

# Advertising with 106.9 The X



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# Brand Profile

- A flower shop on Dundas street with 45 years of experience in the industry.
- Offering free local delivery to online orders with your own delivery service.
- A London community focus with a great reputation for caring about the community.
- Specializing in WOW!



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# Your Needs

- Create brand awareness.
- Promote flowers for special events and days such as Valentines and Mothers Day.
- Promote your great website – let people know how easy it is to order flowers.



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# What We Offer

- Our demographic of 18 – 34 year olds is the perfect demographic to *remind* to buy flowers for their loved ones.
- A variety of advertising options to promote your business including web advertising that can link to your website.
- The option of having a promotion added onto your contract at no extra cost.



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# Solution 1

24 commercials per week at \$16.00 per commercial (\$384.00 +HST) playing on a run of schedule throughout the week, meaning anytime between 6am and midnight daily.

Option A – By having 4 spots per day you get an even spread throughout the day parts – Morning, Midday, Afternoon drive and Evenings. This will help you reach more people and become top of mind. You are open Monday to Saturday and can take orders 24/7 with your website therefore advertising all week is a good option, because you are always available for service.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
A	4	4	4	4	4	4



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## Solution 2

30 commercials per week at \$16.00 per commercial (\$480.00 +HST) playing on a run of schedule throughout the week, meaning anytime between 6am and midnight daily.

Option B – By increasing your frequency to 5 spots per day you get a better reach throughout the day. This will help you reach even more people in order to become top of mind. Still focusing on all week long promoting ordering leading up to the special day.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>B</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>



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## Solution 3

36 commercials per week at \$16.00 per commercial (\$576.00 +HST) playing on a run of schedule throughout the week, meaning anytime between 6am and midnight daily.

Option C – By increasing the frequency to 6 you will reach more people and the same people more often which will make you top of mind and the first place they will think of for flowers. Since you are leading up to a certain date we recommend a higher frequency.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
C	6	6	6	6	6	6



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# Campaign Investments:

## *Solution 1*

2 weeks - \$768.00 +HST

3 weeks - \$1,152.00 +HST

4 weeks - \$1,536.00 +HST

## *Solution 2*

2 weeks - \$960.00 +HST

3 weeks - \$1,440.00 +HST

4 weeks - \$1,920.00 +HST

## *Solution 3*

2 weeks - \$1,152.00 +HST

3 weeks - \$1,728.00 +HST

4 weeks - \$2,304.00 +HST



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# Web Advertising

## Website Advertising Terms and Conditions

Length	Static Banner/Rectangle	Animated Banner/Rectangle
1 month	\$100.00	\$120.00
2 months	\$180.00	\$ 215.00
3 months	\$255.00	\$ 315.00

**Location on the website to be determined and is based on availability.**



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# Creative Strategy

- Make sure the 'call to action' is to visit your website.
- Have you come voice the spot, remind listeners to spread the love and buy flowers this mothers day.
- Inform listeners you 'specialize in WOW' and are focused on their satisfaction.



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# Colour of Love (Jim Anderson Flowers)

**Description:** There will be a colour of the day leading up to Mothers Day either: Pink, Red, Purple, White, or Yellow. On our Facebook page we will have a blacked out bouquet of flowers with a question mark ovetop of it. The first comment to guess the correct colour of the day will receive a bouquet of flowers of the colour they have guessed. They will pick up the flowers a day before Mother's Day (May 9<sup>th</sup>).

## What We Can Offer:

**Pre Promo April 27<sup>th</sup> – May 1<sup>st</sup> : 3 a day (Morning, Afternoon, Evening)**

**= 15 pre promos in total x 16**

**= \$240.00**

**Promo May 4<sup>th</sup> – 8<sup>th</sup> : 4 a day**

**= 20 promos in total x 16**

**= \$320.00**

**Total Value = \$560.00**



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# Summary of benefits

- A place to target a demographic that is young and in love.
- Reasonable prices that allow you to have a higher frequency which will make you more top of mind.
- Promotions at no extra cost.



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# The Next Step

Thank you for your allowing 106.9 The X to present these advertising solutions/recommendations. Now let's discuss your thoughts and reactions and decide on the next step.



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