

# **Portobello Road**

## **PR 424 Campaign**

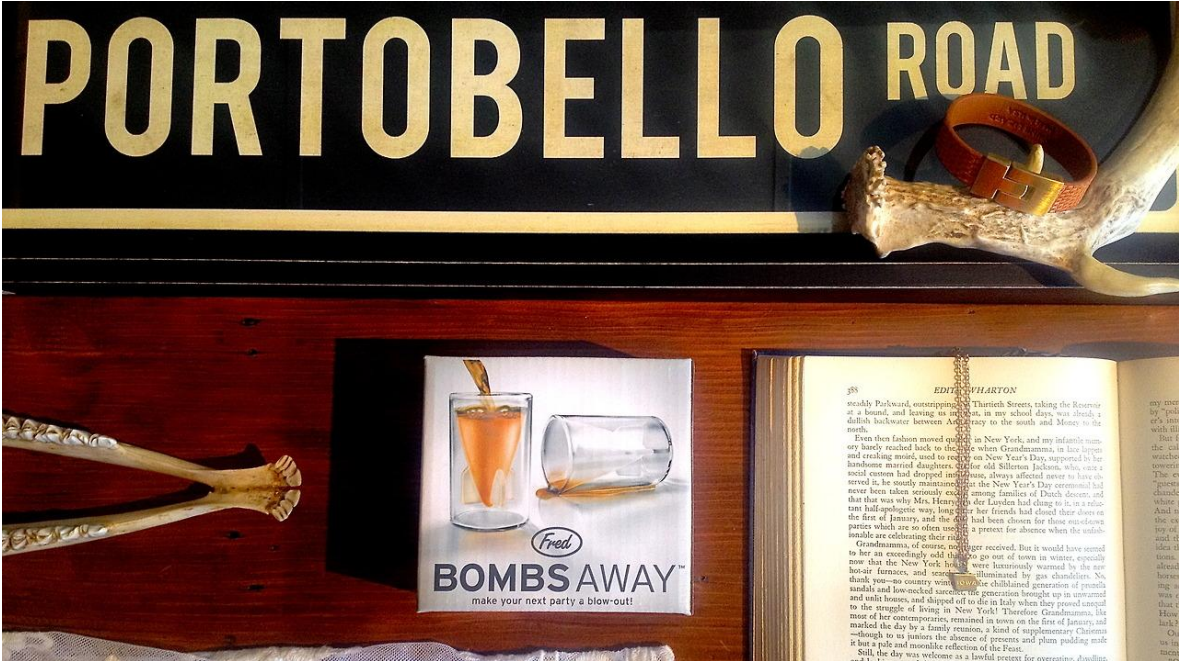
Hannah Lilienthal, Alexa Foster,  
Dana Melcher

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# Executive summary

Portobello Road is a small shopping boutique located on Welch Avenue in Ames, Iowa. The store carries women’s clothing, jewelry and home decor, and was opened by an Iowa State University graduate. Our initial client meeting gave us many new insights into the store’s brand and products, as well as sparked possible campaign ideas for the future.



# Situation Analysis

## Research

- Secondary
  - Products
    - Unique fashion clothing
    - Accessories
    - Quirky decorations
  - Promotion
    - Social media including:
      - Instagram
      - Facebook
      - Tumblr
      - Pinterest
    - Blog
    - E-mail list
    - Has done past advertising in campus newspaper
    - Brand Reputation/Management
- Primary
  - Survey to Female Iowa State Students
  - Randomly selected through the ISU student directory
  - Surveyed between Oct. 23 and Nov. 1, 2014
  - 72 responses
  - Seven questions
  - **Key Insights (See Appendix for full results)**
    - Only 1 percent of respondents said they typically shop at small boutiques
    - 97 percent of respondents shop for clothing
    - 92 percent of respondents have never shopped at Portobello Road
    - 24 percent of respondents had never shopped there but were aware of its location.



## Situation

- Background
  - Owner-operated
  - Could argue that the owner IS the brand for this business
  - ISU grad (Apparel Merchandising, Entrepreneurship minor)
  - Open for 2 years
  - Located in Campustown





- Owner has a self-proclaimed “unique eye for fashion”
- Very little “boutique” competition in Ames
- Importance of situation
  - Location is ideal for college students
  - Customer base identifies with brand/owner

### Analyzing the Organization

- Quality of Performance
  - Has consistent customers, usually Iowa State students
  - Has had high turnouts during events, such as Wine Nights
- Communications Resources/Budget
  - Organization is very supportive of public relations activity
  - Not interested in advertising, especially not in the Iowa State Daily
    - Client does not think anyone sees the ads featured in the Daily
- Support of Social Media
  - Social media outlets include: Facebook, Twitter, Instagram, Tumblr, Pinterest, and a personal blog
    - Twitter: 534 Followers--campaign beginning
    - Facebook: 1,294 Likes--campaign beginning
    - Instagram: 1,001 Followers--campaign beginning

### Public Perception

- Current level of awareness
  - Well-known among those who live in Campustown
  - Looking to raise awareness among other Iowa State students
- Reputation
  - College students enjoy atmosphere of store

### External Environment

- Potential Competition
  - Ames Mall
  - Main Street Shops
    - Said this was not as much competition because these stores generally cater to an older audience.
  - Online shopping
- Significant Opposition
  - From our conversation, we gauged that the owner of Portobello Road does not see much significant opposition in her market area



- She sees her product/brand as being unique from other shops in Ames, making her product/brand stronger than others

### Key audience

- College Age Women
  - Trendy
  - Fashion forward
  - Cost conscious
  - Opinionated and willing to give product feedback/advice

# Goals & Objectives

### Establishing goals and objectives

- **Goal:** To raise awareness among female Iowa State students of the location, atmosphere and affordability of the products at Portobello Road.
- **Objectives:**
  - Increase page likes and follower count on Facebook, Twitter and Instagram by 15 percent by December 1.
  - Increase store traffic by 5 percent by December 1.

# Strategies

### Formulating Strategies

- Proactive
  - Create new content for Facebook, Twitter and Instagram to achieve our objectives
  - Implement events to increase store traffic
  - Implement discount promotions to increase store traffic and social media following
  - Pitch stories about upcoming promotions to local news media to achieve a wider reach

### Message Strategy

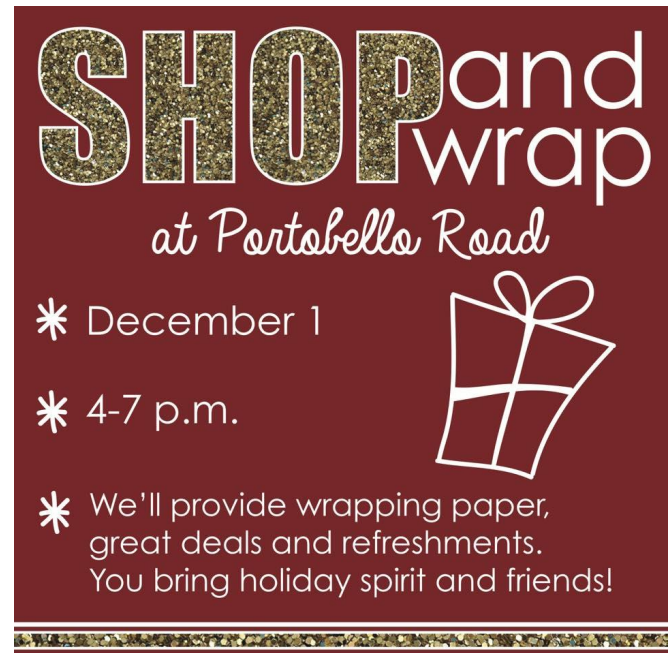
- Potential spokesperson
  - Talia Jensen
    - Owner, Portobello Road
    - Already established a relationship with current customer base
    - Has potential to increase customer base through creating new relationships
    - Knowledgeable about target audience, products, and business
    - Excited about business/products and future of Portobello Road
- Message Appeals
  - Portobello Road is a trendy boutique where Iowa State students can purchase quality, unique clothing and accessories at a fair price.

- **Rational-** Affordable, local, good quality
    - **Emotional-** Trendy, unique
  - Portobello Road is located in Campustown and only a quick walk away for Iowa State students looking for a unique shopping experience.
    - **Rational-** Convenient
    - **Emotional-** One-of-a-kind
- Verbal and Nonverbal
  - **Verbal**
    - Event spokespeople
    - Social Media
    - Potential video communication
  - **Nonverbal**
    - Photos of current products for sale and of store displays

# Tactics

## Selecting Communication Tactics

- Shop and Wrap event
  - December 1st from 4:00-7 p.m.
  - Offer sale items, gift wrapping stations, and refreshments in-store to encourage customers to buy Portobello Road products while participating in fun, interactive holiday activities with friends.
  - Develop visual identity for the event to use in promotional tactics
  - Promote event via Facebook, Twitter and Instagram using graphics
    - Create Facebook event page in addition to current Portobello Road company page to promote event and increase attendee numbers
- Achieving Objectives
  - Brings new and old customers for holiday shopping which will achieve the objective of increasing store traffic among all customers
  - Also caters to all ages of college women as opposed to previous events that only catered to the 21+ audience
- Required Resources



- People for gift wrapping
- Supplies for gift wrapping
- Refreshments (cookies, hot chocolate, etc.)
- Sale items

### Organizational Media Tactics

- Social Media Autumn Outfit of the Day Campaign
  - Campaign will be launched via Instagram video on November 1 (See appendix for video link)
  - **Target audience:** Fashion forward college women
  - Followers can share a photo of their favorite autumn outfits and tag Portobello Road during the month of November for a chance to win a prize.
  - Followers may enter as many times as they want, and gain an extra entry if their outfit includes a Portobello Road product.
  - Five winners will be chosen randomly in a drawing and one will be chosen by the Portobello Road owner as an honorable mention for creativity
  - May enter via Facebook, Instagram or Twitter by tagging Portobello Road and using #AmesOOTD
- Achieving Objectives
  - Will encourage social media interactions and increase following through impressions
  - Creates two-way conversations on social media outlets which increases following
  - With increased mentions of Portobello Road on Social Media, our objective of increasing awareness of the brand will be achieved
- Required Resources
  - Access to social media outlets
  - Prizes for winners

The graphic features a dark red background with a pattern of colorful autumn leaves in shades of orange, yellow, and green. At the top, the title "Autumn Outfit of the Day Contest" is written in a white, cursive font. Below the title, five numbered steps are listed in white text. At the bottom, there is a dark red banner containing social media icons and handles: an Instagram icon followed by "@portobelloroadames", a Twitter icon followed by "@PortobelloAmes", and a Facebook icon followed by "Portobello Road". A small copyright notice "© www.dprints.com" is visible in the bottom right corner of the graphic.

*Autumn Outfit of the Day Contest*

1. Follow Portobello Road on Facebook, Twitter and Instagram.
2. Take a photo of your favorite autumn outfit of the day.
3. Share it on Facebook, Twitter or Instagram. Then, tag Portobello Road AND use #AmesOOTD.
4. Enter as many times as you want from November 1-30. Each photo earns one entry. Include a Portobello Road item in your photo to earn an extra entry. Five winners will be randomly drawn to receive a special discount.
5. The most creative outfit of the month will also win a prize.

@portobelloroadames @PortobelloAmes Portobello Road

© www.dprints.com

## News Media Tactics

- Pitch story about event to Fashion editors at Iowa State Daily
- Achieving Objectives
  - This will garner additional on-campus interest through student-oriented outlets, achieving our objective of increasing awareness of Portobello Road among fashion forward college age women.
- Required Resources
  - Media pitch email to fashion editors



# Schedule

## Measurement Timeline

- General Measurement Timeline
  - October 23: General awareness survey sent out to gauge:
    - Awareness of location/price/style of Portobello Road
    - Favorite shopping times/days of potential customers
  - December 2: General Awareness survey sent out to gauge:
    - Awareness of location/price/style of Portobello Road
- Photo Contest Timeline
  - November 1: Photo contest begins via Instagram video
  - November 30: Photo contest ends
  - November 30: Measurement of participation in photo contest
    - Number of photos on Facebook, Twitter and Instagram
    - Number of new page likes and Twitter/Instagram followers during month of November
    - Evaluation of photo shares/comments/likes

## Shop and Wrap Event

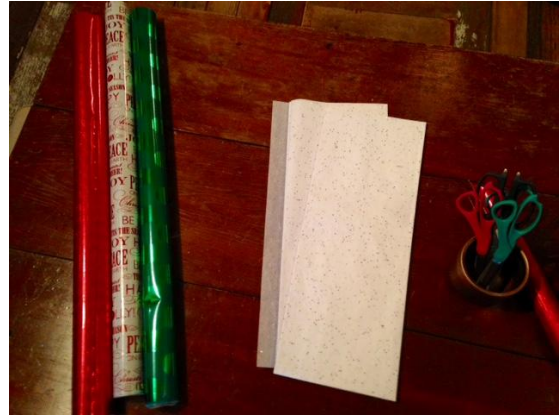
- November 17: Announce Shop and Wrap event via social media graphic
- December 1: Record participant numbers and observations during the event
  - Ask participants to complete short survey before leaving event and record responses



# Budget

## Budget Information

- \$100-150
- Client provided all items for Shop and Wrap event
  - Cookies, hot chocolate, wrapping supplies



# Evaluation Plan

## Evaluating the strategic plan

- Measuring Objectives
  - Audience feedback
    - Evaluate how many followers respond to the Autumn Outfit of the Day campaign
    - Evaluate how followers and customers respond to promotional social media posts about the Shop and Wrap event
    - Speak to customers and participants at Shop and Wrap event
  - Social mention
    - Social Media interaction during Autumn Outfit of the Day campaign
    - Social Media interaction regarding the Shop and Wrap event prior and after event
  - Message recall
    - Administer post-event survey to gauge awareness of key message
    - Administer the original general awareness survey again at the end of November
  - News articles
    - Number of published articles in the Daily and in SIR/Revival magazines
- Methodology
  - Survey out to target audience with questions regarding most popular shopping time/day, current awareness of store location/price etc.
  - Client will provide us with preliminary baseline numbers of current store traffic and sales
- Evaluation Schedule
  - We will administer survey prior to event, monitor feedback via social media during campaign, then administer post-event surveys of total target audience and of event attendees

# Results

## Survey Results

- Pre-campaign Figures
  - 8 percent had visited Portobello Road
  - 71 percent were not aware of Portobello Road's location
- Post-campaign figures
  - 16 percent have visited Portobello Road
  - 78 percent are not aware of Portobello Road's location

- 19 percent reported “other” as how they heard about Portobello Road
  - 6 percent said social media
  - 9 percent said through a friend or relative
  - 0 percent said through advertising

### **Social Following**

- Facebook
  - 1,429 page likes
  - Increased by 10.4 percent
  - **Shop and Wrap Event Page**
    - 33 accepted invitation
- Twitter
  - 652 followers
  - Increased by 22 percent
- Instagram
  - 1427 followers
  - Increased by 42 percent

### **Autumn Outfit of the Day Contest**

- 71 total entries
- Five randomly selected winners and one Honorable Mention received prizes from the client

### **Shop and Wrap Event**

- Estimated 30 attendees
- Survey Results
  - 100 percent had visited Portobello Road previously
  - 70 percent heard about the event via social media
  - 100 percent said they would be interested in events like this in the future
- Potential for continuation in future years

### **Media Coverage**

- Pre-event coverage on Iowa State Daily website (see appendix)
- Post-event coverage on Iowa State Daily website (see appendix)
- Story link tweeted by @ISDStyle
  - “Need to buy and wrap holiday gifts? Check out Portobello Road’s Shop and Wrap event today from 4-7 p.m.” including link to story
  - Potential reach of 386 followers

# Final Summary

## **Strengths**

Our goal was to raise awareness of Portobello Road among female Iowa State students, including the store's location, atmosphere and affordability. After seeing an increase in social media following and interaction, we see a real potential for continued growth of the Portobello Road brand. We were able to measure the impact of our campaign, and saw primarily positive results, showing that our efforts did have a direct impact on the growth Portobello Road experienced.

## **Opportunities**

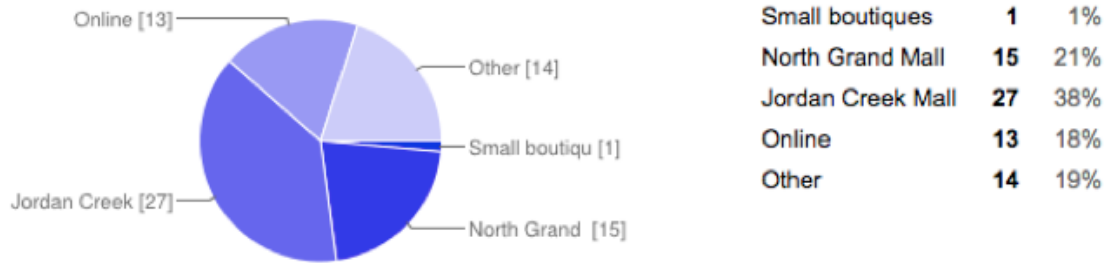
Although we saw success in our campaign, we see a significant possibility for growth if several small aspects were changed. First, we suggest changing the timing of the Shop and Wrap event. Had our implementation period lasted longer, we would have held the event closer to Christmas and not right after Thanksgiving break, allowing for more word-of-mouth exposure on campus and more time to bring awareness to the event. In the future, we suggest not holding the event on a Monday night, since sorority members could not attend the event due to chapter meetings. Additionally, with more time we would have established base measurements before the campaign started, to measure average store traffic before and after implementation. Based on our post-event survey, we know that Portobello Road customers have a desire to attend more events such as this one, and we are confident that the event could be an even greater success if the above changes are considered.

# Appendix

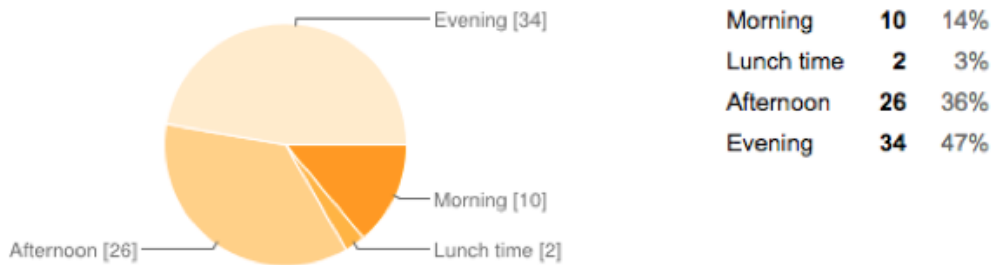
## Initial Awareness Survey Full Results

### Summary

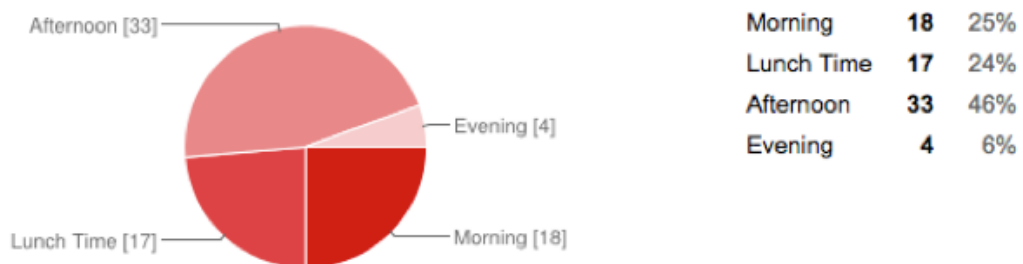
#### Where do you typically shop for clothing and home items?



#### What time of day do you prefer to shop during the week?

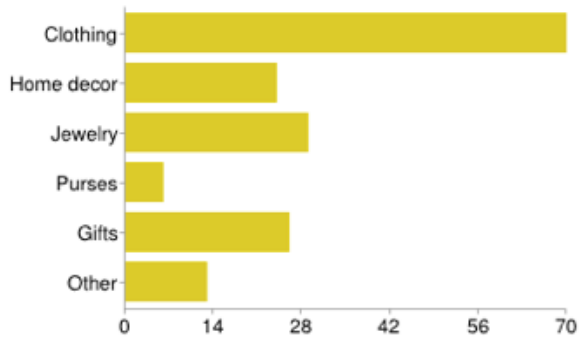


#### What time of day do you prefer to shop during the weekend?



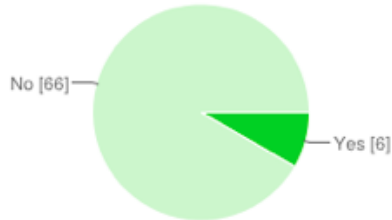


**What item(s) do you typically shop for?**



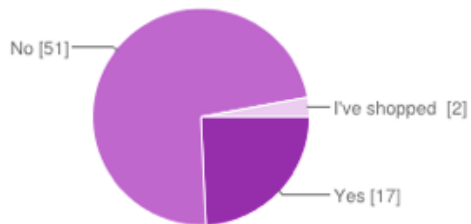
Clothing	<b>70</b>	97%
Home decor	<b>24</b>	33%
Jewelry	<b>29</b>	40%
Purses	<b>6</b>	8%
Gifts	<b>26</b>	36%
Other	<b>13</b>	18%

**Have you ever visited Portobello Road?**



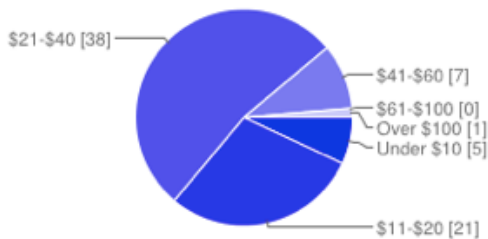
Yes	<b>6</b>	8%
No	<b>66</b>	92%

**If you have never shopped at Portobello Road, are you aware of its location?**



Yes	<b>17</b>	24%
No	<b>51</b>	71%
I've shopped there before.	<b>2</b>	3%

**What is your typical shopping budget per item?**



Under \$10	<b>5</b>	7%
\$11-\$20	<b>21</b>	29%
\$21-\$40	<b>38</b>	53%
\$41-\$60	<b>7</b>	10%
\$61-\$100	<b>0</b>	0%
Over \$100	<b>1</b>	1%

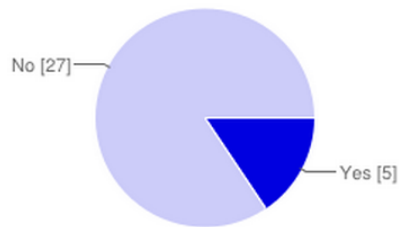
## General Awareness Survey Post-Campaign Full Results

# 32 responses

[View all responses](#) [Publish analytics](#)

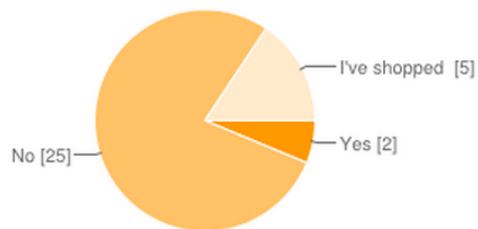
## Summary

### Have you ever visited Portobello Road?



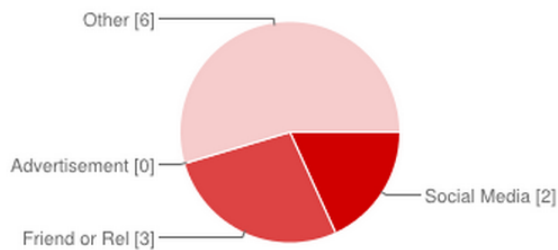
Yes	5	16%
No	27	84%

### If you have never shopped at Portobello Road, are you aware of its location?



Yes	2	6%
No	25	78%
I've shopped there before.	5	16%

### If you know about Portobello Road, how did you first hear about it?

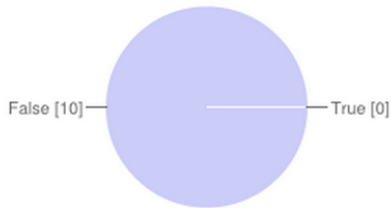


Social Media	2	6%
Friend or Relative	3	9%
Advertisement	0	0%
Other	6	19%

# Shop and Wrap Post-Event Survey Full Results

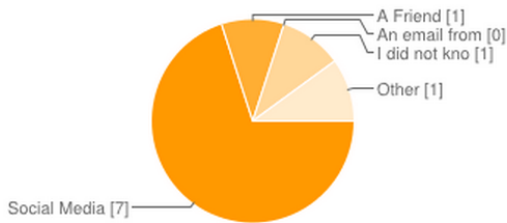
## Summary

**Today was my first time shopping at Portobello Road.**



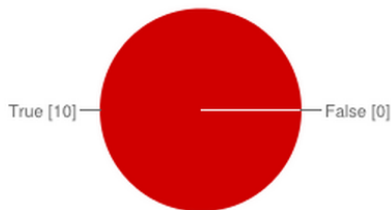
True	0	0%
False	10	100%

**I heard about this event from:**



Social Media	7	70%
A Friend	1	10%
An email from Portobello Road	0	0%
I did not know there was an event today.	1	10%
Other	1	10%

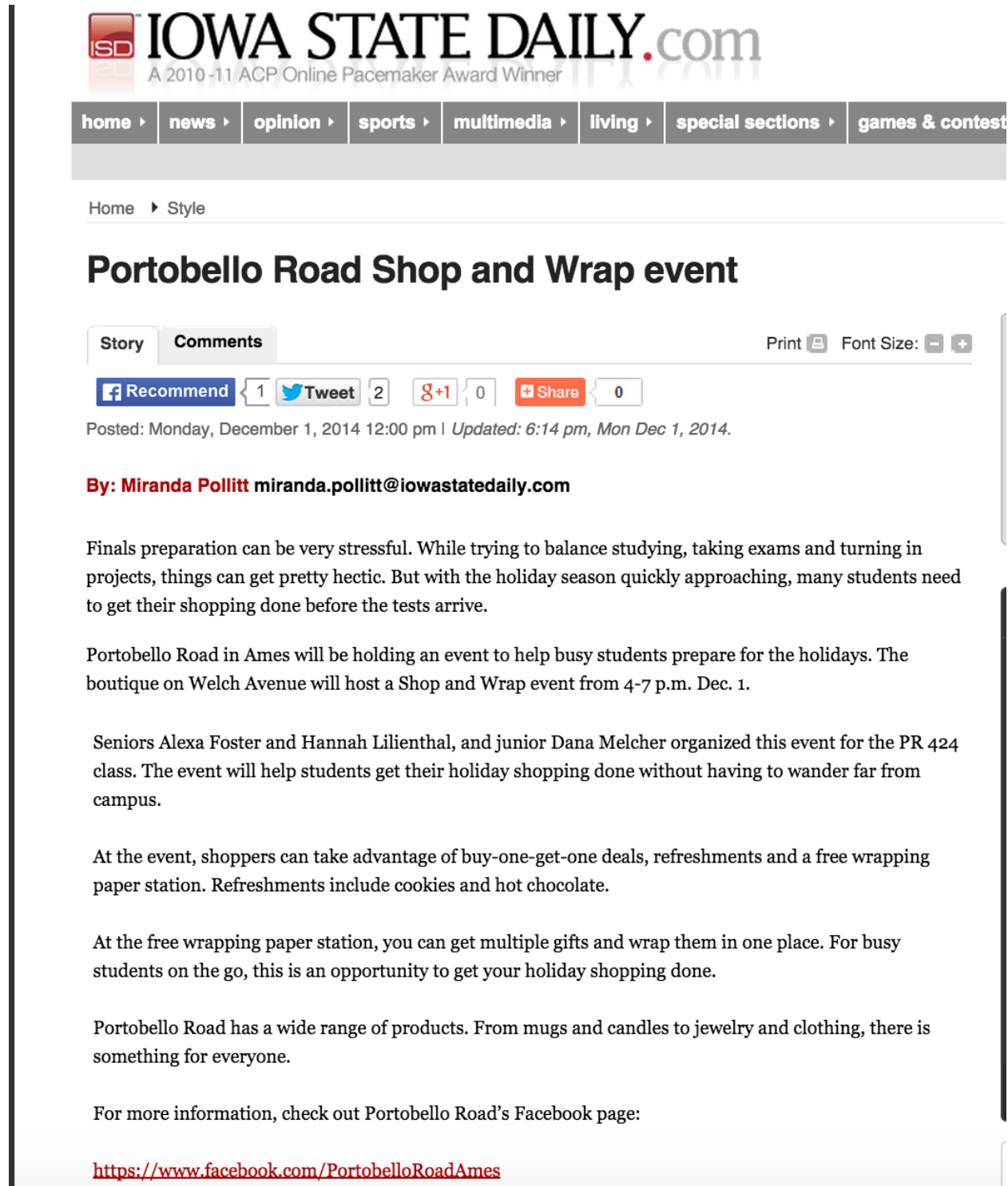
**I would be interested in other events like this in the future.**



True	10	100%
False	0	0%

# Media Coverage

Pre-event story: [http://www.iowastatedaily.com/style/article\\_f15883aa-7662-11e4-9b60-db2f4986bd9f.html](http://www.iowastatedaily.com/style/article_f15883aa-7662-11e4-9b60-db2f4986bd9f.html)



The screenshot shows the Iowa State Daily website interface. At the top is the logo for IOWA STATE DAILY.com, which includes the text "A 2010-11 ACP Online Pacemaker Award Winner". Below the logo is a navigation menu with links for home, news, opinion, sports, multimedia, living, special sections, and games & contests. The article title "Portobello Road Shop and Wrap event" is prominently displayed. Below the title are tabs for "Story" and "Comments", along with "Print" and "Font Size" options. Social media sharing buttons for Recommend (1), Tweet (2), G+1 (0), and Share (0) are visible. The article text begins with "Finals preparation can be very stressful..." and continues to describe the event at Portobello Road in Ames, organized by students for the PR 424 class. The article concludes with a link to the event's Facebook page.

**IOWA STATE DAILY.com**  
A 2010-11 ACP Online Pacemaker Award Winner

home ▸ news ▸ opinion ▸ sports ▸ multimedia ▸ living ▸ special sections ▸ games & contests

Home ▸ Style

## Portobello Road Shop and Wrap event

Story Comments Print Font Size: - +

Recommend 1 Tweet 2 G+1 0 Share 0

Posted: Monday, December 1, 2014 12:00 pm | Updated: 6:14 pm, Mon Dec 1, 2014.

**By: Miranda Pollitt** [miranda.pollitt@iowastatedaily.com](mailto:miranda.pollitt@iowastatedaily.com)

Finals preparation can be very stressful. While trying to balance studying, taking exams and turning in projects, things can get pretty hectic. But with the holiday season quickly approaching, many students need to get their shopping done before the tests arrive.

Portobello Road in Ames will be holding an event to help busy students prepare for the holidays. The boutique on Welch Avenue will host a Shop and Wrap event from 4-7 p.m. Dec. 1.

Seniors Alexa Foster and Hannah Lilienthal, and junior Dana Melcher organized this event for the PR 424 class. The event will help students get their holiday shopping done without having to wander far from campus.

At the event, shoppers can take advantage of buy-one-get-one deals, refreshments and a free wrapping paper station. Refreshments include cookies and hot chocolate.

At the free wrapping paper station, you can get multiple gifts and wrap them in one place. For busy students on the go, this is an opportunity to get your holiday shopping done.

Portobello Road has a wide range of products. From mugs and candles to jewelry and clothing, there is something for everyone.

For more information, check out Portobello Road's Facebook page:

<https://www.facebook.com/PortobelloRoadAmes>

Post-event story: [http://www.iowastatedaily.com/style/article\\_40d9d8e4-7bfd-11e4-a90b-cbff8e5cac77.html](http://www.iowastatedaily.com/style/article_40d9d8e4-7bfd-11e4-a90b-cbff8e5cac77.html)

Home › Style

## Shop and Wrap event at Portobello Road

Story Comments Image (5) Print Font Size: - +

Recommend 7 Tweet 4 +1 0 Pin it 0 Share 1

Previous Next

Posted: Friday, December 5, 2014 12:00 am



By **Ali Hanson**, [ali.hanson@iowastatedaily.com](mailto:ali.hanson@iowastatedaily.com)

This semester, students in the public relations campaigns class were assigned to implement and execute a strategic plan for a client of their choice. Students Alexa Foster, Dana Melcher and Hannah Lilienthal decided to use Portobello Road as their client.

The Shop and Wrap event took place on Dec. 1 from 4 p.m. to 7 p.m. at the store on Welch Ave. Customers were able to buy presents for friends or family and then use the in-store wrapping paper for a completed present.

"We wanted to make it convenient for people to come get holiday shopping done, but also to just hang out," Lilienthal said.

In November, the team launched an OOTD-outfit of the day-contest on Instagram where everyone was encouraged to post their favorite fall outfit and tag Portobello Road along with a #AMESOOTD.

**Brian Mozey/Iowa State Daily**

Ali Hanson, junior in journalism and mass communications and apparel merchandising, purchased clothes with a discount for the Shop and Wrap event on Dec. 1 at Portobello Road.

Buy this photo



Everyone that did this was entered in a contest to win 40% off an item in the store.

"This was targeted at college women. We worked really closely with Talia [store owner] on who she was trying to bring into the store and the atmosphere and feel she wanted here," Foster said.

Storeowner Talia Jensen has done many events in the past few years. The first year the store was open she worked with an event management class for a 'Fashion Night Out' and has continued to do that event each year. This summer she had a wine night at the store, usually doing two per year. Jensen has also worked with The Grove apartment complex and a few different local designers for fashion shows.

"They're mostly for customers," Jensen said. "Just to give people something fun to do."

After their shopping experience on Dec. 1, customers were asked to complete a survey that will help the girls with their research for the class. Their main goal was raise awareness for Portobello Road.

"It's a really personal experience for everyone that comes in," Foster said. "Talia wants to know what you're interested in and she gets a feel of your style."

Having graduated from Iowa State with an apparel, merchandising and design major and entrepreneurship minor, Jensen knows what college is like and focuses on trendy, unique and price-conscious pieces.

"I have anything that you won't see anywhere else in Ames," Jensen said.



## Event Graphics/Videos

# SHOP and wrap

*at Portobello Road*

\* December 1

\* 4-7 p.m.

\* We'll provide wrapping paper, great deals and refreshments. You bring holiday spirit and friends!



**Initial Video:**

<https://www.facebook.com/video.php?v=736708426419497&set=vb.294254013998276&type=2&theater>

**Mid-Campaign Video:**

<https://www.facebook.com/video.php?v=743078619115811&set=vb.294254013998276&type=2&theater>

## Autumn Outfit of the Day Contest

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2. Take a photo of your favorite autumn outfit of the day.
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5. The most creative outfit of the month will also win a prize.



@portobelloroadames



@PortobelloAmes



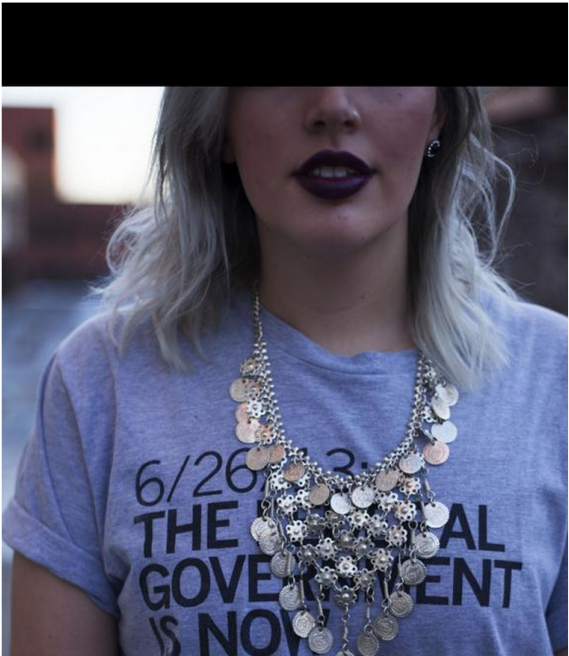
Portobello Road

# Social Media Interaction

Portobello Road retweeted

**Kara Liz Keigan** @KaraKeigan · Nov 30  
Check out my #AmesOOTD at [jointheuprising.wordpress.com](http://jointheuprising.wordpress.com)

Portobello Road



**Briana** @breezy\_brie2194 · Nov 13  
#amesootd @PortobelloAmes



FAVORITES  
3



**chamberyandchampagne** Follow  
2 weeks ago  
If only this @brooksbrothers coat was actually part of my #ootd. #brooksbrothers #ootn #amesootd #chicago #outlet #express #portbelloroadames #kohls #LCLAurenConrad

portbelloroadames, kristin5711, annedieseth and 23 others like this.

**eborza**  
I love the express scarf! And that coat is gorgeous. Wish it wasn't so expensive!

**chamberyandchampagne**  
@eborza thank you! And yes, if that coat wasn't so expensive it definitely would have been purchased on the spot!

Leave a comment...





qmacGUxt/



**leahplath**

Follow

2 months ago

Layering some @portbelloroadames clothes this morning ☺

♥ jazminiverson, sanin\_, captainj0rdan and 11 others like this.



**leahplath**

@portbelloroadames #Amesootd



**portobelloroadames**

#ameshasstyle The perfect outfit for today!



Leave a comment...



**chamberyandchampagne**

Follow

1 month ago

My Marionette costume from last night, found the perfect dress from Portobello Road and borrowed some super cute stockings! Wish the camera would've picked up the makeup better ☺ #amesootd #portobello #bcbg #stripes #doll #halloween #costumes #ivory #black #favorite <<< Tap the photo to see where everything is from >>>

♥ annedieseth, caitieoder, erica\_a\_coulter and 8 others like this.



**portobelloroadames**

You're so creative! I love it!



Leave a comment...



**cathvaz**

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4 weeks ago

And the fashion continues. #ootd #wootd #Amesootd #vscocam

♥ alexweimar, morganwelp, tmick\_ and 16 others like this.



**morganwelp**

I love you lol



Leave a comment...

