

ZURU

**Mini
BRANDS!**

**FOR HOLIDAY
2020**

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MKT 9785 | Spr 2020 | Team 6



EXECUTIVE SUMMARY

Zuru is a disruptive and award-winning company that designs, manufactures and markets innovative toys such as Mini Brands.

This presentation initially entails research on the social media platforms: Facebook, Instagram, Twitter, TikTok, and YouTube. Subsequently, our team dives further into the digital marketing strategy to widely increase the Mini Brands brand awareness especially among young males who are not currently in a strong segment of the products. Our target is to set forth a heavy-ups campaign for holiday 2020 to conquest optimization to customers shopping experience with Mini Brands that will help dynamics of the Zuru's seasonal sales as an agent, Team Six Ad Co.

The emerging customer experience with TikTok serves as one of our strategic groundworks. The combination of our search marketing ads and the wide exposure in mobile apps that appeal to Gen-Z will have the products remain in the competitive toy market while further developing new segments going forward.

**Team
Six
Ad Co.**

MINI BRANDS

One of the hottest toys right now is a plastic capsule called 5 Surprise Mini Brands. Children buy it for anywhere between \$5 and \$15 and peel it apart to reveal five tiny replicas of branded supermarket products from corporate conglomerates such as Unilever, Hormel and Kikkoman.



In 2019, Mini Brands listed the most searched products in eight categories: tech, kitchen gear, toys and games, accessories and apparel, gaming, sports and fitness, home goods and personal care.

It is said that there are over 500 possible items currently produced for the Mini Brands capsule with new surprises added every four to six months. In turn, this sustains consumers who are continuously exploring.

CONSUMER ATTRIBUTES

The target demographic market includes a wide range of consumers, from children around the age of 4, and up to the young adult demographic. The younger children, especially girls, love to include these miniaturized versions of household items in their tea parties and other role playing activities. For others, the fun is in collecting the growing selection of mini toys.

The typical consumer of 5 Surprise Mini Brands can be found on YouTube or TikTok, two platforms which helped catapult the brand into stardom. Some of the most popular videos on YouTube that feature unboxing have amassed more than 3 million views per video, demonstrating just how popular these toys have become. Likewise, there are just as many clips on TikTok featuring Mini Brands in various skits and reviews.

TARGET PERSONAS

Jason Kwan



Age: 8

Occupation : Student at elementary school

Economic Status : Middle class

Education : Elementary school

Marital Status : Single

About: Jason is a 3rd grade student of elementary school. He is a very active child. He loves different kinds of sports, such as soccer, baseball and tennis. He spends a lot of his time to play online video games. He is a big fan of different kind of toys and he loves to play with his school friends and his older brother.

Melody Thornton



Age: 10

Occupation : Student at elementary school

Economic Status : Middle class

Education : Elementary school

Marital Status : Single

About: Melody is a 5th grade student of elementary school. Her hobbies are dancing and drawing. She spends a huge amount of her spare time on social networks such as Snapchat, TikTok and Instagram. Melody is a big lover of dolls and plush toys, which she collects. She loves to share her new playthings on social media as well as to play with her schoolmates and neighborhood friends.

TARGET PERSONAS

Samantha Bradford

Age: 28

Occupation : Housewife/Blogger

Economic Status : Middle class

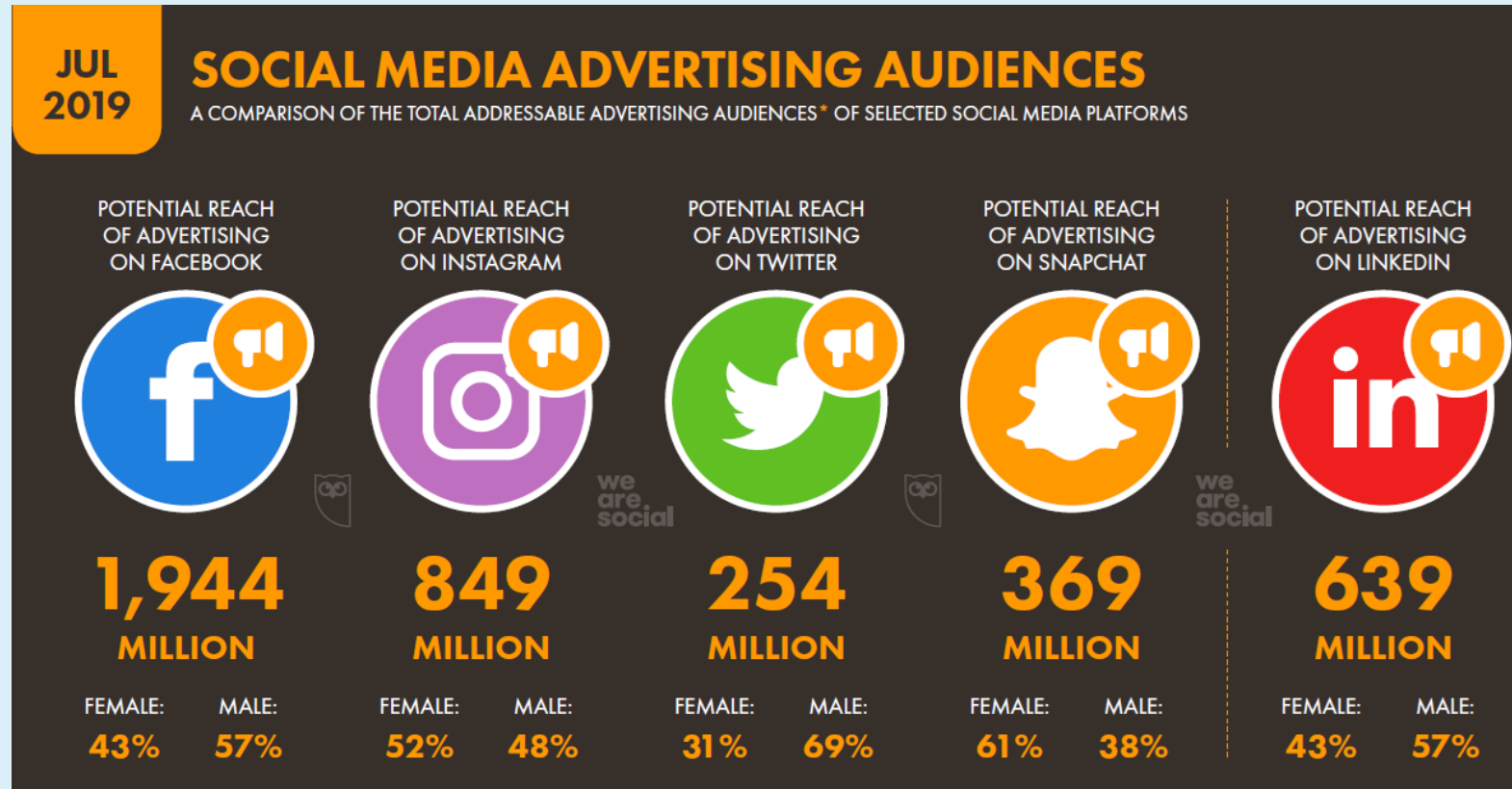
Education : Associate degree in Communications & Performing Arts

Marital Status : Married with three kids



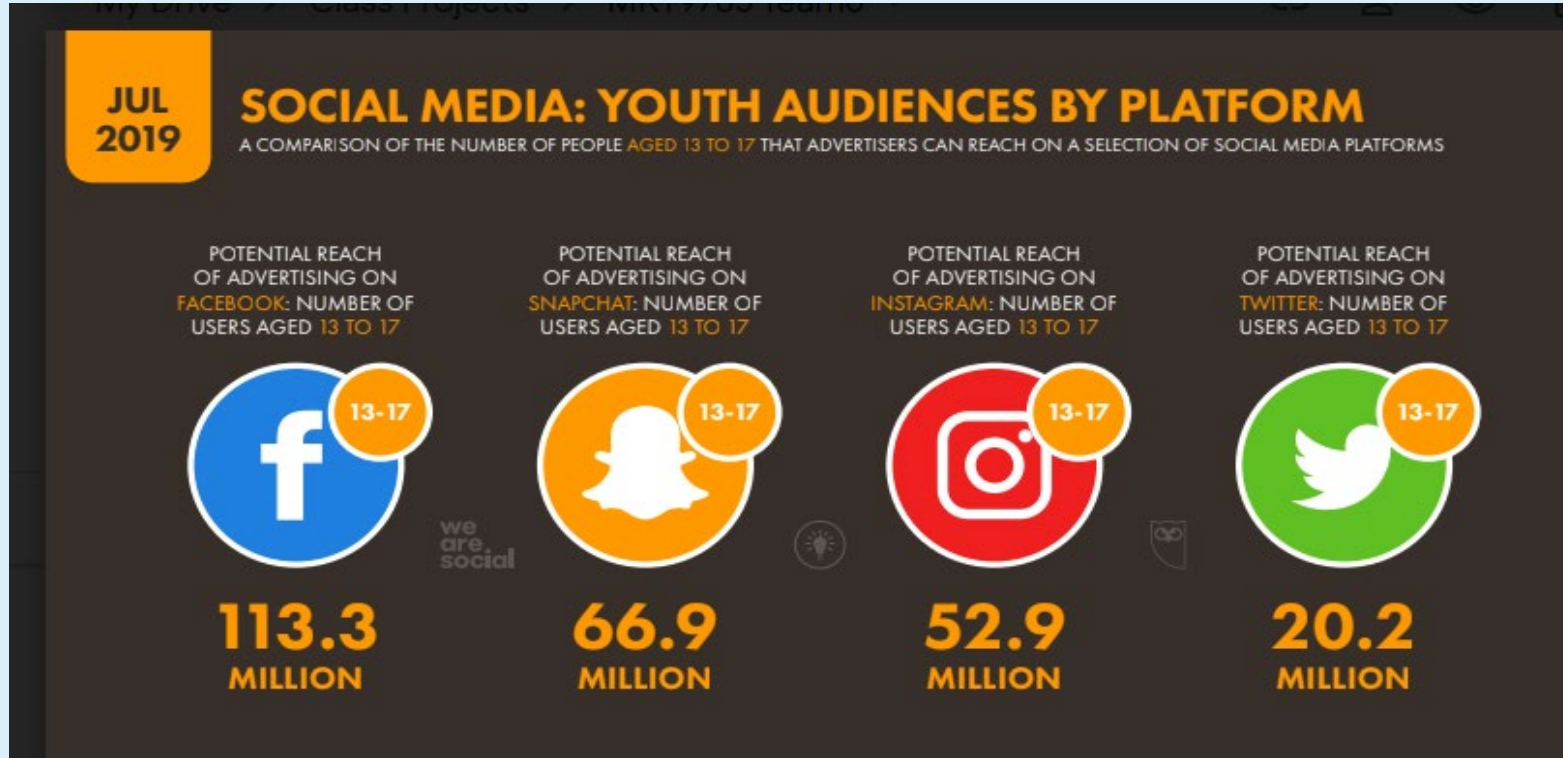
About: Samantha is a stay-at-home mom of three kids, two boys and one girl, ages 5, 9 and 7. She adores her kids and spends most of her time taking care of them and the house. She heavily uses social media networks and actively participates in a variety of forums and blogs for moms. She recently started her own family vlog on YouTube, where she actively involves her kids. She loves to spoil her children with new toys and gadgets.

SOCIAL MEDIA PLATFORMS



According to the Global Digital 2019 report, Facebook and Instagram have the largest numbers of potential reach of advertising. These facts are crucial in the process of making decisions of which social networks to choose for a social media marketing campaign.

SOCIAL MEDIA PLATFORMS

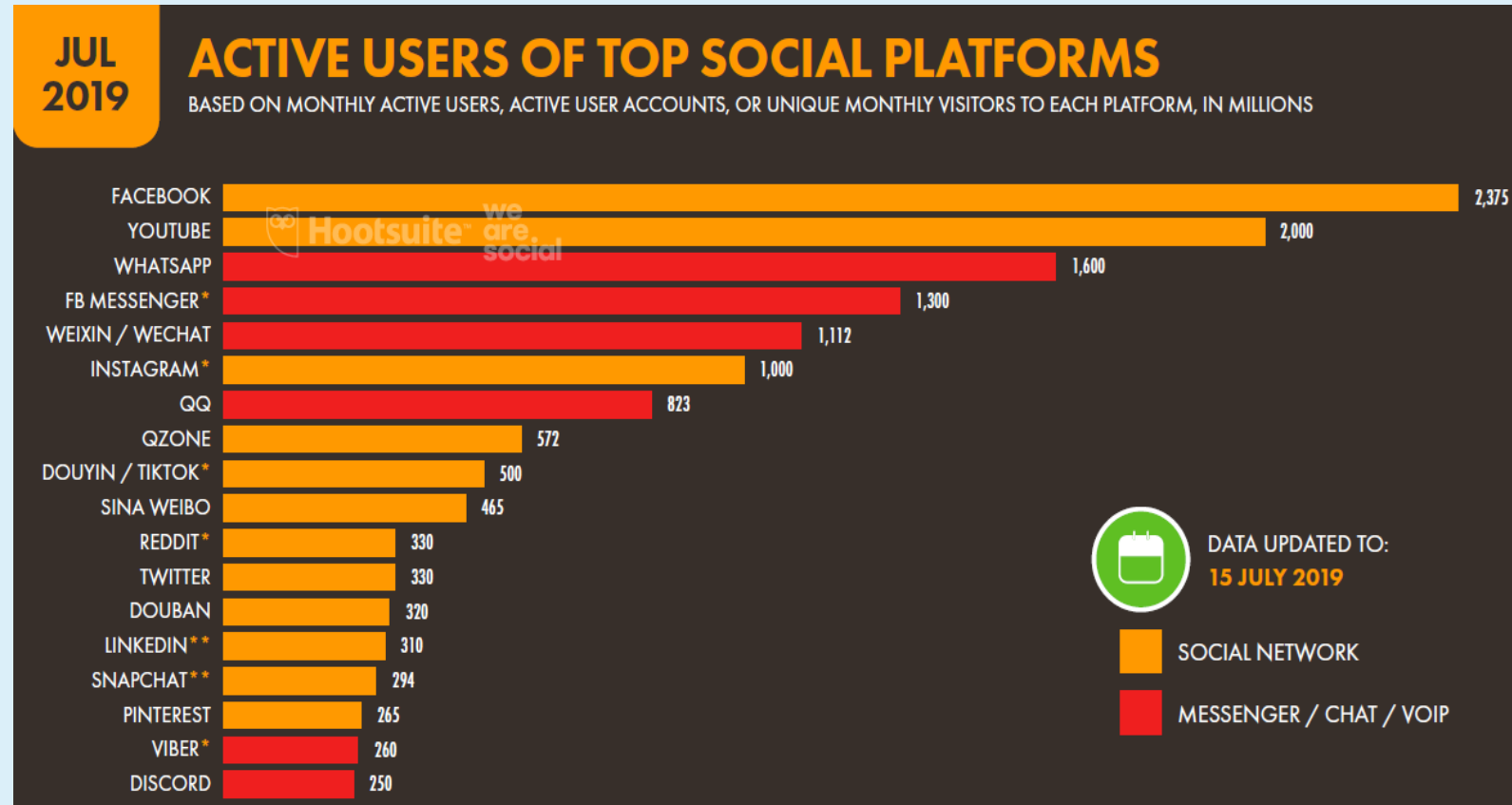


Since our largest target segment are kids and teenagers, the decision on which social media platform to choose should be based on more specific data.

In the picture above we can see the four most popular platforms in terms of potential reach of advertising among teenagers, ages 13-17.

Since most of the platforms have a requirement for the user to be at least 13 years old, the data on usage and potential reach of advertising amongst consumers younger than 13 years old is missing. We use an assumption that ratio would be the same as the above graphic.

SOCIAL MEDIA PLATFORMS



Furthermore, the number of monthly active users is a very important indicator to determine whether to advertise on certain social media platforms. As we can see, Facebook, YouTube and Instagram are the leaders. Thus, advertising through those platforms will likely expose our campaign to more people.

SOCIAL MEDIA PLATFORMS: YouTube

WHERE WE EXAMINED THE CONSUMER AWARENESS : YouTube is a video sharing platform which was launched at 2005. In 2020, it is the second most visited website in the world. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos and subscribe to other users. The total number of people who use YouTube amounts to 1.3 billion people.

- About 300 hours of video are uploaded to YouTube every minute!
- Almost 5 billion videos are watched on YouTube every single day.
- YouTube gets over 30 million visitors per day.
- Videos with **Zuru** toy reviews and unboxing the Mini Brands product have obtained millions of views with the largest count of views on a video being more than 66 million.

This is where we obtained the most information from. When the keyword, “mini brands” is entered on YouTube, the result returns with 20.3 million results. Many videos populated of Mini Brands buyers posting videos of their unboxing experience.

SOCIAL MEDIA PLATFORMS: Facebook

WHERE WE MEASURED THE DIGITAL PRESENCE : Facebook is one of the largest social networking platforms around the world. Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

- Facebook is the third most visited website around the world.
- Worldwide, there are over 2.6 billion monthly active users and about 1.73 billion people on average log onto Facebook daily.
- **Zuru's** page on Facebook has 74K followers, however, several videos with introductions of new toys reached over 1 million views.

For our purpose to examine the holistic digital presence, our agency created a Facebook page here >>> <https://www.facebook.com/Team-Six-Ad-Co-112779077100783/>

SOCIAL MEDIA PLATFORMS: Instagram

WHERE WE EXPLORED NEW SURPRISE ITEMS : Instagram is an online photo sharing application and social network platform that was acquired by Facebook in 2012. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. As with other social networking platforms, Instagram users can like, comment on and bookmark posts. Photos can be shared on one or several other social media sites with a single click.

- Instagram has over 1 billion monthly active users and about 500 million daily active users.
- 71% of monthly active users are younger than 35.
- It is estimated that 71% of US businesses use Instagram.
- Zuru's page on Instagram has 33K followers.

For our purpose to examine the holistic digital presence, our agency created an Instagram page here >>> https://www.instagram.com/team_six_ad_co/

SOCIAL MEDIA PLATFORMS: TikTok

WHERE WE WITNESSED HOW KIDS ACTUALLY RESPOND : TikTok is one of the fastest growing social media platforms in the world which presents an alternative version of online video-sharing. TikTok allows users to create short videos with music, filters, amongst several other features. It was initially launched in China as the brand “Douyin” in September of 2016.

- TikTok has 800 million active users worldwide.
- TikTok’s app has been downloaded over 1.5 billion times on the App Store and Google play.
- TikTok is very popular among teenagers. Nearly 41% of all the users are younger than 24.
- TikTok is a perfect platform for Zuru to make quick unboxing videos or introduce a new toy.

For our purpose to examine the holistic digital presence, our agency created a TikTok account here >>> https://www.tiktok.com/@team_six_ad_co

SOCIAL MEDIA PLATFORMS: Twitter

WHERE WE ASSEMBLED GENERAL INFORMATION : Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read them.

- Twitter boasts 330 million monthly active users and 145 million use the service on a daily basis.
- Approximately 63% Twitter users worldwide are between 35 and 65 years old.
- 66 % of Twitter users worldwide are male compared to just 34 percent of females.
- Neither **Zuru** nor **Mini Brands** has a Twitter account as of today.

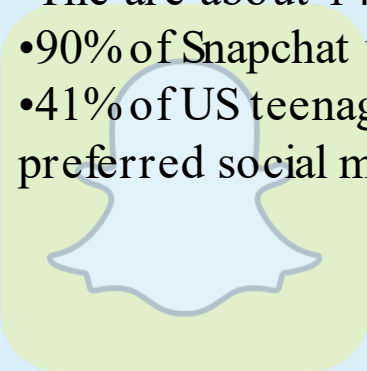
For our purpose to examine the holistic digital presence, our agency created a Twitter account here >>> <https://twitter.com/TeamSixAdCo1>

SOCIAL MEDIA PLATFORMS: Others

Snapchat

There is one feature that makes Snapchat different from other forms of texting and photo sharing: the messages disappear from the recipient's phone after a few seconds.

- Snapchat has over 360 million monthly active users and about 218 million daily active users.
- There are about 14 billion video views each day.
- 90% of Snapchat users are 13-24 years old.
- 41% of US teenagers say Snapchat is their preferred social media platform.



Reddit

Registered members submit content to the site.

r/teenagers is the biggest community forum run by teenagers for teenagers. This subreddit is primarily for discussions and memes that an average teenager would enjoy to discuss about. It has 1.9 million active users. Zuru toys are frequently discussed in this community.

There is also **r/miniatures** community which has over 40K followers, mostly adults, who adore the collectibles from 5 surprise Mini Brands.



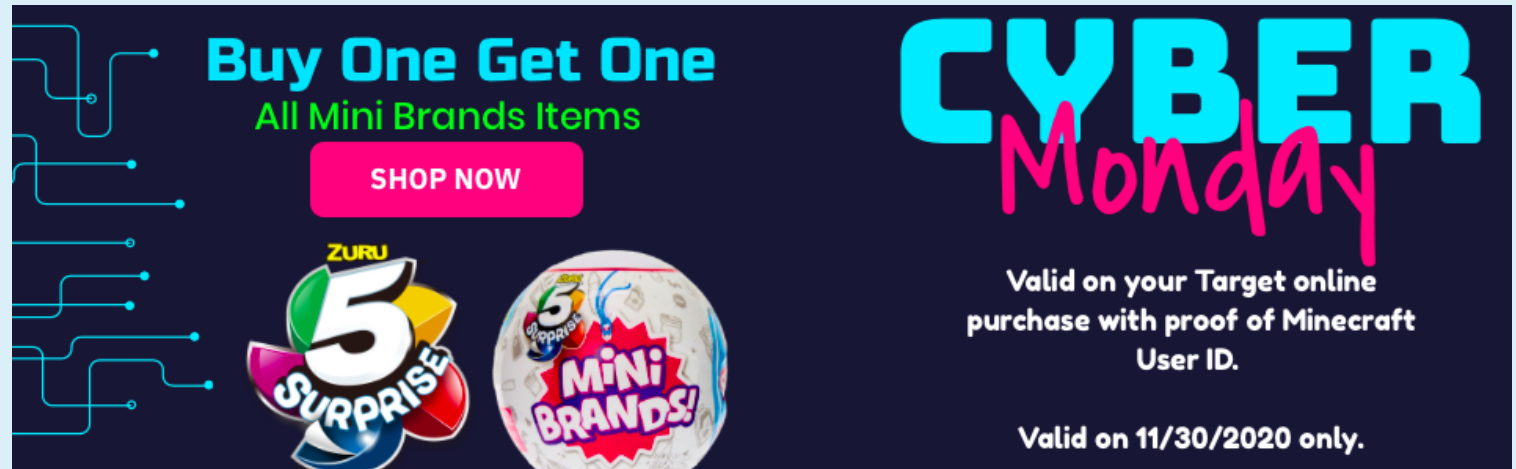
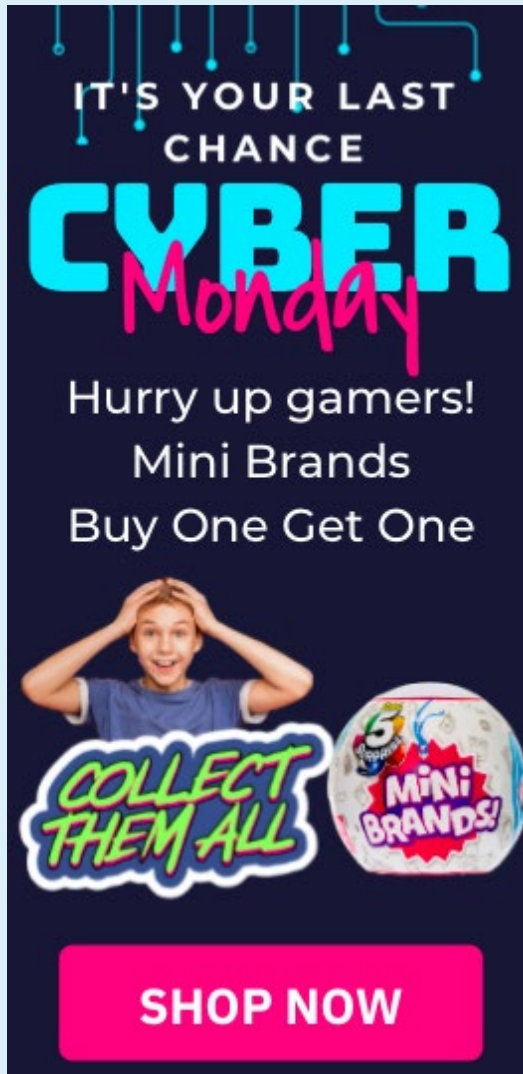
DIGITAL MARKETING STRATEGY

Our goal for holiday 2020 is to increase sales with the young male demographic. **Mini Brands for Holiday 2020**. To construct our **Mini Brands for Holiday 2020** strategy, we formed the following action plan:

::Mini Brands for Holiday 2020::

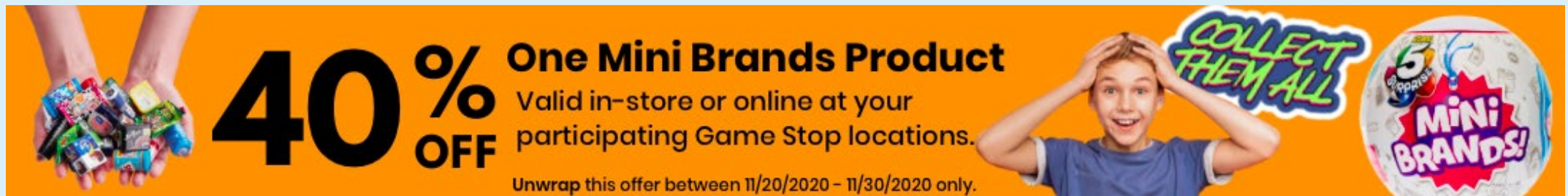
1. Increase display advertising across highly targeted sites for brand awareness
 - Gaming platforms & shopping websites to increase visibility
2. Make significant SEO improvements for findability
 - 10x keywords in search engine ad groups for long-tail concept to improve conversion rate
3. Develop a content strategy for informativity
 - Social media posts & visual contents to increase traffic

BANNER ADS: Kids Game Platforms



These mobile banner ads are set to be placed on the Minecraft gaming platform. This advertisement will be shown on the platform on 11/29/2020 and 11/30/2020. As Minecraft tends to attract the young male audience, this advertisement was strategically placed there to attract that similar demographic. Clicking this advertisement will direct the user to target.com where they can enter their Minecraft ID at checkout to receive the buy one get one free deal.

BANNER ADS: Shopping Websites

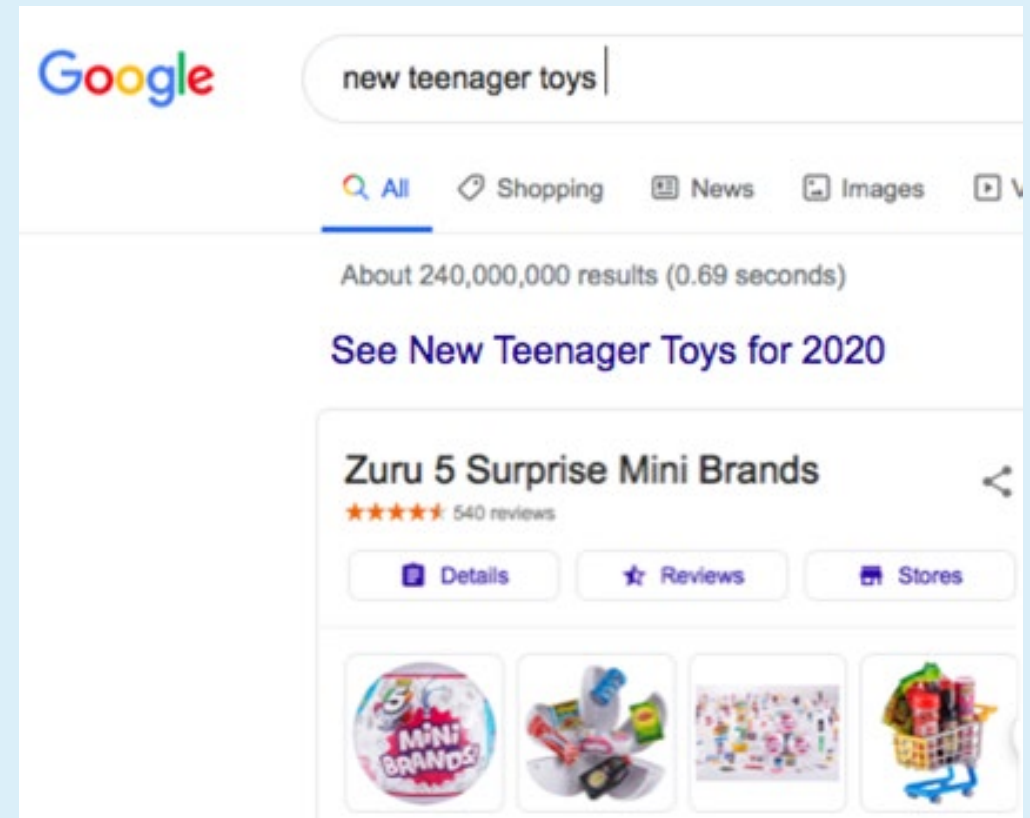


This leaderboard banner ad is set to be placed on Game Stop's website. Game Stop was strategically chosen as a website to advertise this product due to the high amount of traffic from the young male market. This advertisement will be strategically placed during the Black Friday sale season. The advertisement reveals the dates that these teens can *unwrap* this deal.

10 TOP KEYWORDS

To captivate important ranking factors in SEO, we focused on the existing search engine results to create SEM ads. These are the keywords that we aim to create relevance based on long-tail concept for effective budgeting and profitable conversion.

1. mini brands surprise ball
2. boy toys holiday gift
3. mini brands surprise ball
4. boy collectibles holiday gift
5. zuru toys holiday gift
6. 2020 surprise brands mini gift
7. surprise balls gift holiday
8. top holiday toys gift 2020
9. new teenager toys household
10. covid-19 popular toy holiday gift



SEARCH MARKETING ADS

Pattern 1, keywords #1 + Phrase Match

keyword search = [mini brands surprise ball]

[Mini Brands for Holiday 2020](#)

Have you seen the latest trend taking the nation by storm? This Mini Brands surprise ball of fun is what every teenager is unwrapping this holiday season.

Pattern 2, keywords #6 + Broad Match

keyword search = 2020 surprise brands mini gift

[Mini Brands! for Christmas 2020](#)

Among the hottest 2020 holiday gifts, Mini Brands is at the top of every teenagers Christmas list this year!

Pattern 3, keywords #10 + Broad Match Modifier

keyword search = covid-19 popular toy holiday gift

[Mini Brands for Holiday 2020 by Zuru](#)

Throughout COVID-19, our most popular toy brought smiles to the faces of thousands of teenagers, shop all Mini Brands products in our 2020 Zuru Holiday Gift Guide today!

ENGAGEMENT

As we discovered the impact of each social networking site in the previous *Social Media Platform* section, Team Six Ad Co. decided to utilize the platforms; Facebook, Instagram, TikTok and Twitter to engage our target segments by changing content for each purpose.

Facebook: Adults with children

Team Six Ad Co. <https://www.facebook.com/Team-Six-Ad-Co-112779077100783/>

Instagram: Older children (13 - 18 years old)

@team_six_ad_co https://www.instagram.com/team_six_ad_co/

TikTok : Children (8 - 18 years old)

@team_six_ad_co https://www.tiktok.com/@team_six_ad_co











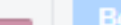



Twitter : Older children to adults (13 years old and over)

@TeamSixAdCo1 <https://twitter.com/TeamSixAdCo1>

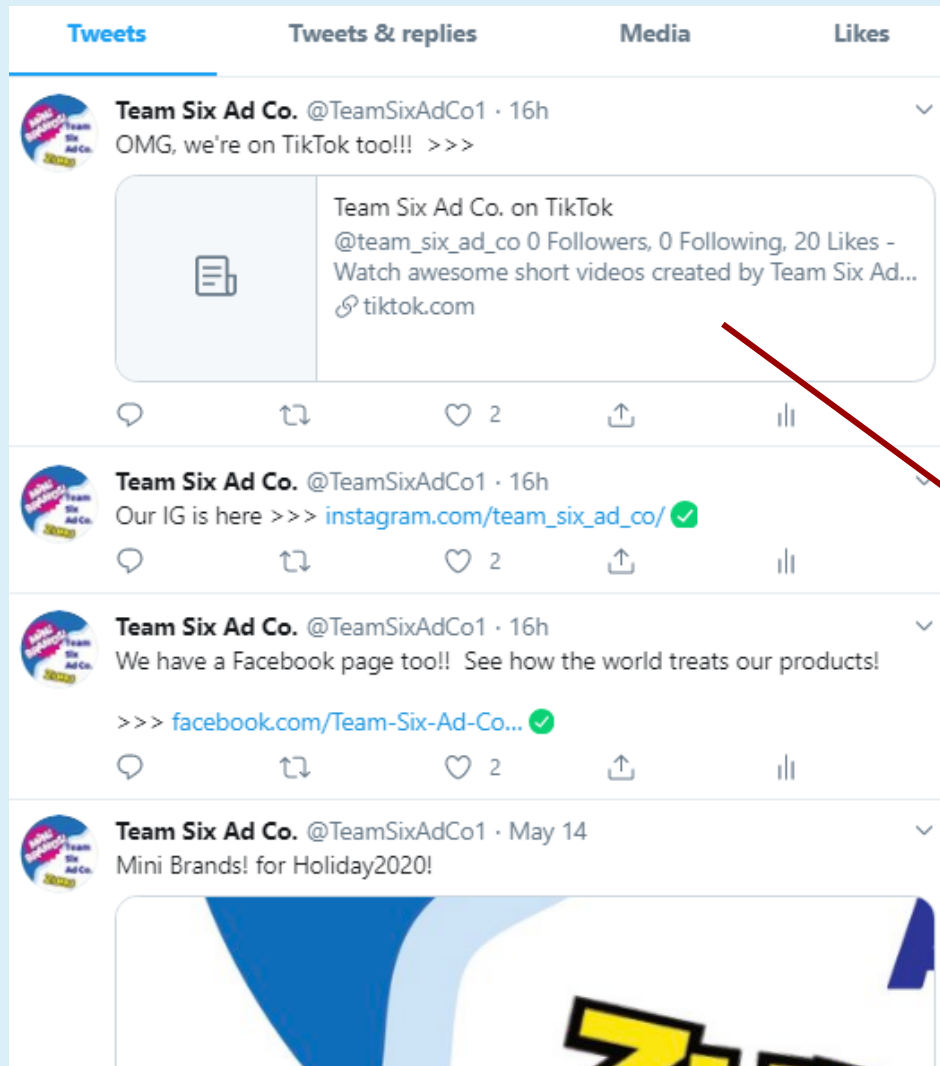


ENGAGEMENT: Facebook Posts

We posted 10 YouTube videos and reposted 3 public posts by families with Mini Brands, along with our comments. Ms. Shirley Wood from Savannah, GA reacted immediately and liked the page, and also noticed our forgery ad. Her engagement made exposure within the Facebook algorithm.

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares									
Published	Post								
05/16/2020 3:16 PM	 This may cover EVERY Brands?? What are you	<div><div></div><div>Shirley Wood Madi is a huge fan and ages sponsor completed her collection. We've made it a family affair!</div><div>Love · Reply · Message · 12h</div><div> 1</div></div>							
05/16/2020 2:27 PM	 Hurry up gamers! Kids will see this ad on Minecraft for black friday!			7		2			Boost Post
05/16/2020 11:56 AM	 Clearly a nice idea to play with Mini Brands during quarantine! 🤗🤗			9		0	5		Boost Post
05/16/2020 11:54 AM	 We love that Mini Brands! phase that we're all in!			8		1	4		Boost Post
05/16/2020 11:04 AM	 We're happy for Madi too!			10		3	7		Boost Post
05/14/2020 2:28 PM	 TikTok influencer unbox the Mini Brands! ball! >>> Unboxing MINI			9		0	4		Boost Post

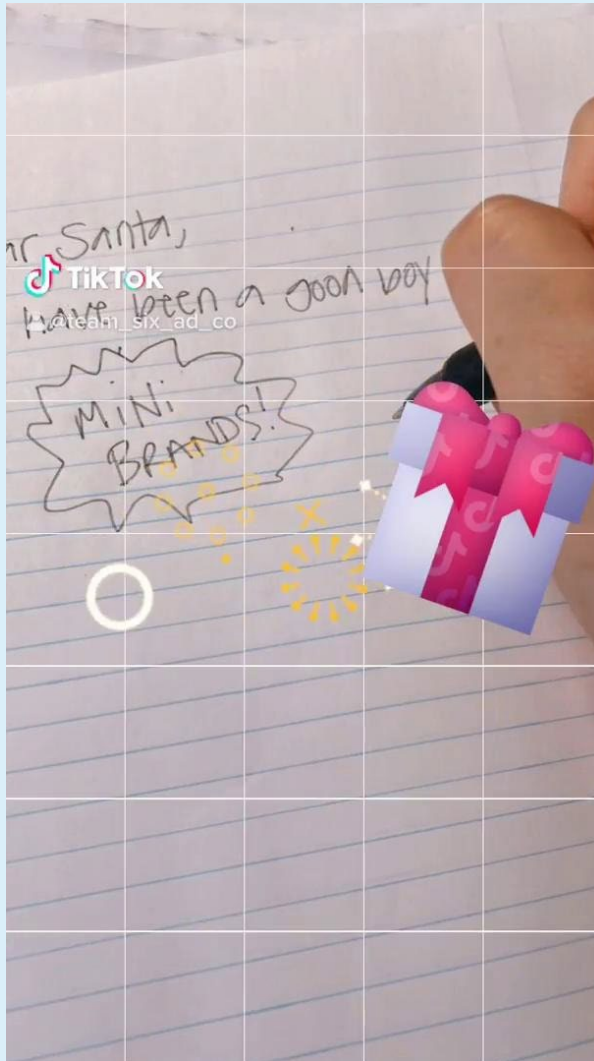
ENGAGEMENT: Twitter



Unfortunately, Twitter posts do not allow us to share visually appealing contents from outside social media. While the impressions are a little higher than Facebook's similar post, the engagements did not reach higher in volume.

X Tweet Analytics	
Team Six Ad Co. @TeamSixAdCo1 OMG, we're on TikTok too!!! >>> https://www.tiktok.com/@team_six_ad_co	
Impressions	15
times people saw this Tweet on Twitter	
Total engagements	3
times people interacted with this Tweet	
Likes	2
times people liked this Tweet	
Link clicks	1
clicks on a URL or Card in this Tweet	

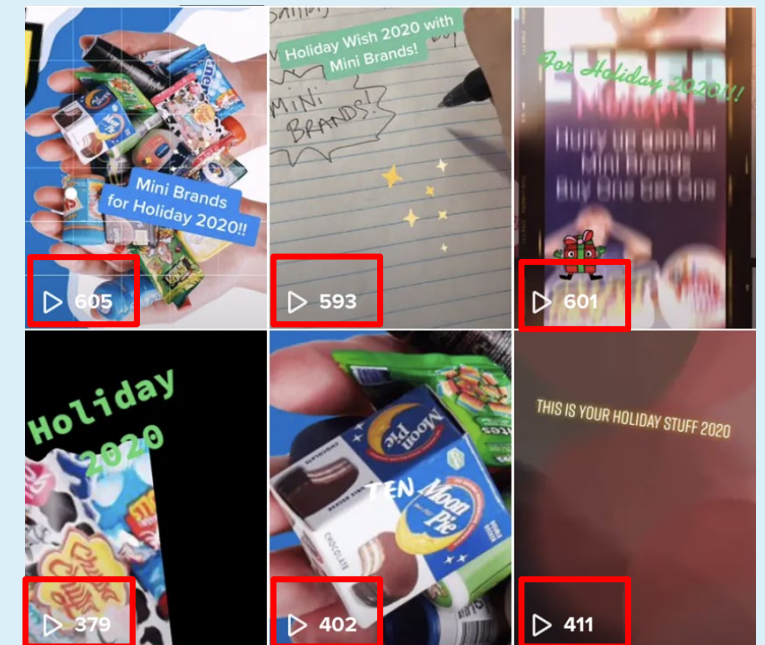
ENGAGEMENT: TikTok



For the **Mini Brands for Holiday 2020** campaign, Team Six Ad Co. created a Black Friday advertisement on TikTok. As a result, we found that the TikTok platform generated the most impressions of all social media platforms that we examined. This video on the left gained 605 impressions and 7 engagements in less than 6 hours.

While the page engagements are 36 for 6 total posts, similar to other platforms, the average plays of the 6 posts returned as 442 views which we found quite impressive.

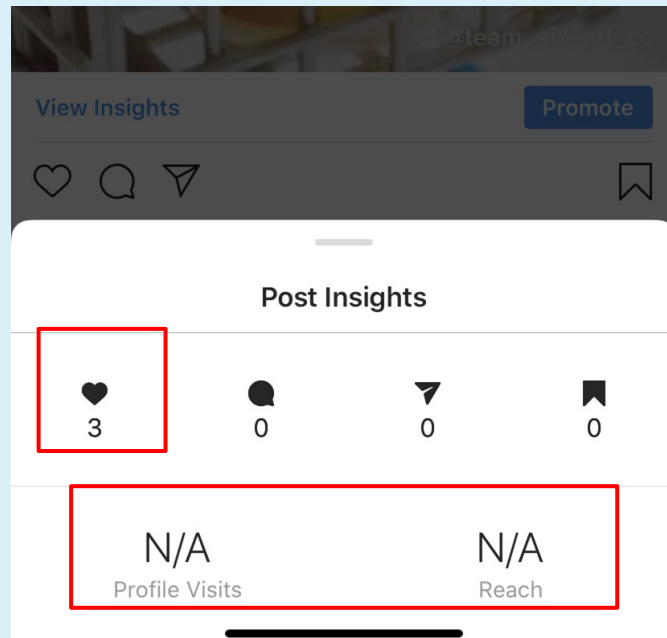
This high impression rate totally relies on TikTok's platform integration made to drive high user engagement (*ease of use*).



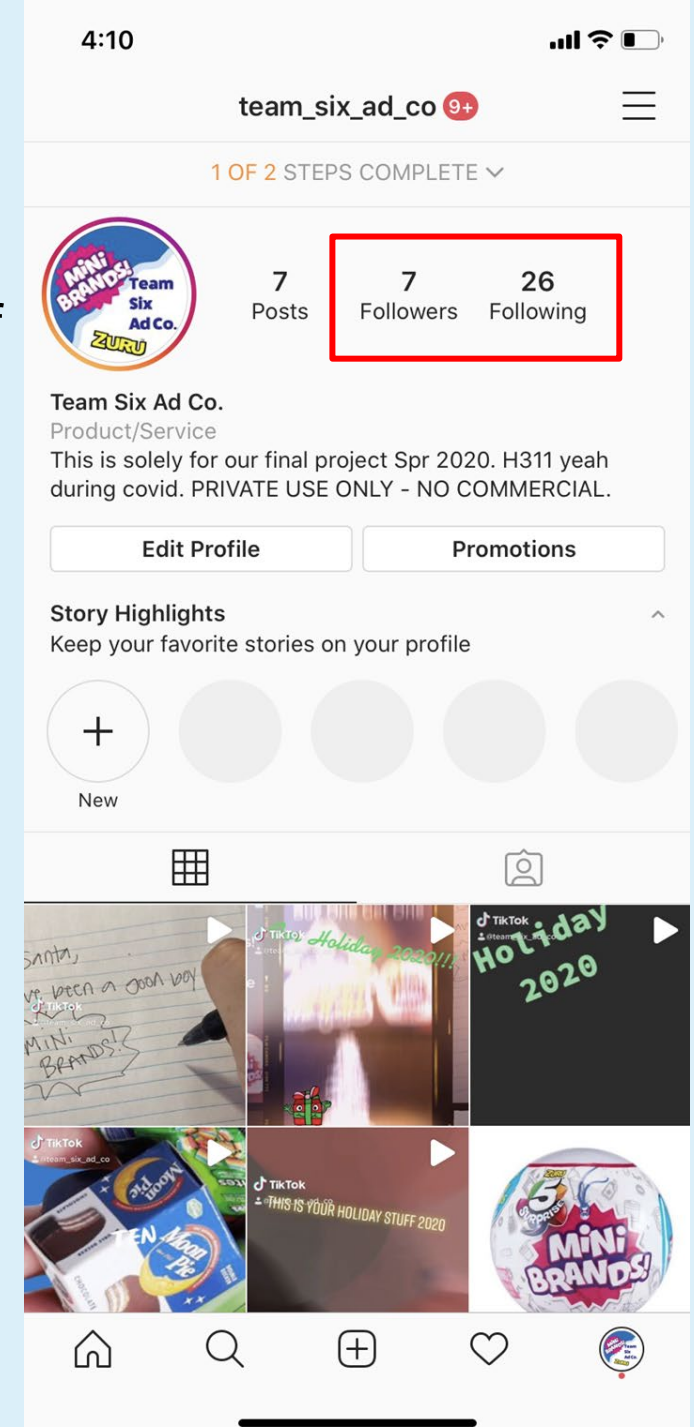
Video link >>><https://drive.google.com/file/d/163GQDY158RdzkG5eSu4ihVKsycA6IpBg/view?usp=sharing>

ENGAGEMENT: Instagram

We created a business account and posted some pictures of Mini Brands products and auto-reposted videos from TikTok. The most likes for one post we received were 3 while the impression was 7. On TikTok, the same video on received 12 likes and 379 impressions. There is a significant difference in responses, and some of the functions are not working properly it seems.



Additionally, we followed several influencers within the toy industry. As the time inches closer to holiday season, we can expect to observe the influencers' reactions to Mini Brands.



RECOMMENDATIONS

After carefully reviewing social media platforms and search engine keyword results, one of our social media followers shared her thoughts as a mother. She stated that while parents can't take their children to the grocery stores due to the pandemic, children are more inclined to explore new surprises in this mystery ball. Team Six Ad Co. is confident that the campaign, **Mini Brands for Holiday 2020** will continuously satisfy Zuru's brand recognition goal introduced by this trend as well.

Our recommendation to optimize Mini Brands' presence in the competitive market can be broken down below:

1. Increase display advertising across highly targeted sites for brand awareness:

- Frequently review the used/unused factors for best practices:
 - *e.g. after Black Friday sale, switch the displays immediately*
- Experiment with A/B testing:
 - *Even though we targeted the young male demographic, our choice of the standard platform may be biased.*

RECOMMENDATIONS (cont'd)

2. Make significant SEO improvements for findability

- Longtail keywords are recommended as there is heavy competition.
- Find relevance each time a new campaign is launched.

3. Develop a content strategy for informativity

- Social media chooses which content the audience access.
 - *e.g.engage families on Facebook, post family event information and repost families experience with Mini Brands for further exposure to other families.*
- Keep postingTikTok videos once or twice a day to increase the chance of being featured on the “For You Page (FYP)”
- Keep an eye out for the emerging social media trends and new platforms to get familiarized in the early stages of development.

REFERENCES

- <https://www.walmart.com/ip/5-Surprise-Mini-Brands-Mystery-Capsule-Collectible-Toy-by-ZURU/750127165> (image)
- https://poshmark.com/listing/Zuru-Mini-Brands-complete-set-of-all-118-5e9e41c9cb692c148355b1e4?l_con=NWT%2FNEW&utm_source=gdm&utm_campaign=9885398791&campaign_id=9885398791&ad_partner=google&gskid=pla-898760561429&gclid=431634175106&ggid=101169993035&gclid=c&g_network=g&enable_guest_buy_flow=true&gclid=EAlaIQobChMlu5vHubyn6QIVjYzICCh19SQ_3EAQYByABEgJMb_D_BwE (image)
- <https://in.pinterest.com/pin/675610381579732638/> (image)
- <https://www.washingtonpost.com/news/voraciously/wp/2019/05/30/mini-brands-are-the-latest-bizarre-toy-craze-to-sweep-the-nation-and-theyre-filling-me-with-existential-dread/>
- <https://merchdope.com/youtube-stats/>
- <https://www.oberlo.com/blog/tiktok-statistics>
- <https://zephoria.com/top-15-valuable-facebook-statistics/>
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Team Six Ad Co.

