

JOANN Fabric and Craft Stores: An Advertising Campaign that Works During a Pandemic

Account Planning

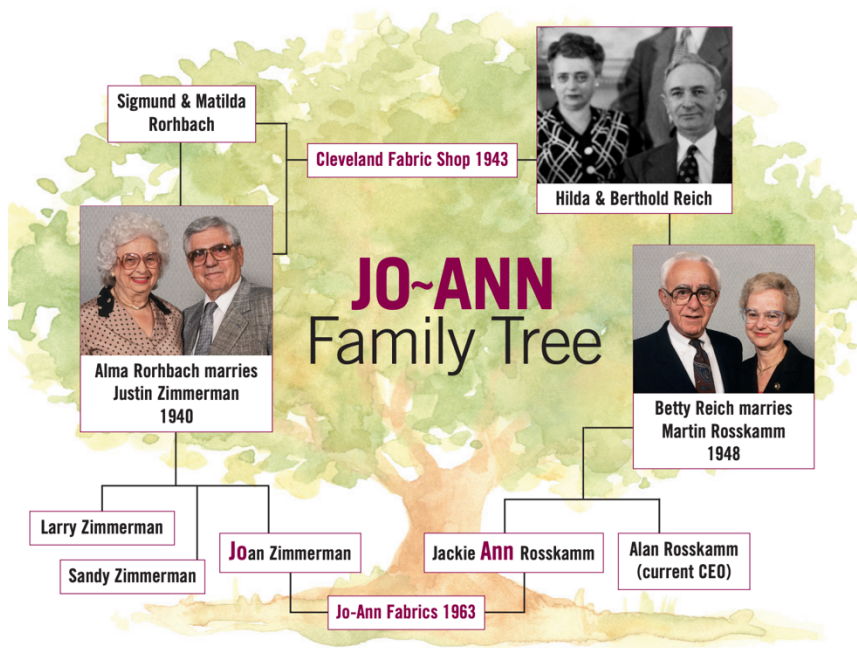
History

After fleeing Nazi Germany and coming to the United States, members of the Reich, Rohrbach, and Rosskamm families teamed up to open a small store in Cleveland, Ohio called the



Cleveland Fabric Shop in 1943. The store had great success and had expanded to 18 locations around Ohio by 1963 (McGregor, 2003, p. 46). The families bought some storefronts in

Pittsburgh, but a project supervisor said the company would need a new name to be successful



outside of Ohio. So, they got together and decided to rename the fabric store to Jo-Ann, combining the names of two of the daughters in the family: Joan Zimmerman and Jackie-Ann Rosskamm (Our history, 2018). The chain of stores

continued to grow, and in 1976, it joined the New York Stock Exchange (McGregor, 2003, p. 46). However, after a few decades on the market, Jo-Ann Fabrics was bought out by private equity firm Leonard Green in 2011 (Seth, 2020). In 2018, Jo-Ann Fabrics rebranded to simply Joann to remind consumers that it sells more than just fabric (Hallett, 2018).

SWOT Analysis

Strengths	Opportunities
<ul style="list-style-type: none"> - Huge stock of holiday gifts - Products for nearly every crafting interest - Hugely accessible, lots of locations - Well organized website 	<ul style="list-style-type: none"> - Able to stay open despite COVID lockdowns, essential business because of mask supplies - COVID drummed up more interest in DIY projects to do at home
Weaknesses	Threats
<ul style="list-style-type: none"> - Brand image still too focused on fabrics - Fabric purchasing procedures can be intimidating for beginners 	<ul style="list-style-type: none"> - Michael's has competitive craft supplies - Hobby Lobby has competitive (and cheaper) fabrics - Amazon shipping faster than Joann

Brand Goals and Objectives

Goal: Become the go-to provider of fabric and craft materials for people age 18-30 in the Midwest, specifically in suburbs of major cities like Chicago, Milwaukee and Indianapolis.

Objective 1: Increase traffic to Joann website by 15%

Objective 2: Build awareness of simple DIY gift kits available online and in-store, building purchases of items in this category by 25%

Objective 3: Grow use of the campaign hashtag XX by at least 5,000 post

Target Audience

- Age 18-30
- Midwestern Suburbs
- High school or college degree
- High social media usage, specifically Instagram, TikTok, Facebook, and Pinterest
- Streaming services preferred to traditional TV
- No children

- Social Status: Young adults who are careful about COVID-19 guidelines and wish they could spend more time with friends and extended family as the weather gets colder. They have a bit of free time due to the switch to online school/work.

Brand and Campaign Statement

Joann is a welcoming environment that encourages creativity and a do-it-yourself attitude. It provides tons of materials for any type of crafting at all skill levels.

This campaign encourages people to send their loved ones handmade gifts for the holidays, birthdays, and Valentine's day in lieu of visiting in person. COVID-19 is expected to only get worse this winter, so people must take the guidelines very seriously. This does not mean they cannot express their love for family and friends. **#LoveInTheMail** allows the perfect marriage of crafting and DIY with showing their loved ones how much they love and miss them.

The Big Idea

Joann will partner with the USPS to offer discounted postage on DIY gift mail (and some themed products on the USPS website). Whether it be for Christmas, Hannukah, Kwanzaa, a birthday, Valentine's day, or Easter, sending a gift homemade with love will be easier than ever. It provides the perfect safe way to express love for family and friends while being cognizant of the pandemic. People will be encouraged to post or put on their story their creation with **#LoveInTheMail**.

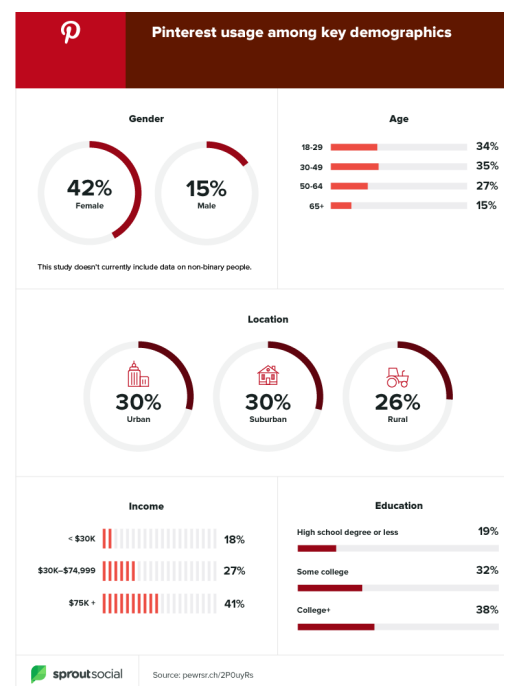
Media Planning

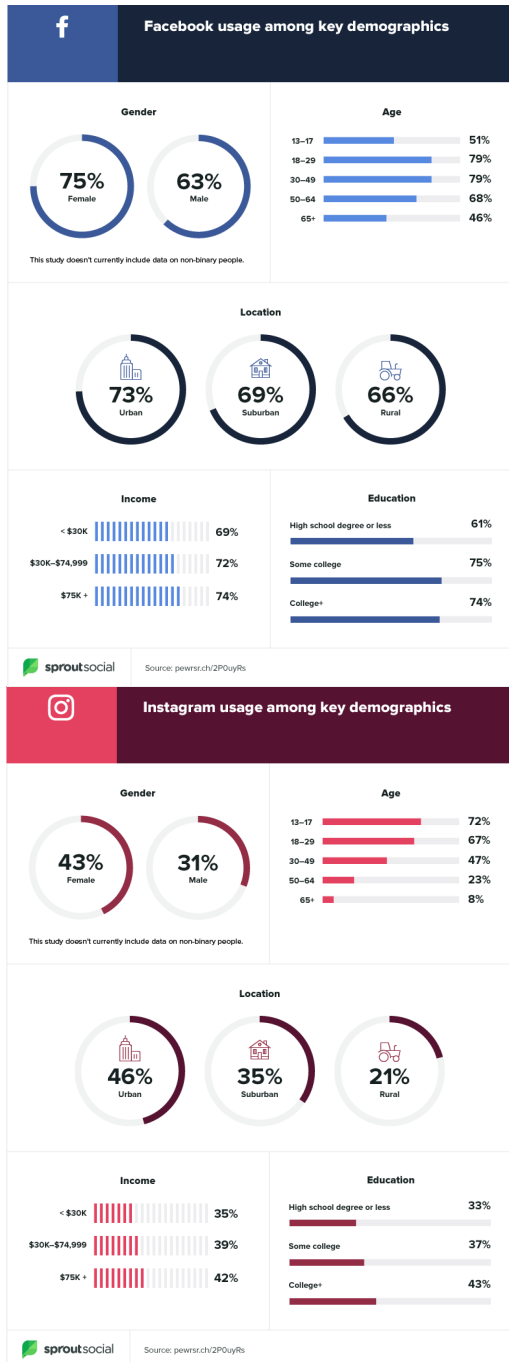
Traditional Media

The majority of people in this target demographic prefer streaming services to traditional cable, specifically 61% of people age 18-29 (Pew, 2017). Therefore, running advertisement on streaming services will be a better use of budget. Since Hulu is the only mainstream streaming service with advertisements, this will be the selection for this campaign. Additionally, Hulu has a pretty significant market share of online streaming services; Hulu and Amazon Video are closing the gap between them and Netflix (Feldman, 2019). Plus, as most people are spending more time at home due to the COVID-19 pandemic, more than half of Americans reported using streaming services more than they did pre-pandemic (Blumberg, 2020). All these factors make Hulu advertisements the perfect placement for this advertising campaign.

Digital Media

Social media is the best way to reach the target audience for this campaign. As of February 2019, 90% of adults age 18-29 used at least one social media cite (Pew, 2019). The social media channels best suited for this campaign are Facebook, Instagram, Pinterest, and TikTok. Demographically speaking, 50% of TikTok users are 18-34 in the US, with an approximately even split in the 18-24 and the 25-34 categories (Iqbal, 2020). 34% of people aged 18-29 use Pinterest, 67% use Instagram, and 79% use Facebook (Chen, 2020).





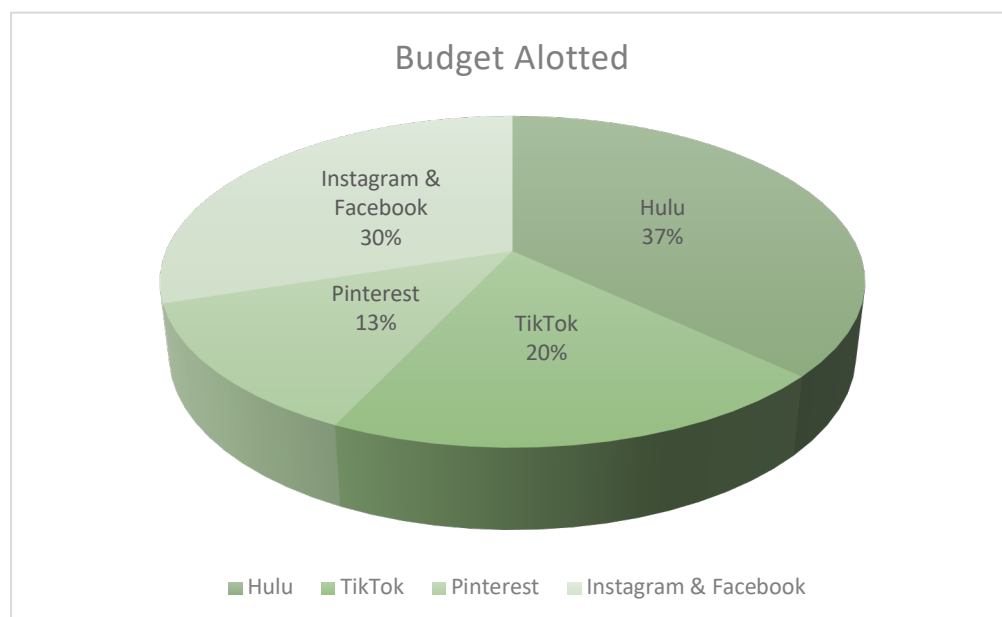
These statistics also inform other important demographic information, such as education level, whether people are in urban or suburban areas, as well as income. All of these factors line up with what this campaigns target audience is. Plus, specifically do-it-yourself (DIY) content does well on social media, especially in a pandemic. The use of DIY related hashtags was at an all-time high across all platforms in January and grew exponentially as the pandemic worsened. In March, these hashtags saw a 1.23% year-over-year increase in use, 15.12% increase in April, and 23.5% increase in May (Semeraro, 2020). Use of the hashtag #homemade had an even more significant increase with a 73.55% increase in April and a 60.67% increase in May compared to the previous year (Semeraro, 2020). All of this shows that social media trends align perfectly with this campaign, and the most relevant social media sites are the aforementioned ones because they are picture-heavy in content and have a demographic that aligns with the target audience of this campaign.

The benefit of this campaign's partnership with the U.S. Postal Service is twofold. The USPS has had funding issues for decades, and the discussion of its importance was reinvigorated in the summer of 2020. Political debate aside, most people agree that the USPS is an essential service for many reasons, namely that people in rural areas where UPS and FedEx do not deliver to rely

on the USPS to deliver bills, checks, and even medication (Bassett, 2020). One trend that emerged on social media was #BuySomeStamps. It was an effort for people to give some money to the USPS while the organization waited for federal approval for funds. Support for the USPS is currently very high, and it fits in perfectly with this campaign.

Content Calendar

November	February
<ul style="list-style-type: none"> - Thanksgiving themed images on Insta, FB, and Pinterest ads - Pinterest ads Nov. 1-30 - TikTok ads Nov. 1-30 	<ul style="list-style-type: none"> - Valentine's Day themed images on Insta, FB, and Pinterest ads - Valentine's edition of Hulu ad - Pinterest/Insta/FB ads Feb. 1-28
December	March
<ul style="list-style-type: none"> - Insta/Facebook ads Dec. 1-31 - Hulu ads Dec. 1-31 - Christmas, Kwanzaa, Hannukah themed images on Insta, FB, and Pinterest ads - TikTok Ads Dec. 1-31 	<ul style="list-style-type: none"> - Birthday themed images on Insta, FB, and Pinterest ads - Hulu ads March 1-31
January	April
<ul style="list-style-type: none"> - TikTok Ads Jan. 1-31 - Pinterest ads Jan. 1-31 - Hulu ads Jan. 1-31 	<ul style="list-style-type: none"> - Easter/spring themed images on Insta, FB, and Pinterest ads - Pinterest/Insta/FB ads Feb. 1-28 - TikTok ads Apr. 1-30



Creative

Instagram and Facebook Ad



This ad will run on both Instagram and Facebook with different crafting examples. This one is of a simple embroidery pattern, but featuring tie blankets, woodcrafts, paintings, and jewelry would also work. These would show the diverse portfolio of all the things Joann has to offer, while not overcomplicated the ad.



*Need the
perfect DIY
gift idea?*

**Time for you to finally
make that viral
chunky blanket!**

JOANN Promoted by
Joann Fabrics & Craft Stores

Follow

↑ Visit Save ...

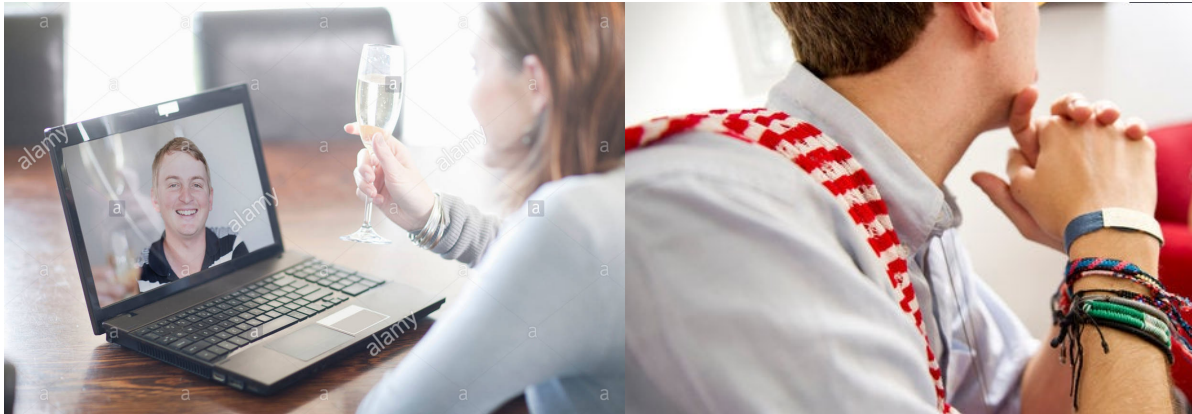
Again, this ad centers around the idea of creating a DIY gift. This link will take the consumer to a page detailing how to make this chunky blanket on Joann's website where they already have an entire section of seasonal DIY projects. There is not a way to use hashtags on Pinterest, which is why it is omitted from this ad.

TikTok Ad



This ad will feature a story-style video of two friends Facetime and talking about how they miss each other and wish they could visit for a birthday. Next both friends separately decide to make a gift for the other. They pick up the materials from Joann and purchase the JoannXusps stamps and mail each other gifts. The style will be similar to these videos ([example 1](#), [example 2](#)), with a narration and a quick story arc. This ad will be placed in the normal timeline and disclose that it is sponsored at the end of the caption and use the **#LoveInTheMail**.

Hulu Ad



This ad will feature a long-distance couple having a virtual date with dialogue implying the woman is living with her parents to help them with their health while the husband is in his apartment in another city for work. He mentions that he wishes he could just hold her hand. After they hang up, the woman goes online and orders some craft supplies from Joann, she also orders postage and the audience can see the discounted prices. Once they are delivered, she makes him a friendship bracelet with a little hand charm on it. She mails it to him with a love note with “Love in The Mail” on the front.

This ad is definitely a bit cornier and sappier than the others. However, it fits better on Hulu than social media because for the most part, social media like TikTok and Pinterest are pretty lighthearted. A serious ad spot makes more sense on a streaming platform.

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