

## When to Advertise?

Our first step in determining when to advertise was to figure out the months of the year that Canadians tend to search for real estate. Using Google's Adwords® search tools, we analyzed the number of keyword searches made on Google.com over the previous twelve months related to Eastland and purchasing property (specifically oceanfront and ocean view property). From this analysis, we were able to infer which months would be the most desirable for advertising the product. We found that the lowest numbers of searches occurred in November and December, implying that relatively fewer people are interested in buying land in Eastland during these months.

In contrast, the highest number of Google searches occurred in August, with July and September closely behind. We believe the reason for this is the high number of tourists that visit the province in the summer months. A percentage of these visitors inevitably fall in love with it and decide they want to purchase real estate here. The summer months are also typically when people tend to think about moving.

Moderately high numbers of relevant keyword searches also occurred from January to April. We believe this occurs because in these months, people are getting tired of winter, and are beginning to explore the possibility of achieving their fantasy of an oceanfront home near a sandy beach.

In light of these data, we conclude that the majority of advertising would best be targeted to potential clients in B.C., Alberta, and Ontario between January and June. This schedule would give interested buyers adequate time to plan a summer vacation to Eastland to view the Sea Breezes lots. Advertising within the province of Eastland should occur during the summer months, when tourist traffic is at its peak. Ongoing advertising for the rest of the calendar year will be achieved through:

- Highway signage near the site (costs not included in this plan)
- Presence in the Halton Visitor's Guide purchased in November 2008
- The MLS listing with the realtor, available online 24 hours a day
- The Sea Breezes website

## Positioning

In any advertising campaign, the next step after classifying customers into target groups is to identify which target group would be most attracted to the product. That group becomes the primary target of the campaign, and the images, messages, ideas, and

appeals of the campaign's advertisements are accordingly designed to attract that group. This process is called "positioning."

The reason one group is usually singled out above others is to prevent the advertising campaign from becoming too broad, inconsistent, and disjointed to be effective (e.g., advertisements that aim to attract many groups at once may appeal perfectly to one group but actually alienate another group). Note that advertising should focus on a target group *primarily*, but not *exclusively*; the idea is to be as specific as possible while also being as inclusive as possible.

With this basic advertising theory in mind, Sea Breezes' advertisements would need to position itself differently to each of the four groups listed in the previous section, depending on which group is to be chosen as the primary target group. Our suggestions regarding positioning for each of these groups are described below:

1. The first consumer target group, Second Home Buyers, will be considering Eastland for a "simpler, slower-paced lifestyle." The people in this group will be attracted to the fishing village life, where there is no traffic, no noise or congestion; just the sound of the ocean, fresh air, and friendly neighbours. They will respond to images and words that evoke feelings of calm, simplicity, and traditional images of the sea and its surrounds. The value of the property for the future will also be of interest to this group.
2. Retirees will find Eastland attractive due to its coastal beauty and older demographic. They will be looking for a quiet community close to major health centres, with a wide assortment of leisure activities, and with low crime rates. Advertising that would be attractive to this group would ideally contain content that showcases these selling points.
3. One of our target groups, the Investor, will look towards Eastland real estate as an affordable investment, with potential for growth. Across Canada, the Maritimes are the only areas poised to see a positive growth in property value. Investors would respond to ads that highlight these facts and figures.
4. The final target group is the Expatriated Eastlanders who, having "paid his dues" working in the west for the past twenty-five years, is ready to "come home." He or she would find it hard to resist images and words evoking thoughts of home.

As we mentioned, it is considered wiser to market advertising primarily at one target group rather than trying to target all four at once. Our recommendation is that Sea Breezes advertisements primarily target the **Second Home Buyers** group. We selected this group as the primary target not only because it comprises the largest

number of potential buyers among the four groups, but also because advertising that targets this group would almost certainly be equally attractive to at least two of the other groups. For example, many of the selling points highlighted in advertising to Second Home Buyers (such as affordability, a slow-paced lifestyle, and an appreciating real estate market) would also be attractive to members of the Investors and Retirees groups. And of course, Expatriate Eastlanders would respond positively in any case to images of their home province.

We already mentioned some general guidelines in terms of positioning advertising for Second Home Buyers. Specifically, ads should be designed in a manner that echoes the following characteristics shared by members of this group:

- The Second Home Buyers target group is eager to find a quieter and simpler place to build a second home that will eventually become the couple's retirement home. They have 10 to 20 years of income earning potential remaining, and want to cushion the financial transition to retirement by purchasing affordable land in a desirable oceanside setting now, and building their dream home later.
- Working in high-stress, urban-based careers, they relax by walking or running, entertaining with friends and family, and enjoying nature. They are still connected to their current address, with children and friends taking a central role. However, because the day their children are launched into their own careers is finally within sight, they are now taking time to revisit their own dreams.
- They dream about sailing on the ocean, kayaking among beautiful scenery, and seeing wildlife outside their back door.
- After years of urban alienation, they want to be appreciated. They want to live in a community where clerks at the grocery store know their names and are glad to have their business, where neighbours look out for neighbours, and people take time to pursue leisure.
- Conscious of their carbon footprint, they want to live in a simpler way, rely more on "green" technologies, and generally "downsize" their lives.