



IMC Campaign



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Team Bios



My name is **Anthony Fiore** and I am a senior Marketing student at Illinois State. I am from Mundelein Illinois and will be going into a career field of sales. This summer I had to opportunity to work at LoSasso Integrated Marketing Agency in Ravenswood Chicago. I was able to garner a lot of valuable experience and learn how a marketing agency truly functions. I'm looking forward to working with you and am excited to get this process started.



Hello, my name is **Brianna Kozi**. I am a senior here at ISU and my major is also integrated marketing communications. At first I was a general marketing major, but I realized I had a passion for advertising, so I choose the IMC sequence. I have not had an official internship, but I have worked in retail for over 5 years. I have learned a lot about what goes into selling product and how to get your target audience to keep coming back. I look forward to working with you!



My name is **Julia Walker**, and I am a senior Marketing major student here at Illinois State. I have been at Illinois State for four years as a marketing major and I truly have a passion for it! I am from Crystal Lake, IL and over this past summer I had an internship in Schaumburg, IL at Paylocity. I learned a lot of information and tips from my experience there and I am excited to use that toward our journey together!



My name is **Elesa Anthony** and I am a senior IMC student at Illinois State University. I have a passion for social media marketing and have been working all throughout college on my personal brand, Elesha Anthony, both on YouTube (345K+ subscribers) and Instagram (36K+ followers). My plans after graduation are to pursue entrepreneurship and continue to grow my business, EA Designs LLC. I work closely with top beauty brands to perform social media marketing activities via sponsorship through my YouTube and Instagram channels. Some brands I've worked with include Revlon, Sephora Collection by Sephora, Clinique and Laura Mercier. I've learned a lot about how social media marketing works and look forward to working with you!



My name is **Stephanie Khoury**, and I am a senior Integrated Marketing Communications major at ISU. I found my passion for marketing early on in my college career and been chasing my dreams ever since. I have had 10 internships in college and my most recent one was at Victoria's Secret PINK headquarters on their Campus Events and Experiential Marketing team. Throughout all my internships I have learned a great deal of valuable information and a wide variety of skills and experience. I look forward to helping you grow your company and create the best marketing for your business.

Executive Summary

Zeller Electric is an electrical company that was founded in 1979 by John and David Zeller. Originally located in Morton Illinois, Zeller has provided the Central Illinois area with quality service and excellent craftsmanship since they were founded. With Zeller Electric seeking outside help in regards to their marketing strategy this report will touch on, a situation analysis, a focused target audience, new in depth creative pieces, the implementation of the marketing strategy, along with survey results of past clients.

This marketing plan will place a heavy emphasis on reaching out to residential clients within the specified target market along with revamping the social media platforms of Zeller Electric. In order for Zeller to obtain the competitive advantage they are seeking, marketing efforts must be focused on showing the values paired with customer service and production that Zeller provides.

Given the recommendations put in place within this report along with a new and improved marketing strategy, distribution plan, IMC strategy, and target audience analysis, Zeller Electric should see a noteworthy improvement based upon the accommodations made to the marketing department.

Section I:

Situation Analysis



Background on Situation

Zeller Electric was founded in 1979 by brothers Jon and David Zeller [1]. Since then the company has grown substantially and has no intention of slowing down. Zeller Electric provides a range of electrical services to their clients and takes every job seriously, committed to providing just what the customer needs and nothing more. They are a Union company that provides service to clients in both the business and residential markets. Zeller Electric has a great network of clientele that they receive a large portion of their business from, mostly in the commercial market. They believe by having a personal relationship with their customers and building trust, they can gain and retain more business. Having been successful in the commercial markets, Zeller Electric is looking to expand their business within the residential market as well as draw more traffic to their website.

In the past they have done marketing through radio advertisements, commercials, social media, print advertisements, google, branded paraphernalia, sponsorship and building brand loyalty through high school entrepreneurial clubs. These have been great tools to get their company's brand out to the public and increase brand awareness but there is a lot more that can be added into their marketing strategy to maximize the benefits. Zeller Electric has faced the highly competitive electric industry pressure and needs to form a strong competitive advantage that makes it difficult for competitors to copy, one they can sustain with their resources and to establish themselves strongly in the market. Electrical companies all over are fighting for the same customers and trying to distinguish themselves from one another so that they can gain the business of the customer. Zeller Electric has great qualities that put them in the top running for electrical services, yet, the brand needs to gain awareness and reach an audience to tell their story

about who they are and why they are the right choice to the customer. Solidifying a value proposition that matters to the customer will be the way Zeller Electric earns more clients.

The challenge of this campaign is going to be getting Zeller Electric to become a common household name in the eyes of their target market. This is especially difficult because of the two markets they are involved in. Zeller Electric has proved that they can have success in the commercial market, but it is the residential market that is giving them a difficult time.

This industry is full of competitors, especially Non-Union electrical companies in the residential market. One of the leading competitors in the Bloomington Normal area is WM. Masters, Inc [2]. Having been an established business in this community since 1976, they have developed relationships and broken through as the leader in the residential electrician industry. WM has also dipped into the solar panel trend as just having that alone is not enough of a competitive advantage for Zeller Electric to succeed.

The biggest threat breaking through in this industry is the current consumer trend of renting apartments vs. buying a home. It is important to have strategic partnerships in business in order to further a company's goal. In this case we believe it is important for Zeller Electric to partner with as many realty companies as they can. By doing so, Zeller Electric would secure themselves a number of properties in a residential area instead of searching for individual home owners to work with.

Zeller Electric has made it clear that their Christian faith is important to them. With this being the case we suggest that they contact any local Christian radio shows in the area in order to continue to hit on their desired target market. With their budget being \$10,000 they will need to decide on what time they wish to have their ad air for it will be more expensive during heavier drive times. Something to note is if they choose to take this route by branding themselves

completely as a Christian company, it could potentially limit the amount of future consumers choosing to hire them for work.

In order to hit on the residential area that Zeller Electric wishes to pursue, they need to enact an email and a print marketing campaign. By doing this guerilla style marketing approach one can reach a large variety of people that they may have not reached otherwise. However, during this campaign we intend to stress the importance of using Facebook, Instagram, Twitter and Google ads.

Lastly, a great opportunity that Zeller could partake in is a sweepstakes/raffle. By marketing this the right way, especially through social media, it could drive traffic to the website and involve consumers in a buying process that convinces them to spend more than they previously thought anticipated. This campaign is going to focus on creating relationships with the residential portion of their target market. The challenge of the campaign is going to be competing with other more established electrical companies that work in residential. We will need to expand Zeller Electric's social media outreach and increase their networking event appearances. We must also guide Zeller Electric to trust and look into the market sign of consumers who "flip" houses. This is a whole new market that they can get into that is under their residential target. By achieving these goals, we will have success with reaching Zeller Electric's target market.

References: Background on Situation

[1] About. (2019). Retrieved February 17, 2019, from <https://www.zeller-electric.com/about/>

[2] “Home.” *Electrical, Plumbing, Heating, Air Conditioning, Service-Repair-Installation Bloomington, IL*, www.wmmastersinc.com/.

Product/Service/Experience Offering

Zeller Electric offers many different services for businesses, residential and Green energy. They offer 28 different services for their customers including [2]:

- Access Control Systems
- Electrical Preventive Maintenance Services
- Electrical Service & Distribution Design & Maintenance
- Exterior Lighting Maintenance & Services
- Interior Lighting Maintenance & Services
- Electrical Residential, Commercial, Industrial Maintenance Services
- Power Quality Services

There are a wide range of services that their skilled workers can do. Their services range from security systems, interior lighting maintenance to backup and emergency power (generator) services. Zeller Electric has skilled Union workers that provide reliable quality work. Zeller Electric work can be as simple as switching a light bulb to installation of light switches and outlets in a brand new home. They will do anything from a one time service call to a million dollar project. The willingness to do any type of work is part of what sets Zeller Electric apart from their competitors.

Zeller Electric gives their customers just what they need and nothing more, going along with their logo of doing the right thing because it's the right thing to do. They provide their best work and always want to please their customers. Zeller Electric works tirelessly to keep their customers happy, maintain a relationship with them and care about the people they work with. Their biggest threat are Non-Unions and bigger companies, yet, Zeller Electric is a good price for good work and stands by that.

There are several different reasons for businesses and homeowners to use electricians. Almost everyone uses electricity every single day. For example, when a person moves out of their house, builds a brand new home, remodels or even if a plug does not work, a call will be made to an electrician for help to solve their electrical problems. Part of why our target market is homeowners is because of the large opportunities for work with varying services.

Zeller Electric's business peak is at the end of the second quarter and into the third. This is usually their busiest time because businesses and homeowners want to get the construction done before the holidays.

Market constraints would be because we live in the Midwest, our winters can be brutally cold and that cold could inhibit work or cause problems. Also, many homeowners do not know that Zeller Electric does residential work and that is one of our objectives during our campaign to bring that to light. Many customers love working with Zeller Electric, have been pleased with their past experiences with them and will pass their information to friends and family.

Like mentioned earlier, Zeller Electric does good work for a good price and uses Union workers. Their biggest threat would be Non-Union workers and bigger electricity businesses. Bigger electrical companies will have a bigger following on social media channels as well as in the community. Also, some might have more experiences and skilled workers. The brand image of Zeller Electric is that they have good work, good prices but their name is not out there yet for homeowners to know who they are. This is because they haven't had as much homeowners jobs to get their names out there, get their name passed on or have work to present.

Zeller Electric just recently moved their location from Morton, IL to 7 Legacy Drive, Goodfield, IL 61742. They decided to make this move because they not only wanted to expand their office space but also locate to a more central location for their business radius. Being in Goodfield, they have better distance for traveling to their clients from Chicago to Champaign

and even Bloomington-Normal. Zeller Electric is open Monday-Friday from 8:00am- 5:00pm every week. Clients may schedule an appointment for a consultation through phone at (309) 263-2353 or through filling out a form on their website on the contact page. Once a client reaches out, a Zeller Electric consultant will reach out to them to begin their process [1]. A challenge that a client may face when reaching out to Zeller Electric through a consultation is the response time that it may take for the consultant to contact them. A strength of their distribution process is that Zeller Electric takes working with clients seriously. Once they are committed to a project, they will make the clients' needs a priority. They also have long business hours so that they are available to speak to clients when they contact them and will not miss out on a potential job opportunity. A weakness as mentioned previously is the time it takes for a consultant to reach out to the client. Based on these observations of the Zeller Electric distribution channel, it is important that this campaign focuses on the care that Zeller Electric provides to their client once they are in business together. That is a large strength that they pride themselves with and is something that we will incorporate into this campaign.

References: Service Offering

[1] Contact. (2019). Retrieved February 20, 2019, from <https://www.zeller-electric.com/contact/>

Service Listing. (2019). Retrieved March 7, 2019, from <https://www.zeller-electric.com/service-listing/>

[2] Service Listing. (2019). Retrieved March 4, 2019, from <https://www.zeller-electric.com/service-listing/>

Analysis of Past Advertising/IMC

A marketing plan could not have been put into place without reviewing Zeller Electric's past and current advertising efforts. We asked Zeller Electric a series of questions about their advertising practices and what they are thinking about doing in the future. Listed below will consist of the current positioning of their products today, past advertising and an analysis of IMC spending for past and future.

Current Positioning:

Currently, Zeller Electric is positioned as a family owned business who prides themselves on providing honest work, giving the customer just what they need and having strong customer relationships knowing they can trust their business. Zeller Electric's positioning slogan is that they "do the right thing because it's the right thing to do" and their Christian faith is incorporated throughout their business. Most of their business comes from WOM and they value relationships hoping past experiences, work and recommendations will recruit new customers [12].

Past Positioning:

Zeller Electric has positioned themselves as a small business with strong conservative values. They've recently rebranded the look of their company logo and have updated the brand style they use [12]. As an entirely new logo, lettering style and coloring have recently been introduced to the company, this could create confusion in the market place as both current and potential customers may not associate and/or recall their brand. See Exhibit 1 for past flyer reference and Exhibit 2 for updated brand reference guide.

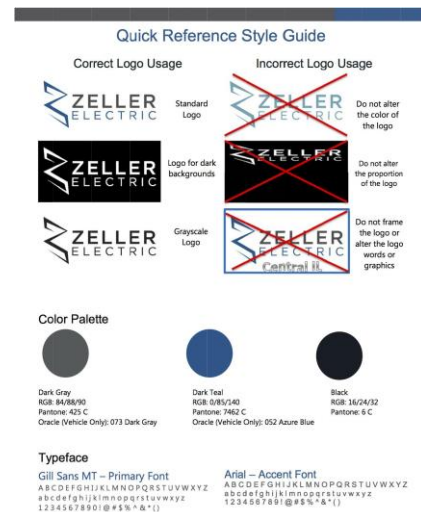
Exhibit 1: Past Flyer



<input checked="" type="checkbox"/> PROOF O.K. BY: <i>Brian Zeller</i>		<input type="checkbox"/> O.K. WITH CORRECTIONS BY:	
PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE			
PE-4518288 (100%)			
ADVERTISER: ZELLER ELECTRIC, INC.	PROOF CREATED AT: 10/27/2013 12:39:07 AM		
SALES PERSON: FRIDGEMAN	NOT RUN DATE: 10/29/13		
SIZE: 5K5	PROOF DUE: 10/27/13 12:39:55		
PUBLICATION: PE-MSC-55			

Source: [12]

Exhibit 2: Style Guide



Source: [12]

They believe building a strong relationship with their customers is what sets them apart from competitors and gives them their competitive advantage. “Doing the right thing because it’s the right thing to do” is a slogan their company prides themselves on and their premium pricing is justified primarily through their excellent customer service [12]. Previous marketing mediums Zeller Electric have used in the past are:

- **Television commercials**
- **Radio**
- **Print Ads/Banners**
- **Sponsorship**
- **Branded paraphernalia (T-shirts, hats)**
- **Google Advertisements**
- **Website**
- **WOM (Entrepreneur club)**

- **Social Media**

Television commercials:

In the past, Zeller Electric has used the television station WTVP as a medium to advertise their commercial to the Peoria, Bloomington/Normal and Galesburg areas [12]. Though hard to measure in the past, this reached a large local audience.

Radio:

Advertisements have been run on WBNQ 101.5 in the past to target McLean County areas. The company has been asked to return, however, Zeller Electric is unsure if they are willing to in the future as it has been hard to track or monitor the success of this campaign [12].

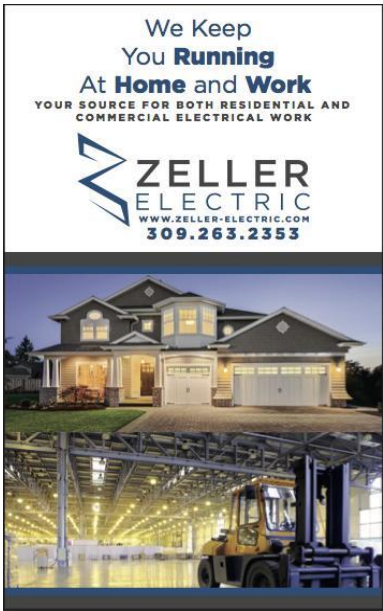
Print Ads/Banners:

In the past, Zeller Electric has handed out flyers and posted banner advertisements within the community. These have been inexpensive ways of gaining brand awareness and an opportunity to reach out to a broad range of people within Central Illinois of the services they offer and tell a story about who they are. They have advertised in the State Farm Classic Basketball Tournament, at jobs, the Peoria Riverfront and also at the Steamboat Classic [12]. See Exhibit 3-5 as examples of past flyers/banners.

Sponsorship:

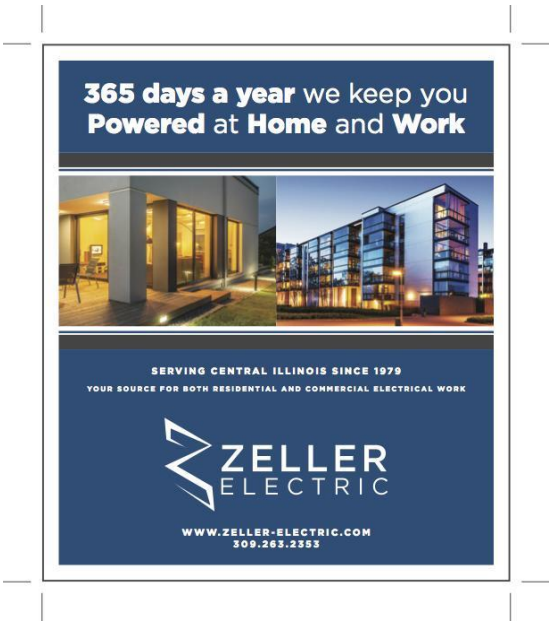
They've sponsored the Steamboat Classic (see Exhibit 6) which is a race that has runners from around the world and in the local community run a 4 mile, 15K or 2 mile race. It is held in Peoria and attracts a large number of community members who could see Zeller's message. Zeller Electric has also sponsored the State Farm Classic which is a high school tournament (see Exhibit 7). Both of these sponsorships were a broad reach to the community to show their strong family and community values to the public.

Exhibit 3: Past Flyer



Source: [12]

Exhibit 4: Past Flyer



Source: [12]

Exhibit 5: Past Banner



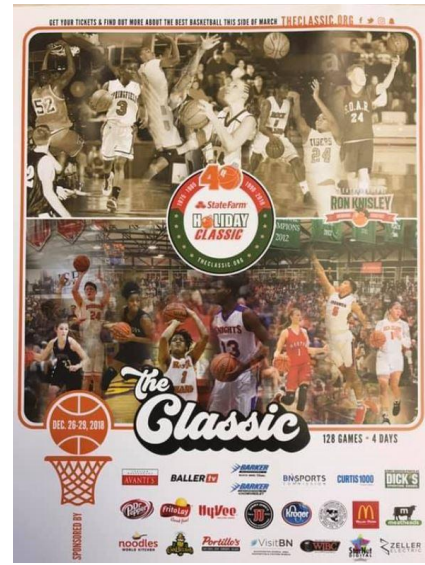
Source: [12]

Exhibit 6: Sponsored Flyer



Source: [12]

Exhibit 7: Sponsored Flyer



Source: [12]

Branded paraphernalia:

Zeller Electric has handed out branded t-shirts and hats to the community. They hand these out liberally to customers, other trades and family and friends [12]. This has been an inexpensive way to gain brand awareness.

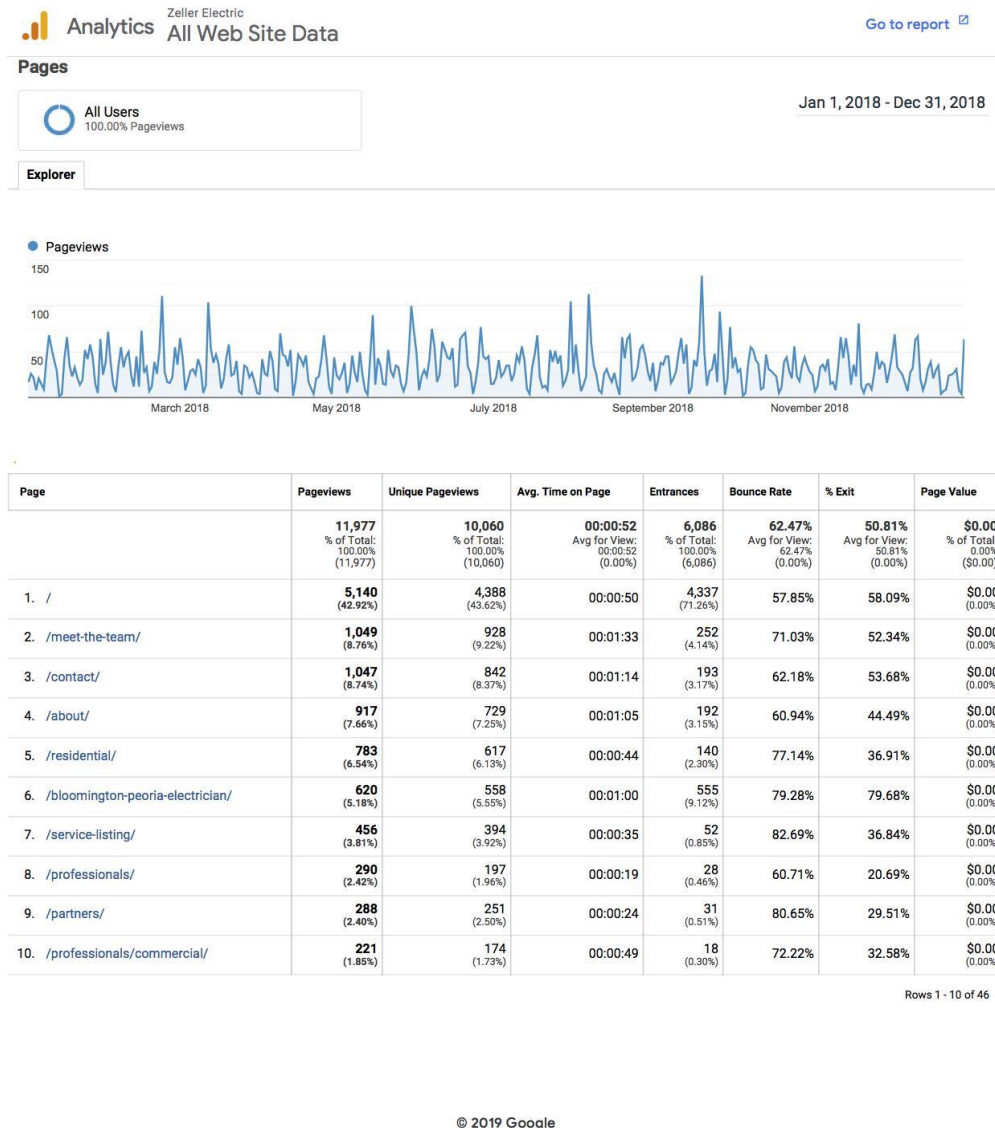
Google Ads:

Zeller Electric has invested in Google ads targeting people through SEO who are looking for electric company services. They pay to boost their name against competitors which is a relatively inexpensive way Zeller Electric can advertise and monitor their success of the campaign. However, Zeller Electric says the only analytics they get are from their website so in the past, this has been unmeasurable [12]. A suggestion would be to invest more into Google ads as it is an inexpensive and potent way to get ahead of competitors.

Website:

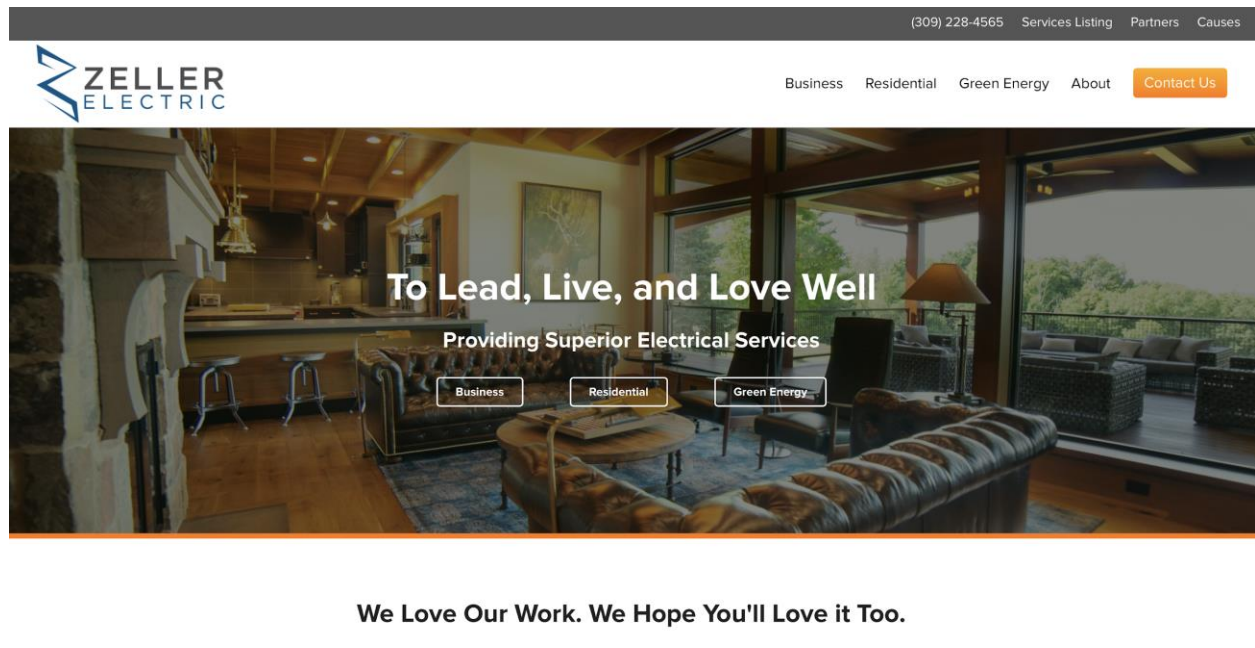
Zeller Electric's goal has been to attract customers to their website to sell their services to them [12]. They've invested in graphic design to update their website to give it a clean, professional look. The use of Google analytics helped track when people click on their website, where they are going (which tabs), how many unique visitors, the bounce rate per view and the number of page views within a 30 day period (see Exhibit 8). As this is helpful, analytics from Google AdWords would provide better insight to where customers are coming from and if Google ads were paying off (i.e. were Google ads driving customers to website?). Their website shows a complete offering of their services where customers can gather further information when deciding whether or not to use Zeller Electric for their electrical services. Zeller Electric tells their story of their customer service, honesty, hard work and understanding on every project of theirs to show visitors who they are as a brand. The website offers links to other social media channels near the bottom but for the future should be near the top of the page so they will have a higher chance of visitors seeing their other social media channels (see Exhibit 9).

Exhibit 8: Website Analytics



Source: [12]

Exhibit 9: Zeller Electric Website



Source: [5]

WOM: Entrepreneur club:

Zeller Electric takes part in an Entrepreneurship club at high schools in Eureka, Roanoke and EPG. They create brand awareness among students and believe this builds brand loyalty from a young age [12].

Social Media:

Zeller Electric does a lot of their advertising on social media, though there are room for improvements. They have a Facebook, Instagram, LinkedIn and Twitter. Zeller Electric believes much of their social media marketing strategy has not been working for them but is looking to improve this area as it would be a great fit as apart of their low budget marketing strategy [12]. As a team, recommendations for Zeller Electric are to become more active, host more giveaways to increase engagement and also form their brand identity across all platforms to create consistency, help potential and future customers identify/recall them and to create a strong brand

positioning in the market. Not having a clear goal or mission expressed through social media can create confusion and a lack of understanding for who they are and what they do, especially when targeting homeowners as they may not understand who they are and the services they provide.

Facebook:

Their Facebook page includes their banner logo and use of coloring like mentioned in the brand reference guide and highlights their residential, commercial, industrial, agricultural, and systems and design sectors. They have a total of 554 likes and customer 15 reviews (see Exhibit 10). They post frequently on Facebook where they give insight to projects, who they are currently working for and incorporate their family-friendly tone throughout posts. A link to their website is near the bottom in the ‘About’ section and Instagram handle at the top [11]. This has been a way for Zeller Electric to showcase their work to clients in the past.

Exhibit 10: Zeller Electric Facebook Page

Zeller Electric Inc.
@zellerelectric

Home
Services
Reviews
Photos
Videos
Posts
Events
About
Community
Info and Ads
[Create a Page](#)

Services

- Residential Electrical Services**
Safety Inspections. Home Electric Upgrades. Home Entertainmen...
- Commercial Electrical Services**
High impact interior electrical design and exterior lighting. IT pow...
- Industrial Electrical Services**
Electrical Design Build Services. Electrical Motor Controls. Electri...

[See All](#)

5.0 5 out of 5 · Based on the opinion of 22 people

[Get Quote](#) [Send Message](#)

ABOUT ZELLER ELECTRIC INC.

Our Purpose
To Live, Lead, and Love Well.
[See More](#)

Community [See All](#)

- [Invite your friends to like this Page](#)
- 554 people like this
- 549 people follow this
- Reid Schieler and 4 other friends like this or have checked in

Source: [11]

Audrey Ruegsegger reviewed Zeller Electric Inc. — [5.0](#)
February 20, 2018 · 🌐

I found out my electrical box wasn't completely grounded after I purchased my home- the team at Zeller Electric fixed my problem quickly and efficiently. I really appreciate their service!

3 likes · 1 Comment

[Like](#) [Comment](#) [Share](#)

Zeller Electric Inc. Audrey, thank you for your kind words. We appreciate customers like you!
Like · Reply · 1y

Bob Wettstein recommends Zeller Electric Inc. — [5.0](#)
October 26, 2018 · 🌐

Thanks to John and Kyle with Zeller Electric for hanging my outdoor garage lights. Great experience with prompt courteous service plus left the job site clean! Thanks ZE!!

1 like · 1 Comment

[Like](#) [Comment](#) [Share](#)

Source: [11]

Instagram:

Zeller Electric owns an Instagram page (@zellerelectric) that has 267 followers and offers their website link in the account bio. Instagram has been used as a way to showcase their family values and work. A recommendation would be to post more often and have a clearer goal for the purpose of Instagram. This could be a focus on customer relationship building through giveaways, customer highlights, showcase residential work done and get the customer excited about their brand by adding their relationship value through social media (see Exhibits 11-13). Their most liked pictures were the warehouse, workers and brand image [10].

Exhibit 11: ZE Instagram Post #1

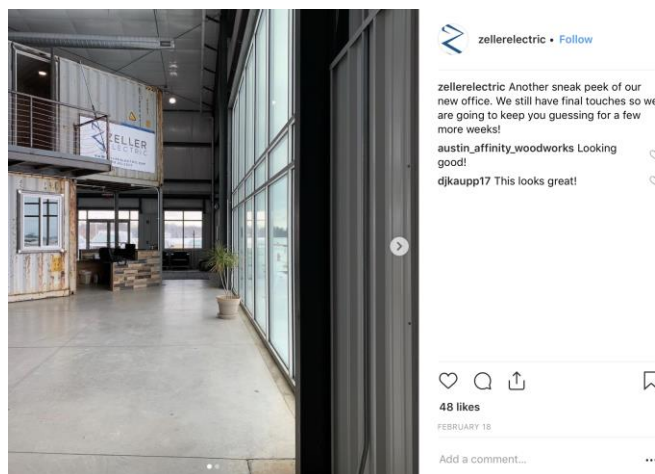
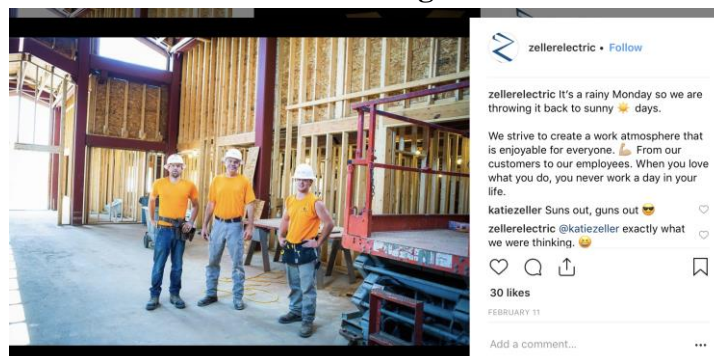


Exhibit 12: ZE Instagram Post #2



Exhibit 13: ZE Instagram Post #3



Source: [10]

LinkedIn:

LinkedIn has been a way for Zeller Electric to connect with future customers as they have over 500+ connections. The administration is listed on the side so potential customers can get in touch with one of them and use it as an opportunity to build a working relationship together (see Exhibit 14). This is how Zeller Electric has used social media to keep in contact with clients and build up their network [7].

Exhibit 14: Zeller Electric LinkedIn Page

The screenshot displays the LinkedIn profile of Zeller Electric Inc. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, and Me. A banner ad for Atlassian is positioned above the profile header. The profile header itself features a large circular placeholder for a profile picture, the company name 'Zeller Electric Inc.', and the tagline 'Electrical Contractor at Zeller Electric Inc.' Below this, the location 'Morton, Illinois' is listed, followed by a 'Connect' button and a three-dot menu. To the right of the header, a summary box shows the company icon, name, 'See contact info' link, and '500+ connections'. The main body of the page contains two paragraphs of text describing the company's commitment to training and quality service. A small testimonial box at the bottom left reads 'Zeller Electric, Inc. Providing excellent electrical contractin...'. The right sidebar, titled 'People Also Viewed', lists five individuals: Seth Zeller (Husband, Father, President/CEO), Jesse Zeller (Owner/Superintendent), Brian Rieke (Vice President - Business Operations), Dan Hendrix (Estimator/Project Manager), and Scott Rinkenberger (Vice President and Director of Healthcare).

Source: [7]

Twitter:

The Zeller Electric twitter (@ZellerElectric) following is counted at 68. The website link is at the top of the bio page. Though there are many posts on Twitter, there is not a lot of engagement happening (see Exhibit 15). Most of the tweets are geared towards their services [6]. A recommendation would be to use Twitter as a way to answer questions for existing and future customers. Zeller Electric can add in their value through tweets and giveaways. Branded paraphernalia could be prizes as they encourage their customers to do the marketing for them! This could be through retweeting, asking questions tagging the company, tagging friends to posts when Zeller Electric actively engages the customers etc. Understanding that Twitter is a conversation platform is an opportunity to develop stronger relationships with their customers by providing answers/insight their customers want to talk about.

Exhibit 15: Zeller Electric Twitter Page



Source: [6]

Advertising Expenditures:

Table 1:

Company	Total Marketing Budget	Money Allocation	Percentage of Budget
Zeller Electric Inc.	\$10,000	\$3,000 Website \$1,000 Social Media \$4,000 Radio/TV \$1,500 Print \$500 Branded Paraphernalia/Misc	30% 10% 40% 15% 5%

Though Zeller Electric does not have an allocation budget for their previous advertising spending, our team has broken down the spending based on estimation. From Table 1, the total budget has been broken down into website, social media, radio/tv, print and branded paraphernalia/miscellaneous spending. Most of the funds were allocated to the re-design of their website and paying the graphic designer would have been one of the more expensive costs. This took up 30% of the budget. Another big portion of their budget went to radio and television advertisements, approximately 40% of the total budget. Because these have been unmeasurable, Zeller Electric does not know how successful these mediums have been for them. A recommendation for the future would be to allocate half of the radio/tv spending back into social media as this is more tractable, they can reach their target audience more easily and will be able to measure the success of the campaign. A heavier focus on increasing engagement and awareness through social media would be within reason for Zeller Electric's given resources. With reallocation of funds, there would be no need to increase advertising spending for Zeller Electric. As Seth noted during the class presentation, their social media could be improved and executed better and that is why we believe about 10% of their budget has gone to social media

marketing. Printed advertisements which include flyers, banners etc. were roughly about \$1500 as they have advertised/sponsored many events and given out flyers to people for a while. This made up about 15% of the total marketing budget. Finally, \$500 was allocated to branded paraphernalia and other miscellaneous spending not yet accounted for. Though Zeller Electric hands these out liberally, as a team, we believe it would not exceed \$500 or 5% of the budget.

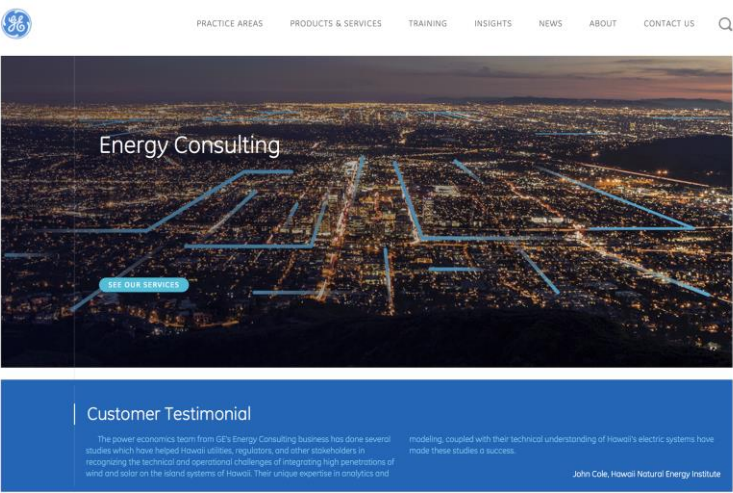
As a group, we believe the allocation of funds have been made well, but improvements on strategy need to be made. Social media needs to have a stronger focus for each type of platform in order to fit into the entire IMC puzzle. Instead of having a broad, general goal of reaching and selling to customers on social media, Zeller Electric needs to leverage the platform for what it is to maximize their return on investment. A recommendation would be to use Twitter solely as customer relationship management. As customer relationships are crucial to the Zeller Electric strategy, this is an inexpensive marketing activity to talk with customers, answer concerns, get them excited about their company services and lend their family friendly hospitality to both future and potential customers. People will see how they interact with customers and this would be a simple and effective way to publicly display their values. In addition to their strategy, we believe adding email marketing into the mix would be effective as it is personal and targeted more towards their target market of an older generation. With regards to their social media and understanding that Zeller Electric wants to make an attempt with contests and raffles, incorporating that into their social media strategy would be a way to increase engagement and get their customers excited about their company. Simultaneously, this could also increase awareness through retweets, reposting, commenting and tagging friends. Finally, our team noticed a linkage between their Christian values and WCIC, a local Christian radio station. Advertising on that station would be more geared to potential customers who share

the same values, looking for trustworthy service and would be relatively less expensive for Zeller Electric.

Best Practices:

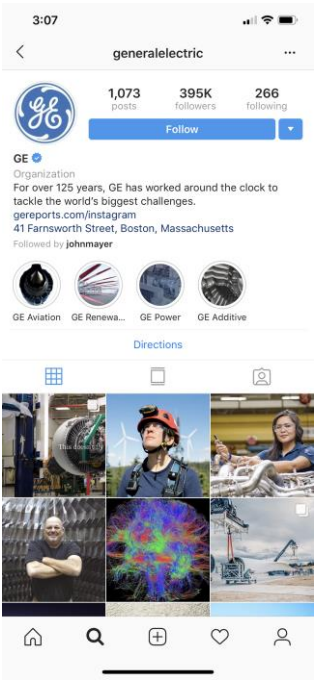
Being able to establish a competitive advantage in a highly competitive, saturated market is crucial and key to any business' success. Though a large company, General Electric has managed to keep competitive advantage through constant innovation of electrical systems and offer solutions to the industry's most pressing problems. Instagram being their strongest platform at 395K followers, their overall following across platforms are around 403K [2]. They've kept a consistent theme/message of working on solving the world's electrical problems and have communicated that through their social media and advertising, hence their success. Their platforms match in branding, coloring, lettering, messaging and tell the same story [1]. Their success in IMC practices have to do with consistency and positioning they take in the marketplace and clearly communicating that with their potential and future customers (see Exhibit 16 and 17).

Exhibit 16: General Electric Website



Source: [1]

Exhibit 17: General Electric Instagram



Source: [2]

Competitor Analysis:

Residential Electric:

Residential Electric is a residential electric, heating and cooling and insulation company serviced in Bloomington-Normal that competes with Zeller Electric. Residential Electric takes pride in being a family-owned business and being heavily certified with over 20 years of service (see Exhibit 18). Customer service is also important to them as well as taking pride in their integrity and quality of service they provide to their customers. They have a professional website and promote their social media channels at the top of their page and have a call to action of 'Request a Quote' unlike Zeller Electric. Their Facebook page has 241 likes, 52 reviews with a 5 star and do not have an Instagram or Twitter. They post about once a month on Facebook [3].

Exhibit 18: Residential Electric Website



Source: [3]

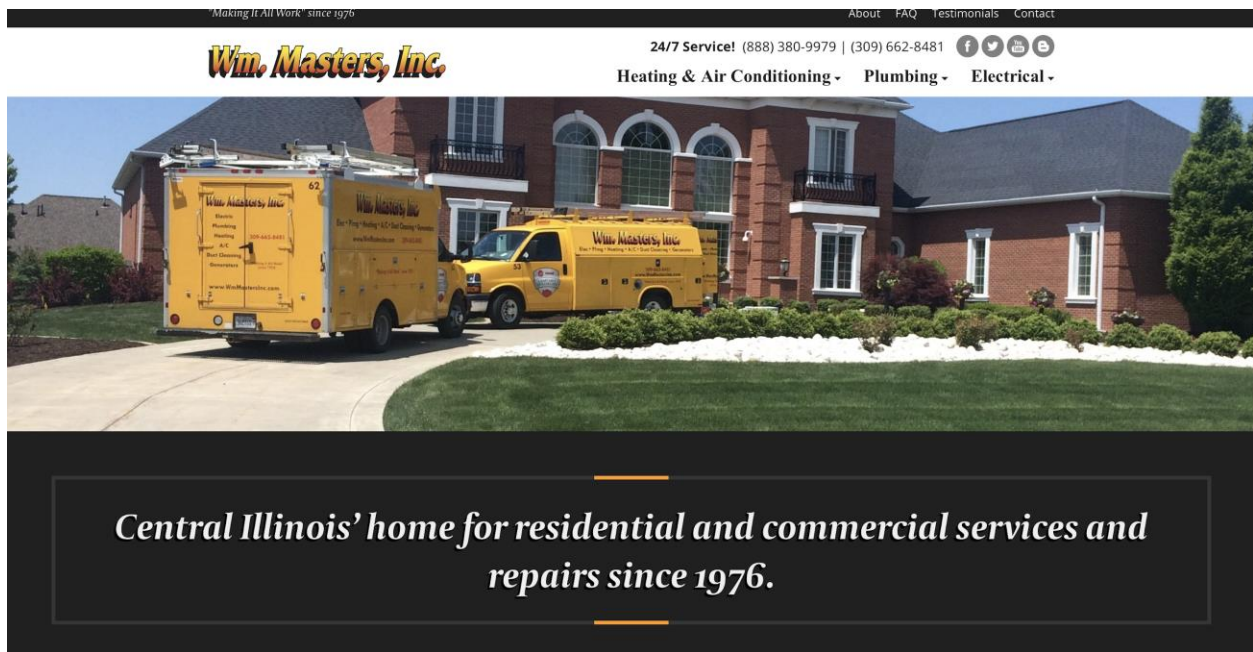
Twin City Electric:

Twin City Electric is a commercial and residential electrical company based in Bloomington-Normal who specialises in quick, quality work. They claim to have the most highly-trained and industry-certified electricians with years of experience. Their website looks as if it is unfinished but still has a simple offering of their projects, services and contact information. Their social media channels are listed on the side of the website so it's easy for their customer to see [9]. They do not have an Instagram but do have a Twitter.

WM Masters:

WM Masters are an electrical contractor located in Forrest, Illinois. Their goal is to solve their customer's problems as quickly, efficiently and effectively as possible. They claim to provide the best in electrical, plumbing, Heating and Air Conditioning, repairs, and maintenance and have been operating for 40 years. They also have a clean, professional website and showcase their social media at the top of their page along with a 24/7 service button (see Exhibit 19) [4]. They have a Facebook, Twitter, YouTube and even a blog. On Facebook, they have 603 followers, post frequently (10+ in a month) and a 4.9 star review out of 41 reviews. On Twitter (@wmmastersrepair) they only have 22 followers, however, do post frequent but not as much as they do on Facebook. Their YouTube channel offers short, promotional videos of their services and blog posts are a way to engage with their customers and remind them about precautionary measures to take, services WM Masters can take care of (see Exhibit 20).

Exhibit 19: WM Masters Website



Source: [4]

Exhibit 20: WM Masters Blog

Friday, February 22, 2019

Is it time to check your sump pump?

Hey everyone in the Bloomington/Normal area - With heavy rain predicted and the ground still frozen, those of you with basements should check your sump pump to make sure it's still functioning properly! Give one of our plumbers a call if you have any questions or concerns! (309) 662-8481



Source: [8]

References: Analysis of Past IMC Spending

- [1] Energy Consulting. (2019, January 08). Retrieved from <https://www.geenergyconsulting.com/>
- [2] GE (@generalelectric) • Instagram photos and videos. (2019).
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March 9, 2019, from <https://www.instagram.com/zellerelectric/>
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from <https://www.facebook.com/zellerelectric/>
- [12] Zeller, Seth. President/CEO, Zeller Electric, Inc., Class Visit, February 4, 2019

Legal/Regulatory Environment

Overview:

During the class visit we had with Zeller Electric, we learned about their approach and experience with IMC. During the campaign period, we will need to keep in mind their brand's values but also be aware of the restrictions and legal boundaries during the creation of the campaign.

Conservative Approach:

Zeller Electric Inc. has a conservative approach in their marketing activities and also in core brand values [3]. Their Christian faith is incorporated throughout their business and how they proceed with customer relationships, branding and positioning themselves in the market-- which are all apart of its current marketing strategy. The company has strong family values and its value-added marketing activities are geared towards providing an understanding approach of priorities, honesty and only giving the customer what they need [3]. During our campaign period, we must remember to keep a strong conservative approach to accurately portray their company so that their customers understand who they are. Because they are a union company, a regulatory boundary we must remember is that we can't promote them as a budget, non-union electrical contractor. More importantly, the union pay scales, which in most cases is substantially higher than non-union salaries, are enforced by the Union's regulations and standards that Zeller Electric must abide by [2]. Traditionally, residential electric work is done mostly by non-union contractors and the union rarely investigates electricians in residential situations. Yet, in commercial work, electrical contractors are almost always unionized as the union strictly enforces their guidelines and most importantly, the salaries. When marketing a union contractor towards residential work, we may face some difficult challenges due to the fact of higher pricing

and a very competitive market [2]. This could become a potential issue when targeting homeowners.

Brand Guide:

Zeller Electric has an informal brand guide that they follow. They have a broad theme to “lead, love and live well” and “doing the right thing because it’s the right thing to do” when it comes to marketing messages [3]. A quick reference style guide includes their standard logo, typeface fonts for primary and accent lettering along with dark teal, dark gray and black color scheme that is used for Zeller Electric advertisements. These are incorporated into banners, business cards, Facebook ads, and t-shirts and hats they hand out to the community [3]. The use of their quick reference guide will be continuously used throughout the IMC campaign to create consistency and to clearly identify Zeller Electric in the marketplace.

Guidelines for Local Advertisement:

During the campaign period, Zeller Electric must be fully aware of the Bloomington-Normal and surrounding locations’ advertisements regulations in which they advertise in. Zeller Electric will need to obtain a license from the City Manager before distributing any handbills or flyers within the Bloomington-Normal area and know the restrictions of where they can and cannot post. [1] Zeller Electric must also keep in mind that they cannot distribute any handbills, tickets, samples, or advertisements of any kind whatever to any child or children within a radius of one thousand (1,000) feet of any public or private school house or place used for school purposes, or any public or private building in which children may assemble or meet, nor shall any such matter be so placed that the same may be accessible to any child or children within such distance. [1] This is going to be the biggest problem for Zeller Electric as handing out flyers and t-shirts were used in the past as marketing activities in school settings.

References: Legal/Regulatory Environment

[1] “City Code.” *City Code of Bloomington, Illinois*. Town of Normal, Feb. 2019.

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Section II:

Target Audience Profile and Campaign Objectives



Selection and Justification of the Target Audience Profile

Segmentation Analysis:

Population:

Zeller Electric is drawing clients out of the Peoria Metropolitan Area. This area consists of 5 counties. If you add up all of their total housing units from the US Census the total equals 166,384 housing units. Zeller's primary target market include upper class clients from this area. Their secondary target market are commercial business owners, like student housing reality companies. They will draw these clients from the McLean County area of Illinois. According to the US Census, McLean County houses 71,812 units.

Type of People:

The current clients of Zeller Electric are located near and around central Illinois. Majority of these customers are business owners looking for commercial work from Zeller. These clients go to Zeller because they want the best of the best. They tend to receive business from union workers because they can afford to. Many of these clients have heard of Zeller through word of mouth since Zeller has low marketing efforts. Also, the services that Zeller is providing to these types of clients are big money if they are business jobs. Therefore, they must have a high budget to spend when they need work done. Zeller doesn't receive too many residential calls not many people know they do, or they cannot afford it. They have a small clientele of homeowners and they tend to be above middle class.

Motivation of Buyers:

Motivation that consumers might have in order to buy Zeller Electric services include remodeling work, buying a new home/business, or dealing with a current electrical issue. Zeller Electric has amazing ratings online and they could gain a lot more customers with testimonials.

Other clients might be motivated to have work done by Zeller Electric because they have Christian religious views.

“Non-users”:

Some non-users of Zeller Electric could include ages 17 and younger, or lower income citizens. Those 17 and younger cannot live on their own and therefore do not own a place of residence/business. Lower income citizens cannot afford Zeller Electric services and they are most likely to fix the problem themselves. These groups would not be reasonable to target now or in the future.

Target Audience Proposed for Campaign:

From our situation analysis, our team proposed the following demographic and psychographic characteristics for Zeller Electric’s target audience:

Demographics:

- Gender: Male and Female Adults
- Ages: 30-60
- Ethnicity: All ethnic backgrounds
- Marshall County 5,907 households
- Peoria Count 83,753 households
- Stark County 2,662 households
- Tazewell County 58,584 households
- Woodford County 15,478 households
- Marital Status: Married or Single
- Annual Average Salary: \$70,000 and above
- Commercial Businesses

Primary Target Market: Middle Class Married Couple

1. Age: 30-60 years' old
2. Gender: Male and Female
3. Annual Average Salary: \$70,000 and above
4. Ethnicity: All ethnic backgrounds

Secondary Target Market: Commercial Businesses in Central Illinois

1. Realty Companies:
2. Young America Realty
3. Class Act Realty
4. Re/Max Choice
5. Keller Williams Realty
6. All located in Central Illinois

Primary Psychographics:

- Home owner or soon to be home owner
- Needs electrical work
- Environmentally friendly
- Supports local businesses
- Values Proximity
- Networking abilities

Secondary Psychographics:

- Christian Faith
- Values customer service

Reference Group Influencers:

- Neighbors

- Friends
- Family
- Co-workers/Peers
- Past business partners

Estimated total population of Central Illinois:

- 729,657

Demographics:

The above target audiences are mainly from Central Illinois. When dealing within this industry it is important to ensure that clients are financially stable enough to afford the type of work being done. This is why we believe a required salary of around \$70,000 is an important factor. Because Zeller Electric employees are Union workers, the work they do is more costly than their competitors. Also, we came to the conclusion that most people are not buying houses as early or often as they used to. Apartments are now more popular than ever and this is why we believe that the age range of 30-60 is perfect as those customers will already be financially stable and ready to purchase a home. Apartments are a crucial factor in this field. If Zeller Electric can get a partnership done with a variety of different realty companies, it could lead to a steady flow of future business. The listed realty companies are just a few of the many successful businesses in Central Illinois that could benefit Zeller Electric.

Psychographics:

When discussing the psychographics of our target market we found certain aspects to be of great importance. The first of those aspects being having a home, or wanting to become a homeowner. This is most certainly something that needs to have emphasis placed on, for without it, there would be no business. Knowing that Zeller Electric operates on an eco-friendly prerogative, having customers who share the same values is something that can help business run

smoothly. Having clients who can help expand your network is extremely important for a growing business. This is why Zeller Electric should place emphasis on the ability for their client to network for them. Lastly, this is not required however, recognizing Zeller Electric's faith is why the team has chosen to have Christian faith as one of the psychographics.

Campaign Platform/Objectives

Creative Platform:

Primarily, our goal is to increase awareness of Zeller Electric within their primary and secondary target market. Additionally, we want to increase Zeller's sales within their residential market among its primary and secondary target market. During our campaign, we plan to accomplish our goals through highlighting the quality work, professionalism and reasonable price of Zeller Electric and highlighting the good relationships they have with their customers. By introducing our campaign message and raising awareness of Zeller Electric quality work, we will in turn achieve our primary goals and objectives.

Message Tone and Appeal:

The tone of our campaign will be a informative, direct, sincere, and professional marketing throughout a wide range of channels. We will use an informational appeal to highlight the quality work, location and residential work that Zeller does. We want to show the benefits of Zeller Electric over other electric companies within the Central Illinois. With using a professional tone we want to encourage our target market that Zeller offers professional work and employees with a reasonable price. With these tones we want to show the values of Zeller Electric to our target market.

Communication Objectives:

- Increase awareness of Zeller Electric by 15% among Central Illinois people by December 31st, 2020.
 - The survey revealed that 50% of our target market lives in Bloomington/Normal, Illinois.

- In our campaign, we hope to create more awareness of Zeller Electric throughout Central Illinois such as Champaign- Urbana through Chicago.
- In order to measure this, we will look for an increase in Zeller Electric's sales and social media mentions as compared to current statistics.
- Increase awareness by 10% of the quality work for the past, present, and future for Zeller Electric for Central Illinois people by December 31st, 2020.
 - The survey revealed that 5 of the 8 responses that work provided by Zeller Electric to be "Excellent" and the other 3 responses found it to be "Good".
 - A goal in our marketing campaign is to make it more known to the public all of the great work that Zeller Electric has done and can provide them with in the future.
 - In order to measure this, we will be looking for an increase in reviews on social media with tags of 'previous work' ratings with photos and also user-generated content for Zeller Electric.
- Increase awareness of residential work provided by Zeller Electric by 20% among Central Illinois people by December 31st, 2020.
 - The survey revealed that 3 of the 8 responses were not aware that Zeller Electric provided residential work.
 - In our campaign, we hope to inform present and potential clients about the residential work that Zeller Electric provides.
 - We will measure this by increase of sales of residential work and increase of survey response on being aware of Zeller Electric residential work.
- Increase awareness of the smaller services that Zeller Electric provides by 15% among Central Illinois people by December 31st, 2020.

- The survey revealed that 100% of the responses had business type of work done instead of smaller jobs with residential.
- In our campaign, we want to expose the different types of smaller scale services that Zeller Electric provides.
- This will be measured by reviews and increase in sales on smaller scale services. Also, we will measure this with the survey we will be sending out within 4 months.

Sales/Behavior Objectives:

- Drive more traffic to the Zeller Electric website by 10% by December 31st, 2020.
 - Currently, Zeller Electric receives the majority (62.5%) of their business from “word-of-mouth”.
 - Through our campaign we hope to drive more traffic to the website of Zeller Electric. This will expose clients to more information about them and hopefully lead to more business for Zeller Electric.
 - We will measure this by looking at the increase of views on their website and looking at how many they have had from a year ago.
- Highlight Zeller Electric’s new office location
 - Zeller Electric has recently expanded their office location to Goodfield, Illinois.
 - In our campaign, we want to include the new office space that Zeller Electric has moved into in order to show how they are growing to the public.
 - We will showcase the move on social media channels and on their website.

Campaign Evaluation and Time Frame:

In order to measure the effectiveness of our campaign, our team will send out another survey in 4 months to new clients to see how their responses compared to the first surveyed clients. We expect to see an increase in new clients within the first 2 weeks of our campaign. This will allow enough time for the campaign to reach new clients and to have them have work done by Zeller Electric because projects can sometimes take weeks to complete. This also will allow us to see the similarities and differences between the responses. We will be able to compare if there were any increase in responses that are targeted to our communication campaign objectives, such as an increase of awareness from social media and in Central Illinois. For our sales objectives, we will be looking for an increase in sales with work done residentially from the same survey. Also, we will look for an increase in the responses for clients being made aware of Zeller Electric providing residential work. For two months after the second survey has been released, we will be tracking the Zeller Electric website and social media. We will be looking for an increase in traffic flow to these platforms by comparing it to the previous traffic flow before our campaign began.

Section III:

Creative Strategy



IMC Plan Overview: Exhibit 21

Type of Layout	Time Frame	Media Placement	Purpose
Magazine Ad/Flyer	Beginning January 15th; Released again on June 15th	Distributed as flyer to the public/local community	To bring awareness about Zeller Electric residential work and the event
Social Media	January 5th- December 31st	Facebook, Instagram and Twitter	To create awareness about the residential work Zeller Electric provides
Facebook Banner	March 15th- December 31st	Facebook page	To bring awareness about Zeller Electric residential.
Billboard	May 1st- October 31st	Multiple billboards along Highway 55	To generate awareness among the working class
Direct Mail	July 1st- November 31st	Distributed to local community	To drive traffic to the website and highlight the office space

[1]

Presentation of Layouts & Analytical Criticism of Proposed Ads

Facebook Banner:

The utilization of a Facebook banner incorporated throughout the campaign is to increase awareness among the target market. More impressions need to be made with the brand, especially from a residential viewpoint, and this exposure on social media will be a medium to reach the residential market. As the first objective for the campaign is to increase brand awareness by 15% for Zeller Electric, this creative piece would be one used to fulfill that objective. Please refer to Exhibit 22 for the final proposed layout of the Facebook banner.

The final proposed layout for the Facebook banner is a result from the copy test method used. The billboard was one of the two creatives used in the testing and the feedback from the

testing is what resulted in the final creative. This test has been used to determine the effectiveness of the ad (clear message, interpretation, perceptions) to determine whether or not the creation had satisfied the objectives hoping to achieve through the ad. The first draft of the ad had one large picture centered to the right of the banner and three smaller pictures of lights aligned to the bottom left of the ad. Above the three light pictures, the Zeller Electric logo is placed with the slogan “Call a Friend. Call Zeller.” A call to action for the customer to call Zeller Electric is located at the bottom of the creative.

In order to control skewed results, questions and the presentation of the ad were done exactly the same way through a script that the team created. There are five questions asked after showing and processing the ad and five questions asked while viewing the ad. The questions were designed in a way as to not give any hints that may lead to bias, skewed results from the respondents. Prompts asked in the beginning were “What message did you take away from this?” and “List all of the elements of the ad that you can recall”, followed by three other recall questions. When given the advertisement back, more specific questions asked were “What pops out to you the most?” and “What is your impression of the magazine (banner) page?” followed by three more prompts.

The results from the testing were reviewed and final changes were made to the Facebook banner accordingly. Both participants who viewed the Facebook banner during the copy test recalled the slogan “Call A Friend. Call Zeller”, yet had opposing views on how it made them feel about the company. Participant one noted that the slogan didn’t reflect the company’s values, it did not assure them that most dangerous elements of their home would be handled by a professional and believed the ad did not reflect Zeller Electric’s expertise in the field. Participant two, however, was indifferent to the way the slogan made them feel about the company but offered a suggestion to change the slogan because it did not make them think of an electrical

provider. From this, the team has decided to keep the remaining slogan and change the picture layout on the ad to make it appear more professional, sleek and clean to better reflect the company's image. Both subjects were able to notice/understand a residential element to the ad, however, thought more on the lines of a construction company than an electrical one. The first participant was able to recall 'Zeller Electric' but the second participant was only able to recall 'Zeller'.

Exhibit 22



The Facebook banner was created to satisfy multiple objectives through the campaign. The large Zeller Electric logo located in the top middle was to bring brand awareness to the company. The logo was made large to make it hard for viewers to miss and see clearly. From the copy test results, it may be easier for the target audience to recall the full company name, Zeller Electric, from already seeing a past advertisement for Zeller Electric.

The Facebook banner accomplished campaign objectives because it increases awareness of the Zeller Electric residential sector and brings overall brand awareness to Zeller Electric as a company.

Exhibit 23



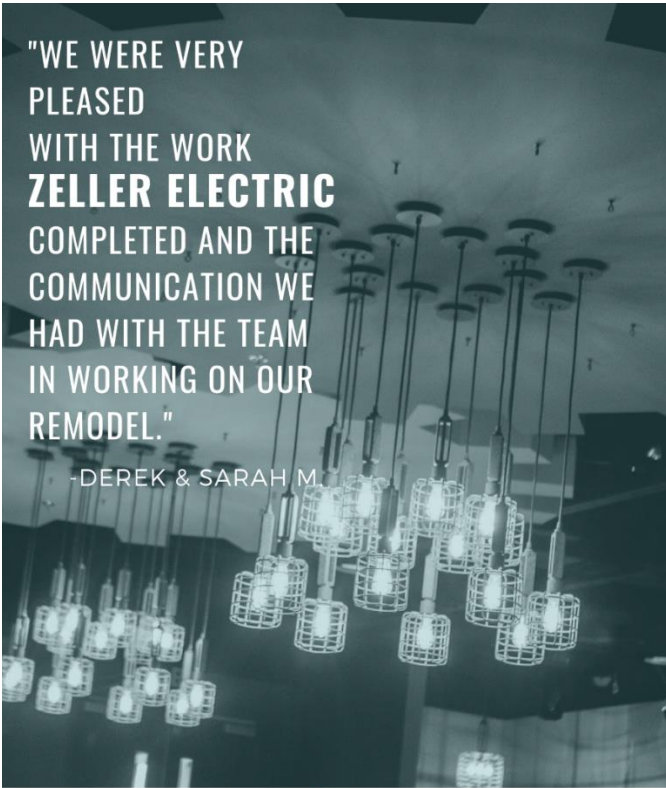
Facebook Post:

The Facebook post we created was inspired by the original magazine ad that was made. The team thought by creating a Facebook post that looked like the magazine ad would help gain more awareness about the company. The purpose of the post is to inform Zeller's followers that they do residential electrical work and do quality work. The best part about this form of advertisement is that it is free and within the firm's resources to create a social media ad. Facebook is a great way to make your business well known. Zeller Electric can do this by getting likes and shares on content that they post. This post can be posted whenever Zeller Electric wants to spread the word about their services.

The picture fits well for this post because it matches with the Facebook banner and has a similar color scheme as the other ads that have been created. Also, the picture shows the audience original work done by Zeller Electric. What makes this photo stand out the most is all of the unique light fixtures hanging down towards the bottom of the photo.


A suggestion to enhance this post would be to make the company logo the same as the other ads with a white background. This will make the name stand out easier for the audience to notice it. Zeller Electric can also put the name in the caption along with a call to action.

Exhibit 24



"WE WERE VERY
PLEASED
WITH THE WORK
ZELLER ELECTRIC
COMPLETED AND THE
COMMUNICATION WE
HAD WITH THE TEAM
IN WORKING ON OUR
REMODEL."
-DEREK & SARAH M.

(309) 240-6639
CALL A FRIEND. CALL ZELLER.
Your home is a place where you rest
and enjoy.



Magazine Ad:

The magazine ad campaign is scheduled to take place from January 15th and continue to be redistributed through the first of every month. This ad will be handed out to the public as if it was flyer, in order to gain the market awareness for the residential side of Zeller Electric's business goals. Word of Mouth is a crucial part of advertising that stems from a well put together ad campaign that highlights a businesses impressive work. This creative piece has been evaluated to strike a chord with the potential residential consumers by providing them with a quote placed on the advertisement. This quote not only shows that Zeller Electric has a high customer retention rate but also gives uncommitted consumers a sense of what Zeller Electric is all about.

We took this magazine ad and showed it to three people within our target market. It was then followed up with a quick questionnaire to see what the interviewee's retained about the ad. The questions were designed in a way as to not give any hints that may lead to bias, skewed results from the respondents. Prompts asked in the beginning where "What message did you take away from this?" and "List all of the elements of the ad that you can recall", followed by three other recall questions. When given the advertisement back, more specific questions asked were "What pops out to you the most?" and "What is your impression of the magazine (banner) page?" followed by three more prompts.

Similar to the Facebook ad, the results of the interview were reviewed and changes were made. Each person that was showed the ad had only positive things to say about the filter used in the picture. They thought it made the ad look artsy and it was something that stood out to them. With that being said, two out of the three people shown this ad did feel as if the wording of the quote didn't flow as well as it could of. It was said that the combination of the quote and the slogan at the bottom was too wordy and made it difficult for the participant to focus. Another critique placed on this ad is the image used in the background. Participant number 2 stated that

they would have preferred the picture to be a of a worker completing a job. Reason being, that the ad could be mistaken for interior designers or decorators based on the picture alone. Lastly, two out of the three participants were able to recall Zeller when the advertisement was taken away, meaning that it had a lasting impression in their minds.

The magazine creative was made in order to further the campaign objectives of our firm. The image of the chandelier while using that filter is meant to emphasize the quality of work that Zeller does. Going off of that, the quote was meant to show potential residential clients how trustworthy of a company Zeller is. Seeing that breaking into the residential market is a main objective for this campaign, the slogan and contact information placed at the bottom of the magazine ad is crucial to the success of this creative.

Social Media:

Exhibit 25: Facebook Post



Exhibit 26: Instagram Post



Above are examples of potential social media posts. Social media is a crucial advertisement medium throughout this campaign is a great opportunity for customer relationship

management. Because Zeller Electric values customer relationships, the use of social media is a great way to build up and maintain existing relationships while creating new ones. Zeller Electric should continually push to create posts that satisfy the objectives stated earlier in the binder. Recommendations to improve social media standing are to post more frequently, seek to always actively engage customers and understand the goals for each platform. For example, it is recommended that Twitter should be used to answer questions/concerns of current and prospect clients as Twitter is mainly conversation based. Publicly displaying values in a more organic and natural light will come off more honest and trustworthy to customers. When people search for Zeller Electric, they should be able to clearly understand what services they provide, who they are as a company (family oriented, value relationships heavily and honest) and always put their best foot forward. Ways to engage customers could be through giveaways or customer spotlights. This can be done on Twitter by having followers tag their friends, utilizing the hashtag to gain brand awareness and get the Zeller Electric name out in the digital space. Having quality, meaningful conversations with customers should be the primary goal when working with Twitter. Instagram and Facebook are more visual based which Zeller Electric should focus on providing quality pictures that display their family values, showing them in action and putting a friendly face on display to connect a person to a brand as people tend to understand and engage better. An example of a customer spotlight would be posting the first of every month on a social media page of a previous client and the work Zeller Electric provided them along with a testimonial. This advertises the quality work provided by Zeller Electric while having a trustworthy source exclaiming over the work Zeller Electric has provided for them. Advertising in a more organic light allows for trust to be established with customers. Using social media is within Zeller Electric's budget and resources as it will not cost money to post, but require time to plan and execute the deliveries of each posting.

Exhibit 27: Billboard

Your home is a place where
you rest and enjoy.



CALL A FRIEND. CALL ZELLER.

(309) 240-6639



The billboard and magazine ad will be the same and are both to accomplish brand awareness and is scheduled to run May 1st until October 31st in Peoria and Bloomington. The objectives that are trying to be achieved are brand awareness exposure to the residential target markets within central Illinois.

Exhibit 28: Direct Mail



The direct mail has been chosen as it is effective and relatively inexpensive to accomplish objectives. These will be seen as a more personal way to connect and reach customers and to tie into the friendly neighbor feel of the campaign. See Exhibit 27 for the front view of the proposed postcard.

References: Creative Strategy

[1] Business Features. (2019). Retrieved from

<https://www.centralillinoisbusiness.com/business-features>

Section IV:

Media Strategy



Selection of Media and Vehicles

After the creation of all creative pieces for advertisement and conducting copy testing, surveys and making appropriate revisions, the next step is to determine the most effective media and vehicles to reach Zeller Electric's target audience. The campaign makes use of print, social media, digital, billboards and direct mail.

Print Media (Magazine/Flyer)

The magazine ads and flyers are inexpensive ways for Zeller Electric to gain brand awareness among the target audience. Positioning themselves in a local home improvement magazine ad will bring awareness to their brand and residential services.

Digital (Facebook Banner)

The Facebook banner is to bring awareness to Zeller Electric's residential services. This advertisement could easily be turned into a social media post as well, increasing the exposure to the target audience. Social media is a crucial step in this campaign and will be updated continuously to continue growth and engagement. A benefit of using Facebook is that it is free to post a banner at the top of the page, where visitors will see the banner immediately after clicking on the 'Zeller Electric' Facebook page. If Zeller Electric decides to do so, they can also pay to boost the post on Facebook and run it as an inexpensive advertisement, which has been calculated into the media strategy budget. Once the Facebook banner is updated it will remain posted for the remaining of the year and no updated post is needed. The target audience is more likely to be on Facebook more so than Instagram or Twitter and the goal is to get as much exposure as possible to the target audience and that is why a banner for Facebook was created.

Digital (Social Media Post)

Social media is key and an important factor in the campaign for Zeller Electric. There will be a large portion of the marketing for Zeller Electric done with social media.

Incorporating posts on Zeller Electric's Instagram and Twitter is a way to reach their target market and, like the Facebook post, can be done for free. When Zeller Electric posts on one account, they can link it to the other one so that the same message is shared on multiple platforms. By posting once every one to two weeks, it keeps Zeller Electric relevant to its followers. There is also the option on Instagram to "boost" a post. This means that by paying Instagrams between \$5-\$10, depending how long you would like the ad to be boosted, the ad will appear on the feed of the selected target market. This creates the views from just Zeller Electric followers to the views of many more people that can be exposed to growing interest in Zeller.

Outdoor (Billboard)

The billboard is a way for Zeller Electric to gain brand awareness and exposure to central Illinois residents. By putting billboards up in Peoria and Bloomington, the goal is to gain as much exposure as possible within the target market. It is important to note that many will people will pass by that are not perhaps within the target market and that to gain as much exposure as possible is crucial so that Zeller Electric can maximize the number of people within the target market will see the billboard.

Direct Mail (Postcards)

The postcards will be sent out to gain exposure and also brand awareness. A list of potential clients within the target market will be purchased and sent out July 1st until November 31st.

Justification and Presentation of IMC Media Schedule and Strategy

Media Schedule:

For Zeller Electric, it is important to continuously update their social media as this is within their resources and budget. Because of a low budget, Zeller Electric will need to pay with time to accomplish advertising efforts more than with physical money. Though social media is free, it is crucial to their marketing strategy as they are able to accomplish many objectives through relationship management while maintaining low costs. Other media vehicles used throughout the campaign are magazine ads, printed flyers and postcards and the use of a billboard. As these vehicles are the bulk of the budgeting, social media must be used simultaneously with the appearance of each ad. Refer to Exhibit 23 for the proposed media schedule.

Exhibit 24: Media Schedule for Campaign Year

Media	Vehicle	Size/Length	Appearance/Dates	Cost per run	Total Cost	% of Budget
Print	Magazine Ad	8 ½”X 11”	Jan 15th and June 15th	\$550	\$1,100	11%
Print	Flyers (VistaPrint)	8 ½” X 11”	Distributed the first of every month	\$.13 (2,000 flyers)	\$202.49	2%
Social Media	Instagram, Twitter & Facebook	N/A	Continuous	N/A	\$60	N/A
Digital	FB Banner/Boost post	1200 x 628 pixels	January 1st-June 1st	Daily limit of \$5	\$905	18%
Outdoor	Billboard	14’ x 48’	May (Peoria) and August (Blo-No)	\$1,500-\$2,500 4 week period	\$4,000	40%

Direct Mail	Postcards (VistaPrint)	5.47" x 4.21"	July 1st- November 31st	\$.55 (6,000 mail flyers)	\$3,272.73	30%
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Total Cost: \$9,540.22

Media Schedule - Digital (Facebook boost post)

Month	Size	Cost per Month
January	1200 x 628 pixels	\$152.08
February	1200 x 628 pixels	\$152.08
March	1200 x 628 pixels	\$152.08
April	1200 x 628 pixels	\$152.08
May	1200 x 628 pixels	\$152.08
June	1200 x 628 pixels	\$152.08

Coverage: People coming from Google search and also current followers of Zeller Electric will view their Facebook home page so it is important to update the banner. If chosen to run as a Facebook ad, a recommended daily budget of \$5 would give the Facebook estimated reach of 700-4,000 people each day [1].

Frequency: Once posted on January 1st, the banner will remain until the beginning of June. If ran as an ad, recommended would be to begin the campaign on January 1st through December 31st to cover as much space to reach the target audience as possible.

Size: 1200 x 628 pixels

Media Schedule - Print Media (Magazine Ad)

Month	Size	Cost per Month
January	8.5" X 11"	\$550
June	8.5" X 11"	\$550

Coverage: By putting the ad in *Fine Homebuilding Magazine*, the goal is to allow for more residential clients to become aware of Zeller Electric while simultaneously attempting to open doors in the commercial market.

Frequency: This ad will run two time throughout the year. The first will run on January 15th and the second will run on June 15th.

Size: 8.5" X 11"

Media Schedule- Social Media Post (IG, TW & FB)

Month	Size	Cost per Month
January	1080px x 1080px	\$10
February	1080px x 1080px	Free
March	1080px x 1080px	\$10
April	1080px x 1080px	Free
May	1080px x 1080px	\$10
June	1080px x 1080px	\$10
July	1080px x 1080px	Free
August	1080px x 1080px	Free
September	1080px x 1080px	Free
October	1080px x 1080px	\$10
November	1080px x 1080px	Free
December	1080px x 1080px	\$10
		Total: \$60

Coverage: Every month Zeller Electric will post one to two ads on their Instagram and Twitter accounts. This posts will reach there followers, and for the posts that are paid to be boosted will reach the selected target market. There is an estimated reach of 2,000 people per boost.

Frequency: On top of Zeller Electric posting one or two ads per month on their Instagram and Twitter accounts, they will also pay for one post to be boosted every other month. This always Zeller to attract more followers and create awareness. During the end of the second quarter is a busy time for Zeller and therefore will have two months in a row of paid advertising on the social medias to help them reach even more business.

Size: 1080px x 1080px

Media Schedule - Outdoor (Billboard)

Month	Size	Cost Per Month
May	14' x 48'	\$2,500
August	14' x 48'	\$1,500
Total:		\$4,000

Coverage: Zeller Electric should put a Billboard up in Peoria during a three month period, and in Bloomington during a two month period. Zeller Electric's new office is right in the middle of these two cities which have the potential of bringing in many customers.

Frequency: During two different months Zeller Electric will have a billboard up. In May the billboard should be in Peoria and in August it should be located in Bloomington. August is a busy month in Bloomington because that is when all the college kids return to ISU. There are plenty of student housing available for work.

Size: 14' x 48'

Reach: Peoria **113,373 (OOH Advertising)**

Bloomington **76,178 (OOH Advertising)**

Media Schedule - Direct Mail (Postcards)

Month	Flight Date	Size	Number	Postage Cost	Total Cost
July	July 1	5" x 7"	2,000	.49	\$980
August					
September	Sept 1	5" x 7"	2,000	.49	\$980
October					
November	Nov 1	5" x 7"	1,000	.49	\$980
					Total: \$2,940

Coverage: It is important to incorporate postcards by direct mail into the campaign for Zeller Electric. By doing this, the consumers will be able to physically be able to look at information about Zeller Electric that is also delivered right to their door. This is a great tool to use to be able to reach more potential business from our target market in the surrounding areas.

Frequency: We will send out 2,000 postcards on the first of each month in July, September, and November. This allows us to spread out the time that we focus on sending postcards while continuing to stay relevant to the consumers.

Size: 5" x 7"

References: Media Strategy

[1] Facebook Ad Manager. (2019). Retrieved from

https://www.facebook.com/adsmanager/creation?act=301306520&filter_set

[2] Flyer Printing. (2019). Retrieved from

https://www.vistaprint.com/marketing-materials/flyers?xnid=TopNav_Flyers_Advertising_Marketing_Materials&xnav=TopNav

[3] Postcard Mailing & Marketing Services. (2019). Retrieved from

[https://www.vistaprint.com/marketing-materials/postcard-mailing-services?xnid=TopNav_Postcard Mailing Services_Advertising_Marketing Materials&xnav=TopNav](https://www.vistaprint.com/marketing-materials/postcard-mailing-services?xnid=TopNav_Postcard_Mailing_Services_Advertising_Marketing_Materials&xnav=TopNav)

Section V:

Campaign Tracking



Effectiveness Measurement

For the Zeller Electric campaign, it is crucial to track the success of the campaign. Objectives must be satisfied in order for the campaign to be successful and if objectives are not satisfied, Zeller Electric would be able to make necessary changes in order to meet objective expectations.

As mentioned previously, this campaign has the following communication objectives:

- Increase awareness of Zeller Electric by 15% among Central Illinois people by December 31st, 2020.
- Increase awareness by 10% of the quality work for the past, present, and future for Zeller Electric for Central Illinois people by December 31st, 2020.
- Increase awareness of residential work provided by Zeller Electric by 20% among Central Illinois people by December 31st, 2020.
- Increase awareness of the smaller services that Zeller Electric provides by 15% among Central Illinois people by December 31st, 2020.

The results from the survey that was sent out to individuals that were and still are clients of Zeller Electric are the baseline of this campaign when compared to future results. Refer to Appendix A to see the results of the first survey that were collected.

To measure the effectiveness of the campaign, we recommend that Zeller electric conducts another survey to more of their clients that they have had in the past and current ones. We recommend that the survey is sent out to a larger number of clients that are in their target

market so that the results will on a larger scale. We also recommend that the survey is sent out every three months so that they can measure if the campaign is effective by reaching the objectives based on the results of the survey.

As mentioned previously, this campaign has the following behavioral objectives:

- Drive more traffic to the Zeller Electric website by 10% by December 31st, 2020.
- Highlight Zeller Electric's new office location.

Tracking the amount of visits to the Zeller Electric website during and at the end of the campaign will help when comparing it to the number of visits it had before the campaign began. The data from this will be able to help Zeller Electric tell if they are receiving an increase in visits to their website and that the behavioral objective has been met.

By highlighting Zeller Electric's new office, it will increase the number of visits to it from potential clients and more awareness of the company. This can be measured by looking at the number of visits before the campaign compared to the number of visits during and after the campaign.

Our team has determined that by these tracking measures we selected will help Zeller Electric reach the communication and behavioral objectives. The different forms of measuring will vary in results day to day for the behavioral objectives, and every three months for the communication objectives. By using both of these measurements for this campaign, it will ensure the effectiveness of the objectives going on as planned.

Implications for IMC

By applying the recommendations that we gave to Zeller Electric to measure the effectiveness of the marketing campaign, we believe that it can be done so properly. Through observing the results of the measurements for the campaign, Zeller Electric has the ability to change what is needed in order to make sure that the objectives are being met. The survey results would provide them with information that says if they are successful with their messages to the target audience. The tracking of traffic to their new office will determine if the campaign is being successful with its messages to the public about Zeller Electric.

Appendix A:

Survey Method



Survey Method

To begin the creative process, we asked Zeller Electric for a list of current clients to gather some perceptions and feelings from them. We sent out a survey to 15 of their commercial clients trying to gather insight on their current customers' feelings. As a group we collected data measuring awareness and perceptions of Zeller Electric from 8 people. Refer to Exhibit 1-A for the survey script.

The purpose of the surveys was to get an initial benchmark of the awareness of Zeller Electric's residential services, the perceptions of their work experience, where they have heard about Zeller Electric and gather some insight on who Zeller Electric's customer is. Overall, we found that most clients heard about Zeller Electric through WOM, all respondents were married with half living in the Bloomington-Normal area. Respondents were thrilled with their work and dependability. However, 37.5% did not know Zeller Electric provided residential service and raising awareness for that sector of Zeller Electric will be a goal throughout the campaign.

Survey Results

In order to understand who the target audience was and what they feel about Zeller Electric's work, a series of questions were asked about their demographics and perceptions/understanding of the company. The 10 results were from all commercial clients, not residential, which must be taken into account when observing the results. Respondents were all male and married with half living in the Bloomington-Normal area. The most frequent way clients had heard about Zeller Electric was through Word of Mouth, topping at 70% of the survey results. 40% had not known that Zeller Electric provided residential work which was a confirmation for the campaign in understanding the importance of bringing awareness to that facet of Zeller Electric's business.

When asked about the quality of work provided, responses were all positive and the only thing that would be changed would be the price from only two respondents. Quality of work and customer service are important to their clients and should be highlighted throughout the campaign as this values their relationship with Zeller Electric. Respondents either “Strongly Agreed” (60%) or “Agreed” (40%) that the price matched the quality of work that Zeller Electric provided and rated the work they had done either “Good” (40%) or “Excellent” (60%). When asked if clients would recommend Zeller Electric to commercial/residential clients, a few respondents answered “Their commitment to the project”, “...delivered what they said they would” and “They have knowledgeable office and field staff”.

Exhibit 1-A: Survey Interview Script

Screening Questions:

- What gender do you identify as?
- What is your age range?
- What is your marital status?
- Where would you consider your living situation?
- What is your yearly salary?
- Awareness
 - How did you hear about Zeller Electric?
 - Did you know that Zeller Electric provides residential work?
- Behavior and Preferences
 - When did you have work done from Zeller Electric?
 - Which type of work did Zeller Electric provide for you?

- How did you feel about the quality of work completed?
- Do you feel the price that you paid matched the quality of work that was provided?
- Why would you recommend Zeller Electric to commercial/residential clients?
- Why would you NOT recommend Zeller Electric to commercial/residential clients?
- Any comments you would like to share about your experience with Zeller Electric?

Awareness:

The awareness questions were to gather some insight about what and how much customers know about Zeller Electric and the services they provide. We wanted to understand where they see or hear Zeller Electric most on advertising mediums and which of those mediums were the most successful at creating brand awareness. This will help us move forward in the campaign by knowing what to focus more when creating messages to increase brand awareness in the residential market.

Behavior and Preferences:

Gathering some perceptions on who their customer is and what is important to them was the focus of this section. Hearing what influenced them the most to choose Zeller Electric for their electrical services from peers and their own experience on their services gave us insight to the biggest and most influential factors. WOM was the biggest factor that influenced customers to work with Zeller Electric as they trust peers of past experiences and we also found that for the work that was expected, the current clients were satisfied or beyond with the work they received. We were also looking for the positive versus negative perceptions of the brand to understand

how the public views them and if their values were being accurately portrayed that way to customers. In other terms, if customers have received the message of honest, customer-centric work Zeller Electric aims to portray.

Responses:

Respondent #1

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Bloomington/Normal

What is your yearly salary?

\$90,000-\$100,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

No

When did you have work done for Zeller Electric?

“Most recently on the Chestnut

project.....2018/2019.”

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

“Their commitment to the project.”

Why would you NOT recommend Zeller Electric to commercial/residential clients?

“I would recommend them.”

Any comments you would like to share about your experience with Zeller Electric?

“I appreciate their commitment to safety.”

Respondent #2

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Bloomington/Normal

What is your yearly salary?

\$110,000-\$300,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?

“Zeller is almost always delivering commercial electrical work for us...”

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Agree

Why would you recommend Zeller Electric to commercial/residential clients?

“They deliver and excellent product professionally.”

Why would you NOT recommend Zeller Electric to commercial/residential clients?

“Their fees aren’t as competitive as some.”

Any comments you would like to share about your experience with Zeller Electric?

“Blessings ”

Respondent #3

What gender do you identify as?

Male

What is your age range?

56+

What is your marital status?

Married

Where would you consider your living situation?

Peoria

What is your yearly salary?

\$90,000-\$100,000

How did you hear about Zeller Electric?

Other: "existing vendor"

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?

"over a period of the last several years"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

"Dependability, consistency and safety"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"n/a"

Any comments you would like to share about your experience with Zeller Electric?

"n/a"

Respondent #4

What gender do you identify as?

Male

What is your age range?

46-55

What is your marital status?

Married

Where would you consider your living situation?

Other: Indianapolis, Indiana

What is your yearly salary?

\$110,000-\$300,000

How did you hear about Zeller Electric?

Other: "Word of Mouth"

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?

"Since 2013"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

"They are tentative and deliver what they say they would"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"N/A"

Any comments you would like to share about your experience with Zeller Electric?

"Jim Ott is awesome!!!"

Respondent #5

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Other: washington

What is your yearly salary?

\$70,000-\$80,000

How did you hear about Zeller Electric?

Other: "they have been around forever"

Did you know that Zeller Electric provides residential work?

No

When did you have work done for Zeller Electric?

"we work with them a lot on commercial projects."

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Good

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

"yes"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"n/a"

Any comments you would like to share about your experience with Zeller Electric?

"good, quality contractor"

Respondent #6

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Morton

What is your yearly salary?

\$90,000-\$100,000

How did you hear about Zeller Electric?

Other: "Long standing relationship as a commercial subcontractor."

Did you know that Zeller Electric provides residential work?

No

When did you have work done for Zeller Electric?

"Multiple commercial projects over the past 20+ years"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Good

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

"Knowledgeable and thorough. Able to provide design/build services."

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"None."

Any comments you would like to share about your experience with Zeller Electric?

"No."

Respondent #7

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Bloomington/Normal

What is your yearly salary?

\$70,000-\$80,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?
"2018"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Good

Do you feel the price that you paid matched the quality of work that was provided?

Agree

Why would you recommend Zeller Electric to commercial/residential clients?

"They have knowledgeable office and field staff"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"No reason not to."

Any comments you would like to share about your experience with Zeller Electric?

"Look forward to working with Zeller Electric in the future. Thank you."

Respondent #8

What gender do you identify as?

Male

What is your age range?

26-35

What is your marital status?

Married

Where would you consider your living situation?

Bloomington/Normal

What is your yearly salary?

\$70,000-\$80,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?

"Late 2018"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Agree

Why would you recommend Zeller Electric to commercial/residential clients?

"Good people and good work"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"Price"

Any comments you would like to share about your experience with Zeller Electric?

"I enjoy working with them."

Respondent #9

What gender do you identify as?

Male

What is your age range?

36-45

What is your marital status?

Married

Where would you consider your living situation?

Other: "Clinton"

What is your yearly salary?

\$90,000-\$100,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

Yes

When did you have work done for Zeller Electric?

"a few times a year over the last 6+ years"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Excellent

Do you feel the price that you paid matched the quality of work that was provided?

Strongly agree

Why would you recommend Zeller Electric to commercial/residential clients?

"Friendly, knowledgeable people."

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"N/A"

Any comments you would like to share about your experience with Zeller Electric?

"Zeller has always been there for us when we needed them for project or emergency work."

Respondent #10

What gender do you identify as?

Male

What is your age range?

26-35

What is your marital status?

Married

Where would you consider your living situation?

Bloomington/Normal

What is your yearly salary?

\$90,000-\$100,000

How did you hear about Zeller Electric?

Word of Mouth

Did you know that Zeller Electric provides residential work?

No

When did you have work done for Zeller Electric?

"2017"

Which type of work did Zeller Electric provide you?

Business

How do you feel about the quality of work provided?

Good

Do you feel the price that you paid matched the quality of work that was provided?

Agree

Why would you recommend Zeller Electric to commercial/residential clients?

"Quality Team"

Why would you NOT recommend Zeller Electric to commercial/residential clients?

"No reason to not recommend them"

Any comments you would like to share about your experience with Zeller Electric?

"Zeller Electric provided great services and quality."

Appendix B:

Copy Test Method and Results



Copy Test Method

The copy test for Zeller Electric advertisement layouts were conducted amongst six people within the target market to determine the effectiveness and perceptions of the creative pieces. Specific objectives for each creative piece (Facebook banner and Social Media post) were similar in order to bring awareness to Zeller Electric and also the residential services provided by them. The objectives were to convey a message in each creative piece and to make sure the target audience understood easily and correctly what the brand name was, the service provided and overall message the creative portrayed.

The method used for both the Facebook banner and the magazine ad were the same. The method was an individual interview with the respondent who was exposed to the advertisement for 20 seconds and then five recall questions were asked after the ad was taken away. Once the advertisement was returned, five more questions were asked to gauge perceptions/emotions regarding the advertisement. Three people viewed the Facebook banner and three people viewed the magazine ad. See Exhibit B3 for copy test script.

Copy Test Results

The results from the copy test allowed the team to determine whether or not to change the advertisements. Based on the results, the original Facebook banner was changed. Please see Exhibit B1 for banner used in copy testing and B2 for the final proposed advertisement.

- Five out of six respondents were able to recall 'Zeller Electric' for both ads
- Five out of the six respondents were able to identify that these ads were for an electric company
- Three out of three respondents were able to recall a man working in the Facebook advertisement
- One respondent said to change the second creative to better reflect their expertise in the field
- Two out of three respondents said Zeller Electric seemed proud of the work they did from

the magazine ad

- Two out of three respondents said Zeller Electric had noted customer satisfaction was important to Zeller Electric for the magazine ad
- Two out of three respondents said the magazine advertisement was easy to read and follow
- Two out of three respondents said Zeller Electric is a residential company by looking at the Facebook ad
- Two out of three respondents said the Facebook ad was easy to read/follow
- Two out of three respondents recommended to make a more clear message that Zeller Electric is an electrical company, not construction company
- Two out of three respondents said “No” when asked if the original Facebook advertisement would stand out to them

Exhibit B1: Facebook Banner Copy Test



Exhibit B2: Final proposed Facebook banner

Your home is a place where
you rest and enjoy.



Exhibit B3: Magazine Copy Test

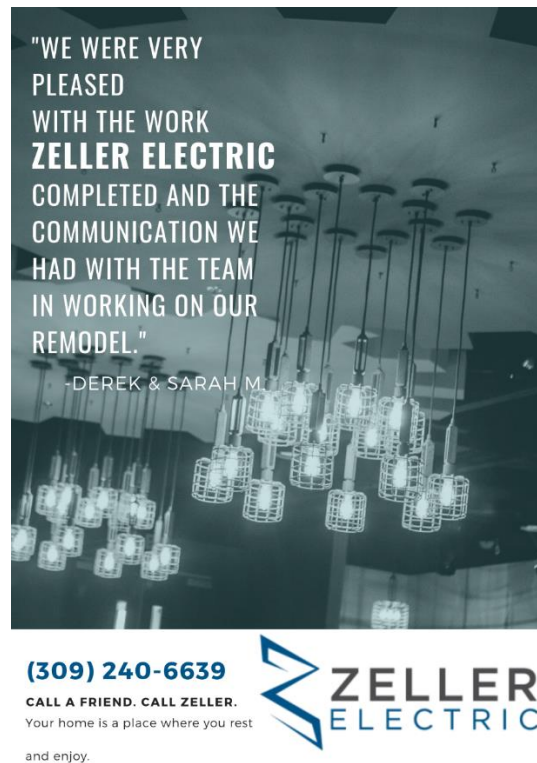


Exhibit B4: Copy Test Script

AFTER PROCESSING THE AD - TAKE AWAY THE AD

1. What message do you take away from this?
2. List all the elements of the ad that you can recall.
3. Please list the brand/organization the ad was for.
4. What do you think this company is promoting?
5. What was the key message in the testimonial that was on the ad?

RETURN THE AD

1. What pops out to you the most?
2. Is this something that would catch your eye?
3. Is it easy to read/follow?
4. What is your impression of this magazine page?
5. What would you suggest or would you change anything?