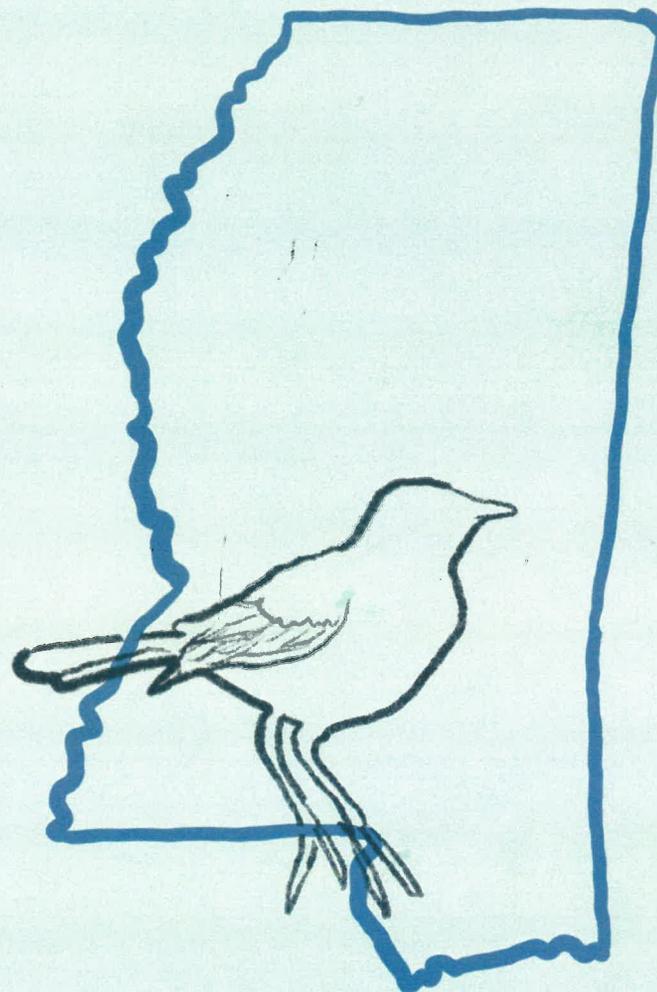


ECRU

"A TOWN TANGLED IN TIME"



**A COMPREHENSIVE CAMPAIGN RESEARCHED & DESIGNED BY
MOCKINGBIRD MARKETING**



HARDWARE

FALLEN OAK

FALLEN OAK

EN OAK

FALL

FALLEN OAK

110-60
92-39

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WHO IS MOCKINGBIRD MARKETING?

1

A team of creative, senior integrated marketing communication (IMC) undergraduate students with reputable skills and specializations in graphic design, public relations, brand strategy, executive communications, social media, photography, videography, fashion merchandising, content creation, market research and more!



FINN KEMPKE

Hometown:

Elk, Wisconsin

Dream Job:

Chief Marketing Officer for
Porsche USA

Specializations:

Brand Relationship & Development



ANASTASIA AKTIPIS

Hometown:

Califon, New Jersey

Dream Job:

Marketing Director in the
Fashion Industry

Specializations:

Fashion Merchandising



MICHAEL TAPLIN

Hometown:

Edwardsville, Illinois

Dream Job:

Chief Marketing Officer for the
McDonald's Corporation

Specializations:

Public Relations & Social Media



AUDREY BRIDGES

Hometown:

Glen Carbon, IL

Dream Job:

CEO of a Non-Profit
Organization

Specializations:

Content Creation & Public Relations



DALTON ROBINSON

Hometown:

Batesville, MS

Dream Job:

Communications/Intelligence
Gathering with the FBI

Specializations:

Research & Public Relations

WHAT IS OUR PROJECT?

To complete the IMC program sponsored by the School of Journalism and New Media at the University of Mississippi, our project is to create a comprehensive, multimedia marketing campaign for our capstone course; IMC 455. With our diverse skills and knowledge in the above listed areas, we were challenged to develop a strategic campaign to meet our client's objectives and long-term goals.

WHO IS OUR CLIENT?

2

The client is a small town in Pontotoc County, Mississippi, named Ecu.

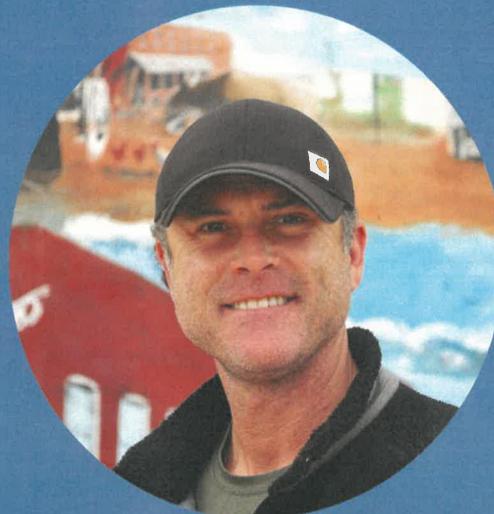
Ecu has a population of about 1500 people and is a part of the Pontotoc County School District. They are known for the Tanglefoot Trail, a bicycle/walking trail that runs perpendicular to the main street where business are strategically located, as well as their annual town festival. Ecu is home to an Ashley Furniture plant, when it was built it was the largest upholstered furniture plant in the world. Most of the population of Ecu works within the plant in blue-collar roles. Analyzing the town, strengths include an "A level" school district that serves as one of the leading districts in the state; a safe community for its residents; new development opportunities in progress; and Ecu residents who play heart-felt roles as business owners and have aspirations to see Ecu improve. A weakness is that Ecu has no website -- only a town Facebook page that is utilized once or twice a week for random town-related information. An opportunity that Ecu has is that although Ecu is a small town, it offers a range of goods and services. The threats are the surrounding towns in the Pontotoc area.

ECRU RESIDENTS AND BUSINESS OWNERS

MAYOR PATTY TURK



JOHN NOWLIN



BRUCE MCCOY

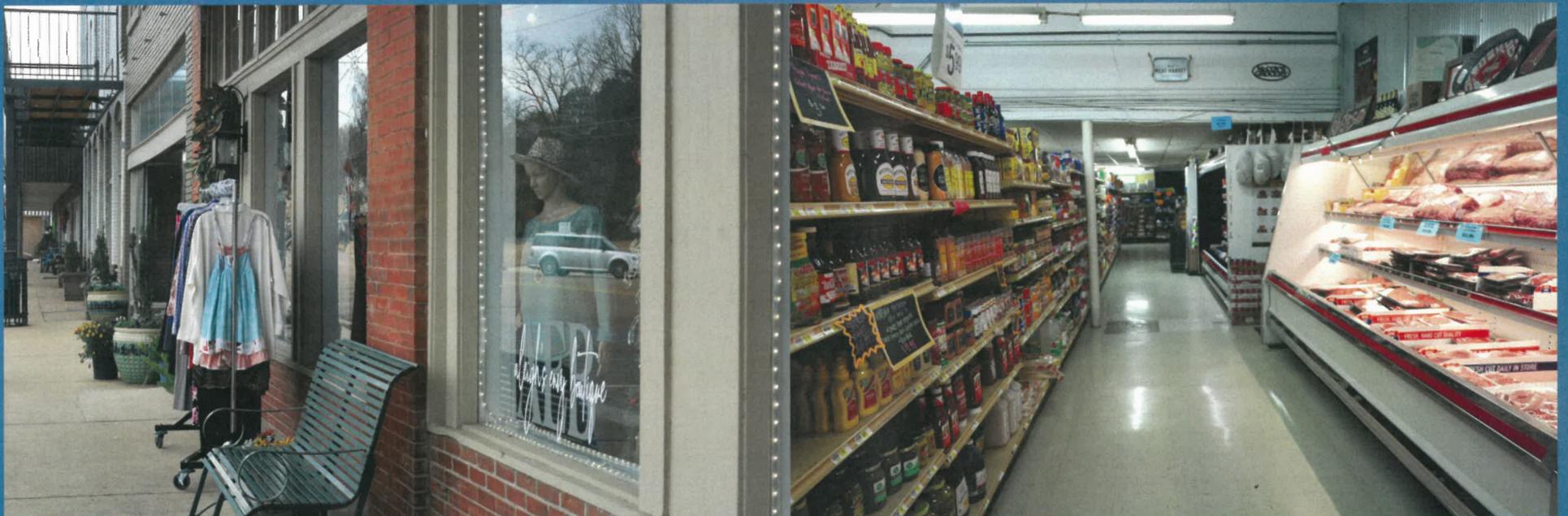


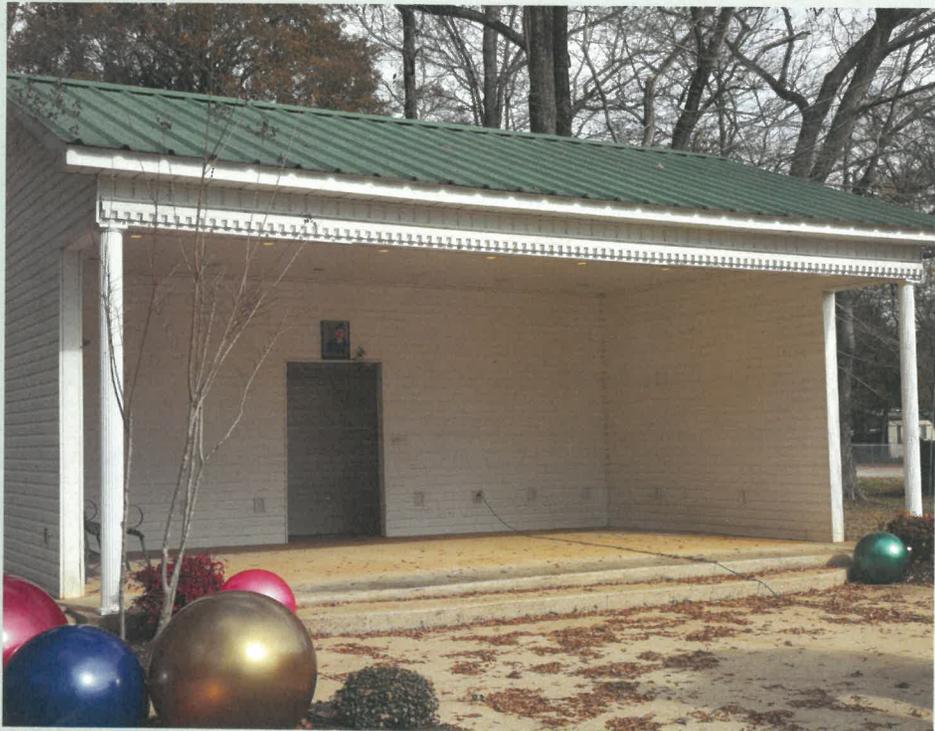
CAMPAIGN OBJECTIVES

3

Mockingbird Marketing's purpose of this campaign is to develop and propose a comprehensive IMC plan for the client, the town of E cru. Our objectives are the following:

1. RAISE AWARENESS OF ECRU AS A WHOLE
2. INCREASE TOURISM AND ECONOMIC GROWTH





T O W N S

STRENGTHS: Ecpu is notable for providing hospitality to its community members as well as visitors. Mayor Turk explains that the Ecpu is full of kind-hearted individuals who go out of their way to help anyone who needs assistance. In fact, the town motto is currently "Small Town with a Big Heart." Ecpu does not have a lot of crime except for drug-related cases — the police department will soon be receiving a drug dog to serve and protect the community. People of Ecpu heavily participate in community involvement, almost 80% of the population is connected by church services. The school district provides outstanding teachers who perform at high levels in order for student success — this enables about 4/5 of each high school graduating class to go to college and the other 1/5 to go straight into the workforce or military service directly after K-12.

WEAKNESSES: The community lacks a welcome/community center, this is vital for efforts pertaining to outreach and tourism. Ecpu does not have any hotels, motels, B&Bs, or any long-term lodging options — only few short-term AirBnb options. All town funding is from the municipal courts, mostly from the drug/alcohol related cases. Town officials just recently came out of debt and desperately need money to fund its parks, improve infrastructure, and pay government employees to maintain said initiatives and community contributions. The town of Ecpu also does not have a community website, all town-wide communication is completed via a Facebook page.

OPPORTUNITIES: To launch marketing efforts to a larger market, a community website can be offered — this will allow visitors to become aware of the town and its components. Town officials and businesses can apply for grants to offer more jobs, initiatives, and involvement within Ecpu. Town officials can also seek sponsorships as well as partnerships to increase their funds for municipal services, etc. The town can also promote town festivals through youth groups, church services, and through nearby schools. Ultimately, the town of Ecpu needs more tourism so its small businesses can thrive and offer more goods and services.

THREATS: There will be a few difficulties while marketing Ecpu; these include a lack of infrastructure that results in the appearance to be unappealing — crumbling roads from semi-trucks, unkept landscaping and recreational parks, and a small police force. A second threat is that people find jobs outside of Ecpu and this may lead to a household to move closer to their occupation for convenient day-to-day travel. A third threat includes its current financial state, how town officials recently came out of debt — any major distraction, such as a fourth round of COVID-19 can devastate and crumble the town of Ecpu.

Primary

RESEARCH

7

Our IMC 455 class conducted a focus group with Mayor Patty Turk and other members of the Ecpu community asking viable questions to uncover traits that will act as resources throughout our campaign concept.

- The town is in dire need of advertising to increase awareness and draw members of the surrounding communities towards Ecpu.
- Ecpu has no website/social media besides one Facebook page that is primarily used for internal announcements.
- There are several small businesses and restaurants that reside in the town that outsiders simply do not know exist.
- Ecpu needs more foot traffic to support these businesses in the town. Ecpuians are passionate of their jobs and trades, and want to see Ecpu flourish with consumers.

Secondary

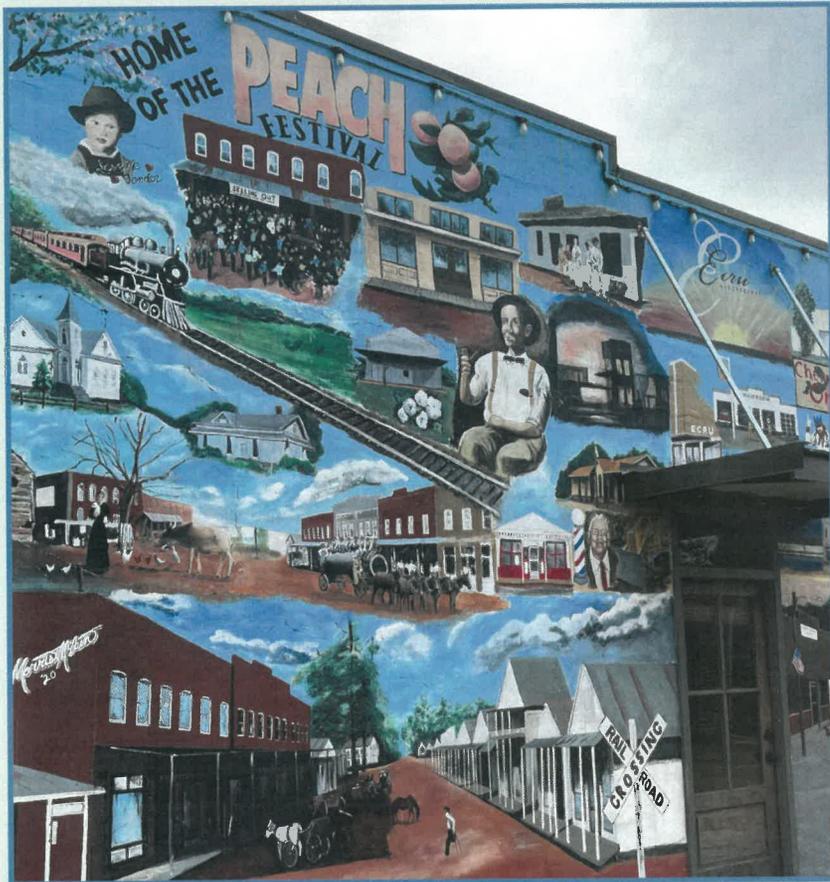
8

RESEARCH

Ecru is a town located in Pontotoc County, MS along MS Highway 15. Older parts of the town stretch east along MS Highway 345. The Little Tallahatchie River which is a tributary of the Tallahatchie River flows through southern Ecru. The Tanglefoot Trail also passes through the town. Ecru was established by Colonel William Clark Falkner, a prominent post-Civil War businessman. The name of the town comes from the color of its first railroad depot. The area of the town is a total of 4.1 miles. The recent population count in 2019 was 1,037, from 2000 there was a +9.5% increase in their population. The town is 52.2% male and 47.8% female. Ecru is a 100% rural town. The median resident age is 31 years old. Ecru is a rural town with a median income of \$45,957. About 18.3% of the population is in poverty. Ecru is served by the Pontotoc school districts which include: Ecru Christian School and Day Care, North Pontotoc Elementary School, South Pontotoc Elementary, and North Pontotoc Upper Elementary. These schools are some of the best schools in all of Mississippi.

BRAND MESSAGE

Our campaign offers an upbeat, authentic vision of the town's respectable charm and offerings; specifically as a safe, family-oriented, and revitalized community that encourages our audiences to visit and become longlasting residents similar to the businesses that are permanent fixtures of the town. Therefore, "A Town Tangled in Time" will be made the town's one-liner.



VISUALS

Mockingbird Marketing will be including already established, symbolic colors to recreate Ecrú's brand identity. The colors include steel blue, light gray, dark grey, cotton white, and champagne peach. The colors of the campaign are drawn from the mural on Mainstreet that exemplifies nostalgia and Ecrú's timeless authenticity.



TARGET AUDIENCES

The target audience is who we believe should visit and remain in E cru. Knowing their demographics, will go a long way.



CARPENTER CHRISTOPHER
AGE: 34-64
FACEBOOK, TRADITIONAL
BLUE-COLLAR WORKERS



INDEPENDENT ISABELLA
AGE: 18-33
SOCIAL & NEW MEDIA
ENTRY TO MID-SENIOR LEVEL



HARVEST HARVEY
AGE: 65+
TRADITIONAL ONLY
RETIRED

A photograph of a busy farmer's market. In the foreground, a young woman with long brown hair, wearing a blue sleeveless shirt and a grey apron with the text 'REISTERSON' and '1394' visible, is smiling and looking down at a shopping bag. To her right, an older woman with short grey hair, wearing a dark grey t-shirt, is looking at a piece of produce. The background is filled with other people, some wearing blue shirts, and various fresh vegetables like broccoli and pineapples are visible on the market stalls.

CAMPAIGN CONCEPT

MOCKINGBIRD MARKETING'S PURPOSE OF THIS CAMPAIGN IS TO DEVELOP AND PROPOSE A COMPREHENSIVE IMC PLAN FOR THE TOWN OF ECRU. THIS CAMPAIGN WILL IMPLEMENT A FARMER'S MARKET WITH INTEGRATED MARKETING COMMUNICATION TACTICS TO SURPASS THE OBJECTIVES OF THE CAMPAIGN.

WHY A FARMER'S MARKET?

12

Introducing a farmer's market to the town of Ecpu would allow local farmers and vendors from Ecpu and surrounding areas to sell goods and produce directly to consumers. The market would also attract visitors to the town, facilitate connections and bonds between farmers, shoppers, and communities. The farmer's market will be held at Panol Park and along mainstreet itself. The event will be held every Saturday morning of harvest season, May through September.

WHAT WILL BE AT THE FARMER'S MARKET?

- LOCAL VENDORS
- TRADESMEN
- ACTIVITIES FOR CHILDREN
- LIVE MUSIC
- AMISH VENDORS
- FOOD TRUCKS
- ARTISTS
- MUSEUM TOURS
- ETC!



TACTICS

Mockingbird Marketing chose these specific tactics because we feel these avenues would be the most effective in reaching a broad audience and increasing awareness of E cru. They are as follows:

- WEBSITE
- ONGOING ORGANIC SOCIAL MEDIA (FACEBOOK, INSTAGRAM, WEBSITE)
- FLYER DISTRIBUTION
- NEWSPAPER ADS X5
- INSTAGRAM ADS X7
- FACEBOOK ADS X7
- SEO'S FOR WEBSITE
- SIGNAGE X100
- BILLBOARD

PAID MEDIA

15

Mockingbird Marketing encourages the Town of Ecrú to spend \$10,754 on paid media throughout the planning of the campaign. Suggestions of the paid tactics are as follows.



EXAMPLE 1: A billboard on Highway 15.

EXAMPLE 2: Yard signs along Tanglefoot Trails, roads, and sidewalks to promote the event.



EXAMPLE 3: A newspaper ad for the local Pontotoc Progress and other credible, neighboring news outlets.

PONTOTOC PROGRESS

E-EDITION

DECEMBER 8, 2021

FARMERS MARKET IN ECRU

Farmer's market coming to an up-and-coming town in Mississippi.



The public is invited to attend the opening of a new farmers market located in the town of Ecrú Monday, May 30. The weekly market will feature local businesses, and farmers to share both conventional and organic goods. Additional activities to commemorate the market will be held in Panol Park and on the main street of Ecrú.

"I am excited that a farmers market will be opening in Ecrú. As a college student I love finding new places to shop for fresh produce and to support local farmers," said Anastasia Aktipis, University of Mississippi student.

The market will begin operation starting Memorial Day and will continue weekly on Saturdays until Labor Day. Music will be a large part of this community event. Local artists are invited to come and share their music with the community. Families are encouraged to bring their families as children activities will also be featured.

FARMERS MARKET

8:00 AM TO 12:00 PM

Memorial Day to
Labor Day every
Saturday

Panol Park and
Mainstreet



ECRU

A Town Tangled in Time

EXAMPLE 4: A flyer for all residents, business-owners to put in their window sills and on bulletin boards.

EARNED MEDIA

Once your paid media is published, you will start receiving earned media. This could be word-of-mouth advertisement from locals and visitors; social media posts about the event or town; and internally, it can be a press release so news outlets receive the message correct.



Everyone loves my freshly grown vegetables that I sell at their summer-time Farmer's Market!

Mockingbird Marketing Press Release

Contact Information:
Panol Park
(662) 489-3881
ecrutownhall@gmail.com

Release Date: November 30th, 2021

FOR IMMEDIATE RELEASE

Farmer's market coming to an up-and-coming town in Mississippi.

ECRU, MISS -- The public is invited to attend the opening of a new farmers market located in the town of Ecu Monday, May 30. The weekly market will feature local businesses, and farmers to share both conventional and organic goods. Additional activities to commemorate the market will be held in Panol Park and on the main street of Ecu.

"I am excited that a farmers market will be opening in Ecu. As a college student I love finding new places to shop for fresh produce and to support local farmers," said Anastasia Aktipis, University of Mississippi student.

The market will begin operation starting Memorial Day and will continue weekly on Saturdays until Labor Day. Music will be a large part of this community event. Local artists are invited to come and share their music with the community. Families are encouraged to bring their families as children activities will also be featured.

About Ecu

Ecu is a quaint and charming town located in the hills of Mississippi. Our mission is to celebrate our close-knit community and improve the quality of life in Ecu by increasing involvement within our community with the surrounding towns.

###

WEBSITE

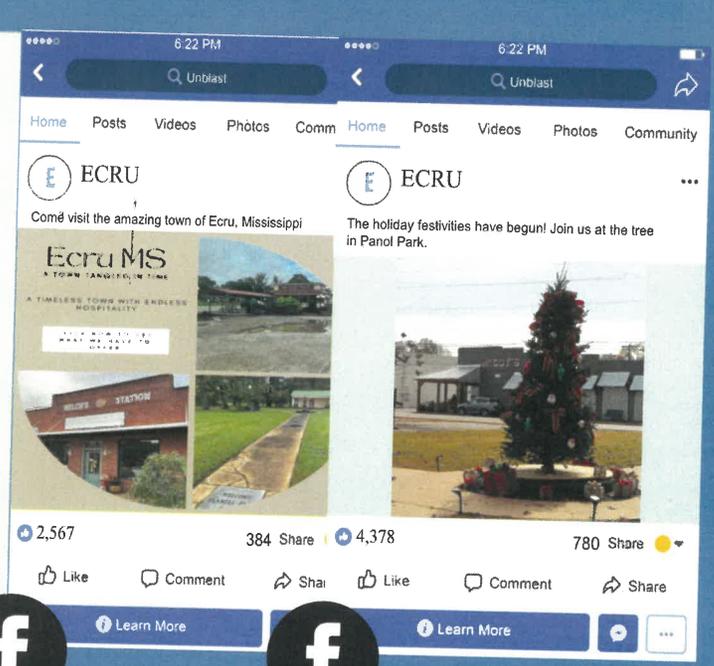
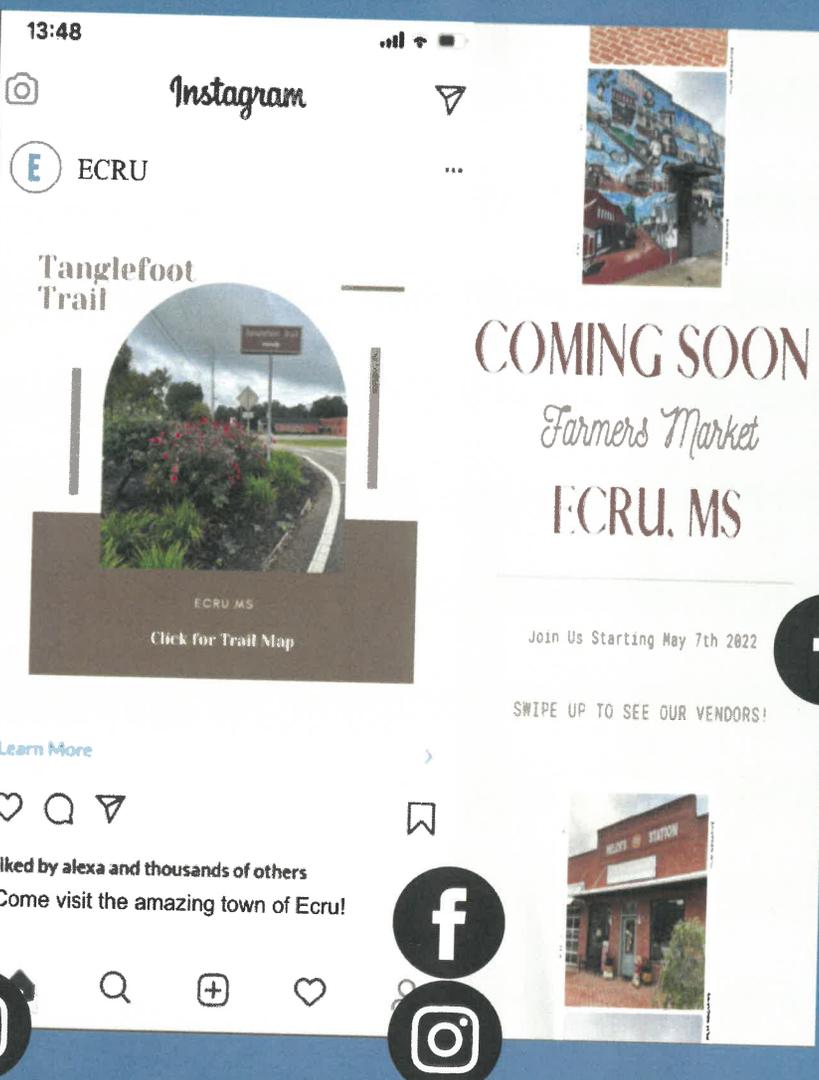
The main function of the website is to work as a medium of information for people. With the existence of website, we can easily search as well as provide information. The website will offer a place for visitors to receive information about town happenings and generate traffic to both the town, and other social media platforms. A few more characteristics about the website include, but are not limited to:



- An about section that describes the nature of the town
- A gallery that exemplifies the businesses and landscape
- Testimonials from residents that offers a unique perspective for visitors
- Landmarks and businesses that Ecruians frequent
- Social media channels that allow consumers to receive information about the town
- Contact section to encourage feedback
- SEOs

SOCIAL MEDIA

Out of all the social media platforms, Facebook and Instagram are the only ones that meet our target audience's profile(s). In other words, posts and promoted ads on Facebook and Instagram are more likely to perform higher than an ad ran on Snapchat, Tik Tok, LinkedIn, etc.



BUDGET

Now to talk brass tasks! This is the largest amount, without grants or sponsorships, you would spend on a summer-long farmer's market. The next page will go more in depth on the budgets between the paid media examples (8) and the actual event.

TOTAL BUDGET: \$25,000
BUDGET SPENT: \$23,754
EXCESS FUNDS: \$1,246

FARMER'S MARKET (\$10,000)	WEBSITE & PAID MEDIA (\$13,754)	?
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100%

The media plan (left) shows where your budget is allocated. In order to not lose momentum, you will want to put more money into the spring months and beginning of the harvest season, and again for Labor Day weekend. The second budget pertains the logistics of the actual event, and could alter due to scarcity of products, band prices, etc.

Campaign Support	March 2022	April 2022	May 2022	June 2022	July 2022	August 2022	Sept. 2022	Spend
Launch Website	\$3,000	--	--	--	--	--	--	\$3000.00
Ongoing Organic Social (Facebook, Instagram, Website)								\$00.00
Flyer Distribution			\$800					\$800.00
Newspaper Ads			\$200	\$200	\$200	\$200	\$200	\$1000.00
Instagram Ads	\$500	\$200	\$300	\$200	\$200	\$200	\$200	\$1800.00
Facebook Ads	\$500	\$200	\$300	\$200	\$200	\$200	\$200	\$1800.00
SEO for Website	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$2100.00
Signage (100)			\$500	--	--	--	--	\$500.00
Billboards			\$550.8	\$550.8	\$550.8	\$550.8	\$550.8	\$2754.00
Farmers Market			\$2000	\$2000	\$2000	\$2000	\$2000	\$10,000.00
			Excess funds:	\$1246.00		Total:		\$23754.00

FARMER'S MARKET BUDGET

BREAKDOWN PER MONTH:

- BATHROOMS - \$300.00
- LIVE MUSIC - \$500.00
- CLEAN UP/MAINTENANCE - \$350.00
- MUSEUM ACTIVITIES - \$600.00
- MISCELLANEOUS - \$250.00

TOTAL BUDGET: \$2,000

WHO IS GOING TO CREATE THIS CONTENT AND CONTINUE TO MAINTAIN OUR TACTICS?

INTERNSHIP - STUDENT AMBASSADORS

21

Junior and senior students at North Pontotoc High School would be eligible to serve Ecrú as Student Ambassadors that would create and collect content for all of Ecrú's social media platforms and website services. A potential candidate has a deep understanding of Ecrú and the nearby areas surrounding Ecrú, and a desire to improve the quality of the town and the quantity of their residents/visitors!

The following are examples of the expected duties:

1. CRAFT AND CURATE AN INSTAGRAM PAGE WITH UNIQUE WEEKLY INSTAGRAM POSTS, DAILY INSTAGRAM STORIES, AND DAILY FACEBOOK POSTS & STORIES.
2. WORK IN CONJUNCTION WITH CITY OFFICIALS TO UPDATE THE TOWN WITH ANNOUNCEMENTS AS NEEDED
3. COMMUNICATE WITH THE OLE MISS IMC STUDENT AND M PARTER CONTACT FOR CONTENT IDEAS
4. REPOST, ENGAGE WITH RELEVANT CONTENT FROM BUSINESSES AND TOWN OFFICIALS IN ECRU
5. UPDATE THE WEBSITE WITH FRESH CONTENT

INTERNSHIP - CURRICULUM

22

The students will participate in a semester long internship, where they will begin to develop the skills necessary to succeed in the digital world!

- WEEK 1:**
- (MONDAY) SYLLABUS AND INTRODUCTION WEEK
 - (WEDNESDAY) SCHEDULING AND SETTLING IN
 - (FRIDAY) GET SIGNED IN ON SOCIAL MED
- WEEK 2:**
- (MONDAY) RESEARCH TARGET AUDIENCE AND CREATIVE BRIEF
 - (WEDNESDAY) DEVELOP A CREATIVE BRIEF
 - (FRIDAY) COMB SOCIAL MEDIA
- WEEK 3:**
- (MONDAY) GETTING FAMILIAR WITH THE TOOLS
 - (WEDNESDAY) FINALIZE CREATIVE BRIEF
 - (FRIDAY) START WORKING ON SOCIAL MEDIA POST 1
- WEEK 4:**
- (MONDAY) ROUGH DRAFT FOR SOCIAL MEDIA POST 1
 - (WEDNESDAY) FEED BACK
 - MEET WITH MAYOR & OTHERS
 - (FRIDAY) FIRST SOCIAL MEDIA POST
- WEEK 5:**
- (M) ROUGH DRAFT FOR SOCIAL MEDIA POST 2
 - (W) FEEDBACK
 - (F) SECOND SOCIAL MEDIA POST
- WEEK 6:**
- (M) PROGRESS REPORT AND CHECK UP
 - ROUGH DRAFT FOR SOCIAL POST #3
 - (W) FEEDBACK
 - (F) THIRD SOCIAL MEDIA POST
- WEEK 7:**
- (M) ROUGH DRAFT FOR SOCIAL POST #4
 - (W) FEEDBACK
 - MEET WITH MAYOR AND OTHERS
 - (F) FOURTH SOCIAL MEDIA POST
- WEEK 8:**
- (M) ROUGH DRAFT FOR SOCIAL POST #5
 - (W) FEED BACK
 - GATHER VISUALS FOR VIDEO PROMOTION
 - (F) FIFTH SOCIAL MEDIA POST
- WEEK 9:**
- (M) ROUGH DRAFT FOR SOCIAL POST #6
 - (W) FEED BACK
 - BEGIN CREATING VIDEO PROMOTION
 - (F) SIXTH SOCIAL MEDIA POST
- WEEK 10:**
- (M) HOLIDAY POST ROUGH DRAFT
 - (W) FEED BACK
 - MEET WITH MAYOR AND OTHERS
 - CONTINUE WORKING ON VIDEO PROMOTION
 - (F) HOLIDAY POST
- WEEK 11:**
- (M) VIDEO PROMOTION ROUGH DRAFT
 - ROUGH DRAFT FOR SOCIAL POST #7
 - (W) FEED BACK
 - (F) SEVENTH SOCIAL MEDIA POST
- WEEK 12:**
- (M) VIDEO PROMOTION SECOND ROUGH DRAFT
 - WRITTEN PROMOTIONAL DRAFTS
 - (W) ROUGH DRAFT FOR SOCIAL POST #8
 - (F) EIGHTH SOCIAL MEDIA POST
- WEEK 13:**
- (M) POST VIDEO AND WRITTEN PROMOTIONS
 - (W) ROUGH DRAFT FOR SOCIAL POST #9
 - MEET WITH MAYOR AND OTHERS
 - (F) NINTH SOCIAL MEDIA POST
- WEEK 14:**
- (M) EVENT SCHEDULE FINALIZED AND RELEASED
 - ROUGH DRAFT FOR EVENT "HYPE" VIDEO
 - (W) ROUGH DRAFT FOR SOCIAL POST #10
 - (F) TENTH SOCIAL MEDIA POST
- WEEK 15:**
- (M) POST EVENT "HYPE" VIDEO
 - (W) POST EVENT SCHEDULE ONLINE
 - ROUGH DRAFT FOR "DAY OF" VISUALS
 - (F) POST "DAY OF" VISUALS"
- WEEK 16:**
- (M) FARMER'S MARKET SATURDAY EVENT
 - (W) ROUGH DRAFT FOR SOCIAL POST #11
 - MEET WITH MAYOR AND OTHERS
 - (F) ELEVENTH SOCIAL MEDIA POST

EVALUATION

23

How did we face our objectives? Did Mockingbird Marketing fail or succeed at testing this comprehensive marketing campaign? Let's take a look and see.

1. RAISE AWARENESS OF ECRU AS A WHOLE

METHOD OF EVALUATION:
USE SOCIAL MEDIA POLLS AND DATA TO DETERMINE IF AUDIENCES ARE HEARING ABOUT OR VISITING ECRU'S SOCIAL MEDIA PAGES, AND TRACK ADS/NUMBER OF LIKES.

2. INCREASE TOURISM & ECONOMIC GROWTH

METHOD OF EVALUATION: USE GEOFENCING AND OBSERVATION TO ACCOUNT FOR THE RISE IN TOURISM AND GROWTH, RECORD CENSUS GROWTH.

CONCLUSION

Through extensive research, careful planning with trial and error, we have curated this campaign to capitalize on the best aspects of E cru. Within the next year, by implementing our advertising tactics, E cru should expect foot traffic to increase and prosperous small businesses to flourish. This town has such a large heart, that passionate people will want to live in such an inspiring town. It is Mockingbird Marketing's mission to share the Town of E cru with the rest of Mississippi.



Our reference and research materials.

Resident and Non-Resident Survey Links

- https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_TbAQBtL1aZfS1E
- https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_d4f8VOE8CyrS4Z0

Statistics Found: City-Data.com and BestPlaces.net

- <https://www.city-data.com/city/Ecru-Mississippi.html>
- <https://www.bestplaces.net/city/mississippi/ecru>

IRB Certification

- Every team member obtained their IRB Certification