

RB

REDBUBBLE



TEAM MEMBERS



BRYCE PETERSON
Account Manager

Fun Fact: My go-to comfort TV show to binge is actually Transformers! It's literally the best script writing I've ever experienced.



MICHAYLA JOHNSTON
Art Director

Fun Fact: I love running and travel, so I have a goal to run a half-marathon in all 50 states and each continent (other than Antarctica)!



SARAH SEAMAN
Copywriter

Fun Fact: I have been afraid of penguins since I was 2 years old!



MARIN ANDERSON
Media Planner

Fun Fact: I am so excited to be leaving on a mission to Sweden the end of April! I'm so excited to visit the land of Ikea.

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EXECUTIVE SUMMARY

TARGET MARKET

A raconteur is a storyteller—an expert narrator who relates to others in unique and authentic ways. The raconteurs that Redbubble targets are women ages 18-25 who want to emerge from the norm, and connect with those who feel the same. These women value fun and intrigue, and seek to express that sense of style in their clothes and accessories.

ADVERTISING STRATEGY

Our advertising strategy will create awareness and, ultimately, loyalty to Redbubble. Our campaign will show Raconteurs that Redbubble is their one-stop destination to find designs and accessories that are as vibrant and stylish as they are.

CREATIVE STRATEGY

“Anything but basic” is key for our target market to express themselves in the way that they want to. Our creative approach will show the Raconteurs that in a world full of ordinary, Redbubble is the brand that gets them.

PROMOTIONS

For the promotion, we will introduce a Redbubble summer pop-up museum/shop in SoHo. Visitors will be able to see the variety of products and designs that Redbubble offers through interactive exhibitions, packed with Instagram worthy photo ops and chances to purchase the products that they see displayed.

MEDIA PLAN

Redbubble is a gem that is not widely known. Those who are familiar with Redbubble only associate the brand with stickers as their main product. To raise awareness of Redbubble as a brand and highlight its wide variety of products, we plan to focus on social media presence especially in Instagram and Tiktok.





SITUATION ANALYSIS



CATEGORY & BRAND BACKGROUND

Redbubble is an Aussie born online marketplace created in 2006 by Martin Hosking, Peter Styles, and Paul Vanzella. Their aim was to give creatives a way to share their unique art with the entire world. What originally began as an investment proposition has become an award-winning website that has connected over 700,000 artists with millions of customers across the globe. Redbubble currently maintains offices in Australia, California, and Germany.

BRAND EVALUATION

Characterized by its cleverly playful style, Redbubble has grown over the years to be a driving force in the online marketplace world. While the company has often faced controversy in regards to trademarking and mature content, Redbubble is broadly considered to be one of the best print-on-demand online marketplaces for creators to sell their art without financial investment. While it is a reputable brand among artists, it is far less conspicuous and relevant to regular consumers as opposed to other brands.

S.W.O.T. ANALYSIS

STRENGTHS

- Free to use
- Website navigation is easy and intuitive
- Built-in customer base
- Unique marketplace setup (artists are able to customize their profit margin)
- One of the largest online selections of printable wall art
- Designs can be put on virtually any product
- Highly reputable brand

WEAKNESSES

- Very little customer support
- Smaller product catalog than competitors
- Explicit content shown on the website can be disturbing to users
- Limited to the audience on the Internet/online shoppers

OPPORTUNITIES

- Redbubble has a wide selection of products, yet consumers are mostly aware of stickers. There is opportunity to generate revenue from the more expensive items by advertising other products.
- There is an opportunity to earn seller loyalty by allowing artists to build their brand by offering a platform to connect users with the artist's personal catalogs/social media accounts.
- With all of the awareness campaign products sold on Redbubble, partnership with various charities and organizations could generate more awareness for both parties.
- Redbubble could sponsor pop-up shops/ in person artisan markets to reach consumers that are less online

THREATS

- People spreading word that Redbubble "rips off" artists
- Lawsuits over trademark and copyright
- Several products on Redbubble can be purchased for much cheaper on alternate websites

COMPETITIVE SUMMARY

DIRECT	STRENGTHS	WEAKNESSES
Etsy	<ul style="list-style-type: none"> Highly reputable brand Niche market targeting Low operational costs 	<ul style="list-style-type: none"> Low product availability due to niche categories Relies on support from sellers No price regulation
	<ul style="list-style-type: none"> User friendly platform Low price Integrates with other companies well 	<ul style="list-style-type: none"> Prints are low quality Customers express concern about where products are shipped from Geared more towards designers than customers
INDIRECT	STRENGTHS	WEAKNESSES
amazon	<ul style="list-style-type: none"> Leads market by huge margin Variety of products Global company that functions extremely well on a local level 	<ul style="list-style-type: none"> Ethical issues with reported working conditions Allegations of tax evasion Hindered by government regulations from country to country
	<ul style="list-style-type: none"> Gives power to the consumer to create Praised for customer service Customers can resell the designs they make 	<ul style="list-style-type: none"> Limited product selection Limited color options without minimum purchase Employees describe their company experiences negatively

PROBLEM STATEMENT

A majority of the target market is unfamiliar with Redbubble, and those who are are only aware of Redbubble's stickers.





ADVERTISING PLAN





ADVERTISING OBJECTIVES

- Increase sales by 10% through our strategic ads and promotion.
- Increase awareness of the Redbubble brand among 18-25 year olds.
- Inform and impress the target audience with Redbubble's wide selection and product versatility.

TARGET MARKET ANALYSIS

DEMOGRAPHICS

- Age: 18-25
- Gender: 60% Female / 40% Male
- Marital Status: Married/Single
- Income: Average income for this age range is 25k/year
- Education: Most enrolled at university or recently graduated, some just working

GEOGRAPHICS

While Redbubble is a global company with worldwide reach, our target market is heavily concentrated in the eastern United States college towns.

BUYING BEHAVIOR

Raconteurs are thoughtful and deliberate with their purchases. They value quality over both quantity and price, and tend to spend a majority of their shopping time online rather than in-store. They select products that stand out from the norm, and will set them apart from their peers. The average target market is at the awareness stage of the purchase funnel, so our focus is on moving them down the stages of the funnel through a high powered, exciting campaign that will influence the market to seek Redbubble out on their own.



PSYCHO GRAPHICS

- Raconteurs are passionate people who will boldly proclaim their interests, hobbies and passions with the outfits, decorations and aesthetics.
- Raconteurs take time to think through their decision before making it, so they don't fall for cheap gimmicks, they want high-quality service and products.
- Raconteurs take the time to smell the roses, meaning they appreciate the small things in life, like the effort small artists put into their creations and want to support them.
- Raconteurs desire connection with their peers, but also feel a need to respect their social battery. Consequently, they look to build relationships off of common ground and simple conversation.
- Raconteurs are caring people, so taking the time to be sustainable and reduce waste are important factors they consider before making a purchase even if it means paying more.
- Raconteurs never shy away from talking about their passions or interests.
- Raconteurs are brazen trend setters. They are unfazed by societal pressures, and are unashamed to make their opinions known.
- Raconteurs aren't the life of the party, but they'll be at every single one. You can find them living it up in their own "bubble", with all of their favorite people.
- Raconteurs take creative pursuits very seriously. Whether it's art class or hangman, they'll blow the regulars out of the water with the sheer power of wit and imagination.
- Raconteurs appreciate trust. If it's tacky, sketchy, or just plain lame, it's a no-go.



DAY IN THE LIFE: HAILEY

- Age 22
- Senior in College at KU
- On-Campus Graphic Designer
- Hobbies include: Video games, Music, Thrifting, Hiking & Painting



7:24 AM

Hailey puts thought into everything she does, including the perfect moment to wake up and start the day. 7 is too early, and 7:30 is overdone. 7:24 allows for the most flawless of mornings. She rolls out of bed, picks her favorite workout set, and steps onto her apartment patio to start her morning yoga flow.

8:30 AM

Hailey puts thought into everything she does, including the perfect moment to wake up and start the day. 7 is too early, and 7:30 is overdone. 7:24 allows for the most flawless of mornings. She rolls out of bed, picks her favorite workout set, and steps onto her apartment patio to start her morning yoga flow.

9 AM

Now that she's ready for the day, Hailey grabs her keys and heads to campus for her first class. She turns on the new Lizzy McAlpine album and cranks the volume all the way.

12 PM

Classes have been pretty boring so far. Luckily Hailey was able to keep herself awake by reading a few chapters out of her latest fantasy series.

3 PM

Once classes are done, Hailey heads to the campus communications building to get some work done. She pulls out her laptop that she's decorated with as many stickers as she could fit. She loves to reflect her interests and experiences on her things, and Redbubble has been the best place for her to find the very thing she's looking for.

6 PM

As Hailey gets to her front door, she's excited to see that her order from Redbubble has been delivered. She ordered a Bauhaus shirt since she'd been getting into the art style in her design classes. It would be perfect to wear to karaoke tonight. Even though the work day was ending, the best part of the day was just getting started.

9 PM

Karaoke night was perfect. Hailey looked and felt fantastic and she crushed her performance of Landslide. But the best part of the night happened once she stepped into the bathroom to fix her hair. Just as she was finishing up, another girl stepped out of the stall and told her that she loved her shirt. They talked about Bauhaus for 10 minutes, and it turned out they had more in common than just art. They ended up talking for the rest of the night. It turned out they both went to KU and they made plans to go thrifting together. By the time she walks out of the building, Hailey is sure she just met her new best friend.

11 PM

By the time Hailey gets home, she's exhausted but satisfied with the day. She gets through her nighttime routine quickly and finishes the night playing Animal Crossing and mentally planning tomorrow's outfit.

PRODUCT POSITION

CURRENT

Redbubble currently targets creatives through limited social media advertising to draw more creatives to their site to create more products for them.

DESIRED

We aim to inform Redbubble consumers of products and connect them to the niche audiences they enjoy. We want Redbubble to be seen as unique and relevant to anyone with an interest. Our target market should recognize that there is more to Redbubble than meets the eye, both in products and in branding.



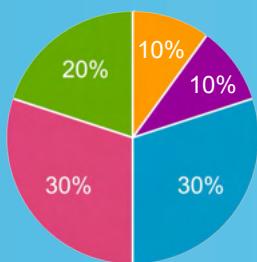
RESEARCH FINDINGS

SURVEY RESULTS

Summary: With our survey, we set out to gain insight on the Raconteurs—what inspires them; what moves them; most importantly, what drives their buying behavior. From our findings, we gathered that our audience treasures self-expression, connections, and belonging.

At the same time, it is just as important to a Raconteur that all of this is done in a way that they feel comfortable with. They value trustworthiness in a company by a wide margin and consider themselves to be significantly more deliberate than impulsive. When it comes to the Redbubble brand, only about 30% of research participants had actually purchased from the website before. While those who had seemed to be generally satisfied with the product, they were not highly impressed.

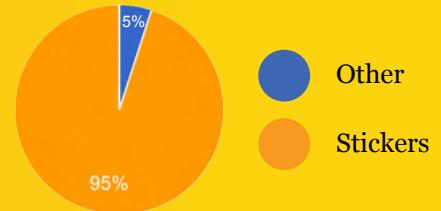
- Most 18-25 year olds make purchases online about once a month (53%)
- People were pretty evenly split between our qualities like introverted/extroverted and innovative/conventional, but there was a big difference between the others. Most survey takers heavily identified as deliberate, expressive, and humorous
- 93% of survey takers selected trustworthiness as a quality that they look for in an online company, with creativity as the runner up at 65%
- Only 30% of our surveyed group has actually purchased from Redbubble before
- 100% of those who have purchased from Redbubble purchased stickers. Other products were purchased significantly less.
- Most purchasers of stickers display them on laptops (59%) and waterbottles (24%)
- 95% of purchases made from Redbubble were for stickers.
- Most were generally satisfied with their purchases, but a few were extremely dissatisfied
- Most seem to identify and connect with positive attributes of creativity, art, expression, and belonging
- Only 3 of our respondents do not identify as female



Other Products Purchased With Stickers



RESEARCH FINDINGS



FRIENDSHIP GROUP RESULTS

- Stickers are by far the most purchased item from Redbubble, and in the case of the friendship group, especially during the transition from high school to college
- Stickers that are purchased come from many different themes, from TV shows to musical artists to social causes
- One of the friends voiced doubts about Redbubble's authenticity, while the others appreciate the quality and support it offers to original artists.
- There was skepticism about Redbubble's website design, with most finding it sketchy.
- The stickers seem to serve as a bridge between introverts and extroverts, sparking connections in classrooms and beyond.
- Sustainability, good reviews, and fair prices are big factors in the online shopping game, with people wanting to support brands that offer diversity and originality.

FRIENDSHIP GROUP STATEMENTS

- “If I’m spending more money per sticker, it’ll last longer.” - Hailey H.
- “I think individuality is important, especially for college students, because I’ve had conversations started by certain stickers based on shared interests.” - Sophie I.
- “It’s an easy conversation starter, cause I think a lot of times you just come up dry with what to talk about.” - Hailey H.
- “I have a lot of social cause stickers on my computer, and that helps other people know that I’m an ally to them.” - Savannah C.
- “The cost of having those relationships with my social battery is like, I’ve got to balance that. So stickers help because they make it easier to start conversations” - Hailey H.
- “Humans in general want to bond with people and things.” - Sophie I.
- “It’s that craving for connection. All of us bought our stickers right when we were a senior in high school and going into college, because we’re leaving everyone we know and entering this brand new spot.” - Hailey H.
- “It’s almost a desperation to build a community where you’re at.” - Hailey H.







STRATEGY

PROBLEM STATEMENT

Most 18-25 year olds are unfamiliar with Redbubble. Those who are aware of the brand are only aware of the sticker selection.



KEY INSIGHTS

CONSUMER INSIGHTS

- Looking Stylish
- Communication (Sending a message, making a statement)
- Meaningful connection with others
- Finding common ground
- Friends who value the same causes
- Good ethics
- Humor is important
- Trustworthiness
- Deliberacy

BRAND INSIGHTS

- Opportunity to express themselves
- Opportunity to connect with people
- An identity that other people can relate to
- An easier way to make friends
- A way to state your individuality
- Solidarity

STRATEGY STATEMENT

For raconteurs who want to stand out to fit in, Redbubble helps them show off their inner selves.



RB



CREATIVE PLAN



CREATIVE STRATEGY



“Anything but basic” is key for our target market to express themselves in the way that they want to. Our creative approach will show the Raconteurs that in a world full of the ordinary, Redbubble is the brand that gets them.

TONE & MANNER

Our campaign will generate awareness and excitement for the Redbubble brand through bright, quirky images featuring stylish individuals showing off Redbubble products. Employing the use of bright colors and bold fonts, our campaign will draw viewers in and entice the Raconteurs to seek Redbubble out. Our tagline, “anything but basic” encapsulates the objective of both our target market and Redbubble—to stand out from the crowd, and find kindred spirits in the process.

DON'T FUMBLE THE BAG!

Here you'll find
bags that make
you stand out.



If you're into it, there's a print for it. With designs by thousands of artists, Redbubble has your next favorite accessory in the bag.



REDBUBBLE
anything but basic.

TOO GOOD TO KEEP UNDER WRAPS.

Here you'll find
wraps that make
you stand out.

Your style is unrivaled. You deserve a brand that can be the same. You won't want to keep these scarves under wraps.



REDBUBBLE
anything but basic.



RedBubble

Digital Ad #1:
Instagram Post

THE GIFTS ARE GASP WORTHY.



146,934 likes

RedBubble Find the stand out gift that's perfectly unique for the people that are perfectly unique.

Visit RedBubble.com

#redbubble #anythingbutbasic

[View all 16 comments](#)

Digital Ad #2:

TikTok Filter

Following · For You



RedBubble

Pick the Perfect RedBubble
Hat with the new
#FindYourFit Filter from
RedBubble! Visit
RedBubble.com for more!

#findyourfit #filter



Home



Friends



Inbox



Profile

Alternative Ad #1:
Mirror Ad



Alternative Ad #2:
Digital Billboard



Alternative Ad #3:

Bench Ad



Alternative Ad #4:
City Mural Photo Op



SALES PROMOTION

SALES PROMOTION

Redbubble will introduce a pop-up shop in SoHo from May to August, during New York's high season. The shop will be laid out like a museum with highly interactive exhibits that feature real Redbubble products. With plenty of photo opportunities, visitors will be encouraged to share their experiences with the shop on social media. There will also be an opportunity at the end of the museum to purchase the featured products and take souvenirs home. This will generate awareness for the Redbubble marketplace, and establish the brand as a unique, authentic brand that values fun and originality.





MEDIA PLAN

MEDIA STRATEGIES

Print Ads

- “Redbubble’s print ads will be placed in two of our raconteur’s favorite magazines: Seventeen and Cosmopolitan. These magazines aim to target roughly the same audience, allowing Redbubble to reach their people. Our “Don’t Fumble The Bag” ad will be placed in Seventeen’s magazine, while “Too Good to Keep Under Wraps” will be placed in Cosmopolitan’s ad.

Digital

- “To create a digital presence, Redbubble will promote their “The Gifts Are the Best” ad. To create more interaction with Redbubble and our target market, we will create a TikTok filter randomly assigning a hat sold on Redbubble to show the variety of hats available.

Alternative

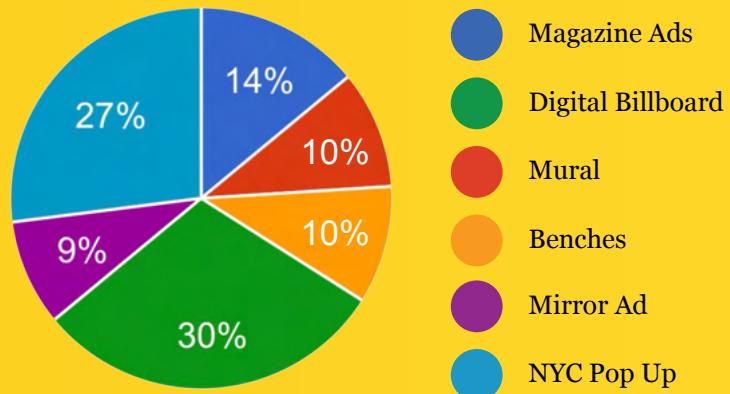
- Redbubble values sustainability, and who better to partner with than our local farmers’ markets to share customizable products that help the environment. At farmers’ markets throughout the country, mirrors with a Redbubble apron product decal and tagline “Spice Up Your Apron”, allowing shoppers to see themselves in the product.
- As customers purchase from Redbubble, an option will be added at online checkout asking if they would like their name and the product they purchased to be displayed on digital billboards in their local city, with the tagline, “Customer’s Name* Has Got This In The Bag”
- Benches covered in stickers will be placed in big cities around the US that specifically relate to certain aspects of the city, to show our target market that Redbubble has stickers that relate to their favorite spots. These city benches will be placed in cities including New York City, Boston, Washington DC, Chicago, Los Angeles, and San Francisco.
- Artsy hand painted murals will be placed with the tagline “The Best People Wear Many Hats”, allowing for our target market and general

SCHEMES

- Redbubble's print and digital advertisements will follow a pulsing advertisement schedule.
 - Our magazine and digital ads will be ramped up during the summer and holiday months, June through August, and November through December
 - Our Alternative Ads including the sticker bench and the mural will be up and present all year.

BUDGET

- Magazine Ads – 700K (14%)
- Digital Billboard – 1.5M (30%)
- Mural – 500K (10%)
- Benches – 500K (10%)
- Mirror Ad – 450K (9%)
- NYC Pop-Up – 1.4M (27%)



CAMPAIGN EFFECTIVENESS EVALUATION



KEY PERFORMANCE INDICATORS

- Increased overall sales
- Increased awareness
- Increased number of shares and follows on social media platforms

