



**Chickasaw Telecommunications Services Inc.
Strategy, Objectives and Preliminary Tactics Report**

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Problem Statement: Most of the business owners surveyed knew Chickasaw Telecommunications Services Inc. by word of mouth more than any other form listed. Previous advertisements have not reached the target business audience and brand awareness of Chickasaw Telecommunications Services Inc. is low. Business owners communicated to us in our survey and interviews that good customer service

and reliability are both strengths of Chickasaw Telecommunications services Inc. There is an opportunity for the company to advertise in more effective ways to raise brand awareness and meet business owners needs.

Goal: The goal of this campaign is to see a 15 percent increase of B2B sales, Stillwater being the main focus, especially with the new fiber optics technology.

Big Idea No. 1: For this campaign, we would play on the idea of the qualities of a cheetah. A cheetah is spotted, swift and fast. We would run the tagline “Internet with speed as fast as a cheetah that’s not so spotty.” This campaign will include visuals with a spotless cheetah running. Consumers want Internet service that is fast and reliable. These images will portray that Chickasaw Telecommunications Services Inc. provides service that is fast, strong and not so “spotty”.

Big Idea No. 2: For another campaign, we would run the tagline “not your grandma’s internet.” This would display photos of a stereotypical old woman, or an old ‘90s computer, with the tagline “Fiber Optics: not your grandma’s internet,” then put Chickasaw Telecommunications Services Inc.’s name, address and phone number. There would be room underneath this for supportive words such as “Reliable. Fast. Modern.” to drive the point home about the advancement in technology that lead to fiber optics.

Objective One: Increase awareness of company

- Strategy 1: We want to increase awareness of the company through the use of social media websites like Twitter and Facebook. This will compel customers and give them a sense of trustworthiness toward the company. With social media being a huge trend and extremely valuable for many businesses, the websites will hopefully attract many potential customers and let them know what the company stands for. We can create a hashtag for both big ideas, to have social media campaigns for the different advertising designs. We also can use industry relevant hashtags to include our information/technology into a broader conversation.
- Strategy 2: We also want to increase awareness of the company by handing out brochures and fliers at Oklahoma State University sporting events. By reaching out to the Stillwater community in this way, we can make the presence of company better known. The more that people see the Chickasaw Telecommunications Services Inc. name and get a better understanding of it, the better chance the company has at gaining more customers.
- Strategy 3: To raise awareness for the company we would also have interactive games on Jumbotron for Oklahoma State University fans to play during timeouts and at halftime at OSU’s football and basketball games. One idea would be to have fans “count the spots” on the Chickasaw Cheetah mascot and text the amount to a certain Chickasaw number for a prize.

Objective Two: Increase knowledge about fiber optics

- Strategy 1: We will launch an interactive social media campaign where users can ask questions using hashtags pertaining to fiber optics. We will engage the user via Facebook and Twitter to gain interest. Also, we will display billboards containing our web address to direct users to an informational page on our fiber optics services.

- Strategy 2: A 30-second radio advertisement educating consumers of our fiber optics option and its benefits will work to spread awareness while also increasing their knowledge on the service. They will be aired during optimal listening times throughout the day, such as the morning commute from 6-8 a.m. as well as the evening commute from 4-6 p.m. Exploring online radio spots on Pandora or Spotify is also an option with this type of advertisement. It is becoming increasingly popular as many small businesses utilize online radio in the workplace throughout the day.
- Strategy 3: Presenting the fiber optics service in such a way that the everyday Internet user can understand it is critical. It could be very beneficial to attend community events, chamber of commerce events or other local gatherings as a sponsor or contributor. Displaying information booths will allow consumers to better understand the benefits fiber optics can bring to their business in a relaxed, convenient and inviting way. Many people may not want to take the time to call other providers or explore their options in fear of hold times or simply inconvenience. Implementing a strategy such as this will eliminate the hassle for the consumer.

Objective Three: Build a company reputation

- Strategy 1: We will establish company reputation through consistent advertising using key words in advertisements, including making a cohesive campaign for digital and radio using the same key words. Key words will include “great customer service”, “reliable” and “fast”. All of these words resonate with business owners because this is what they find important. We will buy Google Ad words for surrounding zip codes in Stillwater, so the company will be the first to come up in a local search for new services.
- Strategy 2: Implementing advertisements made across digital platforms that drive heavy amounts of local traffic, including 300x300 pixel picture advertisements on Ocolly.com and the Stillwater Newspress website, which generate thousands of visitors daily. Local business owners look to both of these news websites for relevant information on their community. Our consistent advertising using the keywords mentioned above combined with our big idea will give us the perfect opportunity for repeated exposure.
- Strategy 3: We will sponsor a timeout song during a football game. The intro to the sponsored song will be our cheetah running to plug in an internet cable. As the cheetah runs, the spots will fall off. And when it plugs in the screen will go to live video, and “Shake It Off” by Taylor Swift will play over the speakers. People in the audience will be streamed onto the jumbo screens and will “shake off” their animated spots my dancing.

Tactics: This campaign will most likely achieve its desired results by implementing the strategies above with a combination of paid, earned and owned media.

Paid Media:

- Thirty second radio spot aired once during both the 6-8 a.m. and 4-6 p.m. time slots on a local radio station 3 times a week for 6 months. Same spot played on online radio stations, including Pandora and Spotify.
- 1,000 brochures printed to hand out at community events; 500 printed to increase awareness about Chickasaw Telecommunications Services Inc., and 500 printed to educate about fiber optic technology. Brochure supply should last 6 months.
- Order small online advertisements on both the O’Colly and Stillwater Newspress websites.

Earned Media:

- Create a trending hashtag about Chickasaw Telecommunications Services Inc. and its fantastic customer service. This will drive interaction with the local community.
- Attend community events to create a presence in Stillwater. This includes charity events, OSU sporting events and local business events. This interaction can drive word-of-mouth and foster trust in the community.

Owned Media:

- Create a customer newsletter that is released every three months. Display it on the Chickasaw Telecommunications Services Inc. website and email it to existing customers.
- Create profiles on Facebook and Twitter and maintain a content calendar.