



care®

SYRACUSE UNIVERSITY NEWHOUSE

ADVERTISING CAMPAIGN

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MEET THE TEAM



Hongyu Liu

Strategic Planner



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Analytics Specialist



Yunrui Liu

Copywriter Director



Xiaoya Lei

Creative Director



Hanyi Xu

Media Planner

CARE ADVERTISING CAMPAIGN

EXECUTIVE SUMMARY

1. Brand Situation
2. Target Persona
3. Marketing Goals, Strategy and Insight
4. Value Proposition Statement
5. Media/Communication Plan
6. Creative Execution
7. Success Measures and Evaluation

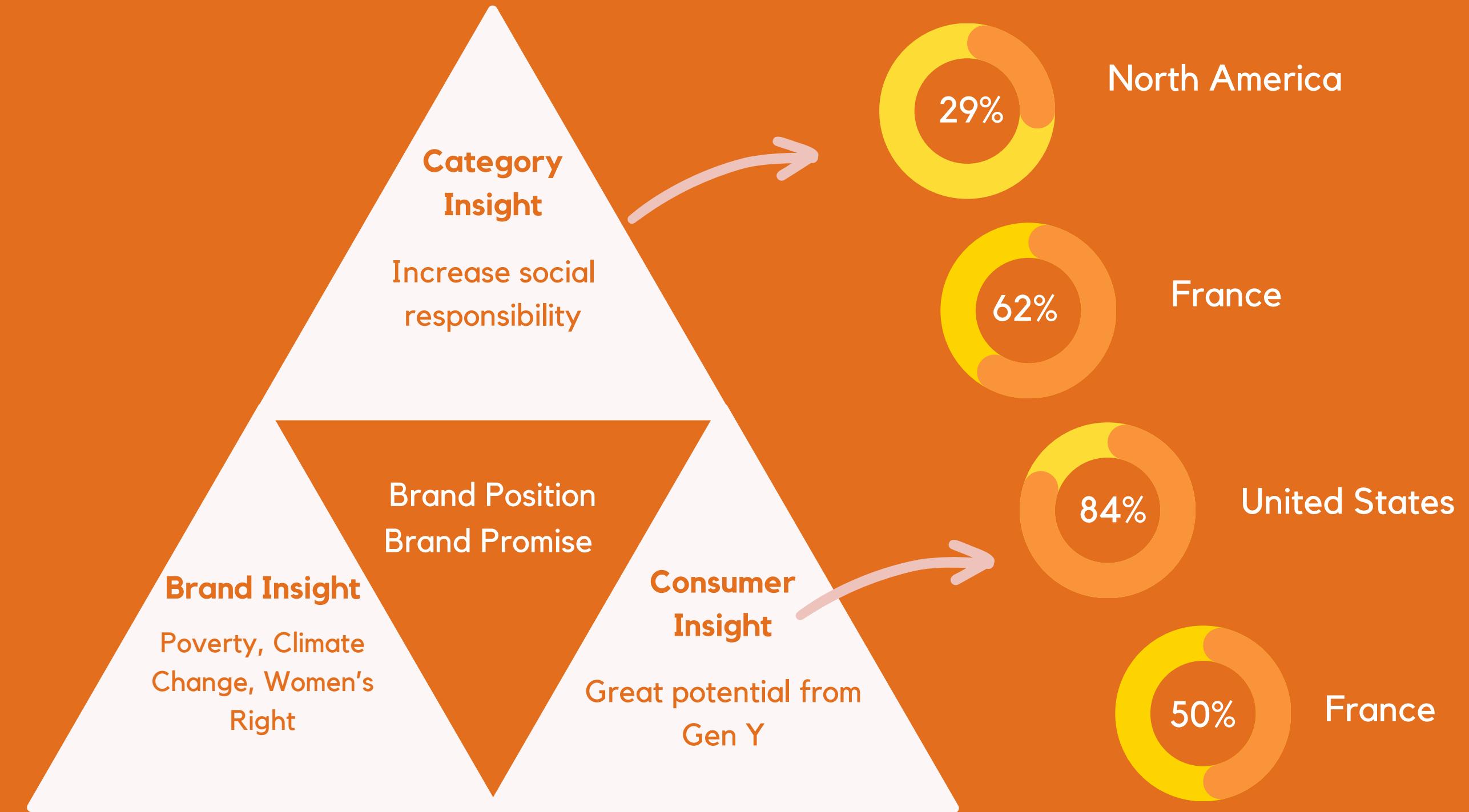




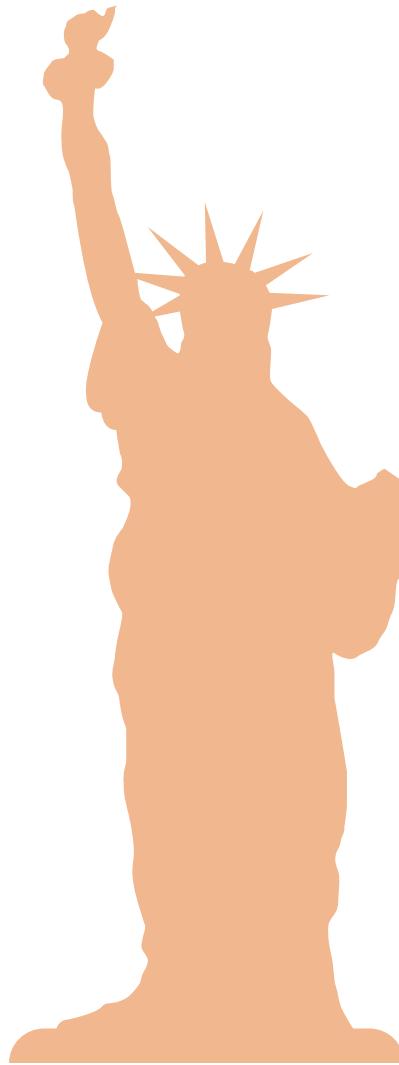
BRAND SITUATION

non-political
non-profit non-denominational
support inequality
climate change help
poverty impact
women's right policy

MARKETING GOALS, STRATEGY AND INSIGHT



TARGET PERSONA — ALTRUISTIC ADVOCATES



More Americans
donate: donate to
charity at least
once a month.

Consume video
content from:
Disney+, Hulu,
Netflix, Youtube

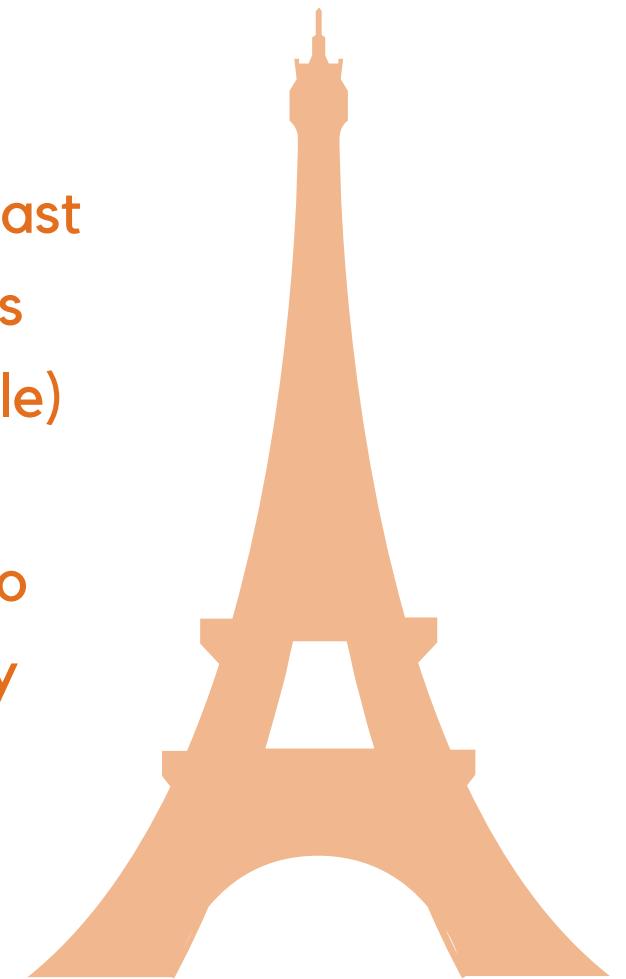


Gen Y, urban, CSP+
Full-time worker
Open-minded person & Sympathizer
Want to contribute to the community
and help the environment
Care about environmental issues
Spend hours online everyday



More French
people like podcasts
and magazines
(e.g. Mademoiselle)

Consume video
content mostly
from ARTE



MARKETING GOALS, STRATEGY AND INSIGHT

4C'S



CONSUMER

Consumers want to increase their social responsibility.

Volunteer CARE ambassador program



COST

Consumers may not have money for many donations - they may have loyalty to ONE.



CONVENIENCE

Donation channels are hard to find online, and similar website names cause confusion.

To establish engaging and educational interactions



COMMUNICATION

Care lacks interactions with consumers on social media platforms.

GAME PLAN

VALUE PROPOSITION STATEMENT

“From experiencing a lack of new supporters, our goal is to leverage engaging online content by actively connecting altruistic advocates to tailored initiatives to increase their social responsibility footprint.”



Social media and
online news



Engaging and Educational
interactions



Volunteer Program

MEDIA INSIGHT & CHANNELS

GET

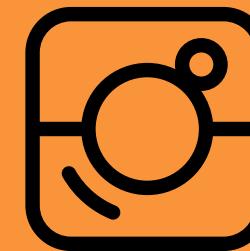
Gen Y individuals living in urban areas who are active donors and care about social welfare and inequalities.

TO

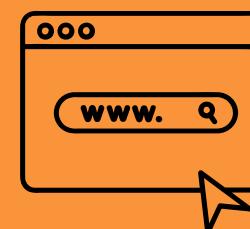
Receiving the message that CARE is an excellent nonprofit organization dedicated to helping women fight climate change.

BY

Reaching them when they enjoy social media platforms like Instagram and surf on online news.



INSTAGRAM ADS



INTERNET SEARCH

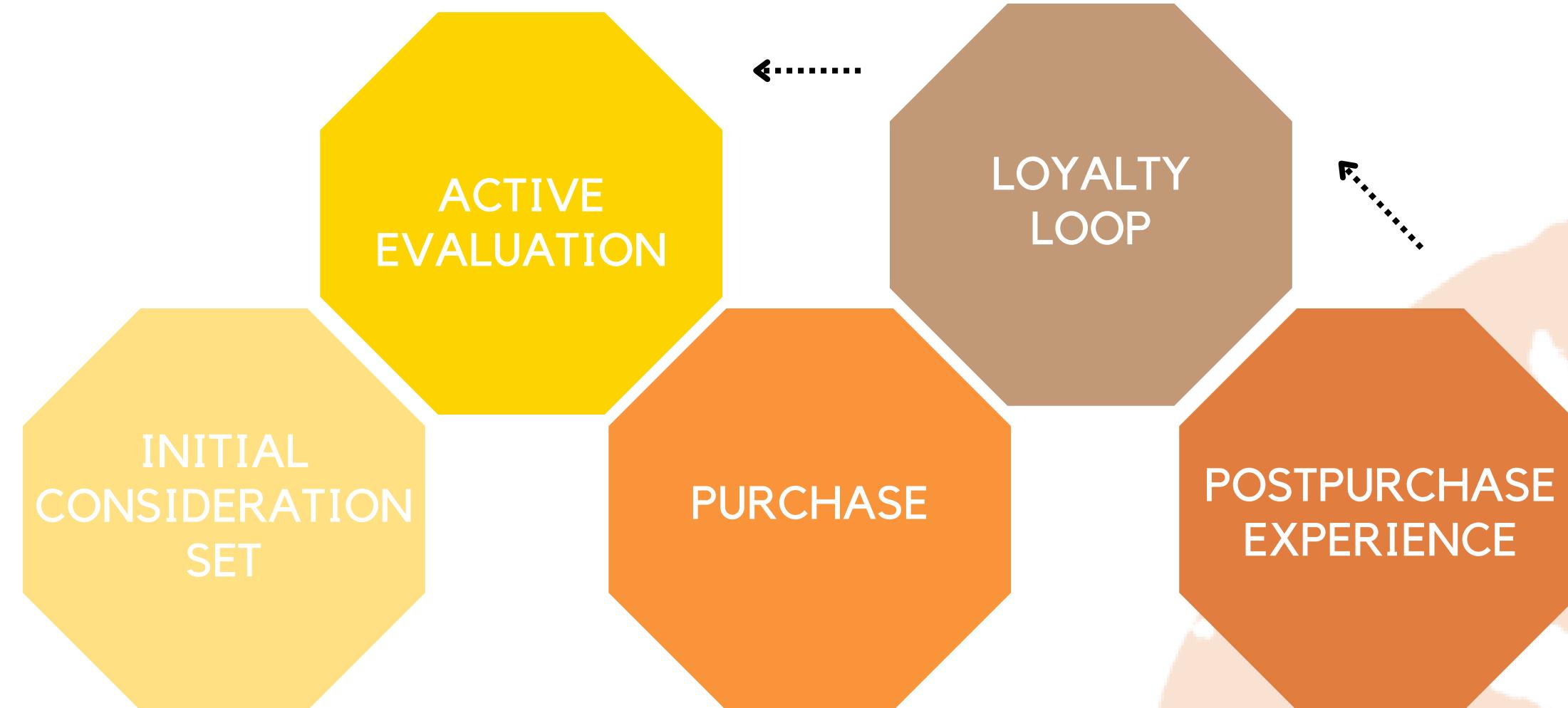


BRAND WEBSITE



ONLINE NEWS

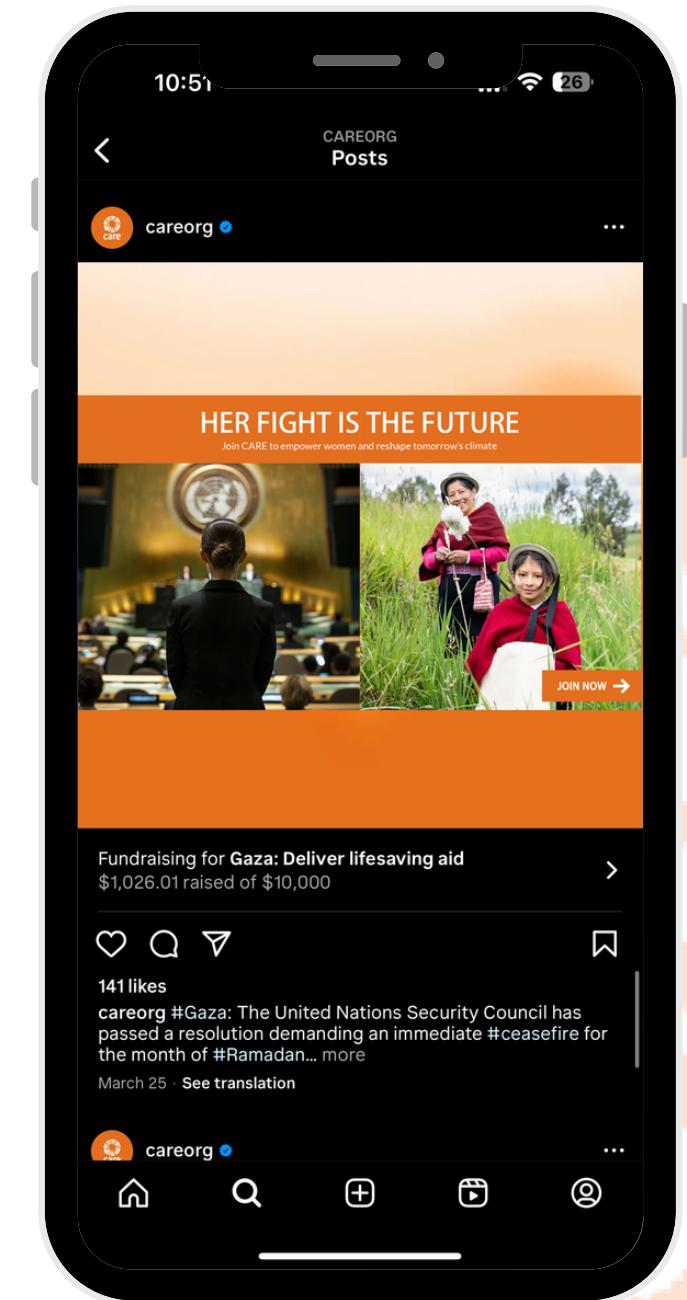
CONSUMER MODELS





"HER FIGHT IS THE FUTURE."

IDEA #1: HOW CARE TRANSFORM HER FATE



Media Selection

Instagram

Website

IDEA #2 PLAY FOR HER CHANGE, NOT JUST THE GAME



Media Selection

Instagram

Website

IDEA #3 CARE AMBASSADOR UNMASKS THE BRUTAL TRUTH

The screenshot shows a web browser window with an orange header bar containing icons for close, minimize, and maximize. The main content area has a white background with a dark blue border. At the top, there's a section titled "Newsletters" in bold black font. Below it, a paragraph of text in French encourages users to subscribe to newsletters. To the left is a thumbnail image of a woman with long dark hair, labeled "hebdomadaire" and "The 'VIP Gypsy' of Odessa". To the right are two colored squares with the word "MADMOIZELLE" on them. At the bottom, there are three "S'ABONNER +" buttons. Navigation arrows (< and >) are at the very bottom.

Media Selection

- Online News
- Paid Search

KPI MODELS

BUSINESS OBJECTIVES

Increase the number of CARE supporters and highlight CARE's role in helping women to adapt to climate change

MARKETING OBJECTIVES

Recent news supporters/donors to support CARE's actions

Media Objective #1 Raise Product Consideration

CAMPAIGN GOAL: To enhance CARE's online presence and brand image in online news, and lead to an increase in donation rates

KPI:

- Reach Altruism Advocates in online news to achieve 91k+ views in July 2024 - September 2024
- Increase the CTR of online news by 10% in July 2024 - September 2024
- Increase the social media engagement by 20% in the next quarter as measured by likes, comments, and share

Media objective #2 Boost Product Conversion

CAMPAIGN GOAL: encourage current and prospective CARE to participate in donation to help women adapt to climate change

KPI:

- Increase Altruism Advocates engagement rate of CARE topics on Instagram by 20%
- Increase the donation rate of Altruism Advocates in current donors by 10% in the next quarter
- Increase the conversion rate of Altruism Advocates donation by 5% compared to the previous quarter



BUDGET (8 WEEKS)

Paid Search



Budget: \$4,000

Impressions: 133,018

Weekly spend: \$500

Weekly impressions: 16,627.25

Online News



Budget: \$4,000

Impressions: 139,352

Weekly spend: \$500

Weekly impressions: 17,419

Instagram



Budget: \$2000

Impressions: 91450

Weekly spend: \$250

Weekly impressions: 11,431.25



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