



the **green**  
**glove****dryer**™

*Communications Plan 2017*

**Bamm**  
communications

# Table of Contents

Meet the Team.....	2-3
Executive Summary.....	4
Problem Statement.....	5
Situation Analysis / Brand Audit.....	6-12
Brand Description.....	9
Consumer / Customer Profile.....	9-10
Messaging.....	10-11
Promotions, PR, Direct Marketing, Event Marketing.	11-12
Current Market Situation.....	13
Competitive Analysis Profile.....	14
Communication Goals and Objectives.....	15
Research Summary.....	16-19
Target Markets - Key Publics & Customers.....	20-21
Persona Profile.....	22-23
Core Selling Message.....	24
Positioning Statement.....	25
Creative Brief.....	26
The One Thing.....	27
Tactics.....	28-48
Media Plan/Kit.....	29-37
Google AdWords.....	38
Reach out to Bloggers.....	39
Winter 5K/Children's Clothing Drive.....	40
Facebook Posts.....	41
School Donation Competition.....	42
Sell Sheets.....	43
Facebook & Instagram.....	44
Gantt Chart.....	45
Objective Evaluation.....	46
Summary & Conclusion.....	47
Appendix.....	48-82

## Meet the Team



### Miranda Bator *Project Manager/Writer*

- Miranda is a senior at Grand Valley State University, majoring in Advertising/Public Relations with a minor in Criminal Justice. She was born and raised in Farmington, Michigan on the east side of the state. Miranda is currently interning with the Grand Rapids Film Festival as the public relations/promotions intern. She is also the current marketing assistant for GVSU Pew Campus Operations. Upon graduation, she plans on finding an entry-level position in communications or public relations. Miranda is involved in her sorority Alpha Sigma Alpha and has served on the executive board for two years. She loves all things new: people, places, music, and coffee to name a few.

### Brett Hawkins *Creative Director/Designer*

- Brett is a senior at Grand Valley State University. He is majoring in Advertising and Public Relations with an emphasis in Advertising and a minor in Writing. Brett currently serves as Social Media & Promotions Manager for two Celebration! Cinema locations in Greater Grand Rapids. When he is not catching the latest movie, you can find him enjoying time with family, taking road trips, or rooting on the Detroit Tigers. After earning his degree, Brett plans to continue his journey with Celebration!, lending his skills in copywriting and graphic design to help promote their newest theatre set to open in downtown Grand Rapids.



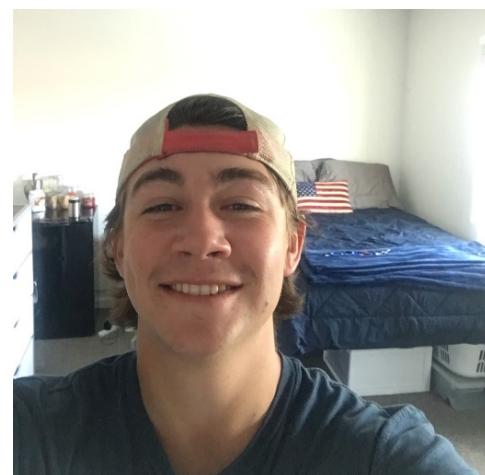


### Aubrey Tran *Media Planner/Editor*

- Aubrey Tran is a senior Advertising and Public Relations student at Grand Valley State University. She is from a small town near Kalamazoo, Michigan. Aubrey is currently the marketing intern for Uccello's Ristorante as well as a waitress. Aubrey is planning to intern abroad to finish her studies at GVSU and then find an entry level job in public relations, communications, or marketing. Aubrey is very involved in leadership within her sorority, she has served and the Public Relations Chairman as well as President of Sigma Kappa. In her free time Aubrey loves to travel, meet new people, and play soccer.

### Max Warren *PR Planner/Director of Research*

- Max Warren is a senior at Grand Valley State University. He is majoring in Advertising and Public Relations. Max is from Grosse Pointe Farms, Michigan on the east side of the state. He is very passionate about advertising and hopes to have a long promising career in the field. Max loves sports, family, and being with friends. Max is currently an intern for the promotions team for Laker Traditions at Grand Valley State University. He also has experience in finance and health care. Max loves traveling and skiing in Colorado.



## Executive Summary

The Green Glove Dryer is the easiest, most sustainable way to dry gloves and small outerwear. It is an innovative product, born out of necessity and ease for one busy mom who likes to ski with her family - a lot.

Karen Smoots has created a product unlike any other in the heating and cooling industry today. The Green Glove Dryer utilizes centralized heat in the winter and air conditioning in the summer to effectively dry gloves, hats, boots, and more - all without direct electricity.

This plan book takes a deep dive into Green Glove's target audience, busy moms aged 23-45, and applies their demographics, psychographics, and designated market areas to create an effective communications campaign to increase awareness of The Green Glove Dryer.

Bamm Communications has conducted thorough secondary research related to the target audience and product that provides a basis for strategy and tactics to achieve communication objectives. These objectives will make Green Glove stand out in the face of other dryers for that busy soccer mom.

## Problem Statement

**Client/Organization:** The Green Glove Dryer

**Problem Statement:** The problem for Karen Smoots and The Green Glove Dryer is that the product faces lack of awareness with the target audience that The Green Glove Dryer has.

## Situation Analysis / Brand Audit

**Problem Statement:** The Green Glove Dryer needs to raise awareness and increase the promotion of the product to its target audiences.

**Name of Company, Product, Organization:** The Green Glove Dryer, Drying Appliance, Heating/Cooling

**Location:** Portage, MI

**Contact Person:** Karen Smoots

**Phone:** (269) 808-0692

**Email:** karensmoots@att.net

**Company History:** As a mother of two boys in Michigan, Karen Smoots, needed a solution to dry her sons' gloves and hats before school the next morning after playing in the snow. After trying various methods of positioning the gloves over the vents, her family worked together to develop a ventilation system out of PVC pipes to place over the vents. This is where the Green Glove Dryer was born. Since then, the product has been sold in eight states and in eleven major retailers, including Dunham's, Bed, Bath & Beyond, and MC Sports.

**Company Mission:** To manufacture an environmentally responsible, safe, energy- saving product, while utilizing post-consumer recycled materials when possible that will enhance the lives of families living in cold winter climates.

**Company Vision/Philosophy:** American Made & USA Manufacturing Commitment; American Made is the hard-earned result of dreaming big. It is long hours spent into the night, way after the kids have gone

to sleep, while pouring your passion into a single pursuit. It is going that extra mile and the pride that is permanently given to every product and every service. American Made is knowing that with a lot of hard work, a little bit of luck and not being afraid to fail, we can achieve anything.

**Recent news online, news releases, traditional media:** WZZM in GR promotion of Green Glove Dryer manufacturing facility. Sold about 75 in 24 hours. But wants to work on news releases, traditional media, social media, and other promotions.

**Category Definition (SIC Codes, description):** The Standard Industrial Classification codes that best categorize Green Glove Dryer are 3084: Plastics Pipe and 5075: Warm Air Heating and Air-Conditioning Equipment and Supplies. Code 3084 Plastics Pipe is under the major industrial group 30, Rubber and Miscellaneous Plastics Products. This is appropriate given the injection molding process that creates the durable Green Glove Dryer. Meanwhile, Code 5075: Warm Air Heating and Air-Conditioning Equipment and Supplies, is under the major industrial group of Wholesale Trade-Durable Goods. This is appropriate when looking at the big picture of where The Green Glove Dryer fits in terms of goods and services within the marketplace.

**Category history/growth:** In terms of plastics, The Green Glove Dryer follows the growing trend toward safe, non-harmful materials. This is apparent throughout competitor products and plastic products as a whole. Having 100% Polypropylene plastic has made sense for these goods. Anything that is made of material that is deemed child-safe is a winner for users of these products, in this case moms and parents. Additionally, within the wholesale trade of durable goods in the warm air heating equipment and supplies, there is ironically not very much growth in regard to going green (or using less electricity). That is something that puts The Green Glove Dryer ahead in terms of its competition.

**Major competitors:** PEET Dryer, DryGuy DX Forced Air Boot Dryer and Garment Dryer, MaxxDry Heavy Duty Boot Dryer, Shoe Dryer, and Glove Dryer. Please note that these main competitors utilize electricity to originate their heat, versus The Green Glove Dryer which draws heat from existing reinforced air systems.

**Seasonal factors:** The Green Glove Dryer is a seasonal product. Most of the sales will be in the winter months of November, December, January, February, and, and March when families are heating their homes. The Green Glove Dryer can be used in the summer with the air conditioner for sports equipment and so on but is not marketed for that because not everyone runs an air conditioner.

**Regional factors:**

The Green Glove Dryer is much more applicable to regions like the Midwest, Mountains, Mid-Atlantic, and Northeast in which there are high amount of snowfall and long winter months.

Rank	Average Snow ▾	State / Population
1.	89.25 inches	<a href="#">Vermont</a> / 626,358
2.	77.28 inches	<a href="#">Maine</a> / 1,328,535
3.	71.44 inches	<a href="#">New Hampshire</a> / 1,321,069
4.	67.30 inches	<a href="#">Colorado</a> / 5,197,580
5.	64.46 inches	<a href="#">Alaska</a> / 728,300
6.	60.66 inches	<a href="#">Michigan</a> / 9,889,024
7.	55.32 inches	<a href="#">New York</a> / 19,594,330
8.	51.05 inches	<a href="#">Massachusetts</a> / 6,657,291
9.	51.00 inches	<a href="#">Wyoming</a> / 575,251
10.	45.79 inches	<a href="#">Wisconsin</a> / 5,724,692
11.	43.43 inches	<a href="#">Minnesota</a> / 5,383,661
12.	40.99 inches	<a href="#">Utah</a> / 2,858,111
13.	38.85 inches	<a href="#">Rhode Island</a> / 1,053,252
14.	37.85 inches	<a href="#">Connecticut</a> / 3,592,053
15.	37.43 inches	<a href="#">South Dakota</a> / 834,708
16.	37.28 inches	<a href="#">Montana</a> / 1,006,370
17.	37.00 inches	<a href="#">North Dakota</a> / 704,925
18.	36.49 inches	<a href="#">Idaho</a> / 1,599,464
19.	35.84 inches	<a href="#">Pennsylvania</a> / 12,758,729
20.	31.27 inches	<a href="#">Iowa</a> / 3,078,116
21.	28.12 inches	<a href="#">Nebraska</a> / 1,855,617
22.	26.63 inches	<a href="#">Ohio</a> / 11,560,380
23.	25.13 inches	<a href="#">West Virginia</a> / 1,853,881
24.	23.73 inches	<a href="#">New Jersey</a> / 8,874,374
25.	22.74 inches	<a href="#">New Mexico</a> / 2,080,085
26.	21.93 inches	<a href="#">Indiana</a> / 6,542,411
27.	21.75 inches	<a href="#">Illinois</a> / 12,868,747
28.	20.61 inches	<a href="#">Maryland</a> / 5,887,776
29.	18.83 inches	<a href="#">Nevada</a> / 2,761,584
30.	17.61 inches	<a href="#">District of Columbia</a> / 633,736

### **Major trade/industry publications, websites for the category:**

- Grand Rapids Magazine.
- The Progressive Grocer (<http://www.progressivegrocer.com>).
- Environmental Leader (<https://www.environmentalleader.com>).

### Brand Description

**Top brands in category:** When it comes to plastic products that use heat to dry, MaxxDry and PEET Dryer are two of the top selling brands according to Amazon.com. Both brands are highly developed and have consistent identity throughout their websites, graphics, and products offered.

**Pricing trends of competitive brands:** The products offered by competition tend to be fairly pricey, since most use electricity and electrical components to operate. MaxxDry's Heavy Boot, Shoe, and Glove Dryer has an SRP of \$70, with promotional prices typically around the \$50 mark. PEET's main units generally sell at a higher price for anywhere between \$76-\$159, with accessories and add-ons going for \$23-\$29.

**Awareness/attitudes toward the brand/product:** The awareness of the brand needs to get a lot better. It can be expanded a bunch, but the attitude towards the product is great. The product does a fantastic job and Karen is a great business owner who knows how to keep her customers as happy as they can possibly be.

### Consumer / Customer Profile

**Demographics of users:** The demographic of users is women that have children. It is mothers that have children who actively play outside, especially in the winter.

**Frequency of purchase:** In peak season, you could use this product pretty much every day. It is a product that kids can easily put their gloves on every single day when they get home from school or are done playing outside.

**Heavy-user Profile:** The heavy user profile for TGGR is mothers who have children. They are at least two thirds of the consumers that find themselves purchasing this product. The heavy user would also be the mothers that live in wet or snowy places like the Midwest, Mountains, Northeast, or Northeast regions.

**Normal purchase cycle:** You only need to purchase this product once. The base of The Green Glove Dryer is virtually indestructible, and Karen seems to happily replace any nozzles that may possibly break.

**Brand loyalty/switching:** The consumers seem to be very loyal to The Green Glove Dryer. It is a product like nothing else. There are other products out there in the market, but they are not as energy efficient or as durable as The Green Glove dryer.

## Messaging

**Message strategies of competitor brands/products:** Most glove, boot/shoe dryers tend to use images and messages of outdoor and recreational activities tied to their brand. PEET is a great example of this. Also, weather is a big component in competitors' communications. The weather means so much because it is all about boot or glove drying. On hot and sunny days, you do not need this product, but when it's the middle of winter or you and your friends just went hunting in the marshlands all day you are going to need something to dry your stuff. If you can purchase something that dries your boots and gloves quickly and efficiently then you are going to be able to have a lot more fun and get more done on even the coldest days.

### **Specific promises, appeals, tag lines of competitor**

**brands/products:** Patented technology, and ideal for all materials are two of the main promises of the products offered by competitors. Additionally, neutralizing odors and bacteria are other features highlighted to appeal to customers. Lastly, warranty and silent operation are also made note of in terms of long lasting operational use and convenience.

### Promotions, PR, Direct Marketing, Event Marketing

**Promotions used in category:** Promotions used in the plastics and dryer categories tend to be related to add-on purchases. There are always accessories and additional attachments available to go along with the main dryer units, sometimes in a bundled deal. In advertising, these products are shown in the everyday life of customers, fitting into their lifestyles through association, specifically during wet seasons.

**Promotions used by brand/product:** E-mail campaigns, Parent Tested Parent Approved 2016 What's Hot Holiday Guide, Golden Bridge Awards winner, videos/photos that show product and durability, press releases and news stories.

**Promotion Success/Failures:** 5 stars on Facebook page (26 reviews), less than 300 followers on Twitter, less than 100 followers on Pinterest, less than 300 followers on Instagram (lacking aesthetic or branding), 4 ½ stars on Amazon (82 reviews, 76% five stars), featured on Home Shopping Network, MLive (1/2015 and 10/2016, over 1,000 shares), Awesome Mitten (12/2014, 10 shares), The Detroit Free Press (1/2015, 17 shares).

**PR examples by brand/product:** Product blog (has not been posted in since October 2015), Facebook page, Twitter page, Pinterest page, press releases and news stories.

**PR examples by competitor brand/product:** Videos, Facebook page, gift guides, articles in sports' magazines, customer reviews, winter sports' magazines

**Direct Marketing examples by brand/product:** Handwritten thank-yous, personal phone calls, responses to questions immediately. Hoping for more direct marketing materials.

**Direct marketing examples by competitor brand/product:** Trade shows, sending emails or direct mail to people's homes about coupons on TGGR or activities that might be happening around the area.

**Event marketing examples by brand/product:** Working with Consumers energy to get the Green Glove Dryer in local schools.

**Event Marketing examples by competitor brand/product:** Trade shows, creating of skiing guides, giveaways. Going to Boyne Mountain or Highlands and promoting TGGD through that.

**Social media marketing examples by brand/product:** Working with a website, promo codes for website, advertising through Facebook/Instagram as that is where the target market for The Green Glove Dryer would be found. The Green Glove Dryer could be promoted by doing interactive giveaways and getting promo codes through getting fun facts about Northern Michigan correct.

**Social media marketing examples by competitor brand/product:** Blogging is a good example. Especially mommy bloggers who spend some of their time blogging about goods and services that they have used. Facebook sharing online is another example.

## Current Market Situation

In terms of plastics, The Green Glove Dryer follows the growing trend toward safe, non-harmful materials. This is apparent throughout competitor products and plastic products as a whole. Having 100% Polypropylene plastic has made sense for these goods. Anything that is made of material that is deemed child-safe is a winner for users of these products, in this case moms and parents. Additionally, within the wholesale trade of durable goods in the warm air heating equipment and supplies, there is ironically not very much growth in regard to going green (or using less electricity). That is something that puts The Green Glove Dryer ahead in terms of its competition.

The Green Glove Dryer is a seasonal product. Most of the sales will be in the winter months of November through early March, when families are using central heating in their homes. The Green Glove Dryer is much more applicable to regions like the Midwest, Mountains, Mid-Atlantic, and Northeast in which there are high amount of snowfall and long winter months.

People want a quick and easy fix. The less time it takes for a solution to occur, the more effective the overall outcome. Our target audience has increasingly have less and less time on their hands. "Going green" is also a huge trend, which is exhibited in The Green Glove Dryer. It has no plug and uses no additional energy to work. The product itself is made of BPA-free safe plastic. This combination of safe materials, along with the innovation and simplicity of utilizing centralized heat, puts Karen's product ahead of the competition.

## Competitive Analysis Profile

Position? What do they represent?	Tagline?	Product offerings?	Web URL	Strengths	Weaknesses
 <p><b>MaxxDry</b> Heavy duty boot dryers, reduces drying time to one hour, focus on athletes and outdoor recreation, bacteria preventing</p>	From Wet Days Comes Dry Boots	Boot dryers, boot cleaners, portable accessories, Boot Grips, Boot dryers, heavy duty boot dryers	<a href="https://www.maxxdry.com/">https://www.maxxdry.com/</a>	Many different products for different occasions. Easy to clean, Can be bolted down to any patio or deck. A few products clean shoe as well as dry it.	-Uses Electricity -Big and bulky -Not easily transportable
 <p><b>Dry Guy</b> Forced air drying is better and quicker, focus on wet and cold vs. dry and warm, bacteria preventing</p>	Extend The Life of your footwear  The fastest way to dry boots and gloves	Force Dryers, Double force dryers, Dry Racks, Simple dry racks, portable dry racks, ski boot warmers, ski helmet warmers, adapters and extensions	<a href="http://www.dryguybootdryers.com/DryGuyDryers.html">http://www.dryguybootdryers.com/DryGuyDryers.html</a>	They have a dry rack that uses no energy. Short Drying time. Heavy duty drying (Ski Boots/helmet s). Ability to use on the mountain or while hunting in the middle of nowhere.	-Uses Electricity -Big and bulky -Not easily transportable -Very Expensive
 <p><b>PEET Dryer</b> Outdoor recreation, comfort, family: similar to what Karen wants</p>	We Invented Dry	Original Electric Dryer, Propane Dryer, Water Holder, Wader Dryer, Boot Dryer, Glove Dryer, Boot AND glove dryer. Portable dryers Etc.	<a href="http://www.petdryer.com/">http://www.petdryer.com/</a>	Energy efficient (especially compared to the other two brands). Great for drying footwear. Owners of company are VERY passionate about product. (Like Karen).	-Uses Electricity -Big and bulky -Not easily transportable -Not cheap

## Communication Goals and Objectives

Based on the problem statement and the situation analysis conducted, three main objectives have been developed to fit the needs of The Green Glove Dryer and their communication efforts.

### **Objectives:**

1. To increase awareness of The Green Glove Dryer to its target audiences through digital mediums by 40% by January 2018.
2. To increase print and digital media impressions by 50% by December 2017.
3. To create a recognizable brand presence in retailers by November 2017.

## Research Summary

### Research Plan

Our client's primary problem is a lack of awareness of product in our target markets. The Green Glove Dryer is available at many popular retailers, but there is not awareness of the product. By marketing the product properly, the target audience will have a greater awareness of the product, and therefore a higher likelihood of purchasing the product.

### Primary Research

Based on the research developed, we created a survey to distribute to The Green Glove Dryers' customers, email subscribers, and social media followers. The survey was created through Survey Monkey and distributed through the various channels available. Each person whom responded to the survey had a chance at winning a free Green Glove Dryer. We randomly select five surveyors to determine who will win the samples. This will drive more people to take the survey.

We used a survey to gather primary information. This survey is meant to be taken by current buyers/user of The Green Glove Dryer, email subscribers, and social media followers. Once the survey is done, participants have the opportunity to enter themselves to win a free Green Glove Dryer.

### Secondary Research - Key Findings

Based on secondary research, we have found that our **target audience is made up of women aged 23-45** with two or more children. Niche (2016) and Osborn (2010) displayed data on the snowiest and雨iest states, which determined our primary focus on Michigan and Midwest states (i.e. Minnesota, Wisconsin, Ohio, Indiana, Illinois) with a secondary focus in other snowy/wet states in New England, Plains, and Northwest (i.e. New York, Connecticut, Massachusetts, Pennsylvania,

West Virginia, Vermont, Maine, New Hampshire, Utah, Idaho, North Dakota, South Dakota, Montana, Colorado, Washington, Oregon, and Alaska).

**Factors influence customer's loyalty:** Based on the key insights found in secondary research, customer loyalty and consistency is a must. It's important to make your customer feel special, even in less than ideal circumstances (snowy, cold months). There must be a genuine love and care for the customer (Kasolowsky, 2014).

**Tactics will attract our target audience and channels to use:** The secondary research showed that consistent branding is a major way to attract any given target audience. This can be done by creating a style guide that portrays The Green Glove Dryer according to a branding standard. The style guide should be created to include color schemes, layout ideas, fonts, symbols, interactive buttons, proper photography choices, and a writing guide (Siovaila, 2013). A brand's personality is created by sincerity, excitement, competence, sophistication, and ruggedness. All of these factors play into how the public views a brand or product ("Psychology Behind Developing Brand Loyalty")

Marketers and communicators need to develop campaigns that focus on the mother-child relationship and the independent identity that some Millennial Moms have built for themselves. Develop products - including digital ones like apps - that help make Millennial Moms' lives simpler. They are looking for less complexity in their lives ("Millennial moms...", 2013). Moms are drawn to the convenience and low prices of Amazon, as well as the fact that they can get "almost everything" with just a few clicks.

Manufacturing Close-Up published a survey in 2012 that analyzed social media behaviors of moms. Facebook, Twitter and blogs were the

Pinterest was the platform that most moms (63 percent) tried for the first time this year. Instagram topped the list of technologies moms (28 percent) were likely to try next. Moms are spending more time on Facebook than in the past (64 percent of moms) and less time on Twitter (33 percent). Of all social media platforms, blogs impacted moms' purchasing decisions more than any other (80 percent).

Research shows that "mommy bloggers" are incredibly influential right now. Since women do the majority of product research and household purchasing, savvy mommy blogs include product reviews and recommendations on items ranging from infant clothing to packaged food to new cars. Klein (2009) states that personal e-mails from the blogger, interacting in their blog comments, and viewers showing other friends the blogs are very effective ways of reaching new audiences and more moms. When marketing to bloggers, it's important to be completely transparent and ask about building relationships. Mommy bloggers love to help local businesses and especially other mothers. It is also not good to send out "mass" style press kits/ information, bloggers prefer more personal methods of reach.

**Factors that motivate purchase behavior:** The category of purchasing habits that our target audience has is home appliances. Our target audience is always looking for new ways to improve things around their houses in the most efficient way possible. They want to find products or appliances in stores or online that can help make their lives easier. Being a mother with kids and a full-time job is hard enough. Karen understands that and wants to make her product easy, portable, and reusable for her target audience

**TA use product:** This product would be used more on an everyday to a few times a week for the target audience. It is an essential product especially in the winter months. This product is definitely used more in

the states that it happens to rain and snow a lot more. These states include Michigan, Wisconsin, Illinois, Seattle, and Washington (5 snowiest places in the United States 2012). This product would be used more on a weekly or monthly basis during the summer and fall months of the year in the United States. This product is a wet, snowy, winter product that has a somewhat limited use in the summer months and the states that are for the most part dry and warm.

**Atmosphere does our target audience prefer in a retail shop:** Our target audience prefers to be in an outdoor retail store. MC sports is a big store that Karen had her product in for a while before they just sold all of their stores (Smoots). The atmosphere that surrounds the green glove dryer is one that is an outdoor or home appliance store. This product is driven behind getting products like boots and gloves soaking wet and cold. Our target audience prefers to be in stores like Dicks Sporting Goods, Cabela's, Bed Bath and Beyond,

**Important to consumers when purchasing product/service:** There are many important things to our consumers when purchasing The Green Glove Dryer. A crucial thing to know is that this product only costs \$19.99 (Amazon). The price is fair and is appealing to the consumer. This product can be found mostly online, but also in many stores with fun outdoors or home essential stores. The atmosphere is light and bright in the stores that The Green Glove Dryer would find itself in. When it comes to location it is probably easiest to simply buy this product online if you are not in certain areas in the United States. The product is super easy to purchase through Amazon or at [TheGreenGloveDryer.com](http://TheGreenGloveDryer.com).

## Target Markets - Key Publics & Key Customers

Based on research, the target audience is made up of women aged 23-45 with two or more children. The audience lives in Michigan and Midwest states, or even other snowy/wet states in New England, Plains, and Northwest. They see the importance of easy, inexpensive, sustainable products that simplify life.

### **Segmentation Rationale:**

This target was selected based on the current research done on purchasers of The Green Glove Dryer. Additionally, research was done on the雨iest/most wet states to determine a geographical range. It was found that with mothers being the primary purchaser of goods in two parent households, we had to focus on what features attract this audience.

### **Demographics:**

The target audience is mothers and primary household providers of two or more children, aged 23-45. The audience lives in the snowiest and rainiest states, which determined our primary focus on Michigan and Midwest states (i.e. Minnesota, Wisconsin, Ohio, Indiana, Illinois) with a secondary focus in other snowy/wet states in New England, Plains, and Northwest (i.e. New York, Connecticut, Massachusetts, Pennsylvania, West Virginia, Vermont, Maine, New Hampshire, Utah, Idaho, North Dakota, South Dakota, Montana, Colorado, Washington, Oregon, and Alaska).

In these wet and cold states, it is vital to keep warm, especially young children. The Green Glove Dryer aims to help mothers and families warm and dry during this uncomfortable time.

### **Psychographics:**

Mothers and families want a quick and easy fix. The less time it takes for a solution to occur, the more effective the overall outcome. Knowing

the audience and the idea that people have increasingly have less and less time on their hands, it is important to understand people are looking for that easy, simple solution.

Research shows that “mommy bloggers” are incredibly influential right now. Since women do the majority of product research and household purchasing, savvy mommy blogs include product reviews and recommendations on items ranging from infant clothing to packaged food to new cars.

**Beliefs, Values, Truths, Insights:**

“Going green” is a huge trend right now, which perfectly aligns with our product. The Green Glove Dryer has no plug, nothing to plug-in. The product itself is made of BPA-free safe plastic, which is another trend sought after in the category and especially by our TA.

The Green Glove Dryer stands for family values and healthy outdoor activities. We want our target audience to see the Green Glove Dryer as a family company with high morals and strong values. We want all publics to see this company as an extremely reliable and credible.

## Persona Profile

### Meet Christy Meyers

**Personality:** Crazy, fun, outdoorsy, and loving person

**Likes:** Christy loves to be outdoors with her husband kids. She loves to live life in the game, not sitting on the sidelines. She also loves being up to date with the local and national news. Sports are a big part of her life.



**Job Title:** Christy is a freelance marketing consultant works out of her own house. Christy is also a full-time mother that takes care of her three kids every single day.

**Company/Industry:** Grinds it out at the house on the phone and in her home office while also making time for the kids.

**Typical work day looks like:** Christy wakes up and gets the lunches ready for the kids, gets them off to school, typically works on her philanthropy foundation, does laundry, gets things done around the house, and is currently working on becoming a life coach.

**Age:** 37

**Salary:** Her/her husband combine for \$130,000 annually

**Where she lives:** Grand Haven, MI

**Education:** Christy attended Grand Valley State University and got a degree in supply chain marketing.

**Family:** Christy definitely has a loving wife and a few darling kids (one girl and two boys to be exact).

**Goals:** Christy's goals are to build up her own marketing company and to raise her family with her strong values.

**Values:** Christy values loyalty, straightforwardness, truthfulness, and putting her family first.

**Fears:** None

**Favorite Sports:** Soccer and Sunday night football

**Urban/Suburban/Rural:** Suburban

**Hobbies:** Yoga, walking her dog, painting, kickboxing, and coaching her kids' sports teams.

**When and how they get their news:** Online and daily during the morning news.

**Blogs they read:** Mommy blogs, marketing blogs, daily news websites

**Favorite food:** Flatbread Pizza

**Favorite color:** Purple/Dark Green

## Core Selling Message

### **Brand Insight:**

The product is so interesting because The Green Glove Dryer sets itself apart from products that may do a similar system. The attribute is The Green Glove Dryer dries products like gloves, hats, and boots at an efficient rate. The feature of the product is that it does not use any batteries or added electricity. The way The Green Glove Dryer works is that it sits on heating panels, which a normal family already uses in the winter months of the year. The product sits on top or on the side of the heating panel where you can attach gloves, hats, and boots. The product is extremely beneficial and all the parts are made and manufactured in the United States.

### **Emotional Benefit & Value:**

Green Glove's main emotional benefit is peace of mind. Busy moms are wearing five hats at once, 24/7, 365 days a year. If their family plays outside on a snowy Saturday morning and comes in for a grilled cheese and tomato soup lunch, the last thing this mom wants to worry about is wet floors and damp boots. The Green Glove Dryer is the answer - it's simple, it's easy, it's the quick fix. The necessity and ease surrounding this product will become part of its every day pathos for busy moms, in exactly the same way Karen created Green Glove from the idea of an easier solution.

### **Functional Benefit:**

The Green Glove Dryer is a great benefit to the target audience. The Green Glove Dryer sets itself apart for many reasons. This product is a completely green product and that means that it is not only good for the environment but also it is inexpensive and cost nothing more than the initial price. The Green Glove dryer is also appealing to much of the TA because it is Made in America and it has a relatable family story with a "mompreneur" behind it all. The product is functional for any family that wants to keep their winter gear warm and dry and that uses heat in

## Positioning Statement

The Green Glove Dryer is the most sustainable, energy efficient, glove/boot dryer on the market. Every piece of the product and the package is American made. The Green Glove Dryer is your perfect home appliance for drying small outerwear.

## Creative Brief

### **Project Description:**

Marketing communications plan to promote and bring awareness to The Green Glove Dryer.

### **Target Audience, Demographics, & Psychographics:**

- Women (mothers) ages 23-45, living in the snowiest and雨iest states → Michigan and Midwest states (i.e. Minnesota, Wisconsin, Ohio, Indiana, Illinois) with a secondary focus in other snowy/wet states in New England, Plains, and Northwest
- She runs a busy household and is into DIY projects and easy fixes for day-to-day problems
- Wants to run a peaceful, organized home

### **Key Insights:**

- Rarely invest in unknown brands
- View social media as a news source
- Made in MI not as important as product itself and what it does for the target audience

### **Brand Personality:**

- Green, Convenient, Reliable, and Strong

### **Media & Communication Platforms:** (also see pages 29-37)

- Social Media: Facebook, Instagram, Pinterest
- Blogs: Stacey Says, Just Jilly, Cool Mom Picks
- Magazines: Women's Lifestyle, West Michigan Woman Magazine
- Local News: WZZM 13, FOX 11, WOTV 4 Women, eightWest

## **The One Thing**

Green Glove is the sustainable, easy solution to dry gloves.

## Tactics - Paid, Owned, and Earned

This next section of the plan book (pages 28-48) detail strategies and individual tactics for social media, public relations, and event/guerilla marketing. Each of these have an overall goal to increase awareness for The Green Glove Dryer as related to the communication objectives set on page 15.

The following tactics are explored:

- Earned Media - Reaching out to bloggers
- Paid [Event] - 5K/Clothing Drive Event
- Paid [Event] - Donation Competition
- Earned [Public Relations] - Media Kit
- Owned/Paid [Social Media] - Facebook and Instagram
- Earned [Marketing] - Sell Sheets
- Paid [Web/Advertising] - Google AdWords

## Tactic - Media Plan and Rationale

The following media kit is intended for The Green Glove Dryer and its promotional efforts. The contents provided within will help your product achieve higher awareness, as well as brand recognition. This type of promotion is considered earned media. This media kit aims to achieve the objectives stated earlier in the plan book. This media kit can be sent to any of the contacts provided. The rationale to achieve these goals is explained below. The following components are included in the media kit to meet the objectives and aid in the promotion of The Green Glove Dryer.

**Media Contacts:** The media contacts listed were found using CisionPoint, a global provider of public relations software that aids in media list building. Contacts were found by searching in the Grand Rapids area under the topics of winter sports, family/parenting, and community news.

**Backgrounder:** The backgrounder gives a brief, personable description of The Green Glove Dryer to summarize the product for press contacts.

**Fact Sheet:** The fact sheet explains logistics of The Green Glove Dryer: the product, history, location, and company principles and values.

**News Release:** The news release drafted describes an initiative where local community schools can register on MLive to win a giveaway of free Green Glove Dryers to the school that gets the most community votes. This will raise awareness of the product to media consumers and families in the west Michigan area.

**Quote Sheet:** The quotes are included to be added to potential news stories by journalists. More quotes can be added as people from within the industry are contacted.

## Media Kit Contact List

Magazines:

Outlet	Contact Name	Contact Title	Contact Info	Rationale
Michigan Snowmobile News	Marie Grogitsky	Editor	Mmgrogitsky@hotmail.com	Being a winter sports magazine, Grogitsky would find interest in this product, since its readers are typically winter sports enthusiasts
Women's Lifestyle Magazine	Bri Kilroy	Local/event writer	Bri@womenslifestyle.com	Kilroy is a writer for local news and events in Grand Rapids. She would be a good contact for the promotion of the product.
Grand Rapids Magazine	Sarah Tincher	Managing Editor	stincher@geminipub.com	Tincher is the managing editor and covers regional general interest and consumer general interest.
West Michigan Woman Magazine	Amy Charles	Editorial Director	amy@serendipitymediallc.com	Charles covers women's interests and issues.
MiBiz	Brian Edwards	Publisher and editor	bedwards@mibiz.com	Edwards covers Business, Technology, Finance, Manufacturing, and Small and Medium Business.

## Media Kit Contact List

Newspapers:

Outlet	Contact Name	Contact Title	Contact Info	Rationale
Grand Rapids Press	Monica Scott	Reporter	mscott2@mlive.com	Scott is a Reporter covering K-12 and Higher Education as well as Local News, also a member of the Editorial Board.
MLive	Justin Hicks	Reporter	jhicks3@mlive.com	Hicks is a news reporter for MLive in Grand Rapids.

## Media Kit Contact List

Bloggers:

Outlet	Contact Name	Contact Info	Rationale
Stacey Says	Stacey Heneveld	staceysays@me.com	Heneveld is more interested in telling stories than doing product reviews. This is perfect for The Green Glove Dryer, since Karen has a compelling story to tell.
Just Jilly	Jill Anderson	justjillyblog@yahoo.com	Jill is a family/parenting and lifestyle blogger from Grand Rapids. She does product reviews, tips and tricks, and family articles.
Simple Organized Living	Andrea Dekker	andrea@andreadekker.com	Dekker writes a blog that focuses on simple solutions for real families by offering product reviews and giveaways.
Big Binder	Jennifer Rees	bigbinderblog@gmail.com	Rees does advertising and promotion for products that are a good fit for local/parenting related niches.
Cool Mom Picks	Kristen Chase	info@coolmompicks.com	Cool Mom Picks discusses parenting trends, gift ideas, and mom-run businesses.
This Michigan Life	Colleen	colleen@thismichiganlife.com	Colleen's blog celebrates life in the Mitten state. Being a magazine for the state, this outlet could be a good medium to promote TGGD on.
Mom of 3 Girls	Deb	deb@momof3girls.net	Deb does product reviews, holiday gift guides, and blogging on motherhood and parenting.



the **green**  
**glove**dryer™

#### BACKGROUNDER

The Green Glove Dryer started by a mom, for moms, The Green Glove Dryer is the brain child of Karen Smoots. After puddle after puddle of wet gloves, hats, shoes, and more, Karen decided enough was enough. She took action to create a sustainable, inexpensive product filled with innovation and functionality that could take something as simple as the reinforced heat you use in the winter, and the A/C you love in the summer, and solved the problem. The Green Glove Dryer can be used 24 hours a day, 365 days a year, while away or sleeping. The product utilizes BPA/phthalate free plastics safe for your family with the resistance power of being durable enough to not be crushed by mom's van. Any family active in winter sports, sledding, or just having fun outdoors, can use The Green Glove Dryer. Karen has compared The Green Glove Dryer to a shovel - "everyone has one, because you NEED it in the winter." Don't let high priced, electricity hogging products dry for you, because there is an easier way. Get The Green Glove Dryer and keep your family dry and puddle free all year long!



the **green** **glove** **dryer**™

## FACT SHEET

4/11/17 - FOR IMMEDIATE RELEASE

Press contact: Karen Smoots

[karensmoots@att.net](mailto:karensmoots@att.net)

(269) 808-0692

### Facts about The Green Glove Dryer

What is it?: The Green Glove Dryer is a non-electric appliance used to dry wet accessories, including gloves, hats, and even shoes by placing it over indoor heating vents. The articles can be placed on any of the six nozzles for thorough drying. The Green Glove Dryer is portable, safe, and doesn't use any additional energy to work.

History: The Green Glove Dryer started up in November 2014 and has since sold over 20,000 units. Karen Smoots created the product for her family when she got tired of having her two sons' wet gloves lying around the house during the wet, wintery months in Michigan.

Where: Founded in Portage, Michigan, The Green Glove Dryer is available in seven states and in more than 500 stores, including Dunham's and Bed Bath and Beyond. It is also sold online at Amazon

#### Company Principles and Values:

- Environmental Commitment: To manufacture an environmentally responsible, safe, energy-saving product, while utilizing post-consumer recycled materials when possible.
- American Made: We are proud to support USA manufacturing. Our commitment to the growth and sustainability of USA & Michigan manufacturing companies is unwavering.

###



## NEWS RELEASE

4/11/17 - FOR IMMEDIATE RELEASE

Press contact: Karen Smoots

[karensmoots@att.net](mailto:karensmoots@att.net)

(269) 808-0692

### Keeping Michigan Mittens Warm

Momtrepreneur helps to keep local children's mittens warm all winter long

PORTAGE, Mich. - Local business donates eco-friendly glove warming device to community schools in order to help keep the mittens of local school children dry and warm all winter long.

Karen Smoots, inventor of the Green Glove Dryer, is a local mom and entrepreneur who came up with the electricity free glove dryer out of a need to keep her children warm in the cold Michigan winters.

Smoots said that she has always enjoyed winter sports and outdoor activities. Her three children share that same passion. "As a mom, I always want my children to have warm mittens and boots," said Smoots. "That is how I came up with the Green Glove Dryer, there is nothing on the market like it, and so I created it."

The Green Glove Dryer is a device that you hang over or set on a heating vents with mittens, boots, or anything that one wishes to heat on the device. The Green Glove Dryer then takes the warm air from the vent and dries the garments from the inside out using the heat already there.

Smoots plans to donate Green Glove Dryers to local schools that register for the giveaway and receive the most votes. In order to register or place a vote for a local school, go to [Mlive.com/drymittens](http://Mlive.com/drymittens).

###

About Green Glove Dryer: Founded in Portage, Michigan by Karen Smoots, The Green Glove Dryer is a non-electric, at-home appliance used to dry wet gloves by placing it over the heating vents. Starting sales in November, 2014, The Green Glove Dryer has sold over 20,000 units. The Green Glove Dryer is sold in seven states and in more than 500 stores, including Dunham's and Bed Bath & Beyond. For more information, please visit [www.thegreenglovedryer.com](http://www.thegreenglovedryer.com)



the **green**  
**glove**dryer™

## QUOTE SHEET

4/11/17 - FOR IMMEDIATE RELEASE

Press contact: Karen Smoots

[karensmoots@att.net](mailto:karensmoots@att.net)

(269) 808-0692

### Quotes about The Green Glove Dryer

Quotes by Karen Smoots

"The Green Glove Dryer is the most efficient drying product on the market!"

"My product is designed to be the most energy efficient drying product that will put the smile on the face of mothers and children alike"

"Even in the coldest days The Green Glove Dryer will keep your children's hands warmer"

*Other quotes can be added as interviews and more contact is made with people in the industry.*

## Tactic - Google AdWords

Google AdWords is an extremely powerful way of advertising. It is a newer product pushed out by google. The point of AdWords is to give advertisers another way of getting their product out via the internet. AdWords is based off of keyword searches. Let's say someone searches something such as, "How to dry gloves quickly". Well two of your keywords were "dry" and "glove". The Green Glove Dryer product and link to the website will pop up at the top of the page. That person then would be very likely to click on your page. To determine where your product will be on a google search you have to make sure you do a few key things. First you have to pay. Your will product will get to the top of the page if you pay a little more. It is also based off of creativity. You really need to make sure your website is creative and up to date. AdWords combines the amount you pay and creativeness to come up with an equation that determines where your product will land on the page.

TA: 25-55 years old. Female. Outdoors. Energetic.

Budget: N/A

Time Frame: You would want to use AdWords from about October-April. It is important that this is used in the winter months when things like gloves and boots get wet all the time.

Purpose: The purpose of AdWords is to get The Green Glove Dryer integrated into digital marketing more. It is important in this day and age to get your marketing done online. Even with the Target Market that The Green Glove Dryer has it is vitally important to be online. AdWords is great because it finds keywords online that people are already searching for.

## **Tactic: Reach out to Bloggers**

Target Audience: Mommy Bloggers

Budget: Price of Green Glove Dryer + Hand written card + Shipping

Time Frame: Strategically plan to send these out as the winter season approaches when bloggers are winter clothes shopping and looking for solutions to keep their children warm. Also, plan to do this before Christmas when bloggers are making holiday gift guides!

Purpose/Explanation: This will get word about the Green Glove Dryer out to your target audience. Be sure to make the blogger feel appreciated with a handwritten note and follow up information. Also, make the note feel personal from a mom to a mom as a solution to help their children. Based our studies, some bloggers get paid to write about things but if they truly believe in a product and have a connection they will want to write about it on their own! Create a relationship with the bloggers and be sure to share their posts afterwards!

## **Tactic: Winter 5K / Children's Clothing Drive**

Target Audience: Families, Local Grand Rapids/Kalamazoo residents, runners

Budget: Based on 250 entries

- Shirts: \$5 a person based on bulk pricing - \$1,250
- Chip system - \$1,000
- Food & Drinks - Free donations from GR community
- Course certification / Insurance - \$350

Total: \$2,600

Time Frame: Right before the winter season in order to have time to donate the winter clothing that is obtained at the 5K. This will also get people thinking about buying winter gear!

Purpose/Explanation: To show the community that the Green Glove Dryer company care about them, to donate warm clothes in the Grand Rapid/Kalamazoo community and to gain publicity for the Green Glove Dryer.

Publicity: Send out Press Releases to all local media so they can cover the event!

## Tactic: Facebook Posts

Target Audience: Moms, Parents in general, Winter athletes

Time Frame: Post

Purpose/Explanation: Studies show that making your brand personal and making people feel like they know you personally, even if they don't, will make them care about and trust your brand more. Karen does an incredible job of this. Social Media is for being social! Not for placing Ads. We want our TA to want to comment and share on the Green Glove Dryer social media posts. Because of this, it is great to post personal content like stories, questions, and things you find cute/funny.

Budget: Cost of boosting your social media posts to get receive more views.

Example:

- DIY / Assembly Videos\* (**\*See Appendix for Video Link**)
- Fun family stories
- Stories about outdoor sports and games with the kids
- Ask questions about winter weekend plans, how people warm up after a cold day outside, hot chocolate recipes, fun winter events in the winter and so on.

## Tactic: Green Glove Dryer School Donation Competition

**Purpose/Explanation:** This will be a competition between local schools via an MLive poll in which local community members can vote for their local Elementary school classrooms to all receive free Green Glove Dryers. This poll from MLive will be shared on Facebook and other local social media. Attached is also a press release example for the competition. It would also be productive to get some photos and footage of the winning school and how they use the Green Glove Dryer. This will help to keep the winter clothes of local school children warm as well as gain publicity for the Green Glove Dryer and Consumer's Energy.

Budget: Pitch competition to Consumer's Energy for a sponsor

Time Frame: During the school year after the first snow

Target Audience: Teachers, Parents, Local community

## Tactic: Sell Sheets

**Purpose/Explanation:** Sell sheets will be distributed to retailers and wholesalers to create a starting point in their relationship with The Green Glove Dryer with an aim for these outlets to inquire about carrying the product.

**“The green energy solution to drying gloves, mittens & more.”**



The advertisement for 'the green glove dryer' features a green header with the slogan. Below it is a circular logo with a hand inside. The main text highlights the product as a no-hassle, energy-saving solution for drying winter accessories. It emphasizes USA manufacture and energy efficiency, noting that no machine or electricity is needed; instead, it utilizes the heat already present in the home. The product is described as perfect for home, school, and office use. Contact information is provided, including a website, email, and phone number. Three awards are displayed: 'The Golden Bridge BEST WORLDWIDE', 'Green America CERTIFIED BUSINESS', and 'the BEST of MichBusiness 2015 Winner'. At the bottom, three numbered items show the product: a vented base (1), the drying stand (2), and several pairs of gloves (3).

The no-hassle, one-time buy, and energy-saving solution to keeping all of your winter gloves, mittens, and more dry!

USA manufactured and 100% energy efficient!

No machine dryer or electricity needed! Just use the heat already in your home!

Perfect for home, school & the office!

The Green Glove Dryer  
Only \$19.95  
Found on Amazon or a store near you!

Contact our team!  
Website: [thegreenglovedryer.com](http://thegreenglovedryer.com)  
Email: [thegreenglovedryer@att.net](mailto:thegreenglovedryer@att.net)  
Phone: 269-330-0091

1 2 3

## Tactic: Facebook & Instagram

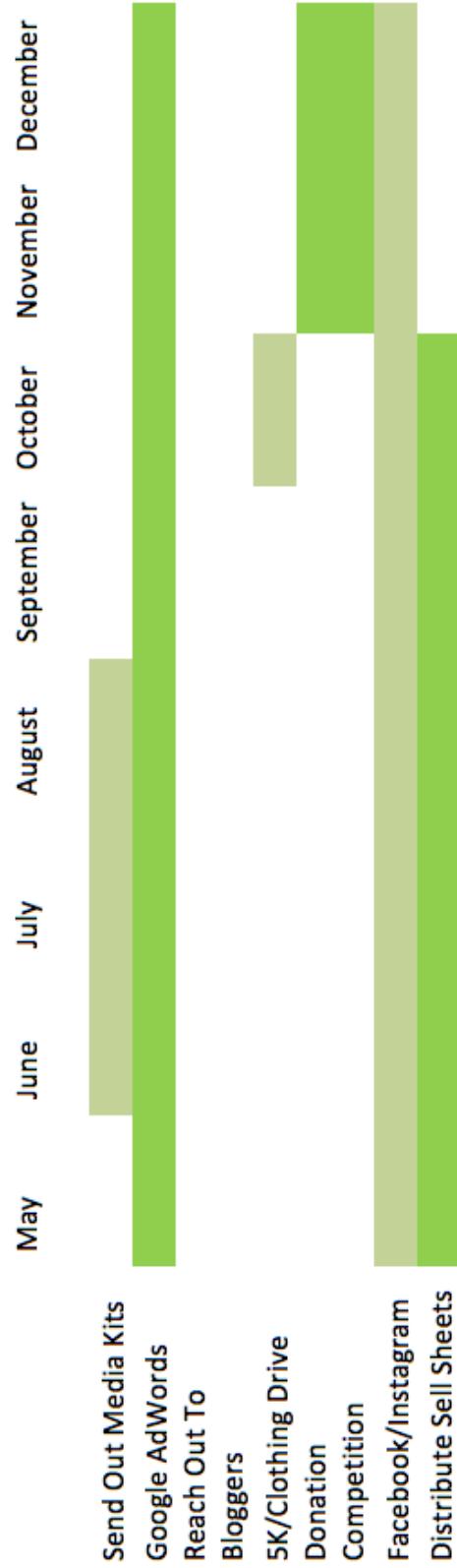
**Purpose/Explanation:** Facebook and Instagram are great to get your product out through new media forums. It is extremely easy for both your budget and finding your target market that you would like to hit. Advertising on Facebook is great because you can broaden or tighten your market, and specify types of people that you would like to see your advertisement. You also can set days, weeks, or months that you would like your advertisement to run. Another great thing about Facebook advertising is you can kill two birds with one stone by also advertising on Instagram. There is no extra cost to get your message across on Instagram as well. Social media is the new thing happening and more people are going to be on Facebook or Instagram then looking through magazines on a daily basis.

TA: 35-55 year old women. They enjoy being in the outdoors. They love their children and alternative music.

Budget: N/A-Your choice on how much you want to spend.

Time Frame: Fall and winter months are the best time to advertise on Facebook and Instagram. Knowing that the target market will probably not be on their phones as much in the summer months it is important to run these advertisements on an efficient basis in the fall and winter months.

## Gantt Chart



## Objective Evaluation

**1. To increase awareness of The Green Glove Dryer to its target audiences through digital mediums by 40% by January 2018.**

- Monitor the increased web traffic to the website before and after the campaign
- Use a pre and post survey of the target audience before and after the campaign
- Compare the number of likes, followers, and shares before and after the campaign

**2. To increase print and digital media impressions by 50% by December 2017.**

- Evaluate the number of impressions gained from news media outlets about the Green Glove Dryer
- Compare the number of likes, followers, and shares before and after the campaign

**3. To create a recognizable brand presence in retailers by November 2017.**

- Read comments left by customers on social media, emails, and surveys to see what words are being used to describe the product
- Use a pre and post survey
- When people buy the product online ask how they heard about the Green Glove Dryer

## Summary & Conclusion

This plan book evaluated the awareness problem that The Green Glove Dryer faces currently. After thorough situation analysis on the current market, three communication goals were established to meet the needs of The Green Glove Dryer.

Secondary research was used to guide primary research (the survey) to determine more accurate needs and beliefs from the target market. A target audience persona was then created to give an overall view of what a typical customer of The Green Glove Dryer looks like. A core message was then developed to address the target audience and its needs.

The creative strategy was developed based on all the research done, which included the tactics of a media kit, advertising, Google AdWords, social media, events and giveaways, as well as guerrilla marketing. Examples of these tactics were demonstrated.

For evaluation, a Gantt chart was created to address the timelines and goals set through the communication objectives. After evaluation, a secondary course of action can be created to further the efforts of The Green Glove Dryer.

Through the extensive research and creative development strategies, this plan book and its methods will address the awareness issue that The Green Glove Dryer faces.

For any digital copies of materials or further questions, feel free to reach out to any team member of Bamm Communications.

Warmly,  
Bamm Communications

## Appendix

- Methodologies
- SWOT Analysis
- Google AdWords Post Campaign Report
- Social Media Assembly Video Link
- Call Reports
- Secondary Research - 52 Articles/Citations

## Methodologies

### **Review relevant literature:**

We have collected and reviewed a variety of literature including scholarly peer-reviewed articles, journalistic pieces, and casual online media to gain an understanding of your client, the market, target audiences, and other important factors. We currently have 52 articles/documents and will continue secondary research to have a solid direction for primary research and our campaign. These articles can be found at the end of this Appendix.

### **Select a research design:**

Based on the research developed, we have created a survey to distribute to The Green Glove Dryers' customers, email subscribers, and social media followers. The survey will be created through Survey Monkey and distributed through the various channels available. Each person responding to the survey will have a chance at winning a free Green Glove Dryer. We will have Karen randomly select five surveyors to determine who will win the samples. This will drive more people to taking the survey.

## Primary Research - Survey

### Green Glove Dryer

#### Green Glove Dryer Customer Survey

Thank you for giving us your time to participate in a customer survey about The Green Glove Dryer! Your responses will help us grow The Green Glove Dryer to new markets and populations. Your honest answers are highly important to us.

Again, we thank you for your participation and help in understanding you, our consumer, better.

Warmly,  
The Green Glove Dryer Staff

**1. Which of the following is MOST influential in your decision to purchase a product? You may select more than one.**

- Customer Reviews
- Advertising
- Word-of-Mouth
- Low Price
- Quality of Product
- Visual Appeal
- Rewards
- Social Media Presence
- USA Made
- Other (please specify)

## Primary Research - Survey

**2. Which of the following is LEAST influential in your decision to purchase a product? You may select more than one.**

- Customer Reviews
- Advertising
- Word-of-Mouth
- Low Price
- Quality of Product
- Visual Appeal
- Rewards
- Social Media Presence
- USA Made
- Other (please specify)

**3. How important is it to you to support locally made products?**

- Very Important
- Somewhat Important
- Not Important/Neutral

## Primary Research - Survey

### 4. Which of the following social media channels do you use on a daily basis?

- Facebook
- Twitter
- Pinterest
- Instagram
- SnapChat
- Blogs
- Other (please specify)

### 5. Where do you shop for most of your winter gear?

- Department stores
- Sporting goods stores
- Online retailer
- I do not shop for winter gear
- Other (please specify)

Next

## SWOT Analysis

A SWOT analysis is essentially a study undertaken by a company. The goal is to identify the key internal strengths and weaknesses, and to identify the key external opportunities and threats.

**Strengths:** The Green Glove Dryer is an American made, energy efficient, durable, and inexpensive product. The product is really great for families that have young children. It is easy to assemble and extremely marketable.

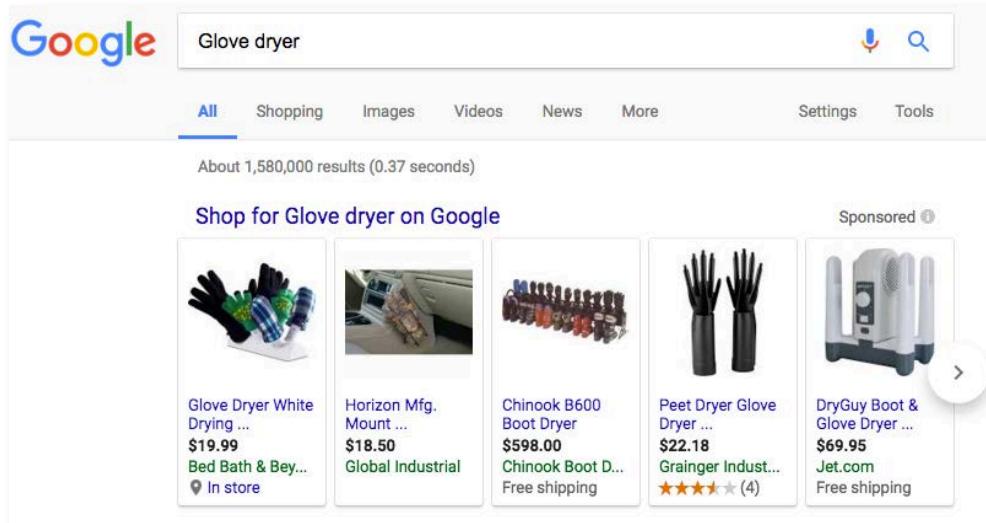
**Weaknesses:** The product cannot be used as much in spring or summer months. Other battery or plug in heating systems are able to dry boots or gloves a little bit faster. The product is relatively expensive to manufacture.

**Opportunities:** The Green Glove Dryer is primarily in the Midwest states right now (mainly just Michigan). There is so much room for growth. Getting into other states with wet climates would help grow the business exponentially, and it is a very real goal.

**Threats:** Other companies coming up with a spin of The Green Glove Dryer. The Green Glove Dryer is niche because it is made from recycled material and it is American made. Karen really cares about that. It doesn't mean that the majority of her customers care about that as much as her.

## Google AdWords Post Campaign Report

This Google AdWords report will give a detailed explanation about the way we did the AdWords campaign for The Green Glove Dryer. The campaign overview will include an explanation of when the campaign was run and how much it will cost. The overview will also include the different groupings and keywords that we decided on using.



The main goal of this AdWords campaign was to increase awareness through online marketing. This campaign lasted about a month long and the goal was to get 250 clicks with 45,000 impressions. We wanted to raise this awareness around certain regions in the United States.

The AdWords took place between the days of November 20th-December 24h, 2016. The total amount of money that was spent on the campaign was \$467.12. The campaign's daily budget was \$12.

We decided to use two different ad groups for the campaign. Both of the groups had different keywords that would make The Green Glove Dryer actually pop up. In the first case the keywords were "Boot, Dry, Heater". Those words would get the AdWords to bring up The Green Glove Dryers page. The second grouping consisted of keywords such as "Winter, Warm, gloves, wet, dryer". These were the two main groups that were created for this campaign.

## Social Media Assembly Video Link

[https://drive.google.com/file/d/0B\\_9EGbk9H5\\_9R0V1Y05BUVVJOGc/view?usp=sharing](https://drive.google.com/file/d/0B_9EGbk9H5_9R0V1Y05BUVVJOGc/view?usp=sharing)



## Call Reports

### **Client Agency Meeting/Memo/Interaction Report Summary**

Bamm Communications met with Karen Smoots two times between January and April 2017.

Bamm Communications issued two client contact/call reports between January and April 2017.

Bamm Communications issued one client update/progress memo between January and April 2017.

January agency client meeting dates: January 18

January agency client contact/call reports: January 18

January agency client update/progress memos: None

Feb agency client meeting dates: None (Phone call on February 15)

Feb agency client contact/call reports: February 15

Feb agency client update/progress memos: None

March agency client meeting dates: March 1

March agency client contact/call reports: March 1

March agency client update/progress memos: March 26

April agency client meeting dates: None

April agency client contact/call reports: None



January 20, 2017 -

Contact Report

format  
templates - professional.  
Content is good  
Put it in  
Contact  
Report  
format.

Here is a summary of what we went over both on  
Wednesday and today in our follow up call:

#### Target Audiences:

- Women aged 23-45 with two or more children
- "Mommy bloggers"
- Winter sports athletes
- Consumer's Energy for elementary and middle schools
- Geographically: primary focus on Michigan and Midwest "snowy" states, with possible focus on upper portion of U.S. that gets snow in high populous areas.

#### Key Messages:

- The Green Glove Dryer can be left on 24 hours a day, with no extra cost.
- "The story", focusing on your family and their involvement.
- "Easy, simple, effective"
- "Warm hands are happy hands"
- Sustainable and Made in the US.
- It's like a shovel: you need it in the winter!
- BPA Free
- Extremely durable product - you only need to ever buy one

**Promotional materials needed:**

- Video campaigns
- Social media
- Email/MailChimp
- Media pitches for gift guides
- Sales magazines
- Other traditional media
- Weekly giveaways of the product

**The Next Steps:**

Thoroughly research the target market

- What social media is most effective
- Where they buy their products
- Buying patterns
- Loyalties
- Research reviews
- Other potential influencers

Create a campaign for giveaways

Create effective social media posts with consistent branding

- Photos
- Videos
- Blog Posts

Create Media contact lists

- Producers
- Today Show
- Mommy Bloggers

Create effective content to entice the media with creative subject lines

- Email pitches
- Creative pitch ideas and tactics

Explore analytics and best words to use when marketing



### **Karen Smoots,**

Here is the details on the phone conversation with Karen Smoots on Wednesday February 15th.

#### **Media Contacts**

- We explained to Karen how we should have access to Cision within the next week or so.
- Karen explained to us how she has Cision as well, but it would be very helpful if we developed more Media contacts for her.
- Karen really wants to focus on mommy bloggers-She believes they will be very effective.
- She also wants us to go beyond just the Grand Rapids area and look into contacts on the East Coast.
- We talked about the difference between Mail Chimp and Constant Contact and we agreed the Mail Chimp is much more effective.
- Karen is going to give us distribution lists that she has through Mail Chimp
- Karen is going to send us an email distribution list as well as we are going to work to get more emails.

#### **Target Market**

- Karen wants to mainly focus on mothers 25 and up that have kids.
- She also wants to expand her market to more states in the Mid West and the East Coast.





### **Website/Logo**

- We spoke with Karen on possibly revamping her website
- We spoke with Karen about changing her logo
- We are going to give Karen a few mock ups of a new logo, but changes wouldn't be made until at least next year
- Karen loved the idea of getting her Amazon reviews on her website
- We are going to come up with some mock ups on website changes and send them to Karen
- We are going to create a new mission and vision that we can put on Karen's website.
- We agreed that Shopify is way better than GoDaddy for a new website
- Karen has won 7 different awards so we want to put that up on her website as well.
- Once we have more contacts we want to put together a section on her website that links to press

### **Other Ideas**

- Aubrey and Karen spoke about putting a press release together to send out to schools
- We think it would be a great idea to get the product into more classrooms in elementary schools
- Karen is going to send us a sell sheet and we are going to work on making sell sheets for her in the future.
- Karen is going to send Miranda some more information soon about sell sheets and other stuff she thinks would work well for our campaign.

# Green Glove Dryer

## Contact Report

BaMM Communications  
Wednesday, March 1st, 2017

### Materials:

- Media Kit
- 52 Research Articles
- Brand Audit
- Competitive Analysis Profile
- Target Audience Report
- Purpose Driven Messaging

### Discussion:

- We researched the “why” and are now moving onto the how
- What catalogs are a good fit for the product
  - Montgomery ward
    - Under colony brands
    - One step ahead
  - They requested sample and are interested
- What catalogs are a good fit for the product
  - Montgomery ward
    - Under colony brands
    - One step ahead
  - They requested sample and are interested
- Karen will send dropbox link for videos and images - professional and lifestyle
- Please let us know if anything is not going in the right direction and we will fix it

### Work On:

- Sell sheets
  - Create them for
    - Customers
    - Selling to companies
- Sell sheets
  - Make the message concise
  - Make it consistent
  - Well organized
- More Research On
  - Research traditional retail
  - Demographics in other countries

- Identify heating systems in those countries
- Ideas for Media Kit
  - Media pitch
  - For under \$20 holiday gifts
  - Start of winter
  - Incorporate made in America
  - Incorporate green

**Long Term Vision:**

- Grow the brand as quickly and rapidly as they can so it gets scooped and added to another brand
- Wants to have that general knowledge of possible target audiences so can reference it
- Where can we send this product and how will they be impacted

**Bamm Communications**  
**The Green Glove Dryer**  
**Research – 52 Articles**

**03/01/2017**

(Following 13 Focus on Target Audiences)

1. Toys, apparel lead moms' list of purchases influenced by social media. (2012). *Manufacturing Close - Up*, Retrieved from  
<http://search.proquest.com.ezproxy.gvsu.edu/docview/1119806707?accountid=39473>

**Synopsis-** This is a survey and its results that Child's Play Communications conducted by reaching out to 1200 moms in their Social Savvy research network. Child's Play Communications specializes exclusively in public relations, social media and word-of-mouth communications for products and services targeted to moms.

**Key Insights-** Facebook, Twitter and blogs were the three most popular social media platforms among moms surveyed. Pinterest was the platform that most moms (63 percent) tried for the first time this year. Instagram topped the list of technologies moms (28 percent) were likely to try next. Moms are spending more time on Facebook than in the past (64 percent of moms) and less time on Twitter (33 percent). Of all social media platforms, blogs impacted moms' purchasing decisions more than any other (80 percent). "The study results underscore how moms' immersion in social media has dramatically changed their purchasing behavior," said Stephanie Azzarone, president, Child's Play Communications. "Alongside recommendations from family and friends, it is the most valuable tool for companies that want to market to mothers."

2. New study finds amazon is now the #1 brand among moms of kids aged 6-12. (2015, Nov 24).

*PR Newswire* Retrieved from

<http://search.proquest.com.ezproxy.gvsu.edu/docview/1735749856?accountid=39473>

**Synopsis-** This study goes through all the major brands and evaluates the most loved and used brands by moms. About Smarty Pants: Smarty Pants, LLC is a market research

consultancy with offices in New York, San Diego, Boston and Johnson City, Tenn. The firm conducts youth and parent research and guides marketers on brand positioning, new products and consumer trends.

**Key Insights-** Moms are drawn to the convenience and low prices of Amazon, as well as the fact that they can get "almost everything" with just a few clicks. As a mom of a 9-year-old girl summarizes, "I love all the choices of products, Amazon Prime with its 2-day free shipping, and making wish lists so I can grab stuff when prices drop. I love shopping in my pajamas without dragging my kids to stores." With innovative, on-demand services including Amazon Prime Now and Amazon Dash, the retail giant is making parents' lives easier, which is winning their loyalty. These shopper-friendly interactions give moms all the more reason to skip brick-and-mortar stores this holiday season and beyond. Dr. Michelle Poris, head of quantitative research at Smarty Pants explains, "Amazon is meeting the needs of contemporary moms. The brand is removing the two main drawbacks of online shopping - shipping costs and wait times - and expanding services like Amazon Instant Video that extend the brand to mean so much more than shopping." This is important in understanding what purchasing styles our target market prefers and is most likely to use.

3. Millennial moms spend 17 hours each week on social networks, four hours more than the average mom. (2013, Jun 18). *PR Newswire* Retrieved from  
<http://search.proquest.com.ezproxy.gvsu.edu/docview/1368684077?accountid=39473>

**Synopsis-** Our research reveals insights about this younger segment of moms that highlight opportunities for marketers and communicators to tap into.

**Key Insights-** There are approximately 9 million Millennial Moms in the United States. The average number of social media accounts is 3.4. The average amount of time spent on social networks each week is 17.4 hours. Moms also "like" or recommend products services online 10.4 times each month. 74 percent of Millennial Moms say they are sought out more often than other friends for advice on a wide range of topics. It's important to not lump all moms together. Not all Millennial Moms are in two-parent families with dual-incomes. Many Millennial Moms may have difficulty identifying with images of the traditional two-parent family. Marketers and communicators need to

develop campaigns that focus on the mother-child relationship and the independent identity that some Millennial Moms have built for themselves. Develop products - including digital ones like apps - that help make Millennial Moms' lives simpler. They are looking for less complexity in their lives. Whether or not they are willing to pay a premium for simplicity should be determined through additional research, but our findings suggest that Millennial Moms see value in life-managing resources. This information will be valuable to Karen in understanding the target market and what they want out of products.

4. Kowalczyk, C. M., & Royne, M. B. (2016). Exploring the influence of mothers' attitudes toward advertising on children's consumption of screen media: Mothers' attitudes toward advertising. *International Journal of Consumer Studies*, 40(5), 610-617. doi:10.1111/ijcs.12306

**Synopsis-** This study explores mothers' attitudes toward advertising in general, attitudes toward advertising to their young children aged 2- to 7-year old, and how these attitudes relate to parental restrictive mediation of screen media usage, specifically television, videogames, and the Internet.

**Key Insights-** "Parents serve as the gatekeepers for children's television viewing and they can influence their children's consumer behavior through modeling, reinforcement and social interaction." This study explains that families have a direct effect on children's consumer behavior by teaching them about brand and store preferences, consumption motivations and knowledge about advertising. Because parents play an important role in children's understanding of this topic, marketers must not only understand how parents perceive advertising, but also when and how parents allow their children to be exposed to it; this is known as mediation. Marketers and advertisers must realize mothers perceive television and videogames to be media of concern; however, according to this study, mothers eased their restrictions on computers, which may be a potential avenue for innovative marketing opportunities. This is good to keep in mind for advertising to our target markets. If moms are more accepting to online advertisements than TV or video games, then that would be an avenue to look at for advertising.

5. Klein, K. E. (2009). Pitching to Mommy Bloggers. *Businessweek Online*, 4.

**Synopsis-** The article presents information on how Lisa Williamson and Julie Jumonville founded UpSpring Baby by taking the help of bloggers. UpSpring Baby was formed by Williamson and Jumonville to sell innovative infant products. To get specific information and education to their target customers Williamson and Jumonville decided to form relationships with influential mommy bloggers who could review the firm's signature products.

**Key Insights-** "There are 82.5 million mothers in the U.S., according to the U.S. Census Bureau, and 35 million of them have children under 18 and access the Internet regularly, according to a 2008 research report by eMarketer." Since women do the majority of product research and household purchasing, savvy mommy blogs include product reviews and recommendations on items ranging from infant clothing to packaged food to new cars. Personal e-mails from the blogger, interacting in their blog comments, and viewers showing other friends the blogs are very effective ways of reaching new audiences and more moms. The article also states that when marketing to bloggers, it's important to be completely transparent and ask about building relationships. Mommy bloggers love to help local businesses and especially other mothers. It is also not good to send out "mass" style press kits/ information, bloggers prefer more personal methods of reach. This will be good information for Karen, as it shows methods to market products to bloggers.

6. Neff, J. (2008, July 14). P&G relies on power of Mommy bloggers; Giant calls them the 'new influencers'; will recruit up to 15 to headquarters. *Advertising Age*, 79(27), 4. Retrieved from [http://go.galegroup.com/ps/i.do?p=GRGM&sw=w&u=lom\\_gvalleysu&v=2.1&it=r&id=GALE%7CA181543874&sid=summon&asid=55930e75024dda21ca2af9d45d8330e2](http://go.galegroup.com/ps/i.do?p=GRGM&sw=w&u=lom_gvalleysu&v=2.1&it=r&id=GALE%7CA181543874&sid=summon&asid=55930e75024dda21ca2af9d45d8330e2)

**Synopsis-** Procter & gamble co.'s Pampers is bringing as many as 15 top "mommy bloggers" to the company's Cincinnati headquarters later this month in what appears to be the company's biggest effort yet to reach online influencers.

**Key Insights-** This article shows how influential mom bloggers are in the world right now. As for P&G, "we've made it clear that this is not really about pitching products per se," Mr. McCleary said, "but exploring areas of common interest, such as baby development and how to help moms in this topsy-turvy time in their lives." This is a more

specific case where mom bloggers are considered a necessary influencer for businesses. Especially P&G, which products are centered around mothers.

7. Niche (2016). Top 25 Snowiest Cities in America. *Niche*. Retrieved from <http://articles.niche.com/top-25-snowiest-cities-in-america/>

**Synopsis-** This study was taken from a database containing 732 cities. They looked at locations classified as cities in the contiguous United States with a population of 50,000 or more.

**Key Insights-** The snowiest cities in the US were ranked based on average snowfall, average high temperature in January and average low temperature in January. This list from top to bottom reads: Syracuse, NY, Erie PA, Rochester, NY, Buffalo, NY, Flagstaff, AZ, Utica, NY, Grand Rapids, MI, Duluth, MN, Cleveland, OH, South Bend, IN, Worcester, MA, Portland, ME, Boulder, CO, Albany, NY, Manchester, NH, Ann Arbor, MI, Battle Creek, MI, Pocatello, ID, Kalamazoo, MI, Provo, UT, Milwaukee, WI, Green Bay, WI, Madison, WI, Fargo, ND, and Flint, MI. This information can be extremely useful in where we look for key influencers, bloggers, markets, and any other areas that would enhance the missions of The Green Glove Dryer. It shows that the snowiest states to look at are New York, Pennsylvania, Michigan, Minnesota, Ohio, Indiana, Massachusetts, Maine, Colorado, Arizona, New Hampshire, Idaho, Utah, Wisconsin, and North Dakota.

8. Osborn, Liz (2010). Wettest Places in United States, *Current Results*. Retrieved from <https://www.currentresults.com/Weather-Extremes/US/wettest.php>

**Synopsis-** This was a study done to calculate the highest total precipitation in inches throughout the year and another one to calculate the areas with the most days in a year of rain or snowfall.

**Key Insights-** The cities with the highest total yearly precipitation averages shows that Washington and Oregon are the two states with the highest amount of precipitation in a year. The states with the most rain/snowfall in a year are Washington, New Hampshire, West Virginia, Vermont, Oregon, and Pennsylvania. These are states that we should

consider targeting our product to, especially in the summer months where there is no snow, but there may be rain in many areas.

9. Kasolowsky, Naomi (2014). Maintaining Customer Loyalty, *Marketing Insights*. Retrieved from <http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=c2431494-2187-4ab4-8d26-629f97a7747e%40sessionmgr4008&vid=1&hid=4107>

**Synopsis-** This article explains the proper ways to build customer loyalty.

**Key Insights-** The article discusses the various elements that build brand loyalty in customers. The most important thing to take away is that there must be consistency across the board with customer commitment. Some companies make a deliberate commitment to putting customers first and being loyal to them in every decision. Everything they do after that dictates the tone, approach and type of transformation they create within their business. It's important to make your customer feel special, even in less than ideal circumstances (snowy, cold months). There must be a genuine love and care for the customer. Karen already has this mindset, we just have to ensure that it is being followed in every avenue.

10. Gannon, Drew (2011). How to Use Samples to Promote Your Product, *Inc.* Retrieved from <http://www.inc.com/guides/201105/how-to-use-samples-to-promote-your-product.html>

**Synopsis-** This article goes step by step through the proper way to use product sampling as a method to grow your product in the industry.

**Key Insights-** This article can provide some insight on how to properly give away product samples to be effective. One important aspect is to think outside of the box and figure out logistics of packaging that is both practical and visually enticing. This especially means that it should stay true to product branding standards. "In order for sampling to be successful, samples must become sales." These are key things to keep in mind, as well as budgeting for giveaways and making sure that the company can handle these types of financial losses for the great gain later on.

11. Farfan, Barbara (2017). Largest US Retail Companies on 2016 World's Biggest Retail Chains List, *The Balance*. Retrieved from <https://www.thebalance.com/largest-us-retailers-4045123>

**Synopsis-** This is a list of the top 100 largest US retailer companies on world's largest list.

**Key Insights-** Some of the top retailers on the list are: Wal-Mart, Costco, The Kroger Company, Home Depot, Walgreens Boots Alliance Inc., Target, Amazon, CVS Caremark, Lowe's, Best Buy, and Meijer. If Karen can get into these markets, there is a greater chance for the product to grow at a national and international level. She already has the product on Wal-Mart and Amazon, so she is already in some very influential markets. It's important to expand as much as we can on this.

12. Siovaila, Lindsay (2013). 3 Ways to Establish Brand Consistency for Your Digital Presence, *Marketing Cloud*. Retrieved from <https://www.marketingcloud.com/blog/3-ways-to-establish-brand-consistency-for-your-digital-presence/>

**Synopsis-** This guide was put together to help websites improve their content, visuals, etc while keeping a brand consistency.

**Key Insights-** One thing that really stood out to me was creating a style guide to think about the bigger picture when making branding decisions. This will help to ensure that all team members and departments know what guidelines they must follow and how to properly portray the brand. This can be done by choosing color schemes, layout ideas, fonts, symbols, interactive buttons, proper photography choices, and a writing guide. This will help to ensure that the brand is reflected in all areas of production.

13. Psychology Behind Developing Brand Loyalty. *University of South Carolina Dornsife: Online Master of Science in Applied Psychology*. Retrieved from <http://appliedpsychologydegree.usc.edu/resources/infographics/psychology-behind-developing-brand-loyalty/>

**Synopsis-** This infographic explains the psychology behind branding and brand loyalty.

**Key Insights-** A brand's personality is created by sincerity, excitement, competence, sophistication, and ruggedness. All of these factors play into how the public views a

brand or product. Color choice, word choice, shopping as an experience, and crafting a sense of belonging and achievement are examples of how psychology works in effective brand creation. With these things in mind, it is clear that there are psychological aspects to consumer behaviors and brand loyalty that should be utilized to get the best possible results.

(Following 13 Focus on Media)

1. Shachtman, N. (2010, December 8). America's 25 Coldest Cities. In *The Daily Beast*. Retrieved February 28, 2017, from <http://www.thedailybeast.com/galleries/2010/12/10/america-s-25-coldest-cities.html>

**Synopsis-** Shows the coldest cities in the U.S.

**Key Insights-** This article provides insight on where to market the Green Glove Dryer because with cold weather comes snow and gloves.

2. Gloves on the construction site (2015, May). In *Stone Breaker*. Retrieved February 28, 2017, from [http://www.stone-breaker.com/t-sb\\_glove\\_safety.aspx](http://www.stone-breaker.com/t-sb_glove_safety.aspx)

**Synopsis-** This article shows the importance of gloves on work sites

**Key Insights-** This article can give us insights into a whole new job market: construction workers and other workers who use gloves on the job.

3. WorkHands: A Social Media Site for Construction Workers (2015, November 10). In *Construction Marketing Association Blog* . Retrieved February 28, 2017, from <http://www.constructionmarketingassociation.org/blog/workhands-a-social-media-site-for-construction-workers/#.WLZlblf5x-V>

**Synopsis-** Blog for Construction workers

**Key Insights-** This blog can be used to reach out to the target audience of blue collared workers who use gloves on their work sites.

4. Brennan, M. (2016, November 17). Building Boom Cities: The Metro Areas With The Most New Construction. In *Forbes*. Retrieved February 28, 2017, from

<https://www.forbes.com/sites/morganbrennan/2013/06/20/u-s-cities-welcoming-the-most-new-construction-in-2013/#6bf4a96d6dce>

**Synopsis-** List of the top up and coming cities for construction workers

**Key Insights-** This article will help to reach the target markets in worksites that use gloves often and help to see where to market the product.

5. Local Media (2017, January). In *Experience Grand Rapids*. Retrieved February 28, 2017, from <https://www.experiencegr.com/media/local-media/>

**Synopsis-** List of all the local media for Grand Rapids

**Key Insights-** This source will help to reach all of the local media in the Grand Rapids Area

6. Your Guide to Contacting the Local Media (2017, March). In *Grand Rapids Media Dictionary*. Retrieved February 28, 2017, from <https://mediamousearchive.wordpress.com/resources/griid/grand-rapids-media-directory/>

**Synopsis-** List of all the local media for Grand Rapids

**Key Insights-** This source will help to reach all of the local media in the Grand Rapids Area

7. Stone and Tile Design Journal (2017, January). In *Stone World*. Retrieved February 28, 2017, from <http://www.stoneworld.com>

**Synopsis-** This is a journal created for all construction workers

**Key Insights-** This article will help us reach out to the TA of blue collared workers who wear gloves on the job site every day

8. Because Plastic is a Terrible Thing to Waste (2016, January). In *Waste 360*. Retrieved February 28, 2017, from <http://www.waste360.com>

**Synopsis-** This is a blog for “Going Green”

**Key Insights-** This blog is for people who are eco-friendly and looking for new eco-friendly solutions. Reaching out to this blog will possibly help to reach a lot of our “Green” target audience that is interested in products like the Green Glove Dryer

9. Edison Electric Institute (n.d.). In *EEI*. Retrieved February 28, 2017, from <http://www.eei.org/resourcesandmedia/magazine/Pages/default.aspx>

**Synopsis-** This source is a magazine for saving electricity and money

**Key Insights-** This source will be good to reach out to people who are looking to save money on their electricity bills and possibly want a solution for drying clothes, mitten, boots, etc. at a low cost.

10. (2017, February). In *Pipeliner*. Retrieved February 28, 2017, from Edison Electric Institute (n.d.). In *EEI*. Retrieved February 28, 2017, from <http://www.eei.org/resourcesandmedia/magazine/Pages/default.aspx>

**Synopsis-** This is a source that gives news to construction and pipeline workers

**Key Insights-** This article will help us reach out to the TA of blue collared workers who wear gloves on the job site every day

11. Step 2: Make Your Michigan State Media List (2016, February). In *Easy Media List*. Retrieved February 28, 2017, from <http://www.easymedialist.com/usa/state/michigan.html>

**Synopsis-** List of media outlets in Michigan

**Key Insights-** This source will give us a list of different media outlets in Michigan to look for when marketing the Green Glove Dryer. This source will also help us to target different segments of Michigan.

12. 5 Snowiest Places in the U.S. (2012, January). In *Farmers Almanac*. Retrieved March 1, 2017, from <http://farmersalmanac.com/weather/2015/11/30/snowiest-places-in-us/>

**Synopsis-** Shows the 5 coldest cities in the U.S.

**Key Insights-** This article provides insight on where to market the Green Glove Dryer because with cold weather comes snow and gloves.

13. 2017 Key to small business social media marketing (2017, February). In *Boost Post*. Retrieved March 1, 2017, from <https://www.garyvaynerchuk.com/2017-key-small-business-social-media-marketing/>

**Synopsis-** Tips on marketing a family business

**Key Insights-** This source will give insight in how to boost social media for a family run business.

(Following 13 Focus on Advertising / Tactics)

1. Price, K. (2013, May 30). Ad campaign ideas for the winter. Retrieved February 28, 2017, from <http://yourbusiness.azcentral.com/ad-campaign-ideas-winter-23386.html>

**Synopsis-** Many different ideas for campaigns surrounding winter products are explored in this article. What is interesting is that different points of view, or topics, are explored here such as Holiday, Winter Sports, and Winter Getaway.

**Key Insights-** This article is of great use when first formulating campaign ideas for The Green Glove Dryer. The article gives a certain direction towards tactics used for a campaign that could be used on social media. For example, say Karen wanted to tie The GGD to Winter Olympics or local winter sports in Michigan, by showing active footage of an athlete who gets their gear wet and soggy, followed up with using The GGD as a remedy.

2. Wanger, N. (2013, April 28). Ad campaign ideas for the winter. Retrieved February 28, 2017, from <http://smallbusiness.chron.com/ad-campaign-ideas-winter-65161.html>

**Synopsis-** This article is much like the previous article by Price in that this too provides overall ideas for campaigns for winter products. This particular article, however focuses more on the small business owner, which is very applicable to Karen and The Green Glove Dryer.

**Key Insights-** Aside from integrating your product with Winter Sports, a key idea is a Mid-Winter sale and how they can work very well with heating systems. A suggested message for advertising a sale involves getting rid of old stock to prepare for a new season. The notion behind this tactic would be to get customers to come to a store or The GGD's website to purchase during the thick of winter.

3. Berman, S. (2017, February 01). Top 8 ways advertise & market your hvac business ideas & strategies. Retrieved February 28, 2017, from <http://fsd.servicemax.com/2013/05/22/advertising-the-good-the-bad-and-the-ego/>

**Synopsis-** This article explores advertising tactics within the heating and cooling industry. Specific tactics discussed include professional networking, word of mouth, newspaper ads, and event/charity sponsorship

**Key insights-** The information here is great when applied to The Green Glove Dryer, which could be considered part of the heating and cooling industry in a very broad sense. However, tactics like a newspaper ad targeted towards homeowners, or the powerful word of mouth by asking your customers to let friends know if they appreciate your product, are all very important and could leverage successful promotion for The GGD.

4. 50 Guerrilla Marketing Tactics You Should Be Using. (2014, February 27). Retrieved February 28, 2017, from <http://www.creativeguerrillamarketing.com/guerrilla-marketing/50-guerrilla-marketing-tactics-you-should-be-using/>

**Synopsis-** 50 guerrilla marketing tactics are detailed in this article that can be applied to a variety of products.

**Key Insights-** There are several good ideas here that could be useful for The Green Glove Dryer. One of the easiest and most effective ideas is “paying it forward.” This would be very easy for Karen to do when out in public at places like a movie theatre or fast food restaurant – paying for the person in front of her while giving a business card or coupon for The GGD to that person. To take it even further, with consents, this could be recorded to video and used as a viral marketing campaign on Facebook and Instagram to promote The GGD.

5. 30 Creative Advertising Ideas for Winter Season. (2013, November 24). Retrieved February 28, 2017, from <http://www.flashuser.net/creative-advertising-ideas-winter-season>

**Synopsis-** Over 30 different tactics for advertising winter products are explored here. There are a lot of visual examples of different ads also included.

**Key Insights-** There seems to be a solid trend of utilizing old winter clothes surrounding a winter product to help emphasize that product. Headlines and text are written out in old

sweaters and winter garments. Also emphasized are different cars outside in the snow, which might be a good symbol to include when promoting The Green Glove Dryer.

6. Summers, B. (2016, September 29). How to Win at Social Advertising During the Holiday Season. Retrieved February 28, 2017, from <https://www.sprinklr.com/the-way/win-social-advertising-holiday-season/>

**Synopsis-** This is a great article for creating goals and objectives to achieve successful promotion of winter products on social media over the holiday season.

**Key Insights-** Geo targeting is a big way to obtain goals that is easy to accomplish via social media. Karen might benefit from using Geo-filters or location based posts on the different social media platforms, even including SnapChat.
7. Dhanik, T. (2015, February 25). The 4 Digital Trends That Are Reshaping Advertising. Retrieved March 01, 2017, from <https://www.entrepreneur.com/article/242393>

**Synopsis-** There are 4 different trends concerning the shift from traditional to digital advertising explored here.

**Key Insights-** Mobile video advertising is huge. Karen would benefit greatly from showing a video of The Green Glove Dryer withstanding the crush of a pickup truck, optimized for mobile viewing.
8. 6 Digital Marketing Tactics for Behavior Change Marketers. (2016, July 25). Retrieved February 28, 2017, from <http://blog.ethos-marketing.com/blog/behavior-change-marketing-tactics>

**Synopsis-** Different tactics surrounding digital platforms as applied to consumer behavior are detailed in general within this article.

**Key Insights-** Similar to other articles explored in this section, digital targeting is a major feature here and is something Karen should consider with every social media post and messaging via The Green Glove Dryer website.
9. DeMatas, D. (2016, January 08). 19 Persuasive Marketing Techniques For Product Descriptions That Sell. Retrieved March 01, 2017, from <https://selfstartr.com/persuasive-marketing-techniques/>

**Synopsis-** There are 19 different tactics here that provide ways to “sell” products through product descriptions. This article is specific to start-up companies and subsequent products.

**Key Insights-** Use repetition to make product claims believable. Also, improve your ad performance by borrowing what has already worked for similar products, that is, knowing your competition and what they are doing and adapting it to your product and brand.

These are concepts Karen could easily use to help improve her messaging for The Green Glove Dryer.

10. Gaille, B. (2016, October 26). 26 Best Winter Advertising Slogans. Retrieved March 01, 2017, from <http://brandongaille.com/26-best-winter-advertising-slogans/>

**Synopsis-** Different slogans for winter products are evaluated in this article.

**Key Insights-** There is a lot of word play in the various slogans that might seem “cheesy” at a glance, but could be very well modified for promoting a winter-based product like The Green Glove Dryer.

11. Minato, C. (2012, July 07). Meet The 22 Most Influential Advertising Bloggers. Retrieved February 28, 2017, from <http://www.businessinsider.com/most-influential-advertising-blogs-and-bloggers-2012-7>

**Synopsis-** The importance of “mommy bloggers” and the overall blogging world is detailed here. Also, how advertising through these blogs can be done poorly and correctly.

**Key Insights-** There are over 22 different, widely known bloggers here that could be of interest to advertise The Green Glove Dryer. However, it is important to note that many of these are national blogs and not local, which should be focused on in Karen’s case, but these provide a good idea of how advertising works in successful blogs.

12. Kats, R. (2011, December 27). REI bolsters winter gear sales via interactive mobile campaign. Retrieved March 01, 2017, from <http://www.mobilecommercedaily.com/rei-bolsters-winter-gear-sales-via-interactive-mobile-campaign>

**Synopsis-** An ad campaign for outdoor gear is detailed here, with the campaign running on The Weather Channel's mobile site.

**Key Insights-** Although The Green Glove Dryer is not exactly winter gear, it is in the same arena as it, especially in terms of advertising. There is great info in this article about consumer habits for a mobile campaign centered around a winter product, such as "swiping away the snow" – tactics that help promote and sell products similar to The GGD.

13. Ansari, A. (2014). Consumer attitude towards T.V. advertisement of winter care products. *Indian Journal of Commerce and Management Studies*, 5(2), 85-90.

**Synopsis-** This article explores a study that aims to find out consumer attitudes towards advertisements of winter care products on TV.

**Key Insights-** Consumers today are better educated, more affluent and critical. TV advertising is the latest and novel method of advertising. TV, along with overall video advertising, has the ability to influence consumers because these media allow for easy targeting and can easily reach a target audience. Although traditional TV advertising is dying, TV ads are likely to have more affect on an audience and greatly influence the sale of winter products because of the visual medium

(Following 13 Focus on Product and Sales)

1. The Green Glove Dryer Solves a Problem, Generates a Business For a Creative Portage Couple (2015, January 12). MLive.

**Synopsis-** This article speaks about how the product was started and where it has come from two years ago. In the article Karen explains in quotes about how she was having to throw out gloves, and how all of her two kids winter stuff smelled terrible and was wet. She wanted to create something different that would dry her gloves in an extremely energy efficient way. It started as her husband going to the store to create a makeshift dryer for the gloves, and it has turned into what is The Green Glove Dryer. People believe that as long as The Green Glove Dryer can get into the right stores it will sell well. The article also goes into Karen's life as a parent and as an entrepreneur. It gives a little more insight on her life and where she has came from to what she is now.

**Key Insights-** This article showed more details and insight about how Karen started the company and where she got her drive from. It showed to us that the product was not just made to make money, but there is a purpose behind the product. It also showed that more people besides Karen and her husband believe that the product will do well and sell in the right stores.

2. Made in Michigan: The Green Glove Dryer (2015, January 20). The Detroit Free Press

**Synopsis-** The article is another one written about the story of Karen Smoots and her product. This article shows that after a few years of work the product can now be found in stores all around the state of Michigan. The Green Glove Dryer should be all around the state as we have the 2nd worst rated winters in the United States.

**Key Insights-** In the article Karen admits that she had nothing to do with retail. She just knew that her and her husband have a product that parents across Michigan and other wet states will need in their households. She realized that just because she did not know about how to sell something at first, she knew she had something that parents need for their households and she was going to use a problem to make sales.

3. Ferber, R., Hawkes Jr., W. J., & Plotkin, M. D. (1976). How Reliable Are National Retail Sales Estimates? *Journal Of Marketing*, 40(4), 13-22.

**Synopsis-** This article highlights the many different estimates in retail sales in the United States of America. The article points out the ways that these estimates are read, and what they mean for our economy and all of this businesses in retail sales.

**Key Insights-** This article brings many important details about sales and retail into light. It shows the trends yearly, monthly, and weekly. It shows us how the economy can be good or bad based off of how retail sales are doing in the country. It is important for people in the retail business to understand where and how to find all of this information. This article gives you all the ways that you can do that as a researcher. It is also helpful because it shows you how you can easily calculate certain things in the market.

4. Pasqualina, M. (1998). The weather as a business tool. *American Demographics*, 20(9), 12-17.

Retrieved from

<http://search.proquest.com.ezproxy.gvsu.edu/docview/200551318?accountid=39473>

**Synopsis-** This article talks about how you can easily use weather as a business tool.

**Key Insights-** Keeping the weather in mind when you are marketing can make marketing an entirely different story. Weather is also important depending on the product because consumers focus on the weather trends. This is especially helpful for products that are dependent on the weather (especially helpful if it is bad weather). Even subtle hints or changes in weather patterns can convince a consumer to get up and get to the store for a certain thing. The article explains how it then becomes very important to target those go getters, and make sure you can get them in your back pocket.

5. The Best Boot & Electric Glove Dryer Reviews (Updated 2016)

<http://www.aboutboot.com/best-boot-dryers/>

**Synopsis-** This article talks about the top 5 boot and glove dryers that were available in 2016.

**Key Insights-** This insight is interesting because all five of the products features are the competitors that are The Green Glove Dryers biggest. We see that Peet, Maxx Dryer, and Dry Guy are the biggest competitors and those are all the products featured in this article. It is interesting to be able to look into how they market, and how their products work to see how The Green Glove Dryer and Karen Smoots can do better. The goal is to get TGGR in this article, so it is important to see what the competitors are doing that Karen is not doing.

6. Durable not disposable. (1990, Winter). *Women and Environments*, 12, 60.

Retrieved from

<http://search.proquest.com.ezproxy.gvsu.edu/docview/211591678?accountid=39473>

**Synopsis-** This article focuses on the true meaning and all the positives of durable over disposable products.

**Key Insights-** Women and environmentalists get into the key reasons why it is important to have durable goods over disposable goods. The article is interesting because it speaks

about how women in particular are making this stand in the business world. It is intriguing the way that disposable goods are not environmentally friendly compared to durable goods. Karen has a great durable good, and it is an interesting article that points out how durable is becoming a lot more popular nation wide.

7. 7 Highly Effective Ways to Maximize Your Online Brand Presence (March, 2013) Retrieved From on March 1, 2017: [http://www.huffingtonpost.com/r-kay-green/online-brand-presence\\_b\\_3140951.html](http://www.huffingtonpost.com/r-kay-green/online-brand-presence_b_3140951.html)

**Synopsis-** This article gives a lot of insight on many very effective ways to keep your online brand presence high in a time where this is so important.

**Key Insights-** Some of the things this article talked about was being able to optimize your website and keep it up to date, be consistent with the branding, take advantage of the social media world, and leverage video marketing. A lot of the information article is very helpful.

8. The 4 Essentials To Build Your Brand On Social Media (April 2015) In Entreprenuer.com Retrieved from on March 1, 2017: <https://www.entrepreneur.com/article/244677>

**Synopsis-** This article talked about the 4 most essential ways to build and keep your brand in the social media world.

**Key Insights-** Some of the main things that seemed the most helpful in this article were to choose your social media handles wisely, use social campaigns to promote the product, leverage the influencers, and provide valuable and shareable content. These are all insightful things to keep in mind when running social media accounts.

9. How To Sell a Product: 5 Ways To Sell Itself (June, 2013). In Entreprenuer.com Retreived from on March 1, 2017 <https://www.entrepreneur.com/article/227134>

**Synopsis-** This article was one that highlights five of the most effective ways to be able to sell your product, and in this case five ways that it will sell itself.

**Key Insights-** This article highlights the five ways it will sell itself really well. First you need to broadcast the advantage or tell the consumer why your product is better than everyone else's. If you can fit it into your customers routine. This helps to make

everything easier on the customer. Make sure the product will work right out of the box, make the benefits of the product easy to spot, and let the customers try it out.

10. 10 Ways To Sell A Product (February 2015). In Chron Small Business Retrieved From on March 1, 2017: <http://smallbusiness.chron.com/10-ways-sell-product-23785.html>

**Synopsis-** Monica Patrick gives a lot of insight on 10 different ways to effectively sell a small business product.

**Key Insights-** This article goes beyond just ways to sell your product online. It goes into upselling, direct sales, internet sales, catalog sales, upgrading your product, bundling your products, fairs and expos, home selling, and other events. Ms. Patrick makes many good points about how all of these can help you sell your product extremely efficiently.

11. How To Sell Energy Efficiency (June 2012) In Green Savings-Retrieved From on March 1, 2017: <http://greensavingsco.com/2012/06/how-to-sell-energy-efficiency/>

**Synopsis-** This energy efficient articles gives insight on how to sell and market a product that thrives on energy efficiency.

**Key Insights-** The main points of this article are that you have to cut to the chase and that you have to take an educational approach. These are two things when you are trying to sell to the consumers, especially when the consumer is the government.

12. Want People to Buy a Product That Lasts? Sell Them An Emotional Connection (2015, January) In The Guardian. Retrieved from on March, 1 2017:

<https://www.theguardian.com/vital-signs/2015/jan/17/the-struggle-to-sell-to-products-that-last>

**Synopsis-** The article focuses on how to sell a product that is going to last or that is durable. The point is to sell them an emotional connection to the product.

**Key Insights-** This article really focuses on the ability to sell an emotional connection to a durable product. The disposable product used to be in but it has not connection to it, so you need to have the consumer feel connected in some way to a durable long lasting efficient product.

13. Social Selling: 8 Ways To Sell More on Social Media (2016 December). In Super Office Retrieved From on March 1, 2017: <http://www.superoffice.com/blog/social-selling/>

**Synopsis-** This is a key article that digs deep into selling more simply off of the social media networks.

**Key Insights-** This article dives into 8 more selective ways that can help you expand your sales simply based off of social media. You need to make sure you are following all the right people, make a wish list of the companies that you want to follow, make sure to join and participate in Linkedin groups, connect with potential partners or consumers on Linkedin, and provide value by sharing legitimate content. Linkedin is one of the fastest growing business related media groups in the world. It is important to be effective on this social media vehicle.