

Manistee Recreation Association “Shoe” Campaign

Project by: David Blackburn, Megan Filipowski, Arielle Sheffield, and Jennifer St. Charles

Client: Vicki Sheffield, Director
Manistee Recreation Association (MRA)
50 Filer Street
Suite D
Manistee, MI 49660

Company/Product: The MRA provides programs to help the entire community become involved in recreational activities. Programs include Tai Chi, different levels of swimming including tot swim, swimming lessons, skiing, snowboarding, deep water aerobics, men’s basketball league and Manistee club soccer. There are also special events like Family Nights with Portage Lake Bible Camp and the Healthy Active Manistee (HAM) Week. The MRA is the only recreational facility in the Manistee area.

Company/Product Background: The MRA was started in 1942 when a group of high school students wanted recreational activities in their hometown. The company is still running today because of the many volunteers and local government. The goal of the MRA is to provide the Manistee area sports and recreation with safety, sportsmanship, participation and most of all fun. They encourage teamwork, family involvement and learning experiences among all the activities that are provided.

The MRA offers a variety of programs based on the season. Winter programs include ice skating, youth wrestling, basketball, soft soccer clinic, various levels of swimming, skiing and snowboarding. Spring programs include lifeguard certification, CPR challenge, musikids, and various levels of swimming. Summer programs include various levels of baseball, hunter safety, Kiwanis tennis academy, pee-wee play, British soccer camp, soft soccer clinic, various levels of swimming, Tai Chi and walking programs. Fall programs include musikids and various levels of club soccer. The MRA also provides information about a travel football team, but it is not a MRA program.

Competition: The MRA is the only recreational facility in the Manistee area and thus has no competition from places like the YMCA. The nearest athletic facility is in Traverse City with an hour drive or Muskegon with an hour and forty-five minutes drive. They do have to compete with club teams for sports that are not associated with the MRA including school athletics. In order to get people to come to the MRA, they have to stop playing video games and spending time on the computer, especially in a younger generation of people. The MRA is also competing with the shows on TV and the people who won’t get up off the couch because whatever they are watching is more interesting.

Business/Advertising Objective: The objective of the “shoe” campaign is to increase awareness to the people of Manistee and the surrounding areas about the Manistee Recreation Association. We are also trying to generate more of a web presence by updating their Facebook information and by creating a new, less confusing website. The

logo was re-done to fit the “shoe” idea and along with that came a new letterhead, business card, etc. We are also trying to reach out to the people that are at home watching TV with a new commercial and by sending out mailers.

Media: The media that we will be using to reach our audience is mainly print and some social networking. Our print options include a revamped logo, business card, letterhead and direct mailer. We will also be hoping to be able to print off a banner. We will be using the web by increasing their Facebook followers and creating a more up to date and organized website. We are also using television, by creating a commercial.

Target Market/Group/Audience: The target group is anyone in Manistee and the surrounding area. We will focus on families and parents. The focus on children is mostly elementary school students for the soccer and baseball programs that have multiple levels they can move up through as they get older. The goal is find something that parents will want to take their children to as well as cool enough that the kids beg their parents to take them there.

Proposition/Promise/Benefit: We are proposing that as the only recreational facility in the Manistee that we create a campaign that promotes the service in such a way that people want to go there and children want to spend more time outside than inside. Soccer, t-ball skiing, tennis and Tai Chi are all outdoor programs. We want to show parents that this is a safe place where their children will learn good sportsmanship as they participate in fun and healthy activities. The point is to increase interest in exercising and doing it in a fun way.

Proposition Support Points: The Manistee area does not have another recreational facility. Good sportsmanship is taught through participation with other children in one of the various programs, specifically the baseball or soccer programs that allow for continued participation as the children grow up. They are healthy and fun activities because they are getting children and other people off the couch and doing something. It could be anything from one of the walking programs to taking a swim at the pool.

Tone of Voice: The tone of voice that we are trying to portray in our campaign is friendly, playful, informative, and athletic. We are also trying to incorporate a nostalgic feel with the idea of the campaign coming from a pair of tennis shoes hanging from a wire. Tennis shoes last forever and the design created is an old pair of Converse. Converse is one of those brands that never dies. It was with the generation who began the MRA and it is also in the 21st generation. The friendly tone will help get people involved by showing that they are open to anyone. Playful will attract children. Informative will be helpful to parents and anyone that is looking for a place to participate in some kind of recreational activity. It is a recreation association so the athletic tone almost happens naturally.

Budget: At this moment, we are unsure of the budget, but we are assuming that it is not very large due to the fact that the MRA is a non-profit. We are working on looking up all the prices to make sure that we know how much the costs will be. There are already a

few things that they have set up and they are already paying for, like a domain name, that we will not have to worry about when we are pricing the project.

Mandatories: The only mandatory that we received was to keep the blue and white color scheme already present in the logo design.

Goals: We are going to stick with the Facebook page that they have already created, redesign aspects of it and make it full of all the necessary information. The goal is to gain 50 new members or likes in 6 months and then gain 100 members in a 12 month time frame. We will try to get these likes by having a Facebook link on the website and through direct mailers. We are also trying to increase traffic to the website and making sure that anyone can access the necessary information. QR codes are also going to be placed on the mailers so that anyone with a smart phone can snap a picture of the icon and then be directed to either the website or the facebook page. It is preferable to make it a point to attract people to the website since the facebook page has gotten more attention.

Project by Project Definitions:

Logo: The logo is playing off the whole concept of shoes hanging on a wire. Shoes hanging on a wire, in a sense, symbolize childhood and having fun. The colors we have selected is partly due to the fact that Manistee is a lake town and has a lot to offer being on the west coast of Michigan and the MRA is already using a blue color scheme. The other reason we chose blues is because blue symbolizes youth, and confidence. Instilling confidence in children is a major benefit from the MRA.

Business Card, Letterhead & Envelope: With a new logo comes the need for a new letterhead, business cards, and envelopes to consistently start to brand the company. With every letter that is sent people will start to associate the shoes on a wire with the MRA.

Direct Mailer: The mailers will be sent to people in the community in order to show activities that are going on as well as news of the MRA. This is also a branding tool. It will also be used a tool to possibly get more traffic to the Facebook and website. A QR code will be placed on these to allow people with smart phone capabilities to access the website via their phones.

Banner: The banner would ideally be strung up downtown across some sort of street or intersection. It would be a way to draw attention to the Manistee Recreation Association. Manistee is a tourist town so a large banner wouldn't be out of place. It would be extremely clean so as not to look cluttered or thrown together, which wouldn't reflect well on the town or more importantly the MRA. The banner would feature the Manistee Rec Association's new logo and have a pair of lace sneakers hanging from it (the sneakers in the logo would be removed and the real sneakers would take their place). We did this to draw attention to the sign. Generally if there is a 3D element to a design, it tends to draw the attention of the viewer.

Facebook: The Facebook will be updated to include the new logo and other new updated information. We want to make sure that the Facebook page continues to get likes and also drives traffic to the new website.

Website: The website is going to be completely revamped. The current website is hard to navigate and find all the necessary information. The new website will include all the information that the old website did, but it will be more organized and overall easier to find. It also plays off the outdoors theme, with a white brick wall acting as the background with the logo on one side with shoes hanging on the page.

TV Commercial: The whole concept behind this campaign has to do with getting active. One of the best ways, we think, to communicate this idea is through the feet (more specifically the shoes people wear). We started thinking about how we could best convey this idea to an audience via a local television commercial.

The idea of *Footloose* came to mind. The original 1984 film starts with this opening montage featuring dancing feet; all set to the tune, "Footloose" by Kenny Loggins. We thought about spoofing this clip and making it work for our advertising campaign.

First, the film came out in the mid 80s and soon after became a cult classic, not necessarily with kids today but certainly with children of the 80s. Thankfully, the film's remake, like its predecessor, features a very similar opening montage. We are hoping that this spoof will ring a nostalgic chord with our audiences.

Secondly, a lot of pop culture media features a lot of tight close ups (check out the opening credits for Showtime's *Dexter*). These are the coat tails we are trying to grab onto. Intense close shots have a way of making something look much more clean and complex than it may normally be.

In order for this commercial to work, we would have to obtain the rights to the Kenny Loggins' hit. We are currently in discussion with Brave Noise Legal, the company that holds the rights to said song.

manistee

recreation association

