

Cross Promotion Assignment



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Agenda



- ❖ **INTRODUCTION**
- ❖ **CLIENT & CROSS PROMOTION**
- ❖ **APPROACH & FOLLOW UP**
- ❖ **INVESTMENT STRATEGY**
- ❖ **OBJECTIONS**
- ❖ **PORTFOLIO**

Client & Cross Promotion



- ❖ HISTORY CHANNEL
- ❖ NIAGARA FALLS



Why?



- History Channel

- ✧ Engages Canadian audiences
- ✧ Events that have shaped Canadian identity



- Niagara Tourism

- ✧ Niagara-on-the-Lake rich in history
- ✧ War of 1812
- ✧ First Capitol of Upper Canada
- ✧ Birthplace of Ontario's wine industry
- ✧ 14 million annual visitors



NIAGARA FALLS TOURISM



Target Market



- **Wine & Cheese**

- Usage: 35 – 50 year olds
- Males & Females
- Relatively medium/heavy wine drinkers (3-30+ drinks per week)

- **Ice Wine**

- Ontario (V39%)
- Bachelor Degree (V22.8%, I158)
- Married (V67.13%, I115)
- HHI: 100K+ (V39.6%, I129)

Cross Promotion Recommendation



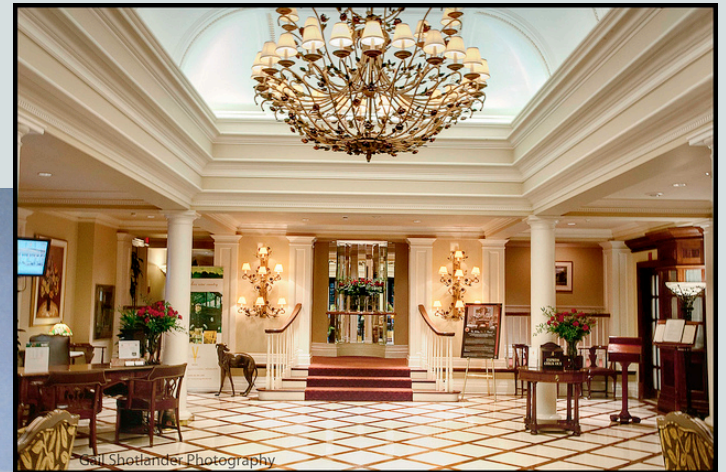
- Sweepstakes
 - ✧ Entry online via History Channel website
- The Great Ice Wine Escape to Niagara-on-the-Lake
 - ✧ January 16th – January 18th
 - ✧ Celebrate the annual Ice Wine Festival at the birthplace of Ontario's modern wine industry!



Prize Includes...



- 2 night accommodations at the timeless Queen's Landing Hotel



Prize Includes...



- 2 tickets to Sparkle and Ice



Prize Includes...



- Enjoy \$500 in spending money



Prize Includes...



- 2 tickets to Niagara Historical Society and Museum

Niagara Historical
SOCIETY & MUSEUM



Approach



Approach



- Contact the History Channel/Niagara Falls via email
 - Email would include:
 - ✦ An invitation to a sit down lunch to discuss future ideas
 - ✦ A brief outline of the idea for a cross promotion

Discussing with Clients



- How Pattison will get both clients excited about a cross promotion
 - Showing what there is to look forward to
 - Having visual examples as to how everything could come together
 - Showing what other cross promotions have done for our other clients

Benefits of Cross Promotion



- **History Channel - Benefits of a Cross Promotion**
 - More viewership using the Niagara falls as their leverage
 - Shining a light on what the history channel has to offer
 - Consumers will use the history channel as their main resource for information

Benefits of Cross Promotion



- **Niagara Falls – Benefits of a Cross Promotion**
 - Niagara Falls having people see what the city has to offer that has never been seen before
 - Increase traffic in Niagara Falls
 - People will want to explore more of Niagara Falls

Benefits of Cross Promotion



- Why History Channel would want to partner with Niagara Falls
 - Niagara Falls is a well known city that people want to be a part of
- Why Niagara Falls would want to partner with the History Channel
 - History Channel can have advertisements across Niagara Falls

Implementation Plan



- Breaking down of the cost for our clients and where the money will be going
- Activities
- Organized schedules of when things will be executed

Follow Up



- A phone call to make sure everything went smoothly
- Set up a meeting date to discuss the success of the cross promotion lunch/coffee
- During the process of the cross promotion keep both clients involved and informed

Investment Strategy



Ad Placement



- Mall Banners in Fairview Mall
- Street Level Poster in Niagara Area
- Billboard near a Highway (Westbound to Niagara)
- Digital Horizontal Poster (Peace Bridge Canadian Side)

Cross Promotion



POP:

- Billboard
- Street Level Poster
- Mall Banner
- Digital Horizontal Poster

✦ Value: \$4,084

Cross Promotion



- Self Promotion:
 - Ads that Pattison provides to promote the cross promotion on behalf of the ***History Channel and Niagara.***
 - ✦ Value: \$10,295
- Client Ads:
 - To be used to promote ***History Channel and Niagara*** as well as the promotion.
 - ✦ Value: \$16,421

Total Value



• POP:	\$4,084
• Self Promotion:	\$10,295
• Client Ads:	\$16,421
• Total:	\$30,800
• Individual Investment:	\$15,400 /client

❖ **Based on formal agreement of a 10% increase in ad spend with Media Pattison in 2014-2015, outside of this promotion.**



Added Value



- **Bonus Incentive**
 - Free Web banner Advertisement on History Channel

Cost per Ad Breakdown		
Pattison - 50 GRP	Type – Street Level Location -St. Catherines/Niagara CMA Population: 379,580 Timing: 1 Week (June)	
Calculation	$\$19,720 \text{ (Per 4 Week)} / 4 = \$4,930 \text{ Net}$ $\$4,930 / 0.85 = \$5,800 \text{ Gross}$	
Pattison – 50 GRP	Type – Digital Horizontal Poster Location – St. Catherines/Niagara CMA (Peace Bridge Canada) Population: 379,580 Timing: 1 Week (July)	
Calculation	$\$2,300 \times 2 \text{ (Weeks)} = \$4,600 \text{ Net}$ $\$4,600 / 0.85 = \$5,411 \text{ Gross}$	
Pattison – 50 GRP	Type – Billboard Location – St. Catherines/Niagara CMA Population: 379,580 Timing: 1 Week (August)	
Calculation	$\$30,720 \text{ (Per 4 Week)} / 4 = \$7,680 \text{ Net}$ $\$7,680 / 0.85 = \$9,035 \text{ Gross}$	
Pattison – 50 GRP	Type – Mall Banner Location – St. Catherines/Niagara CMA Population: 379,580 Timing: 1 Week (September)	
Calculation	$\$5,500 \times 1 \text{ (Week)} = \$5,500 \text{ Net}$ $\$5,500 / 0.85 = \$6,470 \text{ Gross}$	
Cost of Ads: \$26,716	Gross POP: \$4,084	Total Campaign: \$30,800

Outdoor Campaign



Media: Pattison Outdoor Campaign 2014/2015

Months	Clients: - History Channel & Niagara
January	\$0
February	\$0
March	\$0
April	\$0
May	\$0
June	\$5,800
July	\$5,411
August	\$9,035
September	\$6,470
October	\$0
November	\$0
December	\$0
Total	\$26,716



History Channel Budget



Pattinson – Toronto Prior Campaign 2013

Months	History Channel
January	\$2,800
February	\$2,800
March	\$2,800
April	\$0
May	\$0
June	\$0
July	\$0
August	\$700
September	\$1,600
October	\$1,600
November	\$0
December	\$0
Last Year Total	\$12,300

Last Year Total: **\$12,300**

Increased Budget (10%): **\$1,230**

New Media Spending: **\$13, 530**



Niagara Falls Budget



Pattinson – Toronto Prior Campaign 2013

Months	Niagara Falls
January	\$0
February	\$700
March	\$1,200
April	\$0
May	\$1,000
June	\$3,600
July	\$3,600
August	\$3,600
September	\$0
October	\$0
November	\$1,000
December	\$1,000
Last Year Total	\$15,700

Last Year Total: **\$15,700**

Increased Budget (10%): **\$1,570**

New Media Spending: **\$17,270**



OBJECTIONS



- ❖ HISTORY CHANNEL
- ❖ NIAGARA FALLS



Objections



- Handling Objections:
 - Trust and rapport must be strong
 - Allowing negotiation to become a partnership to work through customer concerns
 - Resulting in a win-win situation

Objections



- “We don’t see how the History Channel and Niagara Falls could have a promotion between the two, we don’t see any similarities”
 - We would identify the similarities for our clients

Answer



History
Channel:

Life
experience
and Canada's
history



Niagara Falls:
Historical site/
Tourism
destination –
1/7 wonders of
the world –
Wine



Cross
Promotion:
CANADA'S
HISTORY

Objections



- “We don’t see the benefit in a Cross Promotion.”
 - We would identify the benefits of a Cross Promotion

Answer



- Benefits of Cross Promotion
 - Builds credibility
 - ✦ You have another business backing you up
 - ✦ Having a business that is respected and valued by their customer base, your offering will acquire added interest and consideration too

Answer



- **Benefits of Cross Promotion**

- Saves you money

- ✦ Expenses are split two-ways
 - ✦ Combining your marketing efforts and budgets to reach the same market → spending half the \$ for double the impact

Answer



- Benefits of Cross Promotion (Con't)
 - Provides better exposure
 - ✦ Both parties working towards the same goal → two heads are better than one
 - ✦ Better advertising exposure

Answer



- Benefits of Cross Promotion (Con't)
 - Builds trust
 - ✦ Helps your customers to see for themselves that other businesses trust you
 - Enough to even market your product and services
 - ✦ As if another business is putting in a good word for you

Objection



- “We feel with a cross promotion it is too hard to please everyone and you lose flexibility”
 - We would utilize the Feel-felt-found strategy to reassure them that others have successfully over come the same concern.

Answer



- I know how you *feel*. Others have *felt* the same way. However, we've *found* with a Cross Promotion:
 - Everyone is working towards the same goal so in the end both parties tend to come out satisfied
 - As for flexibility, control is divided a bit more however with more people working on the promotion it presents the opportunity for more creativity to be utilized.

PORTFOLIO



❖ **TESTIMONIALS**

- ❖ Flavours of Niagara
- ❖ Loud Advertising
- ❖ Hamilton Spectator
- ❖ Jiffy Lube

❖ **AWARDS**

- ❖ OBIE

Testimonial



- Flavours of Niagara

- “The billboards were colourful, professional and interesting. Pattison Outdoor worked with us to choose the very best locations. They played a big part in attracting motorists to the Flavours of Niagara International Food, Wine and Jazz Festival.”

- ★ Terry Kadwell

Testimonial



- Loud Advertising

- “In a smaller market like Niagara, dollars spent on Outdoor stretch further, typically reach a broader audience and have a singular impact, which is difficult if not impossible to achieve with other forms of regional media. We recommend some form of Outdoor Advertising with Pattison in most of our media plans that we develop on behalf of our clients because of its effectiveness, and because it is an integral part of a good media mix.”

- ★ Stan DiFruscio



Testimonial



- **Hamilton Spectator**

- ...PATTISON worked with us to achieve a well-balanced delivery of locations, within our market area. We're very pleased with the exposure we're getting using a very high impact medium. The combination of the right creative execution and GRP weight results in a very effective communication effort.

- ✦ *Diana McKay, Associate Marketing Manager*



Testimonial



- **Jiffy Lube**

- “Jiffy Lube hadn't used billboards as a way to promote their brand and value message for many years. We felt we couldn't afford it on the basis of our single location budget. Our recently completed campaign has been very effective, and while Pattison Outdoor doesn't “give it away” from a cost standpoint, we feel based on outcomes that the cost was very reasonable...A good experience we will be happy to repeat in the future.”

- ★ Rick Groom



Awards



- **OBIE**
 - one of the biggest prizes in outdoor advertising
 - The OBIE Awards recognize creative excellence in outdoor advertising and are the oldest media creative awards program in the world.
- **CASBA 2012 Winners**
 - Pattison Outdoor Advertising has had a long-standing association with water safety, with a 15-year plus partnership with the Lifesaving Society
 - playing a major role in spreading the message about boating safety in cities all across Canada.



THANK YOU



For your time & Consideration.



Sources



- Niagarafallstourism.ca
- History.ca