

**Effective Marketing Strategies and Implementation
into Homer G. Phillips Apartment Complex Campaign**

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Marketing is “business activities that direct the exchange of goods and services between producers and consumers” (Wells 8). The main objective of marketing is to make a company’s name, product or service visible to its target publics. With the use of integrated marketing communications, which “is the practice of unifying all marketing communication efforts so they send a consistent, persuasive message to target audiences,” (Wells 23) one can create a message that will appeal and will persuade a consumer to take action. In a nutshell, the idea of effective marketing is to find who will most likely buy the product, service or idea, find out what type of message will most appeal to them, create advertising that will be unique enough to stand out from the clutter, and then implement these ideas.

This paper will explore the key aspects of a successful marketing campaign, analyze the Homer G. Phillips apartment complex, discuss the creation of the marketing materials, cover which marketing strategies were used within the Heart Smart campaign, and evaluate the effectiveness of the campaign.

Key Aspects in a Successful Marketing Campaign

Creating a successful marketing campaign for a product or service takes research and careful planning. Before any marketing campaign can be designed, a situational analysis needs to be conducted. According to Lane, King and Russell in Kleppner’s Advertising Procedure, a situational analysis is “the part of the advertising plan that answers the questions: Where are we today and how did we get here? It deals with the past and the present” (Lane 117). It is a collection and analysis of the product, company, and state of the market.

One of the most common methods for helping complete a situational analysis is though a SWOT analysis. SWOT stands for strengths, weaknesses, opportunities, and threats.

“The strengths of a business are its positive traits, conditions, and good situations.

The weaknesses of a business are traits, conditions, and situations perceived as negatives. Opportunity is an area in which the company could develop an advantage over its competition and a threat is a trend or development in the environment that will erode business unless the company takes action” (Wells 186).

Following a situational analysis, the next step in the marketing process is to set the objectives of the marketing effort. “Given the huge amounts of money spent on advertising, it is important for advertisers to know what to expect from a campaign or an ad” (Altstiel 310). Having clear, measurable objectives is how the effectiveness of a campaign is determined. Wells describes five requirements for measurable objectives: a specific effect that can be measured; a time frame; a base line, where we are or where do we begin; the goal, a realistic estimate of the change that the campaign can create, benchmarking is used to justify the projected goal; and percentage change, subtract the baseline from the goal then divide the difference by the baseline (Wells 19).

After objectives have been defined from the results expected out of the campaign, a clear definition of the target market needs to be set. A target market is the “group that composes the present and potential prospect for a product or service” (Lane 129). This is finding out who would best benefit from the product, most likely use the product and actually buy the product. One way in discovering who would most benefit and use the

product can be done by looking at people's psychographics and demographics. Lane describes psychographics as, "a description of a market based on factors such as attitudes, opinions, interests, perceptions, and lifestyles of consumers comprising that market" (Lane 128). Demographics, in comparison, are "human traits such as age, income, race and gender" (Altstiel 21). It is essential to look into the consumer's life, know what they do and understand how they act. Knowing consumption patterns and everyday habits of the consumer give a better understanding of the types of people that would most likely buy the product. These lifestyle patterns will not only help in determining if the product is a good fit for them, but also the best means and media to reach them when deciding on a media plan.

How to position the product is the next objective within a marketing plan. Positioning is "fitting the product into the lifestyle of the buyer. It refers to segmenting a market by either or both of two ways: 1) creating a product to meet the needs of a specialized group, and/or 2) identifying and advertising a feature of an existing product that meets the needs of a specialized group" (Lane 64). Using a competitive analysis helps establish where advertising can emphasize the "features or benefits of a product that let it outperform its competitors," states Shaver (101). It is about finding out that this product can do better than others and advertising those benefits. Product differentiation is an alternative way to position a product. This is "a strategy designed to create product differences that distinguish the company's product from all others in the eyes of the consumer" (Wells 190).

One of the most common approaches to this type of positioning is branding. Branding is "the process of creating a special meaning for a product, one that makes it

distinctive in the marketplace and in its product category” (Wells 33). Continuing to explain that, “branding transforms a product into a brand, which is a distinctive identity for a product. A brand and the advertising behind it creates familiarity” (Wells 33). The goal of brand management is to raise the perceived value of a product, in turn raising the brand equity of the product. Brand equity is “the value of how such people as consumers, distributors, and sales people think and feel about a brand relative to its competitors over time,” (Shaver 239). Incorporated into a brand is a “name, term, sign or a combination of all of them,” says Lane, “intended to distinguish the product or service from competing products or services” (86). Branding creates familiarity: “we’re more comfortable with brands we know” (Altstiel 273). People want brands that they can trust, and this is built on familiarity and past experience.

Advertising is a big expense, and a budget is essential when deciding on the media to employ within the campaign. While there are many methods to consider, you need to look back at the original objectives you want to achieve. New products entering the market would take a different approach than a product that already has a strong presence in the marketplace. There are several ways in which a company may decide to budget the launch of a new campaign or the marketing for an entire year. Wells, Moriarty and Burnett in Advertising Principles and Practice describe these budgets. The historical method is “simply based on last year’s budget, with a percentage increase for inflation or some other marketplace factor” (193). The objective-task-method “looks at the objectives for each activity and determines the cost of accomplishing each objective” (193). The percentage-of-sales method “compares the total sales with the total advertising budget during the previous year or the average of several years to compute a percentage” (194).

Competitive budget is a method that “uses competitors’ budget as a benchmark and... relates the amount invested in advertising to the product’s share of market” (194). The all-you-can-afford method is “when a company allocates whatever is left over to advertising” (194).

Once you have decided on a positioning statement, picked a target market and set a budget, a marketing strategy can be devised. It is in this step where you “develop the marketing mix strategy: select product design, performance criteria, pricing, distribution, and marketing communication” (Katz 157). Similar to the whole marketing campaign, media objectives should be decided on.

“Media planners must consider three critical elements in setting specific media objectives: the degree of exposure (impressions), the number of different people exposed to the message (reach), and repetition needed to reach those people and make impressions on them (frequency)” (Wells 297). “The goal of the media plan is to reach as many people in the target audience as often as the budget allows” (Wells 212).

Exposure, or impression, is “one person’s opportunity to be exposed one time to an ad or broadcast program, newspaper, magazine, or outdoor location” (Katz 212). This is different than circulation of a medium, because it is measuring the actual readership.

Advertising Principles and Practice defines the next two parts of the media strategy.

“Reach is the percentage of the media audience exposed at least once to the advertiser’s message during a specific time. Frequency refers to the number of times a person is exposed to an advertisement” (Wells 243).

“The objective of most consumer research is to puzzle out a key consumer insight that will help move the target audience to respond to the message” (Wells 195). The

process of message development is to research market information and brand information to identify consumer insight. A key aspect of developing a strong message strategy is to gather as much information as you can. It is then the process of taking all of the research and figuring out what you want to say to the consumer.

“Behind every effective advertisement is a big idea, a creative concept that implements the advertising strategy so that the message is both attention getting and memorable” (Wells 327). It is in the development in this big idea that the target audience needs to be kept in the forefront. The message needs to speak to the consumer so that the message will emerge from the clutter. There is a fine line when it comes to advertisements; although some ads may be very creative, humorous or entertaining, if the consumer cannot remember what the ad was promoting, then it was ineffective.

Within the big idea is the execution of the idea. “Execution is the form in which the ad’s message is presented” (Wells 347). “The execution details are the specifics of how the message will look, read, and sound in its finished form” (Wells 347). You need to decide what you want the message to accomplish.

There are six facets in a message can go. Perception objectives are when the message creates attention, awareness, interest, recognition and recall of the product. In order for an ad to create perception, it needs to have stopping power where a highly-original ad has the power to break through the clutter. Not only does an ad need to have stopping power, but also it needs to have pulling power, which “keeps pulling the reader or viewer through to the end of the message” (Shaver 230). Not only does advertising have to spot and pull, it also has to stick in the memory of the viewer.

Cognition delivers information and understanding. It is in this type of message objective that the most important product features to the target audience are brought to the forefront. In addition to these features, the competitive advantage is featured within the message where the advertising points to the product's point of differentiation relative to the competition.

Affective objectives touch emotions and create feelings. It is an emotional strategy that "highlight(s) the psychological attraction of the product to the target audience through such responses as love, fear, anxiety, envy, or sexual attraction" (Wells 109). The main purpose is to create a liking toward the product.

Persuasion tries to change attitudes, create conviction and establish preference. Testimonials and messages that create word of mouth about the product are particularly effective with this type of objective. There are several techniques to get the message out, also known as a selling premise. "A selling premise is a proposition on which an argument is based or a conclusion is drawn" (Altstiel 215). These customer-focused selling premises emphasize what the product can do for the user by translating the product feature into something that benefits the consumer. A promise is a benefit statement that looks to the future and predicts that something good will happen if you use the product. A reason is a selling premise that gives you a motive to buy a product. The key in this type of statement is the inclusion of the word "because." Lastly, the selling premise of a unique selling proposition is a benefit statement that is both unique to the product and important to the user.

Transformation objectives establish brand identity and associations. It is here where the brand takes on character. Association message strategy delivers information

symbolically by connecting a brand with a certain type of person, lifestyle, or other characteristic.

Behavior objectives stimulate trial, purchase, repurchase or some other form of action. Call to action is a frequent strategy to stimulate behavior objectives. A call to action is a concluding line that tells people how to buy the product. Many times discounts and limited-time offers can stimulate sales. For others, a simple toll-free number will be the call to action to the consumer.

Integrated marketing communications involves many different aspects of marketing. Each has their strengths and weaknesses, but offers a variety of ways of promoting a product. Public relations, is “the management function that establishes and maintains mutually beneficial relationships between an organization and its publics on whom its success or failure depends” (Cutlip 5). Typical objectives of public relations are to announce news, affect attitudes and opinions, maximize credibility and liability, and to create and improve stockholder relationships. Sales promotions are “marketing activities that add value to the product for a limited period of time to stimulate consumer purchasing and dealer effectiveness” (Cutlip 12). In addition to stimulating behavior, it rewards customers for their action and gains an immediate response. Point-of-purchase displays are “displays prepared by the manufacturer for use where the product is sold” (Wells 461). These displays simulate sales, attract attention, create interest, stimulate urgency, and encourage trial and impulse purchasing. Direct Marketing is “selling goods and services without the aid of a wholesaler or retailer” (Wells 44). This type of promotion can range from direct-response advertising and advertising for leads for sales people to direct door-to-door selling. It is used to stimulate sales, create personal interest

and relevance, provide information and create acceptance and conviction. A sponsorship is “an arrangement in which a company contributes to the expenses of a cause or event to increase the perceived value of the sponsor’s brand in the mind of the consumer” (Wells 464). This type of publicity builds awareness, creates a brand experience, raises participation, heightens interaction, increases involvement, and creates excitement.

Advertising is all around us. Just about everything we see today is promoting something and there are many different mediums to advertise in. First are magazines. Magazines “present a lot of creative opportunities based on a variety of sizes, shapes, and multiple page combinations” (Altstiel 195). An advantage of placing an ad in a magazine is that they are very selective, meaning many are devoted to a very narrow topic that could be perfect for the target market. Magazines are also almost always printed in color and at a high-quality resolution, which makes advertisements look their best and also gives the designer even more creative options to make the ad stand out. Magazines have a long shelf life. Many consumers keep issues for longer periods of time and are read through more than once. They are also often read by more than one person, which creates a wider reach for the advertiser. With the many benefits, there are also disadvantages. Magazines are expensive, and you have to have the ad submitted months in advance, making for a less-timely way of advertising.

Newspapers are another form of print advertising. Advertising in newspapers is an advantage because it allows for local advertising to reach niche markets. It gives the option of many different formats for advertisements. There are a variety of sizes and shapes to fit the ad specifically along with the option of color or black and white production. Disadvantages of newspapers are that newspaper readership is steadily

declining. Many consumers are now receiving their news and information from alternative sources, like the Internet and nightly news on the television. Newspapers are a very short-lived source of advertisement. Unlike a magazine, a consumer will usually only read the newspaper once, then recycle it; its shelf life is very short.

Although the designer of the advertising campaign may not be directly involved in the creation of the advertisements, it is still important to understand the basic principles in good design. It is in the integration of these basic ideas that will not only help you develop a well-designed and memorable campaign, but a unified campaign.. “Design is deliberate rather than hope for the best and accept the result, artists and designers explore a wide range of solutions to every problem, then choose the most promising option for further development” (Stewart 3-0). This same concept should also be brought into the creation of the marketing campaign to make the most impact out of your actions. Basic elements include: unity and variety, weight and gravity, balance, scale and proportion, and emphasis.

“Unity and variety are the cornerstones of visual communication” (Stewart 3-0). Unity is cohesion or when the “design elements work harmoniously together giving the viewer a satisfying sense of belonging and relationship. You know unity has been achieved when all aspects of the design complement one another rather than compete for attention” (Bernard). Even the smallest changes can add both visual and conceptual interest to the design.

Unity can take many forms. One of these types is closure. In this type of unity, “given enough clues the human mind will automatically connect visual fragments”

(Stewart 3-1). The eye can create the connection of elements even when the connection is not deliberately put within the design.

Use of visual systems is a type of unity that uses an “underlying pattern or grid that can be used to create even the most disparate visual elements. A grid helps add alignment and structure to a design” (Bernard).

Any similarity in a design tends to increase unity. “This can be any type of element within a design, type, color, line weight, movement, just to name a few. Having repeating elements makes a more cohesive design” (Stewart 3-5). Repetition works to unify all parts of a design because it creates a sense of consistency and completeness.

Containment is one of the most basic forms of unity. “Relationships automatically occur when visual elements share a common container” (Stewart 3-2). In the simplest form the container can be the material that is holding the design. Just like a canvas is the container for a painting, the sheet of paper for a billboard is its container.

Proximity is the “distance between visual elements” (Stewart 3-2). Elements that are placed close together are easily unified compared to elements that are more distant and are read as separate units. This plays a key role in advertising design. Proximity of elements in an advertisement lets the reader know what parts of the design are related to each other.

Beyond unity, weight and gravity plays an important role in design. “Visual weight refers to the inclination of shapes to float or sink based on their solidity and compositional location. Solid shapes generally weigh more than open shapes. Shapes that appear to extend beyond the upper edge of the format tend to rise while shapes that

appear to extend below the format tend to sink" (Stewart 3-7). These principles create visual depth of field within a piece.

"Visual balance requires equilibrium or equality in size, weight, or force among design elements" (Stewart 3-9). Within balance, there are three different forms: symmetrical balance, radial symmetry, and asymmetrical balance. Symmetrical balance is when "shapes or volumes are mirrored on either side of an axis" (Stewart 3-9). Our faces are a prime example of this. Our nose and mouth are on the center of a vertical axis and our eyes and ears are mirrored from each other on either side of the vertical axis. Radial symmetry is when "lines and shapes are mirrored both vertically and horizontally, with the center of the composition acting as a focal point" (Stewart 3-10). A flower best describes this type of symmetry. All of the petals extend from a center point.

Asymmetrical balance "creates equilibrium between visual elements that differ in size, weight, color and texture" (Stewart 3-11). "Asymmetrical design is typically off-center or created with an odd or mismatched number of disparate elements" (Stewart 3-12). "The way to use asymmetry is by balancing two or more unequal components on either side of the fulcrum by varying their size, value or distance from the center" (Bernard).

Scale and proportion are design elements that relate to the overall size of the elements in a design. Proportion "refers to the relative size of the visual elements within an image" (Bernard). Scale "refers to the size of an image or object when compared to our own human size" (Stewart 3-13).

Emphasis is "used to give part of a design particular prominence" (Stewart 67). Emphasis can be achieved in three ways. The first way is through separation and connection, which is when "any anomaly, or break in the norm, tends to stand out.

Creating a clear pattern can increase connection among different elements, conversely, any break in the pattern accentuates separation” (Stewart 3-15). The second way to achieve emphasis is through location: “the very location of a line or shape within the format can attract attention” (Bernard). Thirdly, contrast is a way to add emphasis. Contrast “is created when two or more forces operate in opposition” (Bernard). Contrast can be made through a size difference, shape or color within an image.

Analysis of Homer G. Phillips Apartment Complex

In the summer of 2007, I completed an internship with Dominion Management in Plymouth, Minnesota. They own and manage apartment complexes throughout the Midwest. While I was there I had the opportunity to work on marketing and promotional material for many of their properties. One of the biggest campaigns that I was able to be involved with was a marketing campaign for Homer G. Phillips.

Homer G. Phillips is a low-income housing development in St. Louis, Missouri for seniors 55 and older. Although it is low-income housing, they offer many of the benefits of a luxury apartment. These extra features include an exercise room, wellness center with personal care and homemaker aides, on-site medical care, social and activity rooms as well as an on-site beauty salon and barbershop.

Homer G. Phillips participates in the Affordable Housing Program; because of this tenants have strict income guidelines that they must fall under. These annual income boundaries:

1 Occupant - \$27,660

2 Occupants - \$31,620

3 Occupants - \$35,580

4 Occupants - \$39,540

These guidelines along with the age requirement of 55 minimize the target market of people who would qualify to live there.

An analysis was conducted on the property and it was found that the most common apartment vacancies were the units at the end of the long hallways. A need was discovered that a marketing campaign should be developed and implemented to fill these apartments.

When looking at how to market these apartments, the apartments at the end of the hallways furthest from the elevators was a negative perception in the minds of prospective residents. This negative perception needed to be changed to a positive. It was decided to market these vacant apartments as Heart Smart Apartments. The idea was promoting to future residents that taking a few extra steps down the hallways to the stairs or elevator will help you get more exercise. Through an unscientific study, it was found that just by walking to and from your apartment three times a day you could meet the American Heart Associations recommendation of daily exercise. Most people 55 years of age or older do not get the recommended exercise they need.

Homer G. Phillips Marketing Needs

Through brainstorming with the marketing coordinator for the property, it was decided that a consistent look throughout the marketing materials for the campaign would need to be designed. These included door hangers, half and quarter page outreach cards, a banner for the outside of the apartment building, and welcome cards for kits given to residents moving in to the building.

Creation of Marketing Materials

When deciding the best way to creatively advertise the Heart Smart Apartments I wanted some element to visually tie all the pieces together. A main piece for any type of advertising unity is a logo.

Dominium wanted Heart Smart Apartments to promote health and bring in elements from the American Heart Association. I determined that the main focus should be on the icon of a heart. So working with the logo I designed it with the heart as the main focus with some contrasting circles on the outside.

As for the color combination, a heart is usually thought of as the color red. The audience that the logo is trying to attract is an older, more traditional generation so I went with a traditional red color. The original color of the logo was a brighter red, but when thinking about how the logo would be used, the color of the logo was changed to the maroon color of the Homer G. Phillips logo. This would make the layouts more eye pleasing so that if both the Heart Smart logo and the Homer G. Phillips logo were used on the same layout the color would not contrast.

The background circles were then made using a triadic color scheme with the blues to make a visually pleasing look for the entire logo.

The font for the text Heart Smart Apartments was also taken into consideration. Seniors tend to have poor eyesight, so a simple text would be the easiest to read and the most effective. I choose a san serif font that I felt would be easy to read from close up and far away for any application the logo might be used on.

Verbal similarity was a concern. I determined that a slogan would be a successful way to add a little feeling into the campaign where it was needed. A conclusion was brought about from the analysis of Homer G. Phillips that this complex was, most likely, the nicest place any of the residents had ever lived in. Homer G. Phillip offered a nice, clean, safe living environment. I determined that they just want to feel like someone is concerned about them and their wellbeing. "Because We Care" is the slogan that I decided upon. It is short and to the point. Homer G. Phillips cares about its residents and their health. That is why they are promoting Heart Smart Apartments.

It was determined that there were four main elements that needed designing. These included a door hanger, two types of outreach cards and a welcome card for the welcome home kits. The door hangers are to be hung on all of the Heart Smart Apartment doors showing prospects, residents and visitors which rooms would be considered Heart Smart Apartments. There are two types of outreach cards that could be handed out for promotion of the apartments: half page outreach cards and quarter page cards. Welcome cards are for welcome kits that would be handed out to anyone moving in.

Besides the use of the logo, I wanted to create more unity within the pieces. To do this I used a background that was sophisticated and added texture. I wanted to give a

classy feel because that is the atmosphere that the building itself gives off, which is something people want and have after they have worked hard all their lives. All of the pieces had the same background.

Other unifying elements were the bars that bleed off of the page to separate certain elements from each other as well as bars that do not bleed, but have little squares in the corners to add more interest than just a rectangle. This idea was pulled from the Homer G. Phillips logo. It is just a slight way to tie the logo of the actual complex into the marketing pieces. Both of these elements are consistently the same maroon color as the heart in the Heart Smart Apartment's logo and the Homer G. Phillips logo.

Using the same type of fonts throughout the pieces was another unifying element. I chose a san serif bold font in white that was to be placed over a red background. This was mostly used for headlines or for things that needed to contrast or stick out. For more of the body text I chose a san serif font in black that looked distinctly different and aesthetically pleasing with the headline font.

An element that was not necessarily unifying to all the pieces was the Equal Housing logo and the handicap accessible logos that were placed somewhere on all the pieces. It is a Dominion standard that on every piece that is printed these elements be placed somewhere in the design.

The Heart Smart Apartment campaign was a low budget promotion within a concentrated market. Although a specific budget was not established, money that was spent in the different media channels was carefully planned. In order to reach the public there was a Heart Smart Banner that was placed on the awning of the front entrance of the Homer G. Phillips building. Radio advertisements were played on the local gospel

channels, a newspaper advertisement was published in the local newspaper, and outreach was distributed throughout the community.

Flyers and information cards were not only passed out by the property managers and leasing specialists that work at the property, but by the residents of Homer G. Phillips themselves. It has been found from past outreach materials that residents are helping with outreach because they like where they are living so much that they want their friends to live there too.

Two different promotions were additional elements added into the campaign. The first promotion was for new renters and second was a resident incentive program. For new tenants, there was a limited time offer with a special price reduction. If you toured the apartments by September 15th 2007, you could save \$50 a month off of your rent.

A promotion outside of the Heart Smart campaign was a tiered resident incentive program that was implemented at the beginning of 2007 and was to last the entire year for any apartment. If you lived at Homer G. Phillips and refer someone to live there you would receive \$100 for your first referral, \$150 for your second referral, \$200 for the third, \$300 for your fourth, \$450 for your fifth, and \$600 for the sixth referral that moves into Homer G. Phillips. That is a total of \$1,800 for all of the referrals. To add an extra incentive for the Heart Smart Apartments, you could earn an extra \$100 for each referral, giving a resident the opportunity to earn \$2,400.

An element implemented into this campaign that I was not directly involved in was the start of a fitness program for the residents. Starting a chair aerobics class for the residents was a way to get seniors more physically active. An incentives program was also incorporated into the fitness program that would award the residents after they

attended a certain number of classes. Each one of the prizes chosen for the program would follow within the Heart Smart theme.

Marketing Strategies Implemented Into Homer. G. Phillips

Many key elements to a successful marketing campaign were implemented into the Homer G. Phillip Heart Smart campaign. The first thing done was the situational analysis of the property. When using a SWOT as an analysis tool, the strengths of the property were that it was a very nice residence for people with low incomes and that people did not move out once they lived in Homer G. Phillips. The weaknesses were that the apartments that had the majority of the vacancies were toward the end of the hallways. Being that Homer G. Phillips only allowed for people ages 55 and older, it was hard to get people to move into the end apartments.

Establishing a target market was also used in the campaign. The guidelines of the apartment already narrowed down the potential target market just by them needing to be 55 years old or older. So the final target market established were people in St. Louis Missouri 55 years of age or older.

Positioning of the campaign was one of the biggest marketing aspects of the marketing campaign. The idea was to turn a negative (the apartments on the end of the hallway were too far away from the elevator) into a positive (taking those few extra steps is better for you). In combination with a health program started in the apartment complex, walking a little farther to your apartment, you will get more exercise giving you a healthier lifestyle.

The concepts of branding and the big idea were used with the Heart Smart theme. This theme brought the idea of health consciousness into the mind of the consumer. Branding the outer apartments as Heart Smart Apartments was only the original objective of the campaign. This launched the idea of creating a fitness class for residents along with prizes that went along with the health theme.

The overall goal of the Heart Smart campaign was to stimulate people to lease an apartment. A call to action was included on the outreach cards. Not only was there a phone number that you could call to get more information, but the web address to the apartment's website. Offering a discount was another way to encourage people to lease. The offer was a \$50 monthly discount if you signed your lease by September 15, 2007. Giving a deadline on a special offer helped persuade people to act now rather than later.

The tiered incentives program offered to the residents was another way of influencing people to take action. Offering a resident a monetary reward for referring someone to the property was a great incentive and good word of mouth marketing. It got people to think about talking to their friends if they know someone was looking for a place to live.

From a design perspective, fundamentals of design can be seen within all of the promotional materials. Unity was used throughout with the same background texture and the color scheme of the gold and maroon tones. Another unifying component was with the typography and using the same fonts in all of the pieces.

Creating a logo helped bring in the Heart Smart theme into the promotional materials. The logo was used at the identity of the campaign. It served as an identity

marker for people to recognize that what they were looking at was part of the Heart Smart campaign.

By keeping the color scheme and typography the same, other design principles could be used to create variety. Containment was used in several ways. In one instance it was the size and variance of materials that the final products were printed on. The outreach cards were both quarter page and half page designs and the door hangers were a different size and the banner was in a larger scale. In another instance, containment was to differentiate sections of the typography within color blocks. Some of these blocks extended to the end of the page, while others did not. This allows for the information to be segmented for easier reading.

There was a lot of information that needed to be put onto the outreach cards and by using proximity the information could be separated into related areas. This breaks up the information in an organized way so that it is less overwhelming for the receiver.

Even though many of the key marketing elements were used in the campaign, there were some that were not used. Clear, measurable objectives were not as defined as they could have been. A record was taken as to how many vacant apartments there were at the launch of the campaign, but an exact number of how many apartments Dominion wanted leased out of the campaign was not determined. Heart Smart Apartments was an internal marketing campaign developed for one of Dominion's own properties, so their idealistic goal would be to have all apartments leased.

Using the reasoning that this was an internal campaign, there was no specific budget established for this campaign. It was not my role to set the media objectives of where things were placed; I dealt mainly with the design of the campaign and the printed

materials. At Dominion, each property pays a set fee every month that goes to the marketing department. This fee pays for the cost of designing and printing of all paper materials, which are done in-house. This means that the cost of the outreach cards, welcome cards and door signs printed for Homer G. Phillips was already paid for with the monthly marketing fee.

As for the cost of the rest of the campaign, careful consideration was given to everything spent. Using an objective-task method for a budget, Dominion paid for any promotional items that were felt necessary to reach the target audience.

Evaluation of Marketing Campaign

Dominion had a database of information stored for all of their properties, which helps to evaluate the effectiveness of marketing strategies. You can never be sure as to why sales of a product go up, but an appraisal of the numbers can give you an estimate. Before the implementation of the Heart Smart campaign, there were fifteen vacant apartments. Comparing the same set of data three months later there were only eight apartments vacant. This is an increase of seven rented apartments, which according to Lori Hoglund, Marketing Coordinator for the property, "it was a great success." So the marketing of Heart Smart Apartments helped to increase the number of apartments leased for Homer G. Phillips. Overall, the strategies implemented were successful and the campaign was able to fill many of the vacant apartments.

Research is a fundamental aspect of a successful marketing campaign. You need to research the product and the target consumer. This involves determining what the unique and special features are of the product then recognize who would most benefit and

buy the product. Using this knowledge, build a message strategy that will appeal to the target consumer and implement this positioning statement into channels that will most effectively reach the audience. Attached are the marketing materials created for the Homer G. Phillips Heart Smart campaign.

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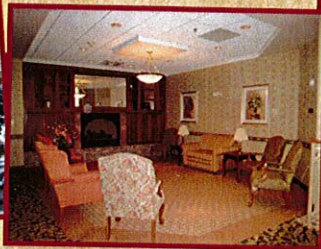
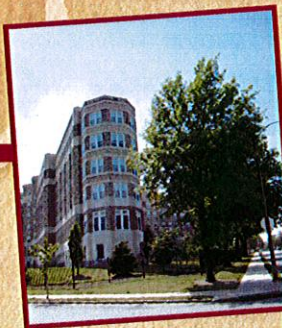
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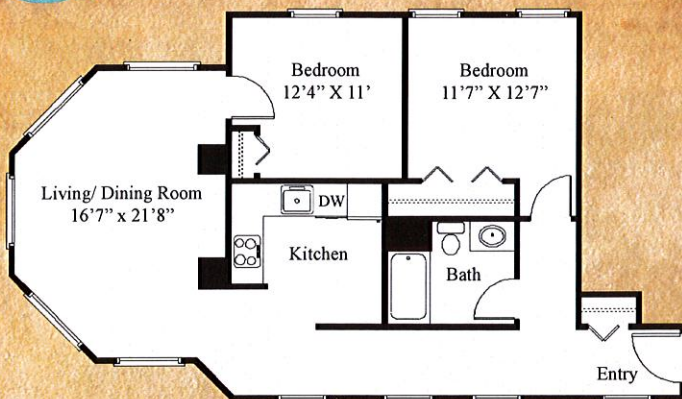
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- On-Site Maintenance

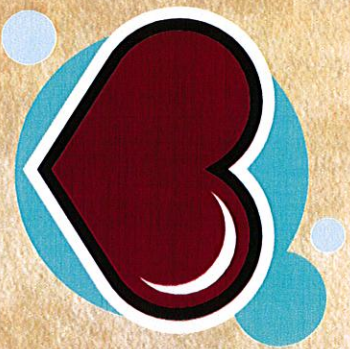
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