



Introduction

Canadian Blood Services is the governing body that manages the collection and distribution of blood within Canada, outside of Quebec. They rely on volunteers to donate blood each year. The current trend appears that donations are declining. Canadian Blood Services has a program in place to recognize their donors but feels that the awareness is low and that is in part a reason for the decrease. The largest initiatives in their Donor Recognition Program are local events and a national event. By bringing more attention to these events it is felt that more donors will continue volunteering with Canadian Blood Services. Today's society is also becoming more and more dependent on the Internet and social media. Canadian Blood Services sees value in increasing their Internet exposure through social networking. The following plan outlines how their target audience will be widely reached through online initiatives and by using these tactics can result in high levels of recognition.

Situation Analysis

Company

The Canadian Blood Services is a national, not-for-profit charitable healthcare organization that manages the blood supply in all provinces and territories outside of Quebec. 17,000 community volunteers and over 4,500 Canadian Blood Services employees operate 42 permanent collection sites and more than 25,000 donor clinics annually across Canada.

Canadian Blood Services collects blood that is administered to thousands of patients each year. Every donor is screened and their blood is tested to ensure the safety of the recipients. They manage the OneMatch Stem Cell and Marrow Network. This network's mission is to secure donors for bone marrow transplant patients in Canada as well as abroad.

There are currently 423,000 active whole blood donors donating to the CBS. This number is down by 0.5% from the previous year. Each year the CBS gains around 75,000K in new donors but again this number is down by 9.4% from the previous year and it is felt that this number will continue to fall. On average the CBS is losing approximately 135,000 donors.

The CBS has a donor recognition program in place that includes local events and a national event to bring attention to the efforts of everyone involved. It has been found that the events have limited awareness. Also part of the program is to give stickers, pins, certificates, and cards to commemorate the milestones of donors.

Consumers

These are people that are seeking purpose in their lives. It is important to them to be seen as a loyal friend, good neighbour and concerned citizen. They want to be involved within their communities and look for opportunities where they can see a direct impact. These people want to be more accountable in terms of social responsibility, they want to exercise control and be positive influences on the people in their lives. They believe that giving blood is very important. These people are doers. They have order in their own lives and take action whenever possible. They consider themselves to be in good health and very active. It is likely that they have friends or family in life-saving professions.



The majority of people that donate blood to Canadian Blood Services are between the ages of 20-59. They spend their days focusing on work and education, domestic work and childcare, meals and personal care, as well as entertainment. The largest portion of their leisure time is spent participating in active sports. Other interests they have are hobbies, participating in music, theatre or dance and attending sports, movies and other events.

Market

Canada covers 9,984,670 square kilometres; it is the second largest country in the world. It has a population of approximately 33,759,742 people. 68.7% of its population is between the ages of 15-64 years of age. Canada has the ninth largest economy in the world and is one of the world's wealthiest nations. 10.8% of the population is thought to live below the poverty line and 8% is unemployed. Canada has over 75,000 registered charities. It is found that about one-third of Canadians volunteer their time to nonprofit organizations and on average donate approximately \$239 each year to charities. The average household expenditure for gifts of money and contributions is \$1,674.

Competitive

The Canadian Blood Services competes for the time and money of their volunteers and donors. Specifically they are in competition with other charitable causes, other volunteer opportunities and many other leisure activities that consume the audience's time.

According to Money Sense's research on the top 100 Charities in Canada, the Mennonite Foundation of Canada, the Tides Canada Foundation, the IWK Health Centre Foundation and the Jewish General Hospital Foundation are at the top of the list. Money Sense assigned a grade to the charities depending on their success of managing their money. These charities would be most effectively receiving donations as well as maintaining their reserve funds. The Mennonite Foundation of Canada helps individuals choose how they would like to give back to their communities. They are dedicated to biblical principles and focus on the donor rather than a charity. The Tides Canada Foundation provides philanthropists, foundations, activists and civil organizations with services to help them change the world. The IWK Health Centre Foundation dedicates themselves to supporting excellence in specialized care for families in the Maritimes. The Jewish General Hospital Foundation focuses on the health care and medical research for the people of Quebec. Also located in Quebec is HÉMA-QUÉBEC. It is the governing service in Quebec for the safe collection of blood.

Canadians have an average of 15% leisure time during the week and up to 30% on the weekend. On average, 25% of Canadians volunteer for charity and spend an average of five hours a month. Two categories of charities, religion, as well as medicine and health gain the most support from Canada's population.

SWOT

Internal

- Strengths
 - Implemented strong screening practices for blood safety.
 - Restored confidence in the blood system.
 - Collects approximately 850,000 units of blood annually.
 - 100% of hospitals are satisfied with the services provided.

Weaknesses

- Local image knowledge.
- Knowledge of donor recognition program

External Opportunities

- People are looking for ways to give back to their community.
- People are constantly looking for emotional connections.
- 87% of Canadians say that the Canadian Blood Services is doing a good job.
- Canadians are increasing their social network usage.

Threats

- losing donors each year.
- More and more charitable organizations are being registered and need volunteers in Canada.

Communication Objectives

To recognize donors, volunteers, peer recruiters and partners with meaningful public recognition for all their contributions to Canadian Blood Services.

To communicate Canadian Blood Services' appreciation of donors, volunteers, partners/sponsors and lifetime achievers and the value of their contributions to Canadians.

To profile public involvement and community links.

To remind Canadians of the voluntary nature of the system and the reasons why people get involved.

Target Audience

When looking at the break down of Canadian Blood Services' donors it becomes apparent that adults aged 20-59 years of age are the most involved. Figure 1, shown below, demonstrates that adults, 20-59, make up 372,744 of the 456,357 donors.

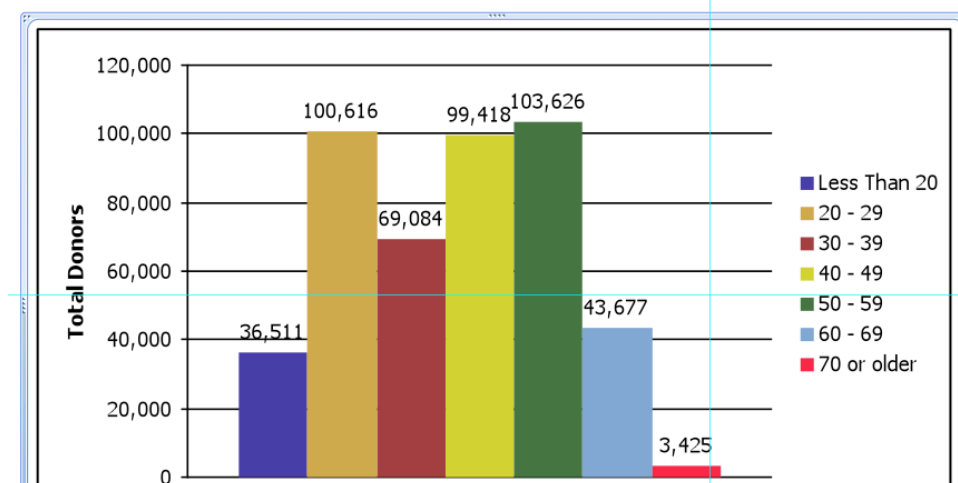


Figure 1

These people are already volunteering their time and energy to Canadian Blood Services. When looking at information gained about all Canadian volunteers it becomes apparent that the majority of volunteers have some post secondary education, are employed and have a household income of over \$50,000. Individuals with higher levels of formal education are more likely to volunteer, for example, 57% of university graduates volunteer. Employed individuals also had the highest volunteer rate. It is also easy to see that the trend among household income is as the income goes up so does the volunteer rate.

	Volunteer rate
	2007 (%)
Education	
Less than high school	39
Graduated from high school	42
Some postsecondary	50
Postsecondary diploma	47
University degree	57
Labour force status	
Employed	50
Unemployed	38
Not in the labour force	44
Household income	
Less than \$20,000	31
\$20,000 to \$39,999	36
\$40,000 to \$59,999	44
\$60,000 to \$79,999	47
\$80,000 to \$99,999	52
\$100,000 or more	60

Figure 2

Most Canadians volunteer as part of a group, either with family or friends. Over 20% of volunteers use the Internet to aid their volunteer efforts. They either used the Internet to search for opportunities or even to perform an activity for a group or organization. Internet usage has been increasing among Canadians especially with the usage of social networks.

Figure 3, shown below, shows the projected increase of social network users in Canada. Over 60% of Canadians use social networks such as Facebook.

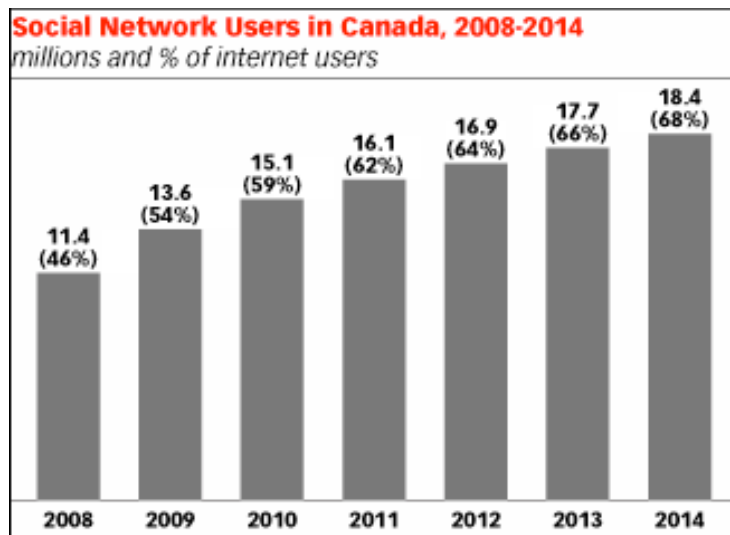


Figure 3

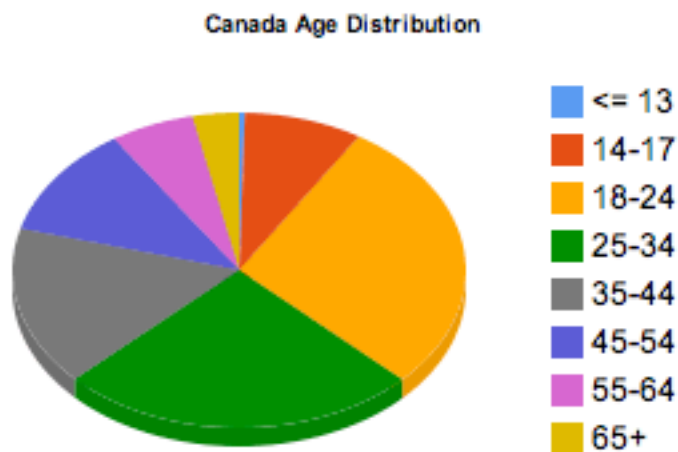


Figure 4

Figure 4 represents the different Canadian age groups that use Facebook. There are approximately 17 million Facebook users within Canada. Again, adults aged 20-59 arguably make up the largest percentage of users. By incorporating our campaign of Lighting up Lives, with different social networking initiatives it will give our target ample exposure.

Reasons for volunteering,¹ volunteers aged 15 years and older, Canada, 2007

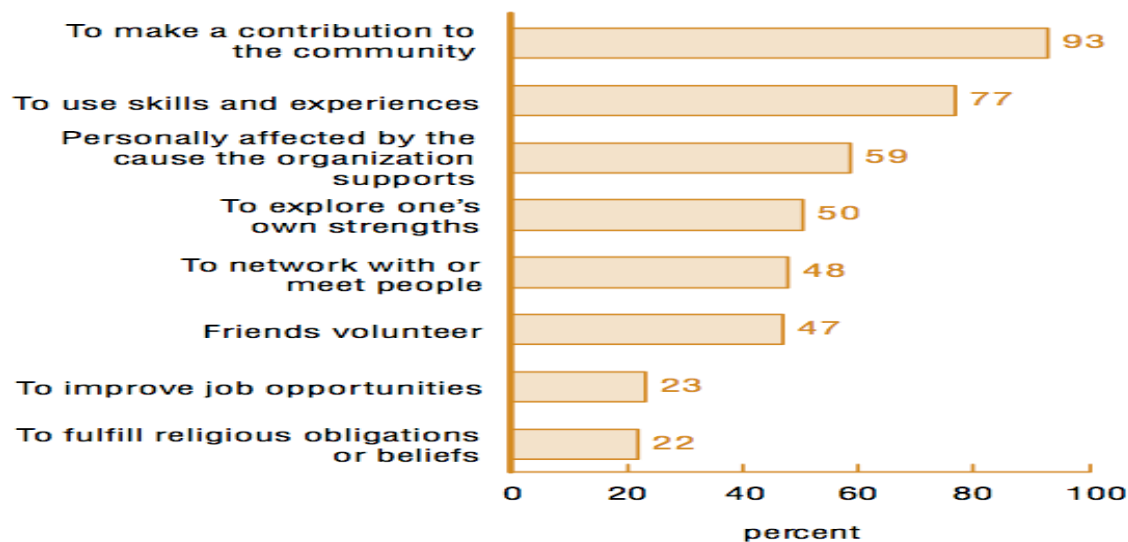


Figure 5

Figure 5 displays the importance that Canadian adults place on making a contribution to their communities. This target audience is made up of adults that are looking for ways to give back to their communities. They spend part of their leisure time each day surfing online. They more than likely have a social network profile and spend time updating or using its services each day. They want to be a positive influence on the people around them and will share their motivations with others as well as help educate others on the good that Canadian Blood Services does. These people state that it is unnecessary to be recognized but always feel very proud when their efforts are acknowledged.

This audience will be extremely accessible through social media. They will gain knowledge about the donor recognition program before each event and be able to view and share information after the world record attempt.

Positioning Strategy

Canadian Blood Services will be positioned as a gracious proud company. For all the work that everyone does, who is connected to the organization, Canadian Blood Services wants to bring it to the public's attention. Canadian Blood Services knows that they need everyone's involvement to continue bettering the lives of recipients and their donors, volunteers, peer recruiter and partners deserve to be recognized.

Key Messages

The individuals involved with Canadian Blood Services light up people's lives. The title of this campaign is "Lighting Up Lives". The goal of the messaging is that real people will be recognized by their peers. All of the initiatives [other than the National event] are open to the public to help spread the word. The concept is about sharing the information, in the loudest way while offering a gesture of warm sophistication.



Campaign Theme

The theme of this campaign is about extending Canadian Blood Services' thank you, from the bottom of their hearts to the highest heights. 'Lighting Up Lives' will bring recognition to the events being held, generate publicity and encourage the target audience to access information through different social media sites. The campaign is about bringing some of the event content to an accessible level for the general public. The local events will have speakers to spread knowledge among the public. Costco's initiatives will generate conversations about Canadian Blood Services' donor recognition program. The largest push of course will come from the attention given to the national event and the attempt at a world record. The positive association will benefit Canadian Blood Services greatly and shed attention on the people that deserve it.

Media Advertising

Media Mix Rationale

Overall Media Objective

- To maximize reach within the budget
- To advertise on a national platform

National

Globe & Mail

The Globe & Mail is the most prestigious newspaper in Canada. It is a national newspaper that hits every major market where the Canadian Blood Services' target audience is. The Globe & Mail readers are those who are educated, mostly with university degrees, and 30% of them are professionals, such as managers or of high professional levels in their company. They are people who attend high profile events, such as charity or local events that are of importance and prestige. Newspaper media will be purchased in the months of July, and continuing on to September before the event.

CBC Radio

In one month over 22.5 million Canadians tune in to a program covered by the Canadian Broadcasting Corporation. This is reaching a large variety of cliental of CBS. Since Canadian Blood Services reaches many different niche markets, CBC can supply that niche market by broadcasting through their specific radio selections. CBC radio will only be promoting the national event. It will create the awareness of the event and the Canadian Blood Services, but will also make the recommendation to get involved with their community. This radio spot will be 30 seconds.

Google AdWords

In the world of technology, Google is used for any question, or search one has. Google AdWords is where a company chooses either specific keywords and/or phrases that is related to their business for people to automatically see. Each



search people make, there are several 'sponsored ads' at the top of the search or on the side. When sponsored by Google, people know it's authentic and reliable which increases the amount of click through rates and overall success for the advertiser. Google AdWords will be purchased for people to see how they can get involved with volunteer help, donor information and overall events in the community. It will direct them to each social networking tool that is integrated with the campaign.

The following are several keywords suggested:

- Blood
- Volunteer
- Community Events
- Helping Canada

Local

Regional Newspaper

In all major regions throughout Canada, there will be a smaller ad placed in order for the local community to know about the events happening and how to get involved. All local newspapers chosen are the same demographic, just in a different location. All newspapers are accessible to the rural areas of the regions so the reach is in the surrounding areas as well.

The following are the newspaper media selections:

- Metro Halifax
- Metro Vancouver
- Metro Edmonton
- Metro Toronto
- Leader Post, Regina
- The Sun, Winnipeg

Regional Radio

All local regions will have a 15 second spot inviting all donors and volunteers to get involved and celebrate at their community event. The following radio stations will be chosen for the spot to advertise on:

- Ottawa: Kiss 105.3
- Halifax: Zee 103.5
- Vancouver: Metro Vancouver 103.5
- Edmonton: Rawico Communications 99.3
- Toronto: Boom 97.3
- Regina: Lite 92.1
- Winnipeg: Moffat Communications 102.3





IMC Recommendations

Overall IMC Objectives

The overall communications objective is to communicate the appreciation that Canadian Blood Services has for its volunteers, sponsors, and donors. By creating exciting events, using a mix of direct marketing, advertising, public relations and a large social media integration, people within the community will get the proper recognition and support they deserve for saving people's lives.

Overall Strategy

The theme for 'Lighting Up Lives' for Canadian Blood Services is about extending their thank you from the bottom of their hearts to the highest of heights. The audience is made up of people that want to be recognized for all the good they are doing within their community. They are happy to help others and want to set an example for those around them but definitely feel it is a more rewarding experience when their efforts are acknowledged.

The communications strategy is to make a literal display of 'Lighting Up Lives'. Canadian Blood Services' donors light up lives by saving them, bringing smiles to people's faces, which includes not only recipients but their families and friends as well. A new section of their website will be launched during the campaign period which will give donors, volunteers, peer recruiters and sponsors/partners the opportunity to represent themselves and share their achievements with others. Different promotional tools will be used to support the launch of the campaign and achieve specific objections in relation to the target audience.

Overall Tactics

All of the tactics are leading up to a world record attempt for the most lanterns ever flown simultaneously. The world record attempt will provide some much needed publicity to bring attention to Canadian Blood Services' Donor Recognition Program and new social networking initiatives. The advertising period for the campaign will start with the launch of the 'Lighting up Lives' website on March 2, 2011, which will be a micro site within the Canadian Blood Services' main website. It will link to different social media sites – Foursquare, Facebook, and Twitter. It will also link to Ustream. The website will give information about the upcoming local events which will take place between April and June 2011. The social media pages will also be dedicated to the local events. They will give information about the locations, activities, and it will be ensured that everyone is aware that it is a recognition event. It will also inform the public of the upcoming sponsorship with Costco as the events



will be BBQs taking place outside their locations. Blood clinics across the country will have some of the lanterns and encourage their donors to sign their names on them after they have donated blood. This will be going on up till the end of June when the lanterns will be shipped to Ottawa. A couple days prior to each local event, Costco will be asking their customers if they would like to support Canadian Blood Services. From a dollar donation they will receive a lantern that they can write their name, or the name of someone special on and Costco will hang them up inside their stores. The lantern will be a flat rendition that will encourage a conversation between the customer and the employee about the local events as well as the national event and the world record attempt. The public will be welcomed to attend the local events along with everyone involved with Canadian Blood Services. The local events will host speakers sharing their involvement with Canadian Blood Services throughout the BBQ allowing donors and the public to come in and share in the experiences. Prizes will be awarded and a DJ will also be entertaining the attendees. Videos and pictures will be taken at the event and posted up on Facebook allowing people to share with their friends. During the events videos will be streaming live on U-Stream. The local events will nominate individuals to have them represent the region at the national event. These nominated individuals will receive mailed invitations to the national event in July. As the national event approaches Costco will start accepting donations again and taping lanterns up within their stores. The national event will be taking place on September 19, 2011 at the National Art Centre in Ottawa, Ontario. The attendees will be treated to dinner and entertained by guest speakers throughout the evening. As the event winds down they will be invited to walk down to Parliament Hill to take part in the world record attempt. The lighting will be open to public involvement. The local media will be invited along with the Guinness Book of World Records. The publicity of the attempt will bring deserved attention to Canadian Blood Services' Donor Recognition Program and create some memorable material which will be accessible on Canadian Blood Services' website as well as through their social networks. The events will be supported with radio and newspaper advertising.

Event Marketing

Objectives

- Build ongoing relationships with the target audience
- Increase recognition for volunteers, donors and internal members

Event marketing is one of the most effective ways to interact and build an ongoing relationship with the current donors. It also promotes the importance and relevancy of donating blood to society. On both the national and local levels, event marketing will be used to create recognition for the donors who are making a difference in their community. It will gain public and media attention that will be focused on those who deserve the recognition. This will also further engage the donors and community to keep supporting Canadian Blood Services.

Strategies

There will be two different types of events in Canada for the donors to gain recognition from. On a national level there will be one exquisite event held in Ottawa that will have new donors, repetitive donors and internal staff of Canadian Blood Services to attend. There will be several local events to appreciate them and create a sense of community within each region. Whether it's the national event or a local event, the donors will be recognized for their efforts put forward.

Tactics

Lantern Lighting

At all donor clinics, there will be lanterns on location for donors to write a short story, a wish, their name or anything relevant to them. These lanterns will be a part of the world record attempt in Ottawa. The lanterns will be available at the clinics up until a couple months prior to the national event. At this time they will be shipped off the Ottawa to be stored until the national event. The record attempt will happen on September 19, 2011, the night of the national event in Ottawa. On this night after the festivities on the national event are winding down, everyone will walk down to Parliament hill, in their suits and dresses, where there will be approximately 11,000 lanterns. Everyone at the event will also have the opportunity to add a personal touch to a lantern involved with the record being set if they have not had a chance. Once everyone walks from the NAC to Parliament Hill, between volunteers, staff and the people from the event, they will find all the lanterns lined up. The local area high schools will be invited through email to have their students participate to help them achieve their community service hours. Students, public and volunteers will be contributing to the set up of the lanterns. After people are settled, and have received a method with which they can light a lantern, everyone will light all 11,000 lanterns at once. This will create a large amount of public relations and publicity and increase the value of the event on a national level. By using one of the social medias, Ustream, live stream feed will be available online through the Canadian Blood Services channel for people everywhere to watch the event live. Since this is a world record, live music, drinks, and food will be present for the thousands of people to have a great celebration for setting the record. There will be a campaign toast back at the NAC for the people at the event itself.



Costco Flat Lanterns

At all Costco locations the customers will have a chance to get involved with the lantern campaign. At each check-out counter, the employees will tell the customers about the world record being held in Ottawa and how they can get involved. For one dollar, people can purchase a flat lantern and put it on the wall in support of the campaign and Canadian Blood Services. Although customers can donate at all times throughout the campaign, it will only be advertised in a lighting manner. It's not just another non-for-profit that people will be donating to, it's a world record that is being set. The customers will get excited and will automatically look into what the campaign is about. This will get them to interact with the online website, and further them to the social media integration.

National Event

The national event is held at the National Art Centre in Ottawa, where a large elegant dinner will take place. The national event will have people from all over Canada. These people have been nominated in their local regions. The event will show recognition and extend appreciation for their efforts to society. As the guests are being treated to dinner speakers sharing their stories of their experiences with Canadian Blood Services will entertain them.

Most costs are covered by the Canadian Blood Services, in order to get the people from all regions to the event. Although there are success stories and donors, the event is primarily for the internal community of the Canadian Blood Services. It reminds everyone why they are involved with the organization and how rewarding it can be to a part of saving a life.

Local Event

There will be 40 events throughout 7 regions of Canada. Each event will range from 50 to 500 people who are current donors and receivers. Each event will be held at the title sponsor, Costco. Each event will be held in the parking lot with a large white tent atmosphere. Food, drinks, prizes and speakers will all be present in order to recognize the donors in each specific region in Canada.

The following are the 7 regions where the local events will be held at Costco. Each region will support a minimum of 5 events, and in larger cities up to 7.

Toronto: 7 Events

Ottawa: 7 Events

Vancouver: 6 Events



Public Relations

Objectives

- To support event sponsorships, national and local
- Persuade target audience to keep donating blood and start donating blood
- Influence the target audience that what they are doing is recognized and valued
- To gain free media coverage about the national event and the world record being set

Strategies

By attempting a world record, this creates high penetration for any media company to get involved with the event. The event is being held on Parliament Hill, which is an iconic place in Canada. The coverage will range from newspaper, television, radio and a high social media penetration.

Tactics

There will be a media release sent out, before, during and after the event because of the world record itself and the high level of participation and anticipation of the record. This will help with the advertising budget as more people will know about the events, and the contribution that Canadian Blood Services has on the community.

Social Marketing

Objectives

- Generate an integration among all forms of marketing
- Get people excited about the world record and all events happening
- Create a platform for members of the community to share their stories and successes
- Integrate all means of communication through social media in order for people to see what the Canadian Blood Services is doing at any one moment

Strategies

Social media will be used to instantly communicate the message about what the Canadian Blood Services is doing. Through different tactics such as Ustream, Facebook, Twitter and online blogs/forums, volunteers,



donors and recipients can see what is happening with Canadian Blood Services and their contribution. The most relevant part of social marketing is getting people involved with the social sites available by first going to the website landing page.

Tactics

All five social media tactics will be integrated together in order to easily transfer from one site to the other. There will be direct links, share options and like options for people to use, making them aware of all the activities and events happening throughout Canada.

Ustream

Ustream is a video site where people have their own channel (like YouTube) that can upload any video they have created as well as stream live through the Internet. Ustream was chosen over YouTube simply because there can be free live-streaming when at the local and regional events, and the world record being set at Parliament. Canadian Blood Services will have their own channel, where they will stream live from events around Canada and where people can upload their own videos and stories of how Canadian Blood Services has helped and/or supported them. These videos can later be posted to YouTube to maintain awareness.

Foursquare

Foursquare is a new social media tool where you 'unlock' different badges around the world. Once you arrive at a specific location, you are awarded this badge that is then integrated with other social media to show your friends and family the activities and events attended. Each event in Canada and each time you visit a clinic to donate blood, the badge will be unlocked and awarded to that donor. This will increase awareness not only within the Canadian Blood Services' community but within people who did not know much about it. Having the ability to share how many times one donates blood will create a sense of power, integrity and social responsibility for their friends and family to see.

Facebook

A facebook page will be created specifically about the events happening. For both the local and national events, they will showcase the location, the prizes, and the music. Later, people can upload their story, experience and time at each event. There will be a 'gift' option where anyone on Facebook can purchase a lantern for \$1 to donate to the Canadian Blood Services



making them feel like they were a part of the world record and saving lives.

Twitter

Twitter is an effective way to constantly keep an ongoing relationship with the community of Canadian Blood Services. People following will get daily tweets about events, interesting statistics, success stories of recipients and current activities happening at each region in Canada.

Online + Blogs + Forums

An entirely new micro extension site from the Canadian Blood Services' landing page will be created for Canadian Blood Services so it has the full integration with all the social media stated above. The site is interactive for anyone who joins. This will highlight events, the world record, and it will feature people's stories and blogs. The blog and forum are a large part of this site as people are constantly documenting themselves and the stories they go through, this gives them a chance to showcase it on the official website of Canadian Blood Services. This site extension is the foundation of the entire event. People will be completely integrated by all means of social communication as it's directly linked to Twitter, Facebook, Ustream and Foursquare. This main website will entice people to visit all other social media sites to interact with all donors in Canada and get them excited to donate and share their success stories with donating, volunteering or working for the Canadian Blood Services. No matter who comes to the site, people can somehow integrate it with their life and their most comfortable means of communications.

Direct Marketing

Objectives

- Build ongoing relationships with the target audience
- Create awareness for all local events in the communities
- Create awareness for the national event by invitations

Strategies

Direct marketing will be used on both the national and local levels to create an ongoing relationship with the donors and fellow community of Canadian Blood Services.

Use local and national events to gain recognition for all events.

Send out personalized invitations for all community members to invite them to the events happening.



Tactics

National

At all local events, several members of the community who will be nominated by Canadian Blood Services to attend the national event in September for their recognition and specific story told. Once the chosen people have been picked, a personalized invitation will be sent out inviting them to attend the national event held in Ottawa. This will not only get them excited about traveling around Canada to this event (for those who are not in the Ottawa region) but to be rewarded and recognized for their selfless contribution of helping Canada and people in need of blood. A highlight will be that they are also setting a world record of lantern lighting. This will entice them to be a part of the event itself.

Local

When donors are at the clinics, all information is taken in order to create a database from Canadian Blood Services. To the donors who have donated before the date of March 2, 2011 a direct mail piece will be sent out to each region inviting them to the appreciation event at their local Costco with all details about the event, such as prizes, music, location, and food.

Advertising

Objectives

- Create awareness for the local and national events by advertising through several media
- Position Canadian Blood Services as a non-for-profit organization that truly embraces, respects and recognizes the contributors of the community whether it's the volunteers, donors or recipients
- Making it aware of the importance of recognizing the people who make it such a success

Strategies

By using several advertising vehicles and media around Canada, and specifically in each community, the awareness of the event will be known by all community members of Canadian Blood Services and create awareness for those who are not aware of the service. Although the national event is only in Ottawa, the recipients from all other regions must be notified about the event. This will further them to check out the website and become aware of how to be a donor and the perks of doing so.



Tactics

National

Although the national event is in Ottawa, there will still be people coming from around Canada. Since there is a world record being set, there will be buzz about the event in Ottawa. The national event will have media that reaches all of Canada such as the Globe & Mail, online advertising with Google AdWords, and radio commercials on CBC.

Local

Local advertising will be bought in order to create awareness of the event to target the specific audience. This will entice them to the event and tell their friends and family about it. Local advertisements will be in each regions local newspaper such as the Metro and radio stations such as Kiss 105.3.

Sponsors

Event Sponsorship

Objectives

- To develop a sponsorship relationship with Costco

Strategy & Tactic

Creating a sponsorship opportunity for two companies with the same target audience and position in the marketplace with help both Costco and Canadian Blood Services. Costco is a company where families go to purchase everyday essentials in a bulk amount. Costco is known for their social responsibility as their treatment to their employees is amongst the highest. Costco is a respected company in Canada and is constantly expanding in each region.

Positioning Costco and Canadian Blood Services together will increase the value and position of Costco in the marketplace as they will have a fresh approach and offer a further social responsibility factor for their company. It will also cut the amount of costs for each event hosted by Canadian Blood Services.

Each local event that Canadian Blood Services hosts will be held outside each Costco entrance under a white tent. The food, prizes, drinks and location will all be sponsored by Costco. All advertisements and awareness of the events, both nationally, and locally will have a Costco logo present.



Detailed Budget - Organized by IMC tool

Event Marketing

National Event

-NAC Rental	\$ 8,000.00
• Food, Drink, Service	\$ 40,000.00
• Travel	\$ 27,000.00
• Champaign Toast	\$ 1,500.00
-Lantern Lighting on Parliament	\$ 7,500.00
-Lantern Purchase (11,500 x \$3)	\$ 34,500.00
-Shipping	\$ 1,500.00

Total \$120,000.00

Local Event (40 Events)

-Refreshments	Sponsored by Costco
-Prizes	\$ 52,500.00
-White Tent (Includes 7)	\$ 23,600.00
-Professional DJ	\$ 23,900.00
-Local Event Advertising Budget	Under Media Plan

Total \$100,000.00

Direct Marketing (Taken from Collateral)

Mailing List (Collected through database)	
Pre-Paid Postage (Approximately .49 Cents Each)	\$ 10,000.00

Total \$ 10,000.00

Advertising

National Event

-Globe & Mail (\$23,000 x 20% placement saturday)	\$ 82,800.00 (3 ads,
-CBC Radio (\$750/30s/3xday saturdays)	\$ 9,000.00 (4
-Google AdWords (Cost Per Click)	\$ 8,200.00

Total Advertising National Event \$100,000.00

Local Event

-7 Regional Newspaper (\$9,500 x 20% placement weeks)	\$ 79,800.00 (7
-7 Regional Radio (\$350/15s/3xday weeks, saturday)	\$ 14,700.00 (14
-Google AdWords (Cost Per Click)	\$ 5,500.00

Total Advertising Local Event \$100,000.00



Social Marketing

Ustream

-Technology purchased for streaming

Foursquare

Facebook

Twitter

Sponsored by Costco

Free

Free

Free

Public Relations

Press Release

Free

Total Budget

\$430,000.00

Overview

Total Canadian Blood Services Budget

\$380,000.00

Free Media Coverage

\$ 50,000.00



Evaluation

Event Marketing

- The lantern lighting will be evaluated by the amount of people who actually donate blood and decide to fill out a lantern for the world record being set.
- The amount of people who RSVP to the national event will dictate how well people want to be recognized for their contributions.
- The local events will be evaluated by the amount of people who attend the events and their enthusiasm and appreciation of being recognized.
- The flat lanterns at Costco will be evaluated by the amount of lanterns sold per customer who is checking out.

Public Relations

Since there is a world record being set, press releases will be sent out at the beginning of the campaign in order for Canada to know about the lantern lighting. It will be evaluated by the amount of free public relations that is shown throughout Canada about the lantern lighting and the awareness it has on Canada Blood Services.

Social Marketing

The landing page is the foundation of the entire campaign itself. People who go to the landing page will be able to click through to all other social media forms. We will be able to see the amount of people who sign up for the website and the amount of click thoughts, and hits the site gets. The response from all social medias will also help evaluate the success integrating the social media through five different means of communication. Since people using social media always 'comment' or 'like' we will be able to get a full and honest response back of what they are thinking and how they are responding to campaign itself.

Direct Marketing

For the national event, a RSVP must be sent back in order to get exact numbers for the event in September. Getting the RSVP mailed back to Canadian Blood Services, we will be able to evaluate the success of the donors, volunteers and internal members attending the event in Ottawa.

Advertising

- There is high penetration of regional radio for all local events making it aware to even the public to come down and see what's going on with the Canadian Blood Services. These people will now be aware of the importance of donating blood and want to get involved themselves. Evaluating the amount of people who attend the local events will dictate how well the advertising was.
- The advertising for the national event in the Globe & Mail will be evaluated by the amount of people who come to Parliament Hill for the world record to be set and the response that is covered by the media.