

Marketing Message Analysis for the International Fair

WQSU radio announcement:

“The town of Selinsgrove and Susquehanna University invite you to the first International Fair, held on Market Street Saturday, April 9th from 1-4 PM. See where S.U. students have gone on their trips abroad and try some delicious food from local businesses. Come on down and experience the world right in downtown Selinsgrove. We hope to see you there!”

Poster to be distributed to local businesses and posted for students:



1. Describe the audience that this communication is designed for (use segmentation strategies and audience analysis data to support)

The Selinsgrove borough is a small community made up of down to midscale middle age families with a mix of older couples without kids. About 27% of the community is 45-64 years old and another 20% of the community is 65 and older. Based on race and ethnicity about 97% of the borough is white. By income about 15% make between \$35-50k, 20% makes between \$50k-75k and 15% make \$75-100K. Finally, by household size, about 45% of the community households are made up of two people, 20% of the community is made up of 3-4 people and about 80% of the community do not have children (Claritas, 2019).

For our interviews we asked individuals if they saw a need to promote and/or celebrate different cultures within the Selinsgrove community. Out of the 115 responses 72% agreed that there could be more diversity, 13% of the respondents said that they did not think they needed to promote diverse cultures and about 14% of the respondents abstained from answering the question.

2. Describe the vehicle/ format used to deliver or circulate this message (leaflet drop-off in stores, posters in downtown, local radio, Facebook messages, YouTube videos). What is the affordance or constraints of this format/ vehicle?

Statistically, the older generations are less likely to use social media which does not make that a viable outlet for our marketing efforts. We found through our interviews that the radio is the best option to reach the older population of the Selinsgrove community. The radio address written above will target the majority of the population and all those who frequently listen to WQSU.

Another form of marketing communication we plan to use is a poster that will be distributed and placed in businesses in downtown Selinsgrove as well as along the strip. This poster will work in conjunction with the radio address. The radio address will target the community as a whole and reach those that do not frequent the businesses that will have the poster and the poster will target those who do not necessarily interact with WQSU.

To gain interest in the Susquehanna community. This will be marketed through the GO classes as well as by placing the poster and posting it on social media sites. Social media is not the best tool for older generations but is very effective for the current generation of college students.

Based on our research, we believe that the avenues we have chosen to market our event are the best way to reach our target market; however, there are a few constraints to consider. For our radio address, our audience needs to be tuned into WQSU in order to hear our announcement. For our poster, the businesses need to hang them up in a place that is visible to all customers and our target market needs to visit a business where this poster is displayed. In terms of posters on campus and using social media sites to target students, the constraints would be that the posters need to be placed where students would notice them and students would need to be following the social media accounts that would be used to market the event. Despite these constraints we believe that our radio address and poster will work together to advertise to the majority of our target market within the Selinsgrove community.

3. Narrative Framing: What is the “big story” behind this message? How have you used shared values to communicate with your audience?

The intention of this event is to bringing international ideas to the area to enrich the community and knock down barriers between people. This is a big idea for a small community and through our interview data we found that most people were uncomfortable with the words “culture” and “diversity” which is why we framed our idea as an “international fair.” Using the word “international” should have a more positive connotation and response from the local community which would make them want to participate more.

4. What evidence led you to design this message in this way? (Interview insight, competitive analysis, auditing of existing messages)

Our marketing messages were designed to target those who needed to be more inclusive and educated about diversity. Through our interviews we found that 72% agreed there should be more diversity which meant, for us, that they would already be interested in participating in our event. We wanted to target the 27% of the community who said they did not think Selinsgrove could use more cultural awareness or declined to answer. In order to target them, we found through our interviews that the radio and posters in local business would be the best way to get their attention. We also designed our poster and radio address to frame the narrative in a way that would not overtly state “culture” or “diversity.”

5. Describe the content of the message including any items of importance e.g. Aesthetics (sound, color, logo, pictures, images) or Stories, Roles and Values. Why did you design it in this way?

This poster is designed to be an eye catching and fun way of communicating all of the information about the fair. The design of this poster uses fun colors and recognizable monuments to advertise the event. We chose bright colors to evoke fun and happy feelings about the event. Blue has been considered to instill trust and confidence in people which is why we chose that as our background. We chose the images of the international monuments to ensure that the 27% of respondents who do not think “cultural diversity” is necessary might consider attending an “international fair” with food and music. By using that image, we hope that our target market would think about travel and different countries as opposed to directly thinking about cultural awareness. Through our interview data we found that we need to market our event in the least invasive way possible, again, which is why we used lighter colors and historical monuments on our poster and avoided the words “culture” and “diversity.”

6. What are the allusions/ feelings/ emotions that you are trying to evoke from the message? Why is this important?

Through our marketing messages and chosen platforms we are hoping that everyone who sees this message will have an idea that this event will be fun. This is important for our marketing efforts because in order for the 27% of the population who does not think this is necessary to attend they need to see this event as fun and not an event where views and beliefs are being pushed onto them.

7. In seeing this message, what is the action you want your audience to take or role you want your audience to take on?

In seeing hearing the radio address and/or seeing our poster in businesses and on campus, we hope that the community participates in our fair. We hope that members of the community, both Selinsgrove and Susquehanna, want to either set up their own booth or come to the fair to learn more about the world and the many diverse and beautiful cultures from around the world.

By marketing the event this way, we hope that the 27% will attend the event and hear stories about where students whet abroad which will slowly and subtly communicate the bigger message of diversity. By advertising the food that will be at the event we hope to increase the value for the consumers. We want this event to be a joint effort between the community and the Susquehanna community. By hearing this message, we want the members of the community to attend and actively participate in this event.