



GET [] OUT THERE.

PLANS BOOK

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EXECUTIVE SUMMARY

College is the time to try new things — a time for excitement and adventure. The college environment offers many firsts, especially for those arriving from out of town who are unfamiliar with all that their new environment has to offer. The pressure is on to **get out there** and experience life to the fullest during this time of exploration.

As students are arriving or still attempting to navigate their way through college, they are trying to find their people and activities that increase their quality of life. Sure, college is a time to party, socialize and take stressful classes. But, at the end of the day, everyone needs a little adventure to help them unwind. We aim to provide this sense of adventure through TallyVentures.

Our target audience as a whole was unaware of the abundant park and nature options in Tallahassee. However, their lack of awareness did not limit their appreciation for nature or their desire to explore. The target market is mostly occupied with school, work, or other extracurriculars that prevent them from venturing to the parks, but that is where TallyVentures comes in.

In order to develop a brand identity and increase engagement, TallyVentures will start to expand its presence on social media and in the Tallahassee community. From there, the target will be persuaded to visit more Tallahassee parks and engage with TallyVentures through social media and other events.

The **Get Out There** campaign will encourage 18-24-year-olds to explore their environment in any way they see fit. The flexible elements of the campaign and slogan reflect the various purposes and uses of parks while also motivating people to visit them. The social-media-heavy campaign will reach a great majority of our audience while creating awareness of the parks in the process.

Ultimately, we want our target to know that whether they're new to town or have been here for a while, TallyVentures will always be here with their next adventure.

WHAT WE KNOW

After meeting with the brand, one thing was clear- ExpeditionTLH lacks a brand identity. Both Caleb Crowe and Emily Powell came across as extremely knowledgeable and passionate about parks, but struggle to translate this into their brand. Crowe's position working for the city and Powell's experience as a climate scientist with Florida State University make them a strong duo, with a lot of potential to unlock through this brand.

While their business idea is viable, it is not entirely unique. Competitors exist at the local and national level, making it that much more important for the brand to establish a strong identity in order to propel them to the forefront of the target's mind when thinking of Tallahassee's parks. From our initial meeting, it was clear that the team was open to a rebrand, as they acknowledged their aesthetic lacked direction.

ExpeditionTLH is a local non-profit that strives to provide an online space and resources for people of all ages to learn about nature in and around Tallahassee. Their goal of 'Outdoor Education' is certainly achievable with the right foundation in place. It is our hope that developing a new brand identity will nurture an association to help people get outside.



SWOT ANALYSIS

WEAKNESSES

- No social media presence
- Website isn't functional
- Lack of direction
- No brand identity
- Seems very tentative
- No clear product
- No budget
- No niche
- Very broad target audience

OPPORTUNITIES

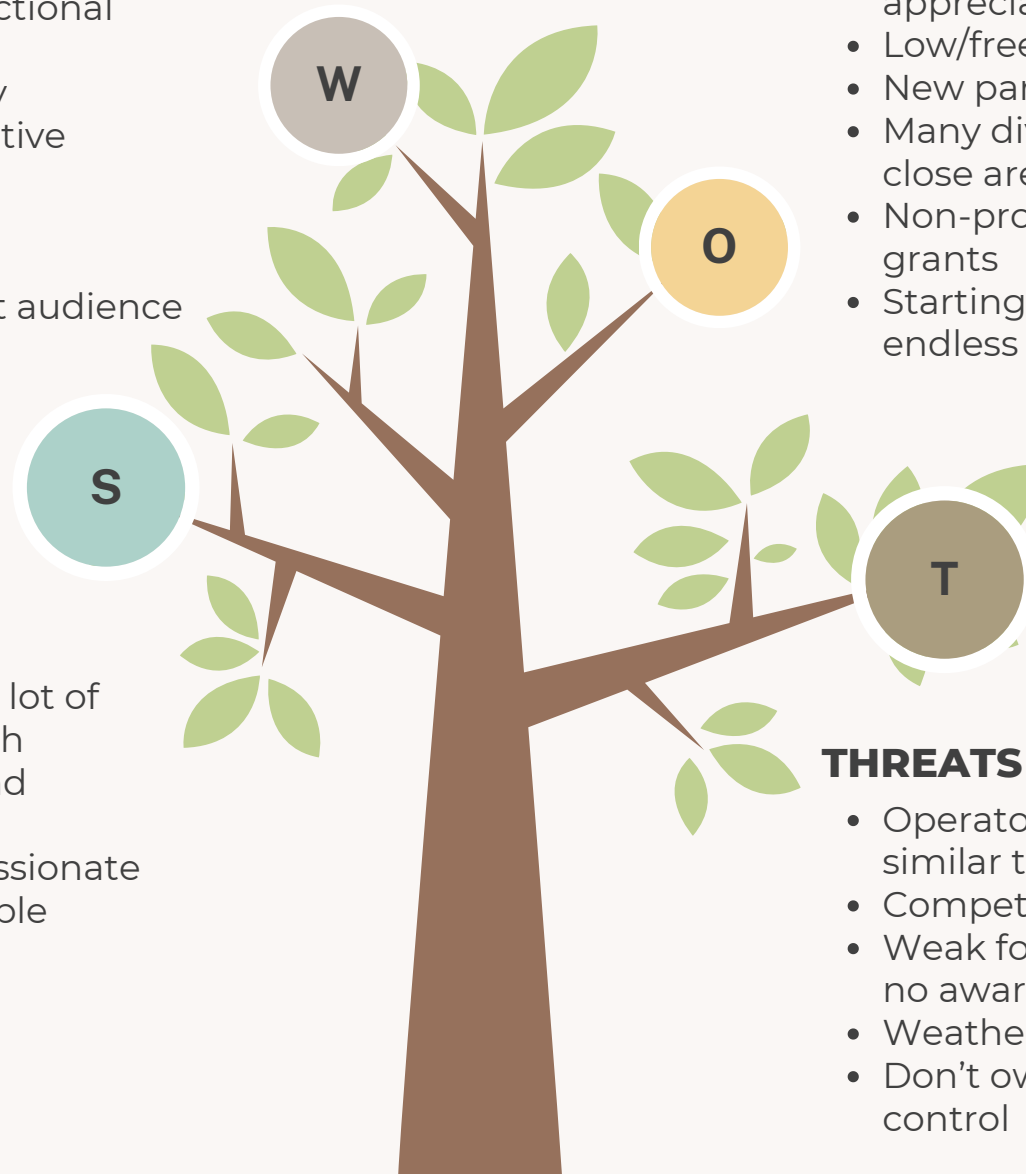
- Covid has created a new appreciation for nature
- Low/free price
- New parks are emerging
- Many diverse groups in a close are to target
- Non-profit- potential for grants
- Starting from scratch- endless opportunity

STRENGTHS

- Tallahassee has a lot of parks to work with
- Great weather and variety of nature
- Operators are passionate and knowledgeable

THREATS

- Operators think Tallahassee is similar to Austin
- Competitors with concept
- Weak foundation- new brand, no awareness,
- Weather affects business
- Don't own product/parks—lack control



PRIMARY RESEARCH

- Interviewed 16 FSU students on FSU campus and Lafayette Heritage Trail
- 15/16 didn't mention nature when asked what they think of when they think of Tallahassee
- 14/16 consider themselves outdoorsy people
- When asked what parks they have been to, 14/16 mentioned Cascades
- People also mentioned the Rez

CURRENT PERCEPTIONS

Through conducting the interviews, we discovered...

Everyone needs an outlet for relaxation and adventure, especially during college. Students ages 18-24 stated their time is occupied by school, work, social life, and extracurriculars. The busy schedules of our demographic ultimately prevent them from attending Tallahassee parks. Another inhibitor is that sometimes people find it difficult to locate others to go with them. People also made excuses or made it clear that it wasn't a top priority.

"Part of it is my commitment to classes, school, other clubs, extracurriculars and also just inconvenience to travel. Trying not to waste the tank."

"What is there to explore in Tallahassee?"

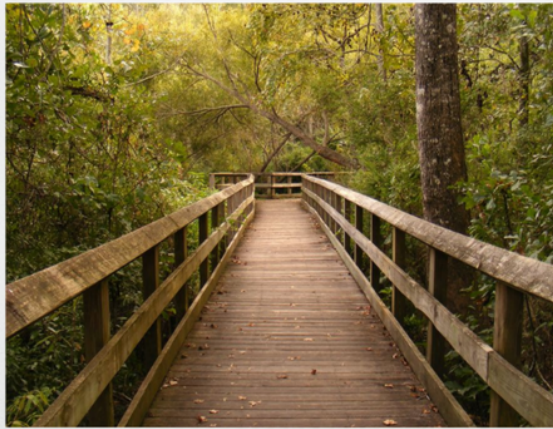
"I don't know why I don't go more often. I haven't had time. I don't know. I guess I'm just lazy."

"I guess I think of the party culture and kind of how dangerous it could be because of that party culture. I definitely don't think about parks."

"I know [the parks] exist, but I don't know anything about them."

Students' perceptions of Tallahassee have most likely impacted attendance at the parks because they mostly associate Tallahassee with nightlife and partying. There is also a general lack of knowledge about the local parks.

FIELD OBSERVATIONS



TOM BROWN

An open, green park with a playground and dog park.



CASCADES

A modern, man-made park with multiple attractions.



LAFAYETTE HERITAGE TRAIL

A nature trail, secluded from the busy city.

Each park in Tallahassee is very different and offers a unique set of possible activities, therefore attracting a different audience.

FIELD OBSERVATIONS

Because our demographic has multiple interests and uses for the parks, there is something for everyone visiting them. While observing people engaged in different activities at Cascades, Tom Bown and Lafayette Heritage Trail, we gained new insight into the endless possibilities parks have to offer for visitors.

Location

- South Monroe
- Close to capital, downtown, & College Town
- Hotel and offices
- Amphitheater
- Vendors

People

- Both alone and in groups
- Small children, young adults, families, and elderly individuals
- All ages and demographic backgrounds

Activities

- Light exercise/ walking (40)
- Dog walking (7)
- Picnics (12)
- Photoshoots (3)
- Painting (1)
- Playground (4)
- Eating (Edison & Power Plant)

CASCADES

Location

- ~15 minutes from FSU
- More residential area

People

- Adults and families
- Almost all in groups

Activities

- Playground (10)
- Dog park (12)
- Walking (3)
- Lounging on blankets in open field (7)
- Sports Facilities (15)

TOM BROWN

Location

- ~ 20 mins from FSU

People

- Both in groups and individuals
- Adults and older adults
- Not many families

Activities

- Exercise on the trail (50)
- Biking (3)

LAFAYETTE HERITAGE TRAIL

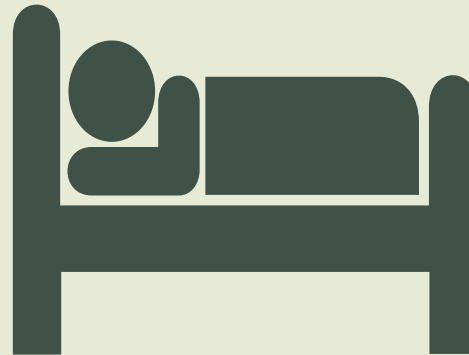
KEY INSIGHTS AND TRENDS

LACK OF AWARENESS



- Most interviewees knew of a few local parks but not much else
- They also associate Tallahassee with nightlife and FSU, which creates almost a disbelief that there are many local parks

LACK OF MOTIVATION



- Students emphasized how their busy schedules prevent them from attending the parks
- Due to classes, work, clubs, and other extracurriculars, students find it hard to get to the parks

AN ABUNDANCE OF DESIRE



- Our demographic does really want to go to the parks more, especially to appreciate nature
- Field observations also exemplified our demographic already getting out there and partaking in a wide variety of activities, but we want that attendance and awareness to increase

THE DESIRE IS THERE

Despite the demographic's lack of awareness and motivation to visit Tallahassee parks, the desire to go to the parks more often and appreciate nature is strong amongst college students. Since there is an ambition and acknowledgment of nature, this creates an opportunity for Tally Ventures to be the ones to **Get People Out There.**

"I go to parks to get fresh air or go on a walk when I'm stressed out. It helps me relieve stress and appreciate nature"

"I go to parks sporadically. Maybe once or twice a month to get some sun and enjoy the environment"

CAMPAIGN OBJECTIVES

GET THEM INTERESTED

To raise **awareness** of our client's services and drive website visits by 40%.

GET THEM INVOLVED

Create an **association** between the brand and parks, making the new and improved "Tally Ventures" the go-to for all things nature in the city of Tallahassee. **Increase** social media presence by reaching 1,000 followers on Instagram.

GET THEM OUT THERE

Build a **community** of adventure seekers in Tallahassee, who can interact with one another based on their love for parks and nature. **Create** monthly newsletter and **reach** 10 new subscribers each month.

TARGET

The target that was chosen consists of the most social media users, and they make up a significant amount of the Tallahassee population. This is the optimal target to increase brand awareness and build a community.

DEMOGRAPHICS

- 18-24
- Undergraduate and graduate students
- All genders

PSYCHOGRAPHICS

- Want to disconnect from the online lifestyle
- Those who already love to go outside or those who want to experience something new, but don't know where to start
- Those who are looking for a peaceful experience or an experience with friends

GEOGRAPHIC



CONSUMER PERSONAS



CAMERON THOMPSON

FSU SOPHOMORE, 19

Cameron is a Sophomore at Florida State University, and since this is his second year in Tallahassee, he thinks of Tallahassee as an opportunity to party and meet people. His knowledge of the parks is minimal, and he has been to Cascades park once to eat at The Edison when his family was in town. He is from West Palm and is used to the beach and South Florida lifestyle. Since he enjoys the beach, he is open to learning more about parks around Tallahassee.

Cameron has an older brother at FSU who knows more about Tallahassee parks since he has been here longer and is more into the outdoors. Cam hasn't visited the parks since he is dedicated to school and his political club debate. Due to his busy schedule, Cameron could benefit from the relaxation from visiting the parks.

INTERESTS

- Politics
- Partying
- Spike Ball

HOBBIES

- Surfing
- Weight Lifting
- Political Debate Club

MAJOR

- Political Science



VALERIE MONTELESCIANI

FSU GRAD STUDENT, 23

Valerie is new to Tallahassee since she just finished her undergraduate degree at The University of South Carolina. When Valerie lived in South Carolina, she explored other parks near her campus with friends, and they particularly enjoyed walking around the reservoir loop. She doesn't camp but considers herself a somewhat outdoorsy person and appreciates nature. When she does hike, she uses it as an opportunity to unwind or go for a run. Now that she has moved to Tallahassee, she is completing her graduate degree, and she is also a TA for an English and editing class. Valerie is eager to meet other people and learn more about parks. However, she hasn't heard much about the parks and doesn't know where to start.

INTERESTS

- Coffee
- Running
- Yoga
- Podcasts

HOBBIES

- Photography
- Creative Writing Workshops
- Book Club

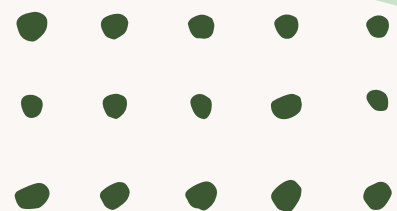
MAJOR

- English
- Education



MOST COMPELLING MESSAGE

TallyVentures is the go-to source of information and activities for local parks. We strengthen connections with the self and with others through the promotion of adventures. Every person spends their time outdoors differently and for their own unique benefits. Whatever their reason may be, TallyVentures encourages them to make the most of their surroundings and just **Get Out There!**



WHO'S READY FOR AN ADVENTURE?

We know the feeling of wanting to get outside on a nice day when there's not a cloud in the sky and a light breeze, but there's that term paper waiting to be typed or that club meeting at 5:30 you need to attend. We get it; we've been there. Life happens. But, do you ever think about the reward after a tough week? Everyone's different. We get that too, which makes visiting a park to enjoy nature the perfect beginning, middle, or end to a stressful week.

So when you have that free moment, Tally Ventures will always be there to cater to your next adventure. Whether it be a relaxing hour of yoga, a reflective walk, a powerful run, or a day with friends, TallyVentures can offer you a community and local park options for whatever you need. Tallahassee parks can provide new experiences and a better quality of life just because you decided to **Get Out There**.

So, since you're ready to **Get Out There**, **Where Will You Go?**

TONE

INSPIRING

MOTIVATIONAL

ADVENTUROUS

The goal of this campaign is to enable the client to provide those residing in or visiting Tallahassee with resources and activities to better connect and engage with the parks. This will be accomplished through establishing a distinct brand identity, based in a powerful, yet relatable voice. The tone of Tally Ventures will be inspiring, motivational, and adventurous as we hope to ignite a desire in the target market to immerse themselves in the healing nature of the outdoors.

MAIN LOGOS



ALTERNATE LOGOS



tally VENTURES
tally VENTURES

TYPEFACES

Quatro (UltraBlack)

GET [] OUT THERE.

Cocktail Shaker | Brandon Grotesque (Black)

tally **VENTURES**

Montserrat

Montserrat Thin

Montserrat Classic

Montserrat Extra-Bold

COLOR PALETTE



**OX EYE
SUNFLOWER**

HEX: #F4D495
RGB: 244/212/149
CMYK: 4/16/47/0



**TALLY
TEAL**

HEX: #97B7AF
RGB: 151/183/175
CMYK: 42/16/31/0



**LIVE
OAK**

HEX: #96715C
RGB: 150/113/92
CMYK: 37/53/63/14



**NEEDLE
PALM**

HEX: #405148
RGB: 64/81/72
CMYK: 71/51/64/38



**SPANISH
MOSS**

HEX: #BFD091
RGB: 191/208/145
CMYK: 27/7/53/0

Quatro UltraBlack

Quatro UltraBlack Italic

Quatro is a simple, clean typeface, with an UltraBlack font that makes an impact. It serves as the main display font for TallyVentures and is perfect for headlines, headers, and campaign slogans. Italic font may also be used in situations deemed necessary at the user's discretion.

Montserrat

Montserrat is an incredibly versatile and widely available typeface and should be utilized for all brand copy. Montserrat Extra-Bold should be utilized for headers. Montserrat Regular should be utilized for all body copy, and Montserrat Classic may also be used for subheadings. Italics may be utilized for all font variations. Montserrat Thin should be used sparingly.

AaBbCcDdEeFf
GgHhIiJjKkLl
MmNnOoPpQq
RrSsTtUuVv
WwXxYyZz

AaBbCcDdEeFf
GgHhIiJjKkLl
MmNnOoPpQq
RrSsTtUuVv
WwXxYyZz

MERCHANDISE



This t-shirt design was inspired by an apparel brand that is popular within our target audience. By creating a shirt that people actually *want* to wear, we build strong branding by visibility and word of mouth.

inspired by the Spanish moss in the trees at Lafayette Heritage Trail

subtle design that resonates with our demographic, printed on a vintage-inspired tee

reinforces brand image and slogan



form meets
function &
practicality



MERCHANDISE

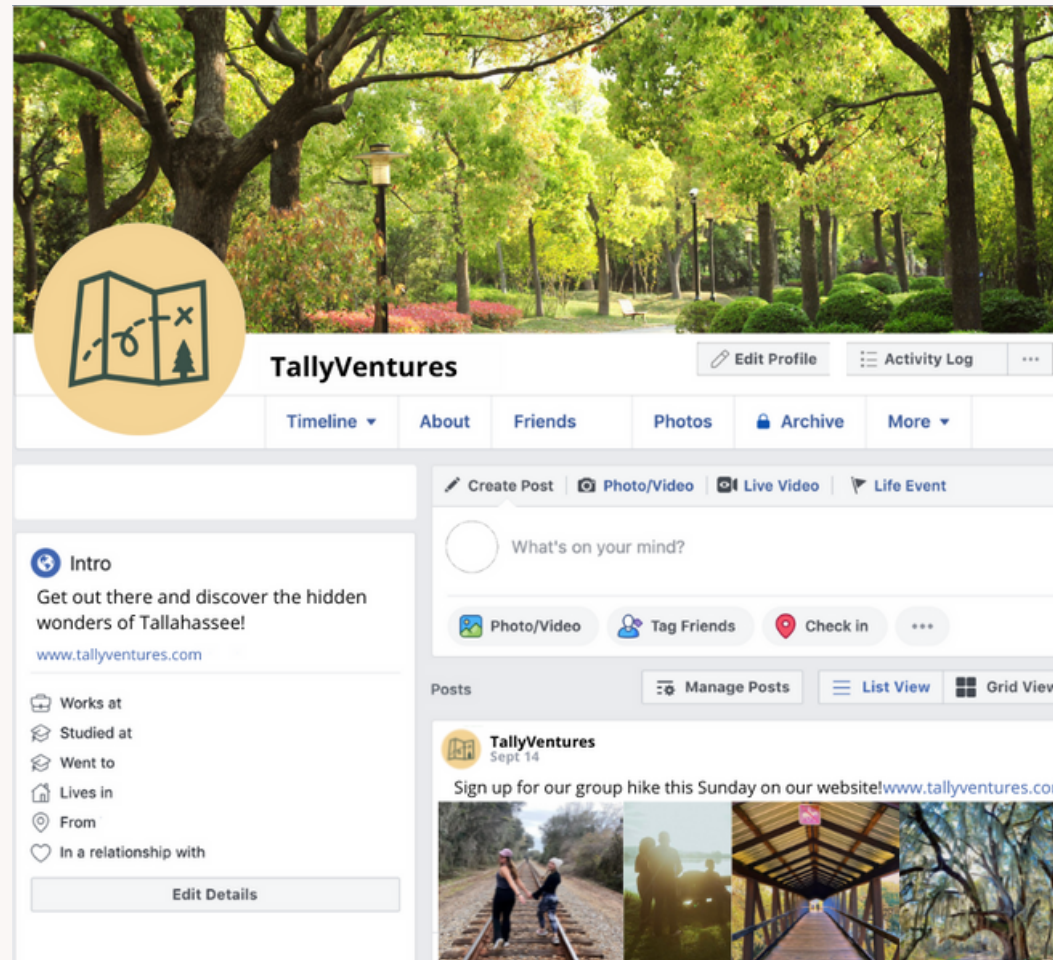
GET [INSPIRED] OUT THERE.
GET [CONNECTED] OUT THERE.
GET [ACTIVE] OUT THERE.
GET [FOCUSED] OUT THERE.
GET [BACK] OUT THERE.

whatever your reason may be,

GET OUT THERE.

FACEBOOK

The Facebook page will propel the community's objective forward. Facebook already fosters more of a person-to-person engagement than other social media platforms. The Facebook page will allow a community to form around the common interest of visiting and supporting Tallahassee parks. This will also be a hub for people to post events and experiences at the parks.



WEBSITE

The Website will harbor all information regarding Tallahassee parks and how people can support them. The Website will also tie in the brand elements of TallyVentures and its mission. Once people visit the site, they will have the option to subscribe to (a weekly, bi-weekly, monthly?) newsletter. The newsletter will be sent by email to subscribers to keep them informed on events, volunteer opportunities, and local parks in Tallahassee. The newsletter fosters a community of people interested in learning more about the parks and visiting them.



GET |] OUT THERE.



TallyVentures is the go-to source of information and activities for local parks. We strengthen connections with the self and with others through the promotion of adventures. Every person spends their time outdoors differently and for their own unique benefits.

Whatever your reason may be, we encourage you to make the most of your surroundings, and Get Out There!

EVENTS AND PR

In an effort to get TallyVentures' name out there, we plan on having an event at Cascade's Park right after Labor Day called Wellness Wednesday. We have chosen this location because it is next to FSU and FAMU campus as well as the capital building, so it attracts both students and locals. It also provides a mix of nature and plenty of functional space for a farmer's market. There will be local vendors, such as yoga studios, invoking the inspiring, motivational, adventurous lifestyle the brand promotes.

The main goal is to host an event sponsored by TallyVentures, with the goal of getting our name out there and promoting the brand. The rebrand aims to build a brand association, so having this event will aid in doing so.

As for PR, we will have the local radio station at the event, playing music as well as raffling off Tally Ventures merchandise. They will also promote the event in the weeks leading up to it. Print advertising can be done via flyers around the park, as well as digital ads via social media. Visit Tallahassee also has a list of events at Cascades Park on their website, so they can post about it as well.

MEDIA STRATEGY

Campaign Length

The campaign will run with a 4 month period, with a majority of the budget being allocated towards our events and paid mediums. We will heavily prioritize pushing our social media handles in an effort to get our audience familiar with the TallyVentures brand and their objective

Campaign Budget

The campaign's budget will be \$15,000 spread throughout our events, digital/social, print, and paid channels. There will be a contingency of \$1,000 in the event that problems occur throughout the campaign. Given the relatively small budget that is given, it is important to get the best possible return from all spends.

PAID/PRINT BREAKDOWN

ITEM	QUANTITY	COST	PRICE PER ITEM	SALE PRICE
SHIRTS	400	\$7,324.00	\$18.31	\$21.99
WATER BOTTLES	60	\$659.40	\$10.99	\$14.99
TOTES BAG	100	\$313.57	\$3.14	-
FLYERS (5.5X8.5)	250	\$69.99	\$0.28	-
FLYERS (8.5X11)	250	\$119.99	\$0.48	-
STICKERS	300	\$124.42	\$0.41	-
TOTAL	1360	\$8611.37		

EVENT BUDGET

A budget of \$2,000 will be allocated for an event after Labor Day called Wellness Wednesday. In an effort to gain brand recognition, TallyVentures will sponsor local vendor booths at Cascade's Park. These vendors will include everything from healthy food vendors to yoga studios. Our vendors will invoke the inspiring, motivational, adventurous lifestyle the brand promotes.

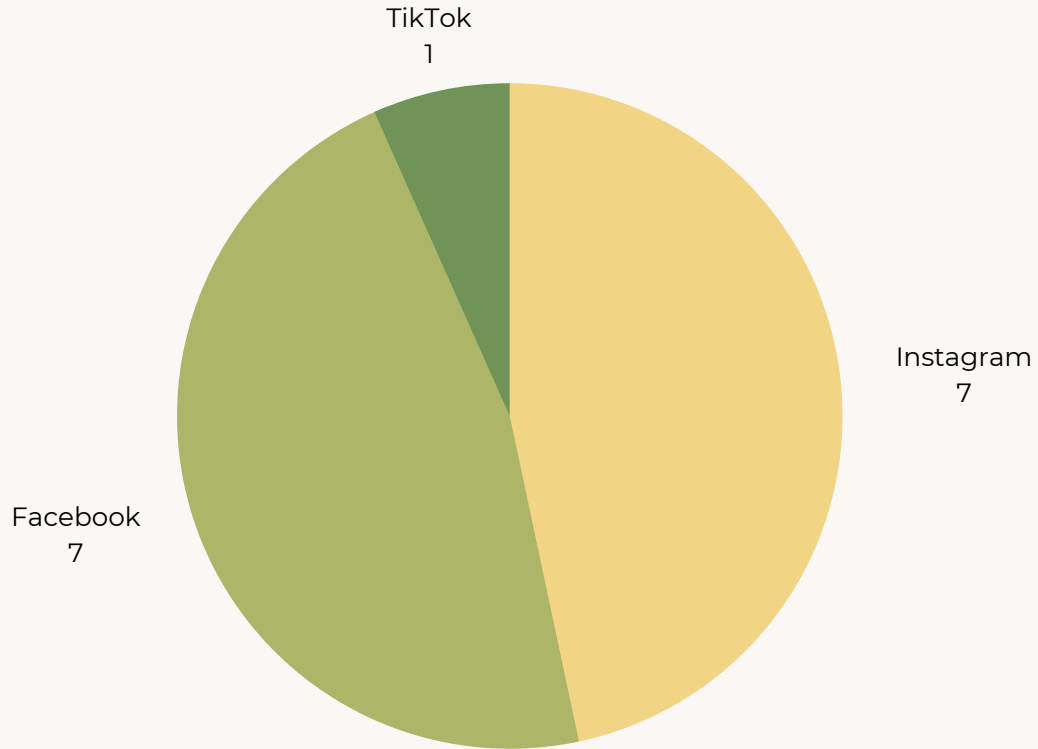
Merchandise will be raffled off and tote bags will be given for those who sign up for our monthly newsletter. The event will be promoted in the weeks leading up to it via flyers around the park and campus, as well as social media ads.

MEDIA MIX

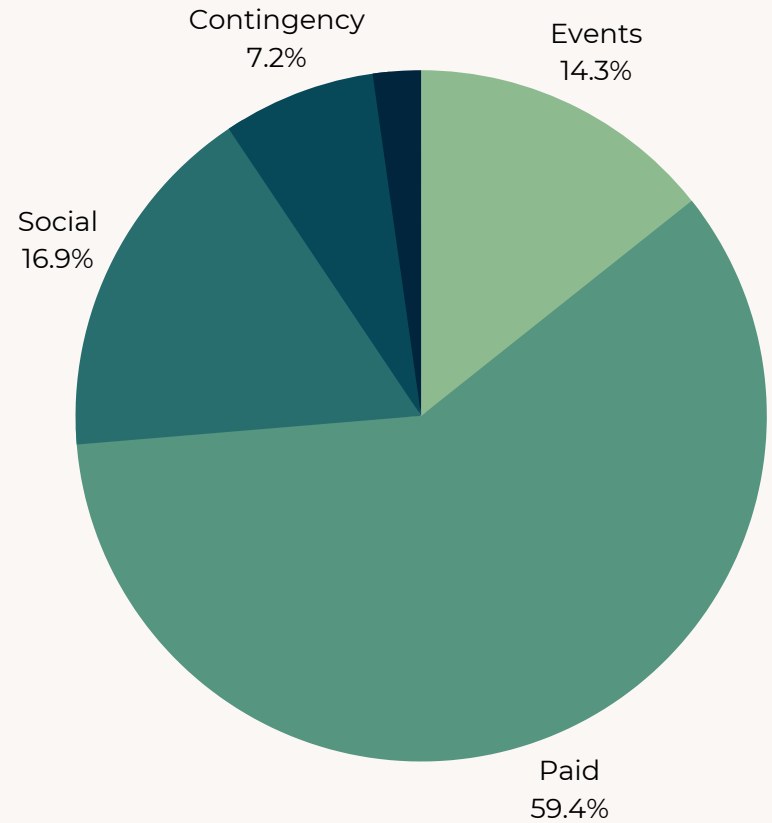
Method	Type/Partner	Bidding Method	Price
Instagram	Promoted Stories	CPM	\$4.00
Instagram	Carousel Ads	CPM	\$6.75
Total			

August	September	October	November	COST	TARGETED IMPRESSION
\$190.00	\$200.00	\$200.00	\$290.00	\$880.00	220,000.00
\$485.00	\$300.00	\$350.00	\$350.00	\$1,485.00	220,000.00
\$675.00	\$500.00	\$550.00	\$640.00	\$2,365.00	440,000.00

Frequency of Posts



Media Split



GYM ADS (PRINT)

These ads will be placed on poles inside the gym (Leach) on Florida State's campus. The QR code will lead them directly to TallyVenture's website where they will find more information. This ad is meant to spark curiosity and gain more website visits.



INSTAGRAM ADS

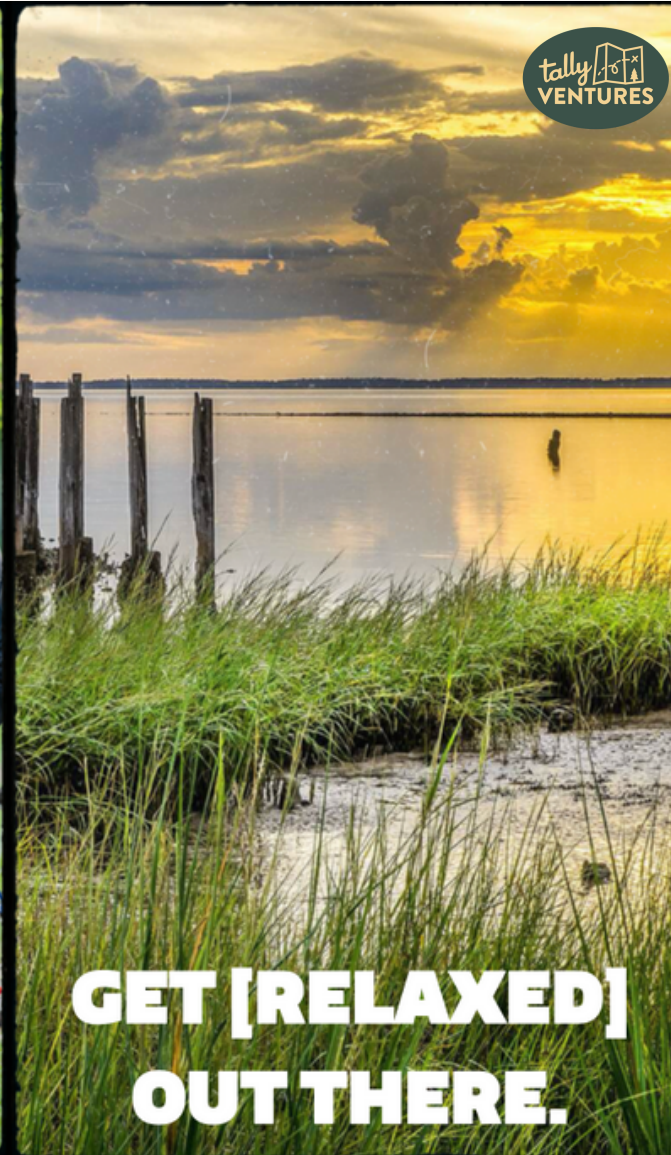
**GET [ACTIVE]
OUT THERE.**



**GET [TOGETHER]
OUT THERE.**



**GET [RELAXED]
OUT THERE.**



OUR CAMPAIGN WILL:

GET PEOPLE EXCITED

Through the use of social media platforms like Instagram and Facebook, TallyVentures will be able to reach the target audience on a larger scale and pique their interest in the parks. Social media will raise awareness of the parks and the TallyVenture mission.

GET PEOPLE MOTIVATED

Once people are more aware of the parks and TallyVentures, the brand needs to encourage people to **Get Out There**. Through the initial promotion of the farmers market launch and posting up of posters and stickers around the three campuses and local businesses, people will continue to notice TallyVenture's presence and various possibilities offered through the brand.

GET PEOPLE OUT THERE

Finally, through building brand awareness on social media and other promotions locally, people will have the information and motivation they need to **Get Out There**. The now established brand identity will allow the target audience to associate TallyVentures with having the characteristics of reliable information, community, flexibility, and encouragement. These qualities will increase engagement with the brand and get people to the parks.

NEXT STEPS

ESTABLISH THE ONLINE PRESENCE

Now that we have a substantial brand presence, we can establish a more successful online presence. We recommend creating the social media platforms and a website to continue to build the brand further.

INCREASE BRAND AWARENESS

Next, it will be essential to increase brand awareness. With the rebrand, merch should be created to improve the brand's identity.

BUILD THE COMMUNITY

Brand should be engaging through various platforms with the brand's new tone in mind. This will build a community of people in the Tallahassee area and encourage more to...

GET OUT THERE.

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3 Field Observations

16 Interviews