

Office Assistant Project

Background Information

As a result of Corporate policy and the large investment required to build and maintain a secretaries website Avery have decided to re-consider the way they target this market. This type of consumer is categorised into the segments Avery Advocates and Little Generals.

The Segments

One of the Consumer Marketing objectives for 2003 is to grow the email contact database. The first large promotion of the year, the Fame Game aimed to grow the number of contacts in the Avery Advocates and Little Generals segments. These segments have not traditionally been active on the web but it was thought this was because tailored content had not been provided. Fame Game stats show that of the registered players, the minority are in these segments. When planning the secretaries project we should consider this and look at how we are going to encourage this market to respond to online advertising.

Current Contacts

These are the current statistics of Secretaries/PAs in the EMS system.

Title

Ms	203
Miss	794
Mrs	1354
Dr	4
Mr	248
Other	105
Total	2708

Age

Under 18	10
18-25	175
26-35	448
36-50	406
51-65	178
65+	23
Unknown	1468
Total	2708

Company Size

1	76
2 to 10	614
11 to 50	574
51 to 200	530
201 to 500	244
500+	430
Other	240
Total	2708

The Plan

Market Research undertaken in December shows what this segment would be interested in seeing on a website specially created for them. As a website is no longer possible an email newsletter covering many of these aspects will be sent to consumers on a monthly basis. This newsletter will contain information of Avery products, but will also cover issues that affect the consumer's work and home life. This will add value to the consumer and will offer additional selling opportunities for Avery.

What will the newsletter contain?

The newsletter will take a similar format to the general newsletter in that it will have a number of sections each containing a paragraph of text, an image and links to content elsewhere.

SECTION	CONTENT
STAR PRODUCT	This will be the main selling area for Avery products.
AVERY PRODUCT	A secondary product promotion will be placed in this section.
COMPETITION	The competition will be used as a way of gathering market research by offering an external or an internal gift. If an externally sponsored prize is offered the 3 rd party company can have some input into the competition questions. However, the data will always be collected by Avery in EMS and if necessary shared with the participating organisation.
HOW TO . . .	This will give overview information on the Office Ideas with links to avery.co.uk . Every other month we will insert an additional idea tailored just for secretaries. These will include such things as mail merging.
10 WAYS TO .	This section can cover a variety of themes and can be work or home related. The content will include an easily accessible list of ways to achieve. An example is, 10 ways to combat stress. Where possible "Refresh" will be used.
HEALTH AND FITNESS	This slot will be filled by a 3 rd party organisation. We will contact people such as Weight Watchers, health farms, sports organisations, charities such as Breast Cancer Care or organisations dealing with alternative therapies.
FASHION	The Fashion section will be filled by third party companies and in the first case these will be organisations who featured highly in the research. Where possible a discount voucher or other sales promotion should be offered.
EVENTS	Market research showed consumers were interested in forthcoming events. This section will link to a page about events in the UK during 2003. These will be tailored to the market and will even include suggestions for hospitality. For example, the British GrandPrix may say something like "A good day to plan a shopping trip and leave your partner at home. If your boss is interested in hospitality please call the organisers on . . ."

Who will provide the content?

Each month the content will be put together by a combination of people with InDzine managing the process. Information on Avery products will be put together by Avery personnel and entered into the system by Carol Lovelock. How To, 10 Ways and Events will be written and inserted into the system by InDzine. Images for all the sections will be re-sized, web optimised and inserted into the system by InDzine.

Where third party companies are involved, InDzine will liaise with them to gather copy and images. A 3rd party company will be asked to provide a paragraph of text and an image for the newsletter. If they have suitable content to link to on their website the links should also be provided, however if this is not possible a special page can be created and hosted on the InDzine server at additional cost to Avery.

Who deals with the content for the competition will be dealt with on a month-by-month basis.

Newsletter in 2003

The attached plan includes suggested content for the sections produced by InDzine.

Research with 3rd Party companies needs to take place to find out who is interested in a slot and when they would like this included. For the first six months or until the end of 2003 this space will be offered free of charge.

The list below outlines suggested companies for each of the 3rd party slots.

COMPETITION

Hello
OK
Prima
Cosmopolitan
Easyjet
Ryanair
British Midland
British Airways
Go
Sainsburys
Tesco
Express by Holiday Inn
Holiday Inn
Travel Lodge
Hilton
Moat House
Thistle
Regal
Showcase Cinemas
Warner Brothers

HEALTH AND FITNESS

Weight Watchers
Champneys (health farm)
Breast Cancer Care
National Osteoporosis Society
International Federation of Aromatherapists
David Lloyd Leisure
Holmes Place
Cannons
London Marathon
Amateur Swimming Association – Swimfit

FASHION AND BEAUTY

La Senza
Arcadia Group – Dorothy Perkins, Top Shop, Debenhams etc
NEXT
New Look
River Island
Wallis
Principles
Boots
Marks and Spencer
House of Fraser
Dove
Oil of Olay

How are we going to encourage consumers to subscribe to the newsletter?

The Avery segmentation map outlines, which market segments, respond to the different promotional tools.

Avery Advocates

Avery Advantage Promotions
Traditional Direct Mail
OS Magazine

Little Generals

Avery Advantage
In-box
Web

As there are budget restrictions we suggest using one of the promotional methods for each segment. Avery has reduced advertising rates with OS Magazine and as this is a successful method of promotion we suggest using this magazine over others.

Little Generals respond well to in-box promotions and Avery have a new inbox promotion called “To You From Avery”. Leaflets are placed in Laser 100 sheet packs, which are typically used by the secretary or PA in the company. The “To You from Avery” scheme enables organisations to give a free gift to the consumer and is an excellent method of sampling. The Office Assistant sample will be a special sample pack created for the promotion and will contain Avery product samples as well as 3rd party samples.

The advertising in OS Magazine and “To You From Avery” should both point customers to a request form for the special sample. This sample pack will be packaged different from Avery samples and we suggest an A4 box that will easily hold Avery samples but can also house odd shaped 3rd party samples.

Suggestions for inclusion in the sample box

Avery products e.g. Create and Print, Quick and Clean
Magazine (with reduced subscription offer)- has to fit in an A4 box
Beauty product e.g. Dove moisturiser, Oil Of Olay
Food item e.g. cereal bar or breakfast cereal
Trial voucher for health club e.g. David Lloyd
Discount voucher for a restaurant/café food chain e.g. Costa Coffee

It has been suggested that these packs are limited to a 1,000 and that the customer can register their information and instantly find out if they have got one of these. So that customers do not feel annoyed at registering and not getting a pack they will be told they are being entered into a free prize draw.