

Informal Primary Research:

Our plan for Canyon River Ranch to brand themselves as a “get-away” location was proven to be a smart move after conducting a little primary research. When asking people in our target demographic (older, white, rich, males), we found that the majority of those whom we questioned would not prefer to bring their children with them to Canyon River Ranch. Those interviewed saw our client’s brand image to be more of a secluded, quiet, get-away destination rather than a spot for a family vacation. This conclusion was commonly backed up with statements including the location of the ranch along with the services it provides not fit to be “family friendly.” The most common thought of competitor was Suncadia Resort; some even argued that Lake Chelan would be a tough competitor, especially if Canyon River Ranch wanted to brand themselves as an outdoor family vacation spot. When asked about our client’s products and services, most described them as simple or basic. Nothing about Canyon River Ranch’s services stood out as extraordinary, especially when comparing it to the competition of Suncadia and Lake Chelan. Both of these competitors provide a wide variety of activities and services for guests that those in our target demographic deemed to be more popular among our culture today.

Secondary Research:

Canyon River Ranch is located in Ellensburg, Washington with a population of around 18,348. Most of the population consist of Caucasian individuals. Canyon River Ranch is known as a riverfront resort destination. The websites used to find customer reviews were

Trip Advisor and Yelp. We found that although Canyon River Ranch has improved over the last year there are still problems with management. People liked the location but the lack of on-sight activities was not appealing. Another issue was the service of the establishment didn't meet the extravagant prices they had.

Type of Research:

If we had the budget for it, a focus group consisting of people that have stayed there would work best. That way we could start a conversation amongst previous clients to see what they liked best about Canyon River Ranch, and what they think could be improved upon. Other research we would conduct would be looking at reviews online, and see what is being said about it on social media.

Campaign Plan:

Situation: Canyon River Ranch wants to brand themselves as a family destination.

However, given the location, space, funds, and competition that Canyon River Ranch has, Fab Five Communications believes it would be in the ranch's best interest to brand themselves as more of a quiet getaway destination.

Objectives: Increase public awareness about the existence of Canyon River Ranch.

Promote the ranch to the public as a destination spot to get away.

Audience: Our target audience is older, rich, white males, older rich couples, or older rich women, all of which who would want to get away for a weekend.

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Strategy: Canyon River Ranch is going to narrow their target demographic by using the services that are already provided to their advantage when it comes to advertising. They will promote themselves as a destination fly fishing, spa, and overall relaxation spot to appeal to those who want the quiet, more secluded getaway that Suncadia and Lake Chelan do not provide to their guests.

Tactics: It is important that Canyon River Ranch knows that what we are doing is in their best interest. We want to make sure that they know their money and time is going to be effective in the long run. It's also very important the cost of advertising is kept track of accurately. Budgeting the way Canyon River Ranch advertises is a key role. If we don't have enough money to advertise, Canyon River Ranch can't be successful. Our social media plan is to completely revamp their website and make it more appealing to users. We also need to make them a Facebook page that older, rich, white couples/people can access. This provides free publicity and advertising.

Calendar/Timetable: Our goal would be for Canyon River Ranch to make this turn around in a year. The ranch is already in the process of making changes, we are just planning to expand on this.

Measurement: It is important to focus on the after affect from the costumers of Canyon River Ranch. We want to make sure that we follow up on reviews, Facebook friends/likes, and contact. Once we make the changes that are necessary the most important part is to make sure the changes we believe are important is actually working by checking up on the recent reviews. By creating Facebook we need to make sure that the older demographic is successfully using it to benefit Canyon River Ranch.

Budget: The budget is made up of three main components in our pie chart. Seventy percent of the program cost will consist of salaries and administrative fees. The next main part of the budget would be Out-Of-Pocket expenses (OOP), which is 20 percent. The final budget of 10 percent goes out to the contingencies or unexpected expenses.

Public Relations Tools

Three helpful tools: A few tools that our team would find useful for our client, Canyon River Ranch, are interviews, news releases, and Facebook. By interviewing previous guests of the ranch, we can gain an insight for what the ranch has going good for them and what the public believes should be changed. Positive comments from these interviews can be implemented on our client's website, Facebook, blog, etc. Our team will also submit news releases to newspapers in both Western and Eastern Washington such as the Seattle Times, Daily Record, Everett Herald. Distributing news releases to media all over the state will result in a larger audience receiving word about Canyon River Ranch and its happenings. Facebook can also be greatly useful to reach out to our target audience. The generations of people whom we are trying to reach are not found to be active on any social media site other than Facebook. By promoting our client through Facebook, we have a higher chance of gaining our target audience's attention.

Two unhelpful tools: PR tools such as YouTube and podcasts would not be pertinent to our client. YouTube is commonly used by individuals to look up funny videos, music and television shows, not promotional videos for a resort such as Canyon River Ranch. Our

team would not find it worthwhile to invest our time into making a promotional video of the ranch to post on YouTube because it would not be of any use towards our client's goals. Podcasts also would not be beneficial to our client due to their inconvenience. Individuals within our target audience are not going to go out of their way to download a podcast for Canyon River Ranch. It requires too much work and if used we believe it would be unsuccessful overall.

Three other tools: Some other PR tools that our team agreed could benefit Canyon River Ranch are pitch letters/e-mails, video news releases, and Twitter. By distributing pitch letters and e-mails to a number of different news mediums about exciting news or events taking place at the ranch we will have a greater opportunity of reaching out to our audience and enticing them into our client. This method can primarily be used for any events that Canyon River Ranch may hold to ensure great attendance. Video news releases are also something that we believed might be helpful. Considering the ranch is located in a beautiful location, submitting video news releases to television news stations or online news media may draw people in better than a simple image or wordy description can. Lastly, while Twitter may not be the best way to promote our client to our target audience, it is a great way to engage with them. By typing "Canyon River Ranch" into Twitter's search bar, it will return with all tweets found mentioning those three terms. This gives us an opportunity to look up what people are saying about our client. If someone tweets about how awesome their stay was, we can reply saying what a pleasure it was to have them and that we hope to see them again. This instills a

welcoming relationship with our customers. On the other hand if someone tweets about how much they hate Canyon River Ranch, we are able to respond to them and ask what went wrong in their experience and how we can improve it next time.

What is the goal of this project?

The ultimate goal of our project with Canyon River Ranch is to make them more widely known across the whole state of Washington. Our team wishes to capitalize on the good elements that the ranch already has going for them such as their location, the fly-fishing, and their upcoming spa. By focusing on these elements and creating a more appealing feel to the ranch, we believe they will see more business.

Who are the publics your team wants to reach?

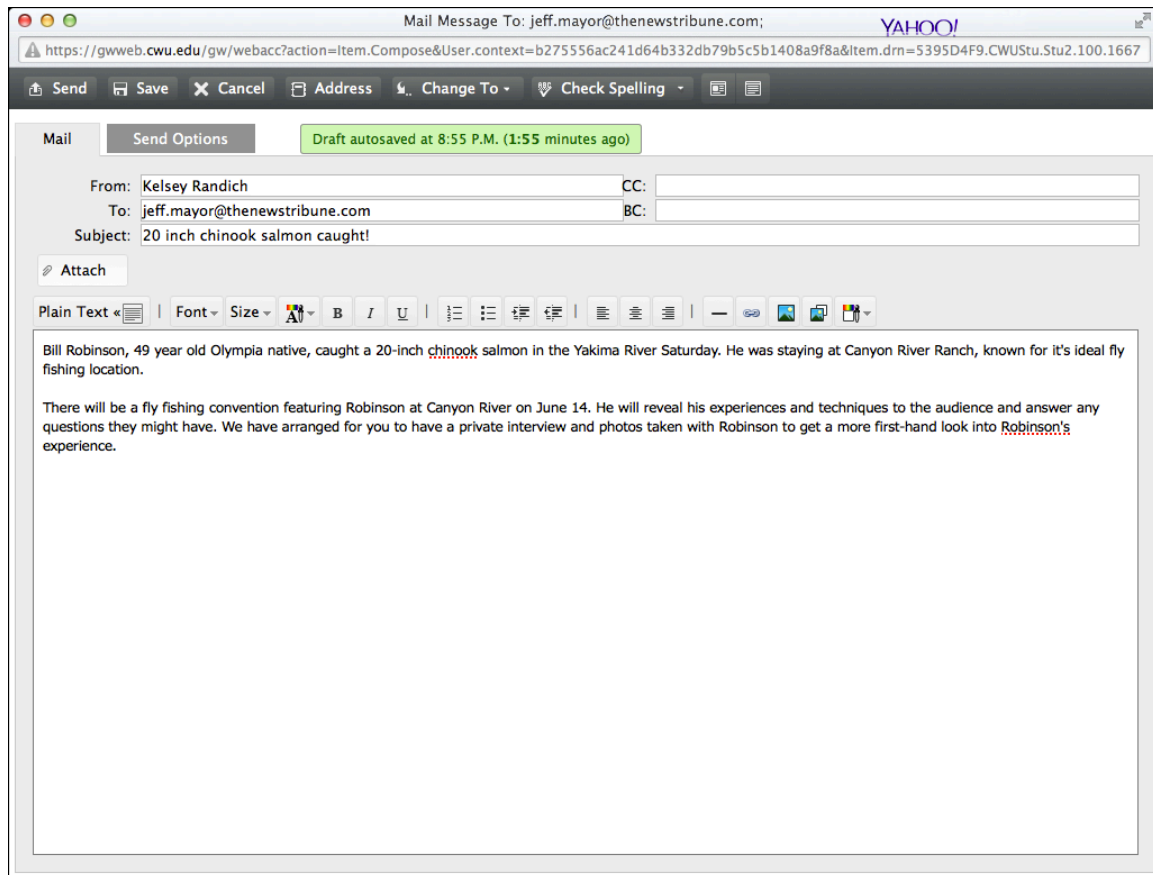
Right now, Canyon River Ranch is targeting their services to families but based upon what they have to offer versus their competitors, we believe that it is a smart decision to switch their target audience to a different audience. Our team wants to reach an older audience that includes older, rich, white males, their wives, newly wed couples and people who like to fish and be outdoors. We would like to make this switch because we don't think that the secluded, quiet nature of Canyon River Ranch is appealing to families and believe that making this shift would ultimately result in a higher success rate.

Which media outlet will help you reach your goal/publics?

In our opinion, our best options for media outlets would be newspapers, news stations across the state, magazines, and traveler's guides. These outlets would give us our best chance of reaching out to our target audience.

Media Contacts

Jeff Mayor – Tacoma News Tribune jeff.mayor@thenewstribune.com



Jeff Mayor started out as a reporter for the adventure section for the Tacoma News Tribune but in 2003 he was promoted to adventure editor. He oversees the section every week and takes a roll in coming up with new story ideas. He and his staff cover

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everything from fishing and hunting to Mount Rainer and the state's Department of Fish and Wildlife. He has written stories covering salmon fishing in Westport, Wash., to the fishing report for the Strait of Juan de Fuca. These are articles that the men, west of the mountains, in our target audience are going to be drawn to. We thought that it would benefit our client to pitch him a story because he does not have articles on any fishing reports for east of the mountains.

<http://blog.thenewstribune.com/adventure/2013/07/17/westport-salmon-fishing-opens-seven-days-a-week-starting-friday/>

<http://blog.thenewstribune.com/adventure/2013/07/12/fishing-report-plenty-of-salmon-action-in-the-strait-of-juan-de-fuca/>

<http://blog.thenewstribune.com/adventure/2013/07/16/film-shows-glacier-studies-at-mount-rainier-north-cascades/>

None of his stories have photos or any visuals provided so adding a photo to our pitch was unnecessary. He writes in more of a news release style. He gets right to the point with no added "fluff" in his writing. His style of writing allowed us to get right to the point with our story pitch. Although he doesn't necessarily do interviews or photos for his story, we thought it would be a good idea to provide a story he's never done before, in a location he's never written about because our story has to do with an Olympia native.

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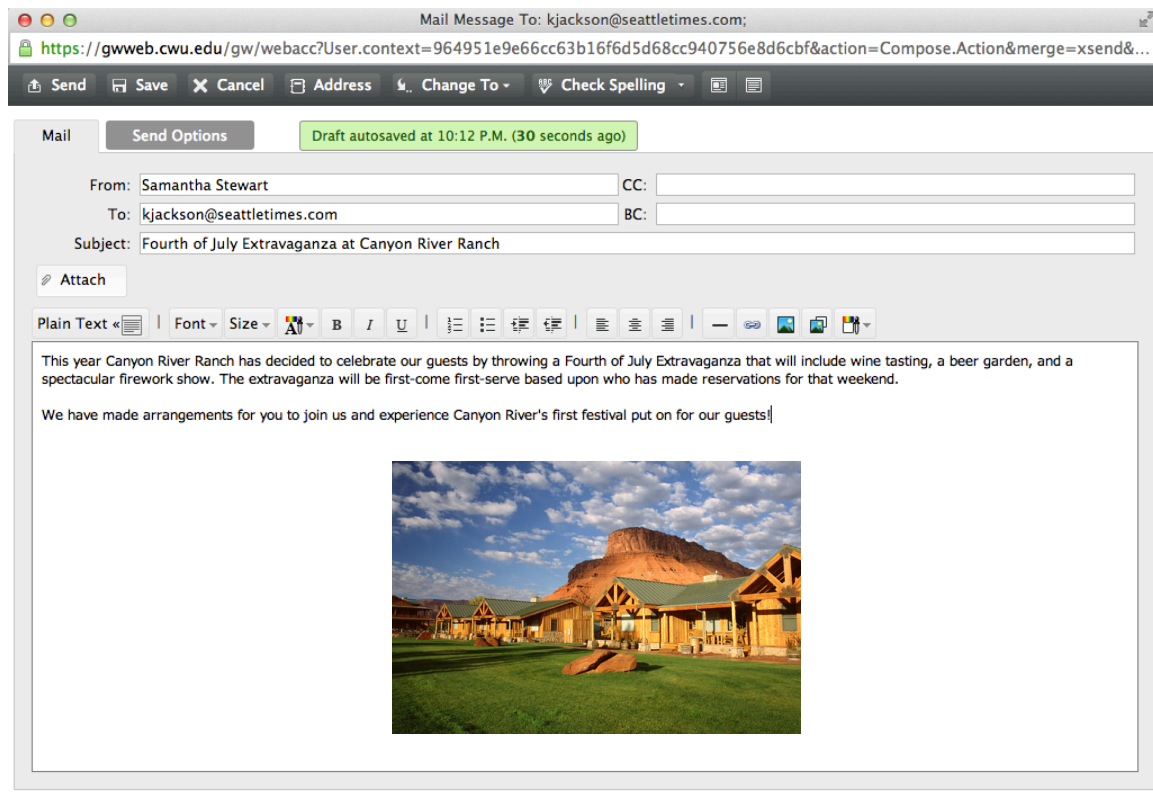
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Kristin Jackson -

Seattle Times

kjackson@seattletimes.com

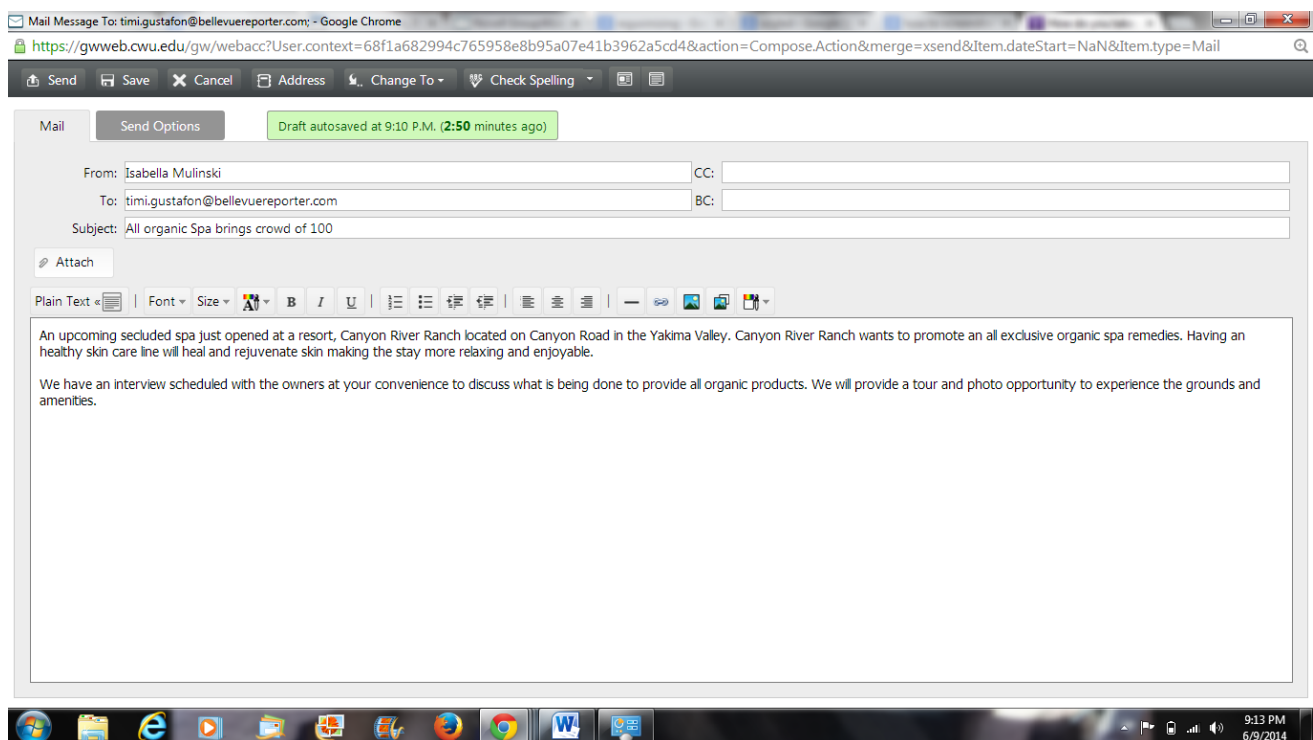


Kristin Jackson writes for the Northwest Traveler, Seattle Times' travel blog. Since our goal is to promote Canyon River Ranch as a designated travel spot for older couples, newly-weds, and people who love the outdoors – we feel as though the Northwest Traveler would be a great place to promote our client. Jackson is a travel editor who grew up in Italy, went to university in Britain, worked as a journalist in London & Vancouver B.C., and then migrated her way to Seattle. Her posts primarily focus on prime places to visit in the northwest US for a good deal with awesome events. That being said, when creating a pitch for Jackson we took the angle of promoting a Fourth of July extravaganza

that includes wine tasting, a beer garden, and a firework show open to our guests. In this pitch, we'll include pictures of the ranch so that Jackson can get a feel for the location of Canyon River Ranch.

Timi Gustafon – The Bellevue Reporter

timi.gustafon@bellevuereporter.com



Timi Gustafon fits our goals and public for Canyon River Ranch because she targets an audience that requires those to have a lot of money and ones who like to spend money.

Gustafon writes columns in the Bellevue Reporter under Lifestyles. She focuses on the importance of having healthy lifestyles in a person's life. However, most people who live healthy life styles tend to require more money because organic produce and products are

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expensive. Gustafson is writing to the correct audience by writing in the Bellevue are because most upper class people reside there.

She also has her own website discussing her own personal goals and information about health tips besides reporting on others' opinions and businesses. Canyon River Ranch is a resort that could acquire a high profile by using Gustafson because she writes columns about different businesses and people concerning health in an expensive area. By targeting an audience such as Bellevue that includes our intended group of people, Gustafson can reach out to those people specifically.

As a PR group we would reach out to Gustafson via email and provide a personal tour of the resort along with the amenities. Also we would offer her with some samples of the organic facial products if she were to be interested in the report.

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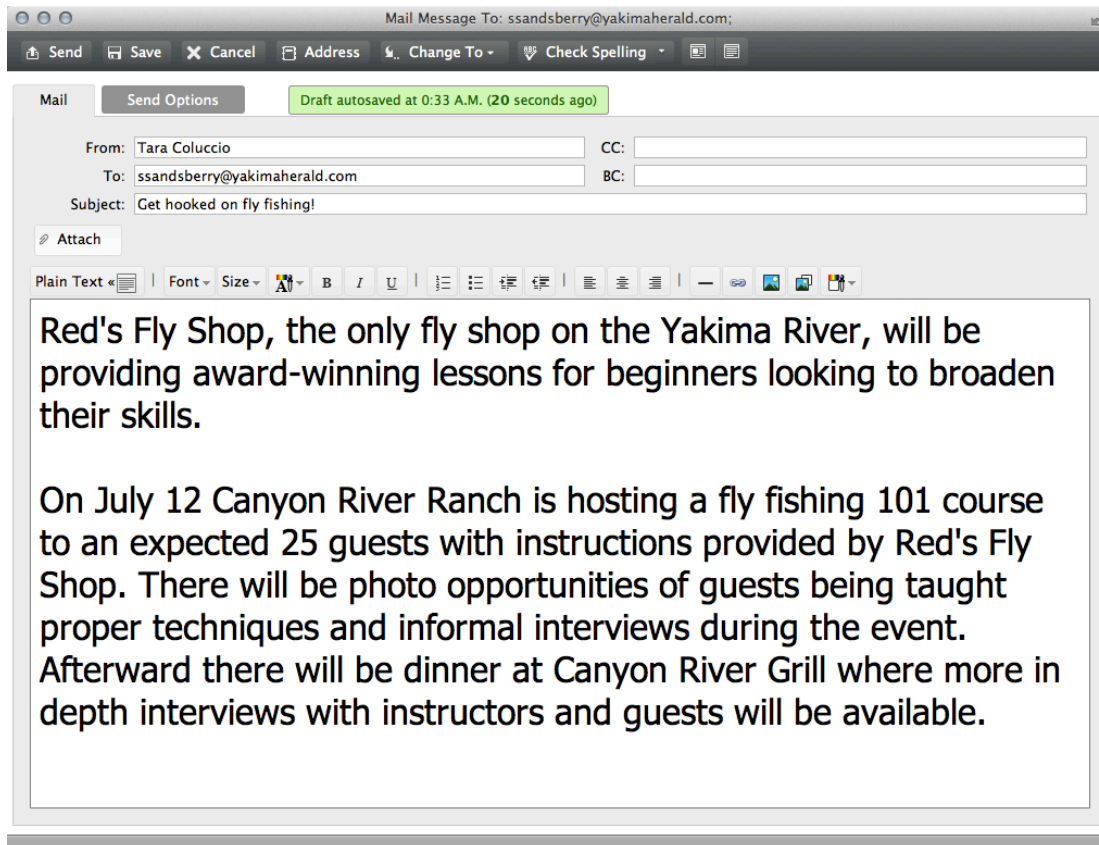
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Scott Sandsberry - Yakima Herald

ssandsberry@yakimaherald.com



Scott Sandsberry writes for the Outdoor & Recreation section in the Yakima Herald, and writes articles for Discover Yakima Valley. This was a good choice for our pitch of fly fishing lessons by Red's Fly Shop because the event is not big enough to get people over the mountains. Targeting just the locals of Yakima is a much better match for the publicity we're trying to accomplish.

Sandsberry has written multiple articles about activities on the Yakima River, which this story would help promote. He has also written stories about fly-fishing for the Yakima Herald, but these were not about activities or fly-fishing events. His articles do

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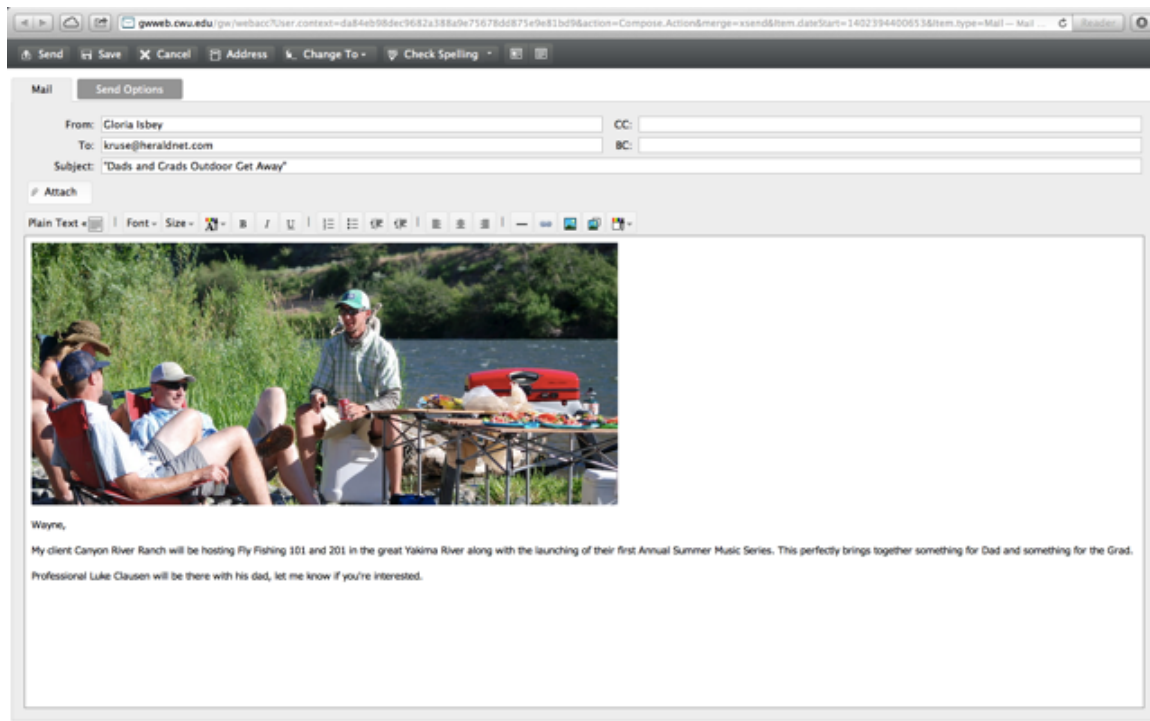
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not really promote companies, so we tried to approach this pitch by mostly promoting the river but still mentioning the ranch and how they're the ones putting it on. We think he would be interested in this story because it could potentially provide him with two different articles, one about the fishing lessons Canyon River puts on, and one about fishing techniques or a story about beginners. And we would provide Sandsberry with image opportunities at the event, and interviews with instructors and attendees, both of which he uses in his articles already.

Wayne Kruse -

Everett Herald

kruse@heraldnet.com



Wayne Kruse blogs in the hunting and fishing section for the HeraldNet. Since Canyon River Ranch is the perfect location for fly fishing and outdoor activities, Kruse fits our

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target media outlet. We want to bring in business for our client and Kruse could help us reach the right publics on the westside (the older white male). Kruse has been blogging for the past couple of years about the Washington outdoors and tends to blog most about fishing. He cares about his readers and even did a shout out to one of them and featured a blog with a photo of the woman holding a large striped bass. We believe Kruse will be interested in the story because he constantly blogs about fishing. The opportunity of tying that in with a bonding experience between father and son will really trigger his readers emotionally. Before sending Kruse the pitch we will comment on a few of his blogs to build a relationship with him. Some bloggers won't take a pitch seriously if you're not a regular reader, so this allows him to become accustomed to us. We will use a email pitch with a picture of a father and son hanging out by the river having a "great" time. Since Kruse knows a lot about fishing we will name drop professional Luke Clausen's appearance that weekend.