



2017 WINE OPENER

MARKETING PLAN

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Current Analysis

Environment & Target Market

Wine Opener brings in the fewest dollar donation.

Current Target Market

- Men & Women
- 25-44
- Looking to give back
- Attend event, don't volunteer further

Current External Environment

- Other CFF Events
- Candidates Self-Promotion
- Leukemia & Lymphoma Society
Man & Woman of the Year



SWOT Analysis

Strength

- Makes people who donate feel great for contributing to a good cause
- Helps individuals diagnosed with CF
- The events are fun and enlightening.
- Donations/Money goes towards CF research
- Good location for event.

Weakness

- No creative control for making changes on website or social media.
- No name recognition.
- Limited or no staff—mostly just volunteers.
- Funding is limited.

Opportunity

- Targeting more millennials and younger individuals.
- Using “Wichita’s Finest” for building awareness of CFF.
- Working with local businesses to build networks.
- Working with WSU.

Threats

- Lower income and unemployment causing people to donate less.
- Competition of other events happening on the same night as the wine opener.
- Well-known volunteer organizations/charities
- Decrease of donors and volunteers.



Marketing Objectives

1. Earn \$125,000 in donations
2. Increase dollar donations by 30% at Wine Opener auction

MKT Strategies

- Personal Connections
- Share the Stories
- Connect on Social Media

Target Market

M & F | 25-44

Household Income > \$100,000

Size of 13,334 in ICT



Creative Strategy

Information & Emotional Appeals

"Raise your glass to raise awareness."

Creative Strategy

Target Audience

67% of TM volunteered their time in 2012.

Problem more awareness than willingness.

Key Selling Idea

Our unique selling proposition is the gratification from helping people and families affected by Cystic Fibrosis.

Accepted Consumer Belief

Raise funds for CFF

Our goal is to create an emotional attachment to organization.



Media Vehicles Used

Radio - Q92

Television - KAKE & KWCH 12

Print Advertising - distributed flyers

Social Media - Facebook, Twitter, Instagram



A TOAST TO WICHITA'S FINEST

CYSTIC FIBROSIS FOUNDATION

VOLUNTEER DONATE CAMPAIGN



"Events like the Wine Opener have helped my family pay medical bills for all the doctor visits that help keep me alive. I'm thankful for the kind people who go out of their way to make sure I see more tomorrows."

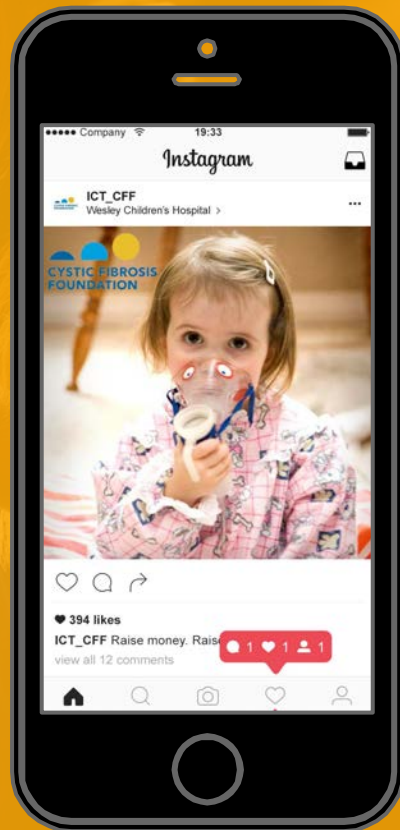
Jane Done, Age 13

Sept. 27, 2017
6-11 p.m. | Century II



Cystic fibrosis is a life-threatening genetic disease that affects the lungs and digestive system of approximately 30,000 children and adults in the United States. More than 10 million Americans are unknowing, symptomless carriers of a defective CF gene.

To make donations and for more information, please visit cff.org/kansas.



Media Strategy

Broadcast

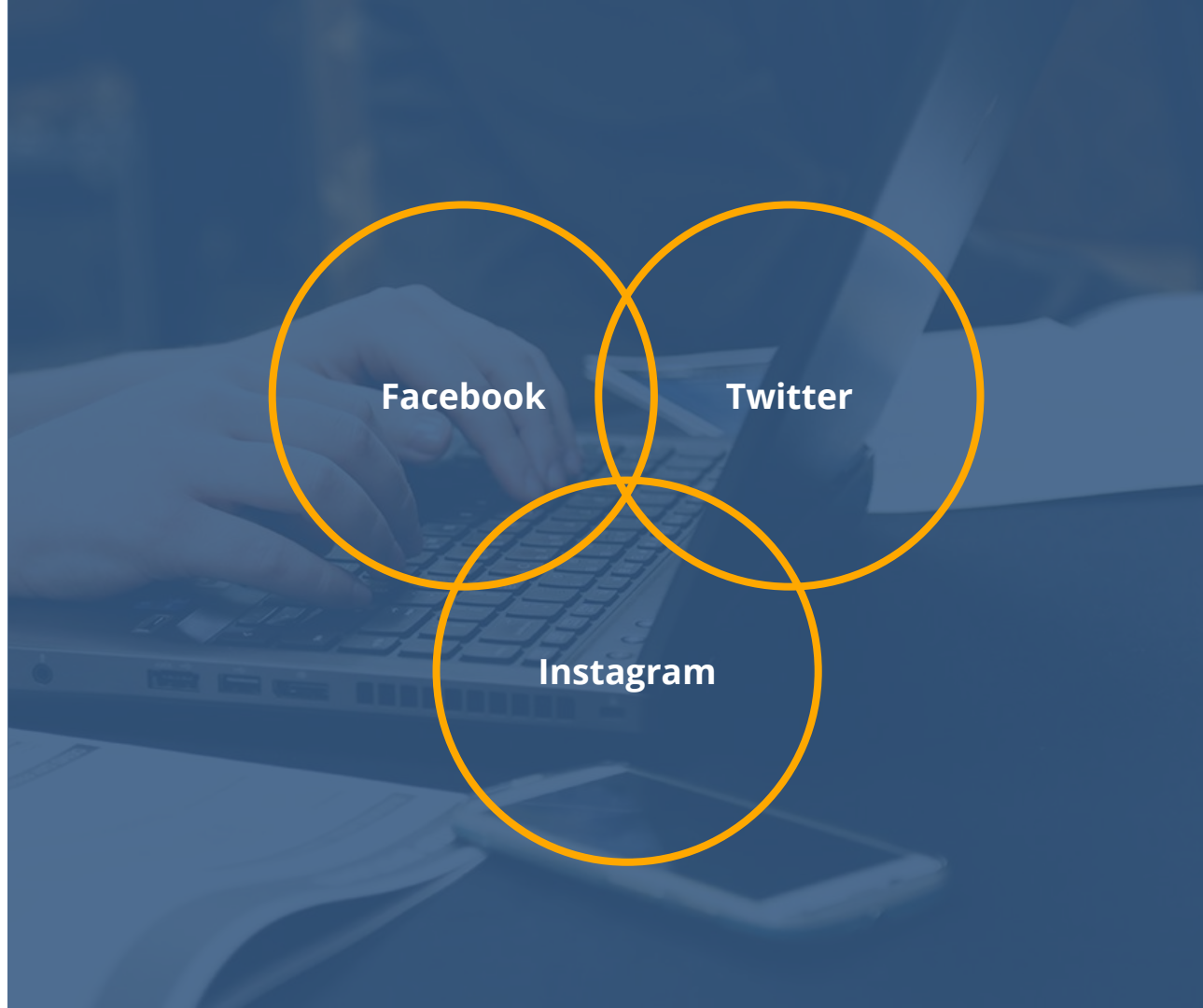
By doing radio and TV spots, this will generate good PR and publicity about the event as well as for the foundation.

Print

Though it will cost some money, printing and distributing flyers is a great way to reach the masses.



Other Media



Public Relations

Get social on social media.

Kick-Off

Make the candidates public.

Wine Opener

Raise a glass to raise awareness.

Finale Ceremony

Broadcast event online!

A man with glasses is looking down at his smartphone. The background is a brick wall. The entire image is overlaid with a semi-transparent blue filter. The text 'Final Thoughts' is centered in orange, and 'Any questions?' is centered below it in white. On the right side, the words 'N' and 'ACTI' are visible in a light blue font, likely part of a larger graphic or logo.

Final Thoughts

Any questions?