

Executive Summary

The Louisiana State University Chapter of the Public Relations Student Society of America has been challenged by ShurTech Brands, LLC in the Duck® brand College Duck Tape® PRSSA Challenge to utilize a well-organized public relations plan to promote College Duck Tape® on campus. The plan will address generating on-campus media coverage as well as planning and executing a College Duck Tape® themed tailgate event.

Situation Analysis

Louisiana State University is a large public university located in Baton Rouge, La. LSU is know for its national ranked football program and its passionate fans. Fans are known for showing their “tiger pride” through the prominent display of purple and gold on clothing, accessories, etc. Newsweek Magazine labeled LSU as the most diverse school in the nation. There are approximately 30,584 students who represent 50 states and more than 120 countries. There are 1,200 faculty members with more than 3,000 staff members, 435 student-athletes, 14,000 Tiger Athletic Foundation members and 175,000 LSU alumni worldwide. The following public relations plan is created to spread awareness of the duck tape university-wide. Our campaign will generate awareness and interest in the LSU College Duck brand duck tape.

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Duck Brand duck tape is a well-known brand with a good reputation. 2. The duck tape is available in stores across the country. 3. The duck tape is available in many different options. 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. Getting the word out about the new expansion of the duck tape line to include colleges. 2. Cost of the duck tape is more than the average.
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Advertising the school-spirit aspect of the duck tape. 2. Expansions of market to include 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. There are many other options of duct tape for consumers to purchase.

passionate fan bases. 3. Consumers buy duct tape on a regular basis.	2. Consumers might not be willing to pay a little more for a product that is mainly used for repairs. 3. Turn down in the economy affecting the ability to spend on unnecessary items.
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Goal

- To increase awareness about the College brand Duck Tape among 500 LSU students ages 18-24 who like and attend LSU football tailgates and games by November 18, 2012.
- To increase awareness about the College brand Duck Tape among 500 LSU fans of all ages who like and attend LSU football tailgates and games by November 18, 2012.

Objectives

Informational:

1. To inform 500 LSU students and fans about the College brand duck tape by November 18, 2012.

Behavioral:

1. To increase engagement with the College brand Duck Tape on the LSU campus among 500 students and fans by November 18, 2012.

Target Publics

- LSU students
- LSU football game tailgaters (fans)
-Families with children

Rationale:

The team chose these specific groups because the most likely consumer of this particular duct tape is a fan of LSU. The most passionate fans are the ones tailgating on campus, and they are also the easiest group to reach as students are always within a close distance to the campus. LSU is home to over 30,000 students,

and is a member of the Southeastern Conference. LSU is an NCAA Division I school. There are many sports played on the college level: baseball, basketball, football, golf, swimming and diving, track and field, cross-country, and tennis for men and basketball, golf, gymnastics, soccer, softball, swimming and diving, track and field, cross-country, tennis, and volleyball for women. LSU sports teams have won the numerous championships on a national level. LSU football games can be heard on the radio and are also televised nationally.

Primary Target Public:

Students who attend Louisiana State University in Baton Rouge, La.

Demographics:

Newsweek Magazine labeled LSU as the most diverse school in the nation. There are approximately 30,584 students who represent 50 states and more than 120 countries. There are 435 student-athletes.

Psychographics:

Students attending LSU have grown up with computers and technologies that present them with options. They are inherently skeptical of all media and are highly influenced by friends and congregate in groups. They have become experienced consumers at an early age. They have high-energy, impatient lifestyles. They embrace cultural diversity and are team players. They are informal and flexible. College students acquire preferences for goods and establish brand loyalties that continue long after the college years. They tend to be early adopters.

The team targeted the students of Louisiana State University. The team chose this primary audience because it correlates with our goal, as the students are the most likely consumers of the product.

The message highlighted the usefulness and school spiritedness offered by the duck tape.

Messages used:

- LSU fans have another way to show their spirit – using the LSU Duck Tape®.
- LSU Duck Tape® can be used not only for practical purposes, but also for effective decorations and crafts.

Specific Appeals:

- Logos: free food, free gifts
- Ethos: LSU Spirit, popular LSU figures

Pathos: Tiger pride, competition, wanting to win, help LSU win

We will reach the LSU student body with the design contest, on-campus media social media and the tailgate.

Secondary Target Public:

Louisiana State University fans who are tailgating on the day of the LSU/Ole Miss football game.

Specific Demographics:

There are around two million consumers in the Baton Rouge and New Orleans markets with approximately 700,000 residents in Greater Baton Rouge alone. 1,107,515 fans passed through the gates at LSU home sporting events in 2005-06 proving LSU fans to be the most dedicated and loyal fans in all of sports. A total of 737,696 fans passed through the gates at Tiger Stadium during the 2006 football season, an average of 92,212 fans per home game.

Fans will buy tickets to games or watch the game at home and buy LSU merchandise. Research shows that fans are motivated to follow the team because they want to be affiliated with the group and share in its success.

Psychographics:

LSU fans are passionate about the university and the sports teams. They will tailgate all day for football games, and purple and gold can be found everywhere on the campus.

Every football game, thousands of fans tailgate around LSU's campus. The team positioned the tailgate to be in the middle of all the action. Passersby saw the tailgate and stopped to take a raffle ticket as a way to mark attendance.

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We will reach the LSU fan base through the tailgate.

Strategies

The team used social media to increase awareness of LSU students about LSU College Duck Tape.

The team used websites to increase awareness of LSU fans about LSU College Duck Tape.

The team used traditional print media to increase awareness of LSU fans about LSU College Duck Tape.

The team used traditional broadcast media to increase awareness of LSU fans about LSU College Duck Tape.

The team used fliers to increase awareness of LSU fans about LSU College Duck Tape.

The team used an event (tailgate) to increase engagement of LSU fans with LSU College Duck Tape.

The team used an event (design contest) to increase awareness of LSU College Duck Tape.

Tactics

- Tactic: Partner with Hemline, LSU's student fashion organization to hold a duck tape design contest with three Hemline designers.

The team joined forces with another on-campus organization. Hemline, a fashion organization, to allow three of their members to compete in a competition that The team created. The designers created designs made from the LSU duct tape, and those pieces were voted on by LSU fans and students for an overall winner. Not only did this provide portfolio material to those students, but it allowed the team to get the attention of another audience, fashion students. This is necessary, because though these are LSU students, some of them may feel no relation to football, and therefore, do not tailgate. The competition between their peers allowed them to have a reason to attend the tailgate. Additionally, they joined the team in promoting the tailgate as they promoted themselves to get votes for their work.

- Tactic: Create a Facebook fan page photo album for students to vote for their favorite design.
- Tactic: Hold a table sit in Free Speech Alley the week leading up to the

tailgate for students to vote for their favorite live.

- Tactic: Twitter

The team created a Twitter account with the handle @LSUDuckTape. On Twitter, The team promoted the product and tailgate through regularly updated tweets. It was important to not only talk about the product and tailgate, but also the upcoming events at our school.

- Tactic: Facebook

The team created a Facebook page called LSU College Duck Tape Challenge. The team created an event for the tailgate and a photo album featuring the designers and the design. Through social media, the team promoted the Duck® brand tape, as well as the promotional tailgate. On Facebook, The team created a page that fans can like to view updates, pictures, and vote on their favorite outfit created with duct tape. The team also created an event page for the tailgate so that fans could RSVP and give a better estimate on how many people to expect. Students and fans were also able to invite their friends to the pages.

- Tactic: Host a tailgate on Nov. 12, 2012 before the LSU/Ole Miss football game.

The team hosted a tailgate located in a central area of LSU's campus on the day of the LSU/Ole Miss football game, the last home game of the season. The team had a free raffle for a Les Miles autographed football, games, music and free food. The team had Mike the Tiger and the LSU Cheerleaders at the tailgate for part of the day. The winners of the duck tape design contest were announced at the tailgate. The team also had a space set up for students to create signs to take into the game. Each sign had the LSU duck tape on it and had the chance of being aired on national television.

How the team will disseminate those messages:

Print Media

Since the primary target audience is LSU students, *The Daily Reveille*, LSU's student-run newspaper, is a good outlet for use to promote the design contest and tailgate. The Reveille distributes 12,000 to 14,000 papers Monday through Friday on the LSU campus at more than 80 locations in the fall and spring. The team sent them a press release three weeks before the date of the tailgate. The team placed an ad in

the publication in the events section the week before the tailgate for nine dollars a day. The Reveille website has seen weeks of traffic with more than 65,000 unique visitors, and single-day numbers have exceeded 33,000.

Radio

The team established a relationship with 91.1 KLSU-FM. KLSU reaches the Baton Rouge area with a popular mix of music and specialty programming. The team sent a press release to KLSU three weeks before the date of the tailgate.

Internet

Since Facebook is the No. 1 social networking site in the world for people ages 13 and older, the team created a Facebook page for the contest, as well as an event for the tailgate. On the Facebook page the team created an album showing the final designs and designers for the design contest for people to vote by liking.

The team also utilized Twitter. The account tweeted updates about the campaign as well as informational tidbits about duck tape.

Television

Tiger Television, which airs on campus channel 75, reaches more than 6,000 students in residence halls, campus apartments as well as sorority and fraternity houses. The station mixes quality news, sports, and entertainment programming with MTV network's "MTVu" channel, targeting college students. Original programming is also rebroadcast on Cox Cable Channel 4 after live and rebroadcast airings on campus channel 75. The team sent Tiger TV a press release three weeks before the tailgate.

Fliers

The team handed out fliers on the day of the tailgate to passersby. The fliers included our key messages and demonstrated that the duck tape is useful and effective.

Budget

Item	Cost
Les Miles autographed football	\$60
Prizes for design contest winners	\$40
Advertising in The Daily Reveille	\$27

Ice & Trash bags	\$10-\$15
Chicken for jambalaya	\$20

In addition to the above purchases, the team received donations from several nurses of a local hospital of Zatarain's Jamabalaya Mix, plastic bowls, spoons, and decorations for the tailgate tent. Along with outside donations, each team member is contributing one or more items. Items include: poster board for attendees to decorate in Duck Tape, sweets such as cookies and brownies, tailgate tent, tables, and raffle tickets. With a remaining budget of around 85 dollars, the team will purchase any last minute necessities that come up as the event approaches.

Total: \$250

Timeline

October 2012:

October 22- Create Facebook and Twitter pages

October 29- Create Facebook event for the tailgate

October 29- Send press release to on-campus media outlets

November 2012:

November 7- Hemline duck tape designs due

November 12-16- Display Hemline designs in Free Speech Alley for live voting

November 17- Tailgate on the Parade Grounds from 10 a.m. to 4 p.m.

November 18-25- Evaluation

Evaluation

Objectives

Informational:

1. To inform 500 LSU students and fans about the College brand duck tape by November 18, 2012.

Measurement of Production:

Through measurement of production, the team will count the total number of tactics made to inform our target publics of our messages.

Radio: Count the number of times KLSU aired our information.

Fliers: Count the total number of fliers handed out.

Internet: Count the number of followers on our Twitter page. The team will count the number of likes on our Facebook page.

Television: Count the number of times Tiger TV aired our information.

Measurement of Exposure:

Through measurement of exposure, the team can determine how many people were exposed to our message.

Tailgate Attendance: Count how many students and fans attended our tailgate.

Media Impressions: Based on readership the team can determine the number of newspapers with our information was read. This number will allow for calculating the total number of people exposed to the message.

Posters: Count the game attendance. Count the number of times a poster with the duck tape on it is shown on television. Measure the average viewership of the game on television.

Survey: The team will send out a survey to the audiences after the tailgate to gauge audience awareness and attitude toward the product.

Behavioral:

1. To have 300 LSU students and fans attend the tailgate on November 18, 2012.
2. To gain 200 Facebook page "likes" and 100 Twitter followers by November 18, 2012.
3. To have 200 total votes on Facebook and live for the final duck tape designs.

Measurement of Audience Action:

Event Attendance: Count the total number of people who attended the tailgate. This number will show how many people were informed about the LSU College Duck

Tape. The count will be determined by how many raffle tickets are given out. Each person attending the tailgate will receive a raffle ticket.

Contest Participation: Count the total number of votes for the design contest.

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