



next

step



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# meet the team

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## who is C2?

We, Constructive Chaos, take disorder and confusion and create a useful purpose, building brands to greater heights. As with many small companies, we each wear many hats to ensure success and exceed expectations. C2 Advertising specializes in brand development based on the premise of demolishing past standards and raising the bar. Everything we do is a little chaotic, but it's the end results that matter and it's the end results we deliver.

## the team

Account Directors  
Account Planning  
Strategy  
Creative  
Media  
Public Relations  
Promotions

### advisor

Dr. Sheila Sasser

### freelance

Adam DeVergilio  
Daria Gorodnia  
Jason Wood  
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Danielle LeBlanc  
Amanda Conte  
Brian Johnson  
Carissa Wesson  
Chelsea Lockwood  
Daniel VanWashenova  
Deb Ottman  
Gary Danayan  
Janell Scherbarth

Keri Riley  
Kristen Coen  
Mark St. Clair  
Matt Williams  
Mike Mejia  
Terri Green  
Tim Peruski

Females aged 25-34 comprise 80 percent of all purchases. This target market is highly fragmented, and one that JCP cannot afford to overlook. Currently, JCP is not connecting with this target market as well as their competitors. JCP does not lack brand awareness, but our target market currently view JCP as “the store my mom and grandma shop at”. JCP needs to evolve with this growing target market. That being said, JCP is a fighter and the company is no stranger to adapting and submitting to the technologies of the modern time. The objective of this campaign is to change the current brand perception within our target market through creative and interactive mediums.

Through primary and secondary research, we have identified four segments within our targeted age groups. These segments are the social, explorative, independent, and specific shopper. JCP needs to find mediums to appeal to all four segments.

We currently live in a market driven, technology enabled environment. While the customer may be in charge, they can be greatly influenced. JCP needs to implement a tag line that will not only catch the attention of our target market, but also resonate with them. “JCP changes with me” will reassure the consumer that JCP knows they are going through life transitions, and will be there to help make your transition easier. Whether the transition is education, career, family, friends, or love oriented, JCP has what you need for your next step.

While internet use is strong among our target market, readership of hard copy magazines remains strong as well. By placing glossy print ads in high fashion magazines our target reads most, we ensure that 44 percent of readers will be noticing JCP. Females account for 50.4 percent of all internet users, with that said JCP will place a heavy emphasis on online marketing. We will establish an online presence for JCP through Banner and Skyscraper ads. JCP will utilize search engines such as Google and Yahoo, using interest specific keywords to place JCP at the top of online search results.

QR (quick response) codes are an emerging trend. These codes have a low production cost, and can be a gateway to an immense amount of information when scanned. In JCP stores, a code will be placed on signs above different display racks. In turn, customers can use their smart phones to scan the code and JCP pages will be uploaded straight to their phones.

A heavy emphasis will be placed on the massive trend of social marketing. Websites such as Facebook and Twitter provide a great way to build retention and brand loyalty within our market. 92 percent of Facebook users would pass along a great deal to others. Our target group uses Twitter more than any other social media application to receive discounts. JCP can create brand loyalty through Twitter by offering exclusive discounts to their followers. We will also create a fully interactive promotional event designed to increase traffic and drives sales within the online JCP bridal registry.

Jennifer Hudson is a celebrity who, like our target market, is going through major life transitions. The recent transitions of having a child, losing 80 pounds, getting married, and prospering in her career prove why Jennifer will be the perfect spokesperson for the JCP Changes with Me campaign. JCP will present the Jennifer Hudson Transitions Tour by featuring in store signings, selling her albums at discounted prices, displaying ads on her tour bus, and displaying banner ads during her live performance.

Through using these mediums we will not only change the brand perception of our target market, but retain their interest by connecting with them on a personal level. JCP is ready for the next step.

# situation analysis

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## history

Today's JCP might be miles apart from the J.C. Penney opened by James Cash Penney in Wyoming in 1902, but the values remain the same. Mr. Penney's stores were then known as "The Golden Rule", as that was the basic value of his life and his business – that is, one should treat others as they would like to be treated. His small dry goods store sold affordable basics for the residents of the mining town of Kemmerer, Wyoming. While common apparel was a featured item in the early days of his company, Mr. Penney would be surprised today by the growth and variety in his namesake store.

The first full-line J.C. Penney Department stores debuted in 1963, extending its merchandise to include many of the items that we know and love today. JCP launched its website in 1998, quickly becoming a popular site for apparel and household items. New labels have been created, many in collaboration with bigger name brands and designers (American Living with Ralph Lauren, I (heart) Ronson with designer Charlotte Ronson, and MNG by Mango, to name a few). JCP today remains true to its origins of necessity, affordability, and the all important "The Golden Rule".

## competition

Kohl's stores have a strong range of private label brands including designer collaborations like LC by Lauren Conrad and Simply Vera by Vera Wang. They offer affordable brands that have gained recognition in our target market. Kohl's also has a portfolio of private label cosmetics brands under umbrella groups like Estee Lauder (American Beauty for Kohl's).

Macy's is well known for its presence in cosmetics which includes well known brands and designer fragrances. Each store often hosts more than a dozen beauty counters. Equally important is Macy's strong portfolio of private brands. In particular, Macy's has started to venture into collaborations with celebrities & designers. They have featured celebrity and designer collaborations throughout the store in departments such as housewares. Some of these celebrity partnerships include the bedding line by Patti LaBelle as well as the tableware line by Lauren Conrad. In addition, Macy's is listed as one of the top three stores for bridal registries (along with Target's "Club Wedd" and Bed Bath and Beyond's registry).

## competition continued

Superstores like Wal-Mart and Target are quickly gaining popularity within our market in categories such as clothing, cosmetics and home goods. Target is well known for its “Go International” label and other designer collaborations with high end designers and red carpet staples such as William Rast, Rodarte, Thakoon, Jean Paul Gaultier, and handbag mainstay brand Mulberry. In addition Target’s house brands have been successful with their bedding and housewares. Wal-Mart is even participating in the idea of collaborating with designers an example their line with Norma Kamali. With their busy lives women find one stop shopping to be convenient.

## SWOT analysis

<h3>Strengths</h3> <ul style="list-style-type: none"><li>• Long History of Growth and Success</li><li>• Offers a variety which appeals to a large market</li><li>• Location in high traffic area</li><li>• Store coverage</li></ul>	<h3>Weaknesses</h3> <ul style="list-style-type: none"><li>• “Older” Brand Perception</li><li>• Brands are unknown to target market</li><li>• Limited awareness of departments and services</li></ul>
<h3>Opportunities</h3> <ul style="list-style-type: none"><li>• Reposition JCP to younger market</li><li>• Leverage private brands</li><li>• Reach market using social media applications, mobile apps &amp; QR code interactions</li></ul>	<h3>Threats</h3> <ul style="list-style-type: none"><li>• Rising competition</li><li>• Saturated retail market</li><li>• Slowdown in US Economy</li></ul>

# research

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Through the use of primary research, C2 Advertising was able to better understand what the public thought first-hand about JCP, competitors, shopping habits, spending habits and lifestyle trends.

Research shows women spend 80% on sports apparel dollars and 60% on men's clothing. With so much spending on the guys we decided to also get the guy's feedback in our primary research to see if their significant other, female friends, or female relatives would be going to JCP to shop for them.

## interviews

Over 25 females ages 25-34 were randomly selected and asked a question or two about JCP. Their answers provided a snapshot of the immediate truth about how this target market potentially perceives JCP.

## surveys

We distributed five hundred hard-copy surveys to campus students and non-college students both male and female ages 25-34 years old in an attempt to gather a collection of information pertaining to our target market

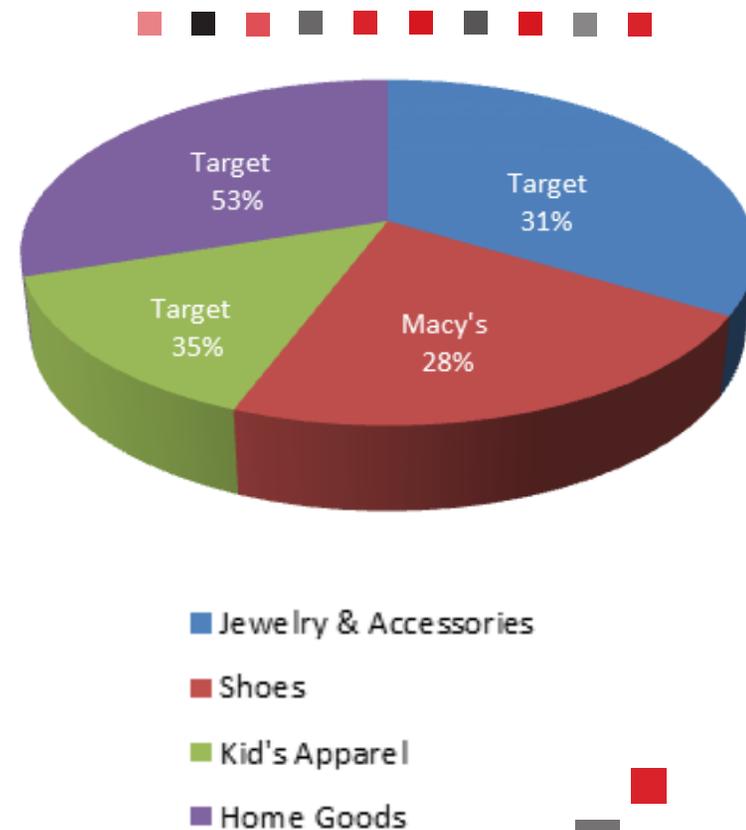
A second survey was distributed online to one hundred people to capture the shopping habits in relation to the likes and dislikes of JCP. This survey was used as a competitive analysis to provide additional insight into the overall shopping experience of females ages 25-34.

Seventy-three surveys of a third type were distributed to females ages 25-34 throughout Ann Arbor, Michigan. This survey focused on reaching the target audience, discovering their shopping habits, along with their perception of JCP.

## focus groups

Several focus groups were conducted on campus and other selected locations. Each focus group contained both male and female participants of varying ages. The questions asked about their perception of JCP plus their shopping habits and patterns.

## where & what our target market is shopping



# next step

## key secondary findings for females ages 25-34

### lifestyle

- Buying homes
- Having children
- Have less leisure time
- Starting careers
- More neutral view of themselves and the world
- Speak in bullet points – very direct
- Immune to advertising and marketing clichés
- Think they've seen everything
- Finding their place in the big world
- Income devoted to families
- Single women becoming more influential
- Pursuing higher education
- Living more with significant others before marriage
- Most living in a house

### interests

- Exploring new brands and products
- Really like New, Hip and Upcoming things
- Electric music tastes
- online spending
- Selective in color, fabric, textures
- Social networking
- Online Video-sharing
- Online Photo-sharing
- Online Gaming
- Instant Messaging
- Online Banking
- Watching Youtube

Through the use of secondary research, C2 Advertising was able to better understand JCP, its competitors, the target audience, and what mediums best connect with the target audience in order to provide a background for our primary research.

### What else?

- 33% loyalty and reward incentives
- Use Bing more than men
- 85% women account for all consumer purchases; auto, new homes, pcs
- 76% want to be part of a special or select panel
- 91% advertisers don't understand them
- 50% want more green choices
- 37% pay attention to brands that are environmentally friendly
- 25% are environmentally friendly
- 51% give a company a second chance
- 57% gardened in past year
- 55% spent time reading literature
- Women spend 80% of all sports apparel dollars
- Women spend 60% on men's clothing
- Influencing 80% of all purchases
- 25% bring home bigger paycheck than their husbands
- NFL 40% of audience is women
- 80% of new vehicle purchases

### key primary findings

- 58% are most motivated to shop during a sale
- 42% are most motivated to shop with a gift card
- 26% are most motivated to shop when they receive coupons via e-mail
- 64% shop for a significant other
- 76% use Face book
- 32.5% have moved to a new location in urban cities or second cities
- 57% of men do not shop at JCP

# target segments

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With the aid of secondary research, C2 Advertising was able to segment the target audience of females ages 25-34 into three categories of general life stages. C2 Advertising was then able to match each category of woman with desired shopping habits.

## explorative

The explorative shopper takes her time in a store and will often browse items before making a purchase. Satisfaction comes from the overall shopping experience.

## types of shoppers

## independent

The independent shopper prefers shopping alone.

explorative

independent

social

## social

The social shopper enjoys shopping with a group and is easily engaged with the sales associates.

specific

## specific

The specific shopper tends to be item-oriented and focuses on getting in, getting the item and getting out.

### Achieved Abby

Abby is a wife or a mother often times both. She is buying a home and spending more time with her family. She generally shops independently and for the specifics on her agenda

### Deal Diva Dana

Dana is a chronic coupon clipper. She searches the catalogs and advertisements and often times shops during the sales times or when she has discounts and coupons to use. Dana could be either married or single, with children or without children

### Go-Getter Gina

Gina is a single woman who is focused on new beginnings in her life. Whether she is graduating from college, beginning a new career, traveling, or relocating Gina is a social shopper and enjoys exploring the store as much as she explores through-out her life

# umbrella strategy

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**Consumers have the power.**  
Through the use of secondary research, C2 Advertising was able to better understand JCP, its competitors, the target audience, and what mediums best connect with the target audience in order to provide a background for our primary research.  
The consumer is in charge, but often influenced. The simple truth is consumers will go where they are satisfied.

JCP is a survivor. Through 108 years, JCP is no stranger to adapting and submitting to the new technologies of the times. Through economic disasters and the ever-evolving needs of consumers, JCP has been there for its customers and will continue to strive and change with them.

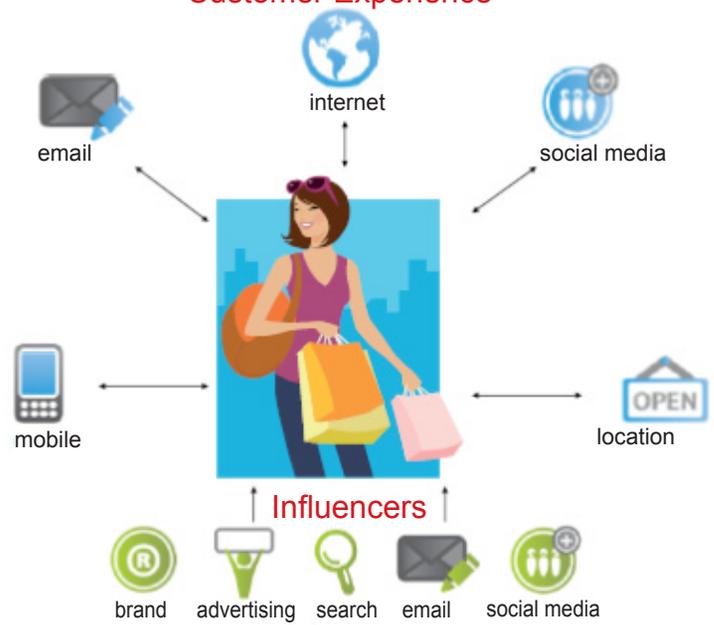
“Once in a while I shop at JCPenney, but it’s usually when I go with someone else who wants to go. I do usually buy clothes when I’m there because they do have cute stuff or good sales, but later when I go shopping I don’t consider JCPenney again.” – Female, 25, Focus Group Participant

However strong the JCP brand is, there is a disconnection between younger women and JCP. While other age groups recognize and enjoy JCP because of its affordability and variety of Brands and products, 25-34 year olds are unaware.

“I love that they’re cheaper than other stores.”  
– Female, 39, Focus Group Participant

“I love the selection of clothes they have.”  
– Female, 18, Focus Group Participant

## Cross-Channel Customer Experience



“I don’t feel like JCPenney has as many sales as their competitors do. For example, I am always seeing or receiving coupons for the giant sales Kohl’s is having... and another one seems to begin as soon as one ends.”- Female, 28, Live Interview

With 25-34 year old females influencing 80 percent of all purchases, JCP cannot afford to let this group go to competitors. C2 Advertising proposes this campaign as a way to grow share of wallet among this large market group; this is JCP’s next step.

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## next step

is a fully integrated marketing strategy that focuses on awareness, retention and conquest as a means of acquiring female customers ages 25-34, retain female customers ages 25-34 and increase shopping frequency among current female customers ages 25-34.

## brand idea

Making the big and small transitions in your life easier.

## big idea

The Next Step campaign focuses on the transitioning 25-34 year old female. This group is the largest group experiencing changes in their lives. Whether its education, career, family, friend, or love oriented, JCP has what you need for your Next Step. The campaign illustrates that no matter what your change is big or small; don't spend time worrying about preparing for it. JCP offers what you need so that you can embrace your change and enjoy your transition.



## tag line

JCP Changes With Me

# awareness strategy

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Our target market views JCP as “the store my mom and grandma shops at”. Because of this old-fashioned misconception, JCP is not connecting as well with Millennials as their competitor’s are. JCP is losing an entire target group because the group is oblivious to what JCP truly can offer them.

## awareness creative

By using established mediums to effectively help spread the JCP message, they will show customers they’re ready to help them with their Next Step in life.

## objective:

C2 Advertising is going to change this misconception by increasing brand awareness, changing brand perception and targeting Millennials through fresh creative methods to acquire female customers ages 25-34.

While online access to content is stealing readership from hard copy magazines, print remains a strong contender for advertisers. Third-party research shows that 60 percent of print reader’s visit an advertiser’s website after viewing their ad and 47.2 percent of shoppers are most likely to start an online search after viewing a magazine ad.

By placing a glossy print ad that highlights some of JCP’s top merchandising categories in magazines our target is reading the most, we ensure that readers will begin noticing JCP.

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“daily changes”

*Working out at the gym...  
or on the dance floor...*

**WE'VE GOT YOU  
COVERED.**

**jcpennney**

*JCP Changes with Me*

Our ad portrays the same woman in two different outfits to show the diversity of the JCP clothing lines. We want to reinforce the fact that no matter what change occurs in your day-to-day, JCP has what you need.

In our commercial spot C2 Advertising wanted to focus on how an individual transitions through life. Throughout these changes she purchases and enjoys items from JCP. Each snapshot will capture the items JCP can provide the female in the commercial

magazine  
selections:

- Allure
- Glamour
- Vogue
- Lucky
- Cosmopolitan
- Vanity Fair
- In Style
- Bon Appetit
- Elle
- W

- Cooking light
- Marie Claire
- Fortune
- Condenast
- House beautiful
- Bridalguide
- American baby

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commercial to kick off the **next step** campaign  
:30 second spot – “ snapshot ”

TV selections:

- Toon Disney
- Style
- SOAPnet
- E!
- WE TV
- TLC
- ABC Family
- Food Network
- 4HGTVElle

Audio:	TRT:	Video:
Audio Track: Destiny's Child, "Happy Face"	0:00-0:04	Establishing shot of a College Graduation Party. A white, brunette female (Jen) will be the center of attention. The camera will pan past the graduation banner onto her. She is shaking hands with an older gentleman. The camera will zoom in on the hand shake.
	0:04-0:08	Camera zooms out from the hands to an office. An over the shoulder shot shows Jen shaking hands with her new boss. She is dressed up in business attire. The camera zooms in on her smiling face.
	0:08-0:12	Zooms out from her smiling face to reveal her at her wedding reception. She is laughing with the groom in front of the cake. The camera zooms in on her cutting the cake. Tight shot of the actual action of the cake cutting and the arms will act as a page wipe to the next scene.
	0:12-0:16	Establishing shot of a new house. The happily married couple standing in the front yard next to the "Sold" sign, close to the front door. Camera focused on Jen. They turn away from the sign and begin to walk into the house. Camera closes in on them from behind as they walk in to the house.
	0:16-0:21	Cut to Jen going inside the house. An over the shoulder shot follows her as she walks through her living room, then through the kitchen, and into her bedroom. Medium shot from above of Jen falling on her bed arms spread.
	0:21-0:26	When she hits the bed the camera zooms out to reveal her on a bed in a JCP. After that a quick montage of clips. The first showing her in the dress aisle, followed by the suit aisle, and then the house wares aisle.
Music Fades Out Voice: JCP It changes with me!	0:26-0:30	The closing shot is full body shot of her walking out of JCP. Her hands are full of bags. The bags state the brands she just purchased. The shot then fades out and the slogan "JCP changes with me" appears.

## The JCP WEBISODE: "Chloe's World"

### Main Show Premise:

The show will follow Chloe and Mark through different stages of their life. They are soul-mates whose destiny's brings them together at a JCP. The webisodes will feature many of life's greatest transitions from going to the night club, the marriage proposal, to the first job interview, furnishing the first home, etc. All the while focusing on our main characters and their personal growth during these times.

### Secondary Show Premise:

While Chloe and Mark are going through these transitions JCP will be with them every step of the way. Every episode will feature at least one scene inside a JCP.

### Webisode Rewards:

At the end of each webisode the viewer will be rewarded with a coupon to JCP. The coupons will cater to the focus of the episode and the season in which the episode premieres. Each webisode's coupon will be valid for two weeks until the newest webisode premieres. This way viewers who frequently watch "Chloe's World" will be positively reinforced to shop at JCP frequently.

The webisodes can give a link to a coupon at the end of the episode giving the viewers a reward for watching the episode and positively reinforcing JCP. Coupons will expire when the new video is released with only the newest video having a valid link to a coupon for JCP.



# next step



## connecting online

25-34 year old females are more engaged than men online.

50.4% of online users are female.

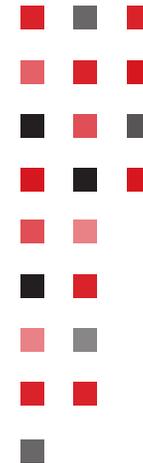
56% use the internet to stay in touch with people

22% shop online at least once a day

Spend 58% of E-commerce dollars

## digital display

Banner and Skyscraper ads will help establish an online presence for JCP. While online users explore, connect and play online they will be shown JCP ads highlighting merchandise most relevant to this target market. Users can then click an ad which will direct them to the JCP website.



## guerilla / viral fashion week flash mob

JCP will join NYC during Fashion week held in both February and September. In between shows on the busiest street, music will begin playing which will cue everyday women in our target group dressed as models in JCP fashion to parade down the sidewalk acting as if it were a runway. This unique public display will last approximately 3-5 minutes as 10 women make it down the sidewalk and disappear from sight leaving the public curious. The flash mob will be recorded and posted virally for all to comment on and enjoy. This technique will work to dispel the negative stereotypes that JCP fashion isn't relevant to this target group.



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## social media

Of all time spent online, this group is committed to social media. They use as a way of connecting with people and updating others on the changes in lives.

## facebook referrals

92% would pass along good deals to others.



facebook

Search



jcpenny › **Celebrity Sweeps**  
Clothing

enter TO WIN shop like a **CELEBRITY**

win an exclusive VIP shopping spree in NYC [enter now](#)

we make it **NYC**. you make it the **TALK OF THE TOWN.**

round trip airfare to New York City	two night hotel stay in New York City	limousine to and from our Manhattan store	\$500 shopping spree at JCPenney	advice from celeb stylist Mia Morgan
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- Wall
- Info
- Celebrity Sweeps
- CIS Shoes Sweeps
- Call It Spring
- Videos
- Store Ad
- Shop
- More ▾

About  
discover the style you want,  
the quality you expect and the  
price you love...

You and jcpenny



4 friends like this.

Which city do you live in?



Southfield, Michigan  
1,487 people like this.

I live here Choose another city

People You May Know See All



Jaclyn Mackenzie  
3 mutual friends  
Add as friend



Scott Cameron  
11 mutual friends  
Add as friend



Megan Cohenour  
6 mutual friends  
Add as friend

Account Protection



Your account protection  
status: Very Low

Increase Protection

Richard Hamilton Chat (19)

# retention strategy

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## retention strategy

Just focusing on getting customers to JCP is great for short-term gain, but to build up Brand loyalty and develop a relationship with your customers on a long-term scale, JCP needs to invest in developing retention strategies to provoke return customers.

## objective:

C2 Advertising is going to help create relevant incentives to keep customers engaged with JCP so that JCP can retain female customers ages 25-34.

## retention creative

By using quick and interactive mediums to reach female customers 25-34 on the move, JCP will strongly encourage repeat shopping trips.



## twitter steals

Research shows this target group uses Twitter more than other social media applications to find deals and promotions. JCP will offer exclusive discounts and specials to their Twitter followers!



jcpenny jcpenny  
Check out jcpenny.com for our HOT weekend sales!  
27 Feb



jcpenny jcpenny  
Tweet back on your favorite designer and receive a 5% off coupon on your JCP purchase!  
12 March

A favorite's option will be implemented allowing app users to save items viewed to their favorite's list. If an item in their favorite's list goes on sale a countdown will be displayed next to the item indicating when the sale is good through. An alert will be sent to the mobile user alerting them of the sale.

# next step

## QR Codes

In-store QR codes will be placed on the signs above different merchandise display racks. Customers will use their smart phones to scan the QR code and pull up JCP pages through their phone.

QR codes can also be placed selectively within the JCP catalogs to offer additional discounts and sale opportunities for JCP customers.

In-store QR codes will be placed on signs above different merchandise display racks throughout the store. Customers can then use their smartphone and scan the QR code. One option, presented left, is a page which will take the customer to an additional item as a recommendation to match the item of interest in which the QR code was presented. The second option located on the right, is for customers to be taken to a page where they can receive an additional 5, 10, or 15 percent off the items on the rack.



JCP needs to connect with 25-34 aged females while they are on the go. Mobile is a quick way to alert customers that sales are going on and when discounts become available.

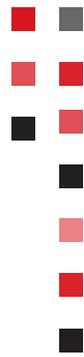
## mobile

68% of females aged 25-34 use coupons

67% are considering using QR codes out

# conquest strategy

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## conquest strategy

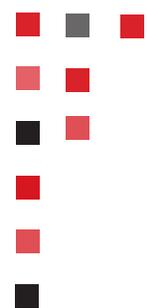
25-34 year old females aren't shopping with competitors because competitors are better, but rather because competitors are effectively targeting and persuading this target group.

## objective:

C2 Advertising is going to leverage JCP directly against competitors in order to increase shopping frequency to JCP and grow share of wallet among female customers ages 25-34 who are shopping at JCP's competitors.

## conquest creative

Conquest creative boldly depicts why competitor's shoppers should shop at JCP. Clever messaging and creative positioning ensure that JCP stands out against competitors.

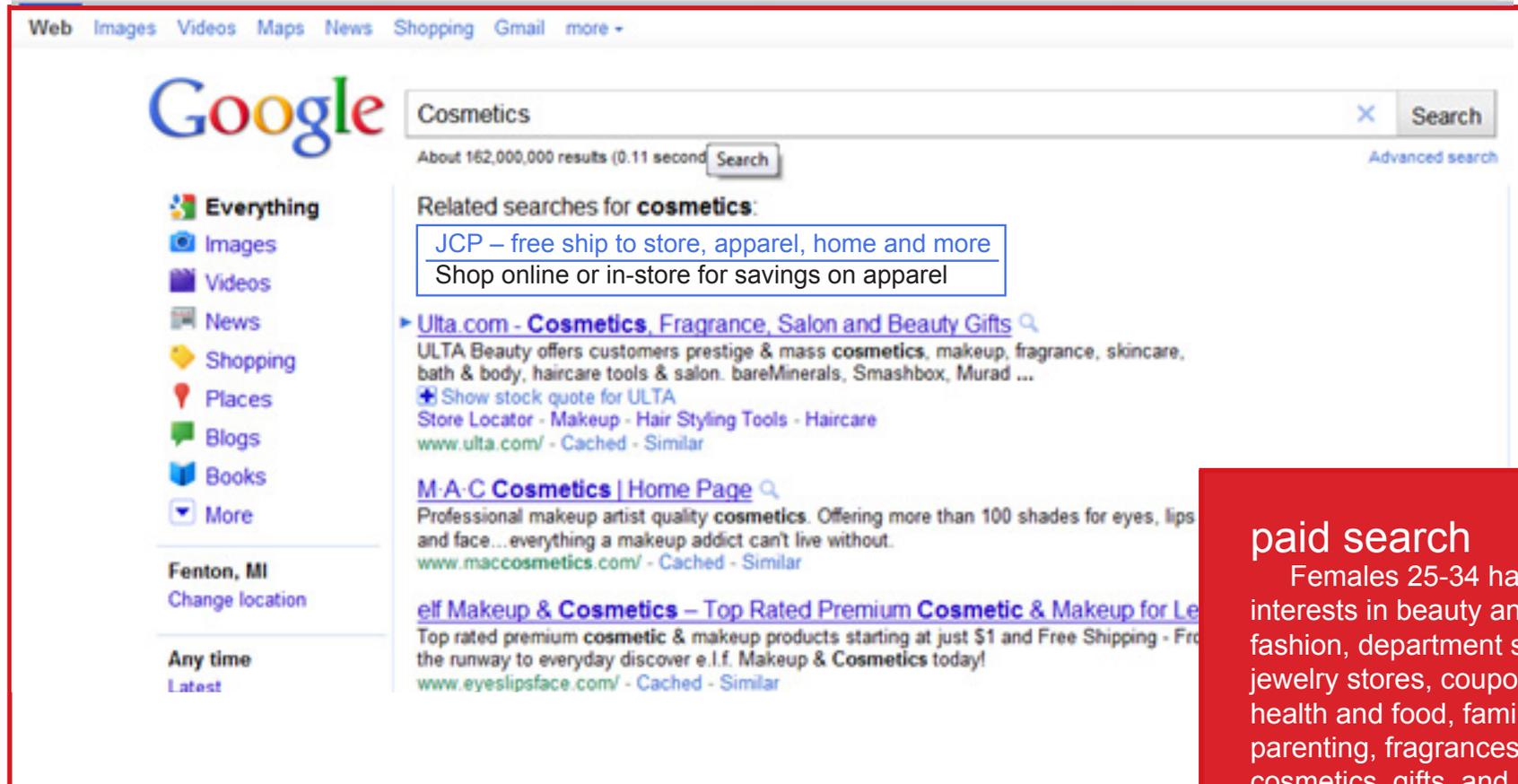


**HEY CHICAGO!**  
You Should Be  
**HERE!**  
Turn Right Off Exit  
152A

**jcp penney**  
JCP Changes with Me

Ford City Mall  
W 76th St

next  
step



## paid search

Females 25-34 have high interests in beauty and fashion, department stores, jewelry stores, coupons, pets, health and food, family and parenting, fragrances and cosmetics, gifts, and more. Using interest specific keywords will place JCP at the top of the online search

## digital display

JCP will use banner ads and skyscraper ads on generic search engines in persuasive effort to push online users in clicking on JCP over competitor's links.

# promotions / IMC

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For decades, the median age for marriage has been steadily rising. Career goals and education are two primary reasons why the average age of marriage is 29 years of age. The average amount spent on a wedding, not including the ring or honeymoon, is a staggering \$24,066. JCP has a strategic opportunity to help brides through their wedding planning and assist them with their budgets through a fully interactive promotional contest called "Find the Bride".

## objective:

C2 Advertising will create a fully interactive promotional event designed to increase traffic and drive sales within the JCP bridal registry. In turn, this will also increase brand awareness and loyalty within our target market.

## wedding facts

Most Popular Engagement Month: December

Most Popular Wedding Month: June

#1 purchased item for wedding gifts: Bake ware

Top Registry Stores: Target and Macy's

## JCP bride (JCPB contest rules)

Brides-to-be will have the opportunity to win their entire JCP wedding registry compliments of JCP.

### 1. Who Can Play?

Anyone who has an active bridal registry at JCP prior to the event's launch date can participate.

### 2. How Do You Play?

Submission codes will be found at the bottom of in-store printed receipts from January through March after a JCP purchase has been made. Contestants take the code home and submit it online at the JCP website. The site will keep track of a contestant's submissions. Friends and family are encouraged to assist their brides-to-be by making purchases and giving them codes from the back of their receipts.

### 3. How Can You Find The Bride?

For three months, February through April, contestants who are friends with JCP on Facebook or followers on Twitter will receive clues through the social media channels so they can "Find the Bride." February clues will be harder and April clues will zero in more on specifics so that contestants have no problem actually knowing where the bride will be and finding the bride.

# next step

## 4. Where Will The Bride Be?

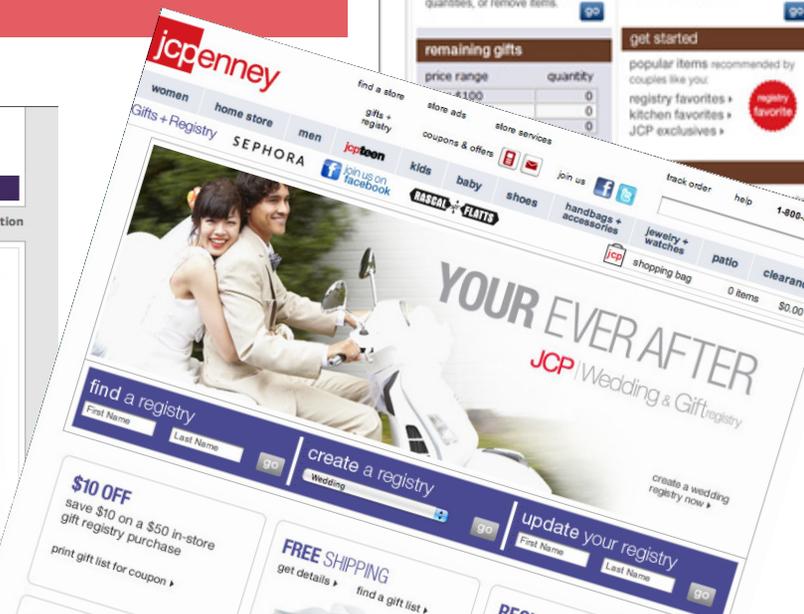
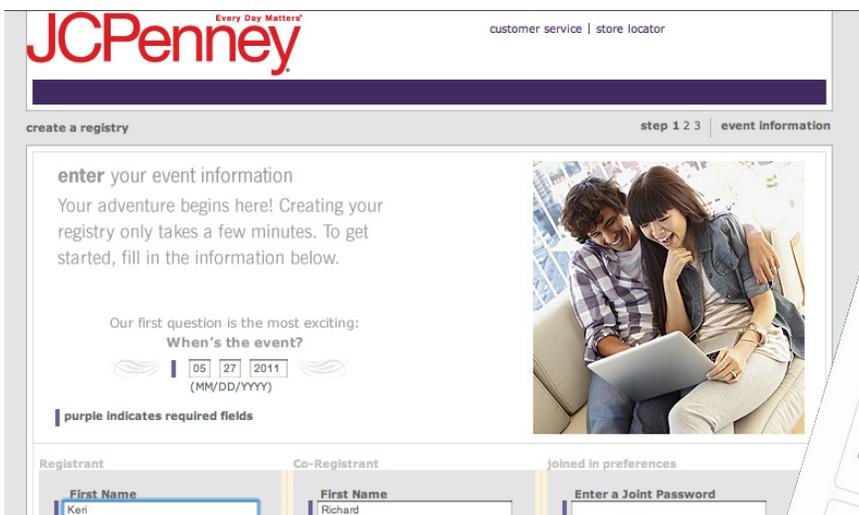
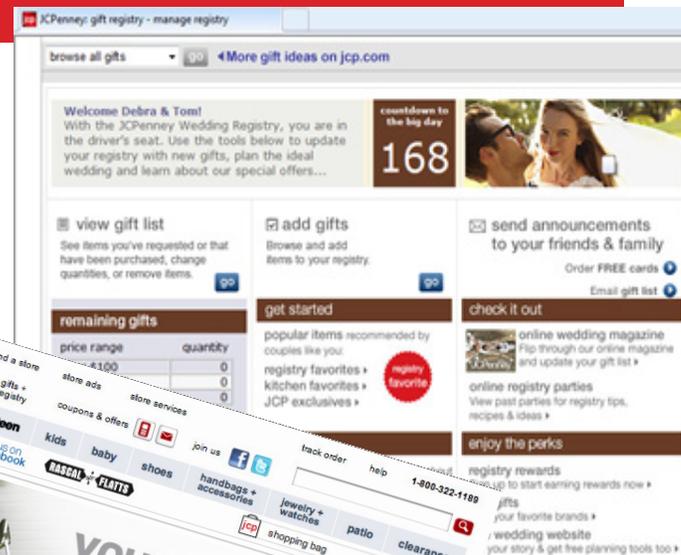
One woman dressed as a bride will be placed somewhere within the city. This location can be a coffee shop, a subway station, a restaurant, anywhere! This event will be running at the same time in all five of our DMA's for maximum exposure to our target audience. The cities include: Austin, Atlanta, Chicago, Los Angeles, and New York City.

## 5. What Happens When I Find The Bride?

Once contestants Find the Bride, the bride will give the contestants a QR code. Every QR code will have a code for 25, 30, 50, 75, and 100 game submissions! Contestant will enter the code online, as they have done for receipt codes, and the site will display their submission value.

## 6. How Do You Win?

The more codes you acquire, the better chance you have to be the lucky bride-to-be for our Find the Bride promotion. Post Find The Bride event, JCP will pick two contestants in each city with the highest submissions to win the contest. JCP will then cover everything on the contestant's wedding registry up to \$1500.



next  
step

### additional contest rules and regulations:

- The engaged woman must be in the current wedding planning stages to participate.
- If a tie is to take place between brides, the bride with the most knowledge of JCP trivia will win.
- The winner may choose to receive their entire registry compliments of JCP or gift card for JCP up to or less than \$1500.
- In the event that items have already been purchased from the registry the contestant may choose the option to either have the rest of their registry paid for, or a gift card worth the remaining amount of their registry for JCP.



Print ads placed in distinguished bridal magazines and TV spots will create buzz and awareness for JCPB

#### Magazine Selections:

- Allure
- Glamour
- The Knot
- Bridal Guide
- Get Married

#### TV Selections

- HGTV
- TLC
- WE TV

# partnerships

next  
step

JCP will be contracting Jennifer Hudson for their year-long entertainment partnership.



Jennifer Hudson is a Grammy Award winning singer and an Academy Award winning actress. In 2004, she was put on the map as a finalist on the third season of American Idol. She later won an Academy Award for Best Supporting Actress, Golden Globe, a BAFTA Award, an NAACP Image Award and a Screen Actors Guild Award. She has performed at Super Bowl XLIII and The Grammy Awards. Jennifer Hudson has performed for President Barack Obama and first lady Michelle Obama at the White House.

Jennifer Hudson has been the face for Weight Watchers over the last year. After successfully making changes to lead a healthier lifestyle with the help of Weight Watchers, she has helped to inspire others to do the same with her new stylish figure and exciting new attitude.

## how it relates back to jcp

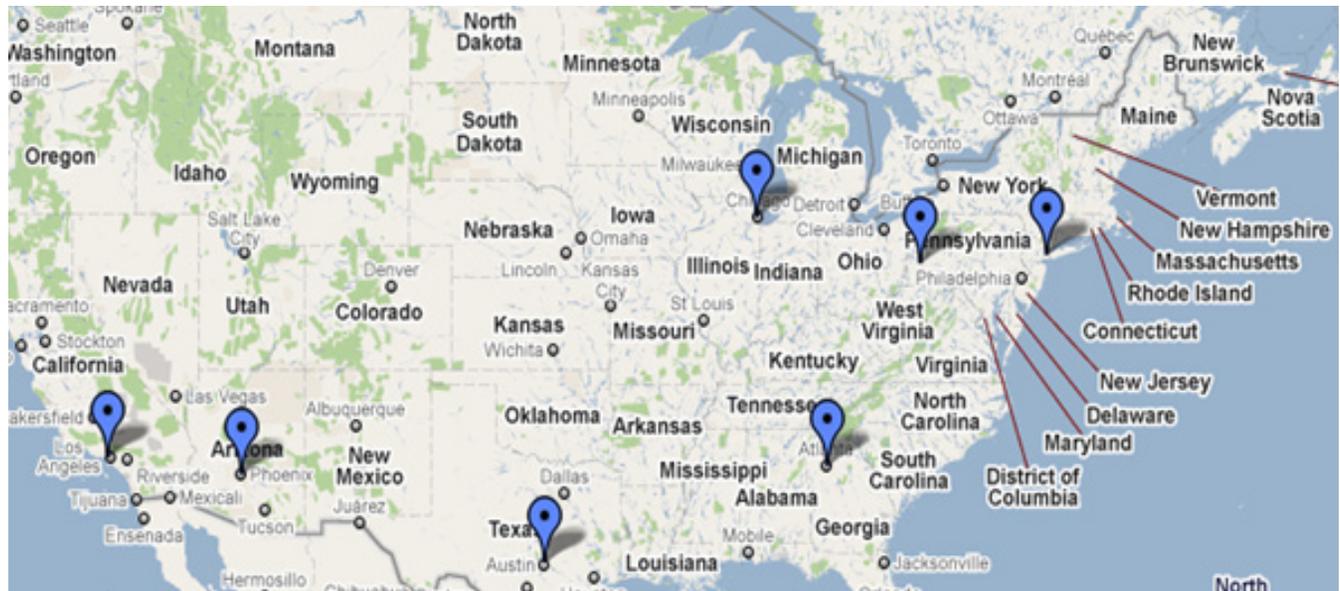
JCP presents Jennifer Hudson Transitions Tour.

- In-store signings, selling her album at a discounted price.
- Advertisements on the tour buses.
- Arena banner displayed during show.
- A 30 second spot promoting her tour and JCP.
- Dressed in JCP attire

## how she relates to the target market

At C2 Advertising, we chose Jennifer Hudson as our sponsor for the JCP Next Step campaign. Jennifer Hudson captures the essence of the target market for the upcoming campaign. Jennifer Hudson relates to our target market because of the recent transitions she's faced in life. She is family oriented and recently married with a new child. She had a recent weight loss of 80 pounds and is prospering in her career.

next  
step

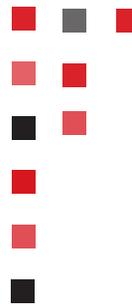


## transitions tour dates

date	venue	city
6/14/2012	Greek Theater	Los Angeles, CA
6/15/2012	The Roxy Theater	Los Angeles, CA
6/17/2012	Emo's	Austin, TX
6/18/2012	Paramount Theater	Austin, TX
6/19/2012	Wrigley Mansion Club	Phoenix AZ
6/22/2012	House of Blues	Chicago, IL
6/23/2012	Aragon	Chicago, IL
6/28/2012	Tabernacle	Atlanta, GA
6/29/2012	Masquerade	Atlanta, GA
7/1/2012	CONSOL Energy Center	Pittsburgh, PA
7/2/2012	Heinz Field	Pittsburgh, PA
7/6/2011	Radio City Music Hall	New York City, NY
7/7/2012	Joe's Pub	New York City, NY

cities included in Jennifer Hudson's transitions tour

The following cities, which have the highest concentration of our target audience, will be locations for the performances for Jennifer Hudson's Transitions tour. These cities are highlighted on the map below.



# media chart



next  
step



Media Plan 2012-2013																																																							
	February				March				April				May				June				July				August				September				October				November				December				January				February						
	7	14	21	28	5	12	19	26	2	9	16	23	3	10	17	24	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28
<b>Events/ / Promotion</b>	Fashion Week								Graduation				Mothers Day				Father's Day								Back to School				Fashion Week								Black Friday				Holiday								Fashion Week						
<b>Transitions Tour Dates</b>									JCPB Launch								Weddings												Labor Day Sale												Graduation														
<b>OOH</b>																																																							
<b>Directional Billboard</b>																																																							
<b>QR codes</b>																																																							
<b>Sale Recommendations</b>																																																							
<b>Discounts</b>																																																							
<b>Paid Search</b>																																																							
<b>SEO &amp; SEM</b>																																																							
<b>Adwords</b>																																																							
<b>Digital Display</b>																																																							
<b>Banner Ad</b>																																																							
<b>Skyscraper Ad</b>																																																							
<b>TV</b>																																																							
:30 second spot																																																							
:15 second spot																																																							
<b>Print</b>																																																							
<b>Magazine</b>																																																							
<b>Social Media</b>																																																							
Facebook																																																							
Twitter																																																							
YouTube Webisodes																																																							
<b>Guerilla</b>																																																							
<b>Flash mob</b>																																																							



# budget

next  
step

## Budget

Digital Display	\$810000
Paid Search	\$6000000
Print	\$26000000
OOH	\$750000
Webisodes/Viral	\$1250000
Social Media/Email	\$90000
Mobile	\$100000
TV	\$40000000
Promotion	\$10000000
Production	\$15000000
Total	\$100000000

# evaluation

next  
step

C2 Advertising realized that not only was it important to increase sales throughout the Next Step campaign, but that the change in perception of JCP within our target market was the most important factor and beginning foundation for increasing sales and building lasting relationships with JCP's targeted audience. Next Step will successfully raise JCP sales by 4% during the full year and create new awareness to who JCP is and what they have to offer, in turn connecting JCP and 25-34 year old females.

Increase the image of JCP → understand why people feel this way about JCP → change that perception around so that it positively reflects JCP through research and surveys

Show customers the variety JCP → advertise their variety through multiple mediums, showcasing how broad of merchandise JCP offers

Increase online sales and mobile promotions using the latest trends in mobile and social networking to get information to the customer as efficient as possible.

Connect with our different type of shoppers by attaching an identity to them → we learned through our research that we would need to advertise different to different types of shoppers, we did this by breaking down our target segment into four categories of their shopping style: social, explorative, independent, and specific.

Connecting with our target market through our sponsor → the use of Jennifer Hudson will relate to our target market because the transitions she has recently made in her life → our target can associate some of their changes with her changes

Make JCP the "go to store" around holiday season and continue that increase in traffic throughout the year → we focused heavily on our conquest campaign in Q4 to make JCP the store for all the customers' shopping needs

# sources

next  
step

adage.com, arwatch.posterous.com, azcentral.com, baysideprintinginc.com/prices.html, bls.gov, brandworks detroit, bureau.com, chiefmarketer.com, comScore, emarketer, facebook, factfinder. census.gov, fastcompany.com, folioMag.com, forrester research Inc., gfkMRI.com, globaldata, hubpages.com, idcide.com, internetretailer.com, Jcpenney.com, JCPenney annual report, jobs. aol.com, marketingcharts.com, mashable.com, mcvaymedia.com, miBuys, mobilemarketer.com, multifamilyexecutive.com, mymetrix.com, New York Times, notable corporate chronologies online edition, online.wsj.com, oxygen.mintel.com, pewsocialtrends.org, PR Newswire, pwb.com, QVC. com, quantcast.com, robinson.gsu.edu, sciencedaily, she-conomy.com, singlemidedwomen.com, statjump.com, stattrek.com, time.com, US Census Bureau, Wall Street Journal

