THE CRUCIBLE BRIEF

- A device proposition for the youth tackling issues on the ground.
- Launching a go to market plan for the device, a main idea, plugged by other smaller campaigns.
- Break down on the activities to be carried out.
- Budget on the activities in a case that is relevant to the market.

DEVICE PROPOSITION

NEON
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Safaricom Neon Alpha Prototype!

Android Enabled

DEVICE FEATURES

NEON
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Dual sim with mandatory sim one as Safaricom since most youth prefer a phone with two sim cards, it gives them a sense of expression and freedom to choose. Also since the market is saturated with phones with sim cards, they might be lured to be more like their friends or in any case someone who has an urge to migrate will be able to.

Size 6" focusing on recent phones that have had good sales the size was an important factor, such as the rise of the Infinix in Kenya, and with the content-creators age coming up, more would like to use their phones for viewing, this includes YouTube content, Netflix and others and what a better way than provide a sizeable screen

ROM 16GB, within our budget and in order to attract more people for our proposition, 16GB was okay for most people even though they asked for SD card slots to help with the storage. All these is due to the rise of online storage options which will allow more people to upload to their drive and download from without jamming the storage

OS 8.1, we settled for this since most Kenyans don't care yet about the version or complexity of the OS they're using.

Safaricom Neon Alpha

Prototype!

Android Enabled

DEVICE FEATURES

NEON
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3000mAh, with a less improvement with the last Neon, most consumers would be happy, a non-removable battery is usually a sign of a better device but most people didn't consider that while choosing a device. With a slight improvement in battery-life, those who compare will surely appreciate this for such a price.

Mainly for the urban audience, a sleek outlook was important. A design with thin edges and a wider screen was recommended. A front design like that of Tecno spark was mentioned amongst other very affordable phones.

The back camera would have been 8MP back and 8MP front, with a slight improvement to the last Neon, we focused on making the front camera better due to the age of content-creators as most people appreciate a better front camera. This will also work for digital classes amongst other activities.

Color should be black, gold and pigeon grey were highly appreciated. 9/10 preferred these.

Safaricom Neon Alpha

Prototype!

Android Enabled
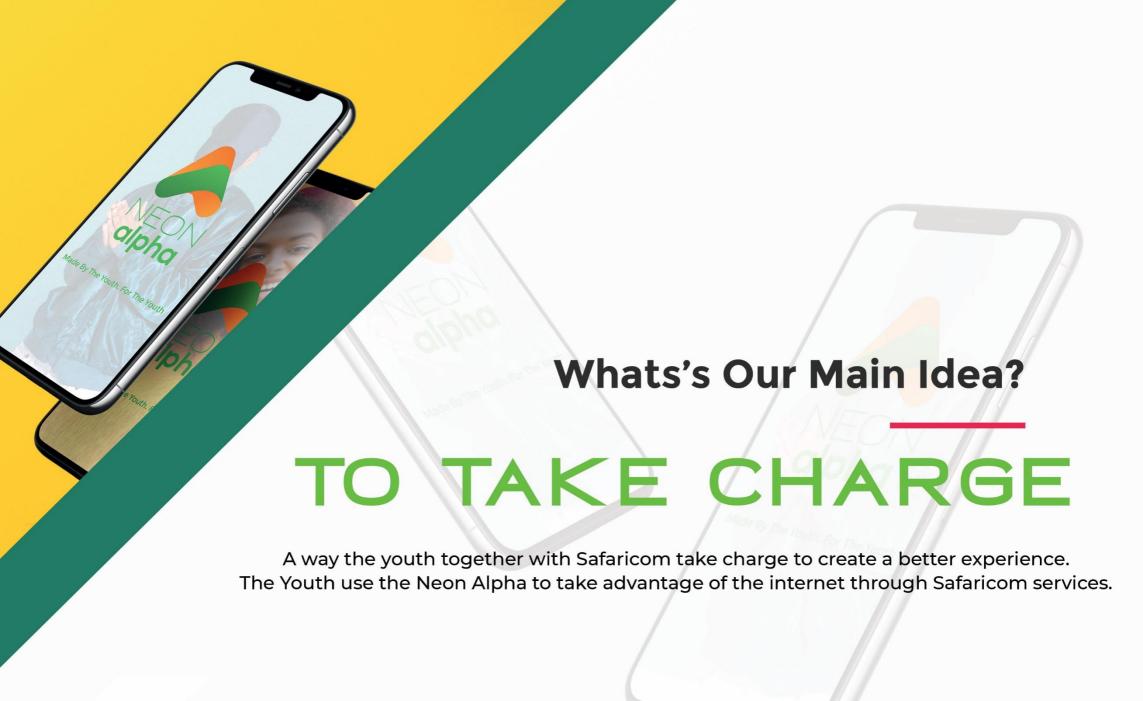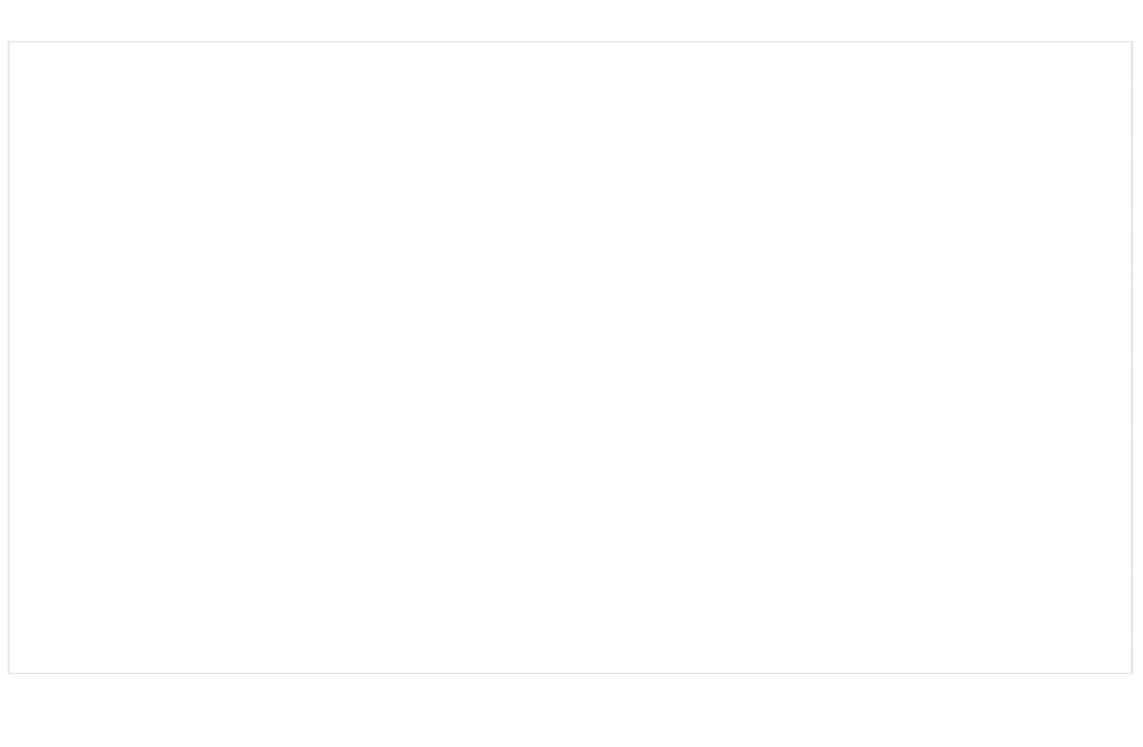
Product Packaging.

On the packaging, a magazine unlock would make our audience happier.

This will also come as an important factor during marketing campaigns, the use of covers, packaging transparent plastic covers with devices, this will allow ease of customization and use of stickers that may as well come from Safaricom. Thus, Neon Alpha stickers.
Hence the fashion/hippie oriented audience will appreciate.

On promotional purposes, air pods will also be configured.

What's's Our Main Idea?

TO TAKE CHARGE

A way the youth together with Safaricom take charge to create a better experience.
The Youth use the Neon Alpha to take advantage of the internet through Safaricom services.

NEON alpha

Customer's Data Experience

Due to the increase in data usage through social media sites, most users rendered Safaricom's data plan unsuitable.

- They would prefer an offer such as night 5GB @ 100 bob to trigger large downloads and huge consumption of online content by the youth during the night.
- Most users would like to use 300-500 for their monthly data plan with as minimum as 250MB usage per day. This would be okay for normal users who aren't internet savvy.
- Users would also be happy to know on how to get free data, or of they can have access to data during emergencies hence the postpaid services.

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Made By The Youth. For The Youth

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Marketing Campaigns.

With a total of 22M in budgeting this turned out more challenging especially to an election year approach.

Pre-launch campaigns.
- Social media hype on viral pages.
These include rumors on the new device and how it relates to the youth.
- Magazines and gazette news on a prospective device built specifically by the youth and for the youth.
- Narratives run by Safaricom on how the device could be, this would just entice the reader and create
   more awareness especially targeting the market of those finishing their secondary/primary school education.
- Neon Alpha take charge theme songs are launched.
- News on the series of Neon Alpha devices to be launched in the future.

Product Launch

- Main Ad is spread all through. Mainstream media, radio, Google ads.
- Theme song, thus Take charge first campaign, the Take Charge Tiktok/Twitter/FB/IG challenge based on the theme songs.

This will create awareness as well as spread the brand message for the youth to take charge of their lives, careers, government amongst others.

Programs like Teen Republik in the mainstream media, Hot 96 in the morning show by Maina, Pulse magazine, NRG, HBO, Kiss 100, Life & Style magazine were believed to have some influence among the youth which would make them more inclined to Neon Alpha.

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The Youth. For The Youth

Product Launch

On sales, giving free Neon Alpha airpods or the full package of the device would be given to competitions on Media that have a responsive audience.

On Social media, micro influencers would work in the first two months before macro influencers are hired in the third month.

These would settle for about 50 people with responsive audiences.

Since most young people would respond to something based on someone they know.
Micro would be people with followers from 5k - 50k.

- Macro influencers would be hired later to put emphasis on the importance of product.
- Promotion without much expenditure in media would need growth if the social

media sites, this will have to follow rules from the Instagram algorithm to make a page successful as tested and proved Thus exemplary branding.
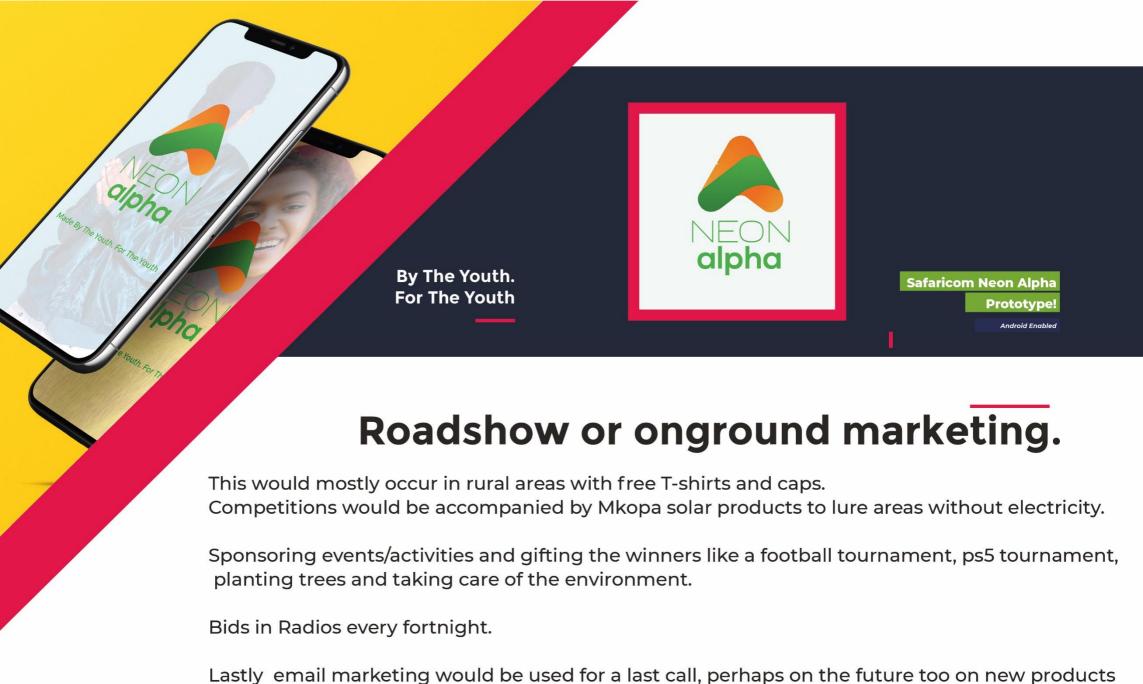
NEON alpha

Product Launch

Campaigns that would go all through would be;

- Battery life, this would trigger a rural audience based on the life cycle of device.
- Plastic transparent cover
- Airpods, which would be offered free for the early users
- Stickers, which would be used to trigger the hippie audience together with a transparent cover.
- Design/outlook campaign.
- Gaming experience on the phone.
- Grip ability, hence not able to fall.
- Download rate because of 4G network.
- Phone speaker.
- Phone camera.

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Roadshow or onground marketing.

This would mostly occur in rural areas with free T-shirts and caps.
Competitions would be accompanied by Mkopa solar products to lure areas without electricity.

Sponsoring events/activities and gifting the winners like a football tournament, ps5 tournament, planting trees and taking care of the environment.

Bids in Radios every fortnight.

Lastly email marketing would be used for a last call, perhaps on the future too on new products by asking Safaricom users and loyal customers for their emails.

NEON
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Roadshow or onground marketing.

Regular emails and as most Kenyans especially the youth seeking for jobs check their emails oftenly.

- A launch of a Neon Alpha ambassador competition that would run from the 1st to 3rd every month would be a great way to create awareness and cause more awareness and psychological appeal.

- Budgeting would be distributed according to the results after being measured within a given time-frame.

This would help minimize on losses and spending on unnecessary items.