



Dutch Umbrella
Campaign Evaluation
January 9, 2009

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Fall 2008 Campaign Evaluation

On September 30, 2008, PRowl Public Relations was contracted to serve as the public relations consultant for the umbrella-sharing organization, Dutch Umbrella. We created a campaign to position Dutch Umbrella as a unique, up-and-coming sustainable business in the city of Philadelphia. Our primary business goals were to increase awareness among Philadelphia residents over the age of 18 about Dutch Umbrella and to reach out to the local media to gain editorial coverage for Dutch Umbrella. A secondary goal was to refocus the brand and image of Dutch Umbrella to better represent the company. In order to achieve these goals, we targeted local Philadelphia media and sustainable business publications, executed community outreach, business relations marketing and guerilla marketing tactics around the city.

Tactics used in our campaign included:

Media Relations

- We reached out to sustainable business media with a targeted pitch on Tuesday, November 18, 2008.
 - Sustainability Pitch: On November 18, 2008, we distributed a pitch letter to six Philadelphia-based sustainable publications positioning Dutch Umbrella as a unique, sustainable business in the community. We emphasized sharing within the community as the primary factor behind the success of Dutch Umbrella. On November 20, 2008, we followed-up with all publications and received interest from Nicole Kenney of Innovation Philadelphia, a non-profit economic development organization. Although Ms. Kenney later informed us the organization already had all of the articles needed for this year's newsletter, she would like to include Dutch Umbrella in next year's annual newsletter. The outlets we contacted were:

- Philadelphia Magazine's online newsletter
- Innovation Philadelphia
- Campusphilly.org
- Greater Philadelphia Business website
- Sustainable Business Network website
- Green Drinks Philadelphia blog

- We reached out to Philadelphia media with a targeted pitch on Monday, November 24, 2008.

- Community Pitch: On November 24, 2008, we distributed a pitch letter to 13 Philadelphia-based print media outlets positioning Dutch Umbrella as a community-related business. We emphasized that Dutch Umbrella encourages users to share umbrellas as an experience. On November 25, 2008, we followed-up by telephone with all outlets. Unfortunately, we received no interest from this pitch. The outlets we contacted were:

- 6ABC
- CBS3
- FOX29
- CN8
- The Bulletin
- Philadelphia City Paper
- Philadelphia Daily News
- The Philadelphia Inquirer
- Metro Philadelphia
- Philadelphia Magazine
- Uwishunu.com
- Phawker.com
- 10! Show

Community Outreach: First Friday Event

- On Friday, November 7, 2008, PRowl Public Relations staff members participated in a night of active community outreach at First Friday, Old City's popular, widely attended event. Five staff members dressed in yellow raincoats, hoods and rain boots with Dutch Umbrellas and spread the word about Dutch Umbrella on the streets of Old City from 5:30 p.m. until 8:30 p.m. We reached more than 200 pedestrians by handing out Dutch Umbrella bookmarks with cocktail umbrellas attached. As we passed out the promotional material, we measured people's current level of awareness of Dutch Umbrella and then further explained the business and the concept to them. About half of the people we interacted with seemed interested and asked various questions such as how the company profited and who came up with the idea of Dutch Umbrella. *(To view pictures from the event, please see supplements.)*

Guerilla Marketing

- On Saturday, November 22, 2008, two PRowl Public Relations staff members strategically left 10 Dutch Umbrellas with the company's bookmarks attached around Walnut Street, Rittenhouse Park and the surrounding areas. While staff members were placing umbrellas, out of six people, four people asked questions about the umbrellas and two mentioned that they had heard of Dutch Umbrella before. The staff members observed the areas and noted reactions for thirty minutes. Many people seemed intrigued and stopped to get a closer look at the umbrellas. Another two people picked up the umbrellas while staff members were observing. We believe the cold and windy weather that day could have deterred more people from stopping to ask questions or look at the umbrellas. *(To view pictures, please see supplements.)*

Business Relations

- To effectively evaluate our campaign we called 27 Dutch Umbrella businesses housing RainDrops to determine if there was an increase in the use of umbrellas. We called these businesses at the beginning of our campaign, in the middle of our campaign after a heavy rainfall, and at the end of our campaign. Overall, businesses noticed an increase in the use of umbrellas and many businesses noted people began to ask questions about the umbrellas. On Monday, December 1, 2008, 12 of the 27 (44%) businesses cited an increased use in umbrellas. *(For a complete listing of business responses, please see supplements.)*

Refocusing Image

- PRowl Public Relations originally hoped to re-create the media kit for Dutch Umbrella. Due to difficulties in scheduling a meeting between Dutch Umbrella and our graphic designer, Keith Flanagan, we were not able to accomplish this.

Problems that Occurred and Improvements for Future Work

Although we provided media outlets with information about Dutch Umbrella, we did not receive as much media interest as initially hoped. Dutch Umbrella did not gain the attention of community-related media outlets and did not receive as much attention as hoped with sustainable publications. When looking at factors that affected media coverage, we found things that we could improve upon in the future:

- Researching a greater amount of sustainable publications as well as targeting blogs concentrating on this topic in the tri-state region.
- Communication between the firm and the client was inconsistent. In some cases, e-mails from PRowl Public Relations were not replied to in a timely manner, or answers were not given. In

some cases, e-mails were not received by the client, though they were displayed in the sent box of PRowl Public Relations. If instances such as these occur in the future, we must confirm sent and received messages with both parties. More efficient communication and accurate initial expectations in the future will help Dutch Umbrella and PRowl Public Relations have more consistent information, which will allow for more timely and accurate information to approach the media with.

Although we called all Dutch Umbrella businesses, we had difficulty reaching and keeping in touch with some of the businesses.

- There were nine businesses out of 27 that we could not get in touch with at the beginning of the campaign; therefore, we could not successfully evaluate the success at those particular locations.

These businesses include:

- Marriott
- Gigi
- Panini
- Pizzicato
- Anjou
- Philadelphia Fish and Co.
- Fairmount Framing
- Trio
- Friday Saturday Sunday

Although PRowl Public Relations and Dutch Umbrella collaborated, as well as brainstormed many great ideas, we found we did not have enough time in the contract period to carry out all of our ideas.

- Because of time restrictions, PRowl Public Relations was not able to perform the guerilla marketing tactic of dressing in rain gear and handing out bookmarks and cocktail umbrellas around the city, beyond the November First Friday event.
- In the future, PRowl Public Relations would carefully consider the timing of the contract period and the timeline would be adjusted to account for scheduling conflicts. By having less scheduled events throughout the contract period, more focus could be placed on each.

Supplements

Business “Responses”

Questions asked:

- About how many people utilize the umbrellas on a weekly basis?
 - Under 5
 - 6-10
 - More than 10
 - More than 15
- Do people normally return the umbrellas?
- Do people ask you about what the RainDrop is?
 - Have customers said anything particular about the RainDrops or told you an interesting story about their experience with a Dutch Umbrella?

October 9, 2008

McCormick & Schmick's

-Hard question to answer because you can only go off of when it rains. But when it does rain, his customers are so thankful and they are always used.

-They eventually come back, but not too quickly. Dutch Umbrella always makes sure they're well stocked.

-Yes. All of the customers are so thankful and think it's a great program. Some customers are very concerned about returning them, so he gives them the information about the locations of all of the RainDrops.

Peter from McCormick & Schmick's also thanked Dutch Umbrella and is happy with the program.

Marriott

COULD NOT GET HOLD OF THEM IN OCTOBER.

Bridgette Mayer's

-It really depends on the rain. However, when it does rain, there are usually only one to two umbrellas left.

-They come and they go. She can't really answer that question.

-Yes. She sees people reading the information on it. She also gives them the business cards and encourages them to go online and find more information.

Pileggi

-It hasn't really rained since they got their RainDrop, but the one time it did rain, all of them were taken.

-Only one person returned an umbrella, and Dutch Umbrella came back and replenished them.

-Customers think it's great.

Andrea also said that they are only going to have their RainDrop until the end of October 2008 because that is when their three months are up.

Marchi

- About 8-10 per month.

- He just got his first one returned the other day.

- Customers respond very positively. They love the idea and "get a kick out of it."

Gigi

COULD NOT GET HOLD OF THEM IN OCTOBER.

Panini

COULD NOT GET HOLD OF THEM IN OCTOBER.

Pizzicato

COULD NOT GET HOLD OF THEM IN OCTOBER.

Fork

-No idea, but she does offer them to people.

-Staff returns umbrellas, but not patrons.

-Usually explains it to them, and gets a positive reaction.

Prefers to be contacted by e-mail: info@forkrestaurant.com

National Mechanic

-No idea how many, but people do take them.

-People return the umbrellas often.

-Yes, positive reactions. Sometimes people are confused that they are allowed to take the umbrella for free. Creative idea.

Anjou

COULD NOT GET HOLD OF THEM IN OCTOBER.

Swanky Bubbles

-Recently, people have been taking them quite a bit.

-People sometimes return the umbrellas.

-Everyone thinks it's a great idea. Mentioned that the concept of Dutch Umbrella is "very polite."

Philadelphia Fish and Co.

COULD NOT GET HOLD OF THEM IN OCTOBER.

Moore Brothers

-Not many use the umbrellas, about four a month because of the nature of their business. Most people drive there.

-Never seen an umbrella returned.

-No one has asked about it.

Prefers to be contacted by e-mail: greg@moorebrothers.com

Sulimay's

- It's a hair salon so it's used frequently when it rains outside and people do not have an umbrella.

-Sometimes, though they might return them at other stands.

-People usually want to purchase them and then they explain what the service is. No stories about the Dutch Umbrellas.

Bridgid's

-No idea, used pretty frequently.

-They do, but not as much as they take them.

-All the time; no stories.

Bishop's

- I don't know, they're all gone when it rains.
- Return all the time; people always ask about it.
- People tell them where they have seen other RainDrops.

Aspen

- Yes, when it rains.
- Haven't seen any returned yet.
- Always explaining what it is, they think it's a great idea. No one talks about their experience.

Fairmount Framing

Number doesn't work. Couldn't find the correct number.

Trio

COULD NOT GET HOLD OF THEM IN OCTOBER.

Rembrandt's

- When it rains it is used.
- People who are regulars return them
- Everyone basically knows what it is at this point. No stories.

Urban Saloon

- Under five get used, depending if there is rain.
- Normally people do not return the umbrellas.
- No one has really asked about the RainDrop, they're just happy to have an umbrella when it rains.

Umai

- None if it doesn't rain.
- People have returned the umbrellas. There have been two umbrellas not returned.
- No one has asked about the RainDrop.

Intermezzo

- About seven get used when it rains.
- People have not returned the umbrellas, but it takes a while.
- People have asked in passing but no one has asked for a detailed explanation.

Friday Saturday Sunday

COULD NOT GET HOLD OF THEM IN OCTOBER.

D'Angelo

- None get used throughout the week but when it rains all umbrellas are taken.
- Some are returned, some aren't. One woman had picked up an umbrella from another location and brought it back to the restaurant.
- People have taken the "info cards" about the Dutch Umbrella.

Richard Nicholas

- Eight to ten are usually located in the store, as soon as it rains they are gone
- People from the hair studio usually return the umbrellas the next time that they come in for an appointment.
- The hair studio does explain what Dutch Umbrella is and people love it. The customers would like to see more RainDrops around the area.

November 18, 2008

McCormick & Schmick's

- More and more people are looking for them.
- A lot of regulars know about it.

Marriott

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Bridgette Mayer's

- Did not call her this month, because she requested that we not call her again.

Pileggi

- Only had RainDrop until the end of October.

Marchi

-It's been quiet but people have begun to notice them more. Two women came in who were visiting Philadelphia and recognized it.

Gigi:

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Panini:

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Pizzicato:

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Fork

-Downpour did increase use, but not many more people have asked about them.

National Mechanic

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Anjou

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Swanky Bubbles

-Recently, people have been taking them quite a bit.

-Not many returns

-Everyone thinks it's a great idea.

Philadelphia Fish and Co.

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Moore Brothers

-No more people have used them or asked about them.

Sulimay's

-It's a hair salon so it's used frequently when it rains outside and people do not have an umbrella, especially this week because it rained a lot.

- They don't come to the salon that frequently so probably return them to different places.

-People usually want to purchase them and then they explain what the service is. No stories about the Dutch Umbrellas

Bridgid's

- Frequently
- This week we got a lot of takes and returns
- All the time, but no stories.

Bishop's

- I don't know, they're all gone when it rains
- Return more frequently
- People ask about them more frequently and tell them where they have seen other RainDrops.

Aspen

- All the time when it rains
- A few have been returned.
- Always explaining what it is, they think it's a great idea.
- No stories to tell

Fairmount Framing

Number doesn't work. Couldn't find the correct number.

Trio

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Rembrandt's

- When it rains it is used.
- People who are regulars return them.
- Everyone basically knows what it is.

Urban Saloon

- Has not seen any greater change in the number of people taking umbrellas.

- People have been asking about the umbrellas and what is their purpose, but a lot more people are taking umbrellas when it is raining.

- No new stories

Umai

- More people have been taking the umbrellas, but it still takes a couple days for the umbrellas to be returned.

- A couple more people have been asking about the umbrellas, but not many.

- No new stories

Intermezzo

COULD NOT GET HOLD OF THEM IN NOVEMBER.

Friday Saturday Sunday

- Has not seen a difference in the amount of umbrellas being taken by customers.

- More people take the information cards that they have out on display.

-No new stories.

D'Angelo's

-More customers have been taking the umbrellas; many people seem excited when they see a "Dutch Umbrella."

-The regular customers haven't been asking about the company, but some new customers ask about Dutch Umbrella.

-No new stories.

Richard Nicholas

-Even though everyone loved the Dutch Umbrella before, all of their regular customers have told their friends about the Dutch Umbrella. They have noticed an increase in the amount of umbrellas being used.

-Everyone seems to know about the Dutch Umbrella

-No new stories.

December 1, 2008

McCormick & Schmick's

- Notices an increasing awareness of Dutch Umbrella.
- A lot of people that come in during lunch are familiar with it.

Marriott

COULD NOT GET HOLD OF THEM IN DECEMBER.

Bridgette Mayer

- Did not call her this month, because she requested that we not call her again.

Pileggi

- Only had RainDrop until the end of October.

Marchi

- It's still quiet and slow, but there is increasing recognition.
- There really hasn't been much rain lately.

Gigi

COULD NOT GET HOLD OF THEM IN DECEMBER.

Panini

COULD NOT GET HOLD OF THEM IN DECEMBER.

Pizzicato

COULD NOT GET HOLD OF THEM IN DECEMBER.

Fork

- Increased use of umbrellas.
- People are not really asking about them.

National Mechanic

COULD NOT GET HOLD OF THEM IN DECEMBER.

Anjou

COULD NOT GET HOLD OF THEM IN DECEMBER.

Swanky Bubbles

-More people taking umbrellas.

-A lot of people have asked about the umbrellas.

Philadelphia Fish and Co.

COULD NOT GET HOLD OF THEM IN DECEMBER.

Moore Brothers

-No more usage or people asking about umbrellas.

Sulimay's

-It's a hair salon so it's used frequently when it rains outside and people do not have an umbrella.

-They don't come to the salon that frequently so users probably return them to different places.

-People still usually want to purchase them and then they explain what the service is.

Bridgid's

-People frequently take the umbrellas.

-This week many people returned umbrellas.

Bishop's

-They are all gone when it rains.

-More people have been asking about them.

Aspen

-People take the umbrellas all the time when it rains.

-Only a few have been returned.

-Always explain what Dutch Umbrella is to customers.

Fairmount Framing

Number doesn't work. Couldn't find the correct number.

Trio

COULD NOT GET HOLD OF THEM IN DECEMBER.

Rembrandt's

- Used more when it rains.
- People who are regulars return them.
- Mostly everyone who comes in knows what Dutch Umbrella is.

Urban Saloon

COULD NOT GET HOLD OF THEM IN DECEMBER.

Umai

- They have noticed that many of their customers have their own umbrellas.
- Usually people do bring the umbrellas back after they have been used.
- People used to ask about the umbrellas, but now not as much.

Intermezzo

COULD NOT GET HOLD OF THEM IN DECEMBER.

Friday Saturday Sunday

- Currently has four umbrellas in the store.
- People have returned them
- The customers have not been asking, but some have taken business cards.

D'Angelo

- Many people have taken umbrellas, this has remained constant.
- They are being returned.
- If any new customers come into the restaurant, they ask questions about the "random white umbrellas."

Richard Nicholas

- Umbrellas are being used all the time with customers.
- The umbrellas are being returned by the customers, but sometimes they wait until the next time they come in to get their hair done.

- All customers know about the Dutch Umbrellas.