



BRING YOUR
IMAGINARY FRIEND
TO LIFE!

Manatee
Advertising &
Marketing
Team

Abby Pope
Nikki Schroeder
Trent Updike
Andrew Deprez
Mackenzie Holetts

TABLE OF CONTENTS

Executive Summary	Pg. 2
Objective/Mission	Pg. 3
Background Information	Pg. 4/5
Target Audience	Pg. 6/7
Integrated Marketing Communications Plan	Pg. 8/9
Creative Brief	Pg. 10/11
Five Executed Tactics:	
1. Interactive Media	Pg. 13
2. Print	Pg. 14/15
3. Radio	Pg. 16/17
4. Sales Promotion	Pg. 18/19/20
5. Strategic Sponsorship	Pg. 21
Justification	Pg. 22
Sources	Pg. 23/24

EXECUTIVE SUMMARY

Build-A-Bear is an American retail company that specializes in customizable, in store creation of stuffed animals. Honing in on a niche market, Build-A-Bear appeals to their primary target audience of children who can create their own stuffed animal and be able to pick from a variety of in store accessories.

In this campaign, we will be defining a point of departure that will enhance the current brand and allow for significant growth opportunities within the execution of strategic tactics. Build-A-Bear has quality products and a fun atmosphere in their stores. By providing a campaign that reflects these qualities, we believe that this brand can be recognized by a diverse, new target audience.

OBJECTIVE & MISSION

We have agreed that our main mission as a team is to completely rebrand the original target market through the same company name Build-A-Bear. Our team has agreed to keep the same name because it is already a recognizable name, but that challenge comes as we are deciding to change the target audience.

Originally Build-A-Bear targeted young female girls between the ages 3 and 12, more importantly the families that have young children. That included moms, dads, aunts, uncles, and grandparents. Through our repositioning we are challenged to shift that to an older demographic which will primarily focus on both men and women between the ages of 21 and 35 that have their own income to spend on themselves. Our secondary goals are to focus on current trends and popular activities that our new target market participates in throughout the year.

BACKGROUND INFORMATION

Build-A-Bear Workshop is an American retailer that allows users to build and accessorize their own stuffed toys. Opening their doors in the 90's, the retailer was very popular as it allowed users to make their own bears, unlike any other toy competitor. Build-A-Bear Workshop turns the regular task of shopping into an interactive experience. Continuing since 1997, the company objectives have persisted:

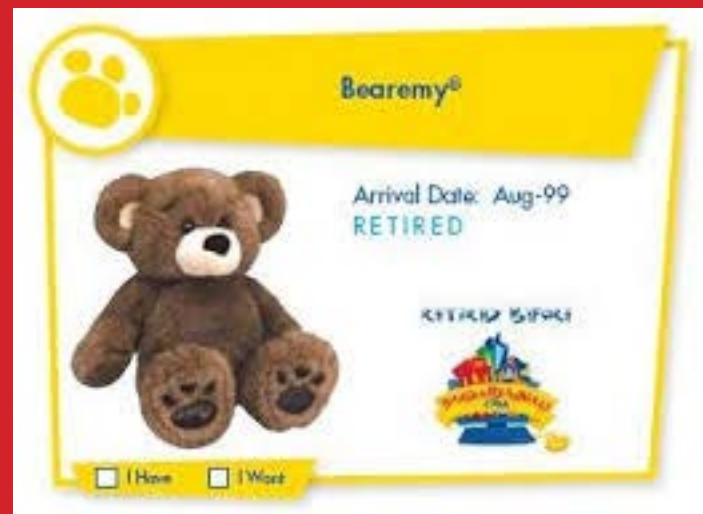
- Add a little more love to life
 - Bring minds' warm thoughts of childhood, friendship, trust, and love
 - Empower kids of all ages to express themselves in a safe, warm space through services, experiences and, of course, furry friends
- Progressing from 1977, Build-A-Bear has grown immensely:
- Over 400 stores worldwide
 - Over 70 million Build-A-Bear stuffed friends worldwide

TARGET AUDIENCE

Currently, Build-A-Bear's target audience includes girls ages ten to eleven, and boys under the age of eight. Additionally, Build-A-Bear targets youthful organizations and groups, as the retailer offers party services through Build-A-Party, furthering the exciting customer experience.

Bearemy- Build-A-Bear Mascot, born August 21, 1998 in St. Louis (pictured below)

Not everything is all fun and creations for Build-A-Bear. New York Stock Exchange's (NYSE) 52nd largest company by market cap has continually displayed downtrend through stock reviews. Build-A-Bear has tumbled 39.6% year-to-date in 2017, placing the stock amongst the bottom five percent of NYSE stocks in 2017.



In this brand revival of Build-A-Bear Workshop, the new target audience are millennials who are just starting their careers. Our target is the "Young Adult Young Professional." We have decided to focus on an older demographic of ages ranging from 21 to 35. We want to approach an older demographic, because our promotions include alcohol taste testing and various other adult oriented paraphenilia.

There are also some bears that we have created that are focused around television shows and movies that are typically supposed to be only suitable for adults. We have four consumer profiles: Mary J., Jose C., Whitney W., and Jack D.

Mary J.: Is a 29 year old part time Barista, and an aspiring Tattoo artist that lives in Evanston, Illinois. She enjoys the occasional blunt, reads the Huffington Post, and drives a vintage VW bug. She considers herself a feminist, and Banksy and Hillary Clinton are two of her idols. She is in a committed relationship going on ten years with her partner Joan.

Mary J. has a strange obsession with poopycat.com, and has her own Etsy shop selling crocheted animal sweaters. Upon hearing of the new rebranding of Build-A-Bear Workshop she has already pre-ordered matching Rick & Morty bears for herself and Joan.

INTEGRATED MARKETING COMMUNICATIONS PLAN

Jose C.: Is a 23 year old full time student pursuing his Masters of Engineering and Mathematics at the University of New Mexico. He is half Pubelo Indian and half Mexican ,and has dual citizenship in Mexico and the United States. He can drink tequila like its water, and has an affinity for cars.

Jose is planning on proposing to his girlfriend Helena over Christmas break, and already has been cleared on a loan from the bank to buy a house for the two of them. He plans on buying one of the new Build-A-Bear bear-boozers to surprise her with the news.

Whitney W.: Is a 35 year old housewife from Raleigh, NC. She has been happily married to her husband, Brad, for almost 12 years. They met during her freshmen year at Duke University. She has twin girls, Lily and Olive, who are 9. Her world revolves around them, soccer practice, PTA meetings, zumba classes, and using her Event Planning degree to help her husband's law firm entertain clients. She could not be happier, but sometimes her world can be a bit much. Because of that she is excited to treat herself to a Bearfoot Wine Bear from the new alcohol collection from Build-A-Bear Workshop.

Jack D.: Is a 32 year old Staff Sergeant Marine stationed at Fort Bliss in El Paso, TX. Having recently become a bachelor he is currently trying to focus on furthering his career. He has already served one tour in Afghanistan, and is about to begin second one in Iraq. He comes from a long family line of Marines and is determined to make his father proud. Before he is to ship out he receives a gift from his mother, one of the new bear-boozers from Build-A-Bear, to keep him company on the long road ahead of him.

Interactive media: Holding an interactive promotional event with let the consumers create an experience with Build a Bear. The main idea for have the consumers creating a smaller version of the bear is that they will love the results of their 3D printed bear that they will use the coupon provided to come into the store and actually create the bear. By creating their bear, the consumer gets a chance to express their own creativity but also build a connection with the brand.

Print: Our print ads are designed to grab and hold the reader's attention throughout the entire ad. By having a visual representation of what certain bears would look like, will let the consumer have a visual of what their bear will look like. By including the incentives targeted towards our target audience, these print ads will draw in new customers.

Sales Promotion: Our main focus for our sales promotion ads are to let the public know that Build-a-Bear is not just for young kids but can be for adults too. We will have specific Build-a-Bear theme bears that adults can create based on their own personality. Our promotions will involve events that adults take part in such as a New Year's party bear that would be the talk of the party or even a great gift!

CREATIVE BRIEF

Radio: Our radio wanted to express that popular events such as a bachelorette party can be held at Build-a-Bear and still be fun and entertaining. Our ad will introduce a new way of how Build-a-Bear will hold events/parties.

Strategic Sponsorship: Our main goal of our sponsorship is to create a relationship with not only the griffins, but select charities. People love helping out and giving things to charity. The idea will bring traffic into our stores for those who do not have bears to toss during the Grand Rapids Griffins annual teddy bear toss. It is a great way to create a bear for a child who is unable to come into the store, but also a great experience for the consumer to help out a great cause and to enjoy a Grand Rapids Griffins hockey game.

The Product – Build-A-Bear: Retailer of stuffed animals that individuals can customize with various accessories

Key Insight – This kind of product should be available to all kinds of people, not just children. Adults just wanna have fun too.

Advertising Problem – To attract a new market and maintain a current state of growth

Advertising Objective – We want the hidden market/niche to be able to find and customize products that they love.

Target Audience/Segment – Older demographic ranging in ages 21 to 35. We want to approach an older demographic because our promotions include alcohol taste testing. We also have stuffed friends that are focused around TV shows and movies that are supposed to be only suitable for adults.

Key Consumer Benefit – Extended availability of new furry friends allows our target audience to bring their creativity to life and have a sense of belonging to a group that shows interests in the same activities.

The One Thing – Promote individuality and embrace self expression

Primary Competitors –Ty Inc: Manufacturer of stuffed toys and accessories, popular especially with Beanie Babies. Strengths: diverse range of products: Beanie babies, ornaments, dolls. Collectability is common with Beanie bears. Weaknesses: Relatively low international exposure. ONE MORE WEAKNESS. **Ganz:** Manufacturer of stuffed animals and decorative accessories, popular especially for their Webkinz stuffed animals. Strengths: Large online presence, collectability is common with Webkinz. Weaknesses: TWO WEAKNESSES.

Current Position- Largely appealing to children to make their own mascot. Commonly for a younger females from the middle class, as Build-A-Bear is a . Ages 5-16

Optimal Position- We would like to be in the top 10%, instead of the bottom 7%.

Support- Maslow's hierarchy: Creativity, Spontaneity, Achieving One's Full Potential, Acceptance, Sense of Belonging.

Brand Promise- We promise that you will always find a friend at Build-A-Bear.

Brand Image/Personality- Hipster, Thrill-seekers, Fun loving people, the proud Weirdos of the world.

Big Idea – Bringing people's favorite characters to life

FIVE EXECUTED TACTICS

1. Interactive Media, by Andrew Deprez

2. Print, by Nikki Schroeder

3. Radio, by Mackenzie Holets

4. Sale Promotion, by Trent Updike

5. Strategic Sponsorship, by Abby Pope

INTERACTIVE MEDIA

Our interactive advertising will be taking place in big cities that have a strong shopping population in malls. Our company would find a high traffic area within in the mall to set up a booth. At our booth we will have a couple computers and a 3D printer. We will also have a banner over our booth that says "Bring your imaginary friend to life" this headline is a friendly and inviting headline to make the audience come to our booth to investigate more.

At our computers the participants will be using a software to create a build a bear. However, unlike the build a bear stores, our software will contain numerous amounts of combinations to make the bear special to the participants. Our options the participants can choose from will be directed towards popular shows, movies, or games the participants might follow. Once the participant has finished designing their bear, the information will get sent to a 3D printer where the participant will get a small toy sized version of the bear they just created.

The objective of giving the participant a small version of their bear is to make the participant come into the actually build a bear store to create an actually version of that bear. The participant will receive a discounted coupon to use at the store, giving them an incentive to go and create a bear. With each 3D printed bear, a participant is entered into a raffle contest. Build a bear will select one lucky participant to come to a build a bear store and create a bear for free.

PRINT

The print advertisements for our campaign feature some of the new stuffed friends available, such as Alcohol Bears, and Rick and Morty Bears. Appearing at the bottom of each ad is the "Bring your imaginary friend to life" tagline with Build-A-Bear's logo. The bottom of each ad serves as directionals, encouraging viewers to visit Build-A-Bear's website for planning a tasting party or building their imaginary friends. The print ads also all include a red heart which is a staple in Build-A-Bears building of bears and their brand image.



RADIO

Wubbalubbadubdub.



Oh jeeze... Oh man, Rick!
You turned us into stuffed animals, Rick! Y'know,
th-that's it! I'm sick of these adventures!
Visit **Build-A-Bear**
to create a ("erph") cartoon friend.
Visit www.buildabear.com/cartoon-bears/

Bring your imaginary friend to life



Your drinking partner.



Your cuddle buddy.

This guy won't leave you in the morning.
Visit **Build-A-Bear**
to create a boozin' bear and sip a beer.
Visit www.buildabear.com/alcohol-bears/

Bring your imaginary friend to life



- SFX:** Excited group chattering
- Maid of Honor:** Alright ladies, we are so excited to celebrate this foxy lady before she gets hitched to the man... of... her... dreams!
- SFX:** Party wooing, "ow ow's", "get it girl"
- Maid of Honor:** Now before we start this Bachelorette party off right, let's take a shot and then we will head to our first stop!
- SFX:** Woos, hear shot glasses clink and set on table
- Maid of Honor:** Okay girl, you need to wear this blindfold.... Because this is a surprise.
- Attendee:** Oooo it's going to be good!
- SFX:** Walking, excited group chattering.
- Maid of Honor:** Okay, we are here! Take off your blindfold!
- Bride:** Ohhh.... Build a Bear.... How...fun?
- Maid of Honor:** Look closer
- Bride:** Is that... wine?
- Maid of Honor:** Yep.
- Bride:** And dreamy workers?
- Maid of Honor:** You bet it is.
- Bride:** And teddy bears?
- Maid of Honor:** Um, Build a bear (laughs)
- Bride:** I can dig this
- Music:** Upbeat music
- SFX:** laughter, glasses clinking,
- Worker:** (sexy voice) Would you care for more wine?
- Bride:** Yes please. Who said Build-A-Bear has to be just for kids?

RADIO CONT.

For our radio ad, we wanted to focus on an unexpected bachelorette party. By choosing this scenario, we are able to take a theme that people have a pretty general idea about what happens at bachelorette parties and show that you can have a great time and it be unexpected. The ad highlights a wine tasting which is the main feature.

The added bonus of having attractive workers plays off of the idea of what happens at some bachelorette parties. The goal of the ad is to show that it is appealing to have fun events at a place that normally wouldn't have been thought of as a place for parties, girl's night out and so on.

SALES PROMOTION

1. New Year's Eve "Drink with a Buddy"

One of the bears that we are introducing to the Build-A-Bear name is our unique design on alcohol bears. Since our new target audience is focused on an older crowd, we have decided to focus on events that an adult crowd would have interest in. Our first event is to have a New Year's Eve party in New York City that overlooks Time Square during the ball drop ceremony. This is also going to be our launch party for these specific bears and will be promoted with the expression "Drink with a Buddy."

Tickets will be given to Radio stations throughout the U.S and it will be their choice on deciding how they are given away. The tickets get them an all exclusive VIP room to enjoy the holiday and be apart of the celebration in a warm exciting environment. When the winners arrive they will have two options. The first will be to buy a specific alcohol bear whether it be the Vodka Bear, the Whiskey Bear, or the Tequila Bear for \$50 and receive free drinks all night or don't buy the bear and pay for individual drinks all night.

The bear of their choice will also come with a limited edition shot glass and they will be given the option to dress their bear in any way they like with the provided materials during the event.

SALES PROMOTION CONT.

2. April 20th "420 Bear"

Some may see the 420 bear as an unprofessional tactic for a brand but there is a huge market for anything marijuana related. About 1 in 8 adults in the United States use marijuana on a daily basis. Millennials between the ages 21 and 35 have generated a large following for music festivals. Colorado would be the best location for the launch of this type of bear because of the recreational legalization of marijuana. This allows opens up the possibility to target people outside of the medical market. In order to relate this launch with our Alcohol Bear launch on New Years we are going to use a similar slogan "Vibe with a Buddy."

We want to stay away from the words smoke or get high because there is much more to a festival including adventure and culture during this ongoing festival. Vibe is a much more powerful work because we want to increase the level of social awareness and meeting new people during this sort of event. Build-A-Bear won't specifically sponsor this large of an event but instead may be co sponsor of partner up with a larger company that can afford this type of thing.

Build-A-Bear will however have the control of the message with a large centralized tent with big bold bright letter that display the word "VIBE." in order to promote sales customers will be given the option to purchase a bear anywhere throughout the festival for a lower price of about \$25.

SALES PROMOTION CONT.

Once the bear is purchased they can visit the vibe tent to dress their bear up and receive a free small amount of marijuana from a local dispensary or an accessory like a small water pipe, grinder, papers, etc. This is the incentive we provide to our followers to buy our product. This is also our level of measurement during this event to see how many bears have been purchased and how far our reach has gone to a set number of people.

3. Rick and Morty (Limited edition bundle pack)

During the premier of Rick and Morty season 3, eleven million viewers tuned in for the surprise premier on April Fools day. This is primarily adults within our target market opening up another large market for our new repositioned Build-A-Bear to market themselves in. Bring your imaginary friend to life!

STRATEGIC SPONSORSHIP

In a one of a kind strategic sponsorship, Build-A-Bear Workshop and the Grand Rapids Griffins have decided to team up to put on a Christmas seasonal promotion called, "Build-A-Bear Toss." People who plan on going to the game can go to their local Build-A-Bear Workshop, purchase a bear, then 15% of the proceeds from the purchase will go to the Worldwide Orphans Foundation.

After this they will then receive a coupon that will give them a discounted Griffin's Game ticket. The people will then bring the bear to the Griffin's game an intermission, they will all toss the bears into the middle of the rink, and they will then be donated to the orphaned children.



JUSTIFICATION

As we have looked over the current positioning that Build-A-Bear has used, we believe that focusing on a different target audience and offering more adult content will help the brand to change overall target audience perception and interaction with the brand. While focusing on a target audience who probably wouldn't interact with the brand unless they have children, it allows incentives for that target audience to get into stores and check out new content that are themed around more mature ideas such as alcohol, marijuana, and late night adult cartoons.

When picking what content to put into tactics, we wanted a wide variety that would appeal to a few different individuals in the target audience. The overall feel of the campaign is fun, carefree and for everyone providing a sense of inclusivity. In addition to having more mature themes explored, we also wanted to focus on the opportunity to give back which is a part of the motivation for the target audience. By allowing opportunities for meaningful activities and providing outlets for groups of adults to be able to connect with one another, we believe Build-A-Bear will be a place for children and adults alike.

SOURCES

Build-A-Bear workshop celebrates bearemy's birthday by supporting st. jude children's research hospital. (2011, Aug 15). Business Wire. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/883335969?accountid=39473

Build-A-Bear workshop, inc.: retail - company profile, SWOT & financial report. (2014). Basingstoke: Progressive Digital Media. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/1553108393?accountid=39473

Kumar, K. (2014, Jan 20). Build-A-bear appoints new 'brand bear.' Tribune Business News. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/1490557595?accountid=39473

Lane, W. C., & McCullough, M. (2003). BUILD-A-BEAR WORKSHOP. 10 (1) 61-66. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/192412034?accountid=39473

Lin-Fisher, B. (2003, Oct 10). Build-a-bear workshop at an ohio mall part of hands-on store trend. Knight Ridder Tribune Business News. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/462965773?accountid=39473

SOURCES CONT.

National teddy bear day survey finds more than half of adult americans still have their teddy bear from childhood. (2017, Sep 05). PR Newswire. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/1935241906?accountid=39473

Shop PAWsome Collections. (n.d.). Retrieved November 28, 2017, from www.buildabear.com
Stock review: Build-A-Bear workshop soars 128% in 5 years.

(2017). Melbourne: News Bites Pty Ltd. Retrieved from search.proquest.com.ezproxy.gvsu.edu/docview/1900470604?accountid=39473