

# MEDIA RECOMMENDATIONS

APRIL 2022 - APRIL 2023



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520-440-9663



DATE

March 19, 2022



PROJECT

4-H License Plate Media Recommendations



CLIENT

The Arizona 4-H Youth Foundation





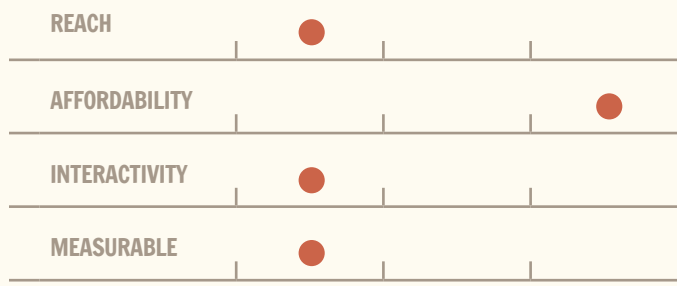




EVENT SPONSORSHIP



Stock shows are a great way to communicate to your target market. Coordinated signage will capture audience attention. To avoid direct sales pitches on signage in the show ring, we will use the “support4H.com” website to house everything from charitable giving, shopping, and funneling visitors to AZDOT.gov.





# ONLINE ADS

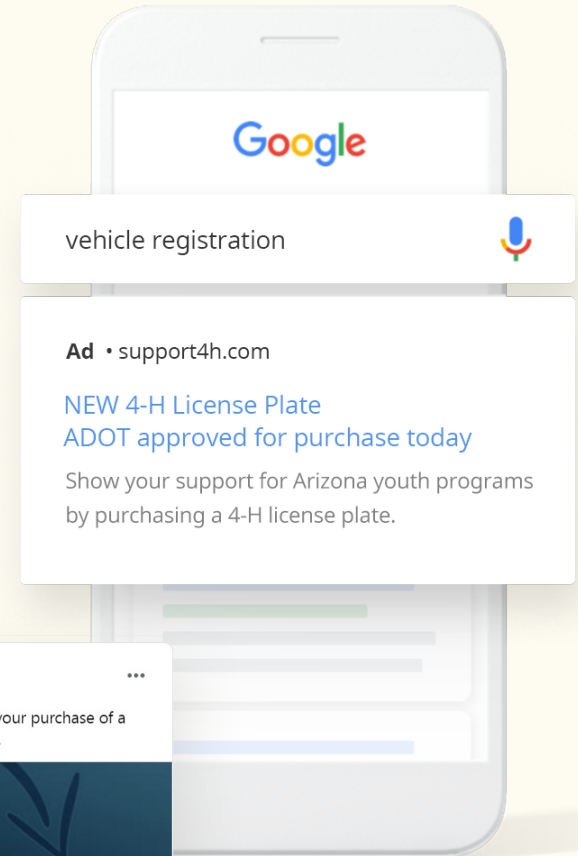
Online ads are the most targetable and trackable. They generate a huge and measurable return for a relatively small investment.

## GOOGLE ADS

Highly targeted for searches like, “vehicle registration” “vanity plate”  
Pay as you go model  
Clickable

## FACEBOOK ADS

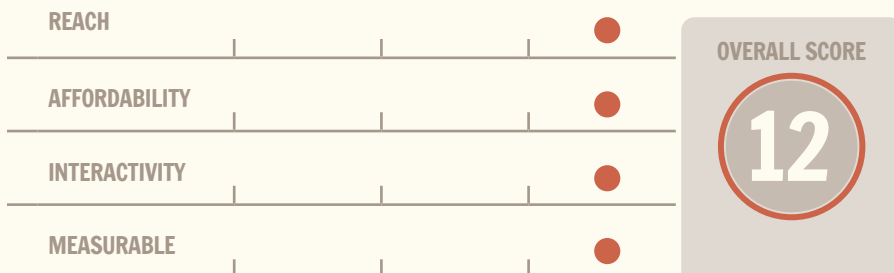
Minute demographic targeting  
Clickable  
Pay as you go model  
Change graphics mid campaign



Example Google Ad



Example Facebook Ad





People make purchases based on the recommendations from friends, in fact 83% of Americans say word-of-mouth influences their purchases. We will partner with 4-H supporters around Arizona and use their images as promoted posts.

## FACEBOOK & INSTAGRAM

These promoted posts are more personal than traditional ad content.



REACH

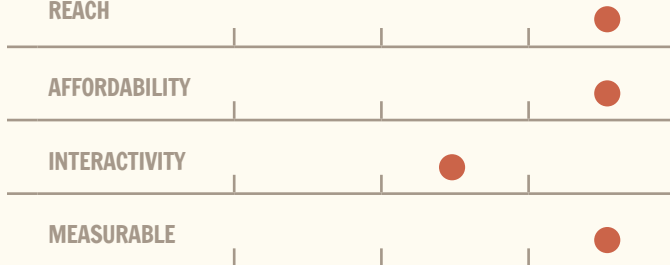
AFFORDABILITY

INTERACTIVITY

MEASURABLE

OVERALL SCORE

11

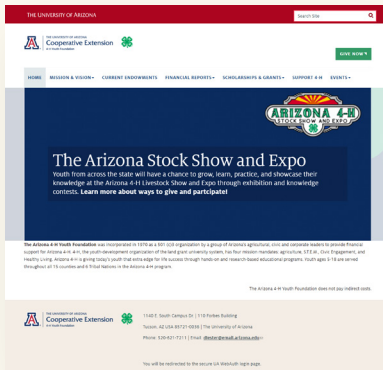




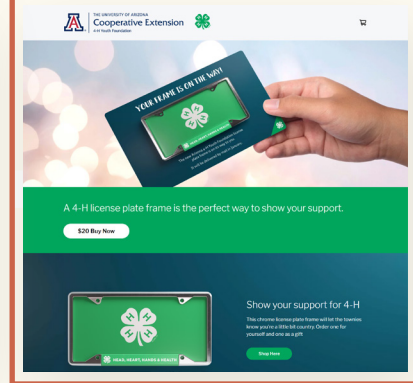
A single website will serve as a portal to, or integrate all four of the sites shown below. This allows us to:

- Measure traffic effectively
- Display an easy to remember URL
- Verbalize the URL easily on radio
- Cross promote events and merchandise

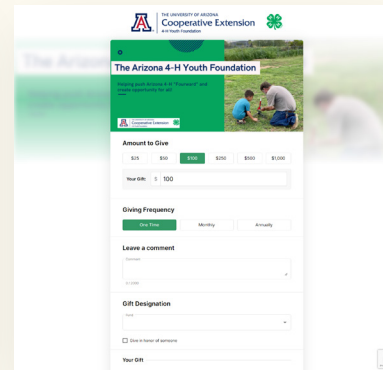
FOUNDATION SITE



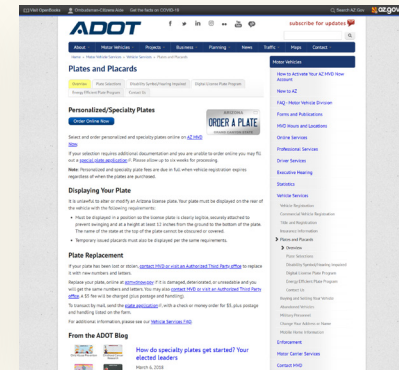
E-COMMERCE SITE



DONOR DOCK



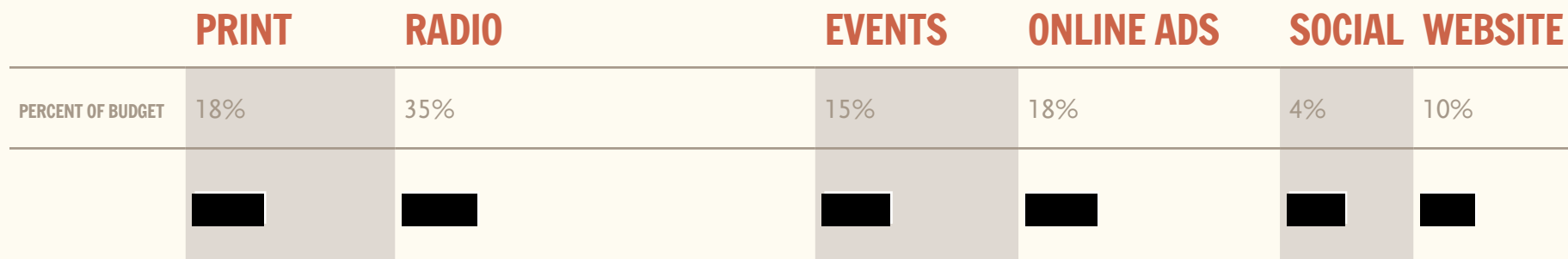
AZDOT.GOV



support4H.com

# RECOMMENDED SPENDING

This is my recommended distribution for a 12-month campaign with a theoretical budget of **\$7,500**.



Campaign management, reporting, and design time is billed hourly in addition to the ad shown above.

*Estimated 10 hours monthly x \$85/hour*