**Digital branding,content&mktg strategies**

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**Question 1**

Using the PAM framework, design a message for a mobile phone targeting youth in the age group of 18-24 years in Tier 2 towns. Explain how you have used the framework. It is important that you create an audience persona as well.

**Solution:**

**Name:** Vihaan Singh

**Age:** 19 years

**Location:** Tier 2 town in India

**Occupation:** College student

**Interests:** Social media, music, movies, gaming

**Mobile usage:** Spends 5-7 hours daily on his phone, primarily for entertainment purposes.

**Using the PAM framework:**

**Problem:** Lack of engagement and interaction with friends due to the pandemic and social distancing.

**Agitation:** Rohit is feeling lonely and disconnected from his friends, as he is unable to meet them in person. He is also feeling bored and anxious due to the lack of social interaction.

**Mobilization:** We can offer a solution that helps Rohit stay connected with his friends and entertained, all through his mobile phone. Our app allows users to create virtual rooms where they can chat, play games, watch movies together and even listen to music. This will not only keep Rohit engaged and entertained but also help him stay connected with his friends.

Message: "Stay connected with your friends, even when you can't be together. With our app, create virtual rooms to chat, play games, watch movies and listen to music together. Download now and never miss out on a fun hangout again!"

Using the PAM framework, we identified the problem of lack of social interaction due to the pandemic and social distancing, which leads to agitation and negative emotions in our audience persona, Rohit. We then mobilized a solution that addresses this problem, which is to offer an app that allows Rohit to stay connected with his friends and entertained through his mobile phone. Finally, we crafted a message that resonates with Rohit's needs and emotions, urging him to download the app and never miss out on a fun hangout again.