



&

dearduck 



## **Executive Summary**

### **Challenge**

We chose to accept the first challenge.

*Challenge #1: Where and how can we show the full value to the consumer.*

For this specific challenge, we needed to “engage customers in the eyes of the business.” To effectively do this, there were three things we needed to address: messaging, promotion, and engagement. With messaging, the goals were to show the audience how it works, the relationship benefits, and the value behind the software. For promotion, the goals were to raise awareness about what Buying for Others marketing is, along with an increase in awareness of Dearduck. The goal for engagement was to get consumers to not only take the quiz, but to share the quiz, and increase post-quiz engagement. We feel that we were able to successfully complete this challenge.

### **-What we did:**

To address the first challenge, we began with a SWOT analysis. Through the SWOT analysis, we were able to identify internal and external luxuries and problems from Dearduck. With any company, knowing the correct target audience is critical to its success. We identified two target audiences for Dearduck’s business model. Our first target audience is for females from the twenties to their mid-thirties and the second target audience is for males between the ages of thirty-five and forty-four. Eventually, we were able to come up with a strategy for Dearduck to move forward with its marketing towards the audiences that we identified. In this, the taglines and objectives that we created are time-bound, specific and measurable. Finally, we designed what the advertisements would look like once they were launched into their respective social media websites. These ads are stills and videos that we believe would be effective in completing the goal of the company.

# Table of Contents

About Us	3
Mission Statement	6
Client Evaluation	7
SWOT Analysis	11
Target Audience	18
Creative Strategy	23
Deliverables	30

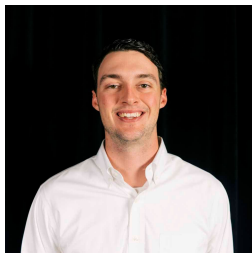


## About Us



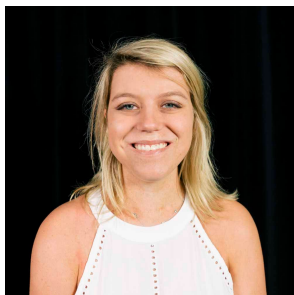
Matt Thomas - Account Manager

Matt Thomas is the account manager for Vision Advertising. Matt is from Phoenix, Arizona and recently moved to the San Antonio area. His strengths include being a strong leader, a hard worker, and a good team player. Outside the agency life, he enjoys playing baseball, spending time with family and friends and watching sports.



Mark Tindall - Creative Partner : Copy

Mark Tindall is the creative partner in charge of messaging for Vision Advertising. Mark is originally from the Houston area but moved to San Antonio two years ago after briefly living in Philadelphia. Outside of working for Vision, he spends his time playing baseball and watching sports, as well as studying the art of beer brewing.



Cortland Rawlinson - Creative Partner : Graphic Design

Cortland Rawlinson is the Graphic Designer for Vision Advertising. Cortland has a background in photography and is proficient in Photoshop and video editing software. In 2013, she started her own online photography business. She was born in Houston, Texas and recently moving to San Antonio. In her free time, she enjoys watching football with my family, hanging out with friends and playing with her dog.



Will Insull - Creative Partner : Visual Content Creator

Will Insull is the visual content creator for Vision Advertisement. Will has a background in photography and video and has been freelancing for 6 years. He was born and raised in Houston, Texas, but now resides in San Antonio. When he is not behind a camera or brainstorming that next creative idea you can catch him playing baseball or in the mountains hiking.



Amanda Gerlach - Creative Partner : Event/Media Manager

Amanda Gerlach is the Event and Media Manager for Vision Advertising. Amanda has an experience in event management and media relations as well as an expertise in photography, starting her own business in 2014. She believes in having a strong work ethic and giving 110%. She was born and raised in Houston, Texas but currently lives in San Antonio. In her spare time, she runs cross country and enjoys reading.



### **Mission Statement**

Vision Advertising provides a strategic, forward-looking vision for your company. Leave the taglines, visuals, and marketing strategy to us, so you can focus on improving your company. We serve our clients by providing a clear vision for their future.

### **Our Core Values**

Ethical work  
Innovation  
Consistency  
Service for others  
Passion





# **Client Evaluation**

## **Organization history**

Founder Katy Aucoin's family is like many people's: Lots of well-meaning gifts but no real clue as to what anyone actually wants. So every year it's the same rigmarole: "I love it," her Mom will exclaim with all the excitement she can muster when she opens the box with yet another sweater from the same store as last year. And the year before that. And the year before that. Same deal for Dad, except when he opens his proverbial package of socks, it's a theater of the absurd. Socks on his hands! Socks on his ears! Socks, well, you get the idea. Her Dad is joking, of course, but maybe it's also a little cry for help?

Katy was the same: Guilty of never sharing what she really wanted. So whenever she was asked by, say, her boyfriend's mom, or her best friend Emily, she would demur, "Oh don't worry about getting me anything" to avoid that well, awkward moment of trotting out your private wish list. But as we all know, when you have NO IDEA what someone wants, everyone's dreams of perfect presents shrivel and die.

After too many years of experiencing this gifting angst in all directions, Katy started to think, "Wait, this is probably happening to everyone, and maybe I can fix it." Enter the magic of dearduck, a way to transform the gifting experience from awkward and forced to easy and happy—so that everyone gets what they truly want.<sup>1</sup>

## **Recognition and Awards**

Dearduck has received recognition from various companies, even before they officially launched. On October 18, 2018. The CEO of Forever 21, Alex Ok, described dearduck as a solution they have been searching for for years. This quote epitomizes the way existing retailers see Dearduck, not just as something that would be convenient, but a solution to a standing problem retailers face in today's digital world. It doesn't stop there though, Entrepreneur described Dearduck as "one of the top 20 companies investors are closely watching" a list that includes companies by the likes of Bumble and Bird. This recognition carries a lot of weight, as both Bumble and Bird have recently become successful companies.<sup>2</sup>

## **Mission Statement and Values**

Dearduck's mission statement states that they are striving to "transform gift giving into a fun and meaningful experience through a social, innovative, personalized platform". This statement emphasizes Dearduck's vision to try and strengthen relationships between consumers and their friends and family and consumers and businesses through confident and fun gift giving. Dearduck sees itself as a company that understands the importance of gestures, and how even just showing some small appreciation can go a long way in building and strengthening connections between people and businesses.

---

<sup>1</sup> Dearduck Brand guide

<sup>2</sup> Staff, E. (2018, May 31). Learn Why Investors are Closely Watching These 20 Companies. Retrieved from <https://www.entrepreneur.com/slideshow/313599>

## **Market Position and Important Products**

Positioning: Usually gifting is more of an “I need a drink!” experience than something you want to say “Cheers!” about. We’re here to change all that by making the whole thing enjoyable, easy and personal.<sup>3</sup>

Important products- spurs, pearl, GOW media publishing, culture map

## **Current Advertising**

There is currently no advertising for Dearduck. The company has gone through several rebrandings as it transformed into the BFO software of today. However, this is about to change as they are about to launch for the first time with the Historic Pearl Brewery in San Antonio on October 18th, 2018. This launch will be the first time that the software will be implemented into a marketing plan. Dearduck is a one-of-a-kind service in the market. Currently, it is the only company using a BFO (buying for others) marketing strategy. Gift guides seem to be Dearducks only real competitor. Gift Guides have been around since the 1930s and although they have not always been successful they have a historic track record.<sup>4</sup> Top Retailers like Macy’s and Bed Bath and Beyond have created a one click shopping experience for consumers.<sup>5</sup> This means that although there is not much if any competition the path to success is unclear and will require some research to get this product into the hands of its intended before a competitor emerges.

## **Primary Target Audience**

Katy has identified college-aged students and young adults as Dearduck’s target market, meaning that she hopes to reach 18-35-year-olds through this marketing service.<sup>6</sup> Women make up 60% of Dearduck’s audience, but Dearduck is looking for ways to reach out and encourage more men to use the service as well. Even though men use Dearduck less than women, Dearduck would like to increase the number of men that use BFO gifting. Doing this they will not only be increasing their reach to their target audience but will also be increasing the amount of users as a whole.

## **Competition**

There is no other service that would allow businesses to distinguish whether their customers are buying for themselves or others, which makes the buying experience stand out compared to the average online gift-guide and something that needs to be highlighted. Dearduck is a new

---

<sup>3</sup> Dearduck Brand guide

<sup>4</sup> Krahn, A. (n.d.). Why Gift Guides Work - And How to Make Yours a Success. Retrieved from <https://www.salsify.com/blog/why-gift-guides-work-and-how-to-make-yours-a-success>

<sup>5</sup> Krahn, A. (n.d.). Why Gift Guides Work - And How to Make Yours a Success. Retrieved from <https://www.salsify.com/blog/why-gift-guides-work-and-how-to-make-yours-a-success>

<sup>6</sup> (Katy Aucoin, client briefing)

company and has no current advertising meaning that consumers have no idea what they are and the buying experience could be improved.

### **Communication and Marketing Challenges**

Dearduck has two main challenges according to their CEO and founder, the first one being where and how they can show their full value to the consumer. This includes but is not limited to promotion, engagement, and messaging with their target audiences. Messaging is a challenge for any new company, as they need to communicate to their consumers how their product works, as well as why any consumers should use their products, including but not limited to how Dearduck is a better value than their competition, including saving time and a better way to gain knowledge. Dearduck needs to have channels to reach out to their target audience, with possible options including their website, email, and social media. The biggest part of this first challenge will be engagement with Dearduck's target audience, including not just getting the target audience to take the quizzes, but also having consumers share the quizzes with friends, and engaging with the quizzes after taking and sharing them.

Dearduck's second challenge is where and how can they show the full value to businesses, which will be Dearduck's direct consumers. This challenge includes sales, usage and leadership. Sales includes helping businesses add new customers, as well as return of existing customers. The usage challenge Dearduck has in relation to businesses includes marketing campaigns, BFO holidays, and promotion of Dearduck to more businesses. The final part of this challenge involves Dearduck establishing thought leadership, as they are the first company to operate entirely around a buying for others (BFO)



# **SWOT Analysis**

**Strengths** - Dearduck is a powerful tool for consumers and businesses due to its automation, ability to grow and pivot, and being the first in the industry to offer BFO marketing.

#### Automation

The fact that Dearduck runs seamlessly in the background of a website is crucial. This allows the Dearduck software to be used by anyone in any situation.<sup>1</sup> It also grants the consumer the ability to not necessarily know that Dearduck is helping them with their buying choices, thus making the business seem more unique since it is suggesting better gift ideas.<sup>2</sup>

#### Scalability

Since Dearduck is still a small company, they continue to launch and grow, as it can change to fit the demands of the marketplace.<sup>3</sup> This can be a good thing for Dearduck but also the businesses it works with by fitting into roles that maximize its success in the marketplace.

#### First to use BFO (Buying For Others) marketing

Dearduck is the first company to use the idea of BFO marketing, or Buying For Others. BFO marketing is a technique that allows customers of different businesses to personalize their shopping for others through the use of surveys.<sup>4</sup> This new form of marketing is the first to acknowledge that “up to 40 percent of the purchasing dollar is spent on other people.”<sup>5</sup> The BFO marketing platform lets Dearduck expand their market and creates relationships between consumers through their surveys. By creating these networks, consumers are able to purchase exactly what their loved ones want. Dearduck also helps retailers because “retailers end up losing a lot of money from [gift] returns,” but by allowing the consumer to buy exactly what someone may want, they eliminate this problem for the retailer.<sup>6</sup>

**Weaknesses** - The weaknesses identified in Dearduck are its form of consumer interaction, the lack of consumer knowledge about the product, and company size.

#### Communication Platform

We believe that using email as the primary way to communicate with consumers is a weakness. The social media platforms that are most used by the target audiences are Facebook, YouTube,

---

<sup>1</sup> Aucoin Katy. Trinity University Client Briefing. 1 October 2018

<sup>2</sup> Aucoin Katy. Trinity University Client Briefing. 1 October 2018

<sup>3</sup> The Young Entrepreneur Council. “12 Important Factors for Growing Your Company.” *Small Business Trends*, 13 Apr. 2015, [smallbiztrends.com/2015/04/growing-your-company.html](http://smallbiztrends.com/2015/04/growing-your-company.html).

<sup>4</sup> Aucoin Katy. Trinity University Client Briefing. 1 October 2018

<sup>5</sup> RealCo. “Emotional Benefit - Katy Aucoin's Secret to Success.” *Medium*, Medium, 27 July 2018, [medium.com/@realco/emotional-benefit-katy-aucoins-secret-to-success-ca93318e039c](https://medium.com/@realco/emotional-benefit-katy-aucoins-secret-to-success-ca93318e039c).

<sup>6</sup> Mosbrucker, Kristen. “Houston Tech Startup That Helps Customers Choose Gifts Moves to San Antonio.”

*Bizjournals.com*, 24 July 2018,

[www.bizjournals.com/sanantonio/news/2018/07/23/houston-tech-startup-that-helps-customers-choose.html](http://www.bizjournals.com/sanantonio/news/2018/07/23/houston-tech-startup-that-helps-customers-choose.html).

Snapchat and Instagram.<sup>7</sup> Therefore, Dearduck should find new ways to reach out to their customers via social media. The target audience for Dearduck does not use email as much as it would need to for email to be the primary form of Dearduck to interact with consumers. There is a bad stigma with marketing and spam emails, since emailing customers about buying an item is not the best way to reach the intended audience.<sup>8</sup>

#### Not currently marketing their product

Dearduck is a fairly new company that has not been marketing or promoting their product.<sup>9</sup> Their product is software that uses a new type of marketing called BFO marketing. Unfortunately, because the company has not yet been promoting the product themselves, people do not know what this new type of marketing is or how it works. As mentioned by Forbes, marketing is instrumental to the success of a company. Without it, customers solely base their opinions and judgments of the product on their experiences.<sup>10</sup> This means that if a company does an adequate job of marketing, then the company can recover more easily than if a company does not market as much.

#### Lack of awareness of the company

Another problem with the company's lack of promoting, is the absence of awareness consumers and businesses have in regards to the company and how to utilize the software. This lack of awareness creates a challenge in terms of adding to its customer base and makes it difficult for the company to grow the number of businesses signed to use the software as well as the number of consumers participating with the software.

#### Company size

Being in the early stages of the company's existence, taking on new customers is not easy. While Dearduck is able to take on potentially large regional markets such as the Pearl, the costs of expanding will increase. Dearduck needs to prove itself to be profitable for the potential consumers with its initial customers as they create the market for BFO. Small companies that expand too fast tend to fail. An example of this is Zynga, who had rapid expansion which

---

<sup>7</sup> Smith, Aaron, and Monica Anderson. "Social Media Use 2018: Demographics and Statistics." *Pew Research Center: Internet, Science & Tech*, Pew Research Center: Internet, Science & Tech, 19 Sept. 2018, [www.pewinternet.org/2018/03/01/social-media-use-in-2018/](https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/).

<sup>8</sup> Whiteoak, H. (n.d.). The Good, the Bad, and the Ugly. In *Pixlee*. Retrieved December 1, 2018, from <https://www.pixlee.com/blog/the-good-the-bad-and-the-ugly-in-email-marketing-in-2018/>

<sup>9</sup> Aucoin Katy. Trinity University Client Briefing. 1 October 2018

<sup>10</sup> Morgan, B. (2017, May 5). What Would Happen If Marketing Was Eliminated At Your Company. In *Forbes*. Retrieved October 13, 2018, from <https://www.forbes.com/sites/blakemorgan/2017/05/05/what-would-happen-if-marketing-was-eliminated-at-your-company/#78b6a3152a88>

ultimately led to the company having to shut down some branches.<sup>11</sup> The theme of this is that there needs to be an appropriate expansion rate in order for a company to become stable.

**Opportunities** -The opportunities for Dearduck include: BFO marketing being a new idea to sell to retail companies, companies have been asking for a service like this, and the plethora of potential clients.

#### New idea to sell to retail companies

The Buying For Others concept is a new idea brought forward by Dearduck that can be presented to retailers. As the idea of BFO grows, companies will likely jump at the idea once they realize that they need this to keep customers on board. There is an opportunity to come forward with a product that has not been done before and get in the front of consumers before others follow. Companies will want to invest in things that solve real world problems for them. As Dearduck proves itself as a successful model for companies to rely on, more companies will want to enlist the services of Dearduck, and thus expand the business.<sup>12</sup>

#### Can set the price of its product

Dearduck can command the market in terms of price and how such a product can be utilized. Of course, potential clients would have a say in how much they spend on a product like Dearduck, but once it becomes a money saver, companies will surely begin to set a budget for services like these, especially since Dearduck's software is white labeled, and therefore extremely flexible. A monopolistic business has the ability to maximize profits and set the price.<sup>13</sup>

#### There is a demand for the software

Dearduck has an opportunity because companies like Forever 21 have been asking for a system like theirs according to the CEO Alex Ok who said "We have been searching for a solution like this for years".<sup>14</sup> This is a great opportunity for Dearduck because they can present themselves as the only solution to the problem these companies have had with people buying for others online since they are the first company to provide these services on the market. Dearduck is thus presented as the solution that companies have said they wanted, and have needed to be a part of the online retail model.

---

<sup>11</sup> O'Connor, S. (2013, October 8). Step 9 For a Successful Startup: Prove Your Business First, Expand Later. In *Forbes*. Retrieved October 13, 2018, from <https://www.forbes.com/sites/shawnoconnor/2013/10/08/step-9-for-a-successful-startup-prove-your-business-first-expand-later-2/#2e6ac56b46ab>

<sup>12</sup> Bluestein, Adam. "How to Hunt Big Game." *Inc.*, [www.inc.com/magazine/201503/adam-bluestein/tipsheet-hunting-big-game.html](http://www.inc.com/magazine/201503/adam-bluestein/tipsheet-hunting-big-game.html).

<sup>13</sup> The Four Types of Market Structures (n.d.). In *Quickonomics*. Retrieved October 15, 2018, from <https://quickonomics.com/market-structures/>

<sup>14</sup> Aucoin Katy. Trinity University Client Briefing. 1 October 2018



### Lots of potential clients

Another opportunity for Dearduck is the list of potential clients that are available is extremely broad, and therefore there will be room for growth on the customer acquisition end. The potential client list is vast as it includes: Kendra Scott, Forever 21 and Target. With these stores, they can reach a plethora of clients through free resources.<sup>15</sup> This allows Dearduck to not have to pay to get in touch with potential clients, and as Dearduck becomes more successful more retail companies will be open to the BFO idea until it becomes the norm for the retail business. They will have a large pool of clients to select from so that they do not have a stunt in growth.

**Threats** - The threats that Dearduck has to be aware of are the gift card and e-gifting industry, the current gift guide style, and personalized gifting.

### Gift Cards

In a world where gift giving has become more and more difficult in the sector of personalization, gift cards have become the norm. As a matter of fact, consumer spend over \$130 billion on gift cards every year.<sup>16</sup> Gift cards are the intersection between casual and personal. They help ensure that the person gets exactly what they want and no mistakes are made. With the current technology, a physical gift card is no longer needed. With IOS applications like Wallet for smartphones, gift cards can be conveniently scanned from the phone at checkout, through e-gifting (also referred to as digital gifting).

### Online Shopping

E-gifting is innovative and convenient that it is used universally.<sup>17</sup> Gift cards can also be used online so the process of going to a store, finding something you like, and checking out is not necessary, giving the gift of convenience. Websites such as Amazon and eBay have capitalized on these e-gift cards because of the wide selection of products they sell. Online websites such as Amazon are also a threat to Dearduck's BFO system. Amazon allows users to create wishlists and to view the wishlists of others. This makes gift giving easy because a user can buy anything on their friend's list and it is guaranteed that the friend will enjoy the gift. Websites like Amazon also simplify the gift-giving process even further by allowing a user to send a gift directly to the house of their friend. A meaningful gift can be given without having to leave the couch.

---

<sup>15</sup> Barnea, M. (2016, May 16). How To Grow Your Startup With No Budget. In *Tech Stars*. Retrieved October 15, 2018, from <https://www.techstars.com/content/accelerators/how-to-grow-your-startup-with-no-budget/>

<sup>16</sup> Paul, K. (2018, January 1). \$1 billion in gift cards go every year- here's how to avoid that. In *Market Watch*. Retrieved December 1, 2018, from

<https://www.marketwatch.com/story/1-billion-in-gift-cards-go-unused-every-year-heres-how-to-avoid-that-2016-12-30>

<sup>17</sup> Oey, Mulyadi. "Digital Gifting: A New Revenue Generator for Retailers." *Medium*, A Gardener of Life, 16 Jan. 2017, [medium.com/a-gardener-of-life/digital-gifting-a-new-revenue-generator-for-retailers-607ae53a1faa](https://medium.com/a-gardener-of-life/digital-gifting-a-new-revenue-generator-for-retailers-607ae53a1faa).

### Gift Guides

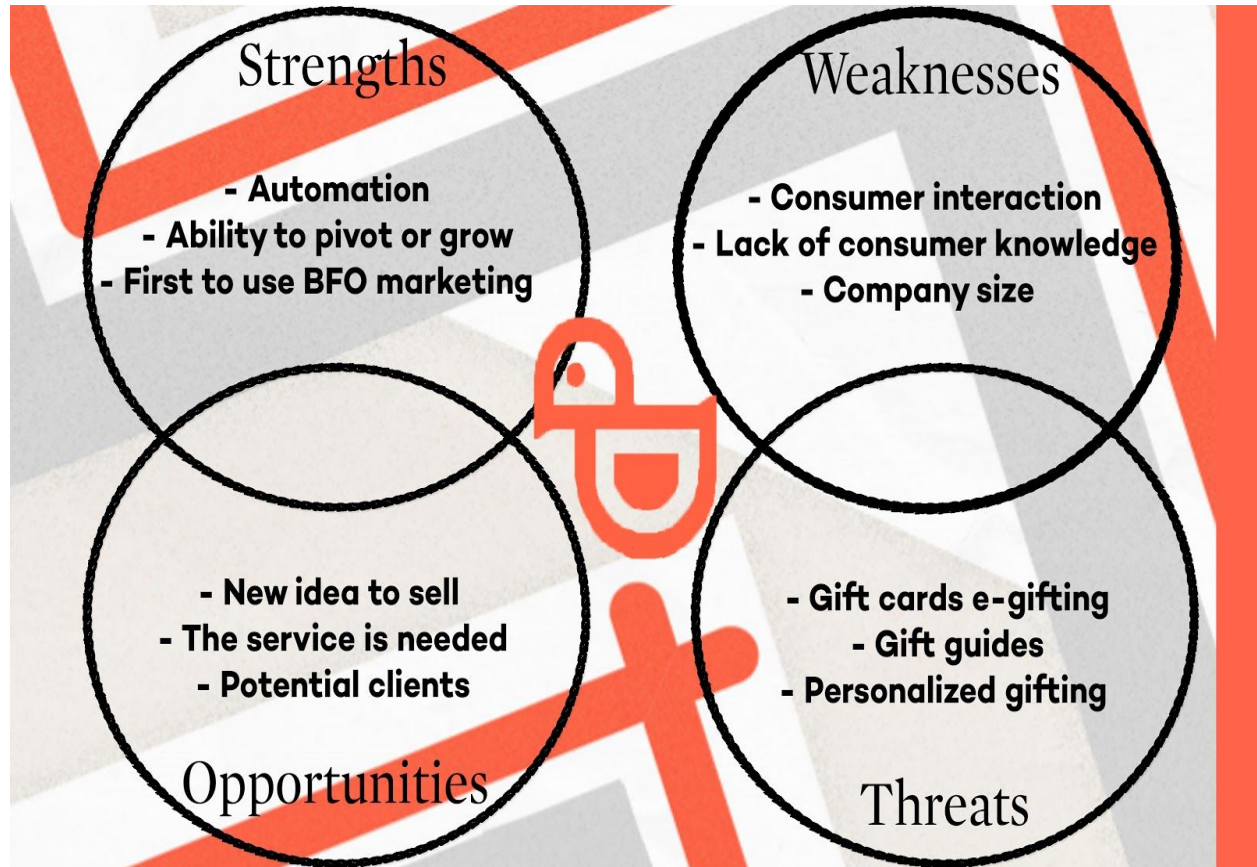
Gift guides are a way for consumers to be given recommendations for gift purchasing that has been established in the market for a long time now. While the existing mass distributed gift guides might be considered ineffective, it is a threat to Dearduck, but in different ways. For example, while many gift guides seem to be ineffective, there are large popular gift guides released each holiday season. The Neiman Marcus Christmas Book is an extensive gift guide that is released yearly. While this gift guide is highly anticipated, it does not appeal to all consumers, especially given that their target audience is upper-middle class and up. Consumers might not want to sign up for what seems like another gift guide that is too long to look at other than just for fun. This leads to the other part of the threat which would be association with said gift guides. If Dearduck's campaigns are perceived by consumers as another gift guide that they will get every year, without the perception of being new and personalized specifically for a person's friends and family, it will not be as effective. Even if consumers perceive the release of Dearduck's BFO marketing differently, will consumers be willing to try something new?

### Personalized Gifting

People also enjoy picking out gifts for others on their own. This is a threat to Dearduck because in our society the most meaningful gift is the gift that was bought from the heart, without advice, wish lists, or guides.<sup>18</sup> As a whole, the reinvention of gift giving is a challenge within itself and these existing methods are all potential threats to Dearduck.

---

<sup>18</sup>Gardner, Kaela Worthen. "9 Tips That Will Guarantee You Find the Perfect Gift for Everyone on Your List." *The Huffington Post*, TheHuffingtonPost.com, 7 Dec. 2017, [www.huffingtonpost.com/kaela-worthen-gardner/9-tips-that-will-guarante\\_b\\_4338359.html](http://www.huffingtonpost.com/kaela-worthen-gardner/9-tips-that-will-guarante_b_4338359.html).





# Target Audience

## PRIMARY:



**Sarah Lewis, Professional Female, age range: 20s - early 30s**

Sarah Lewis is 25 years old and graduated from Sam Houston State University with a degree in Mass Communication.<sup>1</sup> She currently works in San Antonio as a video editor and makes about \$43,430 a year.<sup>2</sup> She lives in the Pearl District Apartments which makes the Pearl a common place for her to eat, shop and socialize.<sup>3</sup> Since Sarah is living alone, she recently got a Labrador Retriever as a companion.<sup>4</sup> Sarah is like most other mid- 20-year-olds: she spends quite a bit of time on social media, with the standard Facebook, Instagram, Twitter, and Snapchat accounts; although her Snapchat use has slightly dropped as her schedule has become busier.<sup>5</sup> Like other millennials, Sarah spends a lot of time on various dating apps such as Bumble and Tinder.<sup>6</sup> For fun, Sarah enjoys hanging out with friends, specifically, doing activities in the outdoors.<sup>7</sup> Her favorite places include the Japanese Tea Garden, hiking through Comanche Lookout Park and exploring the Enchanted Rock Natural Area.<sup>8</sup> When shopping, Sarah is like other millennials as they enjoy shopping more when there is an experience or something that is keeping them there.<sup>9</sup> Otherwise, she doesn't mind online shopping for brands that she has a good relationship with. When Lewis purchases gifts for others, she likes to buy/

<sup>1</sup> "Texas Film and Video Editing Degree Programs, Schools And Training." *Citytowninfo.com*, [www.citytowninfo.com/employment/film-and-video-editors/texas](http://www.citytowninfo.com/employment/film-and-video-editors/texas).

<sup>2</sup> "These Are The 10 Fastest Growing Jobs In Texas In 2017." *Zippia*, 16 Oct. 2018, [www.zippia.com/advice/fastest-growing-jobs-in-texas/](http://www.zippia.com/advice/fastest-growing-jobs-in-texas/).

<sup>3</sup> "Pearl District Apartments." *Apartment Guide*, [www.apartmentguide.com/apartments/Texas/San-Antonio/1001-Pearl-Parkway/r2340827/](http://www.apartmentguide.com/apartments/Texas/San-Antonio/1001-Pearl-Parkway/r2340827/).

<sup>4</sup> "16 Dog Breeds That Are Great For People Living The Single Life." *IHeartDogs.com*, 8 June 2016, [iheartdogs.com/the-top-15-dog-breeds-for-singles/](http://iheartdogs.com/the-top-15-dog-breeds-for-singles/).

<sup>5</sup> Smith, Aaron, and Monica Anderson. "Social Media Use 2018: Demographics and Statistics." *Pew Research Center: Internet, Science & Tech*, Pew Research Center: Internet, Science & Tech, 19 Sept. 2018, [www.pewinternet.org/2018/03/01/social-media-use-in-2018/](http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/).


<sup>6</sup> Fellizar, K. (2018, January 31). Millennials Spend an Average of 10 Hours a Week on Dating Apps, Survey Finds, But Here's What Experts Actually Recommend. In *Bustle*. Retrieved October 28, 2018, from <https://www.bustle.com/p/millennials-spend-average-of-10-hours-a-week-on-dating-apps-survey-finds-but-heres-what-experts-actually-recommend-8066805>

<sup>7</sup> Smith, J., & Gillett, R. (2016, March 3). What successful 20- somethings do in their spare time. In *Business Insider*. Retrieved October 27, 2018, from <https://www.businessinsider.com/what-successful-20-somethings-do-in-their-spare-time-2016-3>

<sup>8</sup> Suta, K. (n.d.). Outdoor Activities in San Antonio the Whole Family Can Explore. In *USA Today*. Retrieved October 28, 2018, from <https://www.10best.com/destinations/texas/san-antonio/attractions/outdoor-activities/>

<sup>9</sup> Mak, P. (2016, January 15). Millennial Shopping Habits Are Changing Fashion-Here's How. In *Huffington Post*. Retrieved October 27, 2018, from [https://www.huffingtonpost.ca/2016/01/14/millennial-shopping-habits\\_n\\_8980380.html](https://www.huffingtonpost.ca/2016/01/14/millennial-shopping-habits_n_8980380.html)

incorporate items such as photographs or memorabilia from a shared experience to build memories.<sup>10</sup>



**Sarah Lewis, age 25**

- 🏠 Job: Video editor
- 🏠 Favorite app: Instagram
- 🏠 Shopping habits: Online shopping
- 🏠 Relationship Status: Single with a dog
- 🏠 Leisure Activities: Enjoying the outdoors

---

<sup>10</sup> Cohen, M., Baker, S., Lennett, J., Portalatin, D., Powell, M., & Buffone, J. (2018, March 30). NPD Reports 8 Retail Trends For Millennials. In *Gifts and Dec*. Retrieved October 27, 2018, from <http://www.giftsanddec.com/article/552014-npd-reports-8-retail-trends-millennials/>



## SECONDARY:



**Andrew Diaz, Professional Male, age range: 35 - 44.**

Andrew Diaz is a 40-year-old from Austin, Texas. Andrew was educated at the University of Texas and attended their prestigious nursing program.<sup>11</sup> After completing his Bachelors of Art in Nursing, Diaz landed a nurse practitioner job in San Antonio, which is currently one of the fastest growing jobs in the state of Texas.<sup>12</sup> As a nurse practitioner, Andrew makes just over \$100k per year.<sup>13</sup> Andrew started his family six years ago and is a proud husband. Andrew is the father of two kids, a daughter, and a son.<sup>14</sup> He has a nice house in Alamo Heights where he lives with his family. Andrew fits in well with the neighborhood as the median age of those living in the area is 41 years old.<sup>15</sup> Even though he has been married for six years, Andrew has a hard time buying the right gifts for his wife and kids. When shopping, Andrew tends to only go out when he has a specific thing in mind that needs to be bought. For example, if he needs a new pair of shoes he will only go out with the end goal of purchasing the pair he needs.<sup>16</sup> In terms of social life, Andrew enjoys going to Spurs games as often as he can<sup>17</sup> but does not have season tickets even though he can afford them.<sup>18</sup> Andrew's most commonly used social media sites are definitely Facebook and YouTube, but he also uses LinkedIn.<sup>19</sup> He enjoys staying engaged with

<sup>11</sup> "The University of Texas at Austin - School of Nursing." *School of Nursing | The University of Texas at Austin*, nursing.utexas.edu/academics/gr\_apn.html.

<sup>12</sup> Bradshaw, Kelsey. "Report: These Are the 10 Fastest Growing Jobs in Texas for 2017." *San Antonio Express-News*, San Antonio Express-News, 11 Jan. 2017, [www.mysanantonio.com/news/local/texas/article/Report-10-fastest-growing-jobs-in-Texas-2017-10839945.php#photo-11515972](http://www.mysanantonio.com/news/local/texas/article/Report-10-fastest-growing-jobs-in-Texas-2017-10839945.php#photo-11515972).

<sup>13</sup> Bradshaw, Kelsey. "Report: These Are the 10 Fastest Growing Jobs in Texas for 2017." *San Antonio Express-News*, San Antonio Express-News, 11 Jan. 2017, [www.mysanantonio.com/news/local/texas/article/Report-10-fastest-growing-jobs-in-Texas-2017-10839945.php#photo-11515972](http://www.mysanantonio.com/news/local/texas/article/Report-10-fastest-growing-jobs-in-Texas-2017-10839945.php#photo-11515972).

<sup>14</sup> "San Antonio Population and Demographics (San Antonio, TX)." *AreaConnect YellowPages and More*, sanantonio.areaconnect.com/statistics.htm.

<sup>15</sup> "Alamo Heights." *Alamo Heights Demographics & Statistics - Employment, Education, Income Averages in Alamo Heights - Point2 Homes*, [www.point2homes.com/US/Neighborhood/TX/Alamo-Heights-Demographics.html](http://www.point2homes.com/US/Neighborhood/TX/Alamo-Heights-Demographics.html).

<sup>16</sup> The Hartman Group. (2015, July 30). Habits of the Male Shopper. In *Forbes*. Retrieved October 29, 2018, from <https://www.forbes.com/sites/thehartmangroup/2015/07/30/habits-of-the-male-shopper/#58e8cb59618a>

<sup>17</sup> NBA. (2000). Demographics. Retrieved from <http://www.nba.com/media/warriors/Demographics.pdf>

<sup>18</sup> Spurs Sports & Entertainment. (2018). Pricing. In *Season Tickets*. Retrieved October 29, 2018, from <https://www.nba.com/spurs/2018-19-season-tickets#pricing>

<sup>19</sup> Smith, Aaron, and Monica Anderson. "Social Media Use 2018: Demographics and Statistics." *Pew Research Center: Internet, Science & Tech*, Pew Research Center: Internet, Science & Tech, 19 Sept. 2018, [www.pewinternet.org/2018/03/01/social-media-use-in-2018/](http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/).

family and friends that he doesn't get to see every day on Facebook. Andrew created an Instagram account a few months ago, but he does not use it actively.<sup>20</sup>



Andrew Diaz, age 40

- 🏠 Job: Nurse Practitioner
- 🏠 Favorite app: Facebook
- 🏠 Shopping habits: Search and retrieve
- 🏠 Relationship Status: Married with kids
- 🏠 Leisure activities: Supporting the Spurs

---

<sup>20</sup> Smith, A., & Anderson, M. (2018, March 1). Social Media Use 2018. In *Pew Research Center*. Retrieved October 28, 2018, from <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>





# **Creative Strategy**

- Name of campaign: Take the quiz.
- Tagline: Target Audience 1: Make a relationships that last.  
Target Audience 2: Make your \_\_\_\_ happy.
- Color/Font: The Pearl Brewery red, black and white, Campton font
  - Instagram: no font
- Timeframe: Phase 1: 12 months, followed by Phase 2: 12 months
- Campaign goal/objectives: Phase 1: Increase the number of quizzes taken by 2000 each month. Phase 2: Grow the number of relationships (quizzes shared) by 2400 a month.

#### Target Audience 1:

##### Phase 1:

Instagram print ad - This series of Instagram ads will run for twelve months and focus on increasing the number of quizzes taken. What makes this campaign successful is its simplicity and customizability. We suggest creating ads that capture the feeling of the season, five ads that capture the feeling of the season and focus on using Dearduck as a way to buy for others. Instagram gives companies the ability to choose the demographic that sees the ad.<sup>1</sup> By using our target audience research we will target our primary target, women ages 20 - 30 because we have found that this age group uses Instagram often. These Instagram ads will be run twice daily for the entirety of the running time so that we can make use they are getting views and impressions. This social media site is blooming as it gets ten times the number of engagements with our target audience than Facebook ads.<sup>2</sup>

Budget: It costs about \$5 to post different advertisements that reach 1000 impressions each.<sup>3</sup> By creating a custom Instagram promotion we can reach 35,000 - 91,000 people that fit our target audience of the course of a month for \$120. So if we ran this the different seasonal ads for a year it would cost about \$1,440.

Assessment: In order to assess the success of an Instagram ad, we can utilize the metrics that are given to us when we put ads on Instagram. Through this, one can alter the metrics,

---

<sup>1</sup> How Much Do Instagram Ads Cost? Plus 8 Tips for Saving Money. (n.d.). Retrieved from <https://www.wordstream.com/blog/ws/2017/06/05/instagram-ads-cost>

<sup>2</sup> How Much Do Instagram Ads Cost? Plus 8 Tips for Saving Money. (n.d.). Retrieved from <https://www.wordstream.com/blog/ws/2017/06/05/instagram-ads-cost>

<sup>3</sup> How Much Do Instagram Ads Cost? Plus 8 Tips for Saving Money. (n.d.). Retrieved from <https://www.wordstream.com/blog/ws/2017/06/05/instagram-ads-cost>

impression levels and see the reports to get the information desired.<sup>4</sup> For this specific ad, we want to reach a high level of views and impressions. Since there will be somewhere for the viewers to click on the link to go to the Dearduck website, the number of clicks can be found which is an important way to assess the productivity of the ad.<sup>5</sup> Regardless of how many quizzes Dearduck has already had taken with our objective, we want to see a 16% increase with the quizzes taken and then a 10% raise for the number of quizzes shared.

Below are descriptions of two such ads.

1. Summer-
  - a. Tagline- Make relationships that last. Give the gift of a good time.
  - b. Description: A photo of friends hanging out by the fountain located at the pearl. The Pearl logo in the corner of the photo to brand it with the Pearl.
  - c. Timeframe: May 2 - August 31
2. Fall-
  - a. Tagline- Make relationships that last. Give the gift of a good time.
  - b. Describe: a crowded coffee shop located at the Pearl. The Pearl logo in the corner of the photo to brand it with the Pearl.
  - c. Timeframe: September 1 - November 1
3. Winter-
  - a. Tagline- Make relationships that last. Give the gift of a good time.
  - b. Describe: a crowded shot of the Pearl Brewery at Christmas time with a big tree and lights. A group all hanging out drinking by the tree. The Pearl logo in the corner of the photo to brand it with the Pearl.
  - c. Timeframe: November 2 - February 1
4. Spring
  - a. Tagline- Make relationships that last. Give the gift of a good time.
  - b. Describe: Fiesta theme so a photo of a group of friends enjoying the Pearl during fiesta. The Pearl logo in the corner of the photo to brand it with the Pearl.
  - c. Timeframe: February 2 - May 1

---

<sup>4</sup> How can I tell how my Instagram ad is performing? (n.d.). Retrieved from <https://www.facebook.com/business/help/1658492171030753>

<sup>5</sup> Animalz, Michal, Sophie, Aktifan, A., Rudolph, B., Tate, A., . . . Mattu, S. (2018, June 05). Instagram Ad Costs: The Complete Updated Resource for 2018. Retrieved from <https://adespresso.com/blog/instagram-ads-cost/>

### Target Audience 1:

#### Phase 2:

Tinder Ad - The Tinder ads focus on increasing the number of relationships formed through sharing quizzes. The point of these ads will be to promote the idea of a first date gift. Similar to the Instagram ads these ads will be implemented 12 months after the Instagram ads are started and will run for an additional 12 months. Like the Instagram ads, the Tinder ads are simple and customizable.

Budget: By looking through Match Group LLC, the company that is the current owner of Tinder and many other dating services, we were able to find that to run an advertisement campaign on Tinder or throughout their entire media portfolio, would cost upwards of \$25,000.<sup>6</sup>

Assessment: Tinder ads can now be assessed just like those on Facebook and Instagram.<sup>7</sup> Due to this, we will be able to gauge the success of Dearduck's advertisements on Tinder through the mechanisms that we mentioned above for Instagram. These mechanisms allow for specific targeting of target audience including gender, age, and interests.

Below are descriptions to two such ads.

#### 5. Valentines-

- a. Tagline: Make relationships that last. Give a gift that's unique.
- b. Description: a photo of a guy/girl smiling with the tagline underneath it. A white box underneath the photo says "Make relationships that last. Give a gift that's unique" if the ad is swiped right on then the user is taken to the Dearduck quiz and given the option to share it. Pearl Logo can be in the box.
- c. Timeframe: January 14 - February 14

#### 6. Summer-

- a. Tagline- Make relationships that last. Give a gift that's unique.
- b. Description: Background photo of a couple being outlined by exploding fireworks. The tagline is underneath that photo. A white box underneath the photo says "Make relationships that last. Give a gift that's unique" if the ad is swiped right on then the user is taken to the Dearduck quiz and given the option to share it. Pearl logo in the box

---

<sup>6</sup> "Digital Advertising for Marketers, Agencies and Brands." Digital Advertising for Marketers, Agencies and Brands, [www.matchmediagroup.com/](http://www.matchmediagroup.com/).

<sup>7</sup> Facebook Adds Tinder to Audience Network (2017, February 8). In *Advertisemint*. Retrieved November 15, 2018, from <https://www.advertisemint.com/facebook-adds-tinder-audience-network/>

- c. Time frame: May 2 - August 31
7. Fall-
- a. Tagline- Make relationships that last. Give a gift that's unique.
  - b. Describe: A couple sitting at a Pearl coffee shop. The tagline is underneath that photo. A white box underneath the photo says "make relationships that last and give a gift someone cares about" if the ad is swiped right on then the user is taken to the Dearduck quiz and given the option to share it. Pearl logo in the box.
  - c. Timeframe: September 1- November 14
8. Winter-
- a. Tagline- Make relationships that last. Give a gift that's unique.
  - b. Describe: A couple playing in the snow the tagline is underneath that photo. A white box underneath the photo says "Make relationships that last. Give a gift thats unique" if the ad is swiped right on then the user is taken to the Dearduck quiz and given the option to share it. Pearl logo in the box.
  - c. Timeframe: November 15- January 13

## Target Audience 2:

### Phase 1:

YouTube ad - The YouTube ads are also a tactic in phase 1 and will run for 12 months. This will allow for multiple gift-giving opportunities which will help increase awareness. 90% of internet users between the ages of 35 and 44 use the YouTube platform.<sup>8</sup> These specific advertisements that cannot be skipped allow advertisers to create more engaging material.<sup>9</sup>

Budget: Roughly there are 82,000 men in San Antonio that fit our target market.<sup>10</sup> YouTube ads cost is about \$0.20 per view.<sup>11</sup> This means in order to reach 1000 people a day for a month it will cost \$72,000 a year.

---

<sup>8</sup> <https://www.statista.com/statistics/296227/us-youtube-reach-age-gender/>

<sup>9</sup> Baum, D. (n.d.). So Long, Skip Button: YouTube Ads Can Now Be Unskippable. Retrieved from <https://www.impactbnd.com/blog/youtube-ads-non-skippable>

<sup>10</sup> Suburbanstats.org. (n.d.). Current Hispanic Or Latino Population in San Antonio, Texas 2017, 2018 with Demographics and Stats by age and gender. Retrieved from <https://suburbanstats.org/race/texas/san-antonio/how-many-hispanic-or-latino-people-live-in-san-antonio-texas>

<sup>11</sup> How Much do YouTube Ads Cost? (n.d.). Retrieved from <https://influencemarketinghub.com/how-much-do-youtube-ads-cost/>

Assessment: With YouTube ads, we want to see how long the viewers watch the video and also simply how many views and engagements we get with our audience.<sup>12</sup> If the ad is run once a day for 1000 people we would hope that at least 100 people would click the ad and take the quiz.

- Number of males living in San Antonio between the ages of 35-44 years of age is 84,621.

Below is a description of such an ad:

(A viral video clip that originated from the late social media outlet, Vine)<sup>13</sup> A small boy about the age of four is opening what appears to be a Christmas present. There is another baby in the background, around the age of one. As the four-year-old opens his present, it is an empty apple juice container. He exclaims “I don’t like this!” The ad then cuts to black background and white text saying “Apple juice is not a good present. Don’t let your kids down.” Another black background with more white text saying “Make your kids happy. Take the quiz. Shop at the Pearl.” (The Pearl logo will be used instead of text saying the pearl)

#### Target Audience 2:

##### Phase 2:

Facebook ad - The Facebook ads will run for 12 months after the Youtube ads end. The goal for these ads is to help increase relationships between people by getting people to share their Dearduck quizzes.

Budget: Facebook ads cost \$7.19 CPM (cost per thousand).<sup>14</sup> for this phase we would like to see 2,400 quizzes shared over a month. This means it would cost a minimum of \$21.57 to reach 3000 people a month.

Assessment: In order to assess the success of a Facebook advertisement, it is important to look at the metrics given. For example, Facebook gives out stats based off of engagement, reach, impressions, link clicks, page previews, page views, likes, comments, and shares.<sup>15</sup> We will

---

<sup>12</sup> Are My YouTube Ad Campaigns Successful? (n.d.). Retrieved from <https://www.ppchero.com/how-to-show-that-youtube-ads-are-successful/>

<sup>13</sup> “Hey Jimmy Kimmel, I gave my kids a terrible present ”

<https://www.youtube.com/watch?v=8IAUkwE6xXg>

<sup>14</sup> <https://www.bluecorona.com/blog/how-much-facebook-advertising-costs>

<sup>15</sup> An Update on Metrics and Reporting. (n.d.). Retrieved from <https://www.facebook.com/business/news/metrics-reporting-update>

focus on views and link clicks. As we saw in research, interactive Facebook ads see an impressive increase of 126% which would be a great increase in Dearduck's advertisements.<sup>16</sup>

Below is a description of what the ad would look like:

- Video
  - a) Tagline: Make your \_\_\_\_ happy. Shop at The Pearl.
  - b) Description: The advertisement would begin with a 40-year-old man telling his wife that he wants a shirt for his birthday. The wife goes to the Pearl to buy his present. There is a cut to the man opening his gift on his birthday in front of his wife. When he opens the gift he gets very very disappointed when he realized that it is not the kind of shirt he wanted. The frame fades out to a black screen and text appears on the screen saying, "Not the shirt he wanted? Don't let your husband down." and then the text changes, saying, "Make your husband happy. Take the quiz. Shop at the Pearl." (The Pearl logo will be used instead of test saying the pearl)
  - c) Time frame: 12 months after phase one starts.

---

<sup>16</sup> Finn, A. (2018, August 23). The Real effect of Running a Facebook Ad Campaign in 5 Charts. In *WordStream*. Retrieved November 13, 2018, from <https://www.wordstream.com/blog/ws/2017/03/28/facebook-ad-campaign-data>



# **Target Audience 1**

## **Instagram Ads**





2:34 PM



# Instagram



historicpearl  
Sponsored



[Take The Quiz](#)



23 likes

historicpearl Make relationships that last. Give the gift of a good time.  
Take the quiz to find your next hangout spot. #HistoricPearl





2:34 PM



# Instagram



historicpearl  
Sponsored



[Take The Quiz](#)



23 likes

historicpearl Make relationships that last. Give the gift of a good time.  
Take the quiz to find your next hangout spot. #HistoricPearl





# **Target Audience 1**

## **Tinder Ads**





*Pearl*

Make relationships that last. Give a gift that's unique.







# **Target Audience 2**

## **Youtube Ad**





**Apple juice is not a great present.**

**Don't let your kids down.**

▶ 🔊 0:09 / 0:13

CC 🔧 🗨

**Make your kids happy. Take the Quiz.**

**Shop at the *Pearl***

▶ 🔊 0:12 / 0:13

CC 🔧 🗨





# **Target Audience 2**

## **Facebook Ad**







**Not the shirt he wanted?**

**Don't let your husband down.**

**Make your husband happy. Take the Quiz.**

**Shop at the** *Pearl*