



Junior Achievement

Advertising Campaign Event

Atlee DECA

Atlee High School

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I. EXECUTIVE SUMMARY

OVERVIEW

Founded in 1919, Junior Achievement of Virginia (JA) is a volunteer based, non-profit, educational organization that focuses on teaching students financial literacy, workplace readiness, and entrepreneurship. JA actively engages in classroom activity through the use of hands-on methods to effectively explain, demonstrate, and instruct these keystone topics. Other than public schools, JA is the largest educational organization in the world. In Virginia alone, there are five JA offices with 6,875 volunteers across the state. For 2014, over 300 Virginia state schools were enrolled in JA's program with approximately ten classes per school, leading to a high demand for the program. The continuous development and popularity of this program has allowed JA to expand across the Commonwealth of Virginia. It is only through dedicated volunteers that JA can offer such an immersive program to students across the state.

INDUSTRY

Junior Achievement has experienced steady growth, and due to an increase in popularity, there is an extremely high demand for this program in school systems. This increase is because the program helps students connect real-world situations with classroom material through student engagement and hands-on learning. JA teaches students through experiences rather than lectures. Studies show that nine out of ten teachers believe experiential learning is more effective in creating student interest in higher education and careers than auditory learning alone (Junior Achievement, 2015). Furthermore, JA alumni are 43% more likely than non-JA alumni to be confident in their ability to successfully compete in a business environment (Junior Achievement, 2015).

PROBLEM

While the demand for the Junior Achievement program is increasing, the number of volunteers has remained stagnant. This issue creates a supply and demand problem for the organization, due to the fact that JA has not effectively advertised in Virginia, nor have their recruitment efforts been effective enough to provide an adequate number of volunteers. Through a revamped advertising campaign that takes advantage of a variety of advertising media and promotional events, the goal is to recruit more JA volunteers and increase awareness for financial literacy in the education system.

OBJECTIVES

- Create a detailed advertising campaign for JA including both advertising media and event sponsorships
- Increase number of volunteers by 15% across both target markets
- Improve capability to keep pace with the growing demand for the program
- Increase brand awareness and build a positive image for JA
- Educate adults on the benefits of volunteering for JA
- Create an E-mail database that can be used for future marketing/promotional opportunities

TARGET MARKET

- Primary target market: Parents of school-aged children (Ages 30-55)
 - Residents of Virginia
 - Willing to volunteer, engaged in their children's lives, possess business experience
- Secondary target market: Retired business leaders (Ages 55+)
 - Residents of Virginia
 - Willing to volunteer, interested in influencing the next generation, possess business experience

PROMOTIONAL STRATEGY

- Advertising Media → Social Media, Search Engine Optimization/Website Redesign, Public Service Announcements, Print Media, E-Newsletters, Promotional Video
- Event Sponsorships → Volunteer Recruitment Banquets, Back to School Nights

BUDGET

A budget of \$50,000 will be allotted for this Junior Achievement advertising campaign, however, only \$48,890 is proposed to be spent. The funds for the campaign will come from the JA 2016 annual marketing budget. The effectiveness of the campaign will be assessed using the key metric of whether or not the quota of a 15% increase in volunteers is met by comparing volunteer data from years before and after the campaign.

II. DESCRIPTION

Junior Achievement (JA) is a non-profit, volunteer-based organization founded in 1919 whose purpose is to inspire and prepare young students to succeed in a global economy. They touch the lives of children in classroom settings ranging from elementary to high school. JA is a national organization whose curriculum is taught throughout the United States. JA instructs more than 4.4 million students per year, and is the world's largest organization dedicated to educating students. Through the use of hands-on programs, JA instills the importance of workplace readiness, entrepreneurship, and financial literacy into the minds of young leaders. Since 1993, independent evaluators have conducted studies proving the effectiveness of JA in a number of essential areas such as critical thinking, problem solving, school performance, and the importance of career education to students.

Nationwide, JA has approximately 1,500 paid employees, but it relies heavily on volunteers to teach its curriculum in schools. While there are only 6,875 volunteers among the five JA offices in Virginia, almost every school wants to implement the JA curriculum. There are 309 schools using the program in the state with approximately ten classes per school, for a total of 2,983 classes in Virginia. It is difficult to effectively teach a JA class alone, and most JA volunteers can only provide instruction a limited number of times per year. The curriculum would have a greater impact on students if volunteers could teach multiple times per year in teams of two.

The program helps students connect real world scenarios with classroom material through student engagement. In addition, JA teaches SOL material to students in a more appealing and interesting way that the students enjoy. JA teaches students through experiences, not lectures; nine out of ten teachers believe experiential learning is more effective in keeping students interested in higher education and careers than auditory learning (Junior Achievement 2015). The first-rate teaching techniques and well-developed curriculum prepare students for the business world, making the JA program very popular amongst schools. Due to the high demand and lack of volunteers for the program, JA is faced with the challenge of providing adequate educational personnel across Virginia school systems. JA aims to have a positive influence on every child, however, this is not always possible with the inadequate number of volunteers.

III. OBJECTIVE(S) OF THE CAMPAIGN

Junior Achievement of Virginia has never actively advertised across the state. Due to this, potential volunteers and business leaders are unaware of the opportunities that JA presents. As a result, the number of volunteers for the organization has remained unchanged. In Virginia, there are currently over 300 schools who partner with JA, but only 6,875 active volunteers who bring the program to the classroom. With such a high demand for this program, there are not enough volunteers to adequately teach the many lessons to the students. As a result, volunteers are only able to instruct each class a few times each year. It would be considerably more effective if each class were able to receive instruction on a regular basis. The effectiveness of this campaign will be evaluated by using the following objectives as criteria:

1. Create a detailed advertising campaign for JA including both advertising media and event sponsorships
2. Increase number of volunteers by 15% across both target markets
3. Improve capability to keep pace with the growing demand for the program
4. Increase brand awareness and build a positive image for JA
5. Educate adults on the benefits of volunteering for JA
6. Create an E-mail database that can be used for future marketing/promotional opportunities

The goal of this advertising campaign is to address this problem by advertising to highly receptive target markets regarding the importance of volunteering for JA. Through advertising media, awareness will be generated in order to inform the public about the JA organization and to encourage qualified individuals to volunteer. Mediums such as direct emails, search engine optimization, and website alterations will allow visitors to easily access volunteer enrollment materials and more efficiently become a part of JA. In doing so, these actions will create brand awareness across the state of Virginia and beyond their selected markets, ultimately increasing volunteer participation.

IV. IDENTIFICATION OF THE TARGET MARKET

A. Primary Markets

Demographics	- Ages 30-55, parents of school-aged children
Geographics	- Virginia
Psychographics	- Willing to volunteer for Junior Achievement to help children, as well as future business leaders - Actively involved in their children's schools and lives - Possess business experience