



Color your world with Buo!



**BUO is a new brand offering unique educational and entertaining products for children and adults. Our coloring booklets and stories are designed to inspire creativity and bring families together, helping you enjoy quality time away from screens.**

# VALUES

- **Buo aims to strengthen social bonds through activities that bring family and friends together.**
- **encourages self-expression and creativity, helping individuals pursue their hobbies in a fun and meaningful way.**



# ***BUO Marketing Campaign Objectives***

- 1- Boost Brand Awareness – Introduce BUO as a creative and educational brand that promotes screen-free activities.**
- 2- Increase Engagement – Drive social media interactions through interactive contests and coloring challenges.**
- 3- Grow Sales – Achieve 50-100 sales with a mix of organic marketing, influencer collaborations, and paid ads.**
- 4- Enhance Online Presence – Improve content quality, optimize social media pages, and attract more followers.**
- 5- Build Customer Loyalty – Encourage repeat purchases through exclusive deals and gather positive reviews to boost credibility**



# SEGMENTATION

## GEOGRAPHIC

**Online in Egypt.  
( the Northern  
Coast and Rural  
Areas. )**

## DEMOGRAPHIC

- **Gender:** Male and Female.
- **Age:** Primary group: 25 to 50 years old.  
Secondary group: High school and university students, 14 to 25 years old.
- **Social class:** B - B+.
- **Income level:** Medium and high.
- **Marital status:** Married (age group 25-50).  
Students (Single, age group 14-25).

## BEHAVIOURAL

- They look for Value for Money.
- They make purchases intermittently.
- They prefer to research before buying.
- They tend to try products for the first time.

## PSYCHOGRAPHIC

- Families interested in education, development, and entertainment.
- Lifestyle: Families striving to create an environment that combines learning and fun.
- Values:
- Those seeking ways to develop creativity and artistic expression in their children.

# **TARGETING**

**1. Primary (Core Target): Parents with children up to 8 years old.**

- They focus on providing fun artistic and entertainment activities with their children to enhance creativity and engagement.

**2. Secondary Target: High school and university students (ages 13 to 24).**

- They are looking for enjoyable activities to relieve stress and mental pressure.



# **BUYER PERSONA**

# USER PERSONA 1



## Background and Demographics

NAME	Sara
AGE	32
LOCATION	Damitta
GENDER	Female
EDUCATION	Bachelor of Commerce
PROFESSION	Accountant
MERITAL STATUS	Married
CHILDREN	2 children aged 4 and 7 years
INCOME	10,000 EGP.

## Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none"><li>Balancing work and family life because she wants to achieve professional success without compromising the upbringing and comfort of her children.</li><li>Self-development and professional growth.</li><li>Teaching her children values and life skills through creative activities.</li></ul>	BEHAVIOUR INFORMATION
CHALLENGES	<p>Managing time to achieve a balance between work and family responsibilities, which causes her a constant feeling of pressure and exhaustion.</p> <p>She aims to limit her children's screen time to prevent negative effects on their development.</p>	
PERSONALITY TRAITS	flexible, diligent, ambitious, caring, and self-aware. She understands the importance of balancing work and personal life.	MOTIVATIONS INFLUENCES
VALUE / BELIEFS	<p>Value of Education and Skill Development: She believes in helping her children develop their skills and talents to ensure they grow up with creativity, respect, and teamwork.</p> <p>Value of Family: She considers her family a priority and believes that maintaining a healthy work-life balance is the key to success.</p>	Sarah strives to provide tools and activities that foster creativity, skills, and values in her children. She values efficient time management and prefers solutions like online shopping to simplify her life.

- Purchase Pattern:** Sarah prefers buying products online that save time. She focuses on selecting items that offer true value for her children, like educational books and coloring books that enhance their skills.
  - Recreational Activities:** She enjoys engaging her children in creative, entertaining activities such as drawing and reading.
  - Preferred Channels:** Facebook and Instagram.
- Sarah strives to provide tools and activities that foster creativity, skills, and values in her children. She values efficient time management and prefers solutions like online shopping to simplify her life.
- She is influenced by promotional offers and inspiring content on social media platforms such as Facebook and Instagram. Sarah actively seeks products that make her life easier while offering her children both enjoyment and meaningful benefits.

# USER PERSONA 2



## Background and Demographics

NAME	Marwa
AGE	35 years old
LOCATION	Mansoura
GENDER	Female
EDUCATION	Bachelor's degree in arts, french language department, with a teaching diploma.
PROFESSION	Director of Al-Zohour Model Kindergarten.
MERITAL STATUS	Married.
CHILDREN	three children (two girls and one boy)
INCOME	30,000 EGP.

## Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none"><li>Developing a clear strategy to elevate the kindergarten's level.</li><li>Acquiring products with appropriate quality for the price.</li><li>Enhancing interaction between the kindergarten and parents.</li><li>Creating an educational and entertaining environment to make the kindergarten a special place for children.</li></ul>	BEHAVIOUR INFORMATION
CHALLENGES	<ul style="list-style-type: none"><li>Reducing costs for parents.</li><li>Managing returns effectively.</li><li>Providing payment facilities.</li><li>Building trust in online purchasing.</li></ul>	
PERSONALITY TRAITS	<ul style="list-style-type: none"><li>Flexibility and adaptability.</li><li>She has emotional intelligence.</li><li>Manages her time effectively.</li><li>Strives for excellence in her work.</li></ul>	MOTIVATIONS INFLUENCES
VALUE / BELIEFS	<ul style="list-style-type: none"><li>Values integrity and credibility.</li><li>Considers the living conditions of parents.</li><li>Focuses on the development of students.</li><li>Appreciates teamwork and believes in the strength of the team to achieve success.</li></ul>	

- Prefers to pay in installments.
- Tends to seek out deals.
- Is open to trying new products of suitable quality.
- Regularly uses smartphones.
- Relies on social media, especially Facebook.

- Passion for Teaching:** Driven by her love for teaching and helping students excel creatively.
- Student Success:** Motivated by seeing students grow in creative activities.
- Quality & Innovation:** Prefers high-quality, innovative resources.
- Efficiency:** Seeks time-saving, easy-to-integrate resources.
- She is not impulsive in purchasing; she only buys what she needs and eliminates unnecessary expenses.
- She enjoys organizing parties or social events both inside and outside the nursery.
- She shares special moments of the children inside the nursery on her Facebook page.

# USER PERSONA 3



## Background and Demographics

NAME	Ahmed
AGE	40
LOCATION	Alexandria
GENDER	Male
EDUCATION	Bachelor's degree in Engineering.
PROFESSION	Project Manager
MERITAL STATUS	Married
CHILDREN	2 (a 9-year-old boy and a 5-year-old girl)
INCOME	25,000 EGP.

## Psychographic Information

### GOALS / ASPIRATIONS

Ahmed aspires to achieve a successful career while being an active and supportive father. He wants to balance work and family life, spending quality time with his children while still maintaining professional growth.

### CHALLENGES

- His main challenge is time management.
- He struggles to find time for personal hobbies or relaxation.

### PERSONALITY TRAITS

- Ambitious and hardworking
- Family-oriented and responsible
- Problem-solver and organized
- Enjoys physical activities like sports and outdoor adventures

### VALUE / BELIEFS

- Values family time and work-life balance
- Believes in self-improvement and achieving professional success
- Enjoys spending time with his children, teaching them new skills
- Believes in providing his family with the best experiences and resources.

### BEHAVIOUR INFORMATION

- Shopping Preferences:** Buys educational products for his children, like books and learning tools, focusing on skill development and values. Prefers online shopping.

- Research Habits:** Carefully researches products, reads reviews, and seeks recommendations to ensure they support his children's growth.

- Time Sensitivity:** Looks for quick, easy-to-use solutions that fit seamlessly into daily routines.

### MOTIVATIONS INFLUENCES

- Child Development Focus:** Motivated by providing educational tools that help his children develop skills and values.

- Long-Term Investment:** Willing to invest in high-quality resources that offer lasting educational benefits for his children.

- Family Bonding:** Values activities that promote quality family time and interaction with his kids.

- Social Proof:** Influenced by recommendations and reviews from trusted sources.

# USER PERSONA 4



## Background and Demographics

NAME	Ranya
AGE	16
LOCATION	Port said
GENDER	Female
EDUCATION	Student (high school)
PROFESSION	Student
MERITAL STATUS	N/A
CHILDREN	N/A
INCOME	dependent on parents

## Psychographic Information

GOALS / ASPIRATIONS	<ul style="list-style-type: none"><li>Strengthen connections with family and friends through creative offline activities.</li><li>Engage in fun, strategic games that enhance social experiences and bonding.</li></ul>	BEHAVIOUR INFORMATION	<ul style="list-style-type: none"><li><b>Purchase Pattern:</b> Seeks affordable, unique tools that enhance social experiences and can be used in group settings.</li><li><b>Recreational Activities:</b> Enjoys portable, creative games that promote interaction and competition.</li><li><b>Preferred Channels:</b> Facebook, Instagram and TikTok.</li></ul>
CHALLENGES	<ul style="list-style-type: none"><li>Finds it difficult to locate offline activities for group gatherings and social events.</li></ul>		
PERSONALITY TRAITS	<ul style="list-style-type: none"><li>Energetic and social, enjoys being around others.</li><li>Competitive: Likes challenges and winning in group activities.</li></ul>		
VALUE / BELIEFS	<ul style="list-style-type: none"><li>Values creativity in games and activities, especially those that involve strategy, fun, and engagement.</li><li>Enjoys offline activities that foster social interactions.</li></ul>	MOTIVATIONS INFLUENCES	<ul style="list-style-type: none"><li>Motivated by the desire to connect with others through fun and engaging activities, and influenced by social experiences with peers.</li></ul>

# *Competitive Analysis*



1	Channel	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
2	Page Name	BUO	Kidstoic	عصفورة	Alia publishing house
3	<b>I n s t a g r a m</b>				
4	Links of channel	<a href="https://www.instagram.com/buo_world?igsh=dG1eGd1eHNxZ2tr">https://www.instagram.com/buo_world?igsh=dG1eGd1eHNxZ2tr</a>	<a href="https://www.instagram.com/kidsotic?igsh=eWUxaDJsGpvZjFp">https://www.instagram.com/kidsotic?igsh=eWUxaDJsGpvZjFp</a>	<a href="https://www.instagram.com/asfourabooks?igsh=ZGpieGs3YXFqM25i">https://www.instagram.com/asfourabooks?igsh=ZGpieGs3YXFqM25i</a>	<a href="https://www.instagram.com/reachalia?igsh=MTM5NXIsNDFxdjA4">https://www.instagram.com/reachalia?igsh=MTM5NXIsNDFxdjA4</a>
5	Followers	50	46.5 K	25.4 K	57.4 K
6	reviews		<b>good reviews</b>		
7	About	Stay tuned ! Fun and creativity are coming soon..	Handpicked unique, beautiful books for kids of all ages.	An Egyptian publisher for children's books. For the love of books & the world it creates.	عالیة كتب اطفال بالعربي تجمع بين الابداع والمعرفة. دار نشر عربية فازت بجوائز أدبية. قصص مصورة - قصة وأغنية - كتب تفاعلية ...
8	Posting regular or not		No(Average 7 posts in month)	yes	yes
9	# of posts/week		2	About 5 posts, focusing on posting several on one specific day while leaving the rest of the month empty.	3/4
10	Average likes/post		Reels 30 - posts 10	20	25
11	Average comments/post		4	1	7
12	Average share/post		5	5	5
13	Engagement rate		<b>Good</b>		
14	Paid posts/not		Sometimes	Sometimes	Sometimes

	Channel	OWN BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
	Page Name	BUO	Kidstoic	عصفورة ASFORA	Alia publishing house
<b>I n s t a g r a m</b>					
15	Type of content		<b>Images - Reels - stories - User-Generated Content (UGC).</b>		
16	Tone of voice		Freindly - Educational	Freindly	Freindly
17	Designd		<b>Very good</b>		
18	Where in buyer journey		<b>online - events - bookstore - websits</b>		
19	Contacts through ?		<b>Instgram - Facebook ( DMs )</b> <b>Website - Call</b>	<b>Instgram - Facebook ( DMs)</b>	<b>Instgram - Facebook ( DMs )</b> <b>Website - Call</b>
20	Strength		متجر يبيع من دور نشر مختلفة وكتب لجميع الأعمار - وله تأثير في المناسبات events - وجود website للشراء من خلالها.	تقديم محتوى متتنوع على وسائل التواصل الاجتماعي وتقديم نصائح ومحظى تفاعلي.	مفضل جدا للناس ويقوموا بأنشطه تفاعلية على الصفحات الخاصة بهم.
21	Weakness		عدم النشر على وسائل التواصل الاجتماعي بشكل دوري. اهمال الفيسبوك كمنصة مهمه للتسويق.	الكتب باللغه العاميه ودا متن مفضل لاغلب الناس واوقات بيكون في انتقاد على دا.	

# **Content Objectives**

- **Informing 500K of Egyptians about the establishment of BUO.**
- **Informing 500K of Egyptians about the belief of the company's founder and the story of the founding of the BUO brand.**
- **Informing 4 of BUO's various products.**
- **Inviting a sample of 200 Egyptians to try BUO products and write reviews about them.**
- **Helping sell 50 pieces of coloring drawings during the month of December 2024.**



# **Content Messages**

- **Color your world with buo.**
- **Life need color .. life need buo.**
- **Buo is your perfect companion for fostering creativity and relaxing away from life's pressures.**
- **Buo products are the perfect partner for a creative child.**



# **Content Themes**

- Colors and drawing are the best means of fostering creativity and escaping psychological pressure.
- Helping mothers convince their children to stay away from screens.
- How coloring books enhance children's creativity and develop their skills.
- The importance of engaging in artistic and creative activities that bring parents and children together.





**thank you**