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# Expressions of Elegance: The Success of Media Planning in the Bridal Industry

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### Recommended Citation

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EXPRESSIONS OF ELEGANCE: THE SUCCESS OF MEDIA PLANNING IN THE  
BRIDAL INDUSTRY

By

Amina Elizabeth Mance

B.A., Southern Illinois University Carbondale, 2010

A Research Paper  
Submitted in Partial Fulfillment of the Requirements for the  
Masters of Science Degree

Department of Mass Communication and Media Arts  
in the Graduate School  
Southern Illinois University Carbondale  
May 2012

RESEARCH PAPER APPROVAL

EXPRESSIONS OF ELEGANCE: THE SUCCESS OF MEDIA PLANNING IN THE  
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A Research Paper Submitted in Partial

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for the Degree of

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in the field of Professional Media and Media Management

Approved by:

Dr. Katherine Frith, Chair

Graduate School  
Southern Illinois University Carbondale  
April 12, 2012

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## DEDICATION

I dedicate this book to my sister Fadiyla R. Mance who has been my motivation for success throughout my career.

## ACKNOWLEDGMENTS

First and foremost, I want to thank God for all the opportunities he has placed in my life. I will be forever be indebted for the love and support that my mother Fannie Coleman Mance provided me during my entire educational career, she was there through it all. Secondly, I want to acknowledge my family and friends for the unconditional support behind my passion. College days were not easy, but the support and guidance Dr. Katherine Frith provided was phenomenal.

Furthermore, I dedicated this paper to all future students that truly enjoy the craft of Mass Communications and wish you all much success during your career journey. Especially, my favorite graduate colleagues Tamara John, Jenet Posey, Chastity Spencer, LaCreanna Young, Brittani Wynn, Staci Hurt, and Haley Meyer. They made the hardest 2 years of my life, the best 2 years of my life and I wish you all nothing but the best.

## TABLE OF CONTENTS

<u>CHAPTER</u>	<u>PAGE</u>
DEDICATION .....	i
ACKNOWLEDGMENTS .....	ii
LIST OF FIGURES .....	vi
CHAPTERS	
CHAPTER 1 – Introduction .....	1
CHAPTER 2 – Situation Analysis.....	3
CHAPTER 3 – Creative Brief .....	13
CHAPTER 4 – Creative Execution.....	19
REFERENCES .....	25
VITA .....	26

## LIST OF FIGURES

<u>FIGURE</u>	<u>PAGE</u>
Figure 1 .....	8
Figure 2 .....	12



## CHAPTER 1

### INTRODUCTION

#### *History of Bridal Consultant Industry*

The role of the professional wedding planner has evolved over the years. As long as men and women have been getting married, there have been people to arrange all of the details and help plan the wedding day. Before the official title of a “wedding planner,” companies initiated the need for event planners. As these companies grew and became financially stable, event planners were needed to organize company affairs more efficiently. Therefore, among the high to middle class, social events such as weddings, adopted the need for an event planner as well; more specifically, a wedding planner to organize a wedding (Mellinger, 1993).

The traditional wedding of exchanging rings and vows has evolved into a yearlong checklist of things to get done before the big day. Consequently, as the lives of people became more chaotic, there was no time to stop and plan a wedding. So the ease of not having to find a caterer, a florist, a venue, etc. was left up to the wedding planner and was a great advantage for everyone.

Weddings have changed in the past 30 years or so. Originally, it was a given that a bride’s parents would pay for her wedding. Towards the end of World War II was the beginning of big American weddings in public places. Prior to that, weddings were relatively private and small gatherings. Then in the late 1960s and 1970s weddings became more formal, adding special features to make the day one-of-a-kind. Then in 1981 the world turned its eyes to the wedding of all weddings, the marriage of Prince Charles to Lady Diana Spencer. Watched by millions the event set off the modern day

'big wedding' frenzy. The business of wedding planners has increased so much over the years, that wedding planners are now companies that employ numerous people to handle the many details of devising a wedding (Goulet and Riddell, 2006).

Although hiring a wedding planner was originally common among the high to middle class, couples with a budget have found that hiring a wedding planner just makes their day more enjoyable and less stressful. Nearly \$72 billion are spent every year on weddings and receptions and the average wedding is around \$20,000. The most popular months for wedding are June, August, September, and October (TheKnot.com, 2009). Therefore, professional wedding consultants are seen as a commodity, not a calamity. No matter what budget one has set for their big day, if you don't know where to spend it, you may get ripped off. This is where the wedding planner would take over and suggest vendors that are trustworthy and affordable. Wedding planners also have the ability to negotiate pricing with vendors, unlike a private party would. A wedding planner is no longer trendy, but is essential to a well-planned affair!

## CHAPTER 2

### SITUATION ANALYSIS

#### *Company Background*

##### About Fannie Coleman Mance

Fannie Coleman Mance created Expressions of Elegance based on the values and philosophies of her mother for entertaining and hospitality. When she and her mother, Eddy M. Coleman planned her own wedding, the phone was ringing off the hook, "Who planned your wedding?" People were asking Fannie to plan their weddings and other celebrations. Her stylish expertise has made her a favorite.

In November 1997, Expressions of Elegance opened its doors at 625 North Michigan Avenue, Suite 600 in Chicago. Fannie Coleman Mance is a professional trained floral designer and member of the American Association of Bridal Consultants.

#### *Expressions of Elegance*

More than any other moment, your wedding is a celebration of you; It's your joy, your passion, the sharing of family and friends, an occasion of meaningful commitments. She wants to know what's important to you -- you as individuals, you as a couple what defines your sense of style, your relationship, your sensibilities your sense of spirit.

Creating the ultimate celebration is our passion at Expressions of Elegance Wedding Consulting.

Their goal: minimize your stress and maximize your joy. They offer an array of planning services and strive to provide as much guidance and support, as your event requires.

We see ourselves as your friend, collaborator, designer, advisor, and all-around navigator throughout the planning process. Expressions of Elegance will help you create and manage a realistic budget, gather a team of amazing wedding professionals and resources, guide you through protocol and etiquette, conceptualize a design and theme.

We will work together to create an unforgettable menu, perfectly word your invitation, and decide how to get you to the church on time.

Furthermore, Expressions of Elegance is there on the weekend to make sure that everything runs smoothly. Our team organizes and oversees all deliveries and setup, troubleshooting where necessary and directing traffic. We're there to hold your hand as you and your wedding party get ready and travel through the day's events. We manage the event itself, controlling the flow and timing of the party and ensuring that you get to enjoy your guests, your meal, your first dance... your wedding!

### *Brand*

Expressions of Elegance is an event planning company that primarily focuses on wedding planning and floral design. Expressions of Elegance wants to help couples develop the wedding of their dreams without breaking the bank. Whether you have been dreaming about your wedding day ever since you can remember or don't even know where to begin, Expressions of Elegance offers wedding planning advice and services to make this event-of-a-lifetime unforgettable for you & your guests. At Expressions of Elegance they aim to make all Chicago weddings exceptional, extraordinary and picture-perfect while taking all the hassle away from you, your loved ones, and guests. Their list of respectable vendor and venues are one of the many reasons why.

Currently, Expressions of Elegance has a small client list based on word of mouth, but is currently trying to expand.

### *Marketing Mix*

#### *Product*

The company “Expressions of Elegance” is a bridal consultant company that aims to offer help in developing weddings for couples. The company prides itself for being honest and affordable for its consumers. Expressions of Elegance claims they can create an elegant wedding with any budget. We are a full-service wedding consultant group and provide the following services: etiquette advice, event scheduling, discounted invitations and products, vendor confirmation, rehearsal attendance, supervision of both ceremony and reception setup and budget planning.

#### *Price*

Expressions of Elegance prices are medium/high, based upon the wedding services a couple wants for their wedding and how extravagant it may be. Usually, the bridal consultant will ask for 10-15% of the couple’s budget. If a wedding is very lavish more time and services are needed.

#### *Place/Distribution*

The company is a B2C business; therefore Expressions of Elegance is a business that sells a service directly to consumers. The company showcases their services on their website and by word of mouth.

#### *Promotion*

Expressions of Elegance has not put a lot of focus on promoting the company because it was a side job for the owner. Mance received clients based upon referrals

from family, friends, or former clients. Recently, in 2009 she started a website that would show a list of vendors she has access too and a list of clients quotes about their events. There is a contact us form that potential couples can fill out to set up a preliminary meeting with Mance.

### *Positioning*

The marketing mix showcases wedding planning, affordable pricing, and honest consultants that are focused on making their clients special day extraordinary. Clients can meet with the consultant at a variety of locations; the primary location that couples will meet at is the Expressions of Elegance office located on the Magnificent Mile on Michigan Avenue. In the office a host of modern décor mesmerizes the clients. The Chicago Magnificent Mile is a primary shopping attraction; there are an abundance of stores that are available for consumers. Mance does not focus on forcing clients to pick a choice, not guiding them in their decision. She doesn't want to conflict the bride and groom with her vision compared to there vision. Unlike other companies Expressions of Elegance sells with a consumer experience in mind.

Current Slogan: Flowers, Parties, and Dreams...

This slogan has been used for the last 12 years of the company's existence. In addition to planning wedding Mance has a passion for floral design and she wanted her consumers to be aware of it. Mance wanted her slogan to be short and simple, explaining that her business is designed for them. These 3 elements are all what Expressions of Elegance was built off of.

### *Competitor Analysis*

There is no surprise that Chicago is a growing trend for businesses, with more than 100 bridal consultant business available in the Chicago land area competition is aggressive. Some key competitors are Jane Allen Events, Engaging Events by ALL, INC., and An Affair to Remember. All of these companies have been showcased in either one or more prestigious wedding magazines and/or have received awards for there work.

Below (Figure 1) is a competitive matrix of the following competitors compared to Expressions of Elegance. The companies are compared using the following factors:

- Target Market
- Pricing
- Services Provided
- Logo
- Mission

These factors were seen as an importance because they are important in shaping the audience we want to achieve.





Company's Name	Engaging Events by Ali. INC	Expressions of Elegance	Jane Allen Events	An Affair to Remember
Target Audience	Women 25 and older	Women 18-40.	Women 25-40.	Women 25-40.
Pricing	Ranging from \$1,000 and up based upon services.	10% to 15% of the brides wedding budget.	Ranging from \$50-\$5,000 based upon services.	Ranging from \$600 and up based upon services.
Services	Engaging Events offers two different types of packages that are created to help busy couples throughout the journey of getting married. The packages are themes off dances: The Waltz and The Tango. The minimum time frame must be two months.	Expressions of Elegance primarily works with the couple during the entire wedding planning process. Later, a plan book is created to show a timeline and focus on what the couple needs help in.	Jane Allen offers four different packages that are designed to cater to what a bride may need additional help in. Packages range from Ultimate Wedding to a Month before the wedding.	An Affair to Remember offers three different packages that offer a variety of services to help your wedding day go off without a problem. Packages range from Complete Wedding to Wedding Day service.
Mission	Creating all aspects of your special day.	Making one day last forever.	Helping Brides save time, money, and most importantly stress.	An Affair to Remember promises to provide a full time consultant service for the wedding of your desire and fulfill all your expectations.
Logo				

Figure 1 Competitive Matrix



## *Consumer Research*

### *Problem*

Expressions of Elegance has recently lost a lot of its followers because it has not stayed relevant in the bridal consultant market. Expressions of Elegance has not had a client since 2009. Mance had lost interest after prices for merchandise started to increase and consumers wanted to go for a more modern wedding theme instead of classic. Negative feedback also followed Mance, when it was said that she was overwhelmed with the promises she made with her clients.

Mance needs to re-launch her vision for her company in a more modern and stylish light. Weddings cannot only follow traditional values. Her company needs to have 1-2 additional employees to handle the workload of the couples. Furthermore, Expressions of Elegance needs to gain a presence in the media. Currently, their website is minimal and needs additional help, such as pictures and testimonies of previous clients. More marketing and promotion could increase sales and revenue in the up and coming years. Expressions of Elegance needs to promote their goals that they have for there potential clients. Price and concern is what sets them apart from their competitors.

### *Market Analysis*

According to a recent study by Sheri Stritof, the number one issue in planning a wedding is budgeting and seating your guest. (Stritof, 2003) Although the flash and excitement of impending nuptials can be intoxicating, it can also be overwhelming. Therefore, we primarily market our services to the people who need them most. i.e.

brides and grooms. In 2009, 2.5 million marriages took place in the United States (United States Census Bureau, 2010). This marriage rate is expected to remain at the same level in the near future. In the Chicago, IL area where Expressions of Elegance plans to operate their business, over 3,000 marriages are registered each year, which creates a sizable market potential for this line of business.

The numerous family members and guests attending weddings, anniversaries, and similar events represent another consumer subdivision. This segment requires event preparation services like gift ideas, etiquette tips, and etc. Besides the wedding arrangements, which Expressions of Elegance believes to be their major client obligations, other events the company will provide services to include corporate functions, holiday parties, etc in the future. This customer segment is estimated to have the annual volume of 50-125 orders in the Chicago land area. These orders could be for a variety of services Expressions of Elegance offers.

#### *Target Market Segment Strategy*

Expressions of Elegance will offer its services mostly to the brides and grooms, as well as to the family members because they can serve as potential clients. The company will position itself as an experienced provider of wedding planning services. Unlike most of its competitors, Expressions of Elegance will be offering a full range of services and thus provide the convenience of one-stop shopping for its clients. This will significantly reduce the customers' time and efforts preparing for such an important event as a wedding. Also, by utilizing numerous supplier contacts that the company owners have established and economies of scale, Expressions of Elegance will be able to pass on to its customer's sizable cost savings.

### *Market Needs*

The market needs for wedding planning services are strongly shaped by the customers' desire to have a perfectly planned and executed wedding ceremony. Although both major customer segments, brides and grooms, plan and budget for the wedding ceremony as far as a year or more in advance, they often realize that they cannot make all the necessary preparations by themselves in a cost effective manner. Strongly affected by the established social values, such customers seek professional advice to ensure that all the important aspects of the wedding ceremony meet or exceed their perceived expectations.

### **The Top 3 Bridal consultant companies that show up when Google are:**

1. Engaging Events by Ali INC.
2. Jane Allen Events
3. Frankly Speaking Bridal Company

Below is the S.W.O.T. Analysis for Expressions of Elegance:

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Prime location on the Chicago's famous Magnificent Mile.</li> <li>2. Can appeal to a specify audience.</li> <li>3. Pricing is considerable lower than competition in the market.</li> </ol>	<p><b>Weakness</b></p> <ol style="list-style-type: none"> <li>1. Currently no advertisement available for consumer growth except word-of-mouth.</li> <li>2. No social website to draw in customers.</li> <li>3. Lack of large staff or support team for possible large events.</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Re-Launch the company's image in modern feel.</li> <li>2. Growth in the social market scene.</li> <li>3. Creating unique advertising techniques.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Competition is extremely competitive in the Chicago land market.</li> <li>2. Not having the allocated funds to advertise in the Chicago media market.</li> <li>3. Lack of Awareness and Promotion.</li> </ol>

Figure 2

### *Online Survey Results*

An online survey was conducted to gather further data on the opinions and views of future consumers for the bridal consultant business. A total of 101 women completed the survey that was sent out via Google Document's survey tool. Since, women are the primary audience for the bridal consultant industry.

To begin the survey, participants were asked to identify their current relationship status, 35% of participants identified as single, 38% identified as dating (Figure 2:3). Of the women surveyed 79% planned to get married or are already married and 20% were unsure (Figure 2:4). This shows that Expressions of Elegance has a large market of

potential customers in the future. Planning a wedding can be a very stressful ordeal. There are certain factors that may be more important for others, 75% said that budgeting is the most important factor that a bridal consultant can help them with, 55% said that pricing was important, 53% said that organization was important (Figure 2:7). Therefore, Expressions of Elegance should find a way to advertise the top three issues consumers find important.

Expressions of Elegance doesn't have a set starting price for their consumers, but when asked "How much do you think you should pay a bridal consultant?" 61% agreed that a bridal consultant should get paid 2,000 or less. This is slightly lower than what the average bridal consultant receives. The usually amount for a bridal consultant that will offer full service is about 3,500 (costhelper.com, 2011). Participants were also asked a series of questions about bridal consultants overall performance and their opinions about vendors wedding consultants may offer. Nearly, 82% believed that bridal consultants are helpful (Figure 2:9). 37% answered that bridal consultants are expensive (Figure 2:10). Expressions of Elegance needs to create a desire for their services, without focusing on price. Of the vendors listed in the survey, the top vendors that participant's thought would be the most helpful are caterers, photography, wedding cakes, and reception cites. Also, 46% of the participants said that florist decisions are extremely important (Figure 2:18). Mance usually attends bridal expo to gain clientele, but 40% of the participants said that they were not very familiar with any of the Chicago land bridal expos (Figure 2:27).

## CHAPTER 3

### CREATIVE BRIEF

#### *Key Selling Idea*

The key selling idea for this campaign is “It’s YOUR time”. The current target audience is fast paced, having full packed daily lives. Many times they forget to take time for themselves. With Expressions of Elegance we want our target audience (24-35) to feel that we are here to help them create “YOUR” special day, while keeping “YOUR” vision in focus.

#### *Rationale*

##### “It’s YOUR”

- Creates an emotional appeal
- Gives the consumer ownership and control over their bridal experience
- Exerts the feeling of a lively experience

We want to excite the consumer that her time is important and that we have all her wants, needs, and desires at Expressions of Elegance. Engaging the consumer in the tag line will allow the consumer to come into our office with a positive attitude and embrace what we have to offer.

##### “TIME is of the Essence” -

At Expressions of Elegance we know that planning your wedding is very important and time is as important as your vision. The phrase itself is an idiom used to emphasize that the actions described need to be completed in a reasonable amount of time; letting the consumer know that Expressions of Elegance is here to serve you in all of your essential wedding wishes. In advertising, tapping into the consumers’ subconscious is

essential to attracting them to products and/or services. The more aesthetically pleasing the environment and image, the more effective it may be. Expressions of Elegance has all the time to create the essential wants and needs in a one-stop shop, where the customer is in control.

### *Campaign Objective*

To promote towards young women in Chicago about Expressions of Elegance.

### *Marketing Objectives*

- To reach the target demographic of women ages 24-35.
- To increase the target market share of Expressions of Elegance by 2-5% in the upcoming year.
- To raise awareness of the company's services and mission.

### *Communication Objectives*

- To become the preferred bridal consultant/event planner for the Chicago land area.
- To create a sense of comfort and security in the consumer while focusing on:
  - Affordability
  - Reliability
  - Convenience

### *Media Objectives*

- To reach 50% of the target audience through advertisements to evoke a need for bridal consultant services.
- To draw in the target audience through buzz of promotions, events, media advertising, and the Internet.

### *Who is the Target?*

Based upon the online survey results the primary target audience that may need a bridal consultant is 24-35 young professionals, family oriented, urban and suburban living (African American, Caucasian, Hispanic, and Asian) (Figure 2:5). We are casting a large age range because we have noticed the trend that women are getting married later in life based upon multiple reasons. Women in the target could already have children. We start at the age 24 because that age is usually when women and men begin to settle in to a daily routine in life. This target is modernized and usually follows the latest trends. The usually income for the primary target is low to mid-range (\$20,000-50,000). The secondary audience that we will focus on is 35-44, although this is not the average age a woman may get married, this could be the age they may want to renew their vows or have the wedding they could not have had at first, because they did not have the allocated funds, or perhaps a second marriage. Their income is above the primary audience (\$60,000 to \$85,000). They usually have already had a vision of what they want in life and they are comfortable with their financial standing. They often watch a variety of programming on television.

### *Who is the Typical Consumer? —Target Segment*

*(Example of demographics and psychographics of typical clientele, in the Primary Target Audience)*

Samantha and Jason live in a small suburban town outside Chicago, IL called Arlington Heights. They have been engaged for 2 years and have recently brought there first home. They both commute 20 miles to work everyday on the train. They both see an abundance of advertisements as they travel. Samantha is an elementary school teacher



and Jason is a sales assistant at a local publishing company. They are learning to budget and become more financially responsible since purchasing their first home and preparing for their wedding. Samantha enjoys watching reality and do-it-yourself programs found on HGTV, MTV, WE TV, and Bravo. Jason usually watches sports programming and reads the Chicago Times Newspaper. They appreciate a fun night on the town, eating at restaurants and going to contemporary shows (i.e. comedy and musical).

They both listen to AM news on the radio and love staying connected through social networks.. Samantha has been planning her wedding for the last 6 months; she has been looking at all the latest wedding magazines. Also, she has been surfing the web for possible colors for their wedding. They both are technology savvy and he loves the newest electronic gadgets.

*(Example of demographics and psychographics of typical clientele, in the Secondary Target Audience)*

Claire and Alexander have been married for 14 years, they live in the inner city of Chicago, IL in an area called Hyde Park in a condominium. They have 3 children that are all in school. Claire is an account executive at a marketing company; while Alexander is a Police officer at the local precinct. They have been saving money for their children's future and their renewal of their vows. This wedding will be the nuptial they have dreamed of. Claire is a faithful member of a book club and loves watching Lifetime and ABC. Alexander watches the News on the television and on the web. They love to explore the city. Claire has passion for flowers and often goes to the flower exhibits in Chicago.

## Tone

The tone of this campaign is informational, conversational, friendly, and modern. We want the target audience to experience all of our campaigns and encourage the theme “Its YOUR time” in the advertisements. The positive and empowering message will express to the audience the opportunities Expressions of Elegance has to offer for their consumers.

## CHAPTER 4

### CREATIVE EXECUTIONS AND MEDIA PLAN

The “Its YOUR Life” campaign will run from March 2013 to March 2014. This campaign will be the introduction to the re-launch of Expressions of Elegance. The media campaign hinges on the ability to create social interaction among our audience through the use of traditional media, non-traditional media, guerilla advertising, promotions, and events. The execution of this campaign will focus on the Chicago and Chicago land areas. The advertising will concentrate around the target age group of 24-35, with the hope of obtaining the secondary audience as well (35-44). The budget for this media plan is around \$35,000. This budget was accessed through a small business loan from the bank. The strategy for this media plan will focus most of the budget on events, gruella advertising, and promotions. We will organize execution using a fighting promotional tactic. Therefore, the implementation of the campaign will adhere to the media objectives set for this plan.

#### *Traditional Media*

Traditional media has been deemed expensive; it is very helpful when trying to contact a consumer. Due to our small budget, we will not use any television. However, magazine will be used. Despite the growing concern of the decline of readership of the magazine industry, we will still take advantage of this sector because there is proven research that this media is relevant, based upon survey results. The magazine campaign will run for the entire year (12 months). Expressions of Elegance will run full-page color advertisements in the Chicago Style Wedding Magazine (CSW). The campaign will focus on planning a stress free wedding with the help of Expressions of

Elegance. The rationale for choosing CSW is because since 1987, they have developed into the largest, most successful bridal marketing program in the Chicago area (Chicago Style wedding.com.). CSW magazine contains the largest amount of local information than any other bridal median, making CSW the number 1 source throughout the planning process. This reins as a tremendous opportunity for a bridal consultant business trying to reach a large demographic. The magazine is published 6 times throughout the year, starting in July and ending in June. The magazine has the same content in each issue, but the cover page is changed during every publication to entice new readers. On average, 100,000 issues are sold every 2 months. The cost of this advertising investment is \$6,000 dollars for the entire year.

#### *Non-Traditional*

##### *Online*

Expressions of Elegance has created a user-friendly website that gives in-depth information about the company, what services they provide, how they can be contacted, and a beautiful gallery of previous events. The website will be showcased on all other advertisement tactics including traditional media, social media, brochures, and events.

##### *Social Networks*

Social media has become the newest platform for advertising goods and services since the early 2000's when Myspace and Facebook began. According to the RazorFish Consumer Report in 2008, they said that 76% of consumers did not mind seeing ads when they log into a social media site (Razorfish, 2008). With digital media progressing in the advertising sector, Expressions of Elegance will implement a Facebook and Twitter page, which will promote information about the company, upcoming events, and

images of previous events. The Facebook and Twitter page will be updated at least once a day to keep its relevance in the newsfeed of its fans. This advertisement will be very beneficial because the cost for these social pages are free and will also, be published on brochures and announced at events. Hopefully, the fan base will grow vastly through the execution of the year media plan.

### *Promotions*

#### *Groupon*

Groupon is a deal-of-the-day website that is localized to major markets in the United States and Canada. The first market for Groupon was Chicago, followed soon thereafter by Boston and New York City and Toronto. Groupon now serves more than 40 markets throughout, and has a strong market share online. With Groupon business large and small advertise a deal that there company can offer for a limited amount of time, in which consumer can purchase. They guarantee businesses can attract thousands of customers in 1 day. The Groupon will run the second week of May and will offer \$25 for an organizational meeting for the bridal and groom to-be. This package is designed to help the bride and groom who is planning there wedding already, but needs help in organizing the details. This is originally \$120 value at a discounted price. Currently, Groupon has launched a dream wedding section, which is where Expressions of Elegance Groupon will be advertised. There will be limited Groupon offered for purchase (only 100). The cost to advertise with Groupon is \$650 for a 4 day-run. Although, the company is giving a dramatic discount to there services, the increase of customers will help create a larger demands for additional services.

### *Ambient Advertising*

Ambient advertising is about placing ads on unusual items or in unusual places you wouldn't normally see an ad. An ambient ad doesn't have to be placed outside. Ambient advertising can be found anywhere and everywhere! The key to a successful ambient media campaign is to choose the best media format available and combined with effective message. These kinds of ads often make someone think about a certain place or thing differently. A common trend we see in ambient advertising is taking an object and making it larger or smaller in scale. When we see something it is either abnormally large or small, and we can't help but to stop and gander. It's a great way to raise curiosity and get the person to come and take a closer look. Expressions of Elegance will offer 3 ambient advertising techniques during their yearlong media plan. The first one will be in August 2013 during the Chicago Dancing Festival. We will have a Giant Blimp flying across the event, which will drop over 1,000 colorful daisy flowers, with our company's name on it. The flowers will be artificial to save money. The flowers will have different questions on them, informing the consumer that Expressions of Elegance is there to help. The cost to rent a blimp is \$2300 for 1 hour. The cost of the flowers is \$600.

Our second ambient advertisement will be floral ice sculptures. These ice sculptures will be placed around the location of the Expressions of Elegance main office on Michigan Ave, during December. During December there is a large amount of consumers that are shopping for the holidays. The Ice sculptures will have the Expressions of Elegance Logo and floral arrangements frozen inside it. Accompanying

the ice sculptures will be a large flag banner of the company. The expected cost for this is around \$2300 for the banners and the ice sculptures.

Since, flowers were proven to be very important to a potential bride. We decided to create an ambient advertisement for our consumers to see. In the month of May and June we will have floral wedding dresses. These dresses will be made from completely from flowers and will be replicas of top designers wedding dresses. These dresses will be placed in the small flowerbeds on Michigan Ave. They will be made out of silk flowers to save money and that the advertisements will last longer. There will be a total of 3 wedding dresses. The Expressions of Elegance banner flag will be placed next to all of the floral wedding dresses.

### *Events*

Since, Expressions of Elegance is new to the bridal planning business, it is important for them to make constant appearances throughout Chicago. Expressions of Elegance will participate in 5 events throughout the Chicago land area.

- The Fleurotica Floral Fashion Show (March)
- 2013 Renaissance Center—Bridal Show (April)
- The Wedding Salon – Bridal Show (June)
- Wedding Expo—Bridal Sample Show (July)
- Windy City Wedding – Bridal Show (November)

All of these shows are very popular in the Chicago area. They have a high volume of attendance by the primary and secondary target audience. During all events Expressions of Elegance will have a booth that will have a variety of items for potential clients to look at. The table will have brochures, business cards, black ink pens (with the company's information on it), and we will offer signature martinis for our clients to drink. Each event is geared towards drawing in the customer; better know as the pull tactic in

marketing. Also, with each business card a client can receive 10% of their service packages.



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Research Paper Title:

Expressions of Elegance: The Success of Media Planning in the Bridal Industry.

Major Professor: Dr.Katherine Frith