

Leaf and Lawn Landscape

Briefing Contents

Section 1: Pages 2 - 6

An introduction to the client, Leaf and Lawn Landscape. The information in this section is important for two reasons. First, it will help you to better understand the client's business, philosophy and priorities. Second, it provides information that you might want to consider using in your print and online Yellow Pages ads. **NOTE: The client is fictitious, so do not try to use the telephone numbers or web address to contact Leaf and Lawn Landscape. Also note that landscape companies with similar names are different than this client and are not relevant to the competition.** Please contact Joel Davis at competition@ypa-academics.org with any questions.

Section 2: Pages 7 - 9

A discussion of the role of print and online yellow pages in the Landscape Contractor category. Information in this section will help you better understand why successful yellow pages advertising is crucial to landscapers such as Leaf and Lawn Landscape. In addition, this discussion will help you make more informed decisions with regard to advertising targeting and copy.

Section 3: Pages 9 - 12

Your assignment for the competition. A discussion of graphic resources. Date and address for entry submission.

Page 13

Competition Entry Form which must be attached to the entry.

Leaf and Lawn Landscape

Section 1: Client Briefing

Background Information

Leaf and Lawn Landscape, established in 1987, is one of Cleveland's premier landscaping companies. It is located at 128 Grove Avenue, Cleveland, Ohio, 44012. The company's telephone number is 216-738-5600. The company's web site is www.leafandlawn.com.

Hours of operation are Monday through Saturday (9am to 7pm). While Leaf and Lawn Landscape always has staff available for consultation at its office, the company also sends its designers to peoples' homes for an on-site consultation. There is no charge for this initial consultation.

Visa and MasterCard are accepted forms of credit payment. Multiple financing and payment options (including no interest payment plans) are also available.

Questions and Answers About Leaf and Lawn Landscape (Answers Provided by the Owners)

How would you summarize your business?

Leaf and Lawn Landscape provides landscape design for new gardens (including trees) and lawns as well as a full range of services for existing lawns, plants and trees such as seeding, pruning, insect and weed control, and irrigation. Regardless of the size and scope of the project all of our work is performed only by our own personnel (we never subcontract) and is supervised by one of the owners from start to finish. Our goal is to instill customer confidence in our employees and our work from the very first meeting with each new potential client.

New projects are designed using state of the art landscaping software. This allows us to provide 3D computer-generated landscape design around the client's actual home. This software works extremely well to refine the details of a project before any actual work is begun. The design is free if our company is hired to perform the work, otherwise the client is charged \$300.

Consultation for projects that do not involve 3D modeling is always free and without any further obligation.

What is your business philosophy?

We believe in providing exceptional service and quality work. Our goal is to satisfy each customer to the extent that they will both select us as their sole landscape provider and not hesitate to recommend us to their neighbors and friends.

The essence of our service is an individualized approach that takes into account *and respects* the client's budget, needs, and unique style. No job is too small. We want to surround each home with landscape beauty that is in harmony with the home's architecture and setting.

Where do your clients come from?

We have two main sources of new clients: word of mouth and the Yellow Pages. About one-third of our new clients are individuals sent to us by current clients who obviously are pleased with the service they've received from us. The vast majority of new clients come to us through the Yellow Pages - both print and online Yellow Pages are important sources of new business.

In fact, we typically ask people how they heard about us and we then keep track of the size of the job or contract. Overall, individuals who come to us through the Yellow Pages tend to spend more than those who find us through other sources.

What services do you offer?

Leaf and Lawn Landscape offers a full range of landscaping services:

- new lawn and garden design and installation
- existing lawn and garden alterations and maintenance
- fertilization
- weed control, including hand weeding
- tree and shrub planting, pruning and disease control
- seasonal and perennial flower planting and maintenance
- irrigation and drainage systems
- garden clean-ups
- mulching and chipping
- plant and tree removal

You can see that our services fall into two main categories. New projects are an important part of our business and account for about 55% of our overall revenue. We also provide ongoing lawn, plant and tree maintenance services as part of custom designed packages, for example:

- The "Carefree Maintenance" package is designed to take care of all facets of an individual's landscaping needs and includes: weekly mowing, biweekly edging, hand watering of flower beds, systematic fertilization and weed control, fall leaf collection and removal, shrub and tree pruning as needed.
- The "Freedom from Weeds" program is designed to virtually eliminate the labor and aggravation associated with weeding and weed control. We use both pre- and post-emergent organic (nonchemical based) herbicides to reduce the need for manual weeding by at least 85%. This program includes seven visits per year.
- The "Bugs Be Gone" program addresses insect infestation of lawns, flowers, shrubs and trees (especially fruit trees). We use organic pesticides to eliminate the damage done by unwanted insects. This program includes eight visits per year in order to eliminate both summer and fall pests.

All together, ongoing packages account for about 45% of our overall revenue.

How would you characterize your staff?

Our staff is extraordinary. We have selected a group of individuals who have a rare blend of design, horticultural, and customer service skills. They are thoughtful, caring, intelligent people who, for every job, ask themselves, "Is this recommendation the best for the client?" as opposed to "Is this recommendation best for our company?" I'd say that our team is characterized by the following:

- Expertise - All of our employees who are involved in the design and supervision phases of projects have extensive experience as well as formal training. These employees average about ten years experience and all are licensed in their areas of specialization. Our staff, for example, includes:
 - Licensed Irrigation Professionals
 - Green Industry Certified Professionals
 - Licensed Pest Management Professionals

In addition, we employ individuals with a wide range of advanced certifications, for example:

- ISA Certified Arborists
 - Ohio Nursery and Landscape Association - Landscape Certification
 - Ohio Nursery and Landscape Association - Master Certification
 - Association of Professional Landscape Designers - Certification
- Customer Focus - Everything we do is focused on producing an end product that will please our customers. Everyone who works at Leaf and Lawn believes in and is fully committed to this approach. Of course, all of our work is guaranteed and we offer a one year “survival guarantee” on all new plantings.
 - Creativity - Successful landscaping requires creativity, whether it is figuring out how to landscape an entire home, to determine how to best prune a tree, or to identify the best solution to an insect or bug problem. We value creative, individualized approaches to each customer’s unique needs.

What are your company’s affiliations?

American Nursery and Landscape Association (ANLA)
American Society of Landscape Architects (ASLA)
Associated Landscape Contractors of America (ALCA)
Ohio Nursery Landscape Association (ONLA)
Ohio Landscape Association
PLANET: The Green Professional Landscape Network

What awards or recognitions have you received?

Awards (2005 and later) include:

- Ohio Nursery Landscape Association: Grand Prize (2008), Award of Merit (2005, 2006, 2007, 2008, 2009)
- Ohio Landscape Association: Landscape Enhancement Merit Award (2006, 2009)
- PLANET: Grand Prize Environmental Improvement Award (2009)
- American Society of Landscape Architects: Award of Excellence (2008)

Leaf and Lawn Landscape has an A+ Better Business Bureau rating.

Who are Leaf and Lawn's Owners?

Charles Young, the co-owner of Leaf and Lawn Landscape, has a BA in Landscape Design from the University of Oregon. Charles is committed to the design of projects that have a positive impact on the overall environment as well as the living conditions of each client. Charles has over 20 years experience in the landscape field.

Hailey Francis, the other co-owner of Leaf and Lawn Landscape, has a BA in Landscape Architecture from the University of Michigan and has earned certificates of advanced study in landscape design and landscape preservation from the prestigious Landscape Institute at Harvard University. Hailey has over 15 years experience in the field.

What is Your Perspective On Advertising?

I'm an expert on landscaping but not advertising, so it is really hard for me to define what I want our advertising to be. I know that it should have a sense of style that reflects our creativity and professionalism and it should clearly communicate the benefits and information that Yellow Pages users in this heading will be looking for. Our advertising should encourage and make it easy for individuals to contact us through immediate access to our telephone number and web site address.

I can give you an example of what I don't like. The next page shows an ad designed by one of our interns. I have several problems with this ad:

- The main focus of the ad is our name. But (as discussed in the next section) few individuals turn to the "Landscape Contractors" heading with the name of a specific company in mind. I'd much rather see a meaningful benefit or compelling headline given this degree of prominence.
- Our telephone number and web site address are too small as well as too hard to find and read.
- The ad is disjointed and there is no sense of style or design. It's just a bunch of tiny pictures pasted on a green and black background. When we design a garden, we think about visual focus and flow. There is no flow or visual focus in this ad.
- After reading the ad, potential customers will have very little idea of the quality of our work or what services we provide.
- There is nothing in the ad that distinguishes us from our competitors.
- I don't think that any reader of this ad will think "This is a company that is best suited to satisfy my landscaping needs."

Additional Client Information

If you have any questions regarding Leaf and Lawn Landscape, please contact Joel Davis at competition@ypa-academics.org.

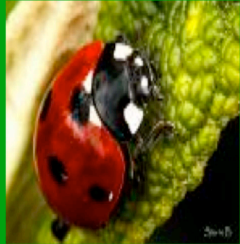


Front lawns



Backyard Planters

LEAF AND LAWN LANDSCAPING

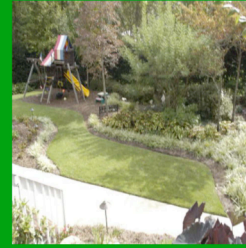


Insect Control

Professional

Dedicated

Creative



Backyards

For all your landscaping needs



Weed Control



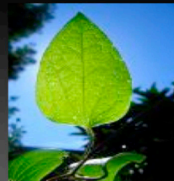
All work guaranteed



Trees

Call us at: 216-738-5600

128 Grove Avenue
Cleveland, Ohio 44012



Open Monday to Saturday
9 am to 7 pm

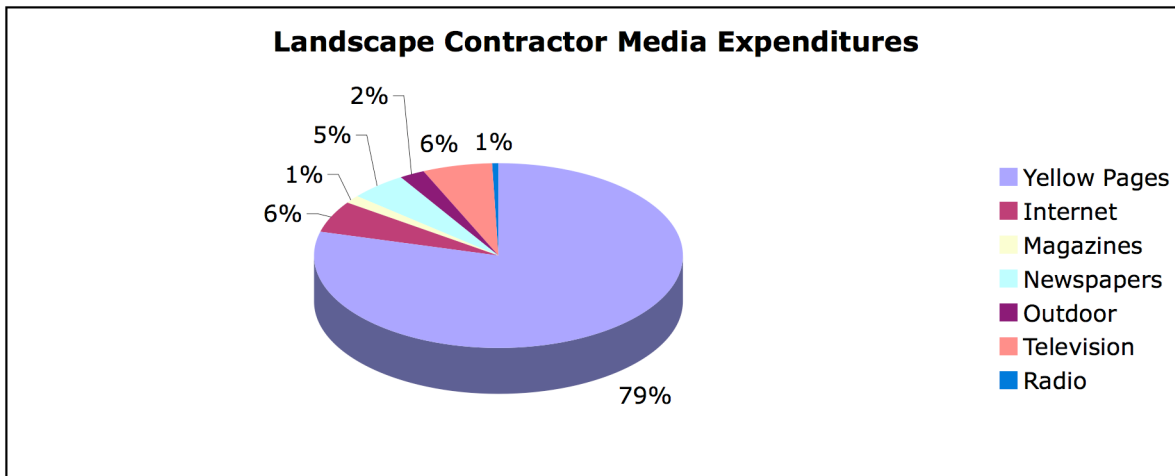
www.leafandlawn.com



Section 2: Landscape Contractor Advertising in the Yellow Pages

Print Directories

"Landscape Contractors" is the 26th most frequently referenced heading in the print Yellow Pages. In an average year, adults make about 60 million references to this heading. Landscape contractors acknowledge this high usage of the Yellow Pages as they heavily rely on this medium. According to TNS Media Intelligence nearly 80% of all landscape contractor media expenditures are in the Yellow Pages (see chart below).



Directory users have a wide range of landscaping needs. When asked about the specific landscape need motivating the search the most commonly mentioned needs were:

- general landscaping and landscape design (unspecified) - 21%
- lawn and plant related services (design/maintain/improve lawn; mowing; grass topsoil, mulch, reseeding, fertilizing, edging; sprinklers/irrigation; weed & insect control) - 19%
- tree-related services (tree maintenance/trimming/removal, planting and design) - 19%

Other needs mentioned at somewhat lower levels include: plant shrubs and flowers, yard-clean-up, stone work and ponds/water features.

Individuals with two types of mind-sets turn to the "Landscape Contractor" print Yellow Pages heading.

- The overwhelming majority of directory users (76%) turn to the "Landscape Contractor" heading **without** the name of a particular company in mind. These consumers read a great deal of the display ads (on average about six ads) and they decide which contractor to contact based on what they see in the advertising. It is essential that Leaf and Lawn's Yellow Pages advertising break through the clutter and appeal to these individuals.
- The remaining, relatively small, group of consumers (about 24%) turn to the Yellow Pages with the name of a specific contractor in mind. However, in spite of knowing in advance whom they want to contact, these consumers also read the ads in the heading (on average

about 4.1 ads). This allows Yellow Pages landscape advertisers one final opportunity to reach and influence these consumers.¹

The fact that most consumers come to the directory without a specific company in mind has important implications for the design and content of your directory advertisements. The name of the company does not necessarily need to be in the headline, as the name is likely to have little meaning to the directory user.

Consumers are actively engaged in the Yellow Pages and rely on the information contained in a Yellow Pages advertisement. When these individuals are asked to identify the types of “nuts and bolts” information they generally want to see in directory advertising, the primary responses are:

- Business name
- Business hours and days
- Telephone number
- Types of services offered
- Contact information

Beyond these general directory information needs, consumers turning to the “Landscape Contractors” heading also say that the following information is important:

- Years in existence
- Areas of specialization
- External verification of expertise (memberships, associations, awards)
- Evidence of quality of prior work

These attributes are important because the selection of a landscape contractor is seen by consumers as a high anxiety decision. The wrong contractor can destroy the serenity of one’s home and complicate one’s lifestyle. The wrong contractor can result in huge cost overruns. Harmony is traded for chaos when the wrong decision is made. As a result, your advertising should reassure directory users that the selection of Leaf and Lawn Landscape is the wisest decision that they can make.

Finally, as you develop your ads for Leaf and Lawn Landscape, keep in mind that the image conveyed by a Yellow Pages ad, particularly in the "Landscape Contractors" heading, is very important. If the image is professional, friendly and inviting, then consumers are more likely to read the ad and contact the advertiser. As you develop Leaf and Lawn’s Yellow Pages advertising, be certain that the ad is conveying the proper image.

With regard to demographics, individuals who turn to the print Yellow Pages "Landscape Contractors" heading tend to be both male and female, homeowners, college educated with relatively higher income (over \$60,000). They tend to be in the Baby Boomer age demographic. Not surprisingly, many are new to their current address, with a high likelihood of moving into their current home within the past year.

The type of print Yellow Pages ad you need to develop for Leaf and Lawn Landscape is described in Section 3 of this briefing.

Internet Yellow Pages

Internet Yellow Pages provide names, addresses and telephone numbers for local and national businesses. An individual comes to one of the Internet Yellow Pages sites (for example, <http://www.superpages.com> or <http://www.yip.com>), types in a business category or specific business name, and the site then provides business information. The types of search results provided by an Internet Yellow Pages directory reflect the searcher's

¹ Burke Research (2009) *Local Media Tracking Study*.

level of specificity when initiating the search. When a business category is the basis of the search, the Internet directory provides a listing of all businesses that fit the search criteria. However, when a specific name is the basis of the search, then the results page provides only the information relevant to the target business.

Basic listings which give just name, address and telephone number are provided at no cost to businesses by the directory publisher. Similar to the print directory, however, Internet Yellow Pages permit businesses to expand their basic listing. While specific expansion options differ across Internet Yellow Pages sites, common additions to a basic listing include: additional lines for advertising, links to e-mail, maps and additional information, links to the advertiser's web site, and additional space for graphics and logos.

Similar to the print yellow pages directory, all Internet Yellow Pages allow advertising. While options differ across sites, the most common options include home page advertising and within and around the search results. In some Internet Yellow Pages directories, advertisers also have the option to have their ad displayed before consumers actually begin to browse through their search results. In this case, the ad may be displayed on an intermediary search page.

The type of Internet Yellow Pages ad you need to develop for Leaf and Lawn Landscapers is described in the following section.

Section 3: The Competition Assignment

A complete submission consists of three ads:

- two Yellow Pages print directory ads (one full page ad and one half-page ad).
- one Internet Yellow Pages (IYP) ad.

Two Print Directory Ads

Leaf and Lawn Landscape places ads in different Cleveland directories and it is therefore important that regardless of size, all of their ads share common layout, visual and copy elements.

Prior to starting your ads, you will want to review the general principles for excellence in yellow pages advertising (located at: <http://www.ypa-academics.org/UYPII/section4.html>) as well as other landscape advertising.² Once you have reviewed this advertising, you might want to discuss with others on your team - and your professor - what you consider to be the strengths and weaknesses of various advertisers' approaches. You might also want to review winning ads from prior competitions (you can begin with last year's winning ads at <http://www.ypa-academics.org/cc/index09.html>).

Ad Size and Color

Two print directory ads are required.

- The first ad is a full page directory display ad. It has dimensions of 7" (wide) x 8" (tall).
- The second ad is a half-page directory ad. It has dimensions of 7" (wide) x 4" (tall).

² You can view advertising in the Cleveland and other directories at <http://www.realpageslive.com>.

Please make certain that these ads are of the proper dimensions. Ads of incorrect size will not be judged.

Your print directory ads can use any color scheme you desire. It can use any color(s) or combination of colors for type, background and/or illustration(s). The ads, for example, can use black or color on a white or yellow background, or they can use color throughout the ad for type, pictures and background. The choice of color(s) is entirely up to you.

Mandatory Elements

Both print directory ads must contain the following elements:

- Leaf and Lawn's name, address and telephone number. (The full name "Leaf and Lawn Landscape should be used.)
- Leaf and Lawn's web address: www.leafandlawn.com.
- Leaf and Lawn's hours of operation.
- Mastercard and Visa logos. You may download these from the Internet using a simple Google, Yahoo or Bing image search.

Leaf and Lawn does not have a logo and as a result, none is required for the print advertising. You are free to design and include a logo should you desire.

Beyond the prior mandatory visual and copy elements, ad design and copy elements for both print directory ads is entirely up to you.

Please double check your ads to make certain that all mandatory elements are present in your ad prior to its completion and submission. Ads that do not contain all required elements will not be judged.

One Internet Yellow Pages (IYP) Ad

Your entry also consists of one Internet Yellow Pages ad. The ad should measure 2 3/4" (wide) x 1" (high). Please make certain that this ad is of the proper dimensions. Ads of incorrect size will not be judged.

The ad may be in any combination of colors.

Prior to starting to work on this ad, you will want to review the landscape contractor ads that appear in Internet Yellow Pages directories. [This link](#) will take you to ads specific to the Cleveland market:

You can also search other markets using the same search term.

Mandatory elements

The **only** mandatory components of your IYP ad is the business name and telephone number. Assume that the ad will be automatically linked to Leaf and Lawn's web site. We strongly recommend that your submission show some consistency across ads for print and IYP, that is, that the ads seem part of the same campaign (for example, by using the same tagline and core graphic approach).

Graphic options are discussed in the following section.

Three Important Things to Keep in Mind When Creating Your Ads

First, as noted earlier, make certain that each of your ads contains all required mandatory elements. Ads without all mandatory elements will be disqualified.

Second, proofread your ad carefully. Over the past several years quite a few very well received ads - potential award winners - were disqualified because of grammatical and spelling errors. Make certain that your ads do not contain either of these types of errors.

Third, remember that Lawn and Leaf Landscape is a Cleveland company. The illustrations and photos used in your ads should be appropriate for a Midwestern homeowner and company. Pictures of cacti and palm trees, for example, would be inappropriate.

Competition Timing and Submission

Only properly mounted ads which contain all mandatory elements and which are submitted on time will be judged, so double check your ads and plan your schedule to ensure that your entry **arrives** by the deadline of April 22, 2011. Please note that given the large number of entries received, we cannot acknowledge receipt of an individual entry. We suggest that you mail your entry in a way that provides proof of delivery. Entries received after the deadline will not be considered unless the delay in receipt is due to carrier problems.

A complete entry, which should be shipped or mailed in a single package, includes the following:

- a full page print directory display ad mounted on 9" x 12" black foam core board with a completed and signed entry form affixed to the back. **The last page of this case provides the entry form.**
- a half-page directory ad and IYP ad mounted on a 9" x 12" black foam core with a completed and signed entry form affixed to the back. (This form can be a copy of the form attached to the back of the full page ad.) The print directory ad should be mounted on the top and the IYP ad should be mounted on the bottom, both on the same side of the board.

Ads cannot be returned. No ads will be used or placed in any media (beyond the posting of the winning entries on the YPA web site) without the entrants' permission.



Please send your entry to:

Yellow Pages Association
C/O Julie Majewski
820 Kirts Blvd, Suite 100
Troy, MI 48084-4836

Information and Assistance

Questions may arise once you begin working on your entry. If you have a question, please first read the current FAQ (http://www.ypa-academics.org/cc/compet_qa_creative.html). If you still have any questions, please contact Dr. Joel Davis, the academic advisor to the competition, at competition@ypa-academics.org.



Entry Form
2010-2011 Collegiate Advertising Challenge

*** This form must be included with the competition entry ***

Name of College or University _____

Address _____

Department _____

Name of Faculty Sponsor _____

Today's Date _____

The signature(s) below indicates my (our) agreement that:

- The project entered in the YPA Creative Competition represents my (our) own work.
- Projects will not be returned.
- All winning projects become the property of YPA. Names, photos and likeness of winning students may be used by YPA with permission but without additional compensation. YPA may distribute winning projects to its members or others without compensation as long as student authorship is noted. YPA may post winning entries on its web site without compensation as long as student authorship is noted.
- I (we) indemnify and hold harmless all individuals and organizations associated with the competition [including, but not limited to, the Yellow Pages Association, association directors and members, competition judges, competition supervisors and coordinators] from any and all damages, losses or claims (known or unknown) resulting from participation in the competition
- I (we) have read and agree to abide by all competition rules and regulations.
- I (we) agree to assume any and all risks involved in the preparation of the project and in participation in the competition.

	Printed Names:	Signatures:	Email
Student 1:	_____	_____	_____
Student 2:	_____	_____	_____
Student 3:	_____	_____	_____
Faculty Sponsor	_____	_____	_____

In the event that YPA needs further information, please contact:

(name) _____ (at telephone) _____.