

# Your Shirts INK.

PREPARED EXCLUSIVELY FOR:  
Whitey Sokol

## -----A CUSTOM CABLE MARKETING PROPOSAL-----



**YOUR  
SHIRTS**  
— INK —

**+** **Comcast**  
**SPOTLIGHT.**  
Make a big impression.

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# Your Shirts INK.

## Competitive Situation

- **Consumer:**

Penn State student organizations and State College local businesses

- **Strengths:**

High quality, Great service, Fast

- **Challenges:**

A) Summer sales go down

B) limited advertising budget

C) Competitors:

- Custom Ink (online, national):  
“Design Lab”, Brand name, High-quality
- Nittany Embroidery (Local):  
Be in the business longer, Strong sales team
- Collegiate Pride (Local):  
Owns licensed logos



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## Advertising Objectives



- **Increase** brand awareness among young females in State College
- **Increase** sales in fall and spring semester
- **Differentiate** brand image from competitors

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## Improve Market/Media Plan



**Make a big impression.**

- Advertising on Cable will be able to **broaden your reach and will also bring in more revenue.**
- By changing around the way you advertise and the mediums that you use currently we can help you **retrieve more clients while keeping your budget the same.**

### Current Budget

- Internet=90%
- Radio=10%
- Print=0%
- Cable=0%

### Recommended Budget

- Internet=40%
- Radio=20%
- Print=0%
- Cable=40%

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## Benefits of Advertising on Comcast Spotlight



- Comcast Spotlight can optimize results for each and every one of its clients using its technology.
- Comcast Spotlight can customize which specific markets to target to decrease advertising waste (Center County)

- Comcast Spotlight can reach thousands of local people which means to you more potential customers

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## Customized Cable Channel Selection

- **ABC Family Network**

- A18-34 37%
- Female 69%



- **MTV**

- A18-34 64%
- Female 56%



- **Comedy Central**

- A18-34 49%
- Female 38%



COMEDY CENTRAL

Resource: Comcast Spotlight.com



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## Customized Cable Channel Selection (Continue)

Advertising on these cable channels will:

**RAISE AWARENESS LEVEL** of Your Shirts INK. and **BRING MORE TRAFFIC TO YOU** because:



- These channels reach a large audience age 18-34, your best customers
- These channels have a heavy proportion of female audience

- These channels are more targeted on college students
- These channels are popular in center county

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## Creative Strategy One- Fall



- Advertise beginning of semester- late August to early October
- Promote t-shirts and sweatshirts for weather
- Gear advertising towards clubs printing clothing for new school year
- Build relationships for repeat orders in spring



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## Creative Strategy Two- Spring

### Early Semester

- Advertise early January-early February
- Promote t-shirts early on
- Gear advertising towards THON
- Offer to donate a percentage (~15%) of profits towards THON in name of organization placing order



### Late Semester

- Advertise late March-early April
- Tank tops for warmer weather
- Aim towards bar tours/end of the year celebrations
- Can use same commercial, simply change voiceover

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## Proposed Schedule and Investment

### Fall Advertising

**7 weeks (late August-early October)**

- **MTV:** 10x/week @ \$11.30
- **ABC Family:** 8x/week @ \$22.50
- **Comedy Central:** 6x/week @ \$11.30

**\$2525.6**

### Spring Advertising

**7 weeks (4 early January-early February,  
3 late March- early April)**

- **MTV:** 10x/week @ \$11.30
- **ABC Family:** 8x/week @ \$22.50
- **Comedy Central:** 6x/week @ \$11.30

**\$2525.6**

### Total Advertising Investment

**\$5051.20**

