spot Television ads will run during prime time from 7 p.m. until 11 p.m. when the target audience is out of school and is home from a long day at the beach. Radio advertisements will be from 6 a.m. until 10 a.m. during the drive over from inland to the beach. Once online media is posted, it will remain 24 hours a day, seven days a week. Event marketing will be when the surf contest and video contest are running. Guerilla marketing will be coherent with store hours due to the items being distributed in the store and at surf contests.



Media Budget

Objective: Village Surf Shoppe has an estimated \$200,000 that has been committed to inland advertising and promotions for the next year.

Strategy: The \$200,000 budget will be distributed as follows:

- \$100,000 to traditional media (Radio, Television, Billboards, Internet)
- \$75,000 to event marketing (Surfing Contest and promoting the Video Contest and the final prize of the Surf Board)
- \$25,000 to guerilla marketing (stickers, postcards, and t-shirts)



Geography

Objective: Village Surf Shoppe's target audience of 18-24 year old surfing and adventurous men and women are the target for this social media contest campaign. Although all 18-24 year old surfing and adventurous men and women are the target, the main geography area for these men and women are in South Carolina, such as Columbia, Charleston, and Charlotte, and Garden City in the Myrtle Beach area.

Strategy: All advertising in spot television and radio, and in event, online, and guerilla marketing will be allocated to the inland regions of Columbia, Charleston, and Charlotte and the region of Garden City in the Myrtle Beach area. The Village Surf Shoppe conducted primary research to find that these markets are of the most growth potential for their business.



Sales Promotion

Objective: Our goal is to increase brand awareness by 80% among 18-24 year old surfing and adventurous men and women throughout South Carolina by utilizing social media to promote the brand online through various contests and promotions. We also wish to increase sales by 20% within the next three years after launching the campaign.

Strategy: Integrated Marketing Communications will be implemented to reach our goals of 80% awareness among 18 to 24 year olds through online media and of increasing sales by 20% in the next three years. Traditional media in spot televising, radio and outdoor advertising will be used along with social media to promote events that the Village Surf Shoppe will be taking part in. Guerilla marketing will provide our adventurous target audience with hands on gear that promotes the shop and the main video contest. The contest will allow the target to show their creativity through their love of the sport and their love of music. Event marketing of sponsoring local surf competitions will create buzz through word of mouth and help to promote involvement into the sport of surfing. Creating an online website will give the target a place to visit information about the shop as they spend a lot of time online.



Appendix

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