

IMC Plan



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Team Bios

Jessica Hamilton is currently a senior marketing major at Illinois State University, with a focus in Integrated Marketing Communication. She has earned an Associate of Arts degree at Joliet Junior College. Jessica has prepared marketing plans for clients through her various marketing classes at Illinois State. She has performed a marketing research project for The U.S. Cellular Coliseum and she also completed marketing plans for 5Khaos and Garcia's Pizza. Jessica currently runs a Facebook page for K3 Karting and has run social media accounts for other local businesses. Jessica is an active member of the American Marketing Association, Beta Gamma Sigma, and Phi Theta Kappa.

Brittany Slick is currently a senior at Illinois State University. She is pursuing a major in Business Administration and Marketing. Through college academics, internships, and work experience, Brittany has gained valuable knowledge and experience necessary to execute effective marketing plans. She completed marketing research for the U.S. Cellular Coliseum and has also developed a creative brief for 5Khaos and Graham Crackers Comics. Brittany has also interned at Northwestern Mutual to gain a greater understanding of the sales side of marketing.

Shanzida Khandaker is currently a senior at Illinois State University. She is pursuing a double major in Business Administration and General Marketing. She earned an Associate degree at Illinois Central College. Through her time at Illinois State University, she has gained valuable experience necessary to create effective marketing plans. Shanzida has completed marketing research for the U.S. Cellular Coliseum and executed a marketing plan for 5Khaos. She is currently working with a group on research using marketing analytics for Rockford Mutual Homeowners.

Jessica Montenegro is currently a senior at Illinois State University. She is pursuing her major in Marketing- Integrated Communication with a double minor in Spanish and International Business. Throughout her time at Illinois State, she has obtained marketing experience through 5 different internships with companies like State Farm and Taylor Communications as well as through creative brief projects for Graham Crackers Comics, Stave Wine Bar, and Beer Nuts. Through her experiences, she has gained valuable marketing experience and a greater understanding of consumer behavior.

Jeannine Korp is currently a senior at Illinois State University. She is pursuing her marketing degree with a focus in Integrated Marketing Communication and Marketing Analytics. During her time at Illinois State, Jeannine has written a creative brief for Crepe Geeks, prepared a marketing plan for RING: Video Doorbell Pro, ran a blog for news pertaining to Urban Outfitters (and used Google Analytics to track progress), and analyzed multiple case studies for companies including Trader Joe's and Caribou Coffee. Jeannine also interned at COUNTRY Financial as the Market Planning and Field Support intern. This position helped her get a better understanding of how a company executes their marketing research.

Rachel Fuqua is currently a senior at Illinois State University. She is pursuing her degree in marketing with a focus in Integrated Marketing Communication. During her time at Illinois State, Rachel has completed marketing plans and consultation for Joe's Pizza Pub and Firehouse,

5Khaos Obstacle Race, MaryKay Cosmetics, Uptown Pizza, BeerNuts, Wells Fargo, and Instagram. She gained valuable marketing experience through classes as well as a public relations internship with The Bloomington Edge arena football team.

Executive Summary

The Free Indeed Initiative is a young charitable organization that was founded by Stacie Pleasants of Morton, IL after hearing stories of the tragic lives of Syrian refugees. The Free Indeed Initiative has a powerful mission statement that best characterizes the type of work they do, “Empowering Refugees Toward Hope and Healing.” In order to empower refugees in Afghanistan and Uganda, The Free Indeed Initiative provides a source of income and therapy in exchange for beautiful hand-crafted items such as bags, jewelry, and clothing. These wares are then sold by The Free Indeed Initiative and fifty percent of the profits are given back to the cause. They are also currently partnered with World Relief and Hope Partners of Africa to further help refugees through occupational and PTSD therapy.

The results of our in-depth interviews and copy testing showed that none of our sixteen respondents were familiar with The Free Indeed Initiative. Furthermore, only five of the sixteen respondents said they would be likely or somewhat likely to support The Free Indeed Initiative. Due to the lack of credibility that comes with being a new organization, sporadic inventory levels, and a limited budget, The Free Indeed Initiative has struggled to promote and build brand awareness. Our focus is to increase awareness and build meaningful relationships with potential supporters throughout this campaign. This will be accomplished by emphasizing the amount of money that is given back to refugees as well as by showing potential supporters that they are not only giving to a great cause, but also receiving unique hand-crafted wares. By highlighting The Free Indeed Initiative’s purpose and addressing company transparency, our team at Illinois State University has designed a year-long marketing plan that will meet the company’s needs for positive brand recognition. This marketing plan has a consistent message of being inspiring, heartfelt, and proactive across a multitude of versatile ads that have been carefully designed by us. We also compiled a realistic timeline that will help support campaign tracking. The communication objectives and behavioral objectives of our campaign include:

- Increase top of mind and brand recognition awareness
- Increase credibility and transparency among consumers
- Increase annual sales
- Increase website traffic
- Increase Facebook “likes” and Instagram followers

Our target audience for this marketing campaign specifically targets professional, middle-aged women between the ages of 35 and 65 in the Peoria area. Although our marketing campaign focuses on women in the Peoria area, it can easily be expanded into additional areas because the demographics and psychographics of our primary target audience would remain the same. They will have demographic and psychographic traits including:

- college graduates
- an annual income of \$30,000 or more
- large social circle
- household decision-makers
- involved in community
- motherly/maternal
- active on social media
- strong morals
- enjoys hosting parties
- may or may not have religious beliefs

To ensure that our primary target audience is being reached, we have compiled a thorough and reasonably priced media schedule for the entire duration of the campaign which will run from August 2018 to August 2019. Ad layouts include:

- Emails containing a short biography of the designer of the purchased product. It will be sent out after a purchase is made. They will be used throughout the entire 12-month campaign.
- Postcards will be given as a “thank you” with purchases or contain a short story about specific refugees that will be given out at events. They will be used throughout the entire 12-month campaign.
- The website will include interactive elements such as showing a picture of the refugee that made the item when a viewer is hovering over it with their mouse. This will be used throughout the entire 12-month duration.
- Flyer/rack card will be sent out during the first month of campaign and handed out at events with information about The Free Indeed Initiative.
- T-shirts will be available for purchase during events and through website throughout entire duration of campaign.
- Church e-newsletter will be emailed during first month of campaign and then sent out as new events are scheduled.
- Facebook video ad schedule will vary depending on whether The Free Indeed Initiative chooses to use it as a sponsored ad or post. If sponsored, the ad will run in August, November, and December of 2018. If the ad is used as a post exclusively used on their Facebook page, the video will be used throughout entire duration of the campaign.

We have also decided to update the logo for The Free Indeed Initiative and we will suggest that they shorten their name to “Free Indeed.” We believe this logo update will help with readability as well as with awareness for the organization.

To measure the effectiveness and success of our campaign, The Free Indeed Initiative will need to frequently track and analyze campaign results. Our in-depth interviews allowed us to set a benchmark The Free Indeed Initiative can use to measure awareness and company credibility. Follow-up surveys should also be conducted every 3 months to see if there are any positive changes in campaign objectives. Tracking will enable The Free Indeed Initiative to correct and fine-tune any errors or unsatisfactory results of the campaign’s objectives including:

- | | |
|---|--|
| • Top of mind and brand recognition awareness | • Annual sales |
| • Credibility and reliability among consumers | • Website traffic |
| | • Facebook “likes” and Instagram followers |

By emphasizing The Free Indeed Initiative’s powerful positioning statement, maintaining company transparency, and reaching the right target audience, we feel we will not only meet our campaign objectives, but also help The Free Indeed Initiative make a positive impact on the local community.

Section I:

Situation Analysis



Section I – Situation Analysis

Background on the Situation

The Free Indeed Initiative is a young charitable organization founded by Stacie Pleasants of Morton, IL. The idea of The Free Indeed Initiative started when Stacie saw a story on the news about the Syrian refugees [1]. After hearing about the story, Stacie began doing research into the refugee crisis. She watched documentaries about women and children being sold as sex slaves. Hearing the awful stories about refugees inspired Stacie to come up with a way to be involved with the refugee crisis and help them in any way she could, which led to the creation of The Free Indeed Initiative. The Free Indeed Initiative has a mission statement of "Empowering Refugees Toward Hope and Healing". Their mission statement characterizes the work they do, as not only helping the refugees financially, but also teaching the refugees on how they can sustain themselves once they are out of the refugee camps.

The Free Indeed Initiative is currently partnered with World Relief and Hope Partners of Africa to provide relief to refugees in Afghanistan and Uganda. The goal of The Free Indeed Initiative is to empower refugees by providing them with an income as well as any therapy needed to help the refugees regain their strength and well-being. The refugees create unique hand-crafted items such as bags, jewelry, and clothing that The Free Indeed Initiative then sells [2].

The first partnership with World Relief is structured to assist refugees that are currently resettled in the United States. World Relief is an organization based in Illinois that resettles thousands of refugees every year. World Relief will provide The Free Indeed Initiative with the contact information of a family that has been resettled in the United States and The Free Indeed Initiative will contact that family to see if they have any skills in crafting goods. Refugees that are resettled into the United States have a difficult time becoming assimilated to the new culture and often struggle with living away from the countries they have known their whole life. There are usually communication issues, education issues, and a lack of skills necessary to enter the workforce. Many refugees that are resettled take positions in jobs that require little speaking and require hard physical labor or service jobs.

The second partnership, with Hope Partners of Africa, assists refugees currently living in refugee camps in Uganda. Hope Partners Africa is a non-profit organization that partners with psychologists, psychiatrists, and other health professionals who have the abilities and knowledge to treat refugees with trauma related issues. Because refugees are rarely given the opportunity to pursue jobs that bring in income while living in these refugee camps, most of them live in poverty. It is also very common for refugees to have trauma and post-traumatic stress disorder due to being upheaved from their home countries. Women and children especially have a difficult time as many have been raped and abused in addition to being kicked out of their homes. The goal of Hope Partners Africa is to build up the refugee's strength physically, emotionally, and psychologically to create communities that work together to create a better life.

The Free Indeed Initiative partners with Hope Partners Africa by first collaborating with the refugees in Uganda in order to come up with designs, ideas, and products that will be deemed valuable to the United States' consumer. The Free Indeed Initiative then works with a ministry

partner, in this case, it is Hope Partners Africa. Hope Partners Africa links The Free Indeed Initiative with women in the refugee camps and in return, The Free Indeed Initiative gives the women access to an occupational therapy program. The refugee women make the products and The Free Indeed Initiative purchases them and then finds a way to get the products back to the United States. Once The Free Indeed Initiative has the products, they provide the women with a platform to sell them. After the products sell, Fifty percent of the proceeds go back to the refugees in the form of a therapy fund with Hope Partners Africa, with the other fifty percent being retained by The Free Indeed Initiative to purchase more materials to create more products. Through this structure, Stacie and the members of The Free Indeed Initiative are promoting a way to help the refugees by purchasing handmade jewelry, handbags, and clothing made by the refugees themselves.

The Free Indeed Initiative's current integrated marketing communication efforts are very limited as they try to gain exposure for the brand. The Free Indeed Initiative has social media pages such as Facebook and Instagram, to aid in their current promotional strategy, but they are not currently up to date and posts regarding new items, upcoming events, and new organizational information are infrequent and inconsistent. The Free Indeed Initiative is seeking assistance in the creation of a campaign strategy that will gain more awareness for their brand in the Peoria area as well as online. They hope that an increase in awareness and perceptions for their brand will help increase sales as well as build brand loyalty and increase word-of-mouth for the organization. The increase in sales and revenue will allow The Free Indeed Initiative to give back more money to the refugees and possibly obtain new opportunities with more partners like Hope Partners Africa.

After conducting further research and speaking with Stacie in class, our marketing group selected a target audience and conducted a SWOT analysis for the organization. Since The Free Indeed Initiative is located in Morton, IL, we have chosen to focus our campaign efforts in the Peoria area. The goal of our SWOT analysis was to find any internal strengths and weaknesses, as well as external opportunities and strengths. We then created a campaign to build on any strengths, overcome any weaknesses, exploit any opportunities, and protect the organization from any threats.

The Free Indeed Initiative's core internal strength is the organization's purpose. The Free Indeed Initiative is an organization that is centered on its determination to help those in need. With their heavy involvement with refugee camps in Uganda and Afghanistan, The Free Indeed Initiative has the ability to positively impact the lives of refugees. This mission, in and of itself, is a very appealing motivator for potential consumers who are also actively seeking out an opportunity to contribute to a social cause they are passionate about. Another strength is their access to unique one-of-a-kind, hand-crafted wares inspired by the cultures of Uganda and Afghanistan. These products successfully portray to potential consumers the quality and unique shopping experience that direct donations simply cannot compare to.

Internal weaknesses of The Free Indeed Initiative include their volunteer-only staff, the procurement of new inventory, and their ability to expand product lines. The Free Indeed Initiative currently has a staff consisting of only volunteers. This will lead to problems in the

future as the company begins to expand their reach. Hiring full-time employees with professional experience in marketing, finance, customer service, and web design may be required to ensure the organization is effectively using its resources. Another weakness of The Free Indeed Initiative is their inbound logistics. Their merchandise is not shipped directly to The Free Indeed Initiative's headquarters. Instead, it is carried onto airplane flights in the suitcases of people who are involved with the organization. This means inventory shipments are relatively small and sporadic. As our campaign improves brand awareness, The Free Indeed Initiative's supply will not meet the increase in demand which may decrease repeat purchases and customer loyalty. The organization is also at a stand-still with product designs as The Free Indeed Initiative struggles to communicate the differences in culture and consumer taste preferences of the United States markets to the designers in Uganda.

An external opportunity for The Free Indeed Initiative is the possibility of generating more awareness. None of our respondents in our in-depth interviews had heard of The Free Indeed Initiative (refer to **Appendix A** for a summary of the depth interview method and results). However, the organization is still relatively young and has yet to fully optimize its digital media outlets such as social media and SEO. Another way to increase awareness would be to attend more charity events in the Peoria area. This will increase word-of-mouth advertising and give the organization more transparency. They can also gain established connections with partners like they have with World Relief Foundation and Hope Partners Africa. Some possible partnerships may include local churches in the Peoria area. These partnerships will help with creating credibility for The Free Indeed Initiative as well as create awareness that will hopefully convert into sales.

The Free Indeed Initiative's external threats include its lack of awareness, indirect competitors, and its lack of transparency. Although awareness also presents many opportunities for the organization, it can also deter contributors from financially investing in the cause because they are unfamiliar with the brand and its practices. This also negatively impacts The Free Indeed Initiative's credibility which can be detrimental to such a young organization. Another threat is their indirect competitors such as Noonday, Beads for Life, and Preemptive Coalition. Their competitor's offerings, scope, and mission, however, are slightly different than that of The Free Indeed Initiative. While these organizations may lack market commonality and resource similarity with The Free Indeed Initiative, they are more recognized and use a wider variety of media to reach a larger target audience. This may become a threat to the less established, The Free Indeed Initiative. We hope that by building awareness, expanding promotion to include other forms of media, giving potential contributors as much information as possible about the company, including the cause they support, their unique products and mission, as well as how contributions are distributed, we will be able to mitigate the impact these threats will have on the campaign's success.

The Free Indeed Initiative experiences seasonal fluctuations during the holiday season as more people are in holiday spirits and donors wish to take advantage of writing off donations on their taxes. The Free Indeed Initiative is not seeking volunteers and instead, is focusing primarily on financial contributions through product purchases.

Due to a limited promotional budget, The Free Indeed Initiative currently advertises exclusively through online media; mainly through their website and social media platforms such as Facebook and Instagram. Because of the company's young age and renowned indirect competitors such as Noonday, Beads for Life, and Preemptive Coalition, our campaign must inform potential contributors that although all of these companies support social causes, The Free Indeed Initiative's mission and product offerings are exclusive and unique. Its competitors have also been around for longer and use additional media for advertising, so they have built a stronger following which is why we feel we need to include the development of a blog in our digital promotions. Because of the nature of a LLC organization, we have more freedom in our advertising capabilities, however, we are unable to promote direct financial contributions such as money donations as they are illegal for LLC companies. In order to ensure the success of this campaign, we will use the company's mission, objectives, and logo consistently across all platforms.

In recent trends, the average charity donor is conducting more research on who exactly they are handing their money to. They want to know how their money is being used and are looking for credible organizations that are respectable and truthful in their actions. Contributors enjoy seeing photos and social media posts that show them their funds are being used for a good cause. Social media is a platform that allows contributors to not only connect with the charitable organization, but also follow the pages to stay updated on what the organization is doing or will be doing in the future. These social media platforms also allow for the consumer to share the link to the charitable organization's website, reviews, products, and marketing. Word-of-mouth is a crucial part of charities when trying to gain more awareness, so an organization needs to make sure that consumers have good perceptions about their brand. Another trend is that consumers of our primary target have little time to volunteer at charitable organizations. Because of the lack of time, more people are starting to contribute financially rather than volunteering, which is good for The Free Indeed Initiative since they are currently only looking for funding, not volunteers.

Implications for IMC

In this campaign, our goal will be to build on the organization's strength of having been built around a meaningful cause that creates beautiful and unique hand-crafted items that are created by the refugees themselves. We will also focus on exploiting opportunities related to awareness of the organization. The Free Indeed Initiative has very little awareness, and through our campaign, we hope to build up that awareness through our use of advertising and promotional activities. We will also take the opportunity to educate potential buyers about the refugee crisis as well as the exact specifications of how The Free Indeed Initiative will use proceeds to help the refugees. Our emphasis will be on building an organization that is transparent and credible in order to gain positive perceptions from our target audience about the organization. In this campaign, we hope to use our findings through our research and in-depth interviews to create a campaign through social media and public efforts to better direct The Free Indeed Initiative in growing awareness and sales.

References: Background of the Situation

[1] Stacie Pleasants. Founder. The Free Indeed Initiative. Class Visit. 5 February 2018.

[2] "About Us." *The Free Indeed Initiative*. Web. 6 March 2018.

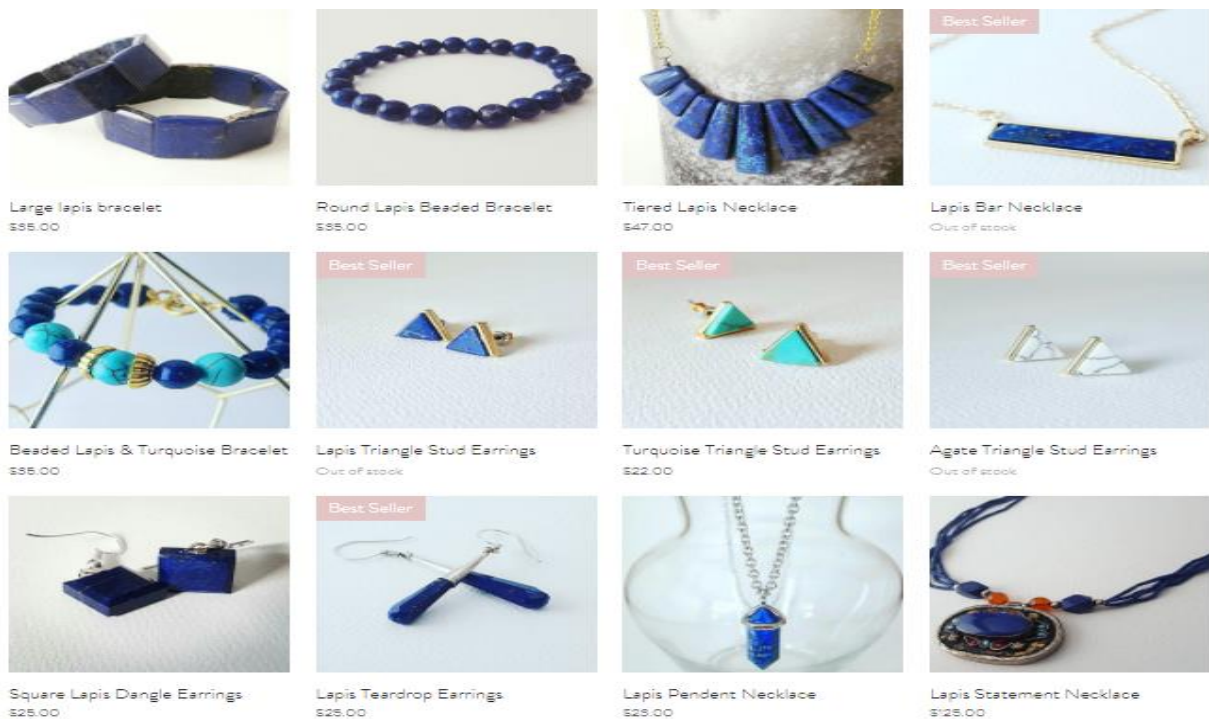
<<https://www.thefreeindeedinitiative.com/about-us>>

Product Offering

Afghan Lapis Collection

The main products that The Free Indeed Initiative sells are different types of jewelry made from lapis lazuli, which is a mineral or semi-precious blue rock that is mainly mined in Afghanistan and Pakistan. The pieces of jewelry that The Free Indeed Initiative sells are handmade by an Afghan refugee couple that has been relocated to the United States. The Free Indeed Initiative sells bracelets, necklaces, and earrings in various designs and made with several different gemstones including lapis, turquoise, and agate (Please refer to **Exhibit 1** for images of the jewelry offered on The Free Indeed Initiative's website). The prices range from \$22 for a pair of earrings to \$125 for a statement necklace [1].

Exhibit 1: Afghan Lapis Collection



Source: <https://www.thefreeindeedinitiative.com/>

Hand-sewn Apparel and Baskets

The Free Indeed Initiative also sells hand-sewn apparel such as purses, pants, and bags as well as hand-woven baskets [2]. The clothing and bags are created by women who live in a refugee camp in Uganda. The Ugandan women create unique baskets as well as bags of different sizes and pajama pants (Please refer to **Exhibit 2** to see an example of the baskets and pants).

Exhibit 2: Baskets, pants, and other items offered



Source: The Free Indeed Initiative Facebook Timeline

T-Shirts

In addition to the items created by the refugees themselves, The Free Indeed Initiative also sells t-shirts with their logo [3]. The t-shirts come in various sizes and styles such as baseball t-shirts and normal cotton t-shirts (Please refer to **Exhibit 3** for an example of the t-shirts sold).

Exhibit 3: The Free Indeed Initiative T-shirts



Source: The Free Indeed Initiative Facebook Timeline

Quality

The items that The Free Indeed Initiative sells are extremely high quality, rare, and unique items, with the materials coming straight from the refugee's native country. All the jewelry sold by The Free Indeed Initiative is finely crafted hand-made jewelry made of precious stones and includes very intricate details. The baskets, bags, and clothing are also made from high quality materials and are all hand-made to ensure that each piece is unique and of the utmost quality. All the items are looked over before they are sold to make sure that the item is something that customer will deem valuable. As a company who is selling hand crafted items, The Free Indeed Initiative wants the perceptions of their items to be that they are high-quality and created with care.

Distinct Design Features or Attributes

In our in-depth interviews, 8 out of 16 participants said that the items they would be more likely to purchase to help a cause would be clothing or jewelry (refer to **Appendix A** for a summary of the method and results of the depth interviews). We also had 8 out of 16 respondents said that they would be more likely to purchase from The Free Indeed Initiative if they knew more information about the company as well as the process of how the company gives back to refugees. Based on that information, it is important for The Free Indeed Initiative to educate their target audiences about the organization and demonstrate all the amazing work they do to help refugees in need. It will be important for The Free Indeed Initiative to emphasize how they are helping the refugees toward hope and healing.

Intangible, Symbolic, Aesthetic or Experiential Aspects

The Free Indeed Initiative is a unique and interesting company because the products that customers are buying are made by the same people that they are supporting. By buying products from The Free Indeed Initiative, customers are buying a piece of jewelry or hand-sewn item knowing that the item was made with the hands of the people they are trying to empower and help. It is also symbolic knowing that customers are buying hand-crafted jewelry and clothing that are made from the refugee's native country's materials. The jewelry is made from precious stones that were mined directly from Afghanistan, which is where the resettled refugee couple is from. The materials for the bags and pants are bought directly in Uganda and given to the women to work with and create hand-sewn items.

Supporting The Free Indeed Initiative not only gives people a tangible product, but also the intangible satisfaction of knowing that they are helping a great cause. Customers gain the sense of making a difference in the lives of refugees while also gaining a product that they can gift to someone or keep for themselves. Whether a consumer purchases an item for themselves or as a gift, they are now able to have a stylish and thoughtful way to market a cause they believe in.

Usage Situation

The Free Indeed Initiative's target audiences include professional, middle-aged women, as well as female Millennials and Generation Z residents of Peoria County. Both target audiences contribute to The Free Indeed Initiative by purchasing items, however, their item preferences are different. The primary target audience of professional, middle-aged women will be more likely

to purchase the higher priced jewelry such as pendants and statement necklaces since they have more discretionary income. The primary target audience may also be purchasing items to give as a gift.

The secondary target audience of females ages 18-34 have less discretionary income and may spend their money on smaller items such as t-shirts, bags, or cheaper priced jewelry such as earrings. The secondary target audience has more time which means they are more likely to volunteer, but it does not mean they will not spend money for something they are passionate about.

Seasonal Fluctuations

The Free Indeed Initiative experiences a seasonal fluctuation in sales during the holiday season, specifically, Christmas time. Most charities and nonprofits see a rise in donations around the holidays because more people are in the giving mood and will want to help those that are less fortunate. There is also an increase in sales during this time because people will donate to a cause right before the end of the year so they take advantage of their donation by being able to write it off on their taxes.

Market Constraints

The main market constraint that The Free Indeed Initiative faces is that people are not aware that their organization exists. In our in-depth interviews, we found that none of the 16 respondents had ever heard of The Free Indeed Initiative. If the organization is not known, it will never grow or expand beyond the few people that do know it exists.

Another major market constraint that The Free Indeed Initiative has is that people may not be educated on the refugee crisis and therefore, may have negative perceptions of refugees. In our in-depth interviews, 6 out of 16 either did not know any information about the refugee crisis or had negative perceptions about refugees.

A third constraint is that The Free Indeed Initiative does not have a set schedule for when they get new products in. When talking to the founder of The Free Indeed Initiative, Stacie Pleasants, she told us that they were currently out of a lot of products and that the couple that creates the jewelry would not be making any more until the summer [4]. If The Free Indeed Initiative cannot keep up with demand or is constantly running out of stock, their customers are less likely to come back and make repeat purchases. The Free Indeed Initiative needs to make sure that they have enough inventory to make it through the holiday seasons.

In addition to not having enough product, The Free Indeed Initiative also faces issues when it comes to getting the products from Uganda to the United States to sell. Currently, The Free Indeed Initiative is having people who are travelling back from Uganda bring the products back in their suitcases. Problems will arise when The Free Indeed Initiative must start having products shipped over from Uganda. Shipping will not only take time, but it will also add to the organization's expenses.

The Free Indeed Initiative also mentioned that they were currently at a standstill with product design. Because the markets are vastly different in Uganda and the United States, the women of Uganda sometimes made products that were harder to sell in the United States because of design or sizing differences. The Free Indeed Initiative needs to educate the women of Uganda to help them make products that have a high demand in the United States.

Strengths and Weaknesses

The greatest strength of The Free Indeed Initiative is what they stand for as a company. Although The Free Indeed Initiative is an LLC, their sole mission is still to give back to refugees through hope and empowerment. Fifty percent of the proceeds that The Free Indeed Initiative receives goes back to the refugees, and the other 50% is retained by the company to use to buy more materials to create more products to sell [4]. The Free Indeed Initiative was created on the foundation of helping refugees in need and helping them get back on track to live a happy and healthy life. Another strength is that The Free Indeed Initiative sells unique, high-quality products that are made by the hands of the same people that are being helped. People will be more intrigued to purchase products that are high-quality and also have the money go to a good cause.

One of the major weaknesses that The Free Indeed Initiative faces is that they have very little awareness. As previously stated, none of the sixteen participants in the in-depth interview had heard of The Free Indeed Initiative. Without awareness, The Free Indeed Initiative will not be able to grow or spread the word about the good they are doing. Another weakness that was revealed in the in-depth interviews is that people may not be educated about the refugee crisis or may have negative perceptions linked to refugees. Six out of 16 said they either didn't know much about refugees or had negative perceptions about them. The topic of refugees is very touchy in the United States, and even if people do become aware and educated, they still may not agree with refugees being allowed in the United States.

Other weaknesses are linked to availability of products. As mentioned in the market constraints section, The Free Indeed Initiative occasionally runs out of a product, and when that happens, they do not know when they will be able to get new stock. The Free Indeed Initiative and the refugees do not have a set schedule for when new products will be made to ensure that The Free Indeed Initiative always has a healthy inventory of products.

Another weakness is that all the workers for The Free Indeed Initiative are volunteer, and no one works full-time for the company. If the company grows and sales become more frequent, The Free Indeed Initiative may need to hire an employee that can work full-time for the company.

Channel of Distribution

The Free Indeed Initiative is currently located in Morton, IL, in the basement of Stacie Pleasants, who is the founder of The Free Indeed Initiative. The products for sale by The Free Indeed Initiative are available for purchase on their website, through Stacie directly, house parties, and at events such as fair-trade shows and church events. If purchased on their website, the customer is charged for shipping and will have the product delivered directly to their door. If the products

are purchased from house parties or events that The Free Indeed Initiative participates in, the products will be available for purchase immediately.

A weakness of The Free Indeed Initiative's distribution channel is that not all the products that they have to offer are available for purchase on their website. The website currently only has jewelry available for purchase, even though they also sell t-shirts, bags, and other hand-sewn clothing. Another weakness is that when The Free Indeed Initiative runs out of stock for a product, they have no idea when they will get that product back in stock. A weakness that may appear in the future is the issue of how to get the products from Uganda to the United States. Currently, The Free Indeed Initiative has been fortunate in their avoidance of shipping expenditures. They currently have travelers bring the products home in their suitcases for The Free Indeed Initiative. As the company gets larger and is purchasing more products, they will need to find another way to have the products delivered. Shipping from Uganda to the United States will be costly and take a long time, so that will be a weakness that may present itself in the near future.

Implications for IMC

After conducting research with our primary and secondary target audiences through in-depth interviews, we found that our target audiences are passionate about donating to causes and giving back to their community. Our target audiences have strong morals and values and like making a difference in the world. Based on this research, it will be important to educate customers about The Free Indeed Initiative and what they are doing to help refugees through hope and healing. We want customers to know exactly how The Free Indeed Initiative is helping refugees and how contributions are being allocated. We want to emphasize to our target audiences that not only will they be supporting a great cause, but they will also be purchasing a unique hand-crafted item that they can wear proudly.

Our research showed us that currently The Free Indeed Initiative has very little awareness, with none of our sixteen survey participants having ever heard of the organization. We also found that 6 out of 16 participants were not educated about the refugee crisis or had negative perceptions. We will focus on educating customers about the refugee crisis while gaining awareness for the brand through advertising and promotions. When we asked participants, "Which media outlets do you learn about local charities from?" 9 out of 16 respondents mentioned social media. Using that information, we will use social media platforms such as Facebook to advertise and promote to gain awareness for the brand.

References: Product Offerings

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Analysis of Past Advertising/IMC

Current position

To better understand how to create a successful integrated marketing communication plan for The Free Indeed Initiative, our group analyzed their past marketing efforts since its founding. Also, we reviewed other refugee initiatives to help gain a better understanding of what their marketing campaigns look like. By comparing these refugee initiatives, we were able to determine what donors/people who give to charity best respond to in their marketing efforts. We begin with first giving an overview of the past marketing for The Freed Indeed Initiative, then review the marketing of Noonday, Beads for Life, and Preemptive Love Coalition. We will finish up our overview with a discussion of suggestions to further communicate our plans for The Free Indeed Initiative's integrated marketing communication plan.

IMC in Previous Calendar Year

The Free Indeed Initiative has been positioned to be a charitable organization targeting middle-aged women (35-65 years old) who have an interest in purchasing hand-made jewelry, handbags, and clothes to help refugees around the globe. In the past, The Free Indeed Initiative has focused their IMC efforts on events and online advertising. The outlets they have used in the past include:

- Facebook
- Instagram
- Word-of-Mouth
- Promotional Events
- Company Website

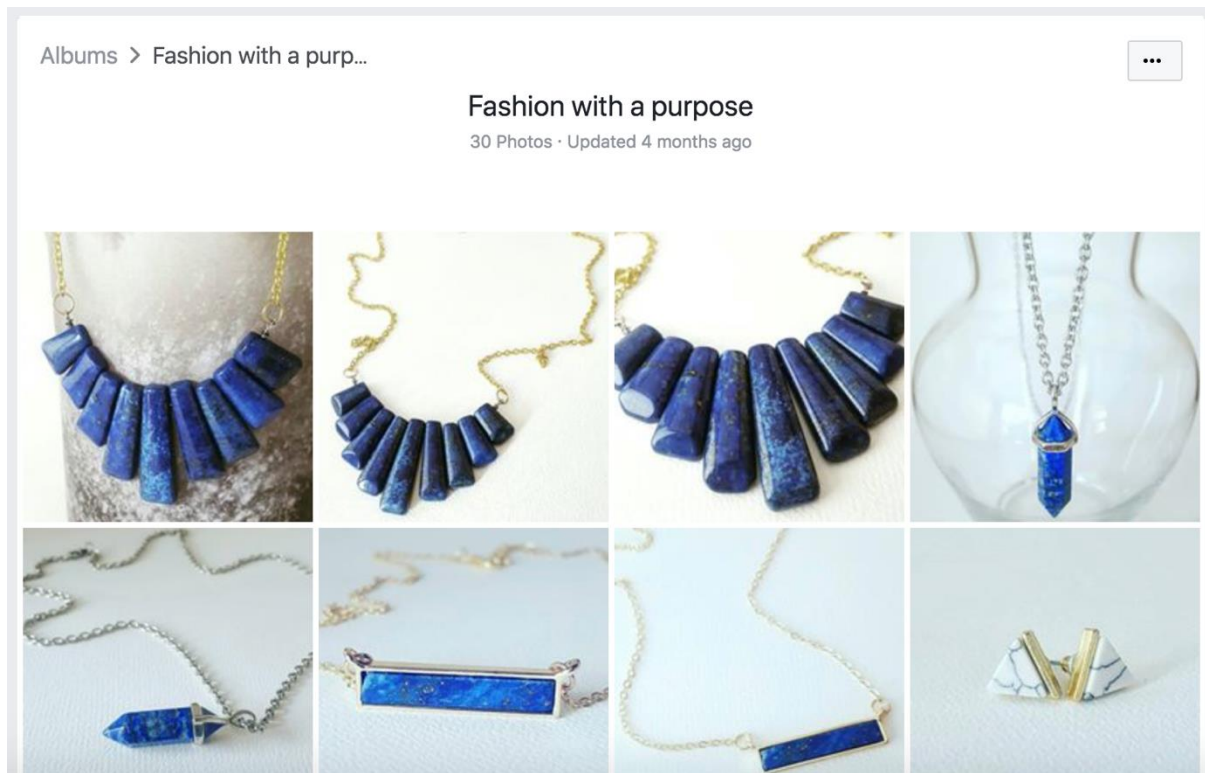
The Free Indeed Initiative has not implemented any print advertisements and has kept their focus online, specifically on social media. The main reason for this action is the low-cost, wide-reach appeal of social media advertising. The company has only been around for about a year, making their total sales just under \$1,000 [1]. While marketing is a priority for them, their budget is small.

Facebook

The Free Indeed Initiative joined Facebook on September 15th, 2017. As of March 6th, 2018, their page has a total of 178 "likes" [2]. The Free Indeed Initiative uses their Facebook page for updates about the products they have available for sale and for promotions of events they will be attending, though posts are infrequent. Starting in September, they posted about three times a month up until November and they have not posted since then. Their last post was made on November 6th, 2017. They have taken advantage of Facebook's visual appeal by posting pictures of the products they have available for purchase in a photo album titled, "Fashion with a Purpose" (refer to **Exhibit 4**). The Free Indeed Initiative Facebook page does not generate a lot of engagement with their followers, so this is an opportunity for the company to grow. The

reason behind the poor engagement is most likely due to the sporadic posting schedule. Refer **Exhibits 5 and 6** for examples of Facebook posts.

Exhibit 4: The Free Indeed Initiative Facebook Album "Fashion with a Purpose"



Source: The Free Indeed Initiative Facebook page timeline

Exhibit 5: The Free Indeed Initiative Facebook Post Sale Promotion



Source: The Free Indeed Initiative Facebook page timeline

Exhibit 6: The Free Indeed Initiative Facebook Post Refugee Walk Promotion



Source: The Free Indeed Facebook page timeline

Instagram

The Free Indeed Initiative joined Instagram on August 24th, 2017. As of March 6th, 2018, their page has a total of 56 followers and 28 posts [3]. The name of their Instagram page (Free Indeed) is not consistent with their Facebook page (The Free Indeed Initiative), or their Instagram username (Free Indeed Initiative). This is something the company should consider changing because consistency and integration among all media platforms is key in successful IMC. They consistently posted about 5-8 times a month up until December. However, their last post was made on November 29th, 2017. Since social media is the company's main form of IMC they should focus on integrating their posts among all platforms and engaging with their followers.

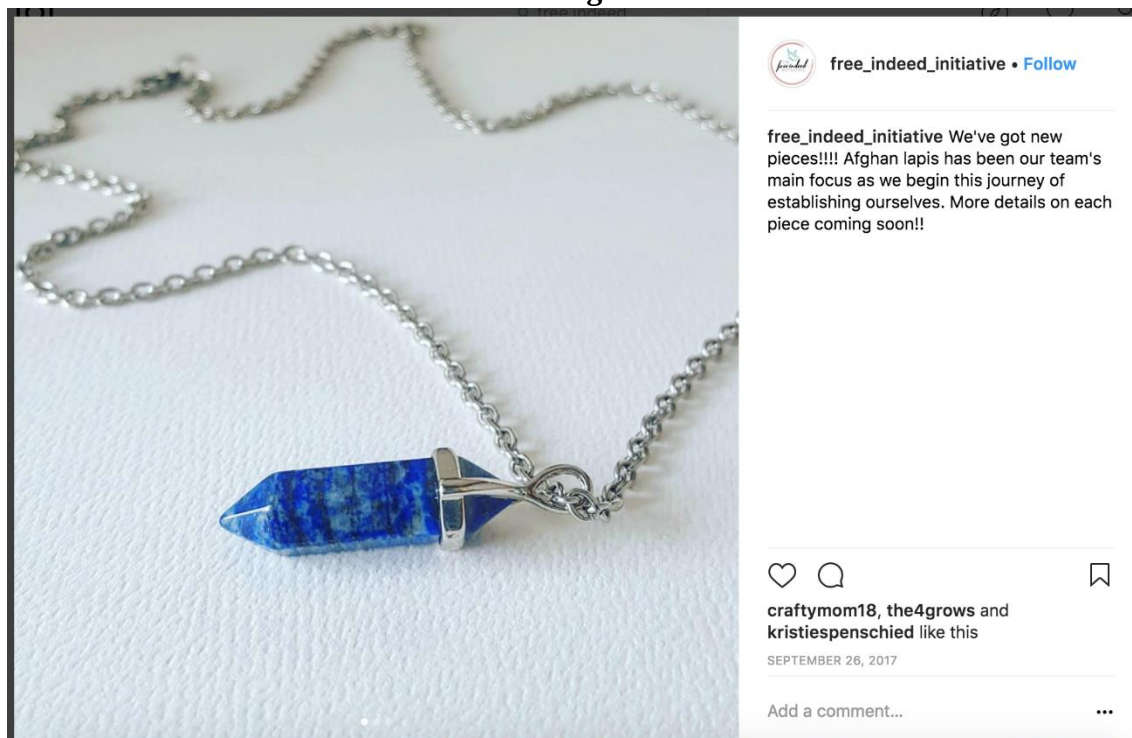
They use Instagram to showcase the products they have available for sale, as well as for promotions of events they will be attending. Refer to **Exhibits 7 and 8** for example Instagram posts.

Exhibit 7: The Free Indeed Initiative Instagram Promotional Event Post



Source: The Free Indeed Initiative Instagram Page

Exhibit 8: The Free Indeed Initiative Instagram Product Post



Source: The Free Indeed Initiative Instagram Page

Word-of-Mouth

The Free Indeed Initiative has been working on increasing local "buzz" surrounding their company. Stacie, the founder of The Free Indeed Initiative, expressed during her visit that word-of-mouth has not been as successful as wanted [1]. They hope as they continue attending events and posting on their social media that word will spread and, in turn, increase customer volume. We do not currently have any record of tracking for this effort, but will do so during campaign tracking.

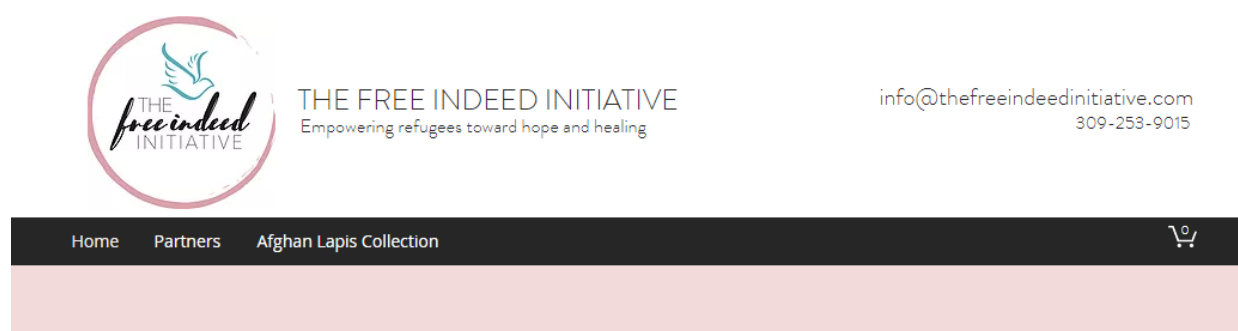
Promotional Events

The Free Indeed Initiative has attended two events thus far including Refugee Walk and Mission Market. The Refugee Walk was held at Living Waters Lutheran Church on September 23rd, 2017 and was the first event The Free Indeed Initiative attended (refer to **Exhibit 2**). This is a great way for The Free Indeed Initiative to gain brand awareness, especially when attending events relevant to their company mission, such as the Refugee Walk.

Company Website

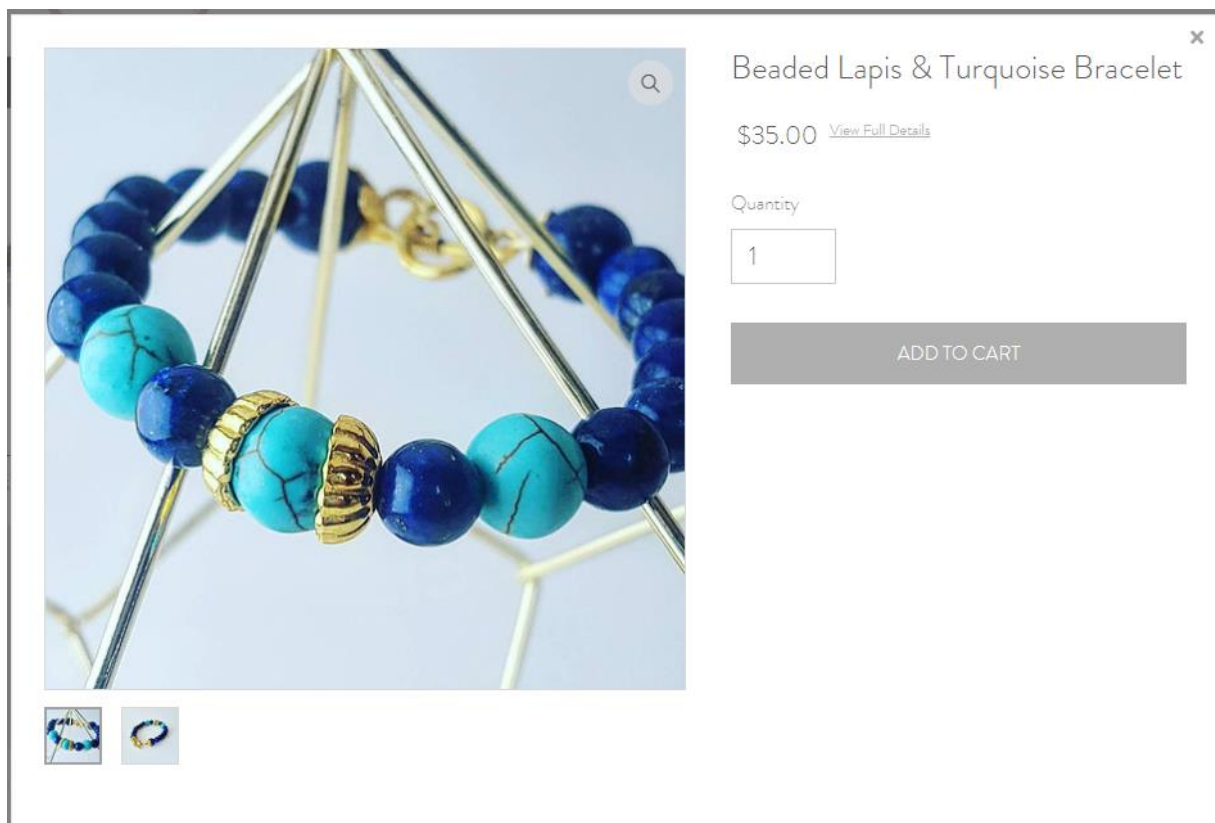
The Free Indeed Initiative created their website in 2017 through Wix. As of March 6th, 2018, their website contains their logo, information about the mission of the company, the current partners they are working with, the Afghan Lapis Collection, and how to get in contact with them (refer to **Exhibit 9**). A weakness of the website is the location of the information about the mission of the company; it is positioned far down on the home page. Therefore, viewers must scroll down in order to read the information. The website URL is thefreeindeedinitiative.com, which integrates with their Facebook Page name, The Free Indeed Initiative. Their website also has pictures of products available for sale with the price. They also give the option to buy online where the item is shipped directly to the buyer's house (refer to **Exhibit 10**).

Exhibit 9: The Free Indeed Initiative Website Home Page



Source: <https://www.thefreeindeedinitiative.com/>

Exhibit 10: The Free Indeed Initiative Website Online Buy Option



Source: <https://www.thefreeindeedinitiative.com/>

IMC Spending

Over the past year the company has been around, there has been no set budget for IMC spending. Stacie, the founder of The Free Indeed Initiative, stated that since they had just under \$1,000 in sales, they could not afford to put a large amount back into IMC [1]. This year, Stacie is willing to put more money toward IMC as she realizes the importance in building brand recognition through advertising. However, she has not set a specific budget for the year (refer to **Table 1** for an estimate of what the past calendar year of IMC spending consisted of).

Table 1: The Free Indeed Initiative IMC Spending

	Facebook	Instagram	Word-of-Mouth	Promotional Events	Company Website	Total
% of Total Budget	10%	0%	0%	70%	20%	-
\$ Amount	\$50	\$0	\$0	\$350.00	\$100.00	-
Total	-	-	-	-	-	\$500

Best Practices

The Free Indeed Initiative's major competitors include Noonday, Beads for Life, and Preemptive Love Coalition. These three companies have been around many years and have grown much larger than The Free Indeed Initiative, but they serve as a good goal marker of what can be achieved. One main difference to note between these three companies and The Free Indeed Initiative is that the three companies all have blogs. The blogs include articles, pictures, and videos. This is another way to get their company name and the cause they are supporting out there. Going forward, The Free Indeed Initiative should consider starting a blog of their own.

Noonday

Noonday uses a wide variety of media in their IMC including their company website, their blog, third party/press mentions (in VOGUE, Today Show, Southern Living, etc.), Pinterest, Facebook, Instagram, Twitter, events, and more [4].

Beads for Life

Beads for Life also uses a wide variety of media in their IMC including their company website, their blog, third party/press mentions (in TODAY, Vanity Fair, The New York Times, PBS, New York Business Week, etc.), Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, virtual newsletters, events, and more [5].

Preemptive Love Coalition

Preemptive Love Coalition also uses a wide variety of media in their IMC including their website, their blog, third party/press mentions (in ABC News, NBC News, CBS News, CNN, BBC News, Fox News, The New York Times, PBS, etc.), Facebook, Instagram, Twitter, events, and more [6].

Implications for IMC

In this campaign, we must focus our efforts on maintaining consistency with Facebook and Instagram, integrating the posts/updates across all forms of media, starting a blog, and working with third parties to increase brand awareness. The most important aspect is to integrate across all forms of media. The first step for The Free Indeed Initiative is to change their social media page names to match the website name "The Free Indeed Initiative." By ensuring that each of their social media pages have the same name, The Free Indeed Initiative will be able to avoid any confusion when viewers are looking for the company on Facebook or Instagram.

References: Analysis of Past Advertising/IMC

- [1] Stacie Pleasants: Founder. The Free Indeed Initiative. Class Visit. 5 February 2018.
- [2] The Free Indeed Initiative Facebook Timeline. Facebook.com. Web. 1 March 2018.
<<https://www.facebook.com/freeindeedinitiative/>>
- [3] The Free Indeed Initiative Instagram. Instagram.com. Web. 1 March 2018.
<https://www.instagram.com/free_indeed_initiative/>
- [4] Noonday Website. Web. 1 March 2018. <<https://www.noondaycollection.com/>>
- [5] Beads for Life Website. Web. 1 March 2018. <<https://www.beadforlife.org/frontpage/us>>
- [6] Preemptive Love Coalition Website. Web. 1 March 2018. <<https://preemptivelove.org/>>

Legal/ Regulatory Environment

Overview

At the class visit in January, Stacie Pleasant of The Free Indeed Initiative provided us with great insight into The Free Indeed Initiative's IMC approach. Before the development and implementation of our campaign, it is important that we are aware of any legal constraints that exist for this organization's industry sector when creating an IMC plan.

Corporation Label

As Stacie mentioned during her visit, The Free Indeed Initiative is an LLC and thus, must be presented as such. This will be important to emphasize when creating an IMC plan because presenting the organization as a nonprofit organization would be misleading. This will be especially crucial to remember when attempting to express what the company does for refugees and how they operate. The Free Indeed Initiative's core message is that their products are an investment in the lives of people who just need an opportunity [1]. It will be necessary that we craft an IMC plan that gets this message across while still being transparent about the fact that the company is not a nonprofit organization.

World Relief Naming Rights

Since The Free Indeed Initiative partners with many organizations to make what they do possible, the IMC plan will surely highlight this in order to make the company appear more credible and to demonstrate the company's reach. When listing these groups, it must be noted that the World Relief organization cannot be identified by name as The Free Indeed Initiative does not yet have legal permission to do so. It will be important to stick with a general description of the World Relief organization like the one listed on The Free Indeed Initiative's website [2]. This constraint must be dealt with delicately as being too vague about the company will result in the organization looking untrustworthy, while being too descriptive could result in legal trouble.

Implications for IMC

The IMC campaign for The Free Indeed Initiative must communicate the message that purchasing their products is an investment into a refugee's future. This message must be communicated in a manner that makes it clear that not all the proceeds go back to the refugees, while also showing that a very respectable amount does end up back in the refugee's possession. In this campaign, we must build a high level of trust with consumers by referencing The Free Indeed Initiative's partners, without naming certain partners explicitly. Building a higher level of trust is going to be a crucial part of this campaign.

References: Legal Regulations

- [1] Stacie Pleasants: Founder. The Free Indeed Initiative. Class Visit. 6 February 2018.
- [2] "About Us." *The Free Indeed Initiative*. Web. 6 March 2018.
<<https://www.thefreeindeedinitiative.com/about-us>>

Section II:

Target Audience Profile and Campaign Objectives



Selection and Justification of Target Audience Profile

Segmentation Analysis

Population Area

For this campaign, we are focusing on the Peoria County area. As of 2018, there were 37,716 Peoria residents within our primary target audience and 22,403 Peoria residents within our secondary target audience [1]. We believe that our creative platform will successfully reach similar target audiences throughout the entire Central Illinois area if The Free Indeed Initiative wishes to expand the reach of this campaign. Our target audience will still consist of women who are not only social, but passionate and empathetic toward the refugee cause, so demographic characteristics will remain the same even if the geographic location is changed or expanded upon. Extending campaign reach to include more of Central Illinois may also be beneficial because The Free Indeed Initiative does not have any direct, local competitors. Our primary target for this campaign will consist of professional women between the ages of 35-65 whereas our secondary target audience will consist of female millennials and generation Z, ages 18-34.

Types of People

Through our class discussion with Stacie Pleasants, we found that the people who are most interested in purchasing the products from The Free Indeed Initiative are mostly women who care about helping people in need and, many times, they are women who are involved with their church [2]. Since The Free Indeed Initiative isn't currently looking for volunteers, the people who are contributing to this cause are the ones who are educated about the struggles refugees face and how they will benefit from the proceeds. Stacie had also mentioned that she wants to be able to reach out to a younger audience, since they are often more passionate about causes such as the refugee crisis.

Motivations of Donors

There are two benefits people are getting when they purchase products from The Free Indeed Initiative. Along with helping refugees in need through product purchases, the customers are also receiving a beautiful, hand-crafted product to give to others or keep for themselves. As long as customers are given confirmation that contributions are being distributed fairly, they will be more motivated to make purchases. Customers will not only receive a tangible product, they will obtain the instant gratification of helping people in need as well. Due to the nature of LLC organizations, The Free Indeed Initiative cannot accept donations from people. However, they are permitted to sell products and use the money to support a cause which they are currently doing now.

Nonusers

The nonusers would be women who have not been exposed to the situations refugees are in, don't know the ways they can help them, or are unaware of the efforts The Free Indeed Initiative is working toward. Many have not been exposed to the existence of The Free Indeed Initiative. If these women were to be introduced to the organization and educated as to what they are trying to

accomplish, they would be more likely to purchase products to help refugees. If the nonusers could be educated and brought into the organization through influential engagement such as more events, social media interactions, or through well-placed advertising, then they would be more likely to support the organization.

Target Audience Proposed for Campaign

From our situation analysis, we have proposed that The Free Indeed Initiative target both professional middle-aged women and young female adults. Refer to **Exhibit 11** for the summary target audience profile.

Exhibit 11: Target Audience Profile - *The Free Indeed Initiative*

Primary Target Audience	Secondary Target Audience
<i>Demographics</i> Professional, middle-aged women	<i>Demographics</i> Millennial, college student/graduate
• Professional women • College graduate • 35-65 years old • Peoria area residents • Income: \$30,000 and up • Population: 37,716 [1]	• Female Millennials/Generation Z • 18-34 years old • College student or college graduate • Peoria area residents • Income: Less than \$30,000 • Population: 22,403 [1]
<i>Psychographics</i>	<i>Psychographics</i>
• Large social circle • Religious foundation/beliefs • Strong morals/values • Household decision-makers • Motherly/maternal • Involved with their community • Has discretionary income • Enjoys hosting parties • Active on social media	• Strong morals/values • Large social circle • More free time to get involved • Passionate about making a difference • Aware of global issues/ causes • Involved with their community and volunteering • Active on social media
<i>Reference Groups</i>	<i>Reference Groups</i>
• Peers/Coworkers • Neighbors • Family • Friends • Church groups • Social Media	• Friends/Family • Peers/Coworkers • Social Media • Volunteer Communities • Church Groups

Primary Target Audience Demographics

The primary target audience is composed of professional, middle-aged women that reside in the Peoria area. The age for this segment ranges from 35 to 65 years old and consists of young female professionals with a steady disposable income and a strong desire to serve the greater good. Members of this target audience can be single or married, though we are specifically targeting women that are very family-oriented. The members of our primary target segment will also have a college-level education and an annual income of at least \$30,000. Our primary target segment must have a sizable discretionary income in order to donate and contribute to The Free Indeed Initiative's cause. Based on these demographics, our target audience group consists of 37,716 women in the Peoria area [1].

Secondary Target Audience Demographics

Individuals of our secondary target audience include female Generation Z and Millennials between the ages of 18 and 34 that reside in the Peoria area. They are either in college or pursuing a career and currently earn an income of less than \$30,000. Although income is an important determinant in consumer purchasing power, this segment will have less time constraints. This means they will be more likely to volunteer because they have more free time to dedicate to their hobbies and passions. This group consists of 22,403 women in the Peoria area [1].

Primary Target Audience Psychographics

Our primary target audience consists of professional women between the ages of 35 and 65 that currently have an established career or are recently retired from one. These women have access to a higher disposable income which means they are more likely to make impulse purchases and have more money to invest in their hobbies and passions. Our primary target audience is family-oriented, and they are often part of large families with children and grandchildren. These women are motherly and maternal and are typically the household decision-makers as well. Our primary target market has the ability to get their family actively involved in charitable events because of their empathy, compassion, and household control.

The primary target audience for The Free Indeed Initiative is also very social in nature. They tend to have a large network of close friends that attend local events together and that enjoy hosting house parties. Our primary target audience has additional key characteristics such as generosity and kindness that stem from their strong morals and values. Because our primary target market is generous and kind, they will also be heavily involved with giving back to their community.

The women of our primary target market are active on social media and use it as one of their main sources for local news regarding upcoming events and charities. Charitable events such as The Free Indeed Initiative's are also promoted at local churches, which is why we feel our primary target audience also has religious beliefs as well.

Secondary Target Audience Psychographics

Our secondary target audience will consist of female Millennials and Generation Z college students and graduates between the ages of 18 and 34. Like our primary target audience, our secondary target market will be an integral part of large social circles, have strong morals and values, and be involved with their local community. However, our secondary target audience also has more free time to get involved with local charities and events; whether that's by making a financial contribution or volunteering. Our secondary target audience is also aware of global and social issues and they have a strong desire to help with and create solutions to those problems. They actively seek out a specific charity's social media pages to find out more about upcoming events and company background information, much like our primary target audience does as well. Both of our target audiences frequently purchase items online rather than in a physical store.

Influencers

Both our primary and secondary target audiences are influenced by several core groups including friends, family, social media, peers, and coworkers. Because work-related activities take up a large portion of our primary target audience's time, fellow employees and coworkers are important influencers. The secondary target market is influenced by their peers in a similar fashion. Friends and peers impact the secondary target market's decisions because a majority of their time is spent at school or doing academic-related activities.

For both our secondary and primary target audience, free time is spent with close friends and family. Our primary target audience is very family-oriented and often look to family and friends for advice and support. Both segments are very passionate and empathetic and will often attend church events or volunteer in their local community. Social media also influences both our primary and secondary target market as it helps them find news, connects them with their favorite brands, and gives them company information to aid in the external search process before fully committing to a purchase decision or donation.

Target Audience Size

The primary target audience contains 37,716 professional middle-aged women in the Peoria area [1]. The age range of this group is between 35 and 65 years old. The secondary target audience consists of 22,403 young female adults between the ages of 18 and 34 years old [1].

In total, The Free Indeed Initiative could have a potential reach of 60,119 consumers in the Peoria area, ranging from 18 to 65 years old. These individuals have similar beliefs and morals and find enjoyment in helping the less fortunate through volunteer work or by making financial contributions. Although both target segments have different time constraints, we feel that they would both enjoy and benefit from being a part of The Free Indeed Initiative because they're driven by their desires to make the world a better place.

References: Selection and Justification of Target Audience Profile

- [1] American FactFinder. Web. 7 February 2018.
<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

- [2] Stacie Pleasants: Founder. The Free Indeed Initiative. Class Visit. 5 February 2018.

Campaign Platform & Objectives

Creative Platform

The primary goal of our campaign is to shift The Free Indeed Initiative into the evoked set of our proposed primary and secondary target audiences. According to our in-depth interviews, none of the 16 respondents had heard about The Free Indeed Initiative (refer to **Appendix A** for a summary of the method and results of the in-depth interviews). As a result of this lack of awareness, we have chosen to focus on increasing awareness and building meaningful relationships with potential supporters throughout our campaign. We plan to increase awareness by showing our target audience that by supporting The Free Indeed Initiative they would not only be receiving unique hand-crafted items, but also giving money to a great cause. Our marketing campaign will emphasize the amount of money that goes back to the refugees, as well as clarify that the money that does not go back to the refugees goes toward buying supplies to make more items. Out of 16 respondents in our in-depth interviews, only 5 said they would be likely or somewhat likely to support The Free Indeed Initiative. We want to address the many misperceptions and questions that were discovered during our in-depth interviews. Many respondents said they would be wary of supporting the cause because they need to see more credibility, more transparency, and obtain more knowledge before investing their time and resources. Our campaign will emphasize the importance of helping the refugees sustain themselves, while also providing beautiful and rare items.

Message Tone and Appeal

The tone of this campaign will be inspiring, heartfelt, and proactive. We will use an emotional appeal that will focus on positive emotions like hope and inspiration to ensure The Free Indeed Initiative is conveying an uplifting and sincere message to its primary target audience. This appeal will also enable us to indirectly share The Free Indeed Initiative's story and background with potential donors to not only build brand awareness, but also help consumers decide if The Free Indeed Initiative's mission coincides and supports their own beliefs as well. By using a positive emotional appeal, we hope to help build loyalty and long-lasting relationships with The Free Indeed Initiative's supporters which we feel is incredibly important for such a young organization.

Benchmarked Objectives

Communication Objectives

1. Increase top of mind awareness
 - The in-depth interview results showed that 0/16 (0%) of the target audience listed The Free Indeed Initiative as a charitable organization they know of in their area
 - During campaign tracking, our goal is to increase top of mind awareness to at least 25% of all respondents listing The Free Indeed Initiative when asked about local charitable organizations.

2. Increase brand recognition awareness
 - The in-depth interview results showed that 0/16 (0%) of the respondents recognized the name of the company, The Free Indeed Initiative
 - During campaign tracking, our goal is to increase brand recognition awareness to ½ (50%) of all respondents, recognize The Free Indeed Initiative and their logo.
3. Increase credibility and reliability among consumers
 - The in-depth interview results showed that when asked "Are you interested in supporting The Free Indeed Initiative?" after they were read a short paragraph about the company's efforts, 10/16 (58%) responded neutral or declined and only 2/16 (12%) responded "likely".
 - The number one reason respondents were hesitant to support the company was because they did not have enough information about the company and/or they thought more % of profits should be going back to the refugees.
 - During campaign tracking, as consumers become more aware of the company and their efforts, our goal is to increase the percentage of respondents expressing confidence in The Free Indeed Initiative regarding how the profits are used to at least 55% of all respondents.

Sales/ Behavioral Objectives

- 1) Increase Annual Sales
 - According to Stacie Pleasants, 2017 product sales totaled just under \$1000 [1].
 - The campaign will attempt to increase sales by at least 200% by the end of the 12-month campaign
 - During the campaign, there should be a weekly tracking of the sales in order to measure any increases
- 2) Increase website traffic
 - Our goal is to increase website traffic by at least 200% by the end of the 12-month campaign. To do this successfully, The Free Indeed Initiative will have to track their website hits before, during, and after our campaign tracking
- 3) Increase Facebook "Likes"
 - As of February 27th, 2018, The Free Indeed Initiative Facebook page had 177 "Likes"
 - The campaign should increase Likes to at least 354 Likes by the end of the 12-month campaign.
- 4) Increase Instagram followers
 - As of February 27th, 2018, The Free Indeed Initiative Instagram page had 55 followers
 - The campaign should increase followers for The Free Indeed Initiative to at least 110 followers by the end of the 12- month campaign.

Campaign Evaluation and Time Frame

Our campaign will run for a full 12-month period starting in June of 2018 and ending in June of 2019. The reasoning for starting the campaign in June is so we have 6 months to prepare for Christmas, and then 6 months to evaluate our campaign, adjust, and test for next Christmas. We

would like the campaign to run for a whole year in order to effectively reach our target audiences and accomplish our campaign objectives. One of the biggest reasons that campaigns fail is because they are not running for a long enough period. By having a 12-month campaign, we are ensuring that our campaign has enough time to adjust along the way as we measure and evaluate our objectives.

To measure the communication objectives, we will be asking The Free Indeed Initiative to administer follow-up surveys every 3 months to their target audience. They should use these surveys to track the primary and secondary target audiences and see if there is an increased awareness and confidence in how the profits are used for The Free Indeed Initiative. We do not want to interview our target audience until 3 months into the campaign because we do not think interviewing them one month into the campaign would render any positive awareness results. Three months will be an adequate amount of time to evaluate whether or not awareness is increasing for The Free Indeed Initiative. After evaluating the surveys, we can then make any necessary adjustments to the campaign.

The Free Indeed Initiative should track the behavioral and sales objectives every month to ensure we are effectively reaching our target audience and that they are positively responding to our campaign. The Free Indeed Initiative should keep track of their monthly sales and give them to us at the end of each month. We will track sales, social media interactions (Facebook likes and Instagram Followers), and website traffic. To track sales success, The Free Indeed Initiative should compare each month's sales to the previous year's data. Thereafter, they should also compare to the previous month, so they can observe trends resulting due to our campaign. At the end of the 12-month campaign, The Free Indeed Initiative should once again compare to the previous year's data to measure whether or not our campaign reached all of the objectives we set into place.

References: Creative Platform/Objectives

- [1] Stacie Pleasants. Founder. The Free Indeed Initiative. Class Visit. 5 February 2018.

Section III:

Creative Strategy



IMC Plan Overview

While planning out the overall IMC campaign for Free Indeed, we put great emphasis on creating layouts that will increase the overall awareness of the organization, as well as the refugee crisis in general. We also focused on linking the refugees and their personal struggles with the hand-crafted jewelry that they are creating for Free Indeed. We know that Free Indeed has a limited budget, so we chose layouts that we believe will gain the most attention for the company throughout the campaign. We also put quite a bit of focus on digital media because it is cost effective, quick, and a flexible way to get information out to potential customers. Our suggested IMC campaign includes e-mail marketing, postcards, an updated website, a flyer rack card, t-shirts, a church eNewsletter, and/or a Facebook video advertisement. Please refer to **Table 2** for a complete overview of our IMC Campaign. The table showcases each media vehicle we will be using, timeframe, theme of the layout, and the purpose of using each vehicle in the campaign.

The e-mail marketing campaign will be created to link the product with the person that made the item and give the buyer a more personal feel knowing exactly who they helped with their purchase. An e-mail will be sent out to customers after purchases to give buyers more information about the refugee that made the product and give some background about the refugee's personal struggles and story.

The postcard will have various ways that it can be distributed. There will be two types of layouts for the postcard and each will have a direct mail version and a version that can be passed out at events. One postcard will be a "thank you" letter from Free Indeed and the refugees and the other postcard will feature a refugee on the front with their personal story on the back. The postcards can be included with purchases or passed out at events. They will make purchases more personal and increase awareness by introducing the refugees behind the products.

Currently, Free Indeed's website is very simple and we believe it could use an update to better showcase the brand and show customers exactly how they are helping the refugees. We want to create an updated website that links together the items Free Indeed is selling with the refugees that are hand-crafting the items. The website will be interactive and show a picture of the refugee that made the item when the customer puts their mouse over each product. The website will help increase awareness for Free Indeed and showcase the unique hand-crafted wares for sale.

The flyer rack card will be passed out at events, promoted on local church bulletins, or sent out as a direct mail piece. The flyer rack card will give information about Free Indeed and show exactly how they are helping the refugees. We suggest that the flyer rack card be sent out during the first month of the campaign to introduce Free Indeed to potential consumers and begin to gain awareness.

The t-shirt will be available for purchase through Free Indeed online and at their events. The t-shirts may also be given out free as a promotion at special events. The t-shirts will be used to further promote Free Indeed and act as a walking billboard for their brand. The t-shirts will help generate awareness and promote Free Indeed's website and social media accounts.

Table 2: Overview of IMC Campaign

Item/Distribution	Timeframe	Theme	Purpose
Email: Sent after purchases	Anytime a purchase is made.	After a purchase is made, an email is sent to the buyer giving more information about the refugee that made the product.	To link the product with the person that made the item and give the buyer a more personal feel knowing exactly who they helped with their purchase.
Postcard: Included with purchases and passed out at events. Direct mail version and a version that can be passed out.	Send out one set with refugee's stories during the first month of the campaign and at events. Send out "Thank You" postcards anytime a purchase is made.	One set of postcards could be given with each purchase that is a "thank you" from the refugee(s) that made the item. Another set of postcards could be passed out at events with stories about specific refugees on the back.	To make purchases more personal by linking the product with the refugee that hand-crafted the product. Also, to increase awareness by introducing the refugees behind the products and give their stories.
Website: Online	Entire duration of 12-month campaign (August 2018 – August 2019)	Interactive website that shows a picture of the refugee(s) that made a specific item when the customer's mouse goes over the product.	To increase awareness for TFII, provide in-depth information about how TFII is helping refugees, and showcase the unique hand-crafted wares for sale.
Flyer/Rack card: Passed out at events, promoted on local church bulletins, or sent as a direct mail piece.	Sent out in the mail during the first month of the campaign and handed out at events.	The flyer will give information about The Free Indeed Initiative and how they are helping the refugees.	To introduce TFII to potential consumers and gain awareness.
T-Shirt: Available for purchase via TFII website and during the events they participate in. May also be given out for free at random events.	Entire duration of 12-month campaign (Aug. 2018-Aug. 2019)	T-shirts will be used to further promote TFII brand. Website and social media handles will also be displayed on back of T-shirts. Staff will be asked to wear T-shirts during events and TFII supporters can also purchase to help promote brand.	T-Shirts also act as mobile billboards that help to promote brand. This will generate awareness and increase traffic/promote TFII website and social media.
Church eNewsletter: Sent in an email to members of different churches.	Give to members during the first month of the campaign, and then send out updated newsletters as new events are scheduled	Newsletters will be used to promote upcoming events. They will be distributed by email and in churches to let people know how they can get involved.	To increase attendance and traffic to events TFII will partake in. This will bring more awareness to the organization and allow for more recognition of the brand.
Facebook video Ad: Posted on Facebook.	Entire duration of 12-month campaign (Aug. 2018 – Aug. 2019)	Facebook ad will be a short video that will use an emotional appeal to emphasize the hardships of refugees and give viewers detailed information about TFII's background, purpose, and products.	To increase company transparency, generate awareness, and build a stronger social media presence.

The church e-Newsletter will be sent to members of different churches. The newsletter will be used to promote upcoming events and give the church members information about how they can get involved with Free Indeed.

Our last suggestion is the Facebook video ad. The Facebook video ad will be a short video that will use an emotional appeal to emphasize the struggles of refugees and give viewers detailed information about Free Indeed's background. The Facebook ad will help increase credibility for Free Indeed, generate awareness, and build a stronger social media presence for the brand.

The IMC campaign's goal is to educate our target audience about Free Indeed and create transparency for the organization. The campaign will be emphasizing the refugee's hardships and struggles that they have faced just to survive. We are hoping to generate awareness for not only Free Indeed, but also the topic of refugees and the crisis many are currently facing. Our advertising layouts will help give Free Indeed an overarching theme of hope and positivity through striking and beautiful layouts.

Presentation of Layouts/Logo & Analytical Critiques

Logo and Name Change

Our team suggests that The Free Indeed Initiative update their current logo as well as shorten their name from "The Free Indeed Initiative" to just "Free Indeed." The Free Indeed Initiative's current logo was found to be hard to read and remember. Our group wanted to create a logo that was simple, crisp, and easy to remember. We used some of the same attributes from the original logo and created a new logo with the shortened name and updated look (Please refer to **Exhibit 12** for the new logo).

During our copy test, we found that out of 24 participants, 92% (22 people) preferred the name "Free Indeed" over "The Free Indeed Initiative" (refer to Appendix B for the copy test method and results). We found that most people automatically shortened the name of the company to "Free Indeed" when talking about it to others. Although it is a great word that focuses on taking action, we believe that "initiative" is too hard to remember top-of-mind. "Free Indeed" is catchy and will be easy to remember and recall. We kept the color scheme the same as the original logo, which was a light pink and blue. The pastel colors give off an emotion that is calming and warm, which is the types of emotions we want our target audience to feel when they see the logo. We used a dark grey in the positioning statement to help contrast against the logotype and logoform. We kept the dove in the logo because we believe that it helps reinforce the feeling of freedom and hope. We did update the dove from the original logo to make the logo look more professional. We also added in a sun above the bird to help with the emotional appeal of the logo. Another important element that we wanted to integrate into our logo was simplicity.

Because Free Indeed is a young company with very little awareness, we wanted the logo to be simple and easy to recognize. We made sure to use fonts that were readable, but also had style and flow to them to reinforce the "free" feeling of the logo. The font that we chose for the logotype is Freestyle Script and the font that we chose for the positioning statement is Segoe

Exhibit 12: Updated Logo/Name



Print. Both fonts work well together and help each other stand out. By using simple fonts, we will not have a problem with scalability when using the logo on different marketing vehicles. Our logo will be readable at any size from billboards to business cards.

We kept the original positioning statement of “Empowering refugees toward hope and healing”. The positioning statement is a great representation of what Free Indeed is trying to accomplish. The words “empowering”, “hope”, and “healing” help give the organization an emotional appeal that is important to have when trying to build a company that supports a cause. The positioning statement can be removed once awareness levels increase for the company, but we recommend that the positioning statement is still used somewhere to help reinforce the brand’s image. The positioning statement can also be detached from the logo and placed in other places in the layout as needed.

Lastly, we will suggest that the logo keeps a white box behind it, to ensure that the logo is always readable on top of any color layout. Exceptions can be made if the logo is going on a t-shirt or other similar items.

Email Marketing

In developing the email template, the focus was connecting the consumers to the refugees. Careful attention was given to the images used, the emotional appeal, and the visibility of the logo and website address. Refer to **Exhibit 13** for the email template. The color scheme (blue and pink) remains consistent across all layouts, so consumers can link the soft colors to the brand. This email will be sent out to consumers after they have made an online purchase through www.thefreeindeedinitiative.com website.

The subject “Free Indeed: Meet the Creator” is clear and concise, therefore consumers know what type of content will be in the email. This subject will grab the reader’s attention without being fake or accused of clickbait. Once the reader opens the email, the product they purchased will be highlighted and they will be thanked for making the purchase. The goal of this quick introduction is to show appreciation for doing business with Free Indeed and for the reader to have a chance to get to know the creator.

Exhibit 13: Email Layout

TO: Jane Doe	
Subject: Free Indeed: Meet The Creator	
Dear Jane Doe,	
Thank you for purchasing the Lapis Bar Necklace from our website (www.thefreeindeedinitiative.com). We value you as a customer for taking a step towards helping refugees reach freedom. Please take a moment to meet the creator of the Lapis Bar Necklace and see how your purchase has positively impacted her life.	
	<i>"Hello, my name is Nabila and this is my son Unis. This is our first refugee camp in Mashiz Rural District. We have been fortunate to find a camp that provides counseling and career workshops. I have worked with Free Indeed for about three months and I have created three jewelry pieces. My goal is to be able to provide for my son and Free Indeed has helped me work towards this goal. Thank you so much for purchasing my piece, if you are happy with the work, please check out my other pieces too!"</i>
	<i>Sincerely, Free Indeed and Nabila</i>
www.thefreeindeedinitiative.com	
	
SEND	CANCEL

After the introduction there is a short paragraph from the refugee that created the product that was purchased. This paragraph states the refugee's name, which camp they are located in, how long they have worked with Free Indeed, why they appreciate Free Indeed, and the possibility of showcasing other products they have created. The purpose of this paragraph is for the reader to build a connection with the refugee creator and increase the possibility of the reader to purchase another product. At the very end of the email template is the Free Indeed logo and the website address once again to make sure the brand connection is present.

Postcard – “Thank You” Card

The purpose of this postcard is to make purchases more personal by linking the products with the refugee crisis and showing customers how their support will help the refugees. The postcard is to be included with purchases and handed out to customers at events after a purchase. The postcards will be distributed throughout the whole 12-month campaign. Please refer to **Exhibits 14** and **15** for the proposed postcard layout.

The front of the postcard contains the positioning statement “Empowering Refugees Toward Hope and Healing” against a light pink background to ensure readability. The dark grey of the positioning statement has a nice contrast against the pink banner. We want the positioning statement to stand out so that it is one of the first elements our audience sees. Free Indeed's positioning statement is a great representation of what the company stands for, so we want to make sure that it is always emphasized in our layouts.

Exhibit 14: “Thank You” card Front



Exhibit 15: Postcard layout “Thank You” Card Back



Free Indeed's logo is also on the front to help increase awareness for the brand. We kept the logo against a white background to ensure readability. Because the purpose of the postcard is to make purchases feel more personal, we wanted to include a picture of a refugee to emphasize the struggles they face. We chose the picture of an Afghan refugee and her child because we felt that it has a strong emotional appeal. We want the audience to view the postcard and get a feeling of hopefulness and to feel like their purchase made a difference in the refugee's life.

The back of the postcard includes a thank you letter from the organization and describes how the money from the consumer's purchase will be used to help the refugees. We wanted to focus on transparency and building up credibility for the organization in how they use the profits from selling goods. The thank you letter helps reinforce to the consumer that they not only purchased a unique hand-crafted item, but also supported a great cause. Our suggestion is to have the consumer's name put into the greeting of each postcard to make it more personal. The direct mail version can be typed into the blank, and the hand-out version can be written into the blank.

We put "Thank You!" at the top of the postcard to show the audience how appreciative the organization is for the support. We also added a picture of one of the hand-crafted items so that the buyer can be reminded of the jewelry and get the urge to check out the website. Underneath the picture, we kept the Free Indeed's website URL and the social media platforms to guide our consumers toward an action they can take.

Postcard – "Meet the Refugee"

The goal of this postcard is to form a personal link between the target audience and the refugees they would be helping by supporting Free Indeed. The postcard can be sent to Peoria County residents or handed out at events. The direct mail version will be sent out during the first month of the campaign to give out more information about the company, build credibility of Free Indeed, and help gain awareness of the organization. The hand-out version will be given to potential customers at any events throughout the year. Please refer to **Exhibits 16 and 17** for the direct mail version and refer to **Exhibit 18** for the back side of the hand-out version.

The front of the postcard contains a background image of a refugee and her child. We suggest to Free Indeed to use a picture of one of the refugees that is involved in making the hand-crafted wares that Free Indeed is selling. The purpose of this postcard is to link the customers with the refugees as well as link the refugees with the hand-crafted wares, which is why we recommend having a refugee that is involved with the organization.

The front of the postcard also contains the logo against a white background. We kept the logo against the white background to ensure that it is readable and will not be washed out against the light-colored background. Having the logo on the front will help increase recall and recognition for our target audience. The positioning statement "Empowering Refugees Toward Hope and Healing" is also on the front of the postcard and we put it against a block of blue to help with contrast. The positioning statement is extremely important for us to emphasize because it is a great statement that tells the audience what the organization is striving to accomplish.

Exhibit 16: Postcard Layout “Meet the Refugee” Front



Exhibit 17: Direct Mail Postcard Layout “Meet the Refugee” Back



Exhibit 18: Hand-out Postcard Layout “Meet the Refugee” Back



We kept the theme of warm colors and used a picture that had pale colors as well as integrated the blue from the dove in the logo and used it to block off the positioning statement at the bottom.

The back of the postcard will be the most important part for our audience to see. The main content on the back of the postcard is a heartfelt story about a refugee and her struggles to find safety with her family. The refugee that the postcard introduces should be involved with Free Indeed and it would be beneficial if the refugee is one of the people making the hand-crafted jewelry. We are trying to build up the emotional appeal and show our audience that these refugees are real people with real struggles that most of us will never have to face. We want to emphasize that many of these refugees have been taken from the place they called “home” and forced to live in a new country with nothing but the clothes they arrived in. We are also trying to show transparency and build up credibility for Free Indeed and show exactly how Free Indeed is using the profits to help the refugees. We would also suggest to Free Indeed that they find at least two additional stories, so they can interchange them throughout the campaign.

The right side of the back of the postcard will change depending on if the postcard is being sent as direct mail or handed out during events. The direct mail version will have room for postage and an address. We have also included the logo once again to continue building up brand awareness and linking the refugees with the logo. To initiate action with our target audience, we have included their website and the social media platforms they are on. By doing so, we hope that our target audience will be intrigued by the story and try to find more information on the website, which may lead to new sales and an increase in awareness.

For the hand-out version, we had more room on the left side of the postcard because we did not need to put a space for an address. We wanted to make sure we filled that space with valuable content that will reinforce the brand. We decided to focus on getting our target audience to take action and visit the website and social media platforms of Free Indeed. We included the “We Need Your Help!” at the top to emphasize that the readers are the ones who can make a difference in the refugees’ lives by purchasing from Free Indeed. We also decided to include a picture of a hand-crafted bracelet to show new readers an example of a beautiful item they could purchase. Our hope is that the bracelet will catch reader’s attentions and get them interested in what other kind of items Free Indeed sells.

Website

The interactive website created will just feature an addition to Free Indeed’s current website. When customers browse the website and move the cursor over the photo of the item, the picture will change to a photo of a refugee as displayed in **Exhibit 19**.

An emotional appeal was displayed in this layout through the use of pictures of refugees that look rather happy. Providing customers with a face to connect with the items they are browsing will help to build a personal connection. The use of happier looking refugees will benefit the website more as it gives consumers the idea that the refugees are hopeful and happy to make these items. Furthermore, it is important that the refugees look hopeful as it will reinforce Free Indeed’s message of empowering through hope. Reinforcing this idea will encourage customers to purchase the items to support the empowerment of the refugees.

Contrast was utilized when writing the creators names in order to make it stand out and draw attention to the photo more. The charcoal gray used is the same gray used in Free Indeed’s website banner. The use of the same gray made the webpage seem more uniform and tied together, as well as made the contrast even more striking.

The personal connection created through this interactive website connects well with the campaign message and tone as the photos used are inspiring and the hopeful looks displayed by the refugees are heartfelt. Creating this connection is important as it will aid in the attempt to shift Free Indeed into the target market’s evoked set. This can be assumed as it will make an impression on the market and not only help them to remember Free Indeed, but to also make it their first choice of places to shop.

Flyer/Rack Card

The purpose of this flyer is to introduce our target audience to the company and educate them about who Free Indeed is as an organization. The flyer was designed to include a description of Free Indeed and capture the brand’s colors to create brand recognition. The flyer will be one of the first impressions that our target audience gets of Free Indeed, so we want to ensure that we give them all of the information and form a positive brand image. The flyer will be sent out during the first month of the campaign as well as passed out at events throughout the whole campaign. Please refer to **Exhibits 20 and 21** for the proposed flyer layout.

Exhibit 19: Website Layout

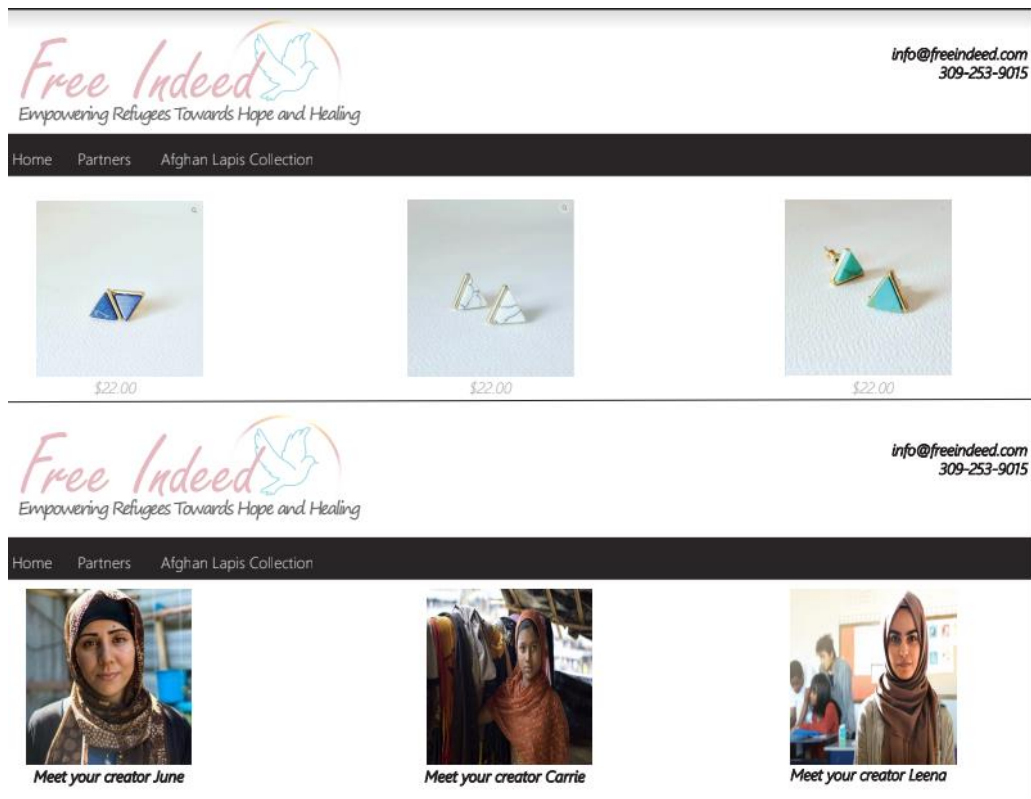
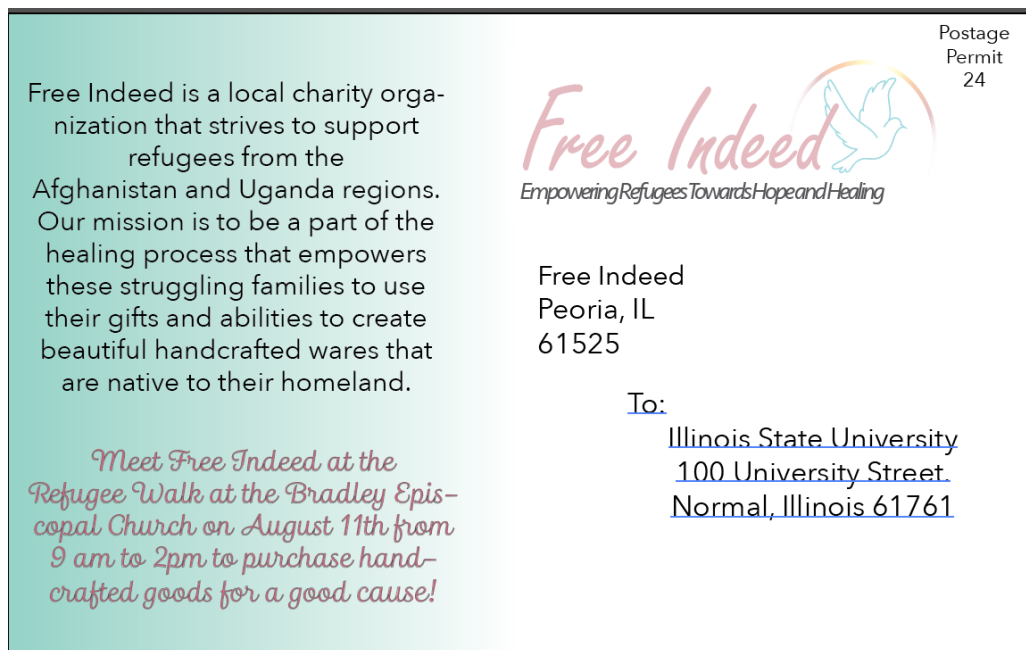


Exhibit 20: Flyer Layout Front



Exhibit 21: Flyer Layout Back



The front of the 8 x 5" flyer contains a picture of African refugees that are currently in need of help. The caption on the front of the flyer reads "Love knows no borders. How can you help?" The caption captures a slogan they previously used on Facebook that describes perfectly the work of Free Indeed. "How can you help?" is a call to action to guide readers to read more information on the back of the card. The slogan and the picture of the refugees will help strengthen an emotional appeal with the reader. We also want to show the reader the hardships that the refugees are facing to entice the reader into wanting more information.

The back of the postcard contains a description of the organization and also tells readers where they can go to interact with the organization. There is also a spot for postage and an address, so we can send the postcard through direct mail.

We used the colors from the logo to create a calming gradient across the back of the postcard. We also included their logo to help increase awareness and help with recall of the brand. We kept the logo against a white background to ensure readability. We also used dark grey font to help the content stand out against the background.

T-Shirt

The purpose of the t-shirt layout is to generate awareness. It will help establish a stronger online presence and increase online traffic by promoting Free Indeed's website and social media handles. T-shirts will be distributed throughout the entire duration of our 12-month campaign; from June 2018 to June 2019. They will also be given out at a select few events during the first three months of the campaign at no charge. Staff will be asked to wear t-shirts during events to not only promote brand but increase t-shirt sales as well. Please refer to **Exhibit 22** for the proposed t-shirt layout.

Exhibit 22: T-Shirt Layout



T-shirts will be available in two colors: white and dark gray. Since our primary target audience is women, we wanted to add a little more variety since some women prefer wearing darker colors. By adding variety, we are to appeal to a larger portion of our primary target audience. The front of the t-shirt displays Free Indeed's logo in a pastel pink font. It is front and center because the purpose of the t-shirt is to draw attention to the brand and build awareness. The positioning statement, Empowering Refugees Toward Hope and Healing, is also included on the front of the shirt; dark gray on the white T-shirt and a vibrant blue on the dark gray t-shirt. Since the brand is still relatively new, we wanted to include this on the front of the t-shirt because we feel that it is an excellent representation of what Free Indeed is all about. That way, people who are unfamiliar with Free Indeed's brand get a general understanding of what cause the company supports.

The back of the t-shirt contains a call-to-action: "Make a Difference" that is directly above Free Indeed's website address. The call-to-action message is displayed in a large font in the same color as the logo name so that a viewer's attention is immediately drawn to it. Free Indeed's website and social media handles are also included on the back. By including their website and

social media, potential donors know where to go to make obtain more information, place online orders, and stay updated on upcoming events which in turn, builds a stronger online presence.

Church e-Newsletter

The intended purpose of the church newsletter is to provide information about Free Indeed and their upcoming events. The first church newsletter will be given to church members during the first month of the campaign in June 2018. Updated newsletters will be sent out when new events are scheduled to increase attendance and traffic at events Free Indeed will partake in. Church newsletters will be distributed by email and in churches to let our primary target audience know how they can get involved. Refer to **Exhibit 23** for the proposed church newsletter layout.

A very colorful and hopeful image of a female refugee was chosen to headline the initial church e-newsletter layout. The image will be changed for each newsletter, though we want all the images to depict a positive feeling of hope to match our emotional appeal. Our logo is displayed in a large font in the center of the page to draw attention to it. We chose to include the positioning statement directly below the logo to act as a title for the newsletter since we feel it adequately portrays Free Indeed. The body of the e-newsletter is written in a clean, black font so it is easily noticeable and readable. Free Indeed, as well as their website and email, were typed in a teal and purple color respectively, so that the brand and contact information stood out among the text. The call-to-action message “Make a Difference” is in a separate section and its purpose is to help direct viewers to Free Indeed’s website and email as well as promote any upcoming events.

To help with transparency concerns found in the in-depth interviews, we felt that we should use their initial church newsletter to give a thorough background of the company including information on the founder, Stacie Pleasants, the refugees they support, how profits are distributed, the products they would be selling, and the companies they are partnered with. As Free Indeed builds brand awareness, the summary section could be shortened and instead, include images of new/featured products or images of the refugees whose lives have been changed by the proceeds. We still believe, however, that a shorter summary section should still be included to attract potential new customers. We feel that the church newsletter achieves our campaign objectives because it helps build brand awareness, addresses concerns about company transparency, and provides detailed information about Free Indeed to our target audience.

Facebook Video Post

The purpose for the Facebook ad is to bring awareness and inspire and motivate the target audience through an emotional appeal. Please refer to **Exhibit 24** and **Exhibit 25** for a storyboard of the proposed video ad. The video will also help Free Indeed increase their transparency and increase the organization’s social media presence. The Facebook ad should run during three months of the campaign. We suggest that the first month the ad runs should be on June 2018. Showing the

Exhibit 23: Church e-Newsletter Layout



Monthly newsletter
 June 2018- Volume 6

Free Indeed

Empowering Refugees Towards Hope and Healing

Inspired by the tragic stories of refugees, Stacie Pleasants from Morton, IL, chose to create The Free Indeed Initiative, a charity organization whose mission is to bring hope and healing to the lives of Afghan and Uganda refugees.

Refugees have many hardships. They often struggle with finding a job or a means to an income. **Free Indeed** has made it their mission to provide these refugees with a source of income. By giving out loans, refugees living in camps are able to use their gifts to design and create beautiful, handcrafted wares which are then sold by **Free Indeed** on a global platform.

Wares include jewelry crafted from Lapis Lazuli, bags, purses, and pajama pants that are inspired by the customs and cultures of Afghanistan and Uganda. 50% of the profits earned from these items are then given back to the families in need. **Free Indeed** is also partnered with Hope Partners, who provides PTSD and occupational therapy to help refugees in Uganda.

Make a Difference

Join **Free Indeed** during our annual Mission Market. To find out more about **Free Indeed's** upcoming events and wares, visit thefreeindeedinitiative.com or contact them at info@thefreeindeedinitiative.com.

Church Events

- June 2 - Choir practice
- June 6 - Bible study
- June 23 - Choir practice
- June 28 - Men's breakfast
- July 7 - Choir practice
- July 11 - Bible study
- July 13 - Married couples seminar
- July 20 - Women's retreat
- July 28 - Choir practice
- July 31 - August 2 - **Mission Market**
- August 1 - Mission outreach
- August 8 - Bible study
- August 11 - Choir Practice
- August 13 - Pastor Retreat
- August 25 - Choir Practice
- August 30 - New Believer's camp

Exhibit 24: Facebook Video Ad Storyboard Layout



Free Indeed

thefreeindeedinitiative.com



Free Indeed

thefreeindeedinitiative.com



Free Indeed

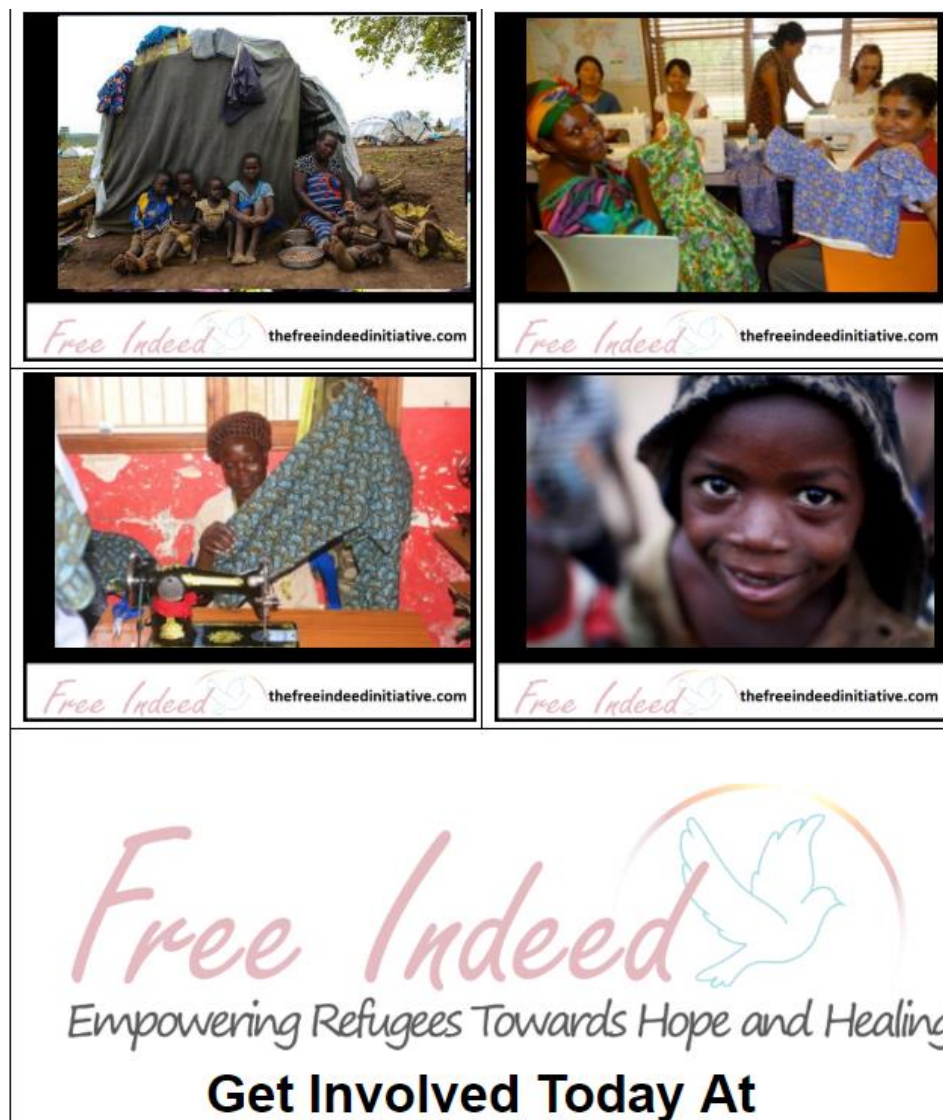
thefreeindeedinitiative.com



Free Indeed

thefreeindeedinitiative.com

Exhibit 25: Facebook Video Ad Storyboard Layouts continued



video for the first time in June will bring awareness to the target audience about what the organization is, what they do, and how to get involved. The second and third time the ads should be ran are November and December. These two months are peak months for the holidays, which is when customers would be willing to purchase beautiful hand-crafted products as gifts or for themselves. People are in a giving mood around the holidays, so this ad would remind them that there are ways they can purchase gifts, while also supporting a great cause.

The Facebook video should start by showing the struggles the refugees go through. The video should show the hardships that the refugees are facing by being in the refugee camps with little hope left in them. Showing their daily struggles will play a key role in our emotional appeal to gain the attention of the target audience. In the background, there should not be any voice overs or music, just the sounds of the refugees. The video should also keep the natural sounds that come from the camps; if the audio is not clear enough to use, there is potential in using a sad music in the background as well. The video should then transition to refugees making clothing

and products, working hard and with smiles on their faces. The background for this should have soft, happy music that is also uplifting. The video will show that the refugees are working to have a brighter future for themselves. These videos should be happy and bring the feeling of hope, by showing the products the refugees created and the products being shipped and sold. The final frame should display the logo along with the positioning statement. The website URL should also be displayed as a call to action. This frame can also have a voice over to read over the frame and remind the target audience to take an initiative toward helping the refugees.

Section IV:

Media Strategy



Selection of Media and Vehicles

In this section, we will document our choices for suggested media and vehicles that will be most efficient for Free Indeed to use with our proposed layouts. For this campaign, the vehicles that will be used are print, merchandise, direct mail, and electronic advertising.

Print Media

Flyer

Flyers will be a great way to inform the public about who Free Indeed is as a company and to gain awareness of the organization. The purpose of the flyer is to introduce Free Indeed to potential customers and explain to them what the organization is doing to help the refugees. The flyers will be sent out in mail during the first month of the campaign; June 2018. We recommend that the flyers be sent out through direct mail to residents in the Peoria County area. We would also suggest that flyers be handed out at events to gain potential new customers in Free Indeed's target audience. Free Indeed can use vistaprint.com to print out 3,000 8 X 5", which will cost approximately \$594 [1].

Postcards

This campaign will have two sets of postcards to help Free Indeed increase the emotional connection between the customer and the refugees they are helping. The first set of postcards will have a story from a specific refugee on the back and the second set of postcards will be a "thank you" from the refugee(s) that made the items. The purpose of the story postcards is to bring awareness to the refugee crisis and link the organization with the refugees that are creating the hand-crafted jewelry. Telling our target audience about the refugees' stories will help with building a strong emotional appeal for the brand. The story postcards will be sent out during the first month of the campaign to residents in the Peoria County area and will also be passed out at any events Free Indeed participates in. We suggest that Free Indeed starts by sending out 750 postcards through direct mail and hands out 250 at events throughout the campaign. The thank you cards will help build a positive brand image between the customers and Free Indeed by showing the customers how appreciative the organization is for the support. The thank you postcards will be sent out with purchases and handed out with purchases at events. We suggest that Free Indeed purchases 250 postcards to be given with purchases. Free Indeed can print out postcards using vistaprint.com, which will cost \$189.5 for the story postcards, including postage, and \$39.95 for the thank you postcards [2].

Merchandise

T-shirt

T-shirts can be utilized as mobile billboards for Free Indeed. Other than the original cost of the t-shirts, t-shirts can be used as free advertising for Free Indeed when they are worn in public. Because the t-shirt will have Free Indeed's website and social media platforms on the back, it will be great advertising for Free Indeed. Also, during events staff will be required to wear the t-shirts, which will allow for more recognition of Free Indeed. Free Indeed t-shirts will be given

away randomly through giveaways and contests at events and on the company's social media platforms. The t-shirts will also be available for purchase via Free Indeed's website and physically during events throughout the whole 12-month campaign. We will suggest to Free Indeed to purchase approximately 300 t-shirts from a printing company such as customink.com. We estimate that 300 t-shirts will cost Free Indeed approximately \$3,634 [3]. The t-shirts, aside from the complimentary ones, can be sold for \$20. If Free Indeed gives out 50 t-shirts throughout the whole 12-month campaign, 250 will remain to be sold. With the sale of 250 t-shirts, Free Indeed will make a profit of \$1,366.

Electronic Advertising

Email

The email will be used to connect the consumer with the refugee that hand-crafted the specific product that the consumer purchased. Emails will contain more information about the refugee's life to show the consumer the hardships the refugee faces and how the purchase will help them. Creating a personal link between the consumer and the refugee will help connect the customer emotionally with their purchase and know exactly who they helped. The emails will be sent out to consumers after a purchase is made. The target audience for Free Indeed use e-mail, therefore, it will be a great way for Free Indeed to reach out and connect the customer with the product by using this after sales service. Because consumers will have to give out their contact information when ordering online, we will have their email. If a purchase is made at an event, we will suggest to Free Indeed to have them write down their contact information.

Website

The website for Free Indeed will be utilized to display the beautiful hand-crafted items that the refugees have created, and when hovering the mouse over the products, the customer will be able to see the picture of the refugee that made the product. This will allow for the customer to see who they will be helping and create a strong emotional appeal. The website will also provide in-depth information about how the refugees are being helped by Free Indeed. The website will be a great tool to create transparency and credibility of the organization to potential customers. We will suggest to Free Indeed to continue using Wix as the platform for their website. Wix is free and we believe that until they begin to earn more sales and customers, it is the most effective platform [4].

Facebook Ad

Since our target audience favors Facebook over all other social media platforms, Free Indeed will benefit from having a video on Facebook about the organization. From our studies, we have found that our target audience interacts with videos more than any other posts they come across. Using that information, by using an emotional appeal, the videos can inspire and motivate the target audience to purchase from Free Indeed. The video will also increase company transparency and generate awareness, along with increasing the organization's social media presence. As for pricing, TFII will have the choice of posting the Facebook ad as a paid featured video or as a stand-alone post on their Facebook page. If Free Indeed chooses to sponsor their post on Facebook, we will suggest that they use a budget of \$5 a day, which is \$35 a week and

\$140 a month. Facebook says by allocating \$5 a day as a budget for the post boost, approximately 150-670 people will be exposed to the video [5]. We will suggest that Free Indeed uses Facebook's targeting to ensure that only people in Free Indeed's target audience are being shown the promoted post. We will also suggest that Free Indeed creates new videos every 1-2 months featuring different refugees and announcing new events. If the cost is too much for Free Indeed, we will suggest that they only promote the video to run during June, November, and December. Running the ad in June would be to build brand awareness. So, when November and December come around, the target audience will be re-exposed to the organization along with wanting to purchase during the holiday seasons. In terms of the production cost for the video, it depends on if Free Indeed were to produce a video themselves or have a professional make it. The cost for production may vary depending on the type of production used to make the video.

Church E-Newsletter

The purpose of the church newsletters is to help promote upcoming events and provide the church members with information about the organization. The e-Newsletters will be emailed to the churches to let people know how they can get involved. The church e-newsletters will aim to increase attendance and traffic to events that Free Indeed will take part in. This will increase awareness to the organization and increase brand recognition. Since these will be sent out through email, there will be no need for Free Indeed to print out physical copies of the church newsletters.

Justification and Presentation of IMC Media Schedule and Strategy

Media Schedule

The media schedule for Free Indeed is a mixture of online marketing and print to target the demographic in the creative platform through multiple mediums. The schedule begins in June 2018, with the flyer that is to be distributed in the mail to educate the target audience about what Free Indeed is and how they help refugees. Summer months, like June, will have festivals and outdoor events where Free Indeed can advertise their unique products. The rest of the year consists of materials being passed out at events where a number of potential consumers can be reached that support charities. Increased promotions from October through December will help advertise the hand-crafted jewelry for the upcoming holidays. Advertising before and during the holiday will be great for Free Indeed to emphasize the importance of purchases and donations for the refugee cause. Please refer to **Table 3** for the complete media schedule for the campaign year.

Table 3: Media Schedule for Campaign Year

Media	Vehicle	Size/Length	Appearance/Dates	Cost per run	Total Cost
Print	Thank you Postcard- (VistaPrint)	6 x 4"	Sent in package along with online purchase for whole campaign	N/A	\$39.35
Print	Story Postcard- (VistaPrint)	6 x 4"	Mailed to Peoria residence in June 2018 then distributed at events for the rest of campaign	\$0.05 per postcard when ordered in bulk of 1,000	\$189.50 (includes postage)
Digital	E-mail	N/A	After purchase	\$0	\$0
Digital	Website (Weebly)	N/A	All year	\$0	\$0 per year
Digital	Facebook	N/A	Release new ads via Facebook at the beginning of June, November, and December	\$140 per month for 150-670 views	\$420
Digital	Church e-Newsletter	N/A	Send out the first month of campaign then for every event Free Indeed participates in	N/A	N/A
Merchandise	T-Shirt (Custom Ink)	Regular Cotton T-Shirt	June 2018- September 2018. First 100 distributed free of charge at events; 200 available for purchase for duration of campaign	\$1,208.00 per order	\$3,624.00
Print	Flyer (Vista Print)	8 x 5"	Mailed out during June 2018. Handed out for duration of campaign	\$0.136 per flyer when ordered in bulk of 1,000	\$458.00 (includes postage)

Merchandise: T-Shirt

The t-shirt will help increase brand recognition because when people receive the shirt as a free promotional item or purchase the shirt, they will want to see more information and can use the website link as a call-to-action. Please refer to **Table 4** for the flyer media schedule

Table 4: T-shirt Media Schedule

Month	Flight Date	Size	Number	Unit Cost	Total Cost
June	N/A	XS-XL	100	\$11.49 per white shirt, \$12.67 per gray shirt	\$1,208.00
July	N/A				
August	N/A				
September	N/A	XS-XL	100		\$1,208.00
October	N/A				
November	N/A				
December	N/A				
January	N/A				
February	N/A				
March	N/A	XS-XL	100	\$11.49 per white shirt, \$12.67 per gray shirt	\$1,208.00
April	N/A				
May	N/A				
June	N/A				
Total:			300		\$3,624.00

Reach: Free Indeed wants to expand their promotions by giving out free t-shirts the first 3 months of the campaign to act as walking advertising. 100 purchasers will receive the shirts during the first three months and then Free Indeed will sell the shirts at a \$20 markup to gain about \$7-8 in profit for each shirt.

Frequency: The first three months will have 100 people receiving the shirts with their order. The 200 t-shirts left will be available for purchase. The schedule allows for the repurchase of shirts after the free give away to replenish the stock. If we have 100 people wearing the shirts around the area it will account for over 1,000 impressions over the course of the year.

Position in Vehicle: The shirts are likely to be seen around the Peoria county area when customers are out and about at the grocery store, the mall, at the gym, etc.

Digital: Church e-Newsletter

The church newsletter will be used as a vehicle to promote information about the charitable organization's current happenings and will feature the events Free Indeed will be participating at in the future months to come. Please refer to **Table 5** for the flyer media schedule

Table 5: Church e-Newsletter Media Schedule

Flight Date	Size	Number	Unit Cost	Total Cost
June 1st	N/A	Subscription base	N/A	N/A
July		Will vary		
August		Will vary		
September		Will vary		
October		Will vary		
November		Will vary		
December		Will vary		
January		Will vary		
February		Will vary		
March		Will vary		
April		Will vary		
May		Will vary		
June		Will vary		
Total:		Will vary		FREE

Reach: Free Indeed will work to partner with local churches to help promote their upcoming events. The amount of coverage is dependent on how many churches Free Indeed partners with and how many subscribers the church has for their newsletters but should result in a few thousand people being exposed to Free Indeed each time the e-Newsletter article is included.

Frequency: The newsletter will be distributed on an event basis when Free Indeed is invited to present or market their products at different charity or church events throughout the course of the year.

Size: This will be an electronic newsletter but if printed will be the size of a full page (8.5 x 11")

Position in Vehicle: This church newsletter will be distributed to members of local churches that Free Indeed is partnered with in the Peoria area. Depending on where the newsletter appears will impact its reach. For instance, a Free Indeed ad on the first page will garner more attention. It will bring awareness for Free Indeed amongst the church community including a description as to who Free Indeed is, who they help, and how profits are distributed.

Print: Flyer

The flyer will showcase the information and provide an explanation as to who Free Indeed is and a future event they will be at next for future customers to meet the organization at. Please refer to **Table 6** for the flyer media schedule.

Table 6: Flyer Media Schedule

Month	Flight Date	Size	Number	Unit Cost	Postage	Total Cost
June	6/15/2018	8 x 5"	2,000	\$ 0.136	\$ 0.186	\$ 458.00
Total:			2,000			\$ 458.00

Reach: The 1,000 flyers will be mailed out the first month of the campaign to Peoria residents. During the rest of the campaign, flyers will be posted on local church bulletins or passed out at events Free Indeed attends. An average of 10 to 15 people will see each flyer. This will result in an estimated reach between 10,000 - 15,000.

Frequency: The first month of the campaign, 1,000 flyers will be mailed out, otherwise flyer handouts are distributed on an event basis. The 1,000 flyers that will be mailed out will be seen by an estimated average of 2 people per household one time. This results in 2,000 total impressions.

Size: 8 x 5" is standard size for flyers. They will be used to showcase and promote Free Indeed brand.

Position in Vehicle: The flyer will be mailed to Peoria residents during the first month of campaign. During the rest of the campaign, the flyer will be posted on local church bulletins or handed out

Print: Story Postcard

The postcard will create a relationship between the consumers, the organization, and the refugees who hand-crafted the items. The postcard will be sent through direct mail to educate the target audience about how Free Indeed helps the refugees and to show the importance of helping the refugee crisis through the telling of a refugee's struggles and hardships. Please refer to **Table 7** for the flyer media schedule

Table 7: Story Postcard Media Schedule

Month	Flight Date	Size	Number	Unit Cost	Postage	Total Cost
June	6/15/2018	6" x 4"	1000	\$ 0.05	\$ 0.186 (750)	\$ 189.50
July	N/A	6" x 4"	-	-	-	-
August	N/A	6" x 4"	-	-	-	-
September	N/A	6" x 4"	-	-	-	-
October	N/A	6" x 4"	-	-	-	-
November	N/A	6" x 4"	-	-	-	-
December	N/A	6" x 4"	-	-	-	-
January	N/A	6" x 4"	-	-	-	-
February	N/A	6" x 4"	-	-	-	-
March	N/A	6" x 4"	-	-	-	-
April	N/A	6" x 4"	-	-	-	-
May	N/A	6" x 4"	-	-	-	-
June	N/A	6" x 4"	-	-	-	-
Total:						\$ 189.50

Reach: 750 story postcards will be printed out for the first month of the campaign to be sent as a direct mail piece for residents in Peoria. An estimated two people per household see the postcard which results in a reach of 1,500. 250 story postcards will also be handed out at events which leads to an estimated reach of 250.

Frequency: Story postcards will reach an estimated 1,750 people. Each postcard will be seen one time, resulting in a frequency of 1,750.

Size: The postcard will be a standard size, 6 x 4" horizontal landscape postcard.

Position in Vehicle: The post card will be distributed amongst the Peoria area residents by mail and then located in churches or at events that Free Indeed will participate in.

Print: Thank You Postcard

The thank you postcards will be sent to customers after they have purchased an item from Free Indeed's website. The postcard will serve as a way to thank customers for purchasing items from and to tell customers how appreciative Free Indeed and the refugees are for their purchase. Please refer to **Table 8** for the flyer media schedule.

Table 8: Thank You Postcard Media Schedule

Month	Flight Date	Size	Number	Unit Cost	Total Cost
June	6/15/2018	6" x 4"	250	\$ 39.35	\$ 39.35
July	N/A	6" x 4"	-	-	-
August	N/A	6" x 4"	-	-	-
September	N/A	6" x 4"	-	-	-
October	N/A	6" x 4"	-	-	-
November	N/A	6" x 4"	-	-	-
December	N/A	6" x 4"	-	-	-
January	N/A	6" x 4"	-	-	-
February	N/A	6" x 4"	-	-	-
March	N/A	6" x 4"	-	-	-
April	N/A	6" x 4"	-	-	-
May	N/A	6" x 4"	-	-	-
June	N/A	6" x 4"	-	-	-
Total:					\$ 39.35

Reach: 250 thank you postcards will be printed out for the first month of the campaign. The thank you postcards will be sent along with the package for the purchase of a product by consumers. The reach will be 250 as 250 customers will receive these cards.

Frequency: The frequency of the postcard will fluctuate depending on number of purchases in each month. On average, only one person will see the thank you postcard, unless the purchase is given as a gift. If Free Indeed distributes 250 thank you postcards, their frequency will also be 250 since it is likely to only be seen one time.

Size: The postcard will be the standard size of postcards in a 6 x 4" horizontal landscape format.

Position in Vehicle: The postcards are likely to be distributed to purchasers in the Peoria area and eventually expand outward as positive word-of-mouth attracts more customers.

Digital: Thank You Emails

These emails will be sent out to customers after they make a purchase. The postcard will feature information about the refugee who created the piece in order to create an emotional and personal connection with customers. Please refer to **Table 9** for the flyer media schedule.

Table 9: Thank You Email Media Schedule

Month	Flight Date	Frequency	Number	Unit Cost
June	6/15/2018	Daily	Unlimited	\$0
July	-	Daily	Unlimited	\$0
August	-	Daily	Unlimited	\$0
September	-	Daily	Unlimited	\$0
October	-	Daily	Unlimited	\$0
November	-	Daily	Unlimited	\$0
December	-	Daily	Unlimited	\$0
January	-	Daily	Unlimited	\$0
February	-	Daily	Unlimited	\$0
March	-	Daily	Unlimited	\$0
April	-	Daily	Unlimited	\$0
May	-	Daily	Unlimited	\$0
June	-	Daily	Unlimited	\$0
Total:				\$0

Reach: Free Indeed will send a thank you email that features refugee's stories after each purchase. The email will be sent to every person who purchases something from their website, so reach will be an average of 8 per month, and, hopefully increase each month of the campaign.

Frequency: The frequency of email distribution will fluctuate depending on number of purchases per month. Each email will be received and viewed by one person, one time. Based on the estimated average reach of 8 per month, the expected frequency per month will also be 8.

Size: The email will be electronic form but when printed, it will be 8x10"

Position in Vehicle: The email will likely be distributed to the Peoria area and expand outward as Free Indeed increases brand awareness as more exposure is generation for the organization.

Digital: Interactive Website

For the interactive website, there will be more information provided about the refugees who create the products. When a customer is browsing the products and glides their mouse over a photo of the product the picture will shift to a photo of the refugee who created the item to create a personal connection between the company and the customer. Please refer to **Table 10** for the flyer media schedule.

Table 10: Interactive Website Media Layout

Month	Flight Date	Unit Cost
June	6/15/2018	\$0
July	-	\$0
August	-	\$0
September	-	\$0
October	-	\$0
November	-	\$0
December	-	\$0
January	-	\$0
February	-	\$0
March	-	\$0
April	-	\$0
May	-	\$0
June	-	\$0
Total		Free

Reach: Free Indeed's website will add an interactive feature. When a customer scrolls over the picture of an item, the display will shift to a photo of the refugee who created the item. The average reach per month would be around 100-200 people. This is expected to increase as the company establishes a stronger online presence.

Frequency: The 100 to 200 people that make up the website's reach will most likely visit the web page 2 to 3 times. This gives us an estimated frequency between 200 and 600.

Size: The website would fit the entire screen and be very interactive with the consumer on both mobile and desktop platforms, which ensures ease of use and a user-friendly interface.

Position in Vehicle: When speaking about refugee charities, Free Indeed will gain exposure by using search engine optimization to come up at the beginning of the results. This will improve views by 3 to 4 times the regular size.

Digital: Facebook Video Advertisement

The video advertisement will focus on appealing to the target market through an emotional approach by discussing the hardships that refugees face. It will also provide a detailed explanation of what Free Indeed does and the products they offer. Please refer to **Table 11** for the flyer media schedule.

Table 11: Facebook Ad Media Layout

Month	Flight Date	Length	Frequency	Unit Cost
June	6/15/2018	2 minutes	150-670 views	\$140
July	-	-	-	-
August	-	-	-	-
September	-	-	-	-
October	-	-	-	-
November	11/15/2018	2 minutes	150-670 views	\$140
December	12/15/2018	2 minutes	150-670 views	\$140
January	-	-	-	-
February	-	-	-	-
March	-	-	-	-
April	-	-	-	-
May	-	-	-	-
June	-	-	-	-
Total				\$420

Reach: The video will reach around 450 women in Free Indeed's target market for total campaign duration; an average of 37.5 per month.

Frequency: The videos will be released on the 15th of every month and will run weekly until the next month's video is released. On average, Free Indeed's target market will see this video about 4 times in a month. Thus, the total impressions for the Facebook video for the entire campaign duration will be around 1,800; monthly minimum frequency will be about 150.

Length: The video will be 2 minutes beginning with the story of the refugee's hardships, then transitioning into them crafting the jewelry and showing the joy and hope this operation brings them. Although the average attention span for video viewing is 30 seconds, we wanted to really

hone in on the refugee crisis while still being able to provide viewers with enough information about Free Indeed to invoke an emotional connection.

Position in Vehicle: The video ad will initially be distributed based on our primary target audience which resides in the Peoria area. As more of our target audience sees the video and shares it, it will expand to other areas where target audience's family and friends reside.

Free Indeed Media Budget

Our proposed budget for Free Indeed is \$4,731.00. As a comparison to last year, Free Indeed did not have a set budget for media. The vehicles chosen for this year's media allocation will target the correct target audience (middle-aged, working women with good morals) effectively. A majority of the budget (76.6%) is allocated to t-shirts. While this is a significant amount of money (\$3,624.00), Free Indeed will be selling the shirts for \$20 making a total of \$5,000 in sales if all shirts are sold. Therefore, Free Indeed will be making a profit of \$1,366 off of the t-shirts. The combination of the other vehicles, postcards, Facebook ads, church newsletters, and flyers will work together to reach the intended target audience, increase awareness and support and ultimately result in sales of the products. Refer to **Table 12** for the breakdown of the cost of each media vehicle.

Table 12: Overall Budget

Media	Price	Frequency	Budgeted	% of budget
Thank You Postcards (VistaPrint)	N/A	Given after purchase	\$39.35	0.8%
Story Postcards (VistaPrint)	\$0.05 per postcard when ordered in bulk of 1,000	Handed out at events	\$189.50 (includes postage)	4.0%
Email	N/A	Sent after Purchase	N/A	-
Website (Wix)	N/A		N/A	-
Facebook Ad	\$140 per month per 150-670 views	Monthly	\$420	8.9%
Church Newsletter	N/A	Subscription Based	N/A	-
T-Shirt (Custom Ink)	\$1,208.00 per order	300 per year	\$3,624.00	76.6%
Flyer (Vista Print)	\$0.136 per flyer when ordered in bulk of 1,000	1,000 per year	\$458.00 (includes postage)	9.7%
TOTAL BUDGET			\$4,731.45	100%

Summary of Media Strategy

When marketing for charitable organizations it is vital to create the emotional appeal to connect with the target audience. We recommend creating the emotional appeal through digital and print vehicles. Partnering with churches to hand out flyers and newsletters connects Free Indeed with people of faith. Utilizing Facebook Advertisements connects Free Indeed with their tech-savvy consumers. Not only will these vehicles bring awareness amongst the community as to who and what Free Indeed is all about, but the post-purchase media will build relationships between Free Indeed and the customers. The story postcard and post-purchase email connects the consumers with the refugees, which in turn strengthens the relationship between the customer and Free Indeed. Our strategy focuses on brand awareness and customer retention, which will lead to the success of Free Indeed.

References: Media Strategy

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Section VI:

Campaign Tracking



Proposed Methods

To ensure that the campaign is proving to be successful, Free Indeed will need to frequently track the campaign and its efforts over the 12-month campaign. Tracking will be essential for Free Indeed to conduct during the marketing campaign to ensure that they are accomplishing the campaign objectives along the way. Tracking will show Free Indeed if their objectives are not being met so that they can correct any flaws and fine-tune the campaign to meet the objectives.

As mentioned in section two, we have identified the following communication objectives for the Free Indeed campaign:

1. Increase top of mind awareness for Free Indeed
2. Increase brand recognition awareness for Free Indeed
3. Increase credibility and reliability among consumers

By conducting in-depth interviews with our target audiences, we were able to help set benchmarks that Free Indeed can use to track the future campaign. Please refer to **Appendix A** for the methods and results of the in-depth interviews that were conducted for Free Indeed's target audience.

To measure the success of the campaign, our marketing team recommends that Free Indeed conduct follow-up surveys replicating the depth interview questions that can be given to both Free Indeed's primary and secondary target audience. Surveys should be conducted every 3 months so that Free Indeed can analyze the data and ensure that they are improving throughout the campaign and on track to reach their objectives. Free Indeed should be tracking to see if there is an increased awareness and increased confidence in how the profits are being used by Free Indeed. Three months will be a suitable amount of time to evaluate if awareness is increasing for Free Indeed. After evaluating the surveys, necessary adjustments can be made if needed.

As mentioned in section two, we also set various behavioral objectives for the Free Indeed campaign:

1. Increase annual sales
2. Increase website traffic
3. Increase Facebook "likes"
4. Increase Instagram followers

Tracking behavioral objectives will be important for Free Indeed to ensure that the campaign is converting its target audience into customers and making them take an action with the organization. We want to make sure that the target audience is interacting with Free Indeed by purchasing, viewing the website, and interacting through comments, shares, and "likes" on Facebook and Instagram.

We would like Free Indeed to track their behavioral and sales objectives every month to ensure that the target audience is positively responding to the campaign. We will ask Free Indeed to keep track of their monthly sales, social media interactions, and website traffic data. To track the success of each behavioral objective, Free Indeed should compare each month's objective to the

previous year's data. They should also compare to the previous month to see if there are any trends resulting from the campaign.

By conducting evaluations of the campaign's effectiveness, Free Indeed can determine if the campaign is proving to be successful or if there needs to be adjustments.

Appendix A: In-Depth Interview Method and Results



In-Depth Interview Method

To begin the creative planning process, group members conducted in-depth interviews with individuals included in our primary and secondary target audiences. The respondents of our in-depth interview gave us valuable knowledge into their awareness, preferences, perceptions, and behaviors. In total, our group conducted 16 in-depth interviews. Please refer to **Exhibit A-1** for the interview script.

By conducting these in-depth interviews, our group was able to gain knowledge and insights about how our target audiences behave and their perceptions when it comes to donating to a cause. The in-depth interviews will also help set benchmarks for factors such as top-of-mind awareness, preferences, perceptions, and behaviors. The Free Indeed Initiative will be able to use our in-depth interviews as benchmarks after they have conducted new surveys that will be given out every 3 months of the campaign.

Overall, we found that The Free Indeed Initiative is lacking any kind of awareness, but that their target audiences are passionate about donating to worthy causes. The Free Indeed Initiative is a new company that has not educated their target audiences about the organization. In addition to not being educated about the organization, we found that the target audiences are also not educated about the refugee crisis and some may have misperceptions. Combining the lack of awareness and lack of education about the organization and its cause, there is much room for growth and opportunity in the market in which The Free Indeed Initiative operates. Creating recognition awareness, top-of-mind awareness, and credibility for the company will be the key to our campaign's success.

In-Depth Interview Results

Intro

To begin the in-depth interview, we gave each respondent a brief description of who we were, what the interview would entail, why we were conducting the interviews, as well as guaranteeing confidentiality of their answers. To ensure that the respondent was in one of our target audiences, we first asked to see if the participant was a Peoria resident between the ages of 18 and 65. We didn't want respondents that were out of our target audience range because their answers would not help with our specific campaign.

Top-of-Mind Awareness

Our group wanted to see what brands or organizations were in the top-of-mind sets of our target audiences as they thought of non-profits or organizations dedicated to a good cause. We wanted consumers to list the first brands that came into their head when thinking of places to volunteer at or donate to. We asked respondents to list local charities or non-profits as well as any other charities or non-profits they can think of that may not be local. The results showed that The Free Indeed Initiative had no top-of-mind awareness, with none of the sixteen respondents listing the organization in either question. Some organizations that were mentioned more than once were YWCA, St. Jude's Children Hospital, Red Cross, the Special Olympics, and Salvation Army.

Exhibit A-1: In-Depth Interview Script

Intro

Hello. My name is [first name only]. I am an ISU student currently working on a class project. We are interviewing local consumers in hopes of getting a better understanding of their preferences. This interview consists of only a few questions and will only take about 5 minutes. Your name or any other identifying information will **not** be recorded, and the results will be summarized for the group, not reported individually. We would greatly appreciate your input. Can you help us out?

- Primary only: Are you a female resident of Peoria County between the ages 18 and 65

Awareness I (top of mind)

- Please list the local charities or non-profits that come to mind in your area.
- Please list the names of charities or non-profits that you would donate to, and why?

Behavior I & Preferences (Measuring Salient Attributes)

- How often do you support social causes (I.e., volunteering, donating, purchasing products to support)?
- Please list any local, national, or global charities or non-profits that you have supported by either volunteering or contributing financially. For each organization you listed above, please briefly explain why you contribute to these organizations.
- Are you more willing to donate financial contributions to a cause or volunteer?
- Which social causes do you find yourself most passionate about contributing to? Why?
- What factors influence your decision to support a good cause in terms of volunteering, donating money, or buying a product to support a cause? Please rank your list in terms of importance.
 - Why is "_____" ranked first in your order of importance?
- What items are you more willing to buy if the proceeds go toward a social cause?
- What is your favorite non-profit or charitable organization to donate to? Why?
- What is your favorite non-profit or charitable organization to volunteer at? Why?

Awareness II (Client Prompt) & Perceptions

- Please indicate which of the following local charities or not-for-profit organizations you are aware of (have heard of):
 - Beads for Life
 - NoonDay
 - The Free Indeed Initiative
 - Preemptive Love Coalition
 - Grain of Rice
- For each of the above charitable organizations that you are aware of, what do you think of them? -Like/Dislike?

Exhibit A-1: In-Depth Interview Script (cont.)

Brief Description:

The Free Indeed Initiative is a local charity organization that strives to support refugees from the Afghanistan and Uganda regions. They are currently partnered with Hope Partners Africa, who provides PTSD and occupational therapy to help refugees from Uganda physically, mentally, and emotionally. This initiative is also partnered with a resettling agency that helps refugee families become resettled in the United States. The Free Indeed Initiative's mission is to be a part of the healing process that empowers these struggling families to use their gifts and abilities to create beautiful handcrafted wares that are native to their homeland. Their exclusive selection currently includes cultural and fashionable items such as jewelry, bags, and apparel that are available for purchase at upcoming select charity events or directly through The Free Indeed Initiative website. Patrons can take pride in knowing that at least 50% of the proceeds are given back to the refugees to help with therapy and provide them with a means of income.

- How likely is it that you would be interested in supporting The Free Indeed Initiative?
Why or why not?

Behavior II [media and other target behavior]

- How do you learn about local efforts/fundraisers, etc.?
- What social media platforms (if any) are you currently using?
- How often do you check these platforms (daily, hourly, weekly)?
- What form of social media posts do you share most; videos, written posts, or pictures?
Why?
- Which media platform (television, radio, print, social media) do you feel is most reliable and effective for charitable organizations to use to reach out to consumers like you?
- What types of media do you use to find local charities or volunteer opportunities? (social media, newspapers, television, etc.)
- Which media outlets do you use to learn about your local news regarding charities and volunteer opportunities?
- What traditional medias are you exposed to the most: TV, Newspaper, Radio, Magazines, Billboards? Please list them below in order of most used to least used.
- What is your perception of refugees and the current refugee crisis that so many countries around the world are facing?
- What should The Free Indeed Initiative do to increase their awareness and increase sales to support the refugees?
- What should The Free Indeed Initiative do to improve their online presence?

Preferences

The preferences section was created so we could see respondent's preferences and factors that they take into consideration when choosing an organization to volunteer at or donate to. We asked the following eight questions to get a better understanding of our target audience and their donating/volunteering habits:

How often do you support social causes (I.e., volunteering, donating, purchasing products to support)?

Before we conducted the in-depth interview, we determined that our target audiences were very involved in supporting local, national, and global causes. To validate our assumptions, we asked this question to see how involved our target audiences were in supporting social causes. The results were what we expected with 8 out of 16 respondents saying they donate every one or two months, 3 respondents saying they occasionally support a cause, one respondent saying they support a cause every other week, and the rest of the respondents saying they donate at least 3-4 times a year.

Please list any local, national, or global charities or non-profits that you have supported by either volunteering or contributing financially. For each organization you listed above, please briefly explain why you contribute to these organizations.

While we had already asked similar questions in our top-of-mind awareness section, we wanted to find out which charities or non-profits our respondents have donated to, but more importantly we wanted to find out why they chose to support the specific organizations that they did. Many respondents said that they support a specific cause because it relates back to their personal life. For example, one of our respondents donates to the Alzheimer's Association because their husband was diagnosed with Alzheimer's disease. Other respondents said they donate to causes that support children in need because children are the future of our world. It was important for us to see why people are passionate about the causes they support so we could see if The Free Indeed Initiative would fit their criteria.

Are you more willing to donate financial contributions to a cause or volunteer?

We asked this question to find out if respondents in our target audiences are more likely to donate money to a cause or volunteer their time. The Free Indeed Initiative is not currently needing volunteers, so we wanted to make sure that people were still willing to donate financial contributions rather than volunteer their time. The results showed us that 10 out of 16 respondents (62.5%) are more likely to donate because of lack of time and convenience.

Which social causes do you find yourself most passionate about contributing to? Why?

This question was asked to see what specific causes our target audiences are passionate about. The question was also asked to see if anyone would mention the refugee crisis. The main responses given were that people are passionate about contributing to causes related to funding for cures or diseases, animals, social justice, and children. Four out of the sixteen respondents said that they are passionate about social justice, which is important to us because The Free

Indeed Initiative would fall under that category. While no one specifically mentioned the refugee crisis, we believe that they may not be educated or aware of the situation that is occurring today.

What factors influence your decision to support a good cause in terms of volunteering, donating money, or buying a product to support a cause? Please rank your list in terms of importance. Why is " _____ " ranked first in your order of importance?

We wanted to find out what criteria respondents of our in-depth interview have when it comes to volunteering or contributing financially to a cause. It is important to see what factors our target audiences look at so that we can ensure that our campaign includes one or more of those factors. The three factors that respondents frequently gave as being important to them were what the money will be used for, what the cause is and if they are passionate about the cause, and the location of the organization. The results showed us that the transparency of an organization is very important in the minds of our target audience. We now know that we need to ensure that The Free Indeed Initiative is telling contributors exactly where their money is going and what it is being used for.

What items are you more willing to buy if the proceeds go toward a social cause?

Our team was interested in seeing what kinds of items people would be willing to buy if they know the money goes toward a social cause. We wanted to make sure that The Free Indeed Initiative is selling products that their target audiences are willing to purchase. Eight out of sixteen respondents in our in-depth interviews said they would be more willing to purchase jewelry or clothing if the proceeds were going toward a good cause. Other responses that The Free Indeed Initiative could consider were knick-knacks, raffle type prizes, and anything that had a valuable meaning.

What is your favorite non-profit or charitable organization to donate to? Why?

What is your favorite non-profit or charitable organization to volunteer at? Why?

The next two questions that we asked were to find out what each respondent's favorite charitable organization was. Most of our respondents mentioned the same organization for both questions and others only listed an organization that they donate to. The most frequent answers were St. Jude's Children Hospital, YWCA, and the Special Olympics.

Perceptions

The perceptions section of our in-depth interview is used to get a sense of how people thought about the refugee crisis and The Free Indeed Initiative. We wanted to see any misperceptions that our target audiences may have about the organization and the cause in general. We first asked participants of the in-depth interview if they had heard of any of the following organizations: Beads for Life, NoonDay, The Free Indeed Initiative, Preemptive Love Coalition, and Grain of Rice. The focus of this question was to see if anyone recognized The Free Indeed Initiative. Out of our 16 respondents, 14 said they had never heard of any of the organizations listed. The other 3 respondents listed Beads for Life and Grain of Rice as organizations they had heard of before. The three respondents all said they liked either Beads for Life or Grain of Rice because they

were meaningful organizations that supported a good cause. To end the perceptions section, we gave a description of The Free Indeed Initiative so that people knew exactly what the organization was and so they could form their own opinions about the organization. We asked each participant "How likely is it that you would be interested in supporting The Free Indeed Initiative? Why or why not?". The question about The Free Indeed Initiative was one of the most important questions in the in-depth interview because it gave us our target audiences perceptions about the organization and any misperceptions they may have. Of our sixteen respondents, eight said that they would need more information about the cause and where the money goes before they would choose to donate to The Free Indeed Initiative or not. The participant's answers were very important to us because it revealed to us that not only are people not aware of The Free Indeed Initiative, but they will also need to be educated about what the organization does and what the organization uses the money for. Transparency and credibility will be two key focuses in our campaign to gain awareness and increase positive perceptions of The Free Indeed Initiative.

Behaviors

The final questions of the in-depth interview were asked to get a better understanding of the target audience's media habits as well as other behaviors that would be relative to know for our campaign. We also asked the participants of our in-depth interview to give us any recommendations or suggestions for increasing awareness, sales, and the online presence of The Free Indeed Initiative. We asked the following eleven questions to gain more knowledge about our target audiences:

How do you learn about local efforts/fundraisers, etc.?

We asked this question to see who the influencers were for our target audiences. We wanted to learn how our target audience gathers information for their purchasing decisions. The results were that all sixteen respondents mentioned friends, family, coworkers, or social media as the way they learn about charitable organizations or events.

What social media platforms (if any) are you currently using? How often do you check these platforms (daily, hourly, weekly)?

The goal of these questions was to help us gain knowledge as to which social media platforms would be best to reach our target audience on. We wanted to ensure that we chose the right social media platforms for our campaign to reach the largest number of people in our target audience. We were surprised to see that all sixteen respondents said they use Facebook. This information tells us that Facebook should be the main social media platform that we use to run our campaign on. Other answers were Twitter, Instagram, and Snapchat, so we will take those platforms into consideration as well, in order to reach the greatest amount of people. We also asked respondents to tell us how often they check these platforms. The results were that 14 out of 16 respondents check their social media platforms at least once a day.

What form of social media posts do you share most; videos, written posts, or pictures? Why?

Our team was interested to see what types of posts our target audience shares the most on their page. The information will provide us with a grasp of what types of content we should use in our campaign to gain the most interactions. We found that pictures were the most compelling to share on social media, followed by articles, videos, and written content by the organization. The information tells us that we should use photos in our campaign to gain interest and catch people's attention.

Which media platform (television, radio, print, social media) do you feel is most reliable and effective for charitable organizations to use to reach out to consumers like you?

What types of media do you use to find local charities or volunteer opportunities? (social media, newspapers, television, etc.)

Which media outlets do you use to learn about your local news regarding charities and volunteer opportunities?

Gaining insight about what types of media platforms our target audiences use to learn about charitable organizations is important for us to know when choosing types of media to advertise on. The results showed us that almost all sixteen respondents said the platform they feel is the most effective for charitable organizations to use is the same platform they use to find charities to volunteer or contribute to. Social media, Television (news), and newspapers were the most used platforms to learn about charitable organizations or volunteering opportunities. This information is confirming to us that social media will be an important platform to take advantage of and use in our campaign.

What traditional medias are you exposed to the most: TV, Newspaper, Direct Mail, Radio, Magazines, Billboards? Please list them below in order of most used to least used.

We assumed that social media would be the main answer to the previous three questions, but we wanted to ensure that we had knowledge about other platforms our target audiences use as well. A great campaign cannot use only one type of media platform to reach their target audience. Instead, a campaign must integrate multiple platforms into one campaign to reach the greatest amount of people in the target audience of the organization. We knew that we could not use solely social media in our marketing campaign, so this question helped us gain insight about other platforms we can use to reach our target audience. Nine out of our sixteen respondents stated that TV is the traditional media that they are exposed to the most. Following television, our respondents told us that newspapers, direct mail, radio, and billboards were also good ways to reach them.

What is your perception of refugees and the current refugee crisis that so many countries around the world are facing?

This question was important to us because we wanted to see what people thought about the refugee crisis and to see if people had any misperceptions about refugees that we could later educate them about through our campaign. Fourteen out of sixteen participants in our in-depth

interviews said that the refugee crisis is a terrible situation and that something needs to be done. We did have three respondents say that they did not think bringing the refugees into the United States is a good solution to the problem. We also had three respondents say that people needed to be educated more about the situation instead of listening to everything they hear on the news. The results showed us that almost everyone believes the refugee crisis is an awful situation, but that no one really knows how they can help. It will be important to us going forward to educate potential contributors about how they can help the refugees and show them how their contributions will be used by The Free Indeed Initiative to help the refugees.

What should The Free Indeed Initiative do to increase their awareness and increase sales to support the refugees?

What should The Free Indeed Initiative do to improve their online presence?

Our final two questions were asked to gain insights and suggestions from our target audiences about how they would increase awareness, sales, and the online presence of The Free Indeed Initiative. The top recommendations for increasing awareness and sales for The Free Indeed Initiative was that they should be more active on social media and work to educate people about their cause. Posting more on social media was also the top recommendation for improving The Free Indeed Initiative's online presence. With this information, we know that our messaging and advertisements will be most effective.

Appendix B:

Copy Test Method and Results



Copy Test Method and Results

Copy Test Methodology

Copy testing was conducted for The Free Indeed Initiative to determine which marketing techniques would be most effective in appealing to our target audience and expressing our desired messages. The overall objectives of this copy test were to ensure that viewers were receiving enough information to recall the brand name, product offerings, and logo. To address concerns with company transparency that we discovered in our in-depth interviews, we included a summary of the company's background as well.

Due to the difficulties we encountered with The Free Indeed Initiative's original logo such as its hard to read font and long name, our group designed two new logos for The Free Indeed Initiative. Logo A included the original logo form of a teal colored bird and a shortened version of the company name; Free Indeed. Logo B kept the original name, The Free Indeed Initiative, a revised version of the bird to better represent a dove, and a pastel half-circle in an attempt to incorporate some elements of the original logo. A specific objective of the church newsletter layout was to measure which logo had a greater emotional appeal and which left a better impression. Refer to Exhibits B1 and B2 for the ad roughs that were copy tested.

The method used for both church newsletter Version A and church newsletter Version B was the same. This method consisted of an individual interview where a respondent was exposed to one version of the newsletter for 30 seconds. Immediately following, respondents were asked the first eight questions. The respondent was then shown the second version for 30 seconds and then asked the last six questions which asked respondents to compare both versions of the church newsletter. Twelve respondents were shown Version A first and then shown Version B. Twelve respondents were shown Version B first and then shown Version A. Refer to **Exhibit B3** for copy test script/questionnaire.

Copy Test Results

The results of our copy test enabled us to determine which logo was most suitable for all our layouts included in this campaign.

The results for church newsletter Version A, when tested first, are as follows:

- 8 out of 12 respondents remembered the company name had "Free Indeed" in it
- 12 out of 12 respondents recalled TFII helps refugees
- 10 out of 12 respondents remembered the logo had a bird in it
- 8 out of 12 respondents said the logo gave them a happy emotion
- 11 out of 12 respondents said the newsletter made them feel good emotions
- 12 out of 12 respondents understand TFII better

The results for church newsletter Version B, when tested first, are as follows:

- 5 out of 12 respondents remembered the company name had "Free Indeed" in it
- 12 out of 12 respondents recalled TFII helps refugees
- 9 out of 12 respondents remembered the logo had a bird in it

Exhibit B1: Copy Test Version A



Free Indeed



Empowering Refugees Towards Hope and Healing

Inspired by the tragic stories of refugees, Stacie Pleasants from Morton, IL, chose to create The Free Indeed Initiative; a charity organization whose mission is to bring hope and healing to the lives of Afghan and Uganda refugees.

Refugees have many hardships. They often struggle with finding a job or a means to an income. The Free Indeed Initiative has made it their mission to provide these refugees with a source of income. By giving out loans, refugees living in camps are able to use their gifts to design and create beautiful, handcrafted wares which are then sold by The Free Indeed Initiative on a global platform.

Wares include jewelry crafted from Lapis Lazuli, bags, purses, and pajama pants that are inspired by the customs and cultures of Afghanistan and Uganda. 50% of the profits earned from these items are then given back to the families in need. The Free Indeed Initiative is also partnered with Hope Partners, who provides PTSD and occupational therapy to help refugees in Uganda.

Make a Difference

Join The Free Indeed Initiative during our annual Mission Market. To find out more about The Free Indeed Initiative's upcoming events and wares, visit thefreeindeedinitiative.com or contact them via email at info@thefreeindeedinitiative.com or by phone at 309-253-9015.

Church Events

- June 2 - Choir practice
- June 6 - Bible study
- June 23 - Choir practice
- July 7 - Choir practice
- July 11 - Bible study
- July 13 - Married couples seminar
- July 28 - Choir practice
- July 31 - August 2 - [Mission Market](#)

Exhibit B2: Copy Test Version B



The Free Indeed Initiative Empowering Refugees Toward Hope and Healing

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Exhibit B3: Copy Test Script

Hi, (Person's Name), if you could please take a few minutes to look at this newsletter, that would be wonderful. After you have a chance to read through it, I would like to get your opinion about the newsletter. Show newsletter A, allow a few minutes. Then take newsletter away. [If testing B, show B first]

1. Please recall everything you remember about this newsletter.
2. Please list the business this newsletter was for.
3. Please describe the main message of this newsletter.
4. Do you remember the logo? Draw a quick sketch.
5. How did the logo make you feel (any specific emotion)?
6. How does this newsletter make you feel (any specific emotion)?
7. Does this newsletter give you a better idea of what The Free Indeed Initiative is all about?
8. If so, who is The Free Indeed Initiative?

Now that you have seen the first newsletter, I am going to show you another newsletter we made.

Show newsletter B, allow a few minutes. Then take it away. [Show A now if testing B.]

1. What did you like or dislike about this newsletter?
2. Which version of the newsletter did you prefer overall?
3. Which version of the newsletter made you feel more (any specific emotion)? Why?
5. Which newsletter left a better impression on you? Why?
6. What do you like better, "the Free Indeed Initiative" or "Free indeed"? Why?

- 75% said the logo gave them a happy emotion
- 11 out of 12 respondents said the newsletter made them feel good emotions
- 12 out of 12 respondents understand TFII better

Overall results for the church newsletter were as follows:

Logo preference:

- 11 out of 24 respondents preferred logo A
- 10 out of 24 respondents preferred logo B
- 3 out of 24 respondents had mixed feelings on logo preference

Logo with more emotional appeal:

- 16 out of 24 respondents said logo B had more of an emotional appeal
- 6 out of 24 respondents said logo A had more of an emotional appeal
- 1 respondent said both had emotional appeal
- 1 respondent said neither had emotional appeal

Logo that left a better impression:

- 12 out of 24 respondents said logo A left a better impression
- 7 out of 12 respondents said logo B left a better impression
- 5 out of 24 respondents said both left an impression

The Free Indeed Initiative or Free Indeed:

- 22 out of 24 respondents said Free Indeed was a more suitable company name
- 1 respondent said to keep the name The Free Indeed Initiative
- 1 respondent had mixed feelings regarding the name

Final Church Newsletter

After analyzing our copy test results and talking with our class, we determined that a combination of Logo Version A and Logo Version B would be the most successful. Respondents identified that the shortened “Free Indeed” name was easier to remember. They also said that Logo Version A left a better impression because the shortened name made the logo look cleaner and easier to read. Based on these results, we decided to keep the shortened name, color, and font styles of Logo Version A. Logo Version B, however, had more of an emotional appeal. We believe this was due to our logo form choice of the dove and sun half-circle, so we incorporated those elements into our final version as well. To remain consistent, we also changed “The Free Indeed Initiative” to “Free Indeed” throughout the newsletter to avoid any confusion among viewers. We also decided to change the church newsletter layout. The “church events” box was expanded, and the picture was confined to left side to better represent an actual church newsletter layout. Please refer to **Exhibit B4** for the final version of the church newsletter.

Exhibit B4: Final Church Newsletter Layout



Free Indeed Empowering Refugees Towards Hope and Healing

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Monthly newsletter
June 2018- Volume 6

Church Events

- June 2 - Choir practice
- June 6 - Bible study
- June 23 - Choir practice
- June 28 - Men's breakfast
- July 7 - Choir practice
- July 11 - Bible study
- July 13 - Married couples seminar
- July 20 - Women's retreat
- July 28 - Choir practice
- July 31 - August 2 - **Mission Market**
- August 1 - Mission outreach
- August 8 - Bible study
- August 11 - Choir Practice
- August 13 - Pastor Retreat
- August 25 - Choir Practice
- August 30 - New Believer's camp