Group 1: Traditional Students
Target Demographic: 17-20

Primary Media Vehicle:
Television

Secondary Media Vehicles:
Radio, Movie Theaters, Restroom Signs, and Online

Television:
Flight: Two campaigns
Television was chosen as the primary media vehicle due to its ability to express the campaign message in audio and visual to touch on people’s emotions.

Group 1 Media Strategy:
To reach 75% of the target demographic a total of 7 times throughout the course of the television campaign.

Group 1 Media Tactics:
- Buy key prime programming with network stations as well as cable programming with Midcontinent Communications
  - Ex. 3pm-Midnight rotators and fixed prime programs
- Cable networks considered for the campaign
  - ESPN, E!, ABC Family, Fox Sports North, FX, MTV, SPIKE, TBS, CW, and USA
- Recommended cable buy includes the Thief River Falls, Grand Forks, and Devils Lake markets
  - Cities included with the cable buy include: Argyle, Badger, Baudette, Bisbee, Buxton, Cando, Crookston, Devils Lake, Drayton, East Grand Forks, Edmore, Emerado, Galesburg, Grafton, Grand Forks, Grand Forks AFB, Grandin, Greenbush, Hatton, Hillsboro, Holt, Karlstad, Kennedy, Lake Bronson, Lancaster, Langdon, Larimore, Manvel, Mayville, Middle River, Newfolden, Portland, Red Lake Falls, Reynolds, Roseau, Salol, Starkweather, Stephen, Thief River Falls, Thompson, Viking, Walhalla, Warren, Warroad

Group 1 Television Buy $ 35,000

Radio
Flight: Two campaigns
Radio was chosen as a secondary media vehicle because it is a strong frequency medium which allows the advertiser to target their message to a particular demographic, garnering high frequency.

Group 1 Radio Strategy:
To reach 45% of the target demographic a total of 10 times

Group 1 Radio Tactics:
- Purchase ads targeting students from 3-10pm, M-F, and noon-7pm on the weekends.
- Leverage value-added streaming or online banner ads to reach online audience
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<thead>
<tr>
<th>Station</th>
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<tr>
<td>KKXL FM</td>
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<td>KJKJ FM</td>
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<td>KTRF AM</td>
<td>Prowler/Pioneer Sports</td>
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Group 1 Radio Buy $12,500

Movie Theaters

**Group 1 Movie Theater Strategy:**
To reach captive audience in a non-traditional mass media format

**Group 1 Movie Theater Tactics:**
- On-screen ads will appear prior to movies for a 12 month campaign
  - East Grand Forks & Crookston
    - :15 ads
    - $1,740.00
  - Thief River Falls
    - $1,700

Group 1 Movie Theater Buy $3,440.00

Restroom Signs
Flight: Two campaigns
Restroom sign were chosen because they have a captive audience and are cost effective compared to billboards.

**Group 1 Restroom Sign Strategy:**
To purchase ad space on 56 billboards in the EGF/GF communities.

**Group 1 Restroom Sign Tactics:**
- Design 28 ads designed for Group 1 audience.

Group 1 Restroom Sign Buy $3,000

Online

**Flight**
12 month presence with two ad campaigns

**Group 1 Online Strategy:**
Develop and maintain an active online presence through social media and online advertising outlets.

**Group 1 Online Tactics:**
- Re-launch Facebook and Twitter pages with new Northland brand.
- Use social media for promotions and a primary source of communication by utilizing admissions, athletics, and marketing.
- Support strategic 3-month advertising campaigns through online advertising.

**Group 1 Online Buy $12,000.00**

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**Group 2: Non-Traditional Students**

**Target Demographic:** 21-49

**Primary Media Vehicle**
Television

**Secondary Media Vehicles**
Radio and Online

**Television**
Flight: Two campaigns
Television was chosen as the primary media vehicle due to its ability to express the campaign message in audio and visual to touch on people’s emotions.

**Group 2 Media Strategy:**
To reach 75% of the target demographic a total of 7 times throughout the course of the television campaign.

**Group 2 Media Tactics:**
- Buy key prime programming with network stations as well as cable programming with Midcontinent Communications
  - Ex. 6pm-Midnight rotators and fixed prime programs
  - Examples of top programming to purchase for this demographic include: The Office and 30 Rock on KVLY as well as the 10pm news on WDAY and KVLY
  - Cable networks for the campaign include: A&E, Discovery, ESPN, Food Network, HGTV, Lifetime, TBS, TLC, TNT, and USA
  - Examples of programs include Project Runway, Sports Center, Kate Plus 8, The Closer, House, Law and Order, and Dirty Jobs
- Recommended cable buy includes the Thief River Falls, Grand Forks, and Devils Lake markets
  - Cities included with the cable buy include: Argyle, Badger, Baudette, Bisbee, Buxton, Cando, Crookston, Devils Lake, Drayton, East Grand Forks, Edmore, Emerado, Galesburg, Grafton, Grand Forks, Grand Forks AFB, Grandin, Greenbush, Hatton, Hillsboro, Holt, Karlstad, Kennedy, Lake Bronson, Lancaster, Langdon, Larimore, Manvel, Mayville,
Group 2 Television Buy $30,000.00

Radio
Flight: Two campaigns
Radio was chosen as a secondary media vehicle because it is a strong frequency medium which allows the advertiser to target their message to a particular demographic, garnering high frequency.

Group 2 Radio Strategy:
To reach 45% of the target demographic a total of 10 times

Group 2 Radio Tactics:
- Purchase ads targeting students from 6am-7pm, M-F, and 10am-7pm on the weekends.
- Leverage value-added streaming or online banner ads to reach online audience

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Group 2 Radio Buy $11,000

Restroom Signs
Flight: Two campaigns
Restroom sign were chosen because they have a captive audience and are cost effective compared to billboards.

Group 2 Restroom Sign Strategy:
To purchase ad space on 56 billboards in the EGF/GF communities.

Group 2 Restroom Sign Tactics:
- Design 28 ads designed for Group 2 audience.

Group 2 Restroom Sign Buy $3,000

Online
Flight
12 month presence with two ad campaigns

Group 2 Online Strategy:
Use online new outlets to add credibility to marketing campaign.

Group 2 Online Tactics:
- Use radio and television purchase to leverage discounted online advertising
- Purchase banner ads with the GF Herald
- Support strategic 3-month advertising campaigns through online advertising

Group 2 Online Buy $12,000

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