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OUR TEAM



Casey Van Duyne
Account Director
Copywriter



Annie Molitor
Research Director



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Strategist
Media Director



Kelsie Thurman
Creative Director
Art Director



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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

TARGET AUDIENCES



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



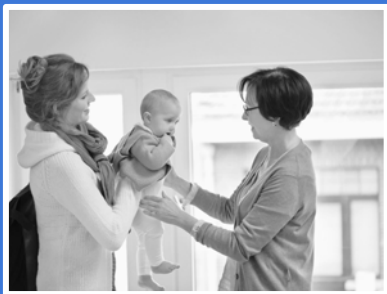
Enjoys
Pinterest for
baby room
ideas



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



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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**.

Hey Mom,
We know finding child care isn't easy.

Let us give you a hand.

CCRS
Child Care
Resource Service

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")



TABLING BOOTHS

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



BROCHURES

2,000 brochures

Gate-fold (11" x 8.5")

100 lb paper

Full color matte both sides

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.

For Moms:



Front Right

Front Left



Back Side



Inside Middle

Inside Right

Inside Left



STICKERS

2,000 stickers

Circular (4" x 4")

Cut-to-size

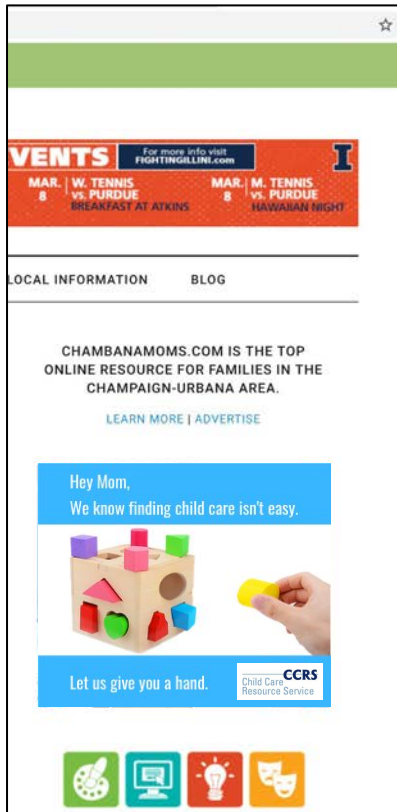
White vinyl, high gloss with full color front



CHAMBANAMOMS.COM BANNER AD

Top Banner ad

Size: 300*250



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?”



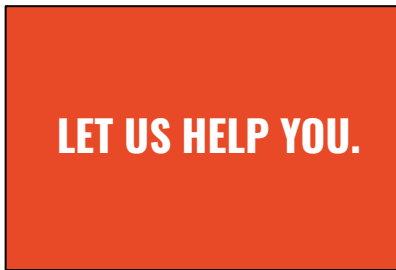
Zoom out to see a hand holding the missing piece. (10 seconds)

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. (10 seconds)

Voice: “Here are the services we offer to guide you in finding the right fit for your childcare needs.”



TRANSITION to this screen. (5 seconds)

Voice “Child Care Resource Service at the University of Illinois. Guiding you to the right fit.”

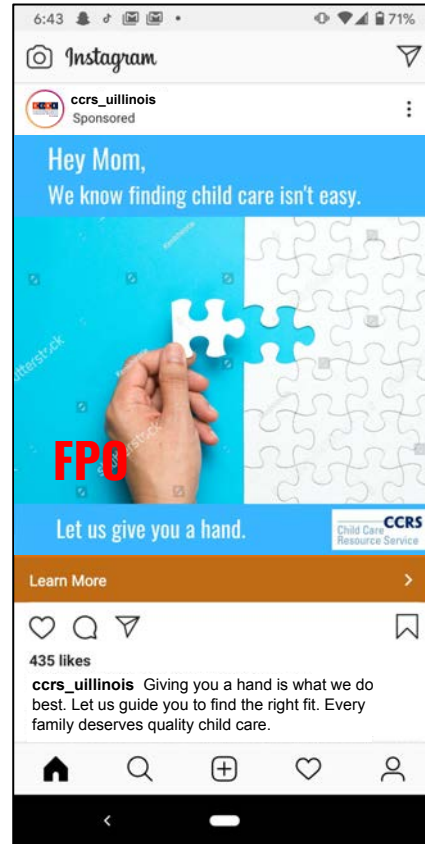
One 1 -1.5 minute video introducing what CCRS does and what they have to offer

Will be posted on front page of website

Produced and edited by CTRL+V



PAID SOCIAL MEDIA - INSTAGRAM



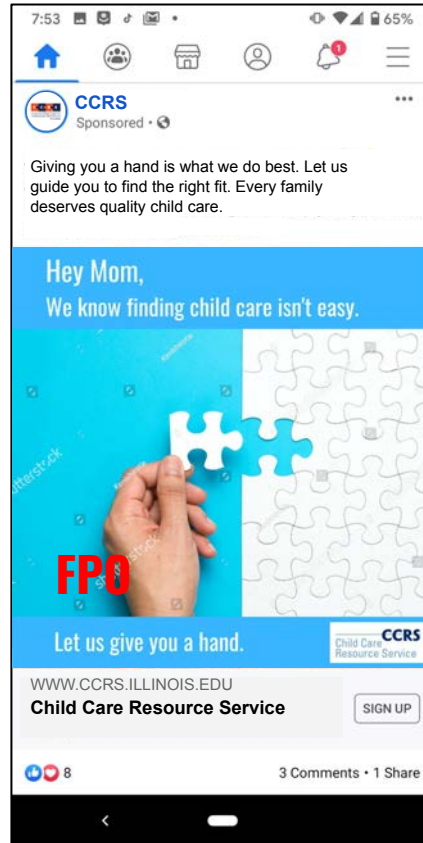
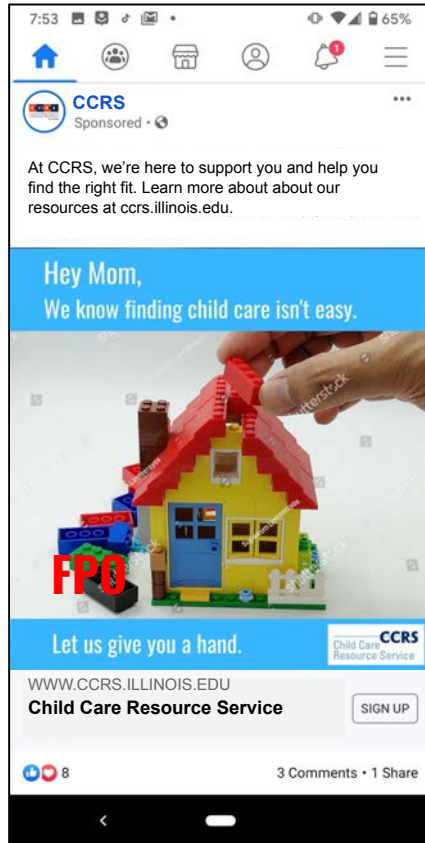
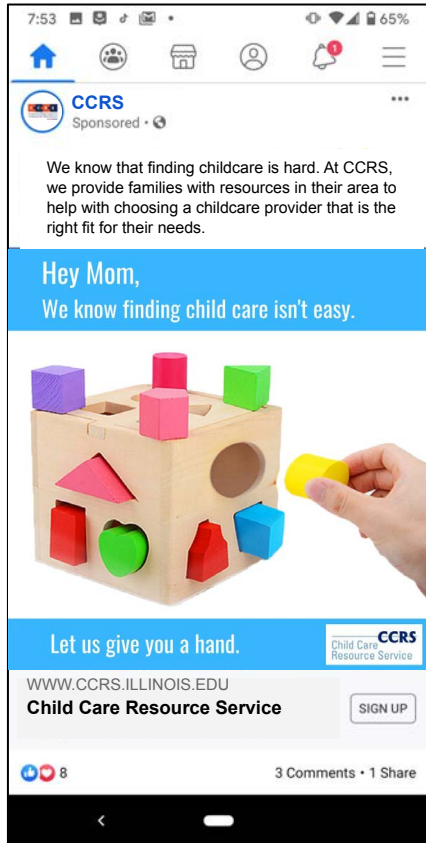
Sponsored, targeted Instagram posts to increase traffic and reach

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.*

PAID SOCIAL MEDIA - FACEBOOK



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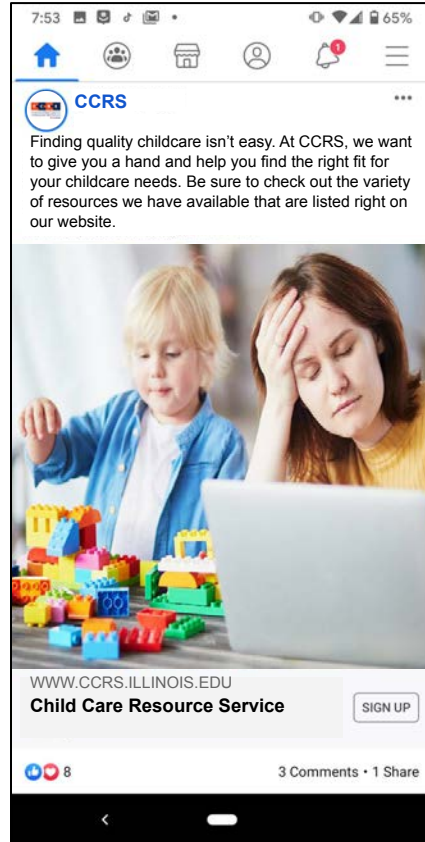


ORGANIC SOCIAL MEDIA - INSTAGRAM



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.

ORGANIC SOCIAL MEDIA - FACEBOOK



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.

ORGANIC SOCIAL MEDIA - PINTEREST

Struggling to find the right fit?

5 tips for finding the right childcare provider



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Struggling to find the right fit?

A MOM'S GUIDE FOR FINDING QUALITY CHILD CARE

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8 IMPORTANT SIGNS OF A GREAT CHILD CARE PROVIDER FIT



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Organic Pinterest Pins that people on Pinterest can find and save. Pins would direct users back to CCRS' website.

RADIO

MAGIC 95.5 FM (urban adult contemporary)

- **Piatt County & Macon County, Douglas County (depends on conditions)**

WHMS Lite Rock (urban adult contemporary) 97.5 FM

- **All counties: Macon County, Champaign County, Vermillion County, Iroquois County, Piatt County, Douglas County**

WYXY Classic Country 99.1 FM

- **Champaign County, Vermillion County, Iroquois County, Piatt County, Douglas County**

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!



EMAIL NEWSLETTER

GUIDING THE RIGHT FIT FOR

PROVIDERS



ABOUT US

Child Care Resource Service (CCRS) is a program at the University of Illinois at Urbana-Champaign within the Department of Human Development and Family Studies (HDFS). We work to promote quality adolescent care and important resources to not only parents, but childcare providers (you guys!), businesses, and community organizations that are located in the Champaign, Douglas, Iroquois, Macon, Platt, and Vermillion county areas.



THE PROCESS

We understand that some parents and providers want to be involved in the pairing process, while others simply want to be put together. However a provider wants to find the right fit, CCRS is there to support providers and meet their needs- making the process simple and easy.



TRAINING FOR PROVIDERS

Providers are given training opportunities to offer a safe, healthy, and nurturing environment which meet children needs. CCRS also offers guidance and support with getting licensed through the Department of Children and Family Services. Income eligible providers may also receive monthly financial assistance from the state for at least one of the families they provide childcare for.

FOLLOW US ON SOCIAL

Get social with us, locate resources, and stay up-to-date with all things CCRS! You can find Child Care Resource Service on Facebook, Instagram, and Pinterest.

Facebook: @ChildCareResourceService
Instagram: @ccrs_illinois
Pinterest: Child Care Resource Service



Check out our website! Learn more about our programs and opportunities for providers at ccrs.illinois.edu.

READY TO FIND THE RIGHT FIT?

Child Care Resource Service (CCRS) is located at 905 S. Goodwin Avenue in Urbana, IL, 61801.
Contact Information
(800) 323-5516 or (217)-333-3252
Fax: 217-333-2147
Email: ccrs@illinois.edu

Send bi-weekly emails to **providers**

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

NEW LOGO



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NEW LOGO

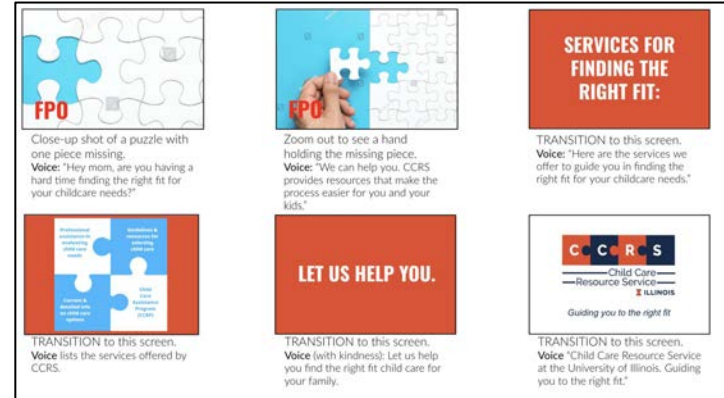
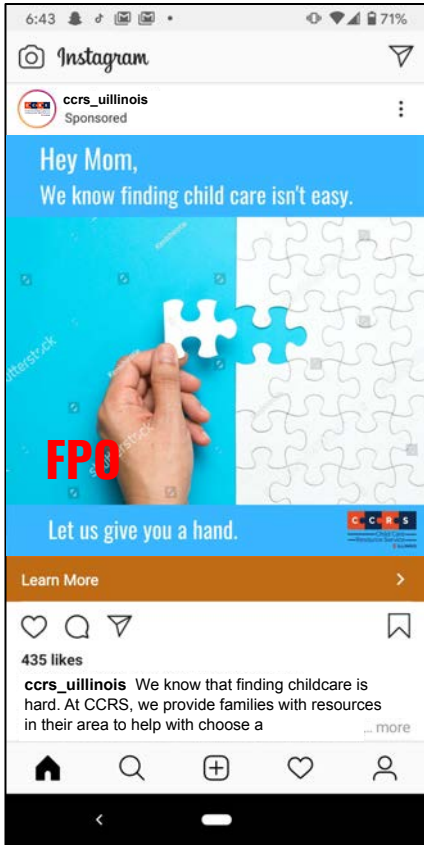
Uses University of Illinois colors and wordmark to show audiences that CCRS is affiliated with Illinois.

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.



PIECES WITH NEW LOGO

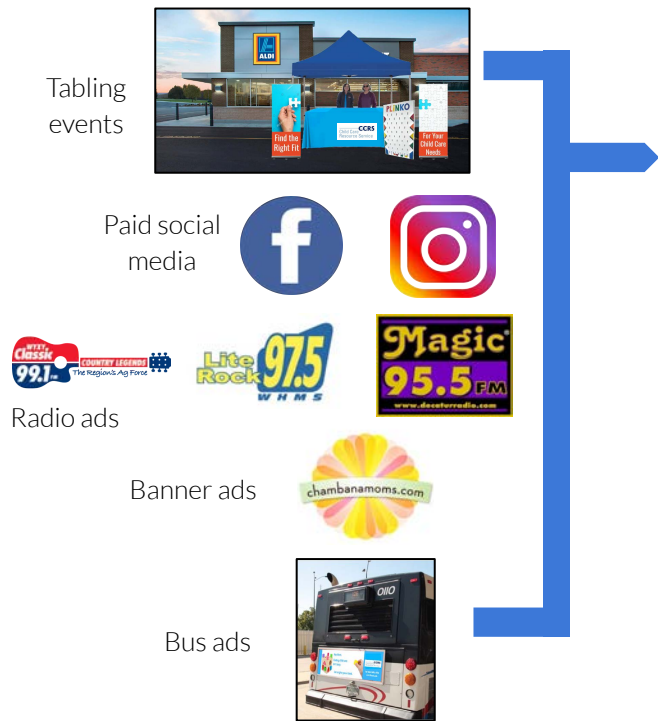


MEDIA

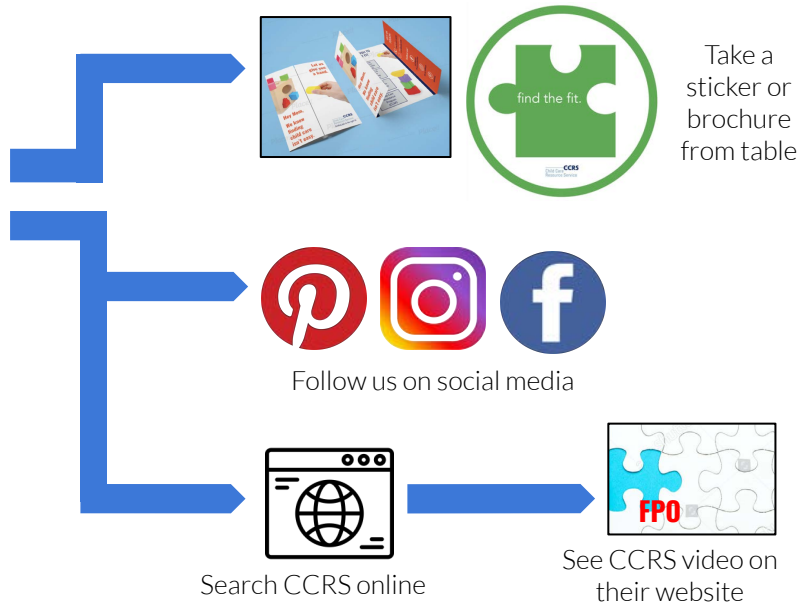


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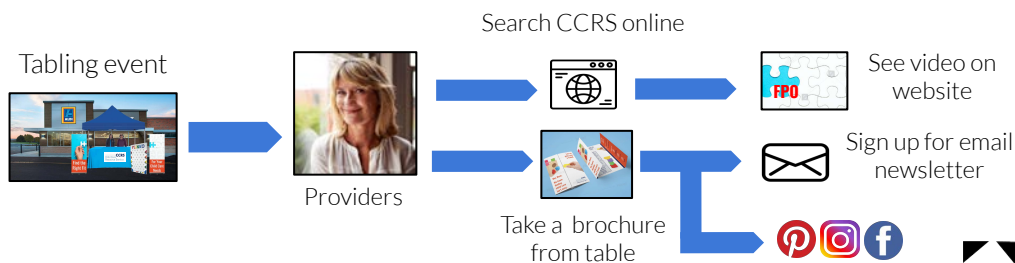
MEDIA - CUSTOMER JOURNEY MAP



Parents



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.



MEDIA SCHEDULE

	SUMMER 2019							WINTER 2019-2020					
	May 1	May 15	June 1	July 1	Aug. 1	Aug. 15	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Feb. 15
Community Outreach	Tabling every 1st Saturday (10 am - 6 pm)												
	Brochures/stickers distributed												
Bus ads		Decatur DPTS & Danville DMT							Champaign-Urbana MTD				
Radio ads			MAGIC 95.5 FM; M-F morning 7am-8am						WHMS 97.5 FM; M - F 6am-10am				
			WHMS 97.5 FM; Sunday 6am - 7pm						MAGIC 95.5 FM; M-F evening 5:30pm-6:30pm				
WYXY 99.1 FM; Monday - Friday 6am-7pm													
Email newsletter	Bi-weekly emails to providers												
Paid FB & IG	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Organic Social Media	Posting on Pinterest, Instagram, & Facebook 3 times/ week throughout the campaign												
Chambana Moms.com				Top banner ad						Top banner ad			
Website video	Played on website with each visit												

MEDIA “BIG” BUDGET



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Media	Specifics	Quantity	Time Invested	Cost
Tabling Events	Includes cost of: tent, table, tablecloth, two posters, balloons, plinko board game, giveaways	5 events; every 1st Saturday for 5 months	11 hours	\$1,656.48
Stickers	-	2,000	2-3 hours	\$297.00 (\$0.1485/each)
Brochures	-	2,000	5-6 hours	\$340.00 (\$0.17/each)
Bus ads	Champaign - Urbana MTD, Decatur DPTS, and Danville DMT	Three 3-month bus ads	3-4 hours	\$2,750.00
Radio ads	MAGIC 95.5 FM (urban adult contemporary); WHMS Lite Rock (urban adult contemporary) 97.5 FM; WYXY Classic Country 99.1 FM	MAGIC = 15 30-second WHMS = 20 30-second WYXY = 10 30-second	2-3 hours	\$760.00
Email newsletter	Targeted for providers	Bi-weekly	5-6 hours/week	\$0
Paid FB & IG	Targeted FB & IG posts	\$100/month	2-3 hours	\$900
Organic Social Media	Organic posts		5 hours/week (1 hr/M-F)	\$0
Chambana Moms.com	Top Banner ads	2 cycles	3-4 hours	\$700
Website video	1 -1.5 minute; on website home	1 video	Done by CTRL+V	\$0
Stock photography	Shutterstock	5 images	1-2 hours	\$49 (\$9.80 per image)
TOTAL:				\$7,452.48

MEDIA "SMALL" BUDGET



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Media	Specifics	Quantity	Time Invested	Cost
Tabling Events	Includes cost of: table, tablecloth, plinko board game, giveaways (no balloons, tent, two posters)	5 events; every 1st Saturday for 5 months	11 hours	\$496.28
Stickers	-	500	2-3 hours	\$187.50 (\$0.375/each)
Brochures	-	1,000	5-6 hours	\$251.00 (\$0.25/each)
Bus ads	Champaign - Urbana MTD, Decatur DPTS, and Danville DMT	Three 3-month bus ads	3-4 hours	\$2,750.00
Radio ads	MAGIC 95.5 FM (urban adult contemporary); WHMS Lite Rock (urban adult contemporary) 97.5 FM; WYXY Classic Country 99.1 FM	WHMS = 10 30-second WYXY = 5 30-second	2-3 hours	\$305.00
Email newsletter	Targeted for providers	Bi-weekly	5-6 hours/week	\$0
Paid FB & IG	Targeted FB & IG posts	\$40/month	2-3 hours	\$360
Organic Social Media	Organic posts		5 hours/week (1 hr/M-F)	\$0
Chambana Moms.com	Top Banner ad	1 cycles	3-4 hours	\$350
Website video	1 - 1.5 minute; on website home	1 video	Done by CTRL+V	\$0
Stock photography	Shutterstock	5 images	1-2 hours	\$49 (\$9.80 per image)
TOTAL:				\$4,748.78

Thank you!
Any questions?



ChambanaMoms.com: 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=CjoKCOiAqNPYBRCjARIsAKA-WFyiL-X4XBiiIDyXKiHwKerIBkrXi6QSyUgCgVMn49t4v-Y8aWVlMi4aArviEALw_wcB

Table:

https://www.walmart.com/ip/Cosco-8-Foot-Centerfold-Folding-Table-White/46368150?wmlspartner=wlp&selectedSellerId=0&adid=2222222227034417864&wlo=&w1=g&w12=c&w13=901674,0124,8&w14=pla-12676795804,8&w15=9022196&w16=&w17=&w18=&w19=pla&w10=8175035&w11=online&w12=46368150&veh=sem&gclid=CjoKCOiAqNPYBRCjARIsAKA-WFxYjIYT2zA5BwdFhSBSzk8l03eKovkF3XIDFTGtnwsSv7oxgtEAtLoaAheiEALw_wcB

Tablecloth: https://www.printplace.com/products/tablecloths?attr622=148919&attr606=148921&attr610=148977&product_id=2613&format_options=255

Posters: <https://www.bannerstandpros.com/banner-stands/outdoor-banner-stands/wave.html>

Balloons: <https://www.partycity.com/balloon-time-large-helium-tanks-4-with-72-balloons-and-ribbon-866234.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--58038653987--12%2F4067&cm_mmca1=OTC%2BPLAs&cm_mmca2=GooglePLAs&cm_mmca3=PS544&cm_mmca4=FS39&cm_mmca5=Shopping&cm_mmca6=PLAs&cm_mmc10=Shopping&cm_mmca11=12%2F4067&cm_mmca12=Carnival-Disc-Drop-Game&gclid=CjoKCOjwopfzBRCOARIsANiogotf48aBmQ7a7L2nGG1mEb8Lu m5-Nr7MQ8dEOB4B3gloPy5i-bgAEoaAsy6EALw_wcB

Brochures:

https://www.printplace.com/products/brochures?attr622=50221&attr606=50235&attr607=50282&attr613=50297&attr609=50286&attr624=50303&attr610=50288&attr615=50315&attr626=50327&attr617=50329&attr621=50335&attr618=50333&product_id=903&mailing_services=n&format_options=1

Stickers:

https://www.printplace.com/products/stickers?attr661=68009&attr622=66420&attr606=56545&attr607=66297&attr610=56579&attr618=56593&product_id=981&format_options=106

Decatur DPTS & Danville DMT Buses: https://drive.google.com/open?id=1_-2ED8CdDdK5wojo2ClTWeEiLzaMLalo

CU MTD Buses: https://drive.google.com/open?id=1_-2ED8CdDdK5wojo2ClTWeEiLzaMLalo

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

Magic radio: emailed with Tom Cantwell