

JCPenny- Shoe 2014 Promotional Program

Goals & Objectives: To increase sales of shoes 10% over LY, to increase average customer sale by 15% from LY, and to increase overall number of shoe customers by 20% over LY

Theme: To promote JCPenny as a trendy, affordable and comfortable shoe store that gets you in and out of the store satisfied within minutes.

Specific Activities: Fashion Show- One fashion show a month scheduled on Saturday Nights at JCPenny showcasing the newest shoe designs, Also offering refreshments, special offers on JCPenny shoes and accessories, and free coupons for consumers who attend the show. DJ and Photographer/photobooth will be available for pictures with friends and family.

Activity Timing: see attached Promotional Calendar.

Media Mix:

1. Direct Mail- Reward Coupons will be sent out to previous customers and new customers who join our mailing list for Fashion Shows and shoe discounts. This media was selected because the already existing customers benefit from the promotion program and it will make new customers want to apply for a JCPenny credit card.
2. Website- Customers can view the latest shoe trends, promotions, sales and events. They can join our mailing list and also shop online for additional discounts. This media was selected because it is another way for people to shop at JCPenny. If someone does not want to come into the store and shop they can just go online and shop from their homes.
3. Television- Advertises the new shoe lines in commercials. Allows consumers to view our new shoe trends and grab their interest in-between TV shows. This media was selected because it can reach a larger audience and it brings us popularity.

Assignments of Responsibility:

Displays and Windows- Visual Merchandiser

Mailers- Manager

Television Advertising- Store Owner

Website Advertising- Store Owner/Manager

Budget: see attached Budget Sheet.

Evaluation Methods: Success will be measured by response and number of customers at fashion shows, calculation of monthly sales, average sale and total number of customers as per goals & objectives.

JCPenny Promotional Program Budget Sheet

Media	April	May	June	Total
Direct Mail	\$150,000	\$150,000	\$150,000	\$450,000.00
Outdoor	\$2,500	\$0.00	\$2,500	\$5,000.00
Website	\$500	\$500	\$500	\$1500.00
Television	\$100,000	\$0.00	\$100,000	\$200,000.00
Social Media	\$2,000	\$2,000	\$2,000	\$6,000.00
Monthly Total Expense	\$255,000.00	\$152,500.00	\$255,000.00	\$662,500.00