

# Collette #TellYourStory

Team Pegasus

Spring 2017



## Table of contents

<b>Executive Summary</b>	1
<b>Marketing Research</b>	
Secondary Research	1
Market Research	2
Primary Research	3
<b>Marketing Strategy</b>	4
<b>Strategic Summary Chart</b>	5
<b>SWOT Analysis</b>	6
<b>Target audience</b>	7
<b>Marketing Objectives</b>	
Communications objectives	8
Communications strategies	8
Communication tactics	8
<b>Media strategy</b>	9
<b>Creative</b>	
Creative Brief	9
Creative Samples	10
<b>Media Plan</b>	
Media outlets	11
Media budget	13

<b>Appendix</b>	
A: Survey Questions	14
B: Media Calculation	18
C: Media Calendar	19
D: Video Advertisement	20
<b>References</b>	21

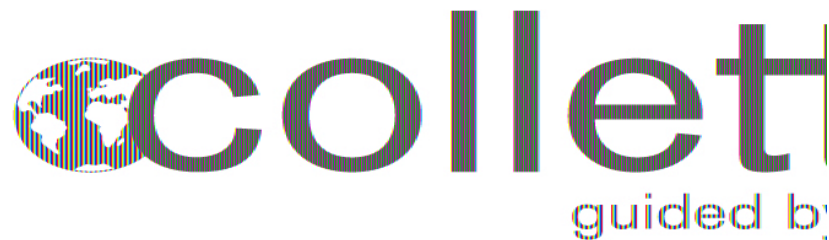
**“Collette, where history  
is remembered and  
memories are forever”**

## Executive Summary

The main goal for this project is to get more of Generation X to use Collette's Travel Agency but a huge problem that we discovered with our research is: we found out that 93% of consumers plan their own vacations without aid of a travel agency (we found that only 15% of Generation X uses travel agencies) The largest segment we found that we could target to are Generation X females (moms) with families. We got this data from a focus group and survey questions that asked who plans the trip and which offerings would need to be a part of the trip in order for the consumer to use a travel agency.

Our research also shows that Gen-X is a heavy users of social media to get informed, our media campaign will mainly be on: Twitter, Instagram and Facebook. Daily post's with at least a short video or a picture about the experience of previous travelers accompanied by #tellyourstory and our slogan ("**Collette, where history is remembered and memories are forever, let us #tellyourstory**"). One of our biggest collaborations would be with GoPro. GoPro's will be given to families prior to their vacation destination which they will record the entire trip, we will then create videos from this footage and show Collette's name in the video which are shown through Youtube and Collette will use the same footage on other channels like TV commercials. Social media isn't an expensive tool for Collette, it already has account or profile and followers/subscribers.

All of our strategies are to target businessmen, single mothers and families and will increase the brand awareness and inform these audiences about the "a la carte" travel offer.



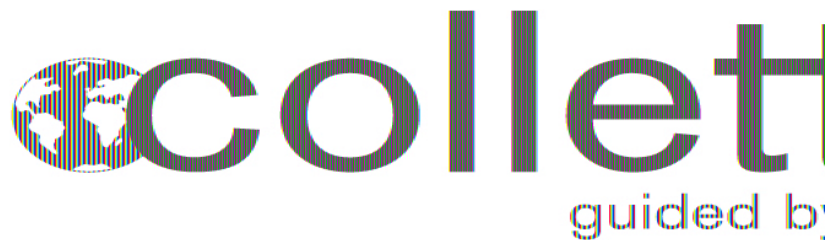
# 1

## Marketing Research

### Secondary Market Research

#### Target Audience

- 15% of X'ers plan to use a travel agent
- 61% have children
- Average spending on vacation per household- \$4500
- 40% of family trips are to visit family and friends
- Closely related to Millennials
- Want to travel to a place no one has heard of
- Adventurous and experience focused
- Either single (possibly divorced) or on wedding anniversary
  - Married- Honeymoon or 10th anniversary (big events)
  - Singles want to meet others or party
- Trend in traveling with friends (couples with other couples) *Show prices for 2 and 4 next to each other*
- Family trips (8-10 days)
  - Kid friendly adventure and local experience; big festivals- grand prix, color runs, Educational tours for families
  - Cruises are ideal for family trips- lots of family time, kids clubs, different destinations
  - Want to learn about history, art, culture and FOOD as a family (european trips)
- Those that never got married- Don't know what they want; can do whatever they want



## Consumer Research

### ***Mid Life Crisiers - (Newly Divorced Women)***

This segment includes Single Women, Divorced Women. The Mid-Life Crisiers is a group of women who are single or newly divorced.

Main Benefits:

- Looking for a second chance at life and happiness
- They've been in the workforce; disposable income
- New found interests/ disposable time

### ***Business Executives***

This segment includes Business men, Divorced men. The business executives are a group of hardworking individuals who have been in the workforce for sometime. They have disposable income and lack the time to plan travel. They show willingness to get back out on the dating scene while holding their interests and careers.

Main Benefits:

- Opinion leaders
- Disposable income
- Easily influenced

### ***Family Vacation***

This segment includes Married couples with children. The Family segment is looking to create memories with each other. They want to be educated in art and history while indulging the cuisine.

Main Benefits:

- Kids hold buying power within family decisions
- Mom and Dad income/ More disposable income
- Building family tradition

## Market Research

The travel industry is made up of many different companies and businesses. The original travel agent usually offers type of package deal with a premiere destination, such as hawaii, or the cruise of a lifetime. However, the industry also ranges to tours, time shares, and visitor services. The most important services that are covered by this industry are flight, hotel, leisure activities, and packaged deal accommodations.

This industry is driven by leisure as well as business travel. With the heightened need to do business around the world, travel agencies are busy as ever. This is great for the industry, but it also results in a very competitive landscape. Some of the most competitive companies include the following in order of market share in the US: Expedia (42%), Orbitz (19%), The Priceline Group (19%), Travelocity (14%), Cheapoair (5%), Others (1%) based on.

The internet has had a major impact on everyday life, which includes the travel industry. This left many companies out of the loop during the technological transition, because of this many closed their doors. Today the market is ever changing due to the innovative ideas that are continuously coming out. Due to this fact the travel industry is becoming increasingly competitive and public relations are of utmost important in the travel industry. Most clients are developed through testimonials or word of mouth advertising, or current trends show content marketing as a driving force behind the travel industry.

## Primary Market Research

We used two methodologies to collect our information about the target and it's travel experiences and ideal travel: the focus group with 5 people, and the second one was a survey of 46 questions; that discussed 4 parts (Last travel experiences, Ideal travel, How get the advertising information about travel, and Demographics) (See Appendix A)

## Primary research findings

A lot of Gen-Xer took vacations last year, at least one time (41,9%) or two times (41,9%), for one week (74,2%), in the majority in the USA and in summer (80,6%), with the whole family, that is to say the respondent and children (61,3%). They visited several location in one trip (80,6%) and have traveled for many reasons: almost equally for relaxation (35,5%) and for exploration (29%), but also for sightseeing (22,6%). They don't plan their travel a long time in advance, only one month for the majority (45,2%).

The big issue for us is that they plan their own vacation (93,5%) and don't use travel agencies. So, in our IMC plan, we will not just have to promote Collette, but also to persuade the consumer to simply use a travel agency. The major reason of not using a travel agency is the cost and the scare of extra fees, but also because people don't need it and prefer plan themselves. But, they also prefer to have one place to book everything (flight, hotel, activities) (64,5%), and it is what a travel agency can propose. If they have to choose between two agencies, their choice criteria are the price and the customer service. So they want good qualities with the lowest price. Because of not using Agencies, their source of information are mostly Internet with reviews (93,5%).

Respondent's ideal travel should be relaxing and not expensive. They want to spend good time with friends or family with fun and news experiences. They want relaxing activities as beach, pool, spa, shopping (96,8%). Indeed, their preferred destination is the beach (80,6%). But they

also like some sport activities as scuba diving, hiking or climbing (64,5%).

Some prefer to go to a city (67,7%) and so visit a town (54,8%). Others want to have family activities (54,8%). Indeed, if they have children, they prefer to have activities with them and have free time without them (48,4%).

The choice of the number of visit is very diversified: they want equally (19,4%) two visits per day with one on the morning and one on the afternoon, and one visit per day, only the morning. And also equally (16,1%) two visit per day but this time on the afternoon and on the evening, and any visit. Because of this diversity in the answers, maybe the best would be to give anyone the choice of what they want during their travel, as a package, and anyone plan their trip with one visit one day, and two visits the next day.

All should be inclusive, and not cost a lot because their ideal price is less than \$1,500 per person (61,3%) for one week for the flight, the meal, the hotel and the visit. It should take one week (74,2%), and they prefer to stay in hotel like Hilton or Marriot. Respondents want to have all the meal included (breakfast, lunch and dinner) (51,6%).

About the travel agencies respondent's knowledges, because they don't use travel agency, they don't remember for the majority a travel agency advertisement. Nevertheless, they know some travel agencies, in majority Expedia. But anyone cite Collette. Respondents see the most advertisement on TV (64,5%) and spend time on social media (61,3% more than a hour per day), as Facebook (31%), Instagram (20%) and Twitter (11%).

## Marketing Strategy

The results of our research has given the necessary data that we need to formulate our marketing strategy. The main goal for this project is to get more of Generation X to use Collette's Travel Agency but a huge problem that we discovered with our research is using these Generation X consumers to even use a travel agency. From our data we found out that 93% of consumers plan their own vacations without aid of a travel agency, so during our campaign we will not only be advertising to use Collette but to use a travel agency in general. The biggest factors in that are quality and pricing. If we can offer the consumers high quality services for a certain price then they will be more likely to pay for our services.

From our secondary research we found that only 15% of Generation X uses travel agencies. This played a large role in constructing and formulating what we need for our marketing strategy and how to regulate what we put on it. Our biggest issue again is getting consumers from Generation X to consider using a travel agency, specifically Collette. From the secondary research we concluded that we will have to have a higher online presence. Social media, website and phone application will all need a change so that Generation X consumers understand that Collette Travel Agency is high quality and offer affordable prices.

From our research we can say that majority of consumers would like to spend most of their vacation time relaxing. We have also estimated that the average consumer ideals vacation would cost fifteen hundred dollars per person for one week worth of vacation. That would include flight, hotel, food and various activities that week. Quality of the trip would also be

a factor in the consumer deciding if they wanted to use our travel agency. The hotel would need to be at least be a Hilton or Marriot level hotel.

The largest segment we found that we could target to are Generation X females (moms) with families. We got this data from focus group and survey questions that asked who plans the trip and what variables would need to be a part of the trip in order for the consumer to use a travel agency. Female response was more similar when it came down to what factors would need to be employed for them to use Collette. This was all found by primary research.

## Summary Chart

Key Research Finding	Strategic Actions
The most Gen-Xer travelers are family, single women and business executive	Target on single women with kids
-92,9% Gen-Xer use Internet as source of information for their travel -More than 50% of Gen-Xer spend more than 1h per day on social media. -The most site they are on are Facebook, Instagram and Twitter.	-Focus on the online communication, especially on social media. -Make content marketing and promotion on social media about the new travel offer (create hashtag, promote sharing of traveler experiences)
-Respondents travel for many reasons equal share (Relaxation, Sightseeing, Exploration) -They want different number of visit in a day and in the week.	The travel offer should allow them to organize their need as they want concerning the kind and the number of activities to satisfy every traveler, like a package or "a la carte" travel
-If Gen-Xer have to choose between two travel agency, 61,3% of them will choose the cheaper one -Their ideal travel should be all inclusive and inexpensive -They don't want to book with a travel agency because of the extra fees	The travel offer mustn't have hidden costs: propose a travel offer not expensive, with all inclusive and no extra fees



## SWOT

### Strengths

- Family owned business that provides guided travel experiences with over 159 tours to all 7 continents, including land tours, river cruises, rail journeys, small group tours, family trips and more.
- They will be a featured prize on Wheel of Fortune March 6-10
- Their primary twitter account is somewhat active and engaging with their followers
- Website
  - Free Brochures, In-Depth FAQs, “Why Book with Collette”, etc.
  - Shows that they care about customer concerns and are willing to resolve them quickly
- Linked with 8 “preferred partners”, which are local travel agencies that can help book with Collette in Fresno alone

### Weakness

- Consumers usually like booking vacations by themselves, and not go through an agency
- Not many people know about Collette, or what they offer
- Website doesn't give an extensive description of the tour. Just lists basic information and prices.
- Minimal customization options on trips
- High & firm prices on some trips (\$\$ don't drop even if you book a long time in advance)

- Only 5 tour managers

### Opportunities

- Summer is coming up and it's the ideal time for most people to vacation
- Offer travelers the option to “drag & drop” things that they would like to do, with a wide variation of events/excursions
- Clean up the website so that it's easier to navigate and give more in-depth descriptions of the trips
- Hire more tour managers, so that there can be a more personal connection with each trip. Possibly get a couple agents for each of the popular vacation spots (Paris, London, etc.)
- Advertise on TV (65% of our respondents see ads on television), advertise online mainly on Social Media (Facebook mostly, but also Twitter, Instagram)
  - #ThanksCollette, a new social media movement that gives previous travelers the opportunity to share pictures/videos/stories about traveling with Collette
  - Collette's social media team will pick a random post that meets all the requirements, and reward them with a free trip with Collette (\$2,000-3,000, let the winner choose)
  - The payoff would be getting customers to spread word of mouth which = Brand Exposure

## Threats

- The travel agency market isn't thriving, sites like Kayak, Expedia, and Airbnb are dominating the traveling market
  - They let people pick & choose where and when they want to go places, letting them customize their trips and excursions
- Not being able to inform customers on what they offer since they aren't well known
- The economy will play a deciding factor if people want to go on vacations or not
- Prices, there are a lot of cheaper options when it comes to booking vacations, Collette has to make it known WHY they are worth the investment

## Target audience

Based on our research, we found three segments that we will target: single/divorced women, business men, and married couple with children and we decided to target the single/divorced women with children. Our positioning is as follows: for the single women, businessmen and families, who want a quality, relaxing, and inexpensive travel, we want to propose a new travel offer based on "a la carte" travel which will allow to travelers to create their ideal trip by chosen their number of visits and activities per day and per week.

## Marketing objectives

Our marketing objectives are the following:

- Change attitude: encourage our target to use travel agencies given they prefer to book themselves
- Expand brand awareness for Collette
- Inform consumer about the creation of a new travel offer to satisfy the target's needs ("a la carte" travel)
- Inform consumer about the creation of a mobile app to book the travel

## Communication Objectives

- increase brand awareness within our target audience by launching social media hashtag events #tellyourstory
- drive of the newly aware to download the app
- increase the number of website visits by 35-40%
- increase the "a la carte" booking by 25-30% within a year after the launch of this travel offer
- Track the number of views, repost, likes, comments, top tweet on the online advertisement

## Communication Strategies

The core tangible element of our marketing strategy is the creation of the new travel offer which respond to the needs of the target, namely to

organize your journey as you want, with the number and the kind of activities you want, the type of hotel and the number of meal.

## The Big Idea

Our big idea is focused on our campaign slogan "Collette, where history is remembered and memories are made, let us tell your story!", which will drive the entirely communication campaign on social media, on YouTube, on the website and on TV. It will support the online campaign with the hashtag "#tellyourstory".

## Communication tactics

To communicate to the target about the "a la carte" travel offer, we will use the followers promotion elements:

- Social media (Facebook, Twitter and Instagram): because it is the dominant element using by the Gen-Xer, this will constitute the part of our content marketing to promote the existence of the travel offer by sharing experiences of former travelers with videos ad in which they tell their "a la carte" journey.
- TV ad: it will allow to communicate the existence of Collette travel and the benefit for the target of using the "a la carte" travel offer. It will also invite the viewer to follow Collette on social media and to download the application.

- The YouTube channel of Collette: to post the TV ad and the videos add posting on social media.
- The Collette Travel website: to post the TV add in highlight on the top and a banner with direct link to the “a la carte” travel offer.

### Media Strategy

The core of our “Collette, where history is remembered and memories are made, let us tell your story!” campaign will be online, especially on social media, because it could generate the most impressions at the lowest cost, and because this is the principal way with which we can target Gen-Xer. The online campaign will be constitute of intense daily post to promote the “a la carte” travel offer with a direct link to the website to book a travel, or with short videos of former travelers, or simply with pictures of former travellers and short sentences of their experience. The hashtag “#tellyourstory” will connect all this post and create a viral sharing. Utilizing digital content will help extend our geographic reach on a national scope, without expensive cost, except for the creation of the short videos, but they can be repost at regular interval. But, to promote the existence of Collette Travel, the travel offer with its benefits for Gen-Xer travelers and its social media, a TV ad will be create and broadcast at the beginning of the campaign.

## Creative

### Creative Brief

#### Key observations/facts about the product

The promotion will feature the ideal travel experience for Generation Xer’s, and will be accompanied with access to all that Collette’s services have to offer.

#### Problem Statement

Collette guided by travel has an outdated model of planning and executing travel arrangements, which does not appeal to Generation X consumers. On the other hand reach of Collette’s current marketing is minimal, and mainly focuses on Baby Boomers.

#### Communications Objectives

- Increase brand awareness
- Change the attitude Generation X consumers have about Collette
- Stimulate trial purchases and repeat customers

#### Target Consumer Insights

The target audience’s are Generation X consumers, more specifically: families, businessmen, and divorced/single women. These groups think that Collette provides a service that is outdated and for people who are retired.

### Key Promise

Collette has the ideal travel service, and provides the best destination for their next vacation. This product and service will deliver an unforgettable getaway that will take little to no effort to plan. As well as provide a wide range of options for each consumer to choose from. Collette has created memories for their customers for nearly 100 years, and with the long lasting relationships and expertise that comes from that experience we are pleased to offer them at a price you can afford.

### Creative Strategy and Creative Tactics

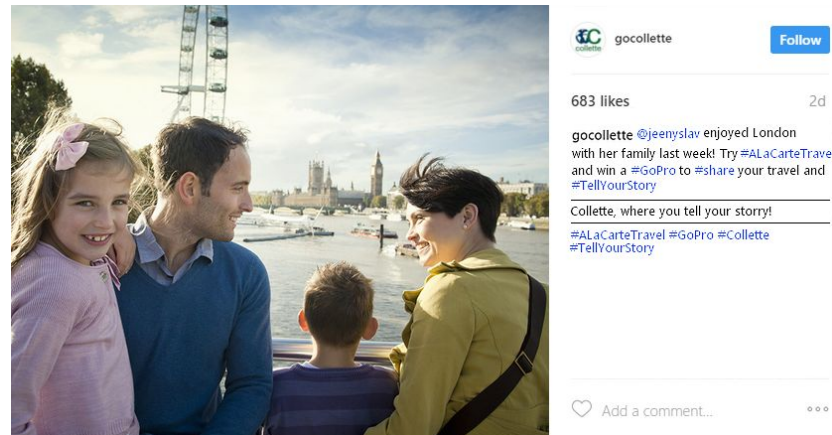
“Collette, where history is remembered and memories are made, let us tell your story!”

Our message is to facilitate the possibility of unforgettable memories for each traveler. This will provide the customer full flexibility to do what they want while on vacation. It will appeal to the emotional and relaxation needs of the target audience. The creative features a testimonial dramatization in order to capture these appeals. By using video imagery of those who have traveled with Collette, and have had the opportunity to share their stories with the rest of the target audience. This will create a content marketing database that will benefit Collette many years from now

## Media Plan

### Creative Samples

#### Facebook



## Instagram



## TV, YouTube, Cinema

We have created an example of a video add, that could be launch on television, YouTube and Cinema: <http://bit.ly/2oZVLtD>

## Media Plan

### Media Outlets

#### Social media

Because our research show that Gen-X is a heavy users of social media to get informed, our media campaign will be concentrate on this media:

Twitter, Instagram and Facebook will be used as content marketing. Daily a post with at least a short video or a picture about the experience of previous travelers accompanied by hashtag #tellyourstory and one of our slogan (“Collette, Where you tell your story”, “Collette, Where we tell your story”, “Collette, let us tell your story”) will be post on these differents social media. This will target business men, single mothers and families and will increase the brand awareness and inform these audiences about the “a la carte” travel offer.

LinkedIn, with the 5000 Collette’s subscribers, will also be used to target Business men with weekly post.

Social media aren’t an expensive tool for Collette, it already has account or profile and followers/subscribers. What cost money will be the creation of the pictures videos by the creative team from those sent by travelers. And each of them will be used at least 4 times (on each social media: Twitter, Instagram, Facebook and LinkedIn), so it divides the number of pictures/videos in total.

### Endorsement with GoPro

We plan an endorsement with GoPro. Collette will make a deal with GoPro. GoPro's will be given to families prior to their vacation destination which they will record the entire trip. GoPro will then create videos from this footage and show Collette name in the video which are shown through Youtube and Collette will use the same footage on other channels like TV commercials. Video space in department store kiosks will also be allowed to with the Collette name and videos.

### Magazines

To more target Businessmen, we will use a traditional media: business magazines, as *Men's Health*. We find on it website that one demi page cost \$107,450.00. We will publish an ad in the magazines of May, June, July and December 2018. Indeed, we found that the best time to promote travel are these months.

### Television

The TV campaign will be launch on May and after on December. One time in a week, during eight weeks in total, it will be one 30 seconds spot during the programs "America's next top model", "Reign", "Dateline", "20/20", and "Bones", for a total cost of \$1,954,760. We will use the slogan "Collette, where history is remembered and memories are made, let us tell your story!" and inform target about the existence of both the "a la carte"

travel offer and the website and the application to book it. This promotion will increase the number of website visit, of downloading the app and of the booking travel.

### Movie theater

This video ad will also appear in movie theater on 20 screens every day during four months.

### Nascar Sponsorship

We are purchasing an associate sponsorship on a NASCAR which will feature the Collette travel logo during the NASCAR Sprint Cup Series of 38 races.

### Airport

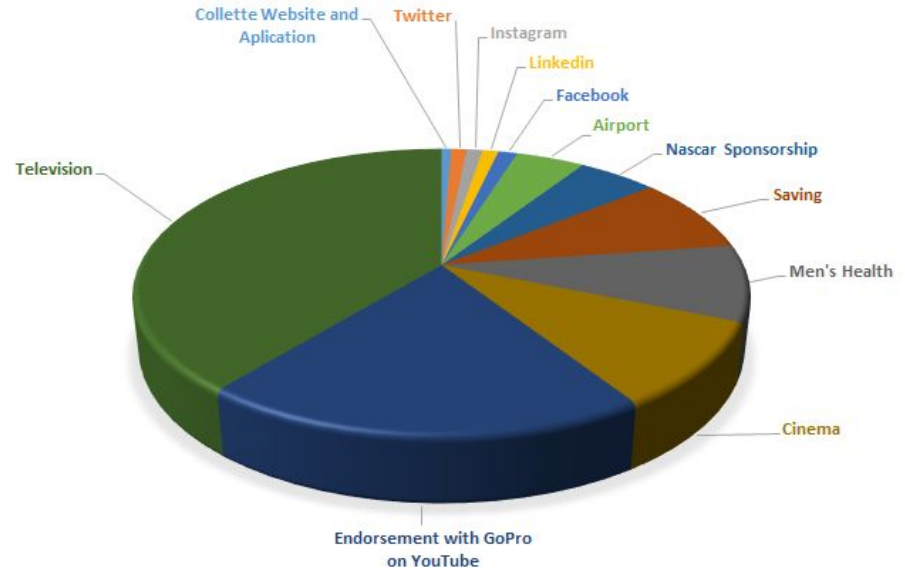
We will be allocating \$216,900 to Airport advertising using a range of different styles such as backlit displays range, digital display, airport banner, floor to ceiling "spectacular". spectacular ads, mini spectacular and banner, backlit diorama,

### Website and application

For the promotion on the website (with a banner), its development, and the app's development, to include the "a la carte" travel offer, we allocate \$30,000.

At the end of the budget allocation we decided as a team to reserve \$428,540 in case of price fluctuations and also considering these are estimated prices. This portion will be used in the event that the production of a commercial is necessary.

### Media Budget



Promotion item	Total cost	
Twitter	\$50,000.00	1.00%
Instagram	\$50,000.00	1.00%
Facebook	\$60,000.00	1.20%
LinkedIn	\$50,000.00	1.00%
Endorsement with GoPro	\$1,000,000.00	20.00%
<i>Men's Health</i>	\$429,800.00	8.60%
Television	\$1,954,760.00	39.10%
Cinema	\$480,000.00	9.60%
Nascar Sponsorship	\$250,000.00	5.00%
Airport	\$216,900.00	4.34%
Collette Website and Application	\$30,000.00	0.60%
Saving	\$428,540.00	8.57%
<b>Total</b>	<b>\$5,000,000.00</b>	<b>100%</b>



## Appendix A: Survey Questions

The survey has been distributed between March, 8th and March 12th.

### Your last travel experiences

1. Which country(ies)/state(s) (different from where you live) have you already visit?
2. Which country(ies)/state(s) (different from where you live) would you visit?
3. Any vacations on the past year?
  - Yes
  - No
4. If so, where?
5. How often do you travel in a year (for vacation, not week-end)
  - Never
  - One time
  - 2 times
  - 3 times
  - More than 3 times
6. How long are your travels?
  - 1 night
  - 2 nights
  - 3 nights - one week
  - 10 days
  - 2 weeks
  - 3 weeks

- More than 3 weeks

### 7. What time of the year are you most likely to travel?

- Summer
- Fall
- Winter
- Spring

### 8. For your vacation do you:

- Plan your own vacation
- Use travel agencies
- Other:

### 9. How long in advance do you book your vacation?

- Less than a month before
- 1-2 months before
- 3-4 months before
- 4-6 months before
- More than 6 months before

### 10. When looking to travel, what sources do you rely on for information?

- Wordofmouth
- Internet (included reviews)
- Agencies
- Other:

### 11. What percent of your budget is used on bills? \*

- Less than 20%
- 21%-30%
- 31%-40%

- 41%-50%
- More than 50%

12. When traveling would you rather: \*

- Drive
- Fly
- Take a train
- Go on a cruise
- Other:

13. Do you prefer

- Luxury hotel
- Medium hotel
- Low end hotel

14. When you travel, is it mostly

- You alone
- You and your spouse
- You and the whole family (with children, brother/sister...)
- You and friends
- Other:

15. When you travel do you like to:

- Visit several locations
- Stay grounded in one location

16. Do you travel more for

- Relaxation
- Sightseeing
- Exploration

- Other:

You and your ideal travel

17. What is the reason for what you won't book a trip with a travel agency?  
What do you not like in travel agency?

18. Can you cite 2 words to describe your ideal travel?

19. What should be in your ideal travel?

20. What is your choice criteria in booking a trip to a travel agency rather than another:

- No more than 3 choices
- Check all that apply.
- Reputation of the agency
- Choice of destination
- Choice of activities
- Price
- Customer services (online help, phone number all day, face to face)
- Choice of length
- Some gift (for 10 nights, one free)
- Other:

21. Do you prefer book everything (flight, hotel, activities)

- On separate websites
- Have one place that can do it all

22. How much planning time should go into planning a vacation?

23. What is your preferred hotel chains?

24. What is your ideal time of travel?

- One week
- 10 days
- 2 weeks
- More than 2 weeks

25. What is your ideal price for one week per person?

(Flight+Meal+Hotel+Visit)

- Less than \$1500
- \$1500-\$2000
- \$2000-\$2500
- \$2500-\$3000
- \$3000-\$3500
- \$3500-\$4000
- More than \$4000

26. Which activities would you be interested in?

- Relax (beach, pool, spa, shopping)
- Visit of town
- Visit of museums
- Sport (scuba diving, hiking, climbing)
- Family activities
- Other

27. If you have kids, would you prefer

- Have activities with them
- Have activities only for them to have free time for you
- Both

- Don't have children

28. Concerning the meal, do you prefer:

- Breakfast, lunch and dinner include
- Only breakfast and dinner include
- Only breakfast include
- Only lunch include
- Only dinner include
- Other

29. What is your preferred destination? (No more than 2 choices)

- Beach
- Mountain
- Cruise
- City
- Desert areas
- Other

30. Do you prefer:

- 2 visits per day: morning + afternoon
- 2 visits per day: afternoon + evening
- 1 visit per day: morning
- 1 visit per day: afternoon
- 1 visit per day: evening
- Any visit
- Other

31. Do you prefer:

- Visit every day
- One day free in a week

- 2 days free in a week
- 3 days free in a week
- More than 3 days free
- All free days, any visit

32. Can you cite an advertisement of a travel agency that you remember

33. Cite 3 travel companies that come to mind

34. Where do you see/hear the most advertisement?

- TV
- Social media
- Newspaper
- Radio
- Wordofmouth

35. About how many hours do you spend per day on social media?

- Never
- Less than a hour
- 1h 2h
- 2h 3h
- More than 3h

36. Which sites are you mostly on? What are some of your favorite sites?

#### Demographics

37. Gender

- Female
- Male

38. Year of birth

- 19651969
- 19701974
- 19751980

39. Income level

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

40. What is your level of education?

- Completed some high school
- High school graduate
- Completed some college
- Associate degree
- Bachelor's degree
- Completed some postgraduate
- Master's degree
- Ph.D., law or medical degree
- Other advanced degree beyond a Master's degree

41. In which state do you live?

42. Where do you live?

- Downtown

- Suburb
- Town

## 43. Marital Status?

- Single (never married)
- Married
- Separated
- Widowed
- Divorced

## 44. People living in your household?

- You
- You and your wife/husband
- You and your wife/husband and children(s)
- Other

## 45. Do you have children?

- Yes
- No

## 46. What age are your children

- Less than 3
- 3-5
- 6-8
- 9-12
- 13-15
- 15-18
- 18-20
- No children

Appendix B: Media Calculation

## Men's Health:

- ½ page = \$107,450
- 1 time during 4 months  
\$107,450 \* 4 = \$429,800

## Television:

- America's next top model: \$17,082.00
- Reign: \$19,327.00
- Dateline: \$47,261.00
- 20/20: \$65,994.00
- Bones: \$94,681.00
- Each 1 time during 8 weeks:  
\$244,345.00 \* 8 = \$1,954,760.00

## Cinema

- One screen: \$200.00
- 20 screens per day during 4 months:  
\$200.00 \* 20 \* 30 \* 4 = \$480,000.00

## Airport:

- Backlit displays: \$12,900 for 4 weeks
- Digital display: \$9,500 for 4 weeks
- Airport banner: \$30,000 for 4 weeks
- Floor to ceiling "spectacular": \$19,900 for 4 weeks
- During 3 months:  
\$72,300.00 \* 3 = \$216,900.00

Appendix C: Media Calendar

	Target	Frequency	January																															February																															March																															April																															May																															June																															July																															August																															September																															October																															November																															December																														
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52																																																																																																																																																																																																																																																																																																																																
Twitter	Business men Single mothers	Daily	[Red]																																																																																																																																																																																																																																																																																																																																																																																			
Instagram	Business men Single mothers	Daily	[Red]																																																																																																																																																																																																																																																																																																																																																																																			
Facebook	Single mothers Business men Families	Daily	[Orange]																																																																																																																																																																																																																																																																																																																																																																																			
LinkedIn	Business men	Each week	[Yellow]																																																																																																																																																																																																																																																																																																																																																																																			
Endorsement with GoPro on YouTube	Single mothers Families Business men	Daily	[Green]																																																																																																																																																																																																																																																																																																																																																																																			
Men's Health	Business men	1/2 page 1 time during 4 months	[White]																			[Cyan]																																																																																																																																																																																																																																																																																																																																																																
Television	Single mothers Families	America's next top model (1 time during 8 weeks)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
		Reign (1 time during 8 weeks)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
		Dateline (1 time during 8 weeks)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
		20/20 (1 time during 8 weeks)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
		Bones (1 time during 8 weeks)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
Cinema	Single mothers Families	Per screen (20 screens per day during 4 months)	[White]																			[Blue]																																																																																																																																																																																																																																																																																																																																																																
Nascar Sponsorship	Families	38 races	[White]																			[Purple]																																																																																																																																																																																																																																																																																																																																																																
Airport	Families Single mothers Business men	Each for 4 weeks (During 3 months)	[White]																			[Magenta]																																																																																																																																																																																																																																																																																																																																																																
Collette Website and Application	Single mothers Business men Families		[Red]																																																																																																																																																																																																																																																																																																																																																																																			

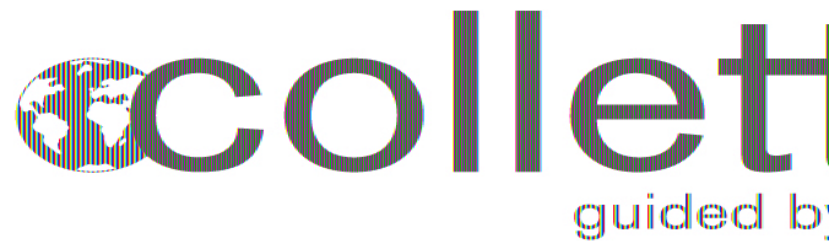
## [Appendix D: Video Advertisement](#)

To watch our 60-second advertisement,  
go to

YouTube here:

<https://www.youtube.com/watch?v=5vh8>

Or-NI78



## References

Berenstein, Lena. (September 16, 2011). Finding the best time for starting travel advertising campaigns. Eye for travel. Retrieved April 3, 2017. <<http://bit.ly/2nxaff6>>

Edwards, Jim. (January 28, 2013). Here's What It Costs To Sponsor NASCAR. Business Insider. Retrieved April 3, 2017. Retrieved from <<http://read.bi/2nCK3oM>>

Gaggioli, Alex. (May 2, 2016). How to Advertise in Airports. CloudBeds. Retrieved April 3, 2017. Retrieved from <<http://bit.ly/2egy2Pc>>

Maneval, Natalie, & Pike, Joe. (April 4, 2016). Generation X. Travel Agent, Vol. N/A, pg. 8-13.

Media Buying: How much does it cost to advertise in a movie theater?. Retrieved April 3, 2017. Retrieved from <<http://bit.ly/2nxeTd2>>

Media Kit, Men's Health (2017). Retrieved April 3, 2017. Retrieve from <<http://www.menshealthmediakit.com/rates/>>

Poggi, Jeanine. (September 24, 2015). TV Ad Pricing Chart: 'Sunday Night Football,' 'Empire' Are Broadcast's Most Expensive Ad Buys. Advertising Age. Retrieved April 3, 2017. Retrieved from, <<http://bit.ly/1JsuxcE>>

The Statistics Portal, Online travel agencies (OTA) market share in the United States in 2013. Retrieved March 13, 2017. Retrieved from <<https://www.statista.com/statistics/460012/online-travel-agency-market-share-us/>>

Travel Agencies & Services Industry Overview. Retrieved March 13, 2017. Retrieved from <<http://www.hoovers.com/industry-facts.travel-agencies-services.1218.html>>