

Boom + Soon | *Advertising Agency*

JC Penney Campaign Book 2015



JC Penney
BoomSoon Advertising Agency

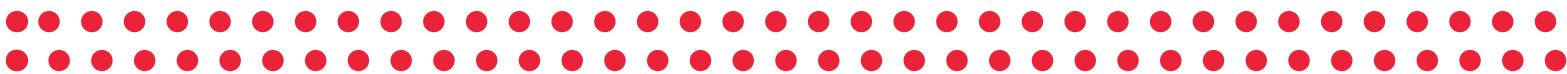


Table of Contents:

Research.....1

Situation Analysis
Demographic Profile
Survey Results
SWOT Analysis

Goals.....2

Campaign Objective
Strategy/Positioning Statement
Tactics

Media.....3

Media Plan
Creative Executions
Creative Brief

A woman with dark hair, seen from the side and back, is looking out of a window. She is wearing a dark blue floral dress. The background is blurred, showing a street with parked cars.

JCPe

when it fits, you

Research



enney

feel it™



A GOOD NIGHT'S REST

Demographic Profile

The Smith family of three is looking for a new, more trendy, but still sophisticated and affordable look. Not only are they looking for a new wardrobe, but they are also looking for new essential household items such as bedroom furniture and kitchen-ware. They are considered to be part of the middle class financially and are not looking to spend a fortune on these items. The Smith's have just moved to the suburbs and are trying to furnish their new home. JC Penney is the perfect place to find these items.





Opportunities

- Ability to grow globally
- Celebrity endorsements
- Attracting younger shoppers



Threats

- Competition
- Changes in consumer tastes and desires
- Consumer's needs for higher-quality products

SWOT Analysis



Strengths

- Product diversity
- Nationwide corporation
- Mature company
- Brand recognition



Weaknesses

- Lack of presence in high-end market
- Stock decline
- Relatively small market share
- Poor consumer perception of quality of products

Goals

A woman with dark hair, wearing a blue and white floral dress, is looking down at a car in a parking lot. The background is blurred, showing other cars and trees.

JCPe
when it fits, you



penney

feel it™

jcp

New
and Now

The Bells
and Whistles
you deserve

*WE CHOSE “NEW & Now”
AS OUR BIG IDEA BECAUSE
WE ARE GOING TO
MARKET TO THE GENERATION
Y CROWD. *NEW & Now*
REPRESENTS A MORE TRENDY,
YET STILL AFFORDABLE LOOK
THAT JCPENNEY IS TRYING
TO PORTRAY.*

Strategy Statement

To convince Generation Y to shop at JC Penney instead of other department stores because of a huge range of quality products for very reasonable prices.

Tactics

Our campaign tactic is to create a hashtag called "#SaveYourPenneys" in order to create a consumer environment but also provide incentives for shopping. When you post a picture of yourself either on Facebook, Twitter, or Instagram in your new and favorite JC Penney purchase and include the hashtag #SaveYourPenneys, you will be entered to win a 100\$ gift card. The goal is to make the consumer feel confident in their new JC Penney clothing while at the same time, promoting JC Penney throughout social media. JC Penney will be accepting and sharing posts from customers that post their excitement about their purchase at JC Penney as well as being confident in themselves.

jcp



february