



LEAGUE OF
REBELS
X
BLUEBONNET
MEDIA

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Bluebonnet Media

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Who is Bluebonnet Media?

Petite yet vibrant, Bluebonnet Media provides its clients with comprehensive solutions to all their media needs. Our team of proud Texan professionals work hard to bring the brightest and most share-worthy ideas to our clients.



Kyle Schonefeld
Creative Director

Raised in the North Texas city of Allen, Kyle attended The University of Texas at Austin to major in advertising. His creative outlook and work ethic truly set the path for successful campaign implementation. His creative mindset is a great addition to Bluebonnet Media. He believes that it is important to stay curious in order to take full advantage of opportunities. Away from work he enjoys going on spontaneous adventures and discovering new and fun activities in Austin.



Caroline Mulligan
Situation Analyst

Caroline was born and raised in Dallas, TX. She moved to Austin, TX where she earned her B.S. in advertising and a minor in business foundations from The University of Texas at Austin. Her meticulous attention to detail and analytical skills enable her to carefully but thoroughly define the strengths, weaknesses, opportunities and threats for every client she faces.



Morgan Adams
Media Planner

After moving from Plano to Austin, TX, Morgan graduated from The University of Texas at Austin with a B.S. in public relations. Even after years of international travel, she knew Austin was the place she wanted to be. Her outgoing personality and the passion she puts into her work make all our clients *and* their consumers feel heard. When she's not working you can find her at any local coffee shop with a book in hand.



Sydney Wallace
Account Planner

Born and raised in the quaint town of West Columbia, Texas, Sydney received her degree in public relations with a minor in business at The University of Texas at Austin. She holds experience in social media and has brought her talents to Bluebonnet Media. Her innovative thinking allows her to create content that pushes boundaries. She is sure to present her clients with ideas that exceed expectations. Any chance she gets she is traveling.



Mayling Alvarez
Research Strategist

Born in Torrance, California and raised in Dallas, Texas, Mayling has gained impressive attention to detail. She moved from Dallas to Austin to study advertising with a minor in business at The University of Texas at Austin. Her work with Texas Athletics Marketing helped her develop a unique acumen for campaign strategy and problem-solving. Outside of work, she enjoys walking her dog and volunteering.



Marty Abell
Competitive Analyst

Raised in the tiny town of Columbus, TX, Marty moved on to attend The University of Texas at Austin to major in advertising. With prior experience in data analytics and targeted research, he left these positions in pursuit of a smaller, more personal work environment at Bluebonnet Media. In his free time, Marty enjoys antiquing and people watching.

Arming the Modern Day Warrior

On Saturday, March 14, 2020, League of Rebels will open its doors in Kansas City's historic Country Club Plaza District. They will bring the same business-savvy and local dedication Founder Musa Ato poured into his flagship store in Austin, TX. The plaza is full of eateries, events and shopping opportunities enticing potential customers throughout the metro and surrounding areas. League of Rebels will feel right at home here among the stylish, social and affluent clientele.

League of Rebels' passion for fine tailoring combined with their attention to detail and superb customer service makes them a prime resource for men in search of a quality suit. In an era where every moment is captured and put on social media, men should feel as comfortable as they look stylish. While their reverence for premium fabrics and detailed tailoring set them apart, the former also acts as one of their greatest weaknesses. With two other menswear clothiers in Country Club Plaza, League of Rebels' premium prices will turn potential customers away.

Through careful consideration and research, Bluebonnet Media has pinpointed the man that needs League of Rebels the most. Booked and Bright in the 'Burbs is a unique market segment involving men ages 24 - 44 living in the exurbs and satellite cities of the Kansas City metro area. These tech-savvy travelers are prime targets due to their affinity for the upscale and unique products League of Rebels offers. As frequent business travelers, these men are more likely than other market segments to search for a custom suit. They want to make the best impression possible for their clients and colleagues. This drive to impress will steer men towards League of Rebels, propelling campaign deliverables.

From March to the end of 2020, League of Rebels' main goals are to inform, inspire and incentivize consumers in the Kansas City DMA. Bluebonnet media has created a comprehensive media campaign to render these goals into actionable and measurable solutions. By the end of this campaign, 60% of Booked and Brights will be aware of the League of Rebels name and location when prompted via aided recall. They will be inspired to share their experience with friends and colleagues across social media platforms and precious word-of-mouth. They will see and value the quality of owning a League of Rebels suit.

Understand?

Campaign Scope



A New Location

In 2009, League of Rebels planted its seed in Austin, Texas, and has since sprouted into a successful, upscale men's clothing brand. With a strong passion for fine tailoring and craftsmanship, it is time for League of Rebels to expand. They will be making their mark in Kansas City, Missouri on March 14th, 2020. The new store will be stationed at 47th and Broadway, in the heart of the urban and cultural Country Club Plaza District.

In-store Deliverables

- 50 walk-ins /weekday & 125 walk-ins /weekend
- 35 Personal Shopping – 1-hour appointments/week
- 20 Personal Tailoring + Made-to-Measure appointments/week
- 5 Bespoke Tailoring Experience appointments/week



By the End of 2020

With a budget of \$120,000, 60% of the target market will be aware of League of Rebels and the new store location. Kansas City consumers will like, share, and positively review League of Rebels across all social media platforms. During this campaign, the brand will host two local events and will have a strong, year long partnership with a local brand. This campaign will inspire consumers to become ambassadors for League of Rebels. The audience will hear the brand's story and understand why it is superior to other retailers.

DMA Deliverables

- 50 New Kansas City Newsletter Subscribers/month
- 125 New Kansas City Blog Readers/month
- Local press coverage in Kansas City
- A growth of 40% in web site visits during the opening with 60% of this increase coming from the local Kansas City DMA.

Our Purpose

A Decade of Design

Breaking ground in 2009, the League of Rebels founder, Musa Ato, built his business around his “strong passion for fine tailoring.”⁴ 10 years later, this menswear retailer does not compromise on this passion for crafted suits fit for the “modern-day warrior.”² The brand dominates the tailoring industry by offering up to three different forms of tailoring experiences depending on clients’ taste and wishes.⁵ They pride themselves on a hyper personalized customer experience and go as far as offering complimentary accessories to completely satisfy their customers.⁵

For the Finer Things in Life

Purpose, integrity and functionality are all achievable by the gentleman through the finer fabrics used in League of Rebels suits.¹ This brand does not cut corners when it comes to the materials used to create custom garments by their onsite tailors and seamstresses.⁵ They believe that the finest fabrics will ultimately result in a divine experience in-store and throughout the lifetime of the suits new owner.

Bold Craftsmanship. Bespoke Fit.

At League of Rebels, generic fits and average craftsmanship just aren’t enough. They lead the local industry with their extreme focus on fitting the suit to the man and not the other way around. While realizing that a suit is a commodity that their warrior will don for several years, they mustn’t compromise on the quality of cut, fabric nor trim for every individual guest.

1. LinkedIn Login, Sign in. (n.d.). Retrieved from <https://www.linkedin.com/company/league-of-rebels/about/>
2. League of Rebels. (n.d.). Retrieved from <https://vimeo.com/leagueofrebels/about>.
3. Asaf, L. (n.d.). League of Rebels. Retrieved from https://www.facebook.com/pg/leagueofrebels/about/?ref=page_internal.
4. League of Rebels Menswear. (n.d.). Retrieved from <https://www.crunchbase.com/organization/league-of-rebels-menswear>
5. League Of Rebels. (n.d.). Retrieved from <https://leagueofrebels.com/>.



Strengths

Unique consumer experience makes the consumer feel they are truly cared for. A 5-star experience is guaranteed to everyone that walks in.⁸

Offering an **assortment of appointments** from 45 minutes to two hours prioritizes customer desire and ensures a personalized touch.¹

Bags and shoes are **handmade in Spain** adding value to the luxury brand.¹

The fabrics used by League of Rebels contain **innovative technology** that allows them to be highly elastic up to 18% allowing for the best fit possible.¹

Online returns and exchanges are made easy with prepaid return labels and **free shipping**.¹



Opportunities

Located in the No. 1 shopping, dining and entertainment district in Kansas City, League of Rebels will experience a **high volume of foot traffic**. Free advertising.²

Luxury condominiums have risen around the district, attracting upper-income and young professionals with **new consumer demands**.⁶

61% of men mostly shop for clothes when they have a specific need, such as social obligations or work. **Targeting professionals** will result in a larger customer return rate.³

42% of men age 18-34 and 46% of men age 35-54, say they will pay more to save time. League of Rebels will attract more consumers by **improving turn-around time** on custom suits.³

Men aged 18-54 are especially likely to learn about fashion trends and styles from ads they see on television. League of Rebels should expand their brand awareness by **investing in broadcast advertising**.³



Weak Points

The products are considerably **higher priced** than competitors in the area.¹

The **absence of CEO activism** and CSR initiatives hurt potential sales as a growing number of consumers put an emphasis on ethically based purchases.⁸

League of Rebels has only held one event since 2016, presenting the Spring/Summer 2016 line. This demonstrates a **lack of consumer engagement** outside of the store.⁵

Consumers are **not familiar** with this Austin-based brand.

League of Rebels' social **media presence is moderate** and the content does not represent the brand well.



Threats

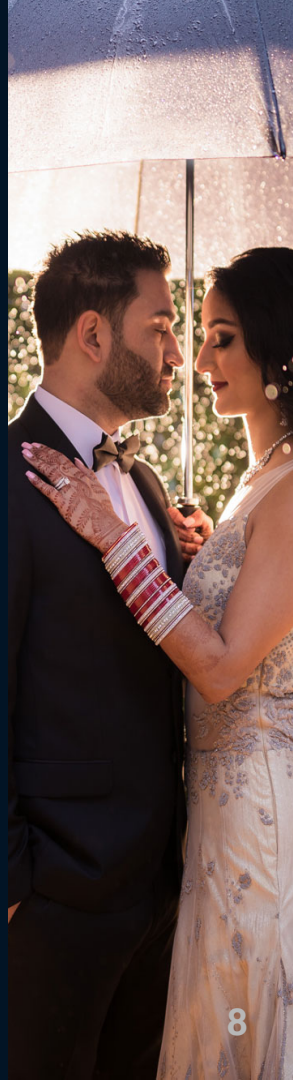
Indochina and Pinstripes, both competitors, are within **walking distance** from League of Rebels in the Country Club Plaza.⁶

27% of men age 18-34 and 19% of men age 35-54, prefer to own a **recognizable brand**, even if an unknown brand, like League of Rebels, might be better quality.³

The market for suits (men & boys) is expected to decrease by 1.0% annually. This **decline in the market** could potentially hurt revenue streams.⁷

Many men prioritize getting **the best deals** over brand loyalty and convenience. 50% of men shop mostly where they can get the best deals whereas only 35% of men are mostly loyal to the same stores.⁴

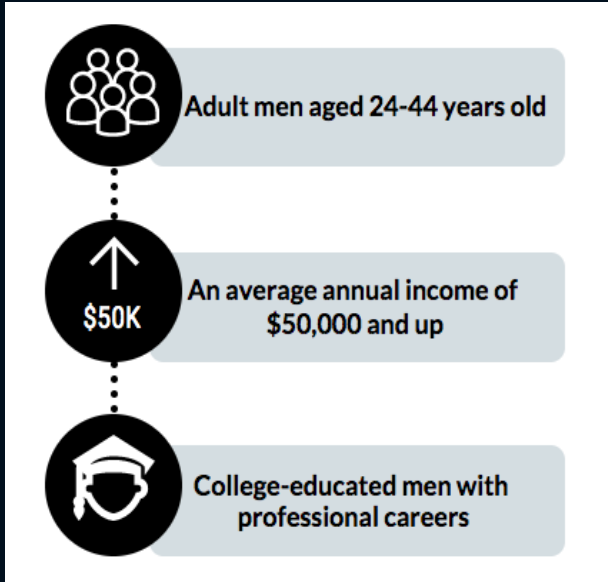
Men's needs for dress clothing dramatically **decreases as they age**.⁴



1. League Of Rebels. (n.d.). Retrieved from <https://leagueofrebels.com/>.
2. Kansas City's Best Shopping: From Fabulous Fashion to Must-Have Home Decor. (2016, November 15). Retrieved from <https://www.10best.com/destinations/missouri/kansas-city/shopping/best-shopping/>.
3. (n.d.). Retrieved from <https://academic-mintel-com.ezproxy.lib.utexas.edu/display/919866/>.
4. (n.d.). Retrieved from <https://academic-mintel-com.ezproxy.lib.utexas.edu/display/860349/>.
5. <https://do512.com/venues/league-of-rebels>
6. Centers, T. (n.d.). Kansas City's Favorite Shopping & Dining District . Retrieved from <https://www.countryclubplaza.com/>.
7. Suits (men & boys) - United States: Statista Market Forecast. (n.d.). Retrieved from <https://www.statista.com/outlook/90020300/109/suits--men-boys-united-states#market-revenue>.
8. Blodgett, B. (2019, March 4). LEAGUE OF REBELS. Retrieved October 9, 2019, from <https://www.thecreativeadmirer.com/blog/league-of-rebels>.

Target Market - Booked and Bright in the 'Burbs

Booked and Bright in the 'Burbs is a group of college educated men with a higher income settled in the satellite cities and suburbs of Kansas City, MO. Their life is full of professional and social obligations increasing their need for dress clothes. These men spend their free-time partaking in sporting and local events such as football games and sightseeing.



They are spendy trendy style seekers



These men make a majority of their purchases in upscale/high-end specialty stores. They are happy and optimistic about their careers while earning an annual income of \$50k and above. Because they've earned their wealth, price is not a concern and they will go to specific stores to get exactly what they want. ¹

They are tech-savvy



The majority of these men own a mobile device and use it for entertainment purposes. They often engage in social media platforms, follow local trends and current events. Their propensity to combine leisure and work means they can be found watching Chiefs' highlight reels or scrolling through Twitter throughout the work day. ⁴

They are hard working



Work and employment determine the identity of these educated professionals. Throughout their careers, they are eager to move up. They measure their self-worth by their career and salary increase. Since they always have a "work mode" mindset, their leisure time may be combined with their work life. They enjoy outings that are a combination of work and pleasure such as happy hours and networking events. ³

They are intense business travelers



They are likely to pursue more than five business trips a year and travel abroad for business.² In particular, they love to travel and are willing to spend on upgrades to boost their travel experience. They will likely expand their traveling time to include leisure time while working. ²

1. (n.d.). Retrieved from <https://academic.mintel.com/display/766353/?highlight>.

2. (n.d.). Retrieved from <https://academic.mintel.com/display/942344/>.

3. (n.d.). Retrieved from <https://academic.mintel.com/display/980434/>.

4. (n.d.). Retrieved from <https://academic.mintel.com/display/954062/?highlight#hit1>.

Geographic Profile

Consumers in the United States spend 80% of their disposable income within 20 miles of the home.⁴ Furthermore the average commute time in the Kansas City metro area is 21 minutes.³ League of Rebels customers are willing to travel at least 21 minutes in search of a suit. Kansas city is highly populated with an average salary of \$63,032.00.⁶ Given this, League of Rebels can expect a significant amount of customer flow.

The Country Club Plaza District is 15 blocks of unique experiences including a number of eateries and shops, and is a hub for community events.² The historic district was designed by J.C. Nichols in 1922 as the nation's first suburban shopping district.⁵ In addition, upscale real estate has risen in the plaza area, attracting upper-income young professionals and increasing consumer demand.¹

2019 Top 5 cities Expenditures on Men's Suits in Kansas City DMA⁷

Cities	Expenditures	Travel Time from League of Rebels
1) Kansas City, MO	\$3,921,300	13 minutes
2) Overland Park, KS	\$2,934,400	20 minutes
3) Olathe, KS	\$1,780,200	26 minutes
4) Lee's Summit, MO	\$1,372,600	27 minutes
5) Independence, MO	\$1,217,300	25 minutes

In these 5 cities people aged 25-44 account for 29% of the population⁷

Booked and Brights enjoy sporting and local community events.
Here are a couple places customers will enjoy.⁶



Nelson-Atkins Museum of Art



Arrowhead Stadium
Home of the Kansas City Chiefs



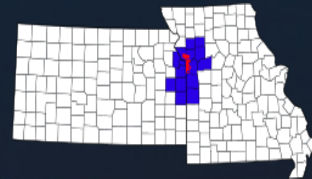
Swope Memorial Golf Course

89.92% of people in Kansas City drive as their main method of transportation³ 



Top three employers in the Kansas City Area³

- 1) Office and administrative support 13.1%
- 2) Management occupations 9.36%
- 3) Sales related occupations 9.14%



1. Centers, T. (n.d.). Kansas City's Favorite Shopping & Dining District . Retrieved from <https://www.countryclubplaza.com/>.

2. Country Club Plaza. (2019, October 3). Retrieved October 7, 2019, from <https://www.visitkc.com/business-detail/country-club-plaza>

3. Kansas City, MO. (2017). Retrieved October 7, 2019, from <https://datausa.io/profile/geo/kansas-city-mo/#economy>.

4. National Consumer Study Summary. (2016). Retrieved from https://cdn2.hubspot.net/hubfs/263750/Access_Consumer_Spend_Study_2016.pdf

5. Nichols, J. C. (2006). *Country Club Plaza: History and Significance*. Retrieved from <https://dnr.mo.gov/shpo/survey/JAAS072-R.pdf>

6. (n.d.). Retrieved from <https://academic.mintel.com/display/980434/>.

7. SimplyAnalytics (2019). EASI/MRI Consumer Expenditure Data 2019. Retrieved October 8th, 2019, from SimplyAnalytics database.

Watch out ...

There are a number of competitors in the Kansas City DMA with advantages ranging from competitive pricing to customer loyalty. However, Booked and Brights are willing to pay a premium price for the quality that League of Rebels provides.

Men's Wearhouse

Men's Wearhouse has the **highest brand recognition** of all competitors in this market. With a **strong online presence**, this nationally known brand will deter some clients from searching further. Economies of scale and **cheaper prices** will also draw consumers to this competitor.¹ Where brand equity is strong, they lack personal touch and customizable options that League of Rebels emphasizes. Located 33 minutes north of Country Club Plaza, they are not as conveniently located to attract customers.

Indochino

Indochino is known as a **modern alternative** to the old-fashioned way in which suits are purchased. Booked and Brights are attracted to the **ease of research** and decision making available online. Appointments, fabric choices and measurements can all be made online and at leisure.² The target market is generally tech savvy and the availability of information online makes them an **attractive alternative**.

Pinstripes

Pinstripes has been in the tailoring and men's apparel business for 27 years. The second most prominent reason men shop at a specific store is brand loyalty.¹ Also located in Country Club Plaza, their **presence as an institution** make them a prominent choice for suit buyers. However, with almost no advertising nor social media presence, it is easy to discount them as out of date with current fashion and consumer buying trends.

Houndstooth

Houndstooth is the only other retailer making **custom suits** like League of Rebels.⁴ Only a 15 minute drive from Country Club Plaza, they are in **direct competition** when clients are looking for a bespoke suit. It is a privately owned suit provider that **emphasizes customer relationships**.⁵ They hold **private events** and **offer discounts** on bulk suit orders, lowering barriers to entry.⁶ They are a relatively new company and do not have a strong or regular online presence, which is an area of opportunity for League of Rebels.

We stand out

1. Men's Clothing - US - April 2018 - Market Research Report. (2019). Retrieved from <https://academic.mintel.com/display/860349/#>
2. About Revolutionizing Custom Made Menswear. (n.d.). Retrieved from <https://www.indochino.com/about>
3. About Us - Pinstripes. (n.d.). Retrieved from <http://pinstripesclothing.com/about-us/>
4. HOUNDSTOOTH. (n.d.). Retrieved from <http://www.houndstoothkc.com/>
5. About - HOUNDSTOOTH. (n.d.). Retrieved from <http://www.houndstoothkc.com/about-1>
6. Weddings - HOUNDSTOOTH. (n.d.). Retrieved from <http://www.houndstoothkc.com/weddings-1>

Media Menu

Bus ³				
City Bus Sizes	# of Units	1-2 Months	3-5 Months	6-11 Months
Full Bus Wrap	10+	\$1,400.00	\$1,250.00	\$1,150.00
	5-9	\$1,450.00	\$1,350.00	\$1,250.00
	1-4	\$1,500.00	\$1,450.00	\$1,350.00
King Kong	20+	\$560.00	\$525.00	\$485.00
	10-19	\$580.00	\$550.00	\$515.00
	2-9	\$600.00	\$575.00	\$545.00
King	20+	\$410.00	\$395.00	\$355.00
	10-19	\$430.00	\$415.00	\$385.00
	3-9	\$450.00	\$430.00	\$410.00
King Panel	20-54	\$280.00	\$255.00	\$240.00
	10-19	\$290.00	\$270.00	\$255.00
	4-9	\$300.00	\$285.00	\$270.00
Full Back Display	20+	\$410.00	\$395.00	\$355.00
	10-19	\$430.00	\$415.00	\$385.00
	3-9	\$450.00	\$430.00	\$410.00
Supertail Panel	20-54	\$240.00	\$220.00	\$210.00
	10-19	\$245.00	\$230.00	\$220.00
	5-9	\$250.00	\$240.00	\$230.00

Radio ³				
Daypart	2Q19	1Q19	4Q18	3Q18
AM (6am-10am)	140	130	144	144
Day (10am-3pm)	118	115	120	120
PM (3pm-7pm)	125	118	144	148
Evening (7pm-Midnight)	55	56	51	58

Local Digital ³			
Websites	High Viewability	Run of Network	Run of Mobile
The Kansas City Star	\$6.95 CPM	\$6.20 CPM	\$4.75 CPM
38 The Spot	\$3.35 CPM	\$2.15 CPM	\$2.05 CPM
41 Action News	\$4.85 CPM	\$3.65 CPM	\$3.55 CPM

Airport Ads ²		
Format	Rate per display per 4 week period	Est. Impressions/Views per day
Backlit Diorama (Gate/Terminal and Baggage Claim)	\$3,500 - \$9,900	12,000 - 15,000
Digital/LED/Video	\$3,500 - \$9,500	20,000 - 35,000
Airport Banner	\$15,000 - \$30,000	40,000 - 60,000
Airport Shuttle/Bus	\$4,000 - \$8,000	1,000 - 3,000

Magazine Color Rates For One Time ³					
Magazine	Total Circulation	Full Page Rate (\$)	1/2 Page Rate (\$)	1/3 Page Rate (\$)	1/4 Page Rating (\$)
KC Weddings	36,000	\$3,300	\$2,640	\$1,764	\$1,266
The Hills Magazine	4,895	\$995	\$695	N/A	\$495
Kansas City Spaces	34,000	\$3,140	\$1,890	\$1,420	\$950

TV ³				
Daypart	2Q19	1Q19	4Q18	3Q18
Prime Access (7pm-8pm)	178	158	206	204
Prime (8pm-11pm)	255	255	276	264
Late News (11pm-11:30pm)	174	158	165	175
Late Fringe (11:30pm-1am)	109	102	130	125

Local SEM ¹		
Key Words	Impressions (per month)	Clicks (per month)
Mens Suits	17,350 - 29,026	269 - 450
Mens Tailored Suits	14,506 - 24,254	256 - 428
Mens Fashion Suits	122,211 - 203,935	821 - 1,370
Mens Clothing Store	151,495 - 253,158	304 - 508
Mens Custom Suits	10,642 - 17,875	156 - 262
Mens Formal Wear	12,730 - 21,287	308 - 515

Newspaper ³				
Newspaper	Total Circulation	Full Page (\$)	1/2 Page Rate (\$)	1/4r Page Rate (\$)
The Pitch (b&w)	Monthly 35,000	3,521.00	2,117.00	1,167.00
	Mon-Fri 96,780			
The Kansas City Star (b&w)	Sat-Sun 222,275	19,500.00	12,000.00	6,000.00

1. Google Ads. (n.d.). Retrieved October 8, 2019, from https://ads.google.com/aw/campaigns/new/express?campaignid=6737855489&code=371203657&enbid=use-enr-et-gaw-s-tools-kwp-awhp_sml11o2&exp=crev&cuid=367205912&_u=510497928&ncid=371203657&_c=7501289795&authuser=0&sourceid=aw.o&sourceid=emp

2. Airport Ads. (n.d.). Retrieved October 8, 2019, from <https://www.bluemedia.com/airport-advertising#rate>

3. SRDS. (n.d.). Retrieved October 8, 2019, from <https://nas-us.com.czproxy.lib.utexas.edu/datacard/show/273212>

Media Menu (continued)

Social ²		
Platform	CPM (\$)	CPC (\$)
Facebook	10.00	1.72
Instagram	5.00	\$1
Pinterest	5.00	\$1

Guerrilla ⁶			
Medium	Quantity	Total Cost (\$)	Est. Impressions
Luggage Tags	100	412.00	Min. 100
Stickers	2,000	163.00	Min. 2000

Local SEM ¹			
Key Words	Impressions (per month)	Clicks (per month)	CPC (\$)
Mens Clothing Store	151,495 - 253,158	304 - 508	.84-1.4
Mens Fashion Suits	122,211 - 203,935	821 - 1,370	.31-0.52
Mens Suits	17,350 - 29,026	269 - 450	.95-1.58
Mens Tailored Suits	14,506 - 24,254	256 - 428	1-1.66
Mens Formal Wear	12,730 - 21,287	308 - 515	.83-1.38
Mens Custom Suits	10,642 - 17,875	156 - 262	1.63-2.73

Audio ³		
Medium	CPM (\$)	Min Down Payment (\$)
Spotify	5.00	250
Pandora	8.00	1,500

Podcast ⁴		
	Subject	CPM (\$)
Sportsbeat KC	KC Sports	15

Experiential ⁵		
Medium	Cost (\$)	Provider
Pop-Up Truck		
Truck	3,800.00	Mobie Experimental Trucks
Ring Light Photo Booth	600.00	Shutter Booth
Giveaway Item (suit)	1,500.00	League of Rebels
Employee Selling Merchandise	252 (\$12/hr)	League of Rebels
Walk-In Tailoring		
All Inclusive Room Rental	1,500.00	J. Rieger and Co.
Tailors (3)	459 (\$17/hr)	League of Rebels

1. Google Ads. (n.d.). Retrieved October 8, 2019, from https://ads.google.com/aw/campaigns/new/express?campaignId=6737855489&ocid=371203657&subid=us-en-ct-gw-a-tools-kwp-awhp_xin11_o2&step=rev&euid=367205912&_u=5104979288&uscid=371203657&_c=7501289793&authuser=0&sourceid=awo&sourceid=emp.

2. Donnelly, G. (2019, June 18). The Online Advertising Landscape in 30 Definitive Charts [Data]. Retrieved from <https://www.wordstream.com/blog/ws/2019/03/25/online-advertising-landscape>.

How Much Do Ads Cost on Facebook, Twitter, LinkedIn, and Instagram in 2019, 10, April, 2019, <https://www.falcon.io/insights-hub/topics/social-media-roi/how-much-do-ads-cost-on-facebook-instagramtwitter-and-linkedin-in-2018/>

How Much Does Pinterest Advertising Cost? (n.d.). Retrieved from <https://www.webfx.com/social-media/how-much-does-pinterest-advertising-cost.html>.

3. Grodesky, N., Grodesky, N., Nicole, Grodesky, N., Williams, C., Sherman, C., & Platano, C. (2018, November 13). How to Advertise on Spotify. Retrieved from <https://powerdigitalmarketing.com/blog/how-to-advertise-on-spotify/#graf>.

4. Kaufer, K. (2018, August 1). A Survival Guide For Podcast Advertising. Retrieved from <https://www.forbes.com/sites/forbesagencycouncil/2018/08/01/a-survival-guide-for-podcast-advertising/#6d561b24170>.

5. J. Rieger & Co. (n.d.). Retrieved November 2019, from <https://www.riegerco.com/>.

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Mobie Experiential Trucks. (n.d.). Mobie Experiential Trucks ! Retrieved November 2019, from <https://mobie-experientialtrucks.com/>.

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Media Strategy

Devotion to unapologetic authenticity

To reach Booked and Brights, League of Rebels will employ a competitive cross-platform media strategy involving social, out-of-home, traditional and experiential advertising. The ultimate goal is not just to introduce League of Rebels to Kansas City, but have them recognized as a must-have brand among Booked and Brights. This will be accomplished as League of Rebels integrates into the community, establishing connections with local thought leaders and patrons. League of Rebels will encourage a mutual respect and admiration with the residents that inspires them to share our story with friends and colleagues. As League of Rebels becomes a more integral part of the community, members will be incentivized to return or introduce others to the brand that has made such an impact.

DEVOTION

**love, loyalty, or
enthusiasm for a
cause**

UNAPOLOGETIC

**not acknowledging
or expressing regret**

AUTHENTIC

**coming from a
real place within**

So What

Inform

The objective is to spread awareness and educate consumers in the Kansas City DMA about League of Rebels' new location and the authentic experience they offer. We want to encourage curiosity and generate buzz about the new upscale clothier. In addition, Bluebonnet Media will emphasize League of Rebels' dedication to the community.

Incentivize

Through a strong media mix, League of Rebels will engage potential consumers through their preferred media and encourage independent and organic research. Consumers will be incentivized through common interests to research the brand which, in turn, will increase foot traffic and ultimately drive purchases at League of Rebels.

Inspire

This objective focuses on creating a space for customers that promotes their values and encourages community interaction. Nurturing these relationships is crucial to successful promotion. Through experiences like our tailoring event, League of Rebels will situate itself as a thoughtful leader in the greater community and inspire positive word of mouth and social media interactions from the Kansas City Community.



Suit Up

Flight One: March 14 - April 19

Flight Two: June 15 - July 10

Audio

League of Rebels will use Pandora and Spotify to inform consumers of the new location. These channels optimize reach and frequency for Booked and Brights as they are regularly on their mobile devices listening to music. The high reach and frequency will drive organic search which will lead to higher transaction and purchase rates. These are not end-game investments but are critical in creating brand awareness. They are a good investment, as our target market consists of tech-savvy middle-aged consumers who no longer use radio as their main source of entertainment. Instead, they have migrated toward over the top channels that offer a new level of convenience. League of Rebels will pulsate between Spotify and Pandora to stimulate buzz and encourage conversations between customers.

Magazine

League of Rebels will place two insertions in the first issue of KC Weddings on May 13 which will circulate throughout the first half of the campaign. They reach an affluent audience, engaging a key demographic of Booked and Brights. These consumers are highly motivated to buy and are actively searching for more information. Magazines are a good medium for luxury clothing brands as they are highly informational and their curated content reaches consumers on a more personal level. KC Weddings allows League of Rebels to reach a niche market segment while providing a luxurious and premium feel.

Pop-Up Truck

May 8 -10, League of Rebels will host a pop-up truck from 9 a.m. to 4 p.m. on the last three days of the Kansas City Golf Classic at Blue Hills Country Club. As a week-long philanthropic tournament, the KC Golf Classic raises money for local nonprofits. League of Rebels will sell select products and donate a percentage of the sales to profits. Visitors will have the opportunity to make a gif with the League of Rebels logo at our ring light photo booth to share on social media. This event provides a unique contact point for members of our target market and promotes buzz around League of Rebels.

OOH

Out of Home efforts are crucial to properly introduce and later recall League of Rebels. As at least 80% of our target market drives to work every day, it is important to capitalize on that time. Three billboards in March, June, and November will inform and remind consumers of League of Rebels' presence at the Country Club Plaza. They will be strategically placed to maximize reach. These areas include the Crossroads Arts District, KC International Airport, and Country Club Plaza District. Along with these illuminated billboards, League of Rebels will give away free luggage tags at our pop up shop and stickers throughout the first few months. These small tokens will inspire consumers to share and talk about their positive experiences with the brand.

TV

TV advertising is critical to grow awareness and catalyze conversations. Men aged 18 - 54 are especially likely to learn about fashion trends from ads they see on TV.¹ They are most likely to watch TV after a long day of work so we will focus on prime access programming on WDAF and KMBC. In order to keep League of Rebels top of mind two insertions will be allocated in mid July. These two insertions will reach a broad audience in the Kansas City DMA. growing awareness and optimizing ROI.

Social Media

Since Booked and Brights use social media on a daily basis, League of Rebels will meet these consumers on their preferred platforms in the digital landscape. We will use Facebook as our main platform to inform consumers about the brand and generate interactions. Because Facebook is considered a more traditional platform, messaging will focus on the sophistication and craftsmanship of the brand, targeting career professionals. Instagram will be optimized to reach the younger half of Booked and Brights, emphasizing the casual street-style aspect of our suits and showcasing any community involvement. Although Pinterest does not fall directly into our target market, it is a key platform for growing awareness of the brand. While consumers are looking for retail inspiration, League of Rebels will reach Booked and Brights through spouses, friends, and family.

Podcast

Moving from flight three to four will mark the addition of podcast ads stimulating the conversion from brand awareness to transactions. Research shows that 63% of podcast listeners make a transaction based on ads included in their preferred podcasts.² Consumers are highly engaged on this medium which results in higher retention of key messages and translates to higher direct purchase rates. League of Rebels will run mid-roll ads in the most popular sports podcast within the Kansas City area to reach Booked and Brights. Given League of Rebels' target market of tech-savvy, well educated sports enthusiasts, customizing mid-roll ads on Sportsbeat KC will be an effective and cost-efficient strategy driving direct purchase rates and reinforcing brand image.

Audio

League of Rebels will continue to pulse Spotify and Pandora in the second flight. Extensive messaging around the holiday season will help generate repeat purchases, reiterating to customers that League of Rebels suits works well as gifts, too.

KCFW Tailoring Event

Two weeks every September, Kansas City Fashion Week engages a large part of the community by featuring local, national, and international designers. League of Rebels will host a complimentary tailoring event Sept. 12 in conjunction with J. Rieger and Co. from 12 p.m. to 9 p.m. The event, held at the Monogram Lounge, will encourage brand loyalty, introduce new market segments, and reinforce the message that League of Rebels is a fixture of the community.

Partnership with J. Rieger and Co.

In an effort to connect on a deeper level with the Kansas City community, League of Rebels will announce a local partnership with J. Rieger and Co. beginning September 1. This distillery's devotion to premium quality matches League of Rebels' and complements the highly social nature of the Booked and Brights market. This mutually beneficial partnership will increase League of Rebels' access to new markets while encouraging sales for both companies. League of Rebels will display and offer their whiskies at the Country Club Plaza location and, in turn, will have priority advertising during events and distillery tours hosted by J. Rieger and Co. After a year, League of Rebels will have the opportunity to continue the partnership, reinforcing a community connection and increasing the reach of Booked Brights in the Kansas City DMA.

Come Through

Flight Four: October 19 - November 8
Flight Five: November 23 - November 20

Magazine



KC Wedding's will release their second publication between flight two and three with League of Rebels embedding another two insertions. KC Weddings will be continuous throughout the campaign. This will allow League of Rebels to effectively communicate with the target market at an efficient price point. In flight two, these insertions will focus on influencing direct purchase behaviour. This continuous media strategy will be particularly significant considering the high number of engagements surrounding the holidays.

SEM



A large portion of the campaign budget will be allocated to SEM, specifically continuous paid search efforts with Google AdWords. Prioritizing paid traffic over organic traffic will significantly boost transaction rates. Research shows that paid search traffic converts to transactions 50% better than organic.¹ Search engines are often the last place a consumer turns before making a purchase decision and can be heavily influenced by online search results. Google controls 71% of the search engine market making it the best choice to targeting these willing consumers. This is crucial to increasing League of Rebels' ROI and transaction rate.

Podcast



League of Rebels will continue a flighted podcast investment throughout flight two, reminding consumers of League of Rebels' presence and encouraging customers to consider them when making a purchase decision. Because Booked and Brights are heavily involved in sports, investing in KC Sportsbeat is a practical decision. As these consumers search for up to date information on their favorite sports teams, League of Rebels will aid recall for customers of the premium quality suits they offer, reinforcing brand image and extending the trade area.

TV



To kick off the last part of the campaign, League of Rebels will incorporate 2 more insertions of TV ads during the prime access programming on WDAF and KMBC. By inserting TV ads again, League of Rebels will continue to reach top of mind awareness while inspiring consumers with the latest fashion trends and styles. This will allow consumers to plan their suits for family events thus increasing sales for the holidays.

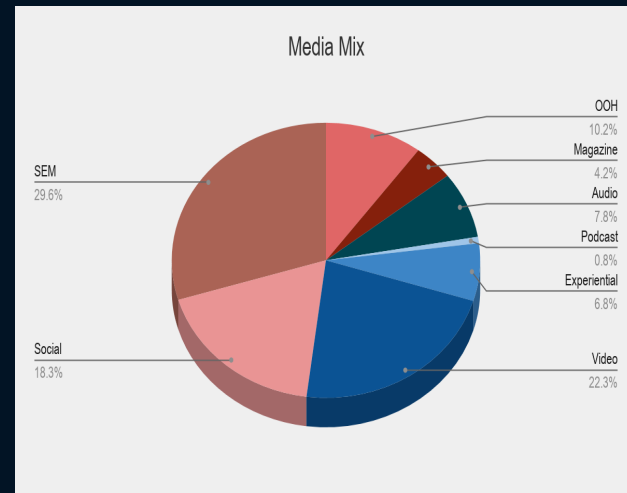
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Budget Recap

Budget Recap						
Type of Media	Vehicle	Cost (\$)	Quantity	Impressions/Ad	Total Impressions	Total Cost (\$)
OOH	Billboard	3,900	3	1,031,046	3,093,138	11,700.00
OOH	Luggage Tags	412	100	100	100	412.00
OOH	Stickers	163	2,000	2,000	2,000	163.00
Magazine	KC Weddings	1,266	4	9,000	36,000	5,064.00
Audio	Spotify	CPM \$5, Min \$250	N/A	1,000	1,274,000	6,370.00
Audio	Pandora	CPM \$8, Min \$1,500	N/A	1,000	375,000	3,000.00
Podcast	Sportsbeat KC	CPM \$15	60	1,000	60,000	900.00
Experiential	Pop up shop	6,152	N/A	N/A	350-450	6,152.00
Experiential	KCFW Tailoring	1,959	N/A	N/A	350-450	1,959.00
Video	WDAF	22,594	2	172,171	344,342	14,378.00
Video	KMBC	14,378	2	147,575	295,150	12,324.00
Social	Instagram	CPM \$5	N/A	1,000	1,600,000	8,000.00
Social	Facebook	CPM \$10	N/A	1,000	1,000,000	10,000.00
Social	Pinterest	CPM \$5	N/A	1,000	800,000	4,000.00
SEM	Adwords	14.00/day	N/A	N/A	3289340 - 5495350	35,578.00
Total					12,169,070	120,000.00

Bluebonnet Media



Media Mix		
Medium	Percent (%)	Cost (\$)
OOH	10.23%	12,275
Magazine	4.22%	5,064
Audio	7.81%	9,370
Podcast	0.75%	900
Experiential	6.76%	8,111
Video	22.25%	26,702
Social	18.33%	22,000
SEM	29.65%	35,578
Total	100.00%	120,000

FLOWCHART

						Flight 1												Flight 2									
				March						April				May				June						July			
Media	Vehicle	Vehicle Cost(\$)	Total Cost (\$)	2 - 8	9 - 15	16 - 22	23 - 29	30 - 5	6 - 12	13 - 19	20 - 26	27 - 3	4 - 10	11 - 17	18 - 24	25 - 31	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2		
OOH	Billboard	7,800.00	8,374.65																								
	Luggage Tags	412.00																									
	LoR stickers	162.65																									
Experiential	Pop Up Shop	6,152.00	7,856.00																								
	KCFW Tailoring	1,704.00																									
Audio	Pandora	3,000.00	9,370.00																								
	Spotify	6,370.00																									
Podcast	Sportsbeat KC	900.00	900.00																								
TV	WDAF	22,594.00	36,972.00																								
	KMBC	14,378.00																									
Magazine	KC Weddings	1,266.00	1,266.00																								
Social Media	Facebook	10,000.00	22,000.00																								
	Instagram	8,000.00																									
	Pinterest	4,000.00																									
SEM	Google AdWords	14.00/day	35,833.00																								

						Flight 1												Flight 2								
				March					April			May				June				July						
Media	Vehicle	Vehicle Cost(\$)	Total Cost (\$)	2 - 8	9 - 15	16 - 22	23 - 29	30 - 5	6 - 12	13 - 19	20 - 26	27 - 3	4 - 10	11 - 17	18 - 24	25 - 31	1 - 7	8 - 14	15 - 21	22 - 28	29 - 5	6 - 12	13 - 19	20 - 26	27 - 2	
OOH	Billboard	7,800.00	8,374.65																							
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Social Media	Facebook	10,000.00	22,000.00																							
	Instagram	8,000.00																								
	Pinterest	4,000.00																								
SEM	Google AdWords	14.00/day	35,833.00																							

FLOWCHART

							Flight Three								Flight Four						Flight Five					
				August					September				October				November					December				
Media	Vehicle	Vehicle Cost (\$)	Total Cost (\$)	3 - 9	10 - 16	17 - 23	24 - 30	31 - 6	7 - 13	14 - 20	21 - 27	28 - 4	5 - 11	12 - 18	19 - 25	26 - 1	2 - 8	9 - 15	16 - 22	23 - 29	30 - 6	7 - 13	14 - 20	21 - 27	28 - 31	
OOH	Billboard	7,800.00	8,374.65																							
	Luggage Tags	412.00																								
	LoR stickers	162.65																								
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Magazine	KC Weddings	1,266.00	1,266.00																							
Social Media	Facebook	10,000.00	22,000.00																							
	Instagram	8,000.00																								
	Pinterest	4,000.00																								
SEM	Google AdWords	14.00/day	35,833.00																							

Call to Action

Our mission at Bluebonnet Media is to provide research-driven, innovative, and strategic ideas that enable our clients to rise above the noise. We exist for one reason only: to stimulate impact by connecting brands and consumers. To create meaningful connections, we believe in breaking down the barriers between traditional and new media.

Over the last ten years you have proven League of Rebel's dedication and passion for fine tailoring and craftsmanship and we aim to match it. Together we will bring this devotion to unapologetic authenticity to Kansas City.

Bluebonnet Media is invested in helping League of Rebels thrive with a full spectrum of advertising strategies and tools ranging from traditional to experimental and everything in between.