Objectives

McGuinty provides celebration of an individual's life and social support to bring closure and move ahead with living. McGuinty will develop by Year 4, a reputation as the uplifting place for locally prominent persons of the Baby Boom generation to celebrate their lives when they end.

In order to achieve this, McGuinty has facilities that bring families and communities together in a way that celebrates the life of the deceased and renews bonds of social support.

Digitized photographs of the deceased will be available in the reception room and on the website.

Mission

The mission of McGuinty is to bring people together to celebrate life when it ends and to move on with living. McGuinty will have facilities that bring families and communities together to remember the life of the deceased and renew bonds of social support.
Keys to Success

Since 71 percent of people choose a funeral home on the basis of reputation, the key to success is quickly establishing a reputation for the Family Care Program as the uplifting place for Baby Boomers to celebrate life when they die.

McGuinty’s cornerstone will be its Family Care Program, which will promote uplifting interactions with people after the funeral. This will make McGuinty connect to the community, provide the basis for publicity, and make it a center for the living.

The reception room and website will feature digital photographs of the persons whose lives are being celebrated. This web presence will increase McGuinty's exposure by letting people participate in the celebration of life after the funeral is over.
SECTION I

INDUSTRY BACKGROUND
INDUSTRY BACKGROUND

Objective

The McGuinty Funeral Home provides celebration of an individual’s life and social support to bring closure and move ahead with living. McGuinty will develop a reputation as the place for the target market to celebrate their loved ones lives in the form of an uplifting funeral service.

In order to achieve this, McGuinty will create facilities that bring families and communities together in a way that celebrates the life of the deceased and renews bonds of social support. Digitized photos of the deceased will be available in the reception room and on the website.
Mission

McGuinty FUNERAL HOME will...

- Serve families at their time of need
- Make every ceremony personal and meaningful, and truly reflective of the life that was lived
- Assist families in completing arrangements within their financial means and with the special preferences they desire

Keys to Success

Since 71 percent of people choose a funeral home on the basis of reputation, the key to success is quickly establishing a reputation for this new category as the uplifting place for Baby Boomers to celebrate life when they die.

The reception room and website will feature digital photographs of the persons whose lives are being celebrated. This web presence will increase McGuinty's exposure by letting people participate in the celebration of life after the funeral and reception are over. The Family Care Program will also help the target market with the process after the funeral.
SECTION II

INDUSTRY MARKET PLACE COMPANY
The industry that McGuinty is competing in is the funeral home industry. Funerals are something that most people see as a basic need when a family member dies. This industry is constantly changing with the world and the modern needs of their clients. These are usually technological funeral home owners that must keep up with the new trends. One new trend is displaying photographs on a digital screen during the visitation period as people go up to the casket to say goodbye to their loved ones. With the McGuinty Funeral Home these photographs relate directly to their slogan that states: “A Lifetime Remembered”. There are certain trends involving the Internet such as setting up memorial pages for your loved ones, pre-planning, grief support, and expressions of sympathy. Grant McGuinty attended a seminar in Huntsville to inquire about more information regarding the Family Care Program, an extension of funeral services. Grant would like a link placed on the McGuinty Funeral Home website as a page where visitors can click on it if they are looking for information regarding any one of these topics. They seem to be technology savvy as they have their own website with some history about the McGuinty Funeral Home tradition and information about the services they provide. The Obituary in the Nugget and online at www.nugget.ca are still popular. The McGuinty Funeral Home generates business by inserting their website address at the bottom of each death notice.
Grant McGuinty stated that 60 percent of the time women are the ones making funeral arrangements “because usually the wife outlives the husband.” This is because the guy was usually 7 or 8 years older than the woman he married. The children usually helped out the mother set up the funeral and they are usually in their 50’s. The wake and visitation was usually held in the home of the deceased. These wakes would last 2 to 3 days and usually a family member would hold vigil at all times while the deceased lay in repose. The Baby Boomers between the ages of 50 and 75 and the older people are the main target customers at the present time. The Baby Boomers are responsible for making funeral arrangements for their parents. Funeral homes that have been around for generations are usually seen as religious so, McGuinty is Catholic and Martyn is Protestant in the North Bay and surrounding communities. The new one, Hillside Funeral Services Ltd., is attracting all of the people who are not religious because they prefer to be non-committal as far as choosing a faith is concerned. The new funeral homes are all face.

The latest trend is the Family Care Program. This involves helping the customer after the funeral is over and they go home not knowing how to cancel or close their loved ones accounts, to find out what benefits they are entitled to. The Family Care Program assists them in this process; they do not have to worry about it. The McGuinty Funeral Home is the only funeral home in the area that provides this unique service. This gives them an extra competitive advantage and it shows that they are keeping up on the current trends in the funeral home industry.

Market share is going down currently because there are less people dying. During World War II, less people were having children because all of the men were overseas. There was a dip of 10-12 percent but in about 5 to 7 years, when the Baby Boomers get older, business will pick up again.

Pre-arranged funerals are becoming more and more popular. This is when people plan their own funerals before they die to take the weight off of their family when they pass away. Right now this represents 50 percent of the service. The McGuinty Funeral Home has been doing this for 10 years now. Event planning such as complimentary dinners and information sessions for the people in the North Bay and surrounding communities held at the Davedi Club to
inform participants of the advantages of pre-planning your funeral. This ensures that the McGuinty Funeral Home is proactive in their business and keeping on top of technology.
COMPANY

The McGuinty Funeral Home opened its doors in 1919 by Maurice McGuinty Sr. and Harvey Heavener. They operated the funeral services out of the basement of Stan Weager’s furniture store. Maurice Sr. obtained his license as a funeral director in 1928. At this time, wakes took place in the family’s home and lasted two or three days. In 1955, Maurice added an addition onto his house so families could have the funerals there instead. Maurice McGuinty Sr. operated the business until his death in 1964. The funeral home is still located in the same house in downtown North Bay today. McGuinty Funeral Home has been passed down three generations.
SECTION III

PRODUCT REVIEW
and
TARGET MARKET ANALYSIS
**PRODUCT REVIEW**

McGuinty Funeral Home is a business that provides burial and funeral services for the deceased and their families. These services may include a prepared wake and funeral, and the provision of a chapel for the funeral. The services provided are all dependent on the family’s wishes.

The staff comprises of:

- 2 Funeral Directors
- 1 Funeral Director/Reception Manager
- 2 Administrative Secretaries
- 7 Funeral Director Assistants

However, the service that we are focusing on happens after the funeral. It is called the Family Care Program. This program helps the family perform the following administrative tasks:

- Cancel their loved ones accounts such as health card, driver’s license, credit cards, bank accounts, etc.
- Fill out forms for the Canada Pension Plan and Death benefit

McGuinty is the only funeral home in the area that provides this program which gives them an advantage over their competition. McGuinty will focus on the Family Care Program in their advertisements because they want people to be aware of this exceptional service they maintain. The Family Care Program is ultramodern to the funeral home business so there is no sales history. The Family Care Program will be successful because cancelling accounts when a family member dies is a pretty big task to complete especially when it needs to be done during the grieving period. People will appreciate it when the McGuinty Funeral Home can assist them in these administrative tasks. The McGuinty Funeral Home holds most of the market share in North Bay equaling out to 55 percent. Martyn Funeral Home has 35 percent and Hillside Funeral Home has 15 percent.
McGuinty’s three major strengths are:

- Remodelled facilities with ample parking
- Friendly, knowledgeable, and professional staff and service
- Pre-arranged planning for funeral services that provide peace of mind, personal choice, and lower costs

The key benefit is the variety and personal service McGuinty Funeral Home provides to their customers. The brand image is service-oriented, professional, knowledgeable, and thought provoking service that cares about the families in their time of grief during and after the funeral.
TARGET MARKET ANALYSIS

Demographic Profile

The people that we are targeting are 50 years of age and up, primarily women since 60 percent of people who arrange a funeral are women. A funeral is a primary need as most people see it as a necessity when a family member dies. Also, 50 percent of business goes towards pre-arranged funerals meaning more people are planning their funerals before they die so their family members do not have to. The benefits (as stated previously) are as follows: peace of mind, personal choice, and lower costs

The average person that pre-arranges their own funeral is between the ages of 50 and 71 years of age. Income, education and ethnic background are of little significance because anyone can die and requires funeral arrangements; it is just a matter of which funeral home they choose. Here is an example of a profile…the ideal customer is a busy woman who has just experienced a death in the family. Her household income is $70,000 or more. She has two or more college age children and comes from a family of 2 or more siblings. She is active in the local community and was born and raised here.

It identifies whom you want to serve and it is a critical component of any effective marketing plan. But there is a second critical component, and it is called psychographics. Demographics identify “who” but psychographics answers the question “why”.
**Psychographic Profile**

There are dozens of different factors that will influence the success or failure of McGuinty Funeral Home. But the number one issue McGuinty Funeral Home must address is their focus, more specifically their ability to focus on attracting their ideal family.

The key to allocating their marketing funds properly is to have a very clear vision of exactly whom they hope to attract with their marketing.

Most people have heard of compound interest and have seen the financial models that show that even a small investment can grow through compounding. Ideal customers can have a similar impact on a funeral home business. Customers who love what you do for them will tell others, who will tell even more people. There is no more powerful marketing force in the world than positive word of mouth from a satisfied customer. The question is: how do you create positive word of mouth? Most funeral home owners strive for positive word of mouth by looking for ways to improve what they do, and that is certainly a good thing to do on an ongoing basis.

The Family Care Program is an important aspect of the service McGuinty offers. The ideal family does not just use McGuinty; they embrace the services and ceremonies that is offered to them. They do not choose McGuinty because they happen to live nearby. They choose it because they are passionate about experiencing a healing goodbye and they know that McGuinty Funeral Home can help them.

The more ideal families they attract, the fewer price shoppers McGuinty will experience. Once they get the right message to the right family they will not only buy from you, they will happily spend more with you and they will be loyal advocates within your community.
McGuinty focuses on the person or persons who make the decision for the family. As mentioned previously in the demographic profile of a client...the ideal customer is a busy woman who has just experienced a death in the family. Her household income is $70,000 or more. She has two or more college age children and comes from a family of 2 or more siblings. She is active in the local community and was born and raised here in North Bay.

The customer wants to understand how a service can help their entire family. They want a personal/private time to say goodbye. The customer wants to let people know how great their loved one was by telling their stories. The customer wants a service that celebrates the life that was lived. The customer wants a ceremony that gives them closure. The customer wants to feel like a complete family even though for their first time in their life they may feel like an orphan. The combination of demographics (who needs it) and psychographics (why they will love it) will give McGuinty their ideal customer profile.

Once they have their ideal customer clearly defined McGuinty can rework their advertising to attract more people. McGuinty can do this knowing that the law of compounding will kick in and a small investment in advertising will yield huge returns because their ideal customers will spread the word for them.
Geographic Profile

Their customer base is primarily from North Bay, including the following surrounding communities:

- Bonfield
- Callander
- Corbeil
- Astorville
- Redbridge

In 2011, it is critical that McGuinty find a way to stand out in the crowd. McGuinty must create their own uniqueness, market it to North Bay and the surrounding communities, and let them know that you McGuinty represent the future of the funeral services profession. The Family Care Program is the jewel that will continue to help your family business to grow.
SECTION IV

COMPETITIVE REVIEW
COMPETITIVE REVIEW

The McGuinty Funeral Home is in direct competition with Martyn Funeral Home and Hillside Funeral Services Ltd. respectively. Indirect competitors include WalMart, Internet, basically anywhere that sells anything related to a funeral such as a casket, flowers, cards, etc. The Internet has opened many avenues to attain information, make connections to old friends, new friends, and to get help when you need it most. Funeral industry professionals are finding new ways to help their communities – through social networking, email campaigns and other social media outlets (i.e. Facebook, Twitter, etc.) Additionally, social media is helping connect funeral directors, financial professionals, and other industry professionals to each other so they can provide feedback and talk about common obstacles in their day-to-day professional lives. McGuinty is pro-active in this aspect. Other competitors include churches, caterers, or flower shops.

The McGuinty is conveniently located in the downtown area of North Bay on the corner of Cassells Street and First Avenue West and provides ample parking. The McGuinty provides a tradition of trust, honesty and integrity in conjunction with an aggressive pre-arrangement program and the Family Care Program. They are the only funeral home in the North Bay area with the Family Care program and this gives them an extra competitive advantage.

Martyn Funeral Home is their main competitor because they have been in business since 1897, 20 years before the McGuinty started. Martyn Funeral Home supports the Protestant faith and McGuinty supports the Catholic faith, therefore; the competition is largely based on religion.

McGuinyt holds the majority of the market share at 55 percent, Martyn Funeral Home holds 35 percent and Hillside Funeral Services holds 15 percent. Hillside Funeral Services is not seen as much competition since they have been around for approximately 10 years and fairly new to the business. Hillside Funeral Services is all face in their advertisements. The McGuinty has longevity just like Martyn Funeral Home, and Martyn Funeral Home advertises aggressively. Martyn Funeral Home offers primarily the same service so, that is why McGuinty is in competition with them. They have an advantage because they do the most volume in service.
Hillside Funeral Services holds 15 percent of the market share in North Bay. Looking at their website, it seems they base their business more on themselves rather than their customers. Their website home page is a list of facts about funerals not what services they can perform for their customer. They seem to be very service-oriented and this makes them come off as less personal. They do not have any specific religion and; therefore, they pick up the leftover customers from Martyn Funeral Home and McGuinty. They do not seem to have a positioning strategy while Martyn Funeral Home and McGuinty seems to lean towards a lifestyle positioning and they are also more customers oriented. Both McGuinty and Martyn Funeral Home focus on providing a more personal and professional service for their customers. Hillside Funeral Services is at a disadvantage because they are new in town; therefore, they are making an effort to try and sound better than their competition because they lack the experience of their competitors.

Funeral Homes do not compete with price, as the price for each service is usually similar to the competition, approximately $6,500. Martyn Funeral Home holds 35 percent of the market share for the funeral homes in North Bay. They seem to be positioning themselves in the same way as they have longevity and a very personal service that they provide to their customers. The only thing that is not similar is their religion and the fact that Martyn Funeral Home does not have the Family Care Program. Martyn Funeral Home advertises just as much as the McGuinty. Their website seems to be a little more detailed in the way of what services they offer. Martyn Funeral Home’s major weakness would be not having the Family Care program while McGuinty provides this service. Another weakness would be the fact that they only hold 35 percent of the market share. Martyn Funeral Home is second in market share for North Bay.
SECTION V

TARGET

AUDIENCE

&

PROMOTIONAL

OPPORTUNITY
TARGET AUDIENCE

Demographic

According to the research the demographics targeted are: males and females, ages 50 plus, all income ranges are taken into effect as everyone dies, (the average age that people pre-arrange their own or their spouse’s funeral for is 71 years of age). These people are daughters, sons, aunts, uncles, grandmothers and grandfathers. The target audience resides in the following geographic locations:

- North Bay – Population: 54,000
- Bonfield – Population: 2,009
- Corbeil & Astorville (East Ferris) – Population: 4,100
- Callander – Population: 3,249
- Total Population for North Bay and surrounding communities = 63,350

Psychographic

McGuinty advertising campaign is directed at seniors and their children who wish to help them set up their funeral. In some cases, families are shocked by the death. In other cases, after a long illness, families are relieved that their loved one’s pain and suffering is over. The owners and employees of the McGuinty are compassionate and understanding at this crucial and sensitive time in a person’s life. McGuinty can ensure their customers that they are there to help them through this difficult time in their life.

The target audience is dedicated to achieving the best possible funeral service for their parent. They want to pay tribute to their parent’s life and celebrate what they accomplished in their lifetime. Most of all, they want their living parent to have a good experience during and after the funeral.
It was discovered that the male usually dies before the female since most men are 7 or 8 years older than their wives. So, women of the Baby Boomer generation usually outlive their husbands by a few years. Women are the persons who plan the funeral 60 percent of the time but, the men still need to be addressed because it could be their wives who have passed on. The male needs to think about pre-arranging his own funeral so his wife and kids do not have to worry about it. The male needs to be made aware that McGuinty will take care of his finances even after the funeral. This will give his family time to grieve without having to worry about administrative tasks after the funeral. This benefit creates an emotional connection to the Family Care Program and it gets the family thinking about how this program can benefit them.
PROMOTIONAL OPPORTUNITY

The McGuinty has a service that the other funeral homes in the area do not. It’s called the Family Care Program. Family Care Program is an inclusive follow up survivor support service provided by the McGuinty and it is designed to assist family members to take care of loose ends following the funeral service. There are approximately 50 separate items that could need attention. The more urgent items include: life insurance claims, bank accounts, titles, transfers, credit card companies, income tax, and mortgages, to name a few examples. Many of them could impact their financial well being. A few have the potential to complicate their life if not addressed in a timely manner. Addressing these issues for the customer will give peace of mind after the funeral.

The McGuinty helps families after they are done with the funeral. They go the extra mile to help their customers through the death of a loved one. The Family Care Program connects with the customer on a personal and emotional level because it takes care of their needs after the funeral is over.

By delivering the right message, the target audience will choose McGuinty as the ideal place to have a funeral. The message will create an impact and make them think: “wow this funeral home will help my family even after my funeral.” Since they are the only funeral home in North Bay that has the Family Care program, the customer will have a perception of them as the better funeral home in the area.

A trained Family Care counselor, Charlie Routh, Advanced Funeral Planner and Family Care Director, would be available to meet with customers/clients and help them in making phone calls, completing the paperwork, and providing practical help and solutions that the customer would require.
Family Care Program is an extension of the McGuinty Funeral Home service that they feel is extremely important. This program will give the family more time to grieve after the funeral.

The five stages of grief:

- **Denial**: “This can’t be happening to me.”
- **Anger**: “Why is this happening? Who is to blame?”
- **Bargaining**: “Make this not happen, and in return I will __________.”
- **Depression**: “I’m too sad to do anything.”
- **Acceptance**: “I’m at peace with what happened.”
SECTION VI

SWOT

Analysis
SWOT Analysis

Brand Strengths

- Services offered are as good as the competition and in some instances better
- Brand has longevity and is well known in the North Bay community
- Maintain good reputation that has been upheld through three generations of the McGuinty family
- Great preplanning service
- Family Care program which is unique in this area
- Qualified and caring employees who take time to see the customers’ needs

Brand Weaknesses

- Advertising is not focused, they have too many different messages
- Lack of desire in many of the employees to sell monuments
- No mission statement

Marketing Opportunities

- Market growth will bring in more business for the funeral home industry
- Take a new approach to marketing and learn to focus the advertisements
- Focus on their Family Care Program because it is their main strength and opportunity
- Make employees knowledgeable employees with the ability to advance in their positions

Threats

- Expected growth scheduled to happen in the next 3 to 4 years, need to be prepared
- Martyn Funeral Home because they are their biggest competition
- Religious preferences which means that Protestants go to Martyn and Catholics go to McGuinty
- Selling monuments is one of the best financial gains for the company
SECTION VII

COMMUNICATION

OBJECTIVES

&

POSITIONING

STRATEGY
COMMUNICATION OBJECTIVES

- To improve awareness of the McGuinty’s Family Care Program among people of 50 years of age or older and motivate at least 15 percent of the target market to use the Family Care Program by having their funeral at the McGuinty Funeral Home
- To attract the target market to the Family Care Program by creating an emotional attachment to the service
- To increase awareness within our target market that death is a part of life and should be addressed, not avoided
POSITIONING STRATEGY

Brand Leadership Positioning

McGuinty will be positioned using brand leadership strategy. They lead in market share at 55 percent and they will continue to by keeping up to date on funeral industry trends. McGuinty has shown brand leadership in the slogan they use which is “a Lifetime Remembered”. This slogan maintains focus on the customer not on the McGuinty.

McGuinty is focused on helping their customers through this difficult time. The one competitive advantage is their Family Care Program. This is a unique service that no other funeral home in the area has.

Family Care Program includes the following administrative functions:

- Protects against Identity Fraud
- Provides you with the information and direction you need
- Assists you with administrative tasks -- saving you time and effort
- Gives you peace of mind that you can settle the Estate in a timely manner

The program assists the family take care of cancelling their loved one’s accounts. Doing these tasks for your parent is a sad and time consuming task at the best of times, but more so in this situation. Completing these tasks usually take hours on the phone to complete but McGuinty takes care of all of it for their customers. This alleviates the stress of having to do it themselves when they should be taking that time to grieve not calling the credit card company, Government departments, etc.

There are numerous tasks involved in settling an Estate. The majority of people has never been an Executor and do not know where to start. This is why McGuinty provides their clients with the Family Care Program. The purpose of the program is to help the survivors resolve some of the practical matters that can be most difficult after the loss of a loved one.
In the immediate term, a trained family care counsellor notifies key organizations that a person is deceased. In the short term, a trained family care counsellor provides various forms and letters to assist with filing for government benefits and dealing with life insurance and pension companies.
SECTION VIII

CREATIVE PLAN
CREATIVE PLAN

Advertising Objectives

• To create awareness of the Family Care Program to influence the targets decision when choosing a Funeral Home
• To achieve a brand awareness level of 40 percent for the Family Care Program among the target audience
• To achieve a level of 10 percent increase among the target market purchasing pre-arranged funeral packages

FCB Grid

The FCB grid chosen for the McGuinty campaign is in Quadrant 2 where there is high involvement, but consumers evaluate alternatives more on emotion. In the funeral service industry, customers make their decisions based on the feeling they receive from that particular funeral home. If they get a good feeling from the McGuinty they are more likely to go with them for their funeral services. A slogan such as a lifetime remembered captures the message of a life lived to their fullest potential. Funeral Services are purchased to make the customer feel good on the choice they make to pay tribute to that person’s life and celebrate what they accomplished.

AIDA

Attention

The target audience’s attention will be grabbed by way of an emotionally captivating message. They will be driving the same message regarding the Family Care program. McGuinty wants to make the public aware that they have this extra service that provides care and attention for the family after the funeral. McGuinty will have a relationship with you and they are genuinely supportive and comforting in their time of need.

Interest

To gain their interest McGuinty will offer them an information session. An event that will include dinner, compliments of McGuinty will be held in their honour.

Desire
To make them desire the McGuinty as their place to be laid to rest the advertisements need to play on their emotions. A connection must be made with the family to show that the McGuinty cares and they want to help them with this difficult task.

**Action**

The advertisements will encourage the target audience to take action. McGuinty needs to ask them a question that makes them want to come to this event and find out more information. For example: “Is your family prepared for your funeral?” See how the McGuinty can help you and your family cope after the funeral.

**Positioning**

**Brand Leadership Positioning**

McGuinty is positioned as brand leadership. McGuinty has already taken the lead in market share (55 percent in the North Bay area) and they will continue to maintain this share by keeping informed of the latest technology in the death care industry. McGuinty has also shown brand leadership in the their slogan “a Lifetime Remembered”. Their slogan informs the public that it is focused on the customer not on the McGuinty. They are focused on helping their customers through this difficult time.

The one advantage that makes McGuinty stand out the most is their Family Care Program. This is a unique service that no other funeral home in the area provides. The program assists them with administrative tasks such as saving them time and effort, protecting against Identity Fraud, providing them with the information and direction they need, and giving them peace of mind so that they can settle the Estate in a timely manner. This alleviates the stress of having to do it themselves when they should be taking that time to grieve.

**Positioning Strategy Statement**
McGuinty will be positioned as a full service funeral home that continues its services even after the funeral in order to give the most assistance that they can.

**Creative Objectives**

- To communicate that the McGuinty assists their customers with the administrative tasks
- To communicate that the Family Care Program will give the family time to grieve
- To communicate that the McGuinty cares about their customers on a personal level

**Key Benefit Statement**

By creating awareness of McGuinty’s Family Care Program, more people will feel obliged to set up for a pre-arrangement funeral will give you the benefit of peace of mind because doing so lifts the burden from their loved ones by relieving decision-making pressure at a time of grief and emotional stress.

**Support Claims Statement**

Most people are not comfortable talking or thinking about death. It is not a subject most people want to talk about, though they know that death is inevitable. Our strategy tries to treat death without all the solemnity and finality and seriousness, but with a more matter-of-fact approach that will resonate on an emotional level. These are just two of the things the McGuinty does to make this time easier for their customers.

**Tone and Style**

The tone and style would reflect an emotional tugging of the heart for the target audience because planning a funeral is a very emotionally draining activity. The advertisements would show a person’s life in pictures from birth to death. People would easily recognize what the ads mean emotionally to them in a happy way. The ad would focus on Family Care and ensure the target that their family would be taken care of after they’re gone.

**Theme**
The Family Care Program separates the McGuinty because they are the only funeral home in the area that has it. Therefore; all advertisements will focus on the Family Care Program and the benefits it offers for their customers.

*Appeal Techniques*

The ads will be displayed in an emotional appeal that demonstrates a person’s life in pictures; therefore relating to Family Care in a touching way.
Creative Execution

_Tactical Considerations_

The best way to deliver the message of Family care is in an emotional way. Using this will instill a need in the target market to think about their funeral and where would be the best place to have it. When they think funeral home they will think McGuinty is the place to go because of the Family Care Program because their service does not stop when the customer walks out the door. The McGuinty adds an emotional connection for their customers.

In the radio and television advertisements, the announcer would say this after the lifetime of pictures has been played. “I chose McGuinty as the last resting place for my mother because we wanted to ease back into our family routine without having to concern myself with my mother’s affairs.”

_Production Considerations_

To ensure that the target market is reached, McGuinty will be utilizing radio and television advertisements with a consistent message. In radio advertisements, the name McGuinty would be mentioned at the start and at the end of the radio advertisement. For radio and television, the use of 30 second spot. The television advertisement will be similar but in a more visual way, the name would also be mentioned twice. Soft music will be played during the slideshow of pictures and an announcer will be used at the end to describe the message of the Family Care Program. The message would be delivered in a captivating way displaying someone’s life in a story and in pictures.
SECTION IX

INTEGRATED MARKETING COMMUNICATION element
INTEGRATED MARKETING COMMUNICATION - element

Market Background

Market Analysis

The Funeral Service Industry is a mature market. The McGuinty Funeral Home has two major competitors in the area.

- Currently the death rate is down due to demographics and a 32% decline in births between 1929 and 1934
- The industry will see a 4-5% growth per year within the next 3 to 4 years
- There will be major implications since the industry has not seen any sort of growth since 1999
- Cremation accounts for 55% of average burial sale

External Influences on the Market

Economic Trends

Prearranged funerals are seen as more normal than in the last century. Memorial societies run by volunteers encourage the preplanning option and promote simple, low cost funeral options. Cremation is increasingly common in Canada. The funeral industry is going green and some cater exclusively to the green market.

Demographic Trends

- The population is aging. In the near future, the industry needs to be prepared for the growth in the death care business
- Baby Boomers will start to invest in pre-arranged funerals as they hit age 60
- The public is looking for environmentally friendly options in their funeral service; therefore, cremation is becoming increasingly popular

Social Trends

- Perceptions such as if your business is not on Facebook, it is not cool
- People are more health conscious so they are less likely to die at a younger age
- Non-traditional trends take precedence over the traditional ones
• Prearranged funerals are becoming more popular because they are more convenient for the family of the deceased because the family does not have time to plan a funeral

Technology

• The Internet plays a big role in the funeral industry in order to communicate with your customers you must have a website with adequate information on it
• Television monitors are becoming popular funeral homes use them to play videos or picture shows during the funeral service
• Online obituaries are becoming very popular as well because it directs the audience to their websites.

Consumer Data

Consumers indicate that the following criteria are important when selecting a funeral home:

• Good service which means that the staff cares about them on not only a business level but a personal level as well
• Burial and cremation options
• Prearranged funeral options
• Variety of pricing options
Competitive Analysis

Brand Analysis - McGuinty Funeral Home

The McGuinty Funeral Home is in direct competition with Martyn Funeral Home and Hillside Funeral Services Ltd. respectively. Indirect competitors include Wal Mart or the Internet, basically anywhere that sells anything related to a funeral such as a casket. Other competitors could include churches, caterers, or flower shops, etc.

The McGuinty Funeral Home is conveniently located in the downtown area of North Bay on the corner of Cassells Street and First Avenue West and provides ample parking. The McGuinty Funeral Home provides a tradition of trust, honesty and integrity in conjunction with an aggressive pre-arrangement program and the Family Care program. They are the only ones in the area with the Family Care program and this gives them an extra competitive advantage.

Martyn Funeral Home

Martyn Funeral Home is their main competitor because they have been around since 1897, 20 years before the McGuinty Funeral Home started. Martyn Funeral Home supports the Protestant faith and McGuinty Funeral Home supports the Catholic faith, therefore; the competition is largely based on religion. The McGuinty Funeral Home holds the majority of the market share at 55 percent, Martyn Funeral Home holds 35 percent and Hillside Funeral Services holds 15 percent. Hillside Funeral Services is not seen as much competition since they have been around for approximately 10 years and they are fairly new to the business. Hillside Funeral Services is all face in their advertisements. The McGuinty Funeral Home has longevity just like Martyn Funeral Home does and Martyn Funeral Home advertises a lot and they offer primarily the same service so, that is why they are in competition with them. McGuinty Funeral Home has an advantage because they do the most volume in service.

Funeral Homes do not compete with price, as the price for each service is usually similar to the competition. Martyn Funeral Home holds 35 percent of the market share for the funeral homes in North Bay. They seem to be positioning themselves in the same way as they have longevity and a very personal service that they provide to their customers. The only thing that is not similar is their religion and the fact that they do not have the Family Care program. They advertise just as much as the McGuinty Funeral Home. Their website seems to be a little more detailed in the way of what services they offer. Their major weakness would be not having the Family Care program since McGuinty Funeral Home provides this service; this is a major weakness for them. Another weakness would be the fact that they only hold 35 percent of the market share. They are second in market share for North Bay.
Hillside Funeral Home

Hillside Funeral Services holds 15 percent of the market share in North Bay. Looking at their website it seems they base their business more on themselves rather than their customers. Their website home page is a list of facts about funerals not what services they can perform for their customer. They seem to be very service oriented and this makes them come off as less personal. Also, they don’t have any specific religion and; therefore, they pick up the leftover customers from Martyn and McGuinty. They do not seem to have a positioning strategy while Martyn and McGuinty seems to lean towards a lifestyle positioning and they are also more customers oriented. They focus on providing a more personal and professional service for their customers. Hillside Funeral Services is at a disadvantage because they are new in town; therefore, they are making an effort to try and sound better than their competition because they lack the experience of their competitors.
McGuinty Funeral Home Advertising Campaign

Marketing Communications Plan

Target Market

Primary Target

Demographic

- Males and Females 50 years of age and up
- Income not important
- People who are part of tight knit families
- Education level not important

Psychographic

- People dedicated to achieving the best possible funeral service for their parent
- People wanting to celebrate their family members life through a funeral
- Busy fast paced lifestyle
- Socially active in the community
- Family oriented

Geographic

North Bay and surrounding communities

- North Bay
- Bonfield
- Corbeil
- Astorville
- Callander
McGuinty Funeral Home Advertising Campaign

Marketing Objectives

- To increase Family Care Program awareness by 50% among target audience members
- To increase awareness of preplanned funerals among the target audience by 25%

Marketing Communications Goal (Challenge)

- To create top of mind awareness for the Family Care Program among the target audience
- To have the McGuinty Funeral Home be seen as a very personal and caring place to have a funeral

Marketing Communications Objectives

1. To achieve a 50% increase in awareness of the Family Care Program among the primary target market.
2. To communicate the quality of the service that the McGuinty Funeral Home provides to their customers.
3. To achieve a 25% increase of awareness for preplanned funerals.

Marketing Communications Strategy

Budget

The total budget the McGuinty Funeral Home currently uses for marketing is $30,000 to $40,000 per year. For the initial campaign roll out (April to July 2011) Budget: 13,333.00. The potential budget for July to December 2011 Community campaign: $20,000.00. The budget will cover an advertising campaign and an event will be planned for the integrated marketing communications element.

Positioning Strategy Statement

The current positioning strategy will be maintained and is described as follows:

“The McGuinty Funeral Home will be positioned as a full service funeral home that continues its services even after the funeral in order to give the most assistance that is possible.”
Marketing Communications Mix

A mix of marketing communications elements will combine to create an emotional impact on the target market. The various elements used will contribute to the marketing communications objectives. The marketing communications mix will include media and print advertising and event marketing. The rationale for this combination of media is as follows:

- **Advertising**
  Television advertisements will need to be used to create a visual impact among the target market. Radio advertisements will be used in the same way but instead using a script that will capture the target's attention emotionally.

- **Event Marketing**
  An event will be held in North Bay to create awareness of the Family Care Program. It will be a free lunch and information session and the public will also have the chance to sign up for prearrangements as the Family Care Program automatically comes with the package. The free food and information session will appeal directly to the target market.
SECTION X

SPECIFIC MEDIA OBJECTIVES & MIX
Specific Media Objectives & Mix

Media Objectives

- Use a skip schedule pattern to create awareness among the target audience and stretch the advertising budget
- Direct media weight to men and women, over the age of 50 who are most likely to be involved in planning a family member’s funeral
- Use media to inform the target audience of the Family Care Program and the benefits it provides them with
- Maintain the same consistent message throughout all forms of media in order to reach and influence the target audience
- Develop a strategic and specific media plan for the McGuinty to ensure reach and awareness has been achieved

Who

The primary target is males and females over the age of 50 residing in the North Bay and surrounding areas.

What

The message to be communicated will focus on the Family Care Program.

When

There is no particular time for someone to start planning his or her funeral. It can be planned at any time or any age. However, McGuinty is targeting families. They are most likely to listen to the radio in the morning and during the dinner hour so these times would be best for radio advertising. Families usually watch more television in the evening so this time would be best to advertise on local television stations. The target needs to become aware of the Family Care Program so they can make the decision to choose McGuinty.

Where

The campaign will be held in North Bay and surrounding areas on local television and local radio stations.
How

The campaign will reach all people of 50 years of age or older in the North Bay and surrounding communities. The advertisements will reach them 6 times a day on the radio.

Main Goal

It is important to choose the proper media to make the public aware of the Family Care Program with the McGuinty Funeral Home. The main goal is to create an emotional connection between the target audience and the Family Care Program.

Target Market

According to the research, the demographics targeted are: males and females, ages 50 plus, all income ranges are taken into effect as everyone dies, (the average age that people pre-arrange their own or their spouse’s funeral for is 71 years of age.) These people are daughters, sons, aunts, uncles, grandmothers and grandfathers.
Timing

McGuinty’s advertising campaign will be conducted over a 12-month period. The media used for the campaign will be television, radio, newspaper, Internet and event planning. The television advertisement will run in two 30-second spots on CTV’s 6 o’clock news. A skip schedule method will be used; therefore, the advertisements will play every day for one week and not at all the next week. The radio advertisements will play twice in a half hour in the morning and the evening. The morning advertisements will play from 8:00 - 8:30 a.m. in order to capture people’s attention by listening to the radio on the way to work in their cars. The evening advertisements will play from 4:30 to 5:00 p.m. in order to capture people’s attention by listening to the radio on the way home from work. These advertisements will play on the 100.5 E-Z ROCK station because the target audience is more likely to listen to this station rather than THE MOOSE. The newspaper advertisements will be placed in the Obituary section of the North Bay Nugget. These advertisements will run for the span of the whole year. McGuinty will have a page on their website that will display information regarding the Family Care Program. McGuinty’s website will look similar to the advertisements to maintain consistency with the whole campaign.
Medi

Media Strategy

- Use emotional television ads that will resonate with the target audience on a daily basis to increase awareness of the Family Care Program and motivate people to think about using McGuinty when they are ready to plan their funeral
- Use advertisements on radio spots to reinforce the message on a different form of media that the target audience can be reached on
- Use newspaper advertisements consistently throughout the course of the campaign to reinforce the message and to ensure that the target is reached

The advertising campaign will consist of television, radio and newspaper advertisements throughout the North Bay and surrounding communities. A skip schedule will be used for television and radio. This means that advertisements will be played for one week and none the next week and played the next week and so on in this pattern. The newspaper advertisements will be present in the Obituary section for the entire year. This is because both Martyn and Hillside have advertisements in this section and it is important that McGuinty does too in order to compete with them effectively. The purpose of the skip schedule is to maintain an effect on the target audience while at the same time stretching the budget to full capacity. All three forms of advertising will work together to create the maximum amount of awareness among the target audience.

Media Mix

The newspaper advertisement in the obituary section of the North Bay Nugget will run for the entire duration of the campaign. This will be a good way to create awareness among the target as older people read the obituaries on a daily basis. The radio and television advertisements will run in a skip schedule format one week on and one week off throughout the entire year in order to gain the target’s attention in a consistent pattern.
Target Audience Coverage

The target audience that we are looking to reach is most likely aware of the funeral homes in the area. What they are not aware of is the services each funeral home offers. In order to create more awareness about the Family Care Program a consistent message has been developed over three separate media forms to connect with the audience. The different forms of media will coincide with the target’s routine and the consistency will catch their attention and make them want to know more about McGuinty. The advertisements will create an emotional connection to McGuinty.
Geographic Coverage

*Television*

The television advertisements will be run on CTV during the local 6 o’clock news every day. The advertisements will be run in a skip schedule pattern in order to maintain the effect of the advertising.

*Radio*

The radio advertisements will be played on 100.5 E-Z ROCK in the morning and evening. They will each play twice during one half hour. The radio will also use a skip schedule pattern.

*Newspaper*

The newspaper advertisements will run throughout the whole year consistently in the Obituaries section. The message will be consistent with the other forms of media as well. The advertisements will be displayed in the North Bay Nugget to ensure the messages will reach the target audience in the North Bay and surrounding areas.

*Internet*

The Internet will have information about the Family Care Program on the McGuinty Funeral Home’s website. Therefore; everyone in the North Bay community with access to the internet will be able to use the website.
**Media Selection**

*Television*

Television advertisements will be played in two 30-second spots on CTV between 6 and 6:30 pm during the local news. This spot is recommended because the target audience will tune in to the local news at this time.

*Radio*

Radio advertisements will happen twice in a half hour during the morning and the late evening. This is when the target audience turns on the radio. These times were chosen because the target market listens to the radio in the morning when they’re eating breakfast and getting ready for work or getting ready for the day. They also listen when they are getting dinner ready in the evening.

*Newspaper*

Newspaper advertisements will be in the obituary section consistently throughout the year. The North Bay Nugget also delivers “Community Voices” with flyer insert once a week (Thursdays) and an advertisement will be purchased in there as well. The advertisement in the newspaper will be similar to the television and radio advertisements and it will use the same concept. The advertisement will be big enough to display a person’s life in pictures and the Family Care message to the target audience.

*Internet*

Internet will be used as a way of giving more information to the target audience in an easily accessible way. The McGuinty has their own website and it will be revamped to look like their various advertisements on television and in the North Bay Nugget. The website will be updated with the Family Care Program’s information as well.
Rationale for Media Selection

Television

The television advertisements will be played during the CTV local news at 6:00 p.m. Two 30 second spots will be played both ads will be the same. The target market is males and females 50 years of age or older. Most people in this age bracket watch the local news mostly every day this is why this form of media has been chosen for the campaign. The advertisements will connect with the target in an emotional way by displaying a person’s life in pictures to pull on their heartstrings. The McGuinty will then be thought of as a place where people can go when they need emotional support during their time of grief. The skip schedule format is used in order to create a pattern that will resonate with the audience.

Radio

The radio advertisements will be played four times a day, twice in the morning and twice in the evening in order to catch people when they are listening to the radio on the way to work and on the way home from work. The advertisement will be similar to the television advertisement but instead it will have to connect with the audience in a way that makes them imagine it. The pictures will be described in such a way that the audience will have to listen. This is why the radio advertisement will work because it can also be emotional and captivating in the way that a story is supposed to be.

Newspaper

The newspaper advertisements will be displayed in the obituary section of the North Bay Nugget for the duration of the whole campaign. The newspaper is for local markets; therefore the target will be reached. Also, the obituaries are very popular among the target audience so, the ad will resonate. The obituaries are a public way to share their final life story. The advertisement that will be put in this section relates to the obituaries in a very visual and caring way.
Internet

The Internet is the final piece of the puzzle in this campaign. It will tie everything together because it will have all of the relevant information needed and it will look like the television and newspaper ads; therefore, keeping the campaign consistent. There will be a Family Care Program page so; the target audience will be able to attrive all the information needed to make a sound and logical decision. The website will look professional and it will be easy to use creating a good brand image for the McGuinty and their campaign.
SECTION XI

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