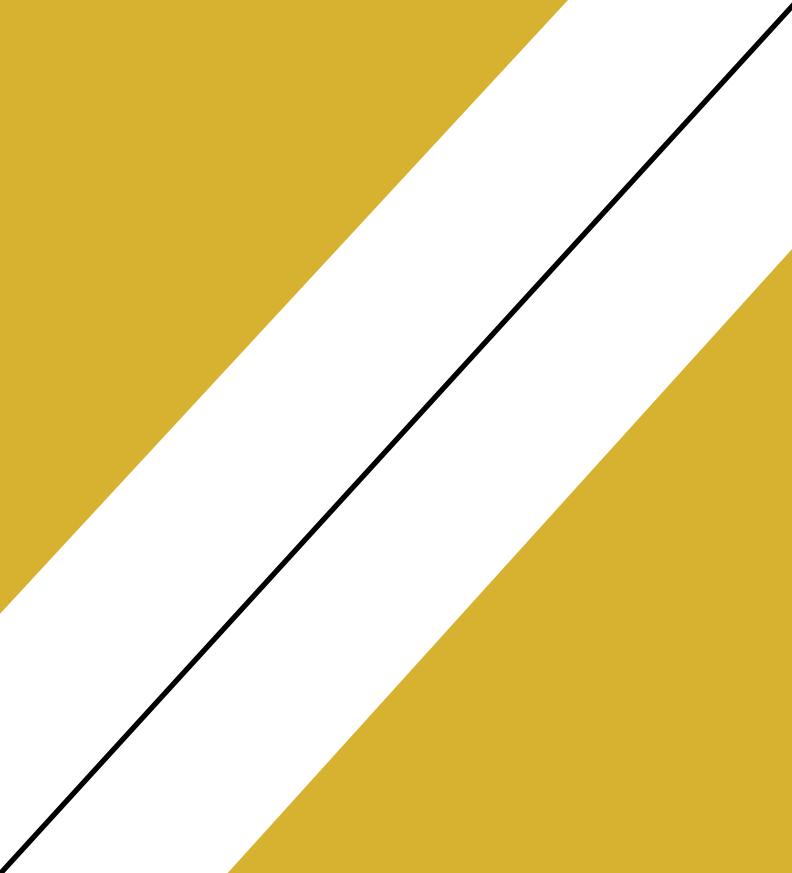




CONTENT



DRIVE SMART

SNAPPLE

STAR BAR

MIA VITA

SOCCErnATION





•#Drive_Smart

OVERVIEW

- Most Smart car users are mainly women, or companies that uses the car for their benefit such as (car to go). This campaign is designed to increase sales among college students and millennial men.

PROBLEM

- People in the United States have the preception that Smart is not an everyday functional car. The perception that Smart is feminine and not safe, even though most people never even drove one before.

SOLUTION

- A one-year campaign that aims to convince people to Test-Drive Smart, so they see for themselves how the car feels and get a better judgement about the car.

SWOT

S

- Fuel-efficient
- Low price (starting 14k)
- Low priced insurance and maintenance.
- Easy Parking
- Easy to drive

W

- Only fits two people
- It has a small engine (0-60) in 12 sec
- Not a match for big cars in cashes
- Doesn't have a room for baby seat

O

- Enlarging the brand name and image in The United States.
- Creating brand-loyal customers among millennium.

T

- The consist development and rising of electro cars; will effect the advatage of fuel-efficiency that Smart has.
- Competition from brands that are well established

Marketing Plan

Product

- Smart automobiles are spacious compact two-sit line of cars with spacious interior. The innovative design and efficiency of the car manufactured by Mercedes Benz offer a luxury design in an affordable price

Price

- 14K+

Placement

- The official Smart website

Promotion

- The campaign will be focused on changing the perception of Smart cars among millennial men.

Competitors



- In 2014, Fiat rose up by %7, selling more than 4.75 million vehicles. Aiming to sell 7 million cars in 2018.

- Volkswagen sold over 552,729 cars in 2014 in the United States.

Target Market

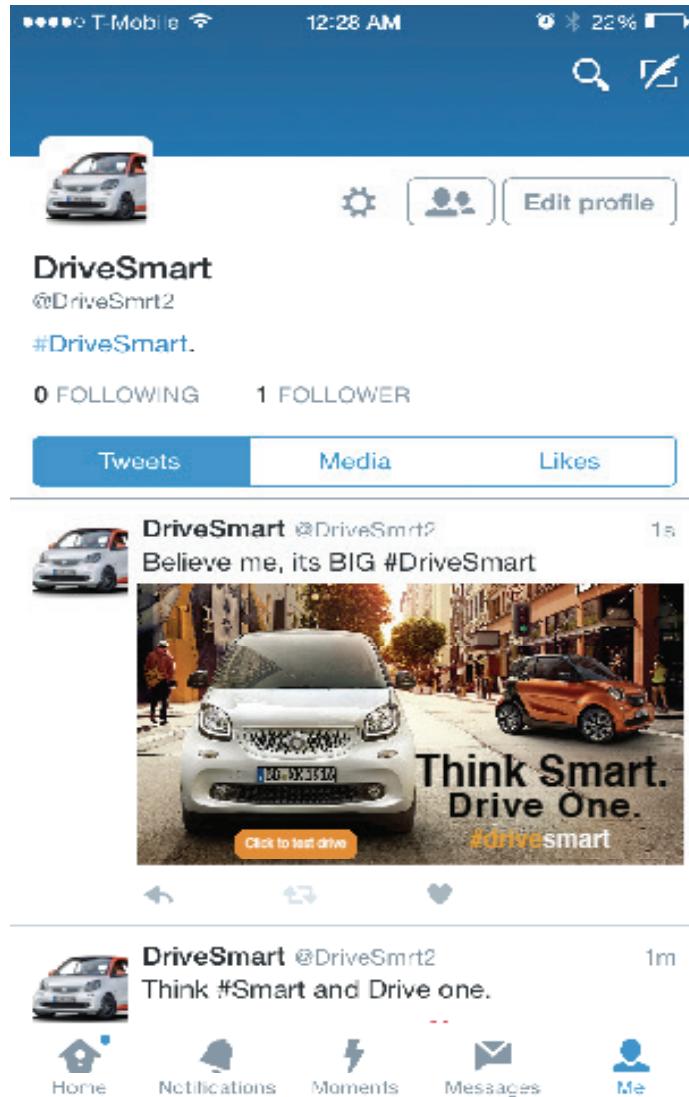
Demographics

- Men
- 18-30
- Lives in the United States
- Income: 25k

Psychographics

- College Students
- Millennial couples (without kids)
- High-Value on Social Media.
- Fun and outgoing people.





Twitter

- Twitter will be used to pin the places of Smart cars test-driving places and posting about the functional benefits of Smart. Monitoring Hashtags and Retweets for control.

The screenshot shows the Pandora website interface. At the top, there's a navigation bar with "PANDORA" on the left, a user profile "zinner15@gmail.com" in the middle, and an "Upgrade" button on the right. Below the navigation is a control bar with a "Create Station" button, a volume slider from 0:32 to 4:23, and playback controls (back, play/pause, forward). To the right of the controls, the song "Young And Beautiful" by Lana Del Rey is playing, with album art for "Young And Beautiful (Single)".

The main content area has three tabs at the top: "Now Playing", "Music Feed", and "My Profile". On the left, a sidebar lists various radio stations under categories like "Shuttle", "Feed The Beast", "Digital Free Radio", and "Pandora Promotions". The "Sam Smith Radio" station is currently selected, highlighted in yellow. Below the sidebar, there are buttons for "Follow" and "Unfollow".

The central player area displays the song "Young And Beautiful" by Lana Del Rey. It includes a large image of a gold Gatsby-style graphic, the song title, artist name, and album information. Below the song info are three buttons: "Print this", "Save", and "Buy".

At the bottom of the player area, there's a "Lyrics" section with the first few lines of the song and a "show more" link. Further down, there's an "About Lana Del Rey" section with a brief bio.

On the right side of the page, there's a promotional banner for Smart cars with the text "Think Smart. Drive One. #drivesmart".

Instagram

- Ads in Pandora will be played in stations that millennials listen to.

Made from the

BEST STUFF

on Earth





- #IfTheyHadSnapple

OVERVIEW

- In 1972, New York City witnessed the birth of Snapple. Having a strong presence in the North East of the United States. Snapple is the fourth-largest tea brand in the United States after Arizona, Lipton and Brisk. Tea considers being the fifth most consumed drink, more than fruit juice and energy drinks.

PROBLEM

- More than 50% of Snapple users are located in the North East of the United States. Snapple sales are low in the West and Middle States.

SOLUTION

- A campaign that aims to increase the brand awareness in the Middle and West states, where people know what Snapple is but never consider buying it.

SWOT

S

- It comes as Tea and as a Juice.
- Glass bottles. (Recyclable)
- Over 40 types and flavors.
- Well-knowing and recognizable brand.
- Real fun facts in the taps.

W

- Low sales in West.
- Strong flavor.
- Expensive (comparing to competition)

O

- Taping the youth market
- Getting new users in the west and middle states.

T

- Pricing competition.
- Well-established Ice-Tea brands in the West and Middle states. (Arizona).

Marketing Plan

Product

- Snapple is one of the most recognized Tea-Juice brands in the United States. Manufactured by Dr Pepper Snapple group.

Price

- \$3.

Placement

- pharmacies, convenient stores, grocery stores and vending machines.

Promotion

- Snapple campaign will be run on Social Media and YouTube; a new episode will be released every month.

Competitors



- Lipton growth in 2015 was about 14% with a return of 59,967,092 million dollar in the Iced Tea segment.
- Although Arizona's sale went down by -0.2%, the returns were over 122 million dollars in 2015.

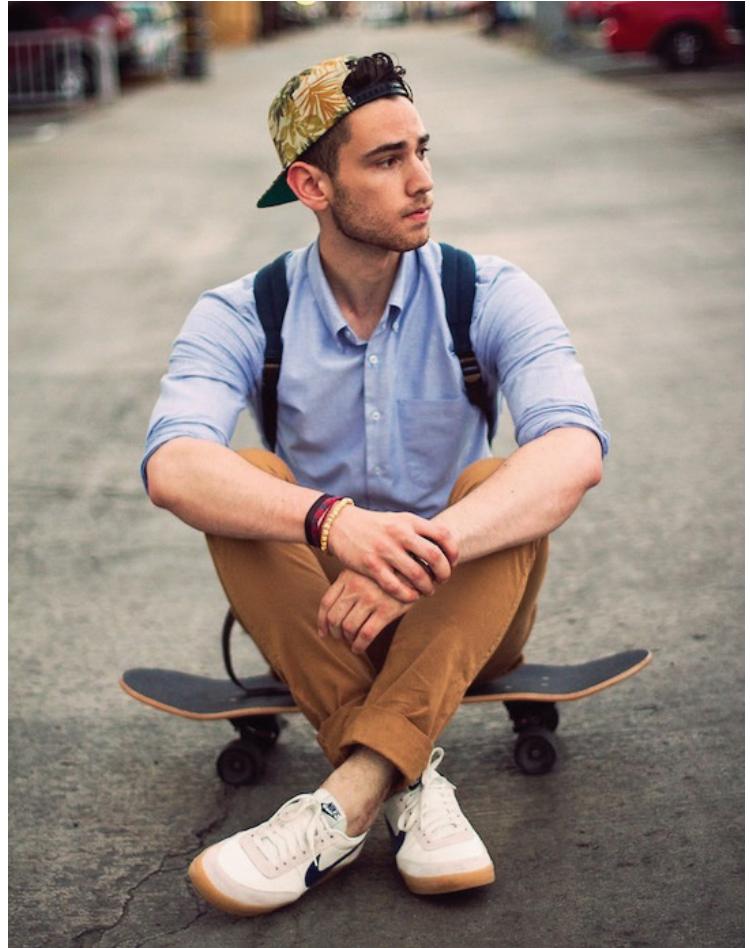
Target Market

Demographics

- Men & Women.
- 18-49 years old.
- Income: 20K
- Lives in the U.S.

Psychographics

- Positive people who celebrates the little things in life.
- Someone who appreciates that Snapple is made from the best stuff in earth, but not a health nut.
- Seekers of simple and delightful beverage experience.
- People on the go.





IF ONLY THEY HAD A SNAPPLE - 1 EPISODE

YouTube

- Launch new episode 1st Friday of each month about a historical event occurred specifically from the month when it is launched. The duration should be about 1-2min long.



Instagram

- Main focus is to promote the product itself. Post pictures that looks appealing (full of enjoyment and refreshment) for our consumers to follow. Use hashtags to engage with consumers



STARBUCKS

R





•#StarBar

OVERVIEW

- Healthy bars are taken away the market share form many of the major snacks and cereal bars. By January 2017, Starbucks will introduce a new line of product (Starbar) that will be sold in their retails in the Miami. A healthy supplemental energy bar that is for people on the go who don't have time to sit-down for a meal.

PROBLEM

- Starbucks will lunch a new product that has a different category from what Starbucks usually sell.

SOLUTION

- creating an awareness campaign that aims to focus on the benefits of Starbar and how it's a great alternative for chocolates and salty snacks, and how it will be perfect along with tea or coffee.

SWOT

S

- Belongs to a well-known brand.
- High protein snack.
- Variety of flavors.
- Seasonable product.

W

- Perceived as a functional snack.
- Real health gains are controversial by many people.
- Doesn't taste as good comparing to chocolate bars.

O

- Increasing demand due to convenience.
- Introducing Starbar to convince stores and GYMs in the area.
- Evolving from snack on the go to be a per-

T

- Most people tend to go to convince stores and GNC for healthy bars and snacks.
- Well establish competition with known brands in that segment.

Marketing Plan

Product

- Healthy snack bar that has protein, carbs and vitamins to help individuals perform at highest level and provides the body with needed nutritious.

Price

- \$2.00 - 5.00

Placement

- Starbucks stores.

Promotion

- Campaign focus on the benefits of healthy bars and how it's a good alternative when needed.

Competitors



- KIND healthy snacks is the fastest growing nutrition and protein bars in the United States, creating a serious competition in the snack food industry. Created in 2004, making 1 million dollar of sales within the first year. Sales went from \$15 million in 2008 to \$120 million in 2012.



- Nature Valley protein bars by far leads the United States protein bars industry with sales worth \$387,3 million in 2015.

Target Market

Demographics

- Men and women.
- 18-35.
- Lives in Miami-Dade County.
- Income: 30K

Psychographics

- Regular coffee drinkers.
- Business workers and college students.
- Starbucks lovers.
- Athletes seeking healthy snacks.



The screenshot shows the Spotify desktop application interface. At the top, there's a navigation bar with 'File', 'Edit', 'View', 'Playback', and 'Help' options, followed by a search bar with a magnifying glass icon and the word 'Search'. On the right side, there's a user profile for 'Brian Beasley' and a 'Find Friends' button.

The main content area features a promotional banner for 'Starbar by starbucks' with the text 'NO TIME? NO PROBLEM.' and images of fruit and Starbucks products. Below the banner is a navigation bar with tabs: 'OVERVIEW' (which is selected), 'CHARTS', 'GENRES & MOODS', 'NEW RELEASES', 'NEWS', and 'DISCOVER'.

The main content area displays a grid of playlists under the heading 'Have an epic Saturday night.' Each playlist card includes a thumbnail image, the playlist name, and a brief description:

- Epic Party**: Download mixes, party clips, and mix downs with your friends like you just don't care.
- Saturday Night**: Elevate a fun evening or make it a great night down with the best sounds of today's best hits and essentials.
- Evening Chill**: Elevate your evening and unwind with the lush sounds of today's best hits and essentials.
- MOST NECESSARY**: The next generation of mix tape has arrived. These are the most necessary tracks coming out...
- club-chic**: Break some rules and have some fun!
- Throwback Dance Party**: Travel back in time with a bunch of classic party hits.

At the bottom of the screen, there's a playback control bar showing the current track, volume, and other controls.

YouTube

- With over 60 million users, and over 20 billion hours of listening to Spotify in 2015 in the United States.



Facebook

- Facebook will be used to promote the new product. daily posts about StarBar will be uploaded. Use hashtags to engage with consumers





•#MiaVita

OVERVIEW

- Miami is one of the most visited cities around the globe, over 50 million tourist visited Miami last year. That's when MiaVita comes in place to guide and inform people about the different activities and places in the city. MiaVita is an app that will enable its users to locate wide selection of artistic events, live shows, musical events and parties.

PROBLEM

- There is huge variety of choices when it comes to spending the night in Miami. Yet, it's really hard to know everything that is going on in the city. There are many event and activities that is happening in the city that people are unaware of just because the lack of communication between two ends.

SOLUTION

- A phone application that is design to help tourist who visit Miami to navigate through all the different events in the city and pick the right one for them; an app that makes people choice exactly where they spend their night.

SWOT

S

- Exclusive service.
- Phone app (easy access).
- The necessity for tour-gaudiness applications.
- The app is just as useful to locals as it is for tourist.

W

- Accessible on smart phones only.
- New brand to a wide unknown target (tourist from all over the world).
- Catering only to music and art events in Miami.

O

- Creating an app for other cites.
- Collaborating with businesses within local market.
- Expand services to sell tickets to events forming a partnership with promoters in the area..

T

- New developing apps serving the same purpose.
- Foreign users might not adapt to app due to language being only in English.

Marketing Plan

Product

- MiaVita is smart phone app that is designed to link between people and entertainment and artistic events in the city of Miami. What differentiates this app is that it aims towards night live and party, what music a certain club is playing, who is hosting, buying tickets and making reservations.

Price

- \$0.99.

Placement

- App store and android market.

Promotion

- campaign will be focused on tourists coming to Miami and Millennial locals. Airport kiosk will be key, as well as targeting places in south beach and downtown.

Competitors



- Founded in 1987, The Miami New Times is a website that shows all activities in Miami in a wide range. Including news about the city, music, restaurants, art, film, and calendar about the scheduled activities in the city.



- Founded in 2004, yelp is a crowd-sourced service that shows reviews about business in the united state. With an average monthly visitors of 142 million in 2015.

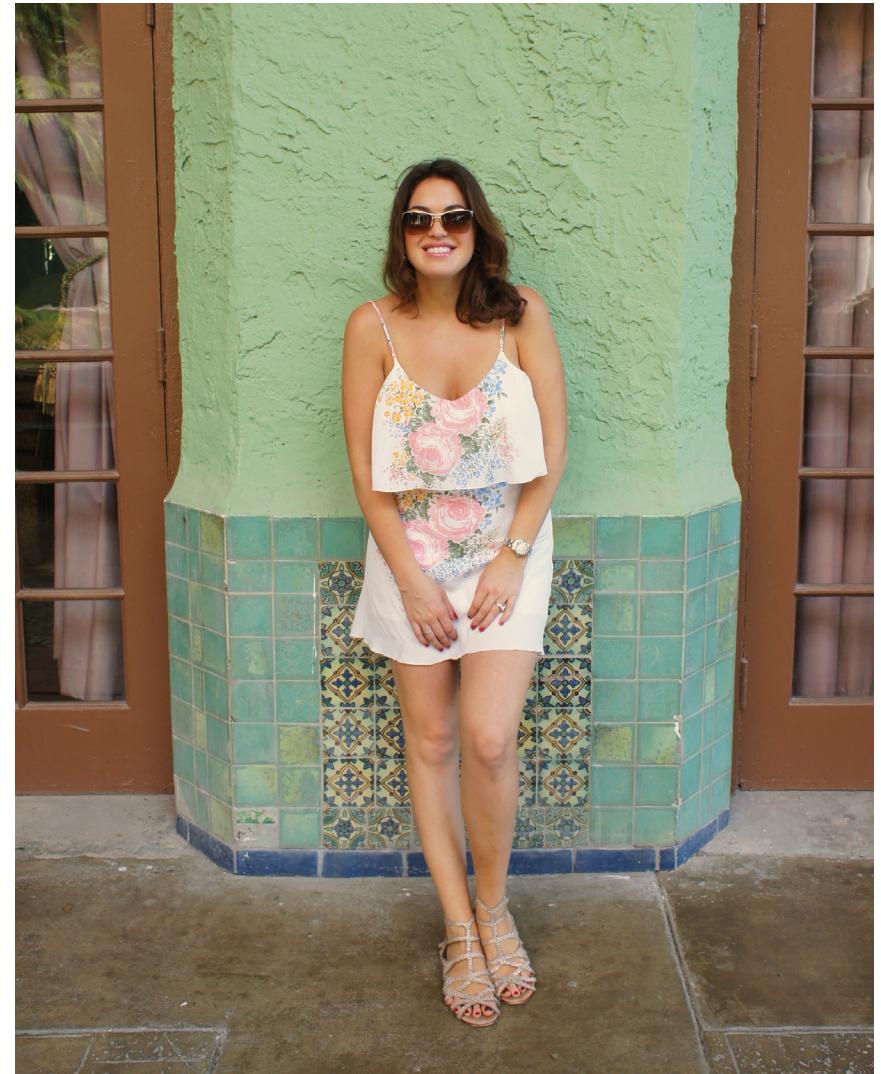
Target Market

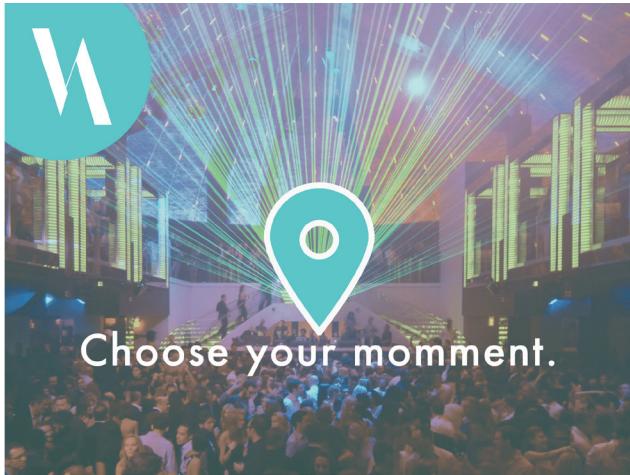
Demographics

- Men & Women.
- 18-35.
- Local and tourist
- Income: 20K+

Psychographics

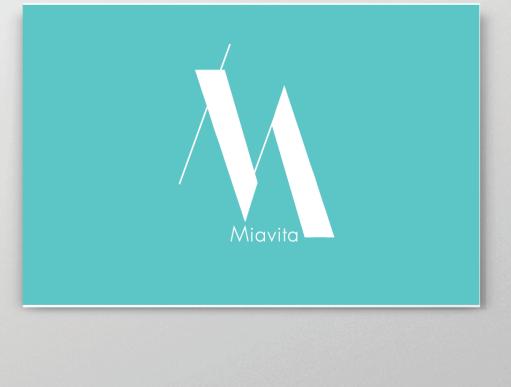
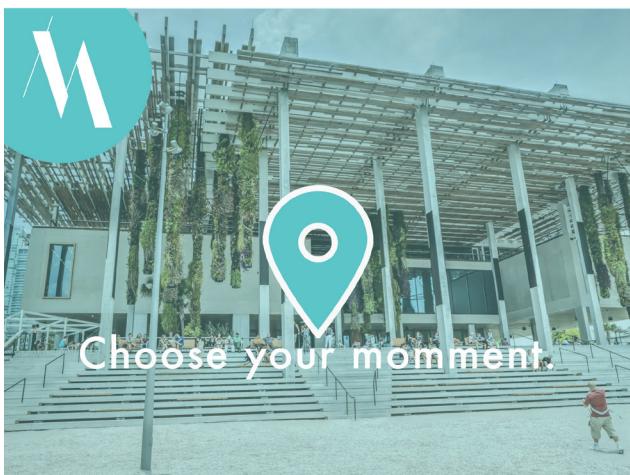
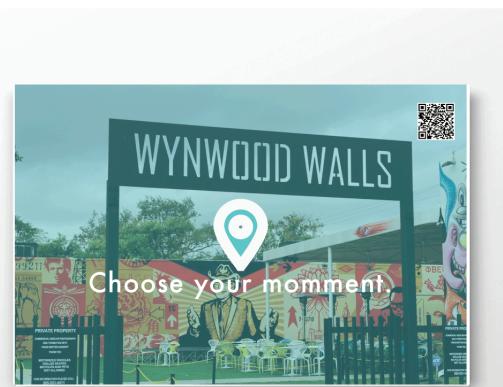
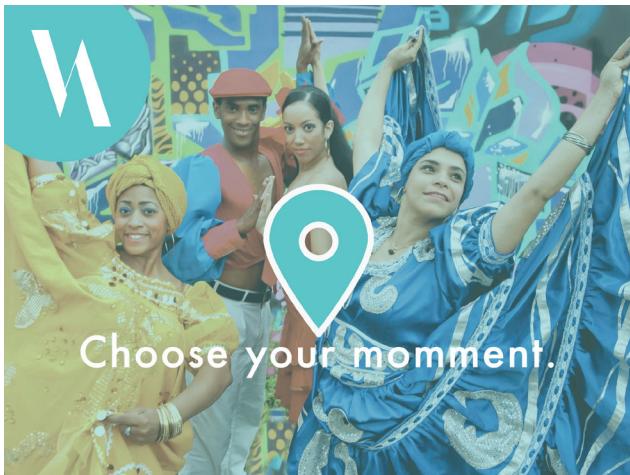
- Outgoing people.
- Active social life.
- Art enthusiasts.
- Don't mind spending money on experiences.
- Experiencers, love discovering new place.





Flayers

- Miavita will be giving out flyers to promote the app. The Flyers will consist of an add portraying a place in Miami; the flyer will have a Q code redirecting the user to the app store to make it easy to download.





App

- The app will also recommend places to visit letting the consumer know they are in control of choosing the best places to fit their lifestyle. From Wynwood walls to Ultra Music Festival and Art Basel, the user will have a variety of events to choose from.





•#Soccer_Nation

OVERVIEW

- “International soccer clubs consider Miami as the capital of soccer in the United State”. Soccer Nation Field is an out door soccer field that will be located in Aventura Miami.

PROBLEM

- There is a high demand on privet outdoor in Aventura’s area, and there are only two privet soccer fields in within that area. People tend to book a field a week earlier in the regular season.

SOLUTION

- Opening an indoor-soccer field in Aventura that offers the same quality as the main competitor, as well as many soccer-related activities to gain customer loyalty.

SWOT

S

- The lack of privet outdoors soccer fields in Aventura area. The popularity of soccer in the Latin community.
- Low cost for the maintenance.
- Indoor felids cause fewer injuries than playing in parks.

W

- Strong and well known competitor.
- Narrowed target.

O

- Growth the popularity of soccer among youth in the community.
- Soccer becoming the first sport in the city.

T

- Bad weather, when it rains or when its too hot and hummed.
- Economic crisis

Marketing Plan

Product

- Soccer City is a soccer fields that offers a soccer playgrounds for people to rent. With the option of renting the whole field for a certain time to play with your team, or by pick-up games for individuals who wish to play and have no team to play with. Soccer City will provide snacks, beverages, and barbecue stand.

Price

- \$10+

Placement

- Aventura City.

Promotion

- A brand awareness campaign on social media, Pando-ra and flayers that are near by schools and sport facilities.

Competitors



- Soccer Development Group is a company that is specialized in the development of soccer related projects for the past 20 years in Argentina. In 2013, SDG expanded their activities in to the United States. SDG is a main competitor because of the experience they have in this field. In addition, SDG have 12 soccer pitches.



- Indoor Soccer Central is indoor playground opened in 2010, ISC does not have an outdoor field, they only have one pitch.

Target Market

Demographics

- Men & Women.
- 10-40.
- Lives within Aventura area.
- Income: 30K.

Psychographics

- Soccer fans.
- Athletics.
- High interest in major European leagues.
- Social and outgoing.





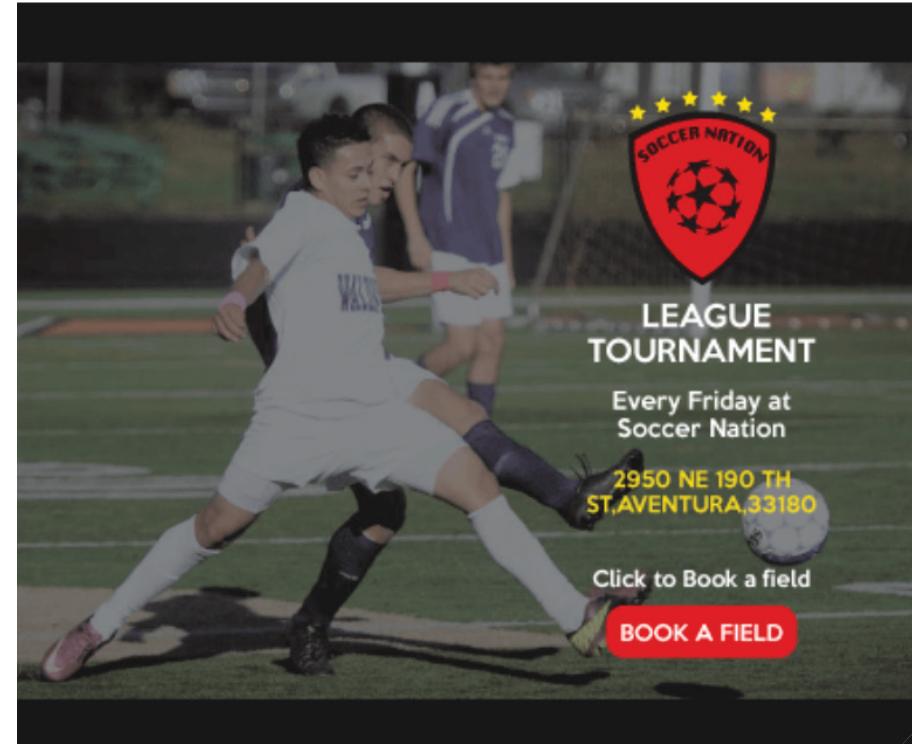
LEAGUE TOURNAMENT

Every Friday at
Soccer Nation

2950 NE 190 TH
ST, AVENTURA, 33180

Click to Book a field

[BOOK A FIELD](#)



LEAGUE TOURNAMENT

Every Friday at
Soccer Nation

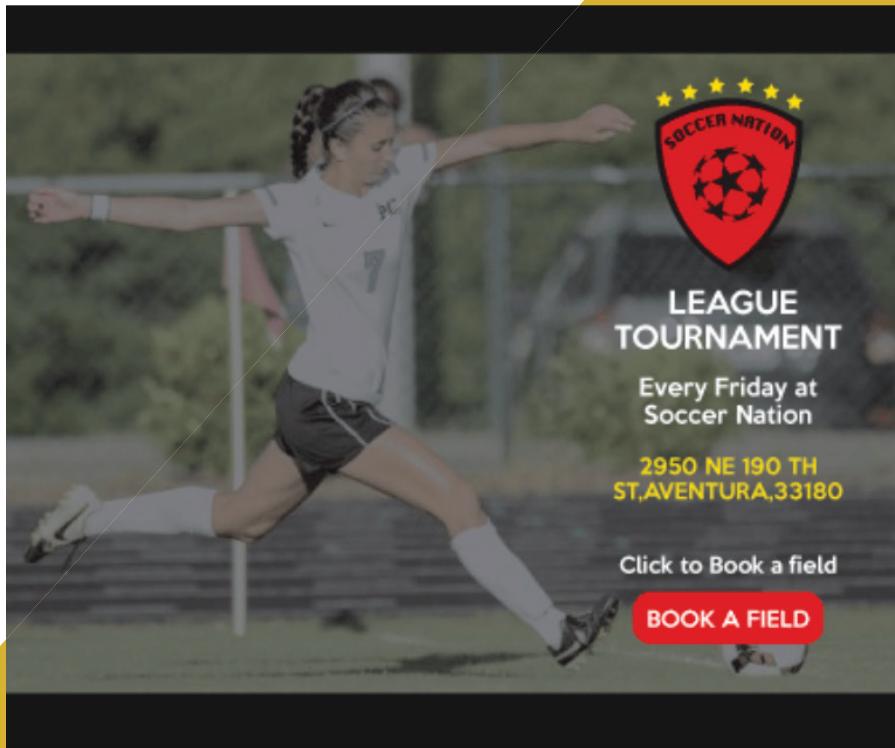
2950 NE 190 TH
ST, AVENTURA, 33180

Click to Book a field

[BOOK A FIELD](#)

Players

- Players will be put in near schools and sports facilities.



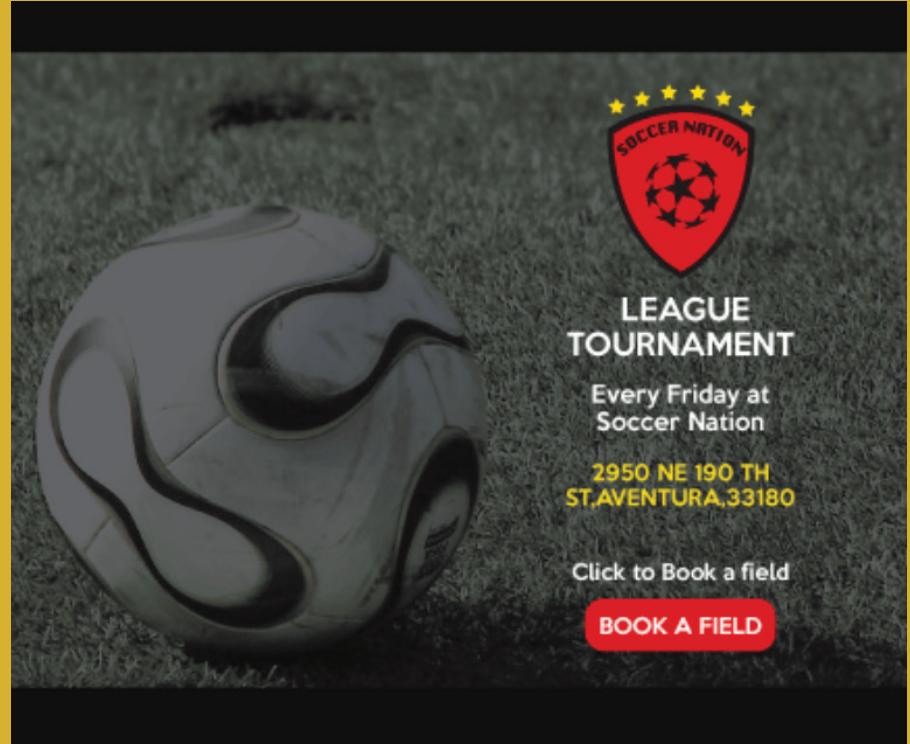
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Facebook

- Facebook will be used to promote the brand. Daily posts about pick-up games and tournaments.

