

Increasing Adoption in Minnesota

TKS × PathCheck



EXECUTIVE SUMMARY

Problem

PathCheck has developed a contact tracing app that can help end the pandemic.

However, many people are skeptical about contact tracing apps due to concerns about privacy and unfamiliarity with the technology.

Question: How can we reach 50% adoption of the app in the state of Minnesota?

Solution

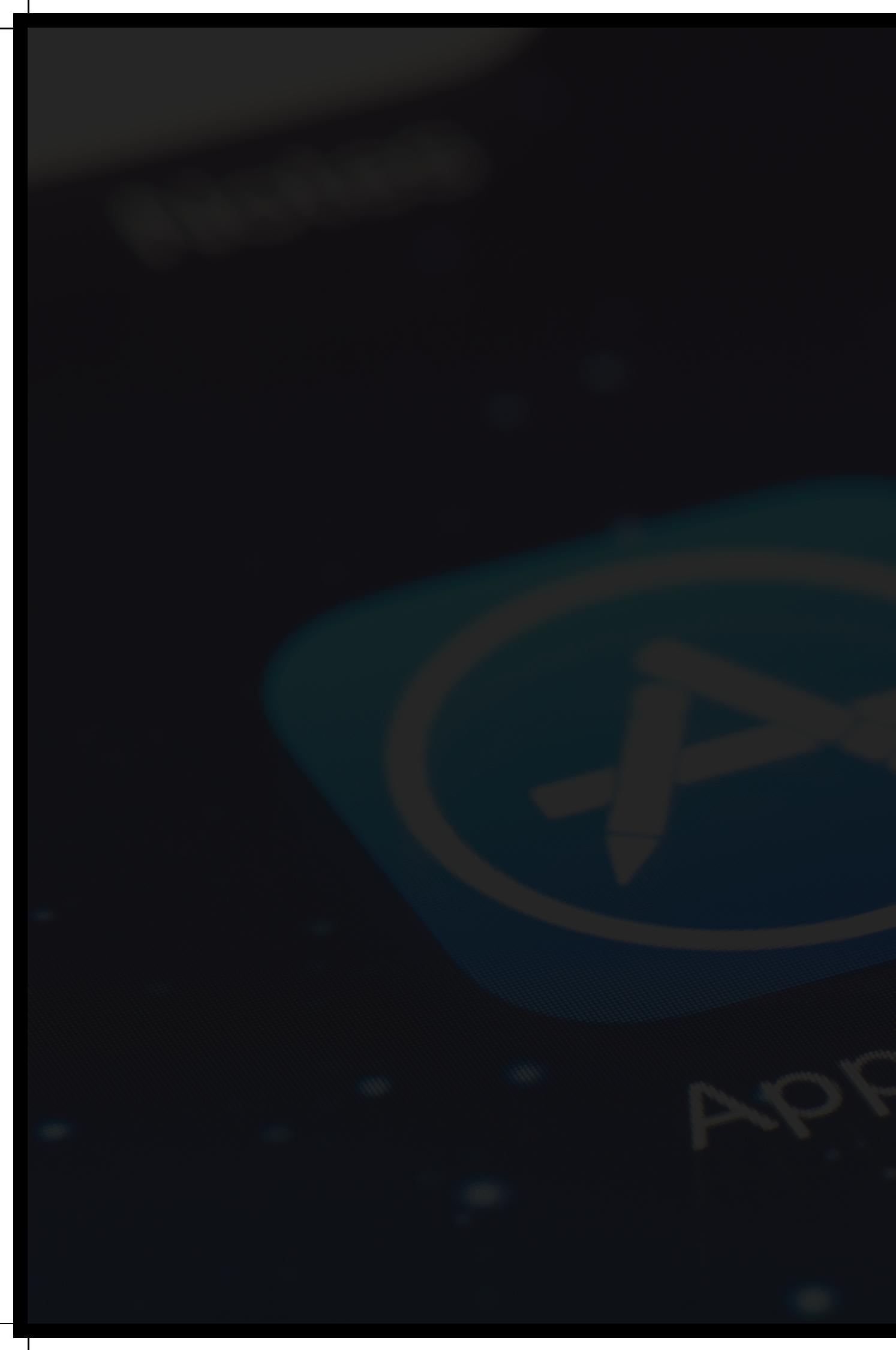
Partner with 6 YouTube influencers with age demographic ranging from 18-34. Influencers can promote the app at a closer, personal level to their fans.

Place non-skippable ads on YouTube videos to reach large amount of MN population that is on YouTube platform

Outcome

Louisiana residents will yield 50% adoption with the majority of downloads being with age range of 18-34. There will also be downloads from YouTube users outside the age 18-34.

Since our solution is designed to grow naturally, the solution will be able to reach regions elsewhere.



THE PROBLEM

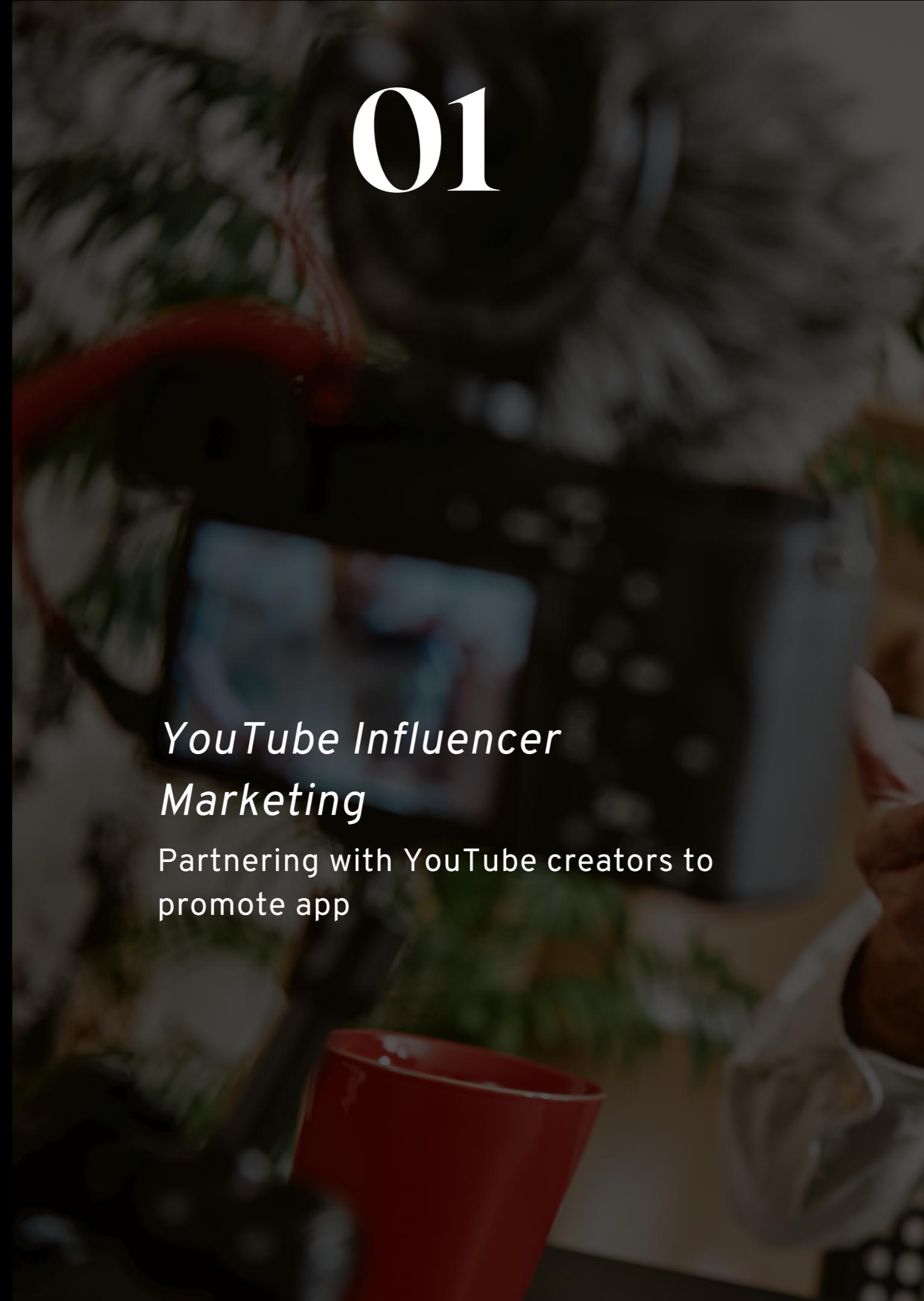
How can we reach 50% statewide adoption in Minnesota for the release of the new exposure notification app, considering peoples' reluctance to download the app due to their concerns about their privacy being compromised and unfamiliarity with how digital contact tracing works?

SOLUTIONS

01

YouTube Influencer Marketing

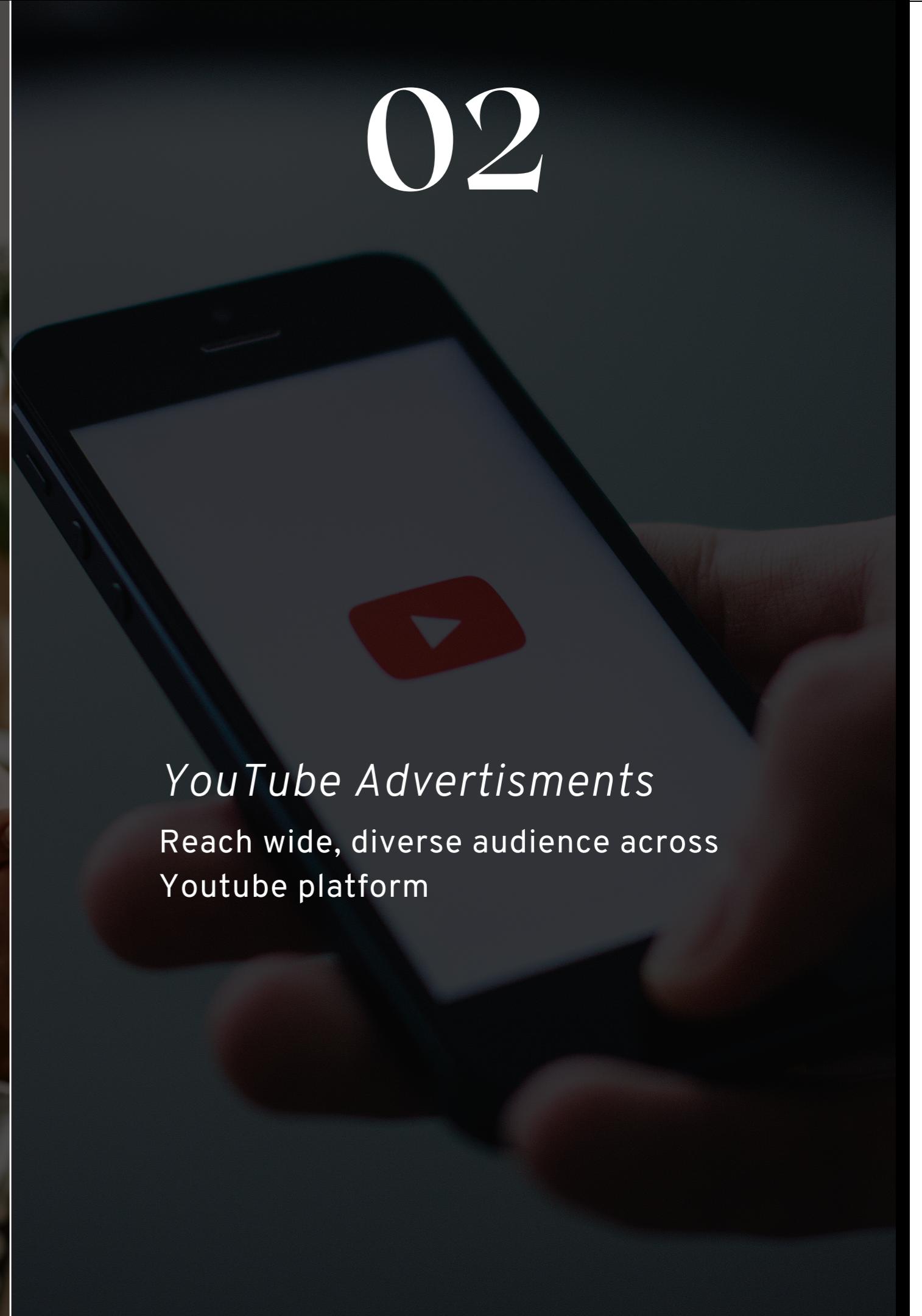
Partnering with YouTube creators to promote app



02

YouTube Advertisements

Reach wide, diverse audience across Youtube platform



TARGET MARKET

Ages 18-34

Highest Adoption

According to a study on contact tracing app adoption based on certain demographics, ages 18-40 have a significantly higher tendency to download.

Technological Literacy

Studies have shown that ages 16-35 have the highest percentage in digital literacy. They have the best understanding of how the app works and thus, will be able to educate others and spread awareness of the app.

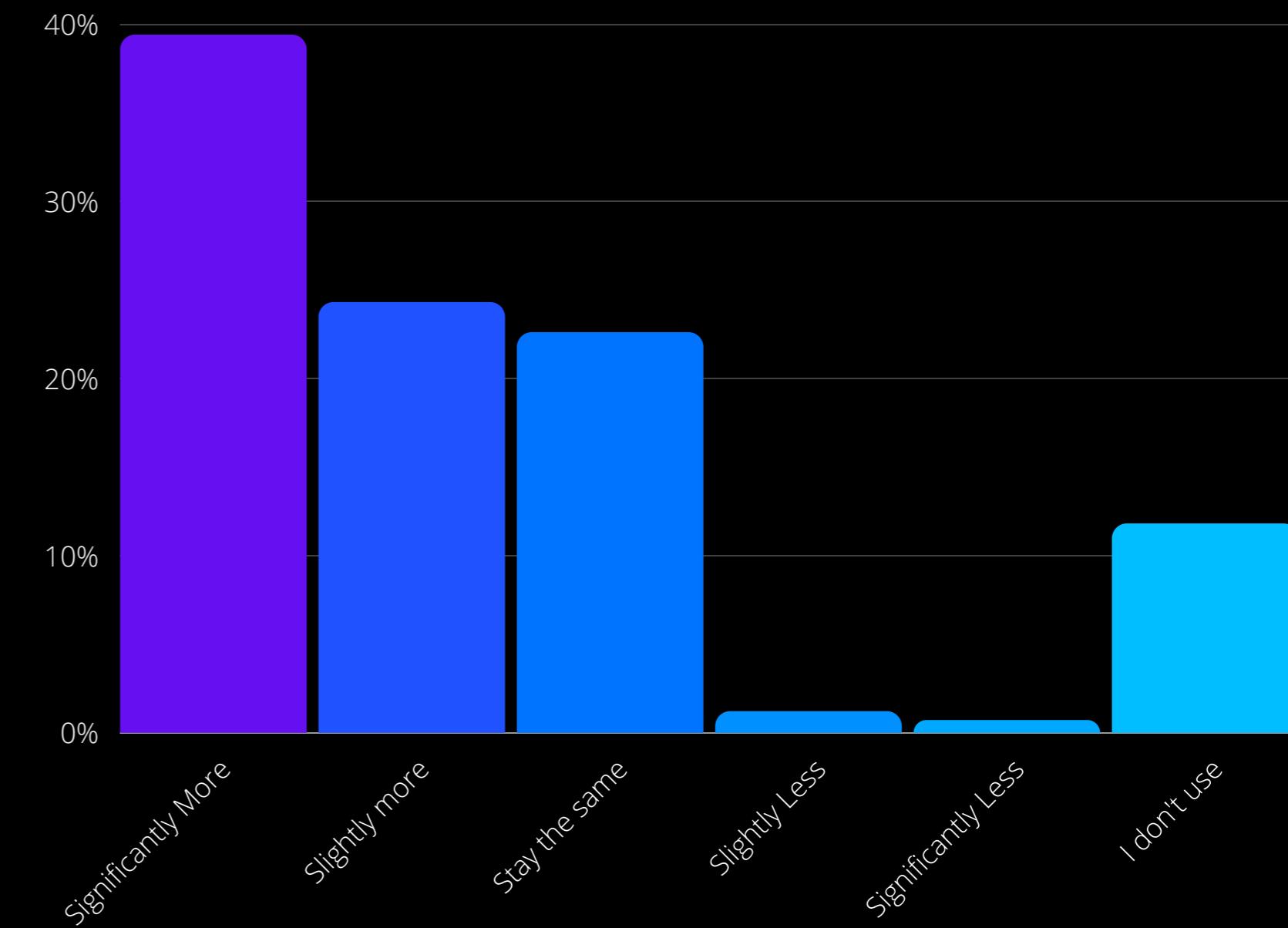
74%

of millennials aged 18-34 are binge-watching YouTube daily. We can reach this audience most effectively.

Why should we use YouTube?

*Simply put, more
people are on
YouTube now than
ever before*

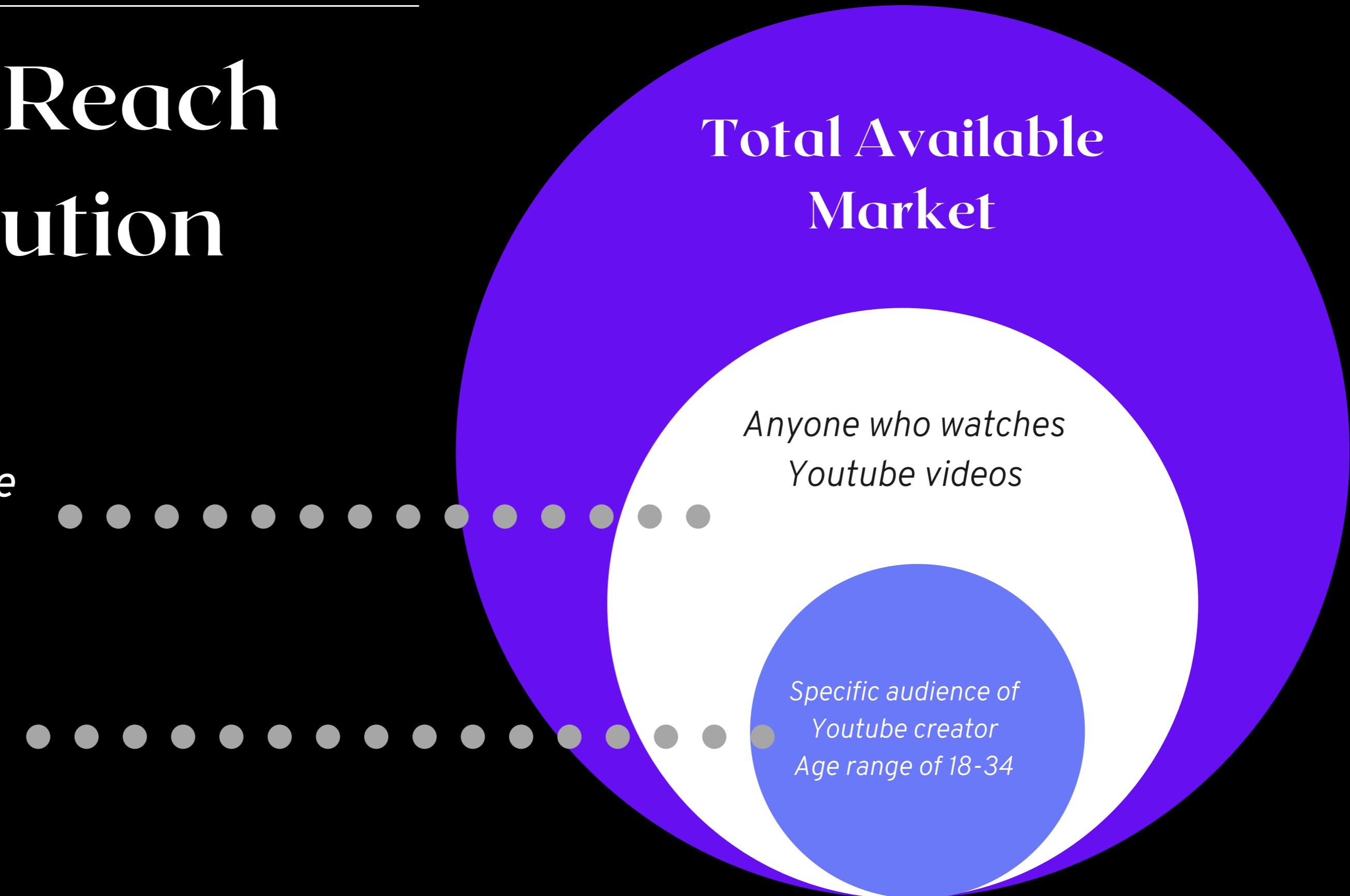
Survey of YouTube users' usage during
pandemic



Potential Reach of our Solution

*Total Market Available
on YouTube Platform*

Target Market



1

INFLUENCER MARKETING

GROWTH

Influencer marketing has grown tremendously recently. In 2019, 93% of companies utilized influencer marketing, as a means of promoting their goods or services.

PARTNERSHIPS

We plan on partnering with 6 YouTube creators. Together, these YouTube creators will address the entire target age market of 18-34.



18-23



24-29



30-34

These creators, who have audiences ranging from hundreds of thousands to millions, would feature the app in a 30-60 second scene in their video. They will talk about the app and encourage their fans to download it.



CASE STUDY

Honey + MrBeast



ABOUT

Honey, a chrome extension aimed to find and track price-drops for online shoppers, partnered with Mr. Beast (popular Youtuber) and other YouTube influencers.

These influencers create their own 30-60 second advertisements and incorporate them into their videos.

[View Video](#)

IMPACT

Youtube viewers are extremely trustful and loyal towards the creators they watch. Thus, when they are told do something by their favorite influencer, they are very likely to listen.

The 30-60 second implementations are created by the Youtubers themselves, therefore they are carefully tailored to appeal to viewers

SUCCESS

Gained 17 million active users.

Bought by PayPal (\$4 billion) one year after first endorsement with Mr. Beast.



CASE STUDY

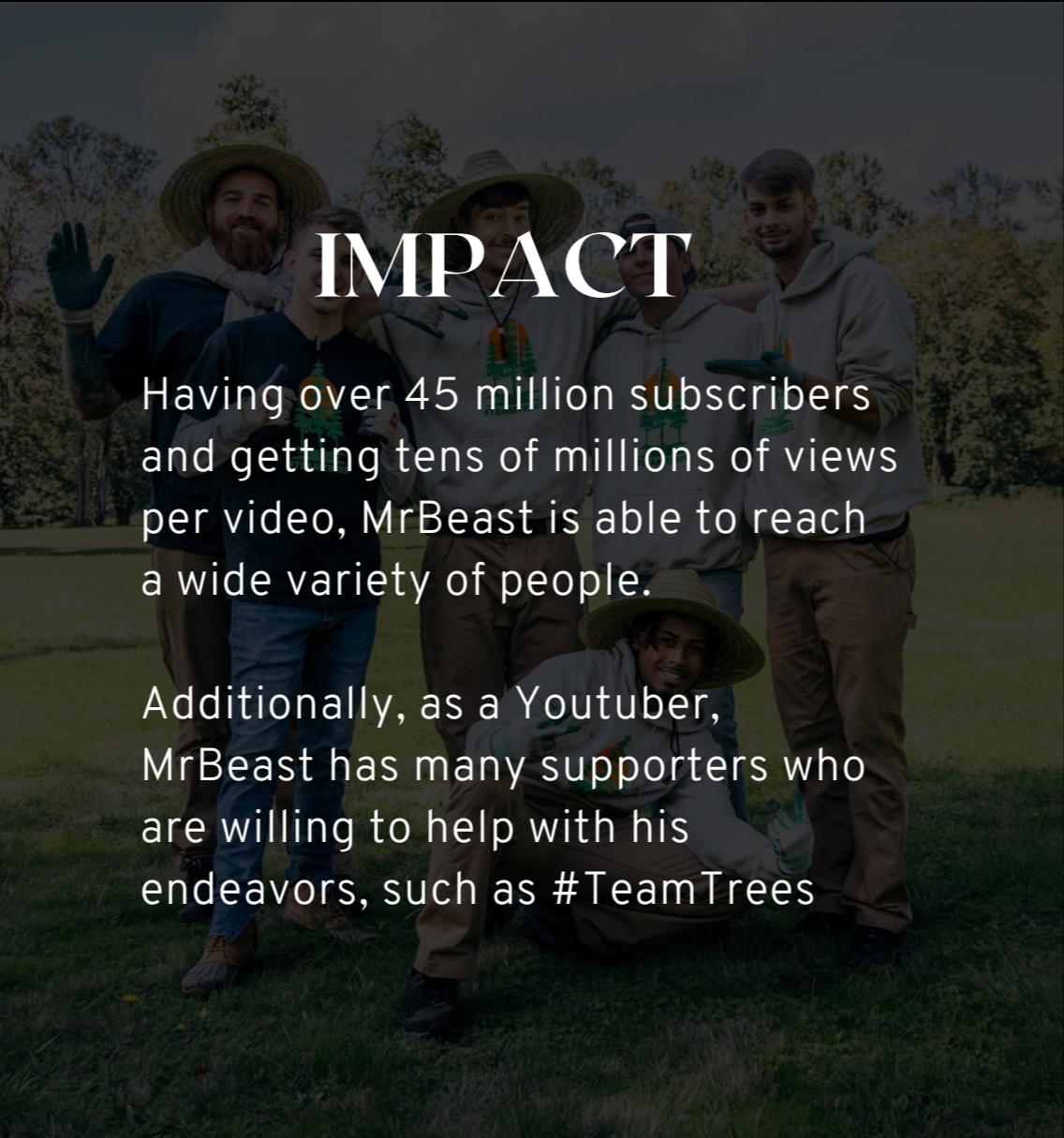
#TEAMTREES + MrBeast



ABOUT

Popular YouTube creator, MrBeast, partnered with the Arbor Day Foundation in a joint effort to help solve global warming by planting trees.

MrBeast used his platform to promote the initiative and encourage his viewers and other creators to get involved.



Having over 45 million subscribers and getting tens of millions of views per video, MrBeast is able to reach a wide variety of people.

Additionally, as a Youtuber, MrBeast has many supporters who are willing to help with his endeavors, such as #TeamTrees

SUCCESS

More than 22 million trees were planted, with contributions from viewers around the world

(22 million dollars were donated)



YOUTUBE ADVERTISEMENTS

ABOUT

Advertisements on Youtube are a valuable way to spread awareness of the app.

There are over 126 million Youtube users a month in the US. Advertisements are placed on the majority of videos watched by viewers. They cost anywhere from \$0.10 to \$0.30 per view.

AD-TYPE

PathCheck will place [non-skippable ads](#) on Youtube.

Why? When ads are watched fully, the probability of viewers going further increases 23x.

GOALS

Stresses the importance of contact tracing

Encourages viewer to share app with peers

Addresses privacy (a major concern for many individuals)

RESULTS

These ads can influence the large amount of viewers to download the app and can help PathCheck tremendously.



EFFECTIVE ADVERTISEMENT

Click to view



MOCKUP

First 5-10 seconds are crucial. It is important get the user's attention. (ex. start with a very bold claim - "You can help solve the pandemic by just downloading 1 app")

Introduce app and pose it as a solution.
Show demo of the app and reveal how contact tracing works, in simple, non-technical terms.

Acknowledge user's concern: how privacy is managed

call to action: download, review, and share

Throughout the ad, narrator should be passionate and dramatic



OUR TEAM



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WORKS CITED

Presentation, Slide Deck, Mockup Video



tkschallengeteam17.now.sh

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