

# **(RED)**

## **GEN-Z TARGETED MARKETING**

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# MEET THE TEAM



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# (RED)'s Current Situation



As the spending power of Gen Z consumers continues to rise, (RED) desires to search and implement new strategies to appeal to Gen Z consumers - particularly college students. These will involve connecting with Gen Z's values and trends through digital channels they frequent and on-campus activities.

## Updated Brand Positioning

- **Actions and fame** focused on fighting AIDs
- **Seeks** to appeal to broader theme of fighting **injustice**.
- **How can (RED) reconcile its current and intended brand image?**

Consistently Conveyed Via  
→

## Channels Relevant to Gen Z

- **Effective Social Media Campaign Ideas**
- **On-Campus Event Ideas**

Resulting In  
→

**Measurable, Impactful Outreach Towards North American College Students**



# How can (RED) successfully market itself towards college students?

# Positioning Statement

(RED)

**"For those who are against racial injustice in treating AIDS and HIV, RED helps them contribute to the cause through cooperating with companies to raise awareness and funds so customers can help eliminate unfair treatment due to discrimination by purchasing the RED version of their desired products."**



# Positioning: Pride in the Brand

(RED)

1

Broadcast slogan  
“Choose (RED), save  
lives”

2

GOAL: create an  
effect resembling  
the cruelty free sign

3

Amplify the  
PRODUCT(RED)  
logo on every  
product

PRODUCT(RED)

5

More focus on  
healthcare, might  
have to sacrifice  
racial injustice  
focus

4

Request that  
partners include  
description of less  
than 10 words for  
what (RED) does

## Purpose For what?

- Keep the **cause** clear-connect racial injustice/AIDS & HIV
- **(PRODUCT)**<sup>RED</sup>
- Emphasis on **choice**-RED's unique purpose and position

## Influence So what?

- **Transparency**-Gen Z's major concern/focus
- Data & Numbers-use **quantitative** data to **visualize** influence
- Include data on sales percentage and donation for each partner

## Product Through what?

- Purpose Driven-companies that have similar cause or healthcare focused
- Build Brand Image-partner with **industry leaders** to establish a high brand position

# Implementation on Website & Social Media

(RED)



**THE WORLD'S BIGGEST KILLER ISN'T A**

- List of **countries** rank based on the amount of funds donated
- Donation on the side for partners
- Other **numbers** if not money: research hours, treatment
- Make the disease preventable and treatable for **ALL**
- Stories about the influence of HIV/AIDS
- Put the direct donation link on the front page



- Use **tags** to show cause and promote **interaction**
- Short Video
  - the contribution of each **purchase**
  - How racial discrimination causes people to suffer
- Ask **partners** to spread message on their platform

#switchtoRED  
#buyREDuseRED  
#showyourRED  
#antiracist  
#bethechange

Ascend

Executive Summary

Positioning Proposals

Platform Recommendations

Risks and Mitigations

Next Steps

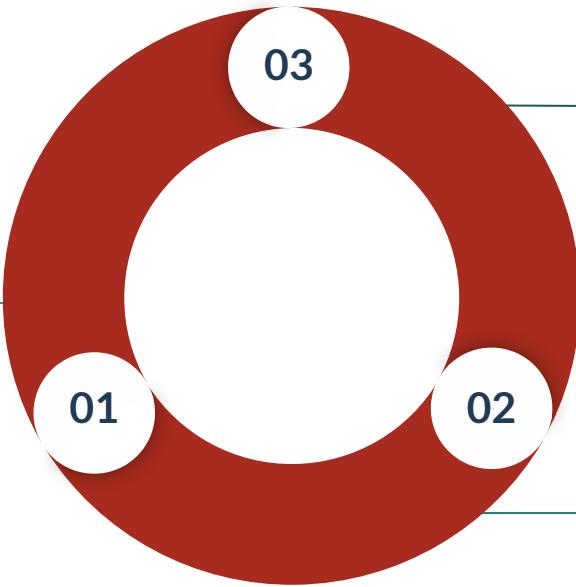
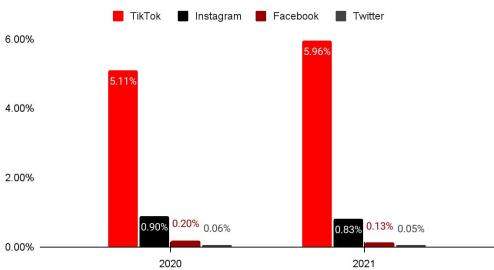
Appendix

# TikTok has the highest engagement rate and GenZ heavy audience.

(RED)

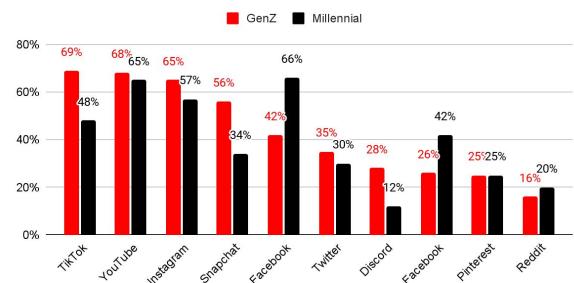
Highest engagement rate compared to other social media platform

Brand Post Engagement Rates of Social Media



69% of GenZ are using TikTok

Top Social Media Platforms Young People Are Currently Using



TikTok's reach is highest for Gen Z users, reaching 25% females and 17.9% of males age 18-24 (Hootsuite Digital 2022 Report)



# TikTok #Hashtag Challenge grows awareness and encourages engagement. (RED)

## Impact:

High Awareness

Average views: 6.1 B

High engagement

17.5% median engagement rate

Rapid Scaling of Presence

Ease of virality

## Tips for Success:

- Collaborate with TikTok Creators
- Include brand name in your hashtag
- Consider adding emoji to HT (increase 43% in engagement)
- Choose a viral sound/ customize your own

HTC By: Laura Mercier



#readySETgo

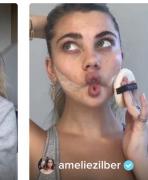
8.6B views

LAURA MERCIER

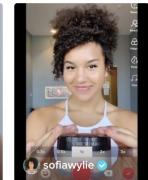
Get ready - get SET - and go! Set your makeup for the day using the iconic #1 Setting Powder\* from Laura Mercier. Translucent Loose Setting Powder sets your makeup for 16 hours, with no photo flashback - making you ready for anything! Show us how you get SET for the day tagging #readySETgo in your post for the chance to win \$1,000 worth of products. \*Based on the #1 Brand Rank by NPD Group in Prestige Retail, Year End 2019



If only it was this easy ...



Mini little GRWM with ...



Here's a tutorial! ❤️ Rec...

## Hashtags Ideas:

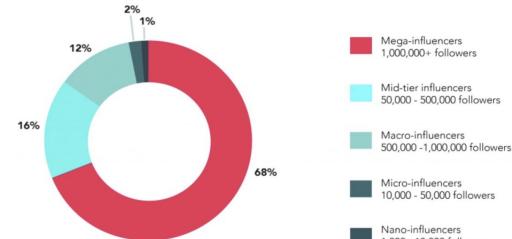
#wewearRED  
#REDecember  
#beREDy  
#REDit



# TikTok Creators with prominent GenZ presence and history in philanthropy. (RED)

 <p><b>Charli D'Amelio</b> @charlidamelio Followers: 113.9M</p>	 <p><b>JoJo Siwa</b> @itsjojosiwa Followers: 45.8M</p>
 <p><b>Demi Bagby</b> @demibagby Followers: 14.4M</p>	 <p><b>Jesús Morales</b> @juixxe Followers: 3.9M</p>
 <p><b>Lexy Kadey</b> @lexylately Followers: 1.9M</p>	 <p><b>Isaiah Garza</b> @isaiahgarza Followers: 8.1M</p>
 <p><b>Brooklyn and Bailey</b> @brooklynandbailey Followers: 6.6M</p>	 <p><b>Mr. Beast</b> @MrBeast Followers: 78M</p>

TIKTOK BRANDED HASHTAG CHALLENGES:  
MOST POPULAR INFLUENCER TIERS



mediakix

## What to look for:

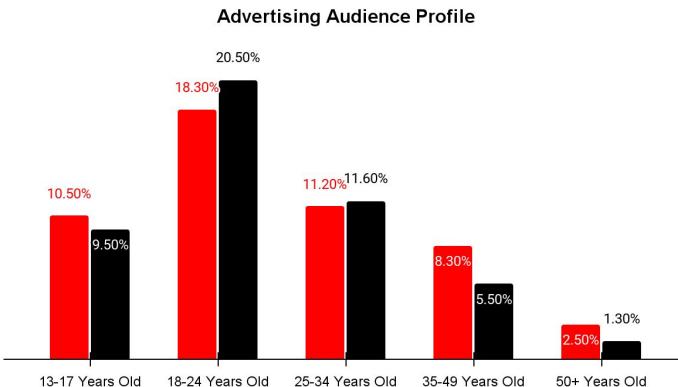
- Follower base (follower demographic, size, popular among target audience)
- An engaged community
- Commitment to spreading positive message



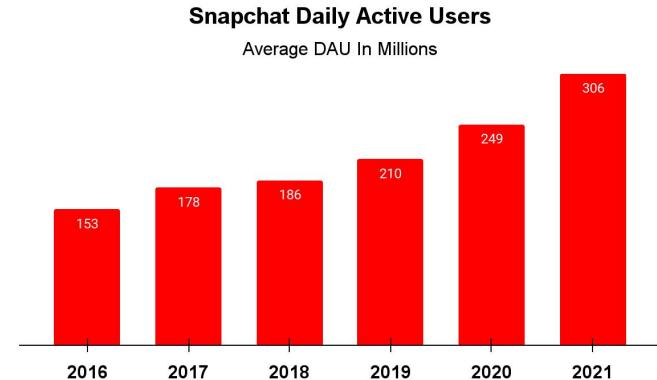
**38.9%**  
total ad audience aged 18-24

Highest Number of  
**Gen Z Users** in the U.S

**306M+**  
Daily Active Users



**49.5**  
Million



# Snapchat Lens on the week of World's AIDS Day

(RED)



Incorporate link  
to (RED) product  
in lens



Steps	1) Create Snapchat Business Account 2) Choose campaign budget and timeline 3) Set bid budget (1st day: Suggested Bids) 4) Create lens
Impacts	<ul style="list-style-type: none"><li>• <b>Large Reach</b> → 75% of Snapchat's 210 million daily active users use lenses each day</li><li>• Increased brand awareness → Snapchat filters have <b>virality</b></li><li>• Estimated Target User Reach: <b>146 million users between ages of 13-34</b></li></ul>



# Snapchat Discover x Cosmopolitan

(RED)

## Steps

- 1) Contact Discover channels to be featured on their episode (ex. Cosmopolitan)
- 2) Connect with Cosmopolitan feature editors and create a feature story

## Impact

- **~ 24 Million views**
  - 13.3M Cosmopolitan subscribers
  - 35M daily Discover users
- **New audience base** from partner's follower base
- Increased awareness → Discovery increased efficiency in awareness by 65%
- User engagement → 5x higher swipe-up rate

## Feature Ideas

- Recovery story of an AIDS patient that (RED) and Global Funds supported
- Short interview on celebrity partners of (RED) and why they support (RED)
- mission of (RED) with impactful and engaging videos



## Feature Editors:



Naureen Khan

Senior Editor, News Analysis and Opinion

E: naureen.khan@hearst.com



Elizabeth Kiefer

Features Editor

E: Elizabeth.Kiefer@hearst.com



Erin Quinlan

Features Director



# Leverage partnerships to boost social media presence

(RED)

## Custom Reels Sound/Challenge

### Steps to be Taken

- Artist and Brand to partner with
- Create short song/sound
- Branded hashtag for campaign
- Short form content with the sound
- Reproducible across Tiktok, Youtube Shorts

### Impact and Reach

- **Virality** → user generated content
- Accompanying with a challenge to raise awareness and funds for Global Fund
- Direct participation from GEN Z
- Potential **ad audience on Reels is 758.5 M**
- Potential to reach audiences 12,000X more than # of followers -> **4.6B+ combined views**
- **Product Placement** in Reels

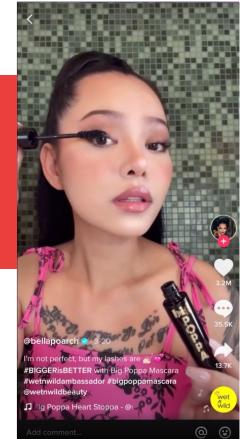
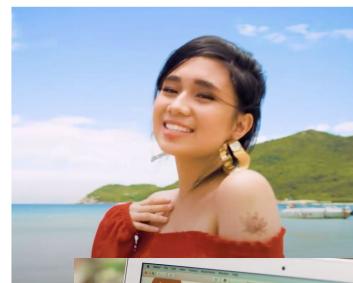
### Collaborator Suggestions

- Lil Nas X
- Miley Cyrus
- Mxmtoon



### Big Poppa Campaign by Wet n Wild

- 1.5M hashtag challenge video creations
- 2.6B total views
- 9.6% lift in brand awareness
- 400+ paid influencers



### Plans by Niki in 2018 Collaboration between 88rising, and AirAsia



- 500K+ streams on Youtube
- Currently 2000+ reels using this sound (even though old song not created to be promoted in this way)

# Instagram giveaways reach new audiences + acquire customers (RED)

## Steps to be Taken

### Giveaways

- Partner with a Brand to give away product(RED) line
- Post to @red and @brand page, reels, stories
- Gift guide with shoppable links
- Partner with influencers to reach wider audience
- Entries repost to their own social media

## Impact and Reach

- **#1 social media platform** for people to connect with brands
- **59% of GEN Z will buy a product based on friends and family recommendations**
- **49% of consumers would buy a product based on an influencer's recommendation**
- **34% of new customers acquired** through contests on average
- **3.5X Likes, 64X Comments**

## Collaborator Suggestions



### Sample Giveaway Rules + Caption

We're giving the gift of giving this holiday season. Enter for a chance to win yourself or your loved ones a product(RED) item!

This holiday season, give while you're giving. Every product(RED) purchase triggers a donation to the Global Fund to provide treatment, testing, education, and other life-saving HIV/AIDS programs in Africa.

#### <link to (RED) website>

Learn more about (RED) and their mission to fight HIV/AIDS. You can help too.

#### GIVEAWAY RULES

- 1) Follow @red and @brand on instagram
- 2) Like this post + comment [something that goes with the theme]
- 3) Repost this on your story
- 4) FOR ADDITIONAL ENTRIES
  - a) Follow @red and @brand on tiktok, other social media
  - b) Every follow on a different platform is an additional entry



Giveaway prize = \$X donation to Global Fund

SHOP (RED). SAVE LIVES.



# The Importance of Youtube + Proposals:

(RED)

## First WHY Youtube?

### Proposal #1:

#### Youtube Shorts:

- **1.5 bil+ users view YouTube Shorts each month** ( $\frac{3}{4}$  of total users on YT per month)
- **49.3%** of all Youtube viewing time in 2022 is mobile
- **77.9%** of social video viewers watch short-form videos on YouTube.
- Generates an **average of 30 billion views daily** = quadruple-fold increase from last year

**1st Most Used Social Media Platform** (25.7%)

96% of Gen Z users have/had a Youtube Account

**Highest-Ranked Preferred Learning Tool** (59%)

**3rd Highest Influence:** Youtube videos (32%)

70% of Viewers bought from a Brand after seeing content on YT

### Proposal #2:

#### Youtube Streamer Partnerships

- **Influence and Assertion on the Gen Z public** through **credible streamers** they watch → marketing bandwagon  
^ 85% of people on YT watched a live streamed event in the last year
- **Simple and Easy Platform:** Viewers can donate directly on the video watch page or in live chat
- **100% of donations** go to RED/Global Foundation + Youtube pays for all transaction fees

# YouTube: Expansion on YouTube Shorts

(RED)

## Ideas

Utilizing  
Youtube  
Shorts  
MORE +  
effectively

## Problems + Steps to be Taken:

- Only 1 YT Shorts posted → **post regularly** ⇒ cheaper/easier to produce + more effective
- RED's promotional videos with collabs could be more engaging  
→ Gen Z users (18-29) are more inclined to share ads that they find 'funny' (59%) or 'creative and cool' (57%).
- MISSING a lot of major concepts/tools to create a more viral-ready video  
**Solution: Improve general video structure/style** → analyze how the most-watched YT Shorts create their videos

**Including:** trendy music selection; video cuts/transitions; usage of pinned comments interaction; personal narration/storytelling → "MY Story in 60 seconds"

Ex: [Environmental awareness video](#) (45k views, 9 months ago, 159 subs)

Ex: ["8-Year Old girl fighting cancer gets heartwarming dream come true"](#) (17 mil views)

Add  
Educational  
Content on  
AID/HIV;  
Talk about  
RED's  
impact

**Problem:** GEN Z are uninformed → **will not understand** the significant impact of RED + the cause we stand for

Prioritize a more **IMPACTFUL** posting model →

- Showing the suffering of **old people/children with AIDS/HIV** + have their voice-over talking about struggles (**visual and audible hook**)
- **Transition into RED directly helping them** → health services; resource expansion : SHOW how \$\$ donated has actually positively benefited

## Possible Impact on RED:

- 1) DRIVE media impact through the roof!!

30-60 second videos had an average of **354k views** ⇒ **double** the average **162k views** generated by videos longer than five minutes ([Tabular Labs](#))

1) RED Informative videos can be played during school for classes → educate on HIV/AIDS + reach RED towards Gen Z [Environmental awareness video example](#)

2) Make products/collaborations more meaningful + be more enticing for viewers to buy products after knowing what their contributions would mean

^ 87% of consumers will buy a product bc the company they're supporting cares about a cause they know/care

# YouTube: Streamer Partnerships

(RED)

## Steps to be Taken:

- Continue **pushing out RED's brand + the Global Foundation on social media** (Insta, YT, SC) → garner attention of Gen Z + streamers to get them to choose us as a foundation they want to support
- Push RED/GF onto **Tiltify** and **Charities.org** → effective way to allow streamers + viewers to find us

**Tiltify:** platform integrated into social medias like YT to allow seamless fundraising strategies + interactive features→ most big streamers use this

## Case Studies of Previous Stream Events:

### Jacksepticeye

[link](#)

World Central Kitchen: \$10 mil → collab with other streamers to play video games + dares

### Dr Lupo

[Build Against Cancer live stream](#)

\$1mil+ → streamed live on YT from the St. Jude campus using Tiltify conduct interviews and play games with St. Jude patients

### Pro 1

An effective way for RED to generate revenue (short-term but also quite a big sum of \$\$ each time

### Ludwig

[Charity Stream 2.0](#)

No Kid Hungry: \$314,170.01  
→ 50 hr locked in a room completing challenges for amt \$\$ donated

### Ryan Trahan

[Vlog: 6-10M average each video](#)

Feeding America: \$1.4 million  
→ surviving on \$0.01 for 30 days to deliver a penny to Mr. Beast on the other side of America

### Pro 2

Smart way to engage with Gen Z pop through a medium they are familiar with + trust → pre-built community



01

## Why Twitch?

Overview



02

## Primary Focus

does not require RED staffing



03

## Secondary Focus

may require RED staffing



# Gaming: Twitch has a target market we can't ignore (RED)

**41%**

of Twitch users Gen Z

**73% are younger than 35**

**140 million**

unique visits monthly

**70%**

of college students play games  
(Pew Research)

**31 million**

daily active users

## charity tool

sign up for PayPal Giving Fund and get  
RED listed on Twitch charities ([link](#))



# Gaming: Primary Focus Strategy #1

(RED)

## Reach out to famous streamers with relevant histories, events, and fanbases

**2.8m**  
subscribers

**Jacksepticeye**

Thankmas: \$10 million

**3.3m**  
subscribers

**TenZ**

Streamer Award 2023:  
Best Gamer

**4.5m**  
subscribers

**DrLupo**

Build Against Cancer: \$1 million

**12.9m**  
subscribers

**ibai**

Multiple Tiltify fundraisers

**963K**  
subscribers

**CDawgVA**

500 Mile Cyclethon: \$300,000

NOTE: not a lot of followers, but won Streamer Award 2023: Best Philanthropic Event

**11.7m**  
subscribers

**xQc**

Very famous streamer but CAUTION

NOTE: has controversial views on fundraisers in general, like self- profiting from them in the past



# Gaming: Primary Focus Strategy #2

(RED)

**Reach out to streamers who play in groups to attract larger aggregate viewership**



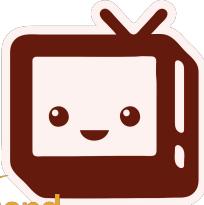
## KREW

Funneh, Rainbow, Gold, Draco, Lunar



## Dream SMP

Dream, GeorgeNotFound, Sapnap, TommyInnit, Wilbur Soot, Nihachu



## Offline TV

Pokimane, Scarra, LilyPichu, Disguised Toast

Ascend



## 100 Thieves

Kyedae, iiTzTimmy, etc.



## Hermitcraft

Grian, Goodtimeswithscar, Thatmumbojumbo, impulseSV, etc.



## Amigops

Valkyrae, Sykkuno, CORPSE, Disguised Toast

# Gaming: Secondary Focus (Company Partnerships) (RED)

## #1 Top Twitch Games



**Riot Games:**  
Social Impact Fund



**Rockstar Games:**  
COVID relief & charity



**Mojang:**  
Black Lives Matter  
Creator Cup server



## #2 Top App Store Games



**Project Hope 1+1:**  
Asia focus



**Very new game:**  
Proposed message "SNAP  
RED"



**Pokemon Go Fest:**  
% of proceeds donated to  
charity

# Utilize university outreach to make lasting impression on students (RED)

## Steps to be Taken

- Partner with another Brand to do in-person campus outreach events
- (RED) student campus ambassadors
- Sponsor student clubs/organizations
- HIV/AIDS awareness/education program
- Give away branded swag and merch

## Impact and Reach

- **98% of event attendees create social content** → 40,000+ potential social media posts at UC Berkeley
- **74% of consumers more likely to buy products after a branded event experience**
- Clubs/organizations will advertise (RED) during their club events with ~100 members
- Promote product(RED) line

## Collaborator Suggestions



## DoorDash Dash Course

- 2 day event
- Gave away DoorDash reusable grocery bags
- Competition with prizes



concertsatcal

6 Posts 383 Followers 945 Following

Concerts@Cal

Welcome to live event discovery made easy! UC Berkeley is partnering with @spotify to promote their Live Events feature! 🎵💡💡

@calbcec @spotifystages

[linktr.ee/concertsatcal](http://linktr.ee/concertsatcal)

BCEC x Spotify student ambassadors

- 383 followers in just 2 weeks
- Doing raffle events
- Recruiting more ambassadors

# Risks and Mitigations

(RED)

Risks	Mitigations
01 Partnering companies not willing to help advertise (RED) since doing so takes away attention from their brand	<ul style="list-style-type: none"><li>Only focus on the <b>PRODUCT(RED) logo and slogan</b> for some products</li><li>Include short description of around 10 words, keep the message <b>concise</b></li></ul>
02 Partnering company might not be as willing to display profit margins from selling (Product)RED products	<ul style="list-style-type: none"><li>Ask them to have <b>separate transaction record</b> for (RED) products</li><li>Organized monetary records won't disclose the partnering company's financial information</li></ul>
03 Shifting away from racial injustice might lose some attention	<ul style="list-style-type: none"><li>Focus on <b>AIDS/HIV/COVID</b></li><li>Get attention by asking Global Funds for more details of (RED)'s contributions</li></ul>
04 Changing product focus or developing new product related to healthcare might cause extra costs	<ul style="list-style-type: none"><li>Terminate some of the current products that aren't making any profit to leave room for this change, more monetary resources will be available</li><li>Partnering with <b>industry leaders and brands with good images</b></li><li>If <b>PRODUCT(RED)</b> reaches success, can create friction in profitability</li></ul>
05 Social Media Platforms don't gain attention as expected	<ul style="list-style-type: none"><li>Use partnering companies' social media platforms</li><li>Test out different social media campaigns to get most effective result</li></ul>



# Next Steps: Recommendations to Prioritize

(RED)

## Positioning

- Evoke morally-reassuring effect on audience akin to “cruelty-free” sign.
- Be consistent with PRODUCT(RED) logo and specific marketing ideas/slogans.
- Strengthen connection between racial injustice and HIV/AIDs through partnerships:
  - Choice of partners: *industry leaders*, focus on *healthcare products*
  - Brief mentions of (RED)'s past impact on HIV/AIDS/COVID on partners' sites
  - Financial transparency from partners
- Revise website: develop graphs showing RED's *past influence* and add slogans for the cause

## Digital Channels

	Tik Tok	<ul style="list-style-type: none"><li>• Connect with listed potential influencers</li></ul>
	Snapchat	<ul style="list-style-type: none"><li>• Create Snap lenses and plan their release details</li><li>• Contact Cosmopolitan's Feature Editors and decide on content for Feature story.</li></ul>
	Instagram	<ul style="list-style-type: none"><li>• Conduct giveaways of current (RED) products</li><li>• Connect with listed influencers and sponsor Reels</li></ul>
	YouTube	<ul style="list-style-type: none"><li>• Create YouTube Shorts with suggested formatting changes to improve emotional appeal and virality</li><li>• Add (RED) and the Global Fund to platforms like Tiltify and Charity.org</li></ul>
	Twitch	<ul style="list-style-type: none"><li>• Create PayPal Business account, apply to PayPal Giving Fund</li><li>• Connect with famous streamers, groups of streamers</li></ul>



# Thank You!

***Any Questions?***

(RED)

# APPENDIX

- <https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/?sh=66ccf9528699>
- <https://www.voguebusiness.com/consumers/marketing-to-gen-z-during-covid-19>
- <https://institute.blackbaud.com/charitable-giving-report/online-giving-trends/>
- <https://www.hrc.org/resources/debunking-common-myths-about-hiv>
- [https://www.youtube.com/watch?v=W5bh1JFo43U&ab\\_channel=NICOLEBELTRAN](https://www.youtube.com/watch?v=W5bh1JFo43U&ab_channel=NICOLEBELTRAN)
- <https://www.tubebuddy.com/blog/youtube-shorts-grow-your-channel/>
- <https://causes.tiltify.com/>
- [https://www.charities.org/charities\\_list](https://www.charities.org/charities_list)
- <https://www.exchangewire.com/blog/2022/05/12/gen-z-users-three-times-more-likely-to-use-youtube-than-tiktok-finds-channel-factory/>
- <https://www.edweek.org/teaching-learning/why-generation-z-learners-prefer-youtube-lessons-over-printed-books/2018/09>
- <https://tensorsocial.com/post/top-gen-z-influencers-on-youtube>
- <https://dazeinfo.com/2022/12/01/youtube-2022-top-trending-videos-top-creators-top-shorts/>
- <https://www.statista.com/statistics/558227/number-of-snapchat-users-usa/>
- <https://arinsider.co/2021/05/17/data-dive-71-percent-of-snapchat-users-engage-ar-daily>

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- <https://www.statista.com/statistics/545967/snapchat-app-dau/>
- <https://www.zippia.com/advice/snapchat-statistics/>
- <https://story.snapchat.com/p/bdeef924-ed22-44ae-9d0c-79033dff959/375203011110912>
- <https://blog.contentstudio.io/how-to-find-tiktok-hashtags/>