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# **TASK.**

Create a campaign for the Cigar and Scotch Club targeting an underserved market: women.

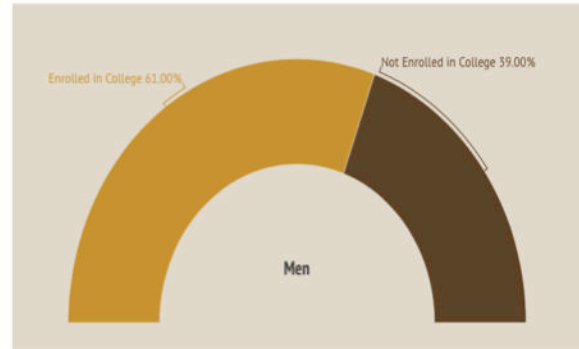
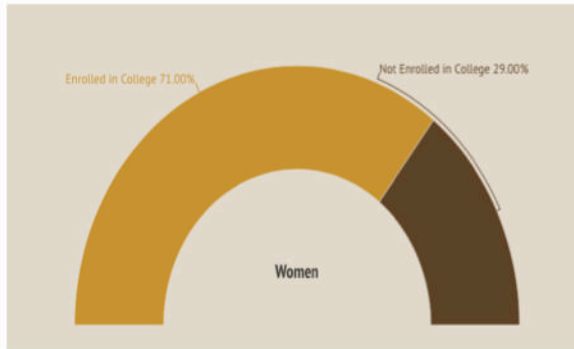
# **DELIVERABLES.**

Research summary on target audience  
Audience Profile on specific target persona  
Creative Strategy Statement  
Redesigned Logo and slogan  
Direct Mail Piece (invitation)  
Magazine Ad  
Newspaper Ad

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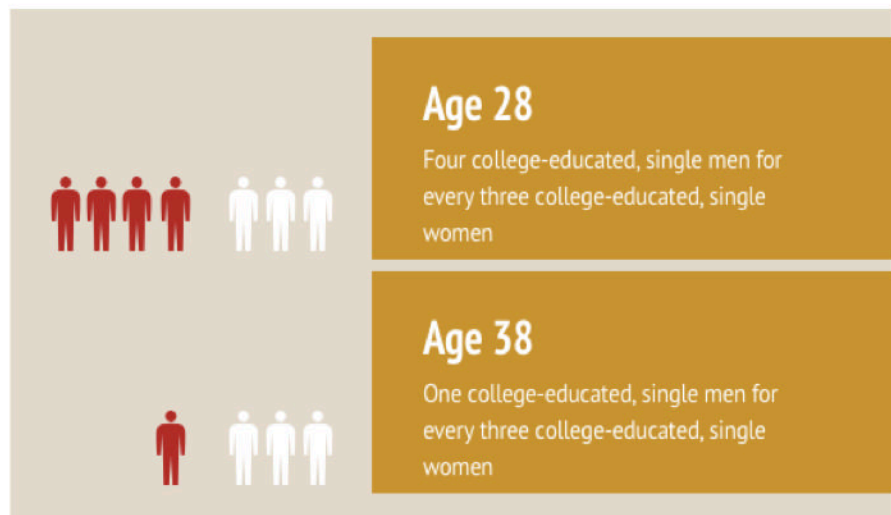
## RESEARCH SUMMARY

Women are feeling more empowered than ever to get an education and make their mark in the world. There is an increased sense of comfortability with attaining success and taking charge, and every aspect of media, even popular ballads such as Beyoncé's "Who Runs the World," reinforce this idea. According to a 2012 Pew Research Study, this rise in female empowerment has started to be reflected in academia. Where 61% of male students enroll in college after graduating high school, 71% of females enroll.

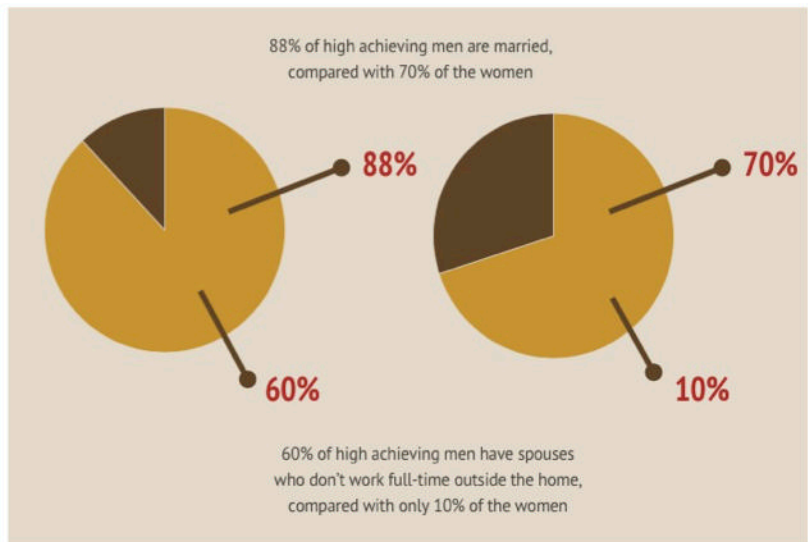


As females earn more degrees than their male counterparts, their presence in the boardroom is an expected result. However, to obtain high-level positions, women have to make many sacrifices along the way. In pursuit of titles of executive and even CEO, women find themselves postponing traditional roles, such as that of a wife. Focusing on their career, many unknowingly put

themselves at a disadvantage in the realm of relationships. For women, at age 28, there are four single college educated men for every woman. By the time the career woman turns 38, her odds of finding "the one" has rapidly declined, as there is just one single man for every three single women.



Can an actual discrepancy be observed, or do these powerhouse women just have to try a little harder to find a like-minded mate? According to a Harvard Business Review study, there is a clear difference in marriage rates of high achieving men and women. Where 88% of males in positions like manager or partner are married, only 70% of women are. This gap in marriage rates can be attributed both to a lack of partner availability as well as a lack of support of available men. Of the 88% of highly successful married men, 60% have



a spouse that works part-time or is a homemaker, relieving the pressure to work both at work and at home. Of the 70% of married women, on the other hand, only 10% have a spouse working part-time or staying at home. This disparity in home life support creates an increased demand for like-minded partners who understand the stresses of the corporate world. However, for many women, finding a spouse who can contribute to a work-life balance becomes an unmet demand.

The Cigar and Scotch Club is in a unique position to offer an environment where career women have the opportunity to meet a man similar in esteem.

**Audience Profile:**  
**The Goal Digger**



- CEO of a business
- Thinks/breathes work, work, work.
- Reads the news, listens to radio and reads books (all through subscription)
- Drinks wine
- Does yoga at home
- Drives a Mercedes-Benz
- Takes pride in being self-made
- Doesn't need a man to support her but could use some company.

She is the epitome of success and she's fiercely independent. She climbed her way to the top of the ladder and she's not coming back down. She wears high-end clothing, drives an upscale car and doesn't settle for anything less. She's earned it. But with success comes sacrifice and she knows it. She's too busy for anything else: Relationships, owning a pet, or having any type of fun for herself. She spends late nights at the office during the week, sometimes weekends too, leaving any time at home solely for sleep. She does everything she can to not be at home, because the thought of going back to an empty house is lonely and depressing. It's a hole burning away in the back of her mind. When she is home, her idea of fun is enjoying a glass of red wine with her steak dinner, but with a television on in the background so she doesn't drown in the silence. Before bed, she likes to read business books by successful people to better herself. Her career is all she has, and it very well may be her only love.

## Creative Strategy Statement

Ads will target career-oriented women and illustrate the opportunity of connecting with like-minded professionals and enthralling businessmen at the Cigar and Scotch Club. A subtle demonstration of the club's professional and social prospects will convince them.

### Advertising Plan

**Key Fact:** Professional women are all work and no play. They do not indulge themselves very often if it does not benefit their career. This creates strain in other areas of their life outside of work.

**Advertising Problem:** Cigar clubs mainly attract men, making women feel unwelcome and uncomfortable in such an environment. Many women may also not enjoy smoking cigars or drinking scotch. They may be unaware of the club's other amenities such as wine tastings, its restaurant, and private conference rooms for business matters.

**Advertising Objective:** To illuminate the need for professional women to create relationships outside of the office in an exclusive environment.

**Target Consumer:** Women aged 35 to 55, who are executive professionals, single, with no children, an annual income of \$175,000 or more, who are part of the 99 Lives and Pleasure Revenge trends.

#### Competition:

- Direct: Country clubs, high-end restaurants, upscale wine bars, social clubs
- Indirect: Comforts of home

**Key Consumer Benefit:** In joining the club, professional women will be able to indulge themselves in a way that fulfills both business and pleasure.

**Support:** As "career women" scale the rungs of the corporate ladder, advancing from manager to executive to partner and even beyond, they are aware of opportunities they leave behind. Opportunities for a short workweek, children and ultimately a romantic relationship. According to a study by Harvard Business School, while 88% of men in executive positions are married, only 70% of women are. Many high achieving women postpone marriage and, by the time they feel comfortable finding a partner, struggle immensely. According to the US Census Bureau, by the time a woman is 38 years old, there is only one available man for every three women. This figure does not take into account if the man is compatible, as most men are wary of dating a superior woman who is more successful than him. According to the "The Dating Game," an article published by Forbes, "salary and asset differences are deal breakers for many potential couples." As a result, high achieving women are often left with thriving careers and lackluster romantic lives, despite their attempts to kindle relationships.

**Tone Statement:** Exclusive, sensual, enticing.

**Mandatorics and Limitations:** Logo, slogan. Magazine, newspaper, direct mail.



*The Cigar and Scotch Club*  
Indulge Yourself.

*Joan, you are cordially invited*

*For one night only, experience our intimate, exclusive environment where business meets pleasure. Taste our finest wines, mingle with other affluent guests, and see who you're missing out on. Professionally and personally.*

*P.S. Wear your new gift for special access to a professional guest speaking event you won't want to miss.*

*Spots are limited.*

Date: Friday, the 30th of April

Time: 7 p.m.

R.S.V.P. by: Wednesday, the 20th of April

250 Park Avenue  
Winter Park, FL, 32789  
407-430-2579

[cigarandscotchclub.com](http://cigarandscotchclub.com)



*The Cigar and Scotch Club*  
Indulge Yourself.

# YOUR NIGHTS SHOULDN'T BE SPENT AT THE OFFICE.



We get it. You're a powerhouse. But you need to relax.  
Let your hair down. Enjoy a glass of exclusive fine wine at our bar.  
Lounge in luxury. Socialize with others and unglue yourself  
from that office chair. You deserve it. We're here for you.

And he might be too.

Learn why you should become our next club member at:  
[www.cigarandscotchclub.com](http://www.cigarandscotchclub.com)

 *The Cigar and Scotch Club*  
Indulge Yourself.

YOUR NIGHTS SHOULDN'T BE SPENT AT THE OFFICE.



Come mingle in Winter Park's most exclusive club. Enjoy our finest wines and meet people you didn't know you needed. For business. For pleasure. It's the best of both worlds.

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*The Cigar and  
Scotch Club*