

Who we are



Cynthia Muniz

3rd year graphic design major

Interest in photography and minimalism,
advertising and PR immersion



Kristina McKinnie

5th year Biomedical Sciences major

Health Communication minor,
avid photographer



Mary Rae

2nd year advertising and public relations

Uses psychology minor to her advantage,
social media influencer



Noah Blankenship

4th year management major

Advertising nerd, creative lead

The Problem

Record Archive has a strong and unique branding but lacks the awareness to a younger generation.

Strengths

- Unique Branding
- Backroom Lounge
- Social Media Presence
 - Facebook, Instagram, Twitter
- Plenty of shopper's choice
- Updated website
 - To be released soon

Weaknesses

- May feel overwhelming for the first timers
- Social Media Presence
 - YouTube, Snapchat
- Lack of commercials
- Flyers
 - Not appealing to the younger generation

Opportunities

- Snapchat, YouTube
- Events
- Deaf/HoH community in ROC
- Wall Therapy
- Loyalty/rewards program
- Billboards
- Physical items
 - Stickers
 - Magnets

Threats

- Local Stores
 - House of Guitars
 - HiFi Lounge
 - Bob Shop Records
- Technology
 - Spotify
 - Pandora

Competition

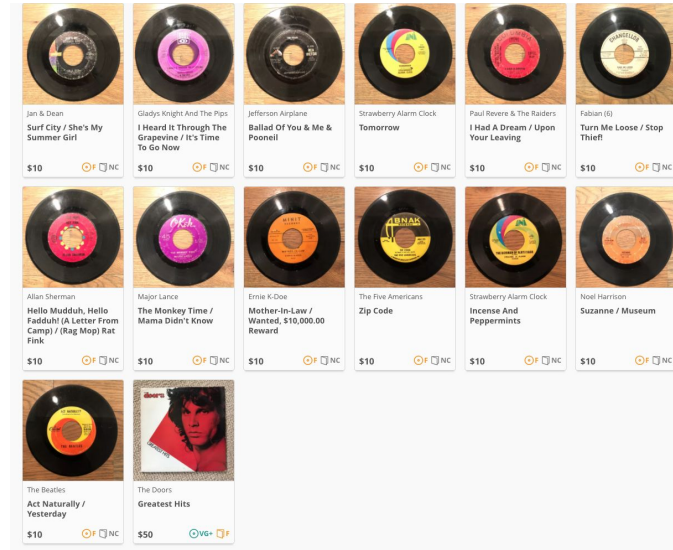
House of Guitars

Strengths

- Online shopping through website rather than external sources
- Ability to bookmark/wishlist on site
- Website is cleaner and more modern
- Extensive signed memorabilia collection

Weaknesses

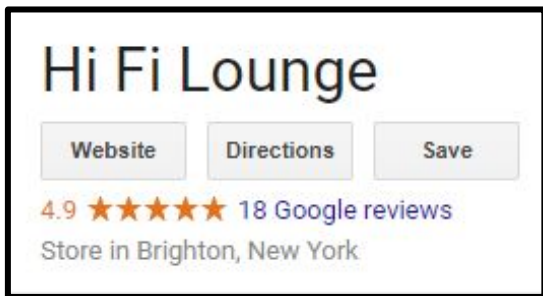
- Focus is still on the sale of instruments with CDs and records as a bonus shop
- Seems more like a business rather than a destination (like Record Archive)



HiFi Lounge

Strengths

- Strong front (World's smallest record store)
- Sells repair tools for record players
- High ratings on Yelp and Google
- Price match lowest prices possible
- Also has lounge area
- Sells many forms of high quality speakers



Weaknesses

- Acknowledges Record Archive on their website "The listening experience alone is our focus, we don't do home theater, phones or video games". This means they are intimidated
- Only has 18 Google reviews and 4 Yelp reviews
- Weak location
- Very small
- Lacks an aesthetic that could draw people in

Personas

Phil Thompson

Goal

To provide old music collections for his family and pass down his music taste with his children.

Elevator pitch

A long-time customer, he values being able to have a familiar place to go to. He enjoys the variety of music, and being able to talk to people who also appreciate what he does.

Marketing message

We want him to buy items frequently as much as he can. A *loyalty program* would benefit him to make him feel like a valued customer for continued support.



- 52
- High school teacher
- Pittsford, NY
- College educated
- Married, 20 and 25 year old sons

Mia Lancaster

Goal

Wants a place to relax and have conversation with friends and strangers in a fun location.

Elevator pitch

Mia is new to Record Archive. She is a fan of vintage culture, and sees the lounge as a potential meetup/hangout spot for people with similar interests.

Marketing message

We want to Mia to feel like she has a place to relax and have fun, while promoting to her fellow peers. *Appealing to the younger demographic* opens up new opportunities for marketing.



- 22
- College student
- Photography major
- Rochester, NY

Suggestions

Blended video commercial

Long-time customers remember the jingles from the ads making Record Archive memorable.

Remaking the commercials with the same jingle will bring in new people who are curious about nostalgia, but also appeal to older customers who were original customers



Intensify the “Curb Appeal”



- Repaint
 - Brighter and louder colors
- Wall Therapy
 - Lots of room for hand-painted murals




Half-price Drinking Program



Part 1: Social Media



Part 2: Email Blast Strategy



Record Archive

* Required

Email address *

Your email

Name *

Your answer

SUBMIT

Never submit passwords through Google Forms

20,000+

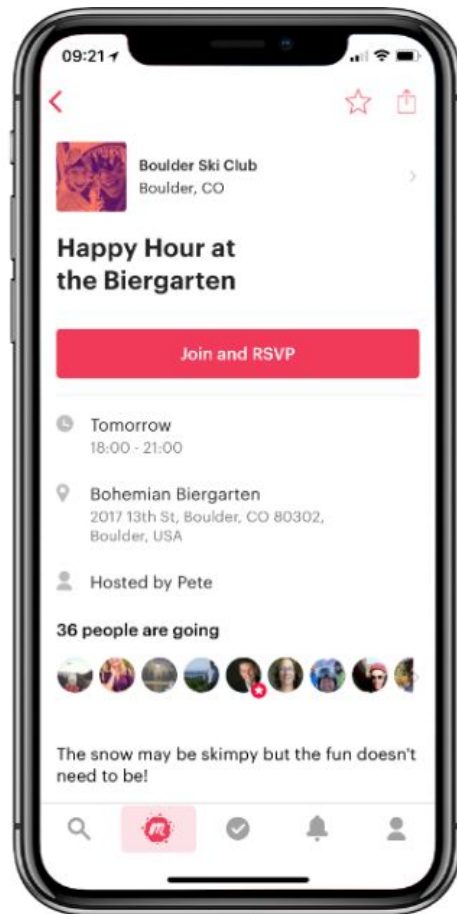
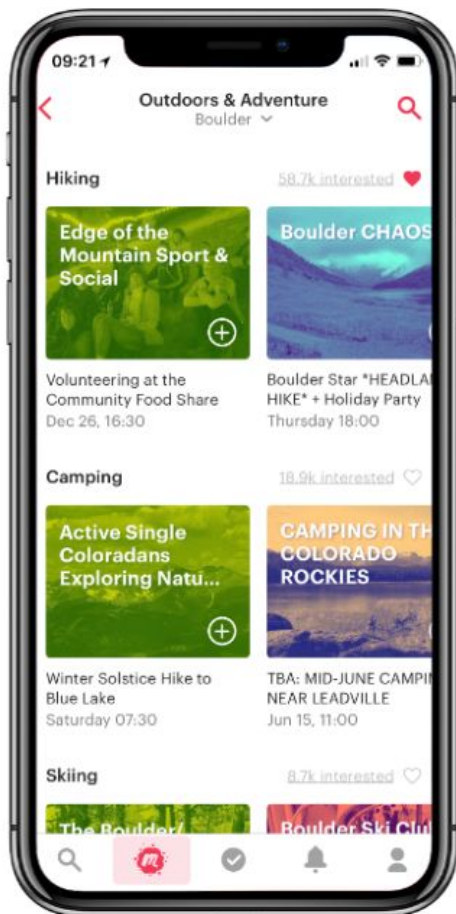
Deaf/Hard of Hearing
individuals in Rochester...

...but no music-dedicated happy hours yet.

**How would it sound to be the
FIRST to offer that in Rochester?**

Other strategies to consider

- Popular local beer/wine business happy hours
- Physical items: stickers, magnets
- College students in bands perform (Open mic night)
- Updated advertisement posters
- Advertise on WITR 89.7



Thank you!