

PPAI Pyramid

Client Program Sample Write-up

Client company name: Merry Antics Entertainment

Type of Business: Party planners for children's birthday celebrations.

Merry Antics Entertainment approached our company to assist in the community promotion of their grand opening. Our goal was to generate community attendance at the two-day grand opening of a new party planning facility that offers services to design and produce affordable birthday parties for children of all ages. We wanted to create excitement among attendees and provide a lasting reminder of Merry Antics Entertainment services that will generate future business.

Our target audience was comprised of approximately 10,000 area families with children ranging from three years to 18 years of age. This audience was pulled from families from the community's schools and day care facilities were compiled four months prior to the grand opening of Merry Antics Entertainment.

Eight weeks prior to the two-day grand opening celebration, an initial teaser mailing containing multi-colored streamers with the Merry Antics Entertainment logo was mailed to the "parents" in each household alerting them to the upcoming event. Six weeks out from the big day, a follow-up mailing containing multi-colored balloons with the Merry Antic logo was sent to the "children of the house" to peak their curiosity and excitement. Subsequent mailings, each featuring a party favor and message, were sent at two week intervals, with the last arriving five days prior to the grand opening. Attendees visiting Merry Antics Entertainment's Open House were welcomed by clowns and various other costumed characters who distributed balloon animals, party hats, party favors, and t-shirts to the parents and children. The event culminated with two door-prize drawings, each for a free birthday party.

In conjunction with the mailing campaign, two ads were placed in the local newspaper the second and last week prior to the grand opening.

Our total budget for the grand opening promotion was \$30,000 and we spent approximately \$26,000 on the entire program coming in under budget by \$4,000. In all approximately \$18,000 was spent on promotional products for the event and pre-promotion mailings.

On the day of the grand opening, more than 2,000 families signed the guest book when they attended the open house, and while attending the event, 150 families booked future birthday parties. During the month following the open house, an additional 98 visitors remarked they had missed the event, but had heard about the party planning services from friends and neighbors who attended the event.