

IMC CAMPAIGN 2021

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MEET THE TEAM

Roslynn, Maddie, Shannon, and Sofia are a group of dedicated young professionals passionate about creative, dynamic, and intentional marketing and communication efforts.

Roslynn Grisdale

Marketing Major with an emphasis on Advertising and Promotion / Senior

Madison Keith

Organizational Communication Major Marketing Minor / Senior

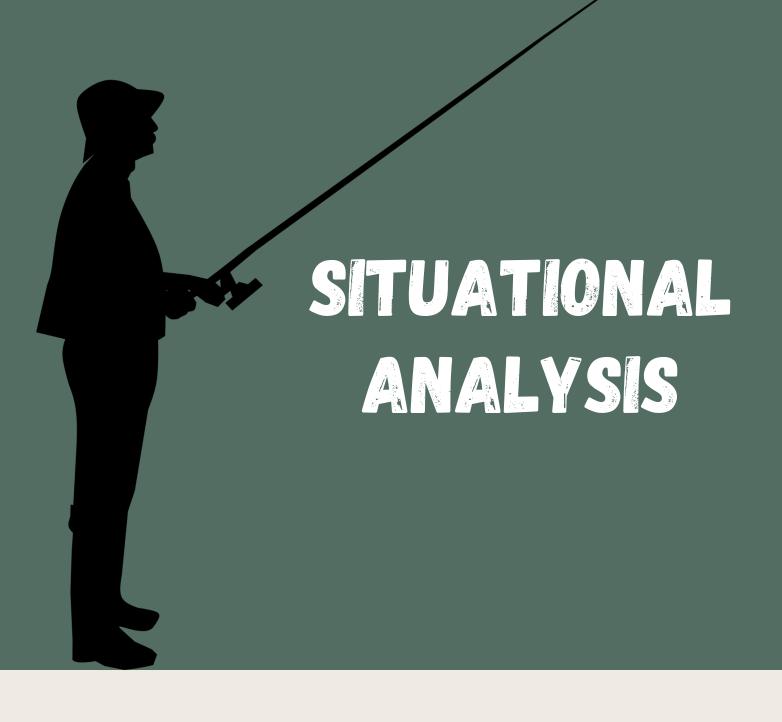
Shannon Leininger

Communication Studies Major Advertising and Promotion Minor / Senior

Sofia Smith

Marketing Major with an emphasis on Advertising and Promotion / Senior





BACKGROUND







Experience the ultimate Ozark fishing trip with former B.A.S.S. and FLW Tours professional fisherman, and now full-time fishing instructor, John Sappington.

John Sappington Guided Fishing offers both guided spin and fly fishing trips at Table Rock Lake and Lake Taneycomo for trout, bass, and other warm-water species.

Sappington is the only full-time fishing guide service with 22+ years of experience in the Branson area with both local and national professional tournament success. He offers this guided fishing experience throughout all seasons and no equipment or prior fishing experience is required. However, catching a fish is guaranteed!

Find out more about the #1 client-rated guided fishing experience in the Branson, MO area with John Sappington by visiting his homepage: https://www.johnsappington.com/home.html.

SWOT ANALYSIS

Industry Overview

STRENGTHS

- John has twenty-plus years of experience fishing from professional fishing to giving guides and owning his own business.
- Since John is a local he knows the Branson fishing environment well. His long-time experience fishing helps to build his credibility in the area as well as his in-depth knowledge of the best fishing spots.



WEAKNESSES

 While having a target market that includes out-of-town visitors, there is a lack of presence and visual flow in digital marketing efforts. If this was more easily accessible and visually easier to view this could potentially help to intrigue those planning trips online.

OPPORTUNITIES

- Due to the worldwide pandemic, people want to spend more time spaced out and outdoors due to COVID-19. This does allow for an increased interest for those wanting to find COVID safe activities.
- The Ozark mountains provide a different atmosphere and type of fishing for traveling visitors. This could be a draw-in for those visiting from outside the Ozark mountains.

THREATS

- Within a couple of hours, there are several similar destinations that could potentially intrigue visitors. They potentially have similar outdoor views and fish.
 - Lake of the Ozarks
 - This is a large draw for those who are wanting to party and have a strong entertainment vacation.
 - Northern Arkansas
 - Arkansas has some of the best rankings for fishing within the Midwest and is incredibly close to Branson.

COMPETITIVE ASSESSMENT

Within the Competitive Assessment, we are keeping our competitors local and within a day's travel distance matched with entertainment options in the area.



Surrounding Competitors:

Best Fly Fishing States:

- Montana, Colorado, Wyoming,
 Nevada, Arkansas
 - Gavin Guilding in Denver, CO
 - Fish Memphis Memphis, TN

Local Fishing Guides:

- Mike Boyles Fishing
- Orvis River Run Outfitters

LOCAL COMPETITORS



Orvis River Run Outfitters - Branson, MO

Information:

- One of John's biggest competitors
- They provide both half-day and full-day tours
- As far as ease for the guest, River Run allows guests to buy licenses and provides links to purchase those on their website which is a helpful resource.

Strengths:

- River Run has five guides that give tours, which immediately gives them an advantage regarding resources and time availability compared to John
- Comparable website design to John
- Website contains more interactive resources for clients to view:
 - Gear to buy
 - Locations to stay in Branson
 - Consistent blog posting
- River Run is connected to a fishing store where people can buy fishing gear, as well as take courses to better their fishing skills

(River Run Outfitters, 2021)

Weaknesses:

- Provide guides for the more experienced fisherman rather than specifically tourists
- Non user friendly website for inexperienced fisherman

LOCAL COMPETITORS



Mike Boyles Fishing - Branson, MO

Information:

- Mike Boyles provides fishing trips that are not exclusive to trout fishing (Mike Boyles Fishing, 2021).
- Based on Tripadvisor, where John has a number one rating, the next solo fisherman on the list was Mike Boyles (Trip Advisor, 2021).
- Mike Boyles' Fishing business is a top competitor in this IMC campaign of targeting travel fishermen and visitors.

Strengths:

- The website is very up-to-date and modernized
- Has a Youtube channel with links to the page
- His pricing is lower than John's prices and changes throughout the different seasons
- Picks up his clients at their place of stay and then takes them on their tour (Mike Boyles Fishing, 2021).
- His fun and energetic tone is a capturing quality

Weaknesses:

 The website has a lack of information regarding fishing in the area and Mike's past experience

CUT-OF-STATE COMPETITORS

Gavin Guilding - Denver, CO

Information:

- Among finding similar fishing guides rated number one by Yelp's fishing guides in the area, was Gavin Guiding (Yelp, 2021).
- Gavin's guided fishing tours range from trout fishing to carp.
- While John & Gavin are competitors in a touristic scenario, there are different entertainment options and the scenery will be noticeably different from mountain ranges to the Ozark mountain hills.

Strengths:

- The pricing is dependent upon the number of people going on the fishing trip
 - Up to nine people can go together
 - This would be a stronger appeal to bigger parties or families
- Gavin picks up clients before their trip and provides meals
- Sleek design of his webpage feels more closely connected to urban areas associated with this area of Colorado (Gavin Guilding, 2021)

Weaknesses:

His tours are priced much higher compared to John's



OUT-OF-STATE COMPETITORS

Fish Memphis - Memphis, TN

Information:

- Focuses more on catfish rather than trout but Fish Memphis is a top-rated fishing guide in the area (Fishing Booker, 2021).
- Prices are comparable for the hourly trips and they provide the same necessary tools as
 John without including food, sunscreen, etc
- Based on the website front page this trip is specifically focused on trophy fish and maybe less about the experience but the end result.
 (Fish Memphis, 2021)

Strengths:

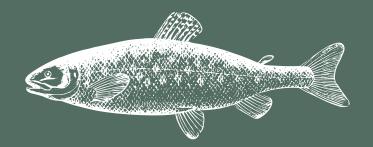
- Displays his experience proudly on his website
- Fish Memphis tends to draw in more travel fisherman

Weaknesses:

- On the website there are travel testimonies and pictures but there feels like less of a presence still from his previous clients
- Does not provide a lot of information regarding what it takes to fish these areas
- Very basic stylized website



POSITIONING STATEMENT



The purpose of John's Fly Fishing company is to target destination travelers within a four to five-hour radius and to provide an unforgettable, down-to-earth fly fishing experience that encompasses new scenery and a taste of the Ozarks.

This focus emphasizes not only the fishing opportunities but the opportunities for potential couples or families that would be visiting the area, as well.

OBJECTIVES

1. Book and fill summer fishing excursions for the months of June & July. Theoretically, there are 96 guided fishing tours John could give during the months of June and July. Of the 96 tours, we want to fill 50% in the month of May, which would be a total of 48 trips.



- 2. Increase travelers within a 4-5 hour radius to the Ozarks. By keeping track of where our clients are visiting from we can keep track of the location tags from clients. This can be counted in the summer's clientele.
- 3. Increase likes on Facebook by 50 people during the month of incentive-based tags.

4. Increase to 24 tags/reviews on Facebook in a month (This is about half the amount of people if he has roughly 48 trips in a month).

TARGET MARKET



The target audience for John's Fly Fishing company in Branson, MO will be destination travelers four to five hours away, from surrounding states that are looking for an unforgettable fishing excursion.

Based on demographic research, out-of-state white males between 35 and 70 and out-of-state white females between 30 – 50 are the prime audience for fly fishing. This is the age group that is most likely to have the means to afford the cost of traveling to a different state for fishing or hunting excursions (Wulff, 2020).

INDIVIDUAL

- 45 54 year old
- Baby boomer
- Higher disposable income
- Individual within a 4-5 hour driving range

LOCATION

- Tulsa, OK
- Hot Springs, AR
 - One of the toprated towns for retired individuals in Arkansas (Niche, 2020)
- North Newton, KS
 - Voted the best place for retirees to move in Kansas (Niche, 2020)
- St. Louis, MO
- Kansas City, MO

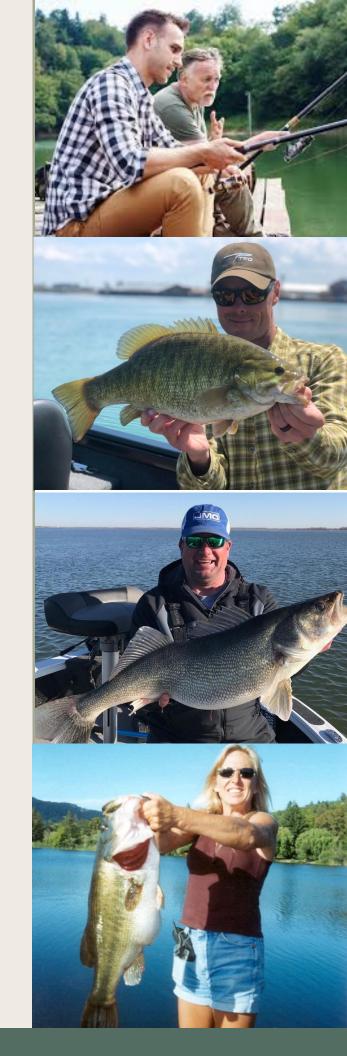
TARGET MARKET

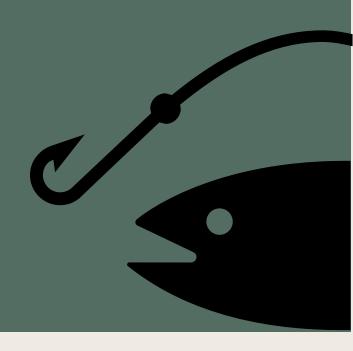
John will attract individuals that are looking for an adventurous vacation and are willing to explore the various attractions Branson has to offer, including the thrilling fly fishing experience.

According to Branson Tourism Center, "With now more than 9 million visitors a year, Branson has established itself as a go-to destination with something for everyone, and it continues to evolve" (Branson Tourism Center, 2021). With this being said Branson has a high potential to attract individuals in their 45 - 54-year-old age range because they will have a higher disposable income allowing them to spend money on Branson shows, lodging, dining, and shopping experiences. We want to get the attention of experienced fisherman who also have a pull to bring their families or friends.

According to Lexington Law, Generation X includes 41 - 56 age groups, has a higher-than-average household income and yields considerable spending power totaling \$2.4 trillion while baby boomers fall between 57 - 75 age groups with a 2.6 trillion buying power (Lexington Law, 2021).

In general, the middle-aged to older generation tourists who have more spending power and are interested in the additional experiences Branson has to offer will be the ideal primary target market for John's Fly Fishing company.





Core Idea: Experience the beauty of the Ozarks where you are guaranteed to catch fish.

Tagline: The Catch of the Ozarks

Core Message: There's something for everyone with John Sappington's ultimate fly fishing experience in the Ozarks.

Basic Problem

Lack of awareness of company and lack of target audience (destination fly fisherman).

Big Idea

Our big idea for advertising this one-of-a-kind fishing experience is to implement our core idea "Experience the beauty of the Ozarks where you are guaranteed to catch fish" within all our advertising to guarantee one consistent message to our audience.

Creative Execution

This core message will be implemented throughout:

- John's Fly Fishing Facebook page with emphasis on WOM and incentives to tag
- Brochure
- Radio
- Website redesign to increase professional appeal and credibility and creating a concise logo and design to increase reliability & trust
- Sticker Giveaway

We chose the color palette and fonts pictured below. These creative elements are implemented throughout the media choices. They are shown in the website redesign, brochure, and even the sticker giveaways. The colors are earthy tones and the font is playful yet professional. We wanted the logo and font to have the feel like something you would see in a log cabin on a fishing trip.



CREATIVE

Appeal:

Awareness

We will utilize an awareness appeal in our advertising. We want our target audience to know John's Fly Fishing exists and for them to travel to Branson, MO instead of other areas where his competitors are located.

Tone:

Exhilarating and Professional

We will utilize an exhilarating and professional tone in our advertising. We want our target audience to know John's Fly Fishing experience is a well-organized and puttogether, professional business. We also want our target audience to know that this is a thrilling down to earth unforgettable outdoor opportunity that they will love.

Approach:

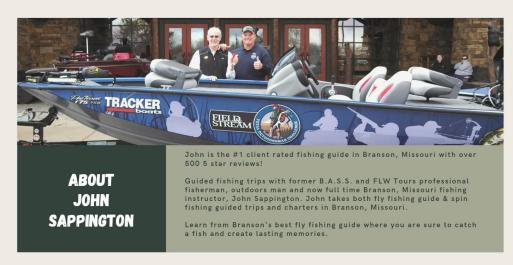
Informative and Persuasive

We will utilize an informative and persuasive approach in our advertising. We want our target audience to know what John does and what he offers. It is important for them to understand what exactly fly fishing is and how much it costs. We also want to persuade them by including how talented John is and let them know that the fly fishing experience offered by John is an unforgettable fishing excursion.

Website

For John's website, we are wanting it to be refreshed and redesigned. The current website has spelling errors and is slightly cluttered. These are some examples of what the redesigned website could look like. We want the design to be professional but simple enough to maintain and implement. It is going to be sleek and follow the design palette mentioned in the creative brief. This will be a fresh way that returning clients and new clients can interact with John's business in an upgraded way.





CLICK HERE TO BOOK NOW! 2 HOUR TRIP \$200 \rightarrow 4 HOUR TRIP \$400 \rightarrow 6 HOUR TRIP \$600 \rightarrow

RATES

Review the costs for 2 hour, 4 hour, or 6 hour Bass or Trout guided fishing trips!

ADDITIONAL COSTS:

- 4 hour-\$100 for each extra person over 2 (Max 3 anglers) per boat
- 6 hour-\$125 for each extra person over 2 Trout fishing
- Guide Instructions & Fly Fishing Instructions
- 2 hour-\$50 for each person over 2 (max 4 anglers) 4 hour-\$75 for each extra person over 2 (Max 4
- anglers) unless you pre-approve, per boat 6 hour-\$100 for each extra person over 2

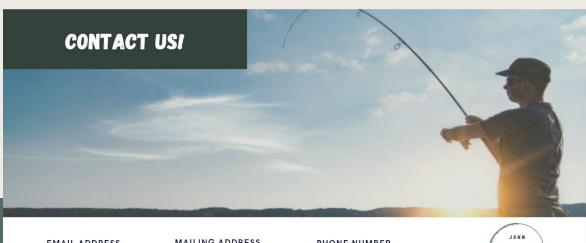
Website Continued



WHAT TO EXPECT ON YOUR TRIP

Being a Branson Missouri Fly Fishing Guide, John is dedicated to instruct you to the Joy of catching fish on a fly rod, the art of actually fooling the fish into thinking they are eating, a sometimes minute, insect and the art of presenting that fly to them in a natural realistic way.

So, if you've never been fly fishing before, a great way to learn is to take lessons from John Sappington here in Branson Missouri or even your local Fly Fishing instructor. Once you've learned the basics, practice fly casting drills, Get as much information you can from books, magazines, and videos on fly fishing, really spend lots of time outside with a fly rod in your hand fly casting! Even spend time tying knots.



EMAIL ADDRESS
John@johnsappington.com

MAILING ADDRESS
John Sappington
129 Pershing Dr
Branson Mo, 65616

PHONE NUMBER 417-434-2823



Update Facebook

Updating John's Fly Fishing Facebook page will create more awareness for John's Fly Fishing business. He already has an account made so a few simple fixes will be doable and will make a significant difference by attracting more people. One of our campaign's objectives is to increase travelers within a 4-5 hour radius of the Ozarks. By updating Facebook, we will fulfill this objective because Facebook reaches people all over, fitting for our 4-5 hour target market.





Facebook is an ideal platform to utilize in this campaign because that is what John's target market is using and Facebook is a popular platform that businesses can use to create awareness to draw in their target audience. Facebook has an outstanding amount of usage, according to Brent Barnhartt there are "2.7 monthly active users" and "The influx of boomers to Facebook highlights why it's such a prime place to run ads, particularly among older demographics with more money to spend" (Barnhartt, 2021). This verifies how effective Facebook will be in this advertising campaign.

Update Facebook

For Facebook, we specifically recommend updating the page by including testimonials from previous people who have booked John because one of his biggest forms of advertising right now is Trip Advisor reviews. We also recommended including personalized stories and tagging those individuals who tell the story to show others what it's truly like to be out on the water with John.



Tagging individuals will show how John is able to create a connection and how down to earth he is. According to one study, "The regular use of customer testimonials can help you generate roughly sixty-two percent more revenue not only from every customer but from every time they visit your brand. Ninety-two percent of people said that they read testimonials when considering a purchase" (Miller, 2021). Including testimonials on John's already created Facebook page will increase the number of people who book his experience and he will be able to reach a wider range of his target market. On Facebook, we will also recommend him to use the core message "Experience the beauty of the Ozarks where you are guaranteed to catch fish" to keep all the advertising consistent.

WOM Incentives

Customer Word-of-Mouth

In order to ensure that there are Facebook tags and past clients spreading information about John, we will be introducing a month-long spring special for clients to post to Facebook. Utilizing the fishing experience from clients with blog-styled tags and pictures will help build John's credibility and raise awareness. In order to encourage this participation, there are several options to go with...

When clients post their pictures and stories to Facebook they can receive a free LED flashlight with John's logo on it. This can be used on boats, at home, in vehicles, etc. It serves as a great reminder for their trip with John, while also being something that can be borrowed creating a great conversation starter.

For a potentially larger budget these could also be options...

- Entered into a contest for a small percentage off of their next fishing excursion with John
- Entered into a contest for a free weekend stay at a local lodge
- Receive a free hat with John's logo

Through this section of the campaign, we will be able to reward our clients and build John's leverage. Word-of-mouth in this business is crucial because it places a small reminder in potential clients' minds. It can be something they refer back to when thinking about a weekend getaway and potentially place high on the list of what they want to try. Word-of-mouth is one of the best ways to market (Albert, 2021). They would have to post within the time frame of their trip.



To buy 100 flashlights would cost around \$250 through the 4Imprint USA website.

Radio Script

Intro Music: UPBEAT CHEERFUL GUITAR MELODY

Narrator: Are you looking for that ultimate fun relaxing outdoorsy vacation? Well Branson is the place to be! Come check out all our amenities including John Sappington's Fly Fishing Experience where you're guaranteed to catch a fish!

John Sappington: Fishing is made fun for everyone! I've enjoyed taking families, couples, kids, and even avid fishermen out on the water! I would love for you to join me on one of my fishing excursions and embrace the scenic views of the Ozarks!

Narrator: John holds the all time records for the biggest trout ever caught in the Field & Stream fly fishing competition! Has won the FLW Classic in 2002 and The Field and Stream Total Outdoorsman Challenge in 2013. He has finished 2nd in a Bass Master event held right here on Table Rock Lake, his home lake! If that's not impressive then I don't know what is!

John Sappington: My reservations fill up fast so check out my website or give me a call at 417-434-2823 to book your unforgettable fishing excursion! Can't wait to take you out on the boat!

Outro Music: UPBEAT CHEERFUL GUITAR MELODY

Radio

In order to reach our 4 to 5 hour target market we will advertise our radio ad up to two times a week for the entire month per station. We will advertise on the two more popular genres of music our clientele typically listens to, as well. We want to utilize evening drive time to attract customers who are leaving work and looking forward to relaxing moments.

82% of 46-55 year olds shared they listen to the radio on a weekly basis.

KC Classic Country Radio Station KBEQ - 30 second ad during evening drive

St. Louis Classic Rock Radio Station KMOX - 30 second ad during evening drive



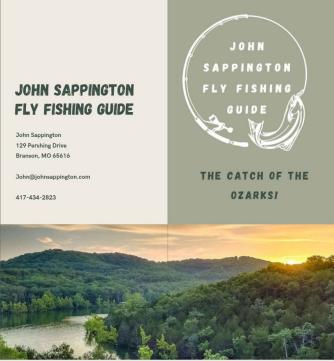




Brochure



THERE'S SOMETHING FOR EVERYONE WITH JOHN SAPPINGTON'S ULTIMATE FLY FISHING EXPERIENCE IN THE OZARKS.



OUTSIDE:

This is an example of what the outside layer of the brochure would look like. It has our campaign tagline on it as well as the logo and John's contact information.

INSIDE:

This is an example of what the inside portion of the brochure would look like. It has John's rates, about the trip, pictures from customers, and even a review from Trip Advisor.



"All I can say is it will be money well spent and you will have a fun trip on the water and catch a lot of trout! You will not be disappointed."
-Steve D.
Trip Advisor



ABOUT JOHN SAPPINGTON FLY FISHING GUIDE

Being a Branson Missouri Fly Fishing Guide, John is dedicated to instruct you to the joy of catching fish on a fly rod, the art of actually fooling the fish into thinking they are eating, a sometimes minute, insect and the art of presenting that fly to them in a natural realistic way.





Brochure

Since John likes to keep his marketing primarily offline, introducing more traditional ways of informational advertising in our targeted cities tourist spots will help to spark interest by travel fisherman. Creating these pamphlets would include testimonials, John's history, and what Branson has to offer, both entertainment and nature-wise. They would also include prices, location, hourly rates, a link to the website, and John's phone number.

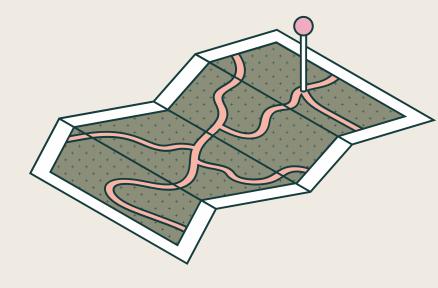
For our middle aged clientele, pamphlets are a great resource to use because they can take the information home, have it easily accessible, and pass it on to others (Health Literacy Counseling, 2002). It is a better connecting point rather than relying on a phone and can be kept more visible to potential clients (Health Literacy Counseling, 2002). Physical items are more connecting and hold a higher personal value to middle aged individuals.

Pamphlets would be located in the following cities:

- Tulsa, OK
- Hot Springs, AR
- North Newton, KS
- St. Louis, MO
- Kansas City, MO

Specific pamphlet access spots could include:

- Fishing equipment stores
- Golf clubs
- Fishing docks
- Tourist informational spots
- Hotels/Resorts
- Locations to place pamphlets
 - Fishing stores
 - Tourist Displays
 - Lake docks



BUDGET



Radio

- KC Classic Country Radio Station KBEQ 30 second ad during evening drive
- \$88 x 4 = \$352

(Gaebler, 2021).

- St. Louis Classic Rock Radio Station KMOX 30 second ad during evening drive
- \$25 x 4 = \$100 (Best Radio Ads, 2021)
- Tulsa, OK Classic Rock Radio Station KJSR 30 second ad in evening
- \$44 x 4 = \$176 (Gaebler, 2021)

Totalling = \$628

Pamphlets

- \$0.20 per pamphlet (Got Print, 2021)
- 250 cards

Totalling = \$60

LED Flashlights

- \$2.50 per flashlight (4Imprint, 2021)
- 100 Flashlights with Logo

Totalling = \$250

Campaign Total = \$978



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