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Advertising Campaign Services Sample Proposal

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Pat Gudrickson
Senior Product Manager
LiquiPlanet, Inc.
9521 Courtney Blvd
Bismark, ND 58501

Mr. Gudrickson,

Please find enclosed our strategy for advertising LiquiPlanet, Inc. water filtration devices. We are as enthusiastic as you are about letting the world know these great products are available.

As we discussed briefly over the phone, Shur Advertising Inc. has specialized in marketing earth-friendly products since 2000. We know your target audience and how to reach them.

This proposal represents the creative vision of a team of six Shur Advertising Inc. specialists. After reviewing our ideas, please call me at the number listed below so we can meet in person and start getting the word out about your products!

Sincerely,

Jamie Pollock Shur
VP, Client Outreach
Shur Advertising Inc.
555-555-5555
jpsbur@ShurAdvertising.com
www.ShurAdvertising.com

A large, dynamic splash of water in shades of blue and white, starting from the left side and curving across the bottom of the page. Numerous small water droplets are scattered throughout the scene, creating a sense of movement and freshness.

Proposal

Advertising Campaign for LiquiPlanet, Inc.

Prepared for: Pat Gudrickson
Senior Product Manager

Prepared by: Jamie Pollock Shur
VP, Client Outreach



Goals and Objectives

LiquiPlanet, Inc. water filter products are new to the market. Therefore, the goal is to create product awareness and gain market share as soon as possible.

- **Make public aware of LiquiPlanet, Inc. and its products**

By following the plan outlined in Outreach and Advertising Plan pages, the public will quickly become aware of LiquiPlanet, Inc. as a new manufacturer of water filtration products.

Note that the plan must be followed in sequence. First, the charitable donations must be organized, and teaser ads placed on the internet. Then deliveries must be filmed and film clips incorporated into television and internet ads. Radio interviews and magazine ads may be concurrent with television and internet ads or may follow shortly after television and internet ads. Within six months LiquiPlanet, Inc. will have a global presence.

- **Gain 50% market share within one year**

By following a charitable giving/advertising approach, we predict that LiquiPlanet, Inc. will own at least 50% of the water filtration market within twelve months.

Note that LiquiPlanet, Inc. must ensure fast, continuous delivery of products that satisfy the customers' needs for this to happen. This means that LiquiPlanet, Inc.'s manufacturing and delivery services must be able to respond quickly to fill orders that will come after scheduled advertisements.

- **Become established as the 'green' supplier of water filtration products and continue to gain market share in years to come**

The initial donation project and subsequent interviews, articles, and advertisements should firmly establish LiquiPlanet, Inc. as the eco-friendly, socially conscious supplier of water filtration products.

To maintain its reputation and garner further market share, LiquiPlanet, Inc. must prove itself by continuing charitable donations or sponsorship projects, making the public aware of these activities, soliciting customers' comments, and incorporating customers' suggestions for improvements and advertising that. The cycle must be repeated annually. Furthermore, the LiquiPlanet, Inc. headquarters and manufacturing facilities must be shown to be continually 'eco-friendly.'



Reputation

LiquiPlanet, Inc. wants to gain a reputation as an environmentally friendly, socially conscious manufacturer of water filtration products.

At the current time, LiquiPlanet, Inc. is unknown. Therefore, LiquiPlanet, Inc. has a unique opportunity to create a positive image with the launch of its first products.

By using a charitable donation project as its product rollout and then subsequently advertising that project when introducing its products, LiquiPlanet, Inc. will firmly establish itself in the mind of customers as a 'feel-good' company.

LiquiPlanet, Inc. must strive in every way to continually promote the company and its products as 'green' and good for the planet and its people.





Shur Advertising Inc. recommends that LiquiPlanet, Inc.'s advertising campaign begin shortly after a major philanthropy effort to supply products to areas in need of clean drinking water. We recommend that LiquiPlanet, Inc. choose at least three areas from a list we will supply, and then donate water filtration products practical for that area. Note that we have chosen small population clusters that have great need—villages in Africa, Latin America, and Asia; and isolated rural populations in the United States that are experiencing problems with potable water supply.

All products donated will be labeled with the distinct LiquiPlanet, Inc. logo, and all adults receiving products must agree to be interviewed and videotaped at no cost for LiquiPlanet, Inc. commercials at the company's request.

Mission

By donating products to create clean water and then advertising this effort using the stories of the people who benefited, LiquiPlanet, Inc. will become known as the water filtration company that wants to save the planet and better the lives of its people.

Goals

LiquiPlanet, Inc. should supply the entire population of at least three targeted areas with filtration devices that will give them clean water to drink—products for a total of approximately 60 households and between 150-250 people. The company will deliver the products (and film the delivery), instruct the recipients on how to use the products, then return in a week or two to interview and film the users.

Outreach Efforts

LiquiPlanet, Inc. should choose at least three areas from the list, prepare and package donations, and inform the areas that products and film crews are coming on a specific date. We recommend enlisting the aid of WorldWide Water, a nonprofit with whom Shur Advertising Inc. has worked in the past, and who would be happy to serve as coordinator and advisor in this effort.

Benefits

By following this plan, LiquiPlanet, Inc. products will instantly become the 'feel good' products that customers are proud to purchase, giving LiquiPlanet, Inc. a big jump on the competition. All donations will be tax-deductible as well. This plan combines charity with publicity to create public awareness of new products that can benefit everyone.



All advertising will be based on two basic ideas:

- Everyone on earth deserves clean, pure water
- You can have water as clean and pure as nature intended by using LiquiPlanet, Inc. water filtration products

The following are general script and design concepts for various advertising media.

- **Internet videos**

For teaser videos, a short clip of life in the area will be shown, followed by the message: How will one company transform the lives of all people in [town or village name], [country]? Go to www.LiquiPlanet.com to find out.

This concept will drive traffic to LiquiPlanet, Inc.'s website, where the charitable project will be featured and products will be described, along with a short clip showing how the filters can be recycled.

For videos a few months later, the question will be asked: How did one company transform the lives of all people in [town or village name], [country]? This will be followed by short interview clips with donation recipients about how LiquiPlanet, Inc.'s products improved their lives, and end with the message "Enjoy the gift of pure water in your home" followed by a link to the company's website.

- **Television ads**

Television ads will be 30-second documentaries, featuring donation recipients telling how LiquiPlanet, Inc.'s gift changed their lives, and then showing how the featured product can work in the viewer's home. We suggest two different ads; one for pitcher/faucet products, and one for the portable water bottle. Both should show that the filters are recyclable.

This concept will firmly establish LiquiPlanet, Inc. as a 'good neighbor' in the world and as a 'feel good' product to purchase.

- **Radio interview/ads**

We believe that radio time should be used principally for interviews with LiquiPlanet, Inc. staff who were involved in the donation product. This will cost the company nothing and will have wide appeal. The company may later decide to run ads on the radio, which should briefly explain the charitable project followed by a brief summary of LiquiPlanet, Inc.'s products.

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