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AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR NEBRASKA'S CENTENNIAL MALL

B.Bach Advertising

Brian Muhlbach
University of Nebraska-Lincoln

Crystal Wulfekuhl
University of Nebraska-Lincoln

Bryce Wergin
University of Nebraska-Lincoln

Kelsey Nowka
University of Nebraska-Lincoln

See next page for additional authors

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Authors

B.Bach Advertising, Brian Muhlbach, Crystal Wulfekuhl, Bryce Wergin, Kelsey Nowka, Colin Clifford, Tyler Vaughan, and Stacy C. James

AN INTEGRATED MARKETING COMMUNICATIONS PLAN FOR NEBRASKA'S CENTENNIAL MALL

DEVELOPED BY
B. BACH ADVERTISING
DECEMBER 6, 2010



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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Built in 1967 to commemorate the state's Centennial year, Lincoln's Centennial Mall is the open pedestrian mall area spanning from the Capitol Building on K Street north to the Nebraska State Historical Society on R Street. Managed by the Lincoln Parks and Recreation Department, the Mall has been the site for many important political and social events, including Robert Kerry's announcement for his candidacy for President as well as local festivals and functions like Rib Fest and World Day on the Mall. But, as of 2010, the once-grand fountains have been mostly filled in, the steps are not handicapped accessible, the concrete is quickly deteriorating and pedestrian traffic is at a low.

Lincoln's Clark and Enersen Partners architecture firm head the upcoming Centennial Mall Renovation Project. In its new form, the Mall will now be called Nebraska's Centennial Mall. The project plans to restore Nebraska's Centennial Mall with more pedestrian-friendly structure, more green spaces and new landscaping, incorporating themes of Nebraska's past, present and future to create a space all Nebraskans can be proud of. This campaign is planned to raise awareness of the project among Nebraskans and people who live in Lincoln and use the Mall regularly.

As the fundraising for this privately funded-project wraps up in 2011, the new Mall will need to have a fresh set of promotional materials and messages to announce its groundbreaking, its on-going construction over several years and, ultimately, its "grand re-opening." These materials and messages are outlined in an integrated marketing communications project by B. Bach Advertising.

MARKETING GOALS

- Increase awareness of the new Mall among key Lincoln Mall users and potential funders
- Increase use (traffic) to the Mall by 50% (measure traffic and event usage)
- Increase of social media activity, i.e., increase fans to the Mall Facebook page or website by 50%

ADVERTISING GOALS

- Develop the new brand "Nebraska's Centennial Mall" and image consistent with other Lincoln parks venues
- To reinforce the pride and spirit of how Nebraskans feel about entities on the Mall such as the State Capitol and the flagship campus of UNL
- To promote the many features and benefits of a new Nebraska Mall

AUDIENCES

- Primary – Young Families 25 + residing in or near the Lincoln community, skewed 25-34
- Secondary – Elementary school students who visit the Capital each year for class trips
- Tertiary – Stakeholders on the mall; businesses, museums etc.

POSITIONING STATEMENT

The Nebraska Centennial Mall is the "compass" to the past, present and future of the state and the central space where people from all over Nebraska can congregate to celebrate the Capitol, the Capital City and the tradition of history and pride for all who use it.

EXECUTIVE SUMMARY (CON'T)

RESEARCH

We adopted a multifaceted approach to our research, combining online surveys with census data and personal interviews with stakeholders, along with research on mall areas in other cities. Through our online survey-based research, we found that most Nebraskans visit Lincoln, the downtown area in particular, quite frequently. Many visitors often come on business, or for better shopping options. Because it is usually for at least an entire day, visitors often bring their families with them. We also found that mall projects in other cities have been successful in generating revenue for retail stakeholders.

CREATIVE

This campaign will create commitment, ownership and excitement among Nebraskans about the renovated Centennial Mall or now Nebraska's Centennial Mall. By having a creative strategy run in three steps (pre-renovation, during renovation and post-renovation) community members will be thinking and talking about the new Mall all throughout the renovation process. Creative will inform the audience of what is currently happening with the mall, while simultaneously generating excitement and pride, generating support from people all over the state rather than only in the city of Lincoln.

PUBLIC RELATIONS

Public relations tactics will supplement our creative message by giving Nebraskans a reason to be excited about the mall. Our suggestions will get people from all over Nebraska to think of the mall as a place to congregate rather than just a place to walk on between point A and point B. We will do this by hosting events on the Mall to get the state excited about the importance of this renovation.

MEDIA

The media will build a reach and frequency with messages that continue to promote the relationship and access of Nebraska's Centennial Mall, to the Lincoln community and surrounding residents. We recommend matching the media vehicles with target audiences. We also recommend a flighting and pulsing strategy to maximize coverage during each of the three phases of the campaign; the initial groundbreaking, the construction; the launching or grand opening of completed mall.

BUDGET

This plansbook recaps the tactics and estimated budgets for each of the three phases is \$100,184.84. A complete recap of campaign tactics and paid media is at the end of this plansbook.

OVERVIEW

B. Bach Advertising is a group of six University of Nebraska–Lincoln students with a passion for creativity. We generate fresh and innovative ideas for clients through our knowledge and training in advertising, considering different viewpoints and strategies carefully in everything we do. Our mission is to give clients effective problem-solving ideas, always re-thinking and re-tweaking, never settling for mediocrity in our work. B. Bach Advertising will bring smart and effective solutions to your table. It's what we do.

ABOUT THE PROJECT

Built in 1967 to commemorate the state's centennial year, Lincoln Centennial Mall is the open strip spanning from the Capitol Building on K Street north to the Nebraska State Historical Society on R Street. Centennial Mall connects our most important political building to the UNL campus and many other important sites along its path. Managed by the Lincoln Parks and Recreation system, the Mall has been a site for many important political and social events, including Robert Kerry's announcement for his candidacy for President as well as local festivals and functions like Rib Fest and World Day on the Mall. These events attract thousands of visitors from across the state. Recently, the Mall has been in a state of disarray. The once-grand fountains have been mostly filled in, the steps are not handicapped accessible, the concrete is quickly deteriorating and pedestrian traffic is at a low.

Clark and Enersen Architecture Firm Partners head the Centennial Mall Renovation Project. The project plans to turn the Mall back into an attractive and useful space for our community to use and serve as a gateway to the Nebraska State Capitol and a link to the UNL campus. The Centennial Mall renovation project plans to completely re-think the entire mall, having themes of our state's past, present and future in different sections. In its new form, the Mall will now be called Nebraska's Centennial Mall.

THE CHALLENGE

As the fundraising for this privately funded-project wraps up in 2011, the new Mall will need to have a fresh set of promotional materials and messages to announce its groundbreaking, its on-going construction over several years and, ultimately, its “grand re-opening.” These materials and messages are outlined in an integrated marketing communications project by B. Bach Advertising.

In order to know more about how to develop this plan, there were elements that B. Bach needed to learn more about. The following research information, recommended target audiences, campaign goals and objectives and the new Mall’s positioning statement show the process we used when setting out to obtain this information.

RESEARCH



RESEARCH OBJECTIVES

B. Bach needed to learn more about the project and worked with the following questions that needed further research and answers:

- Who is the most likely target audience to use and appreciate the Mall?
- Where do these people live? (rural, urban or both)
- What communications methods are most used by target market?
- What are the attitudes of the stakeholders about this project?
- What brings people to Lincoln? How often do they visit?
- How do people feel about sustainable architecture?
- What makes people proud to be Nebraskan?
- What are the economic advantages stakeholder businesses will experience with the renovation of the Mall?
- What are the most popular tourist attractions in Nebraska?
- Research other pedestrian malls and look at their successes/hardships

SECONDARY RESEARCH METHODOLOGY/SOURCES:

- Websites of other malls
- Materials from client
- Census Data
- Newspaper articles

KEY FINDINGS:

- Other malls have been successful in the past with pedestrian and retail
- Sustainability has started to become the “norm” with new mall development
- Lincoln census statistics:

LINCOLN, NE Population, 2006 estimate	241,167	1,768,331
Population, 2000	225,581	1,711,263
Persons under 5 years old, percent, 2000	6.7%	6.8%
Persons under 18 years old, percent, 2000	23.0%	26.3%
Persons 65 years old and over, percent, 2000	10.4%	13.6%
Female persons, percent, 2000	50.2%	50.7%
Bachelor’s degree or higher, pct of persons age 25+, 2000	33.3%	23.7%
Homeownership rate, 2000	58.0%	67.4%
Median value of owner-occupied housing units, 2000	\$104,100	\$88,000
Households, 2000	90,485	666,184
Median household income, 1999	\$40,605	\$39,250
Per capita money income, 1999	\$20,984	\$19,613

ONLINE SURVEY KEY FINDINGS

- 46.2% visited Lincoln 10 or more times a year
- 36.2% stated that they visit Lincoln for business purposes
- The top destinations in Lincoln are sports arenas, campus, retail shops and restaurants.
- The State Capitol was the most important aspect of the city
- Most people don't stay overnight when visiting Lincoln
- Most are proud to be Nebraskans
- Nebraskans are most proud of the heartiness and resilience of our citizens
- "Nebraska is all about the quality of life"
- Sustainability is extremely important
- Community newspapers are the source of news
- Facebook is the most popular social media site
- Many do not have kids living in the household
- Many have lived in Nebraska over 10 years

PRIMARY RESEARCH

METHODOLOGY/SOURCES:

- Online quantitative survey
- Interview with Tom Laging, one of the new Mall designers
- Client briefing at beginning of semester
- Interviews with key Mall stakeholders (residents of Mall)
- Observational research (watch people using the Mall)
- Tour of the State Capitol
- Feedback from community leaders and residents

KEY FINDINGS

INTERVIEWS AND OBSERVATIONS:

- Many Mall stakeholders are behind the “green concept”
- The Mall needs to be more pedestrian-friendly
- Many would like to see the Mall in a “cleaner” state
- The Mall does not need our foremost attention
- The landscaping needs to be maintained
- Many do not see the significance a renovation would have on a statewide scale

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- Most people don't stay overnight when visiting Lincoln
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- Nebraskans are most proud of the heartiness and resilience of our citizens
- “Nebraska is all about the quality of life”
- Sustainability is extremely important
- Community newspapers are the source of news
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- Many have lived in Nebraska over 10 years

SWOT ANALYSIS

STRENGTHS

Centennial Mall is a Lincoln landmark; residents are familiar with the Mall
Beautifies the city and the vistas between the State Capitol and UNL
Will feature green design and sustainable materials
Strong support from Lincoln residents for renovation
Potential landmark for rest of state (on par with UNL and State Capitol)
Paid for primarily from private funding sources

WEAKNESSES

Lack of “support” from people who don’t live in Lincoln
Lack of pedestrian accessibility and use (current disrepair)
Some perceived as unnecessary
Some wanted more retail opportunities

OPPORTUNITIES

A potential “jewel” in the crown of Lincoln’s system of parks
A possible tourist attraction
Captures the history of the state
Improve the property value and benefits to stakeholders on the Mall
Take advantage of support from current Mayor

THREATS

Other projects in the city
Limited funding
Lack of awareness or understanding of value
Negative funding (tax) perceptions
Lack of DLA support

PRIMARY AUDIENCES

- Young parents, 25+, likely mall users and supporters who reside in or near the Lincoln area.
- Elementary school students who visit the Capitol each year for class trips; there are some 20-30,000 students mostly from other cities besides Lincoln. These include schools as far west as Grand Island, Hastings and Kearney.

SECONDARY AUDIENCES

- Stakeholders on the mall, businesses, museums etc
- Parks supporters (who live in Lincoln) who love Lincoln's parks and trails, 35+ (These parks and trails lovers are the ones who drive the development / rejuvenation of Nebraska's parks. They are the main supporters and have passion for outdoor activities.)

MARKETING GOALS*

- Increase awareness of new Mall by 50% with target audiences
- Increase use (traffic) to the Mall by 50% (measure traffic and event usage)
- Increase social media activity, i.e., increase fans to Mall Facebook page or website by 50%

ADVERTISING GOALS*

- Develop a new brand and image consistent with other Parks venues
- Reinforce the pride and spirit of how Nebraskans feel about the Capitol and UNL
- Promote the many features and benefits of a new Nebraska Mall

POSITIONING STATEMENT

The Nebraska Centennial Mall is like a compass to the past, present and future of the state and the central space where all Nebraskans can congregate to celebrate the Capitol, the Capital City, the University's flagship campus, the sites along the Mall and the tradition of history and pride for all who use it.

*Evaluation of the campaign's success can be determined by measuring the increases in traffic to the Mall, the Mall's website and social media sites. At the launch of the campaign, the base numbers are estimated and a year after the launch, these numbers can be measured again to determine the increases. Measuring awareness will be a bit more of a challenge, but can be done by administering a pre- and post-campaign online survey.

CREATIVE



THEME

Proud. Traditional. Historical. This is no ordinary mall; it is a special place, a pathway of history, culture, and state pride. To invigorate pride in Nebraska and in Nebraska's key institutions such as the Nebraska State Capitol and the University of Nebraska's flagship campus, this NCM is an icon of key messages, vistas and visitor opportunities. Because at the time of this plan's development the final Mall designs were yet to be completed, the illustrations and visuals used are "placeholders" and are examples of the kinds of visuals to be inserted for the final executions. Of course, the final Mall design will need to be front and center in these materials. In addition, the creative materials will:


- Focus on key elements from Nebraska's past, present and future, including culture, tradition, and heritage.
- Incorporate colors and symbols related to the look and feel of Nebraska, its colors, monuments and Midwestern heritage. These include soft green, UNL crimson and grey.
- Use a typographic package of typefaces and fonts that include Imprints, Garamond and Eurofurence.
- Use visuals more in sync with the iconic visuals and words of the State Capitol and the academic heritage of UNL

TIMING AND TACTICS

- Creative will be segmented into three parts: the first will launch before construction begins, the second while construction is taking place, and the third when the project is complete.
- Revamped Website
- Promotional Video
- Print: Newspaper
- Out-of-Home: Outdoor/Theatre Boards

PRINT ADS - NEWSPAPER L-MAGAZINE

PHASE 1 - FULL PAGE



GROUNDBREAKING

Think about Nebraska's rich past. Live in the fertile present. Anticipate our exciting future. There's a special place in Lincoln that celebrates these eras. It's seven blocks long in the heart of Lincoln. It starts in the front yard of the Nebraska State Capitol and ends at the campus of the University of Nebraska-Lincoln.

It's Nebraska's Centennial Mall. The renovation is beginning. With park-like pedestrian areas, more green space, new plants, trees and easy access for everyone, Nebraska's Centennial Mall's sustainable architecture and landscape design will endure for generations to come.

Watch as it turns over many new leaves.

NEBRASKA'S CENTENNIAL MALL

LINKING NEBRASKA'S PAST FOR THE FUTURE
www.nccentennialmall.com

PHASE 2 - FULL PAGE



RENOVATING

We think about Nebraska's rich past. We live in our fertile present. And we anticipate our exciting future. Nebraska's Centennial Mall has been a gathering place for a variety of memorable events for more than 40 years. But that was then. Now there is a new mall coming. The renovation is underway.


With park-like pedestrian areas, more green space, new plants, trees and easy access for everyone, Nebraska's Centennial Mall's sustainable architecture and landscape design will endure for generations to come.

It's growing before your very eyes.

NEBRASKA'S CENTENNIAL MALL

LINKING NEBRASKA'S PAST FOR THE FUTURE
www.nccentennialmall.com

PHASE 3 - FULL PAGE



REVITALIZED

We think about Nebraska's rich past. We live in our fertile present. And we anticipate our exciting future. The months of construction and renovation have finally paid off. It's Nebraska's new Centennial Mall. The revitalization is complete.

With park-like pedestrian areas, more green spaces, new plants, trees and easy access for everyone, Nebraska's Centennial Mall's sustainable architecture and landscape design will endure for generations to come.

Celebrate the revealing of this beautiful connection between our past and our future. June 9 and 10, 2012, come enjoy local music, art, food and entertainment - join in the celebration of Nebraska's past, present and future at the unveiling party on Nebraska's Centennial Mall.

NEBRASKA'S CENTENNIAL MALL

LINKING NEBRASKA'S PAST FOR THE FUTURE
www.nccentennialmall.com

GROUNDBREAKING



Think about Nebraska's rich past. Live in the fertile present. Anticipate our exciting future. There's a very special place in Lincoln that celebrates these eras. It's seven blocks long in the heart of Lincoln. It starts in the front yard of the Nebraska State Capitol and ends at the campus of the University of Nebraska-Lincoln.

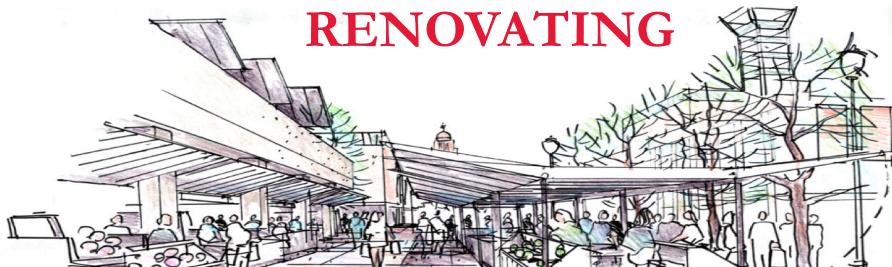
It's Nebraska's Centennial Mall. The renovation is beginning. With park-like pedestrian areas, more green space, new plants, trees and easy access for everyone, Nebraska's Centennial Mall's sustainable architecture and landscape design will endure for generations to come.

Watch as it turns over many new leaves.

NEBRASKA'S CENTENNIAL MALL

Linking **Nebraska's** Past for the Future
www.nccentennialmall.com

RENOVATING



We think about Nebraska's rich past. We live in our fertile present. And we anticipate our exciting future. Nebraska's Centennial Mall has been a gathering place for a variety of memorable events for more than 40 years. But that was then. Now there is a new mall coming. The renovation is underway.

With park-like pedestrian areas, more green space, new plants, trees and easy access for everyone, Nebraska's Centennial Mall's sustainable architecture and landscape design will endure for generations to come.

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REVITALIZED



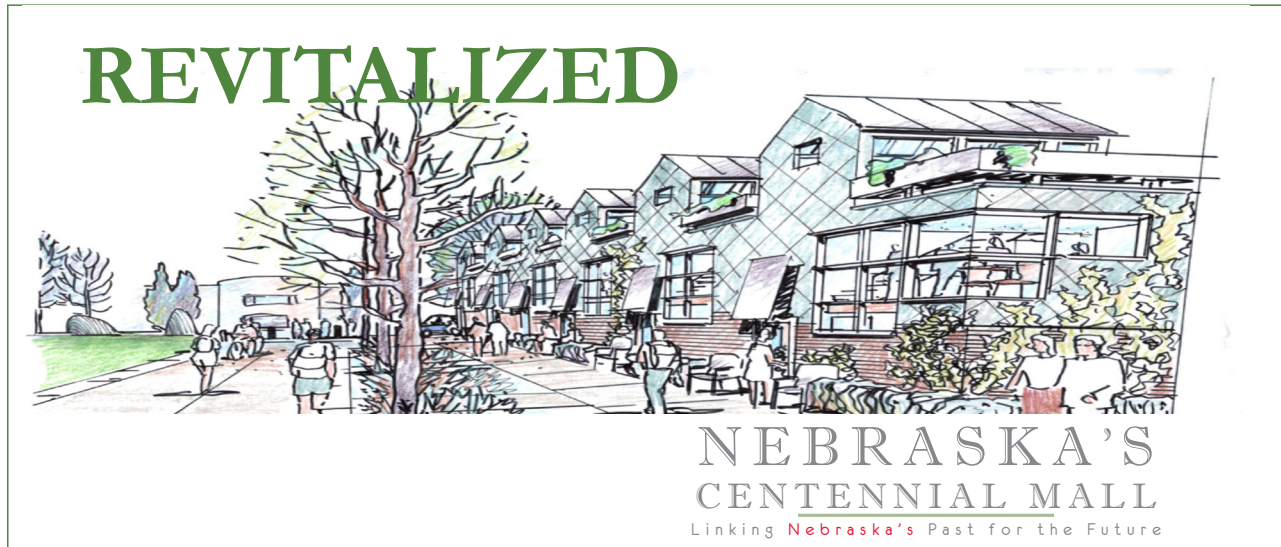
We think about Nebraska's rich past. We live in our fertile present. And we anticipate our exciting future. The months of construction and renovation have finally paid off. It's Nebraska's new Centennial Mall. The revitalization is complete.

Come join us to celebrate the revealing of this beautiful connection between our past and our future. June 9 and 10, 2012. Enjoy local music, art, food and entertainment. Nebraska's past, present and future are now Nebraska's Centennial Mall.

NEBRASKA'S CENTENNIAL MALL

Linking **Nebraska's** Past for the Future
www.nccentennialmall.com

OUTDOOR



DIRECT MAIL

PHASE 1



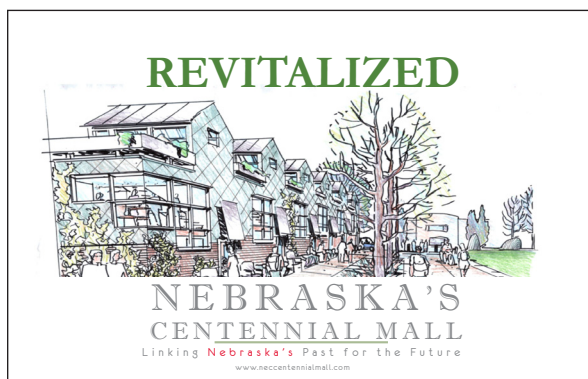
Nebraska's Centennial Mall will be undergoing a renovation. The project will revitalize the Mall by giving everyone better pedestrian walking lanes, more green spaces, beautiful landscaping and easy access for those with disabilities. It is yet another reason for us to be proud of Nebraska's past, present and future.

As a regular Mall user, we appreciate your support, enthusiasm and patience during the Mall's renovation.

Mr. John Smith
257 Centennial Mall
Lincoln, NE 68506



PHASE 2



Nebraska's Centennial Mall is now done. It's revitalized. And we would like to thank you for your enthusiasm and patience.

Come join us to celebrate the revealing of this beautiful connection between our past and our future. June 9 and 10, 2012 at 2:00 pm. Enjoy local music, art, food and entertainment - join in the celebration of Nebraska's past, present and future at the unveiling party on Nebraska's Centennial Mall.

Mr. John Smith
257 Centennial Mall
Lincoln, NE 68510



WEBSITE



THEATRES



RADIO

NEBRASKA'S CENTENNIAL MALL

Linking **Nebraska's** Past for the Future

Nebraska's Centennial Mall

RADIO: (30)

**SFX FESTIVE MUSIC PLAYING THEN
FADE UNDER**

PERSON 1: Hey what are you doing this weekend?

PERSON 2: I'm going to check out Nebraska's
Centennial Mall time of renewal event.

PERSON 1: What is Nebraska's Centennial Mall?

**ANNOUNCER:
(Alloway Voice)** Nebraska's Centennial Mall is a
collaborative effort from Nebraskans
to renovate and restore the mall. It
starts in the front yard of the Nebraska
State Capitol and ends at the campus of
the University of Nebraska–Lincoln.

PERSON 2: Yeah... what that voice said! They're
going to have local music, food, and
entertainment!

PERSON 1: When is it?

**ANNOUNCER:
(Alloway Voice)** The time of renewal is on the
afternoon of June 10th and we last
throughout the evening.

PERSON 2: Wow... he's good!

**ANNOUNCER:
(Alloway Voice)** The 2011 Nebraska's Centennial Mall
launch event. Linking the past for the
future. Brought to you by Nebraska's
Centennial Mall and this station.

SOCIAL MEDIA

facebook
Create Your Account



Nebraska's Centennial Mall (Example)

[Get Started](#)
[Wall](#)
[Info](#)
[Photos](#)
[Discussions](#)
[Reviews](#)
[»](#)
[+](#)

Attach:

Nebraska's Centennial Mall (Example) + Others

[Just Nebraska's Centennial Mall \(Example\)](#)
[Just Others](#)
[Spam](#)
[Settings](#)



Nebraska's Centennial Mall (Example) Last year on Nebraska's Centennial Mall bars and restaurants from the Lincoln area set up on the mall for a food and beverage tasting! This weekend the Lincoln Tasting will take place once again. Join us all day, and entertainment all night! Check out some photos from last years event!



3 Impressions · 0% Feedback
November 15 at 9:38pm · [Like](#) · [Comment](#) · [Share](#)



Nebraska's Centennial Mall (Example) Monday, students from Lincoln's local summer program enjoyed a day on the mall. The City of Lincoln and Lincoln Parks and Recreation sponsored the program, while the program will run a few times throughout the summer!



3 Impressions · 0% Feedback

Edit Page
Promote with an Ad

Write something about Nebraska's Centennial Mall (Example).

Insights

See All

1 Monthly Active Users
0 Daily New Likes
0 Daily Post Views
0 Daily Post Feedback
Insights are visible to page admins only.

Photos

2 of 3 albums

See All



Wall Photos
Created about 2 weeks ago



Student Groups Visiting Nebraska's Centennial Mall
Created about 2 weeks ago

No one has added fan photos.
[Edit Settings.](#)

twitter
Home
Profile
Messages
Directory

NECentennialM2



NCM (Example)

@NECentennialM2

[Edit your profile →](#)

Timeline

[Favorites](#)
[Following](#)
[Followers](#)
[Requests](#)
[Lists](#)



NECentennialM2 NCM (Example)

Welcome to Nebraska's Centennial Mall Twitter! Follow us here and Like It on Facebook to keep up with all the things happening at the Mall!

14 Nov





About @NECentennialM2

1 Tweets

0 Following

0 Followers

0 Listed

What's Next?

1. Follow your first 10 accounts

[Browse popular accounts by interest](#)
[Look for your friends](#)

2. Get Twitter on your phone

[Set up mobile notifications](#)

3. Set up your profile

[Upload a profile picture](#)
[Write a short bio](#)

[About](#) · [Help](#) · [Blog](#) · [Status](#) · [Jobs](#) · [Terms](#) · [Privacy](#) · [Shortcuts](#)
[Businesses](#) · [Media](#) · [Developers](#) · [Resources](#) · © 2010 Twitter

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MEDIA



MEDIA

OBJECTIVES

- Build a reach and frequency with messages that continue to promote Nebraska's Centennial Mall to Lincoln community and surrounding residents
- Match media vehicles with target audiences
- Increase reach (or coverage) of the media vehicles
- Manage budget with flighting and pulsing strategies to maximize coverage during each of the three phases of the campaign; the initial groundbreaking, the construction; the launching or grand opening of completed Mall

MEDIA MIX

- Use media (primarily print) segmented into three parts: the first will launch before construction begins, the second while construction is taking place, and the third when the project is complete.
- Revamped website
- Print: Newspaper/Direct Mail
- Out-of-Home: Outdoor/Theatre Boards

MEDIA SCHEDULE | PRINT

PRINT-LINCOLN JOURNAL STAR

The Lincoln Journal Star is a print vehicle that can be used to reach readers in the Lancaster county area and surrounding communities. Newspapers are a good way to reach the demographic and complement our public relations tactics. By advertising with the Lincoln Journal Star on Sunday, a 72% of market can be reached with a 3.1 frequency, which is effective frequency. One ad will be used in each phase.

\$2,635.36 per 36 column inch ad

PRINT-L MAGAZINE

L Magazine is a publication that goes out to 15,000 homes with an income of \$125,000+. The magazine offers relevant local content to engage its readers. This is an important demographic to reach, as it falls into the overall target audience, but may also target those who may be willing to provide funding for the project. One ad will be used in each phase.

\$1,046 per full page ad

\$637.50 per half page ad

***Non-profit rate**

PRINT-LINCOLN JOURNAL-STAR NEIGHBORHOOD EXTRA

Neighborhood Extra is a weekly publication that comes out, bringing community news to residents in the Lincoln area. Lincoln residents are familiar with the publication and use it as a resource and a way to find a calendar of events happening in the Lincoln area. One ad will be used in each phase.

\$1,637.64 for a full-color 36 column inch ad

\$1,315.64 for full-color 36 column in ad

PRINT-COMMUNITY NETWORK PUBLICATION

The Community Network Publication is a print media network that caters to local papers in the cities of Ravenna, Cairo, Doniphan, Wood River, Shelton, Gibbon, Elm Creek, Arapahoe and Elmwood. Choosing these vehicles will allow us to increase reach. By advertising in this geographic area, the goal being achieved of focusing on the secondary target market on the tri-city area is met. After conducting the research, B. Bach has found these are the “out-state” residents that are most likely to travel to the Lincoln area. One ad will be used in each phase in each paper.

\$648 for a 36 column inch ad in all nine newspapers

PRINT-THE GRAND ISLAND INDEPENDENT

Grand Island is one of the main geographic areas of interest when considering the target market. The Grand Island Independent is a good vehicle to reach that market. It is the only Grand Island newspaper and is the best way to reach this part of the target market. One ad will be used in each phase.

\$485.25 for a 36 column inch ad

PRINT-HASTINGS TRIBUNE

Hastings is a primary geographic area of the target market. The Hastings Tribune is a good vehicle to reach that market. It is the only Hastings newspaper and is the best way to reach this part of the target market. One ad will be used in each phase.

\$459 for a 36 column inch ad

PRINT-KEARNEY HUB

Kearney is another geographic area of the target market. The Kearney Hub is a good vehicle to reach that market. It is the only Kearney newspaper and is the best way to reach this part of the target market. One ad will be used in each phase.

\$450 for a 36 column inch ad

\$690 for a 36 column inch ad with 4 color

PRINT-OMAHA WORLD HERALD

Omaha is the largest city in the state of Nebraska. The Omaha World-Herald serves as the main source of print news in the city and is widely distributed throughout the state. The OWH serves over 322,000 households. One ad will be used in each phase.

\$10,507 per 36 column inch ad

MEDIA SCHEDULE | BROADCAST

BROADCAST-PRIMETIME TELEVISION ON KOLN AND KLKN-TV

After doing extensive research, studying the media habits of the target market, the best time to reach them is during primetime broadcasting on local networks. B. Bach recommends local spots on KOLN and KLKN. These spots will only take place in the third phase due to budget limitations. B. Bach suggests doing 10 spots on each channel in phase three.

KOLN \$700 for 5pm and 10pm news

KLKN \$500 for 5pm and 10pm news

***Rates based on media research done that the target market will be most likely to view nightly and evening news on these stations**

BROADCAST-PRIMETIME CABLE ON ABC FAMILY, A&E AND DISCOVERY

B. Bach also discovered that the primary audiences are regular cable viewers. According to MRI, the most popular channels are ABC Family, A&E and Discovery. Strategically buying Time Warner advertising would benefit the campaign. B. Bach suggests using this media during the second and third phase due to the cost efficiency of it, while using 25 spots for each channel.

\$22 per 30 second spot

BROADCAST-KFOR, KFRX AND FROGGY 98 (LINCOLN STATIONS)

B. Bach does not suggest using radio as a main medium throughout the campaign. Some of the PR strategies include promotional events. To promote these events specifically, the Mall will benefit from advertising these events on the radio. According to the research, KFOR, KFRX and Froggy 98 are popular stations for the target market. These will be used during the third phase in the morning and evening drive with 25 spots on each station.

\$38-40 per 30 second spot for morning and evening drive

MEDIA SCHEDULE | OUT-OF-HOME AND INTERACTIVE

LAMAR BILLBOARDS IN THE LINCOLN AREA WITH 25 SHOWING

MRI results also showed that the target audience was very receptive to outdoor advertising. The younger and family skew shows that the market is always on the go. Also, billboards provide for a large reach, which is one of the goals throughout this campaign.

25 Showing for a four week period is \$2,520

MARCUS THEATRES (LINCOLN)

According to MRI results, our skewed primary target market enjoys going to movies. Specifically, at Marcus Theatres, pre-show advertisements usually are local and specific to the market of those seeing the film. This is a creative way to reach the target audience.

\$1,000.00 per phase

ROSS THEATRE (LINCOLN)

Similar to the Marcus Theatre idea, there is a specific target audience to be reached. According to the Ross, their main market includes students and donors, possible Mall users, or even possible donors.

After speaking with the Ross, the theatre would be willing to do advertisements for the mall for a low donor cost, or upon further negotiation, possibly at no cost.

INTERACTIVE-WEBSITE

Websites are incredibly important to any product or organization. With media quickly changing every day, it is important that Nebraska's Centennial Mall keeps up with Lincoln residents, who are heavy Internet users.

INTERACTIVE-FACEBOOK ADS

Through our research, we found that the audience are heavy Facebook users. In fact, Facebook is the number one website Lincoln residents visit. Facebook allows for advertisers to specifically target certain users, which would help eliminate waste in advertising. Reach is also a significant consideration here.

\$1,000 budget for a .49 CPM of over 45,000 Facebook users in the demographic for a three month period

INTERACTIVE-FACEBOOK PAGE

Although the website is an important part of the media plan, a Facebook page becomes very important. As stated before, the audience is heavy users of Facebook, more than any other website. This will also start a direct conversation with the audience.

Site Management Cost

INTERACTIVE-TWITTER ACCOUNT

While the number one visited site by the audience is Facebook, the second most visited site is Twitter. This is a direct conversation with the target audience. It is also a simple way to announce events and other activities on the Mall.

Site Management Cost

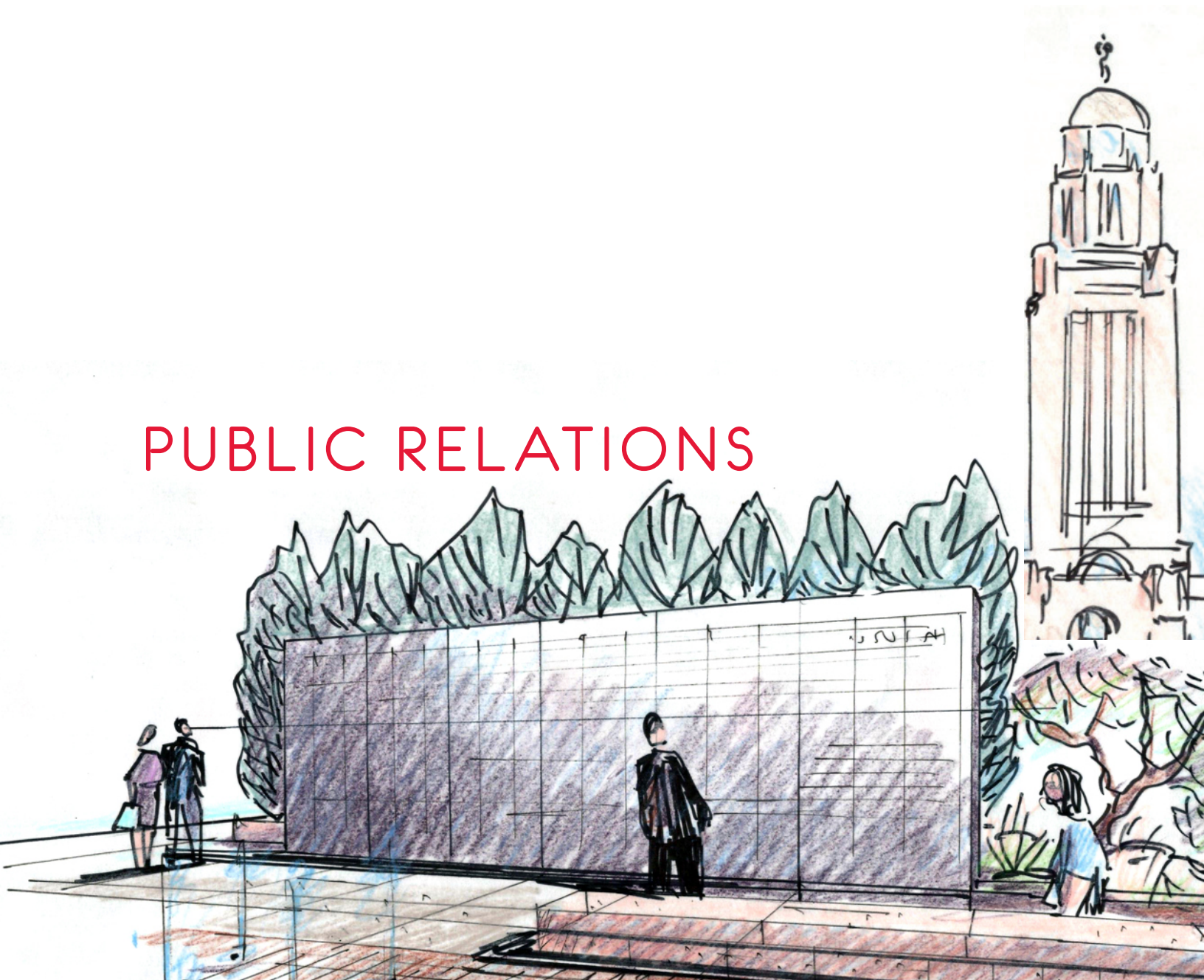
MEDIA SCHEDULE | DIRECT MAIL

DIRECT MAIL

B.Bach recommends a light direct mail campaign primarily for Mall stakeholders. This way the stakeholders are involved and included in the process. The stakeholders are important because they need to be excited about the Mall. We suggest that steps are taken so that stakeholders are considered an important Mall audience, as they spend every single day on the Mall.

Total of 20,000 postcards \$10,000

PUBLIC RELATIONS



PUBLIC RELATIONS

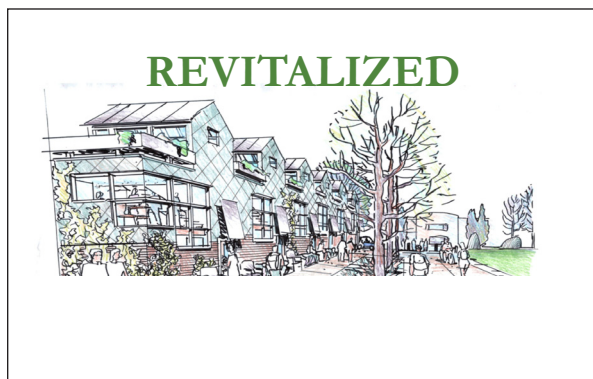
According to the Public Relations Society of America, public relations helps an organization and its publics to adapt mutually to each other. A primary benefit of public relations is perceived as having higher audience credibility than advertising. Public relations is an excellent way to raise awareness of an organization or event, which is one of the campaign's primary goals. Public relations also reaches influencers, which will be another target audience we think is important.

OBJECTIVES

- To create credibility with media and target audiences
- To create enthusiasm and excitement about Nebraska's Centennial Mall
- To educate target audiences about new Mall
- To complement the paid media advertising
- To generate interest and buzz about new Mall
- To collaborate with stakeholders, local businesses, state and federal government and residents of Lincoln

THEME

Same as in creative tactics: a unifying message that is proud, traditional and historical. Where applicable, incorporate the same color scheme and font style that will be used in all of our advertising messages.



Nebraska's Centennial Mall is now done. It's revitalized. And we would like to thank you for your enthusiasm and patience.

Come join us to celebrate the revealing of this beautiful connection between our past and our future. June 9 and 10, 2012 at 2:00 pm. Enjoy local music, art, food and entertainment - join in the celebration of Nebraska's past, present and future at the unveiling party on Nebraska's Centennial Mall.

Mr. John Smith
257 Centennial Mall
Lincoln, NE 68510



TACTICS

- At certain points of the campaign, we recommend sending periodic news releases to local newspapers and magazines to spread the word that the campaign is underway, its status and its completion.
- We recommend a “collaboration” of local artists and musicians to come together for a promotional album/art book about the new Mall. Local and statewide media can spread the idea of this project and the renovation project to fans of these artists and musicians. The album/art book can be sold at concerts or in art studios.
- We believe social media will be an important way to generate information, awareness and buzz about the new Nebraska’s Centennial Mall. The use of social media to promote events will be important. An idea like promoting a Facebook survey of “Which famous Nebraskan are you?” will draw more fans to “like” the page, which will expand the base of people we can communicate with to promote events.

EVENTS:

•**Host a launch event for the re-opening of the new Mall.**

On a spring day after the Mall is completed, this special “Launch Celebration” should encompass the entire Mall area, with booths and tents set up by local restaurants and artists. People attending the party will be able to view art, purchase tickets to buy food from vendors, and listen to live local music from 4 to 11 pm. Bands will be set up on the green space so that people will be able to sit on blankets or benches with their family and friends to enjoy everything the party has to offer. Food tickets will be about \$5 and will get the attendee an entrée from one of the booths (for example, a burger from Lazlo’s) with a can of soda or bottle of water. The invitations will encompass the same colors and themes of Nebraska’s past, present and future, and community members will be made aware by ads from our campaign, social media updates from Facebook and Twitter, and ads from KRNU and other local radio stations willing to co-sponsor the event.

Other launch events can include:

- Scavenger hunt in conjunction with the state capital tours and the Lincoln Children’s Museum.
- Big Event location, for the big event have a group that goes up and down the mall cleaning up the trash and trimming the shrubs.
- Host a daylong music festival that features bands from all across Nebraska with KRNU.

BUDGET



BUDGET PHASE 1*

PRINT

Lincoln Journal Star	\$2,635.36
Omaha World Herald	\$10,507.00
L Magazine	\$1,046.00
Neighborhood Extra	\$1,637.64
Community Network Publication	\$648.00
Grand Island Independent	\$485.28
Hastings Tribune	\$459.00
Kearney Hub	\$690.00

INTERACTIVE

Facebook	\$1,000.00
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OUT OF HOME

Lamar	\$2,520.00
Marcus Theatres	\$1,000.00
Ross Theatres	\$0.00

DIRECT MAIL

Notice to Stakeholders	\$5,000.00
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TOTAL : \$24,628.28

* This campaign is planned to be implemented in three phases: PHASE 1 is prior to the “groundbreaking for the Mall renovation; PHASE 2 is during the renovation period; PHASE 3 is at the completion of the renovation to announce the “re-opening” of the new Nebraska’s Centennial Mall.

BUDGET PHASE 2

PRINT

Lincoln Journal Star	\$2,635.36
Omaha World Herald	\$10,507.00
L Magazine	\$1,046.00
Neighborhood Extra	\$1,637.64
Community Network Publication	\$648.00
Grand Island Independent	\$485.28
Hastings Tribune	\$459.00
Kearney Hub	\$690.00

BROADCAST

ABC Family	\$550.00
A&E	\$550.00
Discovery	\$550.00

INTERACTIVE

Facebook	\$0.00
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OUT OF HOME

Lamar	\$2,520.00
Marcus Theatres	\$1,000.00
Ross Theatres	\$0.00

TOTAL:\$23,948.28

BUDGET PHASE 3

PRINT

Lincoln Journal Star	\$2,635.36
Omaha World Herald	\$10,507.00
L Magazine	\$1,046.00
Neighborhood Extra	\$1,637.64
Community Network Publication	\$648.00
Grand Island Independent	\$485.28
Hastings Tribune	\$459.00
Kearney Hub	\$690.00

BROADCAST

ABC Family	\$550.00
A&E	\$550.00
Discovery	\$550.00
KOLN	\$7,000.00
KLKN	\$5,000.00
KFOR	\$1,000.00
KFRX	\$1,000.00
WFGY	\$1,000.00

INTERACTIVE

Facebook	management time
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OUT OF HOME

Lamar	\$2,520.00
Marcus Theatres	\$1,000.00

PUBLIC RELATIONS

Launch Event	\$15,000.00
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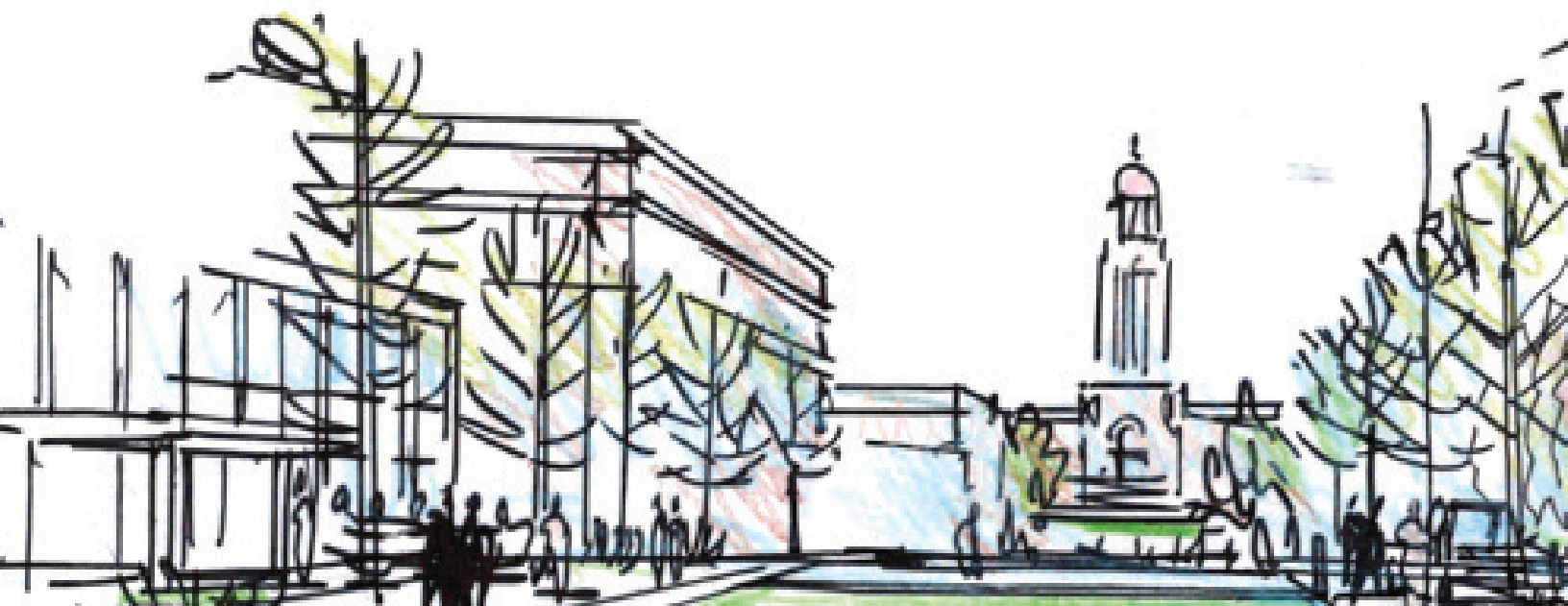
DIRECT MAIL

Launch Event Invitation	\$5,000.00
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TOTAL: \$54,278.28

ESTIMATED CAMPAIGN TOTAL: \$100,184.84

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Acknowledgements

FACULTY:

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Associate Dean Charlyne Berens
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Stacy James
Ruth Brown
Adam Wagler
Amy Struthers
Phil Willet
Phyllis Larsen
Bruce Mitchell

CLIENTS:

Christie Dionisopoulos
Susan Larson Rodenburg
Lynn Johnson, Director, Lincoln Parks and Recreation
Karen Brokaw
Professor Fran Kaye
Bob Ripley, Office of the Capitol Commission
Darren Macfee, Executive Director Lincoln's Children's Museum
Gloria Witherspoon, Tour Guide Nebraska State Capitol
Nancy Jackson, Editor in Chief The Ravenna News



B.Bach Advertising

Left: Brian Muhlbach, Account Executive; Crystal Wulfekuhl, Media Director; Bryce Wergin, Public Relations Director; Kelsey Nowka, Colin Clifford and Tyler Vaughan, Creative Group