Woodstock Fire Department

A **fire safety** campaign proposal.

MARJ
MARKETING SOLUTIONS

Fanshawe College, 2024



Agenda



1. WFD Background & Opportunity
2. Insights for Campaign
3. Campaign Objectives
4. Target Market
5. Media Strategy
6. Marketing Communication Tactics
7. Creative Theme & Strategy
8. Implementation Plan & Budget

MARJ
MARKETING SOLUTIONS



Client Background & Opportunity

Woodstock Fire Department

- Located in Woodstock, Ontario.
- Created on May 25, 1881.
- Currently **54** firefighters on the *WFD*.

Increase **fire safety awareness** in Woodstock, Ontario through an effective marketing campaign.

"...ensure the information is understood, maintained and acted upon."

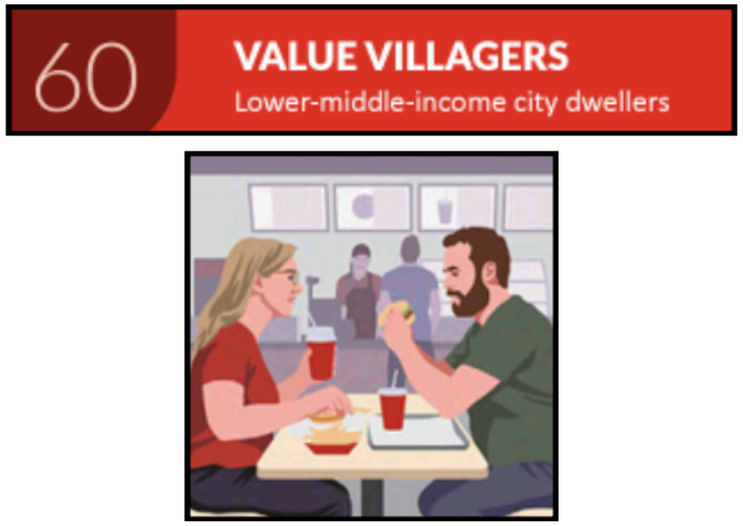
2-Phase Campaign

P1: Community Building Event

P2: Out-of-Home Marketing

Insights for Campaign

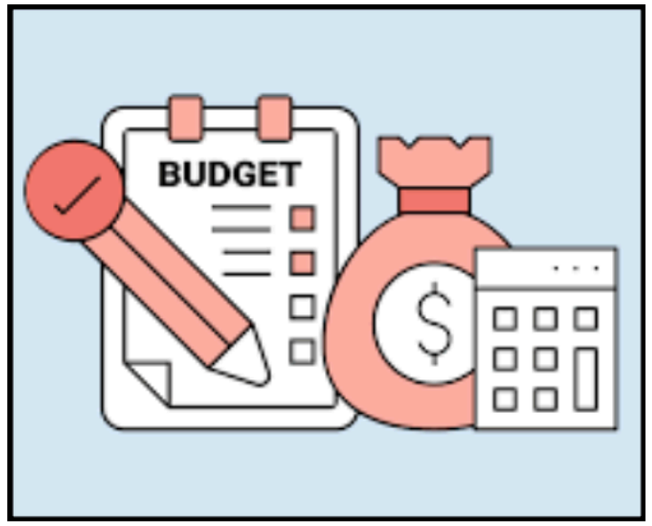
Insights and **data** that drove campaign decisions.



PRIZM



Size of Woodstock



$30,000 Budget

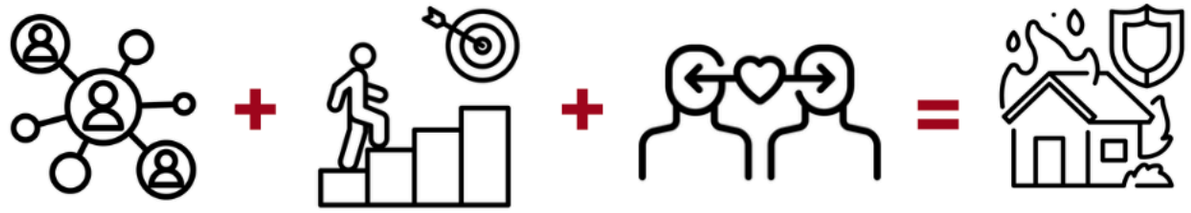
Campaign Objectives

Community Engagament

Target Outreach

Emotional Connection

Fire Safety Awareness





Target Market

Population of Woodstock

~ 50,000

Target Age Group

30-70 Years Old *(~33,000 people)*

PRIZM Segment

60 **VALUE VILLAGERS**
Lower-middle-income city dwellers



Elementary School Students

- Value-Villagers likely have children.
- Send **phase 1** information to students.
- Students go home and tell parents.

Media Strategy

We will use the following Media Strategies. These will allow us to reach our Target Market and secure a maximum Media Coverage.

Direct Mail

- Promote Phase 1.

FIREHOUSE SUBS

- Prizm Segment (#60) states that traditional media is most effective.

Event Marketing

- Create Awareness.
- Engagement & Retention.
- **72%** In-person events are shown to be **effective**.

Out-of-Home

- Transit advertising.
- Posters & Billboards.
- Push fire-safety awareness during **phase 2.**

Broadcast/Radio

Monthly reach:
Ages 35 - 49 = **93%**
Ages 50+ = **92%**

- Use to inform and continuously promote **phase 1.**

MARJ
MARKETING SOLUTIONS

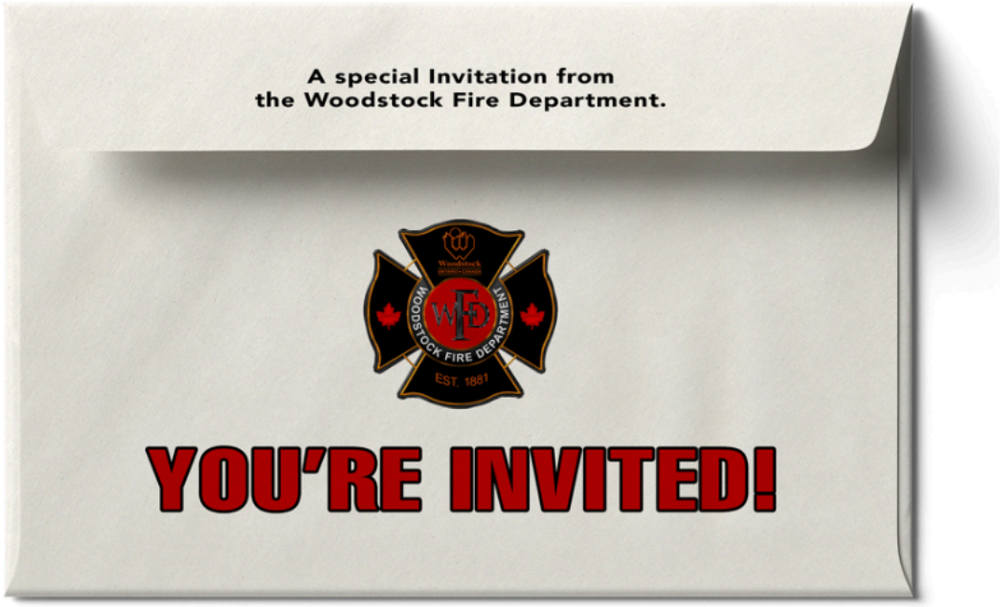


Marketing Communication Tactics

Below are the tactics needed to get the maximum return on the media vehicles chosen.

P1	**Event Marketing**	Firehouse Subs - Community Building - Activities for Children - Discounted Food
P1	**Broadcast Media**	Morning Talk Show - Avoid Clutter in Spot Ads
P1	**Direct Marketing**	Direct Mail Invitations - Bright Colours - Personalized to Homeowner
P2	**Out-of-Home Media**	Outdoor/Transit - Horizontal Posters (Pattison) - Exterior Bus Mural - Interior Horizontal Cards

Direct Mail





MARJ
MARKETING SOLUTIONS



Marketing Communication Tactics

Below are the tactics needed to get the maximum return on the media vehicles chosen.

P1	**Event Marketing**	Firehouse Subs - Community Building - Activities for Children - Discounted Food
P1	**Broadcast Media**	Morning Talk Show - Avoid Clutter in Spot Ads
P1	**Direct Marketing**	Direct Mail Invitations - Bright Colours - Personalized to Homeowner
P2	**Out-of-Home Media**	Outdoor/Transit - Horizontal Posters (Pattison) - Exterior Bus Mural - Interior Horizontal Cards

Out-Of-Home







MARJ
MARKETING SOLUTIONS

Creative Theme & Strategy

Emotion • Consistency • Visual Appeal

P1









P2







Implementation Plan

12-month blocking chart

	2025	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
P1	Get campaign designs finalized												
P1	Direct Mail Set-up + Delivery												
P1	Give teachers invitations to hand-out to students												
P1	Radio (Event promotion)												
P1	Firehouse Subs Event												
P2	Billboard												
P2	Bus Wraps												
P2	Bus Interior Panels												

Budget

Note: *Budget is estimated. All costs are taken from credible sources and rounded appropriately.*

Home invitations: $3,800
($0.38 for 10,000 - Delivery included.)
In-school invitations: $300
($0.12 ea. - 2500 printed.)

Posters: $25
($0.50 ea. - 50 total - 8.5 x 11 in.)

Billboard: $7,350
($1225/month - 6 months total.)

Interior Bus Card (*Top*)**:** $6,300
(14 total; 2 per bus route.)
Bus Wrap: $5,000
(One bus.)

Fire-Safety Pledge: $200
($0.20 ea. - 1000 printed.)

Radio Ad's: $4,000
($1,000/month - 30 Second ads - run for 4 weeks leading up to Phase 1.)

Food: Free
(Sponsored by Firehouse Subs.)

Total = ~ $27,000

$3000 leftover - use as a
contingency fund.

Implementation Plan

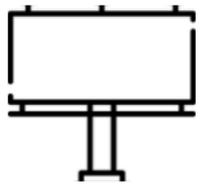
30 Day Action Plan Timeline

March 2025



Day 1-2

Finalize the budget distribution



Day 3

Locate & rent billboard location



Day 4

Contact the transit advertising department



Day 5-6

Inform teachers & community leaders



Day 7-10

Finalize all campaign designs & print invitation posters



Day 11

Set-up the radio event advertising



Day 12-15

Direct mail



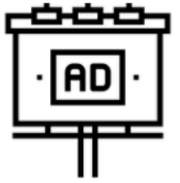
Day 16

Create & print fire safety pledge



Day 17 & 24

Firehouse event on these days



Day 30

OOH Media has launched

We hope you enjoyed this campaign proposal.

MARJ
MARKETING SOLUTIONS

Now is the time for any questions.