SHU Campaign Discontinuation Proposal

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September 25, 2022

The Team

Austin Pham, Project Lead

Responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.

Anjum Shams, Team Lead

Represents the team to sponsor, via email and on calls, to minimize communication errors.

Kelly Truong, Project Scribe

Responsible for taking meeting minutes and distributing notes/assignments. Can assist Team Lead in drafting emails and communication between sponsor and group.

Thu Vu, Project Manager

Provides guidance and draws out insight from other team members, ensures that the project execution remains on track

What is Superhero U?

Driven towards instilling a sense of innovation and inventiveness among our youth, Superhero U is an endeavor to empower imaginative and fervent young minds to make the best possible use of their skills and creativity. Influenced by the UN's mission "to promote prosperity while protecting the planet", Superhero U is a competitive event that is targeted towards providing an encouraging and equal educational opportunity to the budding stars.

The curated 'Superhero' would be invented within a context to resolve a relevant and noteworthy social problem outlined by the SDGs. Thus, the competition prove to be an exciting assessment of the ingenuity and intellect of the participants. The competitors join 'Superhero U' as individuals or in teams. Divided into the high school and college categories, 'Superhero U' is conducted in three rounds

What are Facebook Ads?

Superhero U promotes their campaign by utilizing facebook image ads.

☐ "Link Click" ads are shown to people who Facebook thinks would interact based on the website's algorithm. The amount of interactions are recorded and can be analyzed.

☐ Interactions include:
- Clicking on a link
- Clicking on GlobalShala's profile
- Clicking to expand the image
- Commenting
- Sharing
- Adding reactions

☐ Any interaction shows community interest in the ad and boosts the ad post.

1. Profile picture: leads to GlobalShala's profile
2. Post caption
3. Image: links to Superhero U website
4. Buttons for reactions, comments, and shares

Superhero U Ad Campaigns

*Australia, Canada, UK, Ghana, Nigeria, Pakistan, US

**Australia, Canada, UK, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan

Campaigns	*Audience*	*Geography*	*Age*
Campaign 1	Educators + Principals	Group 1*	25-64
Campaign 2	Students	Group 2**	13-24
Campaign 3	Students	Australia	13-34
Campaign 4	Students	Canada	13-34
Campaign 5	Students	Ghana	13-34
Campaign 6	Students	India	18-34
Campaign 7	Students	Nepal	13-34
Campaign 8	Students	Nigeria	13-34
Campaign 9	Students	UAE	13-34
Campaign 10	Students	UK	13-34
Campaign 11	Students	USA	13-34

What campaigns should be discontinued?

There are some factors that indicate which campaign should be discontinued:

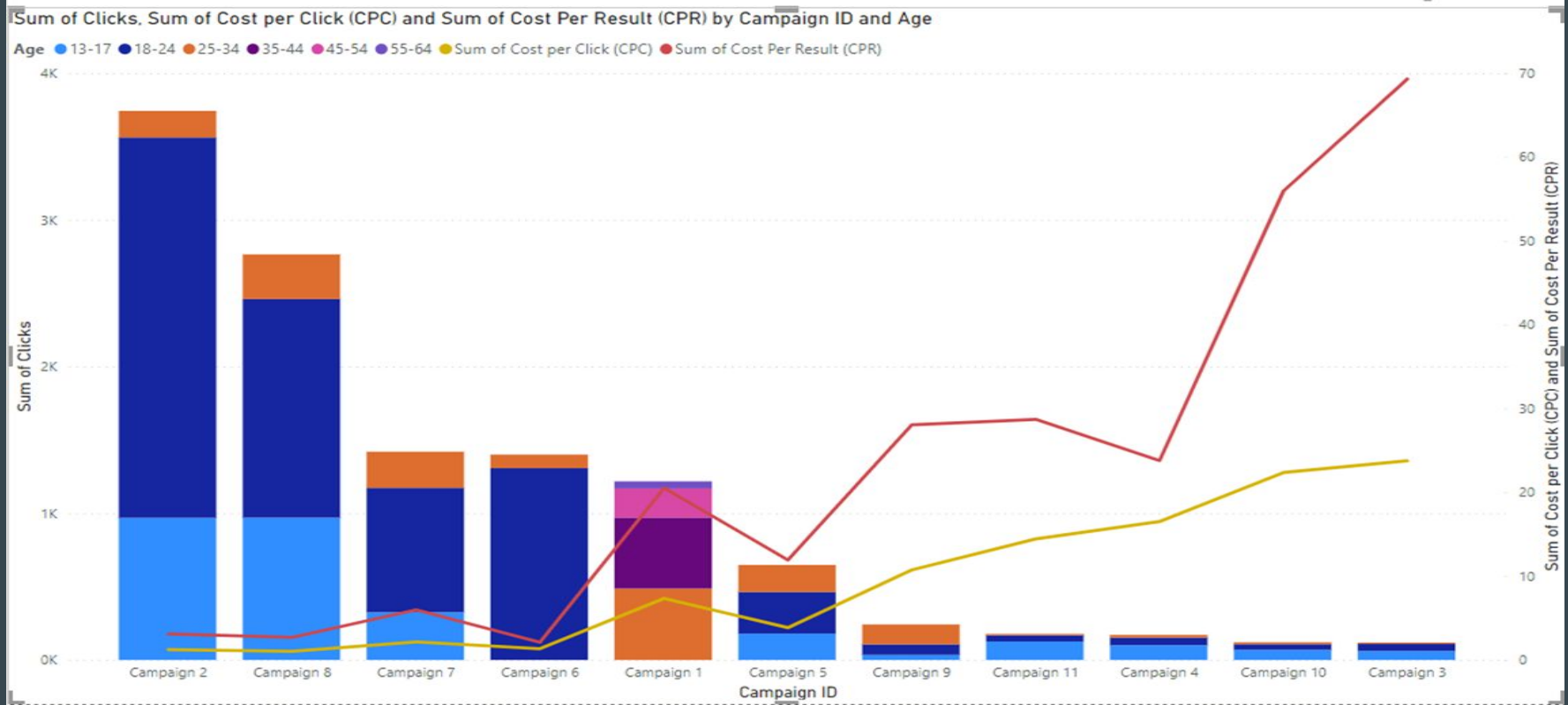|	
Clicks	A campaign could be underperforming if the amount of interactions on the ad post is significantly lower than other campaigns.
Cost per Click	A campaign might be too expensive to continue if its cost per click is significantly higher than other campaigns.
Cost per Result	A campaign with higher cost per result is not as cost-effective as other campaigns with lower CPR.
Age Demographics	A campaign that does not reach the ad's target age range is ineffective. Superhero U targets potential interns ages 16-26 and potential educators and principals ages 30-60.

Data supporting our discontinuation choice

Sum of Clicks, Sum of Cost per Click (CPC) and Sum of Cost Per Result (CPR) by Campaign ID and Age

Age ● 13-17 ● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● Sum of Cost per Click (CPC) ● Sum of Cost Per Result (CPR)
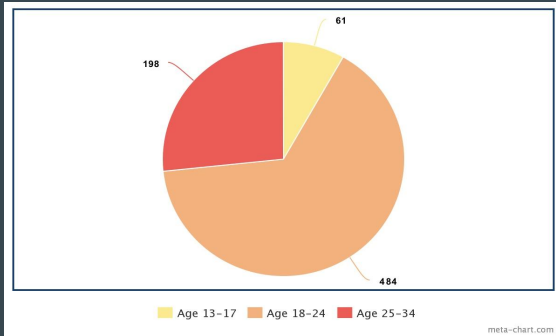
Cost per click considerations

COST ANALYSIS: In the graphs shown above, it is clear that **Campaign 3** has the highest cost per click (CPC) and the highest Cost Per Result (CPR). The higher CPR is, the lower the company's profit is. This makes **Campaign 3** a likely contender for discontinuing. The same thing can be applied for **Campaign 10, Campaign 4** and **Campaign 11** to a lower degree.
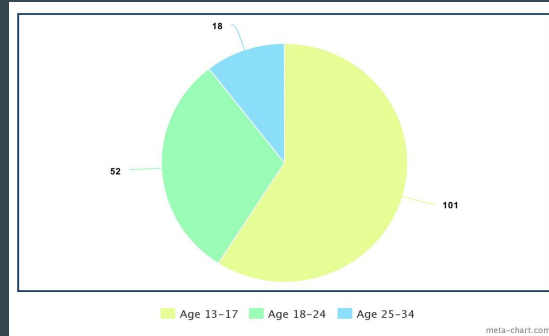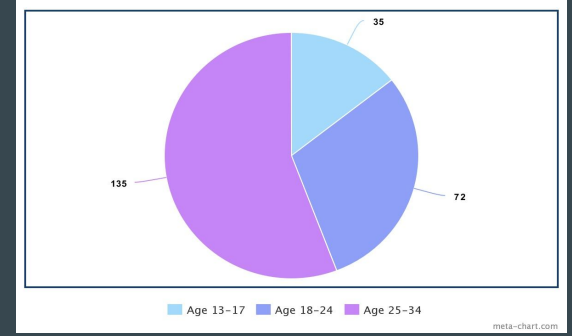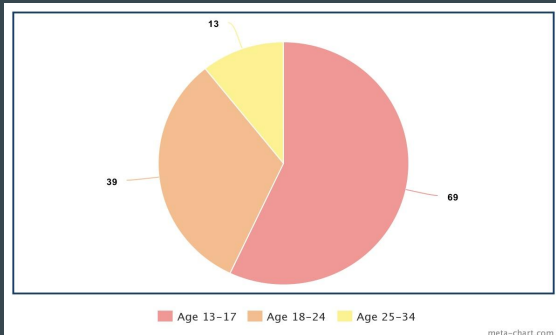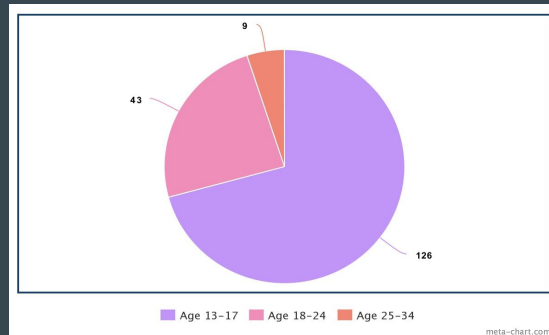
Age Demographics

Campaign 3

61
198
484

Age 13–17   Age 18–24   Age 25–34

meta-chart.com

Campaign 4

18
52
101

Age 13–17   Age 18–24   Age 25–34

meta-chart.com

Campaign 9

35
135
72

Age 13–17   Age 18–24   Age 25–34

meta-chart.com

Campaign 10

13
39
69

Age 13–17   Age 18–24   Age 25–34

meta-chart.com

Campaign 11

9
43
126

Age 13–17   Age 18–24   Age 25–34

meta-chart.com

Analysis: Campaigns 4, 9, 10, and 11 are weak in terms of reaching the desired age demographic. If the company is concerned with reaching the right demographic, then these are the best choices to discontinue.

Conclusion

Campaign 3 is the most costly campaign and is also the least effective in garnering clicks. Campaign 10 is the second costliest campaign with the second least amount of clicks, AND also does not reach the desired age demographic. Campaigns 4 and 11 have a relatively low amount of clicks while being costly, and they both do not reach the desired age demographic. Campaign 9 also has a relatively low amount of clicks; while it is not very costly, it does not reach the desired age demographic.

We highly recommend Campaigns 3 and 10 for discontinuation, while campaigns 4, 9, and 11 can be less urgent considerations for discontinuation.