Casey Van Duyne
Account Director
Copywriter

Annie Molitor
Research Director

Anna Mullendore
Strategist
Media Director

Kelsie Thurman
Creative Director
Art Director
01 Campaign Goals
02 Research
03 Key Insight + Message
04 Creative
05 Media Strategy

AGENDA
Primary

Increase online engagement and reach by 15% on your Facebook by mid-February 2021

Secondary

Increase attendance rate at community outreach events to an average of 70 attendees by mid-February 2021

Increase number of followers on your new Instagram page to 1,000 followers by mid-February 2021

OUR GOALS
Primary: Working Mothers

Age 25–35
Income under $45,000
High School/GED or Associate’s

- Relies on social network
- Enjoys local events
- Shops at Walmart & Aldi
- Scrolls on social media

Secondary: Uncertified Providers

Age 45–60, Income under $25,000, Some college or Associate’s

- Cares about maintaining their home
- Enjoys being self-employed
- Often donates to fundraisers for children

Secondary: Expecting Mothers

Age 45–60, Income under $25,000
Some college or Associate’s

- Enjoys Pinterest for baby room ideas
- Wants to give everything to her kid(s)
- Has a proactive mindset
KEY INSIGHT

Some parents and providers want to be a part of the process, while others just want to be “matched.”

PROMISE

However you want to find the right fit, CCRS is your #1 support when it comes to suiting your childcare needs.
CREATIVE
The Right Fit

We want to show that CCRS is there to support them, and provide resources to help them find the right fit for their child care. Whatever involvement a client wants, CCRS makes the process simple and easy for both parents and providers.

Clients can feel comforted knowing that CCRS will help them to find a fit for their needs.
BUS ADS IN CHAMPAIGN, DANVILLE, & DECATUR

Champaign - Urbana MTD
40’ Tail Panel (66” W X 15” H)

Decatur DPTS
Super Tail (34” X 84”)

Danville DMT
Super Tail (34” X 84”)

Hey Mom,
Finding child care isn't easy.
Let us give you a hand.

For more info, visit: ccrs.illinois.edu
Occur on every first Saturday of month
(10 am - 6 pm)
Tabling outside Aldi, Goodwill, Planned Parenthood, Walmart, Market Place Shopping Center

Items present
- Tent
- Table
- Table cloth
- Two standing outdoor posters
- Balloons
- Giveaway items:
  - Candy, Giftcards
- Plinko game
- Brochures & stickers
2,000 brochures

Gate-fold (11” x 8.5”)

100 lb paper

Full color matte both sides

For Moms:

For Providers:

We recommend having a brochure for providers at the tabling booth and other events as well as for moms.

Design would be similar, but with wording and resources directed towards providers instead.
2,000 stickers

Circular (4” x 4”)

Cut-to-size

White vinyl, high gloss with full color front
VIDEO - ON WEBSITE

Close-up shot of a puzzle with one piece missing. (10 seconds)
Voice: “Hey mom, are you having a hard time finding the right fit for your childcare needs?”

Zoom out to see a hand holding the missing piece. (10 seconds)
Voice: “We can help you. CCRS provides resources that make the process easier for you and your kids.”

TRANSITION to this screen. (15 seconds)
Voice lists the services offered by CCRS.

TRANSITION to this screen. (10 seconds)
Voice (with kindness): Let us help you find the right fit child care for your family.

TRANSITION to this screen. (5 seconds)
Voice “Child Care Resource Service at the University of Illinois. Guiding you to the right fit.”

One 1-1.5 minute video introducing what CCRS does and what they have to offer.

Will be posted on front page of website.

Produced and edited by CTRL+V.
PAID SOCIAL MEDIA - INSTAGRAM

Sponsored, targeted Instagram posts to increase traffic and reach

Monitor & track using Ad Manager
- $100 lifetime budget for each month of 9-month campaign

*** With the lifetime budget, Ad Manager evenly spreads out your budget each day that your campaign is running. This will benefit your campaign because Ad Manager will schedule your posts for you based on what days have the best performance. This is convenient because it does it all for you for that month.
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Meet Kristina. “Before contacting CCRS, I couldn’t find the right fit for my two boys. CCRS made the process simple and easy and they were able to connect me to a trustworthy provider and the necessary resources.”

Finding quality childcare isn’t easy. At CCRS, we want to give you a hand and help you find the right fit for your childcare needs. Be sure to check out the variety of resources we have available that are listed right on our website.

Need guidance with finding the right fit? What about some free prizes? Find our table today at the ALDI grocery store in Champaign, IL, from 12-4 p.m. We’re here to help and have fun!

Organic social media posts, graphics, and captions will aim to incorporate our “finding the right fit” campaign element by showcasing various client testimonials, CCRS’ local outreach events, and offering resources that are made available on CCRS’ website, and more.
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ORGANIC SOCIAL MEDIA - PINTEREST

Organic Pinterest Pins that people on Pinterest can find and save. Pins would direct users back to CCRS' website.
The radio ad features a CCRS representative (Brenda) and a mother (Chelsea) from our target audience, who is searching for a childcare provider. It depicts a genuine phone conversation that is congruent to Chelsea’s situation with finding childcare, as well as offers a warm and welcoming voice from Brenda at CCRS- someone who is ready to offer their hand and help.

**Script:**

**Intro** (2 seconds): *telephone ring*

**Cue immediately to CCRS Rep, Brenda** (5 seconds): Hello, thank you for calling Child Care Resource Service in Champaign. This is Brenda, how can I help you today?

**Mother** (10 seconds): Hi Brenda, this is Chelsea. I have to be honest with you, I can’t seem to find the right child care provider for my kids. Would you be able to help me find the right fit? I’m really struggling.

**CCRS Rep, Brenda** (5 seconds): Absolutely, we’re here to make this process simple and easy for you, Chelsea. I’m glad you made the call and we’re happy to get you started. Let’s go over first steps!

**Mother** (2 seconds, sighs in relief): Amazing, thank you so much.

**Cue to anonymous voice:** Child Care Resource Services serves parents in the Champaign, Vermillion, Macon, Douglas, Iroquois, and Piatt counties. Call 217-333-3252, today!
Send bi-weekly emails to providers

Use Email+ on UIUC Webtools for template design, distribution & for monitoring effectiveness
NEW LOGO
NEW LOGO

Uses University of Illinois colors and wordmark to show audiences that CCRS is affiliated with Illinois.

Uses puzzle pieces as the visual to show a child-like vibe.

Puzzle pieces are connected to show “the right fit” because CCRS provides the resources to help clients find the right fit for their child care needs.
We know that finding childcare is hard. At CCRS, we provide families with resources in their area to help with choosing a child care provider.
MEDIA
From **May 2020** to **February 2021**, we will run **online advertising** with targeted advertising on Instagram & Facebook, organic social media posting, banner ads on ChambanaMoms.com, and email newsletters which will be directed at providers. We will also do **outdoor advertising** like tabling events in the surrounding CU area, bus ads in CU, Danville & Decatur. As well as **traditional advertising** with radio ads that will reach all of the counties CCRS serves.
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<th>SUMMER 2019</th>
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<th>WINTER 2019–2020</th>
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<td>May 1</td>
<td>May 15</td>
<td>June 1</td>
<td>July 1</td>
<td>Aug. 1</td>
<td>Aug. 15</td>
<td>Sept. 1</td>
<td>Oct. 1</td>
<td>Nov. 1</td>
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<td>Community Outreach</td>
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<td>Tabling every 1st Saturday (10 am - 6 pm)</td>
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<td>Bus ads</td>
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<td>Decatur DPTS &amp; Danville DMT</td>
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<td>Radio ads</td>
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<td>MAGIC 95.5 FM; M-F morning 7am-8am</td>
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<td>WHMS 97.5 FM; Sunday 6am - 7pm</td>
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<td>Bi-weekly emails to providers</td>
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<td>Paid FB &amp; IG</td>
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<td>Organic Social Media</td>
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<td>Posting on Pinterest, Instagram, &amp; Facebook 3 times/ week throughout the campaign</td>
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<td>Chambana Moms.com</td>
<td>Top banner ad</td>
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<td>Top banner ad</td>
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<td>Website video</td>
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<td>Played on website with each visit</td>
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<td>Media</td>
<td>Specifics</td>
<td>Quantity</td>
<td>Time Invested</td>
<td>Cost</td>
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<td>Tabling Events</td>
<td>Includes cost of: tent, table, tablecloth, two posters, balloons, plinko board game, giveaways</td>
<td>5 events; every 1st Saturday for 5 months</td>
<td>11 hours</td>
<td>$1,656.48</td>
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<td>Stickers</td>
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<td>2-3 hours</td>
<td>$297.00 ($0.1485/each)</td>
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<td>Brochures</td>
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<td>2,000</td>
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<td>Bus ads</td>
<td>Champaign - Urbana MTD, Decatur DPTS, and Danville DMT</td>
<td>Three 3-month bus ads</td>
<td>3-4 hours</td>
<td>$2,750.00</td>
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<tr>
<td>Radio ads</td>
<td>MAGIC 95.5 FM (urban adult contemporary); WHMS Lite Rock (urban adult contemporary) 97.5 FM; WYXY Classic Country 99.1 FM</td>
<td>MAGIC = 15 30-second, WHMS = 20 30-second, WYXY = 10 30-second</td>
<td>2-3 hours</td>
<td>$760.00</td>
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<td>Email newsletter</td>
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<td>1 video</td>
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Thank you!
Any questions?
ChambanaMoms: [https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo](https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo)

Tent: [https://peakbanner.com/product/10-x-10-ft-ez-pop-up-custom-screen-print-graphic-logo-canopy/?gclid=Cj0KCqiAqNPyBRCjARIsAKA-WFyL-X4BiiJDyXKiHwKerIBkrXi6QSyUgCgVMn49tZv--Y8aWVLMi4aArviEALw_wcB](https://peakbanner.com/product/10-x-10-ft-ez-pop-up-custom-screen-print-graphic-logo-canopy/?gclid=Cj0KCqiAqNPyBRCjARIsAKA-WFyL-X4BiiJDyXKiHwKerIBkrXi6QSyUgCgVMn49tZv--Y8aWVLMi4aArviEALw_wcB)

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Posters: [https://www.bannerstandpros.com/banner-stands/outdoor-banner-stands/wave.html](https://www.bannerstandpros.com/banner-stands/outdoor-banner-stands/wave.html)


Plinko Board: [https://www.orientaltrading.com/carnival-disc-drop-game-a2_12_4067.fltr?sku=12%2F4067&BP=PS544&ms=search&source=google&cm_mmc=GooglePLA--1398795105--5038653987--12%2F64067&cm_mmc1=OTC%2BPLAs&cm_mmc2=GooglePLAs&cm_mmc3=PS544&cm_mmc4=PS39&cm_mmc5=Shopping&cm_mmc6=PLAs&cm_mmc10=Shopping&cm_mmc11=12%2F4067&cm_mmc12=Carnival-Disc-Drop-Game&gclid=Cj0KCQi1wopfzBRCOARIsAnIogotf48aBmQ7a7L2nGG1mEB8Lu5-Nr77MQ8dE0B4B3gI0P5yi-bgAEOaAsy6EALw_wcB](https://www.orientaltrading.com/carnival-disc-drop-game-a2_12_4067.fltr?sku=12%2F4067&BP=PS544&ms=search&source=google&cm_mmc=GooglePLA--1398795105--5038653987--12%2F64067&cm_mmc1=OTC%2BPLAs&cm_mmc2=GooglePLAs&cm_mmc3=PS544&cm_mmc4=PS39&cm_mmc5=Shopping&cm_mmc6=PLAs&cm_mmc10=Shopping&cm_mmc11=12%2F4067&cm_mmc12=Carnival-Disc-Drop-Game&gclid=Cj0KCQi1wopfzBRCOARIsAnIogotf48aBmQ7a7L2nGG1mEB8Lu5-Nr77MQ8dE0B4B3gI0P5yi-bgAEOaAsy6EALw_wcB)


Decatur DPTS & Danville DMT Buses: [https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo](https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo)

CU MTD Buses: [https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo](https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo)

2 radios (WYXY, WHMS): [https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo](https://drive.google.com/open?id=1__-2ED8CdDdK5wojo2ClTWeEiLzaMLalo)

Magic radio: emailed with Tom Cantwell