

The Confidence Speaks Campaign

*"Confidence begets trust.
Service brings satisfaction."
- James Cash Penney*

We Would Like To Thank Founder James Cash Penney For Creating A Legacy That Made This Journey Possible



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**Our deepest appreciation to Professor Conrad Nankin and
Dr. Larry Chiagouris for their guidance and endless dedication.**

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- In order to stay consistent with jcpenney's recent corporate initiatives, we will write the brand name in all lower case letters throughout our pitch.
- For the same reason, our creative executions use jcpenney's updated logo.
- As per jcpenney's directive in the client clarification memo, we only provide costs for our media placements – not production costs.

We Believe That Strong And Confident Women Who Know What They Want Are A Great Fit For jcpenny

HERE'S HOW THE CONFIDENT WOMEN IN OUR LIVES HAVE INSPIRED US:



"Like Madonna says in her song, 'Express yourself!'"
-Antoinette Manigbas Queens, NY



"My first grade teacher taught me its more important to chase dreams than chase boys."
-Nicole Cardoza Lisbon, CT



"The girl who makes my coffee every morning, with a smile."
-Mitch Ahh Seattle, WA



"My aunt taught me you are never too old to believe in fairy tales."
-Kate Mudd Bardstown, KY



"My neighbor, Dalia, taught me to never underestimate the power of voicing my opinions."
-Karim El Rabiey Cairo, Egypt



"My little brother's baby-sitter, who loves every minute she spends with children."
-Holly Ohanian East Meadow, NY



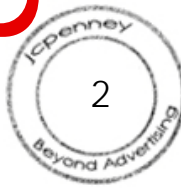
"My English teacher always told me that I am the only person on earth who can use my ability."
-Ilona Bilevych Nadvirna, Ukraine



"My mother taught me to always smile and have fun."
-Carolina Zapata New York, NY

The following pages show how Beyond Advertising's campaign inspires the confident women of jcpenny's target.

Our Inspiration



“Fifty percent of the country has an outdated perception of what **jcpenney** is – or we’re not on their radar at all.” - Mike Boylson, jcpenney CMO

ALIGNING PERCEPTION WITH REALITY BY CREATING AN EMOTIONAL CONNECTION

jcpenney offers women a wide range of styles at compelling prices and top-notch services. Unfortunately, women 25 to 34 have a mistaken perception of what the new jcpenney has to offer. In order to overcome this misperception, Beyond Advertising established the objective to create an emotional connection between jcpenney and our target.

STYLE PROJECTS CONFIDENCE

Women 25 to 34 are a diverse demographic and, as noted in the jcpenney case study, they have “endless self-confidence.” Beyond Advertising’s research indicates that not only are these women confident, they also have a need to convey this confidence through their unique style – from what they wear to how they live their lives. The *Confidence Speaks* campaign links jcpenney’s style offerings across its product range and its high level of customer service with the target’s need for self-expression.

USING MEDIA TO DELIVER THE MESSAGE IN THE TARGET’S OWN VOICE

Through strategic media placements, branded entertainment incorporating Tim Gunn and Carrie Underwood, and the newly created *myjcp* loyalty program that uses traditional and emerging media, our initiatives align well with the target’s media and technological habits. Beyond Advertising’s media plan serves as a call to action by encouraging women to express themselves while providing the styles and platforms to do so. These statements of confidence will become the words and voices of our campaign.

STRENGTHENING THE RELATIONSHIP WITH INTEGRATED PROMOTIONS AND AN ENHANCED RETAIL EXPERIENCE

- Cooking classes that bring customers into the store and create a sense of community
- A web page on jcpenney.com specially designed to engage the target and show them how jcpenney fits their lifestyle
- Internal marketing initiatives that form brand ambassadors out of the thousands of associates nationwide
- Retail enhancements such as interactive mirrors, the *Comfort Zone* lounge, and an innovative shopping basket that show our confident women the many styles available at jcpenney

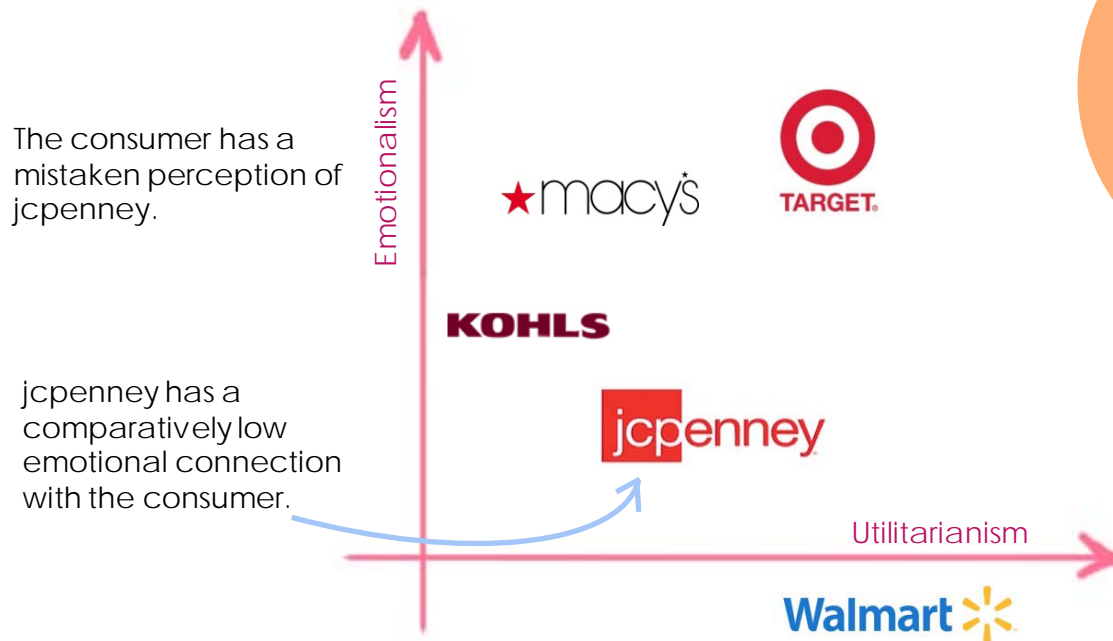
A bold strategy with exciting executions provides the foundation for the *Confidence Speaks* campaign and enables women 25 to 34 to perceive the new reality of the jcpenney experience.

jcpenny Needs To Make An Emotional Connection With Her

BRAND CHALLENGE

“... an outdated perception ...” Mike Boylson, jcpenny CMO

Consumers have a perception that inhibits jcpenny's ability to penetrate the female 25 to 34 demographic. This mistaken perception stops these potential customers from entering a jcpenny store. As a result, they are not aware of the modern styles and attention to service that is the new jcpenny.



jcpenny's SWOT HIGHLIGHTS

Out of the many facts we found in our SWOT, the dominant points are the following:

STRENGTH

jcpenny possesses modern styles relevant to our target's lifestyle.

WEAKNESS

Females 25 to 34 have a perception of jcpenny that does not align with their self concept.

OPPORTUNITY

Females 25 to 34 seek to express themselves through style.

THREAT

An increasing amount of this target's share of wallet belongs to the competitors.

Research

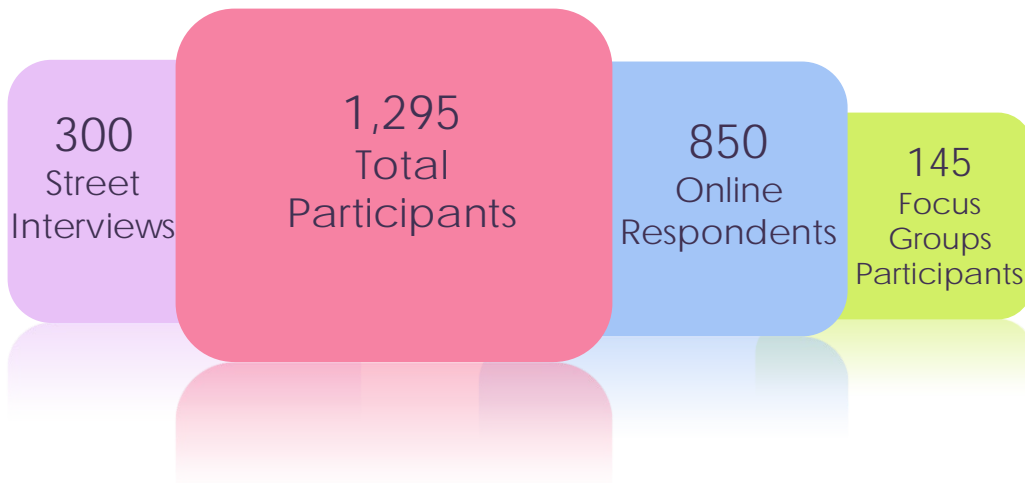
The Process Of Understanding Her...

RESEARCH OBJECTIVES

Three research objectives set the foundation for our campaign to construct a conversation between women and jcpenny:

- To analyze jcpenny's main primary and secondary competitors' strategies to gain insights useful to the development of a campaign that differentiates jcpenny
- To gain an understanding of the target's perception of jcpenny and its competitors
- To identify and fully comprehend the target's psychographic and behavioral relationship with shopping

The collection and analysis of numerous primary and secondary research sources resulted in development of key insights into women 25 to 34.



BEYOND ADVERTISING TARGET UNIFICATION MODEL SM



Key Shared Attribute

jcpenny's target consists of individuals who differ from one another with respect to many attributes. The above Beyond Advertising proprietary model represents how we investigate and identify the key attributes important to a target.

Our challenge: Find a shared attribute that emotionally connects with every individual.

Research

... Reveals A Common Motivation: **Her Confidence**

Females 25 to 34 are vastly different in their life stages and have pursued various life paths. Marital status and the presence of children in their lives play critically important roles in their shopping habits.

**Nevertheless, whether married or single – with or without children ...
their one commonality is the need to convey their CONFIDENCE.**



Jen

"SINGLE MINGLES"

Relationship Status: Single

Shopping Habits: She shops to please herself and is always looking for that accessory to express her personality.

Style: Effortlessly modern and chic



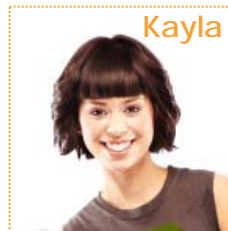
Noel

"MRS. INDEPENDENT"

Relationship Status: Married

Shopping Habits: She makes the majority of product decisions on her own but is adjusting to making joint decisions with her spouse.

Style: Trendy and professional



Kayla

"NIFTY THRIFTY MOMMY"

Relationship Status: Single with a child

Shopping Habits: Generally conservative in her spending decisions but willing to indulge in small treats for herself or her child on occasion. She knows what she wants and what she needs to do to obtain it.

Style: Unique, bold, making a statement



Lily

"PRO-MA"
(Professional Mom)

Relationship Status: Married with children

Shopping Habits: Looks for a store that offers convenience and quality that is compatible with her busy lifestyle.

Style: Conservative with a little flair



Pam

"CLASSIC MOM"
(Homemaker)

Relationship Status: Married with children

Shopping Habits: Constantly on the lookout for the best deals for herself and her family, she often talks with friends about where she can find the best value. While family is a main priority, she takes pride in her home and clothes and does not settle for being defined only as a mother.

Style: Comfortable and versatile, yet chic



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The Need To Express **Her** Confidence Is **jcpenney's** Opportunity

Research

Women 25 to 34 are Confident and Strive to be Their Best

- An NBC Universal - Oxygen study reports: 84% of women 25 to 34 state that they **are confident**.
- In our primary research, the #1 activity expressed by women that fuels confidence is accomplishing goals.

They Look to Express Their Confidence

- In a 2009 study by BlogHer, 73% of women express themselves through social media and blogs.
- Confidence is a crucial characteristic to how a woman feels and how others perceive her.
- Each woman has her own definition of confidence and needs to be able to express it in her own unique way.

Styles Convey Their Confidence

- In our primary research, 62% of respondents felt that style expressed their confidence.
- In a study by Unilever, 50% of women indicated that their clothes, rather than their partner, made them feel more confident.
- A woman's home and wardrobe reflect her personality, which, in turn, showcases her unique sense of confidence.

Brand Opportunity for jcpenney

- American Management Association research found that during life's transitions, women build brand relationships and preferences.
- Over major transitions between 25 to 34, our target experiences periods of significant lifestyle changes. If jcpenney can better engage the target at this time in their lives, it will create a long-term relationship.

63.1% are looking for new ideas to improve their home*

81.5% agree, if at first you do not succeed, keep trying*

* Simmons 2009

The Plan To Start The Relationship Between **jcpenny** And Her

KEY INSIGHT

The diverse members of our target have one thing in common – they are each confident in whom they are and whom they have become. More importantly, they have a need to express that confidence. They respond well to a company which engages them through exceptional service and the freedom to express their unique styles.

PRIMARY MESSAGE

Express that confident you ... through the array of styles and services at jcpenny.

REASONS TO BELIEVE

- Our research shows that women 25 to 34 have unique definitions of confidence and a need to express that confidence through the personal style they present to the world.
- jcpenny's wide selection of modern, traditional, trendy, and conservative styles for her home and wardrobe offers something relevant for every woman, no matter how she defines her world.
- For the third consecutive year, jcpenny has ranked #1 for its industry-leading customer service in the Customers' Choice survey released by the NRF Foundation and American Express. Therefore, we have decided to make this an element in our creative executions.

ORGANIZING IDEA

Our campaign will be successful because it speaks to members of the target audience using their own words. Their expressions will be captured and reflected in all executions through what we call vignettes in our *Confidence Speaks* campaign. For the launch, we will use our research that reflects the target's definition of confidence. After the launch, when women visit us online or in a store, they will be encouraged through promotions to tell us how they define moments of confidence. Our creative executions will highlight women conveying these expressions of confidence through the jcpenny styles and products they select to wear or use in their homes. Each execution will portray a woman stating what confidence is to her. Appearing with a jcpenny product in the foreground or background, we will see the woman enjoying her life and expressing her style.

TAGLINE

style. confidence. you.

tone

confident. celebratory. relatable.

POSITIONING STATEMENT

jcpenny surpasses its competitors at providing exceptional styles at compelling prices that express every woman's confidence.

Using Traditional Media To Reach Her ...

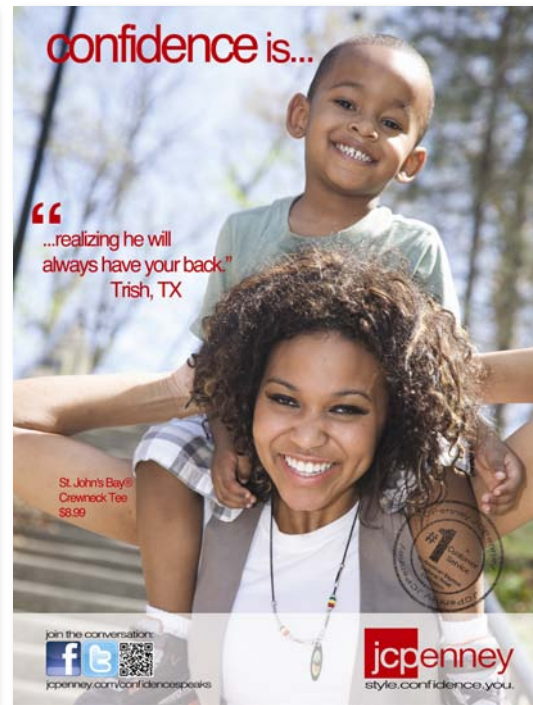


Headline

- Color matches body copy
- Positioned in upper left
- Left open ended to engage the reader into the ad

Body Copy

- Speaks to the everyday woman through crowdsourced quotes from women 25 to 34
- Color picked to match mood of the image or the company logo
- Large quotation mark used for artistic effect to give the ads a fun, celebratory feeling



Image

- Use approachable, everyday women (and Tim Gunn) in our ads
- Chosen to match body copy
- Celebratory and relatable
- Window into the target's lives

Call to Web

- Draws reader to join the conversation on jcpenny's new *Confidence Speaks* page
- Directs reader to jcpenny's Facebook and Twitter pages
- QR code to direct reader to jcpenny web site with a cell phone



Logo

- New jcpenny logo
- Reflects the modern retailer jcpenny has become
- Continues to honor jcpenny's rich legacy

Tagline

- Bold and direct
- Rule of three is used
- Words speak to both who the customer is and to what the store represents

Customer Service Stamp

- Boasts jcpenny's #1 ranking by American Express National Retail Federation

... And Keep Her Engaged



Tone

- **CONFIDENT. CELEBRATORY. RELATABLE.**
- Our creative executions show confident, relatable women enjoying the everyday moments of their life. This creates an emotional connection with our target.

Art Direction

- Depicts women looking stylish and confident
- Copy matches a chosen color from the picture or the logo to add uniformity between the copy and the visual
- Utilizes a transparency base on the bottom to unify all print and digital executions as well as highlight the jcpenny logo and social media affiliations

Mandatories

- jcpenny logo and tagline on all visual media
- White transparency at bottom of print and digital executions as unifying element for logo, tagline, and web site/social media affiliations
- Call-to-action elements: Facebook, Twitter, QR code, and jcpenny.com/confidencespeaks
- Customer service stamp

Focusing On Her Modern And Trendy Style

- For the woman who constantly integrates new looks and styles into her wardrobe and has a modern and trendy approach to how she dresses and styles her life.
- Branded ads showcase popular jcpenney brands such as Bisou Bisou, MNG by Mango, and Allen B.

confidence is...

BISOU BISOU
MICHELE BOHRBT

Bisou Bisou®
Front Dress
\$49.99

Allen B® Dress
\$49.99

“... realizing you always have someone to laugh with.”
- Angelica, FL

join the conversation:
f t [QR Code]
jcpenny.com/confidencespeaks

jcpenny
style.confidence.you.

#1 Quarter Store
JCPenney.com/Confidence

confidence is...

MNG
by MANGO

“... looking ready to take on the day.”
- Ainsley, TX

Allen B® Dress
\$49.99

join the conversation:
f t [QR Code]
jcpenny.com/confidencespeaks

jcpenny
style.confidence.you.

#1 Quarter Store
JCPenney.com/Confidence

confidence is...

“... knowing you can kick back and relax no matter what happens.”
- Melanie, TX

Call it Spring®
Samuel's Pump
\$39.99

join the conversation:
f t [QR Code]
jcpenny.com/confidencespeaks

jcpenny
style.confidence.you.

#1 Quarter Store
JCPenney.com/Confidence

confidence is...

ALLEN B.
BY ALLEN SCHWARTZ

“... knowing this is the last outfit you need to try on.”
- Kim, CA

Allen B® Dress
\$49.99

join the conversation:
f t [QR Code]
jcpenny.com/confidencespeaks

jcpenny
style.confidence.you.

#1 Quarter Store
JCPenney.com/Confidence

Video Brings The Message To Life ...

:30 Second TV Spot



Dialogue: "Confidence is wearing your new red pumps from jcpenny."

Video: Woman getting ready to put on new red pumps

Music: Start



Dialogue: "When you're noticed."

Video: Woman getting checked out by a cute guy



Dialogue: "It's spending time with your friends."

Video: Woman walking down the street with her friends



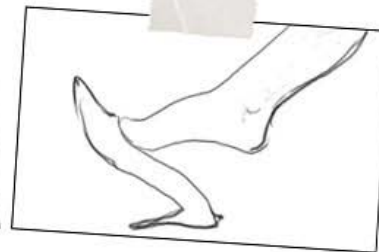
Dialogue: "It's when you make your friends laugh."

Video: Woman laughing with friends



Dialogue: "It's when you're ready for the big presentation."

Video: Woman giving a presentation in front of her co-workers



Dialogue: "Confidence is when you know you have conquered the day."

Video: Woman taking off her shoes and relaxing



Dialogue: "Confidence is when you know you're loved."

Video: Woman smiling while getting hugged by her son



Dialogue: "Join the conversation at jcpenny.com/confidencespeaks or on Facebook and Twitter. jcpenny. style. confidence. you."

Video: jcpenny logo with tagline and call to web

Music: End

Creative & Messaging



... Through Movement And Storytelling

:15 Second TV Spot



Dialogue: "Confidence is knowing jcpenny can accessorize my life."

Video: Woman holding a necklace
Music: Start



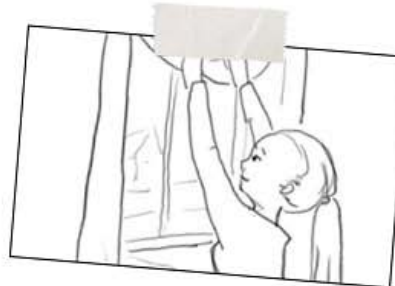
Dialogue: "It's knowing my boots will always do the talking."

Video: Woman sitting on bench



Dialogue: "Confidence is realizing you can always make him smile."

Video: Woman cooking for her boyfriend



Dialogue: "It's making your house feel like a home."

Video: Woman hanging drapes



Dialogue: "Join the conversation at jcpenny.com/confidencespeaks or on Facebook and Twitter. jcpenny.style.confidence.you."

Video: jcpenny logo with tagline and call to web

Music: End

Creative executions are highly extendable for those important moments throughout the year.

Confidence is ...

... realizing they are ready for school.
... having your family home for the holidays.
... knowing you have the perfect valentine.

Engaging Her Through Interactivity And Creativity

INTERACTIVE DIGITAL AD

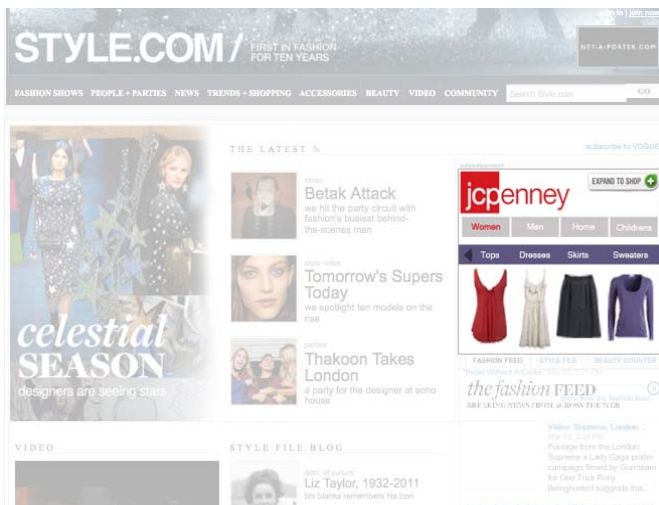
Digital print advertisements make once static print ads interactive. By simply touching anything from the logo to the items in the picture, the user is sent to the company's web site to purchase an item or to the company's Facebook page to further interact with the brand. The reader can also access a slideshow that features new items from the company's array of styles.

Key findings on interactive digital ads from Adobe

- 1 Users of interactive ads have stronger engagement, message involvement, and a more favorable attitude than users of static ads.
- 2 Users of interactive ads also perceive stronger interactivity than the users of static ads.
- 3 Higher ad interactivity generates higher brand awareness.



BANNER AD SHOPLET



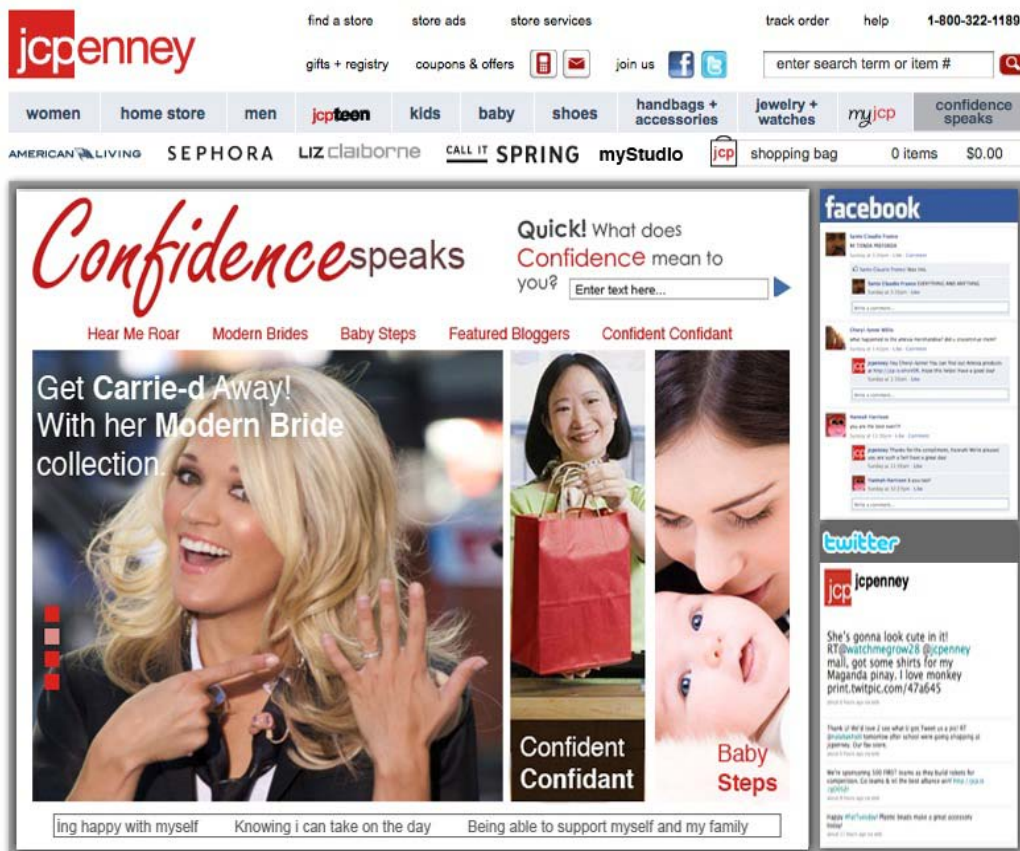
- Thousands of customers are able to conveniently order merchandise from jcpenny's banner advertisements without getting "clicked off" the web site they were browsing. Essentially, a storefront is brought to jcpenny customers, rather than the other way around.
- These mini e-commerce stores are consistent with the look and feel of the jcpenny web site but are brought to the consumer in the form of a standard rich media banner ad. They are perfect for the impulse buyer or the "on the go" shopper. The banner stores are easy to navigate, and the checkout process is easy and secured by the same leading technology already being used on jcpenny's e-commerce site.
- According to a recent study reported by 8th Bridge, a supplier of this technology, similar banner stores delivered 41% more sales per impression compared to static banner ads.

It All Begins Here...

jcpenney.com/confidencespeaks

**A DIGITAL HUB WHERE USERS CAN ENGAGE WITH jcpenney
AND SHARE THEIR IDEAS OF CONFIDENCE.**

The *Confidence Speaks* page on jcpenney.com will compile women's concepts of confidence to share with others. The campaign will use selected quotes for future creative executions.



The main image will rotate to feature jcpenney events and promotions occurring throughout the year.

Hear Me Roar Forums

As the only department store to provide their consumers a platform to speak openly, these multi-topic forums will allow women to engage with others about subjects of mutual interest.

Modern Brides

Carrie Underwood, a newlywed and an icon to our target, will design a Modern Bride jewelry collection and provide tips on planning the perfect wedding.

Baby Steps

Follow the lives of four jcpenney mothers-to-be on the page. Their interactive journeys will be recorded through blog posts and social media feeds that will be shared with other pregnant women and young moms to inspire and spark conversation.

Featured jcpenney Bloggers

Get the scoop from well-respected bloggers who are experts in style, motherhood, nutrition and more! These authorities on the women in our target will deliver fresh and engaging content throughout the year.

Confident Confidant Videos

Shows visitors how jcpenney associates help shoppers find the styles that express their confidence.

Her Confident Journey With jcpenny Touch Points

BEYOND ADVERTISING'S CONFIDENT COMMUNICATIONS JOURNEY SM

Beyond Advertising will ensure that we capture the attention of women 25 to 34 and turn them into loyal brand advocates. This integrated communication journey will proceed through the following steps:

Awareness: Through broad reaching media, we will grab the target's attention and build awareness of the *Confidence Speaks* campaign. Advertisements will be placed on television, online, outdoor, in magazines, radio, and newspapers.

Engagement: Women will be encouraged to participate with jcpenny through the call to actions that will be incorporated in our traditional executions, interactive media, and various promotional programs.

Trial & Purchase: Once engaged, they will be driven to trial and repeat purchase due to the enhancements that we have recommended for the jcpenny retail experience.

Loyalty: *myjcp* is a loyalty program developed in order to establish an ongoing emotional connection between jcpenny and women. The *myjcp* landing page and the *myjcp* in-store experience contain features created to attract women to opt-in for the exciting benefits it provides to enhance their lifestyle.

Advocacy: Special programs running throughout the *myjcp* landing page will turn loyal customers into brand advocates, while our internal branding campaign will turn motivated sales associates into brand ambassadors.

HEAVIER GEO MEDIA WEIGHT

California, Texas, and Florida Plus NYC, Chicago, and Philadelphia



The above states have the most jcpenny stores and comprise 25% of the nation's GDP. The cities round out jcpenny's presence in the top 5 DMAs. The heavy-up geography represents 30% of the jcpenny prospect pool and will represent 35% of our media weight.

HEAVIER MEDIA WEIGHT AGAINST MOMS



There will be a stronger emphasis placed on moms with the media vehicles chosen. Moms represent 51.7% of the target audience but will represent 60% of our media weight given their greater level of purchase influence in the household.

Media Strategy: Reaching Her

TELEVISION – BROADCAST

COST: \$13,833,879

- Commercials will run on broadcast networks such as ABC, CW, and NBC during primetime.
- Some of the selected shows are America's Next Top Model, 30 Rock, Grey's Anatomy, The Biggest Loser, and Desperate Housewives.

TELEVISION – CABLE

COST: \$ 17,227,824

- According to Nielsen, the 14 networks with the highest market shares among our target are:

Bravo	Vh1	FoodNetwork
E!	MTV	Lifetime
Style	BET	Oxygen
TLC	Fuse	Nick Jr.
OWN	WE TV	

TELEVISION – SPECIAL EVENTS

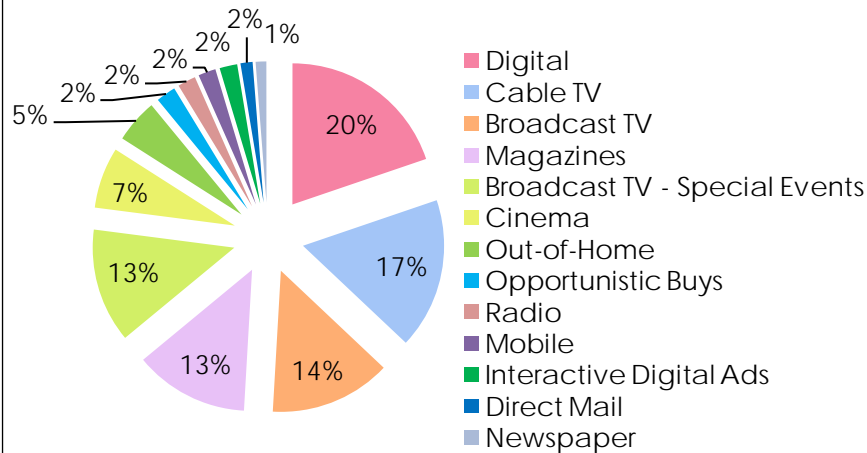
COST: \$13,000,000

- Two Superbowl spots to promote

RADIO

COST: \$ 2,058,000

- During key day parts, in the morning and evening rush hours
- 30 second spots in CA, TX, FL, NYC, Chicago, and Philly, on radio stations with high Arbitron ratings
- Pandora.com, iheartradio.com



OUT-OF-HOME

COST: \$5,000,000

- Bus Wraps and Billboards in 11 major cities in CA, TX, FL, and NYC, Chicago, and Philly
- Transit: Station Domination at select stations in NYC and San Francisco
- Bus Shelters: showcase jcpenny services in major cities

DIRECT MAIL

COST: \$1,380,000

- Launch, Back to School, and Holiday offers
- Promotes the *Oscars. Confidence. You.* contest, *Mobile Makeover*, and *myjcp* programs

INTERACTIVE DIGITAL ADS

COST: \$2,000,000

- Can click on and buy merchandise in an ad directly
- In digital copies of parenting and fashion magazines

DIGITAL

COST: \$19,725,241

Targeted Flash Banner Ads: On health, entertainment, and cooking web sites

PreRoll: 30 second spots on Hulu.com and YouTube

Banner Ad Shoplets: On weather.com, fashion, home, parenting, bridal, and fitness web sites

Social Media:

- Banner ads on social media review sites, such as amazon.com and yelp.com
- Give-aways to influential bloggers to write jcpenny merchandise reviews that will fuel social media buzz

Search

- Buy keywords from Google AdWords throughout the year.
- Exclusive jcpenny brands will be optimized for increased awareness in natural search

MAGAZINES

COST: \$13,059,232

- The following are presented as examples of magazines chosen based on high MRI+ ratings:

Fashion: InStyle, People StyleWatch, Brides

Parenting/Family:

Parents, Baby Talk

Home: Real Simple, Elle Decor

Fitness: Self, Shape

Regional Buys:

- Promotes the jcpenny kitchen in cooking magazines

NEWSPAPERS

COST: \$ 1,237,104

- Style and home sections of the most popular newspapers in major cities in CA, TX, and FL plus NYC, Chicago, and Philly

CINEMA

COST: \$6,978,720

- 30 second ads will be shown in theaters at malls that have a jcpenny

MOBILE

COST: \$2,000,000

- Outsource to AdMob
- Mobile web site types same as those chosen for digital

Branded Entertainment: Engaging Her

Tim Gunn: Style Mogul



- *Oscars. Confidence. You.* contest judge
- Tim Gunn has been the correspondent on the Red Carpet and will do so again; this time with the winner of the jcpenny *Oscars. Confidence. You.* contest.
- Tim Gunn will make appearances on morning talk shows to promote the *Mobile Makeover*. He will also be present during the event in each selected city.

Carrie Underwood: Confidence Sings



- Carrie Underwood, country superstar and newlywed, will be the new entertainment partnership.
- She will promote her exclusive line of jewelry for jcpenny in *Modern Bride*.
- As part of the target herself, she is someone who these women can relate to: a small town girl who had enough self-confidence to sing on national television.

Selling Runway Confidence at jcpenny



jcpenny will sponsor a challenge on *Project Runway* where the designers will create a "Confident Look" based on what confidence means to them. Mike Ullman will be the guest judge, and the winner's outfit will be sold in jcpenny stores and online.

Celebrity Styles at Compelling Prices



A fashion segment on *E! News* called "Celebrity Styles at Compelling Prices" will air every other week. The hosts will describe how to use featured styles from jcpenny to emulate the styles worn by celebrities.

Bringing Style To The Home



A segment will air each season on *The Nate Berkus Show* that will feature Nate redesigning the new jcpenny *Comfort Zone*. He will show and explain how to use jcpenny's home merchandise to express confidence through style.

"Know who you are, know what you look good in. I mean, it's really the semiotics of clothes."

-Tim Gunn on finding your personal style

Branded entertainment costs not included in budget per jcpenny directive in client clarification memo

Media That Drives Loyalty

INTRODUCING THE *myjcp* LOYALTY PROGRAM: A PERSONALIZED SHOPPING EXPERIENCE

Beyond Advertising has created a loyalty program called *myjcp* that provides an intimate, more convenient, multi-platform shopping experience to any woman who chooses to opt-in. Under the program there are three components:



A Customizable Online Experience

A link on jcpenney.com and the *Confidence Speaks* page will enable registration and access to the program. To create a profile, a member will select her brand and style preferences across all departments and can include pertinent information such as her measurements. There are three features under each member's profile: My Closet, My Lookbook, and My Wish List.



The *myjcp* Confidant: A Personalized In-store Experience

A Confidant is a specially trained associate equipped with a digital tablet. She will provide a one-on-one shopping experience to *myjcp* members. Women who have already built a relationship with a Confidant can schedule an appointment in advance through the *myjcp* app or online.



myjcp Smartphone App

The app will allow women to access their profile on the go and uses location-based technology that allows them to check-in with a jcpenney Confidant at any time before or during their in-store shopping experience.

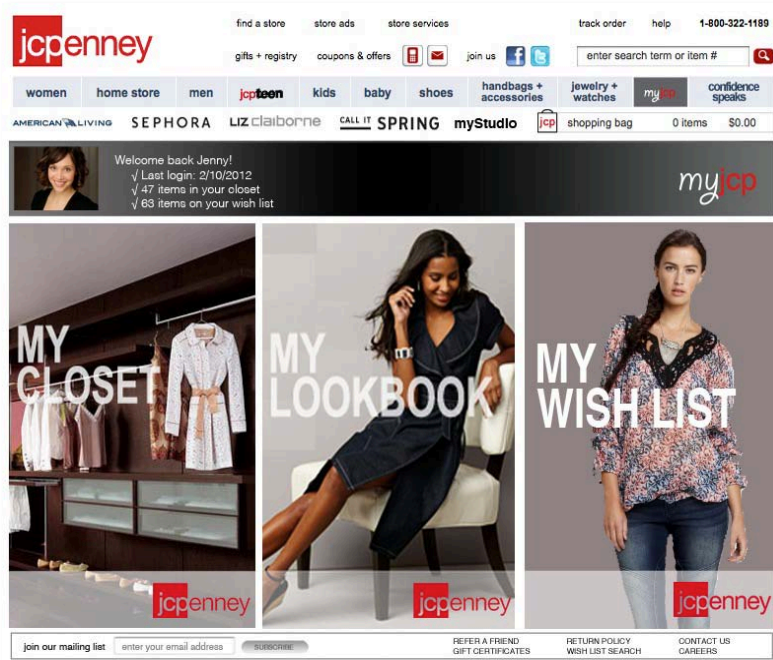
myjcp will be promoted in the following ways: direct mail, in-store at point-of-sale, on the *Comfort Zone's* TV displays, and through the *Confidence Speaks* page.



How *myjcp* Will Maintain An On-Going Relationship

FOSTERING HER LOYALTY

Online



The *myjcp* profile features include exclusive options to organize and enhance her interactive shopping experience.

My Closet: Stores all purchases in a virtual closet so that a member can “put together” outfits from wherever she is

My Lookbook: A digital catalogue that will be frequently updated with new merchandise tailored to her preferences

My Wish List: Will save all the items that she wishes to own but has not yet purchased. She may choose to receive e-mail alerts when items in her Wish List go on sale.

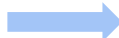
Mobile → In-store

Once in the store, the woman checks in on her mobile app...

...she chooses the department where she wants assistance.

Once a confirmation is received...

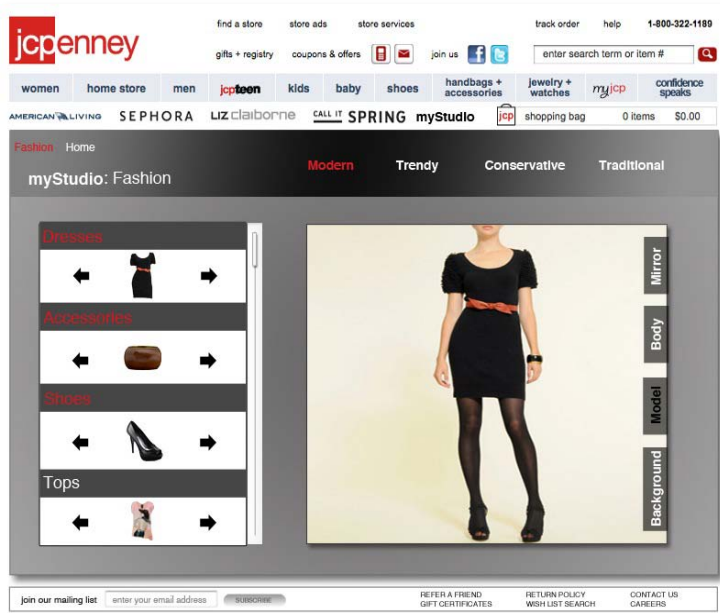
...the Confidant meets her with a tablet ready to access her *myjcp* profile.



Enhancing Her Online Experience

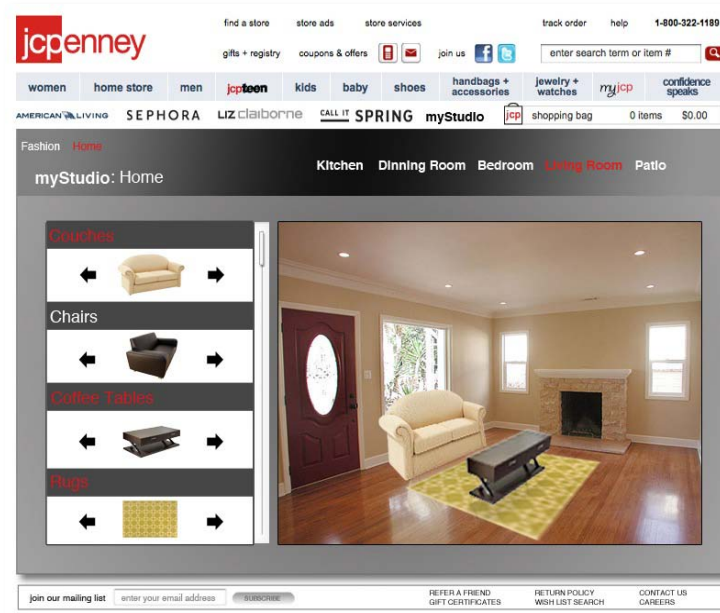
GIVING HER THE OPPORTUNITY TO EXPERIMENT WITH STYLE

myStudio: An interactive personalization tool, available for all shoppers on the jcpenny web site that allows shoppers to style outfits and rooms with jcpenny products and preview the choices directly on their computer screen. *myStudio* will have two subsets under its function on the web site: fashion and home.



The Fashion Feature:

Allows shoppers to select and style a virtual model based on their own shape by using jcpenny apparel, accessories, and footwear. Users will be able to see the outfit in a 360 degree view in front of the background of their choice.



The Home Feature:

Allows visitors to digitally design a room of their choice according to their décor preferences by entering dimensions for the room and selecting jcpenny merchandise from the home department.

Shoppers will be able to share what they have created with friends and family through social media platforms and e-mail.

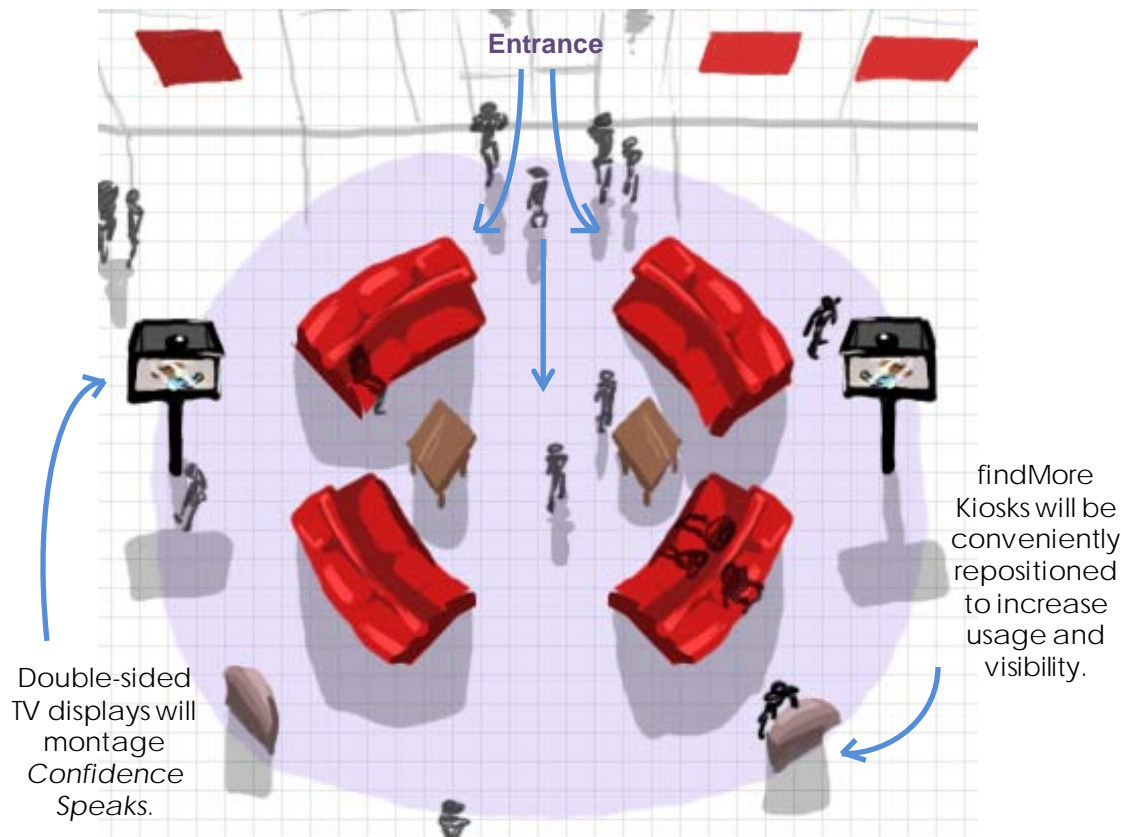
Keeping Her In The Store

ENCOURAGING HER TO STAY LONGER AND FIND MORE

According to retail guru Paco Underhill, author of The Science of Why We Buy, “You can’t know how much shoppers will buy until you’ve made their shopping experience as comfortable and as easy as possible.”

The Comfort Zone

A “landing strip” that welcomes entering shoppers, giving them a moment to relax and adapt to the scene.



This lounge area will showcase jcpenny home furnishings and will be updated seasonally by Nate Berkus. According to Paco, “a seating area says: ‘we care.’ Given the chance, people will buy from people who care.”

The fitMore

A shopping basket with a digital device that enhances the in-store experience, consistent with the findMore program.

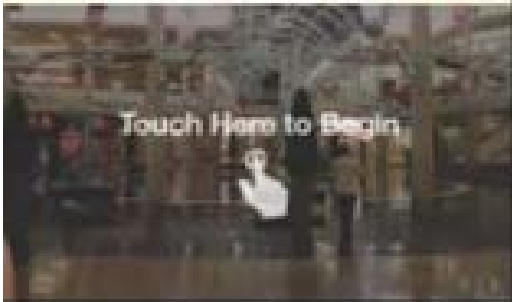


The portable device enables shoppers to scan their selected items, to determine the availability of desired sizes and colors, and to suggest items that complement their selections.

Showing **Her** More Than A Reflection

EXCITING TECHNOLOGY TO DRAW HER INTO THE STORE

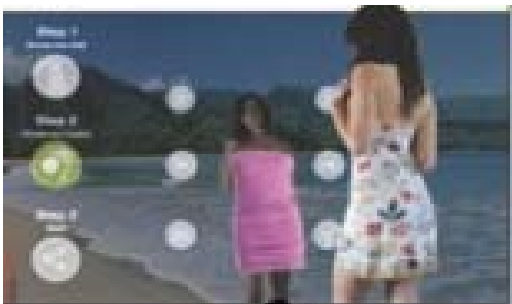
Beyond Advertising introduces *Style Mirrors*, an interactive projection mirror that reflects not only what the shopper sees, but what she could look like in any style of her choice.



As she approaches the mirror, she will be inspired by a flashing text, "Touch Here to Begin."



This will lead her to browse through various jcpenny merchandise. Once she has found the article she would like to "try on," the mirror will project the item onto her reflection.



She then will have the option to see herself in a variety of different settings.



Once she has settled on a look, she will be able to upload the image and share it through Facebook and other social media platforms.

We suggest a strategically planned roll-out of the *Style Mirrors* around the country beginning with the stores in the top 5 DMAs and additional selected stores in CA, TX, and FL in order to generate key press coverage and to test customer reaction.

Advocacy Starts With The Associates

MAXIMIZING PRODUCTIVITY THROUGH MOTIVATION

Confidence Comes From Within: An internal marketing program that will transform jcpenney associates into brand ambassadors and inspire them to make jcpenney one of the *Fortune's: 100 Top Companies To Work For*.

Confidence from the Beginning Enhancing the Initial Associate Training Program

Will increase the current training time by 28 hours, allowing newly hired associates to interact and role play with our experienced sales associates and Confidants.

"It is always the start that requires the greatest effort."

-James Cash Penney

Confidence from Consistency Implementing Quarterly Team Building Workshops

These workshops will foster teamwork and reinforce the concept of goal sharing, where the objectives of the company, the department, and the employees are aligned so that everyone is working in unison towards the same goals.

"Growth is never by mere chance; it is the result of forces working together."

- James Cash Penney

Confidence to Become a jcpenney Confidant Motivating Associates to Go a Step Further

Full-time associates who have shown passion for achieving results will be given the opportunity to be promoted to the Confidant position. Through a two week training program, they will become well-versed in a variety of departments relevant to our target.

"Do not primarily train men to work. Train them to serve willingly and intelligently."

- James Cash Penney

Launching *Confidence Speaks*

CONTEST: *OSCARS.CONFIDENCE.YOU.*

During the first two weeks of the campaign, this contest will kick off with two Super Bowl commercials. Tim Gunn will be awarding one lucky woman the opportunity to interview a celebrity with him on the Red Carpet. Tim Gunn will explain the details of the contest to the viewers during our Super Bowl commercials.

To enter, women will submit a video of themselves onto the *Confidence Speaks* page reenacting a confident woman from any movie of their choice. The finalists will be chosen by the *Confidence Speaks* page visitors. Tim Gunn will decide the winner and introduce her in an Oscar-like 30-second spot during the Oscars pre-show.



- Through Twitter, Facebook and other digital vehicles, viewers of the Oscar's pre-show will be placed "virtually" on the red carpet by submitting, in real-time, their own questions that the winner will ask celebrities.
- When she's not by Tim Gunn's side, the winner will be sharing her interactions with celebrities through videos and tweets that will be streamed from the *Confidence Speaks* page.

Digital Spotlight

The *Confidence Speaks* page will serve as the hub for social conversation where women can talk about the best looks, Oscars history, and share their thoughts about the event.

Predicting the Oscar Winners

Through a ballot received with any in-store purchase, customers who correctly predict the winners of the top five categories will get a 50% discount off their next purchase of up to \$200.

Driving Confidence Across The Nation

jcpenny MOBILE MAKEOVER



jcpenny will drive through major cities in TX, FL, CA, New York City, Philadelphia, and Chicago on a six week mobile makeover! This will give jcpenny a platform to advertise Sephora and jcpenny's salon and spa.

The first 25 people who check-in via social media will be offered a free makeover. The jcpenny portrait studio will photograph the women's new looks, which will be posted on the *Confidence Speaks* page.

During his morning talk show tour to the same cities, Tim Gunn will stop by the mobile makeover bus offering styling tips to make these women feel confident and beautiful.

Strategy & Integration
PR & Promotions

Engaging Her At Every Step

BUS SHELTER TAKEOVER

jcpenny is taking over major cities' streets and creating national and local brand buzz with larger-than-life bus stops showcasing its products and services: salon and spa, wedding registry, portrait studio, Sephora, and optical.

- With eye-popping interiors, digital billboards, and videos, commuters will have a true jcpenny experience.
- The bus shelters will offer geo-location features to direct women to the nearest jcpenny.
- Bus shelters will be alternated every four weeks throughout major cities in TX, FL, CA, New York City, Philadelphia, and Chicago.



myjcp app users can check-in at the bus shelter through their mobile application to receive 10% off the advertised service.

Empowering With Confident Action

COOKING UP CONFIDENCE AT *jcpenny kitchen*



Beyond Advertising is heating up the campaign with the creation of *jcpenny kitchen*. Promoted through local media, this in-store addition will provide weekly event-themed classes throughout select jcpenny stores, showcasing jcpenny home products and further engaging women with the brand.

- QR codes within the kitchen will link visitors to an online page with recipes and featured jcpenny products.
- Classes will be taught by local chefs and use local products, increasing the sense of community at jcpenny.
- Classes will be kid-friendly and tailored to customers' interests and regional cuisine.

Bringing The Brand Home

ACTIVE FOR A CAUSE

... supporting jcpenny afterschool

jcpenny will launch *active for a cause* throughout all jcpenny stores nationwide. This special event, located at community parks, will be hosted several times throughout the year and will offer free yoga classes and other fitness activities that maintain a healthy lifestyle. Cooking lessons will be offered at *jcpenny kitchen* promoting healthy eating.

active for a cause will provide our women the opportunity to actively support the jcpenny afterschool program, including the Boys & Girls Clubs, the Y, 4-H, United Way of America, and FIRST.

jcpenny's major modern designers such as Mango, I Heart Ronson, and Bisou Bisou will create an *active for a cause* t-shirt that women will be able to purchase at the event. These afterschool programs will receive 10% of the sales. Customers who buy the shirt will receive a discount on memberships at their local gym.



HER LITTLE BOX OF CONFIDENCE

To promote the campaign and jcpenny services, a *little box of confidence* will be distributed to all jcpenny shoppers at major events, offering confident women essentials.

- The *little box of confidence* will include samples from Sephora and the jcpenny salon and spa, a wedding registry catalog, stain remover, a mini sewing kit, and an accessory from a jcpenny designer's latest line.



E-CARDS DESIGNED FOR HER

jcpenny will enhance their emotional connection with the target through branded e-cards. Created by the designers of major jcpenny brands, each e-card will be themed for major holidays and will include a quote of confidence. E-cards give family and friends the chance to show how much they care.



HANGING AT HER HOME

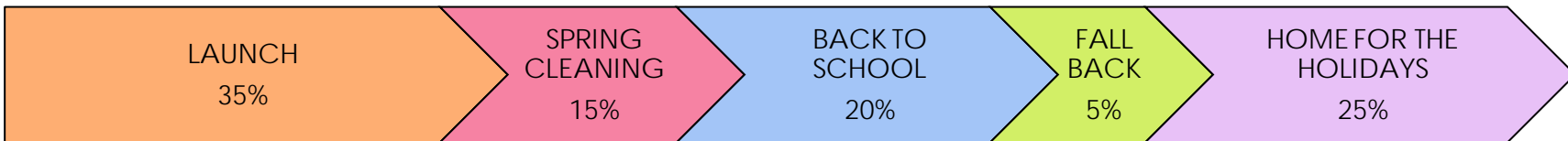
jcpenny branded hangers will feature the logo along with an inspirational quote of confidence and be distributed through laundromats, dry cleaners, and tailors nationwide.



Flowchart

	LAUNCH						SPRING CLEANING									BACK TO SCHOOL						FALL BACK			HOME FOR THE HOLIDAYS																												
	Feb			March			April				May				June			July			Aug			Sept			Oct			Nov			Dec			Jan		Cost															
Start of Week 2012-2013	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	
Broadcast TV																																																					
ABC, CW, NBC																																											\$	13,833,879.00									
TOTAL BROADCAST TV NET COST																																											\$	13,833,879.00									
Broadcast TV - Special Events																																																					
Super Bowl																																											\$	6,000,000.00									
Academy Awards																																											\$	7,000,000.00									
TOTAL SPECIAL EVENTS NET COST																																											\$	13,000,000.00									
Cable TV																																																					
Bravo, E!, Style, Food, WeTV, etc.																																											\$	17,227,824.00									
TOTAL CABLE TV NET COST																																											\$	17,227,824.00									
Magazines																																																					
Parenting Magazines																																											\$	3,929,400.00									
Fashion Magazines																																											\$	5,012,012.00									
Home Furnishing Magazines																																											\$	1,875,600.00									
Fitness Magazines																																											\$	1,286,588.00									
Regional Buys																																																					
Same Cities as Icaerney Kitchen																																											\$	955,632.00									
TOTAL MAGAZINE NET COST																																											\$	13,059,232.00									
Direct Mail																																																					
Direct Mail																																											\$	1,380,000.00									
TOTAL DIRECT MAIL																																											\$	1,380,000.00									
Newspapers																																																					
Style & Home Sections, Sunday Issue																																											\$	1,237,104.00									
TOTAL NEWSPAPER NET COST																																											\$	1,237,104.00									
Radio																																																					
Traditional and Online Formats																																											\$	2,058,000.00									
TOTAL RADIO NET COST																																											\$	2,058,000.00									
Out Of Home																																																					
Billboards- Standards/LED Screens																																											\$	3,000,000.00									
Bus Wraps, Partial, Full, and Ext.																																											\$	775,000.00									
Station Domination																																											\$	500,000.00									
Bus Shelters																																											\$	725,000.00									
TOTAL OUT OF HOME NET COST																																											\$	5,000,000.00									
Cinema																																																					
Malls with a Icaerney																																											\$	6,978,720.00									
TOTAL CINEMA NET COST																																											\$	6,978,720.00									
Digital																																																					
Flash Banner Advertisements																																											\$	5,023,752.00									
Interactive Banner Advertisements																																											\$	8,701,489.00									
The Roll																																											\$	2,500,000.00									
Search																																											\$	3,500,000.00									
TOTAL DIGITAL NET COST																																											\$	19,725,241.00									
Mobile																																																					
																																											\$	2,000,000.00									
TOTAL MOBILE																																											\$	2,000,000.00									
Interactive iPad Ads																																																					
																																											\$	2,000,000.00									
TOTAL INTERACTIVE iPad NET COST																																											\$	2,000,000.00									
Opportunistic Buys																																											\$	2,250,000.00									
Music Rights																																											\$	250,000.00									
TOTAL COST:																																											\$	100,000,000.00									

Percent of Budget for Each Phase



How We Measure Success

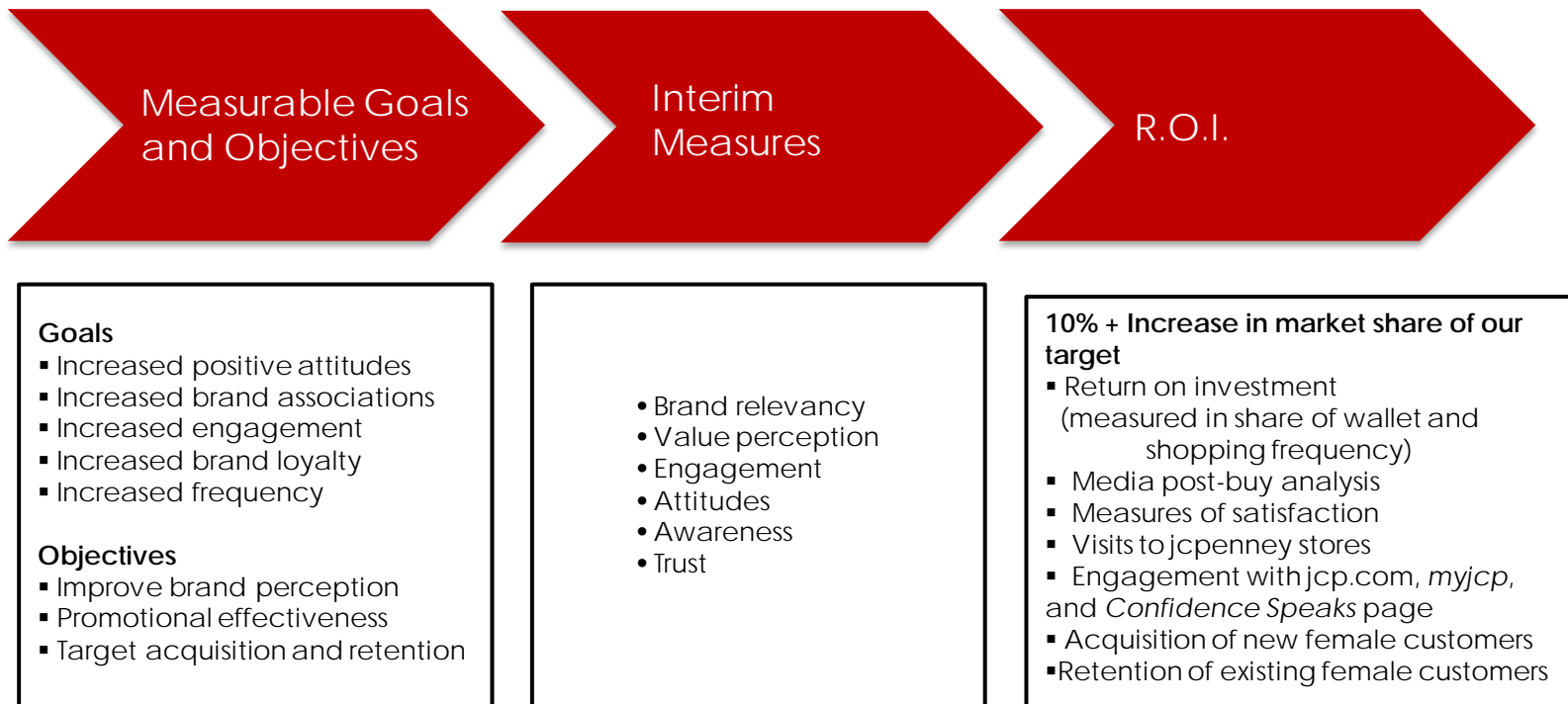
MEASUREMENT IS THE KEY TO HER

"We vigilantly monitor all of the key metrics around our business, and we know where we've won and where we need to improve."

-Mike Ullman, *Chairman & CEO of jcpenney*

At Beyond Advertising, we believe that the use of metrics will lead to informed decisions. Our approach is based on effectively tracking the success of our outreach through varied research based measurement tools.

Our Measurement Value Chain Model reflects our goal to gauge the success of our campaign from start to finish. Below are the value chain measures employed at each stage of the program development and execution for all of our marketing initiatives.



Tools:
On-going attitude tracking
On-going sales tracking

The Future ...

Additional Recommendations

EXPANDING THE CAMPAIGN

When creating a campaign, we believe it is crucial to build a strategy that goes beyond the end of the first year. Our strategies are built to last. Here are a few ways to expand on it in the years to come:

Bringing Out Her Inner Diva

Diva - a woman who knows what she wants and where she can get it. After our target experiences our campaign for a year, and confidence becomes synonymous with jcpenny, we will begin portraying our target not simply as stars, but as divas in our executions. jcpenny will become known as the store where women go to get the styles that express their inner diva.

"Applauding Confidence" on Oscars Night

On the evening that we praise top celebrities for their roles, we want them to take the time out to praise the confident women that have played a role in shaping who they are today. By placing the jcpenny sponsored "Applauding Confidence" booth on the Oscars Red Carpet, we will invite nominees to take a moment to show their gratitude to these inspirational women.

Online Confidant

The introduction of in-store "Confidants" is bound to fulfill the engaging customer experience our target is looking for. In the years to come, we believe the next step forward is to offer online "Confidants" with the ability to interact with *myjcp* members through the jcpenny web site. These interactions will include live chat and recommendations for "My Wish List" and "My Closet".

Confidence Ambassadors

We see jcpenny's new entertainment partnership with Carrie Underwood as the most fitting choice for our first 2 years. Afterwards, we suggest that jcpenny creates simultaneous entertainment partnerships with musicians that exude confidence and represent the diversity of the target. These "Confidence Ambassadors" can include such divas as Beyoncé, Jennifer Hudson, Alicia Keys, and Jennifer Lopez.

WHAT NOT TO DO

Avoid Comparative Advertising

We intend to change our target's perception of jcpenny as a whole by showing what we have to offer. We are not ranking jcpenny in relation to our competitors. Our strategy is about communicating why jcpenny is the right store for her, regardless of the competition.

Do Not Rely on Discounts to Drive Sales

We do not want to turn jcpenny into a discount store. jcpenny already offers exceptional styles at compelling prices; offering constant discounts would diminish our positioning. Loyal customers cannot be bought.

Avoid Artificial Concepts of Beauty in Ads

The target responds best to models of beauty that they can identify with. Do not choose models that portray artificial glamour; rather ads should continue using models that show confidence through natural beauty.

Do Not Confuse the Target

One of the major issues we tackled for jcpenny is correcting the mistaken perception the target had of the store. Do not confuse the target's perception any further by trying to make jcpenny into a store for elite shoppers. Ensure that the target perceives the reality of the new jcpenny.

Future Recommendations

