



Amplifying the Mission

07/09/2022

—

Stephen Foy

Small Town PR

Clermont, FL 34714

Amplifying the Mission

Executive Summary

Johnny Morris founded the Bass Pro Shops empire in 1972 out of his father's liquor store with only eight square feet to work with. Now, the company boasts 170 retail locations and eight award-winning vacation destinations as of 2022 (*Resorts and outdoor destinations: Bass Pro Shops*). "Forbes listed the company as employing 40,000 workers, earning \$6.5 billion in annual revenue [,] and attracting at least 4 million visitors each year to Bass Pro Shops Outdoor World in Springfield" (Holman, 2021, para. 10). The private company is also the owner of eight distinct brands in boating and other outdoor activities. Bass Pro Shops is a reputable company that is doing all things right but could be doing even more to win new customers and support. Bass Pro Shops social media needs to be enhanced with more of their stories that highlight conservation work as well as diversity and inclusion efforts.

On its most notable profiles, the company touts around 5 million followers. An amplification campaign echoing the company's efforts in conservation, diversity, and inclusion are needed to enhance the reputation of Bass Pro Shops in the eyes of younger audiences. In an increasingly online environment for shopping, this campaign also aims to emphasize the in-store shopping experience that is special to the Bass Pro Shops brand. "Bass Pro Shops locations are more than just stores — they are true destination experiences that draw more than 120 million visitors annually" (*MarketLine*, 2017, p. 16).

As corporate social responsibility (CSR) becomes imperative to business strategy, showcasing diversity and inclusion is paramount, especially to younger audiences. Tennant (2015) explained that CSR is a "crucial component of a company's competitiveness and something that should be led by the firm itself" (para. 2). It shouldn't be tucked away for stakeholders to find; it should be clearly seen. Influencer marketing has become an immensely popular method that Bass Pro Shops has dabbled in with large events but could be used more often.

Amplifying the Mission

“Influencer Marketing Industry is set to grow to approximately \$16.4 Billion in 2022” (Geyser, 2022, para. 2), an amount more than twice Bass Pro’s 2020 earnings.

Recruiting high profile social media users for content could also broaden the company’s audience immensely. User-generated content (UGC) can also be leveraged much more than it currently is with photos or videos of outdoor activities using company merchandise. Social media users could also see the company’s efforts in conservation and diversity through influencer marketing on different social media outlets.

All in all, as a purveyor of preserving the environment, embracing diversity, and practicing inclusion, Bass Pro Shops can strategically enhance its performance in an increasingly competitive market by elevating their presence on social media to include important corporate socially responsible news, catalyzing influencer marketing and showing off the in-store experience they are famous for as proposed by this campaign proposal.

Situational Analysis

Introduction

Bass Pro Shops is an industry leader in hunting, fishing, and outdoor merchandise, but still faces unique challenges in its industry. Bass Pro faces unique challenges as a retail giant navigating the ever-growing digital retail environment. Although the company has saturated the market well, there are other weaknesses and threats that must be addressed. Strengths and opportunities must be bolstered strategically to further establish its place in the industry. In this situational analysis, a SWOT analysis will be conducted in addition to analyzing its competitors and communication campaigns.

SWOT Analysis

Strengths	Weaknesses

Amplifying the Mission

<ul style="list-style-type: none"> • Very recognizable brand(s). • A large share of the market and strong market position. • Stores are popular destinations. • Have many conservation efforts and partnerships. • Many brands with different products. • Great in-store experience. 	<ul style="list-style-type: none"> • Being a private company doesn't allow for widely known information and "may restrict the company's financing options" (<i>MarketLine</i>, 2017, p. 12). • Low e-commerce visibility. • Sporadic store locations in some areas. • Low visibility on conservation efforts and diversity.
Opportunities	Threats
<ul style="list-style-type: none"> • Be more vocal on social media on conservation and diversity. • Be more present as an online retailer as well as in-store. • Connect with younger audiences who buy our products by highlighting who we are as a company. • Connecting with a broader audience who appreciates conservation and diversity. • Bring people together through the love of the outdoors. 	<ul style="list-style-type: none"> • Natural disasters could limit the need for certain equipment. • Recalls on products could damage reputation. • Website problems could hinder online sales growth. • Discount stores such as Walmart could lower our sales due to undercutting pricing. • Gun violence and policy could also adversely affect sales as well as public opinion.

Amplifying the Mission

Strengths

Bass Pro Shops continues to be a strong leader in the outdoor recreation sector. The Bass Pro Shops, Cabela's, and other related brands of the company are easily recognizable. With the variety of brands and products the company manufactures, a large portion of this market falls under the company's grasp. The in-store Bass Pro Shops experience continues to be a pleasing factor for customers as the stores garner 120 million visits each year (MarketLine, 2017, p. 12). The company champions conservation movements and prides itself on being a diverse employer, despite being privately owned. However, low visibility in this area is just one of a few key weaknesses.

Weaknesses

As a privately-owned company, Bass Pro Shops not only makes it difficult to find important numbers such as annual revenue among other key statistics but closes itself to public funding (MarketLine, 2017, p. 12). The company also does not push its e-commerce as much as its top competitors. While the company does enjoy a healthy share of online shoppers, the need for more robust advertising efforts is needed. Low visibility is also a weakness in terms of touting its success in conservation and diversity and inclusion efforts. Sporadic store locations also are a weakness that could lead customers to shop elsewhere.

Opportunities

In terms of opportunities, Bass Pro Shops needs a louder voice so to speak when showcasing the behind-the-scenes efforts the company engages in. For example, on the company's website, there are many wonderful pages of conservation, diversity, and inclusion news, events, and visuals that highlight the company's mission and values. Connecting with different audiences is also an opportunity that can enhance reputation. Hats with the company logo have become a fashion trend as cited in a Wall Street Journal article by Jacob Gallagher

Amplifying the Mission

(2021) and are a key opportunity for the company to connect with a much bigger audience. In addition to hat buyers, those who are passionate about diversity and conservation need to be aware of how much Bass Pro Shops does in these areas. Overall, a more vocal communication approach is necessary to seize these opportunities.

Threats

Parr and Associates (2014) advise guarding against threats since they are not within the control of the organization or company. The threats facing Bass Pro Shops range but can still damage the company in big ways. Some threats for Bass Pro Shops include natural disasters that could lower the need for outdoor products in the areas where store locations are (*MarketLine*, 2017). Recalls on products can also damage the company's reputation. Although the Bass Pro website is an excellent resource, any potential problem with the website that could arise would overshadow the news featured on the website as well as stunt the e-commerce goal. Considering recent events, gun sales and government policy could be negatively affected in the wake of abhorrent tragedies such as the one in Texas.

Competitive Analysis

Competitor Information and Products

Both Pono and Jammi (2018), as well as White (2020), offer comprehensive steps to conduct a competitive analysis for a business to formulate a strategy around. For Bass Pro Shops, a list of competitors has been narrowed down to three. Dick's Sporting Goods, the top competitor, Academy Sports, and Walmart. In **Table 1** below, Pono's (2018) setup is replicated to compare our top three competitors and a similar product. Following the table, a summary of each competitor's social media and reviews will be compared for a well-rounded competitive analysis.

Table 1

Amplifying the Mission

		Dick's Sporting Goods	Academy Sports + Outdoors	Walmart
Company Specific	# Of employees	50,100	23,000	2,300,000
	Founded	1948	1938	1962
	Funding	\$12.3 billion (in earnings as of 04/2022 (Gupta, 2022))	\$6.8 billion in sales (Davis, 2022)	\$559.2 billion (Total store revenue)
	Acquisitions	3 (Galyan's, Golf Galaxy, GameChanger Media)	1 (Redfield Brand) KKR acquired 20% of the company (Byers, 2021)	20 (Including Flipkart, D&S, Massmart, and Bonobos)
	# Of customers	145 million	40 + million	240 million a week

Amplifying the Mission

	Strengths/weakness	<p>Strengths:</p> <p>Strong follower base on social media, more store locations, good CSR, visible diversity efforts, large product availability, and range.</p> <p>Weaknesses:</p> <p>Less outdoor recreation and firearm offerings, too political.</p>	<p>Strengths:</p> <p>Constant growth financially and geographically, customer loyalty, transparent investor relations, and great corporate communications on the website.</p> <p>Weaknesses:</p> <p>Smaller footprint and earnings than others, website difficult to navigate, low stock price.</p>	<p>Strengths:</p> <p>Convenience, low price, locations, selection of products, diversity, generates high revenue, and notable investors.</p> <p>Weaknesses:</p> <p>Limited selection in outdoor recreation and firearms, cleanliness of stores, unfavorable reputation.</p>
--	---------------------------	--	---	---

Amplifying the Mission

Target Customer/ Message	Product	Birkenstock Arizona Sandals	Magellan Outdoors Shirt	Quest 29-liter backpack
	Target Customer	Young adults.	Fishers of all ages.	Campers and hikers of both sexes
	Messaging	Best price guarantee, find a lower price and we'll match it.	Full list of features and benefits of the shirt. Puts you into the experience of wearing the shirt.	Simple, straightforward messaging.
Product Specific	Product Features	Multiple different styles of sandals including split washed metallic and soft footbed. Over 20+ colors.	UPF 30, 100% polyester lining, 100% nylon taslon material, moisture-wicking fabric, and 2 pockets.	Plenty of room for organization, water storage, straps for extra accessories, and

Amplifying the Mission

				comfortable design.
	Pricing	\$99 and up	\$19.99-\$24.99	\$26.88
	Product Strength	Variety of colors and styles.	Comfort, protection, and a variety of colors/sizes.	Simple, unisex, convenient, roomy, and compatible.
	Product Weakness	Shoes are easily damaged and expensive.	The polyester material can be hot.	Hydration and other accessories are not included. Zipper failure.
	Customer Reviews	4.2 out of 5, 80%	4.8 out of 5	4.6 out of 5
Positioning	How to Win	Listen to customer complaints and adjust supply.	Include more detailed product descriptions for apparel as well as	Source durable bags that endure over time and include certain

Amplifying the Mission

			other equipment.	necessary accessories.
	Why Customers should choose us	Better price and value for a wider variety of styles.	We have a wider variety of fishing shirt brands and we offer better value for them.	A larger variety of higher quality camping and outdoor gear in one location.

Social Media Presence

Social media continues to grow in prevalence as companies are shifting more focus to their audiences online. In the table below, each competitor is looked at through the lenses of social media presence and their own website's communications. HubSpot's blog featured free downloads of this table as well as nine others in White's (2021) article. **Table 2** has been modified to only include relevant data for this project.

Table 2

Content Marketing Competitive Analysis						
Social Media Followers	Facebook	Instagram	Twitter	YouTube	LinkedIn	Total Following
Bass Pro Shops	3,342,251	1,200,000	340,600	50,100	80,000	5,012,951

Amplifying the Mission

Dick's Sporting Goods	5,499,437	621,000	363,600	70,600	161,000	6,715,637
Academy Sports	3,500,000	215,000	283,700	33,900	57,079	4,089,679
Walmart	33,000,000	2,700,000	1,300,000	503,000	3,900,000	41,403,000
Blog/Content Strategy	Link to Resource Library		Publishing Cadence			
Bass Pro Shops	https://about.basspro.com/newsroom/		1-4 Times Monthly			
Dick's Sporting Goods	https://investors.dicks.com/news/default.aspx		1-3 Times Monthly			
Academy Sports	http://corporate.academy.com/		About Once Monthly			
Walmart	https://corporate.walmart.com/news/		Once or Twice Daily			

Recent Campaigns

Get Back to Nature

As Bass Pro is a privately held company, finding certain data and information can be quite difficult. However, there are two notable campaigns that Bass Pro Shops has landed on the national stage. Most notably, "Get Back to Nature" was a message conveyed through a delightful Super Bowl ad that prompted audiences to head outside, get digitally disconnected, and "connect with the ones we love the most" (Cision, 2021, para. 1). This message received widespread views being that it was a Super Bowl Ad. The ad was perfectly timed as it came during the pandemic, a

Amplifying the Mission

time when outdoor activities were encouraged, at a distance of course. Not only was the message well-timed, but it also reiterated the central value of the company. With Super Bowl ads costing millions, the average price when the commercial aired was \$5.6 million for 30 seconds according to Willis (2022, para. 2). Besides the millions of potential views during the Super Bowl, the YouTube version of the clip amassed over 4 million views, 1.1 thousand likes, and 113 comments (*Bass Pro Shops*, 2021). *Cision* (2021) beautifully receives the message and adds that “at the heart of Bass Pro Shops and Cabela's is a deep and unrivaled passion for conservation” (para. 6). Tactics such as this video and others like it must be used more often to reiterate this message: “We’re all one family in the great outdoors” (*Bass Pro Shops*, 2021, 0:54).

Gone Fishing

To parallel the products they sell, Bass Pro Shops launched a campaign aimed at getting kids outdoors and encouraging them to fish. The program was covered by many newspapers and magazines, receiving great press. The program included donations to nonprofits like “55,000 rods and reels to not-for-profit partners that help kids from all backgrounds connect to the great outdoors” (Garcia, 2019, para. 1). This campaign is a yearly success that is another reputable effort to gain customers, but most importantly, shares in the passion for the outdoors by basking in it and conserving it. The campaign continues to rack up earned media each year as hundreds of websites and other publications add their thoughts. The campaign was even entered for a Shorty Award, a high honor for public relations. According to the entry, “Over 2 million people were reached, more than 110, 000 impressions, [and] hundreds of children got to fish for the first time” *Shorty Awards* (n.d.). Campaigns like this one are aimed at introducing people to activities that thrive in the outdoors through fun, wholesome tactics used by the company.

Audience Analysis

Amplifying the Mission

Target Audience

For this communications campaign, Millennials and Generation Z or Gen Z have been identified as the key audiences. Though Bass Pro Shops caters to a wide variety of age groups, this campaign necessitates this younger audience to be reached. These groups are two of the three largest generational groups and are more diverse, more educated, and more concerned for the environment. 67% of Gen Z and 71% of Millennials prioritize ensuring a sustainable planet for future generations (Funk et al., 2021). Factors such as this and the fact that these groups are very similar in ideologies politically are why the efforts of this campaign are vital for these groups to receive. The following sections will explore both segments of the target audience demographically and their psychographics.

Millennial Demographics

The classification of Millennials has clashed among different sources. However, Pew Research has defined this group as those born between 1981 and 1996. This classification is the most common and encompasses those aged 26-41. The classification differences make it difficult to determine the exact percentage of males and females who are Millennials, but *Marketing Charts* (2022) listed those in the age range of 25-34 as 23.1% male and 22.4% female. Millennials are currently the largest generation in the United States and the world. Frey (2022, para. 2) noted that 44% are minorities and broke that number down further. 56% are Caucasian, 21% Hispanic, 14% Black, 6% Asian, 2% were two or more races, and about 1% were Native American.

According to Bialik and Fry (2019), 39% of Millennials have attained a Bachelor's degree with more women completing than men. Millennials made \$4,000 higher than the national average household income according to the US Census Bureau (2021). The average household income for Millennials was \$71, 566 but was cited as spending a whopping \$208.77 per day by a study by Sunmark Credit Union (n.d.). This number was the highest of all generations. However, big

Amplifying the Mission

purchases such as houses and cars were found to be of little importance in a *Goldman Sachs* (n.d.) infographic that also said Millennials try and find the best deal with 57% of them comparing prices in-store (para. 6).

Psychographics and Buying Behavior

Most Millennials and their younger Gen Z counterparts are more left-leaning than older generations, favoring diversity changes as well as government actions on climate change. The buying habits of our target audiences were looked at as psychographics for this analysis. Millennials tend to research products and options more than other generations and “58% of millennials said social media is an important information source when making shopping decisions” (Lebow, 2021, para. 1). Gen Z was closely influenced at 50% by social media. Edwards (2020) made interesting marketing suggestions on the account that Millennials are peer-oriented, advice-seeking, and prone to taking an easier alternative due to their impatience. Most importantly, Nielsen conducted a study on the shopping habits of the generation saying they “care for integrated corporate social responsibility initiatives” (Helms et al., 2018, p. 2). The report said, “74% of Millennials were more likely to buy the brand supporting social issues they cared about” (p. 13).

Psychographic buyer information such as this remains to be vitally important when crafting messages and objectives, formulating strategy, and defining tactics for this integrated campaign. Next, Gen Z will be viewed through the same lenses as above.

Gen Z Demographics

Now the youngest generation, Gen Z is on track to become the most educated, most diverse generation in history and may soon surpass Millennials as the largest generational class. Yuen (2021, para. 4) states that “Gen Z is the most racially, ethnically, and sexually diverse generation in history.” Yuen (2021) also notes that the generation is doing more to champion diversity in the society around them. Gender data was inconclusive for this generation as well, however, 35% of

Amplifying the Mission

Gen Z respondents attested to knowing someone using gender-neutral pronouns and 59% thought-forms should be more inclusive than offering just male and female (Parker & Igielnik, 2020). As far as race and ethnicity, Parker and Igielnik (2020) found this group to be made up as follows: 52% Caucasian, 25% Hispanic, 14% Black, 6% Asian, and 5% Other. All these numbers are increases from their Millennial elders and showcase the growing diversity they support. Other demographics such as household income and education level could not be quantified at this time due to the young age of Gen Z members.

Gen Z Psychographics and Buying Behavior

Though their median incomes cannot be calculated, the Sunmark Credit Union study (n.d.) still found that this group spent \$92.13 a day on average. This number, the lowest of all, could be attributed to parents still making large purchasing decisions for the group. In terms of social media behavior, 50% take social media into account before making purchasing decisions (Lebow, 2021) and prefer more visually stimulating apps over traditional ones like Facebook. Edwards (2020) notes that Snapchat and Instagram are better marketing tools for this generation for that reason. In terms of political ideology, most Gen Z shadow Millennials in most, if not all, categories.

With the demographic, and psychographic buying behavior information gathered, two buyer personas were created for this campaign to use when developing key materials. Each generational audience segment has one buyer persona that represents an individual belonging to the target audience overall.

Buyer Persona: Millennial

Lindsay is a 29-year-old, blonde, Caucasian woman who lives in an upscale apartment in Memphis, Tennessee with her Golden Retriever, Buddy. Lindsay enjoys simple fashion and going hiking or backpacking with Buddy, but hates seeing litter and people not cleaning up after themselves outdoors. Lindsay is pursuing her MBA and is passionate about corporate social responsibility (CSR). She currently

Amplifying the Mission

works as a social media marketer, loves to shop online, and is a lifestyle TikTok creator with 52,000 followers. Lindsay hopes to be a CEO one day, inspiring more young women to go into business and leadership. Lindsay is constantly looking for companies who are passionate about their line of business but give back to their communities in multiple ways. Lindsay is also likely to dabble in being a micro-influencer who gives her followers a heads up as to which company has the best products with the best practices.

Buyer Persona: Gen Z

Myles is a 19-year-old Hispanic man from Orlando, Florida, who loves the latest styles and trends, going fishing, and enjoying time with his little brother Max whom he takes care of. Myles loves taking Max on adventures and strives to be a role model for him. Myles is an avid Instagram user and TikTok watcher. Myles works for his dad's electrical company and hates being in uncomfortable gear on the job. Myles enjoys clothes that are stylish and comfortable, even when he's working. Myles wants the best for his brother Max, and his family, and embraces his dynamically diverse heritage. Myles wants the styles and trends he follows to be meaningful ones fueled by companies that are responsible in their practices. Myles is constantly helping Max as he grows up and wants to involve Max in the latest pop culture fads. Myles wants Max to look up to him and emulate his interests.

Bass Pro Shops faces competition mostly from Dick's Sporting Goods but possesses more genuine love and passion for the industry. Bass Pro Shops remains a unique retailer that conveys passion through its practices and products. Bass Pro Shops does not seem to be concerned with its competition and, quite frankly, it does not need to be. As far as an audience, Bass Pro Shops should focus its strategies and tactics on younger stakeholders who it can reach with amplified content that has already been released. Along with new goals and objectives to be met, this campaign will broaden the stakeholders the company can serve.

Amplifying the Mission

Goals and Objectives

It is always fitting to distinguish the goals and objectives from each other when formulating a campaign. Belicove (2013, para. 4) said, "A goal is a broad primary outcome" and "an objective is a measurable step you take to achieve a strategy." Here, the goals and objectives for the Bass Pro Shops campaign are laid out to be as closely aligned with the overarching business goals of the company as possible. A need that has been identified initially was the need for amplification in terms of awareness for the conservation and diversity efforts the company engages in. In addition, more visitors and social media followers were two other needs that align with these goals and objectives.

Goals

1. Make the efforts of conservation, diversity and inclusion by Bass Pro Shops clearer to younger audiences.
2. Solidify the reputation of Bass Pro Shops as an experience destination rather than just a retail location.
3. Establish a distinguished voice on social media within the industry of outdoor recreation, with a focus on conservation.
4. Leverage the influence of key spokespeople to position Bass Pro Shops as the premier, reputable, and responsible destination for shopping for the great outdoors.

"Goals may include how an organization is uniquely distinguished in the minds of its key public" (Luttrell & Capizzo, 2018, p. 87). For the goals of this campaign, the company needs to be distinguished from its competition through its efforts and unique style.

Objectives

Amplifying the Mission

1. Increase following on all owned social media channels by 20% at the end of three months from the start of the campaign.
2. Increase the number of store visitors nationwide by 15% at the end of three months from the start of the campaign.
3. Attain and introduce 5 new influencers (2 Millennial and 3 Gen Z) for Bass Pro Shops brands on Instagram and Tik Tok within three months.
4. Increase website visits by 20% at the end of three months from the start of the campaign.
5. Increase awareness among Millennials and Gen Z of Bass Pro Shops conservation, diversity and inclusion efforts by 50% at the end of three months from the start of the campaign.

For these objectives, a baseline was added as Luttrell and Capizzo (2018) advised. The baseline numbers for this campaign are the pre-campaign measurements for followers, store visits, website visits, and awareness levels. These objectives meet the "S.M.A.R.T." criteria and are rife with promising strategies and tactics to be used to achieve them.

Strategies and Tactics

Strategies

1. Amplify our conservation, diversity and inclusion activities by sharing them on social media pages daily, or as they occur with links to the Bass Pro Shops website. A social media content calendar with different daily content will be crafted and utilized.
2. Involve high profile celebrities/ influencers, and employees in the conversations of conservation, diversity and inclusion on social media channels as well as television.

Amplifying the Mission

3. Showcase the value and fun experience of shopping in-store at Bass Pro Shops through video advertisements and influencer videos on social media channels.
4. Encourage audience members/social media followers to engage with the company on each platform to gain valuable feedback and build a friendly, receptive reputation.
5. Establish a consistent, humorous, and genuine voice across social media platforms that garners trust from our followers and reinforces the company's corporate social responsibility.

These strategies are heavily involved, if not fully involved, with social media. Social media has become the domain for the main audiences of this campaign, which are Millennials and Gen Z. Arnold (2018) cites a Defy study that indicated Millennials don't mind ads too much if they support a content creator they support or enjoy. "They use social media to discover how brands are promoting themselves and, most important, who is promoting and recommending those brands" (Arnold, 2018, para. 7). The framing theory and two-way symmetrical theory will both be used for this campaign. Framing the efforts of the company, using credible support from influencers, and distinguishing the company from its competitors in more ways than one are how this campaign aims to be successful. Next, three specific tactics will be identified.

Tactics

1. Post daily on Facebook, Twitter, and Instagram with a link to a story on the Bass Pro Shops website news page with an appropriate accompanying photo/video that promotes audience engagement.
2. Create a TikTok playlist that includes videos about Bass Pro Shops, influencers talking about the company, and influencer experiences inside the stores.

Amplifying the Mission

3. Create a video series entitled "The Conservation Conversation" that will be a two-and-a-half minute video to be posted on all social channels weekly and feature a constant company spokesperson with a different high-profile guest each week.

Once again, social media was relied upon heavily for this campaign. However, the age of our target audience necessitates that we effectively enhance and utilize social media to our advantage. "Social media conversations also reflect the impact of influencers-individuals with high credibility and visibility in specific social media communities or on specific channels that 'shape audiences attitudes'" (Luttrell & Capizzo, 2018, p. 115). By being more present and relevant on social media, Bass Pro Shops will grow its target audience as well as boost its reputation as a responsible retailer in the industry. A stronger social media approach is needed to enhance the company's stance and amplify its genuine voice. These tactics align with the strategy and support the goals of the campaign stated earlier.

Core Theme and Supporting Messages

When surveying this campaign for a core theme, messages centered toward the efforts of Bass Pro Shops to welcome diversity, encourage conservation, and engage more people with the great outdoors were formulated. The core theme would be amplifying our efforts to have our audience engaged in the great outdoors, ensure they know it belongs to us all, and encourage its protection. Amplification has been cited as a technique primarily used in marketing but this campaign is using it to center around boosting awareness through public relations efforts. The amplification of the everyday practices of Bass Pro Shops in the specified areas of diversity, conservation, and encouraging people to enjoy the great outdoors is our goal. "[Amplification] is used to raise traffic to your content" (Carmicheal, 2022, para. 6). Our campaign is aimed at amplifying our efforts to gain relevance among our young audience. "Messages should be relevant and

Amplifying the Mission

appropriate to the audience" (DHA Communications, 2019, para. 21) and based on the findings of the Pew Research Study (Funk et al., 2021), the environment and welcoming rising diversity levels were top-of-mind with Millennials and Gen Z. Brito (2020) and Carmicheal (2022) both highlight how influencers can boost amplification and brand relevance. Garnering influencer support and cooperation is a strategy this campaign hopes to capitalize on for that reason. Therefore, the messages aimed at our younger audiences that have been selected for this campaign are as follows:

1. Just as the outdoors belong to everyone, we welcome and value those individuals that make up our company, our customers, and our communities.
2. Diversity is everywhere, in the outdoors and in all of us. We embrace it and you should too!
3. As leaders in conservation, we want to inspire everyone to do their part in taking care of the world outside your windows.
4. Conservation is about preserving the outdoors for those who greatly appreciate its gifts, which is everyone!
5. The outdoors is ours, so let's get outside and embrace it, together!

These messages are aimed at reaching our audience concerning the two top issues in relation to this campaign: diversity and conservation. The third message is a broad call to action to embrace the outdoors through embracing our diversity, conserving the outdoors that belongs to all of us, and getting involved in enjoying them. These messages parallel the company's direct values and encourage the audience to engage with Bass Pro Shops and with the outdoors; the company's main focus. The campaign's efforts will reinforce these messages and amplify the company's efforts while boosting its relevance, simultaneously.

Amplifying the Mission

Evaluation Methods

ROI continues to be a determining factor in whether communications campaigns succeed or fail in their efforts. Most understand ROI as a percentage that is measured in money, but ROI can be quantified in multiple ways that showcase a campaign's performance. For this campaign, an increase in awareness of certain practices is an objective. Another objective is to receive higher in-store foot traffic. Funneling traffic to the Bass Pro Shops website would be the most ideal result and then "calculate ROI based on factors like website traffic ... and social media interactions" (Cronstedt, 2018, para. 64). These factors line up with the campaign's objectives in raising awareness to conservation and diversity efforts as well as increasing social media presence with relevant, engaging content. The second method used for measuring ROI is through foot traffic at stores. Handly (2020) describes attribution data in foot traffic as an intricate, tough measure marketers have struggled with. Thankfully, this campaign's use of foot traffic would easily be able to determine if the objective of raising store visit numbers was successful. At each store entrance, there are turnstiles that count visitors. Arnold (2015) explains how this worked at a new location when "the turnstiles at the massive store have clicked more than 1 million times since the store opened" (para. 2). The numbers of these visitors at each store would be a valuable measure for calculating ROI for this particular campaign. Then, once visitors are in the stores, they are more likely to make purchases, furthering the overall business's goals.

Due to the highly concentrated social media presence this campaign necessitates, focusing on the effects of these efforts would be the smartest option for calculating ROI. Engagement on social media posts would be the best metric to quantify ROI for this campaign because it would show how many people truly interacted with the posts and the results would determine if the target audience was reached and engaged. "The engagement rate is a metric often used to track how actively involved with your content your audience is and how effective your

Amplifying the Mission

brand campaigns are" (Chen, 2021, para. 14). Engagement goes even further by showing that these audience members directly interacted with the content instead of passively encountering it. Comments and positive sentiment within these comments would prove that the company has influenced how the audience feels towards the company and its efforts, an outcome that was not specified as a goal but is a desired byproduct of the campaign's success.

By offering discounts for online purchases in exchange for email addresses, the company can open another channel for younger audiences to be reached while tracking website visits. Email addresses given at checkout in store is another way to track foot traffic while opening more doors for communicating. Seeing increases in store visits and positive engagements on social media are two more non-monetary ways that this campaign's ROI can be calculated. As in every campaign, a positive ROI reflects success. These metrics can also provide further insights into audience behavior and could even influence broader company goals such as a reinforced positive reputation and higher sales.

Timeline and Budget

Timeline

When originally writing my objectives for this campaign, a three month timeframe was set in accordance with the SMART model that was highlighted by Luttrell and Capizzo (2019). Upon further research and examination into budgetary accommodations, lengthening the campaign to six months (August-February 2022) seemed more realistic.

- 1) Two television advertisements would reinforce messages with older, more loyal audiences while sharing these videos on social media would reach the target audiences. One would kickoff the campaign and the second would come halfway through the campaign.

Amplifying the Mission

- 2) Facebook and Twitter posts relating to conservation and diversity respectively would be continued daily for the duration of the campaign. Any breaking news stories pertaining to the company and these subjects would be used for posts.
- 3) Three Instagram posts per week would feature one post about conservation, one about diversity, and one feature an influencer/celebrity. Five influencers will be chosen to represent the company in the nano and micro-influencer range with anywhere from 1-50,000 followers as laid out by Geyser (2022). Each influencer will post one TikTok video per week where they are interacting with merchandise from Bass Pro Shops and reinforcing the campaign's messages. A corporate TikTok page will also post one video weekly that personifies the company in a positive light while highlighting campaign messages.
- 4) The last weekly component will be a two-and-a-half minute video part of a mini series titled "Conservation Conversation" showcasing the company's efforts in conservation and spotlighting diverse members of the Bass Pro Shops family.

A pro to this timeline is that messages are being repeated and reinforced daily. Certain elements complement daily and other weekly material to communicate the campaign's messages to our target audiences. Another strength is that it will be difficult to ignore campaign material on social media as it will be broadcasted on every relevant, available channel. "Repetition creates consistency, and that's a good thing. Consistent themes and messages build trust and bring results" (Stelter, 2021, para. 11). A potential negative for this timeline could be output barrage that sends our audience into a sensory overload, causing them to tune out further messages from the campaign or our company as a whole. If ample updates on the company's social media pages aren't kept up after the campaign, we could be unable to retain followers and keep interest up.

Amplifying the Mission

Budget

The budget for this campaign was set at \$1,337,394. As a private company averaging between \$6-7 billion annually, \$1,337,394 for a campaign that runs half the year doesn't seem too far of a stretch. The largest components of our budget were our television advertisement placements costs that equalled \$209,400 as outlined by Benitez (2022) and celebrity influencer payments for 3 celebrities totaling \$900,000. Considering some celebrities don't make appearances for less than \$1 million, this number is modest. Paying 3 social media professionals to handle 1 to 2 platforms each costs \$67,500 for six months. Video production costs also came to be \$67,500 for the mini series and \$14,000 for the two commercials from estimation guidance from Forte (2021). To aid in measuring social media, Social Sprout will be used with the most advanced subscription at \$249/month for six months. The final total for this service comes out to be \$1,494. The biggest concern for this budget would be that it may be too zealous. Higher spending numbers don't always equal higher quality content, but a happy medium must be met. Another concern is that a high amount was spent on television placements when television viewership is declining. Nevertheless, these videos would also be shared on social media for higher reach and to target multiple audience segments that Bass Pro Shops serves, creating a larger campaign buy-in. An ideal scenario is that this \$1,337,394 spend yields a positive, satisfactory ROI, every C-suite member's demand.

Amplifying the Mission

Campaign Expense Budget

Enter estimated cost per day

\$ per day **\$6,957.81**

Total budget cost

Total budget period Six Months (Aug-Feb)

Total costs **\$1,337,394.00**

	Content and Costs				
08/1/2022	Advertisement Production Cost	Video Production	\$7,000.00	Twice (2)	\$14,000.00
08/02/2022	Content Creator (Facebook and Instagram)	Social Media	\$117.19	Daily (192)	\$22,500.00
08/02/2022	Content Creator (Instagram)	Social Media	\$117.19	Daily (192)	\$22,500.00
08/02/2022	Content Creator (TikTok)	Social Media	\$117.19	Daily (192)	\$22,500.00
08/1/2022	Television Ad Placement	Video Production	\$104,700.00	Twice (2)	\$209,400.00
08/05/2022	Mini Series Production	Video Production	\$4,500.00	Bi-Weekly (15)	\$67,500.00
08/03/2022	Five Influencer Videos	Influencer Marketing	\$2,500.00	Weekly (30)	\$75,000.00
07/28/22	Influencer Gift Cards	Influencer Marketing	\$500.00	Five Influencers (5)	\$2,500.00
08/02/2022	Three Celebrity Appearances	Influencer Marketing	\$150,000.00	Monthly (6)	\$900,000.00
08/02/2022	Social Sprout Listening	Social Media	\$249	Monthly (6)	\$1,494.00

(END)

Amplifying the Mission

References

Acquisitions by Dick's Sporting Goods. Tracxn. (2022, May 12). Retrieved May 29, 2022, from <https://tracxn.com/d/acquisitions/acquisitionsbyDick's-Sporting-Goods>

Acquisitions by Walmart. Tracxn. (2022, April 28). Retrieved May 29, 2022, from <https://tracxn.com/d/acquisitions/acquisitionsbyWalmart>

Arnold, E. (2015). *Bass Pro's Johnny Morris: 1 million have visited the Pyramid*. Bizjournals.com. Retrieved July 7, 2022, from <https://www.bizjournals.com/memphis/news/2015/08/04/bass-pros-johnny-morris-1-million-have-visited-the.html>

Bass Pro Shops . (2021, February 4). *Bass Pro Shops andabela's Super Bowl Commercial 2021: Get back to nature*. YouTube. Retrieved June 5, 2022, from <https://www.youtube.com/watch?v=yfLz54hzpPs&t=2s>

Bass Pro Shops. (2021, November 10). *Diversity and inclusion: Bass pro shops*. Bass Pro. Retrieved June 15, 2022, from <https://about.basspro.com/community/diversity-and-inclusion/>

Bass Pro Shops. (2022, April 20). *America's largest conservation movement: Bass Pro Shops*. Bass Pro. Retrieved June 16, 2022, from <https://about.basspro.com/conservation/>

Bass Pro Shops. (n.d.). *Gone fishing*. The Shorty Awards. Retrieved June 5, 2022, from <https://shortyawards.com/9th/gone-fishing-4>

Benitez, M. R. (2022, February 7). *Everything you need to know about TV advertising costs*. Fit Small Business. Retrieved June 29, 2022, from <https://fitsmallbusiness.com/tv-advertising/>

Amplifying the Mission

- Bialik, K., & Fry, R. (2021, May 26). *Millennial life: How young adulthood Today compares with prior generations*. Pew Research Center's Social & Demographic Trends Project. Retrieved June 4, 2022, from <https://www.pewresearch.org/social-trends/2019/02/14/millennial-life-how-young-adulthood-today-compares-with-prior-generations-2/>
- Biggs, M. (2021). *2021 Annual Report - s23.q4cdn.com*. Walmart.com. Retrieved May 30, 2022, from https://s23.q4cdn.com/981382065/files/doc_financials/2021/ar/Dow_Inc_2021_Annual_Report.pdf
- Boyd, C. (2022, May 18). *Sprout social review 2022: Features, pricing & more*. The Motley Fool. Retrieved July 9, 2022, from <https://www.fool.com/the-ascent/small-business/social-media/sprout-social-review/>
- Brito, M. (2020, April 25). *Brand relevance: How to identify untapped opportunity*. brandknewmag. Retrieved June 16, 2022, from <https://www.brandknewmag.com/brand-relevance-how-to-identify-untapped-opportunity/>
- Bureau, U. S. C. (2021, September 14). *Income and poverty in the United States: 2020*. Census.gov. Retrieved June 4, 2022, from <https://www.census.gov/library/publications/2021/demo/p60-273.html>
- Byers, J. (2021, September 13). *KKR to sell \$852M stake in Academy Sports*. Front Office Sports. Retrieved May 29, 2022, from <https://frontofficesports.com/kkr-to-sell-off-852m-stake-in-academy-sports/#:~:text=KKR%20acquired%20its%2020%25%20of,Big%2012%20Conference%20in%202020.>

Amplifying the Mission

- Carmicheal, K. (2022, January 12). *How to drive traffic with content amplification*. HubSpot Blog. Retrieved June 15, 2022, from <https://blog.hubspot.com/marketing/content-amplification>
- Chen, J. (2021, September 21). *The most important social media metrics to track*. Sprout Social. Retrieved July 7, 2022, from <https://sproutsocial.com/insights/social-media-metrics/>
- Cision . (2021, February 4). *Bass Pro Shops founder Johnny Morris invites everyone to "Get back to nature" in Super Bowl debut*. Cision PR Newswire. Retrieved May 29, 2022, from <https://www.prnewswire.com/news-releases/bass-pro-shops-founder-johnny-morris-invites-everyone-to-get-back-to-nature-in-super-bowl-debut-301222760.html>
- Communications, D. H. A. (2019, March 12). *Developing a communications strategy*. Go to NCVO Knowhow. Retrieved June 9, 2022, from <https://knowhow.ncvo.org.uk/campaigns/communications/communications-strategy>
- Cronstedt, J. (2018, January 9). *Roi: What is it, Formula & 5 ways to measure your marketing roi*. Medium. Retrieved July 7, 2022, from https://medium.com/@jcron_89878/roi-what-is-it-formula-5-ways-to-measure-your-marketing-roi-9e67903e9cbf
- Davis, H. (2022, March). *2021 Annual Report- Academy Sports + Outdoors*. Academy Sports and Outdoors, Inc. Retrieved May 29, 2022, from <https://investors.academy.com/>
- Edwards, M. (2020, November 5). *The 5 active generations and how to market to them*. Green Buzz Agency. Retrieved June 4, 2022, from <https://greenbuzzagency.com/marketing-psychographics-talking-about->

Amplifying the Mission

my-generation/#:~:text=Millennials%20make%20up%20the%20most,of%20creatives%20and%20multi%2Dtaskers.

Forte, J. (2021, August 31). *How much does video production cost?* DMAK.

Retrieved June 29, 2022, from

<https://dmakproductions.com/blog/how-much-does-video-production-cost/>

Frey, W. H. (2022, March 9). *The millennial generation: A demographic bridge to America's diverse future*. Brookings. Retrieved June 4, 2022, from

<https://www.brookings.edu/research/millennials/>

Funk, C., Tyson, A., & Kennedy, B. (2021, May 26). *Gen Z, millennials stand out for climate change activism, social media engagement with issue*. Pew

Research Center Science & Society. Retrieved June 4, 2022, from

<https://www.pewresearch.org/science/2021/05/26/gen-z-millennials-stand-out-for-climate-change-activism-social-media-engagement-with-issue/>

Gallagher, J. (2021, December 13). *How a \$6 Bass Pro Shops Hat became a fashion trend*. The Wall Street Journal. Retrieved May 28, 2022, from

<https://www.wsj.com/articles/bass-pro-shops-trucker-hat-became-a-fashion-trend-11639421814>

Garcia, D. (2021, September 29). *Bass Pro has "gone fishing"*. Hook & Barrel.

Retrieved May 29, 2022, from

<https://hookandbarrel.com/fishing/bass-pro-has-gone-fishing/>

Geyser, W. (2022, June 24). *Influencer rates: How much do influencers really cost in 2022?* Influencer Marketing Hub. Retrieved June 29, 2022, from

<https://influencermarketinghub.com/influencer-rates/>

Amplifying the Mission

- Gilch, N. (2022). *Dick's Sporting Goods reports first quarter results*. Investor Relations. Retrieved May 29, 2022, from [https://s27.q4cdn.com/812551136/files/doc_financials/2022/q1/DKS-2022.04.30-Ex.-99.1-Earnings-Release-\(PRN-Milestone-May-24,-0312-pm\).pdf](https://s27.q4cdn.com/812551136/files/doc_financials/2022/q1/DKS-2022.04.30-Ex.-99.1-Earnings-Release-(PRN-Milestone-May-24,-0312-pm).pdf)
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
- Gupta, N. (2022). *2021 Annual Report- Dick's Sporting Goods*. Annual Reports. Retrieved May 29, 2022, from https://s27.q4cdn.com/812551136/files/doc_financials/2021/04/Annual-Report-Fiscal-2020_FINAL.2.pdf
- Handly, B. (2020, January 28). *Council post: How to reliably solve for foot traffic attribution*. Forbes. Retrieved July 7, 2022, from <https://www.forbes.com/sites/forbestechcouncil/2020/01/28/how-to-reliably-solve-for-foot-traffic-attribution/?sh=5aafc77f378f>
- Helms, G., Kaufman, N., Mehta, N., Saylor, N., Scaglione, C., & Wirth, J. (2018). *Fall 2018 millennials on millennials - nielsen*. Nielsen. Retrieved June 5, 2022, from <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/millennials-on-millennials-shopping-insights-report.pdf>
- Here's how much the average American spends in a day - how do you measure up?* Sunmark Credit Union | The Bright Way To Bank - New York Capital Region. (n.d.). Retrieved June 4, 2022, from <https://www.sunmark.org/connect/sunmark-360/heres-how-much-average-american-spends-day-how-do-you-measure>
- Holman, G. J. (2021, February 23). *Bass Pro Shops named to top 10 'America's best large employers' in forbes survey*. Leader. Retrieved May 15, 2022,

Amplifying the Mission

from

<https://www.news-leader.com/story/news/local/missouri/2021/02/23/bass-pro-shops-ranked-top-10-americas-best-large-employers-forbes-magazine/4544722001/>

Kowal, E. (2022, January 15). *What is an online newsroom & why do you need one?* Prowly Magazine. Retrieved May 15, 2022, from <https://prowly.com/magazine/need-online-newsroom/>

Lebow, S. (2021, July 30). *Social Media holds more sway over millennials than gen Z.* Insider Intelligence. Retrieved June 4, 2022, from https://www.emarketer.com/content/millennials-social-media-gen-zers?_gl=1%2A1me5d0r%2A_ga%2AMTMzNDU2MTQ0Mi4xNjU0MzgwNTAy%2A_ga_XXYLHB9SXG%2AMTY1NDM4MzlyOC4yLjAuMTY1NDM4MzlyOC4w&_ga=2.168081956.403505349.1654380502-1334561442.1654380502

Luttrell, R. M., & Capizzo, L. W. (2019). *Public relations campaigns: An integrated approach* (First). SAGE Publications, Inc.

MarketLine, a Progressive Digital Media business. (2017). *MarketLine Company Profile: Bass Pro Shops, Inc.* EBSCOHost. Retrieved May 28, 2022, from <https://web-p-ebscohost-com.lp.hscl.ufl.edu/ehost/pdfviewer/pdfviewer?vid=3&sid=63eaca82-8f74-4842-b361-f01642e0a554%40redis>

McPhee, R. (2021, April 23). *Consumer trends report: Shopping Habits by generation.* Jungle Scout. Retrieved June 4, 2022, from <https://www.junglescout.com/blog/millennial-shopping-habits/>

Media Radar. (n.d.). *Bass Pro Shops Advertiser Profile*. MediaRadar Advertiser Profile Pages. Retrieved June 29, 2022, from <https://advertisers.mediaradar.com/bass-pro-shops-advertising-profile>

Amplifying the Mission

Meet founder Johnny Morris: Bass Pro Shops. Bass Pro Shops. (2020, November 17). Retrieved May 12, 2022, from <https://about.basspro.com/our-founder/>

Millennials infographic. Goldman Sachs. (n.d.). Retrieved June 4, 2022, from <https://www.goldmansachs.com/insights/archive/millennials/>

Parker, K., & Igielnik, R. (2020, May 14). *On the cusp of adulthood and facing an uncertain future: What we know about gen Z so far.* Pew Research Center's Social & Demographic Trends Project. Retrieved June 4, 2022, from <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>

Parr and Associates. (2014, January 4). *How to SWOT analysis.* YouTube. Retrieved May 28, 2022, from <https://www.youtube.com/watch?v=NVwQNOLu808&feature=youtu.be>

Pono, M., & Jammi, N. (2021, February 9). *Competitive analysis: How to conduct a competitive analysis.* Myk Pono. Retrieved May 29, 2022, from <https://www.mykpono.com/how-to-conduct-competitive-analysis/>

Resorts and outdoor destinations: Bass Pro Shops. Bass Pro. (2022, January 25). Retrieved May 15, 2022, from <https://about.basspro.com/resorts-and-outdoor-destinations/>

Shah, S. (2021, November 16). *Dick's Sporting Goods is using its loyalty program to better target customers.* Modern Retail. Retrieved May 29, 2022, from <https://www.modernretail.co/retailers/dicks-sporting-goods-is-using-its-loyalty-program-to-better-target-customers/#:~:text=Over%20the%20ye>

Amplifying the Mission

ars%2C%20the%20company,program%20and%20even%20tech%20acquisitions.

So how many millennials are there in the US, anyway? (updated). Marketing Charts. (2022, May 26). Retrieved June 4, 2022, from <https://www.marketingcharts.com/featured-30401>

Stelter, N. (2022, January). *Repetition is powerful: Why frequency makes your marketing more effective.* Blog.Stelter.com. Retrieved June 19, 2022, from <https://www.google.com/amp/s/blog.stelter.com/2021/12/29/repetition-is-powerful-why-frequency-makes-your-marketing-more-effective/amp/>

Team, E. (2022, June 8). *12 tips to get buy-in from internal and external project stakeholders.* ProjectPractical.com. Retrieved June 17, 2022, from <https://www.projectpractical.com/12-tips-to-get-buy-in-from-internal-and-external-project-stakeholders/>

Tennant, F. (2015, November). *The importance of corporate social responsibility.* Financier Worldwide. Retrieved May 15, 2022, from <https://www.financierworldwide.com/the-importance-of-corporate-social-responsibility>

White, C. (2021, November 24). *What's a competitive analysis & how do you conduct one?* HubSpot Blog. Retrieved May 29, 2022, from <https://blog.hubspot.com/marketing/competitive-analysis-kit>

Willis, J. (2022, February 14). *Super Bowl commercials: The best of this year's million-dollar spots.* ESPN. Retrieved June 5, 2022, from https://www.espn.com/nfl/story/_/id/33253901/super-bowl-commercials-best-year-million-dollar-spots

Amplifying the Mission

Yuen, M. (2021, December 14). *Resident population in the United States in 2021, by generation*. Insider Intelligence. Retrieved June 4, 2022, from <https://www.insiderintelligence.com/charts/united-states-population-by-generation/#:~:text=How%20big%20is%20the%20Gen,sexually%20diverse%20generation%20in%20history.>