



An Advertising Portfolio  
By  
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# CAMPAIGN 1



SOCER ROOFTOP

# ABOUT SOCCER ROOFTOP



Soccer RoofTop is a place that has two rental soccer fields. It is located at Brickell area in Miami, Florida. These two soccer fields are full netted courts that have padded walls for safe and enjoyable soccer experience. In the field, there are locker rooms and showers for both men and women. Also, there is a sauna room that provides a relaxing area for the players. The outdoor patio is a great place for events, birthday parties, and a variety of special events. Soccer RoofTop is special since it is located in the second floor, and that gives the players the chance to enjoy the view of the river along with the downtown towers. Most importantly, Soccer RoofTop is so special since the owner is a very famous retired soccer player named Teófilo Cubillas, who used to play in the national team of Peru.

## TEOFILO CUBILLAS THE OWNER

# MARKETING OBJECTIVES

- To increase brand awareness.
- To increase rental by 30% in 6 months.
- To organize two leagues in 4 months.



The target market of Soccer RoofTop is mainly focused on men and women between the ages of 17-35. These people love to play soccer and live in Miami and especially in the area near Soccer RoofTop. Also, these athletes enjoy participating in soccer leagues and facing the challenge of the soccer game.

# TARGET MARKET



## Strength

- The location and the view is special than the other fields in Miami.
- Parking lots are available inside the building.
- Sauna and shower rooms for both men and women.
- No need to have a full team to play. On Wednesdays, Soccer RoofTop organizes a pick-up game that can allow players to play and enjoy with other players.



## Weakness

- Rush hour traffic.
- The fields are organized to allow 5 vs. 5 layers, which are considered small sized fields.



## Opportunities

- The chance to meet the owner who is a retired soccer player is special since you can learn from his experience and may meet his other colleague soccer players.
- Meet new soccer players in the pick-up games that are organized on Wednesdays.



## Threats

- Tough competition when present.
- Weather condition.

# S.W.O.T ANALYSIS



## Product

- Soccer RoofTop contains two soccer fields that are available for rent. The times of rent are Monday through Friday from 4pm-12am,
- Saturday and Sunday from 9am-12am.



## Price

- Rental rate is \$120 per hour.
- Parking is \$6 when tickets are validated.



## Place

- One location in Miami, Florida:
- 444 Brickell Ave 2nd floor Miami, FL 33131



## Promotion

Soccer RoofTop will get to the customers via social media including Facebook, Instagram and Twitter. Also, flyers will be distributed in Miami universities.

# MARKETING STRATEGY

# COMPETITORS

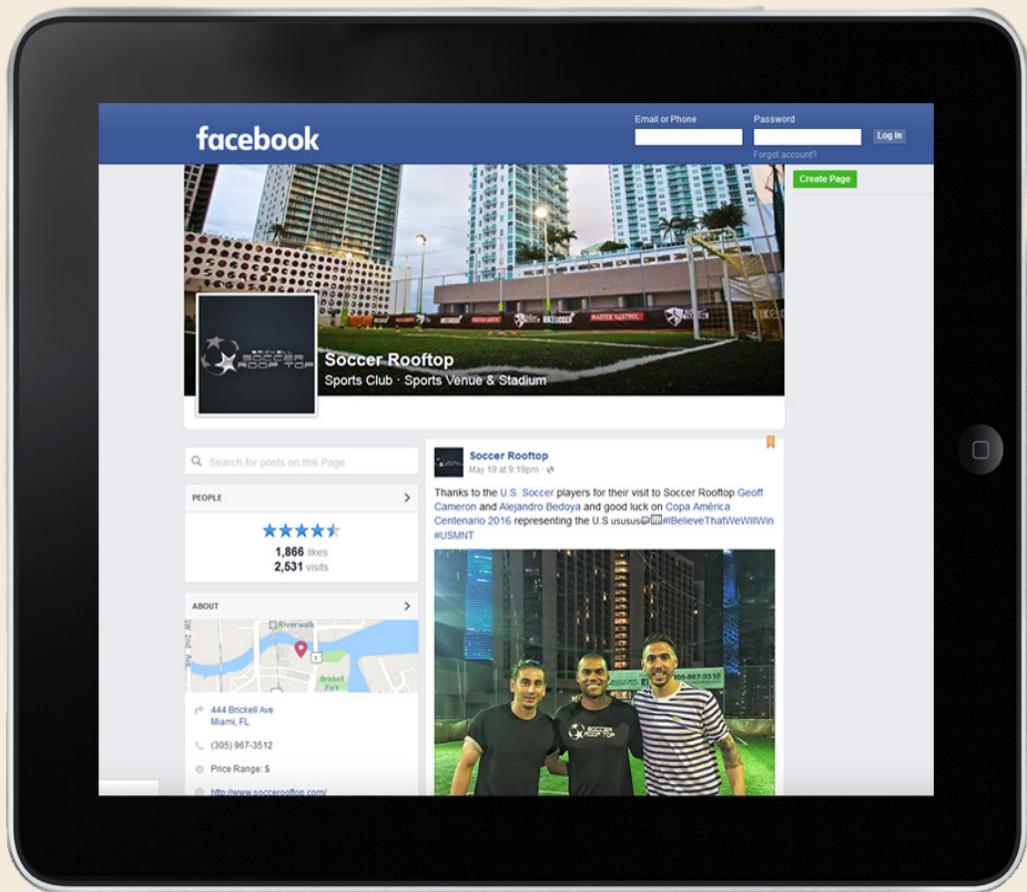


## WHY SOCCER ROOFTOP IS DIFFERENT?

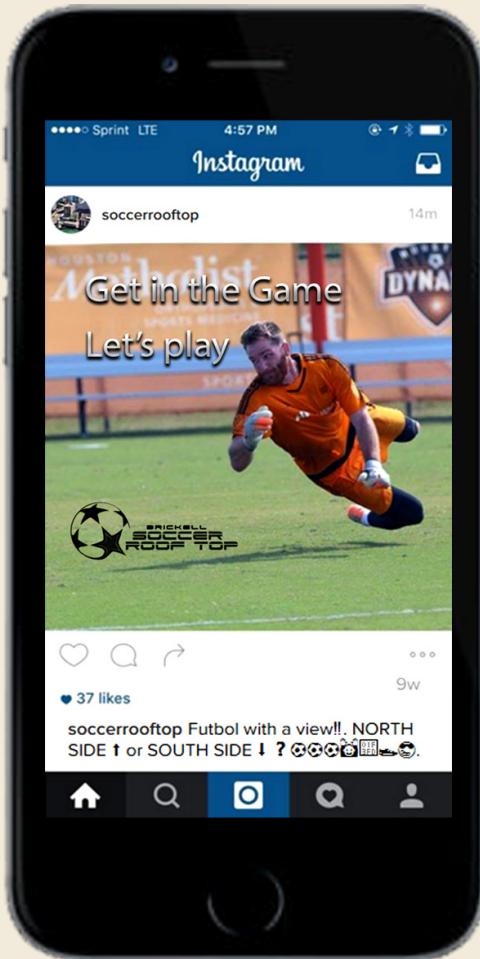
- We are different because of the special location and view.
- We are special because the owner is a retired famous soccer player who offers his advice whenever needed.
- We are different because we provide our players with special area of sauna room and showers for both men and women.



## SOCCKET ROOFTOP WEBSITE



# SOCCKER ROOFTOP FACEBOOK



# SOCCKER ROOFTOP INSTAGRAM



The image shows a Twitter mobile interface on a black tablet screen. The profile page for 'Soccer Rooftop' (@SoccerRooftop) is displayed. The bio reads: 'Our professional-style, lighted fields, feature FIELD TURF, full netted courts and padded walls for a safe, fast-action, soccer experience!'. It includes an address (444 Brickell Ave, 33131), a website (soccerrooftop.com), and a join date (Joined April 2010). Below the bio is a grid of 254 photos and videos. The header image shows a soccer field with a goal. The stats at the top of the profile page are: TWEETS 1,497, FOLLOWING 768, FOLLOWERS 783, LIKES 113. A 'Follow' button is visible. The timeline shows a tweet from 'Soccer Rooftop' (@SoccerRooftop) announcing a partnership with '@americansocial\_brickell' during '@copaamericacentenario' matches. The tweet includes a photo of two people playing soccer on a rooftop field. Below the timeline is a promotional banner for 'Get in the Game.' featuring Heineken, Bacardi, and Buchanan's. On the right side of the screen, there's a 'New to Twitter?' section with a 'Sign up' button, a 'You may also like...' section with profiles for Coco Cubillas, INDOOR SOCCER, #OdeBrigade, La Caimanera Soccer, and FC Surge Soccer, and a 'Trends' section with hashtags like #NeverToHelp, #Promoted by State Farm, #MuhammadAli, #DayTillSomebodyFilm, #PreOrderStrong, #Vandy, #Spiride, and #African-American.

# SOCCKET ROOFTOP TWITTER

# CAMPAIGN 2



SMART CAR

# ABOUT SMART CAR



The Smart car was first introduced to the US in 2008 during a time of economic crisis, which resulted in high sales because of the affordability. However, since that period of time sales have not increased by much. Smart car aims to improve these results by targeting a market that has significant impact on trends and brands.

# MARKETING OBJECTIVES

- To increase sales of The Smart car among millennial men within the Miami Florida.
- To change the perception of the smart car.
- To improve over all brand awareness.
- Rebrand the smart car as a car that is convenient for the Miami lifestyle.



## Demographics

- College Students.
- Male.
- 18-27.
- Multicultural

## Psychographics

- Technological people (24%).
- Constantly connected i.e Facebook.
- People on budget.
- Trendsetters.
- Informed.

# TARGET MARKET



## Strength

- The Smart car is fuel efficient averaging 32 miles per gallon.
- It is compact making it is easy to park.
- It is design for high performance.
- It causes very little pollution.
- Available in both gas and electric model.



## Weakness

- Only certain models of the smart car are available in the US. Most of the more fuel-efficient cars are only available in Europe.
- The electronic smart car needs to constantly be charged especially when traveling over long distances.
- Despite the lack of fuel usage, there is still a cost for charging these cars at the charging stations.



## Opportunities

- People are becoming more environmentally conscious.
- Millennials love unique and original products which is beneficial to the smart car because it is customizable



## Threats

- The preconceived perception of the smart car may affect the potential sales e.g. it is not safe to drive because of the size.
- The high level of competition.

# S.W.O.T ANALYSIS



## Product

Smart car provides a variety of fuel and electric powered cars in both Europe and the USA. This includes the smart 'fortwo' and other models, sold exclusively in smart Centers.



## Price

- Starting at \$14,650.
- Leased as low as \$139 per month.



## Place

One location in Miami, Florida.



## Promotion

Smart car USA will promote the cars using digital platforms including APPs, social networks radio and services.

# MARKETING STRATEGY

# COMPETITORS



Mini Cooper.



Fiat.



CHEVROLET

The Spark car series



The iQ car series.

When it comes to competition, The Smart car is not the only small and fuel-efficient car available. There are several cars that are in the small and efficient category as well. These cars are specified in the following:



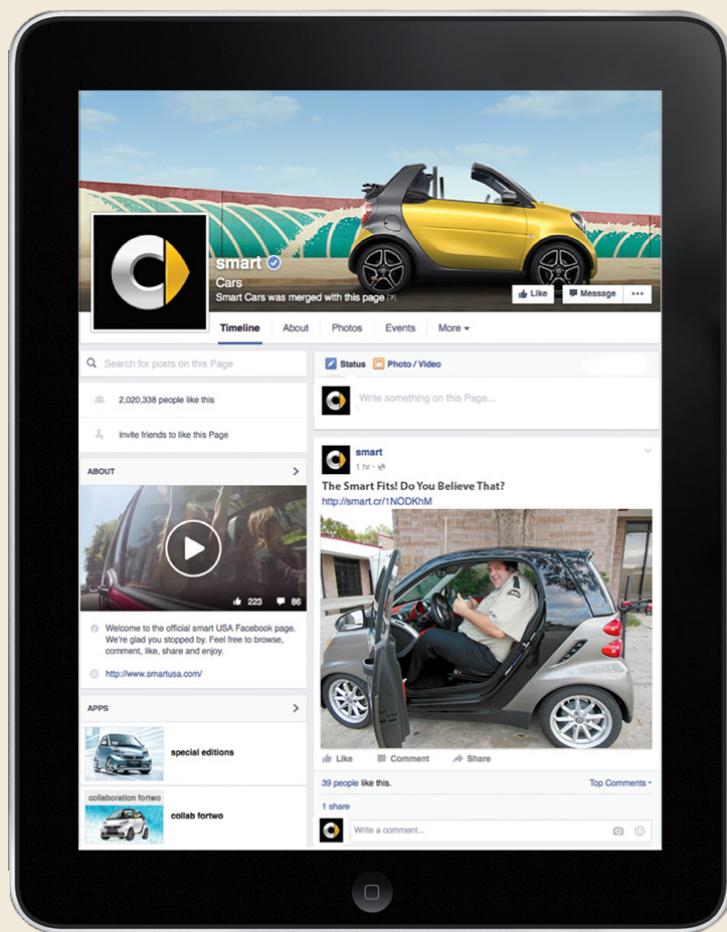
**THE SMART FITS**  
Smart Car 2016

The best choice for an economic life

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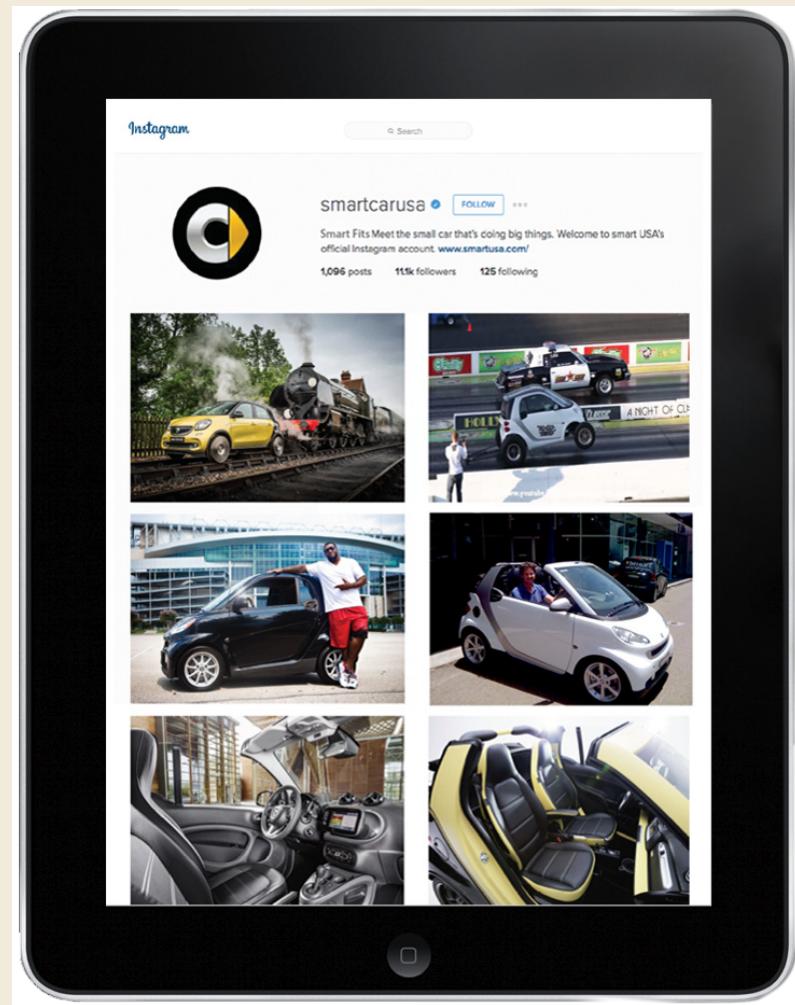
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SMART CAR MAGAZINE



This is Facebook page for Smart Car. The post on the page is from a big guy who has a Smart Car and he likes it.

## SMART CAR FACEBOOK



This is an Instagram page for Smart Car. The photos on the page are from people who have Smart Car and they are sharing their experience about it.

## SMART CAR INSTAGRAM

# THE SMART FITS

Smart Car 2016



The best choice for an  
economic life

SMART CAR AD

## CAMPAIGN 3



MEXIQUO RESTAURANT

# ABOUT MEXIQUO



Mexiquo is a restaurant that sells Mexican food in Miami. Mexiquo is healthy since we use fresh ingredients and organic meat to create our meals. Mexiquo is so special because it enables you to customize a meal that includes all your nutritional needs. In Mexiquo, gluten-friendly healthy ingredients will be used to serve both meat lovers and vegetarians. The meals are healthy because we use light burritos and baked chips. In Mexiquo, you will feel like you have traveled to one of the most delicious casual restaurants in Mexico. There is no wonder that Mexiquo is the perfect choice.

# MARKETING OBJECTIVES

- To develop Mexiquo awareness among target market.
- To increase number of healthy eaters in Miami.
- To offer home enjoyable healthy meals via fast home delivery.
- To increase sells by 50% in one year.



The target market of Mexiquo is mainly focused on men and women between the ages of 25-55. These people are Mexican food lovers who work in the local area (Doral and Kendall) near Mexiquo. Also, these people are either meat lovers or vegetarians who are looking for healthy balanced meals. These people are willing to eat low-calorie meals.

# TARGET MARKET



## Strength

- Mexiquo is innovative since it serves a large number of different combinations using fresh healthy ingredients.
- Mexiquo's meals are fast and fun to make.



## Weakness

- High price to some extent comparing to other competitors, due to the use of fresh high quality ingredients.



## Opportunities

- Increase number of healthy eaters.
- Reduce the issues associated with eating unhealthy food.



## Threats

- Tough competition when present.
- Economic slowdowns may occur since Mexiquo uses organic meats such as Grass-fed steak. Also, it uses high priced burrito which in turn may cause Mexiquo to follow the economy that may be falling behind the sales, if the United States goes into depression.

# S.W.O.T ANALYSIS



## Product

Mexiquo will serve a variety of Mexican food. The meals will be served in either a rice bowl or in a baked burrito. Mexiquo also will serve baked chips, quesadillas, nachos and beverages.



## Price

- Rice bowl starts at \$7.99
- Burrito starts at \$6.99
- Baked Chips \$2.00
- Quesadillas starts at \$4.99
- Nachos starts at \$6.99
- Beverages starts at \$2.99



## Place

- 1- Doral.
- 2- Kendall.



## Promotion

We will get to the customers by advertising in food magazines, billboards and Facebook.

# MARKETING STRATEGY

# COMPETITORS



Chioptle



Lime



Moe's

We are unique since we give our customers the choice of enjoying Mexiquo in their homes via fast home delivery.



The advertisement is set against a wooden background. At the top is a stylized sombrero with a yellow band and a red base. Below it, the word "MEXIQUO" is written in large, colorful letters: "MEX" in green, "I" in blue, and "QUO" in red. Underneath the logo, the text "Tasty and Healthy... Mexiquo" is displayed in a white, sans-serif font. In the center of the ad is a white plate containing two soft tacos filled with meat, bell peppers, onions, and cheese. To the left of the plate is a small bowl of salsa and a smaller bowl of guacamole. The overall aesthetic is rustic and appetizing.

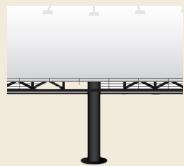
This is an ad that will be placed on food magazines. The ad shows one of the meals that will be served in Mexiquo.

# FOOD MAGAZINE



This is the Facebook page of Mexiquo. On the page, the post shows a picture of famous delicious Mexiquo tacos.

## MEXIQUO FACEBOOK



This is a billboard that contains Mexiquo logo and tacos. It will guide people that Mexiquo is located at the next exit.

## MEXIQUO BILLBOARD



MEXIQUO AD

# CAMPAIGN 4



**STARBAR** BY STARBUCKS

# ABOUT STARBAR



Healthy bars are taken away the market share form many of the major snacks and cereal bars. By January 2017, Starbucks will introduce a new line of product (Starbar) that will be sold in their retails in the Miami. A healthy supplemental energy bar that is for people on the go who don't have time to sit-down for a meal.

# MARKETING OBJECTIVES

- Selling 14,000 Starbars in stores in Miami within the first 3 months.
- Creating awareness about the product line.



## Demographics:

- Men and women.
- 18-35.
- Lives in Miami-Dade County.
- Income: 30K

## Psychographics:

- Regular coffee drinkers.
- Business workers and college students.
- Starbucks lovers.
- Athletes seeking healthy snacks.

# TARGET MARKET



## Strength

- Belongs to a well-known brand.
- High protein snack.
- Variety of flavors.
- Seasonable product.



## Weakness

- Perceived as a functional snack.
- Real health gains are controversial by many people.
- Doesn't taste as good comparing to chocolate bars.



## Opportunities

- Increasing demand due to convenience.
- Introducing Starbar to convince stores and Gyms in the area.
- Evolving from snack on the go to be a permanent alternative for chocolates and other snacks.



## Threats

- Most people tend to go to convince stores and GNC for healthy bars and snacks.
- Well establish competition with known brands in that segment.

# S.W.O.T ANALYSIS



## Product

Healthy snack bar that has protein, carbs and vitamins to help individuals perform at highest level and provides the body with needed nutritious.



## Price

\$2.00 – 5.00



## Place

Starbucks stores.



## Promotion

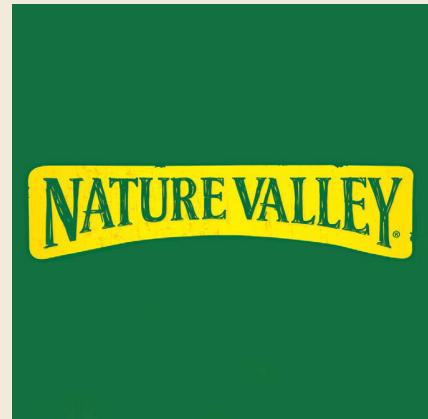
Campaign focus on the benefits of healthy bars and how it's a good alternative when needed.

# MARKETING STRATEGY

# COMPETITORS



KIND healthy snacks



Nature Valley protein bars



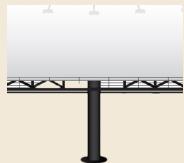
Spotify: With over 60 million users, and over 20 billion hours of listening to Spotify in 2015 in the United States.

## WEBSITE



This is the Starbucks Facebook page. The post on the page shows the four flavors of Starbar.

## STARBUCKS FACEBOOK



This banner shows one of the Starbar in the photo.

## STARBAR BILLBOARD

NO TIME?  
NO PROBLEM.



STARBAR AD

# CAMPAIGN 5



MIAMI  
FLORIDA

GO CYCLING

# ABOUT GO CYCLING



Go Cycling campaign works to increase the number of employees using bicycles to work in Miami. It raises awareness of the benefits of cycling and helps to reduce the heavy traffic in Miami. Go Cycling will change the people's behavior towards using efficient transportation.

# MARKETING OBJECTIVES

- To increase healthy habits.
- To raise awareness of the advantages associated with cycling.
- To reduce traffic.



- Employed male and female.
- Millennial generation ages between 23-35.
- Live in Miami.
- Work in areas including downtown, Brickell, North Miami and Kendall.
- Annual average income \$35,000 and up.

# TARGET MARKET



## Strength

- Reduce traffic.
- Eco-friendly.



## Weakness

- Take more time to go to work.
- Streets may not be designed for cyclists in some places.
- Hard for parents who need to take their kids to school.



## Opportunities

- Increase number of physically active people.



## Threats

- Cycling pain and injuries.
- Chances of getting sweat before going to work.
- Weather conditions.

# S.W.O.T ANALYSIS



## Product

Go Cycling campaign that increases the number of employees using bicycles to work in Miami.



## Price

Bicycle starts at \$85.



## Place

The following areas in Miami, Florida:

- 1- Downtown.
- 2- Kendall.
- 3- Brickle.
- 4- North Miami.



## Promotion

We will get to employees via social media including Facebook and Instagram. Also, we will place banners in the main reception of many companies in the specified areas. We will be promoting on social media daily and once on companies.

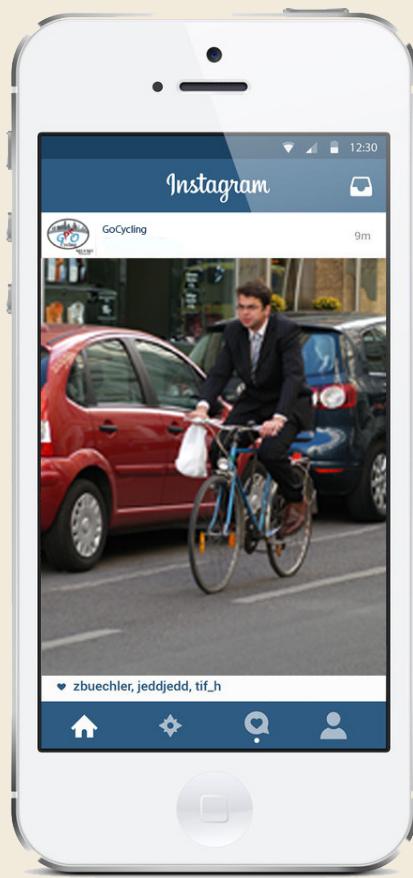
# MARKETING STRATEGY



The image shows a MacBook Pro displaying a Facebook page for a group named "Go Cycling". The main content of the page features a large cover photo of a man in a suit riding a red bicycle while talking on a phone. Below the cover photo, there's a profile picture for "Go Cycling MIAMI FLORIDA" and some basic information like the group name and location. On the right side of the screen, there's a sidebar showing "THIS WEEK" activity: 2344 Notifications and 233 Messages. The main feed shows a recent post from "Go Cycling" itself, which has just changed its cover photo, posted 3 minutes ago. The post includes a small thumbnail image of two people on bicycles.

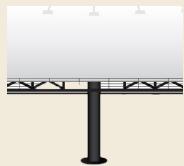
This is the facebook for Go Cycling campaign. The post in the home page is about to encourage our target audience to use bicycle while the go to work.

## GO CYCLING FACEBOOK



This is the Instagram account for Go Cycling campaign. The photos that posted in the account are from the people who support the campaign.

## GO CYCLING INSTAGRAM



This is a reception of one of the companies that will have the campaign banner.

## GO CYCLING BANNER



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**Website:** Mexiquoksa.me

**Linkedin:** abdulhakim shamsaldeen

**Twitter:** @2kemos

**Instagram:** abdulhakim\_shamsaldeen