

NEW PRODUCT LAUNCH

Marketing Campaign

Visit our website or nearest retailer to get your hands on our products. Don't miss out on this opportunity to elevate your lifestyle.



NEW PRODUCT LAUNCH

MARKETING CAMPAIGN

Q4 2023

The Brief

Our new product is an incredible app designed specifically for college students. The brief is to ensure that every student with this state know that this app can help them manage their money better by giving them an overview of their spending habits over the past month or so and sending weekly reminders about upcoming transactions e.g., rent payments or bills due.

The campaign should take into consideration the complexity of the audience segment and focus on local media.



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The Audience

Age: 18-24

Gender: 52% female, 46% male, 1% non-binary, 1% not stated

Marital status: 94% unmarried

Income: \$22,000 per annum and above

Interests: Local area activities, on-campus activities

Priorities: Study, rest, social activities

Financial considerations: HCOL, Tuition fees

“The college experience can feel really overwhelming”

“I want to turn my passion into my career”

“I'm finding it difficult to make friends”



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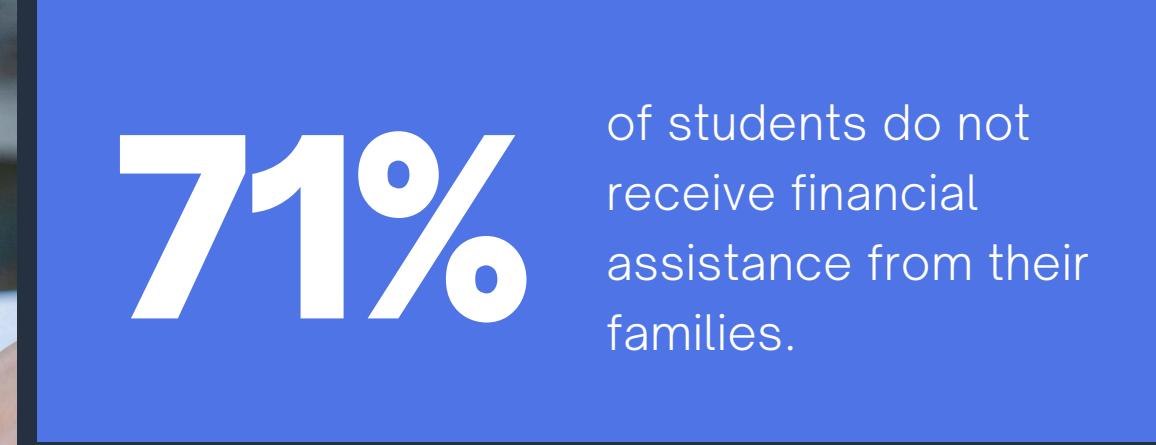
81%

of students are concerned with the increased cost of living in this area.



31%

of students claim they don't manage their money at all.



Student survey 2022

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Positioning

The main problem we are solving is how to make sure that students are spending money efficiently and wisely. Many students don't have a clear idea of how much money they're spending, what they're spending it on and why.

Our product makes it easier for you to pay your bills on time, avoid overdraft fees, and save money for the important things waiting for you down the road.



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Big Idea #1

Let's make small budgets sing

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Big Idea #1

Let's make small budgets sing

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Big Idea #1

Let's make small budgets sing



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Big Idea #2

Lo-fi budgeting

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Big Idea #2

Lo-fi budgeting

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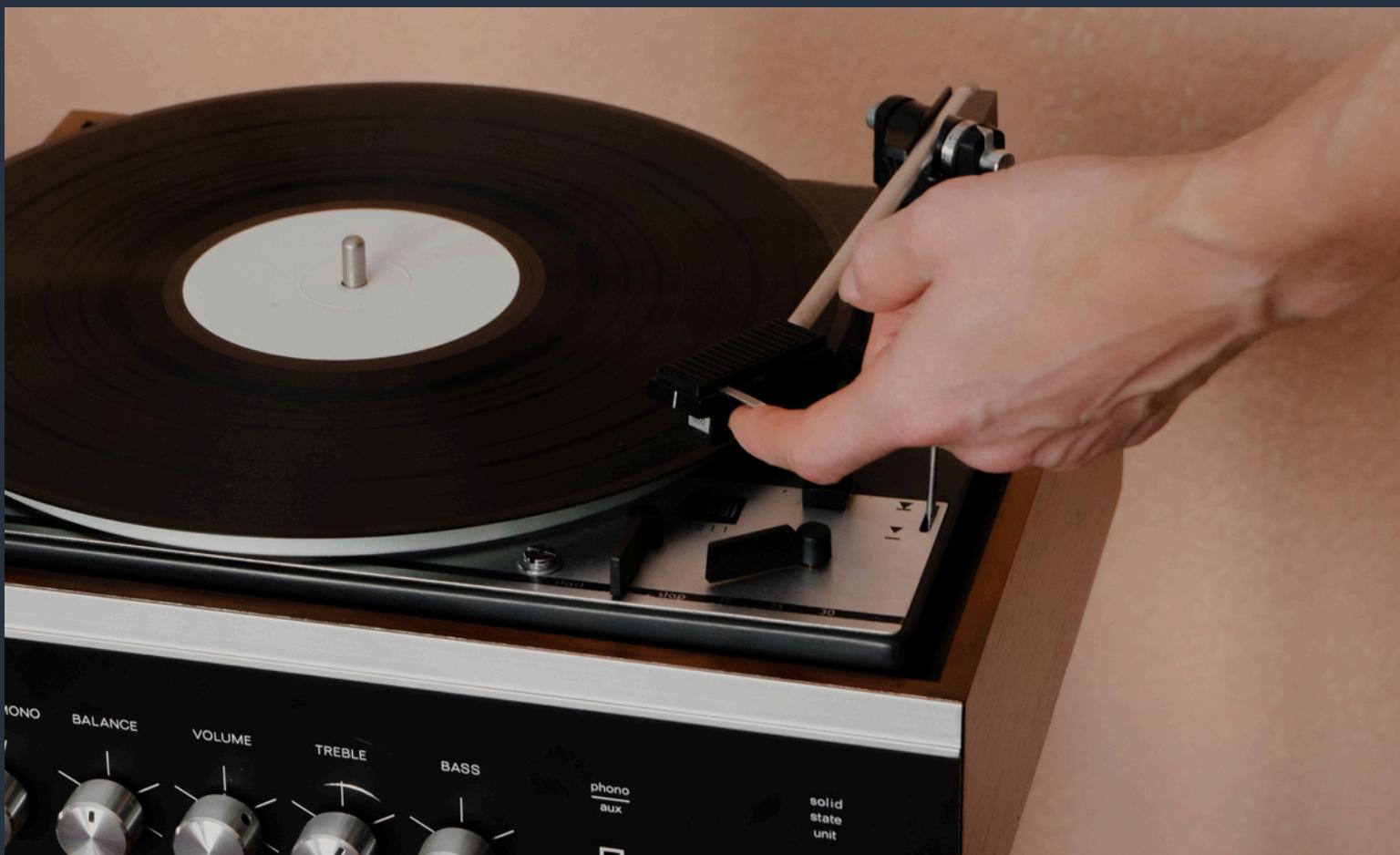
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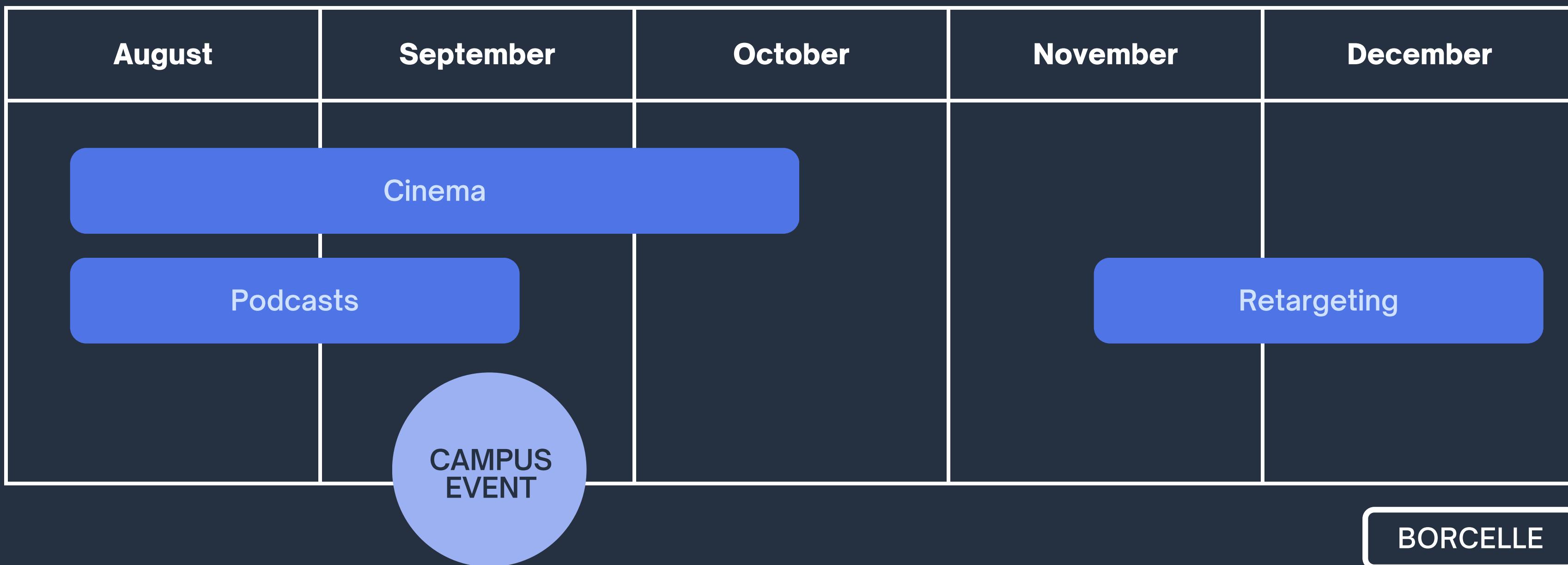
Q4 2023

Big Idea #2 Lo-fi budgeting



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Campaign Roll Out



Budget

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