

# **#MeMovin'**

## **Campaign**

Online prototype

<https://xd.adobe.com/view/b104837b-ac39-421d-b79e-eefe0dc968f3-e457/>

Github repository

<https://anasofich.github.io/Me-Mover-Website/>

Long video

<https://youtu.be/4NCmoaUzpTw>

Short video

[https://youtu.be/IEWN6iiO\\_dA](https://youtu.be/IEWN6iiO_dA)

## **GROUP 12**

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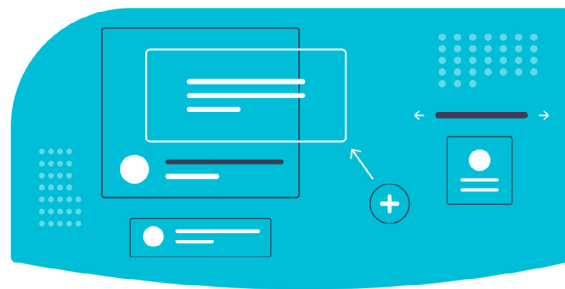
# 1. Introduction

## 1.a Introduction

Following the research carried out in the case of Me-Mover. A detailed plan was devised for the design in order to start conceptualising our campaign, and get it 'running'.

Through creating a campaign, we set out a purpose to give the Me-Mover a helping hand in the digital universe by creating new and rich media content using the knowledge we have gained from this module.

Our campaign aims to help Me-Mover in communicating their product with a focus on fitness. Thus, our content is centred around raising the awareness of the importance of fitness, health and an active lifestyle amongst the storm of the pandemic.



## 1.b Problem Area

In the midst of the pandemic, fitness has become more than challenging for some. Gyms are closed, phones are always distracting and not everybody has the privilege of having the space to work out in their home perhaps due to space or lack of equipment. The Me-Mover is the perfect solution to get people back on their feet in a fun way, with their multifunctional device.

However, the current marketing efforts of the Me-Mover, can be seen as a little washed out. Our research shows that people's first impression of the Me-Mover is that it's not so 'trendy' and 'cool' and primarily seen as a rehabilitation device. So our aim, is to turn that around with our ideal #MeMovin campaign based on a thorough development process using tools, methods and theories.

## 1.c Problem Formulation

“ In order to get people aged 30-50 back on their feet after the pandemic and into fitness, the Me-Mover needs to be seen in a better light, as a more relatable and ‘normalised’/trendy product.”

## 1.d Development Process

At the beginning of the project, we prepared a team canvas which set the frame for our cooperation and made sure the group was productive and stress-free.

Following that we have used Scrum to structure our teamwork during this project. We have been using daily scrum every morning during the project to reflect on yesterday's work and plan the tasks for the coming days. Linda has taken on the role of Scrum-master and has been holding 'daily scrum' meetings as well as being in charge of frequently updating the our Trello board and schedule and keeping an organised log of everything in Notion.

In order to structure our work we have followed the set out schedule given by the teachers which followed the flow of research, analysis, ideation, and design execution. Having used Notion as our backlog allowed us to keep an overview, distribute the tasks and update them continuously, which helped a lot when working remotely.

Throughout the process, we have used brainstorming as a method to develop our ideas. It was important to us that everyone's expectations and opinions matched, and that we shared a common vision. We used the concept of crazy eight to generate ideas and develop the concept of our campaign which was a method we had learnt in the 1st semester.

As a whole, we incorporated 'design thinking' throughout our process in order to generate creative ideas and add value to our campaign from research, ideation, sketching and refinement.

Overall our development process set the tone for how good we felt we had worked as a group, making this project a smooth and enjoyable process.

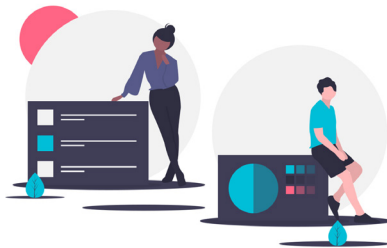


## 1.e. Tools, methods and theories

Throughout the development process, we made use of different tools, methods, and theories that would be beneficial for helping us keep everything organized and have a great overview of the project and what we wanted to achieve.

We made use of methods such as SCRUM, to keep our work and roles well defined and structured, as well as different online tools like Notion and Asana as mentioned above, to make sure we would meet all deadlines.

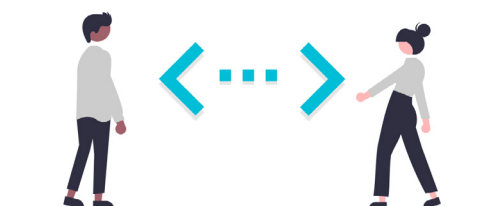
We used various methods taught in class in order to have a better idea of what to make our campaign about by getting a broader understanding of both the client and the user. We did this by conducting various researches. The most beneficial methods we implemented were the user research, sender analysis, data driven user research and digital behaviour, and competitor analysis.



Throughout these methods we used various tools such as Google analytics, Facebook analytics or Google Forms. These were very helpful to get to know what the company was lacking and what the users were attracted to in order to use that as a focus for our campaign.

When working on the video ideation and prototyping we implemented the Storytelling theory and Golden Circle method. The storyline is built upon 'the problem', 'the solution' and 'how-to' which is our call to action. We did this in order to get the users to relate to the story and at the end showing how Me-Mover can be the solution to their problem. We also made use of personas to create a digital consumer journey and make a storyline out of that.

Other important tools for our project were various apps from Adobe Creative Cloud and VS Code, in order to create the brand identity and image, the videos, and the campaign website.



## 2. The Process

### 2.a. Stages

#### Research

The first stage of our development process was the research stage, where we used different methods to get a deeper understanding of underlying problems and how the me-mover was perceived by the target audience. Using a mix of qualitative and quantitative methods for our user research, we conducted surveys by sending out a broad questionnaire to identify the real target audience and to uncover how we might expand it further. We conducted user interviews to gain a deeper understanding of values, perceptions and experiences, and later created a profile/resume of each participant to gain some insights and identify patterns.

By doing this, we discovered that Me-Mover focuses most of their marketing on facebook, but our research shows that almost all participants prefer instagram and spend their time on the social media discovering new things. We also discovered that most of our participants trust ads that show videos of real people using the product and are more willing to buy from them.

After having completed our own research, we focused on data driven user research and the digital behaviour of me-mover's users. By analyzing Google and Facebook analytics we found that Me-Mover's most used platform is Facebook, where most information about the product, the company and events is shared. However, after looking at its Facebook page analytics, results showed that they are not using this platform to its full potential and have a strategy that is not beneficial based on their analytics.

The conclusion of our research was that there is not enough brand recognition which attributes to potential customers not finding enough interest. We identified that the marketing strategy is not reaching the wide target audience set by the company and the visual identity is outdated and inconsistent.



## Translation

As previously mentioned, Me-Mover has divided their target audience into three segments; Fitness, rehabilitation and performance. Most of their marketing focus and effort lies in the rehabilitation segment, because of all the benefits you get from the product and because this is their largest and most profitable segment. Our research showed that the fitness segment has a lot of potential for expansion, and we therefore chose to narrow down the target audience for the campaign, to reach people in the age of 30+ with an interest in fitness or with the simple goal to move more throughout the day.

Our research showed that the fitness target audience found inspiration and discovered new things on the social media platform Instagram, which was also their number one preferred social media platform.



This led us to create a SoMe strategy for Me-Mover focusing mainly on Instagram and Facebook, using each platform with different intentions. The campaign will show as an ad on Instagram, reaching the fitness segment where they are looking for inspiration and motivation and redirect them to the campaign site with the sign-up form. Facebook will be used to create/give value to the community by sharing events and videos and offer support in community groups.



Since our target group spends most of their time on Instagram, it was important for us to give them some tools to create a community on the platform where they can connect and inspire/motivate each other, this will lead to increasing influence and awareness of the product and allow the target audience to grow. Our solution to this was to create a hashtag to go with the campaign: #memovin. Our campaign will be based around the hashtag which works as a call to action for the viewers to join the movement and allows for users to connect with other users or to influence new users and increase brand recognition.



With all this taken into consideration, we created a persona from the fitness target group.

A persona card for Trine Juul. On the left is a photo of a smiling woman with dark hair, wearing a light blue button-down shirt and a dark skirt, with her arms crossed. To the right of the photo is a white card with a blue border containing the following information:

**Trine Juul**

- 32
- Copenhagen
- Therapist
- Living with her husband

**Bio**

Efficient professional, who likes to keep busy and stay fit. Likes to be social with her friends and family, and is looking to create a solid workout routine outside of the fitness centre, now that they're all closed.

**Wants & Needs**

- She wants good value for money
- She wants to create a healthy routine
- She wants to be able to be active no matter the circumstances (weather/time)

**Social Media activity:**

- Instagram ●●●●●
- Facebook ●●●●●
- LinkedIn ●●●●●
- Twitter ●●●●●

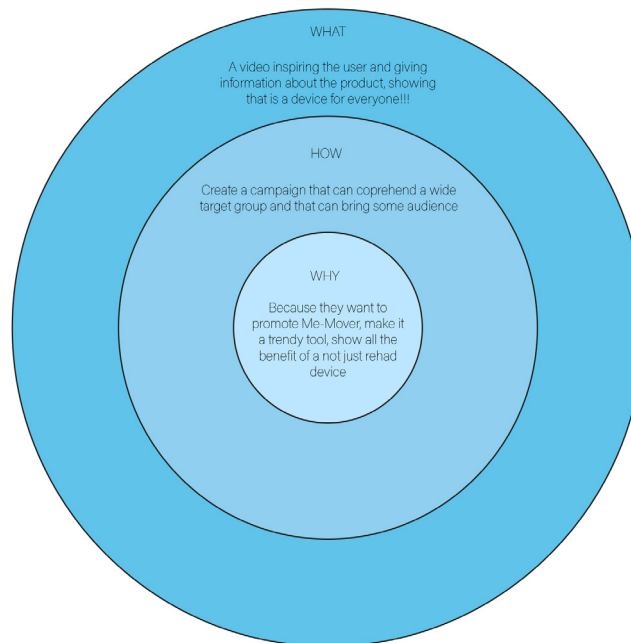
**Frustrations**

- Fitness centres are closed due to Corona
- She gets easily bored with regular workouts

This helped us to stay on track during the development process and consider the different challenges that this group might face.



To help us develop a content strategy and take us into the ideation phase we created a figure of the golden circle:



Now that all fitness centres etc. are closed due to Corona, we created content for the campaign that could motivate the audience to see the great possibilities of the product and inspire them to use it for a better lifestyle. This will also result in a positive brand recognition of a brand that looks further than their own profit.



# Ideation

## USER JOURNEY

The user journey sets out a visual representation of how Me-Mover is to retain and obtain their specific target group. The core of our dedicated consumer journey was made of surrounding 4 factors, fitness, community, motivation and loyalty.

## TRIGGER

The user is looking for an at-home workout machine and finds a multifunctional device, where she has the opportunity to have several workout machines in one, that she can also use for transport.

## TARGET GROUP

30+ 50/50 women/men. Active lifestyle + people who are looking to get more fit. Efficient. Stable economy, they want to invest in quality. People looking to get some exercise during corona.

## INITIAL BRAND CONSIDERATION

Targeted ads on social media. Instagram/Facebook videos.

Google searches.

Short video for instagram because attention span is shorter, colorful, motion graphics, relatable content.

Through our research we found that the target group prefers instagram as a social media, so we will focus our campaign on this platform, but still be present on facebook.

Video showing the benefits of the me-mover, home workout videos. Ads.

## ACTIVE EVALUATION

Finds the instagram profile / She sees a targeted ad on instagram.

She lands on the campaign website, with the signup form for at home workout videos and a link to buy/try/rent the Me-Mover.

How would we optimize the instagram?

instagram profile:

Active IGTV with workout videos, videos that show the me-mover in use

Hashtag: # Video challenges the user to upload their own videos.

## PURCHASE FLOW

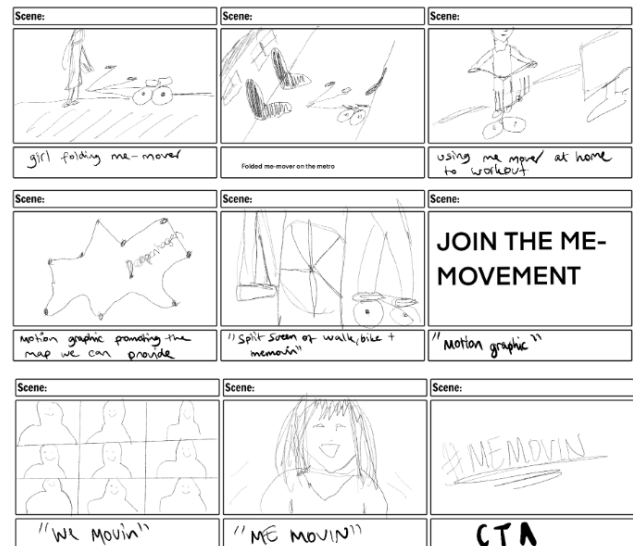
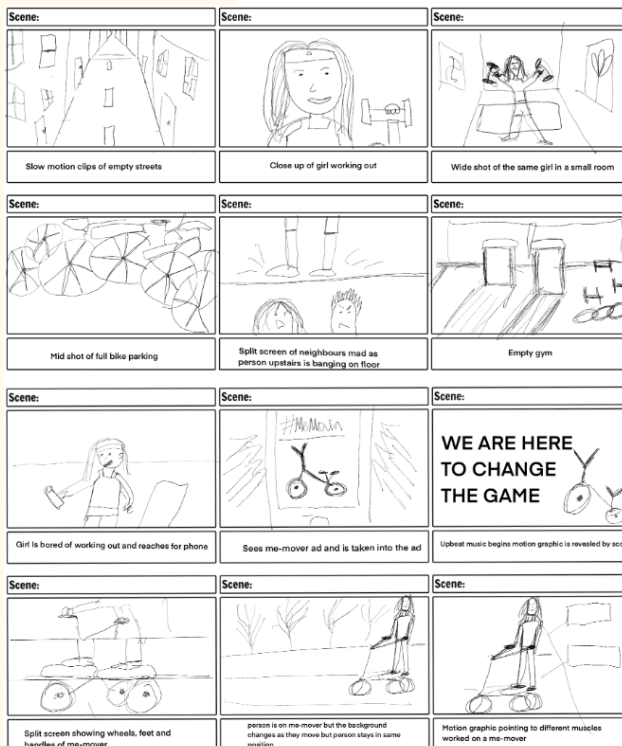
They go from ad -> Campaign site -> Shop

## LOYALTY

Login, newsletter, workout videos, social platforms / groups, community.

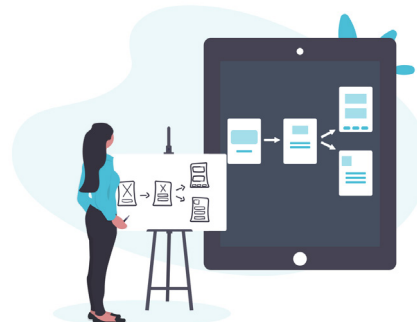
## STORYBOARD

Before shooting the video, we created a storyboard for reference. The campaign video aims to showcase all the challenges that people face trying to be active during a pandemic and then presents the Me-Mover as a solution.



## PROTOTYPING AND TESTING

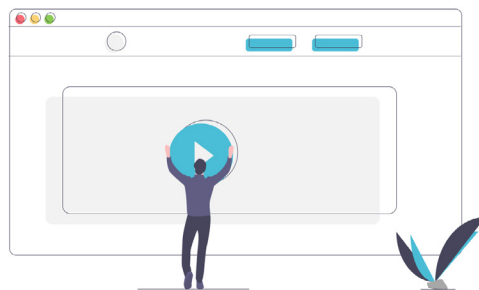
Based on the research, brand analysis and target group insight we created previsualization in the form of a website prototype in Adobe XD. Using Me-Mover's Design Guide, we were able to ensure that the content for the campaign matched the organization's desired expression. From here, we intend to later conduct some user tests to make sure that our campaign videos succeed to catch the attention of the target audience. Furthermore, we plan to conduct user tests on the campaign website, to uncover any usability issues and to make sure that the user flow directs the target audience to the signup form.



## TECHNICAL DOCUMENTATION

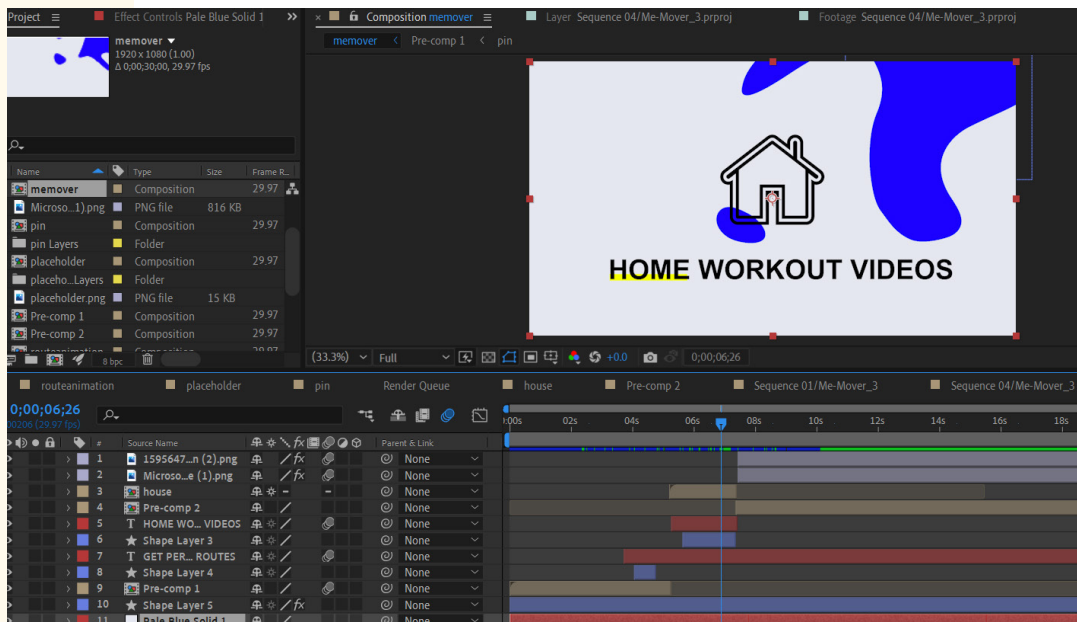
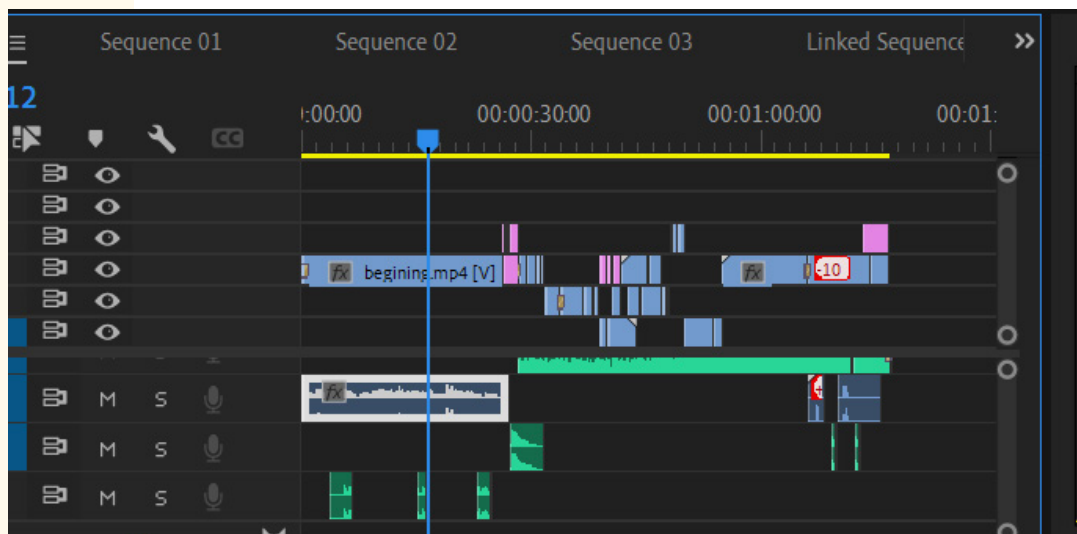
Once we had all the previous stages well defined and had a good idea of all the things we would need in order to have all the elements of the campaign, we started to make all our ideas and prototypes into the actual product.

We used different apps like Illustrator, VS Code, Premiere Pro, Photoshop, and After Effects to create the final solution.



## Video and Motion Graphics on Premiere Pro and After Effects

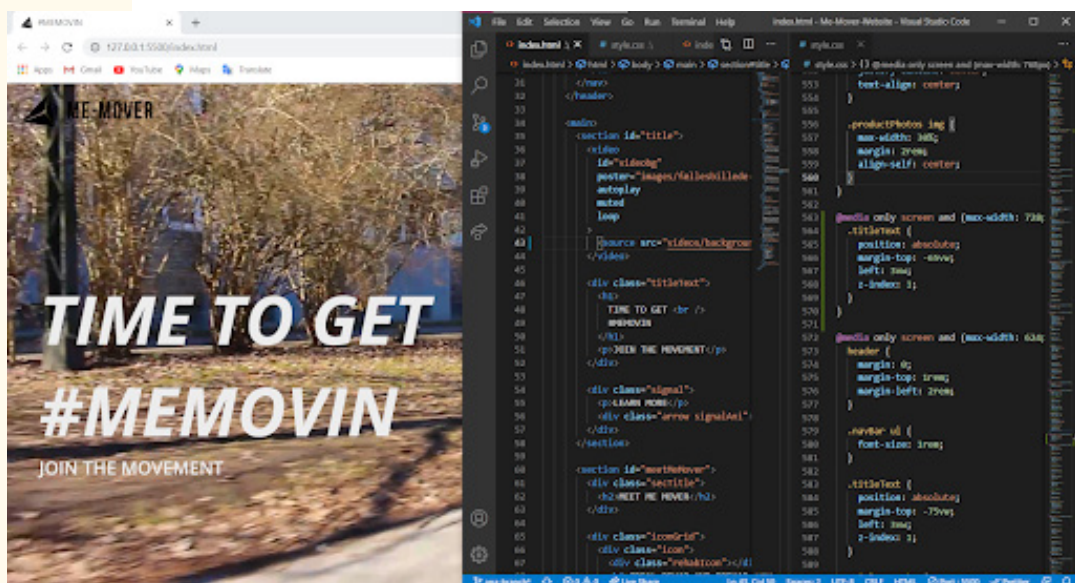
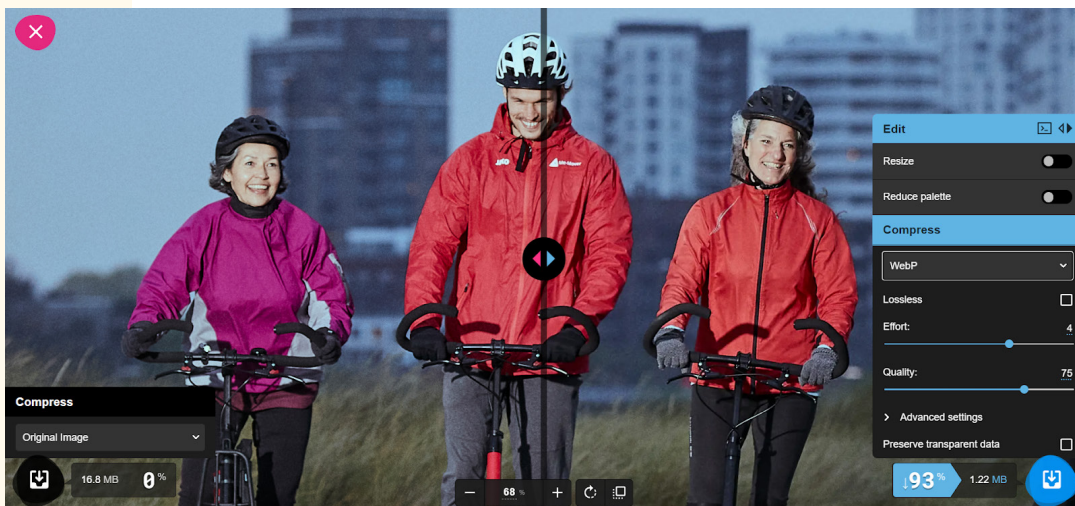
We used Premiere Pro as our main editing software but in order to challenge ourselves further we used After Effects to incorporate some more tailored visuals that allowed us to use vector files we created in Illustrator - we then used the "Adobe Dynamic Link" to link our project files together.



## Code of Website in VS Code

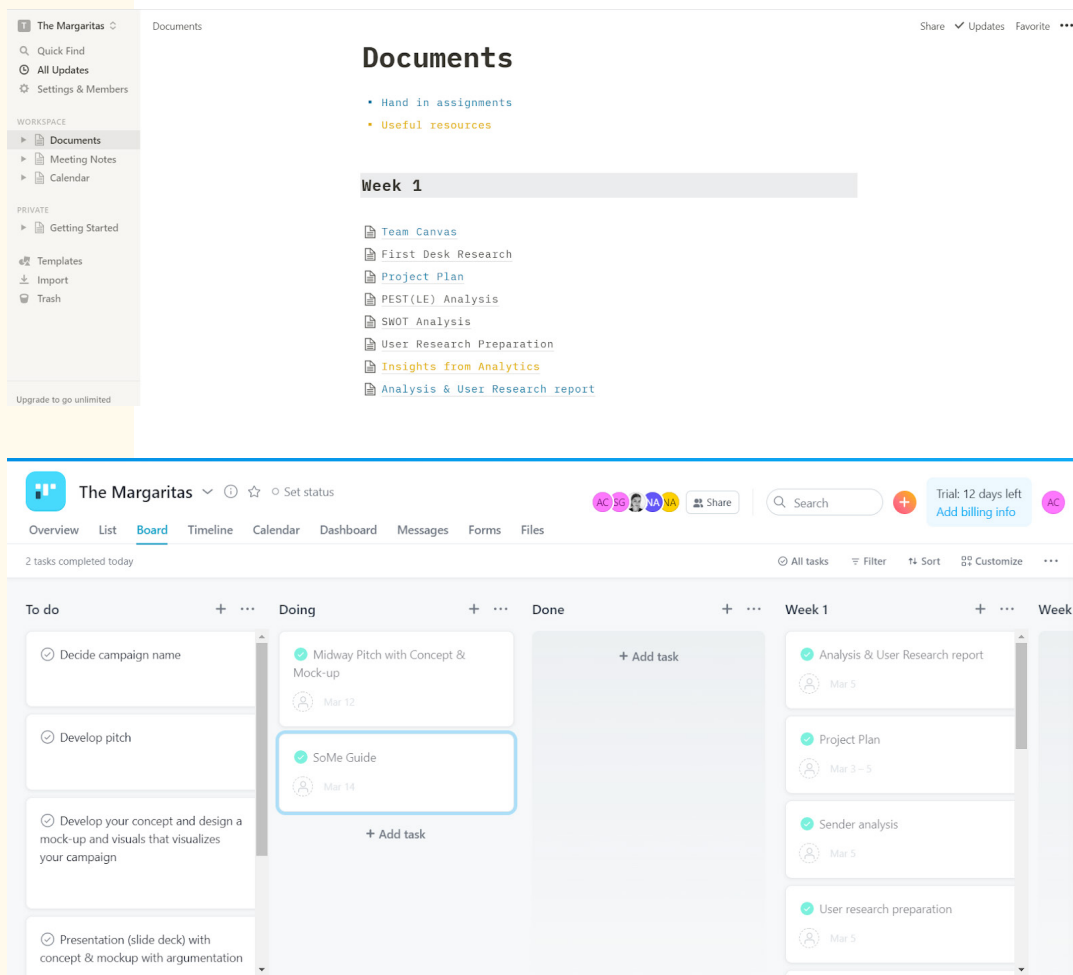
We coded our site on VS Code and used Git to be able to split the work and work on different branches. We aimed to create a website with a nice and crisp design, with an easy flow, and where it was easy to find information about Me-Mover and the campaign. We made use of videos, background videos and photos to make the layout even nicer. We also added a form in order to implement what we had learned in class about forms and used Netlify.com to store the data from the users provided in the form.

To further improve the optimization of the website, we used Lighthouse in the inspect tools to get advice on how to improve that. The main thing we changed for optimizing the website was the size of the images using Squoosh.app compressing them to a .webp format so that they would not take too much space and data helping the website to load faster.



## 2.b. Development process and relevant tools and theories applied

As mentioned above, early in the process we made use of different tools in order to structure our work and to make sure that everybody knew what to do and that we would meet the deadlines. Notion and Asana were very helpful tools in order to create shared files and also using the calendar feature which we updated weekly to have an overview of each week's tasks. What we usually did was to use Notion as a platform to collect all important meeting notes or as a draft for each assignment which we would then copy to Google Docs with every group member's parts.



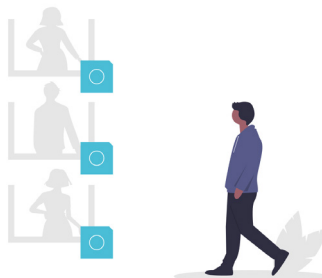


In the process of following the set out schedule given by the teachers we made use of the various tools, methods, and theories stated to complete each task.



We started off with the research, where we got different and helpful results from the ones conducted. After having done each research, we then analyzed all the data with the help of different methods and tools to know how to implement the results we got into our campaign.

With the user research we conducted surveys, interviews and observational research, in order to have a better insight of what the user thinks of the product, the company, and what would make the product more attractive for different target audiences. We made use of Google Forms for the surveys and used the “How-Might-We Statements” method to come with solutions. With the help of the result of the surveys and interviews, we were able to know what people think of the Me-Mover, either good or bad to use that feedback as a focus on our campaign.

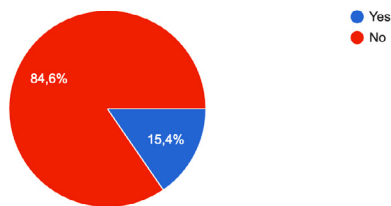




## Insight from the survey

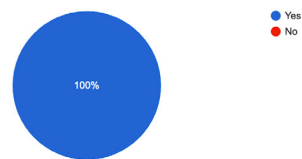
Do you know about the Me Mover?

13 svar



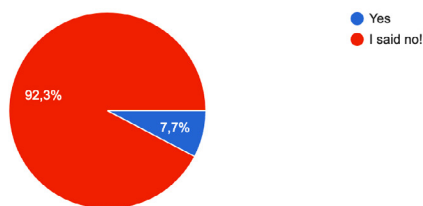
Are you on social media?

13 svar



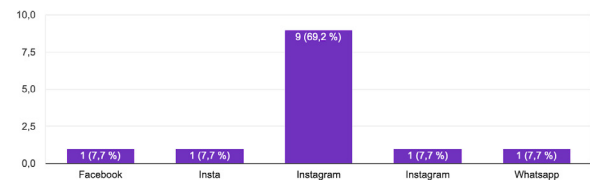
If yes, have you ever seen one in real life?

13 svar



What's your preferred social media?

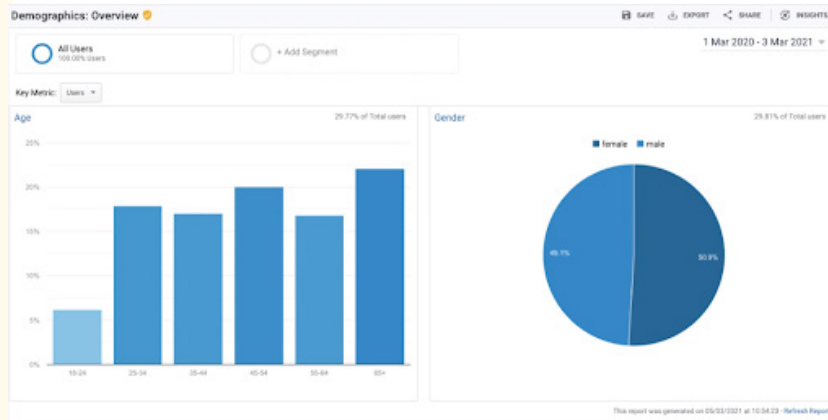
13 svar



The sender analysis was a great method which allowed us to understand the company better and what their main purpose is as well as what they want to achieve and convey through their products.

Through the data driven user research and digital behaviour we gained an even bigger insight into the users and what would be the better way to reach the right target audience as well as how to attract users from different segments. We made use of Google and Facebook analytics to get this information. These platforms were very helpful to know who the biggest target audience is, what SoMe platforms they mostly use, how they access Me-Mover's Website, how Me-Mover uses their SoMe platforms for marketing, etc. With these results it was easier to decide what our main focus on the campaign would be and how we planned on reaching and attracting users.

## Insights from data driven user research and digital behaviour



Country	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	16,731 (% of Total: 100.00%) (16,731)	16,816 (% of Total: 100.00%) (16,816)	22,017 (% of Total: 100.00%) (22,017)	55.13% Avg for View: 53.12% (0.00%)	2.82 Avg for View: 2.82 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00% Avg for View: 0.00% (0.00%)
1. Denmark	11,877 (70.82%) (11,877)	11,794 (70.14%) (11,794)	16,340 (74.22%) (16,340)	50.37% Avg for View: 48.32% (0.00%)	2.98 Avg for View: 2.98 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
2. United States	1,046 (6.17%) (1,046)	1,046 (6.17%) (1,046)	1,217 (5.53%) (1,217)	67.21% Avg for View: 65.21% (0.00%)	2.37 Avg for View: 2.37 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
3. Brazil	454 (2.65%) (454)	454 (2.65%) (454)	457 (2.08%) (457)	95.28% Avg for View: 93.28% (0.00%)	1.16 Avg for View: 1.16 (0.00%)	00:00:04 Avg for View: 00:00:04 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
4. China	357 (2.11%) (357)	357 (2.11%) (357)	357 (1.62%) (357)	98.32% Avg for View: 96.32% (0.00%)	1.03 Avg for View: 1.03 (0.00%)	00:00:05 Avg for View: 00:00:05 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
5. United Arab Emirates	346 (2.01%) (346)	346 (2.01%) (346)	349 (1.58%) (349)	94.56% Avg for View: 92.56% (0.00%)	1.23 Avg for View: 1.23 (0.00%)	00:00:10 Avg for View: 00:00:10 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
6. Netherlands	298 (1.72%) (298)	298 (1.72%) (298)	387 (1.76%) (387)	42.12% Avg for View: 40.12% (0.00%)	3.78 Avg for View: 3.78 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
7. Canada	294 (1.74%) (294)	294 (1.74%) (294)	313 (1.42%) (313)	83.71% Avg for View: 81.71% (0.00%)	1.81 Avg for View: 1.81 (0.00%)	00:00:48 Avg for View: 00:00:48 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
8. Azerbaijan	257 (1.54%) (257)	257 (1.54%) (257)	257 (1.17%) (257)	100.00% Avg for View: 98.00% (0.00%)	1.00 Avg for View: 1.00 (0.00%)	00:00:00 Avg for View: 00:00:00 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
9. Taiwan	256 (1.51%) (256)	256 (1.51%) (256)	259 (1.18%) (259)	96.91% Avg for View: 94.91% (0.00%)	1.15 Avg for View: 1.15 (0.00%)	00:00:10 Avg for View: 00:00:10 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
10. Germany	235 (1.40%) (235)	235 (1.40%) (235)	290 (1.32%) (290)	48.62% Avg for View: 46.62% (0.00%)	3.63 Avg for View: 3.63 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%




Primary Dimension: **Social Network** Landing Page: **Other**

Secondary dimension: **Sort Type: Default**

Social Network	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	5,204 (% of Total: 31.12%) (5,204)	4,953 (% of Total: 29.46%) (4,953)	5,704 (% of Total: 25.91%) (5,704)	53.58% Avg for View: 51.58% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:01:02 Avg for View: 00:01:02 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
1. Facebook	4,789 (91.89%) (4,789)	4,570 (92.37%) (4,570)	5,227 (91.29%) (5,227)	55.12% Avg for View: 53.12% (0.00%)	2.20 Avg for View: 2.20 (0.00%)	00:00:53 Avg for View: 00:00:53 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
2. YouTube	136 (2.61%) (136)	129 (2.61%) (129)	153 (2.68%) (153)	26.80% Avg for View: 24.80% (0.00%)	4.42 Avg for View: 4.42 (0.00%)	00:03:07 Avg for View: 00:03:07 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
3. Instagram Stories	118 (2.29%) (118)	111 (2.29%) (111)	121 (2.12%) (121)	54.55% Avg for View: 52.55% (0.00%)	2.82 Avg for View: 2.82 (0.00%)	00:00:25 Avg for View: 00:00:25 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
4. Pinterest	100 (1.92%) (100)	97 (1.92%) (97)	105 (1.84%) (105)	34.29% Avg for View: 32.29% (0.00%)	3.14 Avg for View: 3.14 (0.00%)	00:01:41 Avg for View: 00:01:41 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
5. Instagram	30 (0.58%) (30)	24 (0.48%) (24)	45 (0.79%) (45)	21.11% Avg for View: 19.11% (0.00%)	5.24 Avg for View: 5.24 (0.00%)	00:08:52 Avg for View: 00:08:52 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
6. LinkedIn	25 (0.48%) (25)	19 (0.38%) (19)	56 (0.98%) (56)	35.71% Avg for View: 33.71% (0.00%)	2.70 Avg for View: 2.70 (0.00%)	00:03:01 Avg for View: 00:03:01 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
7. Twitter	8 (0.15%) (8)	3 (0.06%) (3)	11 (0.19%) (11)	27.27% Avg for View: 25.27% (0.00%)	5.55 Avg for View: 5.55 (0.00%)	00:03:10 Avg for View: 00:03:10 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
8. Blogger	5 (0.10%) (5)	5 (0.10%) (5)	5 (0.09%) (5)	100.00% Avg for View: 98.00% (0.00%)	1.00 Avg for View: 1.00 (0.00%)	00:00:00 Avg for View: 00:00:00 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%
9. News	1 (0.02%) (1)	1 (0.02%) (1)	1 (0.02%) (1)	100.00% Avg for View: 98.00% (0.00%)	1.00 Avg for View: 1.00 (0.00%)	00:00:00 Avg for View: 00:00:00 (0.00%)	0 (% of Total: 0.00%) (0)	US\$0.00 (% of Total: 0.00%) (0)	0.00%

Lastly, with the help of the competitor analysis we were able to understand what position Me-Mover has in the market and what their competitors are doing to reach their target audience. It also allowed us to have a deeper understanding through the SWOT and TOWS analysis to know what their strengths, weaknesses, opportunities and threats are and to consider them in our campaign to create a campaign that will bring all that in their favour.

## Insights from competitor analysis

Competitive Landscape			
			
Strong SoMe Presence	●	●	●
Unique Product Design	●	●	●
Video Content	●	●	●
Community Based	●	●	●
Pasts Daily on SoMe	●	●	●
User Friendly Webpage	●	●	●

<b>Strenghts - Opportunities</b>  <i>The unique model means they can stand out from the crowd and local competitors on and offline</i>  <i>Their innovative solution means they will strive in the light of Covid lockdowns.</i>	<b>Weaknesses - Opportunities</b>  <i>Even though the branding is not very eye catchy, the product itself its - even for the wrong reasons it can still make people curious</i>  <i>Even though the branding is not very eye catchy, the product itself its - even for the wrong reasons it can still make people curious</i>
<b>Strenghts - Threats</b>  <i>Since they are working with ambassadors and influencers - this will increase their chances of their product looking 'attractive'</i>	<b>Weaknesses - Threats</b>  <i>Making their customers understand the utility of the device is going to be even harder when reaching markets that dont have regular cycle paths.</i>  <i>Since they are targetig 3 different customer segments the correct message has the potential to reach the wrong segement and could be interpreted wrong</i>

### Strenghts

Innovative Solution  
 Eye catchy, Unique Model  
 They are communicating in denmark where the cycle market is big and cycle paths are readily available  
 They are working with ambassadors and influencers

### Weaknesses

Their branding is not very eye catching and is not translated well throughout their channels  
 Since they have 3 different customer segments it can make the targeting for ads expensive and closes other potetnial opportunities  
 Making their customer understand the utility of the device - coms needs improved

They can stand out from the crowd in the streets and in SoMe

Personal Development and fitness is a major industry and theres alot of money there  
 Due to covid, the use of indoors gyms is limited making this product perfect for outdoor fitness

### Opportunities

Not every customer segment will be attracted to the same branding  
 Not every city and town has cycle paths, especially outside of denmark  
 Could have potential to not reach the right people

### Threats

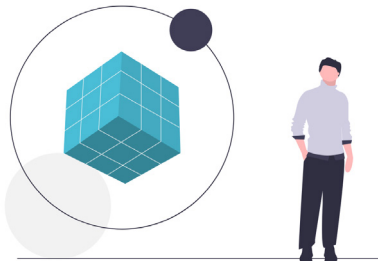
During the ideation and design execution we also made use of various methods, tools and theories.

For the ideation we started off by creating personas based on the results from our research. We created a theoretical digital consumer journey based on this personas which was very helpful to have an idea of what the trigger would be for people to get directed to Me-Mover's SoMe platforms through our campaign.

After having a viable digital consumer journey we used the Storytelling theory based on the results. With the help of this theory we created an idea and a storyline for our video that would have a story behind that people could relate to so that they would be interested in buying the product. We started by showing the problem which is the difficulty of staying active and healthy during the pandemic, the solution which is the multifunctional Me-Mover, and the how-to which is the call to action to buy a Me-Mover.



Regarding the video side of the project certain techniques and tools were used. Firstly in order to ideate our video concept we used the 3 step story telling method, which first established the problem, solution and finally CTA. Once having created the video treatment, it was time to conceptualise our storyboard, in this process we used various camera techniques such as rule of thirds and camera angles like over the shoulder, wide shot and various planning techniques which we eventually achieved through using a stabiliser.



When it came round to editing the video we used cutting techniques such as jump-cuts to give a dynamic feel to our video as well as speed up the video. Another video editing technique used was 'tracking' in after effects which allowed us to track a text title to the Me-Mover, so they moved in sync. Having also created illustrations we were able to use the function 'trim - paths' to animate the vector along with key frame animations.

With VS Code we created our website and used different Adobe Apps like Illustrator and Photoshop to create content for the website. We followed the design principles in order to give the brand an image and identity through the website, which is linked together to the design of the video. We also used Netlify.com for our website which will be very helpful to store the data from the users when they fill up the form.

# 3. Conclusion

## I. Goals reached

We managed to achieve most of the goals we had for this campaign and believe that the client will also find our findings and campaign valuable. Our main goals were to create a successful campaign for both us and the client, keeping track of deadlines and a neat work flow, and to get better at video editing and implementing the things we learned in class.

In terms of the campaign we achieved to solve the problem stated in the problem formulation, since after testing our campaign site we had very positive feedback from the various people we tested who were of different ages. People found the campaign website very easy to navigate and they mentioned that the information provided was very helpful. They also found the product attractive by watching the video and said that they could consider getting a Me-Mover, whereas in our first research just based on photos, people said they found the device awkward and would not be interested in getting it.

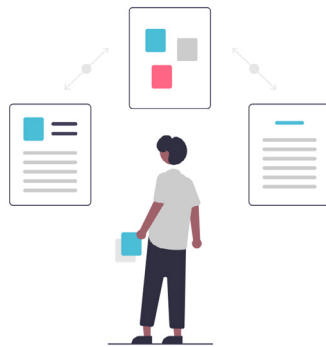
Regarding the team goals, each member was always on time with their part, there was good communication, and we always managed to help each other out if there were any troubles. This made the working flow very efficient and easy which made the process smooth and non-stressful.

Despite being able to meet deadlines and work at a steady yet relaxed pace, there was still not enough time for all the team members to do a bit of each task, so it was hard for all to improve and acquire new skills in regards to coding or video recording and editing.



## II. Clients' problems/challenges solved

We tried to make the Me-Mover look younger and a tool to have fun while exercising. We gave the user an idea of the perfect multitasking tool, practical and innovative. We focused our campaign video on Me-Mover as a device that solves a lot of issues correlated to the actual pandemic period looking at the community point of view. We offered the user perfect routes and outside activities with also paid fitness tutorials to keep the body trained indoor with the stationery possibility of Me-Mover.



## III. Future plans

For the future we would work more on the creation of a strict community connection focused first on the danish soil and then trying to expand it to the more interested zone. Through ads and partnership collaborations we would like to keep expanding the idea of the Me-Mover not just as a rehabilitation tool but also as a trend, transmitting the idea of a multifunctional device for indoor and outdoor that is incredibly useful to keep your fitness level and having fun at the same time.

We would also like to keep updated the SoMe platforms with some engaging video tutorials to stimulate our clients and always have something new to offer.

We would like to implement our video using real models that are comprehended in the target audience and give the video a more realistic situation.



**Documentation Report**  
**Me-Mover**

**Group 12**

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