

GOOD THINGS COME IN PINK BOXES.

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MYSTICAL CAL

A MEDIA PLAN FOR:
VOODOO
DOUGHNUT

PART II



GOOD THINGS COME IN PINK BOXES.





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About MIRROR IMAGE GROUP

The Foundations Behind Mirror Image Group

Mirror Image Group is an agency that *reflects* the unique skills and mindsets of its brand *blacksmiths*. Mirror Image Group is a full-service agency that incorporates its services such as media planning and buying, content creation, and digital execution in every brand's strategic planning process in order to revolutionize the foundations of its brands.

Mirror Image Group believes in building a brand piece by piece in order to create a sturdy, *polished* foundation that will *emulate* the exact picture of each brand's *ideals, wants, and needs*.

Ultimately, M.I.G. helps brands *frame* something exceptional that will *attract consumers, build strong relationships, and leave a great impact* that will make consumers feel desirable and deserving.

Connect with us, and we will create the building blocks for your perfect company *image*.

Meet our Media Artisans



Jessica Hale // Company analyst

A strategist with a passion for news releases



Wendy He // Research Analyst

Data miner with a fascination for finding strategies & insights from digital data



Cheyenne McDowell // Account Manager

A commercial guru with a love for sunshine



Josiel Correa // Art Director

Laid back sports fanatic with an eye for design



Mallie Rust // Copywriter

A grammar geek with a passion for emerging media vehicles



Elise Johnson // Client Services

Conversationalist who loves to see people happy



EXECUTIVE SUMMARY

At Mirror Image Group we have faith in Voodoo Doughnut and its ability to create a lasting connection with the college community in Madison. The Mirror Image brand blacksmiths are dedicated to creating an effective media plan to help Voodoo reach its full potential and securely establish itself in this new town. Mirror Image Group has a full understanding of the students in the area and the best ways to get them to engage with Voodoo Doughnut. The only possible way to successfully target the students is with the media plan that Mirror Image Group has created; our research, analysis, and insights fully support our decisions in which media we have selected to utilize. We plan to not only make Voodoo profitable, but to help the brand create a lasting impression and relationship with the community.

Mirror Image Group conducted research and developed important insights on how Voodoo can have the best entrance to the Madison market. Mirror Image Group believes that the most effective way to break into the market is with a “guerilla-style” social media campaign and plenty of interactive events for the community. The guerilla-style social media campaign will connect with the target market where they spend a majority of their time and on the platforms that they use to communicate. It will let Voodoo create a big splash in the market and get a lot of attention and buzz going at the beginning of the campaign launch.

The events the Voodoo Doughnut runs will give the community a chance to get to know Voodoo’s products and brand image as a whole. It will promote goodwill and future relationships with free giveaways, contests, and fun for the whole community.

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The Launch Period begins by building momentum for the Voodoo Doughnut brand and announcing its grand opening with events that represent the brand's personality and dedication to being a new and integral part of the Madison community.

EXECUTIVE SUMMARY (CONT.)

The paint contest will provide Voodoo Doughnut with a chance to showcase local artwork from patrons in the store which allows Voodoo Doughnut to become a permanent part of the community on State Street. The foam party around spring break engages the target market of college students in a memorable and lasting way. It will create good memories that will transfer on to the students' image of the brand and its products. The sponsorship at a March Madness game will aid in recall of Voodoo Doughnut. By promoting at a game where student involvement is high and school spirit is even higher, Voodoo can create a lasting impression on students. Lastly, the scratch and sniff ads that will run immediately after opening will tickle the senses of consumers and create a desire for Voodoo's delicious, gourmet doughnuts; by engaging the senses, Voodoo Doughnut can increase both walk-in orders and special orders.

The Voodoo Doughnut Instagram, Snapchat geofilter, and Facebook campaign will provide constant contact with the target market and provide important information on products and upcoming events in the area. All of these social media platforms reach the target market where they already are in a convenient and unique way. Mirror Image Group has also decided to use Search Engine Marketing to raise awareness of the products and special events tied to Voodoo Doughnut in the hopes that it will lead consumers to the Voodoo website where they can shop, create special orders, and learn more about the brand.

The media plan that Mirror Image Group has created uses a unique blend of media specifically designed to cater to Voodoo Doughnut and is organized into a flight campaign to gain Voodoo Doughnut the best possible position in the Madison market.



FIND YOUR VOODOO MAGIC.

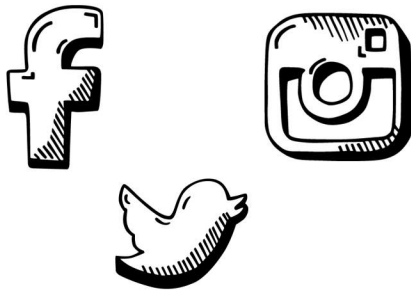
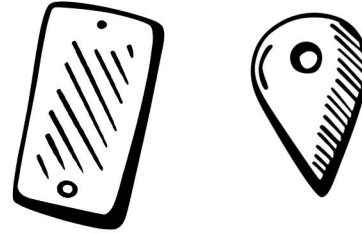
At Voodoo, each doughnut is handmade and personal touches are a must. Voodoo's off-beat vibe is one of a kind and will draw students who are looking for something extraordinary.



MEDIA OBJECTIVES

Discovery

The students at the University of Wisconsin will start to find the Voodoo magic. As they hear whispers of fantastic events, they begin to recognize the brand on campus at basketball games and in magazines. Voodoo will slowly lure them in as they walk by on their beloved State Street, showing them what they have been missing.

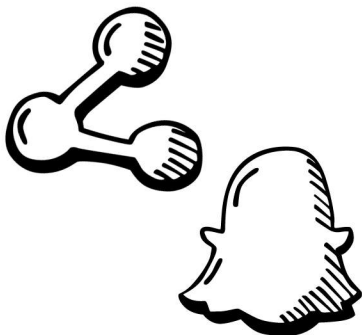
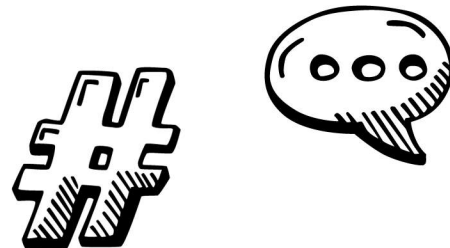


Action

By this point, the students of the University of Wisconsin will have several reasons to come into Voodoo: following their peers down State Street, redeeming a coupon, winning a social media contest, or finally stopping in to see just who backed that cool event. The mystery and excitement surrounding the opening weeks of Voodoo will lead to an increase of foot traffic in the new State Street location.

Involvement

The students will become heavily involved in a world they already dominate: social media. Through interactive events on Facebook and Instagram, students learn more about Voodoo as a brand. As Voodoo continues to create magical and unexpected experiences through events and promotions, the students will feel like a part of the story themselves. Voodoo will involve them in the new memories it's already making.



Share

Through several social media campaigns, the students have been rewarded by sharing posts involving Voodoo and our events with their peers online. Word of mouth continues to spread as more and more people take action and try the doughnuts. They will become advocates for the brand. After all, who wouldn't want to share mouth-watering doughnuts sold by a fun and inviting company doing cool things for the college community?

INITIAL LAUNCH

Paint Event • February 25

To kick off our campaign, Voodoo Doughnut will hold a graffiti canvas competition. Voodoo can integrate Madison culture with its own, creating a unique fingerprint for the individual store and supporting student artists. Over the span of two weeks, Voodoo will host a competition on their instagram page. College artists can submit sketches to the Voodoo Instagram using #PaintVoodoo. Eight submissions will be selected to be recreated on canvas to be displayed in the Voodoo Madison location. On February 25, Voodoo will reveal the finished paintings with an in-store party. This will be a unique event where Madison students can watch the artists bring their Voodoo Madison inspired art to life. At the end of the event, the winners will be given a free bucket of doughnuts and other Voodoo merchandise.

Scratch and Sniff • March 1

In the spring and fall, University of Wisconsin - Madison alumni will be able to pick up a copy of On Wisconsin magazine and interact with our scratch and sniff insert. Each insert will be scented with one of our Voodoo doughnuts with the caption “Special Orders made just for you”. Ideally, these magazines will help lay the foundation for future campaigns focused on broader target markets.

March Madness • March 4

In order to attract more students, Voodoo will place a digital ring ad at the Kohl center, home of the University of Wisconsin - Madison basketball games. The ad will run at the March 4 basketball game and leverage the March Madness hype.

Foam Party • March 31

Students who are still on spring break mode will have the opportunity to relive spring break at the Voodoo foam party on March 31. Guests will have the opportunity to RSVP and receive a coupon redeemable at the Madison Voodoo location. The first 250 guests will receive a free doughnut. Posting the photo booth pictures on the Voodoo Madison Facebook page will help drive traffic to the page. To gather even more attention, magazine publications will be given the opportunity to receive one of our select press passes to get the inside scoop on the exciting foam party.





POST LAUNCH

Badger Herald Scratch and Sniff Ads • May 13th

As alumni open their fall and winter copies of Badger Insider, our special order themed advertisement will greet them. The irresistible scent of a Voodoo doughnut will make their mouths water. The alumni are a related target market to reach later on as Voodoo continues to grow and implement future campaign strategies.

Madison Magazine Scratch and Sniff Ads • August 1st

A scratch and sniff ad is the perfect ad for the dining section of this magazine. This especially targets the contemporaries who read this magazine looking for the next big thing. With this ad, Voodoo is giving them the perfect reason to come into the store: a brand new store could take State Street by storm. We know the smell of freshly baked doughnuts will help enhance their desire to check out Voodoo Doughnut.

Parents' Weekend Sponsorship • October 20-22

As parents and students come together to show their love for the University of Wisconsin - Madison, Voodoo will show them a bit of love too. We're hitting on generational badger pride; the families from Wisconsin who still bleed badger red. This sponsorship targets our Hometown Heroes, those who have grown up loving the university, and whose kids will grow up loving the university and all of the experiences it has to offer. By participating in this event, we want to make Voodoo part of the beloved experience of attending the University of Wisconsin - Madison.

Halloween Event • October 31st

State Street is the place to be on Halloween night. The holiday itself and the wild festivities on State Street perfectly match the Voodoo vibe: eerie and mystical. Naturally, Voodoo has to participate. We want people to see our doughnut shop as a Halloween hotspot. By giving the first 1,000 customers in costume a free doughnut, we'll have our Work Hard, Play Hard students lined up outside of our door. By this point in the campaign, word will spread to all corners of campus, and Voodoo will be on the list for every college student celebrating Halloween on State Street, especially with the possibility of receiving a free spooky treat.



VOODOO CONTINUOUS

Travelling Projector

Voodoo's slogan is "the magic is in the hole." That magic will be presented through the holes of travelling projectors. Voodoo will travel with a projector and project the Voodoo logo at popular spots around Madison. Participants will have a true authentic taste of Voodoo's culture and doughnuts; the first 24 people to find the projection will receive a free doughnut. The #TheMagicsInTheHole on Instagram will bring doughnut-miners together as the game will require people to take photos and post them on Instagram.

Brand Ambassador: Instagram Campaign, Duties, etc.

To spread Voodoo's magic continuously, we will hire two brand ambassadors to conduct campus outreach at the University of Wisconsin - Madison. Brand ambassadors will cultivate relationships with student organizations in order to get more custom and special orders weekly to reach the goal of 40 special orders/week. Some of the activities include tabling at campus events, partnering with student organizations to get custom orders for their events, and working with the Voodoo marketing team to promote the brand in other ways they see fit. They will also be hosting an Instagram campaign both on campus and in front of Voodoo's store where they ask Voodoo lovers to hold a Instagram frame and fill out the sentence: "My name is ____, and my favorite doughnut at Voodoo is ____."



SOCIAL MEDIA

SEM

Search Engine Marketing (SEM) will be used throughout the entirety of the campaign, and phrases bought will consist of keywords that we have selected using Google AdWords Keyword Planner. This tool was used to pick specific keywords which are most closely related to the Voodoo brand and show the most promise for reaching the right target market in Madison. Mirror Image Group then combined the terms into targeted phrases. For events, the keyword phrases will be switched out with ones that relate to the event more in order to increase attendance and reach, but the amount of budget spent on these “event terms” will remain the same. SEM will increase traffic to Voodoo’s website and later, lead to increased foot traffic in store and more specialty Voodoo orders.

Geofilter

A Snapchat geofilter will be purchased at times of Voodoo Doughnut events. It will cover all of State Street where the store will be located and parts of east University Boulevard so college students in the area can access it from east campus. The geofilter will have the Voodoo logo and will keep the Voodoo brand in the minds of consumers in the area. Research has showed that Snapchat filter use, including geofilters, has skyrocketed over the past couple of years and by purchasing a geofilter at precisely chosen times, it should help increase attendance at events and keep the community engaged with the Voodoo Doughnut brand.

Intern: Doughnut of the Day, Weekly Giveaway, General Duties.

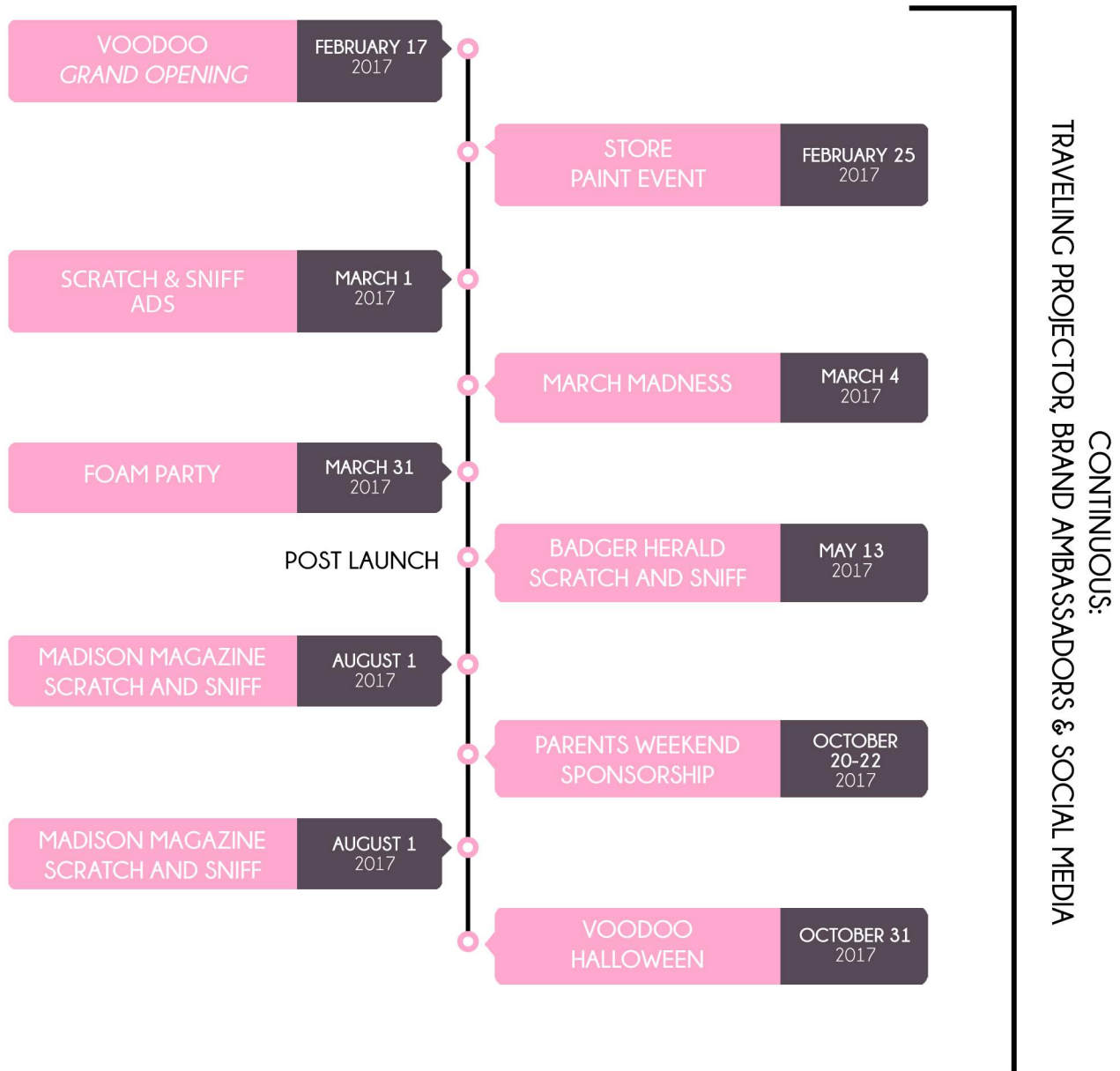
Voodoo doughnuts will have a paid marketing intern. They will be responsible for posting the doughnut of the day on Instagram, posting the weekly giveaway picture, choosing the winners, as well as assisting in planning, organizing, and running promotions at Voodoo events. Voodoo Doughnut needs an intern to keep track of the success of social media campaigns and to focus on generating buzz and keeping in contact with the community prior to launch and throughout the flight period.

Sources: Today.com



TIMELINE & CONTINGENCY

CAMPAIGN LAUNCH:
FEBRUARY 1, 2017



CONTINGENCY...

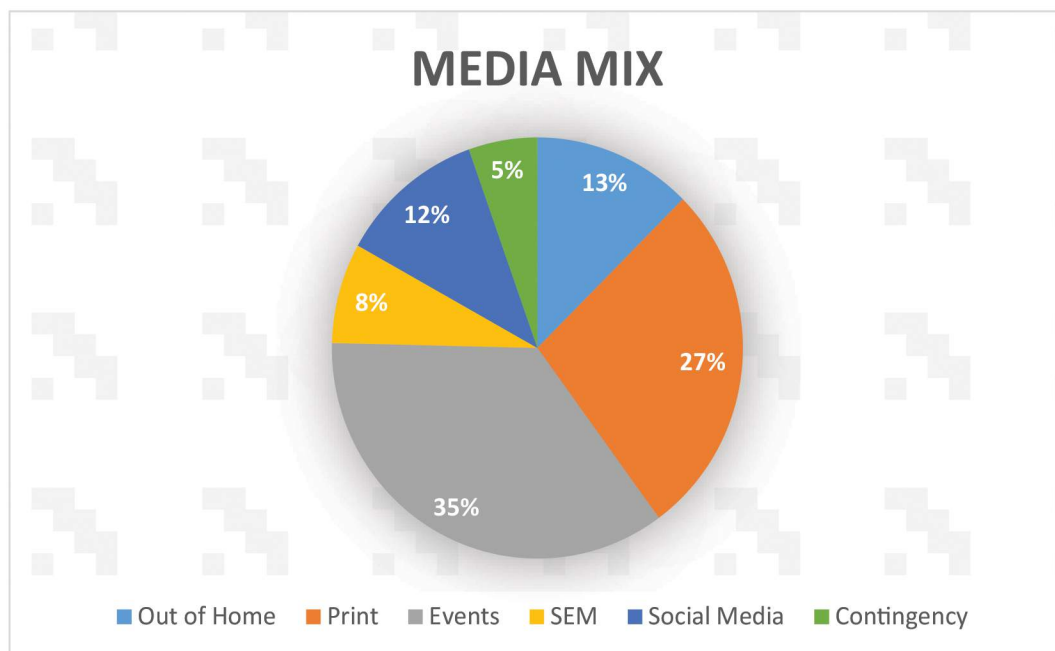
A contingency plan is a key factor in a smoothly running campaign. We have allotted 5.4% of the total Voodoo budget to account for any unexpected costs relating to media efforts, especially event costs and staff payments. Should our current projections cover all costs, we plan to allocate the contingency budget to increase social media efforts & further support our brand ambassadors.

BUDGET & MEDIA MIX

| EFFORT | ALLOCATIONS | TOTAL |
|---|-------------|-----------------|
| PAINT VOODOO | | \$2,200 |
| Supplies | \$1,200 | |
| Entertainment | \$300 | |
| Prizes | \$700 | |
| SCENTED PRINT ADS (2 ISSUES/MAG) | | \$17,790 |
| On Wisconsin | \$8,260 | |
| Badger Insider | \$5,700 | |
| Madison Magazine | \$3,830 | |
| SOCIAL MEDIA | | \$7,500 |
| Intern Salary (40 Weeks) | \$6,000 | |
| Snapchat Geo-Tag | \$1,500 | |
| TRAVELLING PROJECTOR | | \$674 |
| Projector | \$500 | |
| Staffing | \$174 | |
| BRAND AMBASSADORS (2) | | \$10,000 |
| Salaries (40 weeks) | \$10,000 | |
| CONTINGENCY | | \$3,536 |
| Support/Expansion for other efforts | \$3,536 | |

| EFFORT | ALLOCATIONS | TOTAL |
|---------------------------|-------------|----------------|
| PARENT'S WEEKEND | | \$450 |
| Sponsorship | \$250 | |
| Promo Materials | \$200 | |
| HALLOWEEN GIVEAWAY | | \$620 |
| Free Doughnuts | \$120 | |
| Entertainment | \$500 | |
| MARCH MADNESS | | \$7,700 |
| Center Ring Placement | \$7,500 | |
| Ad Design | \$200 | |
| FOAM PARTY | | \$9,530 |
| Venue | \$5,000 | |
| DJ/Photographer | \$700 | |
| Foam Supply Rental | \$3,000 | |
| Free Doughnuts (250) | \$30 | |
| Photobooth (4 Hours) | \$800 | |
| SEM | | \$5,000 |
| Search Terms | \$5,000 | |

| MEDIUM | Out of Home | Print | Events | SEM | Social Media | Contingency | Total |
|-----------------|-------------|----------|----------|---------|--------------|-------------|----------|
| \$ TOTAL | \$8,150 | \$17,790 | \$23,024 | \$5,000 | \$7,500 | \$3,536 | \$65,000 |
| % OF MIX | 12.5% | 27.4% | 35.4% | 7.7% | 11.5% | 5.4% | 100% |



FLOW CHART

| Month | February | | | | March | | | | April | | | |
|----------------------|--------------|----------|----------|--------------|-------------|----------|----------|-------------|-------------|------------|----|------------|
| Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| OOH | | | | | | | | | | | | |
| Kohl Center | | | | 2,250 IMPS | | | | | | | | |
| EVENTS | | | | | | | | | | | | |
| Brand Ambassador | | | | | | | | | | | | |
| Paint Voodoo | | | 500 IMPS | | | | | | | | | |
| Foam Party | | | | | | | 720 IMPS | | | | | |
| Travelling Projector | | | | | | | | | | 24 IMPS | | |
| PRINT | | | | | | | | | | | | |
| On Wisconsin | | | | 340,000 IMPS | | | | | | | | |
| Badger Insider | | | | 40,000 IMPS | | | | | | | | |
| SEM | | | | | | | | | | | | |
| All the Words | | | | | 90-115 IMPS | | | | | | | |
| SOCIAL MEDIA | | | | | | | | | | | | |
| Instagram | | 30 IMPS | | | | 100 IMPS | | | | 400 IMPS | | |
| Facebook | | 60 IMPS | | | | 130 IMPS | | | | 320 IMPS | | |
| Snapchat Geo-Tag | | | 450 IMPS | 300 IMPS | | | 750 IMPS | | | | | |
| Month | May | | | | June | | | | July | | | |
| Week | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| EVENTS | | | | | | | | | | | | |
| Brand Ambassador | | | | | | | | | | | | |
| Travelling Projector | | 24 IMPS | | | | | | | 24 IMPS | | | |
| PRINT | | | | | | | | | | | | |
| Badger Insider | | | | | | | | | | | | |
| On Wisconsin | | | | | | | | | | | | |
| Madison Magazine | | | | | | | | 17,715 IMPS | | | | |
| SEM | | | | | | | | | | | | |
| All the Words | | | | | 90-115 IMPS | | | | | | | |
| SOCIAL MEDIA | | | | | | | | | | | | |
| Instagram | | 425 IMPS | | | | 455 IMPS | | | | 480 IMPS | | |
| Facebook | | 365 IMPS | | | | 380 IMPS | | | | 400 IMPS | | |
| Snapchat Geo-Tag | | | | | | | | | | | | |
| Month | August | | | | September | | | | October | | | |
| Week | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |
| OOH | | | | | | | | | | | | |
| Parent's Weekend | | | | | | | | | | 9,000 IMPS | | |
| EVENTS | | | | | | | | | | | | |
| Halloween Party | | | | | | | | | | | | 1,000 IMPS |
| Brand Ambassador | | | | | | | | | | | | |
| Travelling Projector | | | | 24 IMPS | | | | | | | | 24 IMPS |
| PRINT | | | | | | | | | | | | |
| Badger Insider | | | | | | | | | 40,000 IMPS | | | |
| On Wisconsin | 340,000 IMPS | | | | | | | | | | | |
| SEM | | | | | | | | | | | | |
| All the Words | | | | | 90-115 IMPS | | | | | | | |
| SOCIAL MEDIA | | | | | | | | | | | | |
| Instagram | | 580 IMPS | | | | 615 IMPS | | | | 800 IMPS | | |
| Facebook | | 440 IMPS | | | | 460 IMPS | | | | 620 IMPS | | |
| Snapchat Geo-Tag | | | | | | | | | | | | |
| Month | November | | | | December | | | | | | | |
| Week | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | | | | |
| EVENTS | | | | | | | | | | | | |
| Travelling Projector | | | | | | | | | | | | |
| Brand Ambassador | | | | | | | | | | | | |
| PRINT | | | | | | | | | | | | |
| Madison Magazine | 17,715 IMPS | | | | | | | | | | | |
| SEM | | | | | | | | | | | | |
| All the Words | | | | 90-115 IMPS | | | | | | | | |
| SOCIAL MEDIA | | | | | | | | | | | | |
| Instagram | | 825 IMPS | | | | 860 IMPS | | | | | | |
| Facebook | | 650 IMPS | | | | 685 IMPS | | | | | | |
| Snapchat Geo-Tag | | | | | | | | | | | | |



Mirror Image Group would like to thank you for considering our media plan. We believe Madison will be the perfect setting for your company to thrive and generate loyal customers. Mirror Image Group blacksmiths believe that positioning Voodoo Doughnut to target the University of Wisconsin - Madison students will generate quite a stir and produce a successful campaign. Mirror Image Group understands that this will be a time-sensitive and ongoing commitment that our blacksmiths are willing to nurture and care for to guarantee success for Voodoo Doughnut. Our team members have strategically personalized this campaign to generate talk, increase sales, and overall produce a unique and special bond between Voodoo Doughnut and the students of the University of Wisconsin - Madison.

We believe in the Voodoo magic, and to help Madison find it too, all we need is your signature.

SIGN HERE.

X _____