

A Promotional Package For JCPenney

An Honors Project (ID 499)

by

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Ball State University

Muncie, Indiana

5/86

Expected date of graduation: Spring Quarter 1986

When JCPenney of Muncie contacted the graphic design department, they really did not know what they wanted us to do. They just realized that something should be done. The college market in Muncie remained untapped. The management of JCPenney knew that over eighteen thousand students lived within access of their store, but they were not sure as to the best way to go about reaching them, bringing them into the store and provoking increased purchases from them.

DEFINING THE PROBLEM

In February of 1986, Katherine Kennedy (graphic design instructor), Jeane Gaiennie and Jill Woodmansee (graphic design and marketing students) met with the management of JCPenney to discuss what we could do for them. The general manager opened by introducing the managers of the women's, men's, accessories and merchandising departments. He explained the store's current situation (mentioned above). The merchandising manager reiterated that they had made no real attempt to reach the college market other than advertising their hair salon in the college newspaper. We discussed some general perceptions that the average college student might have of JCPenney. Next, the research team asked the store management several questions in order to formulate a narrower problem statement to act upon.

Do you have any objectives or goals in mind for the potential college market segment?

What sort of image do you want to portray?

Who exactly do you wish to reach (males, females, sororities, business majors, etc.)?

What products do you want to stress?

What promotional activities would you be interested in sponsoring?

To all of these questions the management replied, "We don't know." They added that they had little money budgeted for any additional promotion. After we suggested several possible avenues to look into, the management expressed concern over the cost and effectiveness of the suggestions. The merchandising manager signified his interest in our ideas and his willingness to work with us to arrive at a feasible plan. It was clear after the meeting that we needed more information in order to create such a plan.

CONDUCTING A CONSUMER SURVEY

To give us a firmer foundation in which to base our decisions, it was decided that a random sample survey of college students would be appropriate. A survey was developed that would provide the following information: a profile of current and potential customers, what people like (look for) in a department store (and if JCPenney is providing this), and what promotional activities would people take part in if provided the chance to. A copy of the actual survey administered is provided in Appendix A. One hundred college students were randomly asked to fill out the questionnaires. The survey was keyed so that all of the responses could be tabulated by a computer (see Appendix B). The responses from each completed survey were then transferred to a general purpose NCS answer sheet to be scanned and recorded onto a magnetic tape (see Appendix C). This enabled the computer to run a frequency count of each response and cross-tabulate the

demographic questions with the opinion questions. The actual percentages and rankings for the total frequency count for each question is provided in Table 1. Significant percentages from the cross-tabulations are provided in Table 2.

Once all of the frequency counts and cross-tabulations were transferred to a hard copy, each table was analyzed to find some kind of peculiarity, trend, specific target market or points of interest. From the computer analysis, a general concenses was formulated on several different issues. However, only a few of these were subjectively judged to pertain specifically to the problem at hand: how can JCPenney increase its revenue through additional patronage from the local college market segment? The following ten findings will help determine what course of action should be undertaken to solve the problem.

- * People who are in a fraternity or sorority go to the mall to buy clothes more than people who are not.
- * 85% of the freshmen surveyed go to JCPenney while only 68% go to Ayres. While the percentages of Sophomores, Juniors and Seniors who go to JCPenney are 68%, 50% and 65% and who go to Ayres are 81%, 65% and 83% respectively.
- * The people with the smallest incomes go to JCPenney more than they go to L.S.Ayres and more than people with larger incomes.
- * Females consistantly rate JCPenney higher than males do.
- * Males go into Ayres more than they go into JCPenney.
- * Females are much more interested in a fashion show than males are.
- * People as a whole go to the mall to (1st) browse and (2nd) buy clothes.
- * L.S.Ayres is Penney's largest competitor, the others don't even come close.
- * The most important things to people are prices and selection/variety (JCPenney is rated average on both of these).

* Most people are interested in special discounts and coupons.

PROMOTIONS IN RESIDENCE HALLS

Several ways to advertise and promote were researched. After looking into the possibility of obtaining a mailing list and/or labels from the university of all Ball State students or only students who live in residence halls, it was discovered that it was against university policy to give out such a list to private businesses. Utilization of the "B"-book was encouraged. The Housing Office discouraged private businesses from taking a stack of literature directly to the residence halls to be "stuffed" into all of the mailboxes or to be included in the "dorm packets" distributed to all residents at the beginning of each school year. The director of Student Housing did say that it was possible to leave a stack of flyers on a table near the mailboxes so that interested persons may pick them up. Posters can also be put up in the residence halls with the permission of the perspective directors.

Considering how freshmen are unfamiliar to Muncie and that they are relatively free the first week of school, it would be a good idea to have flyers printed in the fall and taken to the dorms to let freshmen and others know that a familiar friend, JCPenney, is nearby in the Muncie Mall. Directions or a map should be included. The content of the flyers could either stress the fall fashion show to be discussed next or simply a fall sale. Either way, a coupon should also be included on the flyer to persuade all students to come to the store. The flyer could

resemble the poster for the fashion show and could include a coupon similar to the ones to be given out at the fashion show. JCPenney should capitalize on their popularity with freshmen. Hopefully, this will help to increase store loyalty from upper-classmen down the road. Also, students' interests in special discounts, coupons and selection/variety could dictate (in a sense) what the message should relate. .

FALL FASHION SHOW

Females expressed interest in a fashion show. Since females rated JCPenney above average on fashion and other things, we feel they would be interested in a JCPenney's fashion show. To add a special flair, this fashion show could be coed. More females will go to see the male models. The male perception of JCPenney also needs to be raised. Those males interested in fashion will go to the show. Hopefully, after seeing the selection JCPenney has for men, men will have a more favorable opinion of the store and will patronize it more frequently. The show will take place in the Student Center during the week of September 8-13, which is a week long "Happy New Year" celebration on the campus.

Advertising will be done in cooperation with the Student Center Programming Board. The program director, Art Martin (285-1947), in the Student Center is very interested in putting together a fashion show with JCPenney. Likewise, the merchandising manager thought that this type of fashion show would be beneficial in "bridging the gap" between JCPenney and the college campus. A fraternity or sorority could co-sponsor this fashion show and donate their proceeds to the charity of their choice.

A poster and coupon for the fall fashion show can be seen in Appendix D. Coupons relating to the poster will be given out at the door.

SPRING FASHION SHOW FOR SORORITIES

At the very beginning of Spring Quarter, each of the sororities send out a delegation to shop around and find an outfit that each member of their chapter can wear at rush and possibly for their composite pictures. (Rush is in the fall where prospective sorority members go through an organized process of "shopping around" for a sorority of their choice. Active members want to present themselves in the most positive manner possible in order to attract the best pledges. The actives wear the same outfits during some of these activities to establish themselves as a unit.) This process of finding one particular outfit that all of the active members can agree upon is very difficult and time-consuming.

The president of the Panhellenic Council, Kris Hoffman (286-0894), said that a fashion show for sororities (13 in all, addresses and phone numbers are listed in Appendix E) in the spring would be a great service to them as well as interesting and fun. Since the survey confirmed that people in sororities and fraternities spend more money each year on clothes than independents, a fashion show just for sororities will take advantage of this and help create store loyalty among sorority girls.

Plans for a fashion show co-sponsored by the panhellenic council would have to be voted upon by the council ahead of time. The president could foresee no problem with this, but it was a

necessary procedure.

The best time for a spring fashion show is the first or second week back from spring break. A representative from each sorority would model clothes selected by both a JCPenney coordinator and the representative. Specific clothes to be modeled should stress potential ensembles for rush. However, different kinds of fashions could be interspersed for entertainment. The respective sororities could even vote there at the show on which outfit they wish to purchase and place their orders with the JCPenney coordinator.

An invitation for this event is shown in Appendix E. The feel for this invitation is fun, vogue and relates to the ads that will be seen in the Daily News. The copy not only gives all of the pertinent information, but spurs interest and action.

ADVERTISEMENTS IN THE DAILY NEWS

Three advertisements have been developed for the school year (one for each quarter) as shown in Appendix G. These are simply a layout to catch the eye of the college student of the 1980's. Specific fashions may be inserted into the blocks that indicate figures. Parts of the clothing or body should "break out" of the square to make it more interesting. The body copy would state two or three specials that JCPenney is having that week or month. They would be in black and white, except for a splash of ROP color whenever the clothing especially needs to "pop out".

OTHER PROMOTIONAL POSSIBILITIES

Another promotional activity that JCPenney could sponsor is the Homecoming Queen Contest. JCPenney could provide fashions

for the queen and her court to wear during the contest, parade and Homecoming game. A banner (prepared by a co-sponsoring fraternity or sorority) at the contest and on the float in the parade would be a colorful and proud display of the JCPenney logo. Megan Garrett is chairperson of the Homecoming Queen Contest for 1986. She can be reached through the Alumni Office at 285-1080.

Other Ball State Programs can be sponsored in a similar fashion such as Watermelon Bust Festival and Bike-a-thon. Special events such as Mother's Day and Valentine's Day could be advertised in the Daily News with the same ads used in the Muncie papers.

At present, JCPenney has no real image, favorable or otherwise, among Ball State students. Through the promotional activities suggested, a modern, vogue, fun store within reason of the average college student's pocketbook will emerge. The consumer survey revealed that we should penetrate the sorority/fraternity market since they buy more clothes (Spring Rush Preview, Homecoming Queen contest, etc.). The Males perception of JCPenney needs to be heightened (Coed fall fashion show). Special discounts and coupons were of interest (10% off discount card). And the overall image of JCPenney's was "average" (modern, fadish designs on all ads and promos). We are confident that if JCPenney of Muncie, Indiana utilizes these promotional activities for the 1986-87 Ball State University school year, then their image among college students will improve. Consequently, Ball State students will patronize the store more often and the store may realize a substantial increase in revenue. The bottom line, that's what's always important. How it is achieved may even be more important.

APPENDIX A

CONSUMER SURVEY

1. How often do you go to the Muncie Mall?

- never more than once a month
 less than once a month once a week
 once a month more than once a week

2. Why do you usually go to the mall? (check all that apply)

- browse buy gifts watch people
 entertainment buy clothes to get away from it all
 buy other products other (specify) _____

3. How do you normally get to the Muncie Mall?

- drive self take a bus ride with friends
 ride with parents walk ride a bicycle

4. Which stores do you usually go in? (check all that apply)

- Musicland Ball Stores Checkard Flag
 Hoyt Wright Party House Claire's
 JCPenney Endicott Johnson The Movies
 Naturalizer Zales L.S.Ayres
 Father & Son The Earring Tree Merle Norman
 Cscoc Drug New York NY Connie Shoes
 Stuarts Lloyd's Shoes The Bottom Half
 Paul Harris Sycamore Radio Shack
 Kinney Shoes Just Guys Circus World
 16 Plus Athletic Dept. Barkers Shoes
 Onstage Sears Cinderella Shoppes

5. What do you like in a department store?

| | very important | important | no opinion | somewhat important | not important |
|--------------------|-------------------|-----------|---------------|-----------------------|------------------|
| Name brands | _____ | _____ | _____ | _____ | _____ |
| Fashion | _____ | _____ | _____ | _____ | _____ |
| Hours | _____ | _____ | _____ | _____ | _____ |
| Prices | _____ | _____ | _____ | _____ | _____ |
| Atmosphere | _____ | _____ | _____ | _____ | _____ |
| Service | _____ | _____ | _____ | _____ | _____ |
| Cleanliness | _____ | _____ | _____ | _____ | _____ |
| Store layout | _____ | _____ | _____ | _____ | _____ |
| Easy-to-read signs | _____ | _____ | _____ | _____ | _____ |
| Selection/variety | _____ | _____ | _____ | _____ | _____ |
| Other _____ | _____ | _____ | _____ | _____ | _____ |

6. Rate JCPenney on the following: (circle rating for each item)

| | POOR | | | EXCELLENT | |
|--------------------|------|---|---|-----------|---|
| Name brands | 1 | 2 | 3 | 4 | 5 |
| Fashion | 1 | 2 | 3 | 4 | 5 |
| Hours | 1 | 2 | 3 | 4 | 5 |
| Prices | 1 | 2 | 3 | 4 | 5 |
| Atmosphere | 1 | 2 | 3 | 4 | 5 |
| Service | 1 | 2 | 3 | 4 | 5 |
| Cleanliness | 1 | 2 | 3 | 4 | 5 |
| Store layout | 1 | 2 | 3 | 4 | 5 |
| Easy-to-read signs | 1 | 2 | 3 | 4 | 5 |
| Selection/variety | 1 | 2 | 3 | 4 | 5 |
| Other _____ | 1 | 2 | 3 | 4 | 5 |

7. Have you ever seen an advertisement for JCPenney? YES NO

If so, where?

Television a Muncie paper an Indianapolis paper

Radio Direct mail Credit statement
stuffer

Other (specify) _____

8. Would you be interested in the following JCPenney sponsored activities? (check all that apply)

Fashion show Special discounts Coupons

Dance contest Fashion consultations/ coordinations

Product Demos. Celebrity appearances in the store

Other (specify) _____

9. How much money do you spend each year on clothing?

\$0-50 \$51-100 \$101-250 \$251-500 \$500+

10. How much money do you spend each year on jewelry?

\$0-10 \$11-25 \$26-50 \$51-100 \$100+

11. How much money do you spend each year on household items?

\$0-25 \$26-50 \$51-100 \$101-250 \$250+

12. Do you belong to a social sorority or fraternity? YES NO

13. Where do you live? Residence Hall Off campus

14. Education: Freshman Sophomore Junior Senior Graduate (circle 1)

15. Age: 17/18 19/20 21/22 23/24 25+

16. Sex: Male Female

17. Income per year: \$0-999 \$1000-1999 \$2000-2999

\$3000-4999 \$5000-6999 \$7000-10000 \$10000+

APPENDIX B

ANSWER KEY

CONSUMER SURVEY

1. How often do you go to the Muncie Mall? (Special Code "K")

- | | |
|---------------------------------|---------------------------------|
| <u>0</u> never | <u>3</u> more than once a month |
| <u>1</u> less than once a month | <u>4</u> once a week |
| <u>2</u> once a month | <u>5</u> more than once a week |

Fill in 1 if checked, if not, fill in 2

2. Why do you usually go to the mall? (check all that apply)

- | | | |
|-----------------------------|--------------------------------|----------------------------------|
| No. <u>1</u> browse | <u>4</u> buy gifts | <u>7</u> watch people |
| <u>2</u> entertainment | <u>5</u> buy clothes | <u>8</u> to get away from it all |
| <u>3</u> buy other products | <u>6</u> other (specify) _____ | |

3. How do you normally get to the Muncie Mall?

- | | | |
|-----------------------------|----------------------|-----------------------------|
| <u>9</u> drive self | <u>11</u> take a bus | <u>13</u> ride with friends |
| <u>10</u> ride with parents | <u>12</u> walk | <u>14</u> ride a bicycle |

4. Which stores do you usually go in? (check all that apply)

- | | | |
|------------------------|----------------------------|------------------------------|
| <u>15</u> Musicland | <u>26</u> Ball Stores | <u>37</u> Checkard Flag |
| <u>16</u> Hoyt Wright | <u>27</u> Party House | <u>38</u> Claire's |
| <u>17</u> JCPenney | <u>28</u> Endicott Johnson | <u>39</u> The Movies |
| <u>18</u> Naturalizer | <u>29</u> Zales | <u>40</u> L.S. Ayres |
| <u>19</u> Father & Son | <u>30</u> The Earring Tree | <u>41</u> Merle Norman |
| <u>20</u> Osco Drug | <u>31</u> New York NY | <u>42</u> Connie Shoes |
| <u>21</u> Stuarts | <u>32</u> Lloyd's Shoes | <u>43</u> The Bottom Half |
| <u>22</u> Paul Harris | <u>33</u> Sycamore | <u>44</u> Radio Shack |
| <u>23</u> Kinney Shoes | <u>34</u> Just Guys | <u>45</u> Circus World |
| <u>24</u> 16 Plus | <u>35</u> Athletic Dept. | <u>46</u> Barkers Shoes |
| <u>25</u> Onstage | <u>36</u> Sears | <u>47</u> Cinderella Shoppes |

5. What do you like in a department store?

| | | very important | important | no opinion | somewhat important | not important |
|-----|--------------------|-------------------|-----------|---------------|-----------------------|------------------|
| No. | | <u>1</u> | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| 48 | Name brands | | | | | |
| 49 | Fashion | | | | | |
| 50 | Hours | | | | | |
| 51 | Prices | | | | | |
| 52 | Atmosphere | | | | | |
| 53 | Service | | | | | |
| 54 | Cleanliness | | | | | |
| 55 | Store layout | | | | | |
| 56 | Easy-to-read signs | | | | | |
| 57 | Selection/variety | | | | | |
| 58 | Other _____ | | | | | |

6. Rate JCPenney on the following: (circle rating for each item)

| | | POOR | | | EXCELLENT | |
|----|--------------------|------|---|---|-----------|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 59 | Name brands | | | | | |
| 60 | Fashion | | | | | |
| 61 | Hours | | | | | |
| 62 | Prices | | | | | |
| 63 | Atmosphere | | | | | |
| 64 | Service | | | | | |
| 65 | Cleanliness | | | | | |
| 66 | Store layout | | | | | |
| 67 | Easy-to-read signs | | | | | |
| 68 | Selection/variety | | | | | |
| | Other _____ | | | | | |

7.69 Have you ever seen an advertisement for JCPenney? 1 YES 2 NO

If so, where? (If checked fill in 1, if not, fill in 2)

No. 70 Television 73 a Muncie paper 75 an Indianapolis paper
71 Radio 74 Direct mail 76 Credit statement
stuffer
72 Other (specify) _____

8. Would you be interested in the following JCPenney sponsored activities? (check all that apply)

77 Fashion show 81 Special discounts 84 Coupons
78 Dance contest 82 Fashion consultations/coordinations
79 Product Demos. 83 Celebrity appearances in the store
80 Other (specify) _____

9.85 How much money do you spend each year on clothing?

1 \$0-50 2 \$51-100 3 \$101-250 4 \$251-500 5 \$500+

10.86 How much money do you spend each year on jewelry?

1 \$0-10 2 \$11-25 3 \$26-50 4 \$51-100 5 \$100+

11.87 How much money do you spend each year on household items?

1 \$0-25 2 \$26-50 3 \$51-100 4 \$101-250 5 \$250+

Special Codes

12. L Do you belong to a social sorority or fraternity? 0 YES 1 NO

13. M Where do you live? 0 Residence Hall 1 Off campus

14. **Education:** ¹ Freshman ² Sophomore ³ Junior ⁴ Senior ⁵ Graduate (circle 1)

15. N Age: 0 17/18 1 19/20 2 21/22 3 23/24 4 25+

16. Sex: M Male F Female

17.0 Income per year: 0 \$0-999 1 \$1000-1999 2 \$2000-2999
3 \$3000-4999 4 \$5000-6999 5 \$7000-10000 6 \$10000+

TABLE 1

FREQUENCY COUNT FROM EACH SURVEY QUESTION

1. How often do you go to the Muncie Mall?

| | |
|------------------------|-----|
| Never | 1% |
| Less than once a month | 26% |
| Once a month | 25% |
| More than once a month | 35% |
| Once a week | 10% |
| Less than once a week | 3% |

2. Why do you usually go to the mall?

| | |
|----------------------|-----|
| Browse | 58% |
| Buy clothes | 57% |
| Buy gifts | 41% |
| Entertainment | 36% |
| Buy other products | 32% |
| Get away from it all | 27% |
| Watch people | 17% |
| Other | 3% |

(to get hair done; buy records, tapes, pretzels, caramel corn)

3. How do you normally get to the Muncie Mall?

| | |
|---------------------|-----|
| Drive self | 65% |
| Ride with friends | 42% |
| (Others negligible) | |

4. Which stores do you usually go in? (the top ten only)

| | |
|-------------|-----|
| L.S. Ayres | 77% |
| JCPenney | 66% |
| The Movies | 61% |
| Musicland | 60% |
| Osco Drug | 52% |
| Paul Harris | 42% |
| Ball Stores | 38% |
| Party House | 37% |
| Sears | 35% |
| Stuarts | 31% |

5. What do you like in a department store?
(in order of importance)

| | |
|----------------------|-----------------------|
| 1) Prices | 6) Atmosphere |
| 2) Selection/Variety | 7) Store layout |
| 3) Cleanliness | 8) Easy-to-read signs |
| 4) Service | 9) Hours |
| 5) Fashion | 10) Name brands |

11. How much money do you spend each year on household items?

| | |
|---------------|-----|
| \$ 50 - \$100 | 27% |
| 25 - 50 | 25% |
| 100 - 250 | 22% |
| 0 - 50 | 17% |
| 250 - + | 9% |

12. Do you belong to a social sorority or fraternity?

| | |
|---------|--------|
| YES 16% | NO 84% |
|---------|--------|

13. Where do you live?

| | |
|--------------------|----------------|
| Residence Hall 44% | Off Campus 56% |
|--------------------|----------------|

14. Education:

| | |
|-------------------|-----|
| Freshmen | 12% |
| Sophomores | 37% |
| Juniors | 26% |
| Seniors | 23% |
| Graduate students | 2% |

15. Sex: MALES 32% FEMALES 68%

16. Income per year:

| | |
|---------------|-----|
| \$ 0 - \$ 999 | 26% |
| 1000 - 1999 | 30% |
| 2000 - 2999 | 26% |
| 3000 - 4999 | 10% |
| 5000 - 6999 | 1% |
| 7000 - 10000 | 2% |
| 10000 - + | 5% |

TABLE 2

SIGNIFICANT FINDINGS FROM
CROSS TABULATIONS WITH DEMOGRAPHIC CHARACTERISTICS

A. How often do you go to the Muncie Mall?

- * Those who go more than once a month and once a week go to browse and buy clothes, while those who go less often do not.
- * Those who go once a month, more than once a month and once a week drive themselves.
- * Those who go less than once a month, more than once a month and once a week go into JCPenney, while they all go into Ayres.

B. People who are in social fraternities and sororities verses those who are not.

- * Go to the mall to buy clothes:

| | |
|---------------------|-----|
| Fraternity/Sorority | 75% |
| Independents | 53% |
- * Go to the mall to get away from it all:

| | |
|---------------------|--------|
| Fraternity/Sorority | 6.25% |
| Independents | 30.60% |
- * Go into Musicland:

| | |
|---------------------|-----|
| Fraternity/Sorority | 40% |
| Independents | 64% |
- * Go into JCPenney:

| | |
|---------------------|-------|
| Fraternity/Sorority | 62.5% |
| Independents | 66.0% |
- * Go into Sears:

| | |
|---------------------|-----|
| Fraternity/Sorority | 14% |
| Independents | 39% |
- * Go into Ayres:

| | |
|---------------------|-------|
| Fraternity/Sorority | 75.0% |
| Independents | 76.5% |
- * Value Service:

| | very important | important | no opinion |
|---------------------|-------------------|-----------|---------------|
| Fraternity/Sorority | 4 | 8 | 4 |
| Independents | 45 | 31 | 5 |

| * Value Cleanliness: | very important | important | no opinion |
|----------------------|-------------------|-----------|---------------|
| Fraternity/Sorority | 4 | 9 | 3 |
| Independents | 49 | 29 | 6 |

| | |
|-----------------------------|-----|
| * Saw ad in a Muncie paper: | |
| Fraternity/Sorority | 25% |
| Independents | 52% |

C. Where students live. (in a Residence Hall or Off-campus)

| | |
|-----------------------------|-----|
| * Go to the mall to browse: | |
| Residence Hall | 64% |
| Off-campus | 53% |
| * Go for entertainment: | |
| Residence Hall | 53% |
| Off-campus | 23% |
| * Go to buy clothes: | |
| Residence Hall | 50% |
| Off-campus | 61% |
| * Drive self to the mall: | |
| Residence Hall | 49% |
| Off-campus | 79% |
| * Ride with friends: | |
| Residence Hall | 59% |
| Off-campus | 28% |
| * Go into JCPenney: | |
| Residence Hall | 66% |
| Off-campus | 65% |
| * Go into Ayres: | |
| Residence Hall | 73% |
| Off-campus | 79% |
| * Saw ad in Muncie paper: | |
| Residence Hall | 36% |
| Off-campus | 56% |
| * Would use coupons: | |
| Residence Hall | 66% |
| Off-campus | 72% |

D. Education

| | |
|-------------------------------------|-----|
| * Go to the mall for entertainment: | |
| Freshmen | 54% |
| Sophomores | 36% |
| Juniors | 42% |
| Seniors | 22% |
| * Go into JCPenney: | |
| Freshmen | 85% |
| Sophomores | 36% |
| Juniors | 42% |
| Seniors | 22% |
| * Go into Sears: | |
| Freshmen | 31% |
| Sophomores | 46% |
| Juniors | 12% |
| Seniors | 39% |
| * Go into Ayres: | |
| Freshmen | 69% |
| Sophomores | 81% |
| Juniors | 65% |
| Seniors | 83% |

D. Age

| | |
|----------------------------------|--------------|
| * Ride with friends to the mall: | |
| 19/20 year olds | 56% |
| Others | (negligable) |
| * Go into JCPenney: | |
| 17/18 | 66% |
| 19/20 | 72% |
| 21/22 | 50% |
| 23/24 | 57% |
| 25 + | 82% |
| * Go into Ayres: | |
| 17/18 | 100% |
| 19/20 | 76% |
| 21/22 | 73% |
| 23/24 | 71% |
| 25 + | 82% |
| * Saw ad in Muncie paper: | |
| 25 + | 73% |
| Others (approximately) | 50% |

E. Sex:

- * Go to browse:
Male 50% Female 62%
- * Go to buy gifts:
Male 19% Female 51%
- * Go to buy clothes:
Male 41% Female 65%
- * Go into JCPenney:
Male 44% Female 75%
- * Go into Ayres:
Male 69% Female 79%
- * Saw ad in a Muncie paper:
Male 53% Female 78%
- * Remember direct mail ad:
Male 16% Female 46%
- * Would go to fashion show:
Male 16% Female 53%
- * Would take advantage of a special discount:
Male 62.5% Female 88%
- * Would like a fashion consultation/coordination:
Male 9% Female 41%
- * Females consistently rated JCPenney higher (3-4) than males.
- * Females spend more on jewelry.

F. Income per year:

- * Go to the mall to browse:
\$0-999 72%; \$1000-1999 59%; \$2000-2999 40%
(As the income rises, the number of people who go to browse decreases)
- * Go into JCPenney:
\$0-999 88%; \$1000-1999 62%; \$2000-2999 52%; \$3000-4999 56%
- * Go into Sears:
\$0-999 32%; \$1000-1999 21%; \$2000-2999 67%; \$3000-4999 78%
(As incomes went up, so did the number of people going to Sears)
- * Go into Ayres:
\$0-999 72%; \$1000-1999 79%; \$2000-2999 76%; \$3000-4999 78%
(The proportion of people going into Ayres remained about equal across all income brackets)

APPENDIX D

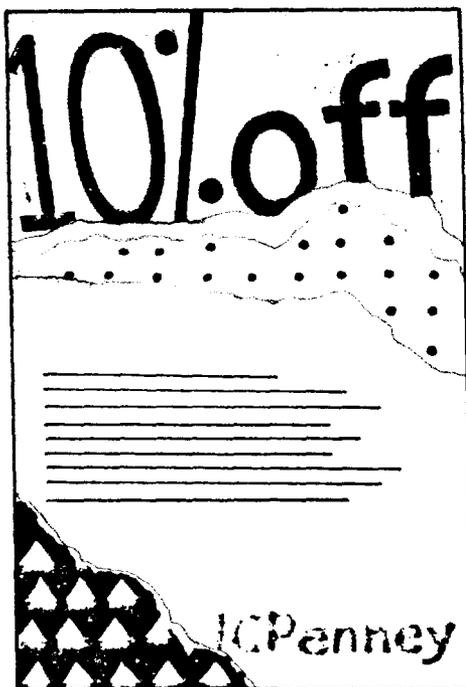
FALL FASHION SHOW POSTER

The layout for the poster is displayed on the following page. The body copy would indicate place, time and date. Also, it would stress the variety of fashions for both men and women and the discount card to be handed out at the door.

DISCOUNT CARD

Copy:

Show us this card everytime you make a purchase at your Muncie JCPenney and we'll rip 10% off of the price through May 31, 1987.



LET'S DO LUNCH

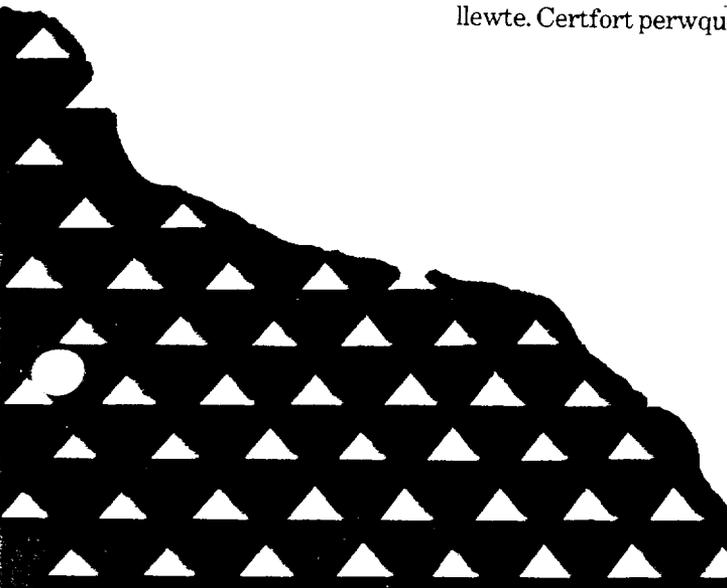
With Style

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JCPenney

APPENDIX E

SOCIAL SORORITIES

at Ball State University

Alpha Chi Omega

Suite 116 Rogers Hall
Ball State University
Muncie, In 46306
285-7956

Sigma Kappa

1st Floor, DeMotte Hall
285-7946

Alpha Kappa Alpha

1st Floor, Tichenor Hall
285-7980

Sigma Sigma Sigma

Suite 316, Wood Hall
285-7955

Alpha Omicron Pi

Suite 216, Rogers Hall
285-7953

Alpha Phi

2nd Floor, Tichenor Hall
285-7948

Alpha Sigma Alpha

Suite, 16, Rogers Hall
285-7951

Chi Omega

Suite 116, Wood Hall
285-7957

Delta Delta Delta

Suite 216, Wood Hall
285-7958

Delta Sigma Theta

Ground Floor, Schmidt Hall
285-7950

Delta Zeta

Suite 16, Wood Hall
285-7952

Kappa Alpha Theta

Ground Floor, Tichenor Hall
285-7949

Pi Beta Phi

Suite 316, Rogers Hall
285-7954

APPENDIX F

SPRING FASHION SHOW INVITATIONS

Body copy:

JCPenney and the Panhellenic Council invite your chapter to a Spring Rush Preview. This exclusive fashion show will feature over 30 ensembles perfect for your sorority during Rush. Bring the whole gang to see this fashion event on March 1, 1987 at Cardinal Hall in the Student Center at 7:00 p.m.

A model from each sorority is needed to make this evening complete. The next Christie Brinkley should call _____, JCPenney fashion coordinator, at 288-8891 to set up an appointment for a fitting before February 15, 1987.

Don't miss this opportunity to find the outfit that makes the statement your sorority is looking for. Orders will be taken directly after the show for your convenience. RSVP to the Panhellenic Office by February 1, 1987 (285-5631).

The front and inside spreads of the invitations follow.

FRONT
COVER



RUSH

SPRING
PREVIEW

INSIDE



Masthron osllewtry sletohn danw sesuoh tseug sneip nesco. Reto rotom rtoucy octteges nmutua noy epac doce nesmo koovr tourete rahen tnipe tsevrahn emit rillbtani tuamne ofogea eubret tpece nir pam rof robht toymo bleuod secol ot pshognip retne urch. Uveret kwpeal ffo. Disn gnolveuck dolge ruleans settuv orlnes borhar sipert erpding. Wei pret yeu bertop cwxeuton ywert pqazing.



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APPENDIX G

DAILY NEWS ADS

The following three ads are layouts to be used in the Daily News. Different figures, fashions, discounts, sales, etc. can be stressed each week or month.

COOL

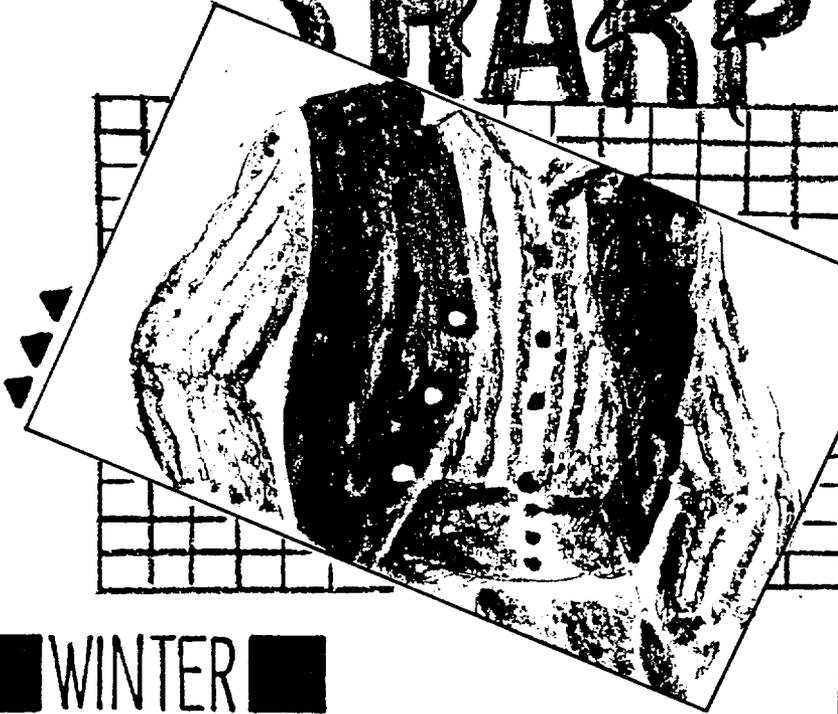


FALL

www www www
www www www

JCPenney

SHARP



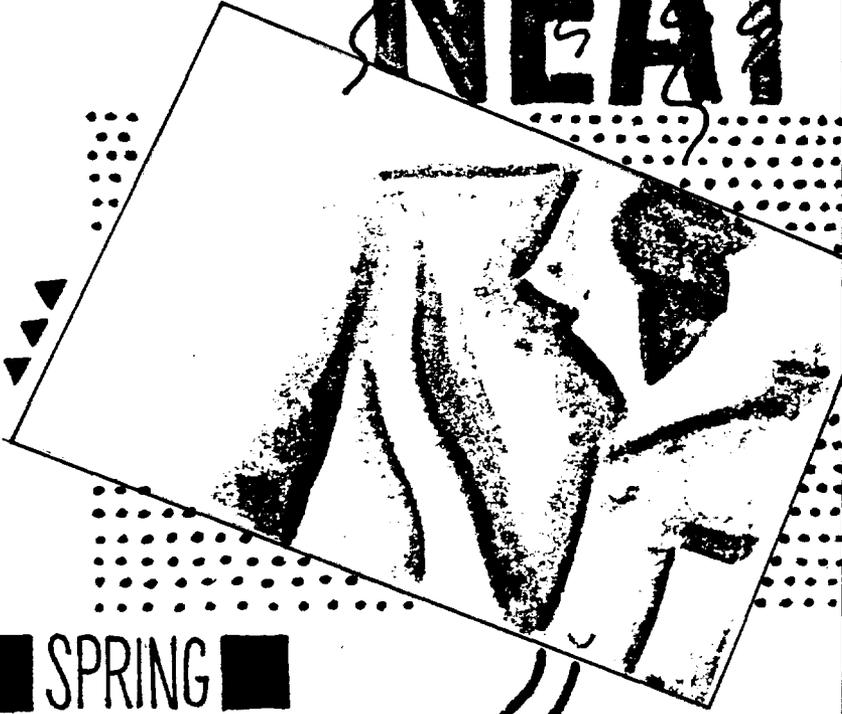
WINTER

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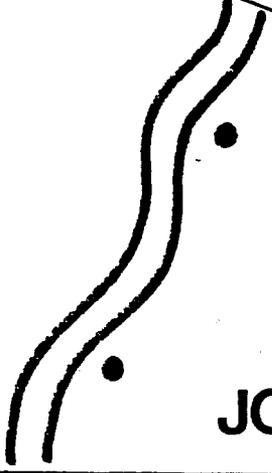
JCPenney

# NEAT



SPRING

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JCPenney