

# Increasing Adoption in Minnesota and Louisiana

TTS × 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 or Louisiana?

## *Solution*

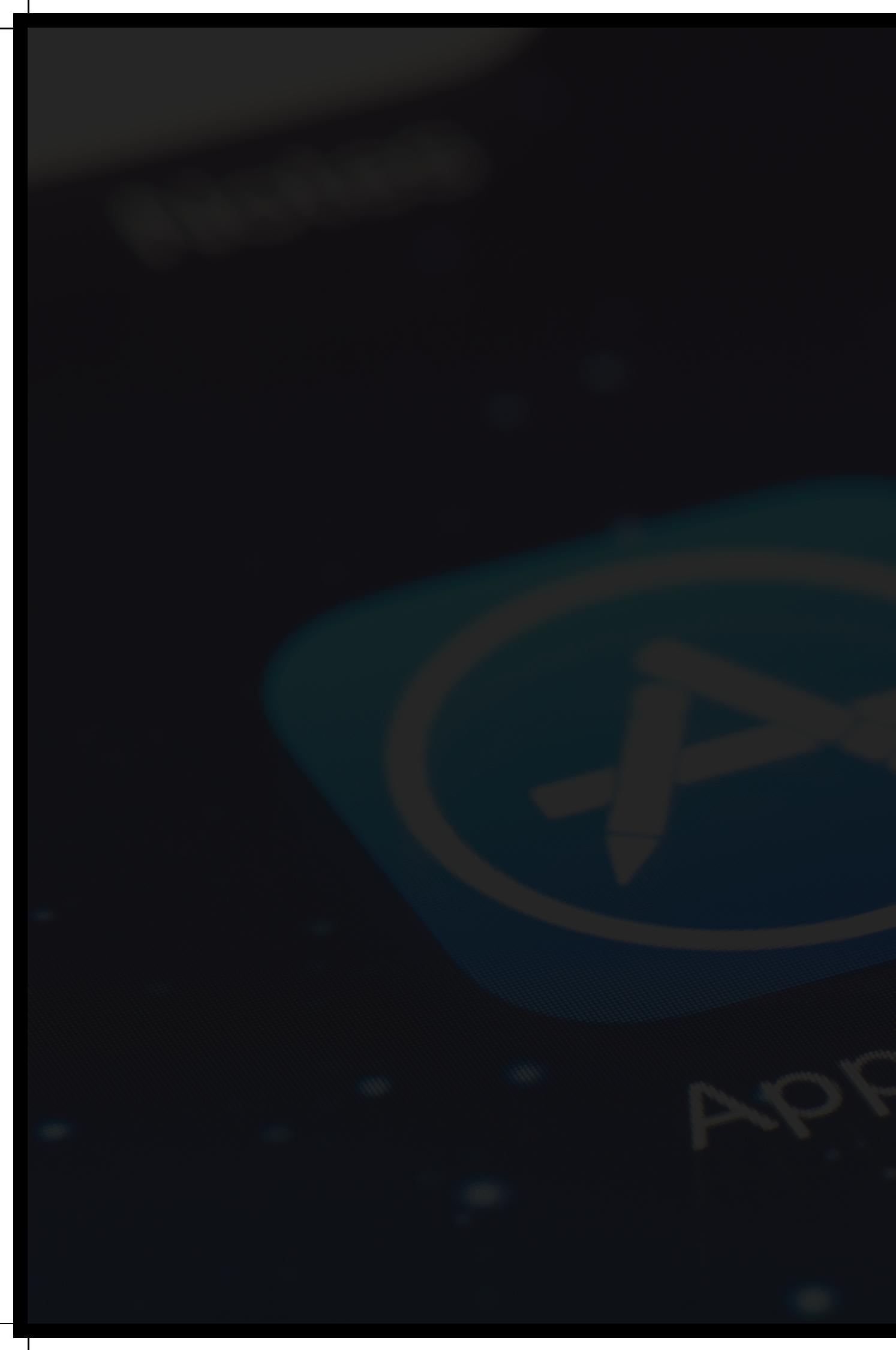
Partner with 6 YouTube influencers with age demographic ranging from 18-34. Influencers can promote the app at a closer, personal level to their fans.

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

## *Outcome*

Residents will yield 50% adoption with the majority of downloads being within the age range of 18-34.

Due to the diversity of YouTube's userbase, the solution will also be able to reach an audience outside the age of 18-34.



# THE PROBLEM

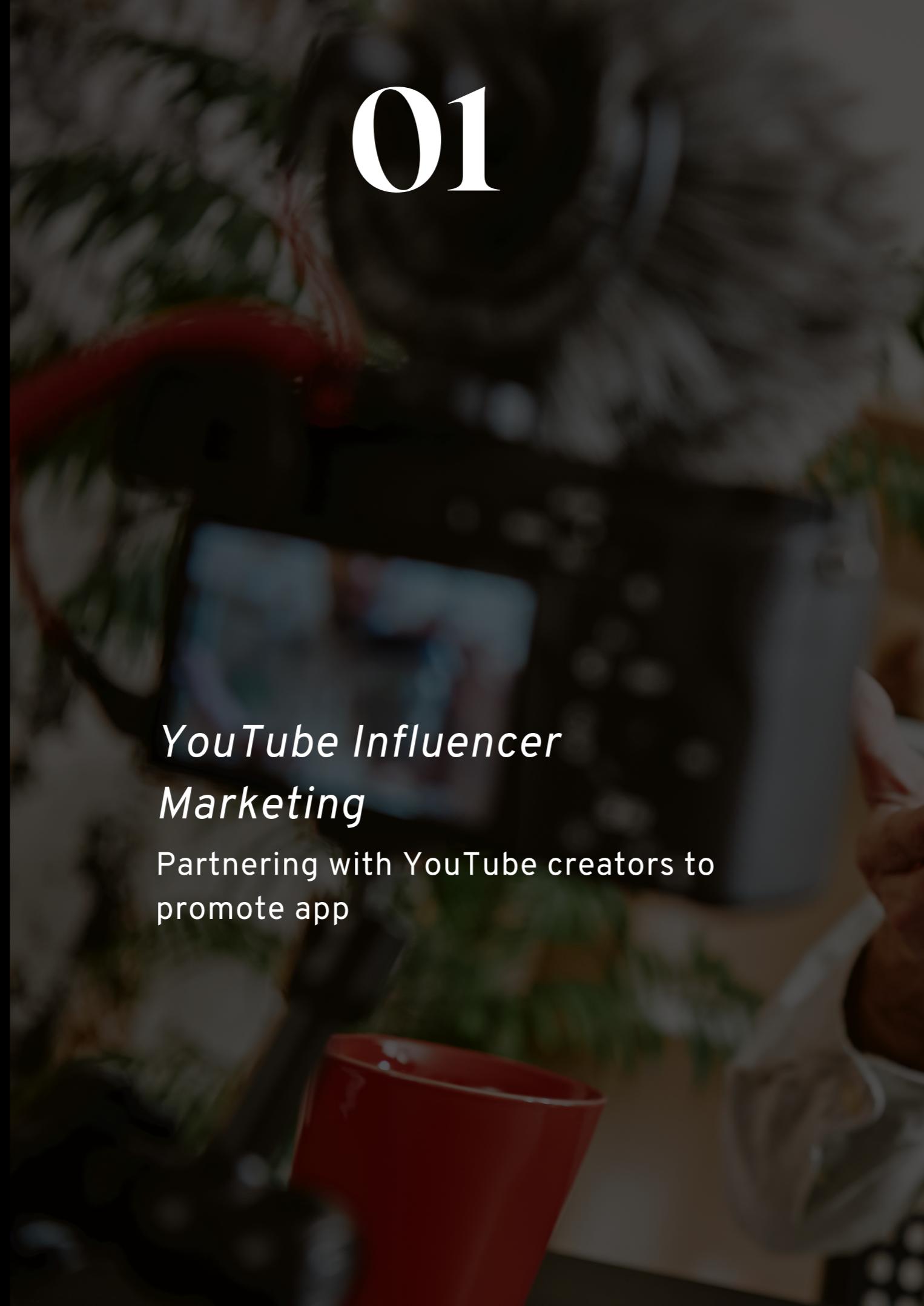
*How can we reach 50% statewide adoption in Minnesota and Louisiana for the release of the new exposure notification app, considering peoples' reluctance to download the app due to their concerns about their privacy being compromised and unfamiliarity with how digital contact tracing works?*

# SOLUTIONS

01

## *YouTube Influencer Marketing*

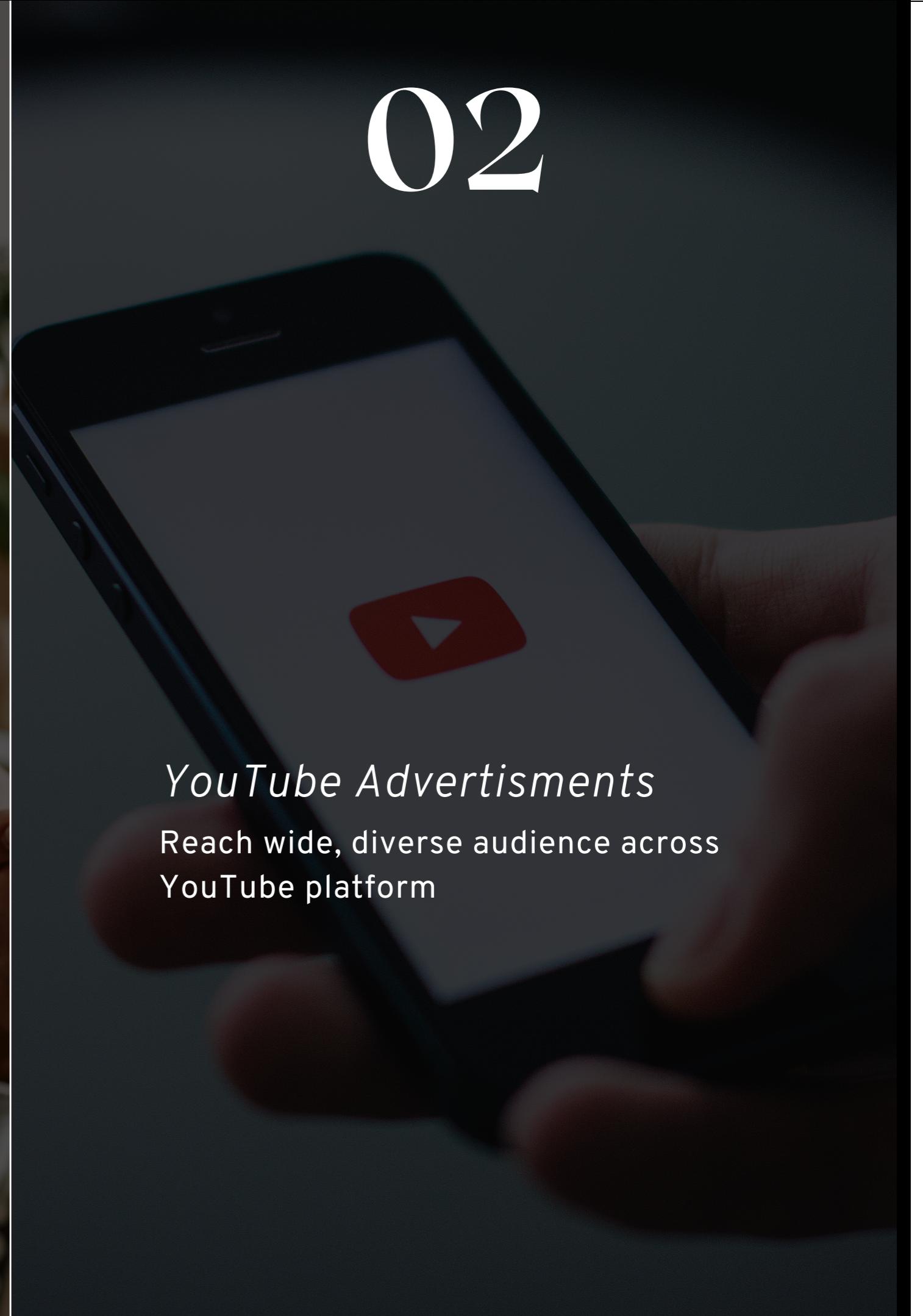
Partnering with YouTube creators to promote app



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.

**74%**

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

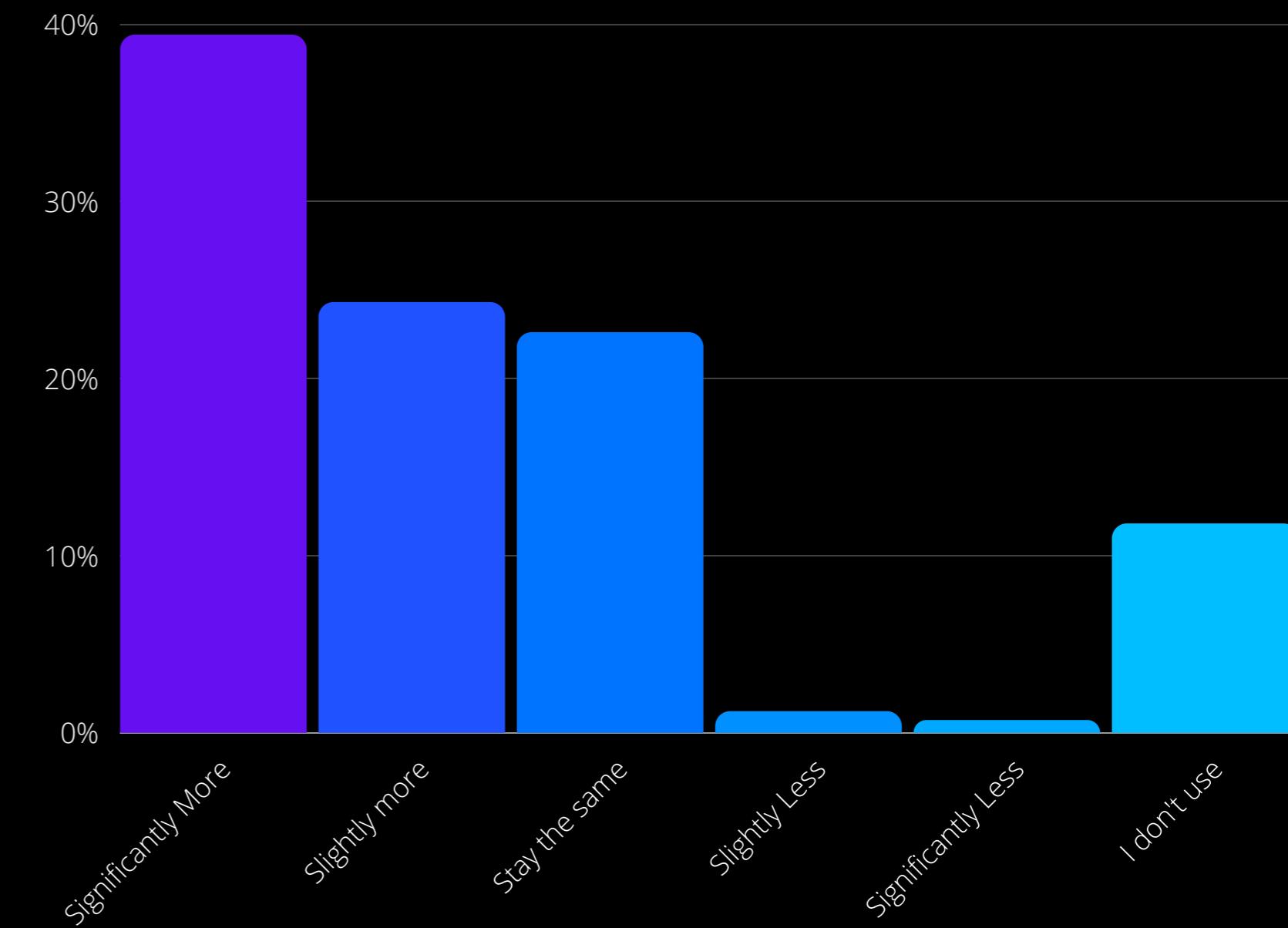
### *Technological Literacy*

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.

# Why should we use YouTube?

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

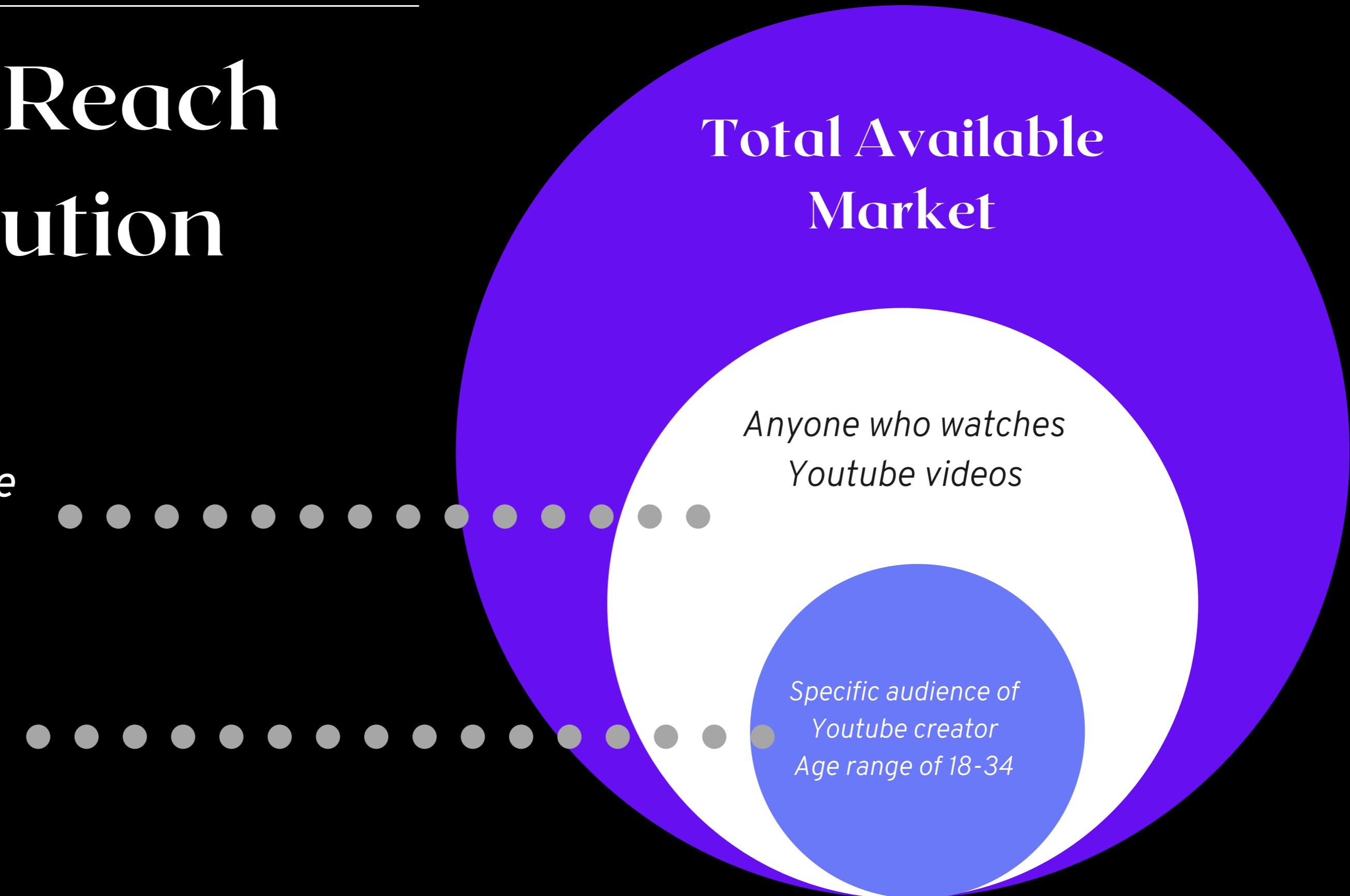
Survey of YouTube users' usage during  
pandemic



# 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 MrBeast (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 likely to listen.

The 30-60 second advertisements are created by the YouTubers themselves, therefore endorsements are carefully customized to appeal to viewers

## SUCCESS

Gained 17 million active users.

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



## CASE STUDY

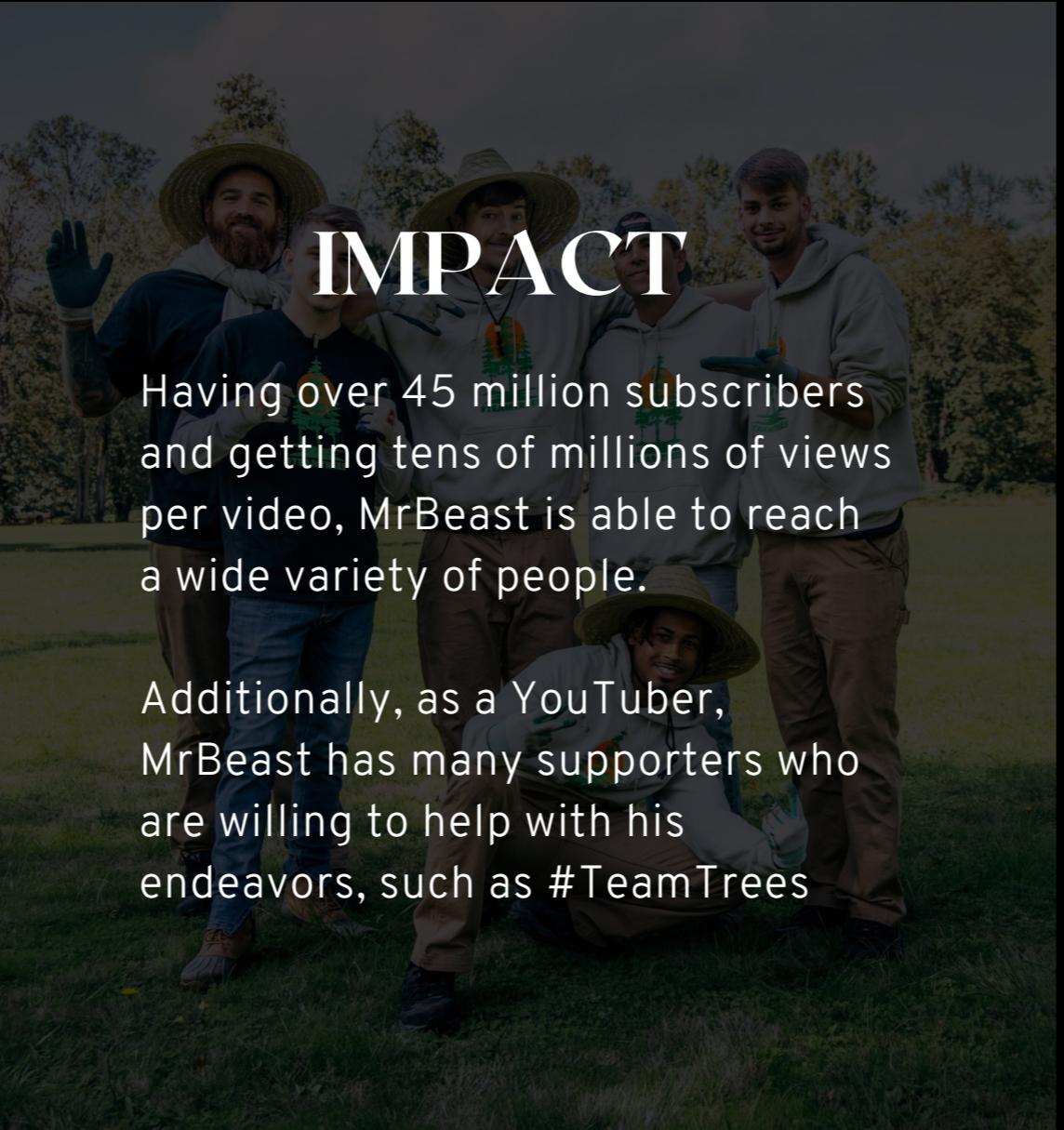
# #TEAMTREES + MrBeast



## 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.



## IMPACT

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

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

(More than 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 popular 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.

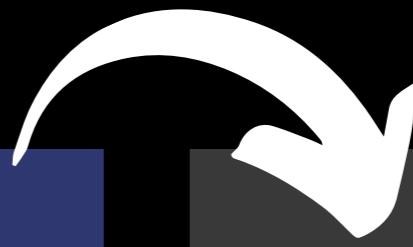
Why? When ads are watched fully, the probability of viewers going further increases 23x.

## GOALS

Stresses the importance of contact tracing

Encourages viewer to share app with peers

Addresses privacy (a major concern for many individuals)



## RESULTS

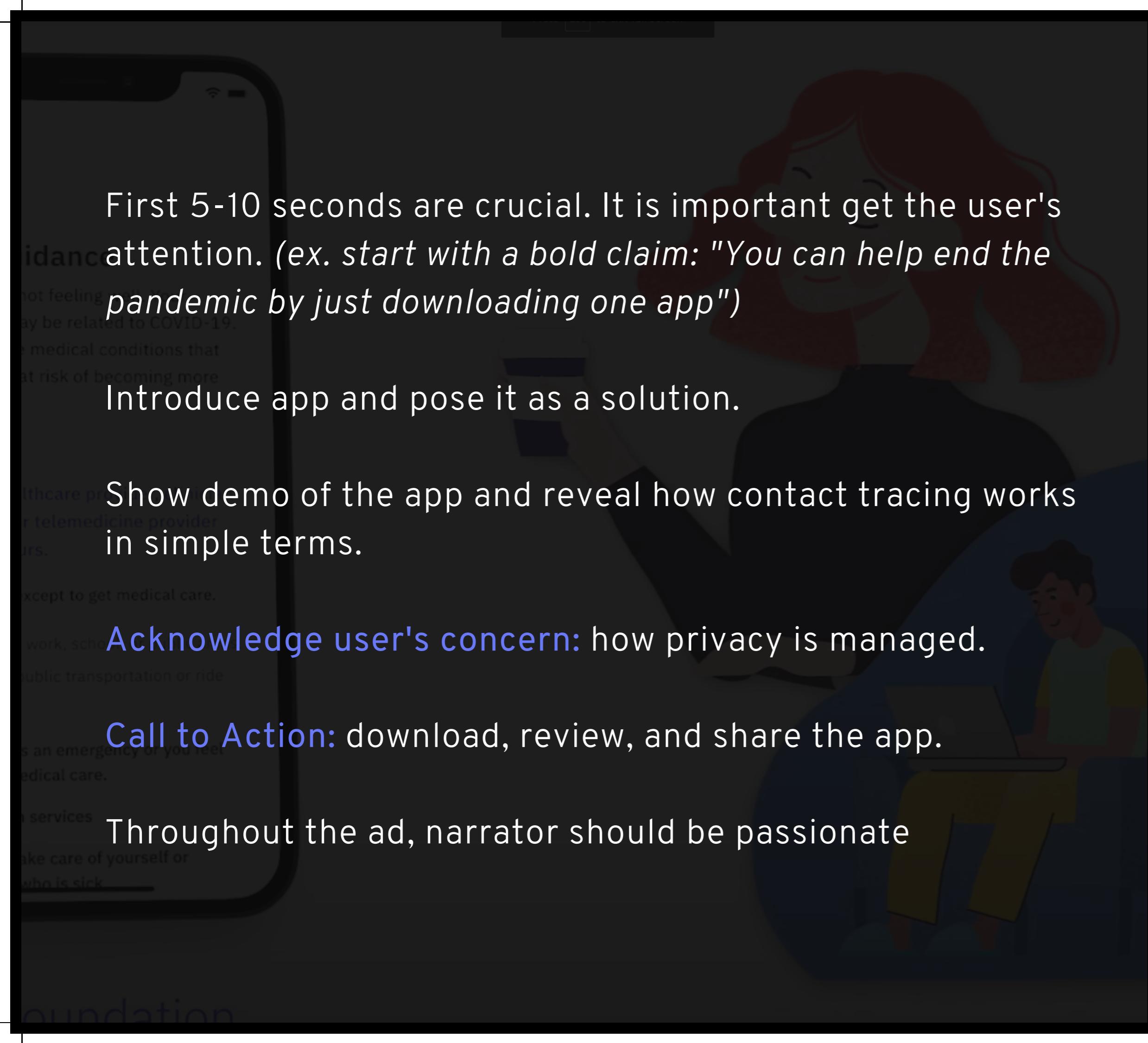
These ads can influence the large amount of viewers to download the app and can help PathCheck tremendously.



# AD MOCKUP

*View Video YouTube*  
[youtu.be/vzK5jGmlvll](https://youtu.be/vzK5jGmlvll)

*View Video Website*  
[tkschallengeteam17.now.sh](http://tkschallengeteam17.now.sh)



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

Introduce app and pose it as a solution.

Show demo of the app and reveal how contact tracing works in simple terms.

**Acknowledge user's concern:** how privacy is managed.

**Call to Action:** download, review, and share the app.

Throughout the ad, narrator should be passionate

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## EFFECTIVE ADVERTISEMENT

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# MOCKUP



# OUR TEAM



*Dasha (Daria)*

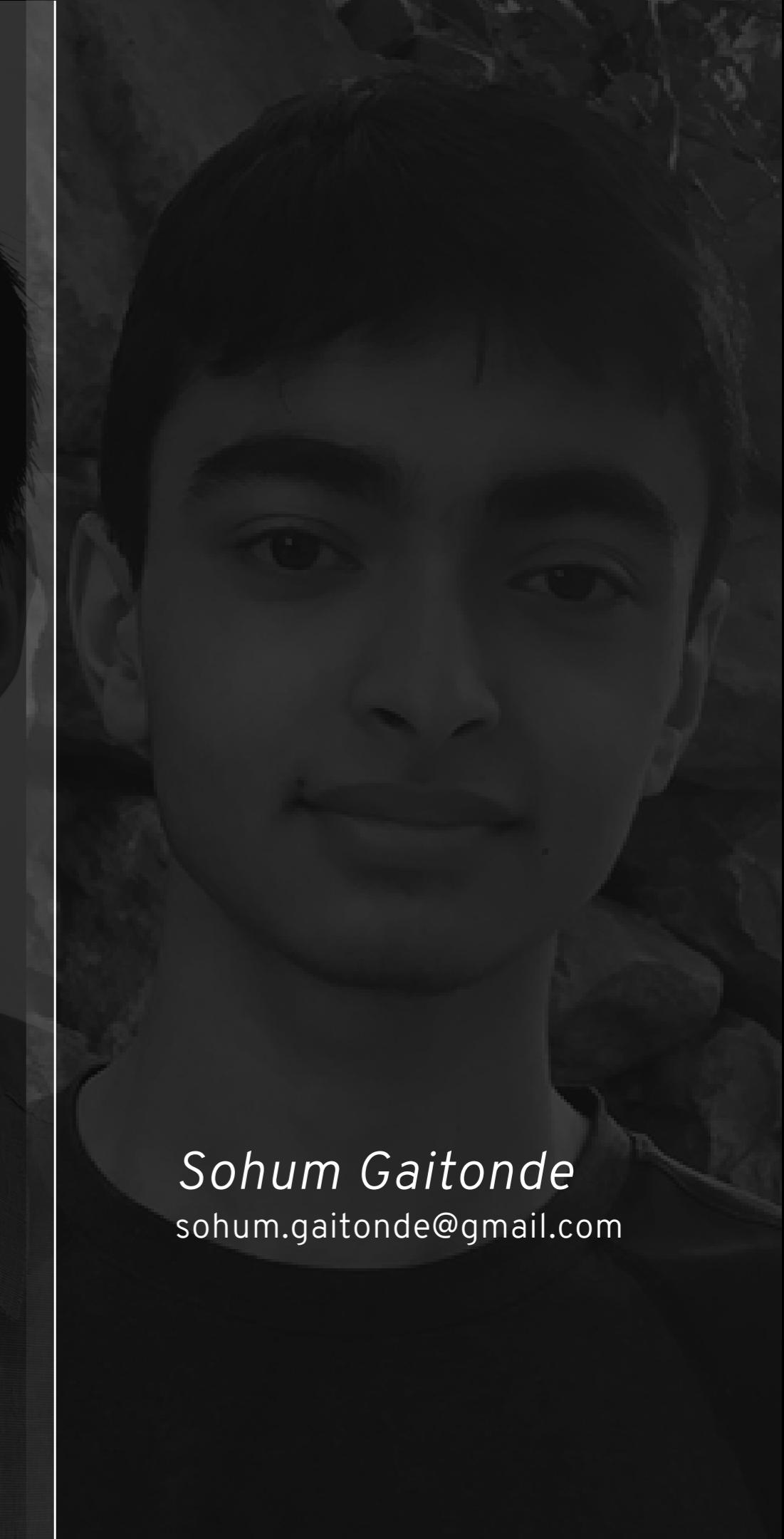
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# WORKS CITED

Presentation, Slide Deck, Mockup Video



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