



CHEMOTUO



AGENDA

03

TARGET AND
PERSONA



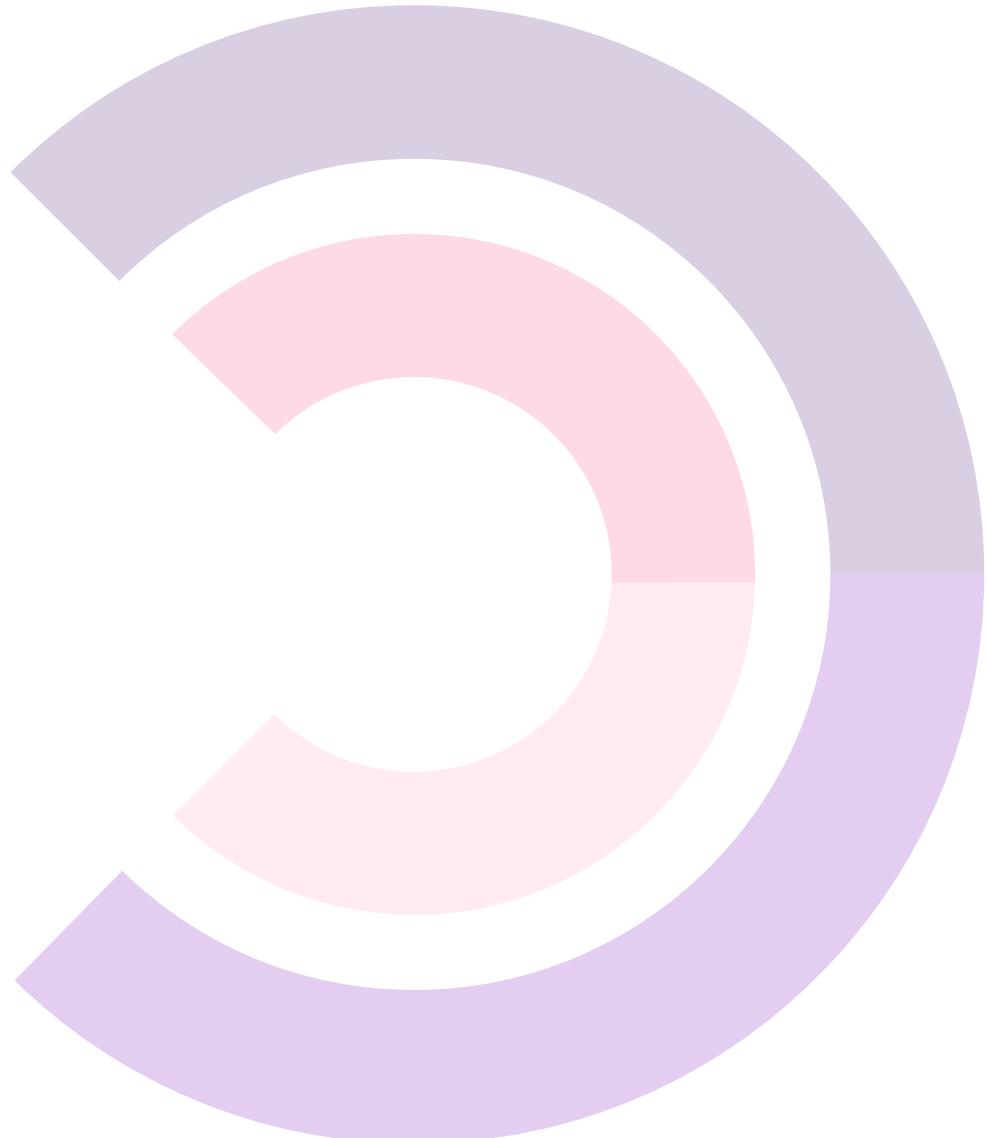
07

CAMPAIGN
DESIGN



25

BUDGET
PLANNING





MILLENNIALS

21-36 y.o.
Mid-Lo Income



GEN-X

36-55 y.o.
Mid-Hi Income



BABY BOOMERS

55-67 y.o.
Hi Income

NO USER OF
SHARING MOBILITY -
NOT INTERESTED

NO USER OF SHARING
MOBILITY -
POTENTIALLY
INTERESTED IN
ENVIRONMENTALLY
CAUSES

USER OF
SHARING MOBILITY

MARKET STRUCTURE



MILLENNIALS

21-36 y.o.
Mid-Lo Income

NO USER OF SHARING
MOBILITY -
POTENTIALLY
INTERESTED IN
ENVIRONMENTALLY
CAUSES

GENDER
Male

AGE
23-24 y.o.

LOCATION
Milano - lives with roomates

OCCUPATION
Student

LIFESTYLE
traveller, sporty person
(because he usually uses
the bike), studious guy.

INCOME
Mid-Lo income

ATTITUDE TOWARDS
SOCIAL ISSUES
Responsible and self-confident
(because he feels safe to try the service)

THE TARGET



ARTURO ROMANO

♂ GENDER: MALE

📅 YEAR: 24

📍 LOCATION: MILAN - lives with roommates

💼 OCCUPATION: STUDENT

○ TIER: ENTHUSIAST

BIOGRAPHY

Arturo comes from Perugia. He took bachelor in Management Engineering in Pisa, and now attends the Master of Science in International Business at Politecnico di Milano. Since he lives in Milan, he has always used public transportation to move around the city. The issue of attention to the environment is deeply felt among his colleagues and roommates, and this has led him to consider this aspect in many daily actions.

“Everybody can walk through
a smarter planet.”

GOALS

- Travel protecting the environment
- Save money
- Save time
- Freedom from public transportation

FRUSTRATION

- Reliability and punctuality of public transportation
- Too much time spent on public transportation
- Prefers to save money for other interests

MOTIVATION

- Price
- Safety
- Punctuality
- Social
- Environmental-friendly
- Smart

TECHNOLOGY

APPs

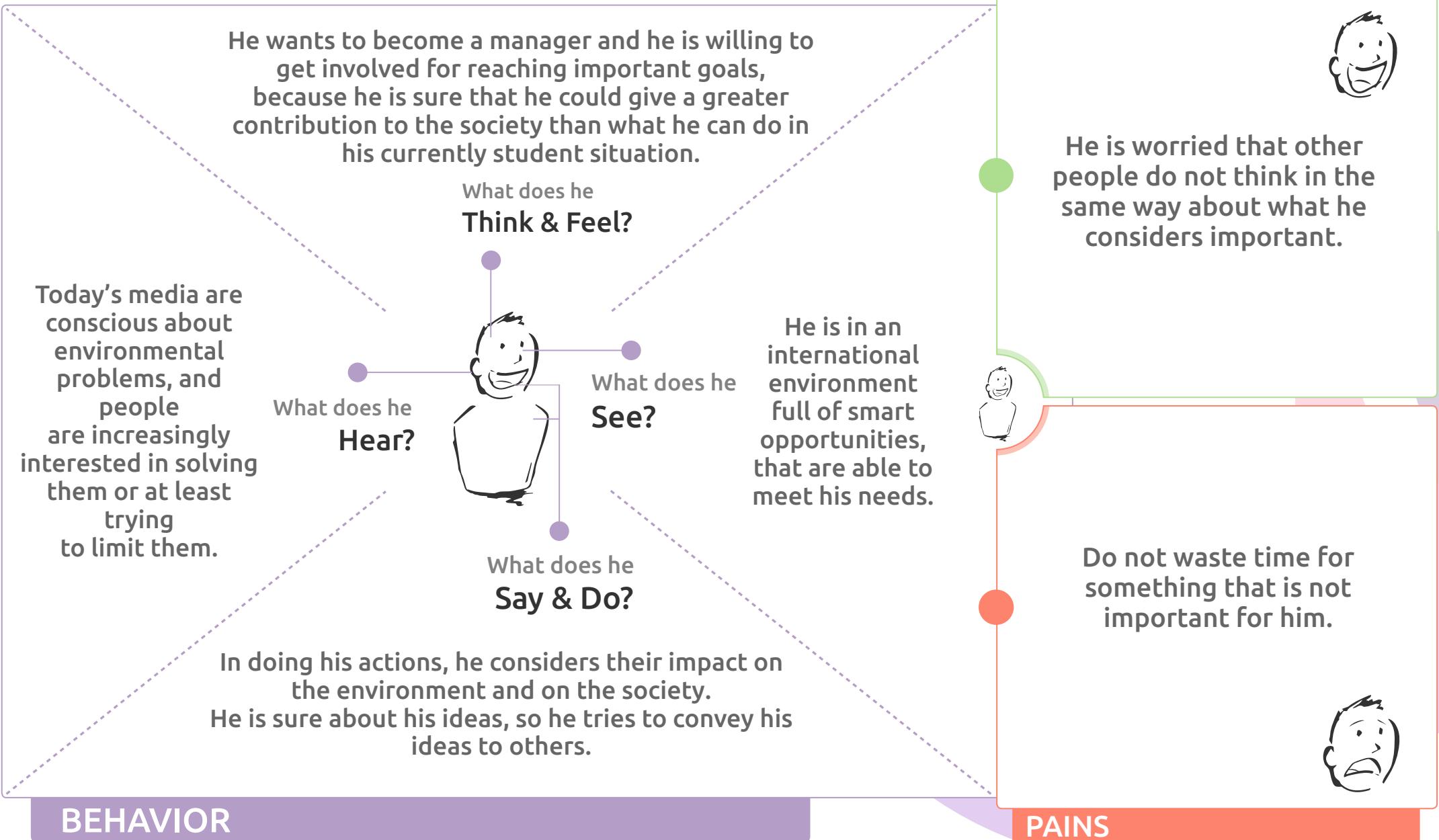
SOCIAL NETWORK

IT and Internet

Software

BRANDS





THE COLOR

Purple combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power and ambition.



CHEMOTUO

THE LOGO

The logo is a redesign of the wheel of a scooter; that is composed by the tire (the darker external part) and the engine that move all the scooter (the lighter internal part).

THE NAME

The China is the first manufacturer of scooter in the world, so the Chinese translation of "SCOOTER" is "Mótúō chē"; From this translation born the name of our company.

THE BRAND

WHY

To be one of the reference brands for Milan citizens and commuters in the Italian micromobility space.

WHO

Our service is addressed to Milan citizens aged between 20-40.

HOW

Proposing a real advantage in terms of safety, environmental sustainability, optimization of costs and time.

WHAT

Focus on the reduction of polluting vehicles in the city and on the sustainability of this new type of mobility.

WHERE

Mobile APP and Milan streets.

THE CREATIVE CHOICE

CAMPAIGN DESIGN

CHEMOTUO

HOME ABOUT US SERVICE CONTACT US

Scooter Sharing Milan

Live everyday with Chemotuo

APP DOWNLOAD

68%

CHEMOTUO

Home About Us Service Contact Us

Scooter Sharing Milan

Live everyday with Chemotuo

APP DOWNLOAD

32%

We have performed a survey among our friends to identify the best landing page for our marketing campaign. Between the two proposals that we have shown to the samples, the favourite one turned out to be the first.

THE BENEFITS

CAMPAIGN DESIGN

PRODUCTIVITY

The user contributes to the creation of a eco-sustainable and easy type of mobility.

Using the service, you allow the company to create a fleet made by safe, well designed and comfortable to use scooters for everyday.

RATIONAL

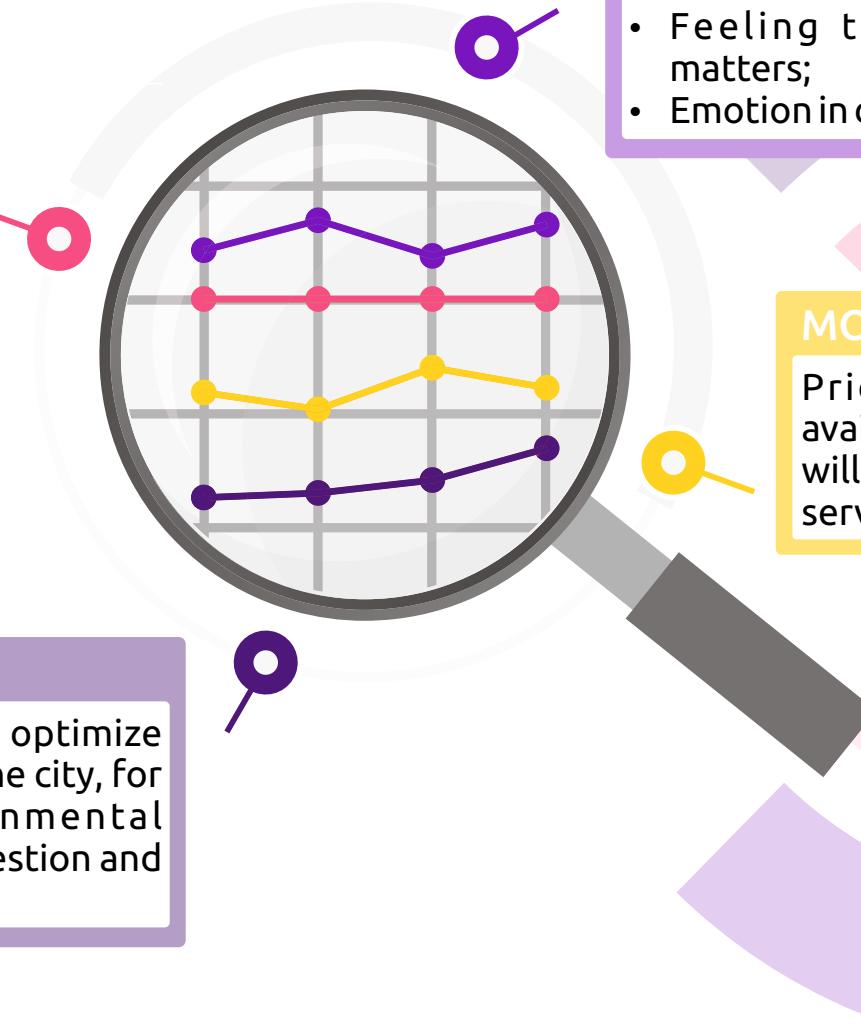
People use this service for optimize costs and times of travels in the city, for safeguarding the environmental situation, reducing road congestion and noise pollution.

EMOTIONAL

- Satisfaction in supporting an environmental cause;
- Feeling that the contribution matters;
- Emotion in driving an electric scooter.

MONETARY

Price is in line with the target's availability of money and their average willingness to spend for this type of service.





THE INSIGHT

Citizens are not only concerned about the environment, but the real push they have to change means of transport is the relationship between time saved, cost incurred and safety.

REALITY

Citizens are lazy, they do not change their habits unless they see a concrete advantage.

RELEVANCE

Our service is a compromise between all the relevant factors for the citizens of Milan (environmental attention, safety, cost and time saving).

RESONANCE

Milan is a multicultural and modern city, whose citizens are attracted by the new proposals, but they must see real advantages in order to accept them.

REACTION

Students are open-minded people, so they are willing to try new proposals and probably they will take into consideration our service.

THE SCOOTER

THE LED DISPLAY

The LED display to show remaining power and driving, so that you can see the situation of the scooter. Three riding mode, energy saving mode (ECO), standard mode (D) and sport mode (S), you can switch between them by continuously pressing the button twice, so as to cope with different riding environments easily.



THE BRAKES

The disc brakes installed on the scooters guarantee immediate and safe braking in all conditions. Further braking can be achieved by pressing the mudguard on the rear wheel.



CAMPAIGN DESIGN

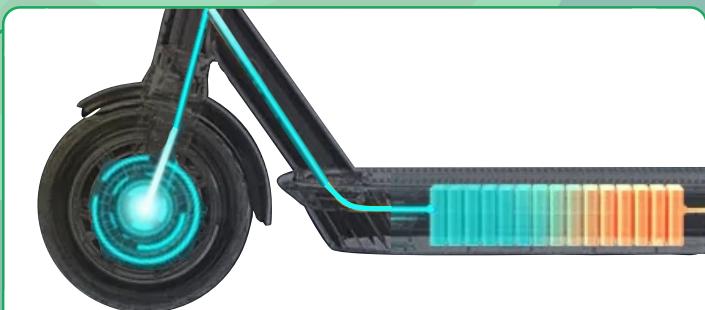
THE LED LIGHT



To ensure a safety usage during all weather condition and during the night all scooters are equipped by a LED light.

KINETIC ENERGY

The electric scooter is equipped with an energy recovery system for the car. During driving, pressing the brake or releasing the throttle will automatically enable the energy recovery system to convert some kinetic energy into electrical energy for storage and reuse.



COMPETITORS



COMMON FACTOR AND TIPICAL CUSTOMER JOURNEY

- Simple and easy application;
- Zero emission;
- Water resistant hardware;
- Hot-swappable batteries;
- From 65 to 80 Km with full charge;
- 63 times less CO₂ than a car;
- 270% faster than ride sharing (car pooling);
- Eco-sustainable commitment stretched from the production of the scooter to the usage on the streets

AWARENESS

First contact with the service

- Social ADV (+ influencer)
- Promotional events
- Traditional and online newspapers
- Friends

CONSIDERATION

Gathering more information and evaluating a possible usage

- Website of the company
- Social media pages
- Promotional events

POST PURCHASE

Pushing repeated usage of the service

- Newsletter
- Community
- Social media pages

PURCHASE

Usage of the service

- Mobile application

MARKETING STRATEGY

CAMPAIGN DESIGN

AWARENESS



Awareness Campaign



Awareness Campaign



AdWords



CONSIDERATION

Lookalike Audience Data

Retargeting Campaign

Landing Page

Registration and App Download

Stress Campaign

PURCHASE

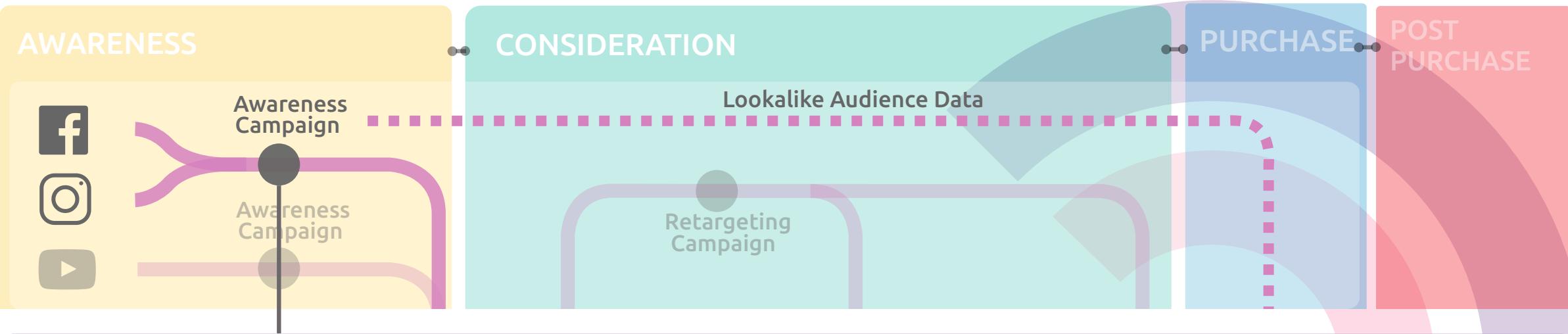
Purchase

POST PURCHASE

Results & Newsletter

MARKETING STRATEGY

CAMPAIGN DESIGN



FACEBOOK + INSTAGRAM AWARENESS CAMPAIGN

Our target is mainly composed by students so, according to the survey, we will focus our awareness campaign on the social media most used by a young audience. Facebook ADV tools, in particular lookalike audiences, will help us to improve the efficiency of our investment, showing advertising to who is already using a scooter sharing service.

Audience 1:

Location: Milan

Bid strategy: Lowest cost

Optimized for: App downloads

Languages: Italian - English

Gender: All

Age: 20 - 30 yo

Detailed targeting: University students, Bachelor's students, Master's students, PhD students

Audience Lookalike:

Lookalike Purchase Italy 2% (Location, Bid Strategy, Optimization and Placement the same on Audience 1)

Focus on people interested in:

Mobike, Mimoto, GoVolt, Cityscoot, eCooltra, BikeMi, Greta Thunberg.

Placement:

Facebook: Feeds, Instant Articles

Instagram: Feeds, Stories

Objective: Traffic



AWARENESS

MARKETING STRATEGY

AWARENESS



Awareness Campaign

Awareness Campaign

CONSIDERATION

Lookalike Audience Data

Retargeting Campaign

Landing Page

Registration and App Download

FACEBOOK + INSTAGRAM RETARGETING CAMPAIGN

Campaign targeted to people who have already downloaded the application, but are not yet permanently registered to the service, with the aim of making them complete their registration and become active users.



CONSIDERATION

YOUTUBE AND ADWORDS AWARENESS CAMPAIGN

Focus on the mobile version of YouTube. The main objective is not to improve the CTR, but make our service known as much as possible, thanks to specific videos that explain the functionality of the scooters and the advantages of our service.

The goal of this campaign is to target the audience that is searching for transportation solutions in the city and is also interested in the environmental consciousness.

Display network OFF

Demographics:

22-30 yo - All genders

Targeted keywords:

Greta Thunberg, Sustainability, Ecology, Crash Test, Global warm, Climate change, Pollution, Transportation, Money Save, Tech, Xiaomi, Ninebot, Segway, Andrea Galeazzi

Other keywords per AdWords:

mezzi Milano, metro Milano, mappa Milano, bici Milano, ATM, sharing, scooter sharing Milano

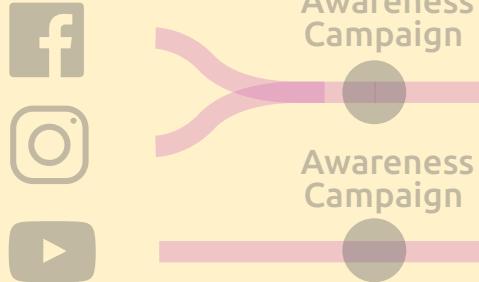


AWARENESS

MARKETING STRATEGY

CAMPAIGN DESIGN

AWARENESS



RESULTS

At the end of each ride, a notification is sent on the app showing travel statistics. In particular, emissions, costs and time saved compared to the use of the car are highlighted and a score is given on the driving style of the scooter. At the end of the year, instead, a recap of the results obtained in the 12 months of use of the service is created, including the total of Km traveled with the scooter, total emissions saved and travel minutes saved compared to a traditional vehicle.

NEWSLETTER

A newsletter is the best tool for improving the loyalty of the customers. During the registration process to the sharing service, it is required an optional consent to register for the newsletter. The newsletter is sent weekly and includes possible discounts, news and statistics on the environmental situation, any new scooters in the city and new features of the app, as well as notices regarding the use of the scooter sharing service.



POST-PURCHASE



STRESS CAMPAIGN

The goal is to urge those who are already users of the service (i.e. already registered) to start using it effectively. In particular, minutes of free use are offered to encourage you to try the e-scooter sharing.

Landing Page

Registration and App Download

Stress Campaign

Purchase



CONSIDERATION

Results & Newsletter

MARKETING STRATEGY

CAMPAIGN DESIGN

NON ADDRESSABLE CHANNEL

AWARENESS



Local
Newspaper



Social
Approval

LOCAL NEWSPAPER

Buy pages in local newspapers (in particular those distributed in the stations such as Leggo and Metro News) in order to advertise our service. The advertising page will contain a QR code that allows you to connect to the website and download the app.

SOCIAL APPROVATION

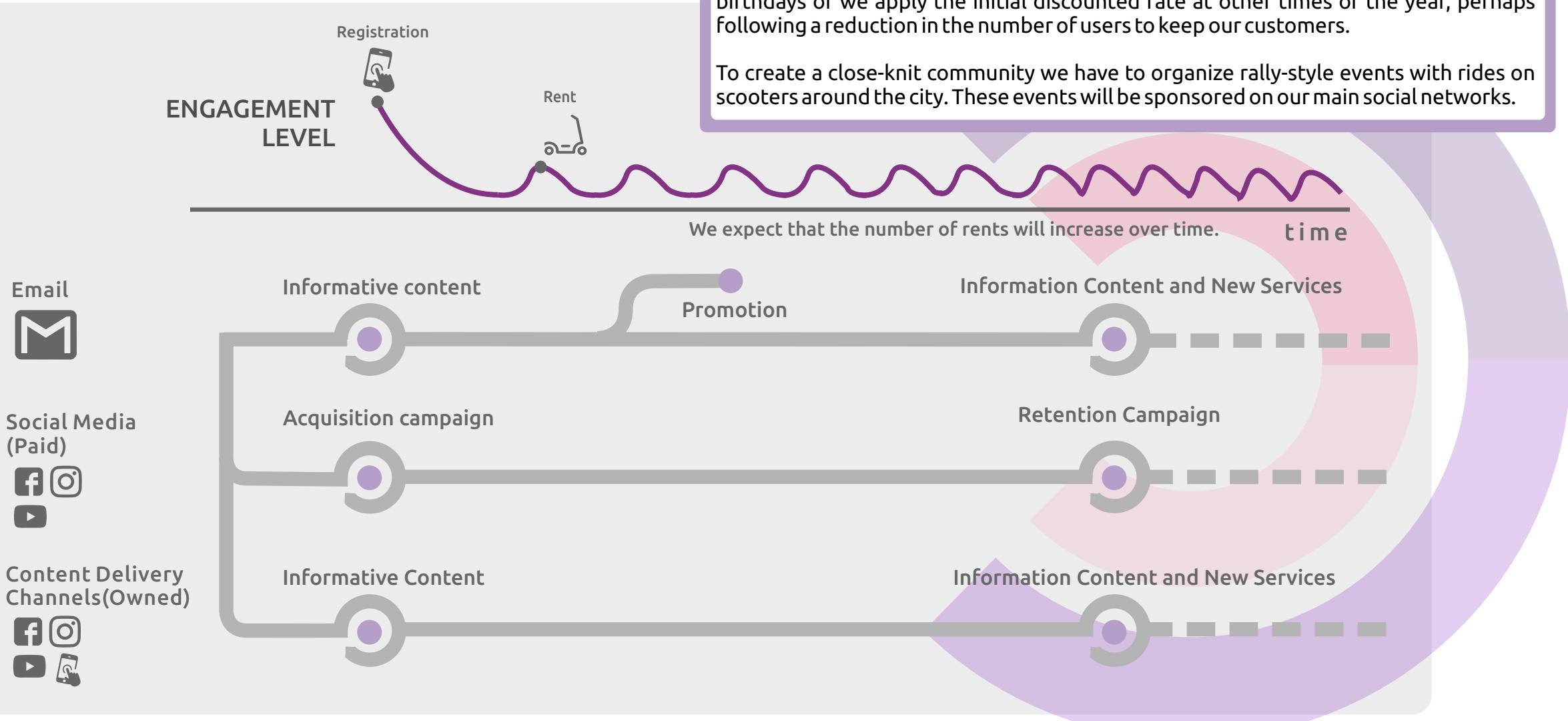
Seeing scooters around and seeing how others use them generates curiosity, attention and discussions, improving awareness and making you want to try the service.

The more satisfied the users are using the service and the application, the more the service will catch on in the city and the people will be interested. In this way they will feel involved and out of a sense of belonging and curiosity they will want to start or continue to use the scooter sharing service. It is important for this aspect to make people feel safe using the service, with specific communications to other users in order to ensure that they adopt and show a correct and safe behavior.



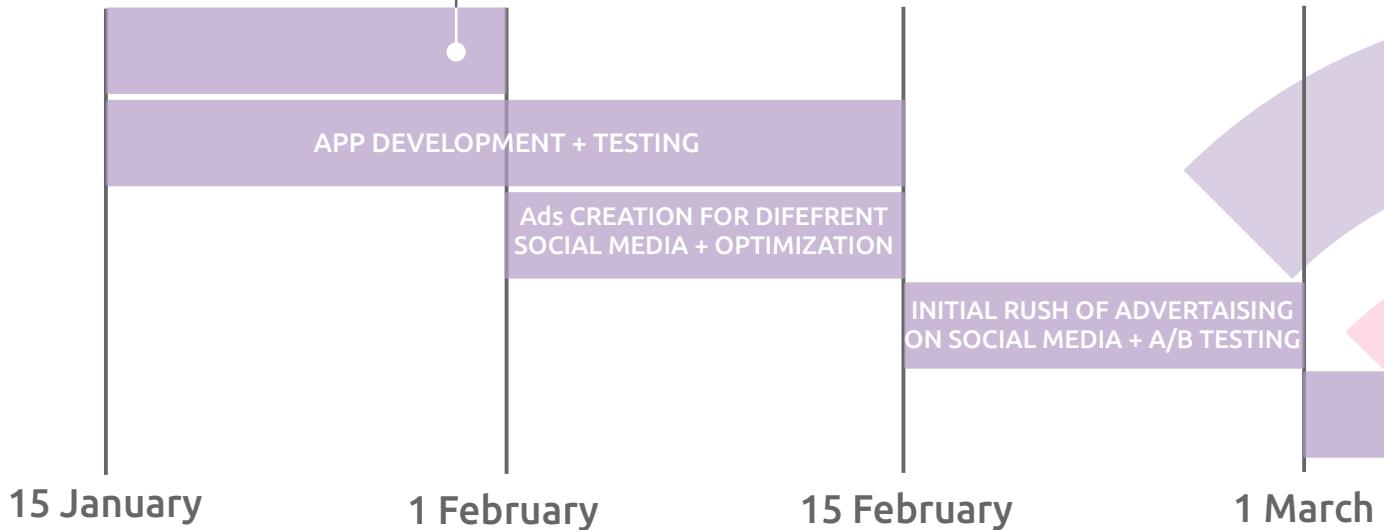
AWARENESS

YEARLY OVERVIEW



PLANNING

CAMPAIGN DESIGN + TARGET SELECTION + SCHEDULING AND PLANNING



The preparation of the advertising campaign lasts one month (January 15th - February 15th), and it is splitted into two parts: planning and development.

Regarding ADs on Facebook and Instagram, we have planned to perform an A/B test in order to find out the most effective advertising on those platforms.

The first ADV rush lasts one month, in which we focus most of the budget (February 15th - March 15th) with the aim of creating awareness in an already saturated market (since there are already 3 operators).

The Facebook, Instagram and Search Engines campaigns will be extended over time to ensure a positive acquisition rate, while on YouTube it will be concentrated in the first month with the aim of creating awareness, possibly taking advantage of the collaboration of YouTubers and Influencers.

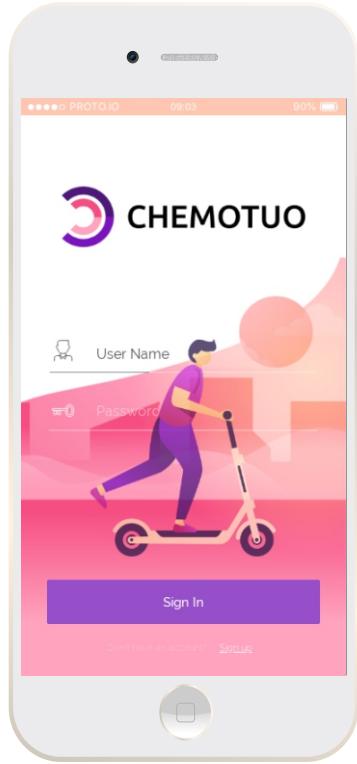
CAMPAIGN DESIGN

CONTINUING ADS CAMPAIGN ON SOCIAL MEDIA + STARTING SEARCH ENGINE ADs



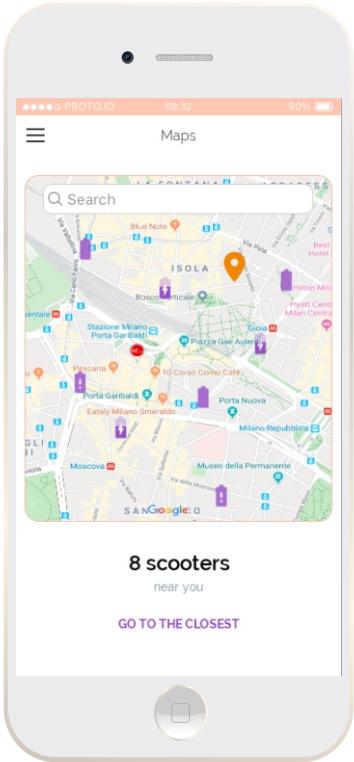
THE APP

CAMPAIGN DESIGN



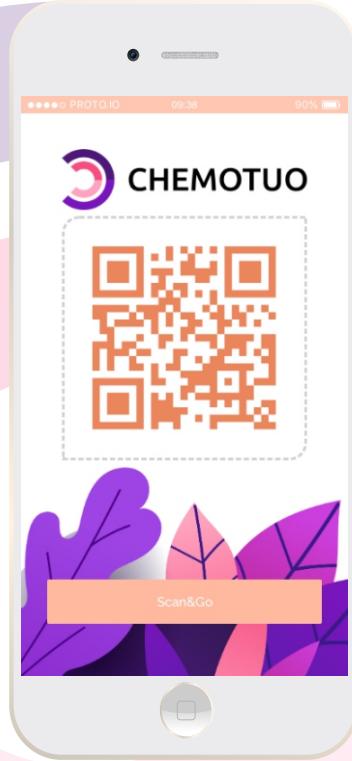
SIGN IN

This is the home screen of our application, the user can register or log in if he has already previously registered.



MAPS

Using GPS the user can see where, scooters are located in his area. There is also a feature that allows you to directly reach the nearest scooter.

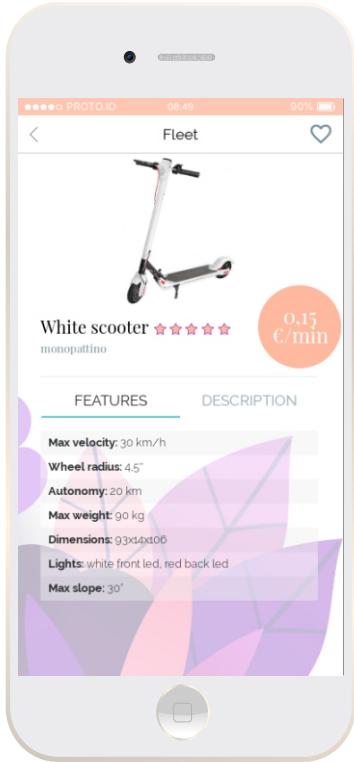


SCAN

In this screen, the user can select a scooter and start the ride by reading the bar code on the vehicle.

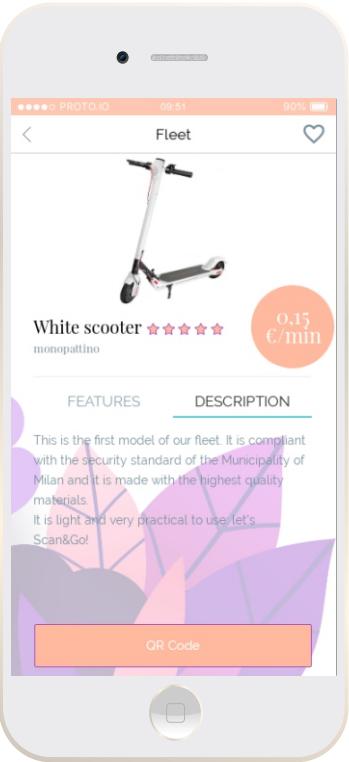
THE APP

CAMPAIGN DESIGN



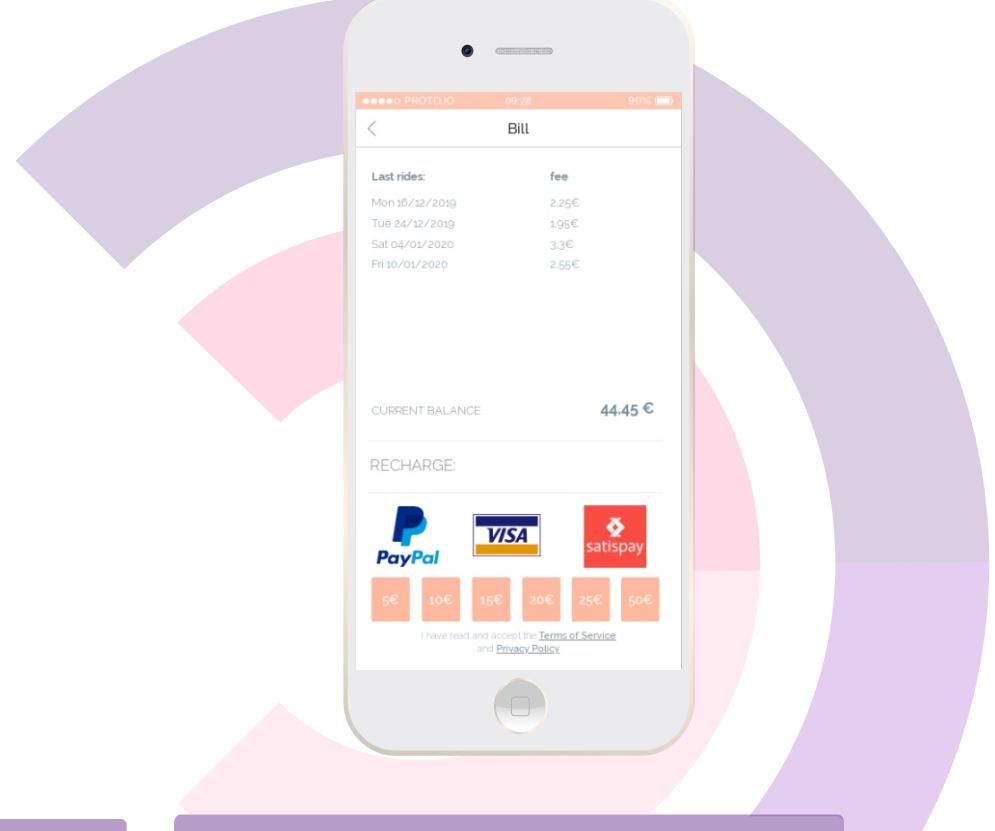
FLEET

In this screen we show the user all the scooters that make up the chemotuo fleet. The image is divided into two parts, on one side are the features (maximum speed, autonomy...) on the other a description of the vehicle.



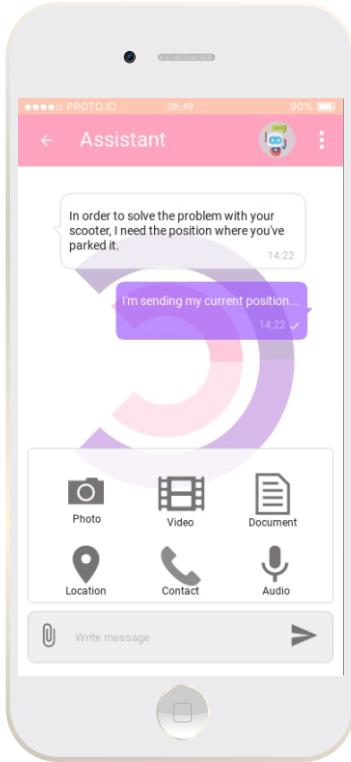
BILL

In this screen there is the list of all the trips made by the user with the detail of his expenses for each trip.



THE APP

CAMPAIGN DESIGN



CHAT

In this screen there is the automatic assistant with which each user can chat. In this specific case the user is about to enter his position which will be analyzed by the chatbot.

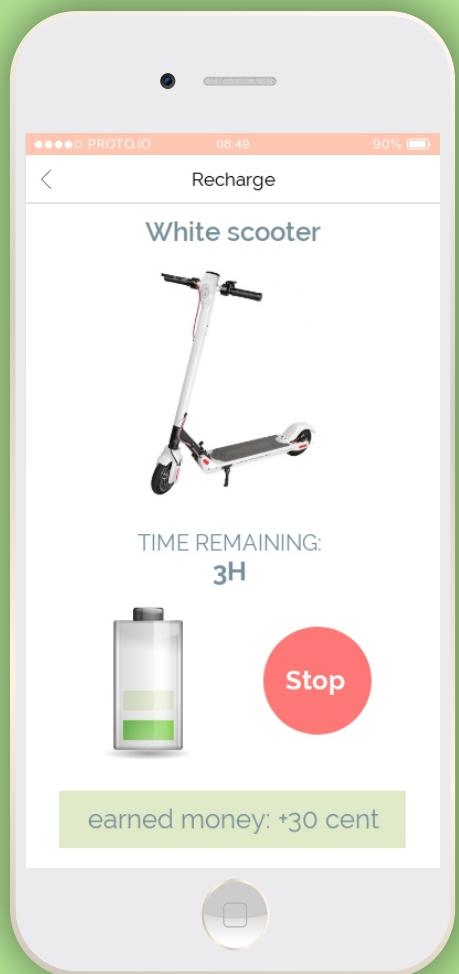
RECHARGE

Each user can become a Recharger. Through a dedicated section of the application, the user can contribute to keep the fleet in charge and earn some discount money.

It is easy: a user has to bring home the scooter and has to plug-in it to his/her domestic electricity; the application starts monitoring the status of the recharge and shows to the user the remaining time and the earned money (useful to be spent in other trips with Chemotuo).

For security reason, the position of a scooter in charge is not shown to the other users, but is only used by the application to keep under control the fleet.

Only one scooter at a time can be recharged, so that this functionality cannot become a business but an



THE LANDING PAGE

CAMPAIGN DESIGN



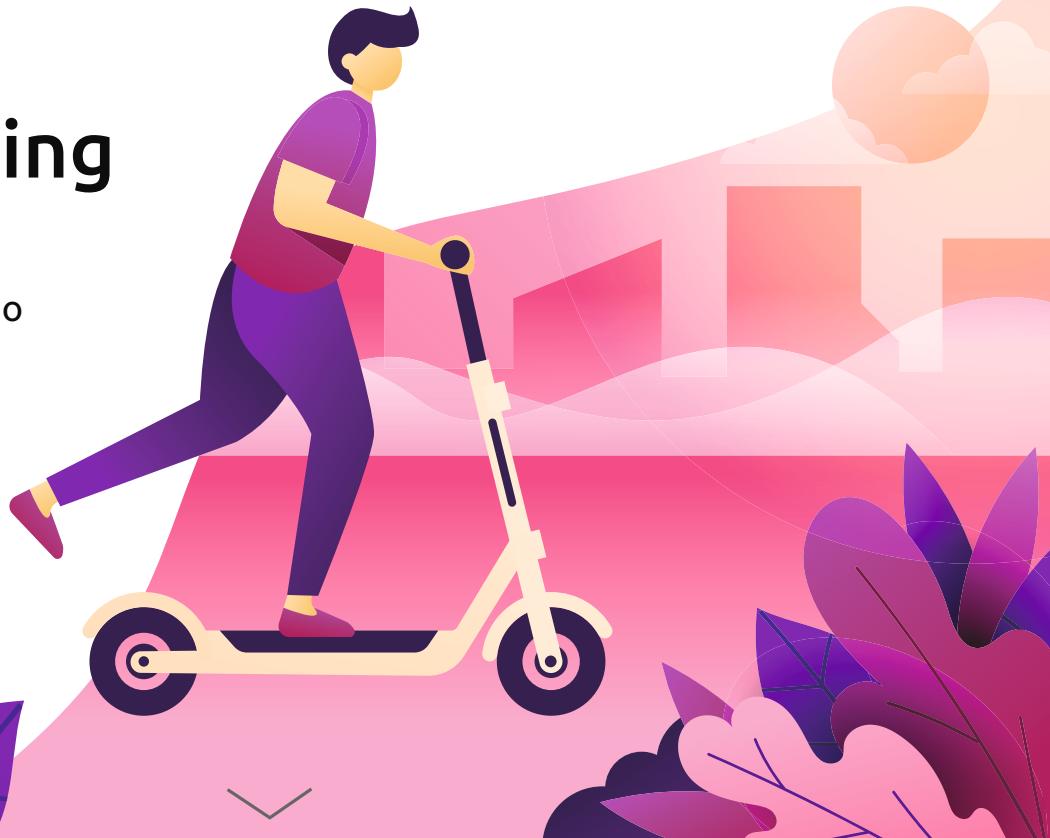
CHEMOTUO

Scooter Sharing Milan

Live everyday with Chemotuo

APP DOWNLOAD

HOME ABOUT US SERVICE CONTACT US

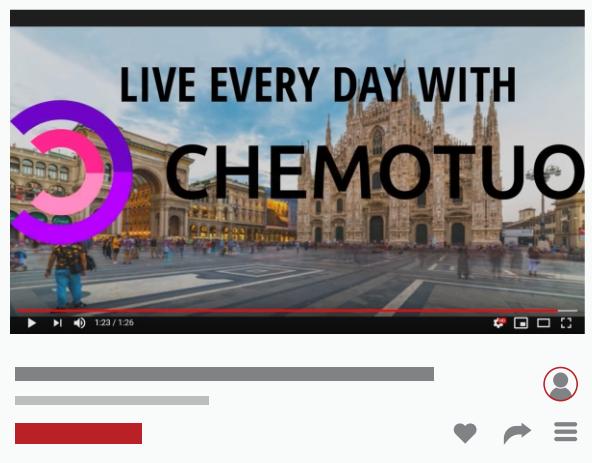


The aim of our website is to present the features of the scooter sharing service, in a quick and general way. In particular there are information about the costs of use, the rental process and the characteristics of the scooter. The link to download the app has been highlighted, it is available for both iOS and Android.

If the user scroll the page will find the characteristic of the scooter with a insight about of the security of it; a very important as underlined in the survey (the content it's the same represented in slide 11).

THE VIDEOS

CAMPAIGN DESIGN



YOUTUBE

<https://youtu.be/1-kFxxzBHzw>

This short video will be displayed as an advertising spot on YouTube, it will therefore be shown before or during the playback of other videos on the platform.

The focus of this spot is the possibility of being able to use the service every day, highlighting the advantages that this guarantees compared to traditional means of transport for short journeys.



INSTAGRAM

<https://youtu.be/Uv9hqSpk2l0>

It is a 19" video to be published as sponsored content in Instagram stories. Here, the main features of the scooter are shown to entice people to try the service and make sure that they will be aware of the operation.

This video has been recorded with the classic characteristics of a common Instagram story, so that it is not perceived as a real commercial, with the risk of being skipped by users.

0,15€ per minutes

We have decided to adopt this fee as the result of the A/B test of the survey about the shared mobility. This tariff complies with the spending of our target on public transportation. In order to have an higher initial Acquisition Rate, it is useful not to adopt a monthly fee.

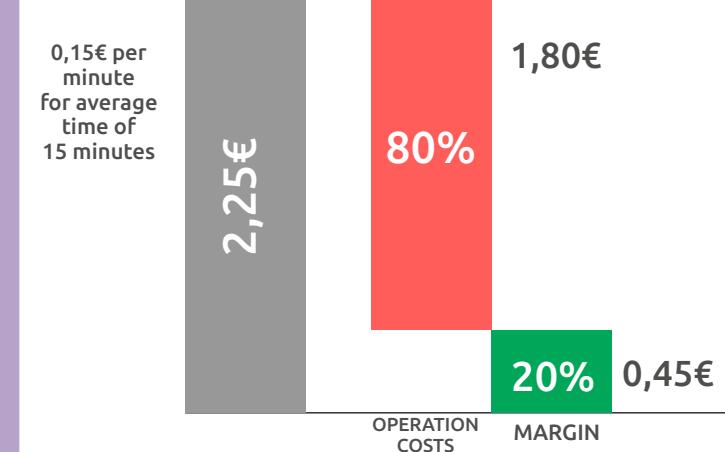
1,00€ per hours
RECHARGE

As we already stated, each user can became a recharger and give a contribution to keep the fleet always ready-to-use. In this way, the company save some money in maintenance costs. The battery charger of the scooter consumes 85 watt per hour, while the cost of the domestic supply of energy is 40 cent per Kw/h, therefore it is negligible. The company gives to the recharger 1 € in credit per hour to encourage the care of the fleet.

FIXED COSTS

- Cost of the scooter	350€
- Costs of the marketing campaign	80000€
- Development costs for the application and the landing page	5000€
- Investment for communication and information to users on the rules of use and the traffic laws	10€
- One-time deposit to guarantee removal operations by the Administration	25€
- Cost per scooter for the occupation of public spaces	8€

VARIABLE COSTS



About the variable costs we have assumed that they have currently impact 80%, giving a 20% margin on total revenues. We have found this allocation on a report made by the Boston Consulting Group.

CAMPAIGN KPIs

BUDGET PLANNING

FB + Instagram Awareness Campaign

Reach	To understand how many people are aware of the campaign, regardless of interest demonstrated.
Video Watches (50%)	To understand the effectiveness of the content.
Engagement Rate	The content shown is highly shareable and meant to be viral, so it's important to track the excitement over it in terms of engagement.
CTR	Even though this is an awareness campaign, it's important to understand how people are drawn to learn more on the landing page.
CPC	To keep track of the relationship between track from the campaign and cost to obtain it.

YouTube Awareness Campaign

Impressions	To understand the impact of the campaign.
Avg. Watch Time	To understand how viewers react to content.

FB + Instagram Retargeting Campaign

Frequency	As the retargeting audience is smaller, it's important to track how many times they are subject to ads.
ROAS	To obviously calculate the cost and effectiveness of the Adsets.
CTR	To measure efficiency of the campaign.



CAMPAIGN KPIs

BUDGET PLANNING



Email Marketing - Stress campaign

Open Rate	To measure subject effectiveness.
Conversions	To measure the impact on sales.
Delivery Rate	To measure wrong emails.



Email Marketing - Newsletter

Open Rate	To measure subject effectiveness.
Churn Rate	To measure negative impact.

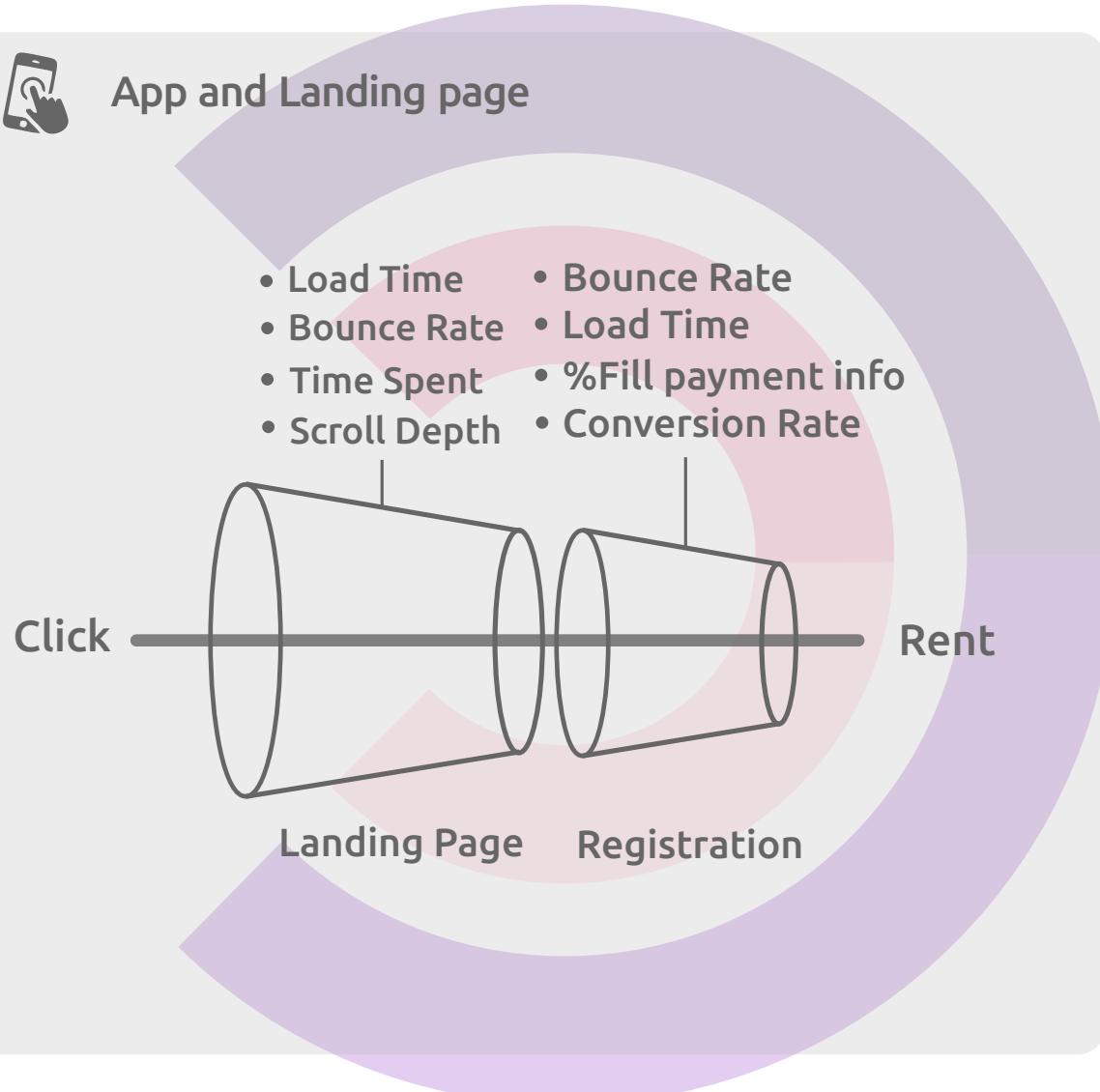


AdWords - Awareness campaign

Frequency	As the retargeting audience is smaller, it's important to track how many times they are subject to ads.
Avg. Bid	To understand competition on keywords.
CTR	To measure efficiency of the single ad and conduct A/B testing on content.
CPC	To understand cost.



App and Landing page



OUTCOME SCENARIO

BUDGET PLANNING



BEHAVIOURS

Has download the application and has used the service only one time using the incentive discounted fee. On the social media, he don't follow the page of Chemotuo.



MARKETING ACTION

The company can try to propose him a new discount for another rental, to see the reaction of the user. This action is low-budget, since we don't know the potential profitability of the user (it may be low).



EXPECTED RESULTS

The user uses the coupon and increases the number of rentals of the scooters.

We notify the user about each news and discounts of the company. We send him a weekly newsletter by email.

The user will continue to use the service frequently, may exploiting the tailored-made promotions. He will convince his friends to try our service.

He used it regularly until a cheaper competitor entered in the market. He unsubscribed from the newsletter but he keep following our company on the social media.

We uses the social media to propose him some tailored-made promotions and we focus on the points of strength of our service, to increase the awareness about our company.

The user will be convinced that our company is worth with respect to the cheaper competitors, and he will restart to use regularly our service.

ROI ESTIMATION

BUDGET PLANNING

FB + Instagram Awareness Campaign

Investment	40.000€
CPC	0,63€
Audience	63.492
Acquisition Rate	5%
Traffic	3.175

FB + Instagram Retargeting Campaign

Investment	10.000€
CPC	0,63€
Audience	15.873
Acquisition Rate	5%
Traffic	794

Youtube Awareness Campaign

Investment	10.000€
CPC	2,10€
Audience	4.762
Acquisition Rate	5%
Traffic	238

AdWords Awareness Campaign

Investment	20.000€
CPC	1,28€
Audience	15.625
Acquisition Rate	5%
Traffic	781

Total Investment | 80.000€

Average rent time | 15 min/rent

Total Users | 4.998

Av. Monthly Rents | 6 rent/month (per users)

Acquisition cost | 16,04€/Users

Revenues | 807.991,07€

At first few users, then they will start to use scooters instead of public transport or walking, reaching 6 rentals per month per each user.

Margin | 20%

Total Margin | 161.598,21€

Acquisition rate 5% and CPC come from an average value of them in the digital markets, considering multichannel campaigns in different industries.
(CPC source: Adstage - Q2 2019 Paid Search and Paid Social Benchmark Report)

An acquisition rate quite high (5%) has been considered, because it is expected that the service will be very interesting in a society that is always in a hurry.

ROI | 102%

THE END



CHEMOTUO

GROUP 28

Caccia Alessandro 928664
Comolli Federico 920258

Gangemi Giovanni 920159
Maggio Giovanni 927451