



Mulligan's Golf Center



2024 DRIVING RANGE

Take a Break and Swing a Club

MKTG 384: Integrated Marketing Communications

January 1st, 2024–December 31st, 2024

James Madison University

Six Media Group

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AGENCY PHILOSOPHY



Play your cards right

Six Media Group aims to help our clients better play the cards they are dealt when it comes to creative advertising.

ABOUT US

Our competitive advantage comes from our innate ability to connect with our clients' needs on a personal level.

STANDARDS & BELIEFS

- Handling clients with ease and a well-mannered attitude.
- Client confidentiality is a top priority.
- Encourage a focused and passionate work environment
- Encourage creativity.
- Flexibility with Six Media Groups clients.
- Ensuring clients receive quality content in their budget

METHODS

By combining an extensive creative approach with our individual talents, Six Media can create a tailored product that each client can rest assured will bring satisfaction. Six Media believes in helping people make the most of what they have to reach their goals.

MEET THE TEAM



My name is Ethan Johnston and I am from Chesterfield, Virginia. I am a junior majoring in marketing and enjoy playing drums in my band, Very Good Band. I am pursuing a career in advertising or working in the music industry as a marketer or manager. At JMU, I am involved with the Marching Royal Dukes and the music fraternity Phi Mu Alpha Sinfonia.



My name is Olivia Brittin and I am a senior at JMU majoring in Marketing. I am from Warrington, Pennsylvania. I am a big Philadelphia Eagles fan. I love to read books and I want to travel. I like being outside and just exploring nature. I enjoy spending time with friends whether it be just hanging out indoors or going on adventures.



Hello, my name is Anebha Bastola, I'm currently a Marketing major with a concentration in Digital Marketing. I'm from Culpeper, VA. I was able to get an Associate's while in high school, which allows me to graduate from JMU in December 2023. I'm currently a part of University Program Board, and am the marketing chair for the Spirit and Traditions committee.



My name is Ryan Skees, and I am from Leesburg, VA. My major is marketing, with a concentration in digital marketing expecting to graduate in May of 2024. I also take part in the Boarderline ski and snowboard club at JMU.



My name is Ari Agrapides and I am a Senior Marketing student from Bayville, New Jersey. I transferred from the University of Iowa, where I competed in D1 Gymnastics. In my free time, I enjoy yoga, going to the beach, reading, and spending time with family and friends.



Hey, I am Carinne Adams, I am a junior, marketing major at James Madison University. At JMU I am in the club Women in Business. I am originally from Charlottesville VA where I am a Team Leader at my local Chick-fil-A.

BRAND GUIDE



BRAND
LOGO



CAMPAIGN
THEME

TAKE A BREAK,
AND SWING A
CLUB

BRAND
COLORS



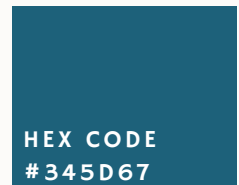
HEX CODE
#C9E3D3



HEX CODE
#A7BABE



HEX CODE
#DDD6AD



HEX CODE
#345D67

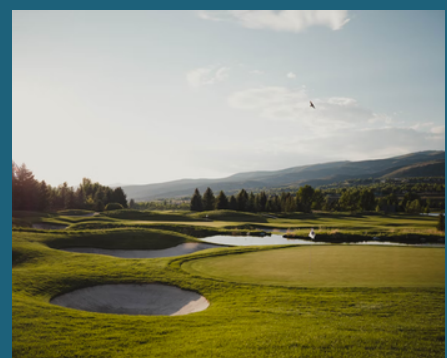
BRAND
TYPOGRAPHY

THIS IS YOUR HEADING

HAMMERSMITH
ONE

Documents are communication
tools that can be used as
demonstrations, lectures,
speeches, reports, and more.

DM Sans



EXECUTIVE SUMMARY

SIX MEDIA GROUP

Six Media Group has taken on the task of promoting Mulligan's golf course, a local driving range, gold pro shop, and miniature golf venue. Mulligan's was founded in 2003, and the company aims to provide an exceptional experience for every customer that walks through their door. They are known for their friendly and knowledgeable staff. Overall, Mulligan's has an overwhelmingly positive reputation among the local community. Due to a recent renovation that added a second story to the Mulligan's driving range, Six Media will be focusing on this aspect of the business for the duration of this marketing plan. With that being said, the main goal of Mulligan's marketing plan is to increase sales by 20% by December 31, 2024. This will be accomplished through the use of a variety of different strategies, objectives, and tactics. This marketing plan also focuses on two specific target markets and has a total budget of \$20,000. The campaign theme has a slogan that reads "Take a break, swing a club." This is meant to show off the relaxing nature of Mulligan's, and emphasize its utility as a place to blow off steam.

The two main target markets for Mulligan's new advertising efforts are college students and retirees. Students are the primary target, as there is a large supply of these individuals in the area and often are in need to inexpensive ways to spend their free time. College students will be targeted outside of their dining halls, with free lesson vouchers, and by creating novelty spectacles that will reign in attention. College students are generally very unreceptive to advertising, but so long as this advertising is humorous and entertaining, these individuals tend to respond very well. Retirees will be the secondary target market, due to their high population in Rockingham County and the fact that they also have a need for low-cost, low-intensity social entertainment. Retirees will be targeted using traditional media and novelty spectacles as well. Some ideas include radio ads on a continuous schedule and even hollowing out golf balls to be repurposed as pill cases. A large sum of money and effort goes into reaching these markets, and each campaign must make an impact to achieve the desired goal.

The time period for the marketing plan begins January 1, 2024 and ends December 31, 2024. During this time period, a plethora of different ads and campaigns will be put forth. For example, by April 30th, 2024, it is the goal of this campaign to increase the reach of Mulligan's by 30,000 college students and 20,000 retirees through the use of radio ads and also to bring in a 30% increase in the number of visitors coming from within 20 miles of the location. By May 15th, Mulligan's hopes to increase its email list. Goals are placed on a schedule such as this in order to keep them SMART. These goals will each be achieved by the date mentioned in the objectives.

Six Media has identified five distinct communication goals and strategies to employ for achieving the desired 20% increase in Mulligan's sales. The first is to increase the percentage of consumers in the college student target market who are aware by 20% for the driving range by December 2024 by using sponsorship and social media. Giving discounts to college golf teams in exchange for wearing the Mulligan's logo on their jerseys is one way to achieve sponsorship and reach the target market of college students. Social media provides the perfect medium for promoting Mulligans through the golf team as well. The second goal is to increase interest in spending time at the driving range among college students by 15% when compared to the current rate of weekend attendance by December 2024 by using social media and direct marketing alongside personal selling. Social media interactions, email sign ups, and salespeople on the floor can ensure that each customer has a personalized and positive experience at Mulligans. The third goal is to increase desire for the driving range by 15% by December 2024 through providing student discounts and other monetary incentives via sales promotions and social media. In addition, upgrading the entertainment systems to include games for customers to play would also increase desire.

Promotions would be submitted to golf magazines in the Harrisonburg area, creating positive PR for Mulligans. An extensive email campaign can also be sent to student email accounts attending universities within 20 miles of Harrisonburg. The fourth goal is to increase the number of sales by 20% from college students using the driving range on the weekend and retirement community during down times in the week by December 2024 through traditional advertising and social media. Advertisements through traditional media like television and radio will be broadcast at popular times of day for each respective target market to promote call to action behaviors. The fifth and final goal is to increase the number of repeat college customers by keeping a social media presence to remind and expose customers to Mulligan's loyalty program. Through the creation of a loyalty program, loyalty cards can be sold to students to encourage retention to Mulligans. The goal is to sell 50% of loyalty cards to students by December 31, 2024, advertising the program through posters on college campuses. After brainstorming several possible campaign themes, Six Media selected "Take a Break, Swing a Club!" as Mulligan's campaign slogan and theme. A slogan was needed that would appeal to college students, advertising Mulligans as a place for students to "take a break" from the stresses of their studies and "swing a club." The slogan also applies to retirees, encouraging them to "take a break" by getting out of the house and stay active by "swinging a club."

The total budget that Mulligan's has allocated for this campaign is \$20,000. This budget will be split up among a variety of advertising activities. Of this budget, \$2,000, or 10%, is dedicated to traditional advertising. Another \$2,000, or 10%, is budgeted to digital marketing. \$3,000, or 15% of the budget is dedicated to social media marketing. The rest of the budget is split up as such- support media, personal selling, measurement & evaluation each get \$1,000. Sponsorship and public relations each get \$2,000, & both direct marketing and sales promotion each get \$3,000.

A large percentage of the advertising efforts focus on humor and digital/social media. This is because research points to the fact that college students are significantly more likely to respond positively to funny/entertaining advertisements placed online. Older generations will be targeted with more traditional media, as these individuals still often read the newspaper, listen to the radio, and watch TV.

Regarding the summary of each media plan section, an evaluation program will be rolled out through a third-party service dedicated to reviewing analytics. Sections will be presented as such: traditional media will be used in the form of television and radio ads and newspapers. Ads will run on a continuous schedule at predetermined times with the goal of achieving 500 impressions per hour. All of the traditional advertising mediums are selected based on relevance to the specific market they are targeting. Using local traditional advertising methods is the focus, attracting local residents and college students to come to Mulligans within a 20 mile radius. Newspapers will be used to provide information about Mulligans promotions and even include coupons or discounts for readers. Digital marketing will be used as banner ads, email lists, and holiday focused promotions. Due to the digital world growing after COVID-19, many businesses and their strategies are shifting to online platforms. Digital marketing provides a great way to boost awareness of Mulligans by strategically placing advertisements on Harrisonburg-related websites or websites that are popular with students and retirees to increase Mulligans website traffic by 30% and number of contacts in Mulligan's databases by 20%. Social media will employ influencers, personalized advertising, and the use of posts on Mulligan's account. Social media provides an outlet for people to connect with businesses on a digital level, and for businesses to reach new clients on popular platforms for browsing. The goal with social media is to boost Mulligan's presence online, gaining increased follower counts by 15% and increase desire to come to Mulligans through social media platforms. Support media is introduced to aid the advertisements being posted. This includes premiums, specialties, and novelty acts like painting manhole covers to look like golf balls. Support media will be used to increase the awareness of Mulligans by 40% on college campuses and increase the memorability and image of Mulligans by 20%. Sales promotion will be used as well, and includes discounts, vouchers, and mailers. Direct marketing looks for ways to speak directly to a consumer. The goals for direct marketing are to increase attendance at Mulligans by 15% through mediums like direct mail promotions via mail list brokers. Personal selling uses salesmen to talk about and sell products that Mulligan's has to offer. Public relations will be employed by using donations and public services to build goodwill in the community. For sponsorship, Mulligan's will be sponsoring town events, such as Fright Fest in October.

INDUSTRY REVIEW

Operators in this industry are tasked with providing both recreational and amusement services through multiple outlets. This includes golf driving ranges, mini-golf, kart tracks, batting cages, any family fun center, as well as recreational sports leagues and a multitude of outdoor activities. This industry notably does NOT include arcades, theme parks, places of gambling, country clubs, winter sports, or bowling alleys.

Monetary Value of the Golf Industry (Jan 2023)

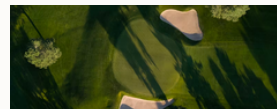
- \$16.8 billion in revenue
- \$1.6 billion in profit
- 9.7% profit margin

Number of operating golf businesses 58,137 businesses

Industry Growth -0.1% from 2018-2023, 1% from 2023-2028

Current Trends/Developments Affecting the Promotion Program

- Staffing struggles & shortages
- Increased value placed into technology & golf course software
- Contactless payment & cleanliness
- One-third of all golfers are now millennials



Demographic

Gender: Of ~25,000,000 players, 77% male, and only 6,000,000 are new to the sport

Appeal more towards men for Mulligans since the industry is more male saturated

Age: 65% of golfers are 35+ years old and 35% of golfers are 6-34 years old

Appeal towards both age demographics but also focus on the secondary target market, which is going to be retirees.