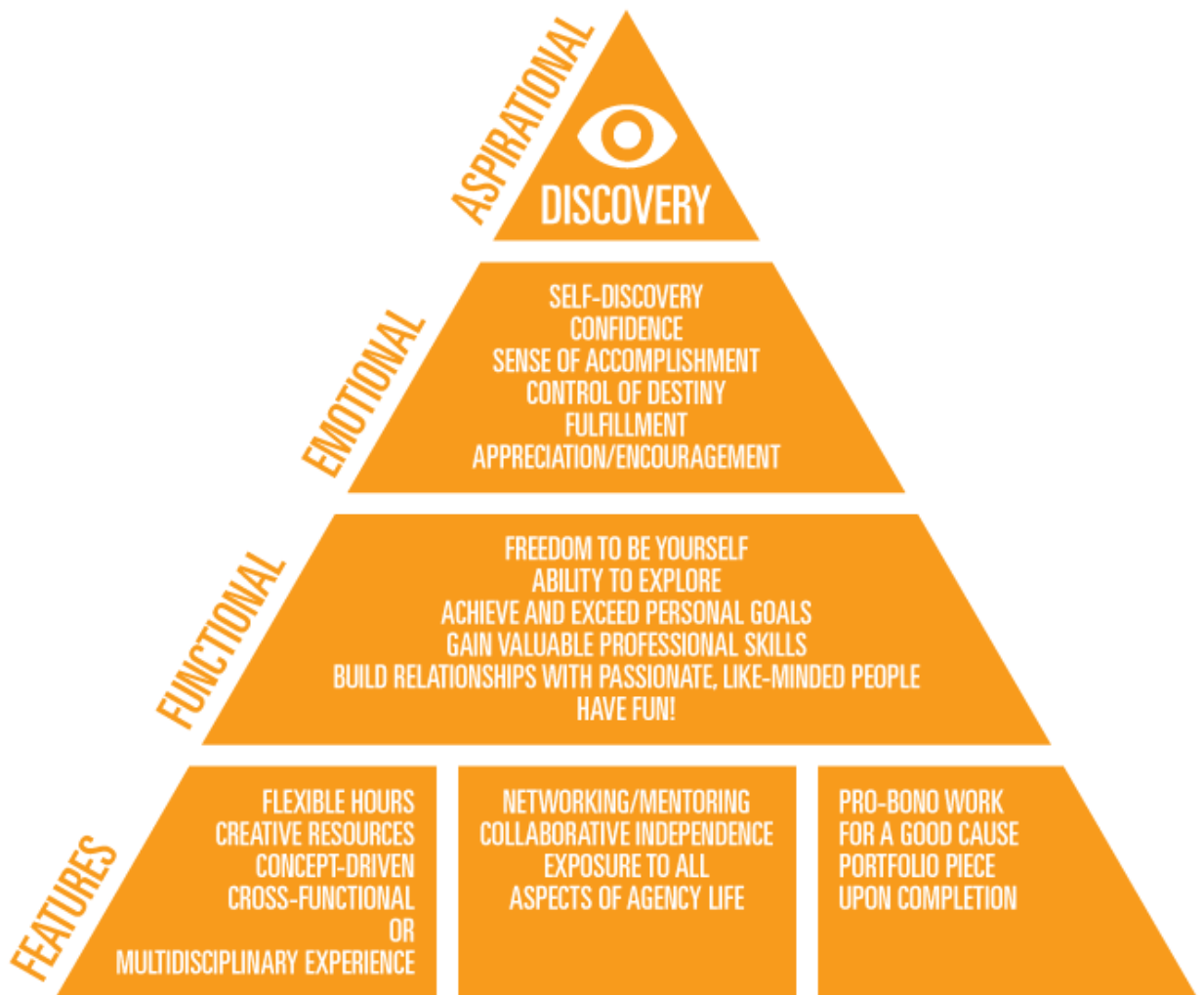


Communications Plan

Date: Revised March 30th, 2011

Project: Creation, branding and promotion of Jigsaw's OrangeAid Internship Program

Brand Ladder



Brand Positioning Statement

OrangeAid is a multi-disciplinary communications thinktank that strives to help creative, ambitious, passionate young people on the path to personal and professional discovery in a collaborative environment through community-enhancing pro-bono projects.

Brand Personality

Impassioned

Confident

UberTalented

Inquisitive

Open-Minded

Big-Hearted

“Muhahaha (but really lol)”

Muahhaha (but really lol)

“Muhahaha”: this is a facet of creativity that fits in best at Jigsaw-- and that's what Addy would call being a "mad scientist". It's the ability to come up with, tweak, and utilize serious out of the box thinking (perhaps thinking that wouldn't be accepted elsewhere).

The "but really lol" connotes a confidence in one's own ideas, and also a reassurance in trying something new. The "lol" reveals room for error, and openness to critical critique. As Addy's giant Millenials info packet would say, "self confidence but with little appetite for claims for moral superiority".

Situation Analysis

The creative advertising internship landscape in southeastern Wisconsin provides a number of viable opportunities for students in the area. However, many of the available internships overlap in structure and responsibility. There exists an unfilled niche in the internspace for a collaborative opportunity with an integrated problem solving approach.

Current local opportunities include a variety of paid and unpaid options, each with distinctive key features. Here is a run down of the most significant competitors in the same industry as OrangeAid:

Sprenkler

-Interactive design & marketing agency

-Hires college students and recent graduates to provide them with real world client experience.

-Describes their atmosphere as “energetic, fun, & casual”

-In addition to their primary website their presence is seen all over the Internet through Facebook, Twitter, Wordpress, Vimeo, Coroflot, and Flickr.

-Sprenkler is branching out further with Sprenkler Talent Labs. The Talent Labs program helps entrepreneurs launch software companies by providing them with “Early stage funding, hands-on guidance and a network of mentors and funders”.

Kohl's

-Large Corporation based out of Southeastern Wisconsin

-Hires an estimated 8 ad/pr/design interns per semester

-Full-Time Paid Summer Internship

-Top Candidate Characteristics: Internship/Experience, Interviewing/Communication Skills, Major/Degree, College graduated from, GPA, Computer Skills, Personal Experience

-Interns work in a specific department according to field of study

-KohlsCareers.com is only major online presence besides MilwaukeeJobs.com or BigShoesNetwork.com

Laughlin Constable / Hoffman York

- Integrated Communications Agencies
- Part-Full Time paid summer internships
- Interns work in a specific department according to field of study
- HY states that interns engage in “more than just busy work”
- HY does not utilize a lot of social media to lure in interns
- LC has “Cool Jobs at Laughlin Constable” via Facebook. Posts events, photos, job opportunities, etc.
- Both agencies post jobs on BigShoesNetwork.com

Crispin Porter + Bogusky

- Integrated Advertising & Digital Agency located in Boulder, Miami, and Gothenburg, Sweden.
- Expect their interns to “Change Culture”
- Creative internship advertising: Intern Rap Video, Hire-Us Marketing, and Auction off Interns
- www.pleasehire.us/, CP+B internship hiring website
- Approximately 40 interns per semester
- Full Time paid summer internship
- Specific disciplines: Creative, production, media, design, strategy, planning, etc.

The OrangeAid intern team, with the help of Jigsaw, seeks to create a new internship program to fill this space with the goal of bringing together uber-talented, motivated, passionate, fun students and allowing them to collaborate in an interactive atmosphere to produce amazing work.

Goals And Objectives

- Establish and maintain OrangeAid's brand position as a unique opportunity to apply one's skills and discover oneself both personally and professionally through challenging, engaging pro-bono projects.
- Bring positive PR to Jigsaw through the recognition of the OrangeAid program and the pro-bono work it engages in.
- Spread awareness to students, faculty, and career services departments at the five major universities in closest proximity to the Jigsaw headquarters: University of Wisconsin-Milwaukee (UWM), Marquette University, Milwaukee Institute of Art and Design (MIAD), Milwaukee School of Engineering (MSOE), and Milwaukee Area Technical College (MATC).
- Quantitatively, OrangeAid seeks to have 100 applicants for the first summer internship session.

Who Are We Trying To Reach?

1) STUDENTS

19 to 25 year old college student who has a desire to advance personally and professionally in the creative communications industry. **Uber-talented** and **unequivocally passionate** about communication, ideas and creation

The Millenials

- Confident, self-expressive, liberal, upbeat, risky, open to change, "look at me!" and always connected
- 37% 18-29 unemployed, however 9/10 currently have enough \$ or will meet long term financial goals
- ¾ have a profile on a social networking site
- Priorities: 1) Being a good parent 2) successful marriage 3) **helping others** in need 4) **owning a home** 5) religious life 6) **high paying career** 7) **lots of free time**
- Get along well with others

Secondary...

2) INFLUENCERS

26–80 years old (?) Teachers, advisers, parents (?) Interested in plugging kids into the job market. Helping out is the name of the game, but their own reputations are on the line.

Most likely bombarded with job openings, trying to get students motivated and slotted somewhere in the right fit. Easily dissuaded without personal recognition (NOT “to whom it may concern”). Not a lot of disposable time, and with the exception of advisers—not willing to do a lot of in depth “research” for the job requirements.

3) THE COMMUNITY

By the end of OrangeAid, we would like the community to find orange synonymous to positive community change. The community as it stands has its fair share of volunteer programs but also its fair share of problems. OrangeAid will shine beyond just another volunteer program because it is an internship, but also because of the creative/fun/lighthearted approach to problem solving.

4) NON-PROFITS

Non-profits are already operating on their own agenda, and don't have a lot of time to notice an internship program run by an ad agency. OrangeAid will *make* them notice, and also make their presence known as a positive, helpful, and innovative one.

5) MEDIA

The end goal being a “famous” intern program, catching media attention is very important. Doing so requires pizzazz and matzo and doing things, and doing them big. Media will be the largest, and hardest to grab audience.

5A) MEDIA COMPANIES

Media companies will be naturally competitive, but just like non-profits: on their own agenda. Media companies may hold a slight interest in OrangeAid, but eventually (because of the projected success of it) we hope to turn their low expectations into high alarm: there's a new big gun in town.

How Will We Reach Them?

Potential Interns - These students are rockstar masters of communication. They can be reached in the areas where their information is most heavily consumed: in the classroom, in their social life, and in their hunt for opportunities to let their passions shine.

Influential people (elaborated on below) can play a strong role in matching up qualified candidates with the internship, so it is imperative that OrangeAid builds a rapport with well-respected professors at the local universities.

A large percentage of these students are likely to be active in social media. Given its ease of use, affordability, and reach, it makes sense for OrangeAid to build and maintain an active, accessible presence on an OrangeAid web site, Twitter, Facebook, E-Mail, LinkedIn, YouTube and other media.

Lastly, OrangeAid can reach talented candidates in areas where they look to share their talents and passions professionally and personally. These areas can include career fairs, art expos, photograph or film festivals, and concerts. Creating a buzz about OrangeAid at these events can lead to increased exposure and quality talent.

Influencers – As the number of interns that have gone through the OrangeAid program grows, personal relationships with well-liked, well-respected professors at the various colleges and universities will allow for a great network of influential people within those walls. To begin, OrangeAid will have to build relationships with those its members already have connections to, work to build connections with new influencers, and connect with those that are visible and available through easy-to-reach channels like social media.

Community/Non-Profits – These targets will mainly be influenced through the positive work that the OrangeAid teams will do, based on the projects sought out by Jigsaw or the intern teams.

Media – Just like the community and non-profit sector, exceptional work on projects by the OrangeAid team could draw media recognition (as well as positive PR for Jigsaw and the OrangeAid program). In addition, the OrangeAid team can create promotional content and pitch it to media services. This may include something as small as a campus newspaper, or as large as a city-wide newspaper or news station, depending on the size and quality of the project.

SWOT Analysis

Strengths – Unique internship structure; Proximity to schools; Ability to build brand from scratch

Weaknesses – Unpaid; Difficulty attaining school credit; Budget limitations; Lack of current awareness

Opportunities – Unfilled space in internship landscape for collaborative, creative opportunity; Positive PR for Jigsaw

Threats – School-run programs; Imitation internships; Any potential negative media coverage towards Jigsaw

Strategy & Tactics

Strategy 1: Establish consistency through the brand identity of OrangeAid to encompass the aspirational idea of "**Discovery**" as well as the seven brand personality traits in all visible OrangeAid communications.

Tactics 1: Develop a visual brand identity for OrangeAid (through logo, look, and color scheme) that will be present and recognizable on all OrangeAid communications. Ensure that all content on the web site, through e-mail, social media, print, video and any other types of communication are consistent with the OrangeAid brand identity.

Strategy 2: Build a strong, consistent online presence that serves to both spread information about the OrangeAid program and have one-to-one interaction with potential interns, influencers, community members, other communications firms and the media.

Tactics 2: Present a consistent image for OrangeAid through the following: web site (with blog and/or weekly comic chronicling the experience), e-mail (OrangeAidIntern@gmail.com), Twitter account (@JigsawOrangeAid), Facebook page, YouTube account, Flickr account, LinkedIn account. Ensure that these are all updated frequently, kept consistent in message with one another, and that relationships are built with those who interact through these channels.

Promote the OrangeAid opportunity through Big Shoes Network, as well as on-campus career management web sites and databases by e-mailing and building relationships with people in these areas.

Strategy 3: Enhance relationships with influencers, especially within the target universities.

Tactics 3: Maintain and utilize personal connections that the interns already possess with influential professors or advisors.

Ensure that Jigsaw and OrangeAid are present in the databases of career services at each of the target universities.

Meet face-to-face with advisors and respected professors to pitch the OrangeAid program and build a long term partnership with them. OrangeAid not only wants to reach the career advisors, but have interactions with them be positive and memorable to the point that OrangeAid comes to mind when their brightest, most talented students are searching for an opportunity.

Strategy 4: Use traditional media to spread information about the features of the OrangeAid program to potential interns.

Tactics 4: Create flyers with information about OrangeAid to distribute in common areas, libraries, career centers and classes.

Develop and execute an e-mail blast to **all** professors in the applicable disciplines (communications, marketing, design, etc.), and, if allowable, to the students themselves through career services.

Strategy 5: Use off-the-wall creative tactics that challenge the status quo, including flash mob marketing and guerilla marketing, to make OrangeAid stand out and be top of mind to each of its target audiences.

Tactics 5: At university career fairs, have the OrangeAid booth be decked out in orange (tables, chairs, poster boards, etc.). Have those running the table be dressed in orange gear (t-shirts branded with the OrangeAid logo). Instead of regular business cards, attach OrangeAid program info (web site, e-mail, social media) to fresh oranges in a bowl for potential interns to take with them. This environment is usually very sterile. Neutral colors. Suits and ties. We want OrangeAid to stick out like a sore thumb.

Show up in populated areas at the universities with a giant orange pinata (filled with candy and OrangeAid business cards), set up shop, and make a spectacle of the entire experience. Force people to be curious about OrangeAid.

Find areas where big news events are being covered (could be a festival, sporting event, or some form of breaking news – preferably the non-violent or tragic kind) and make ourselves visible on camera in the background with the OrangeAid namesake, logo or mascot.

Strategy 6: Develop content around the projects OrangeAid builds and participates in and actively distribute it to media services to use another avenue to build awareness.

Tactics 6: Write a brief about projects that the OrangeAid team is planning to execute or has executed and present it to campus newspapers or local publications.

Shoot videos chronicling OrangeAid activities and distribute them to digital sources like OnMilwaukee.com or other locally recognized web sites to help ingrain OrangeAid into the Milwaukee culture.

Timeline

April 1 – April 10 – Finalize visual identity for OrangeAid; Begin to create design and content for web site and start to build connections through online presence

April 8 – May 5 – Plan and execute the discussed tactics (refine this section of the timeline as the team decides when and how execution would be most smooth and effective).

April 11 – Open up internship application web page

May 6 – Application deadline

Measurement

Ultimately, this first phase of OrangeAid, which encompasses the program creation, brand creation, and promotion, will be judged quantitatively on the team's ability to meet or exceed the goal of 100 applicants for the first summer session.

Secondarily, the project may be judged subjectively by positive feedback from potential intern candidates and other influencers, any pro-bono work that may result in the community, and positive PR or client opportunities that arise for Jigsaw.