



Naturally Smarter Pet Supplies

Media Communication Strategy - Seattle, WA



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AGENCY CREDENTIALS

Research. Collaboration. Discovery.

Transforming ideas into reality...

Papillon 6 Media transforms ideas into reality. Meaning “butterfly” in French, the papillon reflects our company’s determination to elevate brands through insight and inspiration at every step of the journey. We develop a simple idea and push it to its full potential, engaging with consumers at the right place at the right time. We are a group of six passionate individuals with a diverse skillset. Coming from diverse backgrounds, we take conventional ideas and make them exceptional. We aim to help our clients prepare for and deal with their challenges by developing fully-articulated media strategies that communicate, inspire, and entertain. In any campaign, it is our promise to deliver insightful and impactful results straight to you.

Let us serve you from beginning to end, caterpillar to taking flight.

◆ The sky is the limit, so come fly with us. ◆



Michael Cerna

Lizard Person
Calm under pressure
Golden retriever



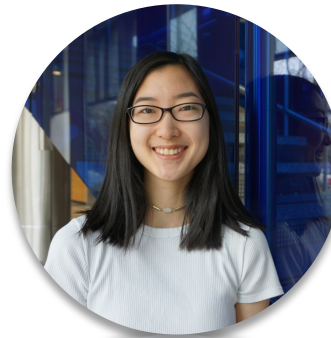
Farwa Hassan

Cat Person
Intellectually curious
Pomeranian



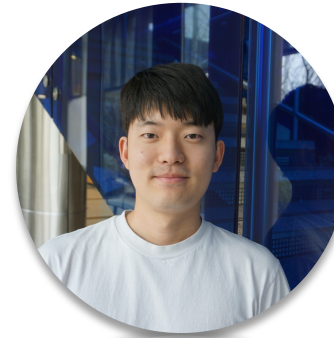
Yiling Cao

Dog Person
Creative
Welsh Corgi



Rachel Cho

Dog Person
Proactive
Yorkshire Terrier



Jimin Suh

Dog & Cat Person
Open-minded
Bichon Frise



Levi Romano

Fish Person
Collaborative
German Shepherd

EXECUTIVE SUMMARY

Papillon 6 Media will aid with the launch of Tomlinson's Feed's new location in Seattle opening on May 11th, 2019. To do so, Papillon 6 Media has prepared a 3-part media strategy: generate awareness, induce purchases, and deepen relationships. Through the course of 8 months, our team will showcase Tomlinson's emphasis on quality and how Tomlinson's only focuses on selective brands; no frills, no fluff.

Our selected target, Accomplished Suburbanites, are high-income, tech-savvy, educated pet owners who often read online content and are 30+ years-old. To allocate the \$100,000 budget effectively, our heaviest media efforts will be distributed towards out of home and digital magazine advertising. We plan to unite these efforts with a large online presence, including Google, Facebook, and Instagram, and experiential events, such as the Furry 5K and Mutt Mixer. To further our efforts, we will employ an intern who will manage social media accounts and engage with consumers at various events. The combination of our media strategies will cultivate awareness, invite customers to make repeat purchases, and inspire greater interaction between Tomlinson's and its customers.

12 weeks after the launch, the goal is to have 50% of the target aware of Tomlinson's name with the help of experiential and out of home media, as well as digital space such as online newspaper, digital magazine, and SEM. The following 3 months will focus on compelling our target to visit Tomlinson's and make repeat purchases by joining the loyalty program. To finish off the campaign, customers will be inspired to like, share, and interact with Tomlinson's across various platforms with an emphasis on social media, SEM, and the loyalty program.

This media strategy will generate awareness, induce purchases, and deepen relationships to make the greatest impact possible among Accomplished Suburbanites, giving Tomlinson's the extended recognition it deserves. Papillon 6 Media has carefully selected the most suitable media tools to deliver a successful message and create lasting relationships in this new market. Papillon 6 Media would be proud to serve the Pacific Northwest with a bit of Texan taste and soon the pets of Seattle will be howling for more.

NO FRILLS, NO FLUFF

Seattleites are serious about their pets, we know. That's why Tomlinson's Feed only carries a select amount of healthy, quality pet food brands. For a population that is frequently on-the-go, they will surely appreciate how quick and easy a visit to Tomlinson's can be.

At Tomlinson's, quality is never compromised.

Only the best products matter, so why showcase others?

MEDIA OBJECTIVES

MEDIA OBJECTIVE 1: GENERATE AWARENESS

KPIs: GENERATE INTERACTIONS, DIRECT PURCHASE

The following efforts will educate the target about Tomlinson's name, location, and opening date. After 12 weeks post-launch of the store's new location, 50% of the target will be aware of Tomlinson's name via aided recall, which is roughly 13,046 households. Those aware will be familiar with Tomlinson's general new location and brand personality as well.

MEDIA OBJECTIVE 2: INDUCE PURCHASES

KPIs: DIRECT PURCHASE, GENERATE REPEAT PURCHASE

The following efforts will compel the target to visit Tomlinson's for a quality shopping experience and continue to drive sales. With Tomlinson's selective brands and top-notch customer service, the following traffic counts will be successfully met:

Monday – Friday: 100 visitors/day

Saturday & Sunday – 250 visitors/day

MEDIA OBJECTIVE 3: DEEPEN RELATIONSHIPS

KPIs: GENERATE REPEAT PURCHASE, FOSTER BUZZ

The following efforts will inspire customers to like, share, and positively review Tomlinson's across various platforms. As customers develop more meaningful connections with the brand, pass-along brand value via social media is the top priority to generate buzz and gain loyalty.

MEDIA MEASUREMENTS

MEDIA OBJECTIVE 1: GENERATE AWARENESS

MEDIA CHANNEL:	MUTT MIXER	POSTER BILLBOARDS (3 LOCATIONS)	FARMER'S MARKET
	300 participants	Woodland Park 188,808 impressions/week Ballard Shopping District 188,808 impressions/week Golden Gardens Park 188,808 impressions/week	14,000 people every Sunday
	Radio	ADWORDS	FACEBOOK ADS
	Underwriting KEPX 90.3 FM	25,277-42,177 impressions/month (359-599 clicks/month)	5,500-11,000 impressions/day
	SEATTLE MET	SUNSET INSIDER GUIDE: SEATTLE	DIGITAL DISPLAY (THE SEATTLE TIMES)
	590,454 impressions	96,523 impressions	482,000 impressions
	BENCHES (2 LOCATIONS)		
	224,000-392,000 impressions/day		

MEDIA OBJECTIVE 2: INDUCE PURCHASES

MEDIA CHANNEL:	LOYALTY PROGRAM	BAR COASTER/TABLE TENTS	FURRY 5K
	30% of consumers become loyal cutomers	N/A	2,000 participants
	POSTER BILLBOARDS (3 LOCATIONS)	SEATTLE MET	FACEBOOK POSTS
	Woodland Park 188,808 impressions/week Ballard Shopping District 188,808 impressions/week Golden Gardens Park 188,808 impressions/week	590,454 impressions	N/A
	FARMER'S MARKET	FACEBOOK ADS	DIGITAL DISPLAY
	14,000 people every Sunday	5,500 - 11,000 impressions/day	482,000 impressions
	ADWORDS		
	25,277-42,177 impressions/month (359-599 clicks/month)		

MEDIA OBJECTIVE 3: DEEPEN RELATIONSHIPS

MEDIA CHANNEL:	INSTAGRAM ADS	FACEBOOK POSTS	INSTAGRAM PHOTO CONTEST
	5,600 - 15,000 impressions/month	N/A	N/A
	LOYALTY PROGRAM	INFLUENCER (PAID MEDIA)	INFLUENCER (EARNED MEDIA)
	30% of consumers become loyal cutomers	767,000 impressions	N/A
	YELP	FACEBOOK ADS	
	N/A	5,500 - 11,000 impressions/day	

STRATEGY & RATIONALE: MEDIA OBJECTIVE 1

What: Mutt Mixer 824 NW 46th St, Seattle WA. April 27th. Dog social at an outdoor play area.¹

Why: Event will be filled with local Ballard dog owners, specifically the target, Accomplished Suburbanites (A.S.).

How: Intern will attend with Tomlinson's treats to hand out while spreading word about the grand opening. Will collect information of attendees interested in joining the loyalty program.

What: 3 billboards Located outside of Woodland Park (1), in Ballard Shopping District (2), and north of Ballard (3).²

Why: Billboard 1 engages with target directly (close proximity to off leash dog park). Billboard 2 targets incoming northbound traffic into Ballard. Billboard 3 targets northern zip-code (close proximity to Golden Gardens Park). Illuminated because of the gloomy skies and night-time hours.

How: Billboards will place messages about the store's grand opening.

What: 28 benches 14 in Golden Gardens Park. 14 in Woodland Park.

Why: A.S. are active and like outdoor activities, especially when accompanied with their pet.

How: Benches will spread awareness of the new location. Will expose Tomlinson's name to dog owners and drive direct purchases.

What: Ballard's weekly Farmers Market Average of 14,000 attendees.³

Why: A.S. are healthy and environmentally conscious. Event is in direct zip-code.

How: Intern will hand out flyers to advertise Tomlinson's grand opening. Flyers will include store information and Facebook, Instagram, and Yelp accounts.

¹ Social Event for Mixed Breed Dogs and Parents, <https://www.eventbrite.com/e/mutt-mixer-at-downtown-dog-lounge-ballard-tickets-58991964554>

² Seattle, Tacoma, <http://www.lamar.com/Seattle/InventoryBrowser>

³ Ballard Farmers Market, <https://ballardfarmersmarket.squarespace.com/?category=Ballard+Farmers+Market>

What: SEM using Google AdWords (all terms in media menu)

Why: Optimize clicks that are redirected to Tomlinson's site. Expose Tomlinson's name and drive foot traffic.

How: Capture audience with searches such as "pet store near me" and "quality pet food".

What: General Facebook advertising

Why: Facebook is ranked #1 as the most relevant and appropriate for product and service discovery among the age group 25+.⁴

How: Ad messages about the grand opening. Promote Tomlinson's brand quality.

What: Seattle Met digital magazine

Why: A.S. like to read magazines on tablets. Magazine readers are mostly 34-41 and have an average household income of \$200,496, which matches A.S.'s household income. 95% attended college. Activities of target include: food, drink, and wine tasting, attending theatres and operas.⁵

How: Ad messages about selective brand choice and less shopping time for consumers.

What: Sunset Insider Guide digital magazine

Why: Pet section. Quarterly magazine ensures high circulation. Median age of readers is 48.⁶

How: Ad messages about selective brand choice and less shopping time for consumers.

What: The Seattle Times digital display

Why: Family-owned business. Largest local digital network. Affluent and educated readers. \$110,700 average household income. 66% of adults have at least a 4-year degree. Readers live life to the fullest. 72% drink wine.⁷

How: Ad messages about grand opening. Promote quality.

What: KEXP 90.3 FM Radio Underwriting

Why: Creates a "golden halo effect" that conveys integrity, social responsibility, and good corporate citizenship, and high quality products. KEXP's audience is 18-54 year old, well educated, and has a high disposable income.⁸

How: Messages such as: "Today's support comes from Tomlinson's Feed...grand opening May 11th...located on Ballard Avenue and 20th Street..."

⁴Survata Ad Study Shows Platform Weakness with Young Consumers, <https://blog.survata.com/survata-ad-study-shows-platform-weakness-with-young-consumers>

⁵Seattle Met, <https://www.seattlemag.com/advertise>

⁶Sunset Insider Guide, <https://www.sunset.com/wp-content/uploads/2019-Media-Kit-FINAL-SITE-UPLOAD-compressed.pdf>

⁷The Seattle Times Advantage, <https://mediasolutions.seattletimes.com/st-advantage/>

⁸Benches, <https://beautifulwashington.com/king-county/parks/seattle/north-seattle/189-golden-gardens-park.html>

STRATEGY & RATIONALE: MEDIA OBJECTIVE 2

What: Tomlinson's loyalty program

Why: To incentivize customers to only buy from us by rewarding them with discounts and other perks.

How: A point-based tier system (spend \$1, get 1 point). Each tier will be reached with different point amounts to encourage customers to receive store credit. Will also include a free treat on the customer's pet's birthday and other special offerings. Will include monthly Pet Picks. Using SquareUp, iPad will be used at the register and magstripe reader. Holds customer information such as email and phone number to keep their records.⁹

What: Bar coaster and table tents: 7 bars and restaurants. 98103: Fremont Brewing Company, Voff Bark & Brew | 98107: Bad Jimmy's Brewery Co, Reuben's Brews, King's Hardware | 98117: The Dray, Lunchbox Laboratory

Why: A.S. attend bars. Ensure traffic counts will be met on weekdays. Tomlinson's will have happy hours 4-6PM from Monday to Friday, matching with all of the bar's happy hours to ensure foot traffic closer to closing. Reminds A.S. to keep purchasing at our store by joining the loyalty program.

How: \$2 off when the customer spends \$30 during Tomlinson's happy hours. The coasters and table tents will read with messages such as : "We provide the water bowl so your dog gets to drink too!" | "Make a quick stop at Tomlinson's!"

What: 3 billboards (same locations)

How: Billboards will display messages about Tomlinson's loyalty program and unique brand values. Will show messages such as: "Make a quick stop, we got you covered."

⁹Square Loyalty keeps more customers coming back, <https://squareup.com/us/en/software/loyalty>

What: Seattle Met digital magazine

How: Will show ad messages such as: “Join our loyalty program.” | “Select quality brands.” | “Make a quick stop.”

What: Furry 5K fundraising event June 9th, 2019. Support Seattle Animal Shelter Foundation. 5900 Lake Washington Blvd. S.

Why: Tomlinson's supports community fundraising. A.S. enjoy outdoor activities, are health conscious, and enjoy concerts. Post-5K race, there is a Pet-a-Palooza with entertainment and live music. Sign ups available at Trader Joe's and Whole Foods Market.¹⁰

How: Dogs will wear a Tomlinson's branded bandana. \$5,000 includes: info table banner, brochure logo, poster logo, website logo/link, T-shirt logo, 10x 10 booth, goody bag recognition, goody bag insert. Bring Tomlinson's bandana to the store to get a free dog treat.

What: Facebook posts

Why: Increase foot traffic to ensure minimum reach.

How: Intern will keep customers updated on in-store promotions through postings.

What: Ballard's weekly Farmers Market Average of 14,000 attendees.

How: Change the flyer's message to incentivize people with Tomlinson's happy hours.

What: The Seattle Times digital display

How: Ad messages change regarding Tomlinson's happy hour and loyalty program.

What: General Facebook advertising

How: Ad messages change regarding Tomlinson's happy hour and loyalty program.

¹⁰Furry 5k, <http://www.furry5k.com/wordpress/wp-content/uploads/2019/02/2019-Furry5K-Sponsorship.pdf>

STRATEGY & RATIONALE: MEDIA OBJECTIVE 3

What: Instagram ad for the photo contest

Why: A.S. like to hike. People who hike are 43% more likely than average to have used Instagram within the past 12 months. Seattle ranked #3 among the 75 largest metro areas of people who have been hiking in the past year.¹¹ Ads will run during October not only to notify the beginning of contest, but also to encourage participation among A.S. who are eager to exhibit their happiness and healthiness by showcasing their active lifestyle with the contest.

How: Intern will promote #TomlinsonsDuo contest through Instagram ads.

What: Facebook posts

Why: Customer service experience, maintain brand image.

How: Monitor consumer feedback and communicate accordingly in a quick manner.

What: Instagram Photo Contest

Why: Engagement with Tomlinson's account. Photo friendly platform. GenX is more likely to follow for contests (41%), deals and promotions (58%).¹²

How: Instagram users will be challenged to post a picture of the happiest, healthiest owner and pet duo. Participants will tag Tomlinson's and use the hashtag, #TomlisonsDuo. The contest will last for 3 months. Each month there is a prize of store gift cards: \$300 for 1st place, \$200 for 2nd place, \$100 for 3rd place.

What: Tomlinson's loyalty program **Why:** Continue to incentivize consumers. **How:** Continue point-based tier system.

¹¹Instagram effect? Number of Seattle-area hikers has doubled in less than 10 years, <https://www.seattletimes.com/seattle-news/data/instagram-effect-number-of-seattle-area-hikers-has-doubled-in-less-than-10-years-data-shows/>

¹²The Social Generations: Millennials Ask, Gen X Buys & Baby Boomers Observe, <https://sproutsocial.com/insights/data/q1-2017/>

What: Local Instagram micro-influencers: @hellosamcrawley (3.8k followers), @arch.n.bubs (9.1k), @misfitfrenchies (16.9k)

Why: Showcases dog friendly places in Seattle. Encourage influencers to review Tomlinson's.

How: Will each be sent a gift basket that includes an array of goodies to review.

What: Seattle influencers: @lindaderschan, @furrymagic

Why: Micro-influencers showcase the best places in Seattle. @lindaderschan : business owner who owns dog-friendly restaurants and bars with an audience of 16,000. | @furrymagic: adventurous cat Instagram influencer, adventurous, enjoys hiking and traveling around Seattle, 21k followers¹³

How: Micro-influencers will be paid to make a sponsored post on their Instagram account.

What: Local blogs: You Did What With Your Weiner: 120 views/month.¹⁴ | Seattle DogSpot: 50,000 reach¹⁵

Why: Audiences are predominately dog lovers in who are looking for healthy options for their pets.

How: Sponsored content on the blogs. E-newsletter to audiences. Social media posts.

What: Yelp Business Account

Why: Maintain positive brand image. Gain more trust with Tomlinson's audience. Respond to concerns and general questions. Ensure continuous satisfaction by utilizing as a customer service platform.

How: Intern will claim the business page on Yelp page. Intern will respond to reviews and promote Yelp account on all other social media accounts to obtain organic reviews.¹⁶

What: General Facebook advertising

How: Ad message change to royalty program and Instagram photo contest

¹³Instagram <https://www.instagram.com/>

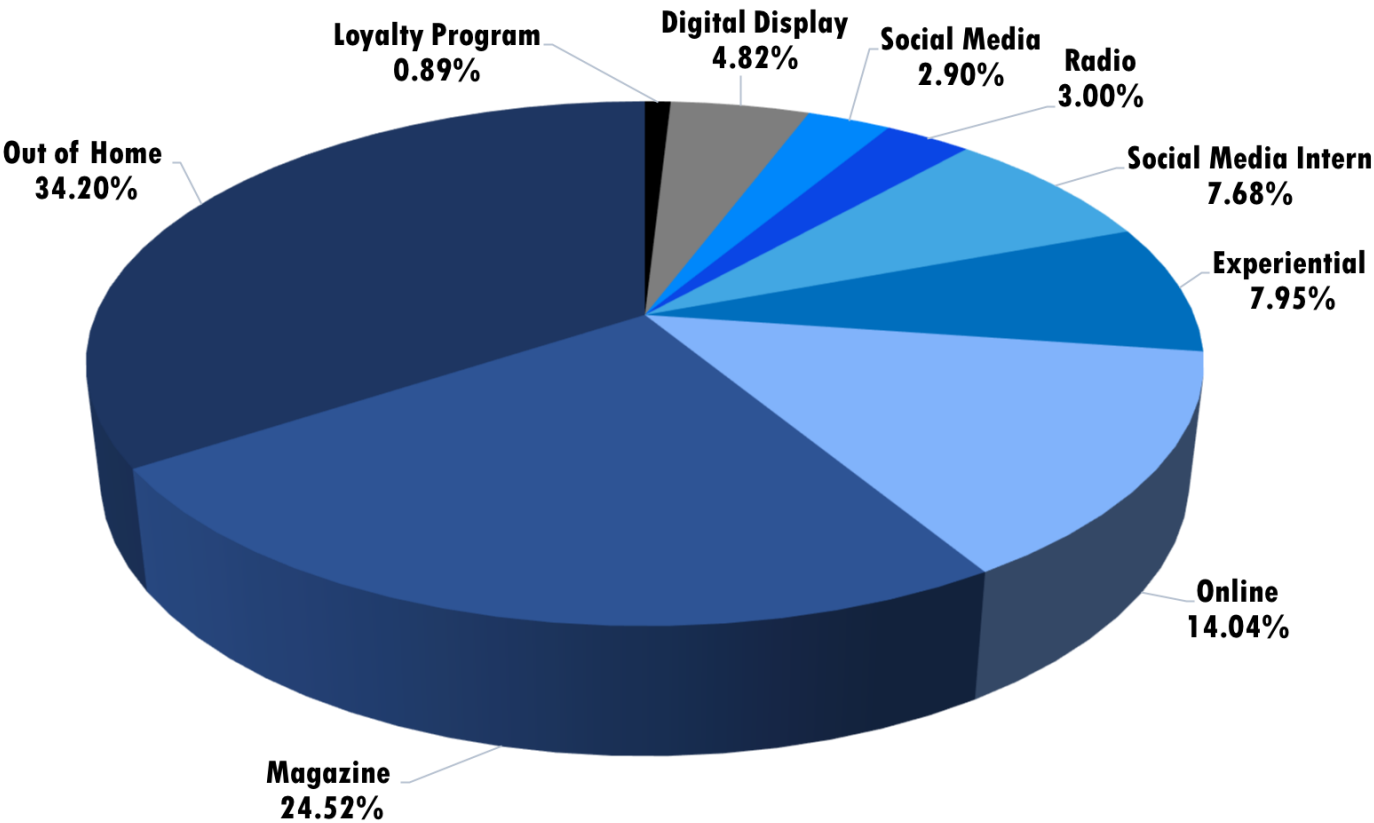
¹⁴You Did What With Your Weiner Blog <https://youdidwhatwithyourweiner.com/work-with-us/>

¹⁵Seattle DogSpot Blog <https://www.seattledogspot.com/advertise/sponsorship-ads/>

¹⁶Yelp: https://www.yelp-support.com/article/Don-t-Ask-for-Reviews?l=en_US

Channel	Cost	% of Budget
Out Of Home		
Woodland Park Benches	\$3,150.00	3.15%
Golden Gardens Park Benches	\$3,150.00	3.15%
Billboards	\$18,000.00	18.00%
Bars/Restaurants	\$6,300.00	6.30%
*happy hour expenses	\$3,600.00	3.60%
		34.20%
Magazine		
Seattle Met	\$16,290.00	16.29%
Sunset Insider	\$8,230.00	8.23%
		24.52%
Online		
AdWords	\$4,986.00	4.99%
Facebook	\$6,200.00	6.20%
Instagram	\$2,850.00	2.85%
		14.04%
Experiential		
Mutt Mixer	\$690.00	0.69%
Farmer's Market (Flyers)	\$263.00	0.26%
Furry 5K	\$5,000.00	5.00%
Bandana Discount (Furry 5K)	\$2,000.00	2.00%
		7.95%
Intern		
Intern	\$7,680.00	7.68%
*20 hour x \$12 x 32 weeks		7.68%
Radio		
Underwriting	\$3,000.00	3.00%
		3.00%
Social Media		
Earned Media	\$153.00	0.15%
Paid Media	\$2,750.00	2.75%
		2.90%
Digital Display		
The Seattle Times	\$4,820.00	4.82%
		4.82%
Loyalty Program		
Loyalty Program	\$888.00	0.89%
		0.89%
TOTAL	\$100,000.00	100.00%

BUDGET RECAP & DISTRIBUTION



FLOWCHART

Media Type				Vehicle		Vehicle Cost		Audience Metrics		FLIGHT 1															
										APRIL	MAY				JUNE				JULY						
											1	2	3	4	1	2	3	4	1	2	3	4			
Online	Facebook	\$6,200.00	1,358,500 - 2,717,000 Imps	38,500-77,000	165,000 - 330,000 Impressions				165,000 - 330,000 Impressions				165,000 - 330,000 Impressions												
	Google Adwords	\$4,986.00	195,897 - 326,872 Imps		18,958 - 31,633 Impressions				25,277 - 42,177 Impressions				25,277 - 42,177 Impressions												
	Instagram ad for contest	\$2,850.00	5,600 - 15,000 Reach																						
	Instagram contest		-																						
OOH	Lamar Billboards (3)	\$18,000.00	2,265,696 Imps		566,424 Impressions				755,232 Impressions				755,232 Impressions				188,808								
	Woodland Park Bench	\$3,150.00	9,856,000 - 17,248,000 Imps		2,352,000 - 4,116,000 Impressions				3,360,000-5,880,000 Impressions				3,360,000-5,880,000 Impressions				784,000-1,372,000								
	Golden Gardens Park Bench	\$3,150.00	9,856,000 - 17,248,000 Imps		2,352,000 - 4,116,000 Impressions				3,360,000-5,880,000 Impressions				3,360,000-5,880,000 Impressions				784,000-1,372,000								
Radio	Underwriting- KEPX 90.3FM	\$3,000.00	-																						
Experiential	Mutt Mixer Sponsor	\$690.00	300 Participants	300 Participants																					
	Furry 5K Sponsor	\$5,000.00	2,000 Participants						2,000 Participants																
	Farmers Market Flyers	\$263.00	14,000 Attendees		14,000 Attendees																				
	Bars/Restaurants	\$9,900.00	-																						
Digital Magazine	Seattle Met	\$16,290.00	590,454 Imps										196,828 Impressions (3 insertions)				131,212 Impressions (2 insertions)								
	Sunset Insider	\$8,230.00	96,523 Imps														96,523 Impressions								
Loyalty Program	Tiering Program	\$888.00	30% Loyal customers																						
Digital Dislay	The Seattle Times-Custom location	\$4,820.00	482,000 Imps														241,000 Impressions								
Influencers	Instagram	\$500.00	37,000 Imps																						
	Blog(Paid)	\$2,250.00	730,000 Imps																						
	Blog (Earned)	\$153 (Product cost)	-																						
Intern 20 hrs/week	Yelp feedback	\$7,680.00	-																						
	Facebook/Instagram																								
			*Imps= Impressions																						

*Imps= Impressions

Flight 2							Flight 3											
AUGUST			SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER			
2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
165,000 - 330,000 Impressions			165,000 - 330,000 Impressions				165,000 - 330,000 Impressions				165,000 - 330,000 Impressions				165,000 - 330,000 Impressions			
25,277 - 42,177 Impressions			25,277 - 42,177 Impressions				25,277 - 42,177 Impressions				25,277 - 42,177 Impressions				25,277 - 42,177 Impressions			
							5,600 - 15,000 Reach											
		</																

CALL TO ACTION

Tomlinson's Feed will soon become a top dog in the Seattle market. Papillon 6 Media is eager to have all paws on deck to ensure success in the company's first out-of-state expansion. Both people and pets will soon realize what quality means to Tomlinson's and never look back.

With extensive research to distinct solutions, the objectives Papillon 6 Media has set will make Tomlinson's a household name in Seattle. After executions, the media plan will be carefully reviewed and modified accordingly to ensure optimal success.

Papillon 6 Media team would be honored to help with introducing Tomlinson's to not only Ballard Shopping District, but also greater Washington area. Our plan for you has gone from caterpillar to chrysalis and is now ready to hatch - so what do you say? Are you ready to spread your wings and fly with us?

The sky is the limit, so come fly with us.