



Graham Crackers Creative Brief

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Team Biographies

Jacob Bergner is currently a senior at Illinois State University majoring in Marketing with a concentration in Analytics. Jacob has gained the skills involved with performing marketing plans through university and internships. He has done marketing research for local restaurants, insurance companies, and his internship. In addition, he has developed a creative brief for 5Khaos. Jacob interned at Bunn which gave him experience in the analytical world.

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.

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 and as well 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.

Madeline Cooney is a Senior Marketing major at Illinois State University. She holds certifications in Hubspot inbound marketing, Meltwater analytics, Google analytics, and Google Adwords. She previously held a Guest Experience position with Buffalo Wild Wings, where her duties included management of local marketing efforts such as fundraising events, sponsorships, and email marketing. Madeline has experience working in the client services department for radio station WZND to recruit businesses to promote themselves through on-air advertisements, street teams, campus events, sponsorships, and social media posts. She is also a student ambassador for Volunteer Eco Students Abroad and assists with their on-campus marketing.

Matthew Lundine is a senior at Illinois State University (ISU) majoring in Integrated Marketing Communication and minoring in Insurance. Matt gained professional communication and negotiating skills through his internship at United Technologies Aerospace Systems in Rockford IL during the summer of 2017. Matt is also heavily involved in the Sports Marketing Student Association (SMSA) at ISU, and routinely is involved in activities such as Hoops for Hope, a charitable basketball tournament ran by SMSA.

Rachel Berry is a senior Marketing and Management major at Illinois State University. Rachel's marketing sequence is Integrated Marketing Communication and her Management major in Organizational Leadership. Rachel performed a marketing research project of the local small business, Maggie Miley's. Rachel also had an internship at Thrivent Financial where she had the opportunity to take the marketing skills she had learned in the classroom and apply them to the real world.

Executive Summary

Graham Crackers Comics is the largest comic book chain in the United States with locations in towns including Normal, Naperville, Downers Grove, St. Charles, Chicago and more. Graham Crackers Comics was formed in 1982. They also have one of the largest selections of comic books featured in both their brick and mortar locations and online store.

Currently, Graham Crackers Comics is facing an awareness problem in the Normal community. Through our In-Depth Interview and Copy Test results, our group found that very few respondents knew that Graham Crackers Comics existed. Further results from our In-Depth Interview and Copy Test also showed that very few of the respondents knew what products Graham Crackers Comics carried aside from comic books. Our team established goals of both increasing consumer awareness of Graham Crackers Comics as well as changing perceptions about what products Graham Crackers Comics offers to consumers. We will accomplish these goals through our IMC plan for Graham Crackers Comics. Our plan will feature messages that are informative, concise and fun, to show the benefits of purchasing at Graham Crackers Comics rather than from competitors or online stores. With realistic benchmarks and timelines, we established the following communication and sales & behavioral objectives:

- Increase top of mind awareness for Graham Crackers Comics
- Change consumer perceptions about high prices of Comic Books
- Increase in-store and online merchandise sales
- Increase seasonal foot traffic with both primary and secondary target markets
- Increase Social Media Likes and Follows

In order to accomplish these objectives, we will feature several unique and effective ad layouts that will take place over the length of our IMC campaign from May 2018 to May 2019. Some of the year-round layouts that we will feature include: T-Shirts, bus stop displays, coupon/postcard brochures, and flyers. We will also feature year-round social media ads, an updated display window, and radio ads that will all be periodically updated throughout the campaign. We will also feature mystery gift events and a pop-up booth over the course of the campaign as well. We also are proposing a new logo for Graham Crackers Comics that is in the form of a comic book "pow". The new logo, with a familiar comic style and vibrant colors, will be immediately recognizable to comic book fans.

Our campaign is aimed towards two target markets. The main target market we are attempting to appeal to is males and females between the ages of 13-29 and our secondary target market includes males and females, ages 30-50. Our plan provides Graham Crackers Comics with a core target market, a core message, creative and effective ad layouts, measurable and attainable timeframes and benchmarks, and an overall strategy to raise awareness and change perceptions about Graham Crackers Comics.

Section I:
Target Audience Profile



Target Audience Profile

Graham Crackers Comics is a novelty comic book store located in Normal, Illinois. It has a central location in Uptown which comes with a large amount of foot traffic. Graham Crackers Comics wants to appeal to those with a creative mind, imagination, and a love of graphics. Its store in Uptown Normal is stocked with comic books, games, and collectors' items. For those who don't want to come to the store, Graham Crackers Comics offers the availability to order online and ship to your desired location. However, the majority of comic book lovers enjoy seeing the items in person to admire the colors and details before purchase. The appeal of nostalgia is what Graham Crackers Comics hopes to leverage.

Since Graham Crackers Comics is located in Uptown Normal, it gives them the advantage of being in a highly populated and accessible area for those in the Bloomington-Normal area. The primary target audience of our IMC campaign are males and females between the ages of 13-29 years old. Although they are a younger target audience with less money to spend, they are the ones that have a larger amount of time for activities such as reading comic books. It is a great place to go if you are looking to do something fun for not a lot of money. The secondary target audience that makes up another significant portion of our audience consists of males and females between the ages of 30-50 years old. They have a larger disposable income and enjoy reminiscing about the stories they grew up with. Refer to Exhibit 1 for an in-depth look at our target audience profiles.

The population of individuals 13-29 years old in the Bloomington-Normal area, our primary target audience, is 61,934 people [1,2,3]. This includes both students and those who are employed. The secondary target audience is made up of those ages 30-50 that live in the Bloomington-Normal area. There are around 32,867 individuals in this secondary target [1,2]. They are either full or part-time employed and have a flexible disposable income.

Primary Target Audience

Our primary target audience is males and females of all ethnic backgrounds between the ages of 13-29. It consists of students and full or part-time employees. Although their income is lower than that of our secondary target audience, they typically have more time to devote to their hobbies. With Wesleyan and Illinois State University students making up a large portion of the Bloomington-Normal population, local companies find themselves relying heavily on these colleges to bring in a majority of their revenue. These campuses also have RSO's that are devoted to comic book lovers. In addition, the high school and college students in the community can often be found walking the streets of Uptown. Even though their income is less than \$20,000, they have significant buying power. With such a large potential audience, Graham Crackers Comic Books has an opportunity to further their reach through accurately targeted advertising.

Exhibit 1
Target Audience Profile
Graham Crackers Comics

Primary Target Audience:

Demographics:

- Age: 13-29 Years Old – Total estimated audience: 61,934 [1,2,3]
- Gender: Male and Female
- Occupation: Employed- Full or Part Time and/or Student- Full or Part Time
- Income: Less than \$20,000
- Education: High school education to college graduate.
- Location: Bloomington-Normal area
- Illinois State University Students
- All ethnic and religious backgrounds

Psychographics:

- Comic, manga, and card-game lovers
- Enjoys reading stories with graphics/pictures
- Casual collectors
- Seeks new adventure on a limited income
- Purchases are influenced by other complementary media
- Competitive
- Use correlated products as a means to be social

Secondary Target Audience:

Demographics:

- Age: 30-50 years old – Total estimated audience: 32,867 [1,2]
- Gender: Male and Female
- Occupation: Employed- Full or Part Time
- Income: \$30,000 +
- Education: High school and college educated
- Location: Bloomington-Normal area
- All ethnic and religious backgrounds

Psychographics:

- Comic/graphic novel lovers
- Youthful; Enjoys reminiscing about the stories they grew up with
- Collector enthusiasts
- Parents who pass them down to their children; promotes generational traditions
- Collectible gift-givers
- Use correlated products as a means to be social

Reference Groups

- Friends
- Family
- Coworkers/peers
- Internet Community

Secondary Target Audience

Our secondary target audience is males and females of all ethnic backgrounds between the ages of 30-50. They are high-school and college educated with full or part-time jobs. They have an income of at least \$30,000 which allows them to have more money to spend on their hobbies. Even though high school students and young adults are our main focus, the secondary target audience is more likely to make larger purchases. They are both married and single, and may or may not have children. This target audience lives year-round in Bloomington or Normal and becomes there is more of an emphasis on them in the summer and winter break when the college students are away.

Primary Psychographics

The primary target audience for Graham Crackers Comic Books find value in social activities and hobbies such as reading, card-games, and collecting. Stories found in comics, manga and graphic novels are a favorite among high school students and young adults because they provide visual imagery. Graham Crackers Comic Books also provides its patrons these particular products at affordable prices which is another enticing feature for a target audience that has such a limited income. Limited disposable income also affects the frequency of purchase. Through these buying habits, casual collecting becomes a defining characteristic of our primary target audience.

With the rise in popularity of many Marvel and DC comic movies over the recent years, our primary target audience's investment in comics has changed. Comic purchases are likely to increase as this segment becomes interested in learning more about their favorite superheroes and villains found on the big screen [5]. The internet community has also affected our primary target audience's purchase decisions. This includes social media such as Facebook, Tumblr, Twitter, Reddit, Pinterest, and Instagram as well as the Graham Crackers Comic Books' website itself. Thanks to the internet, Graham Crackers Comic Books is able to reach a larger audience and maintain a website through which customers can take advantage of an easier and more convenient purchasing process.

Graham Crackers Comic Books branches out beyond comics, manga, and graphic novels to include other memorabilia, namely figurines and statues, as well as trading cards such as Pokémon and Magic the Gathering. Graham Crackers Comic Books also holds a variety of contests and gaming events in which participants with similar interests are able to come together to strategize, socialize, and compete. Because of these additional offerings, our primary target audience will also encompass social and competitive consumers that are interested in these contests and gaming events.

Secondary Psychographics

Our secondary target audience consists of both males and females between the ages of 30 and 50 years old. Similar to our primary target audience, our secondary target audience enjoys comics, graphic novels, and card games. However, due to the age difference between these two segments, our secondary target has different values and distinct characteristics. While both target audiences may purchase Graham Crackers Comic Books' products as a means of entertainment, our secondary target audience also invests in these products because it reminds them of their

childhood. It brings them a sense of nostalgia as they reminisce and reread the stories they grew up with. Because of this, one of the key characteristics of our secondary target segment is its youthfulness.

Another key distinction between our secondary and primary target audience is their income. The secondary target segment consists of people that already have a profession or an established career. This means they will have access to a higher disposable income, resulting in more impulse purchases and fewer purchase restrictions. Unlike the casual collectors of our primary target audience, our secondary target audience is less frugal and therefore, resembles more of a collector enthusiast.

Our secondary target audience may also pass comics, manga, and graphic novels down to their children or younger family members. In this case, they are used to serve a common interest between family members which helps to form stronger bonds and bridge generational gaps [4]. Parents in this secondary target segment, in particular, may also purchase comics and other memorabilia as gifts for their children. This leads us to another key characteristic of our secondary target audience: they are the decision-makers of family households.

Unlike the primary target audience that attends Graham Crackers Comic Books' events to meet and connect with people with similar interests, our secondary target audience attends these events to maintain already established social groups. Members associated with the secondary target segment do not often attend events alone and instead, bring their friends as a way to stay connected.

Influencers

Our primary target audience is composed of college students and young adults. This particular group is influenced by friends and family that share similar interests and enjoy each other's company. One of the largest phenomena in recent memory is the prevalence of comic book movies in popular culture. People in the college and young adult segments enjoy doing group activities; going to the movies is one of the most common. These comic book movies such as The Avengers and Iron Man have been very popular: The Avengers and Iron Man 3 grossed \$1.518 and \$1.214 billion dollars respectively. Both rank in the top 15 for worldwide gross for a movie [6]. Since people worldwide, and especially in the United States are very interested in superheroes, Graham Crackers Comics should immediately take advantage of this interest, before movie trends shift to another genre. There were 85 million print unit sales for the top 300 comic books in 2014, which was the highest number since 2007 [5], showing that audiences are not only interested in the movies, but also in reading the corresponding comic books as well.

Similar to our primary target audience, the secondary target audience is also influenced by friends and family. However, the influence of comic-inspired box-hit movies on the secondary target market is slightly different. Since the members of this target segment are ages 30-50, they are more likely to have grown up with comic books as opposed to only seeing the story play out in movies. So instead of creating a new interest in comics like that of our primary audience, our secondary audience is simply reminded of their love for comic books when they see them come to life on the big screen.

Target Audience Size

The primary target audience consists of local high school and college students in the Bloomington-Normal area between the ages of 13 and 29. This group has 61,934 individuals [1-3] which are a larger and more diverse group than the secondary target. The secondary target audience includes consumers between 30 and 50 years old in the Bloomington-Normal community. This group is 32,867 individuals [1,2] and while that is smaller than the primary target audience, there is a sizable portion of it that is interested in the products and services Graham Crackers Comic Books has to offer. Thus, we have determined our total target audience to be about 94,801 individuals.

One of the main objectives of our marketing campaign is to help build Graham Crackers Comic Books' brand awareness in order to generate more sales and higher foot traffic. This means we need to go beyond top-of-the-mind awareness and try to position Graham Crackers Comic Books into our target consumer's consideration set. We hope that by carefully breaking down our primary and secondary target markets, we will be able to extend our reach and implement a more effective promotional strategy. By discovering our primary and secondary markets' key characteristics, we have determined that the internet and the internet community have a strong influence on their purchase decisions, so we plan to take advantage of social media and the company website. We also know that family and friends can influence purchase decisions. By attracting family and friends with similar interests to those of our primary and secondary target audiences, we hope to generate positive word-of-mouth that will reach our target audiences, both in-person and across the internet community.

Target Audience References

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Section II: Creative Platform



Core Message/Platform Description and Justification

Creative Platform

The primary purpose of this campaign is to increase awareness of Graham Crackers Comics among primary and secondary target audiences. In our depth interviews, five of the twenty-one respondents listed Graham Crackers as a local store that sells comics and collectibles (refer to Appendix A for a summary of the methods and results of the depth interviews). The secondary purpose of this campaign is to increase knowledge of Graham Crackers Comics product offerings. In our depth interviews, twelve of the twenty-one respondents said they buy collectibles online and ten of the twenty-one said they read. Graham Crackers offers a large variety of products like comics, manga, collectibles, and games so, we will address any misperceptions that presume Graham Crackers is only a comic book store and communicate all of the other product lines offered.

Throughout the campaign, we will build awareness so that Graham Crackers is part of our target audience's evoked set in terms of the best local store for all their comic and collectible needs. Thirteen of the twenty-one respondents said prices were important. In the interviews, participants did not say Graham Crackers was overpriced. However, pricing was one of the key factors when buying collectibles. By communicating the value of the goods and the fair prices they offer, Graham Crackers will see increases in traffic and sales. Seven respondents also said that location is important. The location is convenient for many college students and is easily reachable by people in the local community. Based on the depth interview results, the campaign will focus on the Graham Crackers' location, the variety of products that they offer, and their competitive pricing. In order to persuade our target audience of the benefits of purchasing from Graham Crackers Comics, we will emphasize their large and diverse selection of collectible items at affordable prices and at a convenient location which we feel will increase sales and improve customer loyalty.

Message Tone and Appeal

The tone of our campaign is to be informative, concise, and fun. We will primarily be using an informative appeal to show the benefits of buying comics and other products at Graham Crackers Comics rather than other local and online competitors. Over the course of our campaign, we will heavily emphasize the convenience of the close location in Uptown Normal for students and residents of the Bloomington-Normal area. In addition, our in-depth interviews showed that a majority of respondents enjoy going to the bookstore so they can sample the product before they make a purchase. In response to this, we will emphasize Graham Crackers Comics extensive in-store supply of high-quality comics and collectibles for patrons to sample and purchase. Using an informative appeal will clearly and efficiently describe the benefits of Graham Crackers Comics.

Quantitative Campaign Objectives

Communication Objectives

1. Increase top of mind awareness for Graham Crackers Comics.

- a. In our in-depth interviews, the results showed that only 4 out of the 21 participants could name Graham Crackers Comics as a local store in the Bloomington-Normal area where you can buy graphics/manga/comics and other similar collectibles. Two respondents referred to it as ACME Comic, the old company that was there a couple years ago, and one referred to it as the comic store in uptown. So, while seven people know of Graham Crackers Comics only four could recall the brand name.
- b. Our goal is to increase top of mind awareness for Graham Crackers Comics. Only 24% of our target audience had heard of the local comic book store. We hope to increase top-of-mind awareness to at least 40% in campaign tracking.

2. Increase recognition awareness for Graham Crackers Comics

- a. The in-depth interview results show that only 5 out of 21 people who participated in our interview recognized Graham Crackers Comics. These results show that Graham Crackers Comics has only a 24% awareness. However, 2 of the 21 participants referred to it as ACME comics which is the old brand at the establishment.
- b. Our goal is to increase recognition awareness of Graham Crackers Comics. Only 24% of our target audience had heard of the local comic book store. We hope to increase recognition awareness to at least 55% in campaign tracking.

3. Shift perceptions of high prices

- a. In our in-depth interviews, the results showed that after learning about Graham Crackers Comics many were hesitant to say they would shop there because of a fear of higher prices. Four of the twenty-one participants said that they would prefer to order online due to cheaper prices.
- b. We would like to shift most of our target market's perception that Graham Crackers Comics is more expensive than ordering online. For campaign tracking, we would like at least 50% of our target audience to feel that Graham Crackers Comics is reasonably and similarly priced to its online competitors.

Sales and Behavioral Objectives

1. Increase in-store and online merchandise sales

- a. Our intention is to increase the Normal locations in-store sales by at least 25% and at least 40% of online sales.
- b. Graham Crackers Comics should track our success throughout the entirety of the campaign by measuring the fluctuations in both in-store and online sales on a weekly basis.

2. Increase seasonal foot traffic of the primary and secondary markets

- a. We want to specifically focus on these demographics because they contain the highest number of Graham Crackers Comics' customers.
- b. Our goal is to increase overall in-store foot traffic among the 13-29-year-old segment by at least 25% during the high school and college school year and at least 20% among the 30-50-year-old segment throughout the entire campaign, though there will be a higher focus on this segment during school and college breaks.

3. Increase web traffic on Graham Crackers Comics' website

- a. Because the internet community is a key influencer in the purchasing decisions of our target market, we want to put some focus on Graham Crackers Comics' web traffic. Our goal is to increase web traffic on the company's website by at least 50%.
- b. Graham Crackers Comics should track web hits prior to the campaign, during, and after the campaign.

4. Increase Facebook "Likes"

- a. As of February 26, 2018, Graham Crackers Comics' Facebook page had 5,952 likes. We want to increase Graham Crackers Comics' amount of "Likes" on Facebook by at least 1% of our target market, which will be 950 likes during the first month of our campaign.

5. Increase Twitter "Likes"

- a. As of February 26, 2018, Graham Crackers Comics' Twitter account had 2,491 likes. We want to increase "Likes" on Twitter for Graham Crackers Comics by at least 30 each month for the duration of the campaign.

Measurement Method and Time Frame

Graham Crackers Comics should plan to run our campaign from May 2018 to May 2019. This is because our primary target audience is focused on the high school-aged and college-aged demographic. Most of the students will be on or around campus during this time frame. Our secondary target market will also be present throughout the entire year, being that they are in the area. The year-long time frame will allow for Graham Crackers Comics to increase web presence, foot traffic, and conversion in-store and online.

Our sales and behavioral objectives rely heavily on the increase in our communication objectives. To ensure that sales objectives are being met, we suggest a monthly review. This will allow us to rework any part of the campaign that does not provide positive results. Along with this quarterly review, Graham Crackers should conduct surveys of the primary target audience every three months to compare to the in-depth interview results and assess progress on the communication objectives. In addition, Graham Crackers should also closely monitor Facebook and Twitter pages for increases in "likes" and mentions monthly. Implementation of an analytics tool on the Graham Crackers web page will provide more insight into their growing audience and measure the increase in overall website hits. Sales from both the website and Uptown Normal

location should be recorded weekly and compared to the previous quarter to monitor campaign effectiveness using traffic tracking.

Section III: Creative Strategy



Overview of the IMC Plan

The purpose of the IMC plan is to essentially increase awareness for Graham Crackers Comics. Throughout our marketing campaign, we will emphasize their affordable prices, convenient location, and large assortment of collectibles. We want our target audience to envision Graham Crackers Comics as the best local store for all their comic and collectible needs. To accomplish this, we included several creative pieces in our marketing campaign. Please refer to **Exhibit 2** for an overview of the IMC plan. Our marketing campaign includes nine different layouts including t-shirts, mystery gifts, booth design, bus stop ad, coupon/postcard brochure, social media ad, flyer, updated display window, and radio ad. Due to the relatively long name, Graham Crackers Comics, we would also like to introduce the acronym “GCC” to our target audience. The acronym will be included in our t-shirt and booth design.

T-shirts enable us to promote the brand, generate awareness, and acclimate our target audience to the GCC acronym. They will be given out as prizes at GCC events and will also be available for purchase at both the Bloomington Normal storefront and online store. T-shirts serve a dual purpose in our marketing campaign; they are a way for the company to generate free mobile advertising through its customers as well as generate consumer excitement. Because of the benefits t-shirts will provide us, they will be available during the entire duration of our marketing campaign from May 2018 to May 2019.

Mystery gifts will also be included as a complimentary item in purchases above \$50 made online and instore. Potential gifts include keychains, socks, hats, comics, and one customer per mystery gift cycle will receive a Funko Pop Figurine. This event occurs once every three months, starting in the first month of the campaign; May 2018. Limited-time complimentary gifts will give our target audience a call-to-action which will improve conversion rates both instore and online. A banner ad will be used on the Graham Crackers Comics website to promote the event. During the months these events take place, May, August, and November of 2018 as well as February of 2019, we will also use bus stop ads, flyers, and coupon/postcard brochures to further promote these mystery gifts.

Our third layout is a booth design that will be showcased at campus festivals during the Bloomington-Normal festival season between the months of May and October. Booths provide us with an excellent opportunity to not only directly engage with our primary target audience, but also emphasize Graham Crackers Comics’ large assortment of collectibles, their affordable prices, and the Bloomington-Normal store’s convenient location. Similar to our t-shirt layout, we also used this layout to introduce customers to the GCC acronym. Any student who stops by the booth will be given a coupon/brochure to inform them of current sales and product offerings.

The bus stop layout will be displayed at local bus stops in the Bloomington area. Since our primary target audience consists of high school and college students, we felt that including bus

Exhibit 2
Overview of IMC Campaign
Graham Crackers Comics

Item/Distribution	Timeframe	Theme	Purpose
T-Shirt: T-shirts will be given out as prizes at GCC events and contests. They will also be available for purchase at both the Bloomington storefront and online.	The entire duration of the campaign (May 2018 - May 2019)	T-shirts will display the GCC logo on the front and website address on the back. By doing so, they will serve to promote both the GCC brand and online store.	T-shirts are an example of mobile promotion. They will help generate awareness and promote GCC's online store.
Mystery gift: Included as a complimentary gift with purchases of \$50 or more made online and in store. Gifts include keychains, socks, hats, comics, and one customer will receive a Funko Pop figurine.	Occurs once every three months, starting in the first month of the campaign (4 times total; May, Aug., and Nov. in 2018, Feb. in 2019)	Keychains, socks, and hats will have GCC logo to help promote the brand. Mystery comic will be a lower priced comic chosen at random by GCC. The Funko Pop figurine will be given to one lucky customer each promotion cycle.	By incorporating limited-time mystery gifts into promotional strategy, consumers will be given a call-to-action which will improve conversion rates. Mystery gifts also tie our fun tone and appeal to our promotional efforts. These will be promoted on social media, bus stop ads, flyers, and in coupon brochures to further entice trial visits.
Booth: This will be showcased during campus festivals. Coupons/brochures will be given out to people who visit the booth.	During the festival season in town and on campus (May-October 2018)	Booth will have bright action-packed colors and the GCC logo; front and center on the booth. The logo will be surrounded by images of popular superheroes. The booth will also showcase GCC merchandise, comics, and more.	By creating this booth design for the festival season, it will allow for GCC to showcase their brand and swag to attract more customers to their storefront that is not too far from Uptown festivities. It will help with brand recognition and identification.
Bus stop: Displayed at local bus stops in Bloomington area.	The entire duration of the campaign (May 2018 - May 2019)	Similar to a flyer, it will have green and purple color scheme with similar fonts. It will promote GCC Normal location and inform our audience of current sales.	Since our primary target audience consists of high school and college students, bus stop ads would be beneficial. Many students walk around downtown and use public transportation. This will increase awareness and in-store foot traffic.
Coupon/ Postcard Brochure: Sent in the mail to primary/secondary audience and handed out during festival season. Would also promote events and featured items.	The entire duration of the campaign (May 2018 - May 2019)	Bright colors and comic-like feel will get people excited about comics and other collectibles. It will occasionally have a perforated edge when coupons are included.	Allows GCC to get greater customer exposure as well as gives new customers a general description of what the company sells. Complimentary coupons will entice both new and old customers to visit the GCC store and website.

Exhibit 2 Continued

Social media ad: Advertisements in the form of new comics will be released monthly on social media sites such as Facebook and Twitter	Updated on the first of every month for the entire duration of the campaign	A mini-comic will be released on the first of every month to promote new products and sales that will be released in that specific month.	To effectively and efficiently reach consumers on a platform that consumers use many times each day. This will be done in a way (Ads in the form of Comics) that is unique and appealing to consumers.
Flyer: Flyer will be displayed at local businesses such as popular restaurants in the Bloomington area	Thursday - Sunday of every week for the entire duration of the campaign	It will feature the similar Green and Purple color scheme, with similar fonts. It will give information about GCC including location, products, and sales.	The goal of the flyer is to promote location, website, new products, and promotions as well as increase conversion rates of weekend purchases, both in-store and online.
Display window: Bloomington store's front window will be updated to reflect current in-stock inventory.	Updated on the last day of the month for the entire duration of the campaign	The display window will be updated to reflect new items, upcoming events, and GCC merchandise.	Will draw people's attention when passing by the store which will increase in store foot traffic. It will also act as a reminder for customers that may be waiting on product release dates.
Radio ad: Ad will be on local radio stations; WJBC, WBNQ, WZND, Great Plains (99.5), Hits (100.7), WESN, WGLT.	First and last week of every month for the entire campaign.	A short ad will be aired during the first and last week of every month. It will include GCC description, store location, upcoming sales, and website/social media.	By including college radio stations, we will expand our reach to college students in our primary target audience. Including local radio stations will also reach a secondary audience as they commute to work. These ads aim to increase GCC awareness.

stop ads in our marketing campaign would be beneficial. This is because many of these students enjoy walking around downtown and find public transportation to be more convenient as they look to the town for entertainment. Because some of our primary target audience is in the Bloomington area all year round and public transportation is popular among these students, bus stop ads will be used throughout the entire duration of our campaign.

Our coupon/postcard brochure will be sent in the mail to both our primary and secondary target audiences. They will also be handed out at our booth during the 2018 festival season. These will be used to promote upcoming events, sales, and featured items. The purpose of our brochure layout is to obtain greater customer exposure. By giving our target audiences a general idea of all the products Graham Crackers Comics has to offer, we will entice new customers to check out their local store or website. We wanted our brochure to really stand and catch the consumer's eye the instant they pull it out of their mailbox which is why we chose a bright yellow which was also used in the positioning statement of our logo. These coupon/postcard brochures will be distributed throughout the entire duration of the campaign because they are multi-purpose; we use them to build awareness among new customers as well as to promote upcoming sales and new products in both a direct mailer and handout format.

Both our primary and secondary target audience is heavily influenced and involved with the internet community which is why we determined that two of our behavioral objectives for this marketing campaign would be to address Graham Crackers Comics "likes" on Facebook and Twitter. To accomplish this, we designed a social media ad consisting of a short comic strip that will be updated on the first of every month for the entire duration of the campaign. It will be posted on Graham Crackers Comics' Facebook and Twitter pages.

The goal of our flyer is to promote Graham Crackers Comics in-store location, website, new products, and promotions. The flyer will be displayed at local businesses in the Bloomington-Normal area. By distributing flyers at specific local venues such as local teen hotspots as well as popular restaurants and bars, we will be able to reach both our primary and secondary target audiences. New flyers will be updated every Thursday and remain posted until Sunday. By focusing on our target audience's weekend activities, we will also increase conversion rates of Graham Crackers Comics weekend purchases.

We feel that routinely updating the display window at Graham Crackers Comics is also incredibly important as many of our primary target audience often enjoys walking around downtown. Display windows will be updated on the last day of every month for the entire duration of the campaign. Updates will feature new items, upcoming events, and Graham Crackers Comics merchandise. By keeping the display window colorful and updated, we will draw more attention to the store when people are walking by as well as act as a reminder for customers that may be waiting on a particular product's release date.

Our final layout is a radio ad that will be broadcasted on local radio stations including WJBC, WBNQ, WZND, Great Plains 99.5, Hits 100.7, WESN, and WGLT. These radio ads will be released during the first and last week of every month for the entire campaign duration. College radio stations have been included so that we can expand our reach to the primary target audience. Local radio stations will also broadcast our radio ad during drive time in order to reach our secondary target audience that commutes to work. These particular ads take advantage of our fun tone and appeal to increase Graham Crackers Comics' brand awareness.

By incorporating our core message and informative, yet fun appeal into all of our advertisement layouts, we feel that we will effectively reach our target audience and increase Graham Crackers Comics' awareness.

Execution Principles of Creative Platform

Creative Platform

The creative platform for our Graham Crackers Comics marketing campaign is to reinforce the idea that Graham Crackers Comics is the best local store for all of our target audience's comic and collectible needs. Some of the main objectives of this campaign are to build brand awareness while emphasizing Graham Crackers Comics convenient location, large variety of products, and reasonable prices. Once people are more aware about the store, its location, and what it offers, Graham Crackers Comics will be able to increase sales, social media activity, and foot traffic.

Appeal

The appeal we used in our campaign for Graham Crackers Comics is informative, concise, and fun. We chose this appeal because we want to inform our primary target audience that Graham Crackers Comics offers consumers more than just comics. By incorporating a fun tone into our marketing campaign, we believe this message will not only be more entertaining, but memorable as well.

Core Message and Theme

The core message that we are trying to get across in our campaign for Graham Crackers Comics is that they offer a wide variety of products at a reasonable price. Since the title, "Graham Crackers Comics" only has the word "comics," there is a misunderstanding that they don't offer other products. We chose to design a logo that includes the positioning statement, "comics, collectibles, and more," to express all that they really offer. Our media vehicles, including the social media advertisement, coupon/postcard brochure, flyer, and window display, all advertise sales that the store is currently having. These sales are designed to show consumers that Graham Crackers Comics can not only meet all of their customers' collectible needs but is also reasonable and affordable.

Visuals

In our campaign, we used the main colors of purple and green which stand out on many platforms. For our creatives, we included our core colors along with fun aspects, like iconic comic book characters such as the Joker and the Hulk. We also used comic book tropes consistently to catch people's attention and have something they can recognize and connect with the brand. Clever, over-the-top slogans are also used to effectively portray Graham Crackers Comics' atmosphere which is a place where consumers can go to enjoy themselves. In all of our layouts, we focused on eye-catching visuals and comic book references that any avid comic book reader is bound to remember. This will not only make the ad more memorable but increases awareness and foot traffic to the store as well.

Justification of Creative Platform

In our in-depth interviews, we found out that only 5 out of 21 respondents heard of Graham Crackers Comics (refer to Appendix A). By using an informative and concise appeal, we are not only able to make our core message more memorable, but we feel it will also attract more of our target audience to the store. To address the misperception that Graham Crackers Comics only sells comics, we included the positioning statement, "Comics, Collectibles, and More" in every one of our layouts. Our bright color palette including various shades of purple, green, yellow, and black express the fun tone and appeal of our marketing campaign. These marketing tactics have allowed us to focus on raising awareness of the store and its full product offerings through fun, creative, and informative advertising methods.

Analytical Critique of Logo and Layouts

The marketing campaign we are proposing for Graham Crackers Comics is to emphasize the idea that they are the best local store for all of our target audience's comic and collectible needs. Our campaign includes a new logo, t-shirts, mystery gifts, booth design, bus stop ads, coupon/postcard brochures, social media ads, flyers, updated display windows, and radio ads. In the section below, there is a critique on each creative layout that will be used throughout the entire duration of our one-year campaign.

Logo

Our main goal in designing Graham Crackers Comics' new logo was to not only have it stand out among other comic store logos, but to also build brand awareness. Please refer to **Exhibits 3 and 4** for examples of the logo in color and grayscale. After extensive research and inspiration from other comic logos, we chose an 'action bubble' as the logo's new logo form. This was mainly because the avid comic book reader will immediately recognize it and associate it with their favorite comics. A yellow box was also included to encompass the positioning statement which is something that comics often use to express time lapses between scenes; such as the infamous 'meanwhile.' We wanted to express the fun aspect of collecting and reading collectibles such as comics, graphic novels, and manga, so we chose to go with a very comic-like text called Badaboom BB for the logotype which was slightly altered to give it a unique and original feel.

Color choice was the most difficult aspect of this logo. We chose yellow for the positioning statement box because it really made the positioning statement stand out. Having the positioning statement jump out was really important because it addresses the misperceptions that Graham Crackers Comics only sells comics. As for the logo form itself, we decided to ask the class which color palette complemented the logo design more: green, purple, and yellow or blue, red, and yellow. We ended up choosing the green, purple, and yellow color palette because it not only catches the viewer's eye, but it also reminded us of the infamous villain, the Joker. For the positioning statement, we went with "Comics, Collectibles, and More" because we felt that put a better emphasis on the wide selection of products Graham Crackers Comics has to offer. For the font of the positioning statement, we went with another comic-like font called Back Issues BB. We also tried a shortened version of this positioning statement by switching out "and" with the "&" symbol. However, symbols such as these are often only used in comics to censor swear words, so we ended up sticking to the original.

Exhibit 3 - Logo (color)



Exhibit 4 - Logo (grayscale)



T-shirt

The purpose of the t-shirt layout is to generate awareness for the Graham Crackers Comics' brand and their online store. It will help build brand recognition and increase online traffic to their website. Please refer to **Exhibit 5** for the proposed t-shirt layout.

T-shirts will be available in two colors: white and dark gray. Since our target audience consists of both women and men, we chose to incorporate two different colors into our t-shirt designs. By adding variety, we feel we will be able to appeal to a larger portion of our target audience. The front of the t-shirt displays Graham Crackers Comics' logo. 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, Comics, Collectibles, and more, is also included on the front of the shirt so that people see firsthand the large variety of products they offer. Because Graham Crackers Comics is sometimes abbreviated, we included the acronym GCC on the sleeve which we also feel adds a little more flair to the t-shirt design.

The back of the t-shirt contains the call-to-action: "Toon In!" that is directly above Graham Crackers Comics website address. The call-to-action message is displayed in a large font in black so that the viewer's attention is immediately drawn to it. It also entices viewers to check out the Graham Crackers Comics website which is included directly below the call-to-action. By including the website address, viewers will be able to go their online store to access more information, make online purchases, and stay updated on upcoming releases.

Exhibit 5 – T-shirt



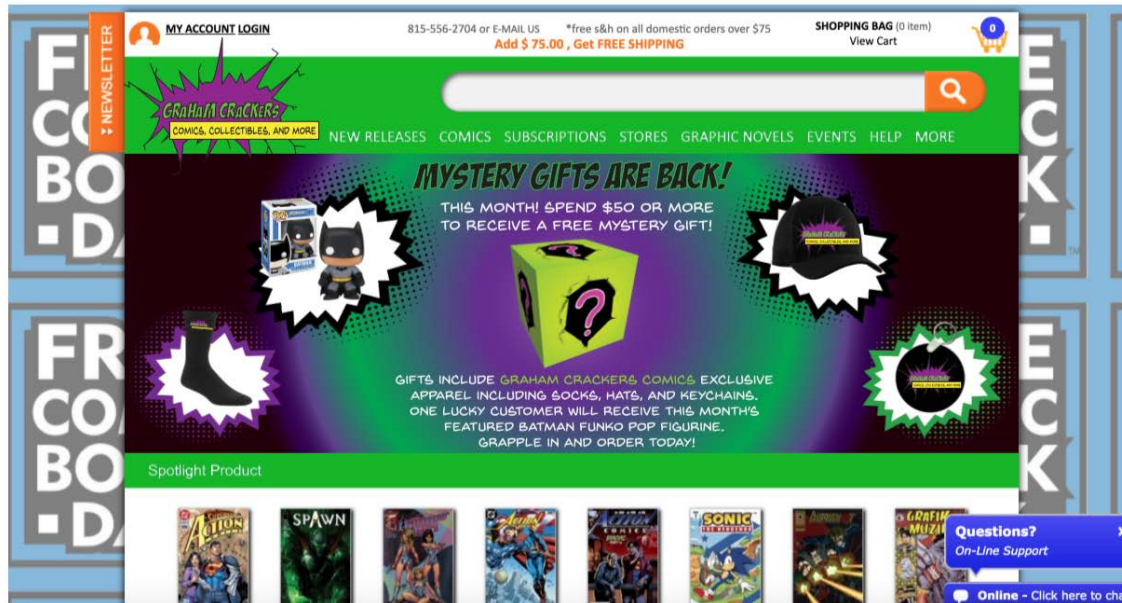
Mystery Gift

The purpose of the mystery gift is to entice shoppers to spend at least \$50 online or in-store. If a consumer is purchasing \$40 worth of merchandise, they will be compelled to purchase more in order to receive a mystery gift. These gifts help to draw consumers in and make them want to continually come back and purchase more in the hopes of getting a new mystery gift each time. Gifts include keychains, socks, hats, and comics. Refer to **Exhibit 6** for the proposed mystery gift ad posted on Graham Crackers Comics website. During each promotional period, one lucky winner will receive a Funko Pop figurine which are very popular among our target market. The keychains, socks, and hats all have the Graham Crackers Comics logo on them to promote the brand. Every gift is gender neutral so that both males and females would enjoy it. This merchandise will help to increase awareness of Graham Crackers Comics. When shoppers wear and use Graham Crackers Comics' gear, it will also increase brand recognition among their friends which will ultimately lead to more sales.

For the mystery ad layout, we wanted to incorporate our purple and green theme to remain consistent across all of our media ads. Action bubbles were used to not only appeal to the avid comic readers of our target audiences, but to also showcase mystery gift items. We used a comic-like font in the header, "Mystery Gifts are Back!", which will help the generate excitement of customers currently browsing the Graham Crackers Comics online store. The text in the ad is in

a white, comic font that stands out on the gradient background. This layout will also be used for flyer, brochures, and bus stop ads focused on upcoming mystery gift promotions. The call-to-action "Grapple in and order today!", was also included to not only promote that month's featured Funko Pop Batman figurine, but to also take advantage of our fun tone and appeal in order to improve conversion rates.

Exhibit 6- Mystery Gift



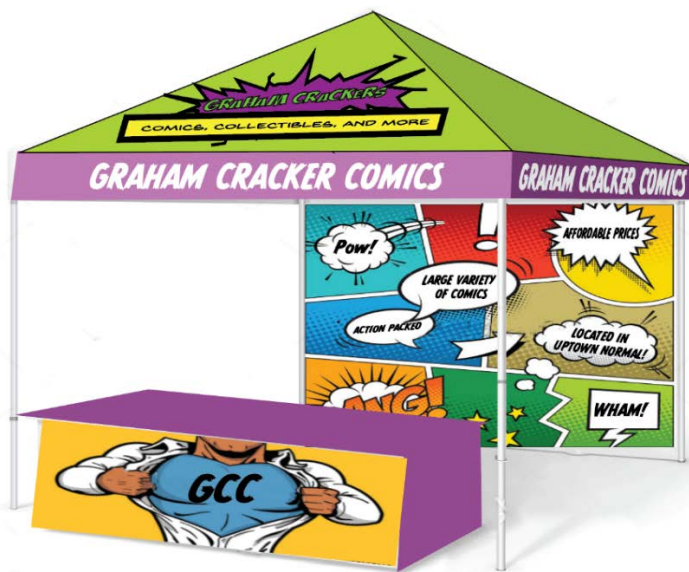
Booth

The booth design is an interactive piece used for festival tabling purposes. Please refer to **Exhibit 7** for proposed booth layout. With Graham Crackers Comics location being a prime spot for walking traffic during the warmer months like April-October, an outdoor booth is the perfect way to create brand recognition and introduce the brand to those who have never been inside the store. The tent top promotes the brand by displaying our purple and green logo. The back wall of the tent is a collage of different comic book action word bubbles to mimic the design of a comic. This back wall highlights several redeeming features of the Graham Crackers Comics brand such as its large variety of products, affordable prices, and location. This will encourage the people walking by to see Graham Crackers Comics as not only a comic book store, but it will also create brand recognition and increase new traffic through word-of-mouth marketing. This will also enable Graham Crackers Comics to engage with their primary target audience as students are drawn in to the colorful and vibrant booth during the festival season. The tablecloth is the same color purple as the logo and includes a superhero showing the initials of Graham Crackers Comics as GCC which will help both new and old customers get acclimated with the acronym.

Bus Stop

The purpose of the bus stop is to grab the attention of people walking by and get them to read the ad. Please refer to **Exhibit 8** for proposed bus stop layout. To do this, we included the Hulk which is a major figure in the comic book world to grab the attention, especially with the rising popularity of The Avengers movies. The font is cracking and is different than anything viewers would normally see which aids in grabbing their attention and actually reading it. We used the colors purple and green to remain consistent with our theme and to complement our logo and the Hulk image. We will primarily promote on bus stops near and around campus because there is a lot of foot traffic and a large student population. Bus stop ads will portray vivid eye-catching visuals and use very little text in order to keep viewers engaged and curious. In this particular bus stop layout, we promote current sales going on, the store, and tell people the location. The Smash Sales header was inspired by the infamous “Hulk Smash” catchphrase and we have the logo pop-out of a hole in the wall. The store name and location at the bottom tells the basic information needed to go to the store.

Exhibit 7 – Booth Design



Coupon/Postcard Brochure

In the postcard, we felt it was important to highlight the key consumer benefit of the free comic book. Refer to **Exhibit 9** for the proposed Coupon/Postcard Brochure. Free comic book day happens the first Saturday in May each year. Graham Crackers Comics always holds a large event, so in order to inform the community and raise awareness for the store itself, a mailer is ideal. Free comic book day has an official logo, so that remains unchanged. The yellow background complements both the event logo and the store logo and helps to highlight the well-loved characters on the front. We included an array of popular characters that have made an appearance in recent movies to capture the attention of those not typically interested in going to a comic book store. The font used is called "Comic Book" and aids in communicating the fun

comic aesthetic. The black font was best for readability, but we included the words "free" and "Graham Crackers Comics" in the signature purple from the logo for isolation and visual continuity. These words we consider most important for the reader because it highlights the benefit for the consumer, and also draws attention to the brand to increase awareness. The logo is prominently featured on the backside for the same reason. The address is included below, with a landmark location that is popular with the target market to draw attention to the convenient location.

Exhibit 8 – Bus Stop

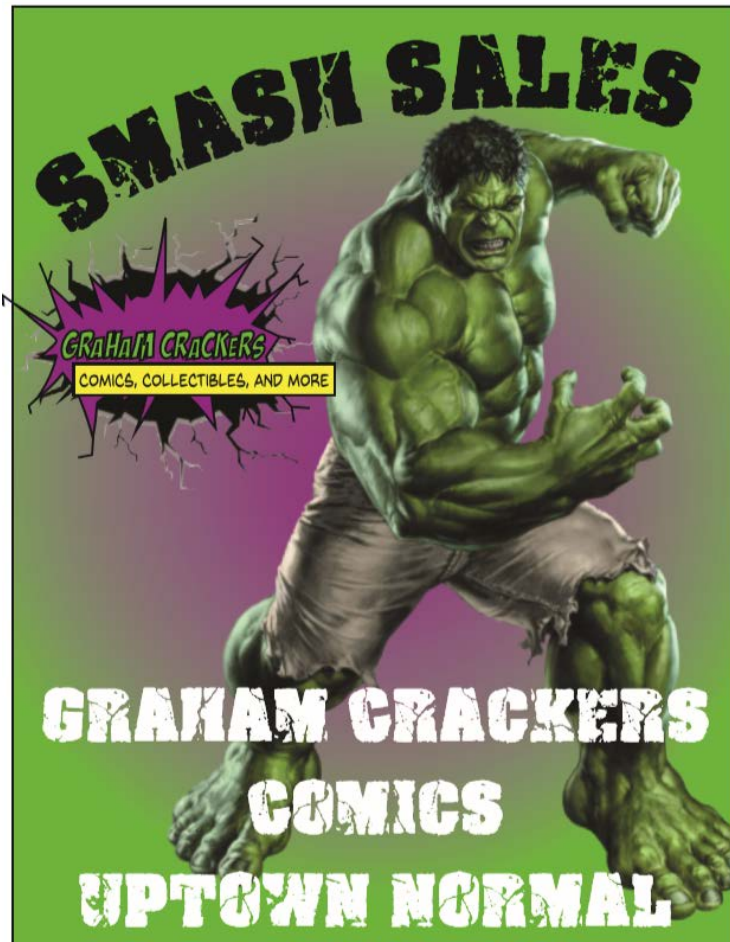


Exhibit 9 - Coupon/Postcard Brochure



Social Media

In the development of the social media ad, it was important to consider how much time viewers would spend on reading the context of the ad. Because many people prefer videos and short posts on social media, we chose an ad that would be fun, short, and simple while still appealing to our target audiences. Please refer to **Exhibit 10** for an example of the social media ad. This media platform will be used to build awareness for the brand and website as well as promote new items that are released each month. Since both our secondary and primary target audiences enjoy comics, graphic novels, and manga, we decided a 3-panel mini comic would be the best way to reach them.

The social media ad is headlined with a short title, “Don’t Miss It!”, so that it does not take away from the mini-comic and logo. There will be a new comic strip story at the beginning of each month featuring two exclusive characters named On-the-spot Dot and Forget-a lot Scott. Scott will always forget about upcoming deals and products and will have to constantly be reminded of

the new products released at Graham Crackers Comics by Dot. By following this story, we feel we will be able to successfully maintain our fun, yet informative appeal.

To draw attention to the comic strip, logo, headers, and website, the rest of the ad is in black and white. In order to make the logo a focal point, the size was increased and the logo was incorporated into the last panel of the comic strip by acting as the comic store's sign. Following the mini-comic will be a short sample list of the items that will be released during the month, the in-store location in Normal, and the website. The website address is displayed in a purple font to entice viewers to visit their web store for a complete list of new releases. This will not only increase foot traffic, but also conversion rates; specifically, on their website.

Two versions of the social media ad were copy tested to determine which header had a greater impact on our target audience. Please refer to **Appendix B** for a summary of the copy test method and results. Our results indicated that most respondents preferred the shorter, simpler heading, "Don't Miss It!" over the longer version, "Get Your Super Sweet Reads On!" A few of our respondents also suggested adding more color to the comic, making the logo larger, and including less text below the comic, so those changes were also incorporated into our final version of the social media ad.

Exhibit 10 - Social Media Mini Comic Strip

DON'T MISS IT!
Featuring Scott and Dot

Whatcha reading?

The new Spiderman comic that came out today at G.C.C. It's so good! He almost gets caught by -

Where'd he go?

G.C.C. It's so good! He almost gets caught by -

MEANWHILE...

GRAHAM CRACKERS
COMICS, COLLECTIBLES, AND MORE

New products released every month!
This month's items include **Spiderman volume #822, X-Men Blue #38, Avengers #712, Black Panther and Wonder Woman statue, and so much more!**
Visit us on W North St. between Waiting Room Records and North Street Records in Normal
or at grahamcrackers.com for an even greater selection of all your collectible needs!

Flyer

The goal of our flyer is to promote the location, website, new products, and upcoming sales at Graham Crackers Comics. It will be printed on an 8.5x11 inch sheet of paper and will be placed at local businesses around the Bloomington area. Please refer to **Exhibit 11** for an example of the flyer. In order to remain consistent in our campaign efforts, we used shades of purple and green to complement our logo. The main image in our flyer is the Joker, who works well with our color palette and draws the viewer's eye to the flyer. By including the small image of comics, viewers are able to instantly associate the ad with a comics sale without even reading the text. A chat bubble was also included because they are used in many popular comics. The comment in the chat bubble is a quote from Batman: The Dark Knight which was a very successful comic movie that fans would easily recognize. A purple gradient was used for the background, with the purple from our logo towards the bottom of the flyer. This was so that when our logo was placed in the bottom left-hand corner of the flyer on the green portion, it would look like the logo had broken through the green to expose the purple in the background.

By distributing these at local businesses, we feel our flyers will reach our primary and secondary target audience. This is because many college students enjoy walking around town on the weekends, so it will be more likely they will see the flyers when looking for something to do. This was also the main reason why Graham Crackers Comics' location was placed in the bottom right-hand corner away from the logo and other text in a clean and readable font.

Exhibit 11 – Flyer



Display Window

The main goal of our re-designed display window is to simplify the current cluttered display window of the Normal location and to emphasize new comic releases. Please refer to **Exhibit 12** for an example of the display window. The re-designed display window features three comic book front pages in the center of the windows and will be updated monthly with new releases. On the side windows, we wanted to emphasize that Graham Crackers Comics sells more than just comic books. We did this by featuring a large Fantastic Four poster, a Giant Iron Man statue, and a LED Batman symbol. Iron Man is one of the most popular members of the Avengers, and the popularity of Marvel movies is at an absolute peak, so having a statue of Iron Man featured in the window will draw a lot of attention. Above the windows, in a white strip, we feature the name Graham Crackers Comics in green letters which is consistent with our purple and green color scheme and have our "Pow" style logo featured right next to it.

By simplifying the number of products displayed in the front windows, we are embracing a "more is less" philosophy. People who are walking through Uptown Normal will be able to tell quickly that Graham Crackers Comics is featuring several items, as well as carries a wide variety

of Comic Book related items. Potential consumers who are walking by their location in Uptown Normal will not be overwhelmed by everything in the window. Instead, they will be intrigued enough seeing just a few items that will entice them to enter and check out the store.

Exhibit 12 – Display Window



Radio Ad

The goal of our Radio advertisement is to efficiently reach members of both our primary and secondary target audiences on a large scale. The radio ad will be featured on local radio stations: WJBC, WBNQ, WZND, Great Plains (99.5), Hits (100.7), WESN and WGLT. Please refer to **Exhibit 13** for a copy of the Radio Ad script. The main message of the Radio Ad is to mention the existence of Graham Crackers Comics, and secondarily to promote that Graham Crackers Comics carries a lot more products than just comic books. A familiar comic catchphrase that will easily be recognized by comic fans is also said at the end of the ad to ensure a connection is made to our target audience. The radio ad will appeal to comic book fans with the mentioning of all the products that will be sold which will also appeal to our target audience since many popular comic movies are coming to theaters such as the recent release of Infinity War, and the upcoming release of Deadpool. Members of our target audience can easily relate to the radio ad since they will likely have seen or heard of these box office hits and have discussed them with their friends too.

By playing this advertisement on Local Radio Stations we believe that we can increase the number of people who visit Graham Crackers Comics since a lot of members of our primary and secondary target audiences frequently walk through Uptown Normal and heard in the ad that Graham Crackers Comics is located in Uptown Normal.

Exhibit 13 - Radio Ad Script

(Three College Friends in a car)

Friend 1: That Marvel movie was so good, I cannot wait for the sequel...

Friend 2: I agree! There was so much I did not understand about the movie though.

Friend 1: Then you should come with me to Graham Crackers Comics in Uptown someday and read a couple of their books.

Friend 3: I mean I liked the movie a bunch, but a store with only comic books doesn't seem that exciting to me.

Friend 1: Comic books weren't my thing either for a while, but they have so many more things there aside from just comic books, like collectible statues and posters. It honestly is a Marvel Fans paradise.

Friend 2: That sounds interesting, but aren't comic books like really expensive?

Friend 1: Not at Graham Crackers. They also have events like Free Comic Book Day on May 5th that they do all the time, which is how I got really interested in Graham Crackers Comics.

Friend 3: That actually sounds pretty sweet, we should check out that event.

Friend 2: For sure, but anyway how do you know literally everything about this place?

(Friend 1 can be heard taking off a mask)

Friend 1: *(In a deep, "Batman type voice")* Because I'm Batman!

Appendix A: In-Depth Interview Method and Results



In-Depth Interview Method

Our group conducted in-depth interviews with twenty-one members of our target audience in order to form our creative brief. Refer to **Exhibit A-1** for the interview script. The responses from these interviews revealed the current awareness levels and perceptions of Graham Crackers Comics.

These interviews were conducted to gain insight into the minds of the target audience. From these interviews, we found that Graham Crackers Comics has a low awareness level as a local store in the Bloomington-Normal area where you can buy graphics/manga/comics and other similar collectibles. We also concluded that a majority of the target audience is very likely to visit Graham Crackers Comics after a brief introduction to the brand.

In-Depth Interview Results

What is the awareness level of the target audience?

The results showed that only four out of the twenty-one respondents could name Graham Crackers Comics as a local store in the Bloomington-Normal area where you can buy graphics/manga/comics and other similar collectibles. Three other respondents knew that there is a comic shop in Uptown Normal, but were unable to recall the name. The in-depth interview results show that only five out of twenty-one who participated in our interview recognized Graham Crackers Comics as a brand. These results show that Graham Crackers Comics has only a 24% awareness.

What attributes does the target market value in a bookstore?

Our results show that the target market values pricing, location, and availability when making a decision on which store to buy graphics/manga/comics and other collectibles. Twelve of the respondents found the price to be a key factor in choosing where to give their patronage. After learning about Graham Crackers Comics, many were hesitant to say they would shop there because of a fear of higher prices. Four of the twenty-one participants said that they would prefer to order online because of their perception that it would be cheaper. To combat these misconceptions, we emphasized the value and competitive pricing in our creative pieces. We also were sure to include information pertaining to the convenient location in Uptown Normal. Our newsletters and social media post also highlight the availability of new comics, and the option to order any desired item online to pick-up in-store.

How does the target market get information on where to buy their comics and collectables?

We concluded from our results that our target market gets their information primarily through Word-of-Mouth and online sources such as Google and social media sites. These insights led us to create social media pieces which can be shared with friends and followers and generate awareness for Graham Crackers Comics. We also want to increase overall web presence to increase brand exposure to increase visits to the webpage for potential online ordering.

Exhibit A-1: In-Depth Interview Script

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 includes just 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 really appreciate your input. Can you help us out?

Primary only: Are you between the ages of 13 and 29?

Please list local stores in which you can buy comics and similar collectibles in the Bloomington-Normal Area:

Do you regularly shop at local bookstores?

How many times a week do you read comics or manga?

How many times a week do you read graphic novels?

What factors influence your purchasing decision when buying comics/manga/graphic novels?

Now please rank order your list in terms of importance:

Which local bookstore is your favorite to support? Please explain why.

Please indicate which of the following local stores you are aware of:

- * Barnes and Nobles
- * Bobzbay
- * Graham Crackers Comics
- * Babbitt's Books

For each of these stores that you are aware of, what do you think of them? -Like/dislike?

- * Barnes and Nobles
- * Bobzbay
- * Graham Crackers Comics
- * Babbitt's Books

Graham Crackers Comics is a locally owned comic book store that sells a large variety of diverse products including comics, manga, graphic novels, collector items, and games at low, affordable prices.

Knowing this, how likely is it that you would go to Graham Crackers Comics for the products that they offer? Why/Why not? Compare/Contrast Graham Crackers Comics to your favorite local bookstore.

How do you most commonly learn about local bookshops in the Bloomington/Normal area?
What factors would entice you to go to a comic book store? Was it a special appeal? A personal request?
What do you feel is the most effective way for a comic book store to approach you for your patronage?
What should Graham Crackers Comics do to increase sales and foot traffic?
Why would you choose to go to a local comic book store rather than buy online?

What should Graham Crackers Comics do to reach customers and increase sales?

When asked how Graham Crackers Comics can effectively approach customers for their patronage, a majority of respondents noted that the best way would be through social media. The target market also suggested general advertisements both direct and indirect through outlets such as email, signage, and local radio. In regard to increasing sales, a strong social media presence was brought up again by the majority. The respondents also suggested an emphasis on their good pricing and offering coupons and discounts. They also suggested participating in local events and engaging with the local universities.

Appendix B: Copy Test Method and Results



Copy Test Method

The main goal of our copy testing was to see if members of our target market were able to recall several things about Graham Crackers Comics. To start, we wanted to see if they remembered the name and then, if they recalled that Graham Crackers offers the newest products at the best price. After that, we wanted to know if those who were interviewed remembered that Graham Crackers Comics sold more than just comic books. Lastly, we followed up by asking if they would actually buy from Graham Crackers Comics. Overall, the copy test of Graham Crackers Comics social media post was used to measure if the name, image, text placement, and message were memorable and left a positive impression. Copy testing helped us analyze and critique our social media post in order to deliver a final version that we are confident will not only reach our target audience but do so effectively and efficiently.

Both layouts that were tested are similar in the sense that they both have the same image and text box. The only difference in these social media posts was the title. (Please refer to Exhibits **B-1** and **B-2** for the social media posts that were copied tested). In copy test version A, we have the title "Don't miss it." This title is short, simple, and clean. Copy test B has the heading "Get your super sweet reads on." This title is longer and emphasizes what Graham Crackers Comics sells. It also played on the words graham crackers and reading comics. Aside from the title, there are no differences in copy test version A and copy test version B. This includes the images, coloring, layout, and text paragraph.

Our copy testing was conducted by questioning twenty-four individuals in our target market. Twelve of them were shown the copy test version A first and the remaining twelve were shown copy test version B first. During the process, each individual was given a few minutes to look at the social media post. After one minute, the ad was taken away. The respondents were then asked a total of seven questions (Please refer to Exhibit **B-3** for the copy test script). They were then given the other version to look over followed by three questions inquiring about their likes and dislikes of each post, what changes they would make, and which one they preferred and why.

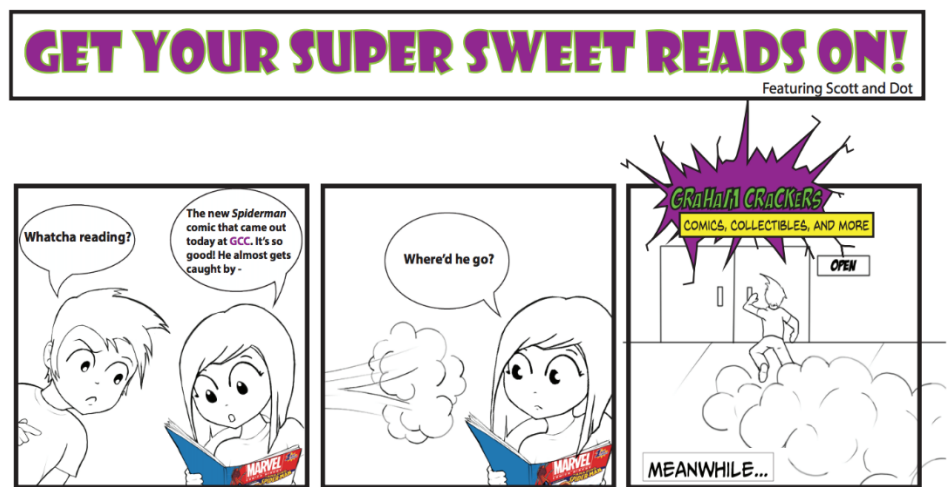
Exhibit B-1 Copy Test Version A



New products released every month!

This month's items include **Spiderman volume #822, X-Men Blue #38, Avengers #712, Black Panther and Wonder Woman statue, and so much more!** Visit our in-store location in Bloomington, IL on W North St. between Waiting Room Records and North Street Records. You can also visit our website at grahamcrackers.com for an even greater selection of all your collectible needs!

Exhibit B-2 Copy Test Version B



New products released every month!

This month's items include **Spiderman volume #822, X-Men Blue #38, Avengers #712, Black Panther and Wonder Woman statue, and so much more!** Visit our in-store location in Bloomington, IL on W North St. between Waiting Room Records and North Street Records. You can also visit our website at grahamcrackers.com for an even greater selection of all your collectible needs!

Exhibit B-3 Copy Test Script

[AFTER PROCESSING THE AD- TAKE AWAY]

1. Please write down everything that you recall about the advertisement.

[NEXT PAGE]

2. Please list the brand/organization that the ad was for.

3. Please describe the main message of the ad.

4. What is your impression of Graham Crackers Comics- what do you think of this business?

5. What does Graham Crackers Comics offer consumers?

6. Please answer the following items based on your degree of agreement:

	Strongly Disagree	Disagree	Agree	Strongly Agree
Graham Crackers Comics is a business that sells comics and collectibles at a reasonable price	1	2	3	4
Graham Crackers Comics offers products that are reasonably priced and appealing for comic and manga fans	1	2	3	4
This advertisement accurately explains what Graham Crackers Comics sells	1	2	3	4

7. Would you be interested in shopping at Graham Crackers Comics for all of your comic and collectible needs? Why or why not?

[RETURN THE SECOND AD]

8. What did you like/dislike about this print ad?

9. What key changes would you make?

10. Of the two versions of the ad, which one did you prefer and why?

Social Media Comic Strip Results

Our copy test results showed that 24 of 24 who were questioned were able to remember that the ad was for a comic book store. Twenty-one of the 24 participants were able to identify that the ad was for Graham Crackers Comics. The overall impression of the comic was positive and 16 out of 24 respondents were interested in visiting the store and 12 out of 24 were wanting to shop there. Thirteen of the 24 respondents preferred version A, eight preferred version B, and two did not see a difference. Seven people who preferred A said it was because the headline in version B was too cheesy or juvenile. Six of those that preferred B said it was a good kind of cheesy. Ten of the 24 said it needed more color to make it more attention-grabbing. Six said that it needed to have less reading involved.

After going over the results, we have decided to go with social media post A. The advice from the participants made us decide to make logo bigger, add more color, and to shorten the amount of reading. We slightly shortened and altered the paragraph to make it easier to read. Color was also added to make the characters more memorable and make the comic more attention-getting. The logo was made bigger to show the brand was at the forefront of the comic, as well as the ad, and to show that the character was going into a Graham Crackers store. These changes allow us to transmit our message in a more clear, concise fashion that is both entertaining and attention-getting for readers. The final social media post (**Exhibit B-4** below) will allow us to reach the target audience with a clever, informative, and fun creative.

Exhibit B-4 Final Version

DON'T MISS IT!
Featuring Scott and Dot

GRAHAM CRACKERS
COMICS, COLLECTIBLES, AND MORE

Whatcha reading?

The new Spiderman comic that came out today at G.C.C. It's so good! He almost gets caught by -

Where'd he go?

MEANWHILE...

New products released every month!
This month's items include Spiderman volume #822, X-Men Blue #38, Avengers #712, Black Panther and Wonder Woman statue, and so much more!
Visit us on W North St. between Waiting Room Records and North Street Records in Normal or at grahamcrackers.com for an even greater selection of all your collectible needs!