
CORINTH HOLDERS HIGH SCHOOL

CREATIVE MARKETING PROJECT

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DATE

MARCH 15, 2019

PROPOSED BY

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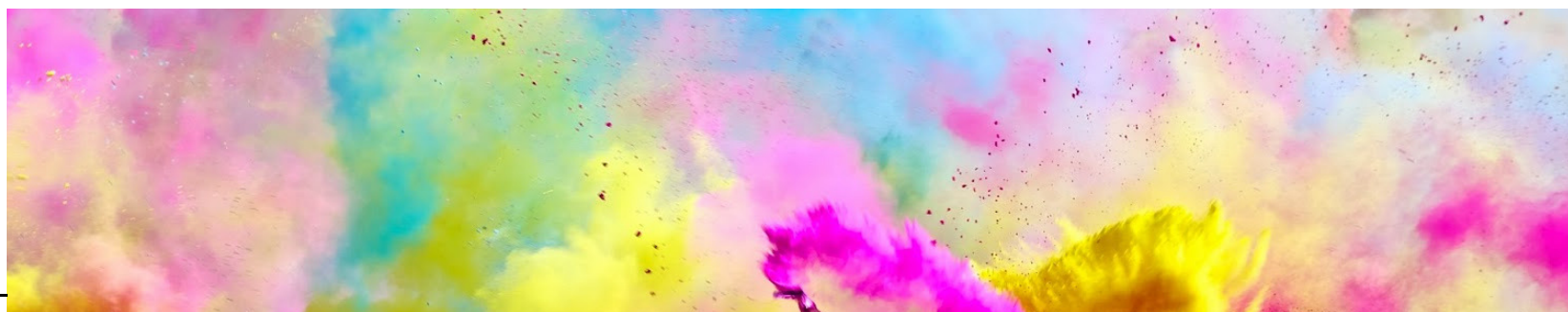
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I. EXECUTIVE SUMMARY

BENEFICIARY DESCRIPTION

Over the course of the last seven months, Corinth Holders DECA and the Creative Marketing project team have been working with the Harbor Shelter, located in Smithfield, North Carolina. The Harbor Shelter is a non-profit organization that is based on their intent of wanting to provide a safe, friendly, and loving home for women and children who have been victims of domestic abuse. The shelter is open 24 hours a day, 365 a year. This is because the women who operate the organization understand that domestic violence knows no boundaries and can happen at any time to anyone. For this reason, the shelter also has multiple bilingual contacts who are able to assist families who may not understand English.



Corinth Holders DECA decided to focus our efforts on the Harbor Shelter due to the locality of the shelter as well as Johnston County, North Carolina being ranked as the county with the highest domestic violence rate in the state. The Harbor Shelter is the only domestic violence center in the county, so it was decided that, through the connections of the students, our DECA chapter would focus on raising funding for the shelter and awareness of domestic violence.

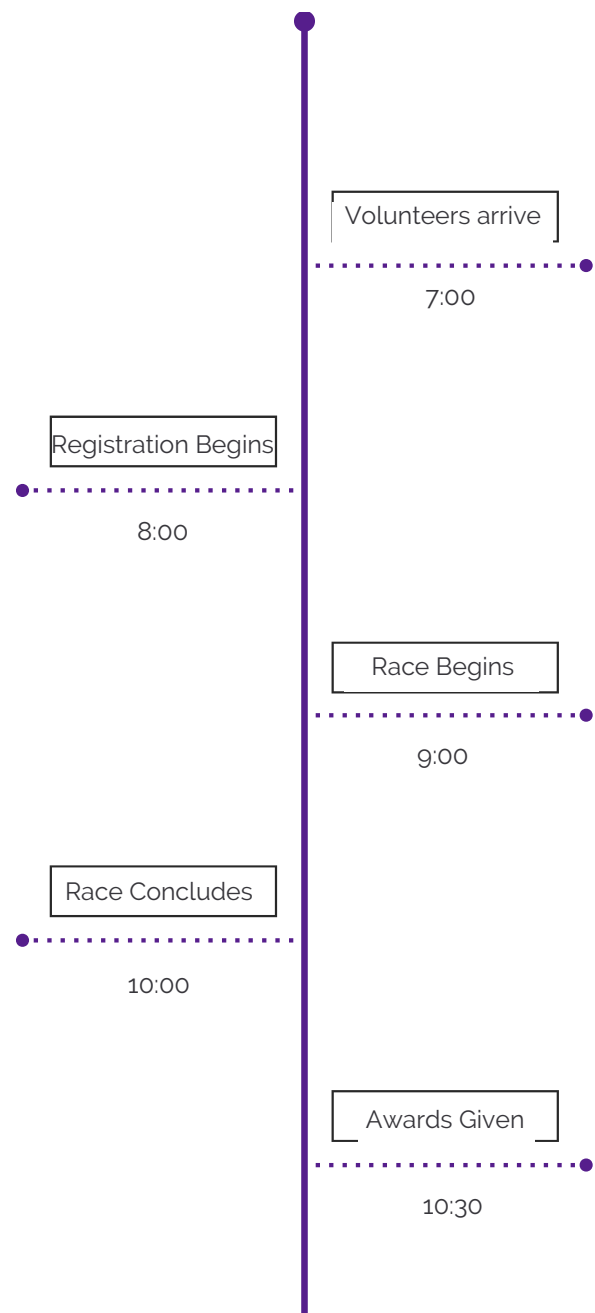


HARBOR
OF JOHNSTON COUNTY
SAFE HAVEN FOR FAMILIES

DESCRIPTION OF THE MAIN EVENT

Saturday, October 27, 2018 Timeline

On Saturday, October 27, 2018, the Corinth Holders DECA Creative Marketing chapter project team led the chapter in coordinating a 5K Color Run, dubbed the "Run for Her DECA Dash." The 5k was a huge success, all of the profit went to the Harbor Shelter, the community became more aware of the shelter and the severity of domestic violence, and we got more participation than we could imagine. But before any of that could happen we had to go further in depth about the Harbor Shelter and domestic violence. As we researched we found out their success has been dwindling over the years, we sat down with Executive Director, Kay Johnson, to find out why. Ms. Johnson shared with us that she felt the struggle has to do with lack of publicity and community support. We learned about programs the Harbor Shelter holds to help women become more independent, we also learned about their boutique that has helped them greatly over the years. After the interview we knew it was time to start the long path to propose and eventually execute the 5k.



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OUTCOMES OF THE PROMOTIONAL EFFORTS

There were many positive outcomes of the promotion used for the benefit of the Harbor Shelter. These benefits include the amount of funding raised for the shelter, the number of chapter members who were involved in the different events during school, after school, and on the weekends, and the amount of awareness we were able to spread about domestic violence in our community.



The form of promotion that we found worked best in efficiently transmitting the message to students of Corinth Holders High School was social media. We had predicted that this would be the most popular form of promotion in teens based off the number of students who own smartphones and the percentage of those students who use social media with said smartphones. With such a significant issue being presented, the Creative Marketing project team felt it would be best to cover multiple bases when marketing the variety of events that were held for the Harbor Shelter. These events include: 5K Color run, flower pot painting, youth council, game nights, movie nights, and family nights. All of these events were a fantastic way to bring people together for a great cause and raise awareness about the issue of domestic violence in Johnston County, raise money for the shelter, and provide the families who are victims of domestic violence with words of encouragement and things that can bring them comfort.



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II. INTRODUCTION

A. Statement of the Problem

Domestic violence has been an ongoing issue that is continually rising to the forefront of today's media. The topic is often ignored or overlooked due to its extreme sensitivity. The voices of victims and advocates are not always heard due to a wide variety of reasons. Though the women are being abused and violated, when spoken of, the media often paints the situation as optional and the victims as being culpable. This is not always the case, especially when one is stranded in a unique situation.

The Harbor Shelter is a domestic violence center located in Smithfield, North Carolina that serves to help the women and children who are victims of domestic violence. A home is provided by the Harbor Shelter for those who desire to leave an unhealthy situation. This is very beneficial to these victims, but costly to the shelter. The main issue with this organization is that they solely rely on outside sources for funding and they usually do not know where to turn for help or how to ask for it. The shelter relies on finances raised through charity events to keep the organization afloat.

B. SIGNIFICANCE OF THE PROBLEM STUDIED

Women and children who have experienced a domestic violence situation may suffer from a lack of self esteem, mental health issues, and a large variety of other physical, mental, and emotional long-term effects. These individuals are a high suicide risk given the potentially traumatic experiences they endured. It can take time for them to adjust to living in a safe environment, especially if the heinous acts committed were extremely violent in nature or were committed over an extended period of time. It often takes a long time for victims of domestic violence to adjust to a normal state of mind as well. The effects of trauma vary widely person to person due to how certain individuals' respond to age, stress, and the severity and/or frequency of the abuse.

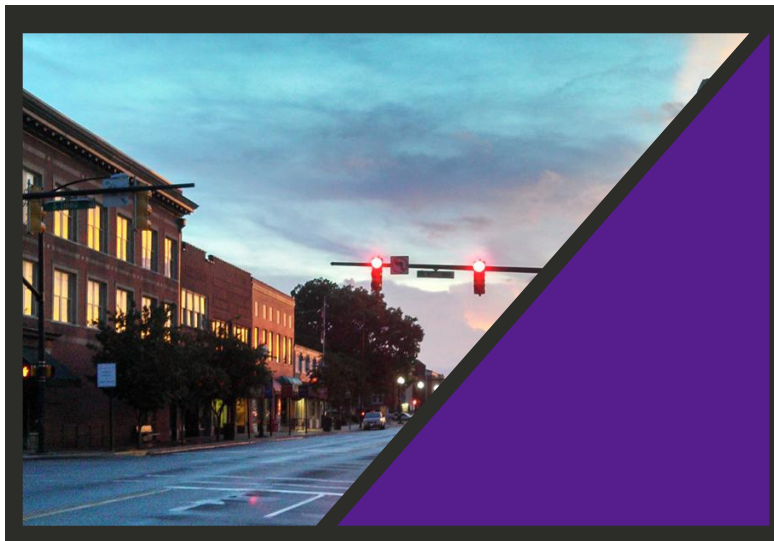


II. INTRODUCTION



C. DESCRIPTION OF THE BUSINESS AND COMMUNITY

On Buffalo road in Smithfield, North Carolina, there's a small facility known as the Hope Harbor Home, or more popularly, Women's Harbor Shelter. This small shelter has been a beacon of hope and a safety home away from domestic violence for over 150 women and children just this year alone. The shelter knows that domestic violence can happen any time and any day, it doesn't have a schedule; and that's why it's the only shelter in Brunswick county that's open 24 hours a day, every day, all year long. The shelter also knows that domestic violence has no culture or language and so the shelter has 24/7 bilingual and bicultural workers for Hispanic victims who may not know English. The Harbor Shelter knows the importance of educating that's why they've taken the time to do more than 200 presentations in schools focused on bullying, dating violence, sexual harassment, self esteem, stalking, and many other social injustices that are seen as too sensitive to discuss.

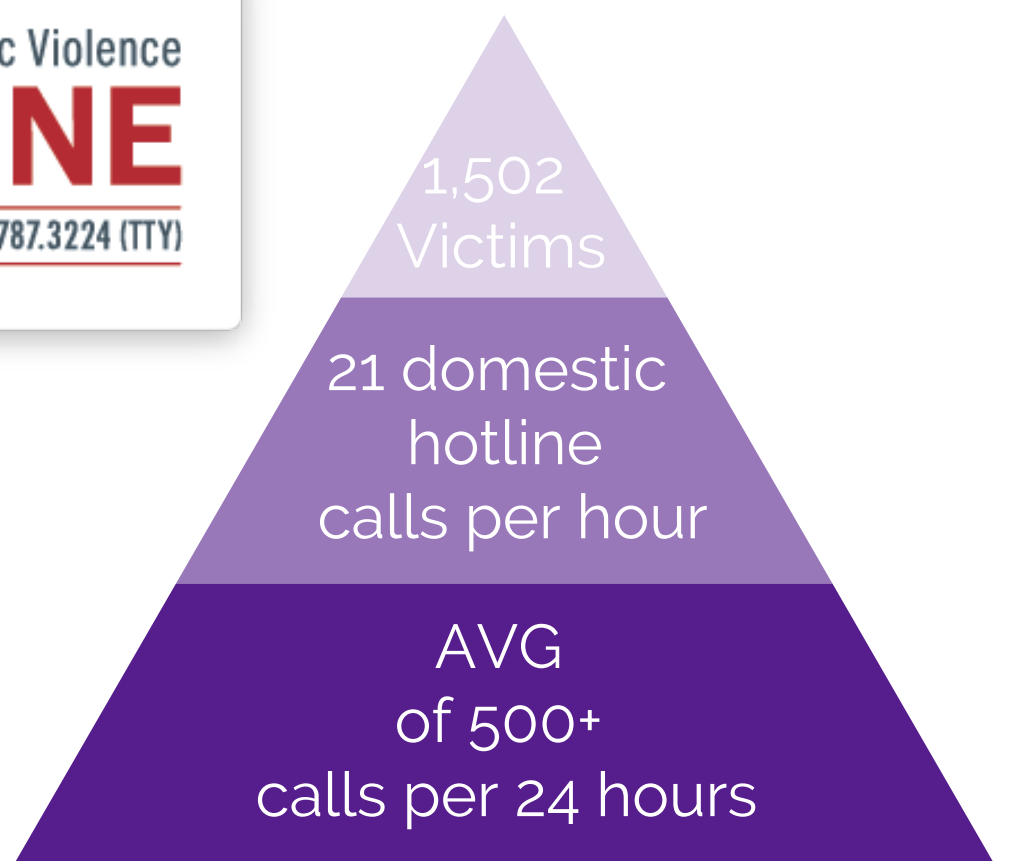


III. PROCEDURES AND RESEARCH METHODS USED

A. DESCRIPTION OF SECONDARY RESEARCH CONDUCTED

Corinth Holders DECA chapter campaign teams were able to find an astounding amount pre-existing information on domestic violence, the topic being focused on, on a local and national level. After searching the internet and filtering out statistics that didn't match, we discovered a great amount about the severity of domestic violence, and how many are impacted. One of our best sources was The North Carolina Coalition Against Domestic Violence, they provided a large amount of accurate statistics of domestic violence in our state. We decided to compare these statistics to their national counterparts provided by the National Coalition Against Domestic Violence. The North Carolina summary from the National Census of Domestic Violence Services references a 24 hour survey that revealed that 513 hotline calls made to local and state hotlines, averaging 21 hotline calls every hour. In 2017, a staggering 1,502 victims have been supported by emergency shelters in North Carolina alone. Services such as these are provided through the Harbor Shelter, but have shown to be costly, as there's not many ways for them to generate profit.

These statistics painted a detailed picture of the chapter's problem of focus and laid the groundwork for the creative marketing project. The information was also used to determine where to best focus efforts for advertising the Harbor Shelter and related events that it would be holding, or events that would be held by Corinth Holders DECA.



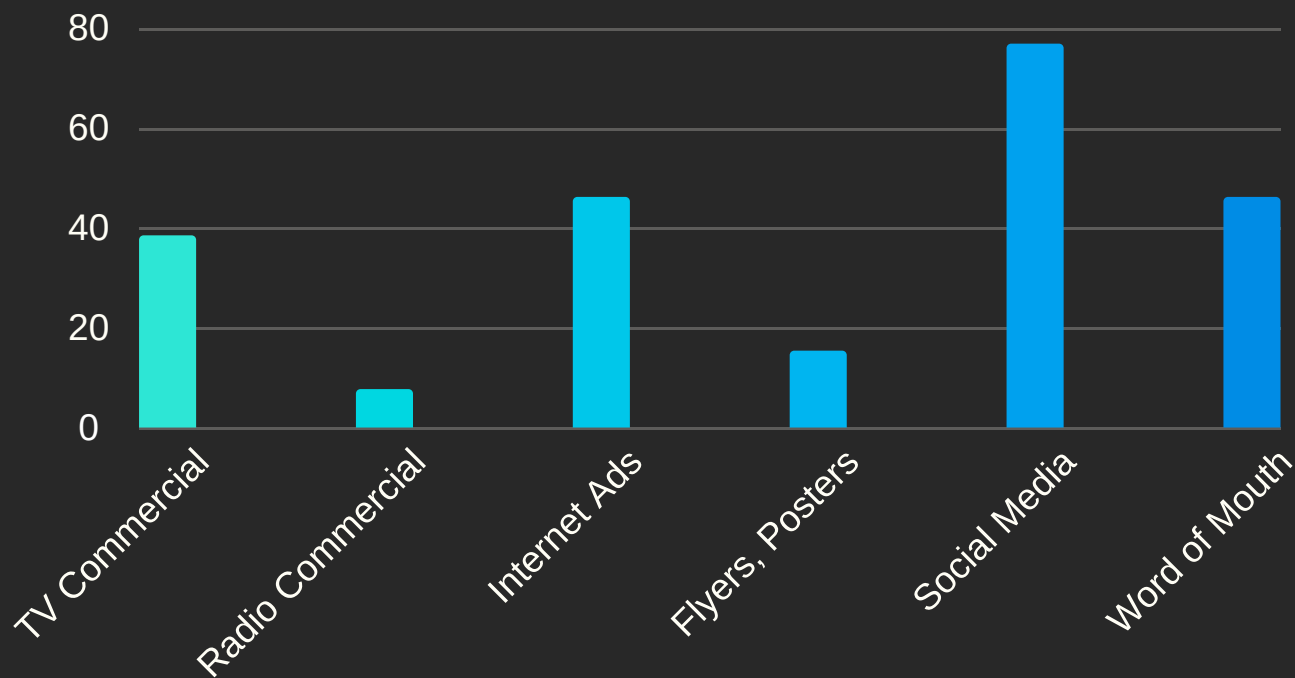
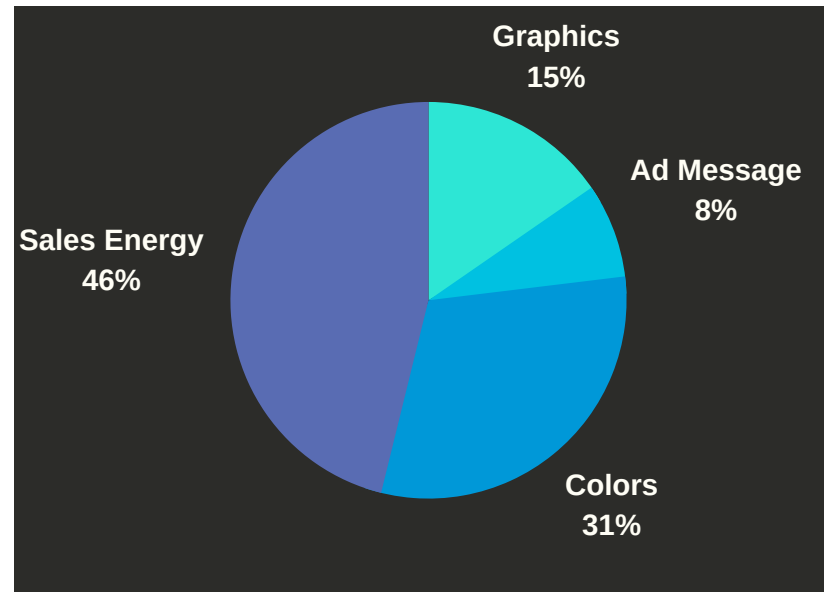
III. PROCEDURES AND RESEARCH METHODS USED

B. DESCRIPTION OF PRIMARY RESEARCH CONDUCTED

In starting the development phase of our project, we knew it would be important to collect data to allow the chapter and the community members to understand the Harbor Shelter's mission as well as their struggles. We also knew it would be important to see how many of our peers, and chapter members knew about the Harbor Shelter and what they had to offer, as well as if they knew about the severity of domestic violence and how likely it is. To obtain this information, a

survey was sent out by the Creative Marketing team to students at Corinth Holders. This survey was composed of introductory questions, questions about the Harbor Shelter and domestic violence, questions concerning which forms of promotion are most effective in reaching students, and what qualities said advertisements consist of.

Now that we had the opinions of our peers, and chapter members, the Corinth Holders DECA Chapter could begin creating eye-catching advertisements that would grab the attention of chapter members, classmates, faculty, and the local community. All that was left was to figure out what exactly we'd be promoting.



III. PROCEDURES AND RESEARCH METHODS USED

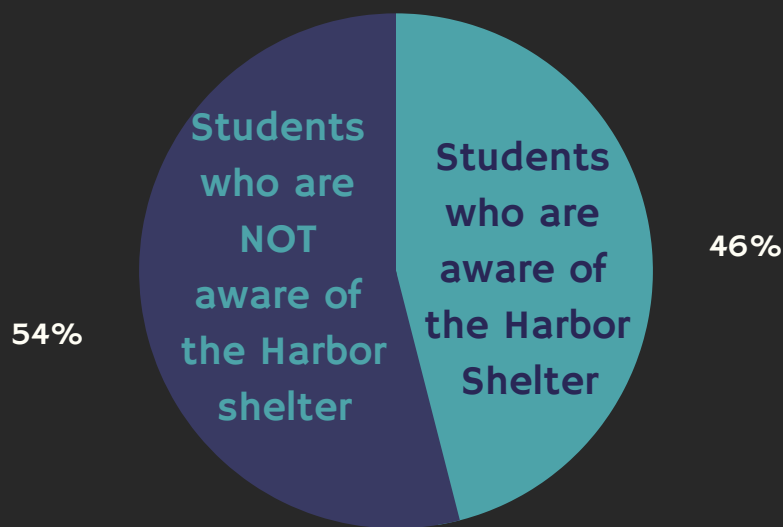
C. DESCRIPTION OF INVOLVEMENT OF CHAPTER MEMBERS AND BUSINESSPEOPLE

To benefit the Harbor Shelter, the CHHS DECA Chapter decided to purpose a 5k Color Run, dubbed the “Run for Her DECA Dash.” This event was the first of many held that will benefit the Harbor Shelter as well as create awareness for domestic violence. Chapter members have been great with getting involved with DECA events organized by the chapter project teams at Corinth Holders. Members have volunteered for the events, namely the 5k, the breakfast with Santa, and many have expressed interest in joining a youth council. Our goal of member involvement was 70%. The community has also been involved including local businesses that have sponsored the events to help in generating funds and promotional reach for the events that have been and will be held that will benefit Harbor Shelter and domestic violence awareness.



IV. FINDINGS AND CONCLUSIONS

A. PRESENTATION OF FINDINGS, DATA TO SUPPORT FINDINGS



Through the procedures that were used to obtain information concerning Corinth Holders students' knowledge of domestic violence and the Harbor Shelter, we found that most of the students who were surveyed have a minor to moderate amount of knowledge on the subject and the shelter.

54% of the surveyed students had NOT heard of the Harbor Shelter and did not know what it stands for, while the other 46% knew that the shelter was created to support individuals and families that had been affected by domestic violence.

The most important part of the survey that was used was determining what methods of advertising are most effective when it comes to getting word across to teenagers about an idea or problem. 39% of the sample survey group said that television commercials reach them most effectively. 77% said that social media is the best way to advertise towards high school aged students. Other options on the survey consisted of word of mouth advertising (46%), fliers and/or posters (15%), internet ads (46%), and radio commercials (8%).

The final, main portion of the survey asked students what catches their attention most in an advertisement. The most popular answer among those surveyed was the energy of the spokesperson, with 46% saying that is what they look for most in an advertisement. The other popular options were colors (31%), graphics (15%), and the message that the advertisement was trying to get across (8%).



IV. FINDINGS AND CONCLUSIONS

B. PRESENTATION OF CONCLUSIONS, RATIONALE TO SUPPORT CONCLUSIONS

With this information, the Creative Marketing team was able to conclude how to advertise towards high school students and members of the community. With numerous DECA events coming up throughout the remainder of the school year, this is important information because it allows the CHHS DECA chapter to determine what forms of advertising would best get the message across about the organization that would benefit. These events are extremely important and they are a fantastic way to get chapter members and the local community involved outside of school for a good cause.

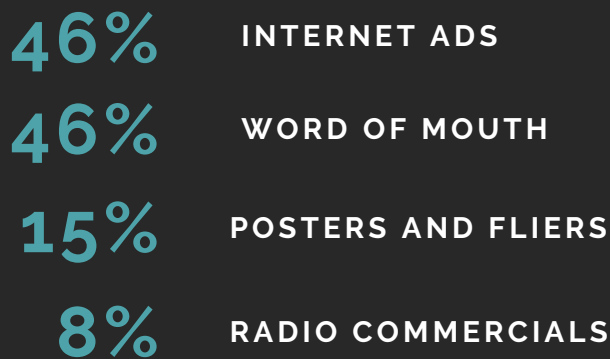
THE STUDENTS

77% FOR SOCIAL MEDIA ADVERTISING

39% FOR TELEVISION COMMERCIALS

Employee Opinion Survey

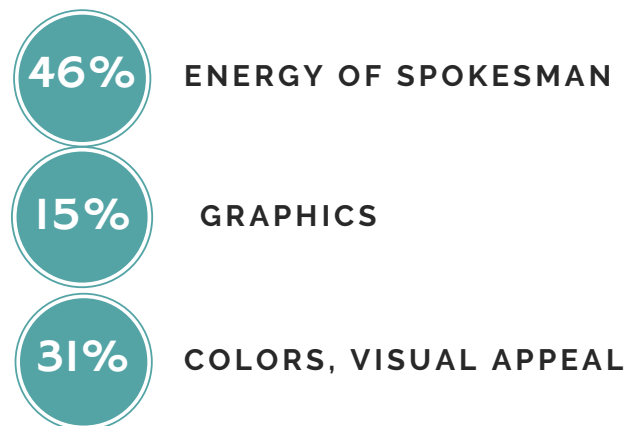
October 25, 2018



With the information received, it seems that using social media platforms such as Twitter, Instagram and Facebook will be the most effective form of advertising. These platforms will efficiently get word out about DECA sponsored events for the Harbor Shelter through the use of high energy videos, colorful and visually appealing fliers, and possibly even advertisements on the radio or Johnston County home page.

What do our respondents feel is important in an advertisement?

AN OPINIONATED SURVEY ON WHAT MAKES AN AD STAND OUT



V. RECOMMENDATIONS

A. RECOMMENDATIONS RESULTING FROM THE STUDY

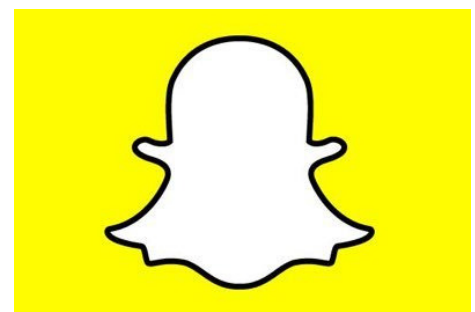
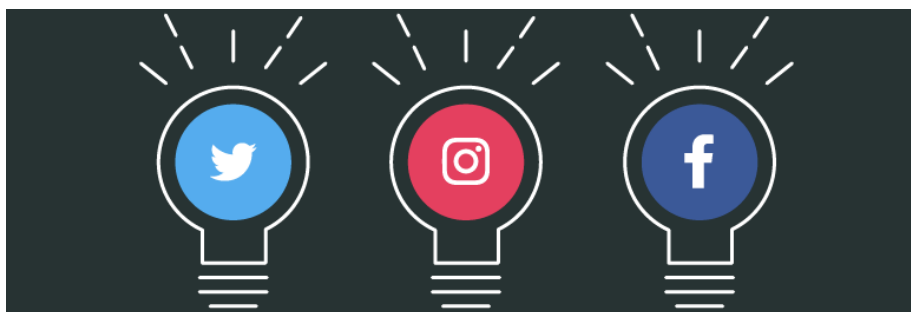
Based off of the lack of knowledge about the Harbor Shelter, domestic violence, and the awareness for the issue from students at Corinth Holders, we recommend that the Harbor Shelter create and focus its promotional efforts on a youth council. A youth council could be beneficial to teach the youth of our local area about the severity and realness of domestic violence. Domestic violence is not something that only affects adults, abusive relationships can start as early as in high school, by forming this youth council this could teach teenagers how to avoid or escape abusive relationships and help others who might be in one.

After reviewing the results from our survey, recommend that the Harbor Shelter promotes the youth council through social media. This generation of teenagers and young adults are always attached to their cellular devices, and see nearly everything there is occurring locally, nationally, and internationally due to the various news outlets online and the multiple platforms of social media that are used. The most popular being Instagram, Twitter, and Snapchat. Nearly all the teens in the target market use these platforms on a daily basis, and they would be prime options to use for promotion.

Although teenagers are the main demographic, the Harbor Shelter could also promote to parents. Through apps like Facebook, parents could see advertisements about opportunities focused on benefiting the local community and getting involved for a good cause. This could encourage them to try to get their family, and especially their teenagers, as involved as possible.

PERCENTAGE OF TEENS USING SOCIAL MEDIA

INSTAGRAM: 72%
SNAPCHAT: 69%
TWITTER: 47%



V. RECOMMENDATIONS

B. Projected Outcomes from Implementing Recommendations

Through the implementation of the aforementioned promotion of the youth council, the Harbor Shelter could expect to see a rise in teen interest towards creating domestic violence awareness in the local area. If the social media promotions are effective in reaching the target market, then students will get involved in the community. Teens nowadays are not very involved in the community or its affairs. Holding a youth council about such a sensitive topic, despite any prior involvement of the students, will allow them to make the decisions concerning how they want to help.

Participating in the youth council could possibly earn students volunteer hours that they could put towards a variety of school clubs, as well as using their knowledge of social media to create further awareness on social media not just in the local community, but around the state as a whole as well. With Johnston County being one of North Carolina's highest domestic violence rate counties, there is most likely an abundance of students who have had experiences with domestic violence, which would make them more likely to share their stories and be inclined to make a difference.



**YOUTH
DECIDE**

V. RECOMMENDATIONS



C. PLAN FOR IMPLEMENTING THE RECOMMENDATIONS

After brainstorming the many ways that Corinth Holders DECA could spread awareness for domestic violence, including the creation of a youth council, members then focused on how to execute these plans. Through the implementation of these recommendations, Corinth Holders DECA is projected to help out this cause immensely.

To begin the creation of a youth council, an interest meeting will be planned and hosted. With the outstanding number of active DECA members in the school, there is likely to be a satisfactory turnout. Here, information would be given out about the prospective vision for what a youth council can accomplish and how these goals will be achieved. Once leaders are appointed and members show interest, promotion will begin. Through frequent posts on the Corinth Holders DECA social media pages, this cause will be seen by hundreds, but this is just a fraction of what is possible. Reposts and support from project leaders and hopefully local influencers can garner thousands of clicks for maximum exposure.



For our youth council members, meetings would be held when needed in the school during the SMART lunch time, a time that is designated for tutorials and club meetings, or after school. This way everybody will have the opportunity to participate. The purpose of these meetings is to plan service opportunities that will benefit the Harbor Shelter and spread awareness for their cause.

V. RECOMMENDATIONS

D. EVIDENCE THAT THE PROJECT HAS BEEN PRESENTED TO THE APPROPRIATE BUSINESS

During the course of the Creative Marketing Project, Corinth Holders DECA members and project leaders met with various officials such as the owners and operators of the Harbor Shelter, County Sheriff officials-who were kind enough to provide data for the project-and a number of people who have been affected by the ongoing issue of domestic violence. During meetings and events, DECA leaders had the privilege to work extensively with the Executive Director of the Harbor Shelter, Kay Johnston, our main source of communication for the Harbor Shelter.

Throughout this process, information and survey data has been presented to these officials on countless occasions. The results of the student survey allowed local authorities and Harbor Shelter employees to know how to promote their services and spread knowledge about this topic. Corinth Holders DECA uses this information to assist these organizations in their ability to create outreach in the local community by educating minds that may be unfamiliar with the consequences and frequency of domestic violence.

Corinth Holders DECA worked with the Harbor Shelter continuously throughout the 2018-2019 school year. Using the recommendations given to our chapter leaders by the shelter's employees, the campaign project teams were each able to come up with innovative and exciting ways to help the Harbor Shelter in areas such as marketing, the generation of funds, and community service. The employees of the Harbor Shelter were presented with ideas by the respective project team leaders and they loved them, with sparked a mutually beneficial partnership between the shelter and the Corinth Holders DECA chapter.



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Photography via Chapter members Noah Evenson and Nick Eberwein