



CROSS PROMOTION

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OBJECTIVES

- Increase campus tour sign-ups by 15% for McMaster University
- Increase app downloads by 15% in the Hamilton region for Starbucks



STRATEGIES



- Increase campus tour sign-ups by 15%
 - Radio advertisements through 102.9 K-LITE FM
 - Offer free beverages from Starbucks at local university locations when signing up for a university tour
- Increase app downloads by 15% In the Hamilton region
 - Radio advertisements through 102.9 K-LITE FM
 - Offer a chance to visit campus and receive Starbucks through the Starbucks app



BUDGET



Media:102.9 K-LITE FM														
Client	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	
McMaster University	1,294	1,294	0	1,294	1,294	0	0	0	0	2,588	2,588	0	10,352	15% increase
Starbucks	802	802	0	802	802	0	0	0	0	1604	1604	0	6,416	15% increase
TOTAL:	2,096	2,096	0	2,096	2,096	0	0	0	0	4,192	4,192	0	16,768	
												TOTAL BUDGET	16,768	

- Ads will run in January, May, October, and November
- Rush hour in the morning when they are getting to school/work 7-9am
- Rush hour in the evening between 4-6 pm

SCHEDULES

Sample schedule for January



- General schedule
 - January: Pre-Production
 - February: Production
 - April: Pre-Production
 - May: Production
 - October: Production
 - November: Production
- Rush hour in the morning when they are getting to school/work 7-9 am
- Rush hour in the evening between 4-6 pm
- Wednesday, Thursday, and Friday are the most listened to days (Pre-Weekend Listening Shows Radio Commands a Crowd., 2015)

JANUARY 2023									
Sun	Mon	Tue	Wed		Thu		Fri		Sat
1	2	3	7:30 AM AD 8:30 AM AD 4:30 PM AD	4	7:30 AM AD 8:30 AM AD 4:30 PM AD	5	7:30 AM AD 4:30 PM AD 5:30 PM AD	6	7
8	9	10	7:30 AM AD 8:30 AM AD 4:30 PM AD	11	7:30 AM AD 8:30 AM AD 4:30 PM AD	12	7:30 AM AD 4:30 PM AD 5:30 PM AD	13	14
15	16	17	7:30 AM AD 8:30 AM AD 4:30 PM AD	18	7:30 AM AD 8:30 AM AD 4:30 PM AD	19	7:30 AM AD 4:30 PM AD 5:30 PM AD	20	21
22	23	24	7:30 AM AD 8:30 AM AD 4:30 PM AD	25	7:30 AM AD 8:30 AM AD 4:30 PM AD	26	7:30 AM AD 4:30 PM AD 5:30 PM AD	27	28
29	30	31		1		2		3	4

RATIONALES

- Motivate to close by offering added value
- Timing of the campaign
- Radio station is an effective tool
- Follow up with trial questions or statements such as "What are your thoughts?" or "I can see we are on the same page."
- Mention that we want this promotion ready to run for the back-to-school season so both clients need to be on board as soon as possible



ADDED VALUE

- What are we offering
 - Provide support regarding advertising costs
 - Fund prize for contest



PORTFOLIO

- Past Radio Ad
- Advertisement ran on the station
- Discusses the benefits of listening to the station
- Establishes other ways to listen using the app and Apple Car Play.



PORTFOLIO

- Current advertisement running on the stations
- Advertisement for Vog Optical
- Introduced a contest



PORTFOLIO

- Radio ad for Starbucks and McMaster
 - 30s to deliver the message
 - Offer the ability to reach a wide audience during a specific time
 - Specific region

Radio Concept

Radio: 30sec

Station: 102.9 K-LITE FM

SFX:(Upbeat opening music)

Speaker: Your caffeine fix is almost as important as your degree. So, attention to all caffeine addicts and future scholars.

SFX: (Sound of a coffee shop)

McMaster University and Starbucks have teamed up to offer discounts on your favorite drinks when using the Starbucks app and signing up to learn more about McMaster University.

Visit McMaster University's Starbucks locations to redeem this offer for a selected time.

So whether it's a quick pick-me-up after a long day of classes or a late-night study session. Treat yourself to the best of both worlds with this unique McMaster and Starbucks promotion.

SFX: (café sounds fade out)



102.9

K·Lite
MORE MUSIC VARIETY

THE CONCEPT



Starbucks and McMaster will partner up for a radio advertisement.

Starbucks will offer discounts for their McMaster locations along with encouraging tour signups for McMaster University.

OUR OBJECTIVE



Agree to increase McMaster and Starbucks ad spend over the next year by at least 10% (not including this promotion)

- The concept of the cross-promotion
- Added value
- Promotional material
- The media we offer

PROMOTION ACTIVATION DETAILS

Start Date: January 1, 2023.

End Date: December 30, 2023.

- General schedule
 - January, April: Pre-Production
 - February, May, October, and November: Production
- Coupons through the Starbucks app during production months
- Radio ad:
 - Wednesday, and Thursday: 7:30 am 8:30 am 4:30 pm
 - Friday: 7:30 am, 4:30 pm 5:30 pm





ADDED VALUE

ADDED VALUE

Provide Support Regarding Advertising Costs

- Help cover advertising costs every Fridays at 5pm
- Save money on Advertising while still being able to promote their brand
- Increased revenue



ADDED VALUE

Fund Prize For Contest

- Fund the prize money for the McMaster x Starbucks Contest
- Gives both Starbucks and McMaster brand awareness
- Cost efficient promotion for their brands
- Helps increase downloads on the Starbucks app





IMPACT ON ACCOUNT TERRITORY

- Increase revenue as the client spend by 15% more for the cross-promotion
- Strengthen relationships with clients
- Account management can be impacted working with 2 companies may be a challenging opportunity
- This concept can be adapted to other companies such as other clients that are universities and food chains. Ex. Tims Hortons and Ryerson

CLIENT SELECTION

- **Starbucks**
 - Chain coffee shop.
 - Locations in Hamilton and McMaster University will participate
- **McMaster**
 - University
 - Located in Hamilton Ontario

McMaster will spend more money because they have a bigger budget based on last year, and also since the promotion is occurring only in Starbucks is around McMaster University



WHY THEM?

- This will be a successful promotion because both clients and our media company will benefit!
- Hamilton is full of people ages 18-49 that work or go to school.
- Morning time is when students or McMaster faculty journey to work while listening to the radio.
- At this time they need to get breakfast or a morning coffee



WHY THEM?

Since there are Starbucks locations in Hamilton and McMaster, the target audience will easily be able to go to participating locations.

This will bring more loyal customers to Starbucks and increase brand awareness for McMaster as well as build a reputation that the school cares about their students and staff.

Additionally, potential students could hear the ad and want to go to McMaster over their competitors



POSSIBLE OBJECTIONS

PEOPLE DON'T
LISTEN TO ADS!



POSSIBLE OBJECTIONS

- Feature a benefit for your customers, and people will listen to it
- Readership/audience studies prove ads are read/heard/seen if they contain something of interest to readers

McMaster students are always looking for student deals, promotions, and ways to save money. They want to know you care about your student and staff



POSSIBLE OBJECTIONS

STUDENTS/ GEN Z DON'T
LISTEN TO THE RADIO!



POSSIBLE OBJECTIONS

- Our ads will be targeted to students and all faculty that are part of the school.
-
- 55% of Gen Z listen to AM/FM radio every day (Musical Pursuits, 2022)
- Adults listen to 104 minutes of radio per day, 12.2 hours per week (Musical Pursuits, 2022)
- Our ads are perfect for reaching the target audience of people in the Hamilton region



POSSIBLE OBJECTIONS

EVERYBODY ALREADY
KNOWS WHERE WE ARE AND
WHAT WE OFFER!



POSSIBLE OBJECTIONS

- 20% of families move every year. New prospects move into your market, old customers move out
- **"International students account for 14.5 percent of McMaster's undergraduates and 24.5 percent of the university's graduate student population. Overall, international students, staff, and faculty represent more than 90 countries" (McMaster University, 2022)**
- Let everyone in Hamilton and the GTA know your location so that a potential customer has a good mental picture of where you are located



APPROACHING THE CLIENT



- Initial contact through email
- Think of making a connection NOT a transaction when contacting
- The email will consist of a summary of what the promotion is, whom we are trying to cross-promote with, and information about our radio station
- End with trying to set up an in person meeting at the head quarters to discuss the proposal in more detail
- Offer Zoom meeting or phone call as a second option if the client cannot attend an in person meeting

PROMOTIONAL COSTS

- Revenue generated by the clients cover the promotional costs of the campaign
- The budget control report lays out the cost breakdown of the campaign



BUDGET CONTROL REPORT

January							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Pre-production	\$4,000.00	\$2,700.00	-\$1,710.00	\$2,700.00	\$14,068.00
February							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Production	\$3,700.00	\$2,700.00	-\$1,000.00	\$5,400.00	\$11,368.00
January							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
10 hours copywriting			\$1,000	\$900	-100.00		
10 hours of art direction			\$1,100	\$800	-300.00		
1 hour of creative direction			\$200	\$100	-100.00		
5 hours of production art direction/su			\$1,000	\$500	-500.00		
Photography (Starbucks In-house pho			\$400	\$200	-200.00		
Illustrations			\$300	\$200	-100.00		
Total			\$4,000	\$2,700	-1300.00		
February							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
15 hours recording			\$2,000	\$1,500	-500.00		
8 hours of editing			\$900	\$700	-200.00		
3 hour of creative direction			\$300	\$200	-100.00		
3 hours of setup			\$500	\$300	-200.00		
Total			\$3,700	\$2,700	-1000.00		

BUDGET CONTROL REPORT

April							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Pre-production	\$4,000	\$2,700.00	-1710.00	\$8,100.00	\$8,668.00
May							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Production	\$3,700	\$2,700.00	-1000.00	\$10,800.00	\$5,968.00
April							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
10 hours copywriting			\$1,000	\$900	-100.00		
10 hours of art direction			\$1,100	\$800	-300.00		
1 hour of creative direction			\$200	\$100	-100.00		
5 hours of production art direction/su			\$1,000	\$500	-500.00		
Photography (Starbucks In-house pho			\$400	\$200	-200.00		
Illustrations			\$300	\$200	-100.00		
Total			\$4,000	\$2,700	-1300.00		
May							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
15 hours recording			\$2,000	\$1,500	-500.00		
8 hours of editing			\$900	\$700	-200.00		
3 hour of creative direction			\$300	\$200	-100.00		
3 hours of setup			\$500	\$300	-200.00		
Total			\$3,700	\$2,700	-1000.00		

BUDGET CONTROL REPORT

October							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Pre-production	\$4,000	\$2,700.00	-1710.00	\$13,500.00	\$3,268.00
November							
Docket #	Project	Status	Estimate	Actual	Variance	Spent to Date	Remaining Budget
AVTG1200	Starbucks x McMaster ad	Production	\$3,700	\$2,700.00	-1000.00	\$16,200.00	\$568.00
October							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
10 hours copywriting			\$1,000	\$900	-100.00		
10 hours of art direction			\$1,100	\$800	-300.00		
1 hour of creative direction			\$200	\$100	-100.00		
5 hours of production art direction/su			\$1,000	\$500	-500.00		
Photography (Starbucks In-house pho			\$400	\$200	-200.00		
Illustrations			\$300	\$200	-100.00		
Total			\$4,000	\$2,700	-1300.00		
November							
Docket: SMM 100-200-300							
Project Name: Starbucks x McMaster ad							
Description			Estimate	Actual	Variance		
Agency creative services							
15 hours recording			\$2,000	\$1,500	-500.00		
8 hours of editing			\$900	\$700	-200.00		
3 hour of creative direction			\$300	\$200	-100.00		
3 hours of setup			\$500	\$300	-200.00		
Total			\$3,700	\$2,700	-1000.00		

COST SUMMARY

Hard Cost Summary	
Radio station 102.9 K-Lite FM would present the following for the cross promotion	
	Value
<u>POP</u>	
Posters	\$2,500
<u>Self-promotion</u>	\$8,100.00
15 second radio ad	
30 second radio ad	
<u>Client Ads</u>	\$6,168
<u>Total Value:</u>	\$16,768.00
<u>Individual Client Investment</u>	
McMaster University	\$10,351.98
Starbucks	\$6,415.98

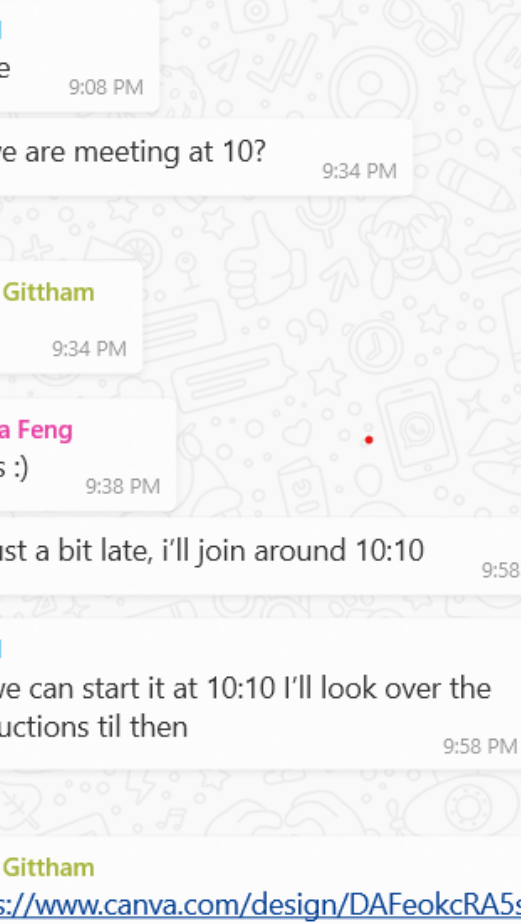




**THANK
YOU**

COLLABORATION PLATFORM

- Team Leader: Hazel
- Shared Google calendar
- WhatsApp group chat



i can do 10 tonight

Hazel
Same
9:08 PM

So we are meeting at 10?
9:34 PM

👍

Moiz Gittham
Yess
9:34 PM

Teresa Feng
Yesss :)
9:38 PM

Im just a bit late, i'll join around 10:10
9:58 PM

Hazel
Ok we can start it at 10:10 I'll look over the instructions til then
9:58 PM

👍

Moiz Gittham
https://www.canva.com/design/DAFeokcRA5s/yY37j9lAX8FozM1JGnOm6Q/edit?utm_content=DAFeokcRA5s&utm_campaign=designs&utm_medium=link2&utm_source=sharebutton

The screenshot shows a WhatsApp chat interface. At the top, the contact name is 'Cross Promotion' with a phone number '+1 (647) 886-6647,...'. The chat background has a light green pattern of various icons. The conversation history includes:

- A message from 'Hazel' (in blue text) saying: 'We could also include like a call go action on the radio and a mock up of the website landing page it brings u to like to gain a Starbucks coupon or somthing'. It has a timestamp of 10:17 AM and a smiley face emoji.
- A message from 'U' (in green text) saying: 'U get like % off if u go to McMaster'. It has a timestamp of 10:18 AM.
- A document titled 'CLIENT PRESENTATION COMPONENTS...' (117 KB, Adobe Acrobat Document) is shared. The document content is visible and includes:
 - CLIENT PRESENTATION COMPONENTS
 - Overview – introduction
 - Explanation of the Cross Promotion concept
 - Objectives – specific
 - Strategies – how to meet the objectives
 - Budget – clearly laid out
 - Schedules – implementation timeframes
 - Rationales – to act now/motive to close deal
 - Portfolio (minimum 3)
 - SALES MANAGER MEETIN COMPONENTS
 - Agenda
 - Explanation of the Cross Promotion concept
 - Overview of Promotion activation details including
- Below the document, there are two buttons: 'Open' and 'Save as...'. Below these buttons, a green message bubble says: 'this is everything we have to do so pls claim what parts you want to do'. It has a timestamp of 12:12 PM and a double checkmark emoji.
- At the bottom, a message from 'Moiz Gittham' (in green text) says: 'Added value'. It has a timestamp of 12:13 PM.

Today < > April 2023 Month

SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI 31	SAT Apr 1
			Split up work load Team meeting	Team Meeting	Meet with teacher regarding	
2 Meeting to discuss Budget	3 7pm meet to practice prese	4 11am Meet to practice pres Submit presentation before ● 3:30pm Present	5	6 Tartan Day	7 Good Friday	8
9 Easter Sunday (regional hol Vimy Ridge Day	10 Easter Monday (regional ho	11	12	13	14	15
16	17	18	19	20	21	22
23	24 St. George's Day (Newfound	25	26	27	28	29
30	May 1	2	3	4	5	6 The Coronation of

REFERENCES

Ad Standards (n/d/). <https://adstandards.ca/preclearance/advertising-preclearance/rates/>

Pre-Weekend Listening Shows Radio Commands a Crowd. (2015, August 3). Insideradio.com. https://www.insideradio.com/pre-weekend-listening-shows-radio-commands-a-crowd/article_3f3da150-39bc-11e5-b790-133e39bb52ad.html#:~:text=In%20radio%2C%20everybody's%20working%20for,closely%20by%20Friday%20and%20Wednesdays.

Radio Statistics in 2023 (Listening & Advertising. (Dec 28, 2022) Musical Pursuits. <https://musicalpursuits.com/radio/>

McMaster ranks among 50 most international universities in the world. (Jan 27, 2022). <https://dailynews.mcmaster.ca/articles/mcmaster-ranks-among-50-most-international-universities-in-the-world/>

Média, B. (n.d.). Hamilton's BOUNCE 102.9 | The Music You Just Can't Quit. <https://www.iheartradio.ca/bounce/hamilton>