



HEY!

MIGHTY: (noun) Possessing great and impressive power or strength.

With specifically designed strategy and relentless creative thinking, Mighty Inc. strives to engineer incredible feats of advertising that “WOW” our clients every time.

From a few blank pieces of paper, to the finished product, our team works tirelessly to provide groundbreaking research, incredible creative ideas, and perfectly oriented campaign executions.

“O.K.” is unacceptable. Our work is outstanding.

WE ARE MIGHTY.



WILL HARRIS

Inspired by people, Will seeks to take this inspiration and spread it through his work. As Account Executive, he acts as our primary link to our Clients. His superpower is shape-shifting into anything our clients need to ensure ultimate satisfaction. Outside of advertising, you’ll find him playing basketball, reading a good book, or sipping on some coffee.



ELCIN ULU

Elcin is originally from Turkey. She is an Advertising major and will be graduating in December 2014. Here at Mighty, she is trusted with the vital task of Intelligence Gathering through conduction and analysis of Research. Her superpower is entering the mind of consumers to extract insights in order to enable Mighty to create effective strategy. She competes for the college golf team and National Golf team back in her home country.

WE ARE



TREVOR BROWN

Trevor is an advertising senior at the University of Florida. He’s worked with small business owners and marketing firms in Orlando, as well as The Alligator newspaper in Gainesville. Trevor has a great mind for creative advertising and stays dedicated to client beliefs. At Mighty Inc., Trevor’s superpower is engineering effective strategy, armed with nothing but his mind and the power of research insights.



ERICA FREEMAN

Erica is an advertising major at the University of Florida, graduating this December, 2014. At Mighty, she is our Media Master, in charge of all planning and buying outlets that allow us to effectively and efficiently reach our audiences. She enjoys playing soccer, running and teaching in her free time.



RIA BURGOS

Ria is a senior Advertising major at the University of Florida with a concentration in Art and Art History and a Masters Certificate in Web Design. She loves art, dogs, music, and beautifully designed things. She disarms communication challenges through the power of copy and defeats them with out-of-the-box thinking and well-executed creative solutions. When she’s not at Mighty, she works with Raw Revolutions as Graphic Design & Social Media extraordinaire.



MIGHTY INC.
Presents:

UNIVERSITY CLUB
OF ORLANDO
EST. 1926

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EXECUTIVE SUMMARY

The University Club of Orlando is a private club founded by twenty-five college graduates in 1926. Since then, it has played a big role in establishing a successful community in downtown Orlando. Whether it is by hosting charity events, donating scholarships, or simply providing a place for bright minds to meet and discuss ideas to better the community, the University Club has always been a champion of success.

In recent years, though, the private club industry as a whole has taken a hit, the University Club included. Society as a whole is changing, and it is up to the University Club to cater to the changing demands of society without sacrificing its core values of fellowship, philanthropy, and success. Mighty Inc. believes that, by extensive research and insight-based strategy, we will be able to bring the University Club brand up to date simply by conveying the values that it was founded upon.

Our primary research gave us a number of helpful insights. Mighty Inc. found that many people did not know what the University Club of Orlando was, and everyone who heard the name thought that it sounded snobby, superior, and old fashioned. There is evidence, though, that people are open, and even looking for an organization like this to join. People want a place that they can meet new people and make friendships that are beneficial for both personal and professional reasons.

Our surveys to the existing members helped us greatly in forming a creative strategy. Mighty

Inc. found that what people enjoy most about the University Club is the meaningful friendships, and the tight-knit feel that comes with being a member. The latter point was particularly highlighted when Mighty Inc. took their team visit to the club, as we heard multiple times that after the first or second time someone came to the University Club that almost everyone remembered their name, and they felt a part of the group already.

So, when drafting a theme for the campaign, Mighty Inc. wanted to highlight these aspects of the club that people most often mentioned: meaningful friendships, tight-knit community, and networking. Mighty Inc. also want to highlight the philanthropy that the University Club does, to show that they really do care about the community around them, and exist to see it succeed.

Mighty Inc. has a few specific tactics that we recommend using as platforms to tell this story to our target market of business-professional adults ages 25-40 in the Orlando area. Mighty Inc. recommends using the Orlando Sentinel, Orlando Magazine, a direct mail package, a new mobile application for members, updated social media sites, and all new print material for the club, including information packets, business cards, newsletter templates, etc. We know that through these media channels, we will be able to successfully convey the University Club as a friendly, purposeful, and generous organization that desires to see the community around it grow.

SITUATION ANALYSIS

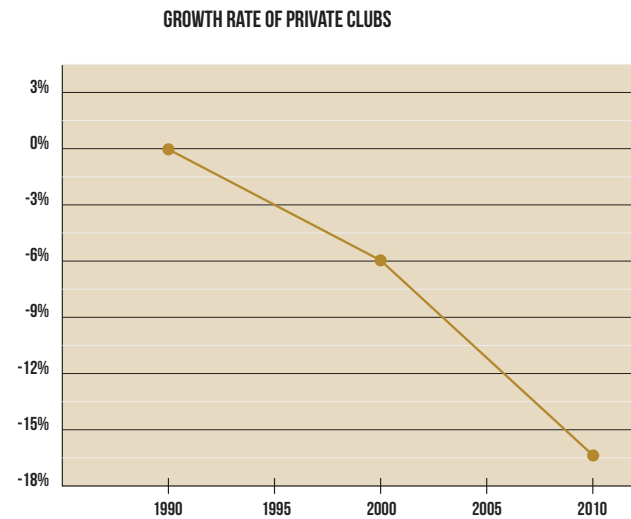


SITUATION ANALYSIS

INDUSTRY ANALYSIS

INTRODUCTION

To be honest, the future of the private club industry does not look so bright. According to research by the McMahon Group, in the years 2000-2010, the number of private clubs has fallen 10%, following 6% in the decade prior²⁶.



The University Club of Orlando has clearly been affected

as well, as it has lost money in five of the past six years, and seen its membership fall by nearly 100 members from 2011 to 2014²⁸.

Trends in the industry are mainly in reaction to changes in the society they seek to serve. There are two major societal trends that clubs must seek to mirror: a less strict adhering to tradition, and an increasing emphasis on career success among women²⁵.

Typically, tradition is in the DNA of a private club. Members who have been there for a long time stay there because it adheres to the traditions they're accustomed to. Society as a whole, however, is moving away from tradition. The emphasis is now on the individual, and forging your own path. The clubs that are finding success are the ones that are adapting to this. What this looks like for clubs is less strict rules, a more casual

environment, welcoming of technology, and a more diverse membership. Most researchers agree, though, that changing of society doesn't mean the death of the private club, it just means a major change in it.

Another change in society that clubs must work to cater to is an increasing emphasis on career success among women. Two-thirds of women now say that career success is extremely important to them²⁴. Initially, this may sound like it wouldn't have a major impact on the club industry because they are primarily male. What this means, though, is that men are now expected to take care of their kids more, thus giving them less free time to spend at a club. So, even though increased career interest results in more disposable income, which is favorable for clubs, people don't have time to spend their

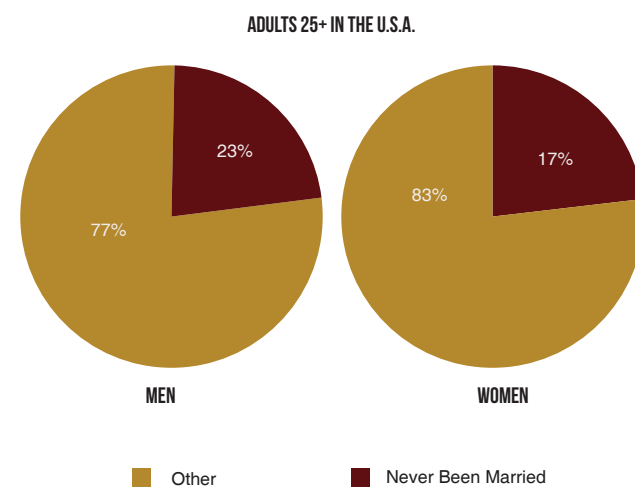
money

The way clubs have adapted to this is by making them more family friendly. Facilities are now including activities like pools are separate rooms tailored for kids. This way, parents can still spend time with their kids and spend time at the club.

Also worth noting, we believe that we can turn this career emphasis into an opportunity for the club. Many of our surveys listed networking as one of if not the most important attribute of the University Club. If we can promote club membership as beneficial to career success, we should be able to attract a lot of this crowd.

SOCIAL CHANGES

For the first time, single adults outnumber married couples—50.2%. The traditional household isn't as popular as before with the new generation's more affluent men and women. 23% of men and 17% of women aged 25 and older have never been married, according to Pew research results ²⁷.



Being married isn't considered a status symbol as it once was, and more importantly, a lot of the implications that once came with being married are quickly becoming archaic. Men aren't joining clubs and bringing their wives; women are joining clubs themselves.

In the information age, people want less to be defined by their careers, and more by their personal values and merits. They are less likely to stay with one job, and are more likely to leave an organization if they are dissatisfied. The traditional 9-5 work week is much less, much because of the 24-hour real time communication that the Internet and mobile revolution have caused.

Ultimately, the balance of power has shifted from corporations and more to the workers. This is an important parallel for social clubs and the like. The new generation of club members will generally have no problem jumping ship if club membership is not offering what they want, instead of staying to keep up appearances.

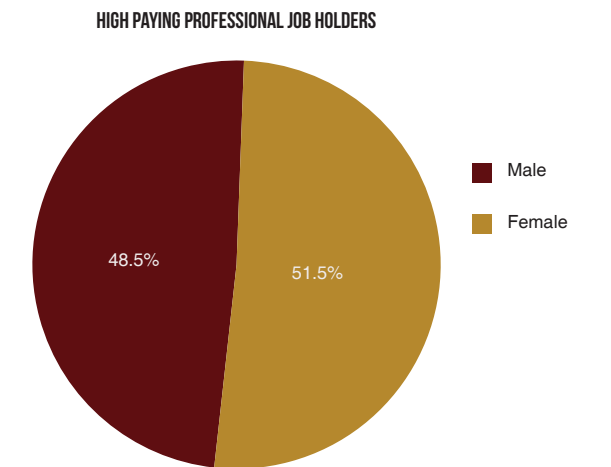
DEMOGRAPHICS & PSYCHOGRAPHICS

Country clubs and similar groups at their inception in the early 1900s were traditionally comprised exclusively of Protestant Caucasian men, and it was accepted by society. Because of the combination of legislation and social changes, it is perceived as discriminatory against women and minorities.

Although there are clearly other reasons that certain people are selected for club membership beyond race, gender and creed, they are still highly important parts of the demographic concerns for the club industry. Religion for example, is dramatically changing its role in America. A recent Pew poll reported that 72% of those surveyed believe that religion is losing its influence on American life.

Considering that the other aspects of club membership usually revolve around being successful, there are some key facts that the club will need be aware of: Women make up a larger percent of corporate businesses than in the past. According to the Census bureau, women made up 51.5% of high paying

professional job holders in 2013. The Hispanic/Latino population is increasing—it is projected to be the largest group by 2043, but no specific ethnic group will be the majority. African-American buying power is projected to reach \$1.1 trillion by 2015

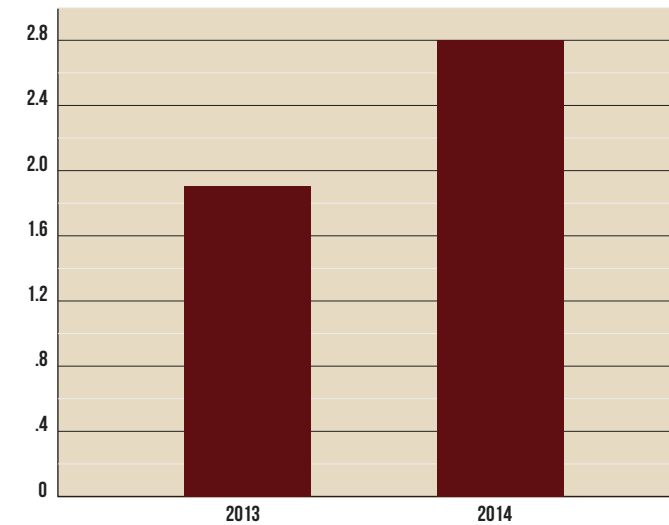


In any case, the club industry should be cognizant of the diversification of the American population, and carefully consider the criteria that membership candidates are evaluated by.

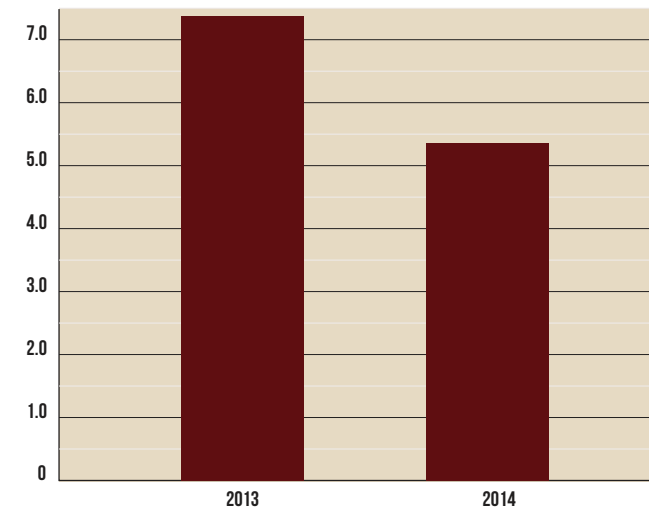
ECONOMICS

Overall, growth is slow, but it is positive. Real Gross Domestic Product, projected at 2.8 percent for 2014, is higher than the 1.9 percent recorded in 2013. In 2014, the unemployment rate is projected at 6.4 percent, as compared to 7.4 percent in 2013 and disposable income has grown 3.2% since 2009, to \$37,038 as of the first quarter of 2014¹³. The economic conditions are not as much as of a negative concern to the club industry as it was in the first few years after the recession of 2008, but the club industry should be mindful about their target audience's perception of the recovering economy: According to the Pew research center, 66% believe that the economy is recovering, but not so strongly.

PROJECTED GROSS DOMESTIC PRODUCT GROWTH



PROJECTED UNEMPLOYMENT RATES

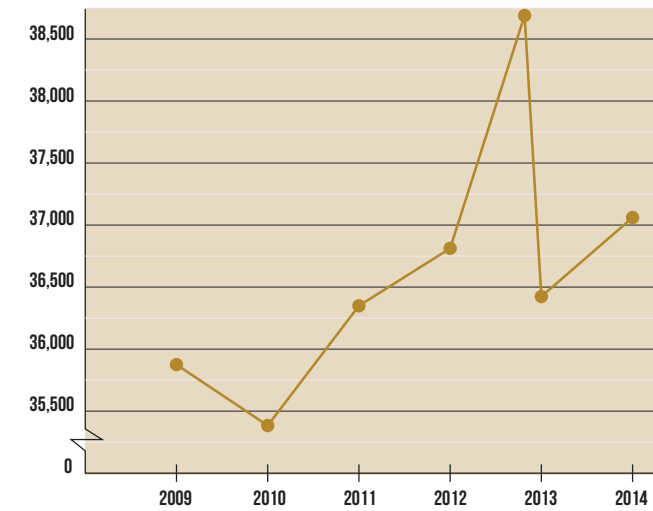


INDUSTRY AVERAGES

Clubs experienced an average net loss of 5 members last year and an average of 27 newcomers joined, with 21 resignations. This indicates that, as a normative problem, club membership isn't providing enough value for new members, or that the dues they are paying aren't being justified.

As far as clubs being able to prosper without a large membership base, generating revenue from outside sources like events, public displays, and similar functions is an opportunity for growth. And there is some evidence that clubs have been trending towards this: the revenue generated from non-members and general audiences in 2013 increased to an average of 10.5% of total revenue.

DISPOSABLE INCOME



SITUATION ANALYSIS

COMPANY ANALYSIS

HISTORY

Twenty-five college graduates established the University Club of Orlando in 1926.³ The University Club of Orlando is the most prestigious and oldest social club in Orlando. The club is located in the middle of downtown Orlando near Lake Eola. They have been in their current location for fifty-five years.³

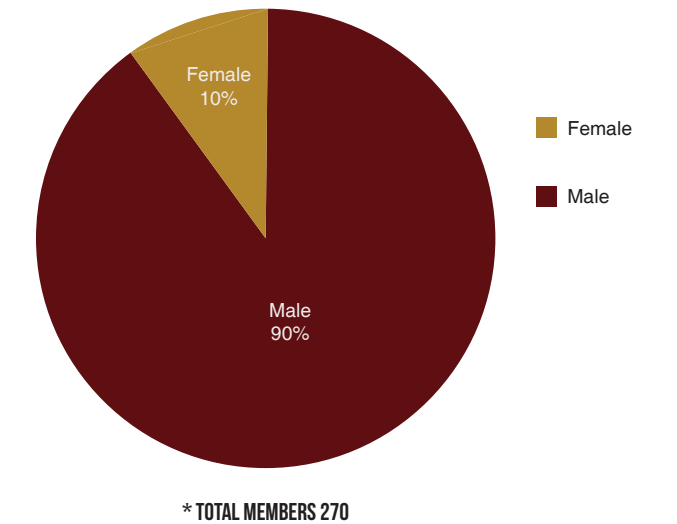
The University Club of Orlando mainly focuses on education through scholarship for local universities such as the University of Central Florida, Valencia State College, Florida Agricultural and Mechanical University's College of Law and Hamilton Holt School at Rollins College.³ In 2014, the club has donated more than \$1.5 billion to education.³ The University Club of Orlando's goal is to give future generations opportunities that will open doors and lead to success.

The University Club of Orlando is unique because the club has a core group of diverse members. In order to become a member at the club, a person must receive a personal invitation from an established member of the club. Prior to 1990, the University Club of Orlando only had white male members.²⁸ In 1992, the Gordon bill placed restrictions on exclusionary practices, forcing private clubs to accept women and allow them to have equal access.²⁸ The First African American male member joined the club in 1992 and the first female member joined in 1993.²⁸ Today, the club is ninety percent male and ten percent female.²⁸ The previous president was a female.²⁸

The University Club of Orlando had 700 members, the most members it has had, during the "boom" period in the late 80s and

early 90s.²⁸ Members at the University club of Orlando today are successful, professional individuals such as business leaders and politicians. The current president of the University Club of Orlando is David Cloud, who has been a member since 1995.²⁸ In 1995, the IRS produced a tax law reform, which really impacted the business as a whole because members could no longer write off their dues as a tax deduction.²⁸

UNIVERSITY CLUB GENDER DISTRIBUTION



SERVICES & BENEFITS

The University Club of Orlando is a non-profit city club, which relates more to a business club. This is the closest experience for many of the members in working life to life in a college fraternity. The club shares similarities with a country club it club does not include golf facilities. The club offers a restaurant, workout facilities, racquetball courts, meeting spaces, a barbershop and massage therapy.³ University Club provides a place for its members to socialize, conduct business meetings and focus on a healthy lifestyle through their culinary and fitness accommodations.

The club also has a vintage feel for an array of private events, including association luncheons, dinners, holiday parties and wedding receptions.³ The club's busiest season is from January until May and is from September until December and the slowest season is the Summer.²⁸ University Club of Orlando is a place for members to relax, network and make life-long memories.

Tuesday night is member night at the club where the members gather and participate in various social activities.²⁸The members usually have dinner, drinks and certain nights there will be a speaker or different types of programs.

Recently, the club tried to implement a corporate category for young professionals, where they pay lower dues but get the benefit of the club.²⁸ However, the younger members did not feel included at the club.

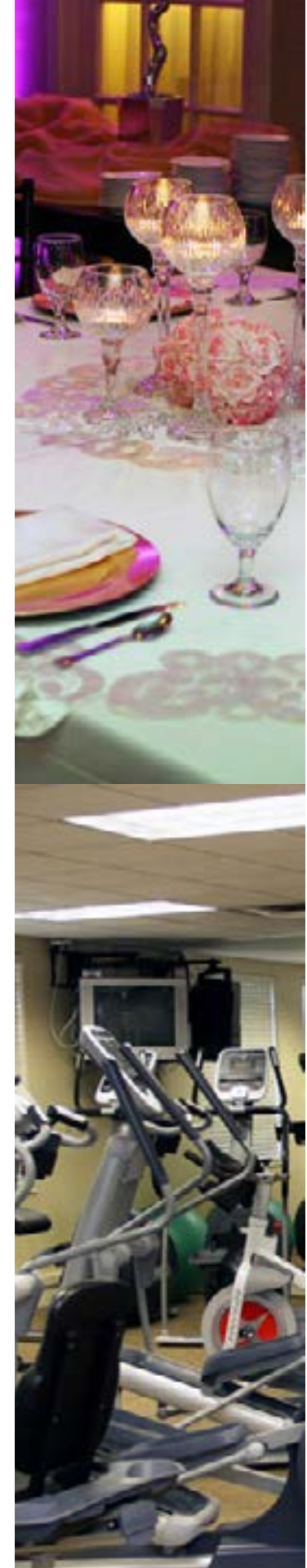
In 2009, the club instituted a "cocktails for a cause" program where the club partners with non-profits to host an event to help them raise money for their cause.²⁸ The program has raised over \$600,000 to local non-profits.²⁸ The club also has a golf tournament every year that raises between \$8,000 to \$10,000.²⁸ University Club has recently instituted an Art for Education event, in which an art gallery is set in the club. This event is opened to the public and has proven to be extremely successful.²⁸

The members of the University Club of Orlando have several benefits with their membership including³:

- A notary service
- Hotel Discount
- Members can enjoy discounted rates at the Embassy Suites Downtown
- Sports Tickets
- Discounted Magic Basketball Tickets
- Theater tickets
- Discounted tickets to Broadway Across America events
- Local Golf Benefits and reciprocal clubs around the world.

The Club has several facilities including³:

- Three private meeting rooms
- Sleeping/nap room
- Card room
- Billiard room
- Sauna
- Individual whirlpool baths
- Dining room
- Free weights
- Library
- Cardiovascular Equipment
- Living room
- Peppermill Lounge
- Three racquetball courts
- Basketball courts
- Heavy and speed bags



PLACE

The University Club is located in the middle of downtown Orlando, near to Lake Eola. The Club has been in its current location for fifty-five years. However, the Club is currently in the process of transitioning into a new building. The Club is currently engaged in contract negotiations to build a new facility on the same site and thus, will be wanting for meeting space for approximately 18 months.

In order to keep our current members engaged during the rebuilding time period, Might Inc. suggests hosting events in a venue near the Club's current location. Since the Club already has a standing relationship with the Embassy Suites Hotel, Might Inc. suggests the events for 2015 and 2016 calendar be hosted there. Since renting venues is costly, Might Inc suggests fewer events are hosted during the rebuilding period.

Suggested events for the 2015-2016 Calendar:

- Member night twice a month (50-70 people)
- Open house nights once every two months (50-100 people)
- Cocktails for a Cause or miscellaneous events once a month (100 people)
- The New Year Banquet once a year on a Friday night (100-200 people)
- Arts for Education once a year on a Friday night in September (100-200 people)
- Fight Night once a year in October (100-200 people)
- The Annual Scholarship Dinner and Founders Banquet once a year on a Friday night in October (100-200 people)

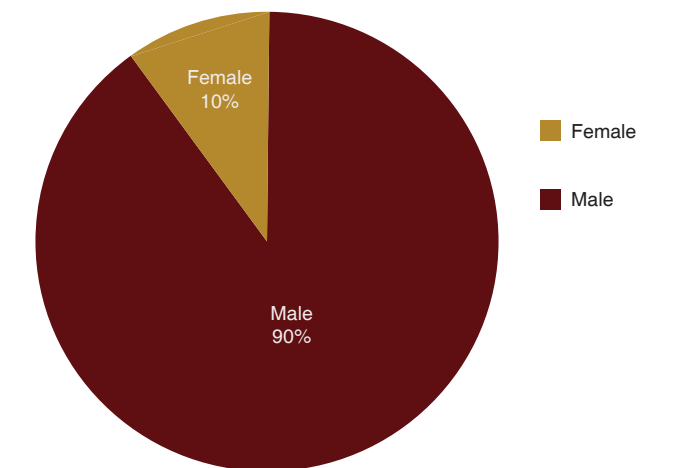
PRICE

Pricing of benefits varies at the University Club of Orlando. There are many different tiers to membership, each coming with different pricing. Memberships start off at a lower price, then gradually grow, which is helpful in attracting people who may have initial interest, but are not sure if they would want to pay full membership dues. There is also an "Associate Executive" membership for people under the age of 30. These members pay a reduced monthly fee, making membership more accessible to younger people.

This pricing model is good because it offers discount rates in the beginning to draw people in, and relies on the club's outstanding services to keep them as members.

UNIVERSITY CLUB MEMBERSHIPS

UNIVERSITY CLUB GENDER DISTRIBUTION



PROMOTION

The club has done many promotions through the years such as press releases related to various charitable events hosted at the venue, the club website through search engine optimization, free business listings and features on various directories and wedding websites, and direct marketing through current membership.²⁸ The club also uses internal email blasts to announce upcoming events and to maximize member participation.²⁸

WEBSITE

The club has a website which they primarily use to create awareness of the club within the community. The website has two parts including one for the entire public and an internal site for members. The public website gives information about the Club's background, while the back end of the website focuses on keeping members in touch with the upcoming events. The website provides basic information about the membership. To learn more about the Club and its membership requirements and pricing, potential members should contact the club management team.

However, the website lacks information for potential members. For example, the back end of the website includes in-depth information for the benefit of the club and membership fees. But the public view of the

website has very little information about these topics.

Furthermore, the Club has their contact information on every page of their website which makes it easier for visitors to contact the club to learn more about how to become a members in future.



FACEBOOK

The Club's Facebook page provides in depth information about the club and its upcoming social and charitable events. The club provides information about wedding services and information on how to set up meetings for their members.

The Club showcases its many events through posting pictures. On their Facebook website, pictures are sorted by events, which makes it easier for their members to navigate their galleries. The club also introduces their management team, making it personable.

Unfortunately, the Facebook page does not have much engagement. In order to attract potential consumers and brand the Club effectively, the mighty Inc. will post on the University Club of Orlando's facebook page regularly with an entertaining and informative content.

LINKEDIN

The University Orlando also has a LinkedIn account, which is a great way to connect people and companies. The club provides basic information on the LinkedIn site including, address, website, and services that they offer.

The club has not been using its LinkedIn account very effectively. Mighty Inc. will address this issue by keeping the LinkedIn page more active and post useful and actionable updates on a regular basis. Mighty Inc. will be posting relevant and interesting posts to increase likability and inspire trust from both current and potential customer.



SITUATION ANALYSIS

PROSPECT EVALUATION

CURRENT CONSUMERS

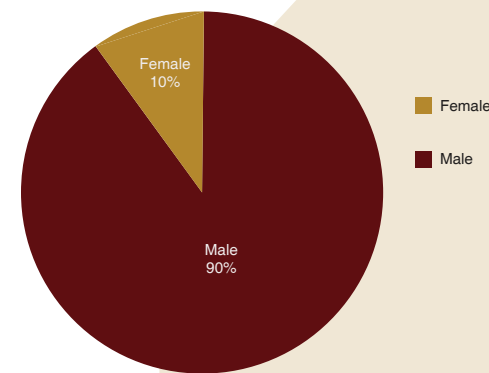
As of August 2014, The University Club of Orlando has 270 members, 90 percent of which are male, 10 percent female.²⁸ The club is currently made up of a combination of consumer groups and business professionals who live in Orlando or work within a ten mile radius of downtown Orlando. Based on Mighty Inc's survey results, the members of the club typically consist of consumers seeking associational benefits including food and beverage operations and attendance at social events. Members of the club also support education and enjoy giving back to the community.²⁸

According to primary research, the University Club of Orlando's current consumers are married, with children, middle aged professionals with active lifestyles. They currently have a household income of \$120,000 and above and are typically involved in the real estate profession and are involved

in business associations and golf clubs. They also enjoy working out and playing golf. We also found that 86% of current members had friends who were already members of the club prior to their induction.

During our research, Mighty Inc. learned that one of the main reason current members continue their membership at the Club is to network and build relationships with Central Florida business professionals.

UNIVERSITY CLUB GENDER DISTRIBUTION



* TOTAL MEMBERS 270

PROSPECT TARGET MARKET

The target audience for the University Club of Orlando includes married, middle aged, business professionals with active lifestyles, who are sport enthusiasts who earn household incomes of \$120,000 and above (Mighty Inc. Research). The potential consumers for the University Club of Orlando are professionals that are deemed acceptable membership candidates by invitation through a current member or through a member serving on the membership committee.

In looking to the future, it is necessary to recruit younger generations into the club. Younger generations are increasingly focused on health and fitness, therefore adding value to the club's fitness facilities. The fitness facility attracts not only younger generations, but Baby Boomers as well, due to the overall increasing trend towards a healthier lifestyle.

City Clubs will need to expand their appeal to women, according to the Pew

research, saying that two-thirds of women, aged 18-34 indicate career success is very important to them.²² Club's professional, business related benefits will appeal to women looking to expand their professional career. The University Club of Orlando's potential target market will also be interested in family activities within the club because a majority of them are married, with children (Mighty Inc. Research)

PRODUCT USAGE

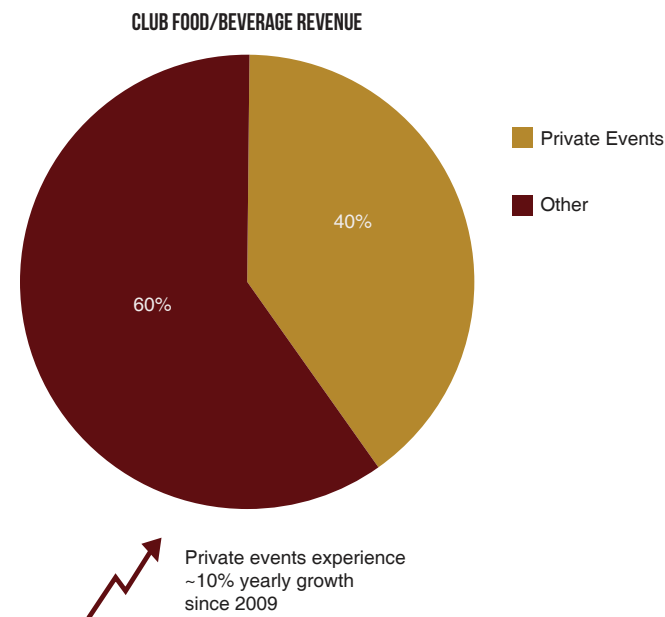
The University Club of Orlando was established with the intent to provide a place for individuals with similar interests to dine, socialize and conduct business. According to primary research, a majority of members joined the club because of either family lineage in the club or were invited in by a colleague who was a member.

For the private events at the club, there has been an average of 10% growth each year since 2009 and 40% of the club's food and beverage revenue is derived from private events.²⁸

In order to be successful in increasing the usage of the club, Mighty Inc will address the current male dominated culture of the club to include a more diverse and ethnic demographic.

A majority of the members of the University Club of Orlando are satisfied with the services at the club and have benefited from these services (Mighty Inc. Research).

According to Mighty Inc's survey results, 100% of the current members are planning on renewing their membership, exemplifying the value in being a member at the University Club of Orlando.



CONSUMER PERCEPTION

The current public perception of the University Club of Orlando is a "father's club" or "the old white mans club."²⁸ According to the Mighty Inc's survey results, when asked what comes to mind when hearing "University Club," a majority of responses included the words "old" or "social." (Mighty Inc. Research). Our research showed that consumers continue

POPULATION TRENDS

There will be significant increase in the number of older Americans as the Baby Boomers generation gets older.⁴ This generation of Boomers lead active lifestyles but health problems may affect a generation with such large numbers. Therefore, diet and exercise will continue to increase in importance within the next couple of years. City clubs provide fitness and health programs to target this segment of the market but much more can be done in this arena.

According to McKinsey Quarterly, experts predict that Boomer expenditures

to see private clubs as an entity appealing primarily to men rather than women. We also learned that some members of feel that the Club's services are not up to par for what they pay in dues. Furthermore, research showed that many members are unhappy with the state of the Club's facilities, which could be a factor for recent decreases in membership.

will account for 40% of all U.S. spending by 2015 due to size and affluence. Around 25% of Boomers, those with incomes greater than \$100,000 and a net worth in excess of a million dollars, represent the core market for country clubs as well.⁴ There is also a trend towards more single living because of higher divorce rates. With that comes the need for greater social connectedness, influencing Boomers to search for new sources of community, which is a great opportunity for country or city clubs to exploit.⁴

PRIVATE /CITY CLUB TRENDS

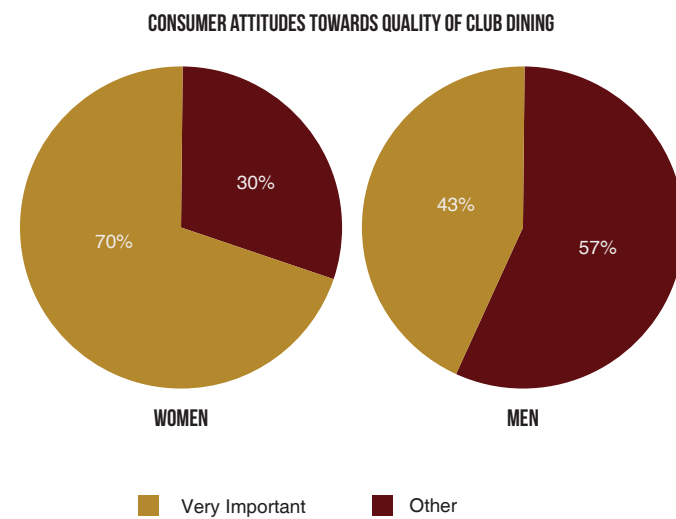
Today private clubs are using more assertive techniques to pursue more special events and catering businesses. Private clubs are increasing in popularity as well, which means more competition within the industry. In order to remain competitive, city clubs will need to identify services and amenities that add value to their members experience and differentiate them from their competitors.

Many baby boomers adopted a healthy lifestyle, with significant importance attributed to health and fitness. Private Clubs will need to add more programs, facilities and items on the menu to accommodate this trend and attract potential members. Additionally, dining has become more important in recent years. According to the McMahon Group research, when it comes to the importance of dining at private clubs, about 70% of women say it is very important while only 57% of men believe it is important.¹⁶

Most of the city clubs still feel the effect of the latest recession. A report from the National Club Association estimates that about 10% of the 4,000 clubs in the United

states will close by 2020.¹⁶

In summation, there are several reasons for declining membership amongst city clubs including the aging of members, change in preferences amongst baby boomers, the tax law changes, the economic downturn across the country and more competition.¹⁷

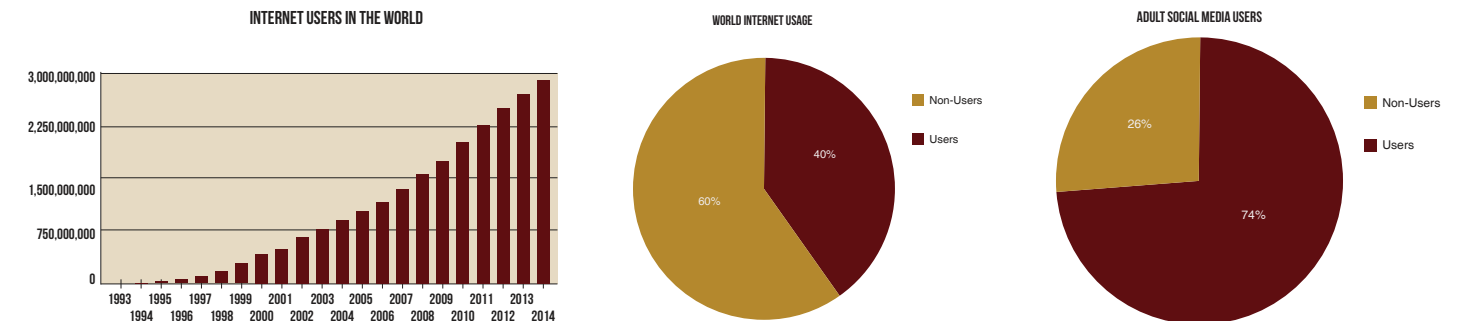


TECHNOLOGY TRENDS

Today, around 40% of the world population has access to the internet.⁸ It is expected that Internet users will increase to three billion by 2015.⁷ Internet has become the medium of choice for information and entertainment purposes for a majority of Americans. It is crucial for businesses to have good quality content in their online presence because today's consumer gathers information from the Internet.

Social media and mobile technology are changing the way consumers use the Internet. As of January 2014, 74% of adults use social media networking sites.¹² With a very low investment, businesses can reach their target market directly and immediately through social media.

Private clubs and social media have a lot in common, both encouraging social interaction and seeking to connect consumers who share common interests. Today, social media is the most effective way to increase engagement amongst club members. Social media can also drive brand building and differentiation for clubs. However, the prevalence and broad reach of social media can also create new concerns for private clubs when improperly monitored.



SITUATION ANALYSIS

COMPETITIVE ANALYSIS

DIRECT COMPETITORS - CITRUS CLUB

OVERVIEW

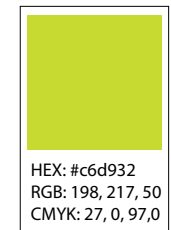
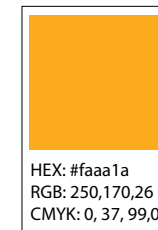
The University Club has one major direct competitor in the Orlando area, the Citrus Club. The Club was founded in 1969 by the Founding Board of Governors but it officially opened in 1971.¹⁴ Located on the 18th floor of the Citrus Center in Downtown Orlando, the Citrus Club offers its members fantastic views of the city while at their facilities and is one of the only other City Clubs in the region.¹⁴ This club prides itself in creating new business connections for its members and in providing a relax environment to dine and socialize. The club strives to create lavish, elegant, and sophisticated atmosphere backed up by excellent cuisine and superior personalized service.¹⁴

The Citrus Club, unlike the University Club, is not an invitation-only club, making it more opened to the public and allowing it to advertise its services through more avenues.¹⁴

Like the University club, it regularly holds activities for the socio-cultural growth of its approximately 2,800 members such as guest speakers, wine tastings, and networking events.¹⁴ The Citrus Club also doubles as a wedding venue for members and non-members.

BRANDING

The Citrus Club is identified by lime green and bright orange balanced. The brand uses Charlemagne Std. Bold for the main text on their logo and Erato Light Italic for the slogan. Their logo is a C with a green leaf on top, done to make it look like an orange. The Citrus Club has an effective strategy when it comes to branding their club because The Citrus club directly informs their consumers of what to expect from their product and services. Their website and promotional materials integrate their logo which communicates the brand itself. The club has established consistency with their image by using the same colors on their website, promotions and social media and by branding their logo to encompass trust, confidence and loyalty.



MEMBERSHIP

The Citrus Club has 11 tiers of membership that range from \$51 monthly Athletic membership, which only grants access to the athletic facilities, to a Platinum Unlimited Membership for members over 40 at \$314 a month.¹⁴ Benefits of membership include access to 200+ other clubs and special offers at 700+ Hotels, Resorts, & Entertainment Venues. Social Membership include Access to dining, monthly business and social networking events, private dining rooms, comprehensive event planning and business-friendly amenities.¹⁴

Dr. Phillips Performing Arts Premiere Memberships include Citrus Club dining credit, all social membership benefits and My World (Signature Gold), which adds two complimentary meals at every participating business club, every month while traveling,

and preferred Dr. Philips Center benefits (Performing Arts Membership required).¹⁴ Master Membership includes Social membership benefits & golf privileges at 10 local golf and country clubs and My World (Signature Gold) benefits.¹⁴ Platinum Unlimited Membership includes social and Masters membership benefits, Vintner’s Club, Athletic privileges, Citrus Club dining benefit + My World (Signature Gold).¹⁴

Lastly, Signature Gold benefits can be upgraded to Unlimited benefits, which grants complimentary rounds of golf at every participating club every month while traveling, 30-day advanced tee times, complimentary access to Taylor Made loaner clubs and more in addition to Signature Gold Benefits.¹⁴

SOCIAL MEMBERSHIPS	MONTHLY DUES
Young Executive (under 40)	\$109
Executive (over 40)	\$155
DR. PHILLIPS PERFORMING ARTS PREMIERE MEMBERSHIPS	MONTHLY DUES
Young Executive (under 40)	\$159
Executive (over 40)	\$205
Young Executive with Athletic (under 40)	\$187
Executive with Athletic (over 40)	\$233
MASTERS MEMBERSHIPS	MONTHLY DUES
Young Executive (under 40)	\$173
Executive (over 40)	\$219
PLATINUM UNLIMITED MEMBERSHIPS	MONTHLY DUES
Young Executive (under 40)	\$269
Executive (over 40)	\$314
ATHLETIC MEMBERSHIPS	MONTHLY DUES
Athletic	\$51

LINKEDIN

The Citrus Club has a LinkedIn group for members only, allowing their members to make business connections easier. It is an effective way to help their members network, since LinkedIn is a professional page. The Citrus Club does not provide enough information for those who are not members. However, the club includes the website link on LinkedIn which is an effective way to drive traffic to their website. The Citrus Club should actively use their LinkedIn because it conducts targeted searches for individuals.



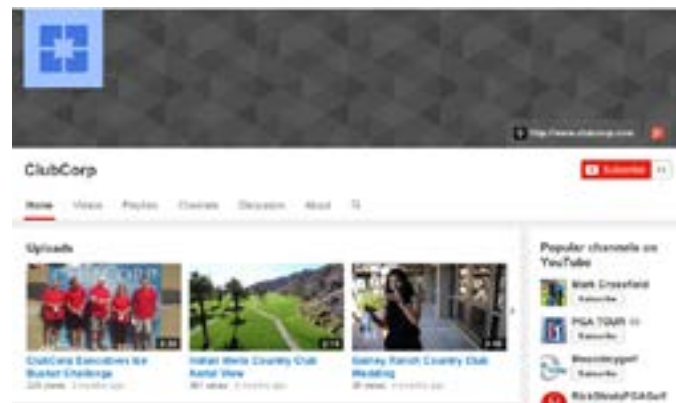
TWITTER

The Citrus Club has effectively added their brand into twitter as well, because It creates a culturally relevant space for their members to connect with the business and sports community. The Citrus Club actively uses Twitter, which is a great way to keep followers up to date with current information about the club. They also keep their twitter feed interesting by posting original content on it rather than just feeding all their Facebook posts into their feed. The club also uses Twitter as a way to remind members what is for dinner on that day, giving their Twitter profile more utility to the consumer. They also give shout-outs to their new followers, building a relationship between members and the brand.



YOUTUBE

ClubCorp, Citrus Club's parent company, has a YouTube page that focuses on portraying the Club as a wedding venue by posting professionally shot videos of weddings in their ballrooms. Unfortunately, the channel also contains post videos of weddings at other affiliate clubs, making it difficult for users to determine the actual location of the events and possibly misinforming them. Since the page is not exclusive to Citrus Club, it is poorly branded and, it does not have a banner image or any other distinguishing factor that can easily link it to the club.



FACEBOOK

The Citrus Club does a very good job of staying active on their Facebook page. There is a few (1-3) posts every day. They post reminders for their members, member spot lights, pictures of their dinners, and invitations to events. The Citrus Club also does a very good job in showcasing its venue and events through photo posts. They encourage member involvement through Member Spotlight posts on Facebook recognizing different members.



*Example Facebook posts.

WEBSITE

Citrus Club's website has a lot of very useful information organized in a manner that makes it easy to access. It uses lighter colors (whites and grays) with small highlights of orange and green making it look clean, organized, and easy on the eye.

The website has clear navigation tabs that lead visitors to relevant sections of their website such as Membership, Wedding & Events and Business Services.¹⁴ The Citrus Club offers information on their landing page for their current members and potential members in a simple and structured way. This site organizes content into specific categories by adding sub-pages to the top navigation, making it easier for visitors to access information.¹⁴

The club uses headlines and sub-headings for further explanation of offers and sharing value proposition. For instance, if visitors are interested on learning about membership fees for the club, they can click the "membership tab" to learn about different memberships and pricing.



The club also has a calendar on their website highlighting their multiple events including golf, tennis, special affairs, as well as scheduled hours for of their dining, fitness, swimming and spa facilities. This is a great way to inform their members about what's happening at the club.

The Citrus Club counts with numerous facilities such as a banquet room, conference rooms, dining room, and also provides wedding services.¹⁴ In order to promote these amenities, the Club's website includes in depth information under the "Wedding & Events" tab, where contact information for their private event director is also available. .

Lastly, the site adds social media icons to the bottom to make their profiles easily accessible to consumers. This helps drive traffic to their sites since reaching said profiles can be done with one click.



PUBLIC RELATIONS

The Citrus Club is part of the I DO Downtown Bridal Crawl, which is an once a year event that allows brides to be to visit and enjoy several downtown venue locations while meeting vendors and enjoying food and beverage along the way.



INDIRECT COMPETITORS

PHILANTHROPIC CLUBS

Members of our target audience that would be interested in the philanthropic nature of The University Club could also be attracted to clubs such as Rotary International, Lions International, and the Benevolent and Protective Order of the Elks.² These clubs are a global network of professionals who are solely dedicated to the betterment of the communities around them.

All of these organizations are very well established and respected. Rotary International is a network of 34,282 clubs and currently is comprised of over 1.2 million members worldwide.² Rotary also accepts its new members by invitation, so they have a small aspect of exclusivity but it lacks the undertones of luxury that the University Club

enjoys.² Likewise, the Lions have 46,000 local clubs and more than 1.35 million members in over 200 countries around the world.¹ Although The Elks differ a little more to the University Club since it has religious ties, one of the requirements of membership being belief in God,⁵ they are comprised by 850,000 members spread across 2,000 lodges Nationwide.⁵

While these clubs do not directly compete with our organization, they do share an interest in philanthropic activities, thus attracting similar individuals as does University Club. Therefore, these clubs should be considered an indirect competitor since they provide one but not all the services and benefits the University Club does.



GYMS & SPAS

Through our research, we found that members of our target audience are interested in working on their health and fitness. For this reason, gymnasiums and other fitness and spa centers in downtown Orlando also pose minor competition to the organization. A simple Google search will show the Downtown Orlando area dotted with dozens upon dozens of gyms and spas. Although a gym could not provide the majority of the services provided by University Club, gym memberships in Downtown Orlando usually vary from \$25-\$100,

which is significantly more economical than a membership into the Club. The competitive edge that gyms have over University Club is that these facilities have the resources to offer guided fitness classes, which are very appealing to people who enjoy working out because it helps them engage in more effective workouts. Gyms also have an advantage because they can use media such as radio, television, and flyers; which would not be effective for University Club, since it would take away from the image of exclusivity expected from an invite-only club.



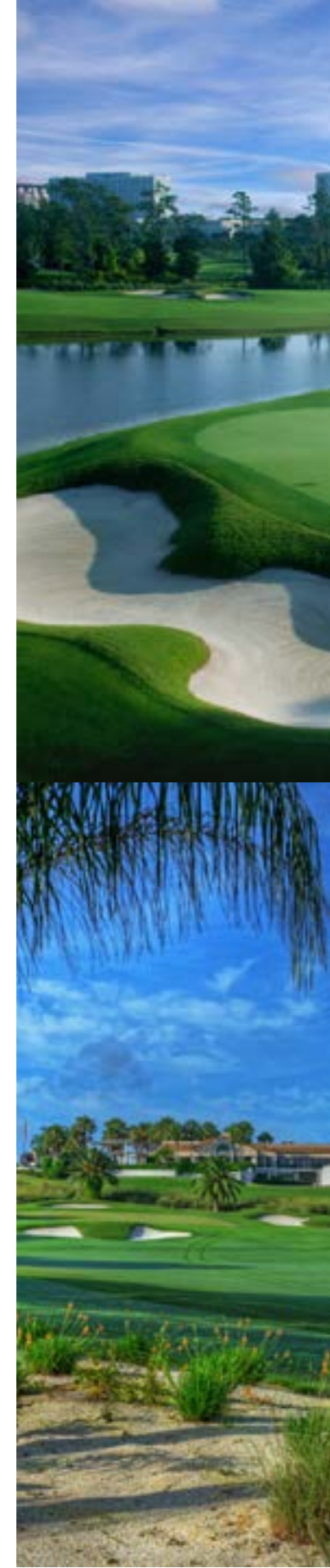
RESTAURANTS

The Restaurant Performance Index calculated by the National restaurant association shows a 4.5% increase in Restaurant sales growth in Florida for 2014. Restaurants are also indirect competitors of University Club's dining options. There are about 45,000 restaurants in Orlando and a large segment of those are in the Downtown area.⁹ Members can sometimes opt to dine at one of Orlando's many Fine Dining restaurants for a number of reasons, such as variety, price, and location, making these restaurants a small threat to our organization's bottom line. However, restaurants cannot replace most of the many features and benefits University Club has to offer.



GOLF & COUNTRY CLUBS

Since University Club is a city club, it lacks a golf course, which is one of the most popular hobbies among our target audience. This presents a challenge because there are 150 Golf and Country Clubs within 45 mile of Orlando.⁹ Even though according to IBIS World, a drop in consumer and business spending during the recession caused the Golf Courses and Country Clubs industry to contract early in the five-year period, demand for these types of businesses is expected to grow in the future. This trend is slowly beginning to appear, between 2009 and 2014, the Country/ Golf Club industry showed an annual growth of .3 percent.¹⁹



RESEARCH



RESEARCH

METHODS

Mighty Inc. developed a survey to better understand the thoughts, attitudes, and beliefs of The University Club's target demographic. Responders were asked questions regarding their hobbies, amount of free time available per week, media usage, attitudes towards private clubs, and knowledge about membership clubs like The University Club of Orlando. Mighty Inc. also asked survey respondents about their demographic and financial information to ensure they would fit the target audience that was determined in this campaign strategy section.

Mighty Inc. decided to use Qualtrics.com as the survey site or choice because of its general simplicity. It was easy for the agency to construct the surveys, and very easy for participants to navigate the contents once the survey was distributed. The questionnaire was 24 questions long and we are confident that we received a great deal of useful feedback from people that met the target requirements.

There were only a few open-ended questions, which allowed our respondents to answer freely on broader subjects. However, the vast majority of questions either used

scaling, or multiple choices, which allowed for easy analysis and comprehension.

The expected outcome of these surveys was to understand what people do during the day, and how they would fit in with the current members of the club. However, we also found that many people knew about the benefits of membership clubs, but failed to recognize the University Club as a worthwhile investment.

SUBJECT SAMPLE

After recording all of the research results, Mighty Inc. determined a composite sample of the subjects who were surveyed. The agency asked their subject sample about their race, gender, education, income, and occupation. Mighty Inc. had 129 respondents finish their surveys. 64% of those respondents were male, and 36% were female. When asked about their race, 92% of respondents identified themselves as Caucasian. 75% of those who took the survey had earned a bachelor's degree or higher, and their occupations included entrepreneurs, bankers, attorneys, and real estate agents.

RESEARCH

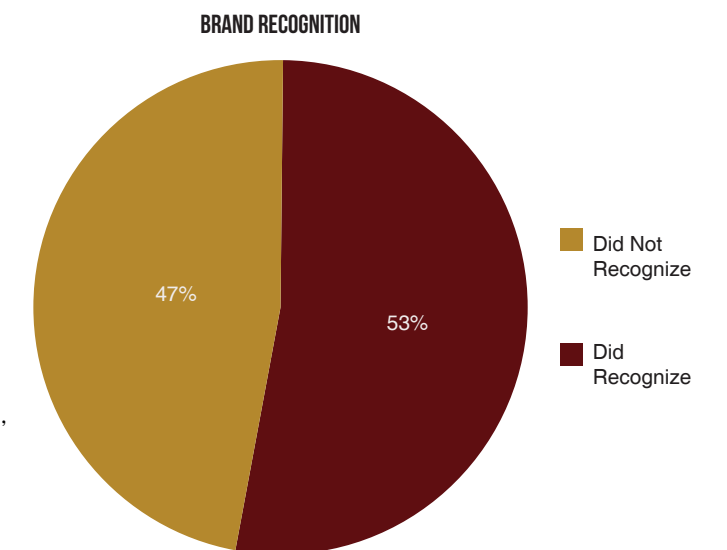
CONCEPTS

BRAND RECOGNITION

Mighty Inc. learned that there are plenty of people in Orlando who would meet the standards of the club both financially and socially, but don't know much about the club itself.

Approximately 53% of the respondents recalled The University Club of Orlando when asked to list any membership clubs in the Orlando area. However, the Club's main competitor, The Citrus Club, was the top response.

Through research, it was made clear that, while most people recognize the organization, the brand needs to make itself more visible through better brand management and more interaction with the Orlando community through personal communications such as social media



BRAND ATTITUDES

When asked about what they thought of the University Club, participants had a wide variety of answers that ranged on both ends of the spectrum regarding the club's image. Some manifested being big fans of the club and their philanthropic endeavors, while others mentioned members' egos as a disfavorable fact and did not consider memberships an investment worth their while.

When it came to talking about their interest in joining a club, our respondents were very enthusiastic to list all of the benefits of a social club they might join. Respondents expressed desire for networking opportunities, expanding their social circles, and giving back to the community, demands that the Club can absolutely meet. Mighty Inc. needs to shift the Club's image in order to show people that the University Club is an organization that can fulfill all the expressed desires.

“
I think of a stuffy, good
old boys, exclusive
club that only caters to
white males.

- RESPONDENT REGARDING UNIVERSITY CLUB

“
I would be interested
in joining a club or
organization that
offered business
connections, a fun
social atmosphere, and
interesting people.

- RESPONDENT REGARDING WHAT WOULD
ATTRACT THEM TO A CLUB

“
Great place to grab
lunch/drinks and work
out.

- PERCEPTIONS OF THE UNIVERSITY CLUB

“
Old men, dark rooms,
pretentious

- PERCEPTIONS OF THE UNIVERSITY CLUB

“
Business connections,
fun social atmosphere,
and interesting people

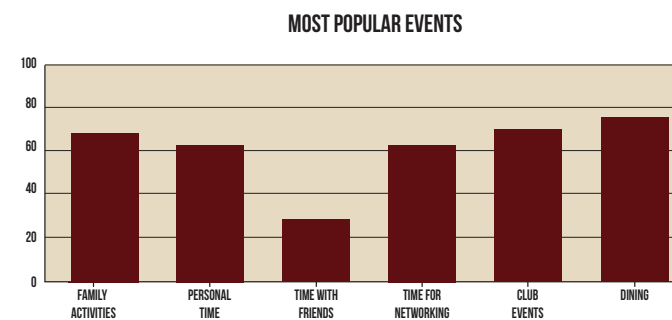
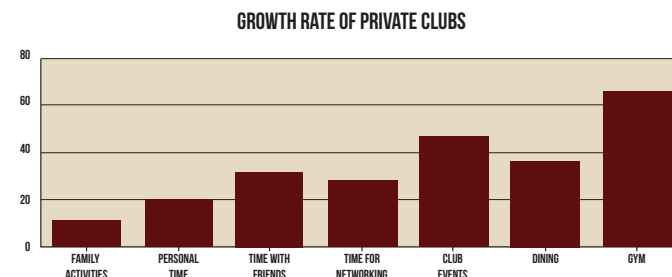
- RESPONDENT REGARDING WHAT WOULD
ATTRACT THEM TO A CLUB

PRODUCT USAGE

When members were asked about how they spend their time at the University Club, the most popular response was “the gym,” followed by “club events” and “dining.”

Their favorite events included the Christmas Open House, Boxing Night, and the Golf Tournament. Golf was also a popular response to the question “What hobbies do you enjoy most?” along with working out and watching sports.

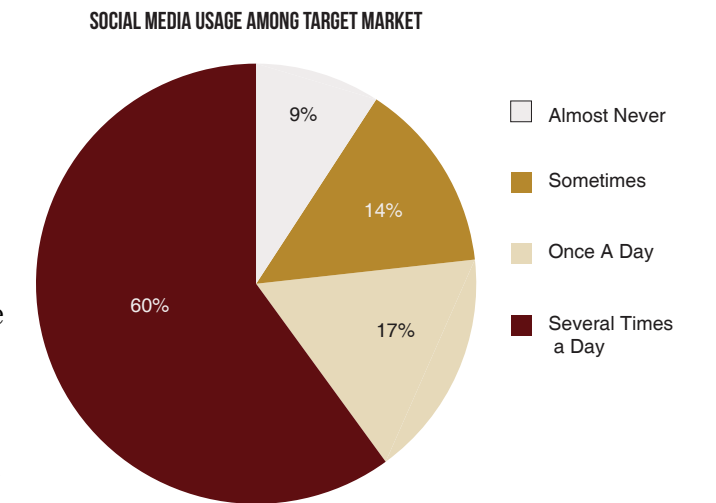
60% of our respondents said they attend the University Club with their spouses and children, but all said that there are no activities for their kids at the club. When asked if they ever visit other clubs when traveling, four of our seven respondents said they never have, and only one of the ones that had said he did it regularly.



SOCIAL MEDIA USAGE

When Mighty Inc. asked our survey respondents about their social media habits, we received a lot of positive feedback. Our findings allowed us to understand the communication habits of our survey respondents, and make insightful decisions for our entire campaign. This is why social media is heavily integrated into a re-branding and communications strategies.

Having an effective social media presence will allow the University Club to make multiple impressions on audience members throughout the day. About 60% of audience members use social media several times per day, mostly on their mobile phones and laptops. With Facebook and LinkedIn being their platforms of choice. Our social media campaign will mostly focus on these two platforms in order to achieve the highest reach with the lowest CPM.



RESEARCH

THEMES

The re-branding of the University Club is not an impossible challenge to overcome. Mighty Inc. has done a lot of work to show that with some changes here and there, a new, better brand identity can be molded for the University Club to maintain for years to come. Although a new logo, membership package, and letterheads are a great start to re-branding; the real catalyst of change needs to come from within the membership.

FELLOWSHIP

One of the major themes that Mighty Inc. found in reviewing our research was the desire for fellowship. This was a common thread between both members and non-members surveyed. Whether it be for professional connections, personal relations, or both, having a space that provides the opportunity to meet like-minded individuals interests the majority of respondents.

When non-members were asked what would interest them in joining a club or an organization, common responses included

“socializing,” “the people,” and “networking.” Similarly, when we asked members of the club were asked why they joined, every answer included the theme of making connections.

Also 72% of non-members stated that they like meeting with friends for social activities at least once a week, with 48% saying even more frequent than that, showing Mighty Inc. that these people have time available in their social calendars to attend Club events.

PHILANTHROPY

Philanthropy is a common theme that Mighty Inc. noticed in surveys, both from members and non-members. Charity events, according to surveys, were agreed upon as some of the best events that the University Club hosts.

An interest in philanthropic affairs was also seen among non-members. When asked what would interest them in joining a club or organization, multiple respondents listed “Philanthropy” or “service related” in their answers.

In order to steer perceptions of the Club away from “pretentious” or “egotistic”, Mighty Inc. will highlight the Club’s altruistic drive by showcasing its charitable pursuits.

CONVENIENCE

Another common theme among surveys was convenience. When asked how they have benefited from being members at the University Club, many of our respondents listed the amenities that the club offers, and that they can get them all in the same place. It seems a big strength that the University Club can offer a place for recreation and business development all in one spot. This fact leads Mighty Inc. to believe that the new facilities being built will be a huge strength for the University Club moving forward.

S.W.O.T ANALYSIS



STRENGTHS

1. Diverse professional Members with wide age ranges. Unique cultural backgrounds and various professional careers
2. The club has a advantage of being located in downtown Orlando near main attractions
3. Friendly, helpful and professional staff who are well trained in serving to high class members
4. Membership at The University Club allows you to travel to another University Club without any fee.
5. The University Club is very philanthropic and gives back to the community and supports education
6. Membership allows you to travel to another University Club without any fee

WEAKNESSES

1. The club was established in 1926 since then they haven't undergone major renovations of their facility.
2. According to our survey, consumers are unaware of The University Club of Orlando
3. High membership fees with little return on investment because members don't get what they are paying for.
4. Declining membership because the club is not providing enough services for their members.
5. The club does not have service for their members' spouse and children
6. Website is poorly designed and lacks information

THREATS

1. Competitors within the Orlando area have lower dues with better services
2. Recent recession and lack of discretionary income
3. Although the club is a philanthropic organization, People can't write their dues off as their tax deduction
4. Other local city clubs have more attractive programs and services for their members.
5. Young professionals are not interested in joining because the younger generation don't think they fit in the club

OPPORTUNITIES

1. The club has an opportunity to sign a contract to build a new facility to attract more members
2. Opportunity to reach new audiences by using TV or Print advertising
3. Reaching out to younger people, women and/or different ethnicity
4. Different membership with different prices to cater individual needs
5. Social media is the right way to interact with consumers and also reach potential new members. Therefore, focusing on social media will be beneficial to the club.

MARKETING STRATEGY



MARKETING STRATEGY

OVERVIEW

RATIONALE

Through insight from our primary and secondary research, Mighty Inc. has developed objectives and strategy for the University Club of Orlando's campaign that will ensure the completion of our overall goal of increasing membership.

Our research showed us that we needed to develop a campaign that would accomplish two tasks that would contribute towards increasing membership growth. First, we want to increase awareness of the club among non-members, specifically people who we think would make a good fit in the club, but in a manner that retains the exclusivity of the club. Second, we wish to increase engagement among existing members at the University Club to create members that are more likely to join their experience with peers.

We will target existing and emerging leaders within the community. Through their leadership and influence in their field, we will expose not only them, but also their colleagues, to the University Club's messages. Mighty Inc. will use advertising efforts and a strong online presence to achieve this goal.

Given the invitation-only nature of the University Club of Orlando, one of the best methods to increase membership would be to increase existing member involvement. By creating a smartphone application, we will be able to communicate club activities in a way that is easier for the staff and more personal for the members. This will strongly promote activity within the club, and create members that will be more likely to recommend membership to others.

TARGET MARKET

Mighty Inc. has drawn up a clear picture the audience University Club's needs to target with its advertising messages.

Our target market consists of Adults aged 25-40 working in professional-business related fields in and around Downtown Orlando. About 28% of Orlando's population falls within this age bracket, creating a great opportunity for the University Club.*

Our target market earn household incomes of \$120,000 and above. They are married, middle aged professionals with active lifestyles who are avid magazines and newspapers readers. Our audience members are also involved in business associations and golf clubs and have a wide range of hobbies which include working out, watching sports, and playing golf.

AGE DISTRIBUTION IN ORLANDO, FL (POPULATION: 2,267,846)

AGE	POPULATION	PERCENTAGE
0-17	(504,774)	22.7%
18-24	(244,604)	11.0%
25-44	(618,181)	27.8%
45-64	(564,813)	25.4%
65+	(289,078)	13.0%
Age		36.4

*http://www.orlandoedc.com/core/fileparse.php/98857/urlt/Demographics_OrlandoAtaGlance.pdf

1 The overarching goal of this campaign will be to increase the number of University Club Members to 450 by the time they move into the new building (up from the 270 members it currently has)

3 Increase awareness of the University Club of Orlando by 40% among our target market by utilizing all components of the I.M.C. Plan

2 Our surveys showed that the club is regarded as a “good old boys club.” Every aspect of our I.M.C. Plan will work to change this perception and create more positive attitudes towards the brand,

4 Increase the number of likes/followers/connections on social media platforms

STRATEGIES

POSITIONING

Mighty Inc. has chosen for the University Club to target men and women ages 25-40 in the Orlando area. This is a group of business professionals who are working towards making career advancement and are seeking to make professional connections in their community. In relation to the VALSTM Framework ²⁹, they are innovators, thinkers, achievers, and experiencers. These people are influencers in their peer groups and live very active lives, both socially and physically. Furthermore, our audience is widely successful and is now looking to give back to the community.

The University Club of Orlando offers services that are a great fit for this group. Being comprised of influential and established professionals, the club will be able to attract people who are looking to expand their networks and advance their careers. The Club provides place for community leaders to come together to make meaningful personal connections as well as serve the community. Additionally, the club's fitness facilities allow it to fulfill the health and fitness interests of this group.

POSITIONING STATEMENT

The University Club of Orlando is a place where community leaders can come together to make meaningful personal and business connections as well as serve the community.

PRODUCT

The Product of the University Club is, of course, University Club membership. Membership grants the use of the amenities in University Club building - like a bar, restaurant, gym, barber shop, and meeting spaces - as well as other benefits like discount rates at hotels or other private clubs. Being a member also includes other more intangible benefits, such as access to a network of business professionals, a place to build meaningful friendships, and a place to help serve the community.

PLACE

The University Club is currently located in the middle of Downtown Orlando. During the time that the University Club is being rebuilt, we suggest the Club rents out space at the Embassy Suites Hotel to host their 2015-2016 events.

PRICE

Membership ranges from \$51-\$314

PROMOTION

Raising awareness
Improving Consumer Attitudes about the brand
Image Building

PROSPECTS

Working professionals in the Orlando area ages 25-40 with an affinity for philanthropy

INTEGRATED
MARKETING
COMMUNICATION
PLAN



I.M.C. PLAN

TARGET AUDIENCE

The primary audience is made up of adults aged 25-40 working in professional-business related fields in Orlando, with household incomes of \$120,000 and above. They are married, middle aged professionals with active lifestyles. These people enjoy reading magazines and newspapers. They tend to have between two to three children and are active members of business associations and golf clubs. The most common hobbies among our audience are working out and playing golf

SECONDARY AUDIENCE

We also have a small secondary market consisting of elite business leaders in the Orlando area. They consist of leaders from a variety of fields. These people will function as a wish list for the Club and will be sent a personal direct mail piece inviting them to an open night event at the club.

Through targeting these individuals, Mighty Inc. hopes to not only regain the Club's large roster numbers but also stress the University Club's position as a place where the brightest minds in Orlando gather to work towards common goals.

*See a partial list in Appendix B

ENTREPRENEUR ERIC

Eric is a graduate from the University of Central Florida. He got his masters degree from the College of Business administration in 2003, and has been involved with the UCF Alumni Association ever since then. After a few jobs and becoming the decision maker for a marketing company, Eric decided he wanted to start his own business. Eric set up his own marketing company in the heart of Orlando. His company focuses on promotional products that increase awareness, define brand positioning, and ultimately drive sales. Eric deals with branded apparel, and promotional products, while devising marketing strategies for his clients.

His clients include sports teams, universities, non-profits, financial institutions, tech companies, hospitality, real estate, etc. Clients include a wide spectrum from small businesses and national brands who are looking for "Outside the box. Inside the budget" promotional solutions.

Eric became a board member for the Florida Restaurant & Lodging Association in January 2011, and a board member of the UCF Alumni Association in 2012. These opportunities have given Eric a large network of potential clients and lots of possible business for the future. He is constantly using social media and his posts reach hundreds of followers every day.





DRIVEN DIANE

Diane is a graduate of the University of Florida with a Bachelor of Science Degree in Business Administration with a concentration in Real Estate. Upon graduating from the University of Florida she embarked on a career in valuation with the firm Pardue, Heid, Church, Smith and Waller, Inc.

In 1988 she obtained her MAI (Member Appraisal Institute) designation and was also elected to the Board of Directors at Pardue, Heid, Church, Smith & Waller.

In 1992, she joined Realvest Appraisal Services, Inc. as President. In 2008, Realvest Appraisal Services, Inc. became Meridian Appraisal Group, Inc. Angie currently serves as Vice President of Meridian Appraisal Group, Inc., a firm located in the Winter Springs area of greater Orlando. The company was created in 1988 to provide independent third party commercial and residential appraisal services to the central Florida area.

Angie holds a Florida Real Estate Broker's License, and has been involved with CREW, NAIOP, CCIM, CFCAR (Central Florida Commercial Association of Realtors), was a graduate of the Leadership Orlando program and was recognized by the Orlando Business Journal as a recipient of the "40 under 40" award. Angie is a mother of two sons who currently attend the University of Florida.

I.M.C. PLAN

ADVERTISING

OBJECTIVES

- To increase awareness of the University Club of Orlando by 40%.
- To change the negative perception surrounding the University Club of Orlando brand. Most of our survey results reacted negatively to the club, for the most part agreeing that it was a "good old boys club," and that it comes off as "snooty" and "pretentious."
- To position the University Club of Orlando brand as an organization that fosters meaningful professional and personal relationships, and strives to see the community succeed.

STRATEGIES

- GET:** Working professionals in the Orlando area ages 25-40
- WHO:** Are looking to make meaningful business and personal connections
- TO:** See the University Club as a tight-knit organization that is advantageous for building career success a
- BY:** Employing a mix of promotional tools including newspaper, web banner, and magazine to reach our target audience

Mighty Inc's campaign is designed not only to increase awareness about the University Club, but also to enhance its brand image. Our goal is that this would result in a growth in membership as well as increase engagement among existing members. The theme of our campaign will be centered around "The Things That Matter."

Given the nature of the University Club of Orlando, and that it is an invite only club, there can't be a call to action, as there is in most advertisements. That being said, Mighty Inc. recommends using magazine and newspaper ads as tools for brand enhancement. They will focus on the charitable works of the University Club of Orlando. This will increase awareness of the club as well as the charitable works that it does. Pushing this aspect of the club will show people that the club cares about the community it is in, and wants to see it

grow and succeed. The headline, "Leaders Working For The Things That Matter." will be consistent throughout the ads, while the body copy in each ad will feature a specific organization the University Club has worked with.

We chose this concept of promoting the causes primarily instead of the University Club to lose the idea that the University Club is "pretentious." The colors and styling of the ads will still be strictly adherent to Mighty Inc's new University Club brand though, so that it is still clear by looking at it that it is from the University Club of Orlando.

I.M.C. PLAN

PUBLIC RELATIONS

Publicity will be an important part of the branding goals of the campaign and the leading organic element of the University Club's promotion. It is also the most sensitive part of the marketing communications because it is the part the University club has the least control over. As an invitation-only club, it is important that promotional items do not come across as desperate, and especially not spammy. The U-Club must be sure to have high visibility, and be part of the newsworthy events and activities around Orlando.

ARNOLD PALMER INVITATIONAL

OBJECTIVES

Through public relations, Mighty Inc. plans to both increase awareness of the University Club and educate people about Membership benefits as well as what the Club does for the community. By being present and engaging at events that are relevant in the lives of our target audience, we can make direct connections and inform people about the University Club. It also serves as a platform for current members to mingle and potentially recruit new members.

STRATEGIES

To fulfill our Public Relations Objectives, Mighty Inc. recommends having a tent at the Arnold Palmer Invitational golf tournament at Bay Hill country club in Orlando. The University Club will be able to set up a tent with information about the club, as well as water to pass out to spectators. This way, whoever is manning the University Club tent will be able to talk directly with spectators and tell them about the University Club in order to interact with potential new members.

RATIONALE

The Arnold Palmer Invitational is a great event to have a presence at because it allows the University Club to associate with Arnold Palmer, a beloved public figure around Orlando who has done a lot of charitable works around the city. Being associated with someone who shares the values of success and charity in the community is very advantageous for the University Club.

This event will also be a great way for the University Club to engage our target market tell them first hand about the benefits of the University Club and the good things it does in the community. According to the Arnold Palmer Invitational Media kit, roughly 39,000 people ages 25-44 will be at the event, along with 130,000 people overall. 70% of them have a college degree. Rarely will that many people in our market be in one place, so this is an event that needs to be taken advantage of.

SOCIAL MEDIA

Social media will be an important part of the University Club's ability to control their brand image and it is one of the best ways to earn publicity. It is how people learn about a brand's personality and it is the best medium for content marketing, telling a brand's story through images, tweets and conversations. Participating in social media increases SEO and overall presence on the Internet. It provides an avenue to prove that our Club is a relevant part of the community without having to physically be at every city gathering. Furthermore, from an advertising standpoint, gaining followers, likes, and favorites is essentially the same as gaining impressions. Social media sites also have built-in analytics that will track whether objectives are being met.

OBJECTIVES

- ◉ Increase engagements with the U-Club brand by 45% of the target market using social media by September 2015.
- ◉ Increase awareness of the U-Club brand among target market by 30%.

TWITTER

STRATEGY

Connect and interact with the target market, while generating publicity and news leads.

TACTICS

Gain followers in the business community by participating in weekly Twitter chats (mini conferences)-community development, local business issues and education. The Club can also keep its members up to date regarding the progress and development of the new building. This will keep a presence in the minds of the members and will get them excited about the future of the Club. This platform will also be utilized to raise awareness and educate the public about University Club events such as Cocktails for a Cause and Arts for Education.

RATIONALE

The Orlando Sentinel, local news, and other journalists generate story leads from Twitter. Nearly all of Orlando's influential people and organizations are actively on this platform. Utilizing Twitter also enables the University Club of Orlando to respond to any negative or damaging statements, as well as answer any questions the public might have in real time. This is one more way our organization can show that human connections is at the heart of all we do. Finally, Twitter is planning incorporating a buy button, currently being tested with non-profit for donations. This is an opportunity that could be implemented later for raising money for the charitable works accounts.

FACEBOOK

STRATEGY

Use Facebook to brand the University Club and inform active members, as well as prospects, about events, promotions and club updates.

TACTICS

Update Facebook page with pictures, videos and promotional materials from events. Facebook will also allow the brand to interact with general audiences and participate in discussions relevant to the Orlando community.

RATIONALE

Having a presence on Facebook is crucial to any business hoping to attract new consumers as well as to keep current consumers active. Facebook is an integral part of today's consumer culture. It has the ability to track and target consumers of any target market.

LINKEDIN

STRATEGY

Establish the University Club's brand as an authority in the Orlando business community.

TACTICS

The Club will reach out to leaders in Orlando, publish news releases and share articles with relevant keywords and images to remain involved in community affairs.

RATIONALE

LinkedIn provides a channel to grow the club's network by connecting with business professionals and influential people in a more professional atmosphere, not readily available on other social media platforms. LinkedIn pages pop-up second in Google SERP, often before official websites do.

BRAND GUIDELINES

RATIONALE

The University Club of Orlando prides itself on being an exclusive club made up of hand-selected business leader of the area. The member of the club are as unique as the prestigious organization they make up. Mighty Inc. wanted to create an image that would inspire respect and reflect the core values of the University Club - Philanthropy, culture, community, and brotherhood.

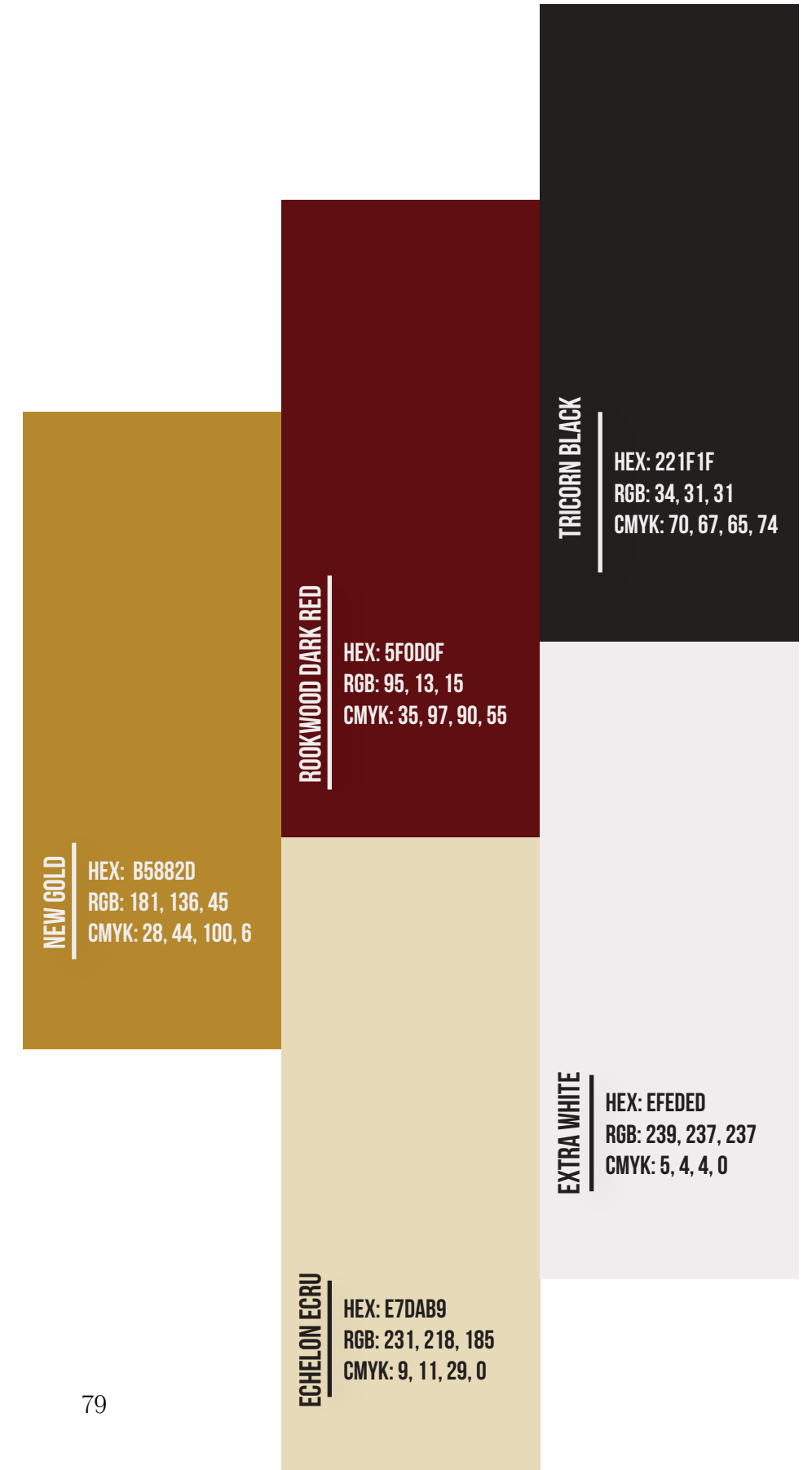
OFFICIAL BRAND COLORS

A consistent color palette will help establish brand recognition. Mighty Inc. aims to make these color synonymous with the University Club so that when consumers see them, they are automatically reminded of the brand.

University Club's new color palette will be made up of Maroon, Gold, Ivory, Tricorn black and Extra White. The color gold is associated with prestige but it has also come to reflect wealth and generosity, making it perfect for a philanthropic organization.

Maroon is often associated with culture and community, two of the most important pillars of the club's philosophy. Maroon's warm and earthy feel also invoke nurturing feelings, reflecting the University Club's interest in cultivating the professionals of tomorrow through its scholarship program and networking opportunities.

Ivory and Extra white are relaxing colors that feel welcoming. They are also prominent in modern design, showing their progressive and versatile nature, traits that reflect university club.



LOGO

University Club's new logo is the head of a lion on a 6 sided shield. Each side of the shield represents one of the main pillars of the University Club's philosophy - Philanthropy, Fellowship, Culture, Education, Community, and Prestige. The University Club is unlike any other city club in the area because of its focus on it's heritage and the bonds created at the club. For this reason, we chose a lion to be the club's symbol. Lions are strongest when in their pride, just as the University Club is made more influential by its members.

There will be five variations of the club's logo in order to accommodate it's many uses. A black and white version and a reversed version of the logo will be provided in case only black and white printing is available. There is also a colored version of the logo with inverted text in order to accommodate the placement of the logo on darker backgrounds. Finally, the White and Maroon version of the logo should only be utilized when placing the logo on a maroon background.



TYPOGRAPHY

PRINT

The University Club will be using two main fonts with its new branding. The main font will be Foglihten. It is a serif font with brackets that perfectly exemplifies the elegance that the University Club wishes to convey with its branding. The varying line weights gives the font all the grace and sophistication an organization such as ours wishes to convey in their branding. This font will be prominent in their print materials. The secondary font will be Bebas Neue. It will be used sparingly only for headlines on printed materials.

Foglihten

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*()

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&^&*()

DIGITAL

Foglihten will only be used for headlines since sans serif fonts are more adequate for large amounts of text meant to be read on screens. Helvetica Neue will be used most prominent in the Mobile Application. This font not only translates well into most operating systems, but contrasts the brand's main font perfectly with its even line weight and rounded forms.

Foglihten

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*()

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&*()

INTERNAL PRODUCTIONS

INTERNAL PRODUCTIONS MEMBERSHIP PACKET

First impressions are important. The appearance of the Membership booklet is one of the first interactions prospect members will have when seriously considering to join the Club. For this reason, this is one of the most important pieces of collateral the club has and should accurately portray the Club's prestigious aura while remaining warm and welcoming, its most important task, however, is to display all the information about membership and its benefits in a clear manner.

APPLICATION

The old application form was simply a single table with boxes for information to be filled out by the proposee. However, mistakes on applications are often made due to confusion. Mighty Inc. has designed a membership application that organizes the information into clear categories in order to facilitate its completion for the user.

The guide to Membership Benefits will now be a single 11"x17" sheet that will fold in half, making a booklet. This way, prospective members will have all the information they will need on one place. Each section is predominantly dominated by one of the two primary brand colors. This will help the reader differentiate each category from the next and optimize readability. Mighty Inc. uses color blocks with diagonal lines because it establishes the Club as a high-energy brand, always moving forward.

MEMBERSHIP BOOKLETS

Mighty Inc. also created a series of small booklets to outline the Financial Requirements for Membership and explain the types of membership available. These booklets would be printed on 11"x8.5" sheets that would be folded in half, making the dimensions of the finished booklets 5.5"x8.5". While it is important to have an overview of all memberships available on one sheet for easy reference, outlining each membership category separately is important to help the user create clear divides across each membership type and avoid confusion. Since Owner's Membership is the most luxurious of all, this pamphlet is given special treatment and is put on a single 5.5"x8.5" sheet. This pamphlet uses the striking image of the golden lion against the maroon background to attract more attention to the benefits becoming an owner grants members.



INTERNAL PRODUCTIONS

NEWSLETTER

The newsletter has been updated to coincide with The University Club's new branding. By staying consistent with the brand, the club will gain recognition among its target audience. The newsletter helps members stay up to date on the Club's happenings, thus it is paramount that the layout encourages members to pick it up and that it allows readers to navigate through the information effortlessly. This letter will be printed on an 11"x17" page and will be a bi-fold.

The new layout utilizes white space to organize information in a clear manner in order to optimize readability. Rather than have images on the background at low opacity going across the entire page, we take advantage of the white space to give the eye a rest and allow the user time to process the information. Furthermore, the readers' eyes don't scan the page in an unorganized manner but rather follow the flow of information smoothly around the page.

The front page will feature a column for important dates and announcements such as

coming-up events or closures that the club is scheduled to have. At the bottom of the same, there will be an overview of the topics covered on that month's newsletter in order to entice members to read more. The story featured on this page will be the first Member Night of that month, since members will generally be receiving it for the first time on this night.

Inside, contents will be broken up by using color blocks. This will visually break up the information and aid readability. The monthly President's letter will be the first topic featured on the inside pages and will be enclosed by a maroon color block to separate it from the rest of the information on the page. The bottom section of the page will be occupied by other various events. This layout will be mirrored in the opposite page on the inside of the letter. The back cover of the newsletter will mirror the front cover's dependence on white space to organize information. This Layout will be made into a template so that The University Club can easily and conveniently edit its content.



INTERNAL PRODUCTIONS

BUSINESS CARDS

BUSINESS CARDS

To set The University Club apart from its competitors, Mighty inc. created business cards that reflect the new branding. The new cards have a more modern feel without sacrificing the air of luxury, which will allow us to attract the younger target audience. Vertical business cards are a generally unexpected, and it is by switching such a simple feature that we are informing the audience there is something new about the club. The lion head on the crest will be metallic gold and "UNIVERSITY CLUB OF ORLANDO" will have a spot gloss add-ons to help it stand out. These small details give the cards their sense of luxury and help show the public that we pay attention, even to the small details of our club.



INTERNAL PRODUCTIONS

MOBILE APPLICATION

MOBILE APPLICATION

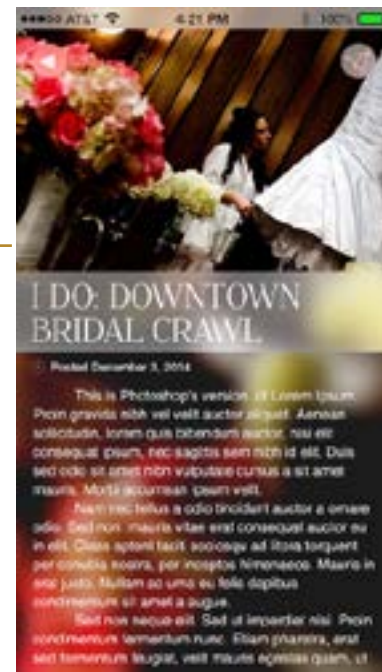
The University Club's best advertising tools are its members. Since the Club is an invitation-only organization, current members will be the best method of obtaining new members. However, for this to happen, we need to keep our members informed and excited about Club activities. In order to communicate with current members more efficiently, we created a mobile app that will allow them to stay connected with the Club at any time. The app will require member login ID, so members can be sure that the information will only be accessible to other club members. The app will be a platform to streamline all communications between the Club and its members and inspire them to become more involved.





To help members stay up to date on all things University Club, the app will feature a News tab. This section will be populated by Twitter, Facebook, and LinkedIn updates as well as Press Releases or News Stories about the Club.

NEWS ARTICLE



NEWSLETTER



The app will allow users to share news stories about the University Club with their contacts via Facebook, Twitter, LinkedIn, email, or text message, and by extension expanding awareness of the club and what it stands for.

SHARE SCREEN



Furthermore, the newsletter will be made available in this section of the app to grant members easy access to it at all times.

CALENDAR



The Calendar feature will show all scheduled events and closure dates and even allow users to save specific events to their personal calendar. The Calendar will also help members plan for events by showing them the event's program - such as speaker bios and the topics that the lecture will cover -, locations and even what will be served for dinner on that particular night.
Calendar Legend:



EVENT



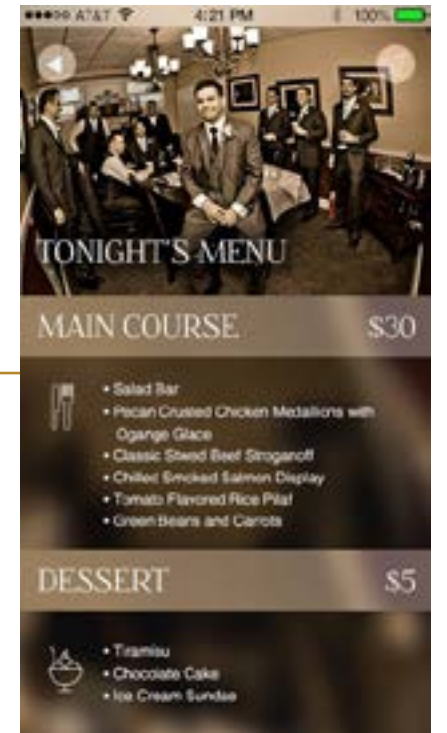
SPEAKER BIO



These events will also be available to be shared through social media, text message, or email, making it more convenient for current member to invite friends and colleagues and creating opportunities to expand club membership.

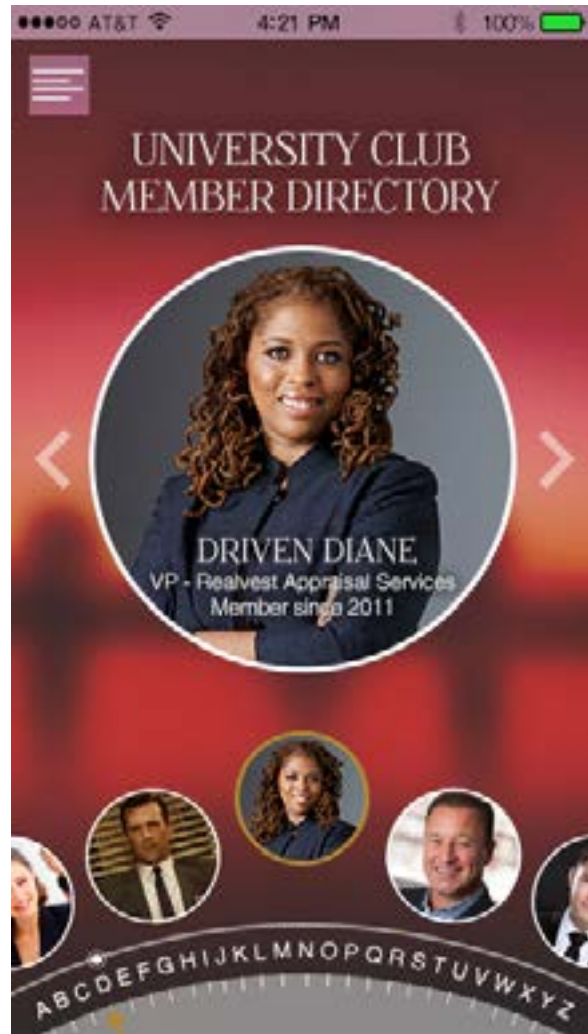
By clicking on the location, the user will be redirected to the Maps application on their smartphone and will be able to navigate to the location of the event.

EVENT MENU



The Event Menu page will show members what will be served and provide them with prices for dinner.

DIRECTORY



Making meaningful connections is what drives The University Club. The app will serve as a powerful networking platform by putting the member directory on the palm of every user's hand. Every member will be able to edit and update the information they wish to share on the member directory. This powerful feature will allow members to save a colleague's contact information as a "favorite" with just a few taps on their phone, empowering them to network more efficiently and bringing the club closer.

CONTACT



Small design improvements make the Club's application not only unique but also more efficient. The alphabet scroll wheel follows the natural reach of a user's thumb and has been placed at the bottom of the screen, allowing the user to easily reach each letter.

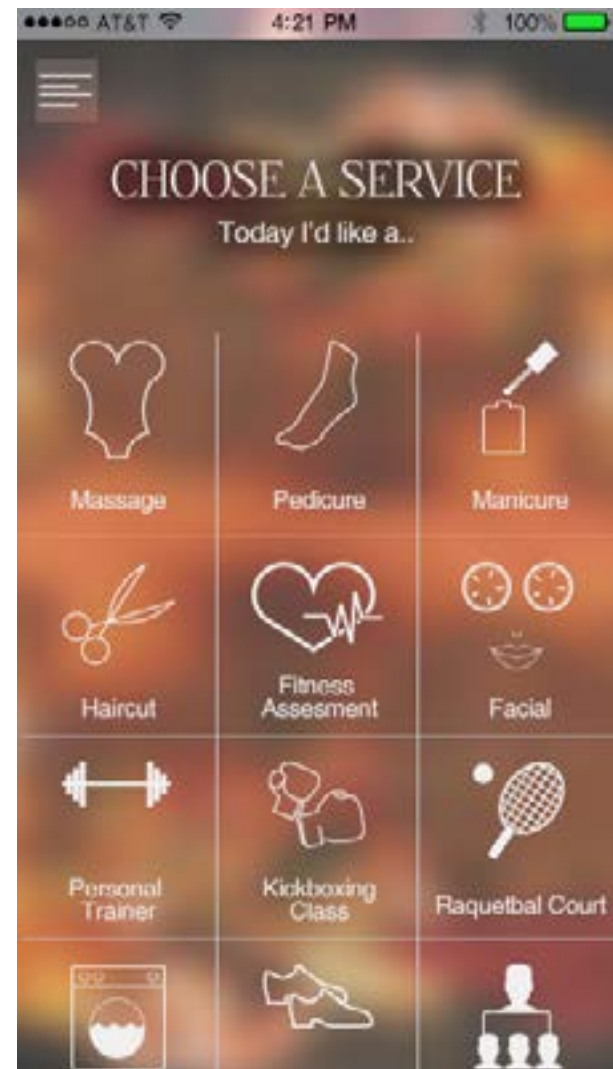
DINING CALENDAR



According to the research conducted by Mighty Inc, one of the most widely enjoyed perks of the Club is its dining facilities. The app will feature a dining calendar that will outline breakfast, lunch, dinner, and dessert menus and their prices. This will give members notice and will encourage them to come in when they see dishes they are interested in.

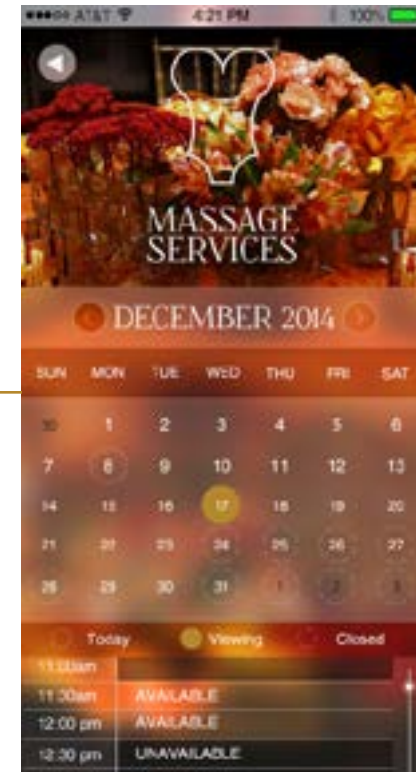
Members will also have the option to mark dishes as favorites and the app will alert them when that dish is served next.

RESERVATIONS



Another way the app brings The University Club closer to its members is through its Reservations feature. This feature will allow members to make appointments at the Club's facilities such as the salon/barber shop, fitness assessments, and even reserve squash courts. By making these reservations available on the app, members will be

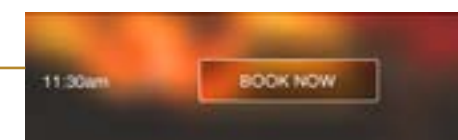
SERVICE



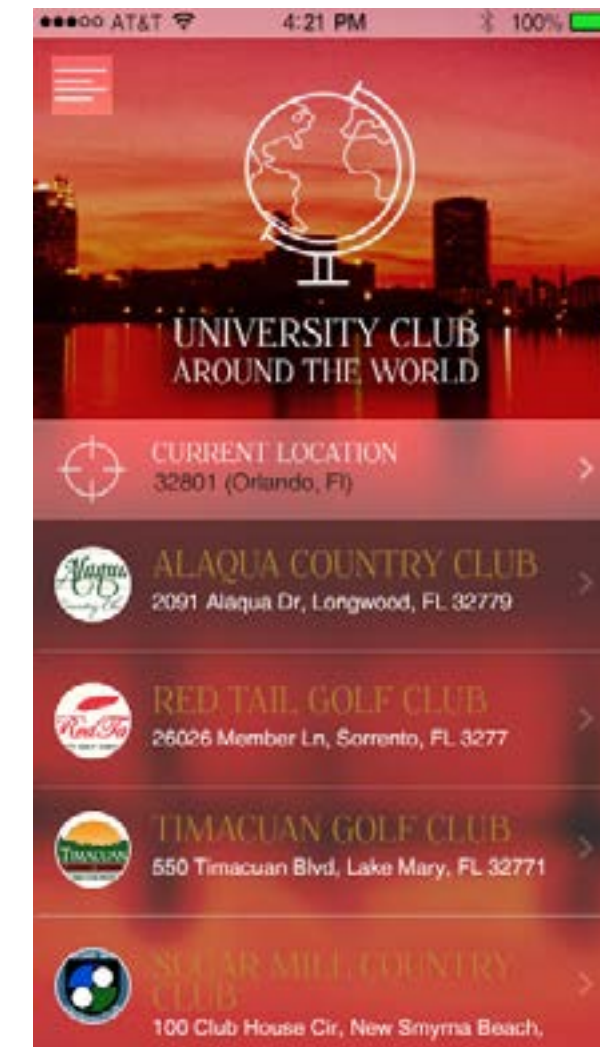
TIMES AVAILABLE

11:00am	
11:30am	AVAILABLE
12:00 pm	AVAILABLE
12:30 pm	UNAVAILABLE

BOOK NOW



AROUND THE WORLD



OFFER



Another extremely useful part of the app will be its Around the World section, which will use Geolocation to alert members of Club Benefits available in the city that they are currently in. When members of the University Club of Orlando travel they are never alone. With over 200 partnered clubs around the country and hundreds of special deals in lodging and entertainment, the University Club travels with its members wherever they go. This section of the app will empower the user to easily find and take advantage of the benefits being part of this association brings. It will show them the names and locations of companies and organizations allied with the University Club of Orlando along with a brief description of what the offer consists of.



Every person will have a Member Profile where they will not only be able to add to and edit their information, but also save calendar events, favorite Club contacts, and even pay their Club bill at the end of each month.

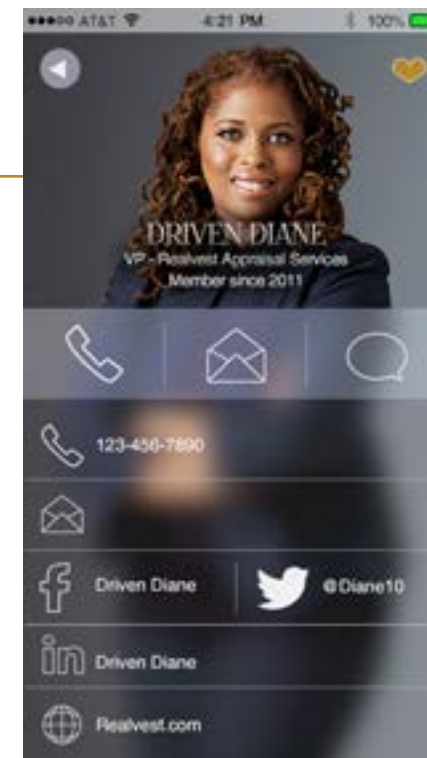
The main page on the Profile section allows users to edit, add, or remove contact information such as phone numbers, emails, social media accounts, and personal and business websites. Allowing members to manage what contact information they make available in the Member Directory will ensure that they feel comfortable with what is being shared and reassure them that their privacy is secure.



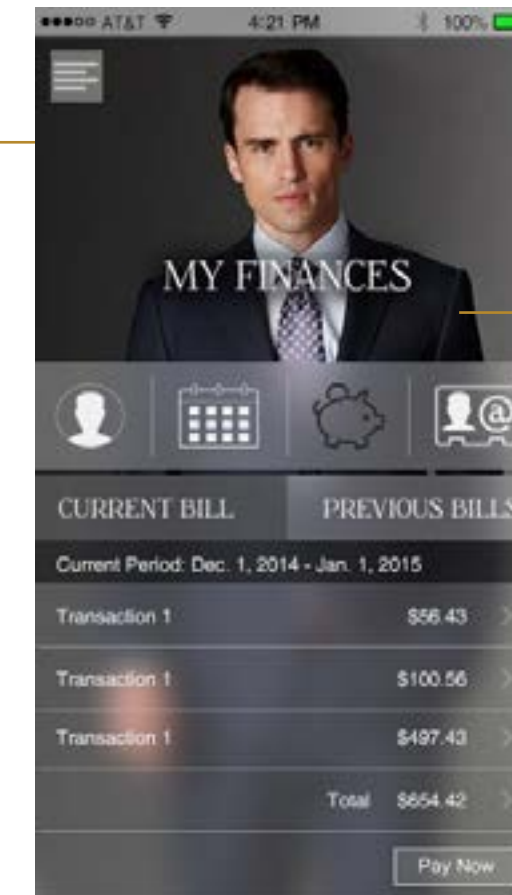
The Calendar tab in the Member Profile will show only those events which the user has marked to be saved, allowing him or her to better visualize the event schedule for that month. The app will also send push notifications to remind the user of all upcoming and allow them to mark the ones they plan on attending.



Similarly, the Directory tab on the Profile section will only show those contact that have been marked as Favorites to help the user access them more easily.



Finally, the Finances tab on the Member Profile will allow each member to view their current and past statements, making payments convenient and efficient. Members will be given the option to save card numbers and set up automatic payments to make their lives easier.





CREATIVE PROPOSITIONS

CREATIVE PROPOSITIONS

CREATIVE BRIEF

TARGET AUDIENCE

Our primary target audience will be comprised of adults ages 25 to 40 working in professional business-related fields in Orlando with household incomes of \$120,000 and above. They are married, middle-aged men and women with children who enjoy reading newspapers and are involved with business associations and golf clubs.

Our secondary audience is comprised of adults ages 40 to 60 in professional business related fields in Orlando with household incomes of \$120,000 and above. Similar to our primary audience, these people are married with children and live very active lifestyles. These consumers also enjoy playing golf and working out. They are highly influential leaders and are looking to remain involved in the community after retirement.

OBJECTIVES

Increase awareness of the University Club of Orlando to 40%, among the 25-40 age group by showing them the University Club of Orlando has a long standing tradition, with a strong fraternal, philanthropic, community oriented atmosphere.

POSITIONING

CAMPAIGN TITLE: The Things That Matter

SLOGAN:

“Leaders working for the things that matter”

Through this campaign we aim to show our target audience that the University Club is a place for professional leaders to come together to work towards the improvement of the Orlando community while allowing them to network with fellow professionals to advance their personal and professional goals.

Highlighting the different local philanthropic organizations that the University club partners with will be the main focus of our campaign. By showing that the University club has an influence in a wide range of aspects in the Orlando community will show the general public that, while the club does enjoy a high level of luxury, its main goal is to encourage the growth of the city and its people.

STRATEGIES

Mighty Inc.'s campaign adopts an inspiring tone. Our goal is to portray the University Club as an organization that not only helps its members advance their personal and professional growth, but also empowers them to make a difference in their community, a mission that separate the organization from other city clubs in the area. This notion will be supported by highlighting the Club's partnerships with various organizations that benefit causes that directly affect the Orlando community.

Shades of maroon and gold exude a

nurturing atmosphere that is in tune with the campaign's inspiring theme. They are also colors that symbolize heritage and community. The campaign will instill pride in current members and inspire respect in the general population.

The ads feature people of all races and genders within the target audience's age bracket. This will help different kinds of people in our target audience feel identified with the Club and help combat the notion that the organization caters only to Caucasian males.

MAGAZINES

Mighty Inc.'s primary research found that, while there is a lack of awareness among our target audience of The University Club, the people that have heard of it have adverse feelings towards the organization due to past exclusionary practices. Since our organization is based on invitation-only membership, the main function of the magazine ads will be image building.

The ads follow a Z pattern from the headline, across the image, onto the logo, and across the body copy, culminating in a call to action to visit the Club's website to learn more about the organization. This layout to optimizes readability and fluidly guides the user around the ad.

Mighty Inc. aims to show the audience that the University Club not only provides an environment for the brightest minds in Orlando to network and socialize, but it also empowers members to work towards the improvement of the Orlando community. The

CREATIVE PROPOSITIONS

MAGAZINE EXECUTIONS

magazine ads are made directly relevant to the target audience by highlighting each of the local organizations that the University Club partners with. By educating audiences about the ways in which the University Club's philanthropic works affect them directly, it will create positive feelings towards the brand and possibly encourage people learn more about the club. These ads could be expanded upon, with each execution showcasing each of the organizations the Club has worked with.

**EMPOWERING GIRLS
TO FOLLOW THEIR
DREAMS**

This ad features a young woman celebrating her graduation. The body copy highlights one of the Club's main pillars, education. Through this ad, Mighty Inc. highlights University Club's collaboration with the Women's Executive Council of Orlando in its fundraising efforts to provide scholarship for women in the local community.

This ad shows a young woman succeeding with the Club's help. The ad will create positive attitudes towards the brand by reminding people of the pride and happiness they felt at their own graduation and showing them that the University Club is helping others achieve this goal.

HEADLINE:

Leaders Working For the Things that Matter

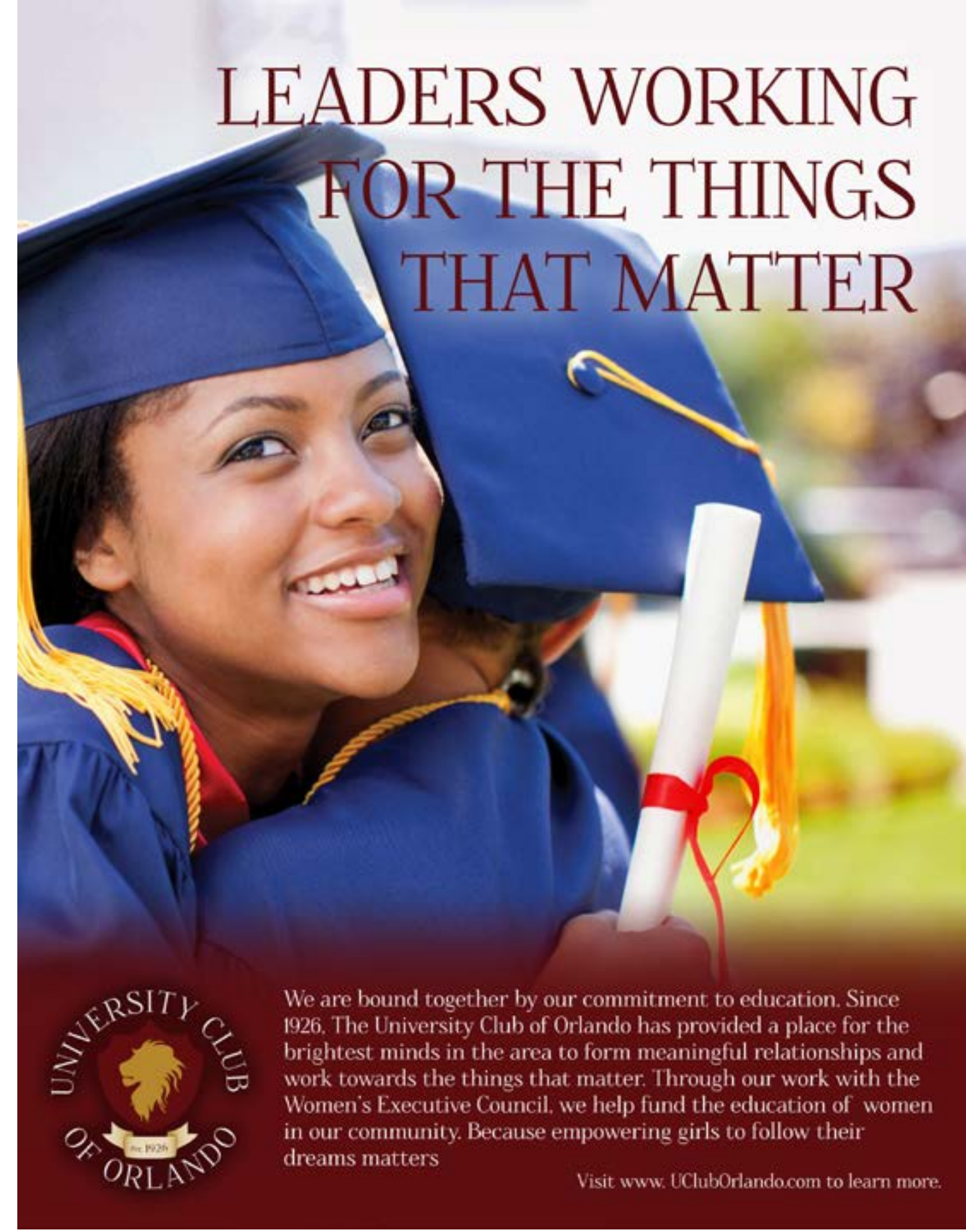
COPY SHEET:

We are bound together by our commitment to education. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Women's Executive Council, we help fund the education of women in our community. Because empowering girls to follow their dreams matters

CALL TO ACTION:

Visit www.UClubOrlando.com to learn more.

LEADERS WORKING FOR THE THINGS THAT MATTER



We are bound together by our commitment to education. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Women's Executive Council, we help fund the education of women in our community. Because empowering girls to follow their dreams matters

Visit www.UClubOrlando.com to learn more.

HELPING PEOPLE HEAL

This ad, features two surgeons at work. It is meant to showcase University Club's collaboration with the Orlando Regional Medical Center in the efforts to fund life-saving trauma care for patients. The copy focuses on the Club's concern for its neighbors and the well-being of their families.

By connecting the Club's work with life-saving medical treatment, Mighty Inc. hopes to stress upon the target audience the scope of the University Club's influence around the Orlando community.

HEADLINE:

Leaders Working For the Things that Matter

COPY SHEET:

We are bound together by our commitment to helping our neighbors live long and happy lives. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Orlando Regional Medical Center, we help provide life-saving trauma care to thousands of patients each year. Because helping people heal matters.

CALL TO ACTION:

Visit [www. UClubOrlando.com](http://www.UClubOrlando.com) to learn more.



LEADERS WORKING FOR THE THINGS THAT MATTER



We are bound together by our commitment to helping our neighbors live long and happy lives. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with the Orlando Regional Medical Center, we help provide life-saving trauma care to thousands of patients each year. Because helping people heal matters.

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DOING OUR PART

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HEADLINE:

Leaders Working For the Things that Matter

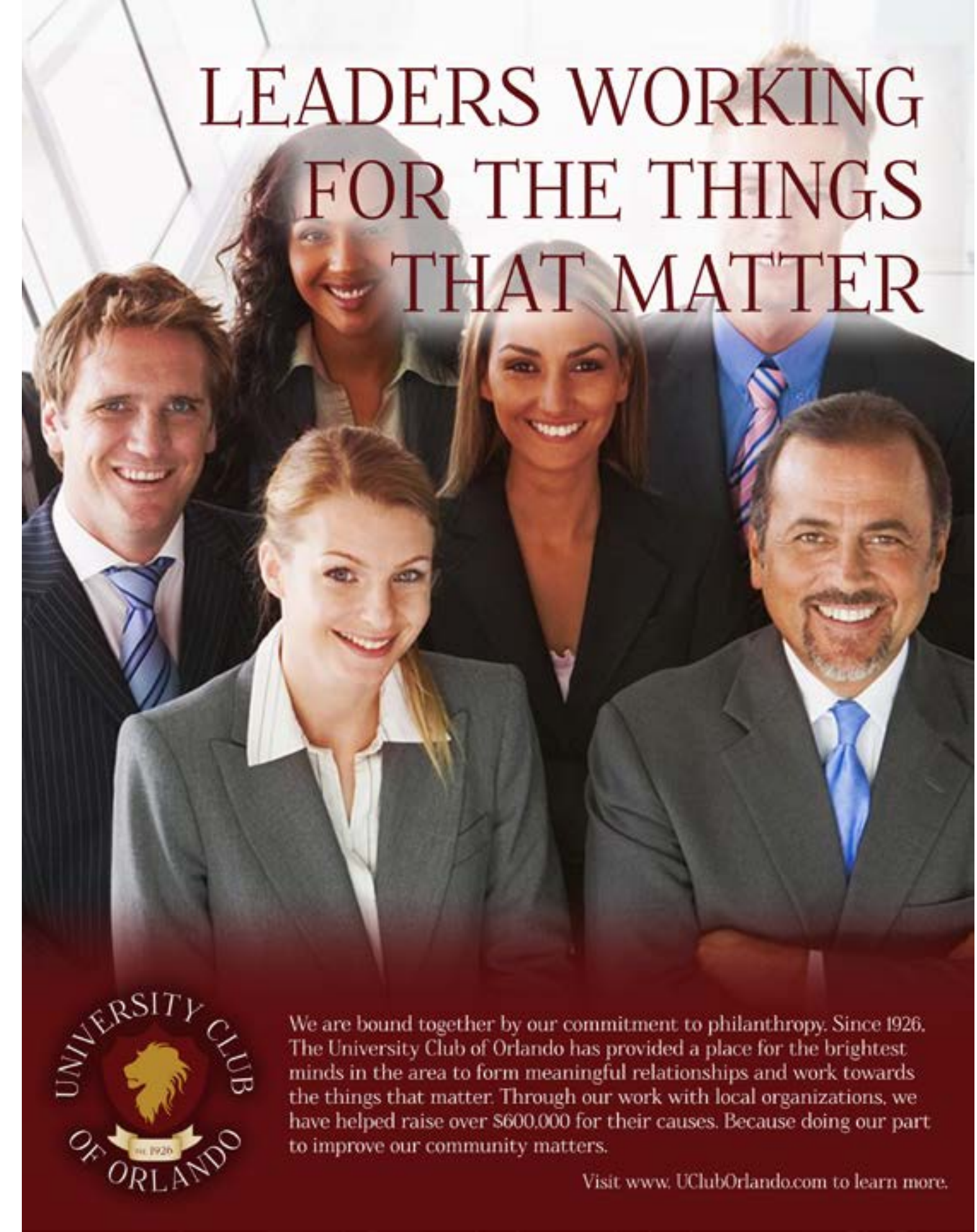
COPY SHEET:

We are bound together by our commitment to philanthropy. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with local organizations, we have helped raise over \$600,000 for their causes. Because doing our part to improve our community matters.

CALL TO ACTION:

Visit www.UClubOrlando.com to learn more.

LEADERS WORKING FOR THE THINGS THAT MATTER



We are bound together by our commitment to philanthropy. Since 1926, The University Club of Orlando has provided a place for the brightest minds in the area to form meaningful relationships and work towards the things that matter. Through our work with local organizations, we have helped raise over \$600,000 for their causes. Because doing our part to improve our community matters.

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CREATIVE PROPOSITIONS

NEWSPAPER

PRINT

In order to accommodate for the printing quality limitations that come with print newspapers, we have kept the color graphics to a minimum. Instead, we rely on a simple and elegant text based ad dominated by University Club's logo. Although text based ads are generally considered dangerous by most people in the industry, in the context of a newspaper – a medium in which users are open to more reading – a short text based ad can prove successful. Since our ad will be placed in the main news section of the Orlando Sentinel, the body copy highlights a noteworthy fact about the Club - how much money it has helped raise for other organizations.

Furthermore, through repetition of the headline and body copy, our campaign will gain recognition among our audience and the words on this ad will call to mind the images in the magazine and online ads.



ONLINE



Mighty Inc. will use Medium Rectangle banner ads on the Orlando Sentinel's website. Research shows that our target audience accesses newspapers online during the week days and on print during the weekends. The banner ads will appear three days at a time during the week in order to optimize targeting.

The headline featured in these banners is the same as the headline in the print newspaper and magazine ads. These ads will also feature the same images as magazine ads, hoping that they will call to mind the body copy of that medium.

To serve our objective of educating the public about University Club and its activities, Mighty Inc. encourages the viewer to click on the ad to find out more about how our organization helps them. This call to action makes the ad personally relevant to the viewer and makes him or her more likely to follow the link.

CREATIVE PROPOSITIONS

DIRECT MAIL

ELITE MAILER PACKAGE -

Direct mail is one of the media with the highest return on investment rates. Thanks to precise mailing lists, targeting through direct mail can be very specific and extremely effective.

This piece is a branded package consisting of a personal sized champagne bottle, a lion head paperweight, a branded pen, an invitation to one of our Open House Nights, and the business card for our membership Director. The driving idea behind the mailer is to give our potential members a small congratulations and a big thank you for their contribution to the Orlando community. This sign of recognition will let them know that we appreciate all they do for our city, which will help instill positive attitudes towards the brand in them. This elaborate mailer will completely set us apart from any other promotional offer they receive in the mail. The mailer will reflect everything Mighty Inc. wants the public to think of the University Club of Orlando: elegance, refinement, and philanthropy.





① Champagne has come to be a synonym of celebration. Following the congratulatory feeling of the lion trophy and the invitation, the package will feature a small bottle of champagne and a symbol of recognition and wished for continued success in the future.

② The lion is a symbol of the University Club of Orlando because it represents pride and success. The paper weight is meant to be a small sign of recognition to the achievements of these prospective members in order to establish a relationship of mutual respect and admiration. It will show the recipients that our organization shares their values and establish a welcoming atmosphere.



③ To show prospective members that the University Club is truly invested in them, Mighty Inc. provides a point of contact for them to go to if they would like more information about the Club. This point of contact also maximizes our chances of response since the recipient can contact us to inquire about other scheduled Open House Nights in case they have a conflicting event on the date outlined in the invitation. Our Membership Director will be handling these contacts.

④ An invitation to an Open House night will be attached to the lid of the box. This invitation will open with congratulatory remarks for being an exemplary leader in the community. It is important to note that the invitation is not an invitation to the Club but an invitation to attend a prospective member mixer for a chance to meet current members. The event would allow an opportunity for current members to interact with them and invite them back if they seem a good fit for the Club.

HEADLINE:

Please Join Us	150 East Central Blvd.
Open House Night	Orlando, FL
April 23, 2015	32801
6:30 P.M.	

COPY SHEET:

Dear Mr. Eric:

The member of the University Club of Orlando would like to thank and congratulate you for your service as a leader in the Orlando area. We present this lion head to you as a symbol of our admiration because you and your organization have helped to set the pace for other up and coming leaders in our city.

We are an invitation-only private membership club committed to improving our community. We provide a place for the brightest minds in the area to create meaningful business and personal relationships and work together for the things that matter. We would like to invite you to our Open House Night to connect with our members and learn more about our organization.

Today, we toast to you, for your many accomplishments so far, and the many more to come.

Best regards,
THE UNIVERSITY CLUB

If you cannot attend on this date please contact our Membership Director regarding other Open Night events scheduled



⑤ The package will also include a branded pen. This is one small way for the University Club to expose potential members to their brand. Every time they use the pen, it will be a small reminder of the University Club of Orlando.



GENERAL DIRECT MAILER

A less elaborate direct mail invitation to an Open House Night will be sent to less prominent, but equally important members of our target audience. This invitation will come in a branded envelope. The envelope will have a maroon color block running vertically on its left side. The campaign's tag line will be placed over this block at the top of the envelope and the maroon and white version of the logo at the bottom. These simple design elements set the envelope apart and peak the curiosity of our prospective members, making them more likely to open it and be exposed to our messages. Inside, the recipient will find an invitation to an Open House Night. This invitation will

be very similar to the one inside the elite mailer with a few minor changes in copy. Like its counterpart, this invitation opens with congratulatory remarks for being an exemplary leader in the community but will leave out the mention of the lion head paperweight. It is important to note that the invitation is not an invitation to become a member of the Club but an invitation to attend a prospective member mixer for a chance to meet current members. The event is an opportunity for current members to interact with them and invite them back if they seem a good fit for the Club.

HEADLINE:

Please Join Us
Open House Night
April 23, 2015
6:30 P.M.

150 East Central Blvd.
Orlando, FL
32801

COPY SHEET:

Dear Mr. Eric;

The member of the University Club of Orlando would like to thank and congratulate you for your service as a leader in the Orlando area. You and your organization have helped to set the pace for other up and coming leaders in our city.

We are an invitation-only private membership club committed to improving our community. We provide a place for the brightest minds in the area to create meaningful business and personal relationships and work together for the things that matter. We would like to invite you to our Open House Night to connect with our members and learn more about our organization.

Today, we toast to you, for your many accomplishments so far, and the many more to come.

Best regards,

THE UNIVERSITY CLUB

If you cannot attend on this date please contact our Membership Director regarding other Open Night events scheduled



CREATIVE PROPOSITIONS

PUBLIC RELATIONS

ARNOLD PALMER INVITATIONAL

Mighty Inc. knows that in order to create strong consumer relationships, a brand must stay relevant in its user's lives. The Arnold Palmer Invitational Golf Tournament is a perfect way to do that. Through research, we found out that a majority of current and potential members of the University Club are active participants or spectators of golf. The target audience for the Arnold Palmer Invitational shares great overlap with the determined audience for the University Club, making it a perfect opportunity to reach out to potential members.

At this event, Club Representatives can mingle with like-minded individuals and spread the word about the activities of the University Club. These members could then invite people who they believe could make a good fit into the Club to one of the Club's Open House Nights to learn more and interact with other members. After these interactions, members could then make a decision as to

whether or not to invite this person into the club.

Our strongest asset for this undertaking will be the Club Representatives. However, Mighty Inc has created a brochure that these representatives could hand out to the men and women they interact with. The brochure outlines the benefits University Club Members enjoy and highlights the Club's philanthropic focus. The last panel of the brochure will have an invitation to an Open House Night event and will be perforated, to make it detachable and easily stored. Because the University Club's greatest benefit is the connection its members share, this section will allow the Representative to personalize each recipient's brochure by providing their contact information and making themselves available as a direct contact. This will create true connections between the Club and the people exposed to its messages and in turn will make them more likely to respond.



SOCIAL MEDIA

The For The Things that Matter campaign will heavily rely on social media to increase awareness about the University Club of Orlando and its activities. To insure that consumers exposed to consistent messages throughout all media, Mighty Inc. has branded University Club's social media accounts. This will increase brand recognition and create interest in the organization.

All the profiles will feature the campaign's slogan over a picture of Orlando's skyline. This photograph features the company's colors, maroon and gold, helping the profiles stay on brand, while also emphasizing the club's dedication to the community.

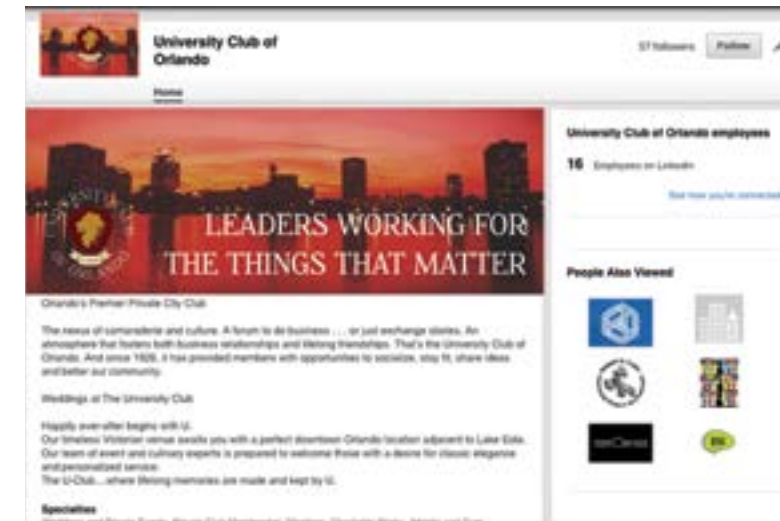
TWITTER



FACEBOOK



LINKEDIN



MEDIA PLAN



TARGET AUDIENCE

Adults aged 25-40 working in professional business-related fields in Orlando, with a household income of \$120,000 and above.

TARGET PROFILE:

- Married, middle aged professionals with active lifestyles
- Adults with children
- Occupation: real estate and business professionals
- Looking for Networking opportunities to continue to advance their careers
- Read magazines and newspapers often and are active social media users
- Involved in business associations and golf clubs
- Hobbies include working out and playing golf

SECONDARY AUDIENCE

Adults aged 40-60 working in professional-business related fields in Orlando, with a household income of \$120,000 and above.

TARGET PROFILE:

- Married, middle aged professionals with active lifestyles
- Adults with children
- Occupation: real estate and business professionals
- Looking for Networking opportunities to continue to advance their careers
- Read magazines and newspapers often
- Involved in business associations and golf clubs
- Hobbies include working out and playing golf
- Highly influential leaders
- People who are looking to remain involved in the community during retirement.

OVERVIEW

KEY MEDIA CHALLENGES

One of the biggest challenges facing the promotion of The University Club of Orlando is the exclusivity of the club because the membership is invite only. This poses a large challenge for our team because we cannot have a call to action in our newspaper and magazine advertisements. The advertisements must only contain information to inform the consumer about the University Club of Orlando.

Another great challenge is attracting a younger and more diverse demographic to the University Club of Orlando. According to our survey research, the younger, diverse generation has a perception of the club as a place for “older, white men” and it will be very difficult for us to change that view. Since the club has already branded itself in that manner, to re-brand the company in the minds of members and non-members will be challenging.

According to our survey research, current members seem dissatisfied with the fact that they might not be getting their money’s worth from membership fees. It will

be challenging for us to keep the current members and change the value of the club. The University Club’s biggest competitor, the Citrus Club, is offering a great deal of services at more convenient prices, appealing to a younger, diverse target market. The University Club of Orlando is losing several of it’s members to this competition, which does not hold the same exclusivity as the University Club of Orlando.

The transition into a new building also poses a difficulty for advertising initiatives given that event locations might not always be consistent during the move. During this period, it will be hard to keep our current members engaged because some of the greatest assets of The University Club are its building facilities. However, this change will open doors to attract new members, and it is necessary due to aging of the current facility.

MEDIA OBJECTIVES

- To expose at least 40% of our target market, consumers aged 25-40 living in Orlando, to The University Club of Orlando through various media outlets by January 2017.
- To reach at least 25% of our potential target audience with an average frequency of four or more times throughout the two year campaign.
- To use the mobile app to engage current members and keep them connected to the University club of Orlando.
- To maximize the \$100,000 budget, the best method is to utilize a pulsing pattern of advertising over the years 2015 and 2016. This mix of continuous advertising and sales promotions, along with flighting insertions of advertisements, will result in “heavy-up” periods.

MEDIA STRATEGIES

- To use local business magazines to reach 25% of our target audience, with a frequency of 5 by January 2017.
- To use direct mail to reach 30% of our target audience, with an exclusive message to invite elite business professionals to our upcoming events and a frequency of 4 by January 2017.
- To use social media to reach 20% of our target audience by January 2017, with a message about club activities and events.
- To use newspaper to reach 25% of our target audience, with an average frequency of 4 by January 2017.

MEDIA TACTICS

Mighty Inc.’s strategy will be effective in keeping the brand name in the consumers mind and is useful for busier times when greater emphasis is needed to increase membership. The pulsing technique will be the best fit for the University Club of Orlando to help promote their two busiest seasons during the months January-May and September-December. The overall campaign will assist in increasing and maintaining brand awareness and brand equity. Mighty Inc. chose to focus on increasing frequency of advertising only during selected months of the year and using selected media to maintain the exclusivity of the club. This will increase awareness of the club and increase membership by educating our consumers about the University Club of Orlando community.

MAGAZINE

Mighty Inc. recommends advertising in the Orlando magazine for four months a year for 2 years from January-February and from September-October 2015 and 2016. Mighty Inc. also recommends advertising in the Orlando Weekly magazine every week for 2 years in 2015 and 2016.

NEWSPAPER

Mighty Inc. recommends advertising in the Main News section of the Orlando Sentinel local newspaper every Sunday from January-March and August-October for the years 2015 and 2016. Mighty Inc. also recommends advertising on the Orlando Sentinel website for three days during the same months as the print ad.

STRATEGY

INTERNAL PRODUCTIONS

Mighty Inc. has redesigned the University Club of Orlando's newsletter, membership packet and business card to provide more information and appeal to our potential members.

DIRECT MAIL

Mighty Inc. recommends sending out an elite direct mail piece to prominent community leaders twice a year, in April and December. Included in the direct mail piece will be one mini Korbel bottle of Champagne, a pen with our logo and company name, a business card and a lionhead paperweight. Mighty Inc. also recommends sending out a secondary mail piece with an invitation to an open house and an branded envelope.

DIRECT MAIL (LIST B):

A direct mail piece will be sent to the general members of our target audience. This invitation will be very similar to the

invitation in the elite direct mail package but will come in a branded envelope. Mobile App: Mighty Inc. has created a mobile app to communicate with our members effectively and keep them connected to the University Club of Orlando. The app will be updated regularly. Social Media: Mighty Inc. will be using social media to amplify the University Club's brand image and interact with the community.

SOCIAL MEDIA

Social Media will be crucial in image building and shifting brand perceptions. Mighty Inc. will increase online presence and consumer interaction of the Club and ensure that the brand stays relevant around the Orlando community.

NEWSPAPER

The Orlando Sentinel is a local, city-wide newspaper in Orlando and currently has a daily circulation of 170,000 and a circulation on Sundays of 890,000.²¹

Mighty Inc. also recommends advertising in the Orlando Sentinel website 25,000 times for three week days, during the same time frame as the print ad.

MAGAZINE

Mighty Inc. recommends to use a local business magazine prominent in the Orlando area. University Club of Orlando place ads in Orlando Magazine and Orlando Weekly Magazine.

ELITE DIRECT MAIL

Direct mail advertising is more effective than any other advertising mediums because we have direct control on who we are targeting. Mighty Inc.'s direct mail piece will be a personalized, branded package, which will include a mini bottle of Korbel champagne,

a pen with our new logo and company name, the business card of our Membership Director and a lion head paperweight to invite elite business professional to the University Club of Orlando Open House Event for a chance to meet current members and possibly be invited to join the organization. Among the people who receive this mailer we will include Orlando Magazine's "Orlando's 50 most Powerful People" including names such as Craig Ulster (43- Downtown Developer), Scott Randolph, (38 - State Representative), Scot Maxwell (40 - Orlando Sentinel Columnist), Dwight Howard (26 - Orlando Magic Center and Philanthropist), and Kelly Cohen (38 - Lobbyist and Managing Partner at Southern Strategy Group).

²¹For full list, see Appendix B.

SECONDARY DIRECT MAIL PIECE

Mighty Inc.'s secondary mail piece will include an invitation to our open house event inside a branded envelope. This piece will be sent out to business professionals in the Orlando area as well but it will target a less prestigious market.

TACTICS

Mighty Inc. has created a mobile app for the members to keep them updated and more connected to the University Club. Members will be able to view all the upcoming events for the club and will have the option of paying for their membership fees. The app will display the club's information, pictures, and events. It will also have the option to make reservations and appointments for the clubs services such as the barbershop or massages. Furthermore, the app will be equipped with Geolocation technology that will keep the Club with its members while traveling by informing users about reciprocal clubs or membership benefits in the city they are current in.

The app will be compatible with iPhones, modern Blackberry's, and most phones built on the android and windows mobile system. The app also will work well on any other tablets and any small screen devices.

SOCIAL MEDIA

Mighty Inc. aims to differentiate the University club through the effective branding of its social media profiles. The agency will incorporate a design and color palette that reflects the brand's core values of community and philanthropy.

Through the use of social networking sites such as Facebook, Twitter and LinkedIn, Mighty Inc. aims to create deeper connections between the University club and its audience. The site will serve it to create engagement between the club and it's community and enabled the brand to respond to their comments or concerns.

NEWSPAPER

Mighty Inc.'s recommends to run the ad during the months of January-March and August-October for two years to help promote the University Club of Orlando's busiest season. Mighty Inc.'s advertisements will run 48 times with 1/8 page, color advertisements during the selected months of the 2015 and 2016 calendar years. These will be printed every Sunday of the month for the selected months of the two year campaign. Each advertisement costs \$170.80.

Mighty Inc. recommends to run an ad on the Orlando Sentinel website during the same months as the print ad for three days during the weekdays. This will cost \$125 for each three day period and a total of \$1,500 for the years 2015 and 2016. The website and newspaper ads will cost a total of \$9,698.40 or about 10% of the total budget.

MAGAZINE

Mighty Inc. suggests advertising in the Orlando magazine four months a year for two years, during the clubs busiest season from January-February and also from September-October. For this two year campaign, Mighty Inc. recommends running a full page, color advertisement for the months January-February 2015 and 2016 and September-October 2015 and 2016. The discounted package of 12 advertisements costs \$3,410 and this purchase will total \$27,280 or 27% of our total budget. Mighty Inc. also suggests advertising in the classifieds section of the Orlando Weekly magazine year every week for two years, in 2015 and 2016. For this two year campaign, Mighty Inc. recommends running a full page, color display advertisement. The discounted package of 52 advertisements costs \$1,300 and this purchase will total \$2,600 or 3% of our total budget.

Mighty Inc. recommends sending a direct mail piece to 75 people per year, a total of 150 direct mail pieces in two years. Mighty Inc. suggests to mail the direct mail branded packages during the selected months of April and December. The reason for selecting these months is because these two months are included in the busiest times for the University Club of Orlando. The total cost of the direct mail pieces will be \$2,142.50 or 2% of the budget and the Club could potentially gain highly respected members.

Mighty Inc. also recommends sending a secondary direct mail piece to 100 people per year, a total of 200 secondary mail pieces in two years. This will be mailed during the same time periods as the elite direct mail piece. The total cost of this secondary mail piece will be included in the miscellaneous expenses portion of the budget.

MOBILE APPLICATION

Mighty Inc. will launch the application and it will be available at all times. The app will serve as a means to streamline communication between the Club and its members in order to encourage involvement.

MEDIA PLAN

RATIONALE

NEWSPAPER

Mighty Inc. recommends placing an ad in the Main News section of the Orlando Sentinel. This section contains the biggest stories in Central Florida and it is one of the paper's best-read sections.²¹ The Orlando Sentinel is distributed to five different counties in Orlando, including Volusia, Lake, Orange, Seminole and Osceola, and reaches about 890,000 each Sunday.²¹

The Sentinel is the only city-wide newspaper and is distributed to business areas in Orlando, which is a great way for University Club to reach its target market. The paper focuses on the Club's target audience of prominent business leaders of Orlando.²¹ Six out of ten readers of the Sentinel earn incomes of \$75,000 and above.²⁴ Over half of the paper's readers are males and 55% of male readers are in their prime buying stage,²⁵ Furthermore, nearly half of their readers are female and 55% of these readers are aged 25-54.²¹ Overall, the paper's demographics greatly overlap with the brand's target audience.

Mighty Inc. also recommends advertising on the Orlando Sentinel website.

The site is the number one local news site in Central Florida and receives an average of 24.6 million monthly views and 3.2 million monthly unique visitors. The banner ads on the website will be displayed for three days at a time during the weekdays because, during these days, our audience members obtain their news on the web.

ORLANDO SENTINEL

2013 audit report - March 2013

Day	Total average circulation
Sunday	270,040
Monday	123,891
Tuesday	126,533
Wednesday	185,976
Thursday	182,044
Friday	190,742
Saturday	179,568
AVERAGE DAILY (MONDAY- FRIDAY)	161,837

MAGAZINE

ORLANDO MAGAZINE

Orlando magazine was established in 1946 and is nicknamed “The City’s Magazine”.¹⁰ It targets an upscale, educated demographic, aged 45-64.¹⁰ Its readership is made up of 55% male readers and 45% female.¹⁰ The award-winning magazine mission is to “offer readers compelling local content that is both entertaining and informative and to provide information that will drive decision making.”¹⁰

DEMOGRAPHICS OF ORLANDO MAGAZINE

Orlando magazine has a monthly circulation of 31,000 and a monthly readership of 132,000.¹⁰ The magazine distributes about 31,000 issues monthly to subscribers, waiting rooms and select high-zip codes.¹⁰ The distribution locations within Orlando for the magazines include Whole Foods, Publix, Fresh Market, Sam’s Club, Barnes & Noble, Books-a-Million, Waldorf Astoria, Hilton Bonnet Creek, Rosen Shingle Creek, The Grand Bohemian, and Bohemian Hotel Celebration.¹⁰

DEMOGRAPHICS OF ORLANDO MAGAZINE	
Female	53%
Male	47%
Married	82%
AGE	
21-3	45%
35-54	56%
25-54	60.2%
55+	23%
INCOME	
Average household income	\$251,500
Average net worth	\$2 million
Earn \$150,000-\$249,900	26%
Earn \$250,000 or More	27%
EDUCATION	
College graduate or more	75%
Post graduate	31%
Belong to private clubs, professional organizations	49%

Mighty Inc. recommends advertising in the Orlando magazine for several reasons. Orlando magazine reflects the lifestyle and interests of an upscale, educated readership, which fits perfectly in tune with the University Club of Orlando’s target market. It has also been Orlando’s city magazine for over 65 years.¹⁰ They have a loyal readership, with 63% frequently purchasing products or services from ads seen in the magazine.¹⁰ Additionally, 84% of their readers have household incomes between \$100,000 and \$200,000 and 81% of readers earned a college degree or higher.¹⁰ Eighty-eight percent of readers are aged 25-64 and fifty-nine percent are aged 45-64.¹⁰

ORLANDO WEEKLY MAGAZINE

Mighty Inc. also recommends advertising in the Orlando Weekly magazine because it also fits the University Club of Orlando’s target market. Orlando Weekly is an alternative newsweekly distributed in the Greater Orlando area. This magazine reaches over 242,400 readers in Orlando Weekly’s classified section. Every Wednesday, 40,000

issues are distributed to more than 1,100 locations across Orange, Osceola and Seminole counties.

Orlando Weekly is Orlando’s largest weekly paper and reaches more adults than any single radio station. Readers who exercise regularly make up 73% of the active readers and readers who have attended college make up 60% of the demographic. Furthermore, 65% of their readers are aged 25-54.

Consumers trust magazine advertisements more than advertisements from other media outlets since these ads allow them to re-read them multiple times. Furthermore, magazines target efficiently, appealing to specific demographics, lifestyles and interests. This medium is characterized by engaged their readers, showing the lowest levels of multitasking compared with other media thus, it is imperative for the University Club of Orlando to advertise in these local Orlando magazines.

DIRECT MAIL

We are using direct mail because we want to keep the exclusivity of the club and it is the most effective way to connect to members on a personal level. Direct mail is a way to precisely target our potential members. This medium is also the most effective way to create awareness and reach new potential members because of the attention that an office building will bring to the exclusive gift. Mighty Inc. chose the Korbel brand of champagne to reach our potential members because it is a well-known brand, selling the largest volume of premium, traditional champagne in the United States. Furthermore, this drink helps to dissuade the notion that the club caters only to males since it is gender neutral.

Including the champagne is eye catching and memorable, unlike general direct mail pieces. Additionally, the recipient of the direct mail package will feel as if he or she is getting a congratulatory gift because of the personalization and the celebratory connotations attached to Champagne. Since all members of our target audience are over the legal drinking age, there will be no problem with sending them an alcoholic beverage.

Mighty Inc. will also be producing a secondary mail piece that consists of an invitation to an open house event in a branded envelope. This piece will target a less prestigious market, enabling the University Club of Orlando to target a wider range of business professionals.

MOBILE APPLICATION

A mobile app greatly increases the exposure the club's current members can attain and connects with them on a more intimate level than a website alone would be able to. Mighty Inc. decided to create this mobile application because business professionals always carry their mobile phones on them and can interact directly with the app anytime of the day.

According to Nielsen, 89% of time spent on media is through mobile apps and 11% of time spent on media is through website interaction.¹⁵ According to the Google Mobile Planet Smartphone, users in the United States ages 35-44 have an average of 34 apps on their smartphone, users ages 45-54 have an average of 31 apps on their smartphone and users ages 55 and over have an average of 35 apps on their smartphone.¹⁸

FLOW CHART

MEDIA SCHEDULE

Medium	Impressions	CPM	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Print newspaper	48	\$0.19												
Online newspaper	25,000	\$0.26												
Magazine	96	\$9.16												
Direct Mail	150	\$9.52												
Mobile app	217	\$0												

The media schedule above shows the recommended timing of media placement for the 2015 and 2016 calendar year.

BUDGET

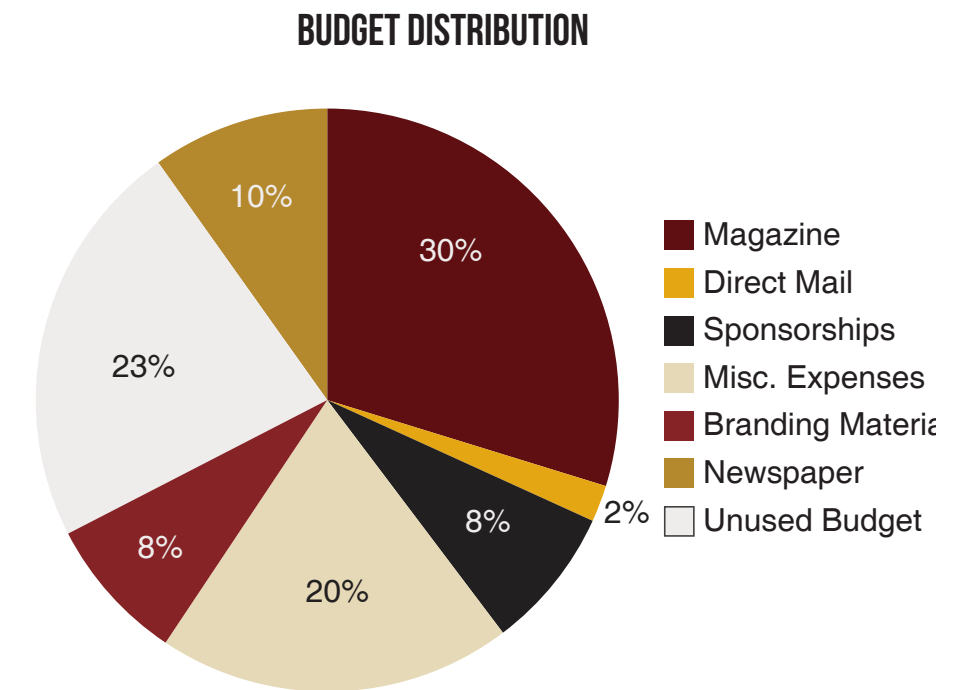


The University Club of Orlando challenged the Mighty Inc. Advertising Agency with specific goals for the campaign and a limited budget of \$100,000. Mighty Inc. apportioned this money in the most efficient and effective way to achieve these goals. The agency planned a budget which reflects the campaign's priorities and the belief about the investments that will yield the greatest return. The pulsing advertising plan is composed of two local business magazines (Orlando Magazine and Orlando Weekly), a local newspaper (The Orlando Sentinel) and a direct mail piece. These will cost a combined total of \$41,720.90 or 42% of our total budget. Mighty Inc. has decided to redesign branding materials including a membership packet,

business cards and a newsletter to represent the exclusivity of the University Club of Orlando. These expenses will total \$7,830.47 or 8% of our total budget. This will be an inexpensive way to attract potential members and also make an impression on the Club's current members.

Mighty Inc. has allocated \$20,000 for miscellaneous expenses throughout the campaign. This includes the secondary direct mail piece along with any shipping, printing, supply costs or unforeseen expenses. This contingency fund accounts for 20% of the budget.

PURCHASE	COST	% OF BUDGET
Newspaper	\$9,698.40	10%
Magazine	\$29,880	30%
Direct Mail	\$2,142.50	2%
Sponsorship	\$7,500	8%
Branding materials	\$7,830.47	8%
Miscellaneous expenses	\$20,000	20%
TOTAL	\$77,051.37	77%



ADDITIONAL
SUGGESTIONS



The University Club of Orlando should continue to host events that are open to the public such as the art for education event and open house nights. These events will continue to help raise awareness of the club and influence the general public in pursuing a membership.

University Club has been supporting education for many years through scholarships for local universities. Mighty Inc. suggests that the Club focuses on trying to recruit Scholarship Recipients after graduation. These potential candidates already have positive feelings about the club and are more likely to evolve into active members. This is an opportunity that will potentially help the University Club of Orlando to increase the membership rosters and also open doors for scholarship these recent graduates.

EXPAND TARGET AUDIENCE

FAMILY FRIENDLY EVENTS

Mighty Inc. suggests that the University Club actively seeks members of racial minorities in order to gain new and unique perspectives on issues of interest around the Orlando community. This will also help combat negative perceptions of the Club's seemingly exclusionary practices.

According to primary research, current members of the Club do not bring their spouse or children because they feel that the club does not provide enough activities or events for them. In order to increase membership involvement, Mighty Inc. suggests the University Club of Orlando creates special events such as family weekend for those who would like to enjoy the club with their family.

PROMOTING THE CLUB AS AN EVENT VENUE

In order to promote the club as a wedding venue and drive traffic to the website, Mighty Inc. should use Pinterest. This is an invaluable source for the University Club of Orlando to extend their reach and improve their visibility regarding their status as a Venue.

Pinterest's key demographic makeup is 80% women aged 30-50 who are affluent and educated. Having a Pinterest account will also broaden the University Club's online presence because Pinterest sends more traffic to websites than most other social networks combined.

Furthermore, the Club should continue to participate in public relations events such as the I DO: downtown bridal crawl, an event held once a year to allow brides-to-be to visit and enjoy several downtown venue locations. This will drive attraction to the club's wedding venues.

PLAN EVALUATION



To test to see if communication objectives previously established were properly met

Mighty Inc. will use various forms of measurement and post testing evaluations to determine if goals were met during the “The things that matter” campaign. Mighty Inc. will conduct telephone surveys asking our target audience to evaluate awareness and perception of the University Club of Orlando.

To measure these concepts, Mighty Inc. will ask several questions including:

- Are you aware of the University Club of Orlando?
- When was the last time you saw or heard about the University Club of Orlando?
- What is your opinion of the University Club of Orlando?

In order to evaluate member involvement, the club will look at the overall increase or decrease in membership numbers. In addition, The University Club of Orlando will look at the number of members in attendance at events and activities to evaluate if the club is effectively engaging current members. It is important to host events and activities to connect members to the club and encourage them to attend the clubs activities.

In order to evaluate the magazine and newspaper advertising, circulation information and number of publications sold during the months of campaign can be gathered for the selected magazines and newspaper.

INTERACTIVE EVALUATION

Mighty Inc. will use quantitative measures to evaluate success of the interactive communications. Social media sites have analytics for the club to check periodically to see how the general public is responding to the club updates. In order to evaluate the social media interaction, the club can look up pageviews, post engagements, and numbers of likes and followers. For the website ads, the

club can look up how much traffic is directed to the clubs official website from these ads and the click through rates. Advertisements will feature the University Club of Orlando’s website for the potential members to learn about the club, which means the number of hits and traffic to the website can be monitored.

PUBLIC RELATIONS

Mighty Inc. will use various quantifiable measurements to ensure goals were met for the public relations efforts, which consist of having a booth at the Arnold Palmer Invitational Golf Tournament and hosting Open House Nights at the University Club of Orlando. The quantifiable measurements will be taken from the number of people that attended the Open House Nights and the number of brochures passed out at the Arnold Palmer invitational golf tournament.

The public relations effort at the Arnold Palmer Invitational can also be measured by the amount of publicity The University Club of Orlando receives. This includes evaluating the number of spectators who attended the tournament, resulting in an estimate of how many impressions the sponsorship made.

APPENDIX



APPENDIX

APPENDIX A

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APPENDIX

APPENDIX B

ORLANDO BUSINESS JOURNAL'S 2014 40 UNDER 40

www.bizjournals.com/Orlando/news/2014/10/16/obj-reveals-2014-40-under-40-honorees.html?page=all
www.bizjournals.com/Orlando/news/2014/10/16/obj-reveals-2014-40-under-40-honorees.html?page=all
www.bizjournals.com/Orlando/news/2014/10/16/obj-reveals-2014-40-under-40-honorees.html?page=all

- Jim Adamczyk, Fairwinds Credit Union
- Jonathan Adamo, National Retail Properties
- Doug Barrow, International Palms Resort
- Marty Berman, Berman Property Maintenance
- Sara Bernard, Broad and Cassel
- Ronnie Bitman, Pearson Bitman LLP
- Brooke Bonnett, City of Orlando
- Jason Brodeur, Seminole County Regional Chamber of Commerce
- Josh Brown, PowerDMS
- Christopher Carmody, GrayRobinson PA
- Joanna Conley, Poinciana Medical Center
- Mary Daust, Hospitality Resources & Design
- Eric David, Expedia Local Expert
- Raphael Doromal, Argosy Group International
- Jeffrey Faine, The Faine Group
- Tony Eelman, FBC Mortgage LLC
- Aaron Gray, Jones Lang Lasalle
- Kelly Hale, Design Interactive Inc.
- Gregg Hill, Hill Gray Seven; H&S Capital Group
- Brad Isaacs, Risk Transfer
- Maurice Johnson, Taylor Morrison
- Steven Kramer, Kramer Law
- Jennifer Lastik, Central Florida Sports Commission
- David Luker, McGladrey LLP
- Josh Martin, Aquatic Design & Engineering
- Ciaran McArdle, XL Soccer World
- Ted Murphy, Izea
- David O'Reilly, Parkway Properties
- Hyong Jin Park, Corporate Synergies Group
- Gregg Pollack, Envy Labs; Code School
- Debbie Rodriguez, Quality Labor Management
- Jared Saft, Orlando Predators
- Alex Setzer, Southern Strategy Group of Orlando
- Rob Smith, e2 Homes
- Trey Vick, Equinox Development & Properties
- Anjali Vyas, FPG Healthcare; Family Physicians Group
- Joshua Wallack, Mangos Tropical Cafe; Skyplex I-Drive
- John Willman, Westgate Resorts
- Carrie Ann Wozniak, Akerman LLP
- Allisson Yu, American Heart Association

**ORLANDO MAGAZINE'S
2015 50 MOST POWERFUL
PEOPLE IN ORLANDO**

[http://www.orlandomagazine.com/
Orlando-Magazine/July-2013/50-Most-
Powerful-People-in-Orlando/](http://www.orlandomagazine.com/Orlando-Magazine/July-2013/50-Most-Powerful-People-in-Orlando/)

- Buddy Dyer, Mayor of Orlando
- Teresa Jacobs, Mayor of Orange County
- John Hitt, President, University of Central Florida
- John Morgan, Attorney, Businessman, Philanthropist
- Bill Nelson, U.S. Senator
- Craig Ustler, President and Owner, Ustler Development Inc.
- George Kalogridis, President, Walt Disney World Resort
- Lars Houmann, President and CEO, Florida Hospital
- Alex Martins, CEO, Orlando Magic
- John Mica, U.S. Representative
- Andy Gardiner, State Senator
- Deborah German, UCF Vice President for Medical Affairs; Dean, College of Medicine
- Tom Williams, Chairman and CEO, Universal

- Parks and Resorts
- Jim Pugh, Developer, Board Chairman, Dr. Phillips Center for the Performing Arts
- Harris Rosen, Hotelier, Philanthropist
- Kelly Cohen, Lobbyist/Managing Partner, Southern Strategy Group
- Bill Sublette, Chairman, Orange County School Board
- Sherrie Sitarik, President and CEO, Orlando Health
- Sandy Shugart, President, Valencia College
- Clarence Otis, Chairman and CEO, Darden Restaurants
- Daniel Webster, U.S. Representative
- Jerry Demings, Orange County Sheriff
- Frank Kruppenbacher, Attorney, Chairman of the Greater Orlando Aviation Authority
- Rasesh Thakkar, Senior Managing Director, Tavistock Group

- Karen Dee, President, Florida and Mid-South Regions, Fifth Third Bank
- Jim Atchison, CEO and President, SeaWorld Parks & Entertainment
- Mayanne Downs, City Attorney; Shareholder, GrayRobinson
- Roger Oxendale, CEO, Nemours Children's Hospital
- Belvin Perry Jr., Chief Judge, 9th Judicial Circuit
- Mark NeJame, Attorney, Philanthropist
- Frederick Leonhardt, Attorney/Shareholder, GrayRobinson
- Jeff Ashton, State Attorney
- Alan Grayson, U.S. Representative
- Jacob Stuart, President, Central Florida Partnership
- Ted Maines, Interior Designer and Activist
- Jeffrey Miller, Lawyer, Activist
- Helen Donegan, UCF Vice President of Community Relations
- Barbara Jenkins, Orange County School Superintendent
- Scott Maxwell, Columnist, Orlando Sentinel
- Rich Maladecki, President and CEO, Central Florida Hotel

- & Lodging Association
- Flora Maria Garcia, President, United Arts of Central Florida
- Scott Randolph, Orange County Tax Collector
- Susannah Randolph, District Director for U.S. Rep. Alan Grayson
- Dick Batchelor, Business and Political Consultant, Advocate for Children's Causes
- Marcos Marchena, Attorney, Marchena and Graham
- Doug Taylor, Downtown Business Owner
- Gary Cain, President/Chief Professional Officer, Boys & Girls Clubs of Central Florida
- Harriett Lake, Philanthropist
- Phil Rawlins, President, Orlando City Soccer Club
- Rick Weddle, President and CEO, Metro Orlando Economic Development Commission

