

Mapleton Communications Campaign Presentation

Tippie College of Business



Class Led by Prof. Amy Jo Reimer-Myers

Catherine Clark



This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a program of the Provost's Office of Outreach and Engagement at the University of Iowa that partners with rural and urban communities across the state to develop projects that university students and faculty complete through research and coursework. Through supporting these projects, the IISC pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

Research conducted by faculty, staff, and students of The University of Iowa exists in the public domain. When referencing, implementing, or otherwise making use of the contents in this report, the following citation style is recommended:
[Student names], led by [Professor's name]. [Year]. [Title of report]. Research report produced through the Iowa Initiative for Sustainable Communities at the University of Iowa.

This publication may be available in alternative formats upon request.

Iowa Initiative for Sustainable Communities

Provost's Office of Outreach & Engagement

The University of Iowa

111 Jessup Hall

Iowa City, IA, 52241

Email: iisc@uiowa.edu

Website: <http://iisc.uiowa.edu/>

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The University also affirms its commitment to providing equal opportunities and equal access to University facilities. For additional information contact the Office of Equal Opportunity and Diversity, (319) 335-0705.



Mapleton, Iowa

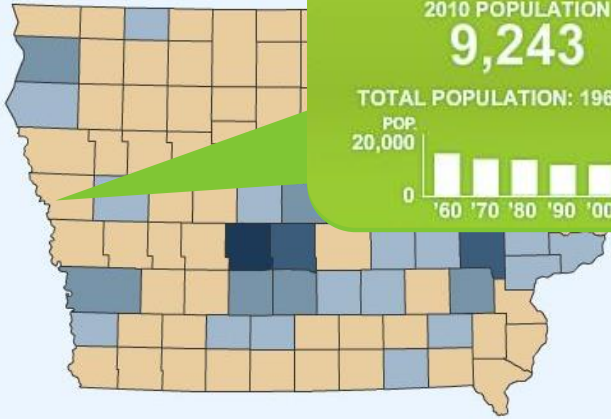
Catherine M. Clark
26 April 2016

Iowa

STATE POPULATION: 3,046,355

POPULATION CHANGE BY COUNTY: 2000-2010

LOSS 0-5% 5-15% 15-25% 25% +



Situation Analysis

- Industry
- Company
- Consumer
- Product
- Market
- Competition
- Previous Promotion
- Previous Budget



THE SPIRIT

Mapleton, Iowa

OF MAIN STREET

Research

- Problem Statement
- Target Markets
- Campaign Goals
- Messaging



The Tack ONLINE @thetack · Feb 5

Hey, #BVU! Take a break from #StormLake and get to #MapleFest! One hour south with a #PhotoOp #PitStop at the Ida Grove castles.



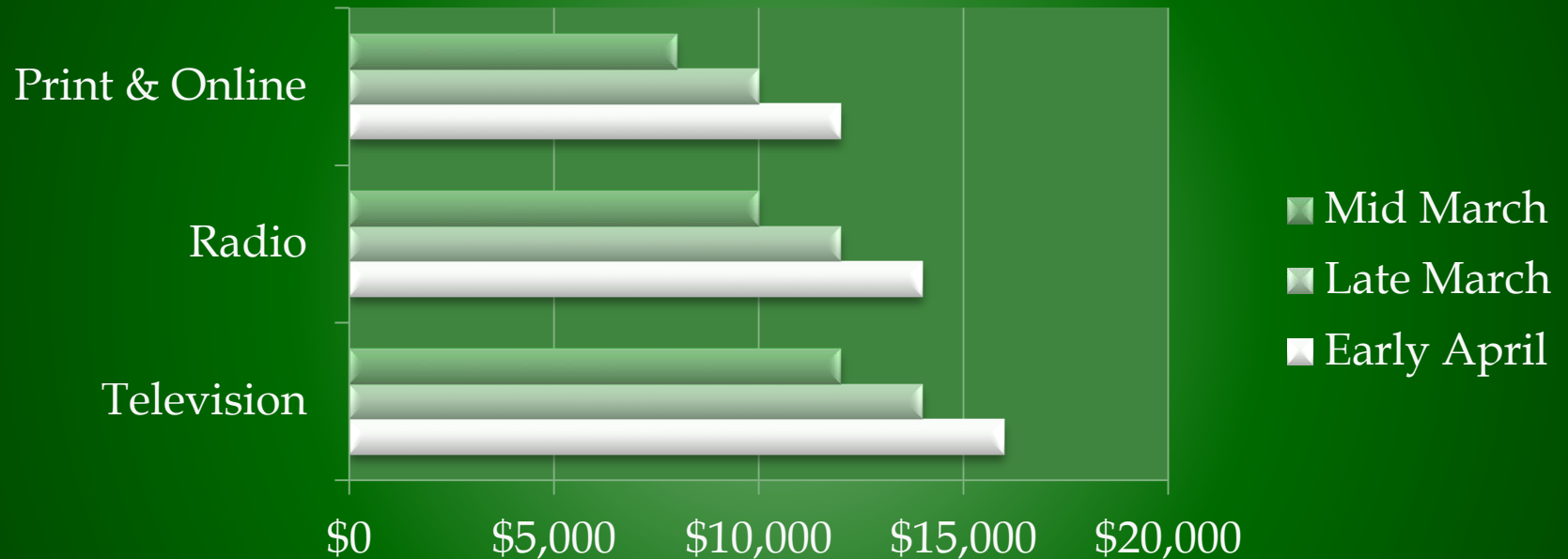
Social Media

- Student publications
- Popular campus hashtags



Public Relations

- Packaging
- Media Kit
- Demonstration
- Live Remote Broadcast
- Contest



Advertising Plan

- Continuous Scheduling Strategy
- Cost per Thousand
- Best Bang for the Buck
- Evaluation



Questions?

- Situation Analysis
- Research
- Social Media
- Public Relations
- Advertising Plan