

Mastodon MAMA AI Assistant Launch: A Marketing Campaign

Campaign Title: MAMA Knows Best!

Tagline: Your Smartest Ride Starts with MAMA.

Goal: To drive awareness and adoption of the Mastodon MAMA AI Assistant among target audiences in four key regional cities in Bangladesh.

Target Audience:

- **Rangpur:** Local drivers (auto, bus, truck) - These are individuals who spend a lot of time on the road and are always eager to try new things, especially if it makes their job easier or more profitable. They appreciate practicality and value for money.
- **Sylhet:** Personal car drivers - This audience is tech-savvy and interested in getting the best performance out of their vehicles. They are drawn to innovative solutions that offer convenience and efficiency.
- **Cox's Bazar:** Tourists with private vehicles - These individuals are adventurous and enjoy exploring new places. They appreciate tools that help them navigate unfamiliar territory and enhance their travel experience.
- **Chattogram:** Car enthusiasts and private car owners - This audience is passionate about cars and stays updated on the latest trends and technologies. They are always looking for the best deals and appreciate personalized recommendations.

Campaign Approach:

- **Hyperlocal Focus:** Tailor the campaign to each city's unique characteristics and audience, using local dialects, humor, and cultural references.
- **Music-Driven Engagement:** Utilize popular local rappers to create catchy and relatable content that resonates with the target audience.
- **Video Storytelling:** Capture authentic moments and testimonials to showcase MAMA's benefits in a relatable and engaging way.
- **Bengali-First Communication:** All campaign materials and communication will be in Bengali, with a focus on local dialects and slang to connect with the audience on a personal level.

Campaign Phases:

Phase 1: Planning and Budgeting (2 weeks)

- **Detailed Budget Allocation:** Allocate resources for travel, talent fees, production costs, marketing materials, and on-ground activation.
- **Logistics and Permissions:** Secure necessary permits for filming in each city.
- **Talent Acquisition:** Contract two popular rappers with strong local appeal in each city. Consider their existing fanbase and how well they align with the target audience for each location.
- **Team Formation:** Assemble a skilled shooting team (videographer, sound engineer, etc.) and a marketing associate for each location. The marketing associate will be responsible for local coordination and on-ground logistics.

Example Budget Allocation:

Expense Item	Estimated Cost (BDT)
Travel (4 cities)	
Rappers (2 total)	
Shooting Team	
Marketing Materials	
Miscellaneous	
Total	

Phase 2: Scripting and Itinerary (1 week)

- **Script Development:** Craft engaging scripts in Bengali, incorporating local humor and cultural references.
 - **Focus:** Highlight MAMA's features (faster checkout, personalized feedback, car information) in a relatable way.
 - **Example:** Rappers engage in a friendly battle, showcasing how MAMA helps them find the best deals and information on car parts, tailored to the preferences of each city's audience.
- **Itinerary Creation:** Plan a detailed 2-day itinerary for each city, including filming locations, talent schedules, and logistical arrangements. Consider popular hangouts, local landmarks, and automotive hotspots relevant to each city's target audience.

উদাহরণ স্ক্রিপ্ট:

(দৃশ্য: রংপুরের একটি ব্যস্ত রাস্তা। দুই র‍্যাপার একটি অটোর সামনে দাঁড়িয়ে আছে।)

র‍্যাপার ১: "আরে ভাই, গাড়ির পার্টস কই পাওয়া যায় জানো?"

র‍্যাপার ২: "মামা আছে না! মামা জানে সব!"

(র‍্যাপার ২ তার ফোনে মামা অ্যাপ খুলে দেখায়।)

র‍্যাপার ২: "দেখ, এখানে সব পার্টস এর দাম ও লোকেশন দেখা যাচ্ছে।"

(র‍্যাপার ১ অবাক হয়ে যায়।)

র‍্যাপার ১: "বাহ! মামা তো সত্যিই জানে সব!"

Phase 3: Shooting (8 days)

- **On-Location Filming:** Execute the 2-day shooting plan in each city.
 - **Day 1:** Focus on capturing footage of rappers interacting with MAMA, showcasing its features and benefits in a dynamic and engaging way.
 - **Day 2:** Film testimonials from local drivers and car enthusiasts about their experience with MAMA. Capture genuine reactions and highlight how MAMA addresses their specific needs and pain points.
- **B-roll Footage:** Capture scenic shots of each city to add visual interest to the final videos. This footage should showcase the unique character of each city and create a sense of place.

Phase 4: Post-Production and Content Creation (3 weeks)

- **Video Editing:** Edit the raw footage into engaging videos for each city.
 - **Format:** Create a mix of short, shareable clips (15-30 seconds) optimized for social media and longer-form videos (1-2 minutes) that tell a more complete story.
- **Music Production:** Integrate the rappers' music into the videos to create a unique and memorable soundtrack. Ensure the music aligns with the tone and style of the video and appeals to the local audience.
- **Brand Content Creation:** Produce additional marketing materials featuring the rappers and MAMA, including:
 - Social media posts and stories with catchy captions and calls to action.
 - Online banner ads targeted to relevant demographics in each city.
 - Posters and flyers for local distribution in high-traffic areas frequented by the target audience.

Phase 5: Promotion and Amplification (Ongoing)

- **Social Media Campaign:** Launch a targeted social media campaign across platforms like Facebook, Instagram, and YouTube.
 - **Content:** Share the videos, behind-the-scenes footage, and rapper interviews. Utilize relevant hashtags and engage with comments to maximize reach and interaction.
 - **Influencer Marketing:** Partner with local micro-influencers in the automotive space to promote MAMA to their followers.
- **Online Advertising:** Utilize online advertising platforms (e.g., Google Ads) to reach target audiences in each city. Use location-based targeting and retargeting strategies to maximize effectiveness.
- **Public Relations:** Issue press releases to local media outlets to generate coverage of the campaign and MAMA's launch. Highlight the unique aspects of the campaign and its connection to the local community.
- **On-Ground Activation:** Organize small-scale events in each city, featuring the rappers and MAMA demonstrations. These events could be held at popular auto shops, malls, or other locations frequented by the target audience.