

Integrated Marketing Communication Fall 2021

Be @VR: Integrated Marketing Campaign



VIRTUAL REALITY

AGENDA

- 1. Situational Analysis**
 - a. Company Description
 - b. Customer Analysis
 - c. Industry Analysis
 - d. Competitor Analysis
 - e. Opportunities Analysis
- 2. Strategic Recommendations**
 - a. Corporate Image/Brand Development Strategy
 - b. Brand Positioning Strategy
 - c. Target Market
- 3. Campaign Objectives**
 - a. Long-Term
 - b. Short-Term
- 4. IMC Implementation Plan**
- 5. Brand Identity Recommendations**
- 6. Brand Ambassador Program**
- 7. VR Competition**
- 8. IMC Evaluation and Controls**
- 9. Integrated Marketing Communications Management**
 - a. Communications Budget
 - b. ROI Forecast



01



Situational Analysis



Situational Analysis

01

**COMPANY
ANALYSIS**

02

**INDUSTRY
ANALYSIS**

03

**COMPETITOR
ANALYSIS**

04

**OPPORTUNITIES
(TOWS)
ANALYSIS**

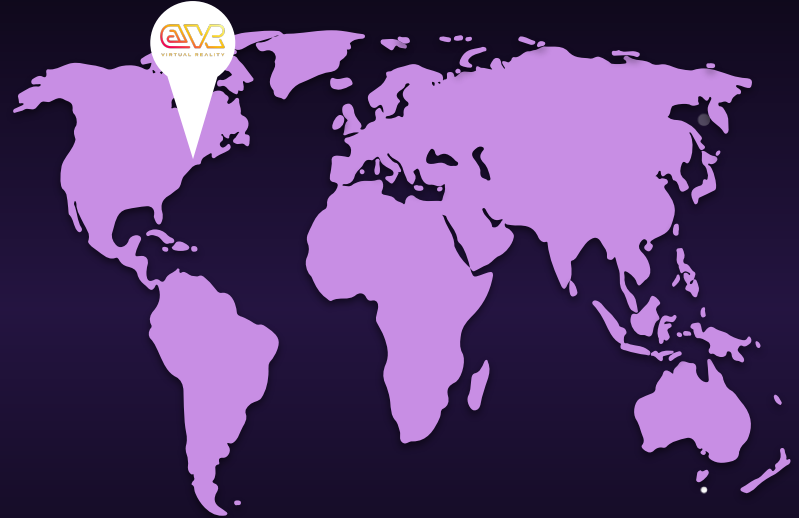
Company Analysis

- **Company:** @VR [virtual reality gaming center]
- **Location:** Frederick, MD
- **Owner:** Shantay DeMar
 - Inspired by the movie *Ready Player One*
- **Dates of operation:** 2019-present
- **Company mission:**
“To create memorable experiences”
- **Unique features:**
 - Small, Black-owned business
 - 5-star Google reviews



Industry Analysis

- **Rapidly expanding industry**
 - Expected to be worth \$43.4 billion by 2024 (Grand View Research, 2021)
 - Largest market segment: North America
- **Growth expected due to increased use in industries such as:**
 - Military
 - Tourism
 - Entertainment
 - Oil
 - Aeronautics
 - At-home VR systems and handheld devices
- **Key players:**
Oculus VR, Nintendo, HTC, Valve Corporation



Competitor Analysis

VIRTUAL REALITY LOCATIONS	TRADITIONAL GAMING LOCATIONS	HOME GAMING OPTIONS
---------------------------	------------------------------	---------------------

- VR Zone DC/VR Arena
- We "R" VR

- 4th Dimension Fun Center
- PlayLive Nation

- Oculus VR



Opportunities Analysis

TOWS Matrix		External Factors	
		Opportunities (O) O1. Niche Market O2. Targeting new demographic (Gen Z/ Working Millennials) O3. Growing industry	Threats (T) T1. Competition T2. Covid-19 impact T3. Economic Recession
Internal Factors	Strengths(S) S1. Price Point S2. Professional and attentive staff S3. Customizable experience S4. Loyal customer base	Strengths/ Opportunities S4/O1. Offering high competitive advantages in a niche market increases rate of returning customers S2/O2. Solid staffing can help in assisting the new targeted consumer on becoming familiar with the product	Strengths/ Threats S1/T3. Low price point offers a unique competitive advantage S3/T1. Customizable experience is a unique competitive advantage to all forms of competition listed
	Weaknesses(W) W1. Consumer awareness W2. Lack of user knowledge W3. Facility size W4. Technological errors	Weaknesses/ Opportunities W1/O2. Increasing consumer awareness with result in target market expansion W4/O3. Improving technology as industry grows is crucial to staying a key market player	Weaknesses/ Threats W2/ T1. Increased advertising is needed to increase brand awareness (small business vs. corporation) W3/T2. With consumers staying in, there is a disconnect to knowledge of new and immersive experiences; increasing advertising will assist with this



02

Strategic
Recommendations

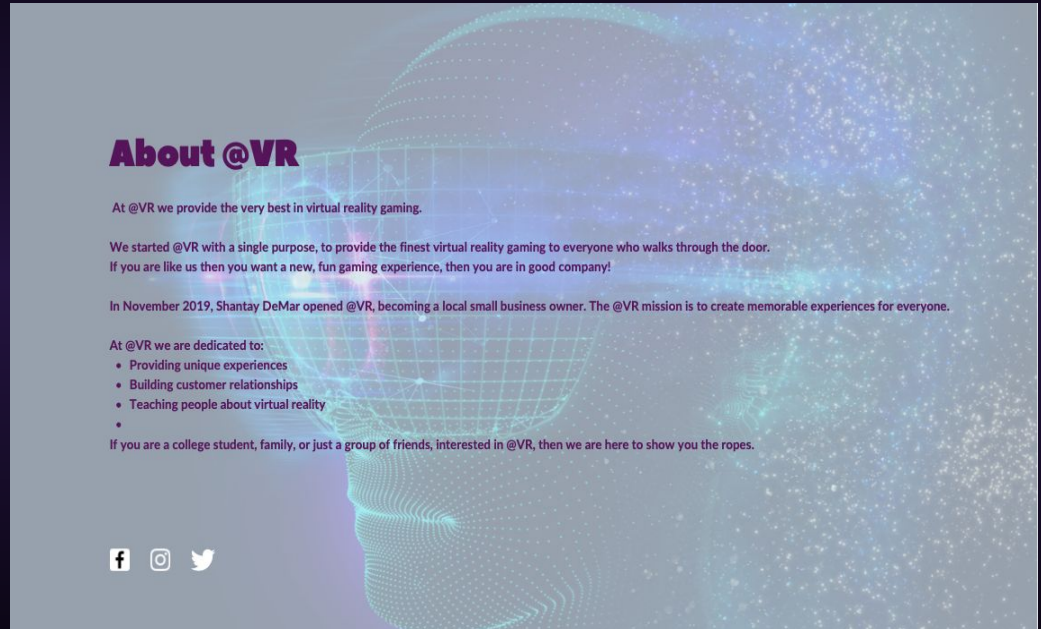


Brand Positioning

Positioning Matrix	<Low Time & Money Expenditure High>	
^ High Perceived Product Value Low	<ul style="list-style-type: none"> • @VR • Lancaster Virtual Reality Lounge • PlayLive Nation • Dimension Fun Center 	<ul style="list-style-type: none"> • VR Zone DC and VR Arena • We “R” VR • At home VR and traditional gaming consoles • Wonderfly Arena
	<ul style="list-style-type: none"> • Challenge • Level Up Gaming • Hunter-M eSports PC Gaming 	

Brand Development Strategy

- “About Us” page
 - Mission
 - Vision
 - Values
- Safety and Assistance Services
- Social Media Usage



Target Market


• Gen Z

- Born 1997-2012
- Need for “truth”
- Authenticity
- Social acceptance
 - (Francis & Hoefel, 2018; Fromm, 2021)

• Millennials

- Born 1981-1996
- Value experience
- Socialization
- Belongingness

@VR GEN Z CUSTOMER



SocialTech SavvyEducated

Independent

"No one wrote on their tombstone, I'm glad I put money in the bank."

Age: 18-22
Work: Full-time Student
Family: Single, Lives at School
Location: Baltimore, Maryland
Character: Social Butterfly

Goals

- To be socially accepted and liked.
- To graduate college and start a full-time job.
- To have fun experiences and memories with friends.

Frustrations

- Gets bored easily
- Partially dependent on parents
- Schedule is very hectic

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation


Social Acceptance

Fear

Growth

Social

Brands & Influencers



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

The background is a deep space scene with a dark blue and purple nebula. On the left, a reddish-brown planet is partially visible. On the right, a large, detailed Earth is shown. A thin yellow line runs horizontally across the top and bottom, with decorative pink and yellow parallelogram shapes at the ends. The number '03' is prominently displayed in the center in a large, white, sans-serif font.

03

Campaign Objectives



Campaign Objectives: Short-term

#1

Increase brand awareness and followers on social media platforms by 50%

#2

Increase sales by at least 15% in 3 months.

#3

Inform consumers of promotion and have a 20% coupon redemption rate.

#5

Inform 50% of young millennials and older Gen Z students in the Frederick area to sign up for Level UP @VR through the 4 ambassadors.

#4

Increase foot traffic at the location by 30% in the first month of promotional offers.

#6

32 teams with 3 players per team from colleges and high schools in the nearby area sign up for the competition by March 16, 2022.

#7

Increase the traffic of college students at @VR by 25% in the first 3 months of launching the ambassador campaign.

Campaign Objectives: Long-term

#1

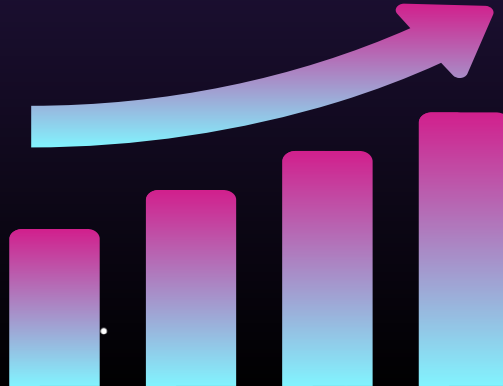
Average three 5-star reviews per month on all evaluation platforms.

#2

Increase repeat purchases by 15% over the next year.

#3

Create two reliable partnerships with local companies and/or brands.





04

◀◀◀ IMC Implementation Plan ▶▶▶



Creative Brief

- Objectives
- Target Audience
- Message
- Constraints
- Support

CREATIVE BRIEF

Branding

Objective

- Increase brand awareness from 545 followers to 1,000 followers in 6 months

Inform the target audience who @VR is and their new brand position of being the best in the Frederick area and their values

- Increase in sales by at least 15% in 3 months

Encourage action to purchase time at a gaming station

- Averaging three 5-star reviews per month on all evaluation platforms

Inform consumers of excellent customer service, customization, and experience

Target Audience

- Gen Z and Millennials ages 18 through 28 years of age
- Millennials who value trying new things (Fromm, 2021)
- Individuals who want group acceptance (Francis & Hoefel, 2018)

Message

- Tagline is "Be @VR"
- Theme is @VR is the best virtual reality center in the greater Frederick area
- The theme goes hand in hand with the concept of why the consumer would want to "Be @VR"

Constraints

- @VR Logo

Support

- Testimonials





05

**Brand Strategy
Recommendations**



Media Plan

[March]						KEY:
						Influencer Campaign
						Tournament Sponsor
						Cross Promotions
						Outdoor Signage
						Brochures
						Flyers
						Loyalty Program
						Email
						Coupon
						Social Media
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons
Flyers	Brochures	Coupon	Flyers	Coupon	Brochures	Coupon
Brochures	Brochures	Sponsorship Kit Send Out	Brochures	Brochures	Brochures	Brochures
Facebook update ad	Twitter reminder ad	Insta update story	Reminder Email	Twitter promo ad	Twitter promo ad	Insta info story
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons
Flyers	Brochures	Coupon	Flyers	Coupon	Brochures	Coupon
Brochures	Brochures	Brochures	Brochures	Brochures	Brochures	Brochures
Promotional Email	Loyalty Program	Loyalty Program	Loyalty Program	Update Emails	Loyalty Program	Loyalty Program
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Facebook update ad	Twitter reminder ad	ambassador testimonial	Insta info post	Facebook promo ad	Facebook promo ad	twitter ambassador testimonial
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons
Flyers	SM post: Insta/Tik Tok	Coupon	Flyers	Coupon	Brochures	Coupon
Brochures	Brochures	Brochures	Brochures	Brochures	Brochures	Brochures
Ambassador testimonial	Ambassador testimonial	Ambassador testimonial	Ambassador testimonial	Promotional Email	Promotional Email	Promotional Email
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Insta promo story	Facebook reminder	Twitter update ad	Insta info post	Insta promo story	Twitter promo ad	Twitter promo ad
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons
Flyers	Brochures	Coupon	Flyers	Coupon	Brochures	Coupon
Brochures	Brochures	Brochures	Brochures	Brochures	Brochures	Brochures
Reminder 2 more weeks	Brochures	Brochures	Brochures	Update on spots left	Brochures	Brochures
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Twitter update ad	Facebook reminder ad	Facebook update ad	Twitter reminder ad	Facebook update ad	Insta update story	Facebook promo ad
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons	Belisaro's Flyers & Coupons
Flyers	Brochures	Coupon	Flyers	Coupon	Brochures	Coupon
Brochures	Brochures	Brochures	Brochures	Brochures	Brochures	Brochures
Reminder on 2 weeks left	Brochures	Brochures	Brochures	Brochures	Brochures	Brochures
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program	Loyalty Program
Twitter update ad	Facebook reminder ad	Insta reminder post	Twitter reminder ad	Insta update story post	Facebook reminder ad	Facebook reminder ad

Traditional Advertising

Outdoor Signage

- Takes advantage of Millennials and Gen Zs tendency to look at the ground due to frequent phone usage.
- Using guerilla marketing tactics, stickers will be placed on the ground in key spots that will help promote @VR.



Traditional Advertising



Flyers

- Uses vibrant brand colors to capture attention
 - Illustrates the fun and happy culture of @VR
- Provides key information about @VR
- (i.e., the facility, games, discounts, etc.)

Traditional Advertising

● Brochure

- Emphasizes/illustrates the @VR experience
- Focuses on who @VR is, what they stand for, as well as their mission, vision, and brand story
- Includes a QR code linking to the @VR website



Digital Marketing

- **Social Media Marketing**

- High percentage of target market spends an average of 145 minutes a day on social media.
- Utilize platforms like Instagram, Facebook, Twitter, TikTok, and Snapchat regularly and consistently

- **QR Codes**

- Link on traditional media to help streamline consumers' digital consumption/ brand interaction
- Will link consumers to the website to sign up for play time, obtain info about @VR, and read testimonials

- **Consumer Generated Social Media Content**

- Encourage consumers to create their own social media content while visiting @VR
- Encourage using the #Be@VR tag by offering incentives

Consumer Promotions Program

- **Coupon**

- Push transaction and visibility by providing value to the customer through a discount
 - Coupons have a high redemption rate
 - Send coupons to local schools for placement within their student centers and dining halls
- Distribute through email to targeted segments

- **Loyalty Programs**

- Utilize the already existing “Virtual Rewards” program
- Make into individual QR codes that will track rewards and points
- Turn in points for fun prizes
- Offer special promotions for loyalty members to earn extra points

Consumer Promotions Program



Member ID: XXX-XXX-123



<https://atvirtualreality.com>



ADDRESS

5 Willowdale Drive, Unit B13
Frederick, MD 21701

CONTACT

240-651-0335
info@atvirtualreality.com

FIND US ONLINE

@atvirtualreality
<https://atvirtualreality.com>



VIRTUAL REALITY

#BE@VR

\$5 OFF

PURCHASE OF 30 MINUTE
GAME PLAY
(REGULAR \$29.99)

Limit 1 coupon per customer.
Not valid with any other promo.

\$10 OFF

PURCHASE OF 60 MINUTE
GAME PLAY
(REGULAR \$39.99)

Limit 1 coupon per customer.
Not valid with any other promo.

\$15 OFF

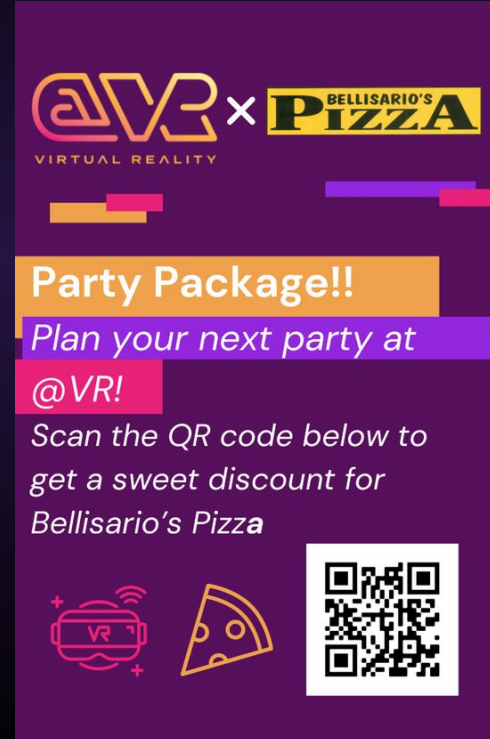
PURCHASE OF 120 MINUTE
GAME PLAY
(REGULAR \$69.99)

Limit 1 coupon per customer.
Not valid with any other promo.

Sponsorship Marketing Programs

- **Cross Promotions**




- Work with local business and brands
 - Bellisario's
 - Small businesses
- Exposure of brand through partnered companies
- Consistent campaign throughout the year
- Benefits
 - Profitable ROI,
 - Physical displays,
 - Boost reputation among businesses.
 - (Starr, 2019).



@VR! x **BELLISARIO'S PIZZA**
VIRTUAL REALITY

Party Package!!
Plan your next party at
@VR!

Scan the QR code below to
get a sweet discount for
Bellisario's Pizza





06



**Brand Ambassador
Program**



Overview

- **Looking for local college students to represent the @VR brand**
- **Targeted towards Gen Z college students**
 - Goal: To increase the traffic of college students by 25%
- **Traditional advertising**
 - Flyers
 - Postcards
 - Business cards
- **Digital advertising**
 - Social media
 - QR codes
 - Email marketing
- **Ambassador requirements and benefits**

Recruiting Guidelines

- **Application for potential ambassadors**
- **Guidelines for an ambassador**
 - Must be 18+ years old
 - Attends a local college in Maryland or Northern Virginia
 - Clean image online (No discrimination, drugs, etc.)
 - Be familiar with VR and/or gaming
- **Refer to ambassadors as “The Pros”**
 - Use taglines like “Become a Pro” or “Challenge the Pros”

Ambassador Application

@VR Ambassador Survey

For those interested in creating content and being the face for @VR

 [ianle.crotty@gmail.com](#) (not shared) [Switch account](#)



Social Media Handle's (i.e. Instagram, Twitter, Tik Tok, Twitch)

Your answer

What college or university do you attend?

Your answer

Follower Count

- ☐ 0-1,000
- ☐ 1,000-10,000
- ☐ 10,000-50,000
- ☐ 50,000-100,000
- ☐ 100,000+

Average Likes Per Post

- ☐ 50-100
- ☐ 100-200
- ☐ 200-500
- ☐ 500-1,000
- ☐ 1,000+

On average how many times do you post in a week?

Your answer

What interests you about being an ambassador for @VR?

Your answer

What qualities about yourself would make you a desirable ambassador for @VR

Your answer

Contact Information

Your answer

Ambassador Requirements

- **4-5 social media posts per month**
 - Advertising campaigns, events, and personal promotion code
 - Using Instagram and one other platform of their choice
- **Use of hashtags**
 - #BecomeAPro
 - #ChallegeThePros
 - #AtVirtualReality
- **Tag @atvirtualreality in every post**
- **Include the website link**
- **Templates will be made for the ambassadors to customize in order to stay “on-brand”**

Ambassador Benefits

Influencers meeting the ambassador requirements will have the chance to “Level Up” from Silver, Gold, and, eventually, Platinum level the more that their codes are used. Each level has different benefits, which are noted below:

Silver Level (Base Level Ambassador)

- “Free Swag” (@VR T-shirt and Wristband)
- Personal Discount (Gives users 20% off)

Gold Level (Promo code is used 20 times)

- “Free Swag” (@VR T-shirt and Wristband)
- Personal Discount (Gives users 20% off)
- 1 Free 60 Minute Play/month
- 50% off 1 guest anytime during the month (only 1 guest receives this discount, guest must be with the ambassador)

Platinum Level (Promo code is used 50 times)

- Free swag (T-shirt and wristband)
- Personal discount (gives users 20% off)
- 2 Free 60 minute plays per month
- 50% off for 2 guests anytime during the month (Guests must be with the ambassador)
- Free drink and snack
- 15% off a party booking

Swag Examples



T-Shirts



Bracelets

Traditional Advertising

- **Flyers**

- To be spread out throughout college campuses
 - Dorm buildings, elevators, classrooms, cafeterias

- **Postcards**

- Small deliverable pieces for students to take (“grab and go”)
 - Placed at student centers, dorm lobbies, and academic buildings

- **Business Cards**

- Ambassadors will have their own personal cards
 - Includes promo code, @VR address, @VR phone number

Traditional Advertising



@VR
VIRTUAL REALITY



**BRAND
AMBASSADOR**

WE ARE LOOKING FOR STUDENT
AMBASSADORS TO JOIN OUR TEAM AND
REPRESENT THE VR EXPERIENCE

Apply Online Today At
<https://atvirtualreality.com/>

Flyers



@VR
VIRTUAL REALITY

BECOME A
**BRAND
AMBASSADOR**
WITH @VR

Join the team. Become a Pro.

Apply online at
<https://atvirtualreality.com/>



We are currently looking for
**BRAND
AMBASSADORS**
Join the team. Experience virtual reality.



@VR
VIRTUAL REALITY

Benefits

- Exclusive discount
- Unique discount code for your followers
- Free merch
- Test new games before anyone else

Apply today at
<https://atvirtualreality.com/>

JANE DOE

Code JaneD

5 Willowdale Drive,
Unit B13

Frederick, MD 21701

240-651-0335

ambassador@atvirtualreality.com

**Business
Card**

Postcard

Digital Advertising

- **Emails**

- Sent out to students and clubs
- Reminder for students to apply
- Quick links

- **Social Media**

- Instagram
 - Stories
 - Live
 - Posts
- Facebook
 - Stories
 - Posts

- **QR Codes**

- Links to a digital business card for ambassadors
- Quick links



Follow us on
Instagram

CONTACT US

**BECOME AN @VR PRO
ON YOUR COLLEGE CAMPUS**



**Social
Media
Stories**

Digital Advertising



Use the code

JaneD

For 20% off your next visit to
@VR



Challenge the Pro's

at the

Level Up

@VR

competition



@VR PROS

Must be a College Student in Maryland
and or Northern Virginia be the face of
At Virtual Reality on your College
Campus



**Social
Media
Posts**



Calling All College Students

@VR is looking for 4 qualified college students to be a PRO Ambassador for our college ambassador program. On December 15th we will be accepting applications for this position using this [link](#). Be yourself and let us know why you would be a good fit to be the face of @VR on your college campus. If you have any questions please contact us using our [Email](#).



What Does it mean to be a Pro?

@VR PROS are our representatives from our family to your college campuses. They will encourage their community to come to have some fun At Virtual Reality playing some of our top games and even challenge our PROS at their favorites. They will post on their social media accounts, attend @VR events, and use their presence on campus to grow the @VR family.

PROS will all be chosen from universities within Southern Maryland and Northern Virginia





07

**Level Up @ VR
Tournament**



Competition Overview

- **32 teams in tournament**
 - **2 brackets made up of 16 teams (8 high school, 8 college per bracket))**
- **Goal of Competition (for competitors): To receive the highest score in the game being played**
- **Up to 5 games to compete against other teams in:**
 - Arizona Sunshine
 - Superhot
 - Crisis VRigade
 - Rhythmic
 - VR sports
- **Each team has 3 members**
 - 1 (minimum) to 3 (maximum) teams per high school or university
- **\$15 registration fee per team member/competitor**
- **Final prize:**
 - Gaming basket that has vouchers for gaming time at @VR
 - Table game donated by Black Sun Games, LLC.
 - GameStop gift cards
 - Cash prize of \$300 (to be split evenly amongst team members)

Objectives and Goals

- **Competition Objective**

- To bring more awareness to @VR
- Build community engagement with companies in the D.C., MD, VA area
- To attract consumers in the high school and college demographic

- **Traditional Media Strategy**

- Goal:
 - To attract people to participate in the competition with a target market of young Millennials and older members of Gen Z
 - Overall campaign theme: “Be @VR”
 - Traditional and digital media theme: “Level Up @VR”

- **Digital Media Strategy**

- Goal:
 - To promote @VR and their services
 - To inform the public in the area of your company, and convert their business to you.
 - Success and progress measured by the number of impressions and reach coming from @VR’s social media platforms

Media Plan

Total Campaign



6 months

Includes branding,
ambassador program
and competition

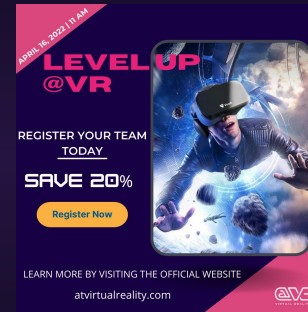
Traditional



1 time

All promotional
material goes up
Month 3

Digital



3 months

Promotional material
starts at Month 3 and
continues until
competition

Alternative



1 time

Livestream on
day of
competition

Competition Structure

The Layout

- Two 16 team brackets
- Each bracket will consist of 8 high school teams and 8 college teams
- Single-elimination tournament
- Winner of each bracket will play each other in the championship
- Teams consist of three players



Traditional Advertising

- **Flyers**

- Will go up around school campuses and be given to brand ambassadors to distribute
- Has most amount of information

- **Napkin Holder Ad**

- Will go in school cafeterias to take advantage of the time when students are sitting at tables where the napkin holders are present
- Has less information due to the napkin holder having a smaller surface

- **Elevator Adhesive**

- To be placed inside of school elevator doors to take advantage of the time when people are waiting to get to their designated floor
- Has least amount of information due to less viewing time

Traditional Advertising

Flyer



Napkin Holder Ad



Elevator Adhesive



Digital Advertising

- **Social Media Posts**

- To be posted on Instagram, Twitter and Facebook
- 5-6 posts per week starting at Month 3 and ending right before the competition

- **Promotional Emails**

- 3 per week that include visual imaging, ads, and reminders of the event

- **@VR's Website**

- Ads placed on website to remind consumers about event

Digital Advertising


APRIL 16, 2022 | 11 AM

LEVEL UP @VR

REGISTER YOUR TEAM TODAY


SAVE 20%

[Register Now](#)



LEARN MORE BY VISITING THE OFFICIAL WEBSITE

atvirtualreality.com



LEVEL UP @VR

April 16, 2022 at 11AM

CHANCE TO WIN OVER \$300 IN PRIZES

HOOD COLLEGE **VS** STEVENSON



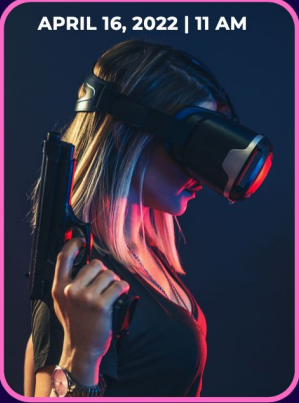
ONLY 7 MORE SPOTS AVAILABLE!

[Register Now](#)




LEVEL UP TOURNAMENT @VR

APRIL 16, 2022 | 11 AM

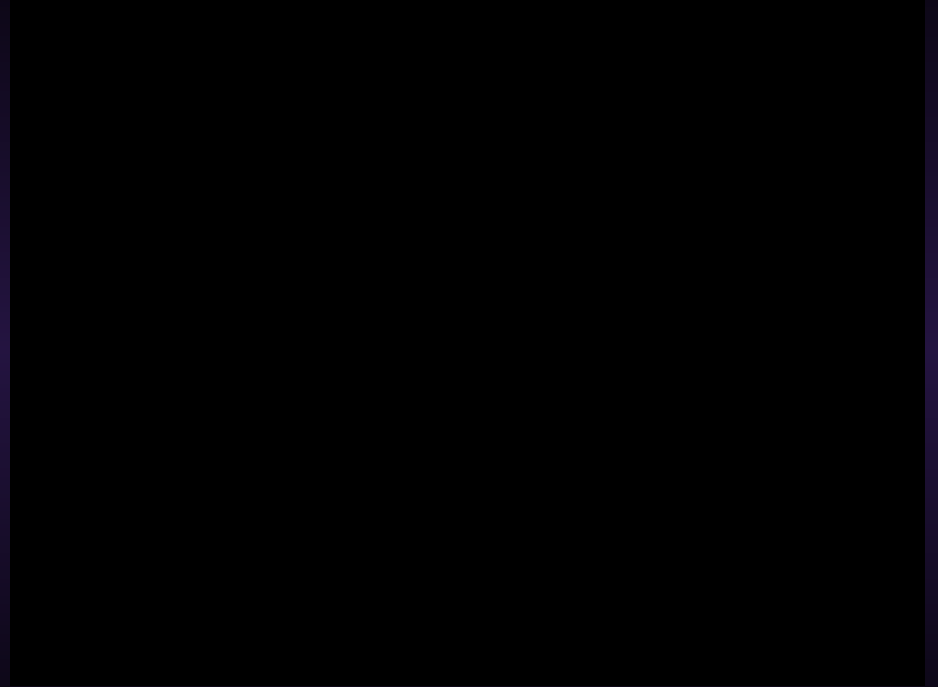


[Register Now](#)

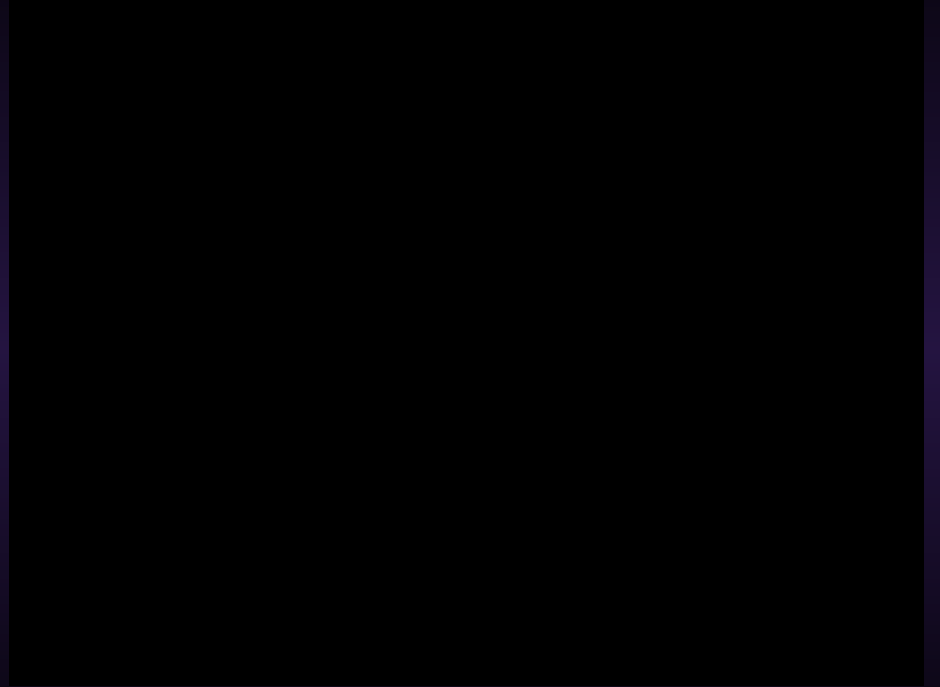
SAVE 20%



PROMOTIONAL VIDEO #1



PROMOTIONAL VIDEO #2



PROMOTIONAL VIDEO #3

LIMITED TIME OFFERING

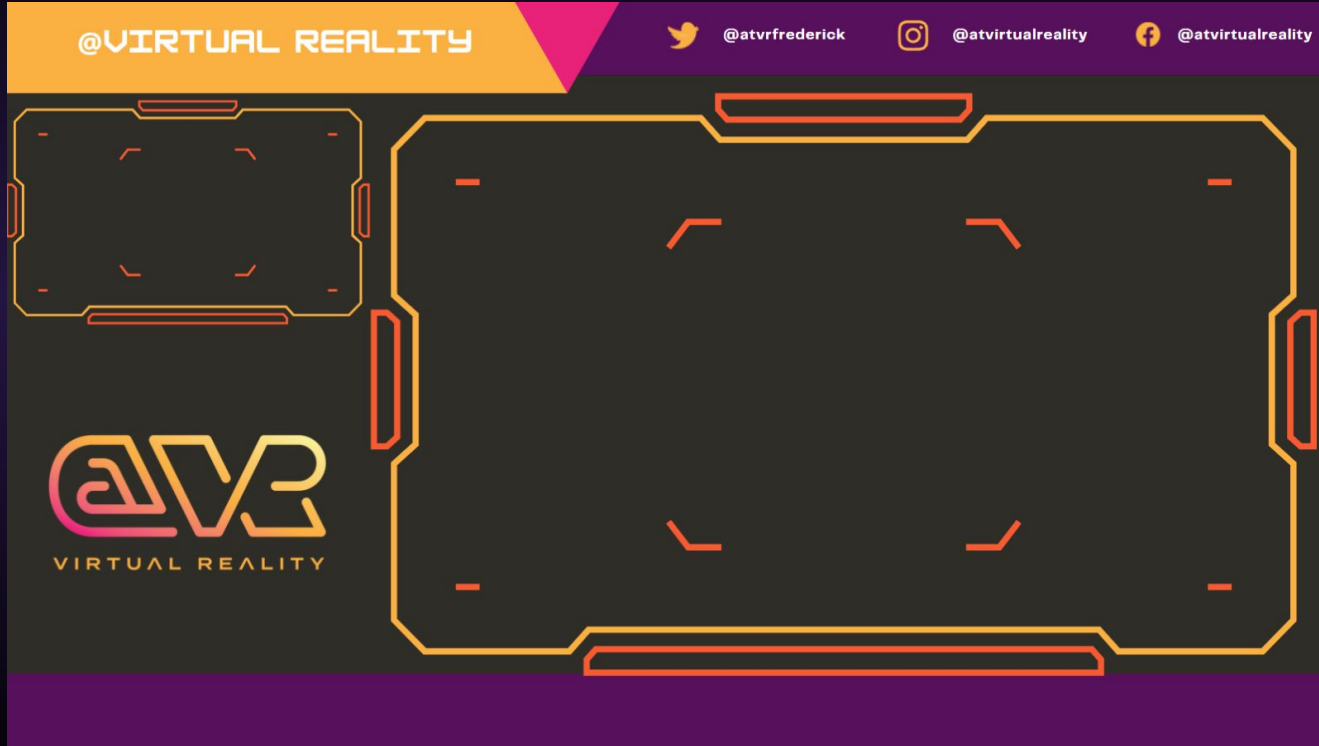
**LEVEL UP
@VR**

[Register Now](#)

SAVE 20%



Alternative Marketing



Sponsorship

- **Possible sponsors:**

- Razor and IBuyPower
- National Association Collegiate Esports (NACE)
- Rogue Energy, Ghost Gamer, Red Bull

- **Sponsors can offer:**

- Products they sell, such as gaming equipment
- Gift cards, coupons, discounts, vouchers, monetary prizes

- **Goals:**

- To obtain a minimum of 5 sponsors
- Have 2 levels of sponsorship

Sponsorship Levels

Sponsorship Levels

	4D Maximum donation of \$1000	5D Maximum donation of \$2500
Branding on social media and website with event	✓	✓
Logo on Flyer	✓	✓
VIP tent at the event		✓

Public Relations

Objectives:

- **To maintain a positive public image among stakeholders**
 - Communicating to consumers, employees, members of the surrounding community
- **To maintain communication with media outlets**
 - Sending press releases and information to news outlets (school/university and state-wide)
- **To increase visibility of the brand**
- **To develop and create prevention plans in case of negative publicity**

Sample Press Release



PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

@VR – Virtual Reality Lounge
info@atvirtualreality.com
(240)651-0335

FREDERICK VIRTUAL REALITY GAMING LOUNGE, @VR, TO HOST COMPETITION SERIES FOR MARYLAND STUDENTS

Frederick, MD (December 12, 2021) – @VR, a virtual reality gaming center located in Frederick, Maryland, is hosting a premiere college competition series entitled "Level Up @VR." This all-day competition, slated to begin at 11 a.m. on April 16, 2022, will feature 32 teams comprised of both high school and college students. To create the competition bracket, there will be two brackets of 16 teams competing against each other in a knock-out tournament format. Eight college teams and eight high school teams will be competing in each bracket. Additionally, each team will be made up of three players. To register to compete, a \$15 fee is required from each team member.

Winning teams of the Level Up @VR competition will receive a gaming basket that includes vouchers for @VR gaming time, a table game donated by Black Sun Games, LLC., GameStop gift cards, as well as a \$300 cash prize.

To watch the competition, the @VR location will be open for customers and viewers to walk-in and view the tournament excitement. Online viewers are also able to access a livestream of the tournament day using the Twitch platform.

To learn more information about @VR, as well as how to register to compete during the Level Up @VR Competition, please visit @VR's website at www.atvirtualreality.com or call (240)651-0335.

###

Media List

Consists of media contact information for local high schools, colleges, and newspaper outlets

Outlet Name	Role	Name	Email/Website	Phone	City/State	Column
Frederick High School	Public High School			(200)236-7000	Frederick, MD	
James High School	Public High School			(200)263-7000	Gamaville, MD	
Siddale High School	Public High School			(200)566-9900	Gamaville, MD	
Seigens High School	Public High School			(200)566-9700	Frederick, MD	
Waller High School	Public High School			(200)236-7200	Walleraville, MD	
Brunswick High School	Public High School			(200)236-6000	Brunswick, MD	
Catoctia High School	Public High School			(200)236-6100	Thurmont, MD	
Gen. Thomas Johnson High School	Public High School			(200)236-6200	Frederick, MD	
Pescadore High School	Public High School			(200)236-6400	Frederick, MD	
Middletown High School	Public High School			(200)263-7400	Middletown, MD	
University of Maryland, College Park	College/University			(301)405-1000	College Park, MD	
University of Maryland, Baltimore County	College/University			(410)706-2100	Baltimore, MD	
Traverse University	College/University			(410)406-7000	Chwigs Mills, MD	
Frederick Community College	College/University			(301)886-2400	Frederick, MD	
Towson University	College/University			(410)704-2000	Towson, MD	
Regina State University	College/University			(443)885-3333	Baltimore, MD	
Johns Hopkins University	College/University			(410)516-6000	Baltimore, MD	
Southern College	College/University			(410)337-6000	Baltimore, MD	
Loyola University Maryland	College/University			(410)617-2000	Baltimore, MD	
McDaniel College	College/University			(410)648-7000	Westminster, MD	
Road College	College/University			(301)643-5131	Frederick, MD	
Notre Dame of Maryland University	College/University			(410)532-5200	Baltimore, MD	
University of Baltimore	College/University			(410)837-4200	Baltimore, MD	
Bowie State University	College/University			(301)860-8000	Bowie, MD	
Coppin State University	College/University			(410)851-3000	Baltimore, MD	
Maryland Institute College of Art (MICA)	College/University			(410)668-9200	Baltimore, MD	
Community College of Baltimore County	College/University			(443)840-4700	Baltimore, MD	
Maryland College of Maryland	College/University			(301)784-5000	Cumbarland, ME	
Carroll Community College	College/University			(800)221-8748	Westminster, MD	
Hagerstown Community College	College/University			(200)506-2000	Hagerstown, MD	
Howard Community College	College/University			(443)518-1000	Columbia, MD	
Mount St. Mary's University	College/University			(301)447-6122	Emmitsburg, MD	
Spectrum (Bowie State University)	College/University Newspapers			(301)860-8000		
Intelligence (Georgetown College)	College/University Newspapers		quin@mail.georgetown.edu			
Blue & Gray (Mount College)	College/University Newspapers		bluegray@mtc.edu			
News-Letter (Johns Hopkins University)	College/University Newspapers		business@newsletter.com			
Greyhound (Loyola University Maryland)	College/University Newspapers		info@greyhound.edu			
McDaniel Free Press (McDaniel College)	College/University Newspapers		freepress@mcDaniel.edu			
Spokesman (Morgan State University)	College/University Newspapers		thespokesman@msu.edu	(443)685-4761		
Mountains Echo (Mount St. Mary's University)	College/University Newspapers		TheMountainEchoNewspaper.com			
Wilder (Stevenson University)	College/University Newspapers		zuvilger@stevenson.edu			
Focuslight (Towson University)	College/University Newspapers		news@focuslight.com			
Ring (University of Baltimore)	College/University Newspapers		news@ringnews.com			
Baltimore Weekly (University of Maryland, Baltimore)	College/University Newspapers		contact@baltimoreweekly.com			
Mountain Echo (University of Maryland, College Park)	College/University Newspapers		ade@bknnews.com	(301)276-5770		
Baltimore Sun	Maryland Newspapers	Trif Alatas (Editor-in-chief)	trif.alatas@balt_sun.com	(410)332-6154 (Phone); (410)332-6455 (Fax)		
Baltimore Times	Maryland Newspapers		btimes@btimes.com	(410)366-3000 (Phone); (410)343-1627 (Fax)		
Capital Gazette	Maryland Newspapers			(443)482-3128 (Phone)		
Catoctia Banner	Maryland Newspapers		news@thecatoctiabanner.com	(301)447-2004 (Phone); (301)447-4527 (Fax)		
Carroll County Times	Maryland Newspapers	Jay Judge (Director of Content/Community)	jay.judge@ccnews.com	(410)648-6900 (Phone); (410)648-2622 (Phone)		
Frederick News-Post	Maryland Newspapers	Patrick Kanan (Reporter - Business/News)	patrick.kanan@fredericknews.com	(200)215-8842		
Harold-Mail	Maryland Newspapers	Joseph Delolain (News Director)	jdelolain@harold-mail.com	(410)263-6000		

Image of media list



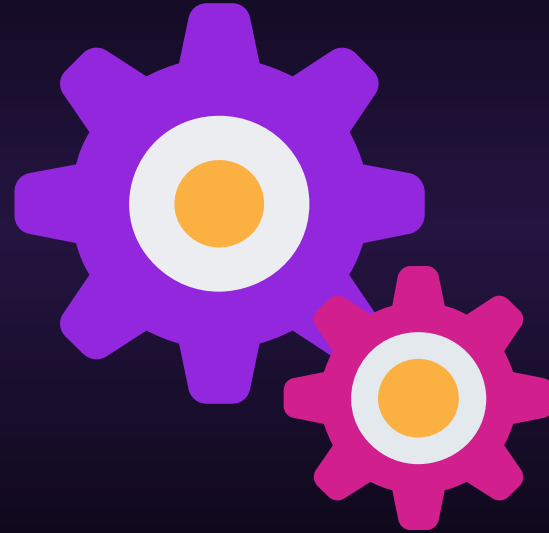
08

IMC

Evaluation & Controls

Evaluation and Controls

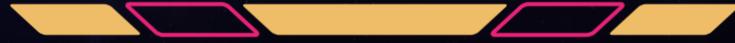
- **Assessment Methods**
 - Social Media Metrics
 - Sales Comparisons
 - ROI Calculations
 - Feedback Survey
- **Adjustment Plans**
 - Increased/Decreased Advertisements
 - Discount Considerations
 - Retargeting Consumers





09

Integrated Marketing
Communication
Management



Communication Budget

Section:	Total price of communication budget:
Brand Ambassadors	Total price: \$327.30
Brand Strategy Group	Total price: \$2,436.26
Level Up @VR Tournament	Total price: \$1,825.41

Total budget amount will be approximately **\$4,588.97 annually** (\$382.41 monthly) if all three strategies are effected using the lowest costs avenues. This is a *yearly* expenditure.

Brand Strategy

	Coupons (YEARLY)					
	Amount off	# of Stations	Time (minutes)	Time Price	Total Price	# of Redemptions
	\$ 5.00	1	30	\$ 29.99	\$ 24.99	250
	\$ 10.00	1	60	\$ 39.99	\$ 29.99	250
	\$ 15.00	1	120	\$ 69.99	\$ 54.99	100
						600
Total Cost:	\$ 5,250.00					
	Loyalty Program					
	Promotion	Cost	# of Redemptions	Total Cost		
	Free 30 Min game play at 1 station	\$ 29.99	25	\$ 749.75		
	Free T-shirt	\$ 29.26	15	\$ 438.90		
	Total:	\$ 59.25		\$ 1,188.65		
	Total Profits-	\$ 24,494.00				
	Total Costs-	\$ 6,438.65				
	Total Yearly Revenue-	\$ 18,055.35				

Level Up Competition

Cost Analysis Traditional			
Item	Unit Price	Quantity	Total Costs
Adhesive Posters (12x18)	\$ 13.49	5	\$ 67.45
Flyers	\$ 1.09	300	\$ 327.00
1020p webcam	\$ 60.00	1	\$ 60.00
Cash Prize	\$ 300.00	1	\$ 300.00
Total			\$ 454.45
Entrance Fee for contestants	\$ 15.00	96	\$ 1,440.00
		Profit	\$ 985.55

Brand Ambassador Program

Ambassador Promotional Materials				
Level	Swag	Swag \$	Promotional Materials	Total Price
Silver	T-Shirt and Wrsitband	29.26		29.26
Gold	T-Shirt and Wrsitband	29.26	free game 60-minute paly a month	\$ 509.14
Platinum	T-Shirt and Wrsitband	29.26	2 free 60-minute plays per month, free drink and free snack	\$ 989.02
Total				1527.42
Stations	Minutes	People	Price	
1	30	4	\$ 29.99	
2	30	8	\$ 59.99	
3	30	12	\$ 89.99	
1	60	4	\$ 39.99	
2	60	8	\$ 79.99	
3	60	12	\$ 119.99	
Party package 1	120	4	\$ 80.99	
1	90	4	\$ 54.99	
Cost Analysis Traditional for 6 months (4 Ambassadors)				
Item	Unit Price	Quantity	Total Fixed Costs	
T-Shirts	\$ 29.26	4	\$ 117.04	
Flyers	\$ 1.09	350	\$ 381.50	
Ambassador Business Cards	\$ 0.04	500	\$ 20.00	
Post Cards	\$ 0.10	600	\$ 60.00	
Total			\$ 578.54	

Brand Ambassador Program, continued

GAIN (Yearly)		
Time	If 600 people came in after using a discount or being a guest	Amount
30 min	300	\$ 8,997.00
60 min	300	\$ 11,997.00
	total	\$ 20,994.00
	Profit before costs	\$ 58,061.64
	Advertising costs	\$ 9,875.23
	Total Revenue	\$ 48,186.41

LOSS (YEARLY)					
Level	Guest Discount	# of Guests	Amount Off per visit 1 Guest	Total Discount per YEAR)	Profit Made WITH DISCOUNT
Gold	25%	1	\$ 7.50	\$ 89.97	\$ 269.91
Platinum	35%	2	\$ 14.00	\$ 335.92	\$ 191.92
	Total		\$ 21.49	\$ 425.89	\$ 461.83
Platinum (party booking)	15%	1	\$ 12.15	\$ 145.78	\$ 107.84
	Personal Discount	# of Guests	Amount off per 1 station for 30 minutes	Amount for 1,200 PEOPLE YEARLY	
Silver, Gold, Platinum	20%	1,200	\$ 6.00	\$ 7,197.60	\$ 28,790.40
				Total Profit:	\$ 50,354.07

ROI Forecast

$$\frac{\text{ROI} = \text{FVI} - \text{IVI}}{\text{IVI}} \times 100\%$$

Return on Investment Calculator				
	Cost of Investment		Final Value	ROI (Return on Investment)
Competition	\$	454.45	\$ 985.55	\$ 1.17
Branding	\$	6,731.25	\$ 18,055.35	\$ 1.68
Ambassadors	\$	9,875.23	\$ 48,186.41	\$ 3.88
	Total Return on Investment			\$ 6.73



VIRTUAL REALITY

THANK YOU FOR LISTENING!

Any questions?

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