

BOG LAUNCH

About the Brand

BOG (Build On the Go) is a registered and regulated company that is passionate about helping people in Nigeria and around the world achieve their dreams of building world-class structures that can compete on a global stage. Our mission is to provide a platform for individuals, governments, and the private sector to realize their goals of owning structures in Nigeria and Africa.

At BOG, we understand that managing construction projects can be challenging, especially when time and distance are major constraints. That's why we've developed an online marketplace that brings together a community of construction professionals, material suppliers, and clients on a digitized platform. Our aim is to provide high-quality products and services to intending structure owners using a streamlined and efficient process.

Our platform is designed to offer a range of services that include requesting the services of vendors and professionals, requesting price quotes, purchasing construction materials, providing clients with regular updates via in-app notifications and emails, and project tracking regarding time, cost, and task completion from start to finish. Our clients can have peace of mind knowing that their project is being managed by qualified professionals who are committed to excellence.

Overview

The of this project is to launch BOG and we intend to create massive brand awareness towards the launch with the aim of onboarding 5000 persons three months after the launch date.

Key Message

The key message for BOG launch is: "Build your dream structure on the GO"

The overarching sentiment is that BOG is a company that focuses on providing a platform that is accessible and convenient for clients, allowing them to manage their construction projects from anywhere, at any time. The message emphasizes BOG's commitment to innovation and technology, positioning it as a company that is dedicated to making the construction process efficient. The platform brings together a community of construction professionals and material suppliers, ensuring that clients have access to the best in the industry.

Target Audience

Demographics	Age range- 35 - 65 years Gender- Male and female
Location	United Kingdom, Canada, United States of America, Germany, South Africa, and Nigeria
Interests	Traveling, golfing, biking, hiking, boating, fitness, entertainment, technology.
Challenges	<ul style="list-style-type: none">• They want to build structures either residential or commercial but they are scared of trusting people with their finances due to incidences of fraud.• Inability to monitor your project progress• Inability to estimate a project budget.

Deliverables

Quantity	Focus	Measure
1	<i>Influencer Marketing</i>	Provide product samples to key influencers and personalities to generate interest and reviews for BOG's app.
2	<i>Social Media Campaign</i>	Develop a social media strategy for multiple channels, such as Facebook, Twitter, and Instagram, that build awareness and generate excitement around BOG launch.
3	<i>Video Content</i>	Create a video showcasing the new product in action, explaining how it works, and demonstrating its features.
4	<i>Email Marketing Campaign</i>	Grow and send a series of email messages sent to a segmented list of subscribers, promoting the new product

		and highlighting its unique value proposition
5	Ad Campaigns	Run targeted ads across various platforms such as Google Ads or Facebook Ads that are optimized for conversions to attract new customers to BOG app.

Guidelines

Tone	<p>Tone:</p> <ul style="list-style-type: none">● Informative: Share information about the BOG platform and its benefits in a clear and concise manner.● Professional: Use language that reflects the brand's expertise in the construction industry and its commitment to delivering quality services.● Reassuring: Address the target audience's concerns about fraud by emphasizing BOG's commitment to transparency and trust.
Voice	<p>Voice:</p> <ul style="list-style-type: none">● Confident: Communicate the brand's expertise and position as a leader in the construction industry.● Approachable: Use language that is easy to understand and relatable to the target audience.● Solution-focused: Emphasize the platform's ability to solve the challenges faced by clients in managing construction projects.
Project-Specific	<p>The marketing campaign should convey BOG's dedication to providing a streamlined, efficient, and reliable solution for clients to build their dream structures with ease and convenience.</p>

Timeline

Initial Submission	Revision	Final Submission

01/05/2023	10/05/2023	18/05/2023
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Thank you!