

# Strategic Communications Plan

## Season of the Sophisticated

“R&B Robin, Jarvis Church tweets on the love-life of the of the career woman”

**Background Information:** Chris Smith Management. The successful Management Firm, which brought forth Nelly Furtado and Fefe Dobson, presents Jarvis Church. Following the success of his debut solo album, *Shake it Off*, R & B Star Jarvis Church has returned with both praises and prizes for the love-life of the sexy and sophisticated career woman. The former lead-singer of the 'Philosopher Kings' has created a reggae-inspired lover's rock album titled *Long Way Home*.

The summer release of this album will follow the upcoming release of his first single “So Beautiful”. This first single will be complemented by a social media driven marketing/public relations program called “Season of the Sophisticated: Seven weeks of sexy”, which will start on July 20th, 2009 and end on September 3<sup>rd</sup>, 2009.

**Objective:** Increase the visibility, recognition and brand-equity of Jarvis Church and the programs' partners through public relations initiatives and publicity derived from features, performances and interviews with female directed media (radio, online and print).

- Increase record sales and exposure through mutually beneficial collaboration with program partners and EMI Music Incorporated.
- The provincial-scale (Province of Ontario) program will reach up to 8 million consumer impressions (combined circulation and broadcast audience exposed to stories).
- Increase visits to both Jarvis Church and campaign partners' websites by 50%.

**Target Audience:** Ontarian Women ages 25-45. The researched derived from the previous album has indicated that Jarvis' fans are music-loving, educated, employed women with annual incomes of \$40,000+.

### Strategies:

- Build upon Jarvis Church musical appeal and established image in a female-directed consumer engagement public relations program.
- Leverage the media to tell of the rhythm & blues singles and ballads on the new Jarvis Church album, as well as the superior products and services of our partners. Exposure features/articles will be taken from the angle of Jarvis, whilst tying-in our partners and at times vice-versa, in order to give our partners maximum exposure.
- Leverage key partnerships to bring additional visibility to the program as well as reach target audiences through demographic specific public relations and publicity initiatives.
- Develop a social media campaign will be assisted by the media relations program focused on generating stories about Jarvis, the campaign's message and its partners.
- The campaign's publicity stories/features will address the topic of Jarvis appreciation for women, as well as the campaign's complementary message concerning the evolution of the career woman.
- In encompassing the passions and lifestyle indulgences of the career woman, we have chosen the following strategic partners.

### Tactics:

- Jarvis Church will post two-three tweets per-day on twitter.com. These tweets will speak about the development of his new album. He will also tweet on how much love plays a role in his everyday life, as well as how he keeps the romance fresh in his love-life despite his professional obligations.
- These tweets will be supported by an accompanying media relations campaign targeting educated professional women, ages 25-45. Our targeting will be assisted by channeling stories to the psycho-demographic appropriate journalists from both lifestyle and women's magazines, addressing the topic of the evolution of the career woman. This female targeting subject-matter will be tied in with Jarvis' first single titled "So Beautiful", which is an ode to the beautiful hard working women of the city.
- These stories will also be interactive, as readers are invited to blog about these stories on the magazine or newspaper's online blogging section below the story.

Readers are encouraged to post a one or two paragraph message documenting their journey to success, what they find rewarding about their career and how do they make time for romance in their busy lives.

- The best stories will be voted upon by members of the online community on the newspaper's website, the magazine's website as well as Digg.com. The voting segment of the campaign called "diggin' how you do" will be promoted on digg.com as well as on twitter and the through press and radio publicity.
- The voting will be concluded by the selection of a first and second prize winner, live on Virgin Radio 99.9FM. The ladies whose stories are voted the most compelling by the online voters will become a part of the "final five". These five ladies will have their [extrapolated] stories read on-air by Jarvis Church who will ask that listeners assist in the on-air voting process. The two winners will win prizes from our campaign partners.
- Our campaign prizes will be Caribbean round-trip courtesy of Air Jamaica, a seven night stay courtesy of Breezes Grand Lido, clothing from Toronto designers Greta Constantine, beauty products from MAC Canada and fashionable electronic items from LG Canada.
- Our partners will receive exposure through stories written about their brand and product/service offering in our media relations initiative within female-directed fashion and lifestyle magazines and newspapers. Our media relations endeavor will also extend to leveraging public relations opportunities on radio, television, online social media and concerts. Exposure will also be provided through campaign merchandise (T-Shirts) and below-the-line communications (posters and fliers).
- Opportunities for concert sponsorship or branded content within our public relations campaign on radio and in print, is also available for interested sponsors.
- Partners will also be offered online rich media enabled button and/or banners for their websites. This promotional superstitial will provide the site's visitors with information on the campaign, a FREE download of the first single "So Beautiful" as well as a clickthrough offering to the Jarvis Church website for full contest details.
- Visitors interested in the FREE download will be requested to provide us with some marketing research information: measurement questions will entail the visitor's job title (not including place of work), age group/range, postal code and the name of the medium in which they heard about the campaign.

## Media Statistics:

### Elle Canada:

In-Home Date *	Circulation
11/26/2008	130,393
12/21/2008	130,393
1/28/2009	130,393
2/25/2009	130,393
3/25/2009	130,393
4/29/2009	130,393
5/27/2009	130,393
6/24/2009	130,393
7/29/2009	130,393
8/26/2009	130,393
9/30/2009	130,393
10/28/2009	130,393
*Only shows next 12 dates	

Circulation and Frequency	
Annual Circulation:	1,564,716
Unduplicated Circ:	130,393
Frequency:	12 X Year
Buy by:	National
Demographics	
Average Income:	\$50,000
Average Age:	34
Percent Female:	90%
Name List Mailing	
International Segment	
Canadian	
Market:	Canada



### Lou Lou Canada:



### Mission

Launched in 2004, **LOULOU** is Canada's shopping magazine. Packed with expert advice, amazing deals and unique finds, **LOULOU** delivers the hottest fashion, beauty and lifestyle buys on the Canadian market – with complete purchasing information for every item featured. With editions in English and French, **LOULOU** is the perfect vehicle to reach Canadian alpha-shoppers from coast-to-coast.

### Key Facts

Circulation: 141,840 (ABC, Dec. 31, 2008)

Readership: 693,000 (PMB 2009 - Spring)

Frequency: 11 issues/year

Founded In: 2004

## Share Newspaper:



Share Online Inc., operating as Sharenews.com, is the website of *Share* Newspaper, a weekly community newspaper which has served the Black and Caribbean community in the Greater Toronto Area (GTA) of Ontario, Canada since April 9, 1978.

Over the years, *Share* has grown to become one of Canada's largest and most influential ethnic newspapers and by far the largest one serving the Black and Caribbean community in the GTA.

*Share's* mandate has been to encourage, support, represent positively and to defend

the community vigorously while educating and sharing information. It has done so without fear or favor for over 30 years.

As a result, *Share* has earned enormous respect within both the community and the wider society.

- Readership: 130,000
- Circulation: Toronto, Hamilton, Pickering, Ajax, Oshawa, Ottawa.
- Papers Printed: 2,000 papers per-week.
- Frequency: Weekly (Free weekly)
- Founded: 1978
- Demographics: Age 25-49, Members of the Black and Caribbean community.

## TORONTO STAR

Toronto CMA	Total Market	M-F Circulation	M-F Reach	Profile
<b>GENDER</b>				
Women	2,245,900	452,800	20.2%	48.3%
<b>AGE</b>				
25-34	871,600	106,800	12.3%	11.4%
35-49	1,410,800	235,200	16.7%	25.1%
<b>EDUCATION</b>				
Some College	1,406,800	306,900	21.8%	32.7%
University Grads Plus	1,651,600	406,900	24.6%	43.4%
<b>OCCUPATION</b>				
Managerial/Professional	868,800	209,800	24.1%	22.4%
Clerical/Business	325,000	50,800	15.6%	5.4%
Senior Management	114,500	40,200	35.1%	4.3%
<b>PERSONAL INCOME</b>				
\$30-49,999	975,800	185,300	19.0%	19.8%
\$50-74,999	1,023,700	237,000	23.1%	25.3%
<b>FAMILY STATUS</b>				
Single	1,140,200	239,400	21.0%	25.5%
Married/Living together	2,691,700	567,300	21.1%	60.5%

**Key:** M-F means Monday to Friday



## NOW Magazine:



NOW Magazine has been Toronto's and Canada's leading news and entertainment weekly for over 25 years. With 321,000 (PMB, 2009) readers every week, NOW delivers an essential print package - echoed online - that includes a hard-hitting and progressive news section, and intelligent and fresh cultural reporting that often introduces new artists and acts to its readers, as well as the city's most extensive activity listings.

Throughout the year, NOW produces a wide range of authoritative editorial guides and special editions that readers refer to time and time again. These include NOW's Student Issue,

the Green Issue, the Toronto International Film Festival Guide, the Love and Sex Guide and many more. In addition, NOW partners with numerous key cultural events throughout the year, keeping the paper front-and-centre in the minds of readers. Some of NOW's annual sponsorships include TIFF, Ride for Heart, Pride, NXNE, Hot Docs and others.

AGE	TOTAL READERS	PERCENTAGE	INDEX
25-34	103,000	32%	203
35-49	96,000	30%	111
SEX	TOTAL READERS	PERCENTAGE	INDEX
FEMALE	137,000	43%	84
EDUCATION	TOTAL READERS	PERCENTAGE	INDEX
POST GRADUATE	66,000	21%	292
DEGREE	87,000	27%	208
CERTIFICATE	58,000	18%	88
OCCUPATION	TOTAL READERS	PERCENTAGE	INDEX
PROFESSIONAL	54,000	17%	324
OWNER/MANAGER	111,000	3%	113
CLERICAL	32,000	10%	107

Metro Newspaper (Toronto):



AGE	REACH	COMPOSITION
25-54	317,100	71
GENDER	REACH	COMPOSITION
Female	238,300	53
STATUS	REACH	COMPOSITION
Married/Living together	255,200	57
Single	149,200	33
AVERAGE INCOME	\$	
Personal	43,991	
EDUCATION LEVEL	REACH	COMPOSITION
Some Post Secondary	169,800	38
University Graduate Plus	179,700	38
EMPLOYMENT	REACH	COMPOSITION
Working	342,500	76
Student	42,000	9

OCEAN FLAME<sup>SM</sup>  
COMMUNICATIONS

**Calendar/Timing:** "Season of the Sophisticated: Seven weeks of sexy" will start on July 20th, 2009 and end on September 3<sup>rd</sup>, 2009.

#### **PENDING INFORMATION**

Public Relations opportunities (awaiting Jarvis' Publicists reply):

Concert Dates (awaiting Jarvis' Road Manager's reply):

Radio interviews (To be scheduled with Jarvis' Publicist's assistance):

**Budget:**

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