Gooseneck Implement
Grand Opening
Agricultural Communications CDE, 2013
A communications proposal presented by:
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“New Shop, New Location, Same Great Service.”
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EXECUTIVE SUMMARY

“New Shop, New Location, Same Great Service” Kenmare Gooseneck Implement has been providing John Deere equipment for many generations, and it is time for a new facility to provide quality service for many generations to come. With a new facility in the area for farmers and ranchers to use, a day to commemorate the event and showcase the store is needed to attract both loyal and new customers to the new Gooseneck Implement. Therefore, a Grand Opening Event of the new Gooseneck Implement on December 5th, 2013.

Four major objectives have been established that are the basis to the media plan. One of our first objectives is to mail 3,000 invitations. Another objective is to create a Facebook page, Twitter account, and update the website to promote the Grand Opening. Our next objective is to place ads in local, state, and Midwestern publications. The previous objectives will help us reach our main objective which is to obtain a minimum of 1,800 guests.

As agriculture is the No. 1 industry in the area, our media plan targets both modern, young farmers and ranchers along with traditional, experienced farmers and ranchers. John Deere enthusiasts from across United States and Canada will also be called to the event. The media plan will utilize all types of media including newspapers, direct mailings, radio ads, TV commercials, and social media sites.

The budget for the media plan includes expenses, such as newspaper ads, radio broadcasts, Fliers, promotional merchandise and TV ads that will help to attract attendees to the event, by using media that farmers and ranchers are exposed to. The media plan starts taking shape in October and will utilize different media outlets to provide the most coverage of the Grand Opening.
INTRODUCTION

The Gooseneck John Deere Implement has been thriving in the Kenmare area for the better part of 33 years. North Dakota’s population has grown rapidly in recent years mainly due to the oil industry in the western part of the state. As the demand for agricultural commodities is rising, so is the need for Gooseneck Implement to expand their company to meet the demand. Thus, they have taken the initiative to further help area farmers and ranchers by constructing a larger facility. The new Gooseneck Implement will have the largest parts and mechanic departments, showroom, and selection of John Deere equipment in western North Dakota. This expansion has been in works for the past eight years and they hope to complete the project by the middle of October. During November, Gooseneck Implement will move from its current location to the new location. December 5th has been decided for the date of the Grand Opening. This will allow farmers and ranchers to view the new facility and socialize with the Gooseneck Implement staff.
OVERVIEW

The following media plan identifies four objectives to increase the amount of patrons to be involved with the Grand Opening. In order to increase the number of patrons that could attend the event, the plan identifies three specific target audiences. They are as follows: modernized, young farmers; experienced, traditional farmers; and John Deere enthusiasts. We are going to utilize many media tactics that will appeal to all groups. We plan to use social media, newspaper and print media, broadcasting, direct mailing, and promotional merchandise to help draw customers to the Grand Opening. Further details of the different media that are used can be found on page 8.

In order to be successful in our goals, a timeline was created to organize the different aspects of the plan to make sure that the event is promoted in the best way possible. The budget for our plan comes to just over $20,000; with the list and breakdown further explained on page 13. The media tactics that we chose are the most cost effective options in order to reach a larger audience for a larger audience.

We believe the media campaign in the following pages will benefit the Kenmare Gooseneck Implement by attracting both loyal and new customers to the new facility during their Grand Opening. We envision 1,800 people visiting the new shop, enjoying a fun evening, and launching the new Gooseneck Implement to many years of service.
TARGET AUDIENCE

Modern, young farmers and ranchers

Demographics: Ages 18 to 35 single, married, or divorced in North Dakota.

Our area has had an increase in the number of young farmers and ranchers. It makes sense to target this group of individuals as they will be farming and ranching for many years to come.

Traditional, experienced farmers and ranchers

Demographics: Ages 40 and above single, married, or divorced in North Dakota.

There is a large number of traditional, experienced farmers and ranchers in the area. Some have been loyal customer’s for years and others occasionally purchase equipment from Gooseneck Implement.

John Deere enthusiasts

Demographics: Ages 18 and above, single, married, or divorced living in the United States and Canada.

This store is one of the largest in the Midwest and we think that John Deere enthusiasts would like to come and tour the grounds of the new building. This group is a secondary target audience.
STRATEGIC PLAN

Objectives

1) Obtain a minimum of 1,800 guests at the Grand Opening.

2) Send invitations to 3,000 rural farmers and ranchers in the surrounding counties to attend the Grand Opening.

3) Create a Facebook page, Twitter account, and update the current website to promote the Grand Opening.

4) Place ads in local, state, and Midwest agricultural publications, one month prior to the event.
STRATEGIC PLAN

Key Message

New Shop, New Location, Same Great Service.

This message will be seen on all media that will be used to promote the Grand Opening. Even though a new facility was created at a new location, the service that everyone knows is still there. The change to the new location will help to provide even better service to their ever growing customer base.
STRATEGIC PLAN

Media Tactics

**Media Kit:** Newspapers, (Kenmare News, Minot Daily News, Williston Herald) T.V. stations, (KMOT, KXMC) and radio stations (Clear Channel Radio, ZOO, WGO).

The media kit will include a press release, a sample news stories and a schedule of events for the Grand Opening. The media kit will include a schedule of times of when material can be released that will provide optimum coverage of the upcoming Grand Opening. Sending a media kit to local media will help to reach the surrounding area farmers and ranchers by providing them with an opportunity to hear about the event from different media outlets.

**Radio Broadcast:** ZOO, WGO, Clear Channel Radio

Radio ads will be aired three weeks prior to the event. We will have three ads a day per station. Ads will range from 15 to 60 seconds in length and will air on WGO, ZOO, and all six Clear Channel Radio stations. One 60 second ad will air once per week, while 15 and 30 second ads will air daily. A total of 126 ads will air over the course of three weeks. The 15 second ad will explain the time and location of the event while the 30 and 60 second ads will include more details of the event. With farmers and ranchers constantly out in the field working in tractors, combines or trucks, radio advertising will play a key role in providing local farmers with information about the Grand Opening.
**Television Ads:** KMOT, KXMC

Ads will be aired a week in advance on both of the listed stations during the news hours. We will have three 30 second ads a day (6 a.m., 6 p.m., 10 p.m.) for a total of 42 ads. The ads will include the date of the Grand Opening, where it is located, what time the event starts, and provide footage of the new Gooseneck Implement. Utilizing television ads during the news hours, when weather forecasts are being watched by farmers and ranchers, will help to provide them with a picture of the new facility and will help to further provide information to them about the Grand Opening.

**Agriculture Publication Ad:** Farm and Ranch Guide, Ag Week

These ads will be run two months in advance, depending on the print date for each of the listed publications. The ads will give the details of the event such as, what day the event will take place, the location, time, and agenda of events. Since the Farm and Ranch Guide and Ag Week have a circulation throughout the Midwest, the ad will introduce farmers and ranchers, both in North Dakota and the surrounding states, to the new Gooseneck Implement.

**Print Promotional Items:** Invitations, Fliers

We will use invitations to let customers know when the Grand Opening will be held. We will send the invitations to the residents of Ward, Renville, Bottineau, Divide, Burke, and Mountrail Counties. Also, promotional Fliers will be dispersed throughout the area at local businesses and the eight other Gooseneck Implements in the state. The invitations are a more personal approach to communicate with local agriculturalists.
**Social Media:** Facebook page and Twitter account

We will use a Facebook page and Twitter account to keep group members updated of the daily happenings prior to the Grand Opening. We will also create an ‘event’ on Facebook to aid in two areas: promotion and awareness. These media outlets will be established two months prior to the event and will be updated by our Event Media Specialist. Utilizing Facebook and Twitter will help to draw in the younger generation of farmers and ranchers, and John Deere enthusiasts, by providing them a media outlet that they can relate to. Also having a Facebook page and a Twitter account, can help us to track the number of people that are following the progress of the new Gooseneck Implement, who might be coming to the Grand Opening. We can also answer questions that people might have about the event or schedule.

**Website:** [www.gooseneckimplement.com](http://www.gooseneckimplement.com)

Updates will be made to Gooseneck’s already established website that will include details of the event and the progress of the construction up to the Grand Opening. The details will include: the schedule of events, a list of prizes that can be won, pictures of the progress being made at the facility, and a ‘Contact Us’ page for those looking for more information. Providing a place on the already existing site to promote the Grand Opening, will help loyal customers find information on the event, and still use the site for their other needs.

**Door Prizes:** Gooseneck Implement and John Deere merchandise

Door prizes of belt buckles, hats, coffee mugs, t-shirts, sweatshirts, model tractor and tools will be given away during the Grand Opening this will help to attract farmers and ranchers and John Deere enthusiasts to attend the event and is a good way to get Gooseneck Implement and John Deere merchandise into the hands of the customers who helped make the new facility possible.
This way they can help promote the new facility after the Grand Opening to help continue getting farmers to come to the store.

**Banner:** Grand Opening Banners

Two Vinyl Banners will be created. One banner will say “Grand Opening” and will be placed outside on the front of the store, on the day of the Grand Opening. The other banner will say “Come to the Grand Opening of Gooseneck Implement, on December 5th 2013”. This banner will be placed in the lot of Gooseneck Implement next to Highway 52. It will be utilized as a road sign to let drivers know when the event is. This banner will be placed the week of the event. These banners will aid in attracting people to stop by on the day of the event.

**Television Interview:** KX Noon Show

The week of the Grand Opening, a public media spokesperson for Gooseneck Implement will attend the KX Noon Show in Minot, ND. They will talk about the new facility and the Grand Opening with the anchor for 5 to 10 minutes. Utilizing the Noon Show will help to put a face to the progress of the facility and allow viewers to hear about the event from an actual person. The media team will help to coordinate this event with KX News and the public media spokesperson for Gooseneck Implement.
TIMELINE

**Phase 1:** Two months before the Grand Opening, we will send invitations to farmers and ranchers. We will also create a Facebook page and a Twitter account, which will provide helpful reminders of upcoming events. A new page promoting the event, and providing pictures of the progress of the new facility will be added to the current Gooseneck Implement website. An ad promoting the event will be sent to the *Farm and Ranch Guide* and *Ag Week*. Door prizes will be ordered to commemorate the event.

**Phase 2:** One month before the Grand Opening, a media kit will be sent to all local newspapers, TV stations, radio stations and ag publications. A 30 second TV ad/commercial will also be filmed and created with the help of the local TV stations. Updates will be added to Facebook, Twitter and the Gooseneck Implement website.

**Phase 3:** Two weeks before the event, we will place both 15 second and 30 second radio ads on all local radio stations. Fliers will be sent out and placed in local businesses surrounding Kenmare, along with all Gooseneck Implement. More updates will be added to Facebook, Twitter and the Gooseneck Implement website.

**Phase 4:** During the week of the event, the TV ad/commercial that was created will be aired on the local tv stations during the news hour. Radio ads will continue to be broadcast on all local radio stations. A banner will be placed along Highway 52 in front of the new facility to promote the event. A Gooseneck Implement public relations official will be sent to the KX Noon show in Minot, ND to promote the grand opening. The final updates will be put on Facebook, Twitter and the Gooseneck Implement website. A banner will be placed in front of Gooseneck Implement that says “Grand Opening” on the day of the event.
Evaluation

1) Obtain a minimum of 1,800 guests at the Grand Opening.
   a. Have a designated check point at the entrance with a Gooseneck Implement employee to count guests as they arrive and have them sign a guest book. By counting each guest that arrives we can determine if we reached our goal of 1,800 guests.

2) Send invitations to 3,000 rural farmers and ranchers in the surrounding counties to attend the Grand Opening.
   a. By sending invitations we have made a personal invite to farmers and ranchers. Also if our target audience does not have internet access, they will have been informed by mail. We will evaluate this by the amount of customers who received invitations that showed up. At our checkpoint desk we will have a list of people who received invitations, as each person shows up we will place a check mark next to their name.

3) Create a Facebook page, a Twitter account, and update the Gooseneck Implement website to promote the Grand Opening.
   a. We will evaluate this by how many guests we get to join the Facebook group, and the number of Twitter followers we get. We will also monitor the number of page views the Gooseneck Implement website receives prior to the Grand Opening.

4) Place one ad in the local, state, and Midwestern agricultural publications, one month prior to the event.
   a. We will keep clippings of the advertisements that were placed in each of the publications.
## BUDGET

### Media Budget

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>ZOO Radio Ad</td>
<td>Miscellaneous Ads</td>
<td>$740.00</td>
</tr>
<tr>
<td>WGO Radio Ad</td>
<td>Miscellaneous Ads</td>
<td>$740.00</td>
</tr>
<tr>
<td>Clear Channel Radio Ad</td>
<td>Miscellaneous Ads</td>
<td>$1,242.00</td>
</tr>
<tr>
<td>KXMC TV Ad</td>
<td>30 Second TV Ads</td>
<td>$2,520.00</td>
</tr>
<tr>
<td>KMO TV Ad</td>
<td>20 Seconds TV Ads</td>
<td>$2,520.00</td>
</tr>
<tr>
<td>Facebook Page</td>
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</tr>
<tr>
<td>Twitter Account</td>
<td>Twitter Account</td>
<td>Free</td>
</tr>
<tr>
<td>Invitations</td>
<td>3,000 Invitations</td>
<td>$249.98</td>
</tr>
<tr>
<td>Fliers</td>
<td>100 Fliers</td>
<td>$95.99</td>
</tr>
<tr>
<td>Postage</td>
<td>3,000 stamps</td>
<td>$1,320.00</td>
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<td>Posters</td>
<td>300 Posters</td>
<td>$125.62</td>
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<tr>
<td>Minot Daily Newspaper Ad</td>
<td>8 Square inch</td>
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</tr>
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<td>Kenmare News Ad</td>
<td>8 Square inch</td>
<td>$121.50</td>
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<td>Farm and Ranch Guide Ad</td>
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<td>$172.50</td>
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<td>Ag Week Ad</td>
<td>5 square inch</td>
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<tr>
<td>Renville County Farmer Ad</td>
<td>5 square inch</td>
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<tr>
<td>Banners</td>
<td>2 Grand Opening Banners</td>
<td>$110.57</td>
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**Total** $10,376.21

### Promotional Items Budget

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<thead>
<tr>
<th>Prize</th>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>John Deere apparel to the first 50 attendees at the event</td>
<td>Hats, sweatshirts, t-shirts, Jackets, ect.</td>
<td>$1,750.00</td>
</tr>
<tr>
<td>Tool Chest</td>
<td>An empty tool chest</td>
<td>$610.00</td>
</tr>
<tr>
<td>John Deere Belt Buckles</td>
<td>Collectable John Deere Belt Buckles</td>
<td>$900.00</td>
</tr>
<tr>
<td>John Deere Tractor Models</td>
<td>1/6th to 1/32nd models</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>John Deere Gun Safe</td>
<td>Premium hand crafted gun safe</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Opening Day Traveling Coffee Mugs</td>
<td>John Deere Coffee Mugs</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

**Total** $10,110.00

**Total Budget:** $20,486.21
CONCLUSION

The main objective for the media plan is to receive a minimum of 1,800 attendees to attend the Grand Opening. To accomplish this goal, we will mail 3,000 invitations to area agricultural farmers and ranchers. We will also create a Facebook page, Twitter account, and update the website to promote the grand opening of the new Kenmare Gooseneck Implement. Ads will be placed in local, state, and Midwestern publications, to attract customers and John Deere enthusiasts outside of the area. Other media outlets, like TV and radio ads, along with invitations, Fliers and promotional merchandise that will be given away at the event, will help to attract people to the Grand Opening.

With local farmers and ranchers of all ages, media tactics were selected that would target all farmers and ranchers not just focus on one type. Younger farmers will be targeted through social media, websites, and tv and radio ads. Older, more experienced farmers will have newspapers, agricultural publications, direct mailings, and radio and TV ads to help inform them of the event. John Deere enthusiasts from across the United States and Canada will also be targeted through agricultural publications that are dispersed throughout the Midwest along with social media and websites.

We believe we have selected the most effective media tactics to meet our objectives and goals. When this plan comes to an end, right before the Grand Opening begins, we are certain that your new facility will be packed with more than 1,800 patrons, ready to learn more about the new Gooseneck Implement that will serve them for many years to come. This plan will not only help to promote the Grand Opening of a new Gooseneck Implement, it will have both loyal and new customers saying, “New Shop, New Location, Same Great Service.”
Kenmare Gooseneck Implement Grand Opening

Television Commercial

Television Commercial Outline: Grand Opening

- Have an overview of the row of machinery in the front of the building and have a commentator state “You’re invited to the Grand Opening of the new Gooseneck Implement in Kenmare!”
- Show a video of the new shops and service bay areas. The commentator will speak about the prizes and food that will be provided and the date and time of the event.
- The commercial will end with an overview of the whole implement and the commentator will state “New Shop, New Location, Same Great Service.”

Production Date: Scheduled for November 4th, 2013 at Gooseneck Implement in Kenmare and KMOT and KXMC stations.

The television commercial will run on the KMOT and KXMC Channels:

- One commercial will be developed to promote the Grand Opening.
- The ad will be aired in a week in advanced starting on November 28th, 2013.
- The ad will run three times a day: 6 a.m., 6 p.m., and 10 p.m.
- The cost of the commercial will be $120 per time aired.
15 SECOND RADIO
BROADCAST
ADVERTISEMENT

We are moving to a new location. Come help us celebrate at the new Gooseneck Implement in Kenmare. This grand opening will begin at two in the afternoon with tours, refreshments, and door prizes. December 5, 2013. South of Kenmare on Highway 52. New Shop. New Location. Same Great Service.
(Tractor Starting) We need your help to christen the new Gooseneck Implement in Kenmare. The Grand Opening will beginning at two in the afternoon with tours and door prizes. The first 50 entrants will receive free John Deere memorabilia. Refreshments and the Grand Opening ceremony will follow at 5:30. All are welcome to be a part of this momentous event. December 5, 2013 South of Kenmare on Highway 52. New Shop. New Location Same. Great Service.
Kenmare Gooseneck Implement
Grand Opening
Thursday, December 5th, 2013

“New Shop, New Location, Same Great Service.”
Kenmare Gooseneck Implement Grand Opening
1 like

Farming/Agriculture
Grand opening party will be held December 05. Over $10,000 in prizes will be given!

About Photos Likes Events

Status Photo / Video Offer, Event +

How’s it going, Kenmare Gooseneck Implement Grand Opening

Kenmare Gooseneck Implement Grand Opening created Grand Opening.

Kenmare Gooseneck Implement Grand Opening joined Facebook.

Kenmare Gooseneck Implement Grand Opening changed their cover photo.

Kenmare Gooseneck Implement Grand Opening

Mural being painted inside the showroom today. Everything is coming together nicely!

Like · Comment · Follow Post

Like · Comment · Share

Grand Opening is set for Thursday, December 05!