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July 26

Ben Lovell
Owner/Manager
Lovell Cellars
18561 Reservoir Road
Walla Walla, WA 99362

Dear Mr. Lovell,

Thank you for your initial inquiry to our marketing firm. We are pleased you chose to call us and would like the opportunity to tell you more about us and give you a preliminary marketing plan so that you can better see how our firm would be the best to handle your unique needs.

Thomson-Kirkpatrick Marketing has been designing marketing campaigns for over a decade. Our client list includes companies throughout Washington state, and we have garnered many awards, including a Pinnacle Award and a silver Adrian Advertising medal. We have put together hundreds of successful campaigns for businesses like yours.

We specialize in helping small and medium-sized businesses create innovative campaigns that include direct marketing, web design, billboard design, and print media. We can help you build a competitive presence in your market while using creative strategies that stay within your budget.

Please take a moment to read through our initial proposal for your campaign. This will give you an idea how the campaign will unfold through a series of steps. Should you choose to sign a contract with Thompson-Kirkpatrick, we can immediately begin the creative side of the campaign, whereby we develop themes that will help you with name recognition and branding. Please do not hesitate to call with any questions you might have. We look forward to speaking with you further.

Sincerely,

Celia St. James
Marketing Manager
Thompson-Kirkpatrick Marketing
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July 26



PROPOSAL

Marketing Campaign for Lovell Cellars

Prepared for: Ben Lovell
Owner

Prepared by: Celia St. James
Marketing Manager



DESCRIPTION

We specialize in helping small and medium-sized businesses create innovative campaigns that include direct marketing, web design, billboard design, and print media. We can help you build a competitive presence in your market while using creative strategies that stay within your budget.



Following is a description of our project design including how the project will be developed, a timeline of events and reasons for why we suggest designing the project as described.

Research:

Market research for the local wine industry shows three elements that are critical to the success of your marketing and advertising campaign. The first element is visual awareness, which involves marketing your logo. The second and more often overlooked element is creating and maintaining a professional web presence. The third is a non-traditional form of marketing, but one that is no less important, and that is creating partnerships and event awareness. For a start-up winery in this area, simultaneous design and promotion are absolutely necessary to success.

Schedule and Design:

Initial design will include the development of the traditional marketing methods, including logos and graphics. As soon as a design is approved, we can begin structuring the website around the chosen graphics. As soon as the website goes live, we can begin promoting partnerships and establishing your winery as a premier location for destination events.

Reasoning:

In a market becoming saturated with new labels, you will have to achieve not only an appealing visual campaign, but you must also entice your target demographic through the more non-traditional methods of advertising in order to set your winery apart. Part of the marketing strategy will be to invoke responses to your label, and the use of the non-traditional marketing will help establish you as a fresh face. Each component will be equally critical to the success of your campaign.

Expected results:

The visual campaign will increase product recognition through branding, and it will distinguish your label as competitive in the market. The non-traditional campaign will act as a type of grass-roots movement to bring connoisseurs and aficionados to support your winery.





MARKET AND AUDIENCE

The following describes the target market and audience. The implementation of the marketing is described in the “Marketing Plan” section of the proposal.

The target market:

Middle income, middle-aged, politically independent, Pacific Northwest couples. Though this initially appears to be a generic target audience, it is in fact a specific target niche that shares common traits and ideology that can be indulged.

The size of the target market:

The target market in this case is comprised of baby-boomers, but further reducing the size of the market are marital status, income and political affiliation. The estimated population of the target market is two-hundred-fifty-thousand. The marketing campaign’s budget constraints will allow us to focus on an initial target market of about fifty thousand.

Why they are the target market:

The target market is known for accepting innovation and embracing new ideas. They often like to travel and relax while enjoying their new-found freedom as empty-nesters. In addition, they typically already have a good networking base, thus increasing word-of-mouth advertising.

What qualifies them as members of the target market:

This demographic typically has disposable income and is often trying to rediscover some of the energy of their youth. These factors make this demographic open to trying new things and makes them the most likely to travel to wine-tastings and relaxing destination events.

What will cause the target market to respond to the campaign:

An appeal to the paradigms they are typically experiencing: their desire to have fun but still responsible and their desire to be adventuresome but still relaxed. The marketing campaign will reflect these paradigms in the logos and graphics.





S A M P L E

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