

A cupcake with white frosting on a pink background. The cupcake is centered in the frame, with a large swirl of white frosting on top. The background is a soft, out-of-focus pink with some white floral patterns. The text "UPTOWN GIRL" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image. Below it, the text "Cupcakes & Dessert" is written in a smaller, white, cursive script font.

UPTOWN GIRL

Cupcakes & Dessert



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ABOUT RAM INTERACTIVE

At RAM Interactive, we steadfastly focus on delivering our clients the best possible solutions for their brands. Working from the ground up, we utilize thorough market research, trend tracking, and insight mining to develop unbeatable, creative and personalized campaigns that drive measurable results for each client. Rigorous work, Authentically driven, Measurable results. We are RAM Interactive.

Expertise

Research & Insights

Social Media & Digital Strategy

Traditional Advertising

Brand Strategy

Marketing Communications



THE TEAM



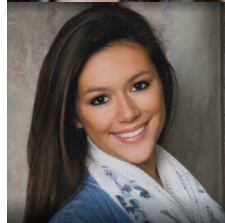
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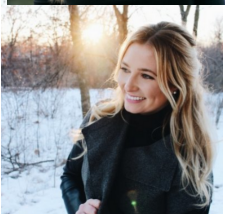
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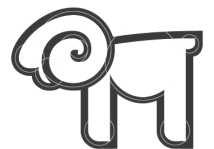
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EXECUTIVE SUMMARY

RAM interactive was hired by Uptown Girl Cupcakes and Dessert, a relatively new bakery located in White Bear Lake, to create an alternative marketing plan for the summer of 2017. Started by an ambitious mother, Melynda, this bakery specializes in fresh, high-quality and locally sourced desserts for any occasion. Uptown Girl Cupcakes and Dessert has an established bakery, a food truck and a brand new location whose loyal customer base are made up of strong women and their families. This base could be greatly expanded, however, by implementing more marketing efforts within their local community and the Twin Cities metro area.

This campaign spans from May 2017 to August 2017 with a total budget of \$800. Our main objective is as follows: To increase orders by 10% in women ages 25-38 by August 2017.

Because the summer is one of the busiest times of the year, the marketing plan spans over this period of time. Our plan will suggest specific tactics that will improve the overall objective established above.

SITUATION ANALYSIS

Strengths

- **Small-batch baking**
 - 2-3 dozen cupcakes baked daily
- **More personal and direct interface**
 - Melynda responds to each email
- **Homegrown/grassroots background**
 - Grown from a love of baking
- **Proliferated presence**
 - Food truck, store & production site
- **Brand loyalty**
- **Personalized cake orders**

Weaknesses

- **Low number of staff**
 - 5 staff members
- **Low recognition and awareness in White Bear Lake community and elsewhere**
- **Low consumer engagement on social media platforms**
- **Low budget for marketing/increasing WOM**
- **Disconnection between how business wants to be seen and how it is seen**

SITUATION ANALYSIS

Opportunities

- **Social Media presence**
 - Increase use of aesthetic photos
- **Special Event Catering**
 - Weddings, Graduation Parties, Baby Showers, etc.
- **Partnering with businesses for food truck parking**
- **Partnering with local businesses for cross promotion**
- **Tapping into local bloggers/influencers to increase social media discussion**

Threats

- **Grandma's Bakery's new store location**
- **The Legion Bar above the Uptown Girl location**
 - **Pumps smoky air into the bakery**
- **White Bear Lake and other cities' no food truck policy**
- **Food trucks aren't allowed in certain cities**
 - **Can't park food trucks on private property**
- **A large influx of business could be problematic with such a low staff**

COMPETITIVE ANALYSIS

Direct Competition



In general, Uptown Girl's primary, direct competition are bakeries similarly to Uptown Girl that specialize in cake and cupcake baking. These competitors either have a strong presence in the White Bear Lake community or high awareness in Minnesota in general.



COMPETITIVE ANALYSIS

Direct Competition

Grandma's Bakery

- Founded in 1978
- Best-selling product is cake
- Also bakes doughnuts, pastries & cookies
 - Wider variety than Uptown Girl
- Two locations in White Bear Lake
- Stronger reach on social media



Keys Cafe and Bakery

- Nine locations
 - One prominent in White Bear Lake
- Provides catering options
- Bakes cookies, cakes, pastries, pies, & more
- Family owned
- Bakes fresh everyday
- Strong presence in community



A Cupcake Social

- Has food truck and bakery location
 - Truck Minneapolis area
- Hosts a birthday club
 - Get a free cupcake on your birthday
- Has a weekly flavor calendar
- Limited flavor menu



Nadia's Cakes

- Specialty is cupcakes
- Two MN locations
- Long list of awards and recognition
 - WCCO and KFAN Best Cupcake in MN
- Large social media following
- Hosts workshops and a flavor of the day



COMPETITIVE ANALYSIS

Indirect Competition



Uptown Girl's secondary, indirect competition takes on many forms.

Indirect competitors for Uptown Girl include dessert food trucks in the Minneapolis/St. Paul area, dessert stores, and wedding caterers that also have food trucks.



COMPETITIVE ANALYSIS

Indirect Competition

Dessert Stores

Many dessert stores around the Minneapolis/St. Paul area and the surrounding suburbs pose as secondary indirect competition to Uptown Girl. These include places such as:

- Izzy's Ice Cream
- Glam Doll Donuts
- MilkJam
- Sebastian Joe's
- Nelson's
- Insomnia Cookies
- Yogurt Lab



Because they are all in the dessert category and draw large audiences, these companies compete with some degree to Uptown Girl. Customers can choose to stop for ice cream, a cookie or a doughnut after a meal rather than a cupcake, which shows that in the dessert category, there are many alternatives to choosing a cupcake.

Dessert Food Trucks

Dessert food trucks also play a role in the secondary competition that Uptown Girl has in the dessert category. Some of these food trucks include:

- Cranky's Ice Cream
- A Peace of Cake
- Original Hockey Mom Brownies
- Ruhland's Strudel Haus
- Nine Yum Yum



These companies provide viable alternatives to cupcakes and have the ability to travel to build their customer base. Unlike Uptown Girl who uses their food truck for certain events and purposes, these businesses rely solely on their food truck. Because they don't focus only on cupcakes and cakes, these businesses don't directly compete with Uptown Girl, but have the opportunity to steal customers in need of a sweet treat.

MARKET RESEARCH

We took an in-depth look at the conversation and general buzz surrounding desserts. From bloggers to nationwide surveys to industry professionals themselves, we identified a few key consumer trends that Uptown Girl can continue or start capitalizing on!



- **Food Waste Awareness**- More people are taking into consideration how much food is wasted in the United States and Uptown Girl makes a note of baking in small batches in order to minimize waste.



- **Cupcakery**- These are “specialty bakeries that focus on fabulous, extraordinarily different versions of the traditional cupcake. The cupcakes are many times larger than the traditional cupcake and are of course more expensive, ranging from \$3 to \$5 per cupcake.”



- **Affordable Indulgence**- With Uptown Girl focusing on cupcakes, this is considered an “affordable indulgence” meaning consumers are willing to splurge on a sweet treat at a considerable price.



- **Community Connections**- It’s important to make a name of your bakery within the local community and bring in more of our target consumers.



- **Food Trucks**- A huge wedding trend for 2017 which is unique and exciting and something that Uptown Girl takes part of.



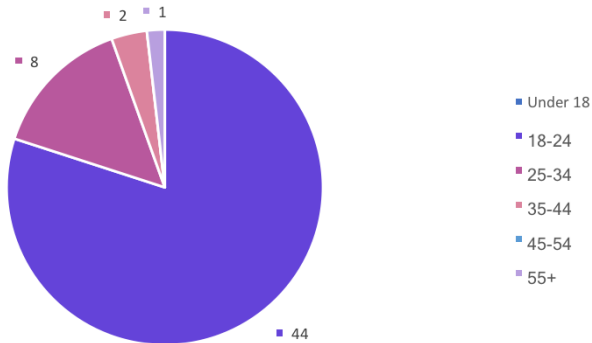
RESEARCH ANALYSIS

Our secondary research showed that the main target for cupcakes is the returning customer that lives in the neighborhood, meaning that our primary focus is on targeting women ages 25-38 who are affluent, working part-time or full-time with 1-2 kids. This is a good audience since they are local, loyal and are too busy to cook so they are willing to spend money on desserts.

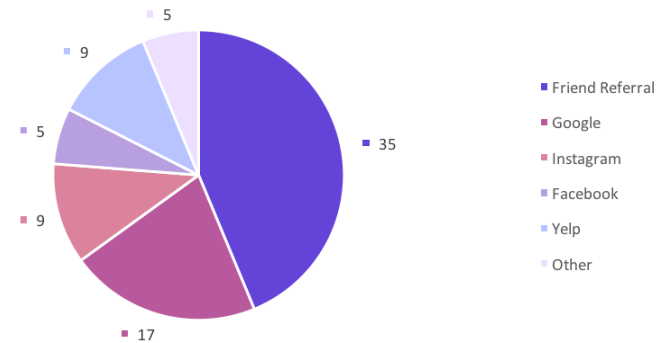
Aside from secondary research, we conducted primary research via a survey to mainly gather data regarding our target demographic's eating patterns when it came to sweets. We asked a series of 15 questions and placed our surveys on various social media sites ranging from mom groups to greek life alumni Facebook groups. The following charts are based on some of the most helpful data we received from our correspondents.

RESEARCH ANALYSIS

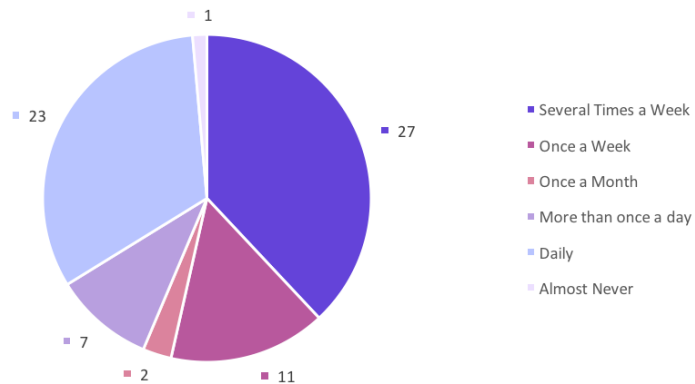
Age (55 Responses)



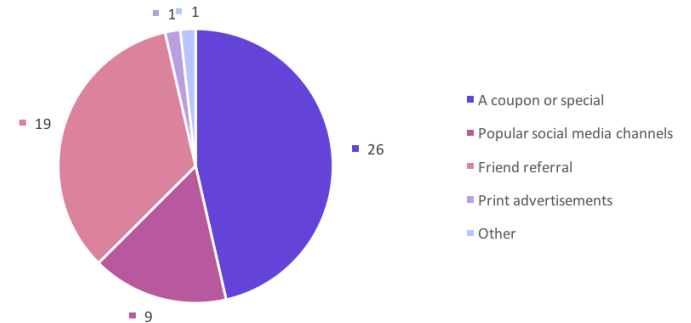
What are the main sources you turn to when researching sweet treat options? (56 Responses)



How often do you indulge in sweet treats? (71 responses)



Which of the following would motivate you most to visit a new bakery? (56 Responses)



MEET MELISSA

Based off our market research and analysis, we developed an ideal "**persona**" that this campaign is targeting

- Age 35
- Mother of two, part time secretary
- Melissa has mastered the art of balancing her kids schedules, personal life, and work demands
- She is tech savvy and utilizes her iPhone and laptop for everyday solutions
- She doesn't have much free time, but prefers it that way
- With the hustle and bustle of her life, she doesn't get to pamper herself often, but makes time for small indulgences along the way
- Melissa also tends to trust and value her friends' recommendations for food, birthday parties, etc.





victoria's best

CAMPAIGN OBJECTIVE

Our objective is **to increase the number of orders by 10% from May 2017 to August 2017** for Uptown Girl cupcakes and desserts. Orders include bulk catering of 12+ cupcakes, events held at the new location and local customers who stop by the store location.



KEY MESSAGES

1. Uptown Girl cupcakes are for the working mom and woman to enjoy an elegant sweet treat and indulgence in the midst of her busy week.
2. Uptown Girl provides a fresh, diverse and unique range of cupcakes and cakes that are perfect for every occasion (big or small).





Motivate women
ages 24-38 to visit
Uptown Girl's
bakery for a trial.

Strategy 1

TACTICS

1. Local Business Partnerships
2. Flavor of the Day
3. Birthday Club
4. Coupon



PARTNERSHIPS

The most valuable form of marketing that consumers trust the most is word-of-mouth. About 88 percent of consumers trust brands that are recommended to them and about 91 percent of consumers take action from these recommendations. Partnering with other trusted and local businesses would not only spread the word for Uptown Girl, but also create awareness for where to find these delicious desserts. In return, these stores can give us their brochures or business cards to put on display in the bakery.





PARTNERSHIPS

Sunbear

Uptown Girl is a place for a sweet retreat. Pair a delicious cupcake with a facial or massage from the spa across the way at Sunbear Salon and Medical Spa. Why not rejuvenate and feed your sweet tooth at the same time? Brochures would be placed at the receptionist counter so guests can have a look at the sweet treats just across the street.



SUNBEAR

Sew What!

One perk of the services provided by Uptown Girl is that customers can buy one cupcake or 10 dozen. Partnering with Sew What! just two doors down can stop people in their tracks who may want to stop in for one cupcake after running errands or who want to buy a mass order for an upcoming party while their party dress is being hemmed. Brochures would be placed at the cash register to draw attention to the sweet desserts waiting for them just down the street.

Lulu & Luigi

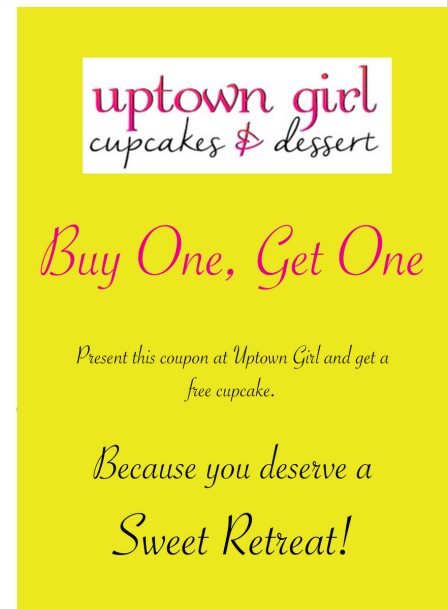
We all know everyone needs time for some R and R, but we can't forget that our furry friends need spa days too! Partnering with Lulu and Luigi's would be a great way to help dogs and owners indulge. Placing brochures in the waiting area of the doggy parlor will let pet owners know there is a sweet retreat for them just half a block away.

Flavor of the Day

Research shows incentives affect the spending habits of customers and indicate that the consumer is not only more likely to buy a service or good when there is a discount but also this customer is more likely to return in the future. To help increase sales, foot traffic in the store, and customer loyalty, we have created a Flavor of the Day calendar for Uptown Girls. Customers will be able to purchase the Flavor of the Day cupcake for \$2.00. The calendar will come in both brochure and poster form, and the poster will be strategically placed in Uptown Girl's bakery.



To add more value to this calendar, these Flavor of the Day calendars will be inside of the brochures placed at the stores of our various partners. However, these specific brochures will be different than those found in the Uptown Girl store and will include an exclusive coupon on the back. The coupon will offer a BOGO, or buy-one-get-one, deal. This will help to entice customers to go to the bakery to try the delicious treats.



Flavor of the Day
cupcakes are just \$2.00!

Flavor of the Day:

July Holiday Cupcakes!



July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Lemon Lime
2	3	4 Happy 4th! Holiday Cupcake!	5 Banana Split	6 Bourbon Maple Bacon	7 Chocolate Covered	8 Neapolitan
9	10	11 Blackberry Almond	12 Peanut Butter Cup	13 Oreo	14 Red Velvet	15 Rootbeer Float
16	17	18 Coconut Rum	19 Monster Cookie	20 Strawberry	21 Salted Caramel	22 Lemon Drop
23	24	25 Strawberry Milkshake	26 Chocolate Hazelnut	27 Sugar Cookie	28 Chocolate Caramel	29 Mint Oreo
30	31					

Birthday Club

As another way to get women 24-28 in to the Uptown Girl store for a trial, we recommend that Uptown Girl implement a Birthday Club feature on the website. This birthday club feature will not only allow consumers to come in to the store for a free cupcake on their birthday, but will also allow Uptown Girl to collect email information about customers. These emails can incite further communications for Uptown Girl through potential Facebook ad targeting, email updates and information, and more. The Birthday Club feature of the website plays on the fun, elegant and homegrown feel of Uptown Girl's brand.

With a form link being embedded on the new Birthday Club page of the Uptown Girl website, customers will be able to provide their name, email and date of birth to become part of the exclusive club. If they choose to visit on their birthday, Uptown Girl will provide them with a free cupcake (either of their choice or it could be the flavor of the day). This new feature will provide an even further incentive for consumers to taste test and fall in love with Uptown Girl's amazing cupcakes. This also provides a further opportunity to engage the local White Bear Lake community and build deep relationships with customers.

Birthday Club



 Cart

Home

Home

Catalog

The Food

The Experience

Who Loves Us?

FAQ

Birthday Club



Join the Birthday Club

We want to celebrate with you! Join our birthday club to enjoy a FREE Uptown Girl cupcake on your birthday each year.

Birthday Club Sign Up

Name: _____

Email: _____

Date of Birth: _____

☐

Sign me up for Uptown Girl email reminders, news and updates

Coupon with purchase

In conducting our survey, we learned that women ages 18-55 are most motivated to visit a new bakery or restaurant if they are given a coupon. In turn, these women mentioned that they are most likely to trust a friend's recommendation when deciding to purchase from a new bakery or restaurant.

We feel it is important to provide an incentive for customers to bring in a friend who has never tried Uptown Girl to come to the store for a free trial.

The "bring in a friend who's never been" coupon/incentive can take the form of a sticker that will be placed on the packaging of customers' purchased cupcake (or cupcakes). Thus, upon returning, if they bring a friend in who has never been, Uptown Girl will provide them with a free cupcake.

A free cupcake awaits.

Bring in a friend who's never
been to Uptown Girl and we'll
give you a **free** cupcake!





Increase online
visibility of Uptown
Girl across search
and social media
platforms.

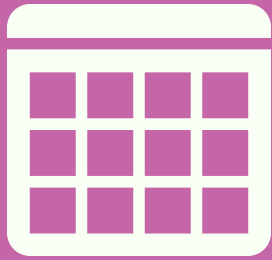
Strategy 2

TACTICS

1. Social Media Content Calendar
 - Brand Voice Guide
 - VSCO filter
- 2) Google Adwords
- 3) Blogger Outreach

SOCIAL MEDIA

To keep up with the creativity and ever changing demands of the online social landscape, brands must remain visible and relevant with a curated social media presence.



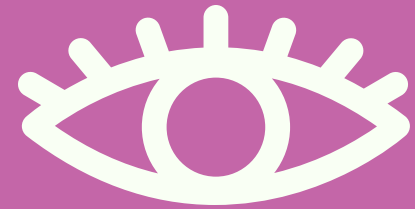
Content Calendar

Stay Organized



Brand Voice

Stay Consistent



Visual Aesthetic

Stay Attractive

Social Calendar July 2016

KEY:
Instagram
Holidays
Email Blast
Blog Post
Facebook
Contest/evets

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK		
			4th of July Contest			
	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	FOURTH OF JULY WEEK	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK		
			Hosting local book club			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK		
			BOGO cupcake night			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
INSTAGRAM	INSTAGRAM	INSTAGRAM		INSTAGRAM	EMAIL BLAST	FACEBOOK
FACEBOOK	FACEBOOK	FACEBOOK		FACEBOOK		
			Wine & Cupcakes Night			

CONTENT CALENDAR

Using a content calendar makes it easy to stay on top of social platforms and holds brands accountable for continually releasing content! Uptown girl will show dedication to its followers and attract more people to engage online

BRAND VOICE GUIDE

Creating a consistent tone of voice when managing social accounts further contributes to a steady brand image. We chose a **light and fun voice** that shows off Uptown Girl's best features, freshness, indulgence, and deliciousness! By including a **call to action** at the end of posts you encourage online consumers to engage with your brand and eventually the storefront!

Words that align with Uptown Girl's brand:

Whimsical
Fresh
Sweet Retreat
On The Go
Affordable Indulgence
Made Daily
Specialty

Words that sell:

You/your
Love
Guarantee
Fun
Benefit
Save
Money
Satisfy



uptowngirlcakes Uptown Girl Cupcakes and Dessert >

8 SECONDS AGO

uptowngirlcakes Drumroll please...today's specialty cupcake is banana chocolate chip with cream cheese frosting 🍌🍌🍌 swinging on by to satisfy that sweet tooth!



uptowngirlcakes

3 MINUTES AGO

uptowngirlcakes Tag your cookies n cream loving friends! These cookie monster delights were baked fresh today 🍪🍪



uptowngirlcakes

7 SECONDS AGO

uptowngirlcakes Pick your poison! We're loving the raspberry shortcake, which would you choose for your sweet retreat?

INSTA THEME

Using the same photo filter for instagram or other social media gives your account a cohesive and visually pleasing look, also called a "theme". By sharing clear, bright, and colorful images on a consistent basis consumers will be drawn to the Uptown Girl brand and be intrigued to learn more.

VSCOcam is a free and easy to use iphone app, just throw on a filter and toggle a few settings and you're ready to post to social media accounts!

BRIGHT & COLORFUL DESSERTS
VSCO FILTER F2
SATURATION +1
CONTRAST +1
EXPOSURE -1



10
posts

0
followers

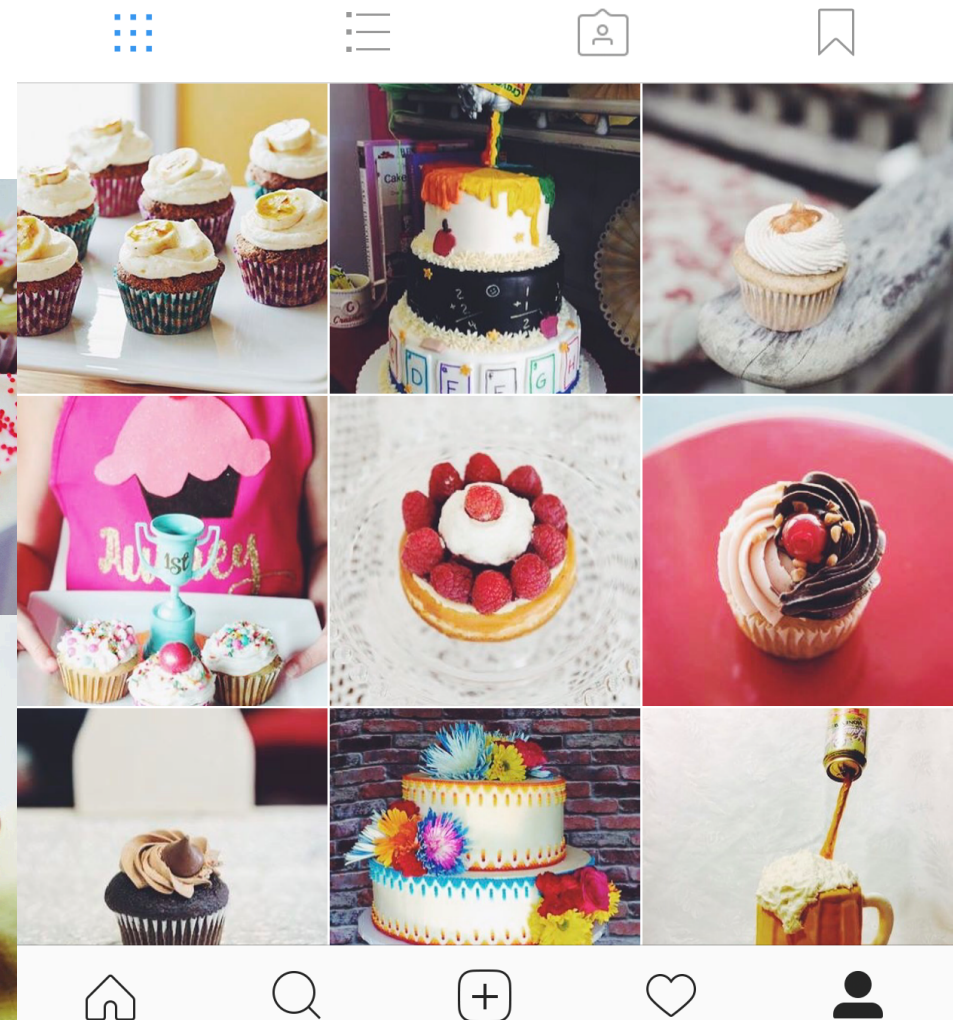
0
following

Edit Profile

Uptown Girl Cupcakes & Dessert

We believe in playful, high-quality, locally sourced decadent dessert.

Baking up a sugary storm in White Bear Lake, MN
uptown-girl-cupcakes.myshopify.com/



Google Adwords

In today's climate of intensified digital media competition, it is crucial that Uptown Girl turn to Google Adwords to garner website traffic and online impressions. First, it is estimated that for every \$1 spent on Google AdWords, the average business generates \$2 in revenue. Second, when the words "Uptown Girl" are searched on Google, Uptown Girl cupcakes and desserts does not appear until the third page. When consumers are searching for the store, they may not know to search for "Uptown Girl cupcakes and desserts." Third, when the words cupcakes and "best cupcakes" are Googled, Uptown Girl is not among the top companies to pop up. Thus, we recommend that Uptown Girl invest in Google Adwords to some degree to increase visibility on Google and the corresponding Google Ad Search Network. Google Adwords can help drive online users and online search users to Uptown Girl's website. With a \$2 a day budget, Google Adwords will help Uptown Girl to garner 15+ clicks and 2,000+ impressions per day.

When implemented for the duration of the campaign, Uptown Girl will have gained 615 local clicks to the website and 43,419 impressions online for a total of \$246 for four months. And if Google Adword's estimate is correct, Uptown Girl will potentially gain \$492 in revenue.

Uptown Girl - MN's Best Cupcakes and Cakes

Ad uptown-girl-cupcakes.myshopify.com

Enjoy the best cupcakes and cakes, personalized for every occasion.

Uptown Girl - MN's Best Cupcakes and Cakes

Ad uptown-girl-cupcakes.myshopify.com

Order the food truck or personalized cakes and cupcakes for every occasion.

Best Cupcakes and Cakes - Uptown Girl White Bear Lake

Ad uptown-girl-cupcakes.myshopify.com











Enjoy the best cupcakes and cakes, personalized for every occasion.

Google Adwords

Keywords

Add around 15-20 keywords. [?](#)

These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity ?	
cakes	 1830000	×
best cupcakes	 4400	×
wedding caterer	 14800	×
uptown girl	 110000	×
cupcakes	 1830000	×
birthday cake	 2240000	×
wedding cakes	 450000	×
holiday dessert	 8100	×
white bear lake	 6600	×
birthday party ideas	 74000	×

Location: Minnesota;
Minneapolis/St. Paul Area;
Metro Area

Budget: \$2/day

Total Clicks: 615

Total Impressions: 43,419

Blogger Outreach

In order to increase Uptown Girl Cupcakes and Dessert's social media awareness and visibility, we plan to initiate partnerships with local mommy bloggers. To do so, we will send them a dozen of our fresh and fun cupcakes and in return ask to be featured on their blog. Below are three local bloggers that have the same brand image and values of Uptown Girl and we think they would perfectly represent the brand, along with raise our awareness.

Twin Cities Moms Blog



Twin Cities Moms Blog is made up of a team of 78 moms from around the local area. They come together to create an amazing resource and community for local mothers. They have a larger following and a wide variety of content, including a Twin Cities Where to Eat Guide.

Wit & Delight



Wit & Delight is a blog written by St. Paul local, Kate Arends, along with the help of her team of 4. On her blog you can find many articles about local food and entertainment, motherhood, healthy living, travel and DIY projects.

Primp & Prime



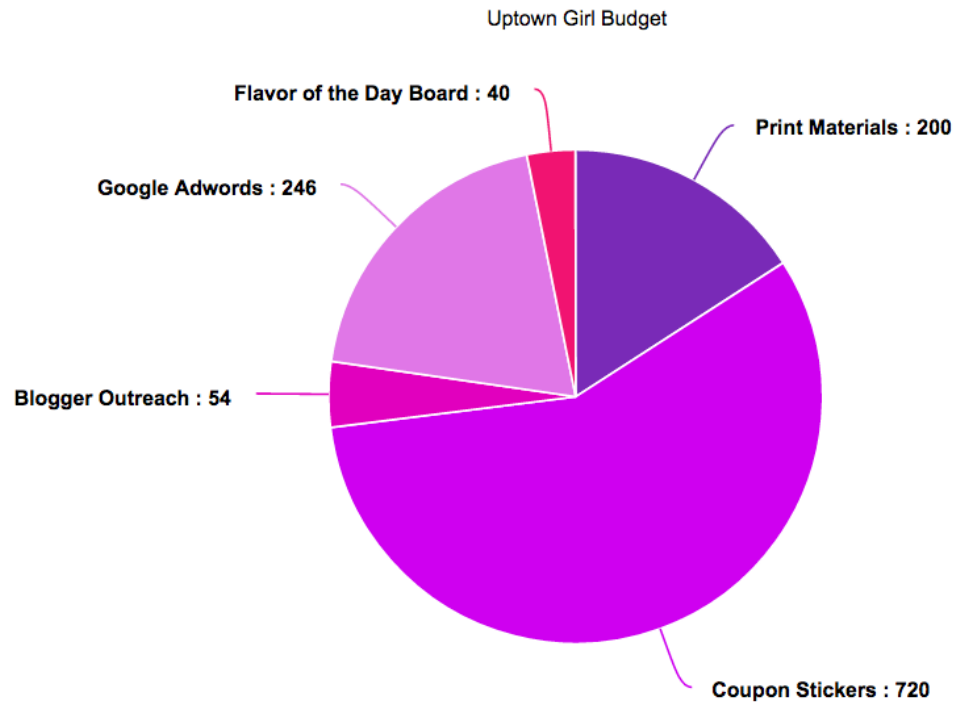
Primp & Prime is a blog run by Minnesota native, Anastasia Haqq. Stasia is a mother, blogger, artist, traveler, entertainer and fashionista. On her blog you can find posts about motherhood, fashion trends, party planning and product giveaways.

BUDGET

1. Print Materials = **\$200**
2. Coupon Stickers = **\$720**
3. Blogger Outreach = **\$54**
4. Google Adwords = **\$246**
5. Flavor of the Day board = **\$40**

Budget Total (May-August): \$1,260

About: \$315/month



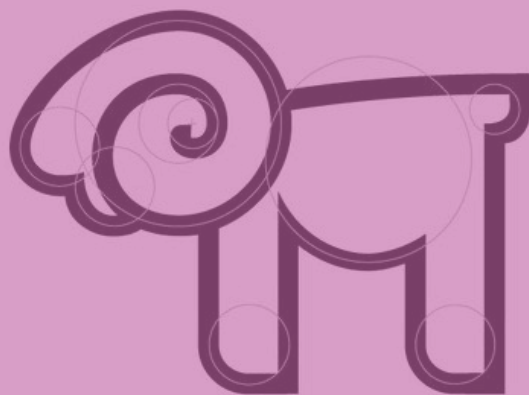
ISSUES

The potential risk that is associated with our first strategy of driving trials, is that partners and customers may not cooperate as we'd like them to. In this sense, the first tactic is to initiate partnerships with local businesses in order to place Uptown Girls Cupcake's brochures and coupons at their store. Potentially, these business partners may not prominently display or advertise Uptown Girl's brochures, which could lead to an ineffective partnership. Yet, RAM Interactive has selected business partners that we feel align closely with Uptown Girl's business and anticipate that they will welcome the partnership wholeheartedly.

In turn, with the implementation of brochures and coupons, another possible issue is that Uptown Girl Cupcake may not see an increase in sales due to coupons and may lose money by printing these materials. However, this is also an opportunity to see which partnerships are most effective as customers bring coupons or do not. As we saw in our primary research, many consumers highlighted that they would be inclined to try a new bakery if they had a coupon.

Some issues also may arise in terms of the budget. With only a small portion of the profits being allocated to the marketing tactics, Uptown Girl may face issues in deciding which mix of tactics are appropriate for the business as well as what is affordable. Thus, as we present many tactics and strategies that can help bolster Uptown Girl's business, Uptown Girl may face roadblocks in implementing them all at once. Yet, we will present options that work closely with the outlined budget to remain effective and on budget.

The second strategy that we are preparing, is to increase visibility on search platforms and social media platforms to drive trials. We also plan on pairing with local mommy bloggers to sponsor our brand on their personal social media channels. The potential risks associated with utilizing bloggers is brand image. We have to make sure that the bloggers we give our cupcakes to uphold our brand image and values, giving Uptown Girl Cupcakes the appropriate association.



RAM Interactive

