

NIKON CAMPAIGN

PITCH

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Nikon

PROPOSAL

This rebranding campaign will showcase Nikon's legacy and future innovations to inspire photographers of all levels. Through interactive workshops and engaging social media hashtags, it will foster a community celebrating Nikon's contributions to photography.



KEY MESSAGES

1

Nikon blends innovation with timeless quality, offering a brand that evolves with its customers while maintaining its trusted legacy.

2

Embrace cutting-edge technology and stylish design with Nikon cameras, perfect for staying ahead in the world of photography.

3

Families can enjoy the convenience of Nikon cameras, designed to be travel-friendly and efficient, making it easy to capture every moment.

GOALS & OBJECTIVES

GOALS

- To showcase Nikon as a cutting-edge camera brand that has allowed its users to capture memories over time.
- Rebrand Nikon by implementing new social media strategies that will elevate the brand's current efforts.

OBJECTIVES

- Increase recognition of Nikon's new technology among target audiences by achieving a 25% rise in brand mentions and product-related content on social media platforms within 6 months, while highlighting how Nikon's products help create and preserve shared memories through storytelling.
- Foster engagement on Nikon's social media platforms and through interactive events and by boosting social media engagement metrics (likes, shares, comments) by 25% and increasing participation in interactive events by 20% within 6 months.



TIMELINE

AUGUST

- *Launch the campaign.*
- *Release promotional materials.*
- *Nikon Through the Ages begins. #NewNikon*

SEPTEMBER

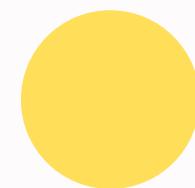
- *Virtual Workshop hosted by Chelsea Northrup.*
- *Live demonstrations of Nikon's latest products and technologies.*

OCTOBER

- *Promote user-generated content and interact with followers.*
- *Collect customer feedback*



FEES



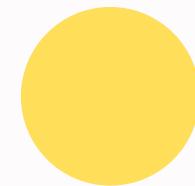
CAMPAIGN PLANNING & STRATEGY: \$13,800



MEDIA & ADVERTISING: \$13,200



EVENTS & PROMOTIONS: \$11,000



INFLUENCER MARKETING: \$40,000



COMMUNICATION CHANNELS

SOCIAL MEDIA

INTERVIEWS

INFLUENCERS



MEDIA LIST



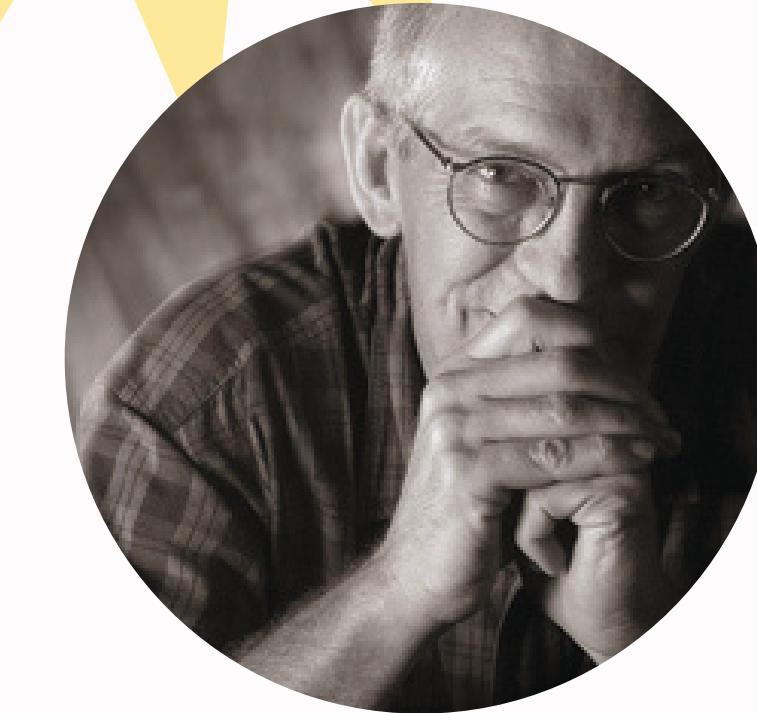
CHELSEA NORTHRUP



LYNSEY ADDARIO



OLIVER LAURENT



ROBERT CAPUTO



TARGET INFLUENCERS



YES THEORY



LINDSAY ARNOLD



PIERRE T. LAMBERT



INFLUENCER PARTNERSHIP BRIEF

Name: Yes Theory

Platform: YouTube, Instagram

Handle: @YesTheory

Followers: 9.1M (YouTube), 1.5M (Instagram)



Bio: Yes Theory is known for their adventurous spirit, inspiring challenges, and a philosophy of seeking discomfort to grow. With millions of followers, Yes Theory creates compelling content that resonates with a global audience, especially young adults seeking inspiration and adventure.

Rationale: Yes Theory would make an excellent partner for Nikon due to their unique blend of adventurous content, global travel experiences, and commitment to seeking discomfort to grow. Their content often features breathtaking locations, extreme challenges, and compelling stories that push the boundaries of what is possible, perfectly aligning with Nikon's campaign theme. Yes Theory's extensive travel content showcases diverse and stunning locations around the world, providing an ideal platform to highlight Nikon's advanced camera technology and its ability to capture high-quality images and videos in various environments and conditions.



EVALUATION

To measure the campaign's success, tools such as Google Analytics, ads, and social media interaction will be measured. It will be easy to determine if the goals and objectives were met based on the data provided.



THANK YOU!

