



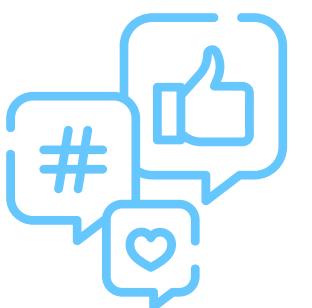
Intel Campaign Strategy in Asian market

Hult International Business School - Huimin Chen

Problem Statement

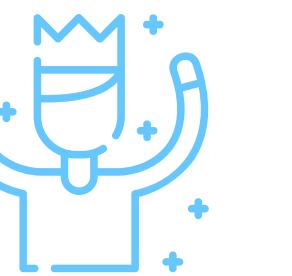
Intel Corporation, a leader in silicon innovation and technology, wanted to effectively allocate its media purchase budget for the current quarter. The Intel's Asia-Pacific marketing team, proposed to use the company's own data on social media engagement instead of relying on the contracted media agency's industry metrics from Facebook.

The initial media purchase plan of \$95,000 failed to include the 9 per cent fee for the agency, so we need to scale it back to account for that



Campaign

The Catch & Win campaign was aimed to **drive awareness** and interest in the **new Ultrabook** product category in order to **increase demand and sales**

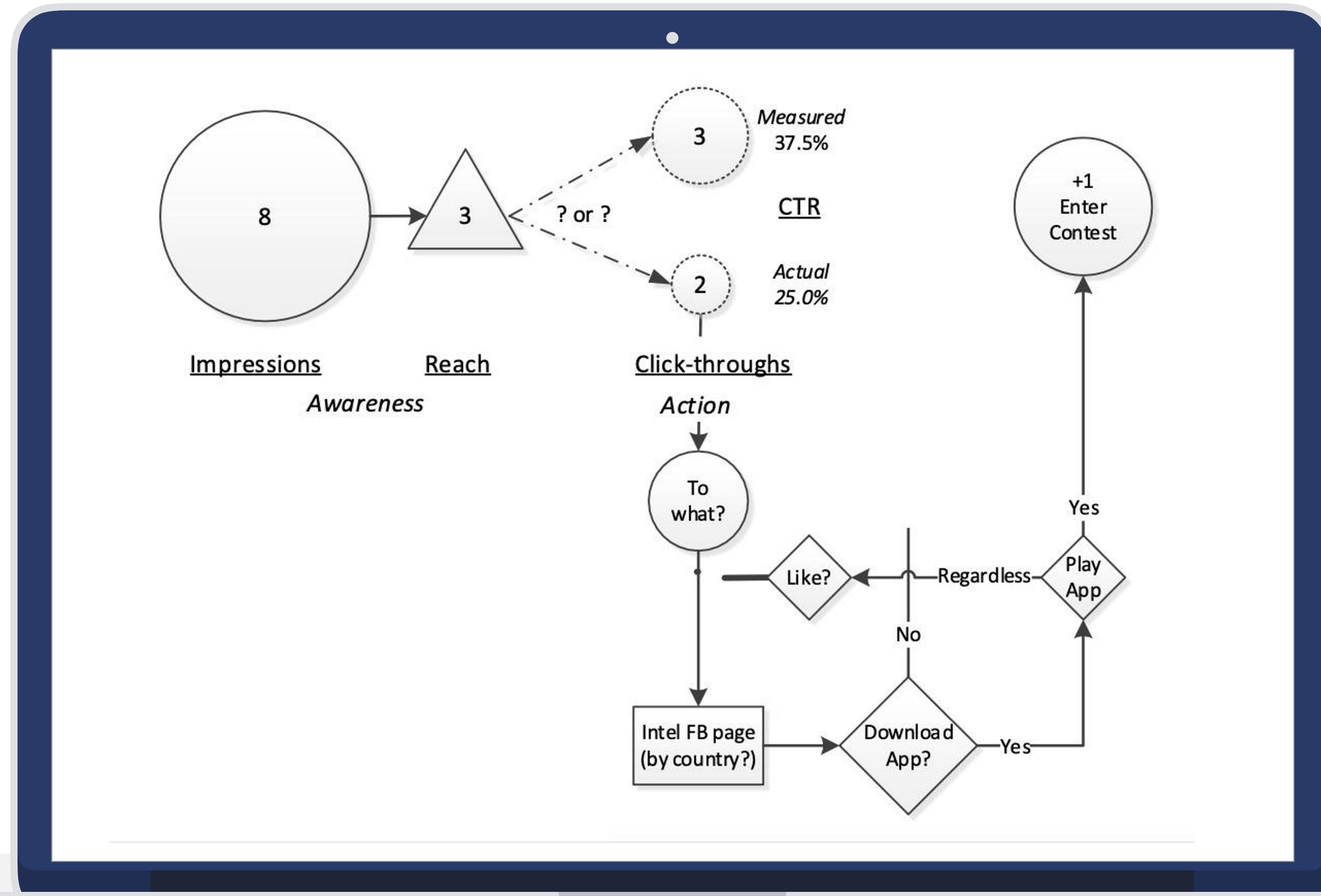


Target

The target audience was the **young smartphone users** in the **Asia-Pacific region**



Business goal



The ultimate goal is to **drive participation in the Catch & Win contest**. According to the **customer journey map**, using the number of **clicks to measure** the marketing campaign's success is the **most effective way**.

Dealing with missing values:

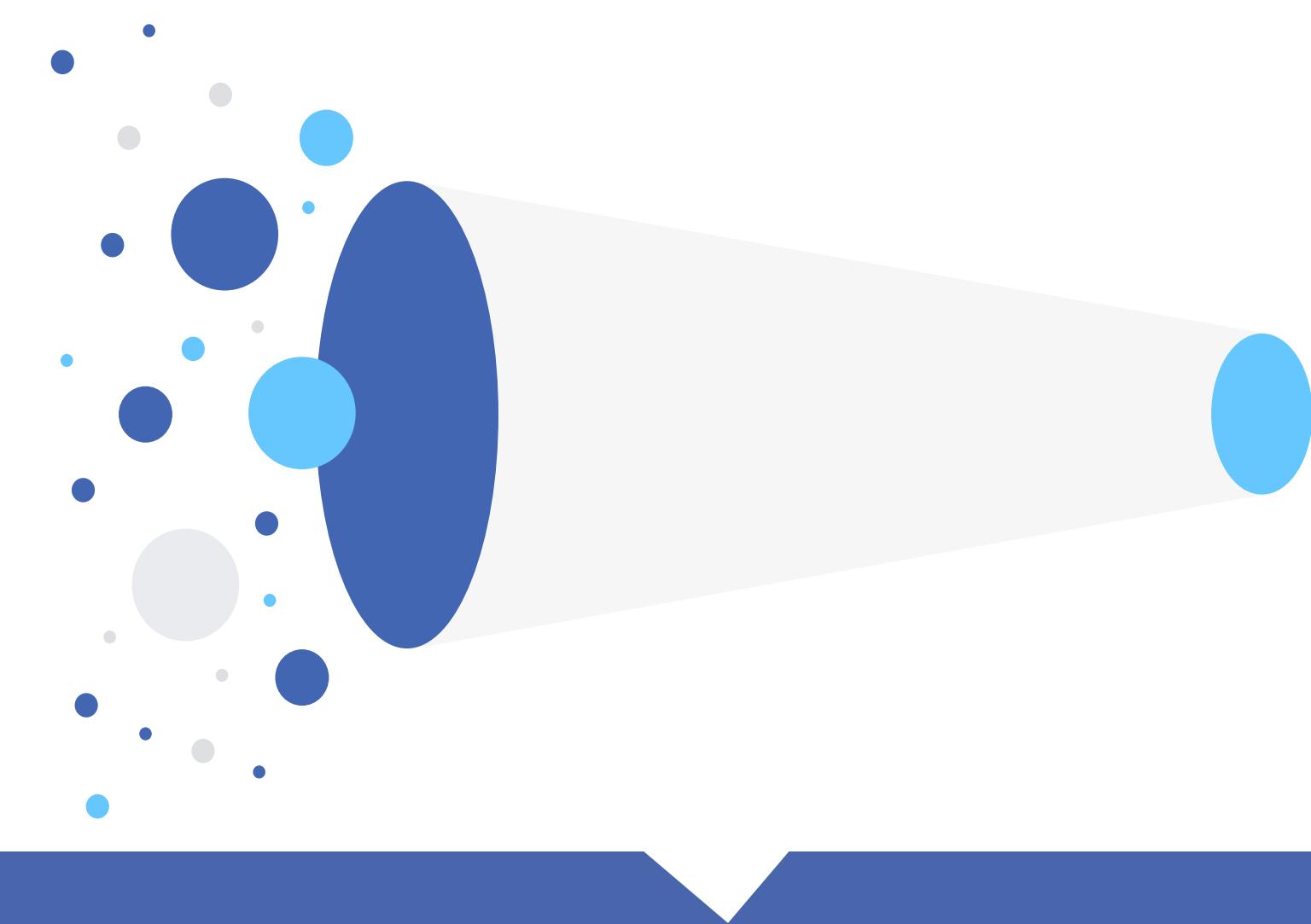
In the appendix Excel file, the value of unit cost per 1,000 impressions (CPM) and impressions for Mobile Ads in Korea are missing. Therefore, based on other markets' data, we assume Korea has the same value in CPM and impressions as other markets.

Optimal solution

Regarding the optimal solution, our analysis is following:

70,671,303
Impressions

The optimal solution reveals that the maximum clicks are 70,671,303



99,586
Clicks

The optimal solution reveals that the maximum clicks are 99,586

Table 3 - Number of impressions generated by each media type							
Advertising Media	Indonesia	Korea	Malaysia	Pakistan	Philippines	Singapore	Total
Marketplace Ads	10,750,000	4,500,000	10,850,000	3,100,000	10,850,000	4,633,803	44,683,803
Premium Ads	2,625,000	2,775,000	2,775,000	525,000	2,775,000	1,012,500	12,487,500
Mobile Ads	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000	2,250,000	13,500,000
Total Ads	15,625,000	9,525,000	15,875,000	5,875,000	15,875,000	7,896,303	70,671,303

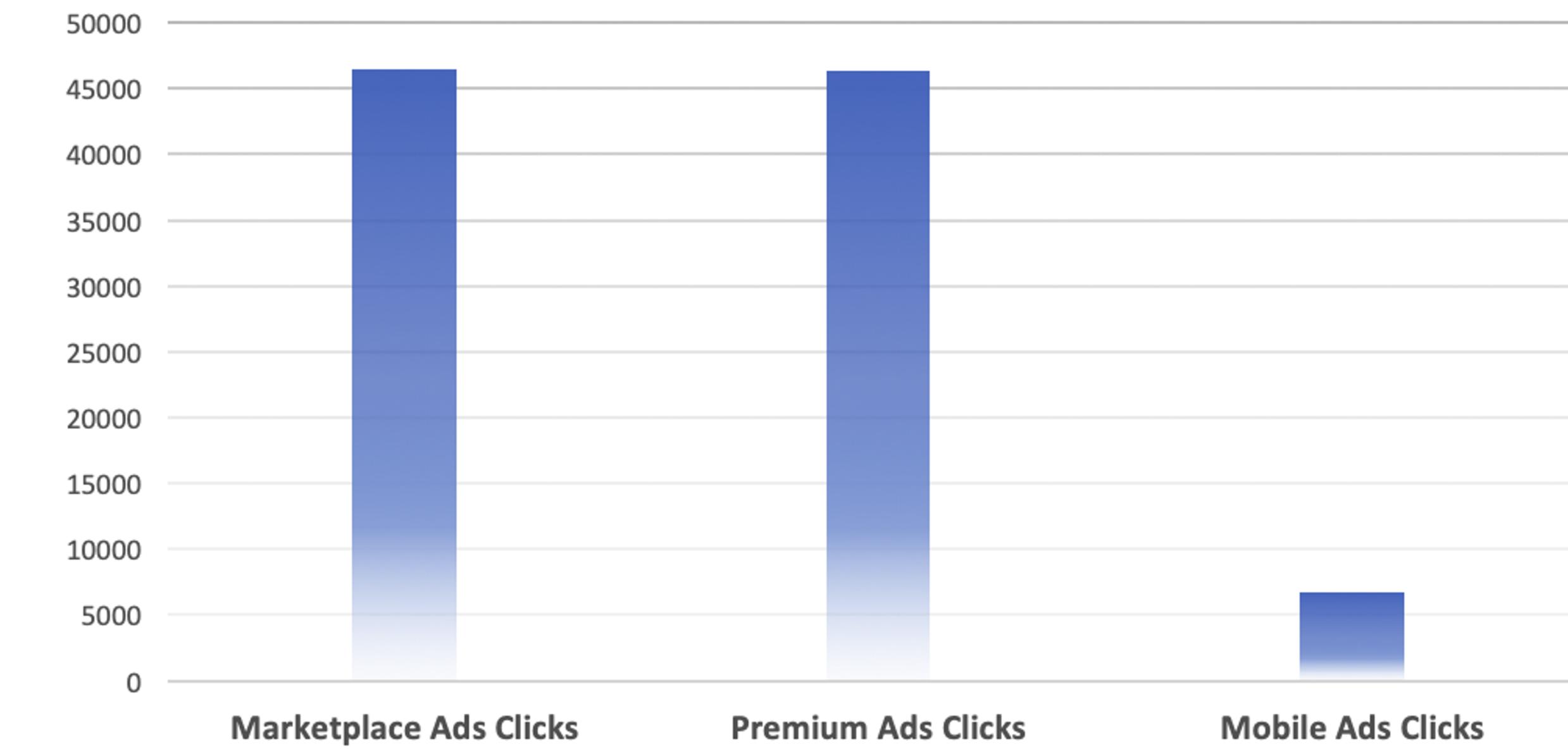
Obj. Function: Maximize Clicks	99,586
Objective: Maximize Impressions	70,671,303

Analysis of clicks

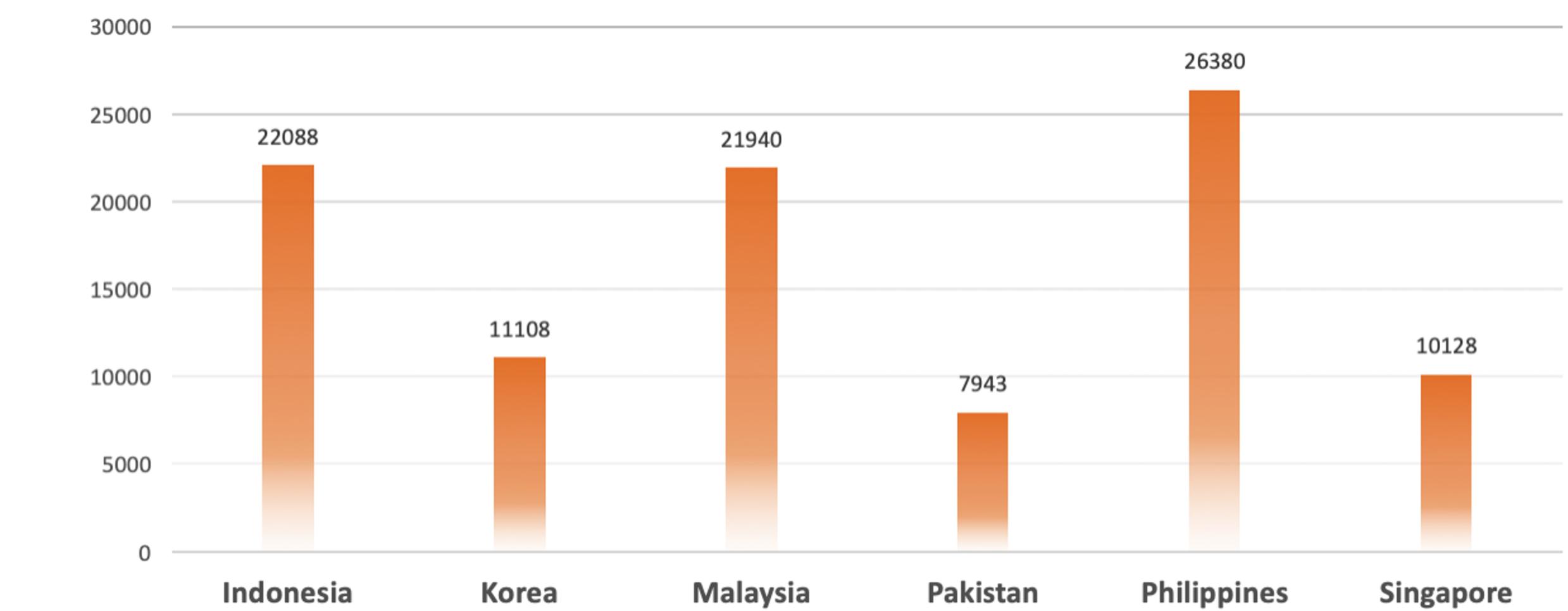
Premium Ads and Marketplace Ads have a **higher number of clicks** compared with Mobile Ads.

Philippines, Indonesia, and Malaysia have the **top 3 highest clicks**.

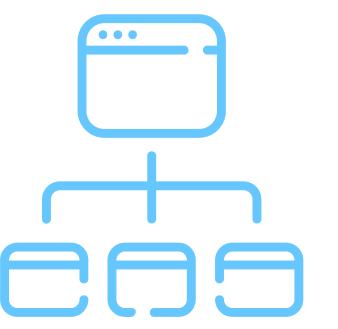
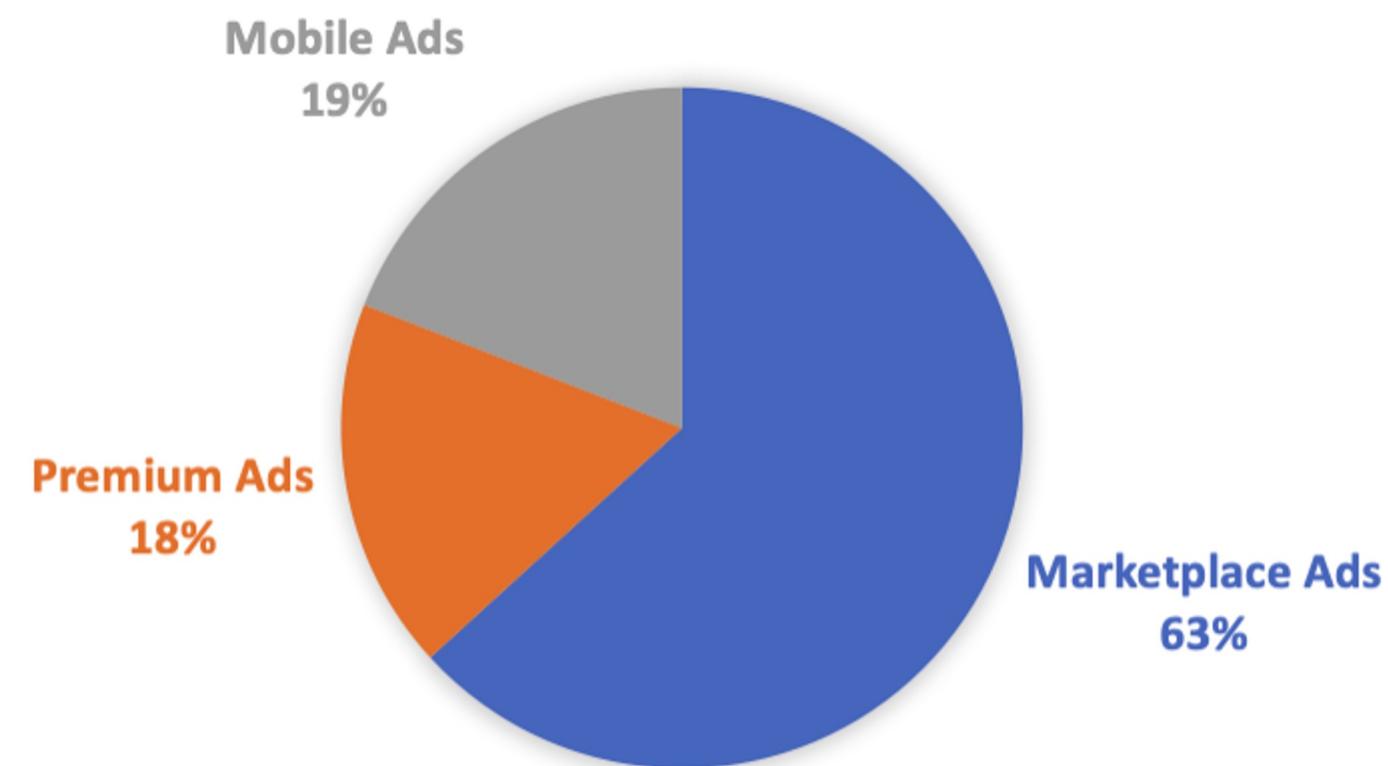
Estimated Clicks of three types of ads



Estimated Clicks of Different Markets

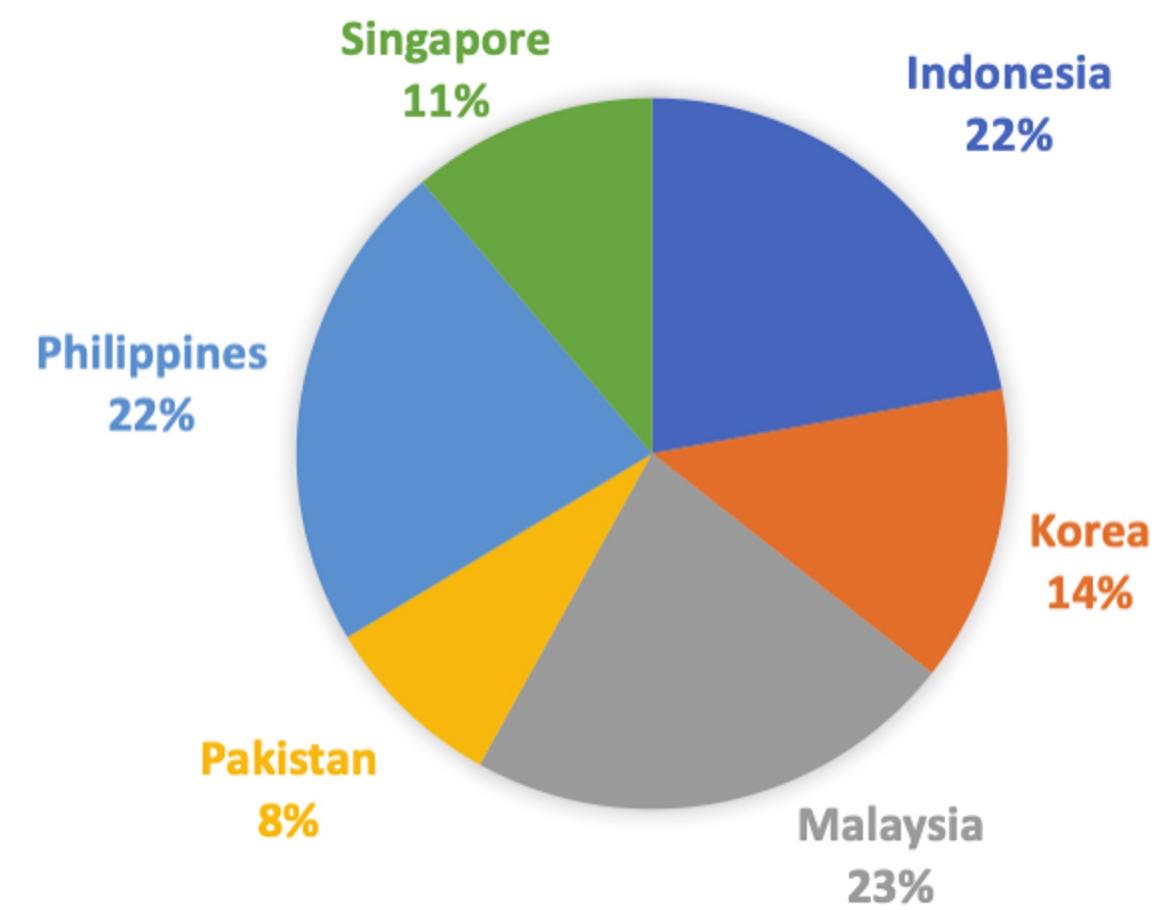


Impressions percentage of Media ads types



Marketplace Ads across all markets generate the **highest impressions** at 63%, compared with premium ads at 18% and mobile ads at 19%

Percentage of impressions of each market



These **top three** markets generate the highest percentage of **impressions**:

- Malaysia 23%
- Indonesia 22%
- Philippines 22%

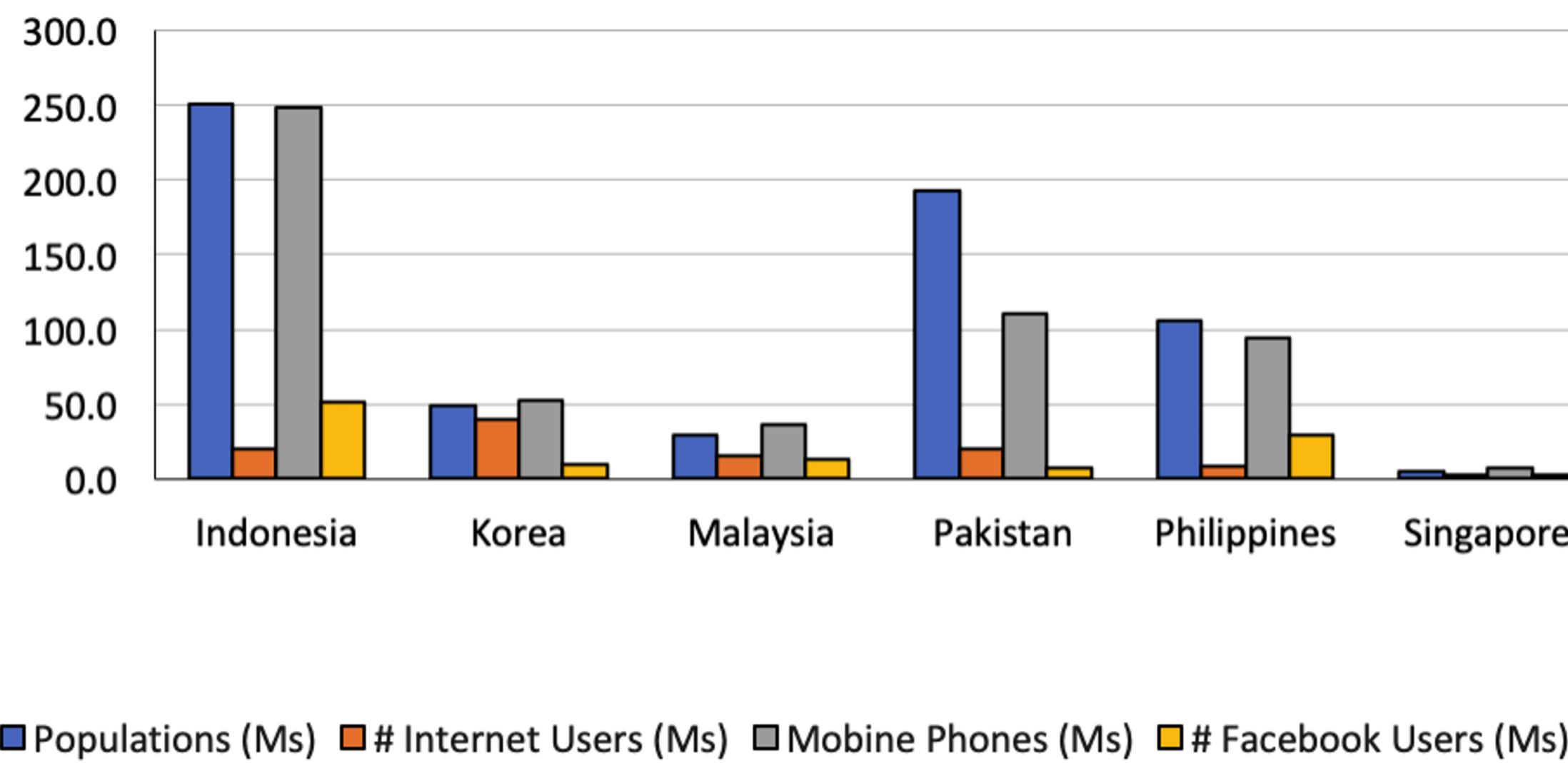
Analysis of impressions

Understanding the

Market

According to the demographic and technology penetration data, **Indonesia, Philippines, and Malaysia** have a **larger Facebook user base** than other markets. That's the reason why those markets have a **higher number of impressions**

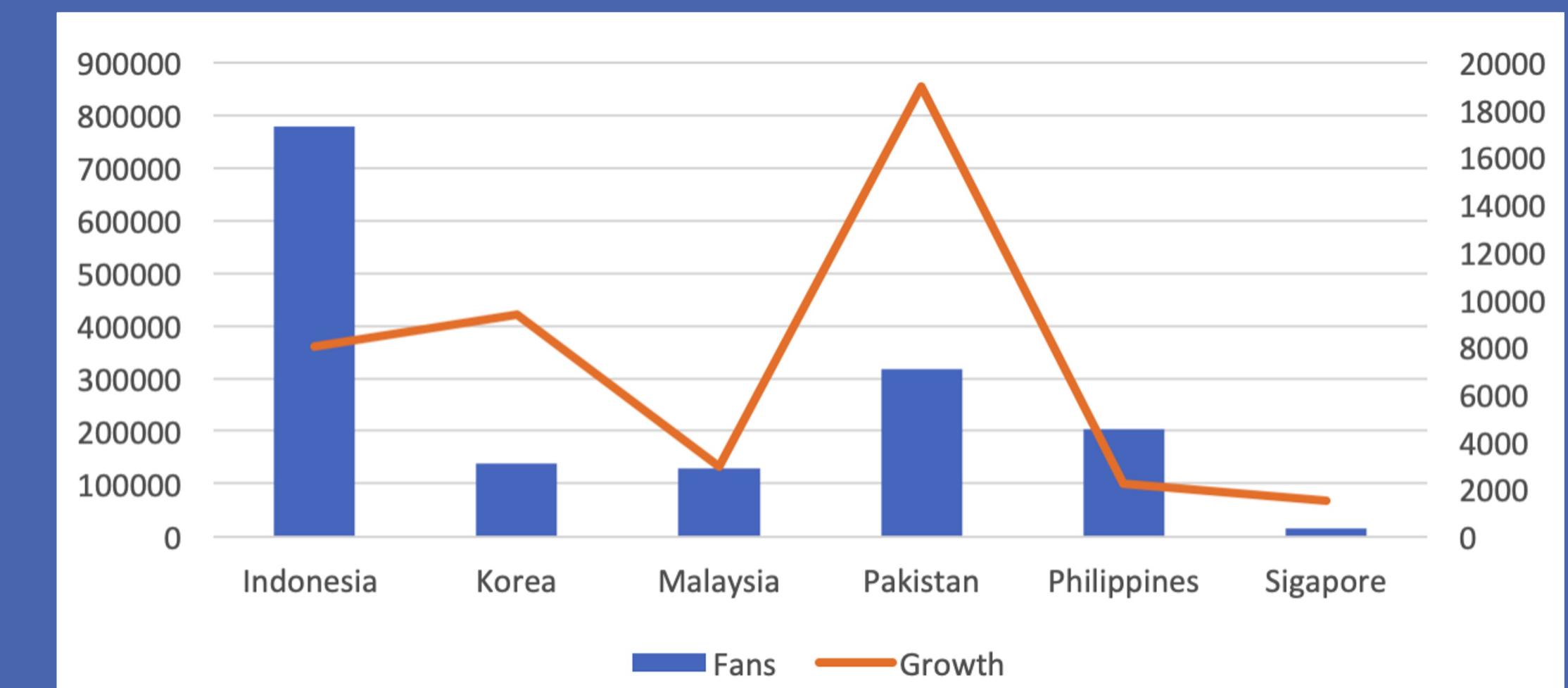
Demographic and Technology Penetration Data



Additional insights from data

Pakistan has **rapid growth in the Facebook communities**, it may have promising **market potential** in the future.

Intel Asia-Pacific Facebook Communities



■ Populations (Ms) ■ # Internet Users (Ms) ■ Mobine Phones (Ms) ■ # Facebook Users (Ms)

Recommendations

After conducting the quantitative analysis and linear programming, based on the optimal solution, we would recommend that:

To gain the **maximum clicks** from the ads, the suggested marketing budget for **each type of ads** and **each market** is following:

Table 5 - Estimated marketing expenditure							
Market	Indonesia	Korea	Malaysia	Pakistan	Philippines	Singapore	Total
Marketplace Ads Clicks	\$ 5,698	\$ 3,960	\$ 6,510	\$ 1,767	\$ 6,076	\$ 3,290	\$ 27,301
Premium Ads Clicks	\$ 11,576	\$ 14,569	\$ 8,936	\$ 2,315	\$ 10,684	\$ 5,670	\$ 53,750
Mobile Ads Clicks	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 900	\$ 5,400
Total	\$ 18,174	\$ 19,429	\$ 16,346	\$ 4,982	\$ 17,660	\$ 9,860	\$ 86,450

CPM: cost per thousands impression 1000

Constraints

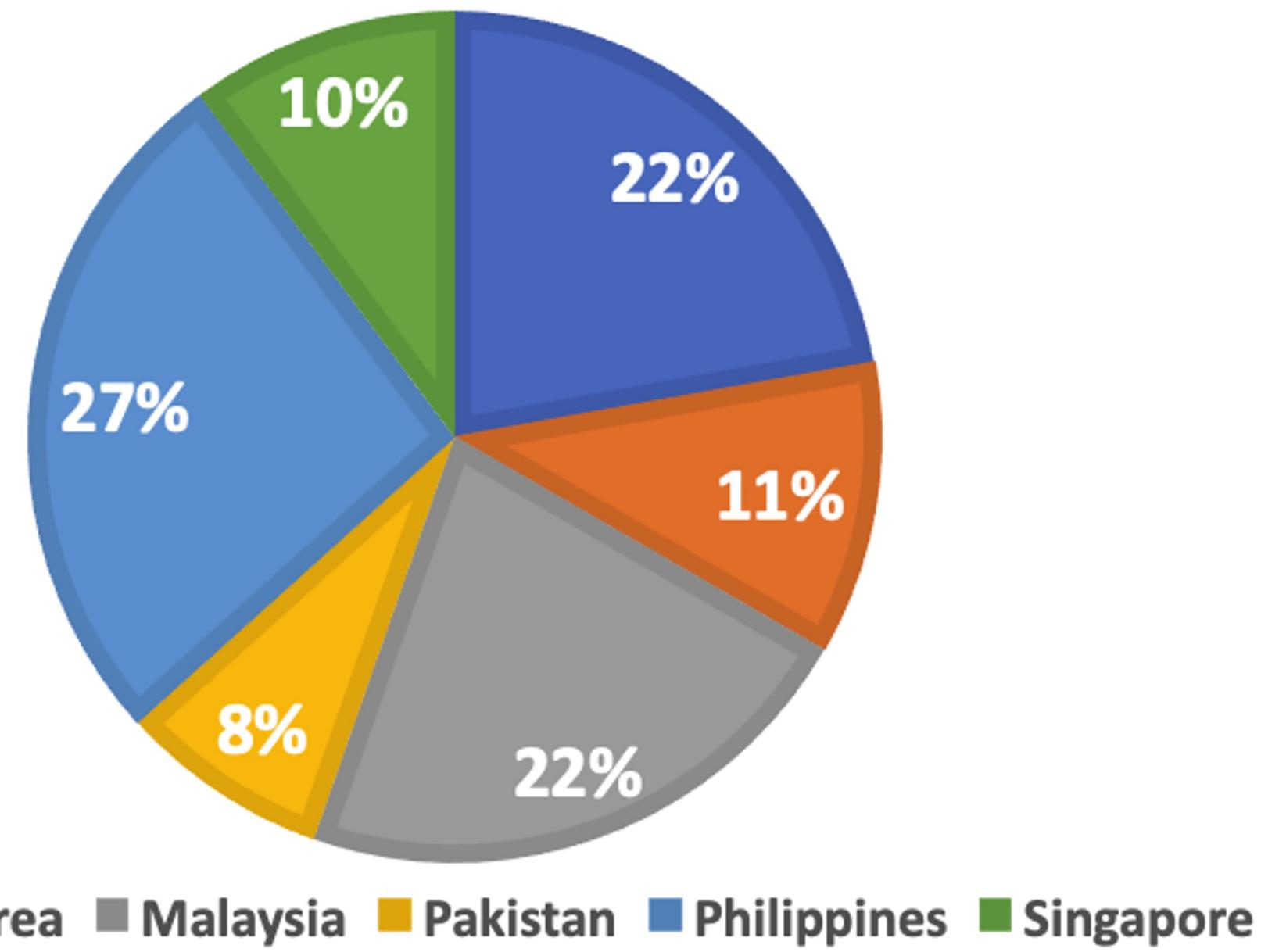
Cell	Name	Final Value	Shadow Price	Constraint R.H. Side	Allowable Increase	Allowable Decrease
\$D\$31	MI impressions LHS	10750000	0	4500000	6250000	1E+30
\$D\$32	PI impressions LHS	2625000	-0.003157746	2625000	573453.608	3.4925E-10
\$D\$33	AI impressions LHS	2250000	-0.000180282	2250000	225000	2250000
\$D\$34	MK impressions LHS	4500000	-0.000687324	4500000	2528409.09	33238.6364
\$D\$35	PK impressions LHS	2775000	-0.006573239	2775000	423809.524	3.4925E-10
\$D\$36	AK impressions LHS	2250000	-0.000176056	2250000	2600000	73125
\$D\$37	MM impressions LHS	10850000	0	4500000	6350000	1E+30
\$D\$38	PM impressions LHS	2775000	-0.002328169	2775000	849236.641	3.4925E-10
\$D\$39	AM impressions LHS	2250000	-0.000261972	2250000	146250	2250000

If the marketing budget is limited, consider **reducing the marketing budget of premium ads in Korea**. According to the sensitivity report, decreasing one thousand impressions of PK impressions **will increase 6.5 clicks in total clicks**.

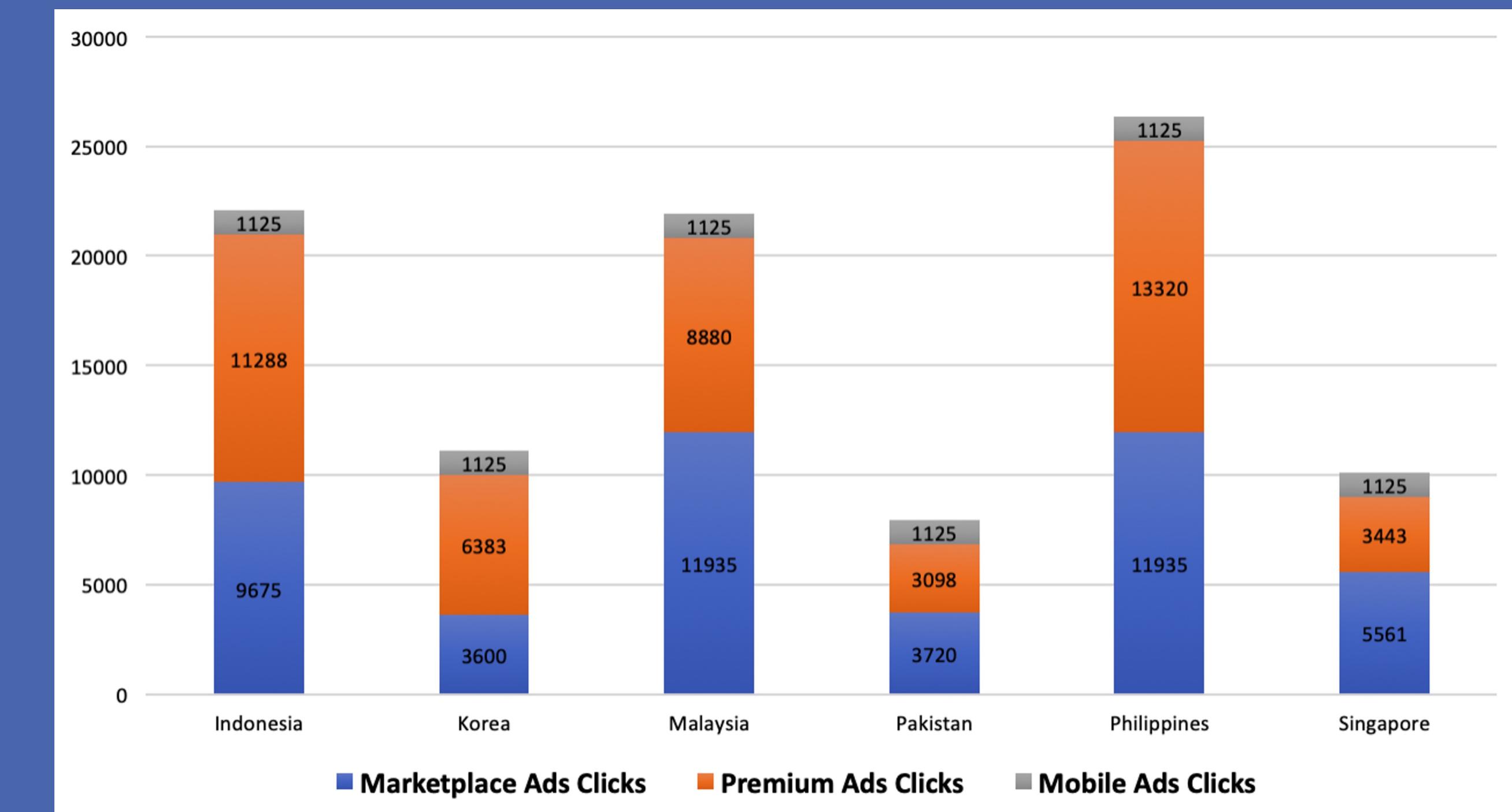


We can **focus** more marketing efforts on the **Philippines, Indonesia, and Malaysia markets**, which can **generate 71% of the total clicks**. In addition, we also can focus more on **marketplace ads and premium ads**.

Percentage of Clicks of Each Market



Number of clicks generated by each media type





Thank you!

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