

Mirchaye's Got it!  
Advertising Agency  
Presents

# C&G Global Connections Travel

On their Cruise to Hawaii in  
Spring of 2014

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**Objective:** Generate more ticket sells for upcoming cruise to Hawaii

**AD Budget:** \$10 000

## **Company Overview**

C & G Global Connections Travel is a private travel agency based in Cheverly, Maryland. It was founded in 2011 by Cleopatra and Gerald Islar, from whom the name of the company came to be. The travel Agency plans anything from vacations, business trips, retreats or cruises. The main goal of the travel agency is to conduct research and save their customers time and money before anything. They have attained strong relationships with top suppliers; therefore, they know where to go to get the best prices and special promotions.

## **Previous Trips**

C & G Global Connections Travel has managed to uphold a high reputation in the past two years. The travel agency has previously organized both group and personal vacation packages to the following destinations:

- Manila, Philippines – 2011
- Guyana, South America – 2011
- Yaoundé, Cameroon – 2012
- Vancouver, Canada – 2012
- Victoria, Seychelles – 2013
- Montego Bay, Jamaica - 2013

## **Upcoming Trip**

Aloha! In the spring of 2014, C&G Global is planning a cruise to Hawaii – “the land of paradise”. Since its been granted its statehood in 1959, Hawaii is considered the only one of the 50 U.S made up entirely of islands. Honolulu being its capital, Hawaii is composed of many other different cities, such as Hilo, Kailua, Haleiwa, Kaneohe, etc.

The cruise is a week-long trip, starting Sunday April 26 to the following Sunday May 3, 2014. This trip will incorporate five different cities departing at Honolulu; it will pass by Kahului, Hilo, Kona and Nawiliwili. Mark your calendar and come join us on this refreshing trip to unwind your mind, enjoy the beautiful weather, the blue sea and friendly people.

### Cruise Schedule

<u>Port of Call</u>	<u>Date</u>	<u>Arrival Time</u>	<u>Departure</u>
<u>Honolulu</u>	<u>04/26/14</u>		<u>7 PM</u>
<u>Kahului</u>	<u>04/27/14</u>	<u>8 AM</u>	
<u>Kahului</u>	<u>04/28/14</u>		<u>6 PM</u>
<u>Hilo</u>	<u>04/29/14</u>	<u>8 AM</u>	<u>6 PM</u>
<u>Kona</u>	<u>04/30/14</u>	<u>7 AM</u>	<u>6 PM</u>
<u>Nawiliwili</u>	<u>05/01/14</u>	<u>8 AM</u>	
<u>Nawiliwili</u>	<u>05/02/14</u>		<u>2 PM</u>
<u>Honolulu</u>	<u>05/03/14</u>	<u>7 AM</u>	

### Cruise Cost

Money well spent is a clever a way to go. Your investment to this cruise can be the reward of your life, a seven day trip to the beautiful island of Hawaii.

#### **Group Cruise to Hawaii: April 26 to May 3, 2014**

Ports of Call: Honolulu, Kahului, Hilo, Kona, Nawiliwili and back to Honolulu.

There are four (4) different pricing methods:

	<u>Inside</u>	<u>Ocean view</u>	<u>Ocean view</u>	<u>Balcony</u>
		(Obstructed)	(Clear)	
<u>Base Fare</u>	<u>\$1,139.00</u>	<u>\$1,339.00</u>	<u>\$1,579.00</u>	<u>\$1,739.00</u>
<u>Fees &amp; Taxes*</u>	<u>\$416.72</u>	<u>\$425.49</u>	<u>\$435.96</u>	<u>\$443.03</u>
<u>Total per person</u>	<u>\$1,555.72</u>	<u>\$1,764.49</u>	<u>\$2,014.96</u>	<u>\$2,182.03</u>

\*Includes all port fees, government and state taxes.

## **Payment Options**

Credit/Debit/Cash/Checks – all are accepted. To book vacation packages or any trip, it is possible to go their website at <http://cgglobalconnectionstravel.weebly.com/booking-portals.html> and book a flight. Click on the “Buy Now” button to proceed with payments.



## **Media Plan**

### **Print Media:**

- Magazine
  - ❖ Fahari Magazine
  - ❖ The Washingtonian Magazine
  
- Newspaper
  - ❖ The Washington Post's Express
  - ❖ The Washington Informer

We have checked and consulted with different mediums to finally select the proper media plans for our campaign. While searching for the appropriate media buy, we have considered demographics, targeted audience, readership and sells reputation. C& G Global Connections targets all age groups, but from our observations, most of their customers are aged from 35 to 58.

We, first selected *Fahari Magazine*, a bi-annual online magazine based in Silver Spring, Maryland that focuses on culture, beauty, fashion and travel.

## **Demographics**

We chose Fahari because of the readers they target; their readers are aged 33 to 59 on average. Moreover, C & G Global Connections Travel has previously advertised their cruises on Fahari and was able to attract customers between the ages of 30 to 60, as a result.

Secondly, we selected the *Washington Post's Express newspaper* to place our ad. We chose this publication because it deals with a range of sections, such as news, lifestyle, entertainment, travel and sports. And most importantly, we liked the idea that it's distributed daily to all commuters. We have managed to secure good deals and discounts to place our ad in their newspaper.

### **Website**

<http://www.chasethedream-web.com/services.html>

## **Demographics**

Washington Post's express, founded in 2003 is a free newspaper published and distributed from Monday through Friday. This newspaper is read by people from different age groups, race and background. It has a circulation of 291,784 daily.

### **Website**

<http://www.washingtonpost.com/express/>

Third, we selected the *Washington Informer*, a weekly newspaper mainly targeting the African American community. We have chosen to work with this publication because of its satisfactory reputation, fair rates and readers.

## **Demographics**

Most of its readers are aged 35 to 54 and most of all; about 57% of the sell it managed to acquire is travel and vacations. We have planned to advertise in both their print and web publication, including their E-blast.

According to a 2012 survey, it was reported that 73.9% of Washington Informer readers purchased a product or service by viewing ads on the publication.

It was also reported that readers kept the newspaper for 3 to 4 days before

disregarding it.

**Website**  
<http://washingtoninformer.com/>

Last, we settled with The Washingtonian.com, which founded in 1965 is a monthly Washington, DC based magazine. It has both an online and print version. We chose to run our ad online because we got a relatively cheaper price for it and we observed it had more readers.

### **Demographics**

Washingtonian.com reaches 1,295,223 readers each month with 700, 000 unique users.

Among those users:

- 96.9% are residents of the DMV area
- 82.5% make between \$ 50 000 to \$ 100 000 each year

According to the numbers provided on their 2013 media kit;

- 79% visit the Washingtonian.com site at least once per week
- 75% purchase a product, accessory or service at least once per month
- 94% go on vacation at least once a year

### **Advertising Schedule**

- Fahari's next edition is coming out end of December 2013, which we believe will give us a long time to place our ad and have it run for 3 months before the cruise. The ad will run from end of December to April 2014 (Full page for \$250).
- In Express, Modular Ad full page, the ad will run from February, 3 to March, 31<sup>st</sup>, 2014. The ad will be inserted for a total of 34 times, running 4 times a week (Mondays, Wednesdays, Thursdays, and Fridays). The size of the ad will be 9.5w x 10.5 h for \$3,776.
- In the Washington Informer, we will run the print ad nationally during the last week of March 2014(Full page for \$ 2,541.84).
- The web ad will run once during the last two weeks of February and the first two weeks of March 2014 with a total cost of \$450 for the 4 weeks.
- In the Washingtonian.com, we will run our ad from March 30 to April 30, 2014 in the Travel Section. We are going to work with their *Exclusive*

*Sponsorship* advertising, which includes all ad positions on all pages of the specified section. We will place our ads for \$3000 for the months using four different banner impressions; being 180x90, 728x90, 300x250, and 300x600.

**Website**  
<http://www.washingtonian.com/#>

### **Budget Calculation**

- **Fahari Online Magazine: Full Color Page= \$ 250. 00**
- **Express: News, Lifestyle, Entertainment and Sports**
- **Modular Ad Rates**
  - ❖ **Full Page Color (9.5w x 10.5 h)= \$3,757**
- **The Washington Informer**
  - **Print Advertising**
  - **Full Page (5 col/9.5w/Depth12.375"): National rate= \$2,541.84**
    - **Web Advertising**
    - **Web Medium Rectangle: (size 300x150) = \$450 for 4 weeks**
  - **The Washingtonian.com**
    - **Web Advertising**
    - **Exclusive online Sponsorship advertising = \$3000 for one month**

= **Total Cost:**

**\$9,998.84**

**With: \$1.16 remaining in savings**