



wax
nostalgic

Wax Nostalgic
“Find your groove.”

Presented by Kristina Panos

Wax Nostalgic Proposal

Wax Nostalgic is more than a record store; it's a community for music lovers. The digital age has made music an increasingly intangible commodity, and the resulting decline in brick-and-mortar music stores has left many area audiophiles searching for a new scene.

Wax Nostalgic buys and sells new and used LPs and 45s, and also offers record players, record supplies, memorabilia, and industry magazines. Employees keep listening copies of all new releases available to customers so that they can preview every record in the store, a practice which leads to longer visits and increased sales. Encouraging free samples adds value to the brand with trust, and this practice will pull customers.

The store features several independent listening stations as well as small rooms for group listening. Kansas City's other record stores are either focused on selling high-end audio equipment with used record prices to match, or offer records secondarily. Wax Nostalgic is a place of musical reverence, a place to appreciate music, admire album art, and share knowledge. The comfortable, casual atmosphere encourages customers to hang out with other enthusiasts, trade stories, and share musical memories.

An informed, relaxed consumer is a happy consumer who is ready to buy, and so Wax Nostalgic is staffed with knowledgeable music aficionados who are enthusiastic about education. The brand's mix of samples, educated staff, and community-fostering practices open the channels for a great relationship.

Wax Nostalgic SWOT Analysis

Wax Nostalgic is set to become Kansas City's community-focused destination for new and used records. The brand's streamlined strategy aims to leverage the innate social aspect of music appreciation with the growth potential of vinyl sales. The positioning objective of being a community destination will be obtained through a twofold strategy of facilitating the space and ambience to foster the community, and encouraging new and repeat business with unique and memorable promotions.

The brand has identified two major target demographics: those over 35 and those under 25. Both are looking for clean vinyl at competitive prices, friendly and knowledgeable staff, and a good stock of new releases. The younger crowd may seek phonographic advice or music recommendations. All customers will benefit from the ability to listen to records before purchasing them, and this element should increase the conversion rate. A large percentage of music consumers attend live music shows and record shows, and Wax Nostalgic will keep them in the know with a prominent and spacious events board.

The existing brands are fairly successful considering the current economic climate. None of them foster a sense of community, however. None of them encourage an extended stay. They all have promotions, but they lack imagination in devising them. They make no effort to aid in the consumer's comfort while shopping, or recognize that a comfortable consumer is a happy, relaxed consumer who is usually willing to part with more money.

Wax Nostalgic's major competitors are Half Price Books, Vinyl Renaissance, and Zebedee's. The threat of Half Price Books is that they are cheap and have begun to offer a few new releases and collector issue re-releases. They have three area locations, but their main business is the book trade, and they don't offer any vinyl accessories. They do tend to employ knowledgeable media enthusiasts, but many of them claim the cream of the trade-ins for themselves.

Vinyl Renaissance focuses solely on music and thus has a better and wider selection, but this comes at much higher prices. They offer accessories such as sleeves and needles and sell audio equipment, mostly higher-end. The two stores each have a listening room, but these are geared toward selling the equipment rather than previewing or even showcasing music. They employ very knowledgeable staff, some of whom verge on musical snobbery, a turnoff reported by a few customers. Others complain of a consistent lack of new releases.

Zebedee's specializes in vinyl and operates from a charming old house near Westport. The two floors are packed crates full of records, many of them under five dollars. The owners have purchased some good collections over the last few years which definitely raised their stock, but according to longtime customers, this position change has also raised their prices. Zebedee's doesn't keep a large inventory of accessories, but will order needles and cartridges on request.

Minor competitors include Prospero's Books and It's a Beautiful Day, neither of whom sells records or music exclusively. Both brands have single stores with somewhat small record sections, though It's a Beautiful Day has interesting and varied fare. Of the two, only Prospero's

offers new releases. All of Prospero's records are in the basement of the store, where there are usually no employees to be found.

Wax Nostalgic will stand apart from the competition with a comfortable, inviting atmosphere and a mix of unique and memorable promotions such as 'letter' sales. For instance, customers will get 20% off the purchase of any artist filed under 'A', regardless of genre. The store will have special sales and events each year to celebrate National Record Store Day, which was founded in 2007 by a group of independent retailers as a way to get more traffic into brick and mortar shops.

Other promotional plans include listening parties of new and classic albums in their entirety, and a daily music trivia question for which the correct answer will earn the customer 10% off of their purchase. The store will also run raffles for prizes like record supplies, players, t-shirts, and concert tickets.

The store will encourage community through comfortable furnishings, listening stations, and vending machines. A few small rooms will be available for group listening. The brand has future plans for in-store demonstrations and short classes about vinyl and music production. A record cutting booth for the store is also in the works.

The unique offerings of Wax Nostalgic will be made evident through the use of informational and comparative advertising. As the community grows, more people will learn about the brand and its benefits through word of mouth.

Wax Nostalgic's dedication to promoting community and consumer comfort is greatly beneficial to customers. They will get the help and information they will not receive at other record stores. It will be apparent that Wax Nostalgic offers a great product at affordable prices that is sold by friendly, professional people who share their love and enthusiasm for music.

S – Wax Nostalgic improves the customer's experience by providing an inviting community atmosphere, knowledge and expertise, and unique promotions.

W – The brand's key competitor offers high-end stereo equipment and rare collectibles. They are also an authorized repair shop for several manufacturers of note, and offer service for the rest.

O – Wax Nostalgic has the opportunity to be the favorite store of the new generation of vinyl enthusiasts who have bolstered growth for the last five years. The brand also plans to appeal to modern convenience by selling record players that can convert the albums to mp3s.

T – Wax Nostalgic recognizes the possibility that vinyl appreciation may decline, and is cognizant of the threat of loiterers who tend not to convert to paying customers.

Wax Nostalgic Marketing Plan

Wax Nostalgic wants to establish itself as a friendly and fun alternative to the current crop of record outlets that comprise the Kansas City landscape. Brand managers plan to accomplish this with a specific mix of strategies designed to draw and retain clientele in their target markets and beyond.

The brand recognizes two target markets. The first is unmarried males over 35 who fall into the Thinker and Striver psychographics. These men earn a median income of \$30,000 and typically have a history of record collecting. The second target market is the group of unmarried males under 25 who largely occupy the Experiencer psychographic. They are either in college or have recently graduated. A large subset of this market consists of teenagers whose income is low but largely disposable.

Wax Nostalgic will employ exclusive distribution from a single brick and mortar retail storefront. Though there may be additional stores in the future, this strategy appears to be ideal for the duration of brand establishment.

Wax Nostalgic will reach its desired markets with benefit positioning based on the core values of friendliness, community, and knowledge sharing. The brand will achieve these values by offering interesting promotions and personal listening stations where customers can get a taste before they buy.

The brand's long-term pricing strategy will be slightly competitive, an average of 10% below that of Vinyl Renaissance and Zebedee's RPM. Wax Nostalgic will frequently use promotional pricing in a variety of unique ways to attract new and repeat business.

A direct mail approach will prove very useful for spreading the word about sales and other happenings around the store. Wax Nostalgic will purchase consumer mailing lists in addition to offering a sign-up sheet at the counter.

Sponsorship of events such as local music performances and record shows will be a surefire way of spreading goodwill and community. Wax Nostalgic plans to appeal to the younger market by sponsoring the Battle of the Bands at area high schools.

Wax Nostalgic Media Plan

Wax Nostalgic requires a media plan that provides both an initial promotion push and a means to grow market share. The strategy for accomplishing these goals targets print, radio, and television outlets as well as outdoor and direct mail.

The industry-created Record Store Day in late April provides a natural point of introduction for the brand, and so the campaign will begin at the Awareness level of the Ad Pyramid.

Heavy advertising will begin two weeks prior to the event to raise awareness of the brand, the event, and the relationship between the two. Heavier advertising will also occur in the weeks preceding the holiday season.

Radio and direct mail provide the most relevant and cost-effective opportunities for promotion, so these two outlets will take the focus over the course of the campaign.

- Print Promotion

Wax Nostalgic will advertise in *The Kansas City Star* because of the paper's reach and reputation. The ad will run in the Preview section of the *Star*, which comes out on Thursdays and highlights arts events around town. This section is a good choice because it differs visually from other sections, and the subject matter is relevant to both target age demographics.

A 1/8 page black and white ad will run once per week during the two weeks leading up to Record Store Day (April 20th) and at no other time during the year.

\$1600 per ad (1 per week * 2 weeks) = \$3,200

Total cost of all print advertising for the campaign = \$3,200

- Radio Promotion

Wax Nostalgic believes that 101.1 KCFX the Fox is the best choice to reach the 35+ demographic because of the station's format and local history. Alice 102.1 KCKC is ideal for reaching the under-25 demographic because the station plays a distinct mix of alternative music from the 1980s through today. Radio is the best outlet to use on an ongoing basis because of its relevance to the brand type and its personal feel.

The brand will use :30 spots in the Class AA rotation on both stations throughout the months of April and December. These two months will be the heaviest, and the brand will run six spots per day.

The brand will use :30 spots in the ROS plan on both stations for the rest of the year, and purchase five spots per week.

Cost for Class AA rotation on both stations: \$37.50 per spot (6 spots per day * 6 days per week * 8 weeks) – 4% discount = \$10,368 * 2 stations = \$20,736

Cost for ROS rotation on both stations: \$30 per spot (5 spots per week * 44 weeks) – 1% discount = \$6,534 * 2 stations = \$13,068

Total cost of all radio advertising for the campaign = \$33,804

- Television Promotion

Wax Nostalgic believes that advertising on both KMCI-38 and WDAF-4 will effectively reach both target demographics for the purpose of creating brand awareness.

KMCI-38 airs demographic-relevant strip programming of popular cartoons like *The Simpsons* and *Family Guy* in the early evening. Research indicates that both groups enjoy watching both of these programs.

WDAF-4 shows edgier programming than that of ABC, CBS, and NBC, and therefore is a good choice for reaching both demographics.

Wax Nostalgic will buy space in the M-F afternoon rotation (12N-3P) of both stations, and the M-F syndicated rotation (6:30P-7P) of KMCI-38 only. Brand managers will purchase two spots per day in the afternoon rotation of both stations, and one spot per day in the syndication rotation of both stations. Television advertising will run only during the four weeks leading up to Record Store Day.

Cost for afternoon rotation on WDAF4 = \$315 per spot (2 per day * 5 days per week * 4 weeks) = \$12,600

Cost for afternoon rotation on KMCI-38 (30% discount) = \$220.50 per spot (2 per day * 5 days per week * 4 weeks) = \$8,820

Cost for syndicated rotation on WDAF4 = \$1200 per spot (1 per day * 5 days per week * 4 weeks) = \$24,000

Cost for syndicated rotation on KMCI-38 (30% discount) = \$840 per spot (1 spot per day * 5 days per week * 4 weeks) = \$16,800

Total cost of all television advertising for the campaign = \$62,220

- Outdoor Promotion

Billboards are a good way to achieve urban awareness, and urban consumers are often early adopters of new brands. Although the store is located in the suburbs, members of

both target age demographics often visit the urban core to eat, shop, and see live music. Urban awareness typically leads to suburban awareness.

Wax Nostalgic will employ a 2-color, 15-sheet poster panel in Westport for the month of April.

Total cost of all outdoor advertising for the campaign = \$8500

- Direct Mail Promotion

Wax Nostalgic recognizes the value of tangible advertisement in harmony with the personalization available to direct mail pieces. The brand managers will create a postcard campaign designed to reach a purchased mailing list of 2,000 area addresses, and aim to deliver them early in the week leading up to Record Store Day.

The brand will use a mix of income level, marital status, dwelling type, and education level to determine the list of recipients. The postcard campaign will accomplish the twofold goal of brand awareness and Record Store Day event promotion.

Total cost of direct mail advertising for the campaign = \$1000

GRAND TOTAL OF ALL MEDIA = \$108,724

Logo

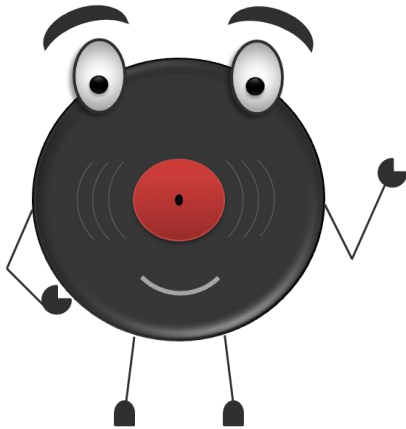


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Tagline

“Find your groove.”

Trade Character



Jingle

C E A G E1 B D1 C1
Find your groove at Wax No stal gic!

Wax Nostalgic Copy Platform

Ad Subject: Wax Nostalgic record store

Ad Problem: Potential customers need to know what is unique about this store, and why they should choose it over the competition.

Product Characteristics:

Good selection of new and used records at competitive prices sold by friendly, knowledgeable staff whose enthusiasm is rooted in their own appreciation of music and the warmth of analog sound.

Advertising Objective:

Establish and advance this brand in the Kansas City market as a community-focused and friendly alternative.

Target Market:

Older consumers who are already record collectors and newer generations being turned on to vinyl and away from compressed sound formats.

Competition: Vinyl Renaissance, Zebedee's RPM, Half Price Books

Statement of Benefit or Appeal:

- 1) Wax Nostalgic is a welcoming and friendly place.
- 2) Wax Nostalgic employees are knowledgeable and enthusiastic.
- 3) Wax Nostalgic has fun and engaging promotions.

Creative Theme:

Now you have a friend in the music business.

Supportive Selling Points:

- 1) Customers can listen to anything in the store before buying.
- 2) Community focus encourages participation, which makes customers feel involved.
- 3) Comfortable atmosphere is relaxing.

What do you look for in a record store?

How about free samples?



**Listen to any record,
new or used, before you
decide.**

Whatever your taste, make yourself at home in a place where the people love music as much as you do.

Looking for a turntable? Come in for helpful advice and recommendations to fit any budget.

Need a new groove? Our friendly experts will help you discover music you're sure to love.



Come enjoy the difference at
7331 W. 80th Street in Overland Park.



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RADIO SCRIPT

Client – Wax Nostalgic
Campaign – Here Comes Wax Nostalgic
Length – :30
Title – You’ve Got a Friend
Start Date – 05/06/2013

SFX – V/O

Audio

SFX: GRANT GREEN – ROUND ABOUT
MIDNIGHT

ANNOUNCER:

ARE YOU TIRED OF THE SNOBBY,
IMPERSONAL SERVICE YOU GET AT
SOME LOCAL RECORD STORES?

DO YOU WISH THERE WAS A PLACE
WHERE THE PEOPLE LOVE MUSIC AS
MUCH AS YOU DO?

COME TO WAX NOSTALGIC IN
DOWNTOWN OVERLAND PARK!

WE HAVE OVER 3,000 SQUARE FEET
OF GREAT NEW AND USED RECORDS.
OUR FRIENDLY EXPERTS WILL HELP
YOU FIND YOUR GROOVE, AND YOU
CAN TRY BEFORE YOU BUY AT ONE
OF OUR LISTENING STATIONS.

RECORD STORE DAY IS APRIL 20TH.
VISIT WAX NOSTALGIC DOT COM FOR
A COMPLETE LIST OF SPECIALS AND
OUR DAILY DEAL.

YOU'VE GOT A FRIEND IN THE MUSIC
BUSINESS!

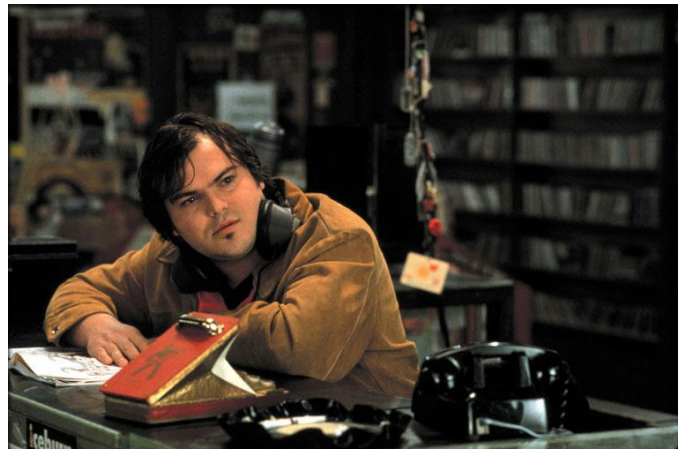
SFX: WAX NOSTALGIC JINGLE AND FADE

FIND YOUR GROOVE AT WAX
NOSTALGIC!

1



2



VIDEO

WE SEE RECORD FANATIC JIM SURROUNDED BY HIS COLLECTION.

AUDIO

ANNCR: THIS IS JIM. JIM LOVES COLLECTING RECORDS.

VIDEO

AN IMPATIENT, SNOBBY RECORD STORE EMPLOYEE WATCHES JIM.

AUDIO

ANNCR: JIM LIKES TO SHOP FOR RECORDS AT A LEISURELY PACE.

3



VIDEO

SHOT OF JIM LOOKING FORLORN.

AUDIO

ANNCR: JIM FELT ALIENATED BY SNOBBY EMPLOYEES, AND BOUGHT FEWER AND FEWER RECORDS.

4



VIDEO

SHOT OF JIM ON THE PHONE.

AUDIO

ANNCR: THEN, JIM HEARD ABOUT A NEW STORE FOR PEOPLE LIKE HIM. MUSIC LOVERS.

5



VIDEO

SHOT OF JIM WALKING INTO WAX NOSTALGIC WITH WIDE, HOPEFUL EYES.

AUDIO

ANNCR: JIM FOUND THE FRIENDLIEST PLACE IN TOWN.

6



VIDEO

SHOT OF JIM INSIDE OF WAX NOSTALGIC, HAPPILY LOOKING THROUGH RECORDS.

AUDIO

ANNCR: HE CAN LISTEN TO RECORDS BEFORE HE BUYS THEM, AND SOMETIMES, THE EMPLOYEES EVEN HELP HIM DIG.



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Find your groove.

7331 W. 80th Street
Overland Park, KS
<http://waxnostalgic.com>
{913} REC-ORDS
732 - 6737



VIDEO

**SHOT OF LOGO WITH TAGLINE, ADDRESS,
PHONE, WEB ADDRESS, AND TRADE
CHARACTER.**

AUDIO

♪♪ JINGLE PLAYS ♪♪