MDDN 201 - Assignment 3

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Pre Launch | Launch | Post Launch

Overview

My Experience:

As a student I have felt that the overall flatting situation can be overwhelming, from dealing with physical problems that weren't addressed to lack of communication with landlords a secure service which provides legitimate sources is needed to fuse students and flatting.

The idea of this service is to provide students with applicable flats for their desired needs. A basic guide on moving in and what they should do to work with the landlords is key to starting on the right foot with landlords.The students are also given advice through steps when moving in as communication with landlords is key to having a positive flatting experience. Landlord reviews and ratings will also be readily displayed to make sure students get the best experience.
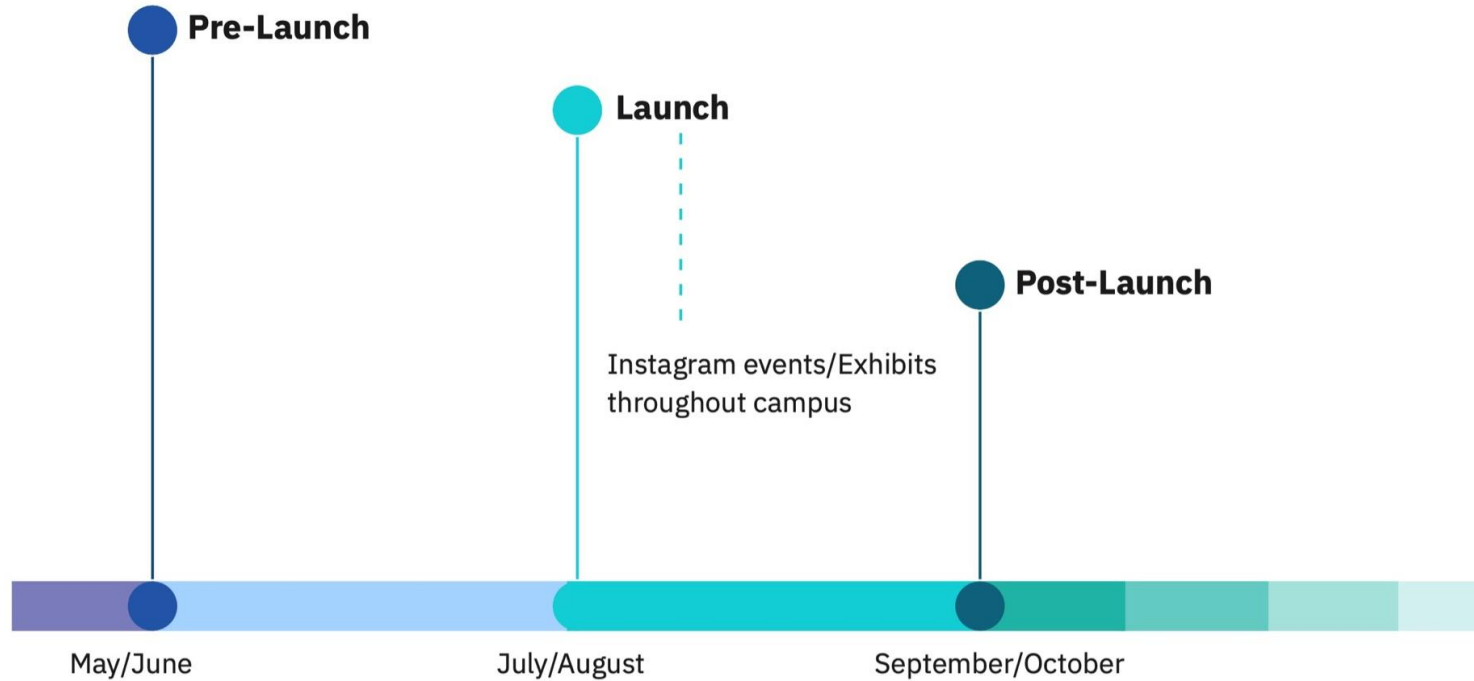
Target Audience

Flat fusion is a service which connects students with their flatting situation. Our target audience is narrowed down to students looking into flatting, knowing this we can assume the most beneficial way to launch this campaign would be through the internet, more specifically social media. "it actually increases sociability, as shown in studies by Michael Willmott for the British Computer Society (Trajectory Partnership 2010) has shown a positive correlation. This is evidence that the internet is a way to socially gain and spread something which positively affects a large group of consumers, (That being students).

Articulating a Launch Strategy

The launch strategy for Flat Fusion will be an interactive and communal approach. Gen Z are primarily influenced on social media so creating interactive events and beneficial giveaways will be a way to merge into this market. Influencers are also a great way to portray a sense of legitimacy. Overall an interactive communal approach will nail down the daunting and overwhelmingness of finding the ideal flat.

FlatFusion Launch Timeline

Pre-Launch

Launch

Post-Launch

Instagram events/Exhibits
throughout campus

May/June

July/August

September/October

Security & Login

Identification is key to providing a secure and reliable platform. RealMe is an identification login which lets you prove who you are. RealMe claims itself as "The best way to prove who you are online". RealMe verified identity lets you prove who you are in all sorts of situations and is used for applying for a New Zealand passport, opening a bank account, applying for a student loan or allowance and a whole lot more. It's almost a no brainer that this login would work hand in hand for distributing financial cost with flatting as well as documenting your files in a secure place. The privacy paradox associated with students tends to be overlooked as they tend "To not consider their personal information to be their own and thus might not appreciate the need to secure it". RealMe provides an alternative solution to logging in which is secure and government approved so students can ensure all of their private and personal information isn't leaked or tampered with. Things like bond receipts, power and electricity can be easily stored as well as images of the flat before you moved in.
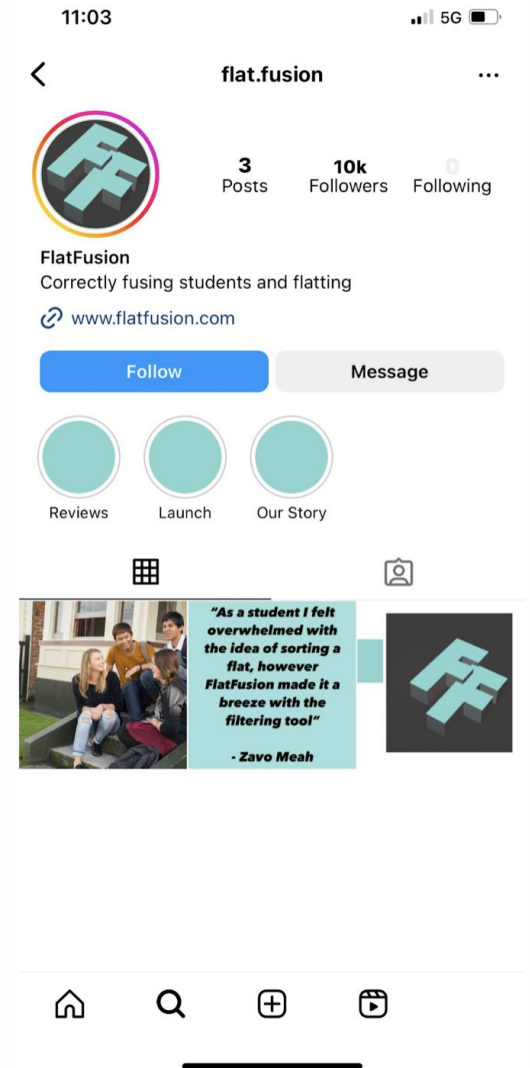
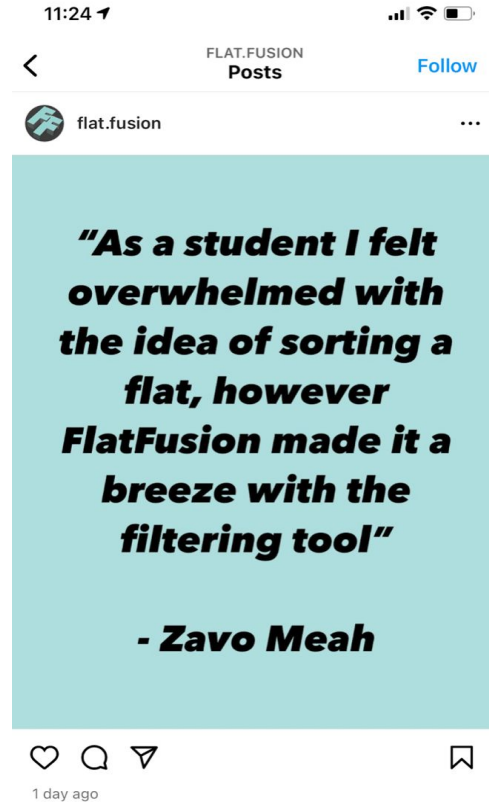# RealMe Login Page
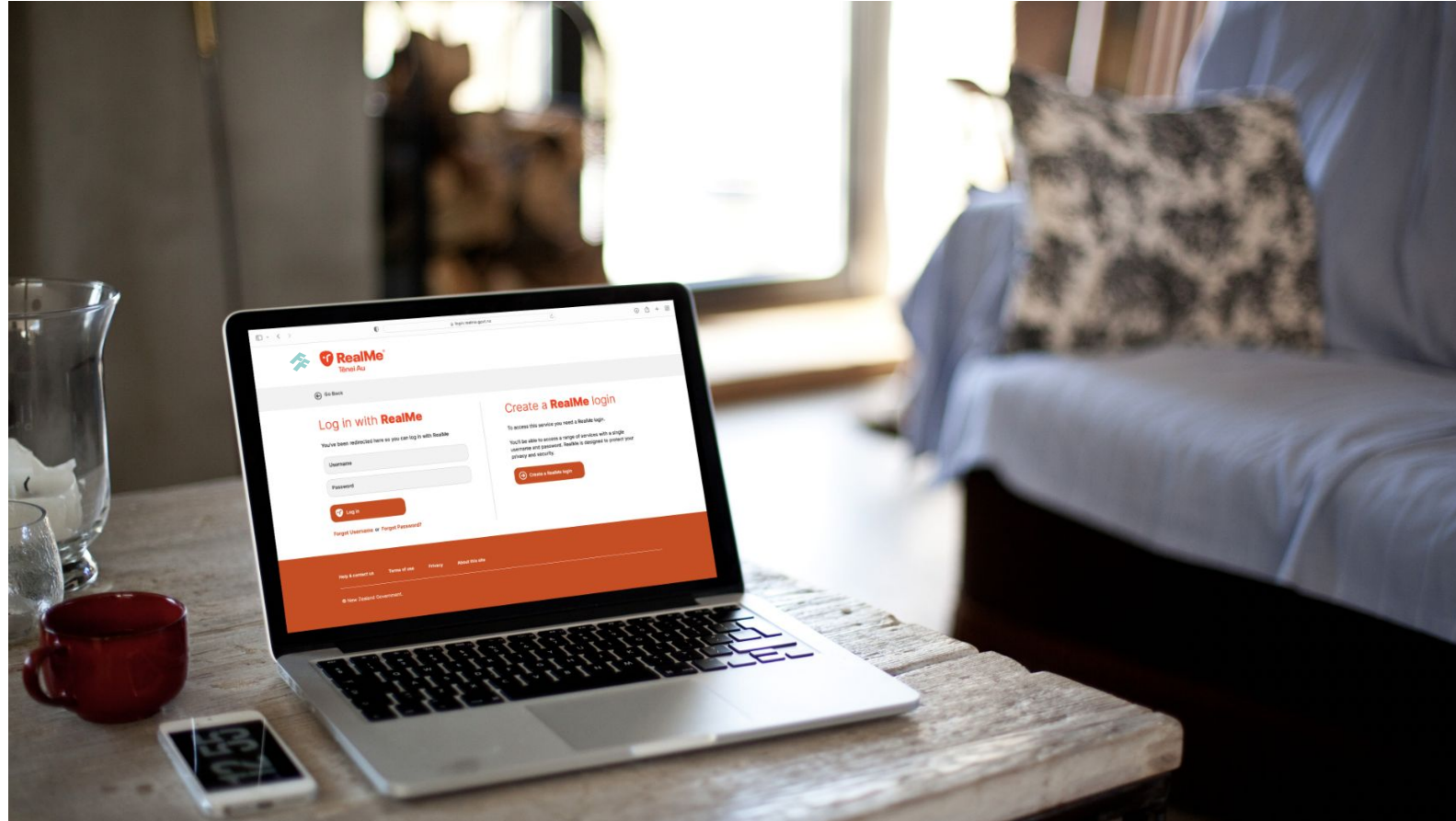
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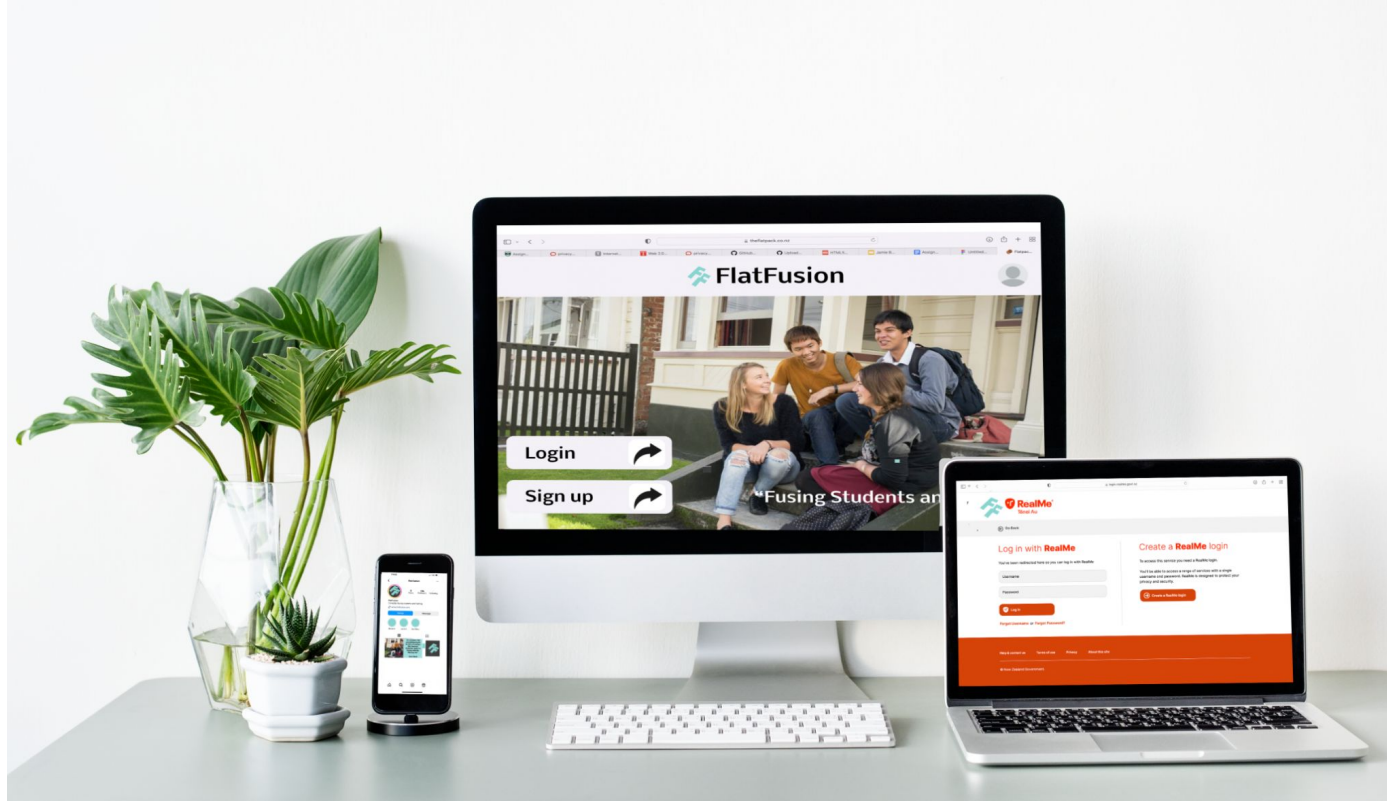
Social Media Advertising

The smartphone's design is so versatile and user-friendly resulting in "on average, people spend 3 hours and 15 minutes on their phones per day and Individuals check their phones an average of 58 times each day". This just shows how essential and convenient the smartphone is to connecting with other and accessing information wherever you are. A social media site is almost essential to be backed with an instagram account as most students are already connected on instagram. Instagram also allows for constant updates using the story option and also helps ease the stress and tension of sorting a new flat. By getting in touch with universities and student accommodation our service can be advertised on a broad scale to our targeted users. Giveaways and discount to students are also a way to gain attention as students are all facing financial difficulties of some sort, so who wouldn't want to try our service if that meant discounts from local caterings and businesses would also benefit.

https://www.instagram.com/flat.fusion/

Advertising and Influence

"webjet and trivago for flatting but even better"
- Lbut Butler

@Flat.Fusion

flat.fusion

"As a student I felt overwhelmed with the idea of sorting a flat, however FlatFusion made it a breeze with the filtering tool"

- Zavo Meah

1 day ago

Launch Week Giveaways

Students love free food and subways are a student classic as it's convenient to whip over and grab a subway in between lectures.

A Subway card will be given to each student who refers a friend via a shareable link. This will not only increase the chances of student signing up but will also help spread the service we provide to students.

Referencing

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