



**BARNARD GENERAL STORE
SEMESTER PROJECT
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**"A goal without a plan is just a wish"
-Anonymous**

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GOAL GIRLS

Situational Analysis

Barnard General Store (BGS), located in Barnard, Vermont, was established in 1832, making it one of the longest-running general stores in the state. The store's customer base includes residents of Barnard and other neighboring towns in Windsor County. Residents within the town of Barnard are predominantly white, over the age of fifty, and middle class (Sociocultural) (Exhibit 3A). The rural parts of Windsor County tend to affiliate with the Republican Party. However, the county of Woodstock affiliates with the Democratic Party. The state of Vermont is predominantly liberal, especially regarding social issues (Political). BGS's customers are characterized by their loyalty and emotional ties to the store; with many defining it as the "center of their community". This strong connection is evidently shown through their commutative fundraising efforts to reopen the store in 2012 (Customer). One of the leading factors that influenced the closing of BGS were the heavy government taxes being imposed on small businesses (Economic) (Exhibit 3B). A year later, however, the Barnard Community Trust was able to raise enough funds to open the store. The Barnard Community Trust currently owns the BGS property and store. BGS also falls under Retail and Grocery Store regulations, following the Health Regulations for Food Service Establishments under the state of Vermont. The store is also expected to follow the guidelines under the OSHA under the United States Department of Labor. (Legal and Regulatory). BGS does not utilize many media platforms, only existing on Facebook (around 3,100 followers) and Instagram (around 600 followers). Through these vehicles, BGS gives information including daily hours, location, contact information, and pictures of the menu and some of their customers (Technology). Being located in Vermont, the store is subject to harsh weather conditions. (Natural) (Exhibit 3C).

BGS sells groceries, kitchen and deli, breakfast and lunch services, coffee, and convenience items. The store also offers gas pumps. Almost all of their products are sourced locally and stocked based on their customers' suggestions (Product). Barnard General Stores prices are known to be very affordable for their quality. A dinner at BGS ranges from \$2.50 to \$8.50. Customers can order coffee, breakfast, lunch, or from the deli at a very reasonable price at BGS. The general store also has a great selection of groceries sold at similar prices to other American grocery stores. Additionally, BGS has a gas station with prices ranging from \$2.99 to \$3.49 a gallon (Price). Most of the store's promotion comes from word of mouth advertising. Their only means of self-promotion is through their Facebook, Instagram, and YouTube accounts with only a small following (Promotion). BGS is located on the outskirts of the Upper Valley Region. The general store's facilities include a deli, grocery, retail operations, and an indoor ATM. Barnard General is one of the largest running general stores in Vermont and has become a local hangout for their population. In the Spring and Summer, locals will gather on the general store's porch and catch up on the town's gossip. The general store is a short distance from Vermont Law School, Vermont Tech, Dartmouth and Middlebury, and close to the wooded heart of the Green Mountains. BGS distributes its products to a full-time population of 947 people (Place and Distribution).

Nearby, F.H. Gillingham and Sons play a central role in its community due to its continuity of family ownership and prolonged success. They offer a variety of local convenience products and prepared gourmet foods. A direct competitor, The Original General Store, serves as a "hub" for locals and tourists who take part in the various activities located around the store such as skiing, hiking, and golfing. They encourage visitors to stop by the store after their adventures, offering breakfast, lunch, and dinner or to pick up local products and groceries. These general stores are direct competitors of BGS. Similarly, they are essential to their communities. Dollar stores propose themselves as indirect competitors for BGS (Competitive).

Due to its authentic brand, history, and connection to its local community, BGS has a significant market share among the general store industry in Vermont (Strengths) (Exhibit 3D). Problematically, however, BGS faces issues such as insufficient media presence, smaller community reach, their financial status, and poor management (Weaknesses) (Exhibit 3D). In order to tackle these problems, BGS can hold community fundraisers, gain more media coverage and promotion, and partner with other local non-profit organizations (Opportunities) (Exhibit 3D). Currently, the biggest threats facing the store include their local competitors (both direct and indirect), economic factors, and the town's population both year-round and seasonally (Threats) (Exhibit 3D).

Brand

Currently, the slogan of Barnard General Store (BGS) is, "Keeping it Local". We plan to slightly tweak the slogan to "Keeping it Local Since 1832" to communicate BGS's history while also conveying the ties BGS has with its community. BGS is more than just a store, rather, it is the center of the community that connects customers with local products, services, and most importantly, with each other. Through this interconnectedness with its surrounding community, customers resonate and feel personally connected to the store. Through every store experience, customers know they are contributing to their local businesses and other community members which establishes a sense of pride and duty toward serving one's community. Through this slogan, customers are reminded that they are helping more than just themselves and contributing to a landmark that has been an integral part of the community for decades (Exhibit 4A).

We changed BGS's logo because we felt as though the previous one was not capturing the distinctive characteristics of the store. The old logo featured a single tree with a missing branch along with the name of the store which we felt did not capture the liveliness that the store encompasses. To alter this, we created a new logo with three trees from varying seasons with the name, slogan, and origin date below it. The trees represent the enduring nature of the store, remaining open to serve the needs of the community through all seasons. It also encompasses the nature and images of Vermont where the store is located. We also changed the font style to appear more traditional. Finally, we included the slogan to express the sense of community and history within the logo.

The Barnard General Store's name describes its exact location and purpose, inferring it does not have a distinctive name (Distinctiveness). By utilizing the town of Barnard in the name of the store, BGS is representing and encompassing the ideals and characteristics of their local community (Association). BGS' name also allows customers to easily recognize and identify the store and what they offer to their customers (Simplicity). Since the BGS name is so simple, it is easily inferred by its customers what goods and services are being provided (Benefit). The store has been operating since 1832 and has been family-run ever since. Locals truly appreciate and adore all the history that has allowed the store to become what it is today (Heritage).

BGS positions itself as a local general store that has strong support from their community. Community members are characterized by their loyalty to BGS, preferring to shop with them over any competitors. Locals find superior value in the store due to its strong ties to the community, history, and products. The store also exists as a meeting place for community members to meet and interact. Although the prices might be higher than some of their competitors, their experience justifies it (Brand Position). BGS does not over-promise to its customers, rather, they are honest and take pride in the fact that almost all of their products are sourced locally. Through these initiatives, BGS shows consistency and dedication to what they are promising their customers (Brand Promise).

The Barnard General Store has a very positive brand image due to their strong connection to their local community. BGS has offered a place for customers to interact for decades. BGS caters to the desires of its customers, stocking their inventory based on their specific requests. The store truly makes strong efforts to cater and support their community which makes it very easy for them to have a positively perceived brand image (Brand Image). BGS is truly dedicated to aiding the needs of its customers; always aiming to provide products that the locals want. BGS treats its loyal customers like family, so it is no surprise that their brand is characterized by their orientation toward serving them (Brand Personality).

Customers value BGS for their strong relationship with their community, convenience, and congenial environment. By creating a hospitable environment with locally sourced products, BGS is able to convey their values while also having the community to perceive them in the same way (Brand Value). Customers of BGS purchase products from the store regardless of the high prices. Although these prices are higher than most competing brands', customers continue to shop with the store due to their perceived value behind BGS. BGS creates a unique shopping experience characterized by their hospitable environment and sense of community. These unique characteristics justify their higher prices (Brand Equity) (Exhibit 4B).

Objectives and Strategies

Our behavioral objective is to raise \$750,000 to fund BGS. In order to raise such a large amount of money, we expect to gather the donations over a two-year time span. This fundraising campaign will start January 1, 2020 and end January 1, 2021. In order to achieve our behavioral objective, it is imperative to raise awareness of BGS (Attitudinal). BGS is not just a convenience store for its local customers, but a social and fun experience for everyone who goes. Spreading awareness of BGS' family and wholesome community feel will help drive traffic and create buzz amongst the small community. In addition to Barnard citizens, we find it would be beneficial to create awareness in the entirety of Windsor County (Exhibit 5A). The more we advertise the wholesome community feel of BGS, the more we hope to bring people in for a wonderful experience.

BGS is the only general store in Barnard and also the only store in the area that can provide the community-based atmosphere that BGS offers (kernel of truth). BGS offers a place for the community to gather while bonding over the delicious foods and reasonably priced goods that BGS provides to their customers. They offer a unique experience that other general stores cannot achieve (Exhibit 5B). For example, the customers of BGS gather together in the mornings and afternoons to grab an enjoyable breakfast/lunch sandwich and a coffee. They talk to each other about their personal lives, such as their families and their relationships, and develop a connection that is only possible because BGS creates this rare environment.

Our big idea features Jack, who lives in Taftsville, VT and owns his own plumbing business. Jack performs most of his work to residents in Barnard, VT. Between clients, Jack typically drives around Barnard looking for casual diners and restaurants to read his paper and refuel on a cup of coffee or sandwich. One day as he was driving around, he came across BGS. Although Jack lives in an outside Barnard, he feels at home while in the general store. Jack began to build connections with the staff and local customers. Jack was able to identify with this general store and fit in with their community (Big Idea). Our campaign will have the tagline, "Keeping it Local since 1832. Do your part. Donate Now." This allows us to communicate with our target audience and stakeholders that BGS needs donations to continue their craft.

Our main advertising strategy is to run advertisements in newspapers that reach the greater Barnard area. Our target audience is of the age where they prefer reading tangible newspapers as opposed to digital resources. We also want to elicit a direct response from our viewers. On these advertisements, we will display either an address or a link where the viewer can immediately go to and donate (Advertising Strategy). We believe this will help us tremendously in reaching our goal of \$750,000. To express BGS' loyalty to their community, we are going to charge an extra \$1 to any sandwich that is offered on the menu every Thursday and Friday of September 2020. All proceeds will be donated to Mt Ascutney Hospital and Health Center, which is a not-for-profit hospital located in Windsor County. We believe that this will make all of our stakeholders and the members of the Barnard community proud of BGS. Another public relations strategy we are going to implement is a food and clothing drive every Saturday and Sunday during September 2020. All supplies will be donated to The Upper Valley Haven (PR Strategy). Our sales promotion strategy is encouraging residents to attend BGS' Annual 5K Walk/Run Event. This event will take place downtown Barnard, VT on Saturday, April 4th at 11 AM. All proceeds from this event will be fundraised to keep BGS running in the town of Barnard. Athletes will have to pay a flat rate of \$10 to participate, but we will incentivize people to donate more money by receiving prizes based on their donation tier. The first tier of \$25 will receive a card holder phone sticker, the second tier of \$75 will receive a BGS "swag bag", and the top tier of participants who donate \$600 or make a \$25 monthly payment to BGS will be awarded with a free dinner catered by BGS monthly (Sales Promotion Strategy). For our digital media strategy, we are going to focus on revamping the Facebook and Instagram page and use it to showcase deals and promotions BGS has daily. We will focus on Facebook because that is the social media outlet that is most likely to resonate with our target market. We will incorporate direct response within our digital media strategy by posting the link to the BCT in our Facebook bio. We hope that seeing BGS's posts and seeing what the money is going towards will entice more people to donate. Posts will be made on both Instagram and Facebook to make our followers aware that they can donate directly from their social media pages using the link in our bio (Digital Media Strategy).

Target Audience

In order to determine BGS's optimal target market, a concentrated strategy was used (Segmentation Strategy). This strategy is low risk and creates the ability to target individuals who are characteristically most likely to donate to the store. In order to represent these prime individuals, the personas of Jack and Jackie were created (Exhibit 6A). Jack and Jackie are a married couple who have lived in Barnard for over twenty years. They are an active couple who are nearing retirement. They adore the Barnard community and are regulars at the BGS. Jack and Jackie are 55 years old and have a large family of loving children and grandchildren. They represent BGS's target market who have been identified to have a median age of 54.3 and a median household income of \$69,063 (Life Stage) (Exhibit 6B).

The geographic segmentation for BGS's target market is concentrated on the town of Barnard as well as the communities that surround it. Barnard has a population of 760 citizens, of whom 98% are white. The town also has an almost equal gender representation of 51% of residents identifying as male and 49% female. Of the population, 66% are married couples who live together and the average family size for Barnard is 2.8. The median household income is approximately \$69,063. Just over the border of Barnard is the similarly quaint town of Stockbridge. The town's population is 684, 98.8% being white, and about 58% of the population being married couples that live together. The town holds approximately 281 households and 193 families. The median household income is about \$59,762. The final neighboring town included in the geographic segment of BGS's target market is Sharon, Vermont, about 23 minutes from BGS. This town is slightly larger with a population of 1413 citizens, of whom there is another close representation of 49% male to 51% female population. Of these residents, 97.3% of citizens are white and the median age is 50 years old (Demographics and Geographic's).

The psychographic segmentation of BGS's target audience is made up of individuals like Jack and Jackie. These residents are very active, so they make good use of all the activities their community has to offer. They enjoy going on hikes, bike rides, kayaking excursions, skiing, and walks throughout their community. Individuals like Jack and Jackie enjoy grabbing a lunch sandwich with their loved ones at local stores after an afternoon hike with their dogs on the weekends, which shows their support for local businesses. These individuals are close to their families and wish to share their community and BGS traditions with their children and grandchildren. These residents are financially savvy and have built up a good amount of savings to sustain their lifestyle after their upcoming retirement. They also feel strongly attached to the small businesses in their community and make efforts to shop small and local businesses. (Psychographic).

The behavioral segmentation of BGS's target audience is made up of individuals who live a very modest lifestyle and prefer to do in-person shopping for all the goods they buy daily. Jack and Jackie do not prefer to shop online, especially when it comes to shopping for their groceries. Therefore, the BGS is the perfect store for them to grab food, groceries, and supplies whenever they need it. The age of our target audience consists of people who are loyal to stores and brands. As opposed to younger generations in who characteristically do not have much brand loyalty. The people who reside in Barnard and the other surrounding towns are creatures of habit, they shop at the same places daily and go to their favorite restaurants regularly. They find it worthwhile to support local stores and build relationships with the people who own them. This is why people who may have never shopped at BGS will be willing to donate to support their cause. These residents understand the importance of the comfortable and fun community that BGS provides for all of its customers (Behavioral Characteristics).

BGS's target audience consists of like-minded individuals who value similar benefits from their purchases. Customers like Jack and Jackie appreciate the convenience of a shop like BGS which offers grab-and-go options like their morning cup of coffee and a breakfast sandwich. This fulfills their basic needs on the way to work or school. They also value the chance to indulge in treats like fluffy blueberry pancakes to be enjoyed in their sit-down dinner setting. The high quality of BGS's food and goods is well-loved by its customers. The great value of products, alongside their affordable prices, creates an environment sought by customers (Benefits Sought).

Advertising

We want to communicate to our potential donors that BGS is not simply a general store. BGS offers a community atmosphere that encourages families, friends, and acquaintances to gather and have a nice conversation over a delicious lunch or breakfast. BGS fosters growth in their community and means so much to so many families and employees who work at the store. We want to tell the story of BGS through our advertisements so others understand that keeping the traditions of BGS going for generations to come would have a positive impact on so many people (Communication Objective).

We believe the best strategy to use is a social message strategy (Message Strategy). This is the best strategy because we are not trying to sell a product or a service to our target audience. Rather, we are trying to sell the idea of the strong, tight-knit community that BGS provides to their local area. We want to emphasize the enjoyable atmosphere that occurs when families and friends gather at BGS. We will be able to convey this message through the advertisements we publish for our target audience to view. They will, hopefully, realize through these advertisements how special BGS is to so many people, which will encourage donations.

The best way to advertise to our target audience, we believe, is through print advertising in a local newspaper (Exhibit 7A). Our target audience is of the age where they much prefer reading tangible newspapers as opposed to using digital resources. We also want to elicit a direct response from our target audience. On the advertisements, we will display either an address or a link where the viewer can immediately go to donate. We believe that this will help us tremendously in reaching our goal of raising \$750,000.

We plan to create an advertising campaign centered around Jack (Exhibit 7B). Jack is nearing retirement and is eager to keep BGS running for his children and grandchildren. Jack has been a local at BGS for over a decade and was able to identify with this general store and fit in with their community (Big Idea). Jack wants his family to be able to continue visiting BGS and to create positive memories for future generations. Jack is so passionate about helping BGS because he believes it is such an essential asset to the community.

Two primary objectives of our campaign are to create a message that touches the emotions of our target audience and brings viewers to donate to BGS. In our campaign, Jack is an older man who loves BGS whole heartedly. It is not just a general store to him; but it is a local hangout, a safe spot, and a home. Since our target audience is around the same age as Jack, we decided to have Jack tell the story of why BGS is worth fighting for. Throughout the campaign, Jack mentions the impact BGS has had on his family's memories. Our audience will be touched by these stories and will feel obligated to help their community by donating to BGS. We told these stories, also, through a video and radio advertisement (Exhibits 7C & 7D). While we need our message to touch the emotions of our audience, we also need them to feel inclined to donate. Our behavioral objective is to raise \$750,000, which is why at the end of our advertisements, we list the website link people can go to and donate to help us achieve our objective.

We have chosen to place our advertisements in local newspapers because we believe this will help us best reach our target audience. The two newspapers we have chosen are The Valley News and The Vermont Standard. We believe these are the best options because the average age of people who read these newspapers matches our target audience's age range. After viewing the media kits and figuring out the costs for placing our advertisements in these newspapers (Exhibits 7E and 7F) we were sure that it matched our price range along with being the best newspaper to reach our specific audience.

We believe that our communication strategy, which will be shown in all of our advertisements, will help us achieve our objectives of touching on the emotions of our audience and creating messages that can resonate with others. By placing these advertisements in local newspapers, we strongly believe that we will reach our target audience and be on our way to raising \$750,000 for BGS.

Public Relations

BGS has been working hard every year to keep themselves in the news so they can represent their local community and show how much BGS values their customers. BGS is involved in and also hosts many community events. This past December, BGS held a “Pajama Pancake Breakfast” with Santa so that children could come and enjoy the BGS Christmas spirit. Another event took place this past September. BGS took over Vermont Retail & Grocers Association (@vtretail) Instagram page to show the followers what a day in the life of working at BGS entails. BGS was also featured in the news when a short article which featured many pictures was published. It was about how charming BGS was and how it has been open since the Civil War. This article was published in August of 2018 by OnlyInYourState.com. Another event BGS holds annually is their Pancake Breakfast and Easter Egg Hunt, which took place last year on April 20. This is a perfect example of how much BGS cares for their community and wants to hold events that bring the local community together. Local community members and also people who simply stopped into BGS on their way to or from somewhere have taken advantage of platforms such as Yelp and TripAdvisor. These customers have praised BGS for the welcoming and comforting atmosphere BGS promotes and the delicious food they serve daily.

BGS has values that go far beyond simply making a profit. BGS believes in supporting their local community in whatever way they can. An example of how they do this is by only purchasing produce from local vendors. Also, BGS encourages all members of their local community to stop by and hang out at the store to talk to other members of the community. BGS never rushes customers out. They want their customers to build relationships with one another that go beyond the surface level. One of the many things BGS does especially well is promote the Vermont way of life. They are partnered with many local vendors that serve them with all produce locally grown and made in Vermont. BGS truly sticks to their slogan of “Keeping it Local”.

BGS values all of their stakeholders and understands the importance of respecting all their stakeholders’ interests, opinions, and goals. Some of BGS’ stakeholders include the Barnard Community Trust (BCT), local and state governments, competitors, local community members, and an extensive list of others (Exhibit 8A). The stakeholders play a crucial role in keeping the tradition and community at BGS alive. BGS especially needs the financial support from the BCT. The BCT, along with many other stakeholders, visit the store frequently to show their support and promote their community values. BGS satisfies their stakeholders because they buy all their products locally, which helps them develop relationships with other members in their local community. Not only do they build relationships this way, but they are helping support other small, local businesses in the process, which is another way they serve BCT. The local and state government support BGS by giving financial support and promoting shopping at small businesses.

A PR strategy we are going to begin is on every Thursday and Friday of the month of September 2020 we will charge an extra \$1 to any sandwich that is ordered off of the menu (Exhibit 8B). All proceeds will be donated to Mt Ascutney Hospital and Health Center, which is a not-for-profit hospital located in Windsor County. We believe that this will make all of our stakeholders and the members of the Barnard community proud of BGS. During this especially difficult time our country and specifically our state of Vermont have witnessed the healthcare workers working tirelessly around the clock to promote the health and safety of all members of our community. Our consumers will really appreciate this because the health and safety of all members of our community is of the utmost importance. Another PR strategy we are going to do is going to benefit The Upper Valley Haven, which is a non-profit in Windsor County that serves homeless people by providing them with shelter, food, clothing, etc. We are going to have a food and clothing drive that runs throughout the month of September (Exhibit 8C). Every Saturday and Sunday of the month we are going to be collecting any items that members of our community are willing to donate. We believe that this is a great cause to donate to because decreasing the homelessness problem in Vermont is very important to all people who live in the state. Also, this shows that BGS cares about their local community and that giving back is extremely important. We believe this will satisfy all of our stakeholders. We have created a PR calendar for the month of September (Exhibit 8D). Along with this, we have written a pitch letter that we are going to send to the local newspaper so we can gain attention from the public on the events we will be holding (Exhibit 8E). Lastly, we drafted a media list of numerous media outlets we can contact if need be (Exhibit 8F).

Sales Promotion

Our premium sales promotion strategy is encouraging participants to attend BGS' Annual 5K Walk/Run Event (Exhibit 9A). This event will take place downtown Barnard, VT on Saturday, April 4th at 11 AM. All proceeds from this event will be fundraised to keep BGS running in the town of Barnard. In order to participate, athletes must pay a flat fee of \$10, but have the chance to win exclusive prizes if they raise or donate more. Participants will be given a t-shirt that says "Walk. Run. Donate" that participants will wear during the event and continue to wear to spread awareness. There will be three tiers of prizes athletes can win by raising certain values of money. For the first tier, of donations at least \$25, donors will receive a rubber, card holder phone sticker with the BGS logo on it (Exhibit 9B). For donors who give at least \$75, they will get the second-tier reward of a BGS "swag bag" which includes a BGS baseball hat, t-shirt, and card holder. To be ranked in the top tier, donors must donate \$600, or make a \$25 payment to BGS monthly over the course of two years. These donors will be awarded with a free dinner catered by BGS at the end of every month where donors can bring up to 3 guests. These donors will also have a passage about them in the local newspaper thanking them for their civility and generosity.

We decided to use premium promotions to entice donors to spend more money if they are receiving a prize in return. Premium promotions are beneficial for BGS because it is an inexpensive way to reach a large audience and to encourage people to donate to BGS. Every athlete in the 5K will receive a "Walk. Run. Donate" t-shirt at the start of the race if they pay the minimum fee of \$10. We will be giving out rubber, card holder phone stickers for donors of \$25+ and a "swag bag" for donors who give \$75+. Our prizes relate to BGS because we want to advertise BGS to consumers so that more people will be willing to donate and visit the store. Donors will feel good about donating to BGS because they know their money is going towards a good cause and they are being rewarded for their positive actions. Donors will be able to show off their prizes to family and friends and can help advertise BGS' fundraiser to those who are unfamiliar with the store. This is also an example of free, word-of-mouth advertising because consumers will be more willing to speak highly about BGS if they are satisfied with their experience with BGS from the 5k Walk/Run.

To involve suppliers in our sales promotion strategy, BGS will host a "Bake Off" outside their general store (Exhibit 9C). This bake sale will involve not only the suppliers, but the general public as well. Ticket prices for the general public will be \$7 for adults, \$5 for seniors (65+), and also \$5 for children (12 and under). Due to this event being paid admission only, ticket holders will receive a wristband which allows them to come and go as they please. The "Bake Off" will give suppliers the opportunity to showcase new products and sell existing inventory. The general public will walk through the line of suppliers who will have booths and tables set up. This will not only allow the suppliers to broadcast their brand, but also give more exposure to local brands. The exposure to local brands will increase community awareness and keep smaller companies in business. The suppliers (Local Brands) will just have to pay a small premium to have a booth at the event because there are limited spots. At the beginning (and end) of the booths and tables there will be a donation booth where the general public can interact with employees and either donate or just learn more about BGS. The event will take place Saturday, June 29th, 2020 and Saturday, June 19th, 2021. The event was selected on a weekend because it allows whole families to attend and make it an activity for both adults and children. Throughout the day we will have a photographer taking pictures, a photo booth, and a BBQ in the evening hours. The event will start at noon and end around 7PM. Based upon the success of this year's "Bake Off" we are open to expansion opportunities for 2021.

We are most concerned with our target market who is someone who loves their community and is highly involved with local politics and concerns. We expect the majority of our attendees will be our target market because we are promoting Vermont foods and incorporating local businesses. Our target market is classified under Generation X, which is the most likely generation to donate to nonprofits. Generation X donated on average \$1,061 in 2019 to 4.2 charities for a total of \$56.6 billion. With this knowledge, we expect that our target audience will be willing to attend the 5k event and donate to BGS. We also expect families outside of our target market to attend because we have made the event family friendly. We want to keep pushing the notion that BGS represents community and helping local companies. An example would be someone wearing a BGS t-shirt from the 5k event to show they support their community and Vermont's local businesses.

Digital Media

Digital Media for BGS is represented by active social media platforms that engage with their followers and create posts regularly. BGS's Facebook Page is well maintained and has an average response time of about an hour to speak with one of the administrators of the page. The Facebook Page has 3,203 likes, 3,316 followers, and 774 check-ins. Their content consists of personal updates from the owners, updates about store hours, events in the community of Barnard, new food specials, and collaborations with other local businesses. Facebook posts that showcase Vermont or Barnard's scenery and culture have the most likes, and shares compared to general updates about the store. In recent, the coronavirus pandemic has caused more comments and shares because BGS has been posting about what actions they have taken to help the community and other businesses. Their Instagram has the same posts as Facebook but has 653 followers and more likes per a post. BGS posts videos to their social media but does not have a YouTube Channel. BGS does not have its own website but has a section titled 'Barnard Community Trust' on the official Community of Barnard website, where there is information about the store and its effect on the community along with how to donate.

BGS's social media content currently consists of graphics featuring menu items, updates about the store, and messages to the followers about local events. On occasion, they feature products from their store and their employees. We recommend that BGS can better convey through their content the spirit and characteristics of the store, and the community of Barnard. On their Instagram, BGS should be more selective and focus on high-quality photos that depict the town, food, and customers to engage prospective consumers and locals. Instagram stories can be utilized for announcements, as can be the Facebook Page. Polls and other features of social media can be used to engage with the community of Barnard, and to receive feedback on what the administrators should post more of.

Our attitudinal objectives to increase awareness of BGS, but also emphasize how its more than a store, but a social experience. To meet this objective, BGS can update its digital media to showcase the store and the community of Barnard through images of the products, employees, customers, and its collaborations with other businesses. Our behavioral objective is to raise \$750,00 for the BCT. Digital media is the most efficient way to get people to donate to the fund, as the accounts can put the link in their bios and advertise on Facebook (Exhibit 10A) and Instagram stories (Exhibit 10B) often. The feeds of both platforms should be used to give people a reason to donate and see how their money would be used efficiently. We recommend that 'Stories' can show a monthly update of how close BCT is to reaching their goal, and reasons why people should donate, but also how the donations are being put to use.

We want to focus on Instagram (Exhibit 10C) because it's a platform that can pull a lot of prospective customers to BGS and donors to BCT. The Instagram algorithm is able to put smaller accounts, such as BGS, onto people explore pages based on their content and quality of their images. Currently, Instagram and Facebook posts jokes, graphics, and updates in the form of pictures. Direct Response will be incorporated by having a consistent feed on Facebook on Instagram by having 15 posts a month, and daily stories. We recommend having a content calendar (Exhibit 10D) that will be followed for updates, posts, contests, and polls. Our (Exhibit 10E) shows an example of a post asking if customers will be coming to 'Free Pancake Friday' with a brief sentence explaining the deal. Graphics and polls will create buzz and engagement amongst the following because people can direct messages and ask questions, screenshot the post, and send to friends. Promoting BCT and reminding followers to donate through Facebook posts and Instagram stories, won't cause clutter amongst people's feeds and will actively remind them to look at the link and make a donation.

We believe digital media is important to our Integrated Marketing Plan because it can define how prospective donors, outsiders, and people within the community of Barnard see BGS. Digital media enables customers to engage with the store and with other communities in a way that goes beyond seeing each other in the store. By promoting their special offers, showcasing their staff and their community events, and having humor and heartfelt images; BGS will be able to remind their followers how important they are to Barnard and Vermont as a whole. A paid social media intern will be responsible for keeping up to date with the content calendar and posting on the Instagram and Facebook stories.

Evaluating Effectiveness

In order to measure how effective our PR campaign was, we have to look at all the events we held and see how they affected certain aspects of the store. For example, our first PR event is charging every customer an extra \$1 on every sandwich ordered on Thursday and Friday during the month of September. This money would be donated to Mt. Ascutney Hospital. We have to look at the amount of money raised along with if more sandwiches were ordered on these days than usual. If more sandwiches were purchased, we would know that our customers appreciate that BGS is giving back to the community. To measure whether our second PR campaign, which was the food and clothing drive for The Upper Valley Haven, was successful we would have to measure if we received more visitors on the weekend. We would also have to look at how many items were donated and if the donations had a positive and significant impact on helping the homelessness problem in our area (Public Relations).

For digital media, our effectiveness will be evaluated by the number of views, likes, shares, and comments on our Facebook and Instagram posts and stories. The success of our campaigns and changes over the next will be compared to the statistics of the account prior. Growth in engagement and sharing posts and donations to the BCT will prove the effectiveness of the digital media changes. By having an Instagram feed that showcases the products of BGS, the staff, and the views of Barnard, followers will be able to see the personality of the store and enjoy high-definition images. Since posts that are about updates don't get as much engagement, as they are still necessary, they will be posted as captions or on the story. The Facebook Page has over 3,000 'likes', which causes more comments and shares on the content, but will also be following the plan of posting more photos of BGS and the community. All of this can be evaluated by an increase in followers, comments, shares, and eventual donations (Digital Media).

After constructing our sales promotion plan, we calculated how many people would engage in our Annual BGS 5K Walk/Run Event. To do this, we used the tapestry segmentation zip code lookup by ESRI, an international geographic software. Our target market was categorized as the "Great Outdoors" and we found that 49.2% of Windsor County fell into our target market. We then looked at the census data from the "Windsor Essex County Health Nut" and found 26,090 Windsor County residents are between 55-65 years old. We multiplied 26,090 by 49.2% to prove there are roughly 12,836 people in Windsor County our campaign will target. We used 12,836 in our calculations of cost to represent how many people we think will donate to BGS from our campaign. First, we plan to measure the effectiveness by measuring how many donors raised more than \$10 for the Annual BGS 5k Walk/Run Event. Our goal is to have 12,836 people attend the event and donate to BGS, so, 12,836 donors would be an appropriate return. Aside from the Annual BGS 5K Walk/Run, we have to measure the effectiveness of the BGS "Bake Off". The effectiveness of this event will be based on ticket sales. This event will be successful if we sell between 1,000-2,500 tickets (Sales Promotion).

One way to measure the effectiveness of our advertising campaign is to understand what prompted our donors to donate to BGS. After people donate, we will send out a survey to find out where donors saw our advertisements, what they liked about them, and what ultimately encouraged them to donate. This will allow us to understand what media channels or particular messages in our campaign resonate with viewers. We can receive feedback on which media channels reached our donors and continue to advertise on those platforms (Advertising). We will measure the effectiveness of our direct response advertisements by monitoring the number of visitors we have on our Facebook page, in addition to the direct link to donate to BGS. The advertisements placed in The Valley News and The Vermont Standard have direct links to the donation website. By tracking how many donations we receive through the website and Facebook link, we will be able to track the effectiveness of our ads on donations. We expect great return through these advertisements because we target our audience's heart strings and emotions and use BGS' traditional and family feel to entice our audience to donate (Direct Response).

We calculated the return on investment by estimating our expenses and revenues over a one-year period (Exhibit 11A). Our goal was to raise \$750,000 in donations for BGS. We also calculated the possibility of exceeding our goal at \$850,000 and failing to meet our goal at \$650,000. After calculating, we found that our total expenses were \$144,919.44 over a one-year fundraising period (Exhibit 11B).



Socio-cultural Information

Barnard, VT

54.3

Average Age

96%

of Population are White

69%

of Population are Families

66%

of Population are Married

Male
51%



Female
49%

Exhibit: Exhibit 3A
Exhibit by Aria Wolkowicz
Content by Aria Wolkowicz

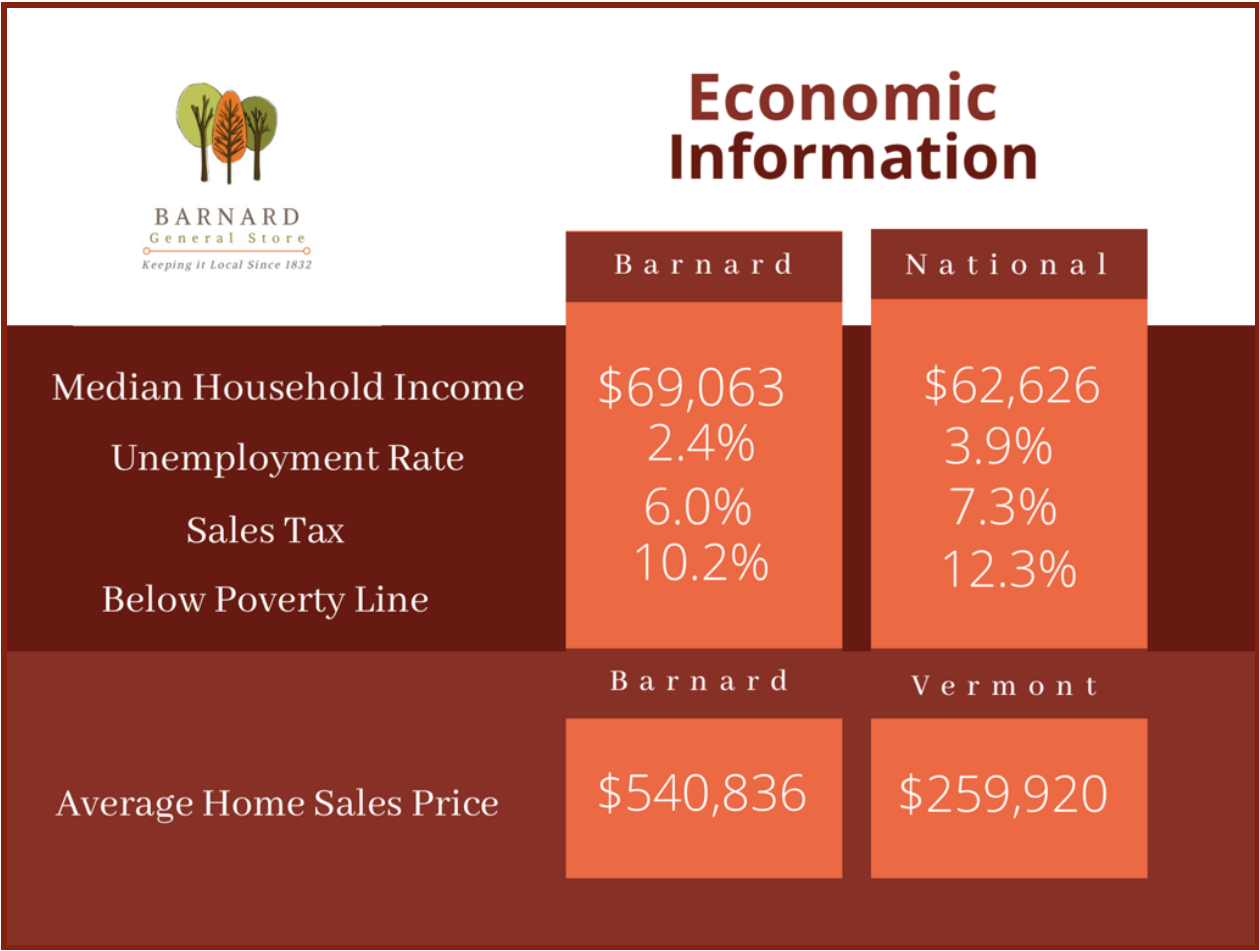


Exhibit: 3B
Content by Aria Wolkowicz
Exhibit by Aria Wolkowicz

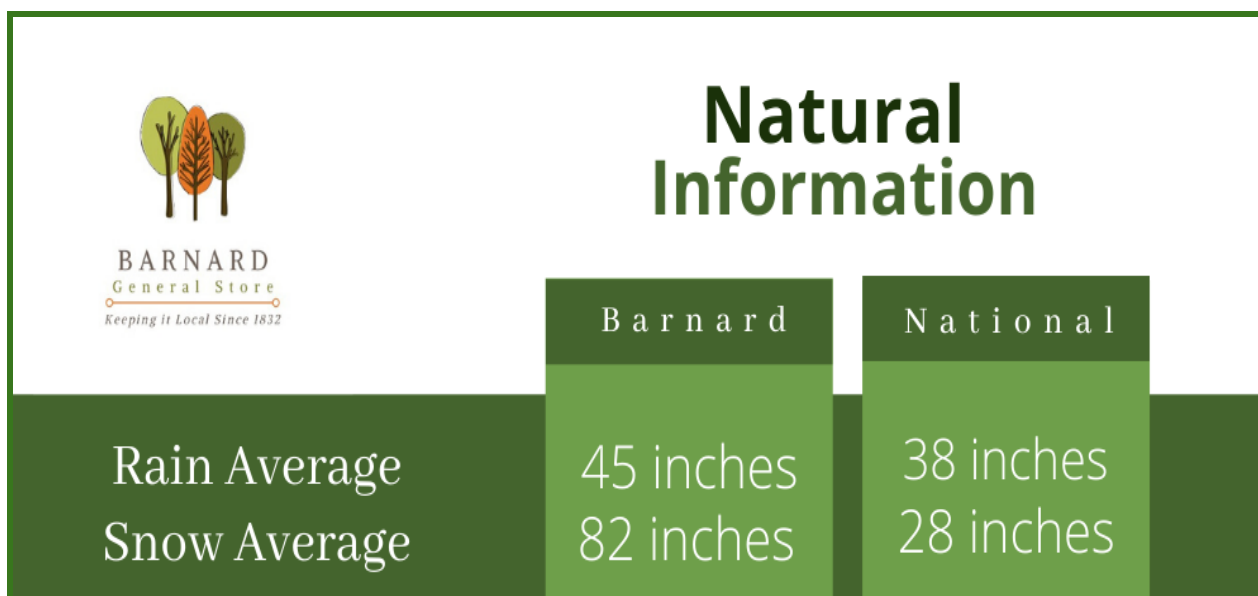


Exhibit: 3C

Content by Aria Wolkowicz

Exhibit by Aria Wolkowicz



Exhibit: 3D

Content by Aria Wolkowicz

Exhibit by Aria Wolkowicz

Old Logo Old Slogan



*"Keeping
it local"*

New logo New Slogan



*"Keeping
it local
since 1832"*

Exhibit: 4A

Content by Kelly Costello and Aria Wolkowicz

Exhibit by Elizabeth Quinn Slayne

Photos courtesy of Google Images



BARNARD
General Store
Keeping it Local Since 1832

1832



The Barnard General Store is Established

Hotspot For locals and tourists



The DiCicco Family

DiCicco and her former husband Ted DiCicco of Grafton, Mass., purchased the building from Walter and Virginia Green in 1994.



May 2012

Joe Minerva and Jillian Bradley reopen and began operating the store

Financial Support

BGS falls on hard times during the 2008 recession. They obtained financial support from community members and the Vermont Preservation Trust, but DiCicco and Furlong did not have a capital reserve to support them during the slow periods.

\$500,000 Donated to the Barnard Community Trust in 2012



Grand Reopening

Minerva and Bradley invested up to \$30,000 on a new freezer, shelving, meat cutting equipment, a fryer and a bulk section and will sell high-and low-end foods for everyone.



Slim Margins

Assets: \$2,460.00
Liabilities: \$80,468.18



11/16/2012

21st Century Update



To complement the store's old-fashioned soda fountain counter, they added additional seating and grocery shelves, and expanded the kitchen and deli areas

Exhibit: 4B

Content by Elizabeth Quinn Slayne

Exhibit by Elizabeth Quinn Slayne

Photos courtesy of Google Images and BGS' Facebook Page

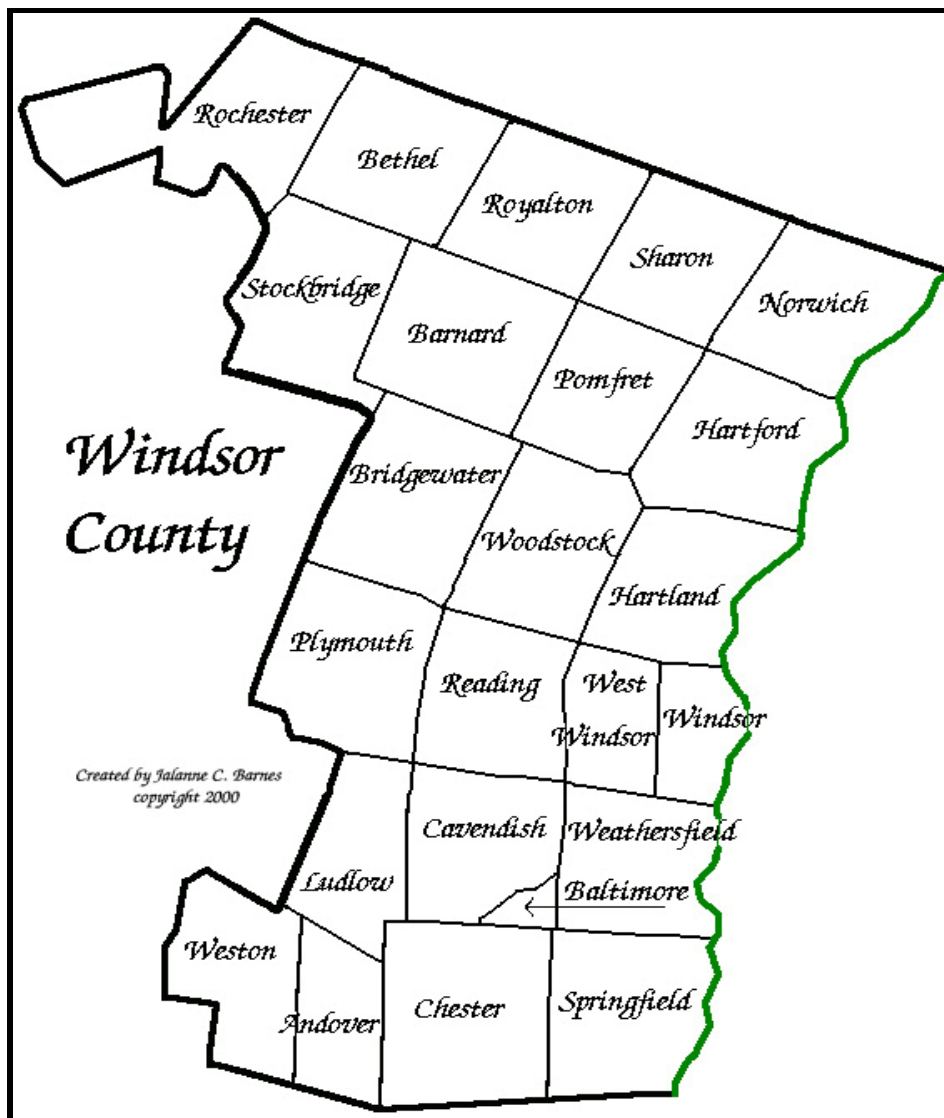


Exhibit: 5A
Exhibit by Elizabeth Quinn Slayne
Photo Courtesy of Google Images
Content by Nicole Sikora and Kelly Costello

"The thing that keeps me coming back time after time is by far the breakfasts, specifically the blueberry pancakes."

WE HEAR YOU!

BARNARD
General Store
Keeping it Local Since 1832

"This store is a step back in time it is wonderful! Just had a fabulous breakfast of buttermilk pancakes (best ever)...This store established in 1832 is run by a young couple and seems to be the hub of this community. Can't wait for our next visit."

"With the choice of any number of superb eating establishments within a 20-mile radius of our home in Woodstock, Suzanne chose this for her Mothers' Day brunch! Need I say more?"

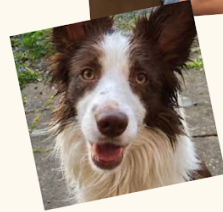
"Try everything here. Don't ask for two of anything, you'll never finish it."

Reviews powered by YELP

Exhibit: 5B
Exhibit by Elizabeth Quinn Slayne
Reviews courtesy of YELP
Content by Nicole Sikora and Kelly Costello

Customer Profile

Jack & Jackie
Barnard, VT



Their Dogs
Jake & June



The couple hiking
near their home



The BGS where the
couple stops daily

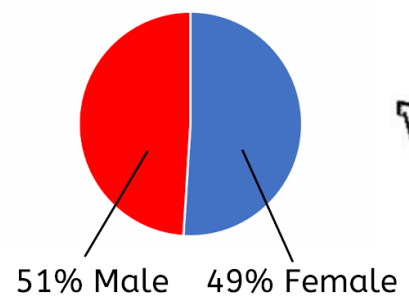


BARNARD
General Store
Keeping it Local Since 1832

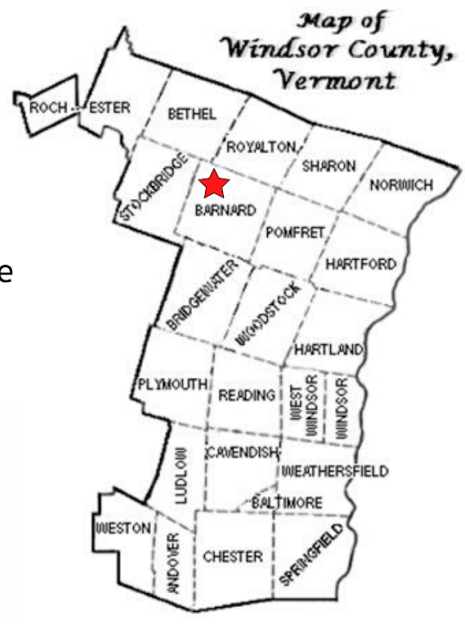
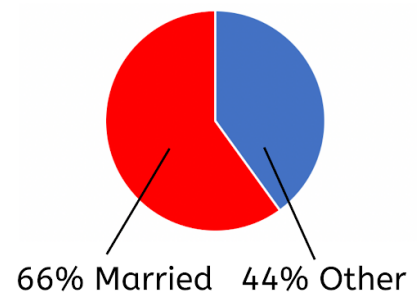
Exhibit: 6A
Exhibit by Elizabeth Quinn Slayne
Content by Isabel Murphy
Photos courtesy of Google Images

Barnard Town Statistics

Gender Distribution



Relationship Status



Neighboring Towns:
Stockbridge, VT
Sharon, VT

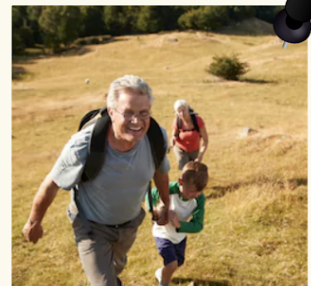
- ★ Population: 760
- ★ Median Income: \$69,063
- ★ Average Family Size: 2.5

Exhibit: 6B
Exhibit by Elizabeth Quinn Slayne
Content by Isabel Murphy
Photos courtesy of Google Images

Customer Profile

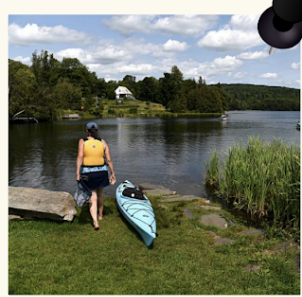
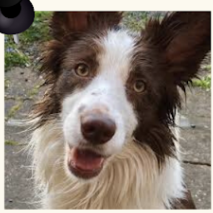


Jack
Barnard, VT



Hiking with his
Grandkids

His Dogs Jake & June



Weekend Kayaking



The BGS where Jack and
his wife shop daily



Skiing in the Winter

Exhibit: 7A
Exhibit by Elizabeth Quinn Slayne
Content by Kelly Costello
Photos courtesy of Google Images



Exhibit: 7B
Exhibit by Elizabeth Quinn Slayne



CLASSIFIED / LEGAL
ADVERTISING

Classifieds – Business Service Directory – Obituaries

Call 802-457-1313 or email Morgan Busby: mbusby@thevermontstandard.com

Classified Line ad prices

1-25 words \$10.00 for the 1st week, \$8.00 thereafter.

26-50 words max \$15.00 for the 1st week, \$12.00 thereafter.

All classified line ads must be prepaid, they must run for a specified length of time, and there are no refunds.

Business Service Directory ad prices

Advertisements of 2, 3 and 4 column inches are available. Rates are \$5.50 per column inch for 13 weeks or \$5.00 per column inch for 26 weeks. Your ad copy must remain unchanged for the duration of the run.

Exhibit: 7E
Exhibit by Kelly Costello
Content by Vermont Standard

VALLEY NEWS RETAIL

Local Open Rate: \$18.79 per column inch

Repeat Insertions

Repeat insertions of the same ad when ordered with first insertion, earns 20% off the base rate (except for local contract and non-profit rates), providing no copy change is required and the ad is rerun within 6 publishing days of its prior insertion.

Local Contract Rates

Per Column Inch

13 Consecutive Weeks \$13.92
26 Consecutive Weeks \$13.00
52 Consecutive Weeks \$12.12

Rates are based on a minimum of 4 column inches per week consecutively and are subject to a 10% prompt payment discount if payment is received by the 20th of the month following service, providing all previous bills are paid in full.

Transaction Page Ads \$48.00
(1 col. X 1 inch minimum) per col. in. flat rate

Transaction page ads appear on the back page of section one (Section B, Sunday) and on page 2 as the volume of ads necessitates. Placement is determined on a best fit basis. Largest ad accepted is 24 col. Inches with no ad more than 10 inches in depth. No cuts, mats, special signatures, graphics, or bold face type are used. Borders and type face are selected by the newspaper. Non-Profit Rate is \$44.00 per col. Inch flat rate. Non-Profit ID number required.

Color Rates

\$5.00 per column inch in addition to space cost for up to process color. Maximum charge of \$150 for spot color, \$350 for process color. All color advertising should be submitted as CMYK. Color placement is subject to availability.

Color Contracts

52 Consecutive week contract available. \$5.00 per column inch in addition to space cost for up to process color with maximum charge of \$250.00. Rate is based on a minimum of one color insertion per week consecutively.

PREPRINTED INSERTS

Per Thousand

Open Rate \$57.00
12 Yearly \$52.00
24 Yearly \$47.00
36 Yearly \$40.00
48 Yearly \$32.00
60 Yearly \$28.00

- Rates do not depend on the number of pages and are for daily and Sunday.
- 60 lb. minimum weight index stock required for single sheet inserts.
- Minimum charge \$300.00 net on all inserts.
- Full size and tab inserts accepted. Other sizes subject to publisher's approval. All inserts must have a finished size no larger than 12" X 11". Inserts not conforming to these specifications shall be subject to a folding charge.
- The Valley News assumes no liability for preprints that have been damaged in transit. Any skids that are not in receivable condition, or are short in number, will be the liability of the customer, shipper or printer.

VALLEY NEWS CLASSIFIED

Classified Display

Per column inch rate

Daily/Internet \$16.09 Daily \$15.25
Sunday/Internet \$17.61 Daily \$16.77

Classified In-Column Ads 603-298-6082

of Insertions

1-3 \$2.60/line/day + 50c/day Internet
4-7 \$2.05/line/day + 50c/day Internet
8-14 \$1.54/line/day + 50c/day Internet
15-29 \$1.44/line/day + 50c/day Internet
30-Up \$1.07/line/day + 50c/day Internet

- 3 line minimum, approximately 22 characters to a line.
- Rate for consecutive days with no copy change
- Set 7 point; 10 lines to the inch.

CARD OF THANKS \$16.92
 per column inch + 50c/day Internet

LEGAL NOTICES \$17.00

Deadline 10 am one (1) business day prior per column inch.

CONFIDENTIAL BOX NUMBER \$17.50

Good for 30 days, includes 2 mailings, \$1.00/additional mailing

COLUMN WIDTHS in INCHES					
1 Col	2 Col	3 Col	4 Col	5 Col	6 Col
1.68	3.50	5.32	7.14	8.96	10.78

ADVERTISING DEADLINES

Publication Day	Retail Ads	Transaction Ads
Sunday	2 pm Wednesday	3 pm Friday
Monday	2 pm Thursday	3 pm Friday
Tuesday	2 pm Friday	3 pm Monday
Wednesday	2 pm Monday	3 pm Tuesday
Thursday	2 pm Tuesday	3 pm Wednesday
Friday	2 pm Wednesday	3 pm Thursday
Saturday	2 pm Thursday	3 pm Friday

Publication Day	Class Display	In-Column Class
Sunday	2 pm Thursday	Noon Friday
Monday	2 pm Thursday	Noon Friday
Tuesday	2 pm Friday	Noon Monday
Wednesday	2 pm Monday	Noon Tuesday
Thursday	2 pm Tuesday	Noon Wednesday
Friday	2 pm Wednesday	Noon Thursday
Saturday	2 pm Thursday	Noon Friday

Valley Television- 11 am Friday one (1) week prior to Sunday publication.

Preprinted Inserts – Reservation deadline is five (5) business days prior to insertion and materials should be delivered prepaid to 77 Merrimack Street, Penacook, NH between 8 am and 4 pm three (3) business days prior.

- Cancellation deadlines are the same as Advertising deadline.
- All holidays advance all deadlines. Please call to confirm holiday deadlines. Changes in original copy may be made after the deadline at the discretion of the Valley News.

Exhibit: 7F
 Exhibit by Kelly Costello
 Content by Vermont Standard

STAKEHOLDERS LIST



Regulatory Authorities

Food and Drug Administration
United States Consumer Product Safety Commission
Vermont Health Department
Vermont Department of Labor

Academic Community

Marion W. Cross School
Barnard Academy
White River School
Cavendish Town Elementary
Dothan Brook School
Prosper Valley School
Woodstock Elementary School
Ottaquechee School
Weathersfield School
Sharon Elementary School
Ludlow Elementary School
Windsor High School
Hartford High School
Woodstock Union High School
Local Students
Local Teachers
Parents
Staff

Employees

Cashier
Cooks
Waiters/Waitresses

Deli Workers Managers/ Supervisors

Joseph Minerva
Jillian Bradley

Media

Valley News
The Vermont Standard
Vermont Press
Association
Vermont Public Radio
Yankee New England
Facebook
Instagram
Yelp
TripAdvisor

Competitors

Woodstock Farmers Market
Shaw's General Store
Dan & Whit's
Max's Tavern
The Barnard Inn
Restaurant
The Windsor Diner
Local Gas Stations
Cumberland Farms
& all local convenience stores/deli's

Suppliers

Local Farms

Local Businesses

Special Interest Groups

Vermont Businesses for Social Responsibility
Vermont Chamber of Commerce
Vermont National Federation of Independent Businesses
Vermont Vision to Action

Community Neighbors

Randolph
Hartford
Hanover
Claremont
Northfield
Norwich
Ludlow
Barnard
Bridgewater
West Windsor
Woodstock
Sharon
Pomfret
Springfield

Bankers/Insurers

Barnard Community Trust
Tom Platner (President of BCT)
Lee Resseguie (Vice President of BCT)

Leah Stewart (Secretary of BCT)
Boyd Bishop (Treasurer of BCT)

Trustees of BCT

Marty Bell
Mary Blanton
Jim Clark
Pete Stoddard
Ted Williamson
Teo Zagar

Customers

Barnard Residents
Windsor County Residents
Summer Vacationers
Married Couples
Single People
Families
Visitors of the Community
Business Owners

Federal, State,

Local Legislators

Federal: Mike Pence
Chuck Grassley
Mitch McConnell
John Thune
Chuck Shumer
Dick Durbin
State: Patrick J. Leahy (Senate)
Bernard Sanders (Senate)
Local: John F. Campbell
Dick McCormack
Alice W. Nitka

Exhibit: 8A

Exhibit by Aria Wolkowicz

Content by Kelly Costello

Contact: Quinn
Slayne
Goal Girls
Phone: (203)
555-0100
Fax: (203) 555-0101

12345 Main Street
Bothell, WA 32345
www.goalgirlss.com



General Store Gives Back to Local Hospital

Barnard General Store

Barnard, VT, August 27, 2020: Beginning next week, Barnard General Store will raise all sandwich prices by \$1 on every Thursday and Friday throughout the month of September. All proceeds will be donated to Mt. Ascutney Hospital and Health Center. BGS wishes to show their extreme gratitude to all the hospital staff and healthcare workers that have done so much for their surrounding communities in recent times of crisis. This is the least we can do to show gratitude to the healthcare workers who have worked tireless hours to ensure the health of our local community members.

This is the first year that BGS is donating to Mt. Ascutney Hospital and Health Center and although prices will be raised twice a week we are very hopeful that our customers will be happy to pay the extra money because of the cause it is going to. BGS plans to stay in contact with the staff at Mt. Ascutney to see if there are any other ways we can assist them at this time. We appreciate this hospital and all of its members and hope to raise awareness of how crucial healthcare workers are for our community and this country.



Exhibit: 8B

Exhibit by Elizabeth Quinn Slayne

Content by Kelly Costello

Contact: Quinn
Slayne
Goal Girls
Phone: (203)
555-0100
Fax: (203) 555-0101

12345 Main Street
Bothell, WA 32345
www.goalgirlss.com



Barnard General Store Helps Provide for Local Community

.....

Barnard, VT, August 24, 2020: Beginning next week, Barnard General Store will have a food and clothing drive that runs throughout the month of September. Every Saturday and Sunday we will collect any items that members of our local community wish to donate. All of these items will be donated to The Upper Valley Haven, which is a non-profit in Windsor County that serves homeless people by providing them with shelter, food, clothing, etc.

We are very excited to see the members of this community come together to help a greater cause. We believe September is a great time to collect these donation items because the winter months in Vermont are extremely brutal, especially for the homeless. BGS plans to donate as many food and clothing items as possible and hopes to assist The Upper Valley Haven for years to come. We encourage all members of the community to donate whatever you can during this time! We will be collecting these items at our store location every Saturday and Sunday in the month to come. Also, if you have items you wish to donate and, for whatever reason, cannot bring them to the store directly, give us a call! We would be more than happy to pick these items up from you!



Upper Valley Haven

Exhibit: 8C

Exhibit by Elizabeth Quinn Slayne

Content by Kelly Costello



Public Relations Calendar January 2020

Date	Time	Subject	Platform
1/02/20	6:00 PM	Interview with BGS owners airs on WCAX news channel.	WCAX3 – Television, Local CBS Station
1/05/20	N/A	Story run in Valley News Sunday paper detailing personal stories of BGS regulars.	Valley News—Newspaper
1/10/20	8:00 AM	Radio interview about the store's history and potential future. Plug BGS fundraiser.	WSYB – Radio, 1380 AM
1/15/20	11:00 AM	BGS owners meet with reporter from The Vermont Standard for upcoming article.	The Vermont Standard, Newspaper
1/19/20	6:00 PM	BGS Fundraiser Press Conference	WCAX3 – Television, Local CBS Station
1/23/20	3:00 PM	Interview local kids stopping by the store after school about their New Year's resolutions.	WVNY – Television, Local ABC Station 22
1/26/20	N/A	Local spotlight article run on BGS as a historic landmark for the town and Vermont in the Sunday paper.	The Vermont Standard, Newspaper
1/30/20	11:00 AM	WVNY news anchors visit BGS to film segment about the local products and homemade goods in the store in order to show support of local small businesses.	WVNY – Television, Local ABC Station 22

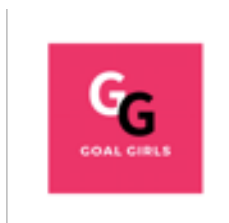


12345 Main Street
Bothell, WA 32345

(203) 555-0100

media@goalgirls.com

Exhibit: 8D
Exhibit by Elizabeth Quinn Slayne
Content by Kelly Costello and Elizabeth Quinn Slayne



12345 Main Street
Bothell, WA 323345
(203)-555-0100

March 25, 2020

Robert Miller

P.O. Box 228

Ludlow, VT 05149

Dear Mr. Miller,

Promoting the well-being of all the members in the local Vermont community is very important to a majority of the residents in Vermont. Barnard General Store is dedicated to assisting those in need in their local area. Barnard General Store loves to give back to the community that has given them so much joy in their place of work and provided them with lifelong meaningful friendships.

On Saturday's and Sunday's during the upcoming month of September BGS will be collecting clothing and food items that will be donated to The Upper Valley Haven. This non-profit organization is based in Windsor County and provides shelter, food, clothing, etc. to the homeless people in this area. Barnard General Store will be collecting these items at the store but is also 100% willing to go pick up any items from people's homes if they are unable to drop the items off at the store.

We have the utmost respect for Valley News because we understand how much you also love the local community and how important giving back is. We would really appreciate it if you could assist us in spreading this information to others in your newspaper. Barnard General Store simply wants to help those less fortunate and promote a positive life for so many others in Vermont.

Sincerely,

Kelly Costello

Goal Girls Agent

Exhibit: 8E

Exhibit by Kelly Costello

Content by Kelly Costello

MEDIA CONTACTS



1. Vermont Small Business News

Suzanne Stoltenberg, Senior Media Manager
Northeast, 717-232-8582
<https://www.nfib.com/news/media-contacts/>

2. Seven Days VT

Jordan Barry, Food Writer
jbarry@sevendaysvt.com
<https://www.sevendaysvt.com/>

3. The Sun: The Vermont Eagle

Daniel Alexander, Publisher
<https://www.suncommunitynews.com/articles/the-vermont-eagle>

4. Burlington Free Press

Brent Hallenbeck, Food & Entertainment
Reporter
bhallenbeck@freepressmedia.com
<https://www.burlingtonfreepress.com/staff/4395862002/brent-hallenbeck/>

5. The Vermont Journal

Robert Miller, Publisher
publisher@vermontjournal.com
<https://vermontjournal.com/>

6. Windsor County News Station

Olivia Lyons Reporter, Producer, Journalist
lyons@wcax.com
<https://www.wcax.com/>

7. Yankee New England

Kate Weeks, Director of Brand Marketing
katew@yankeepub.com
<https://newengland.com/yankee-magazine/>

8. Vermont Historical Society

Steve Perkins, Executive Director
steve.perkins@vermonthistory.org
<https://vermonthistory.org/staff-and-trustees>

9. EagleTimes

Mike Gonyaw, Publisher
publisher@eagletimes.com
<https://www.eagletimes.com/site/contact.html>

10. VT Digger

Colin Meyn, Managing Editor
cmeyn@vtdigger.org
<https://vtdigger.org>

Exhibit: 8F
Exhibit by Elizabeth Quinn Slayne
Content by Kelly Costello



BARNARD GENERAL STORE ANNUAL 5K 2020

Are you up for the challenge?

**SATURDAY APRIL 4, 2020
RUN FOR \$10**

Register at the store!



BARNARD
General Store
Keeping it Local Since 1832

Exhibit: 9A
Exhibit by Elizabeth Quinn Slayne
Content by Nicole Sikora

"LEVEL UP"



YOUR DONATION



BARNARD BASIC
\$10 DONATION



STORE STAR
\$25 DONATION

BGS 5K
T-SHIRT



HOMETOWN HERO
\$75 DONATION

BGS PHONE POCKET

+ BGS HAT



BARNARD
General Store
Keeping it Local Since 1832

Exhibit: 9B
Exhibit by Elizabeth Quinn Slayne
Content by Nicole Sikora



BGS

BAKE OFF

FUNDRAISER 2020



JUNE 29TH, 2020
12:30 - 4:00 PM
BGS STOREFRONT

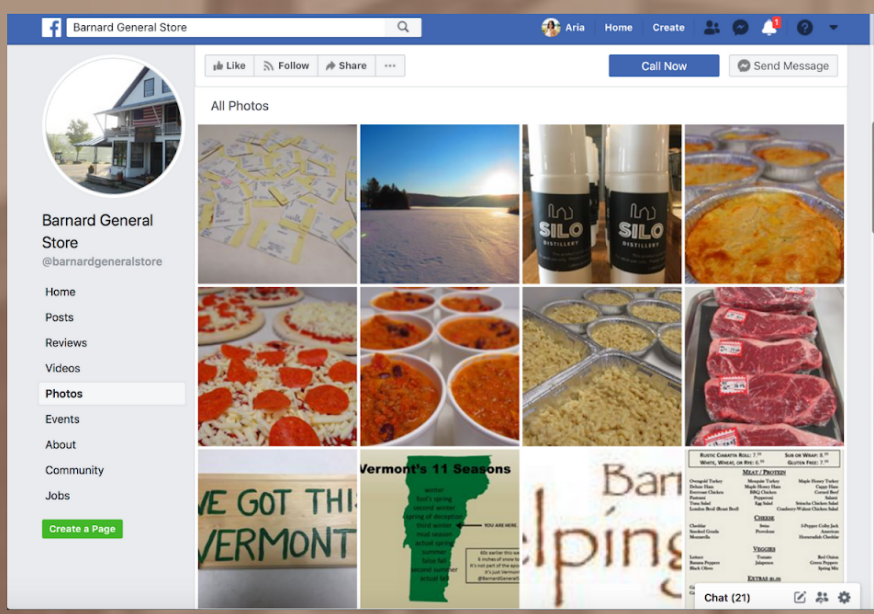
\$7 ADULTS
\$5 SENIORS (65+)
\$5 FOR CHILDREN (12 AND UNDER)



BARNARD
General Store
Keeping it Local Since 1832

Exhibit: 9C
Exhibit by Elizabeth Quinn Slayne
Content by Nicole Sikora

Current Facebook



New Facebook

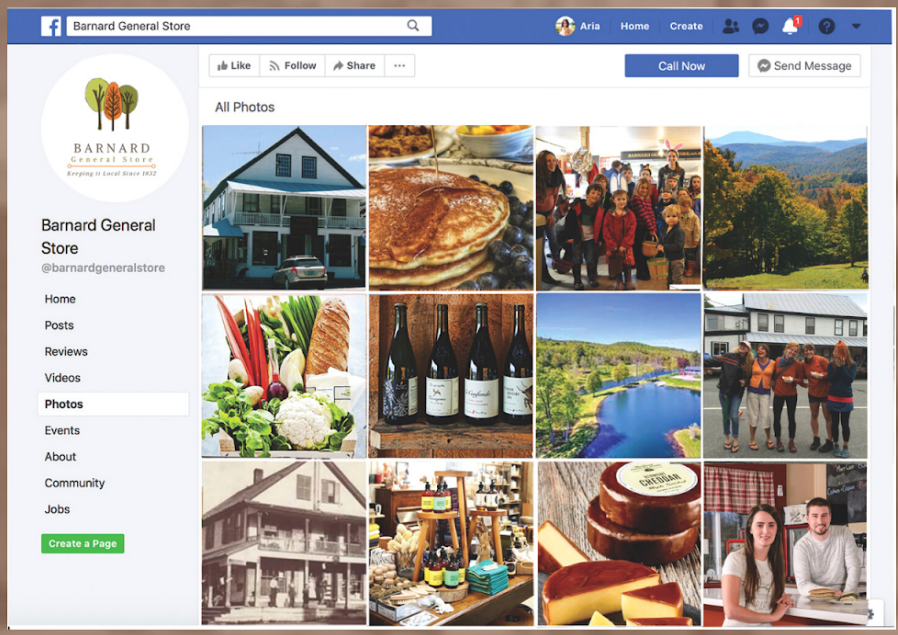


Exhibit: 10A
Exhibit by Aria Wolkowicz
Content by Christina Corbisiero
Photos Courtesy of Google Images

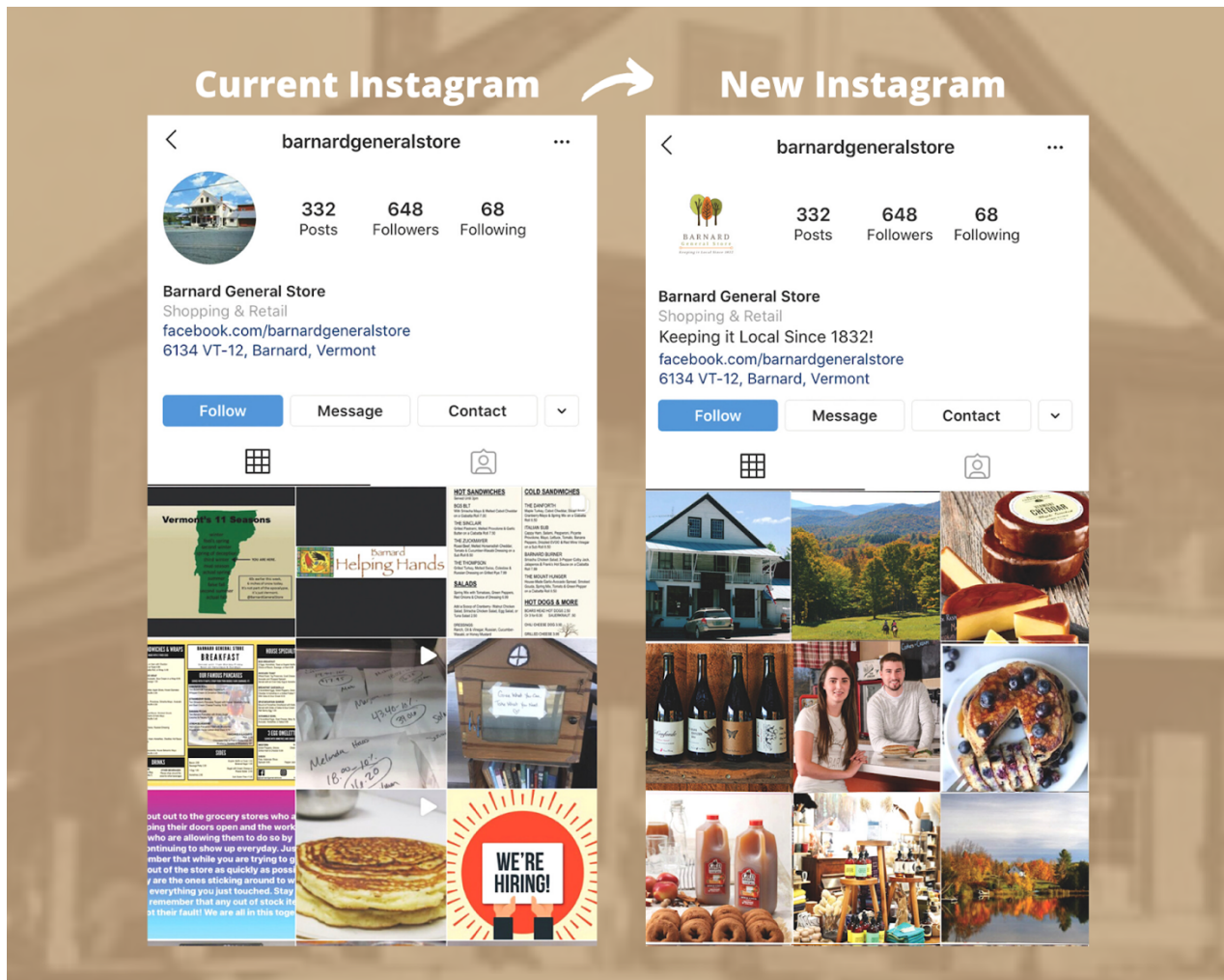







Exhibit: 10B
Exhibit by Aria Wolkowicz
Content by Christina Corbisiero and Aria Wolkowicz
Photos Courtesy of Google Images

Social Media

I - Instagram/ F - Facebook

Date	Time	Message	Platform/ Image	
1/02/20	11:00 AM	Happy New Year from BGS! Kick off 2020 with today's lunch special [insert].	F	Image TBD
1/06/20	4:00 PM	Baby it's cold outside! Bundle up by the fire with a bottle of one of our best wines!	I	(Image 1)
1/10/20	2:00 PM	Who says it's too cold for ice cream? Our case is fully stocked and ready for you after school or work!	F	(Image 2)
1/12/20	8:00 AM	It's bitter outside, but our store is warm and cozy. Come and stay for some Sunday pancakes.	I	(Image 3)
1/15/20	3:00 PM	It's a beautiful day on the lake! Come enjoy an afternoon snack and this view.	F	(Image 4)
1/18/20	4:00 PM	What's better than a charcuterie board? Whether you're snacking or entertaining, build yours with our local cheeses and goodies. Tag us and share your creation!	I	(Image 5)
1/23/20	2:00 PM	It's #throwbackthursday at BGS! Here's a flash from the store's past.	I	(Image 6)
1/25/20	4:00 PM	It's finally the weekend! Celebrate by bringing home our hot dinner special, [insert], and a bottle of wine.	F	Image TBD
1/24/20	10:00 AM	You won't be able to resist these treats! Stop in for one (or two) goodies from our bakery.	I	(Image 7)
1/28/20	12:00 PM	It's Taco Tuesday! Stop by the store to eat in or pick up a delicious lunch or dinner.	F	(Image 8)

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Exhibit: 10C
 Exhibit by Elizabeth Quinn Slayne
 Content by Christina Corbisiero
 Photos Courtesy of Google Images

Image 1



Image 3



Image 2



Image 4



Exhibit: 10D
Exhibit by Elizabeth Quinn Slayne
Content by Christina Corbisiero
Photos Courtesy of Google Images

*Help Us Strengthen
Barnard!*



Click the Link in our Bio to
DONATE NOW

Exhibit: 10E
Exhibit by Aria Wolkowicz
Content by Christina Corbisiero and Aria Wolkowicz
Photos Courtesy of Google Images

Meeting Goal		Exceeding Goal		Failed to Meet Goal
\$750,000		\$850,000		\$650,000
ROI Formula:				
(Revenue - Advertising Expenditures) / Advertising Expenditures				
Total Expenditures	\$144,919.44			
Meeting Goal	\$750,000			
ROI of Meeting Goal	417.53%	(750,000 - 144,919.44)/144,919.44		
Exceeding Goal (113.33% of our goal)	\$850,000			
ROI of Meeting Goal	486.53%	(850,000 - 144,919.49)/144,919.44		
Failed to Meet Goal (86.67% of our goal)	\$650,000			
ROI of Failed Goal	348.53%	(650,000 - 144,919.49)/144,919.44		

Exhibit: 11A
 Exhibit by Elizabeth Quinn Slayne
 Content by Christina Corbisiero, Nicole Sikora, Elizabeth Quinn Slayne

Advertising			Sales Promotion		
Promo Type	Cost	Source	Promo Type	Cost	Source
Print (weekly)	\$3,781.44	VNews.com	Event T-Shirt (1,000)	\$8,990.00	VistaPrint.com
Digital	\$0.00	N/A	Card-Holder Phone Sticker (1,000)	\$3,300.00	envelopes.com
Radio (monthly price)	\$36,000.00	fitmallbusiness.com	BGS Baseball Hat (1,000)	\$5,000.00	mapleleafpromostore.com
TV (monthly price)	\$60,000.00	fitmallbusiness.com	Donor Dinner	\$12,000.00	Thumbtack.com
Total	\$99,781.44		Bake Off Wrist Bands (1,000)	\$110.00	Wristbandexpress.com
			Bake Off Tables	\$1,200.00	cteventfurniture.com
			Photographer (7 hours)	\$1,218.00	ThumbTack.com
			Photo Booth (6 hours)	\$960.00	ThumbTack.com
			BBQ Food	\$10,000.00	RoamingHunger.com
			Total	\$42,778.00	
Public Relations			Direct Response		
Promo Type	Cost	Source	Promo Type	Cost	Source
Clothing and Food D	\$200.00	Gas Money	Social Media Intern	\$2,160.00	15 posts per month x 12 months x \$12 per a post
Total	\$200.00		Total	\$2,160.00	
Total Expenses	\$144,919.44				

Exhibit: 11B
 Exhibit by Elizabeth Quinn Slayne
 Content by Christina Corbisiero, Nicole Sikora, Elizabeth Quinn Slayne

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