

DEIC2021 Team Planning Sheet

Visualize your integrated direct marketing campaign

OBJECTIVE:

Instructions:

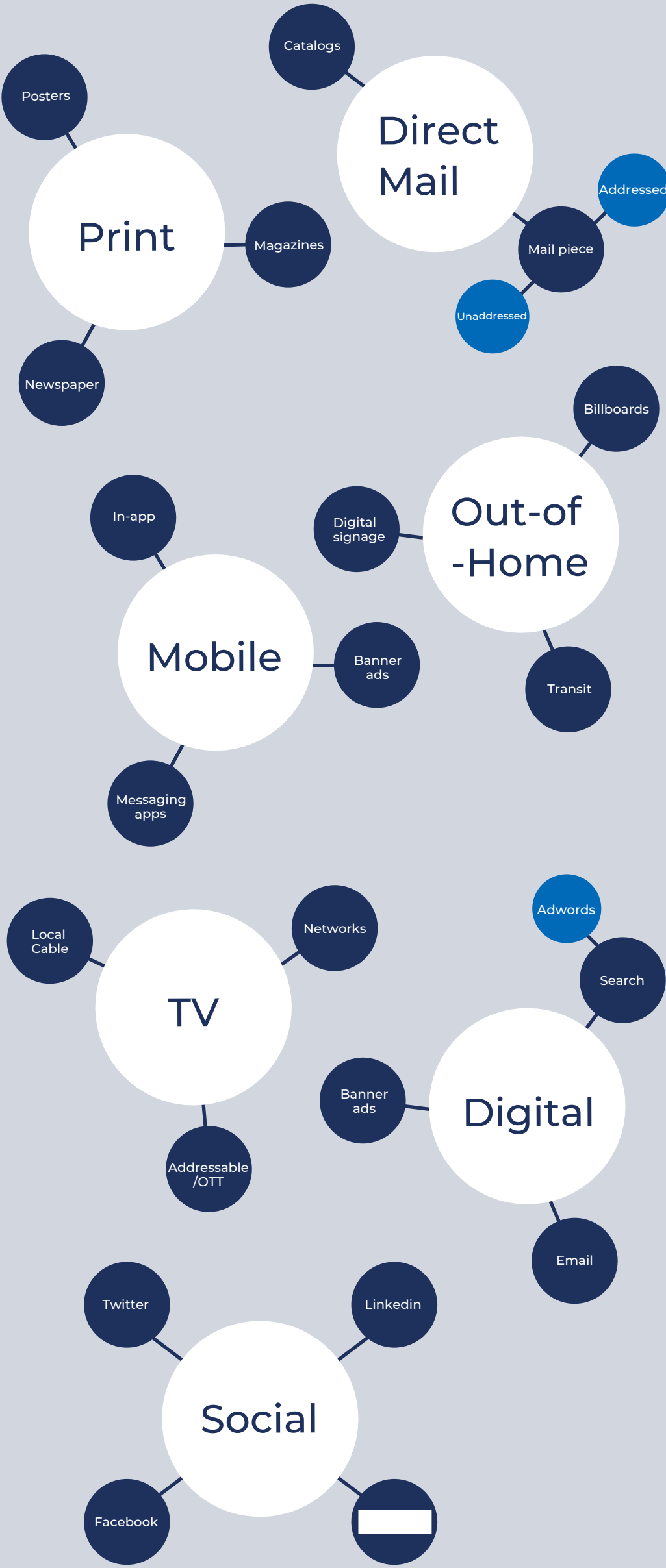
- 1.A copy of this completed Planning Sheet should be turned in along with your Concept One pager
- 2. [If applicable] An updated copy of this Planning Sheet should be turned in along with your Round 2 Regional Submission

What do you know about the client?

Who is your target audience?
What insights or other data do you have about the target audience?

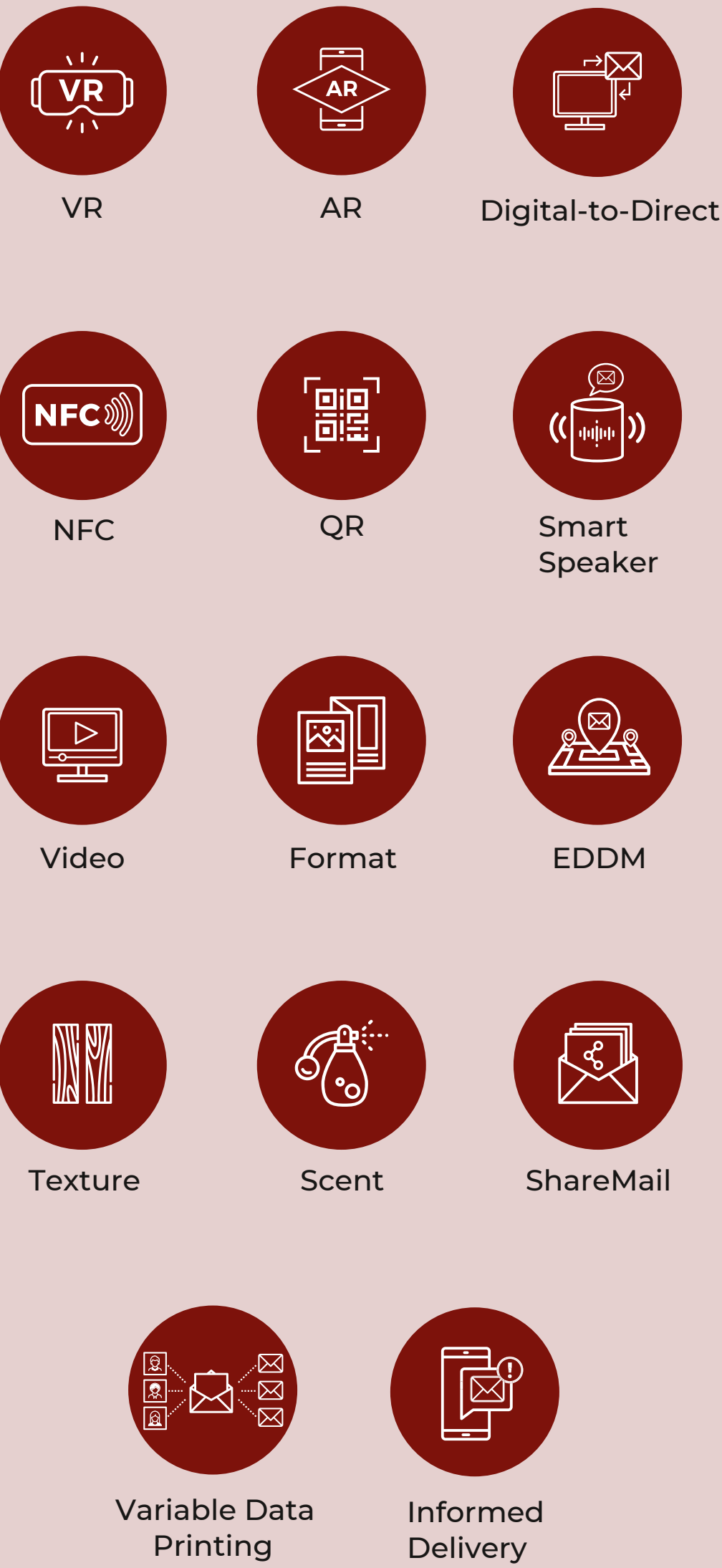
Which channels will you use (3+)?

The channels listed below are suggestions, you are welcome to explore additional options



Which direct mail campaign elements will you use?

** Your proposal must include a direct mail campaign **



What is the call to action?

How will you leverage the strengths of each channel and measure effectiveness?

Channel 1

Channel 2

Channel 3

What do you want the customer to feel and think?

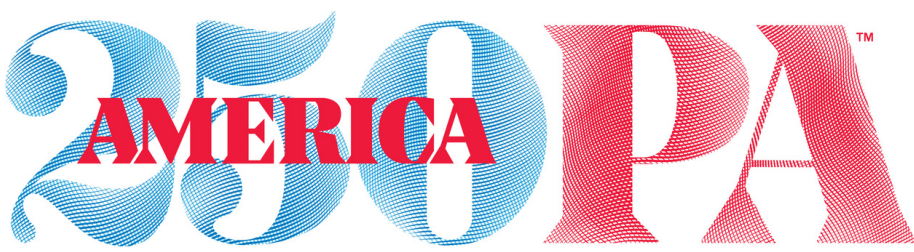
Map your campaign's key touches here: in what steps and order will you execute your marketing campaign?



Start



End



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OBJECTIVE:

FEED PA:

Make volunteering at local food banks more accessible to Every Pennsylvanian; build an app with a directory where PA residents can locate & sign up all in one click!

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What do you know about the client?

America250PA

Feeding PA

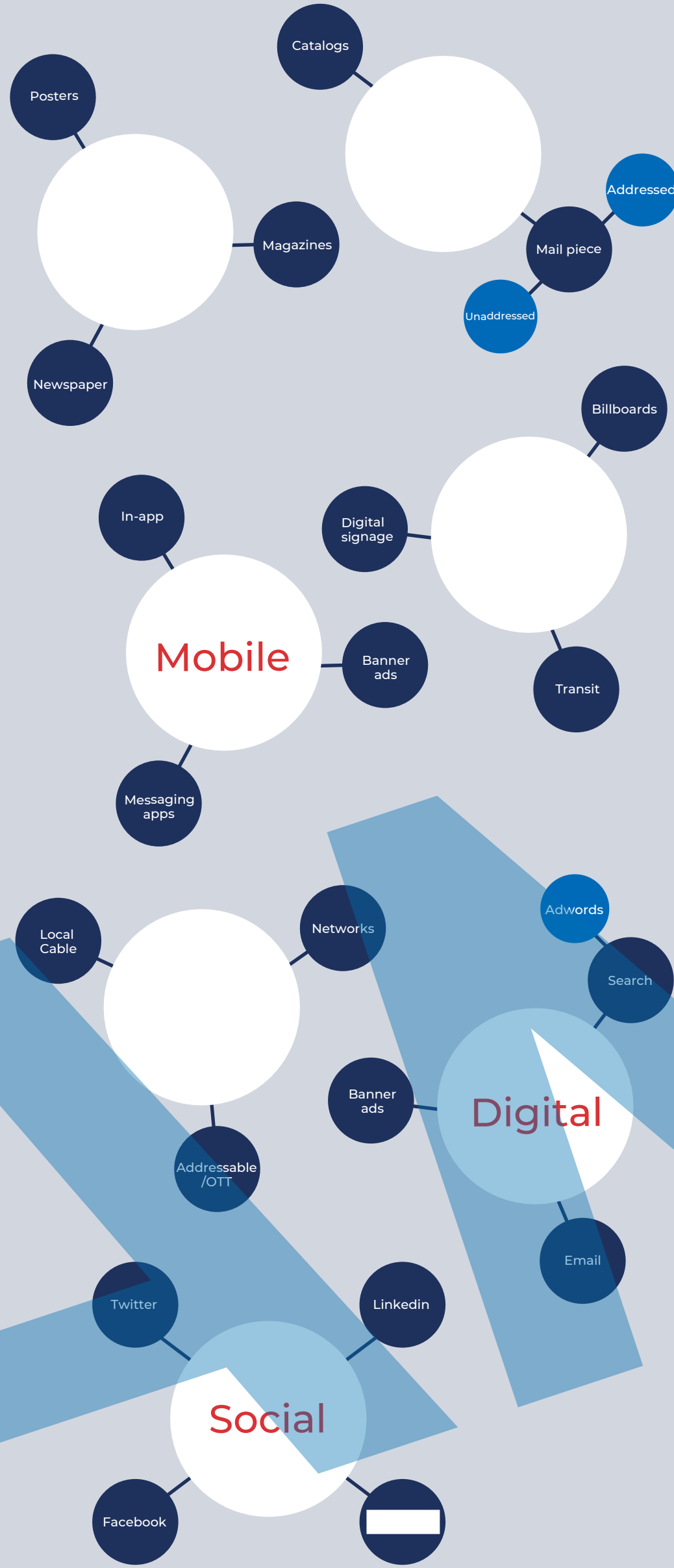
Which 2 Platforms and 3 Focus Areas are represented in your campaign?

Who is your target audience?
What insights or other data do you have about the target audience?

- All PA residents, especially HS & college students, as well as young adults (ages 14-24)
- They generally have more time to volunteer
 - likely to be have a large network of students
 - prefers online tools to picking up the phone
 - more likely to volunteer if "it's easy to sign up"
 - most are on at least one social platform

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notes notes notes



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Channel 2

Channel 3

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