

Creative Work Plan

Wal-Mart

I. Why are we advertising at all?

We are advertising to promote the new Wal-Mart clothing line in order to increase awareness and intensify brand image. Our advertising will succeed in keeping loyal Wal-Mart customers as well as reaching out to customers who shop at Wal-Mart for things other than clothing. The existing Wal-Mart brand image for apparel is viewed as a cheap and low quality product. Research shows that Wal-Mart has lacked the ability to communicate its advertising for their high-end clothing line to their target audience. In order to enter this niche market, Wal-Mart must communicate its message clearly and effectively through traditional and non-traditional marketing communications.

II. What is the advertising trying to achieve?

Our focus is to change our target market's perception of the Wal-Mart clothing line and stimulate an interest in the minds of young women of all ethnicity. We will need to stress the importance of convenience. While our target likes to be fashionable they are also pressed for time and money. To do this we utilize the following objectives.

- To change perception from an embarrassed customer to a proud one.
- Initiate trial of clothing line
- Communicating to loyal customers and branching out to new clothing shoppers.
- Increase consumer awareness of the George, Faded Glory and No Boundaries brands.
- Make shopping experience intimate.

III. Who are you talking to?

Our target audience for this product is women between the ages of 22-34. All of these women share a desire to be fashionable. We are talking to the women who are going through life changes such as graduating from college, getting married, having children, and settling into their new lives. These women do not have the same discretionary income as they did when they were living off of their parents' income. This target has more responsibilities that cause them to spend their income on rent, food, transportation, insurance etc. They are now becoming financially independent which causes them to be more price-conscious when shopping for clothes. However they still want to enjoy the same fashion as their older colleagues.

IV. What do you know about the target consumer(s)?

Through secondary research found on washingtonpost.com Wal-Mart executives use two personality profiles, Gracie and Karla, who we feel are descriptive and on target with whom we feel accurately represent the target market. Gracie represents the stylish female bargain shopper always looking for new looks. She is the type that browses through clothes and shops at Goodies and Target. Karla represents the loyal Wal-Mart customer who shops in its stores three to four times a week. She has Wal-Mart at the beginning of every entry of her checkbook. She feels intimidated by the new clothing line and also feels that this change may interrupt her routine.

We conducted a focus group on Wednesday November 8th and found that the majority of the people that do shop at Wal-Mart are already considered stylish, and feel no shame while shopping there. When we initially asked where they shopped, higher end stores were named. When we mentioned Wal-Mart it became evident that when one person stated they shopped at Wal-Mart everyone else showed their pride for Wal-Mart with little or no shame. We believe we can tap into this mindset of "follow the leader" to help gain more brand acceptability for the Wal-Mart clothing line.

Through the observational research we conducted at the Cambell-Lane Wal-Mart on Tuesday November 7th we were able to experience the shopping atmosphere. What we concluded were the following;

- Consumers who shop with friends tend to buy more clothes and feel more comfortable shopping for clothes at Wal-Mart.
- Consumers felt their privacy was not as well protected as it could have been.
- Customer service did not fit the needs of the consumer, and was not of that consumers age or demographic.

V. What is the main idea we need to communicate?

In order to communicate our main idea we need to make it socially acceptable for women to purchase clothing from Wal-Mart. We need to emphasize that the brands, such as George and Faded Glory, are only available at Wal-Mart. By branding it this way it links originality with exclusivity in minds of young women. To track our campaign we will use data from sales and also have focus groups for creative testing.

VI. What is the best way of planting that idea?

To plant this idea we will utilize an integrated marketing communications plan, with an emphasis of in-store and print advertising. To do this we want to incorporate the clothing line such as George and Faded Glory as the main brand identity with a tagline of “Only at Wal-Mart.”

The biggest segment of our budget will be spent on local newspapers and in-store advertising. Newspapers will include coupons similar to Macy’s, announcing weekend sales. For in-store marketing we will have the “Welcome greeters” hand out coupons and promotional material to all women shoppers. We feel the layout and atmosphere of the store plays a major role in a woman’s clothing shopping experience, therefore we feel the following changes should be made:

- Eliminate roll-back pricing signs, because they give off a cheap image
- Place the higher end clothing in the middle of store.
- Have mannequins promoting the new clothing line.
- Put higher quality price tags on the clothing.
- Put more mirrors around the clothing section.
- Place a cash register in the clothing section.
- Install mood-setting lights for the clothing section.

- Fitting rooms should create a more intimate atmosphere by excluding it from other distractions of the store.
- Customer Service should provide trusting relationship with the consumer, but not too over bearing. Also age and appearance is also important because the target consumer feels more comfortable asking someone they can relate to.
- Customer Service associates should be readily available to assist in the shopping experience, rather than pushing products on the consumer. This will make the customers needs the most important factor and create an intimate one to one marketing approach.
- Customer Service associates should wear blue Wal-Mart polo shirts and kaki pants.
- Place posters and mannequins in the women's footwear, jewelry, beauty section, also the house wear section.
- We will run TV advertisements on Wal-Mart's electronic displays. (Including TVs, Music sampling LCD screens, and an audio message at the beginning of each song).
- Announce sales and promos for the brands over the intercom system.
- Put ads on the tiles of the store.

Our research indicates that the target consumers are more likely to shop for clothing immediately following a commercial or magazine advertisement. To accomplish this we will:

- Run magazine advertisements on a pulsing schedule in Cosmopolitan, In Style, Real Simple (Distributed only at Wal-Mart) and Glamour.
- Run TV commercials on a flighting schedule using regional cable networks that communicate a realistic message and run on a seasonal basis.
- Have buzz marketing agents who are recent college graduates, and represent the target market wear the Wal-Mart clothing creating a "Follow the Leader" approach.

- Have a fashion show on The View and dress the hostess' in clothes from Wal-Mart.
- Have American Idol Finalist create a “fake” commercial of the Wal-Mart clothing line that will be shown during the show. American Idol has done this in the past and we believe it will lead to interest in trying the product and emphasize the “Follow the Leader” approach.

VII. How do we know we're right?

Though our primary and secondary research we have found that our target market are not against shopping at Wal-Mart but feel insecure about buying higher end clothing there due to its reputation. From our research we feel that once a current customer states that it is fashionable to shop for clothing at Wal-Mart others will follow in agreement. By using our marketing techniques we will build a stronger brand image for Wal-Mart's new clothing line, as well as building name recognition for the brands offered. Through our focus group research we were able eliminate the women who do not have their own income, and are of a younger mindset. Our research concluded that women in our target look for conformation from other fashionable women, which proves our “Follow the Leader” approach.