

Scoutreach

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Business Challenge

- Low awareness of Scoutreach and its services
- Boy Scouts is seen as a program for white males
- Scoutreach is only for low income families



Barriers



1

“I’ve never heard of them.”

2

“I don’t trust them.”

Drivers



1

“It’s free.”

2

“It’s a great learning experience.”

Our Strategy



- Position Scoutreach as a trusted mentor that guides a child into a better future.



Proposed solution



Develop trust and intimacy in Scoutreach communities

Business Situation

- Challenge: Low attendance
 - Low awareness
 - Confusion
 - Lack of information

Result: Parents do not know if they can trust Scoutreach or are unaware of Scoutreach's distinction from other after school activities.

Objective: Gain 50,000 new participants by March 2019.

Target Audience



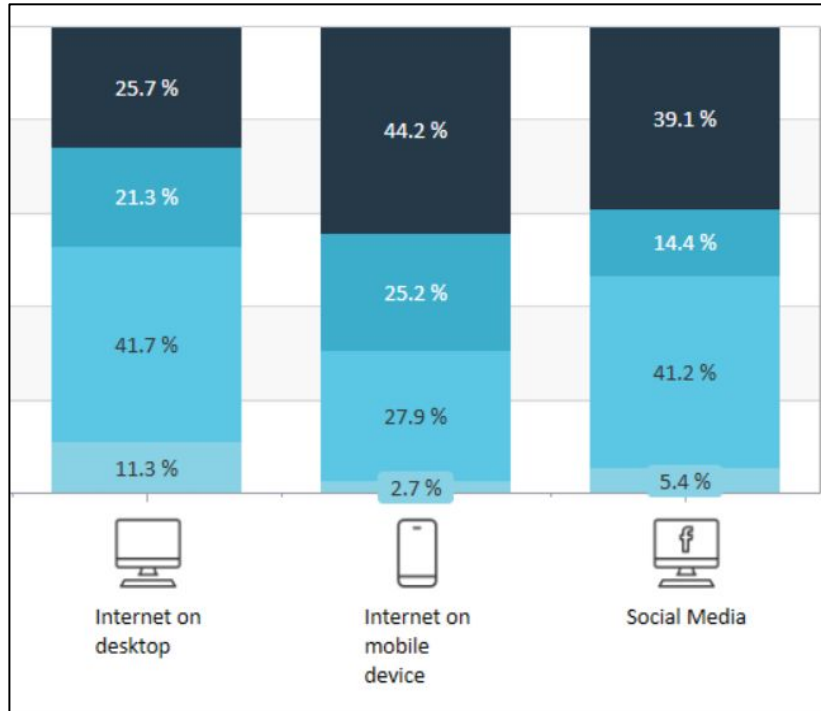
Target Audience

“Foundational Females”

- Single mothers
- Hispanic/Latina
- Household income of \$35,000 or less
- Education highest at some college education
- West/southwest region of the United States.
- Put family first
- Relies on assistance from outside sources
- Do not participate in many activities
- Extra careful in making purchase decisions



Media Habits



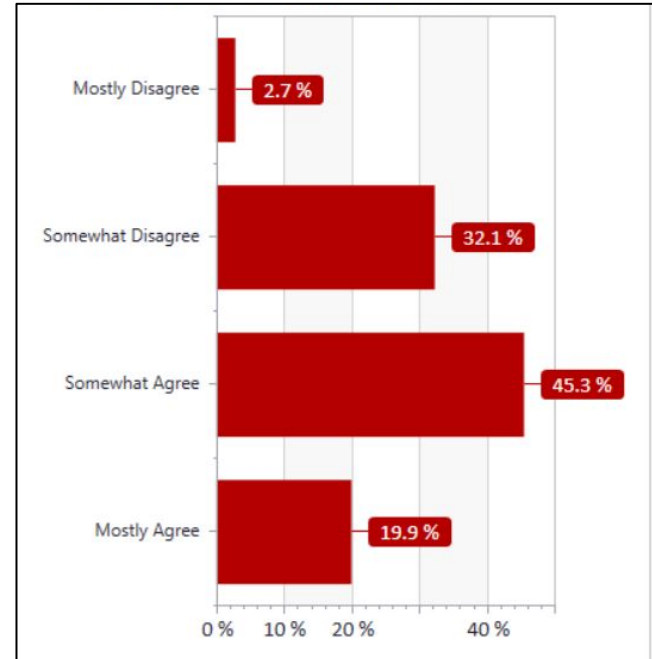
Traditional Media:

- Radio
- Consume media in Spanish (TV, Radio)
- Magazines

Attitudes

- Find magazine ads more amusing than TV ads
 - 65.2% of respondents said magazines ads were amusing vs. 58.7% for TV.
- Have a generally favorable view of advertising across all platforms (Source: Digiday)

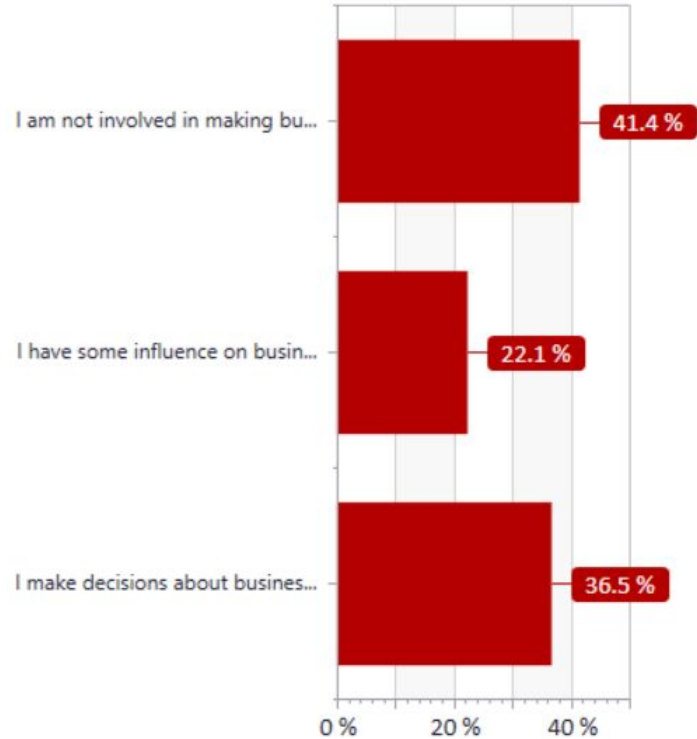
Magazines Ads are Amusing



Category findings



- Most of audience is either looking for work or homemaker.
- The majority of our audience does not make purchase decisions, even if they are the head of the household.



Insights

- Trust is important.
- Family and community help make decisions.
- Consider family members to be the only people in their circle of trust.
- May feel discriminated against or not cared for.



Commspoint Brief



Issue

The issue we face is...

There are many different after school programs, and Scoutreach could be seen as just another typical one.

Response

The response we need to make is...

Positioning Scoutreach as more than a typical afterschool program and to emphasize the positive impact it has on the life of a child.

Communication

The way we will achieve this is...

Developing trust and intimacy in Scoutreach communities.

Commspoint Recommended Channels

Owned: Microsites, free customer magazines, brand/company websites

Earned: Social network brand group/page

Paid: Radio, public transportation, personal social network ads, online magazine ads, mobile search, direct mail

Message and Strategy Drivers

Message Drivers:

- High quality
- Trust in a brand

Strategy Drivers:

- Awareness
- Consideration

Our Recommendations



Owned

- Website
- Social networking groups for each troop
- Magazine
- Spend a day with Scoutreach experience
- Videos about the troops, leaders, participants



Earned

- Using quotes from parents in marketing materials (magazine, videos)
- Troop Parent Facebook Group
- Encouraging current members to recruit



Paid

- Magazine
- Radio (on both English and Spanish stations)
- Personal social network ads



Budget Allocation



Total Budget: \$5,000,000

Video: \$1,000,000

Magazines: \$800,000

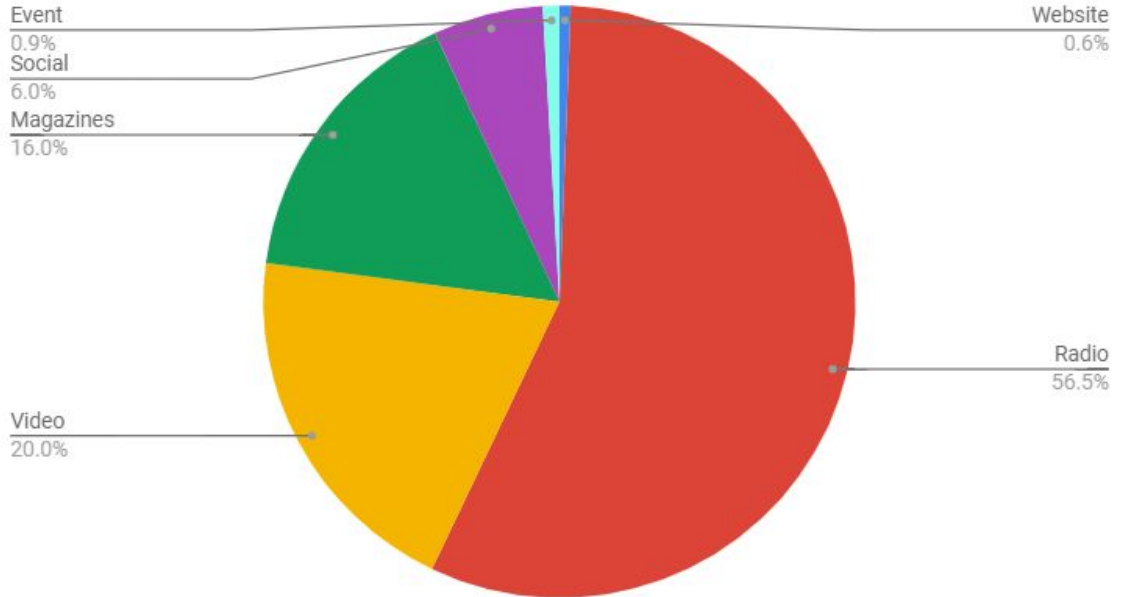
Radio: \$2,825,000

Personal Social Network
Ads: \$300,000

Website: \$30,000

Spend a Day with
Scoutreach: \$45,000

Budget Allocation



Connecting Creative Ideas

P.O.E. Working together



- **Direct Mail Magazine**

- Owned: Our own content and images placed into Scoutreach's own magazine

- Earned: Scoutreach Magazine would incorporate short interviews and inspiring quotes from their current users, as well as distribute these to schools so that they may send students home with them

- Paid: Scoutreach will pay for the printing processes and deliveries of these

- **Website**

- Owned: Scoutreach will create their own creative and easy-to-use website, as well as their own social media accounts

- Earned: Featuring reviews and parent testimonials as an easily-reached section in the overall website

- Paid: Promotional content and primarily Facebook ads would be incorporated in order to direct our audience to certain pages throughout their social media accounts



- **“Scoutreach Experience”**

- Owned: This event is created and hosted by Scoutreach in which parents and children can join for the day to see and personally experience what it’s really like to be apart of Scoutreach

- Earned: Current users will be encouraged to speak to the possible participants about their personal experience with the brand

- Paid: There will be an “influencer” of a similar background as our demographic speaking about the service and brand

- **Videos**

- Owned: ScoutReach will create and incorporate their own Youtube videos through their YouTube channel and other forms of media

- Earned: Videos on YouTube have the ability to be easily engaged by being shared, liked, and linked by viewers

- Paid: Sponsored personal social media posts given in an emotional tone

Measurement



- Amount of sign-ups
 - Awareness:
 - Answer to “How did you hear about us” question on in-person and website sign-ups
 - Facebook analytics on social ads
 - Consideration
 - Internal website traffic
 - Number of people who engage or visit Facebook group for each troop
 - Attendance at Spend a Day with Scoutreach



A full-page background image of a dense redwood forest. Tall, straight tree trunks are visible, with sunlight filtering through the canopy, creating a dappled light effect on the forest floor. A person is walking on a dirt path in the distance, providing a sense of scale. The text 'Thank you.' is overlaid on the right side of the image.

Thank you.

Sources



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Supporting Materials

<https://docs.google.com/document/d/1qEJuXGlijNfWo6NvCqnriwUsuca4QSepbJaYGG6iH1s/edit>