

# *PR-Plan For WheeDeliver*

## *Target Audience-*

Though WheeDeliver currently delivers food from restaurants in sylvia to people all over the Sylva-Cullowhee town limits, the brand itself does not get enough recognition. This is primarily due to our lack of advertising on campus. By advertising more on campus and at the apartment complexes nearby, I believe that our sales would increase dramatically. I say we do this by offering a special 1 time free delivery offer to members signing up for the first time;

## *Who We're Targeting-*

- Lower-classmen students living on campus; Primarily freshmen.
- Individuals living in off campus apartments.
- Staff and Faculty of WCU.

## *Why Aim At These Demographics?-*

I chose to focus on these parts of the WCU community because they would be more likely to utilize our app. The lower-classmen I primarily chose due to freshman not having as much access to go into sylvia and eat; this is because when I was a freshman I didn't have a car on campus, nor did most of my friends. I feel that if we were to advertise more in the lower-classmen dorms, our sales would shoot up due to the students on our campus without a mode of transportation. The second demographic I chose are the students who live off campus; many of these students when getting home from a long day of classes don't want to leave their home again, I find that by advertising our app at these complexes it will appeal to this demographic. I feel that reaching out to the teachers and staff of WCU it will help our sales due to the same logic of the last demographic of wanting to relax at home. By reaching out to these demographics, I feel that our brand will be spread by word of mouth throughout campus.