



Newsstand Association of Philadelphia

Presentation

Intro

- NAP was formed by newsstand owners in 1997 to provide solidarity and support for each other, while providing a much needed service for the public and business community.
- As a major outlet for Pennsylvania State Lottery sales purchases

Digital Campaign Objective

- To persuade the consumer to stop by any newsstand either through social media and/or the company's website in order to create awareness of the NAP newsstands throughout Center City, South and West Philadelphia.

Target Audience

- Urban men and women
- High School and Community College educated
- Ages 38 - 60
- Either single or married
- Household incomes 25k- 50K per year.



Persona: Jane

- Descriptive Name: Jane
- Age Range: 45
- Location: Urban
- Education: Associate
- Salary/HHI: \$35,000-\$40,000
- Work Experience: Librarian
- Family: 0
- My Goals Are: To learn more urban areas in the country
- My Challenges/Fears Are: To improve my communication skills
- My Likes/Dislikes Are: Film
- Behaviors & Habits: Active
- Topics of Interest: Various news
- Favorite Websites/Channels/Platforms: Sports, Entertainment, Politics, Lottery, Local News, Facebook, Twitter, Instagram, National News



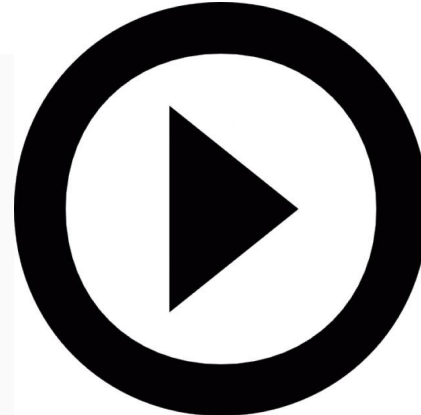
Persona: Joe

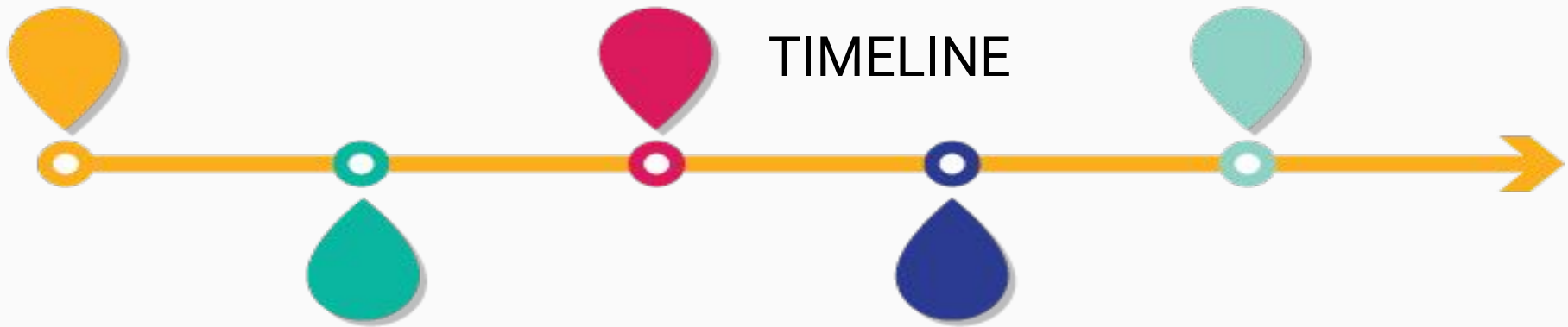
- Descriptive Name: Joe
- Age: 35-45
- Location: Urban
- Education: Associate
- Salary/HHI: \$35,000-\$40,000
- Work Experience: Construction Worker
- Family:3
- My Goals Are: To learn more about the Philadelphia area
- My Challenges/Fears Are: To not get injured on the job
- My Likes/Dislikes Are: Reading, Meetups, Sightseeing
- Behaviors & Habits: Active
- Topics of Interest: Politics
- Favorite Websites/Channels/Platforms: Politics, Lottery, Local News, Facebook, Twitter, Instagram, National News



Assets & Deliverable

- Brand Style guides/Guidelines
Vector Logo (.eps, .ai) Layered,
hi-res or vector image source
files (.psd, .ai)
- Video (1280x90 or 6480x480)
- General / background click out
URL Specific click out for
individual calls-to-action
- Social click outs (Facebook,
Twitter, Instagram.)





TIMELINE

Month 1

- Assets Received and Approved:
- The client presentation, scheduled in 10 weeks.
- At that presentation needs to show two or three full campaigns to the client.
- The first step is to create concept boards for 4 to 6 campaign ideas for internal review.



Month 2

- Strategy, Development:
- Analyzing the context
- Identifying strategic options and evaluating and selecting the best options.



Month 3

- Client Review:
- Will be done by the President and Social Media Intern.



Month 4

- Strategy Revisions:
- Should be closely linked to the design schedule for the project.
- The overall success of revision effort will depend on how closely this schedule up to the point where revision can occur.



Month 5

- Strategy Approval:
- The creative brief will be signed by the client, they agreed to it, if they need different work, they need a new creative brief and, more importantly, get more time.



Month 6

- Campaign Launch



EMAIL MARKETING



Budget



TIMEFRAME

Frequency

- Blog Post-1x/Month
- Video-1/2x/Month
- Instagram Ad-1x/Month
- Facebook Ad-1x/Month
- Facebook Post-7x/Month
- Twitter Post-7x/Month
- Instagram Post-7x/Month
- Coupon Ad-1x/Month





- Increase Web Traffic
- CTA: Read the blog for more information
- Funnel: Awareness
- Metrics: Number of CTA clicks, views and visitors



- Increase Lottery Ticket Sales
- CTA: Visit the local newsstand
- Funnel: Intent
- Metrics: Number of sales and visitors



**Benefits Older Pennsylvanians.
Every Day.**

- Increase Video Views
- CTA: View the video of Instagram
- Funnel: Engagement
- Metrics: Number of video views



Thanks!

The floor is now open for questions

