



## **Facemoji Forward**

*Marketing and User Interface for Gen Z Engagement*

***Ascend Consulting***

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**Prepared for Facemoji Keyboard**

# MEET THE TEAM



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# Executive Summary

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**01. Marketing for Gen Z**

**02. User Interface for Facemoji**

**03. Expanding on Project 1 Solutions**

**04. Q&A**

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01

# MARKETING FOR GEN Z

# Marketing to Gen Z

**82%**

of Gen Z trust user-generated content, while only 26% trusting traditional advertising.

**8 seconds**

is the attention span Gen Z, down from the 12 seconds in 2000 (Microsoft).

**82%**

of Gen Z want to be a part of a community.

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Gen Z prefers ads that are creative, entertaining, funny, and carrying a social message (NCSolutions).

**52%** prefer creative and entertaining ads.

**43%** prefer humorous ads.



## How should Facemoji market to Gen Z?

### 1. Create like a creator

Adopt a creator-first approach, positioning Facemoji not just as a product but as a fellow creative collaborator to connect with Gen Z on a personal level, fostering trust and loyalty.

### 2. Go where the audience is

Authentically engaging with Gen Z where they are most active, digital and physical, to demonstrate Facemoji's relevance and understanding of their culture and preferences.

### 3. Build an interactive community

Prioritize building a community-driven ecosystem where Gen Z feel valued through opportunities for user feedback, co-creation of content, and meaningful interactions with the brand and fellow users.



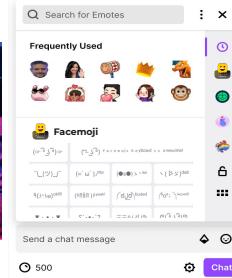
# **Target Category 1: Partnerships**

# Brand Partnerships

logitech X Facemoji



Facemoji



## 1. Physical Keyboards

### Partnership Ideas:

- Create limited physical keyboards to be sold.
- Promotional raffle for Facemoji users to get free keyboard and/or discounts.
- Potential to maintain long-term partnership with new keyboard designs.

### Potential Partners:

- Logitech
- Epomaker
- Keychron
- ZAGG

## 2. Food & Beverage

### Partnership Ideas:

- Implement a QR scan code-reward system for Gen Z to access on food and beverages, which are often distributed on college campuses.
- Promote prizes on Facemoji by scanning exclusive QR code.
- Allows targeted distribution to Gen Z audience.

### Potential Partners:

- Alani
- Gatorade
- Cheetos
- Chipotle

## 3. Live Streaming

### Partnership Ideas:

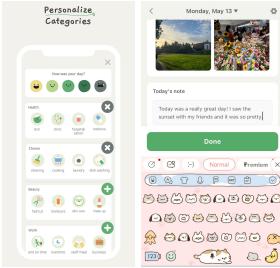
- Integrate Facemoji with live streaming platforms' chat feature to increase lively engagement.
- For Twitch, there is the Emote Button feature and Cheering Button feature. Emote Button is already personalized based on specific channel and can include Facemoji emote features as well.

### Potential Partners:

- Twitch
- Kick.com
- Weverse



# Brand Partnerships



4. Stationary	5. E-Journal	6. Mobile Games
<p><b>Partnership Ideas:</b></p> <ul style="list-style-type: none"><li>• Expand brand by creating stationary items aligning with the different aesthetics offered through Facemoji (e.g. Y2K stickers, pens, keyboard decoration).</li><li>• Stationary products have QR code to download Facemoji app and get a free keyboard of choice.</li></ul> <p><b>Potential Partners:</b></p> <ul style="list-style-type: none"><li>• Miniso</li><li>• Daiso</li><li>• Stationery Pal</li><li>• Redbubble</li></ul>	<p><b>Partnership Ideas:</b></p> <ul style="list-style-type: none"><li>• Integrate Facemoji in e-journal apps to increase personalization of daily entries (e.g., fonts, stickers) by downloading Facemoji.</li><li>• Intentivies partners to differentiate in personalization from their competitors.</li></ul> <p><b>Potential Partners:</b></p> <ul style="list-style-type: none"><li>• Dailybean</li><li>• Daylio</li><li>• Chiku</li></ul>	<p><b>Partnership Ideas:</b></p> <ul style="list-style-type: none"><li>• Integrate Facemoji in mobile games that enable player chatting.</li><li>• Features of Facemoji allows players to have a more fun experience communicating through chat (e.g., fonts, stickers, GIFs).</li></ul> <p><b>Potential Partners:</b></p> <ul style="list-style-type: none"><li>• Roblox</li><li>• Plato</li><li>• PUBG Mobile</li><li>• Clash of Clans</li><li>• Clash Royale</li></ul>

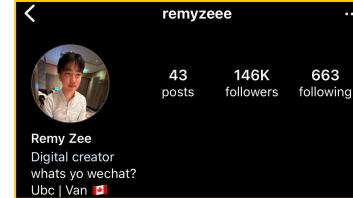
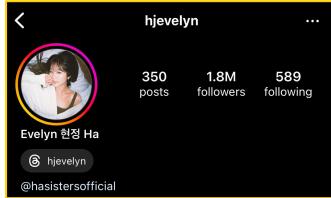
# Content Creator Partnerships

## Content Creators:

Partner with content creators to demonstrate how Facemoji enhances **daily communication** and **expression**.

## Suggested Content Creators:

Usually active on all social media platforms



## Implementation:

Contacting influencers through their business email to organize partnership and/or sponsorship.

## Content Ideas:



- Participating and promoting Facemoji trends, challenges, and events.
- Vloggers showcase daily use of Facemoji through engaging video content.
- Create humorous skits that highlight Facemoji's features through witty rewrites, meme-inspired jokes, and playful scenarios.



**Ex. Remy Zee**  
Partnered with Duolingo by creating a skit that emphasized his persona of "rizzness" (garnered 2.1M views).



**Ex. TFG Vlogs**  
Texting 100 Celebrities. Could integrate Facemoji features into these types of content creations (garnered 1.8M views).



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# Animator Partnerships

## Animators:

Partner with animators to highlight Facemoji's **customizable aesthetic** appeal and encourage their involvement in Facemoji events and challenges.

## Suggested Animators:

Most well-known for YouTube and Twitch



**Emirichu** ✅

@Emirichu

3.44M subscribers • 92 videos



**TheOdd1sOut** ✅

@theodd1sout

19.7M subscribers • 153 videos



**JaidenAnimations** ✅

@jaidenanimations

12.6M subscribers • 154 videos



**Domics** ✅

@Domics

7.28M subscribers • 212 videos

Contacting influencers through their business email to organize partnership and/or sponsorship.

## Content Ideas:



- Promoting personalized aesthetic offered through Facemoji in engaging animated video content.
- Participating in Facemoji trends, challenges, and events.
- Implementing Facemoji into the animators' tour challenges.
- Creating custom widgets, stickers, and/or keyboards for collaborating animators.



Ex. **Scribble Showdown**

A world-wide tour featuring notable animators where they meet with fans and do art challenges.



Ex. **Extreme Pictionary Challenge**

Showcasing many talented animators where the end goal of the event was to raise donations to charity.



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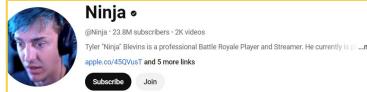
# Gamer Partnerships

Gamers:

Partner with gamers to create **personalizable accessories** for them and garner attention of viewers to attend challenges and events with Facemoji.

Suggested Gamers:

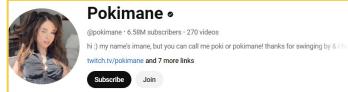
Most well-known for YouTube and Twitch



**Ninja** •  
@Ninja • 23.8M subscribers • 2K videos

Tyler "Ninja" Blevins is a professional Battle Royale Player and Streamer. He currently streams on YouTube, Twitch, and Mixer.

[Subscribe](#) [Join](#)



**Pokimane** •  
@pokimane • 6.38M subscribers • 270 videos

Hj [my name's imane, but you can call me pok or pokiman] thanks for swinging by! I'm a streamer, YouTuber, and more links!

[Subscribe](#) [Join](#)



FaZe Clan, known for their engaging advertisements and challenges.



**jacksepticeye** •  
@jacksepticeye • 30.7M subscribers • 5.1K videos

I play videogames but I also make other content like Try not to laugh, Reacting to tik tok, and more!

[Subscribe](#) [Join](#)

Implementation:

Contacting influencers through their business email to organize partnership and/or sponsorship.

Content Ideas:



- Personalize individual gamers' channels' Twitch chat to include specific emotes and cheeremes
- Participating in Facemoji trends, challenges, and events.
- Creating custom widgets, stickers, and/or keyboards for collaborating gamers (ex. FaZe-themed emoji, Blue-haired Ninja stickers, etc.)



*Ex. Pokimane*  
*Streamers can showcase the features of Facemoji live to their viewers.*



*Ex. Ninja*  
*Collaborate with famous gamers to create custom emojis for fans.*



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# Niche Influencer Partnerships

Niche Influencer:

Collaborate with smaller niche community influencers to connect their audiences' interests to Facemoji in their own **uniquely targeted approaches**.

Suggested Influencers:

Most well-known for Instagram and YouTube

Content Ideas:



Representing Kawaii core



Representing "\_ with me"



Representing brand building



Representing Travel accounts

Plugging and using Facemoji features, widgets, Kaomojis for easily heightening their aesthetic content on their posts.

Known for showing cute stationary and decorating. Can likewise utilize Facemoji to customize and cuteify their technological devices.

Collaborate with Facemoji to introduce Facemoji's AI Generated caption maker and other features that can allow influencers to easily grow.

Showcase using Facemoji's accurate and quick translation feature when travelling internationally, and using Facemoji features to decorate vlogs and posts.



**Ex. Study to Success x Notion**  
Displayed their personalized Notion pages and how it is beneficial for aesthetic, clean studying. This could use same approach for partnership with Facemoji features.



**Ex. Nomadic Matt x Airalo**  
Created a promotional video for Airalo explaining its benefits in helping travel internationally. This could implement similar marketing strategy with Facemoji's translation feature.



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# List of Potential Partners

Content Creators	Animators	Gamers	Niche Influencers
<b>YouTube</b> <ul style="list-style-type: none"><li>• Sarah Cheung (lifestyle and beauty)</li><li>• Mia Maples (trends and baking)</li><li>• BENOFTHE WEEK (humor and satire)</li></ul> <b>TikTok</b> <ul style="list-style-type: none"><li>• Eric Ou (comedian and trends)</li><li>• Cody Ko (comedy and trends)</li><li>• Gabbie Hanna (comedy and art)</li><li>• Sadie Aldis (comedy and lifestyle)</li><li>• Khaby Lame (comedy and reactions)</li><li>• Jules LeBlanc (vlogs and lifestyle)</li></ul> <b>Instagram</b> <ul style="list-style-type: none"><li>• Nichole Ciotti (Fashion and lifestyle)</li><li>• Richard Sabiaga (comedy)</li><li>• King Henry (Korean humor)</li></ul>	<b>Youtube</b> <ul style="list-style-type: none"><li>• ChillyPanda</li><li>• Shoocharu</li><li>• It's Alex Clark</li><li>• Daidus</li><li>• Spilled Ink</li><li>• Domics</li><li>• Alex Meyers</li><li>• Jake Doubleyoo</li><li>• Shortcxke</li><li>• ErolStory</li><li>• Illymation</li><li>• TheAMazing</li><li>• Ice Cream Sandwich</li><li>• Haminations</li><li>• SultanSketches</li><li>• AlexsCorner</li><li>• PantslessPajamas</li><li>• ActuallyRea</li></ul>	<b>Twitch</b> <ul style="list-style-type: none"><li>• Offline TV members (content creation and gaming)</li><li>• Lil_Lexi (gaming and variety streaming)</li><li>• TheMexicanRunner (retro gaming)</li><li>• PeachSaliva (art and gaming)</li><li>• Marz (story-driven games and variety)</li><li>• Ludwig (gaming and variety streaming)</li><li>• Alpharad (pokemon and streaming)</li><li>• CDawgVA (challenges and variety streaming)</li></ul>	<b>Kawaii Core</b> <ul style="list-style-type: none"><li>• HelloKatyxo (cute outfits and decor)</li><li>• PeachMilky_ (cute accessories and kawaii fashion)</li><li>• Milkbbi (cute illustrations)</li></ul> <b>— with Me</b> <ul style="list-style-type: none"><li>• Leyla Tavas (study)</li><li>• Mary's Diaries (study)</li><li>• Via Li (study)</li><li>• Fernanda Ramirez (get ready)</li><li>• Nicole Laeno (get ready)</li></ul> <b>Brand Building</b> <ul style="list-style-type: none"><li>• Alex Tooby</li><li>• Sunny Lenarduzzi</li></ul> <b>Travel</b> <ul style="list-style-type: none"><li>• Ryan Trahan</li><li>• Theblondeabroad</li><li>• Bucketlistfamily</li><li>• Damon and Jo</li></ul>



# **Target Category 2: Social Media**

# Social Media Focus

## Our Recommended Focus:



**Short Form Content  
Re-Posted on all  
Relevant Platforms**

## Target Demographics in Gen-Z for Facemoji

### College Students

**Age Range:** 18-24 years old

**Interests:** Career, entertainment, social activities, technology

**Social Media:** Primarily Instagram, Snapchat, Facebook, and TikTok

**Traits:** Seek affordability, convenience, ethical brands

**Correspond:** Promotions, Humor/Relatability, trends



### Gamers

**Age Range:** Broad, teens to 40s.

**Interests:** Various game genres, gaming hardware, esports, streaming, culture.

**Social Media:** Twitch, YouTube, Discord, Reddit, X(Twitter).

**Traits:** Value quality content, tech-savvy, prefer authentic marketing

**Correspond:** Meme-Culture, Tech-Insights



### K-pop Fans

**Age Range:** 15-30 years old.

**Interests:** K-pop, Korean dramas, fashion, merchandise, concerts.

**Social Media:** Active on X(Twitter), YouTube, and TikTok.

**Traits:** Highly engaged, loyal, participate in promotions/events.

**Correspond:** Meme-Culture, Community Building, Fan-Centric activities



**YouTube:** This platform is the most used by Gen Z, with 88% of them actively spending time on it. YouTube is particularly valued for its diverse content ranging from **entertainment** to **educational materials**, making it a versatile channel for targeted marketing ([Billpin.com](#)).

**Instagram:** Known for its strong visual appeal, **Instagram engages 76% of Gen Z users**. The platform allows for rich storytelling through images and videos, and is effective for campaigns that include influencers and authentic content which resonates well with this demographic ([Billpin.com](#)).

**TikTok:** **68% of Gen Z using TikTok**, this platform stands out for its ability to **capture attention with short, engaging videos**. TikTok's format is conducive to **creative**, trend-driven content, making it a powerful tool for **viral marketing** campaigns. It's particularly effective for brands that can engage users with challenges and user-generated content ([JEWLScholar](#)).

# Social Media Focus



Facemoji will utilize **Instagram Posts** to provide information on app updates, events, collaborations, and giveaways and **Instagram Reels** for engaging users with humorous reels that display app features and brand collaborations.



## Duolingo

- Leverages Drake and Kendrick Lamar beef to capture attention.
- Reliably humorously mocks Duolingo's own challenges in teaching English.
- Cleverly tying back to Duolingo's mission of language education through a culturally relevant format.



- The ad captures attention through love story involving characters, drawing the audience into their emotional journey.
- A slow, sad song sets the emotional backdrop.
- Memorable and amusing twist as the ad reveals it was an ad this whole time.
- Gen Z's preferences for engaging, narrative-driven content that breaks conventional advertising molds.



Facemoji will leverage **YouTube Videos** to create educational content, tutorials, and other trending long form format and **YouTube Shorts** for reposting humorous content from Tik Tok and Instagram's short form content.



## IKEA

- Offers a mix of ASMR videos, tutorials, and decor tips.
- Uses sensory trends and practical advice to engage viewers.
- Establishes IKEA as a versatile lifestyle brand on a popular platform.



## Burger King

- Highlights collaborations with other brands and celebrities.
- Shares innovative recipes and new menu items.
- Engages viewers with funny skits related to their products and brand.



Facemoji's **Tik Tok strategy** emphasizes humor and inventive use of the app's features, creating short-form content, creating, and **riding on trends** to showcase the functionality and application of the Facemoji keyboard.



## e.l.f. Cosmetics

- Created the **#EyesLipsFace** campaign to promote their products, leveraging a catchy song specifically made for the campaign.
- The campaign quickly went viral, with millions of Tik Tok users, including influencers and celebrities, participating.
- Increased e.l.f. Cosmetics' visibility on social media, attracting a new, younger audience to the brand.
- Users added their own creative twists to the sound and broke records.



# Social Media – TikTok



Facemoji's **Tik Tok strategy** emphasizes humor and inventive use of the app's features, creating short-form content, creating, and **riding on trends** to showcase the functionality and application of the Facemoji keyboard.

74%

of weekly Gen Z TikTok users are more likely to search for more information after seeing an advertised product on the app (TikTok Insights).

## TikTok Fundamentals

1. Invest in editing by utilizing quick cuts, clear transitions, text overlays, and dynamic effects
2. Publish Videos when target audience is most active (most likely evening)
3. Leverage popular audios and challenges to match Gen Z interests and humor
4. Actively respond to comments and try and build a community of followers

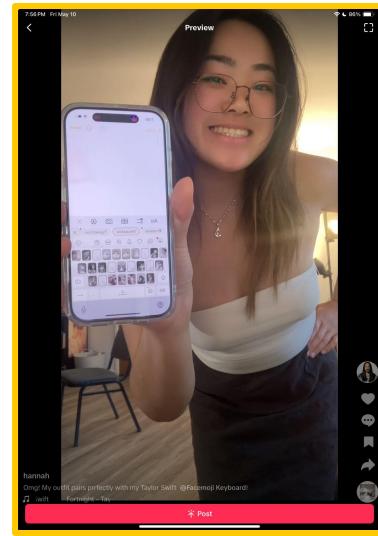
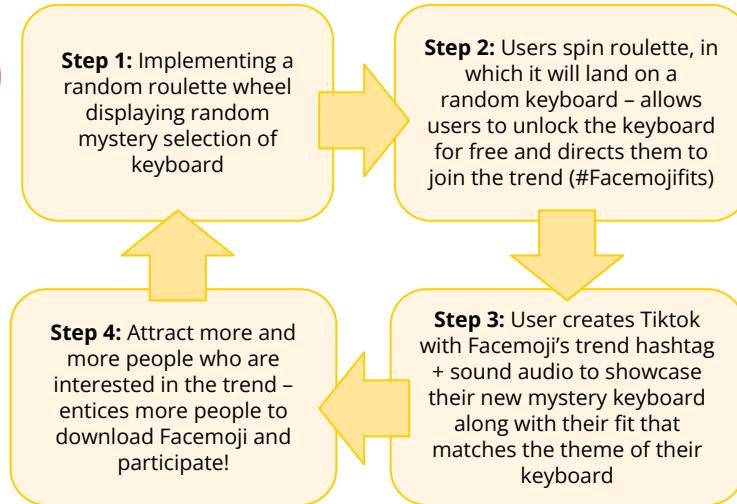
## Viral Content Ideas

- **ASMR Typing Challenge:** Showcase the different sound functions of Facemoji, such as ASMR sounds or funny noises like a monkey sound while typing serious messages. Encourage users to share their funniest or most relaxing Facemoji typing experiences.
- **MagicAnimate Competition:** Host a competition where users show off their best animations using Facemoji's MagicAnimate feature. Offer prizes for the most creative and engaging entries.
- **Shakespearean Skit with a Modern Twist:** Produce a skit of "Romeo and Juliet" where Romeo uses Facemoji's rizz feature to woo Juliet, adding a humorous and contemporary angle to the classic play.
- **Anime Reenactment:** Use Facemoji to create a skit based on popular anime like "Demon Slayer," utilizing Facemoji's features to mimic characters and scenes.
- **Creative Font Use in Daily Conversations:** Highlight how different fonts can change the tone of messages. For example, talking in Shakespearean language with Times New Roman to a teacher.
- **Facemoji Intervention Skit:** Create a funny scenario where friends stage an intervention for someone who's obsessively using Facemoji features, leading to hilarious exchanges.
- **Historical Explanation Skit:** Develop a humorous skit where a modern-day person explains the concept of Facemoji to a caveman or a historical figure, showcasing the evolution of communication.
- **Intergenerational Tech Skit:** A grandparent who doesn't speak english very well starts spamming their child with Facemoji rizz.



# TikTok Sample 1: Roulette Keyboard Trend

**Overarching Idea:** Creating a trend on social media in which Facemoji implements a random generated roulette on the app so when the user spins it, it will land on a random keyboard style they can unlock AND try to style their OOTD to match the keyboard buying showing their keyboard and fit.



Ex. User matches their outfit with their selected Facemoji keyboard.

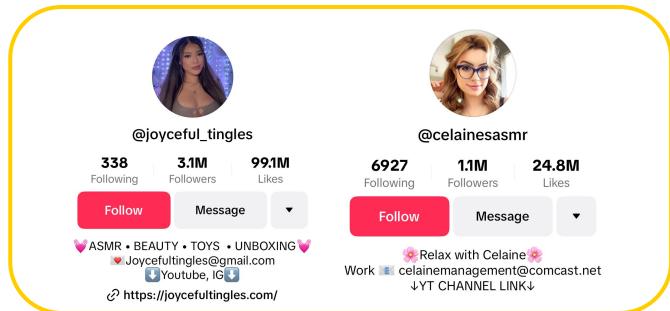
# TikTok Sample 2: ASMR Virtual Keyboard Sounds

**Overarching Idea:** Transforming the current scope of ASMR with PHYSICAL keyboards by hopping onto the large market + rising trend of ASMR on short-form social media. Facemoji can implement the feature of creating AI-generated keyboard typing sounds as another add-on, where users can pair their keyboard with a certain keyboard sound style so when they type, it will be in that typing sound style.

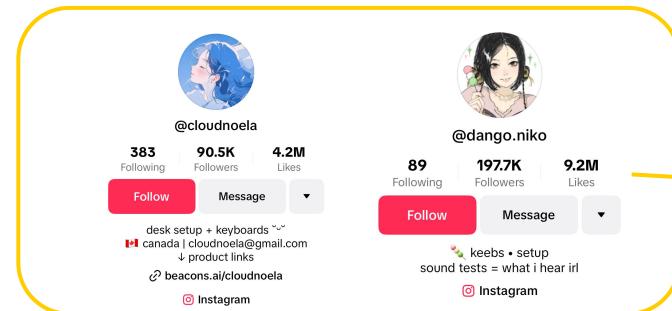
## General Statistics:

- Posts using the hashtag #OddlySatisfying have more than 138 billion views on TikTok as of September 2023
- The #ASMR hashtag has 401 billion views and 13.1 million posts
- YouTube reported that relaxation videos have increased by 70%

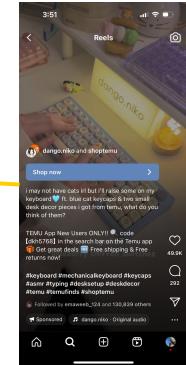
## ASMR Influencers to Target:



General ASMR



Keyboard ASMR

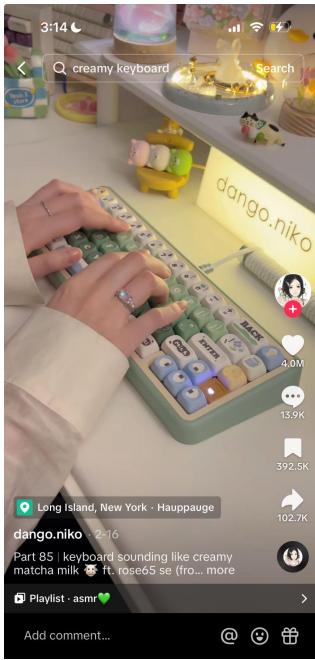


Dango.niko x Temu



# TikTok Sample 2: ASMR Virtual Keyboard Sounds

Current



Facemoji  
Implementation

User selects:

Keyboard

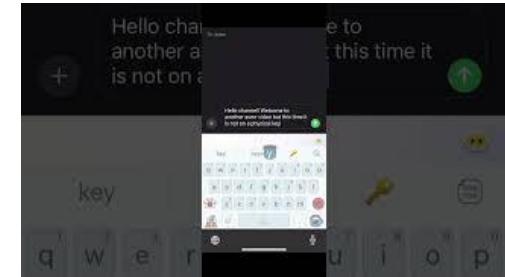


Sound Style

Ex. creamy style

Integrating the selected typing sound style with the keyboard

End Result



A new innovative way of creating ASMR content with virtual keyboards

Strategic way to increase influence of Facemoji within this huge target demographic



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# Social Media – Instagram



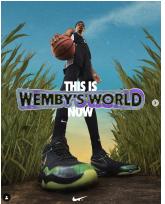
Facemoji will utilize **Instagram Posts** to provide information on app updates, events, collaborations, and giveaways and **Instagram Reels** for engaging users with humorous reels that display app features and brand collaborations.

**62.4%**

of social users use Instagram to follow or research brands or products (Hootsuite).

**70%**

of users watch Instagram Stories daily, presenting a valuable opportunity for ephemeral content marketing.



## Instagram Posts and Reels

**Instagram Reels** can be the same exact content as TikTok

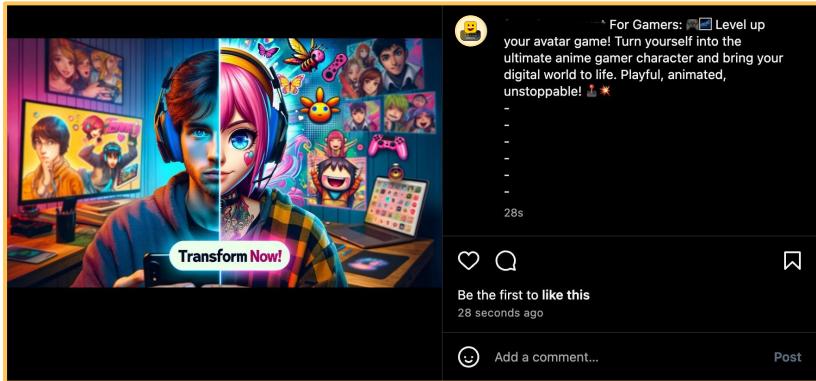
### For Posts

- 30 Hashtags per post to maximize Explore Page Reach
- Develop a recognizable aesthetic for your posts that reflects Facemoji's playful and innovative brand
- Post about Facemoji product features, updates, and events
- Collaborations with influencers
- Occasionally post exclusive offers or sneak peeks of new Facemoji features to keep the audience coming back for more
- Use Instagram Insights to track the performance of posts and adjust strategy based on what content performs best
- Share Instagram content across other social platforms to drive traffic to your Instagram page. Link back to Instagram from other social media profiles, website, or blog
- Ensure all images and videos are crisp and engaging
- Utilize tools like Social Champ to schedule posts when audience is most active (around 5pm)

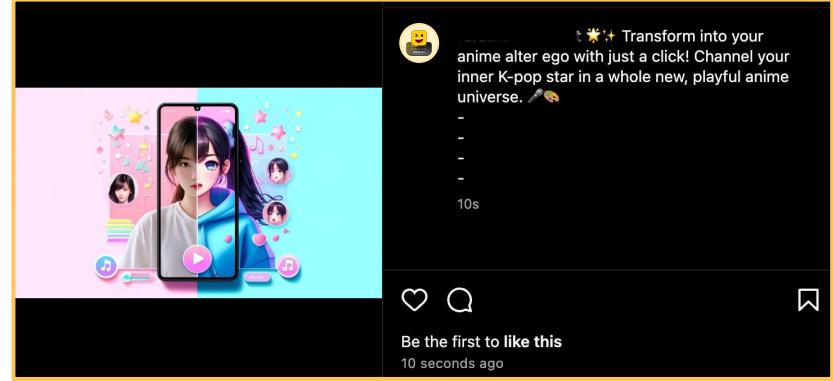


# Social Media Category 2 – Instagram Samples

## Gamer Advertisement



## K-Pop Advertisement



#Anime, #Kpop, #Gamers, #Manga, #Cosplay, #Otaku, #Geek, #Nerd, #Avatar, #Fanart, #Esports, #Gaming, #Artwork, #Popculture, #Animation, #Jpop, #Virtual, #Streamers, #Digitalart, #Videogames, #Chibi, #Comic, #Musiclover, #Fandom, #Fanatic, #Cute, #Style, #Trend, #Innovative, #Creative.

# Social Media – YouTube



Facemoji will leverage **YouTube Videos** to create educational content, tutorials, and other trending long form format and **YouTube Shorts** for reposting humorous content from Tik Tok and Instagram's short form content.

## 70% of viewers

reported learning about new brands through YouTube

### “How To \_\_”

Content is incredibly popular, with a 50% increase in searches for beginner-friendly content



Youtube Shorts can be the same exact thing  
as Tik Tok and Instagram Reels



## Understanding YouTube

- Use compelling thumbnails and titles with relevant keywords to improve search visibility and attract viewers
- Post videos when your audience is most active and tap into current trends to capture more immediate interest
- Engage with your viewers through comments, likes, and shares → a strong community boosts your video's visibility through increased engagement
- Your video's first few seconds are critical; make them count to keep viewers watching
- SEO Optimization: research and use relevant keywords in your video's title, description, and tags to improve its visibility on search engines

## Video Ideas

- Tutorials on key features, customizations, and integrating with various messaging apps.
- Videos on the history of emojis, their impact on communication, and tutorials on language enhancements using emojis.
- Insightful content on the development process, interviews with the team, and the creation of new emojis.
- YouTube videos that actively collaborate with partners on main channel
- Showcase gamers creating custom Facemoji emotes inspired by popular video game characters.
- Tutorials on creating K-pop idols' fan art using Facemoji, including challenges to recreate album covers or famous photoshoots.
- ASMR study sessions featuring the sounds of typing notes with Facemoji, page turning, and soft background music.

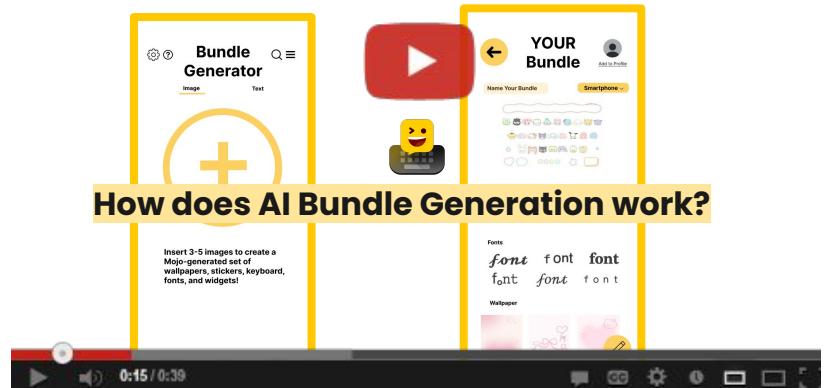


# Social Media Category 2 – YouTube Samples

## "How to \_\_\_\_" Tutorial Video



## Behind the Scenes Video



# Social Media – Side Accounts



## Why Use Side Accounts?

- Go beyond your existing follower base and connect with new demographics interested in a specific niche.
- Create a wider range of content that may not be suitable for your main brand page.
- Foster a sense of community and encourage user-generated content around your product or service.
- Showcase the personalities behind your brand and connect with your audience on a deeper level.

## Account Ideas:

- Facemoji Meme Account
- Art Account/ Kpop Art Account
- Facemoji lifestyle account
- Regional Accounts
- Account only focused on Collaborations
- User Generated Content Account

## Statistics

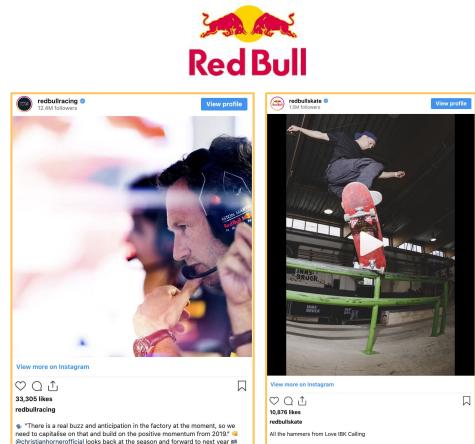
- Niche-focused Instagram accounts can grow up to 60% faster than broad-themed accounts due to targeted content that resonates strongly with specific audiences.
- Social media campaigns, which could be run through side accounts, can increase conversion rates by up to 30%.



Coca-Cola



SEPHORA



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# **Target Category 3: In-person Engagement**

# Student Ambassador Program



**92%**

of consumers trust word of mouth recommendations over other forms of advertising.

**76%**

of people say that they are more likely to trust content shared by "normal" people than by brands.

The main issue of Facemoji's current student ambassador program is a **lack of brand presence** both online and on-campus.



## Revamping the Ambassador Program

### Engagement Strategies

Develop creative engagement strategies to keep ambassadors motivated and actively involved in promoting Facemoji online and on-campus.

### Recognition & Rewards

Recognize and reward ambassadors for their contributions to the program, such as shoutouts on social media, exclusive perks, or opportunities for career development.

### Support & Resources

Offer ongoing support and resources to ambassadors to help them succeed in their roles, including access to promotional materials, swag, and guidance from Facemoji's marketing team.



# Campus Collaboration

## Option 1: Physical Campus Booths

### Initiative

Establish interactive booths on college campuses to directly engage with targeted Gen Z audiences and effectively promote products.

### Location

Strategic spots within campus hubs with high foot traffic, such as UC Berkeley's Upper and Lower Sproul Plaza.

### Event Ideas

Ambassadors will organize and manage pop-up booths across campus.

- 1) **Photo Booth Pop-up Truck:** Capture memorable moments in the booth, receiving both your photo and an AI-generated version, plus a QR code to download the Facemoji app.
- 2) **Facemoji x College Merch:** Create merch, such as stickers, with Facemoji's logo designed with the college's icons to incentivize students to take them.



Ex. Sample design of a sticker of UC Berkeley's mascot Oski with Facemoji's logo.



Facemoji



Ex. Mockup of a photostrip taken from Facemoji photobooth. Combined with a normal photos and the AI generated versions, along with the QR code.



# Campus Collaboration

## Option 2: Partnering with on-campus clubs & courses

### Initiative

Engage with and sponsor Design, AI, and Business clubs to organize events, or establish our own student-led courses, focusing on concepts derived from Facemoji.

### Partners (at UC Berkeley)

#### Design Clubs:

Innovative Design, EthiCAL, ImagiCAL, Design at Berkeley, Idea Factory, Innovate Berkeley, Cinematic Arts and Production

#### AI/Data Clubs:

Game Design and Development Club, Codeology, SAAS, DSS, Gen AI, Cloud @ CAL, WICSE, SWE, Code Base, Computer Science KickStart , Computer Science Mentors, Hackers @ Berkeley, CalHACKs, Diversatech

### Partnership Ideas

- 1) **Partnering with Clubs:** Facemoji Ambassadors will reach out to clubs across various fields to collaborate on events merging club interests with Facemoji's concepts.
- 2) **Creating new student-led course:** Have Ambassadors spearhead a student-led course (ex. DeCal at UC Berkeley), potentially being a joint effort with another club or course. This course would nurture students seeking to develop design abilities or learn more about Generative AI.



Ex. On-campus booths organized by clubs.



Ex. EthiCAL x Adobe Illustrator  
Hosted a designathon and infosession event with Adobe Merch as the winning prize.



# Facemoji Hacks



## Facemoji Hackathon

**Host a **Facemoji hackathon** where students can gain experience and companies can benefit from their ideas.**

### The Challenge

Leveraging AI technology, build a new feature for Facemoji or change any feature you would like in Facemoji.

- Ideas are evaluated and judged give awards for top best solutions.
- Facemoji can collaborate with other sponsors to build their own hackathon or become a sponsor for an existing hackathon, depending on the budget.

### The Result

- Spearheading a hackathon bridges the gap between students seeking hands-on experience and Facemoji can leverage their innovative ideas with minimal costs.
- Students can get an engaging experience of building their own solutions and exposure to Facemoji's brand and features.



# Facemoji Hacks

## Goal Setup

Leveraging AI technology build a feature within Facemoji

## Registration

Have an RSVP system to decide location. Could make it exclusive by only accepting certain people

## Facemoji's ROI

- Opportunity to recruit winners and not needing to use HR to find new candidates.
- Abundance of ideas that talented students came up with for a low cost.
- Increased presence within Gen Z demographic.

## Results

Projects will be evaluated by Software Engineers or the Design Team at Facemoji

## Advertisement

Offer cash prizes to incentivize participation, alongside guest speakers. Additionally, leverage newly appointed ambassadors within campuses to effectively target students.

## Hack Day!

Participants will code their projects through the hackathon

*Inspired by:*

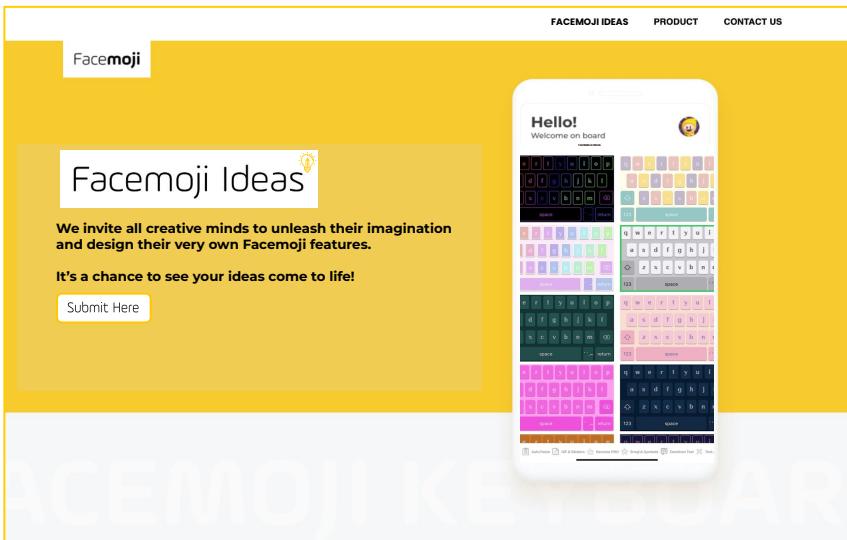


# User-Design Submissions

Facemoji's current user-design submission system is only available on Android. However, **79% of Gen Z U.S. consumers prefer iPhones** to other brands (Bloomberg 2023).

**1. Upgrade the current system to integrate with iOS devices.**

**2. Integrate on Facemoji's Website**



## Facemoji Ideas

Users can submit designs of Facemoji features. The most voted submission in a certain time frame wins a cash prize and/or their idea gets implemented on app.

User-design submissions empowers users, fosters community engagement, and fuels innovation by involving them in the creative process.



02

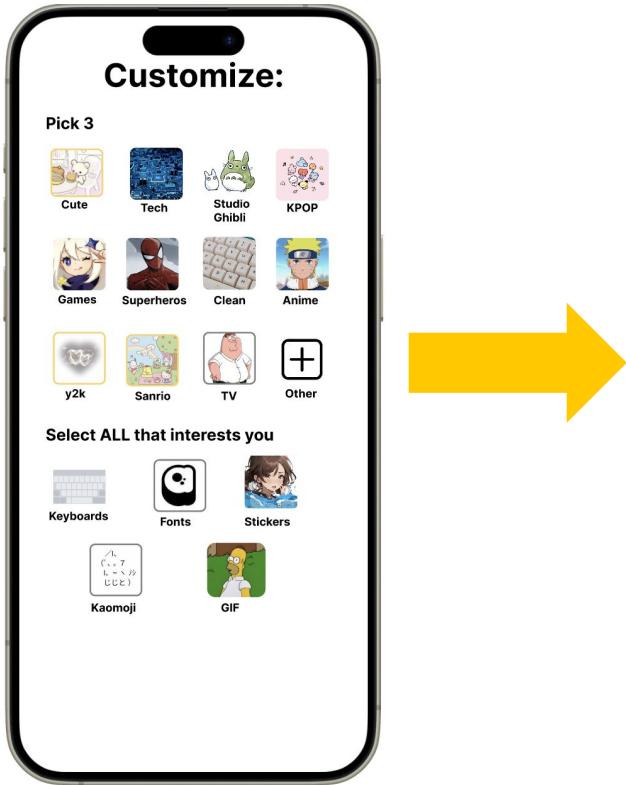
# USER INTERFACE FOR FACEMOJI

# Facemoji App – Landing Page

On the **landing page**, users select choices to personalize the app's recommendations.

## Input

User selects “y2k”,  
“Sanrio”, and “Cute”



## Output

A tailored home page for the user.



# Facemoji App – Home Page

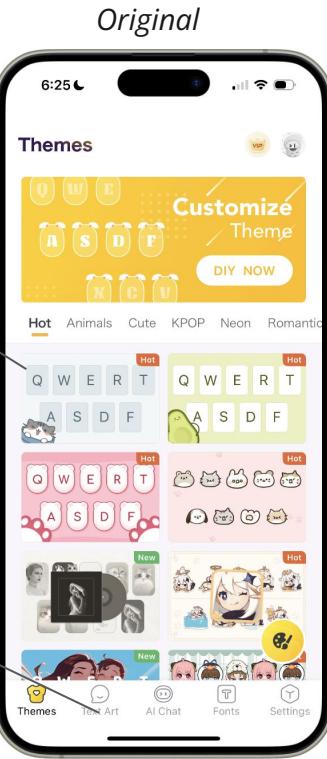
Original

Lack of personalization

- Initial entry into the app marks first impression. Strong need to tailor to user's interests.

Cluttered

- Uncomfortable page navigation
- Too many options on taskbar with no details on what it is
- These **issues may result in users deleting the app**



New

New

Personalized Home Page

- Themed recommendations on Home page
- user insight gathered from *Landing Page*



“Cleaner” Interface

- Organized and categorized



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# Facemoji App – AI Features Page (Original)

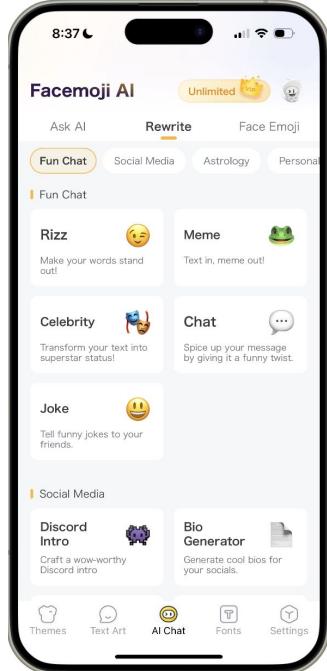
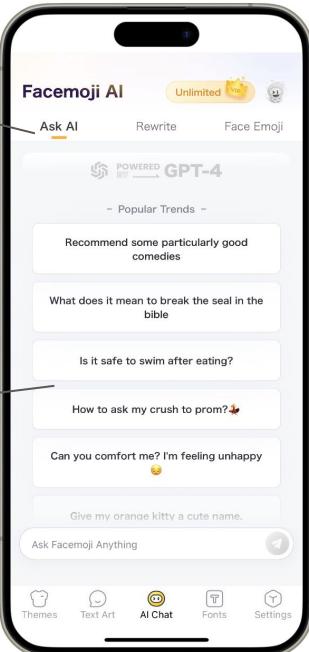
Original

Too many pages

- Overlap between pages (Rewrite and Ask AI)
- Additional steps in page/feature navigation may deter users from exploring the app further

Wordiness

- Gloomy appearance
- Adds a “bland” factor to a user’s first impression



Need for organization to smooth and ease usage



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# Facemoji App – AI Features Page (New)

## De-Cluttered Interface

- Categorized based on similar/overlapping features

## “Friendlier” Page

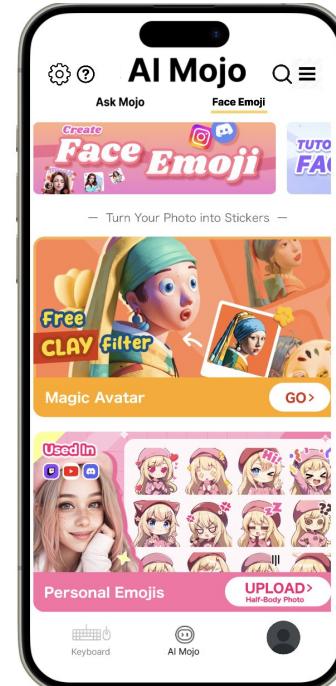
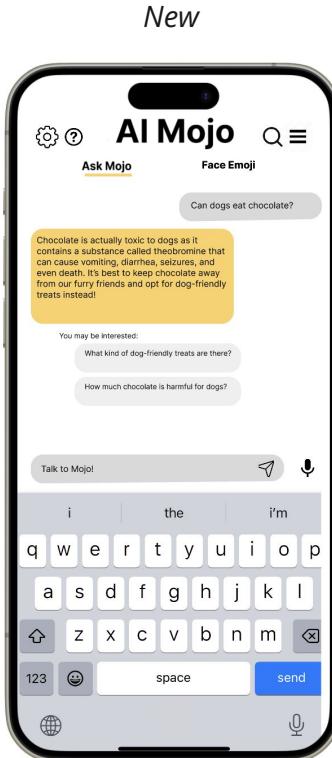
- Opening the page to see Mojo is such a cute sight!

## Easier Browsing

- Easier to explore new features offered by Facemoji (due to reduced pages)

## Hands Free

- Speech to text allows for increased multitasking and laziness of users



New

Result...

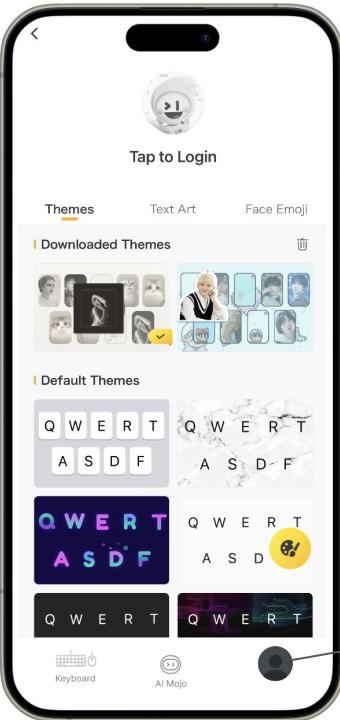
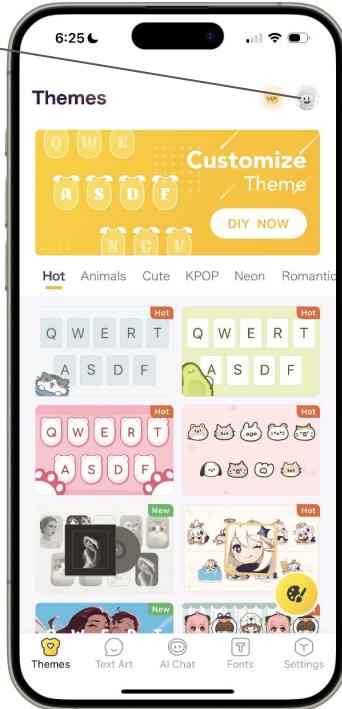
Reduced Clutteriness + Easier Viewing

# Facemoji App – Profile Page

Original Profile

Profile moved  
to taskbar

- A user's personal profile is an important feature for user data/history storage
- Its transition to the taskbar increases visibility and accessibility



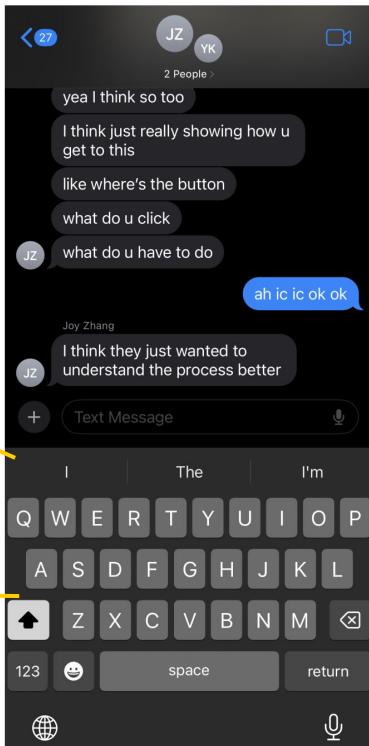
Importance of  
Personal  
Profile

- Profile stores keyboard history, personal creations, and custom stickers
- Also stores all features constantly switched back and forth by user
- It acts as a summary of the user's experience

New Profile

# Facemoji Extended Keyboard (Original)

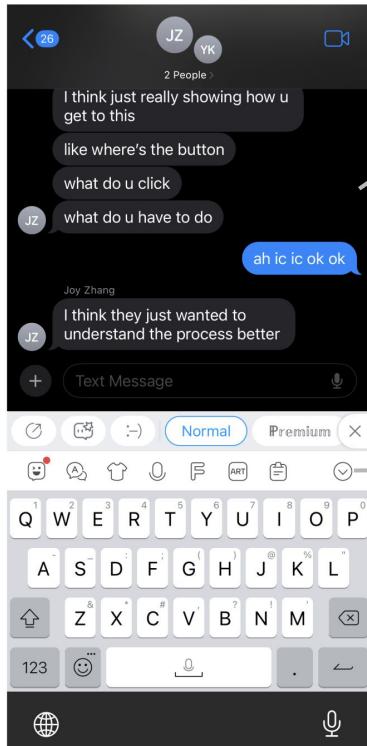
*Default iPhone Keyboard*



Simple upper tab:  
word suggestion

Cohesive keyboard  
with dark mode  
phone

*Extended Facemoji Keyboard*



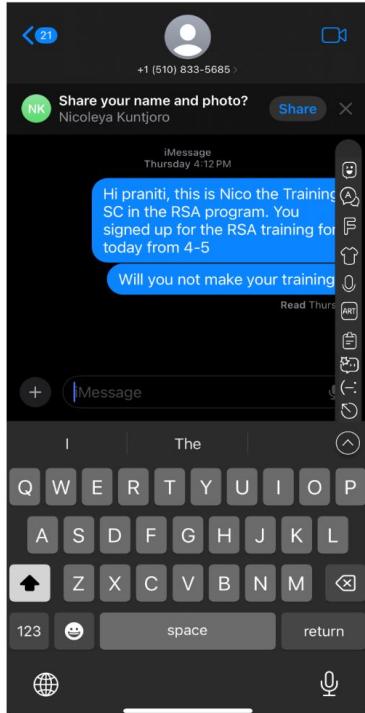
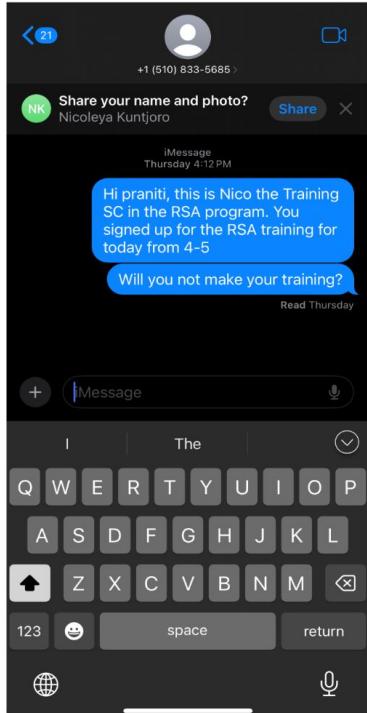
Keyboard isn't  
automatically  
compatible with  
dark mode

Cluttered tabs with  
two rows

Misleading drop  
down button

Keyboard takes up more  
space than a standard  
one; harder for  
individuals to adjust

# Facemoji Extended Keyboard (New)

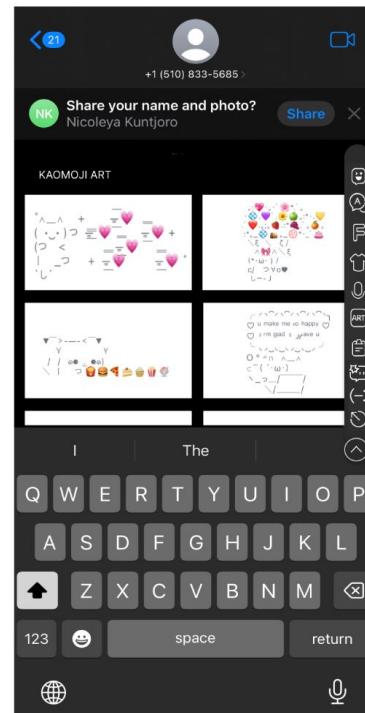


Keyboard compatible and automatic with dark mode

Icons all in one row; appears cleaner

Without the top tabs, now aligns the same as a standard one does

Drop down button now pops out the different facemoji icons



When an icon is clicked, it will take up the screen above the keyboard

Will be able to see more options and engage users more efficiently



**03**

# **EXPANDING ON PROJECT 1 SOLUTIONS**

# AI Bundles Recap

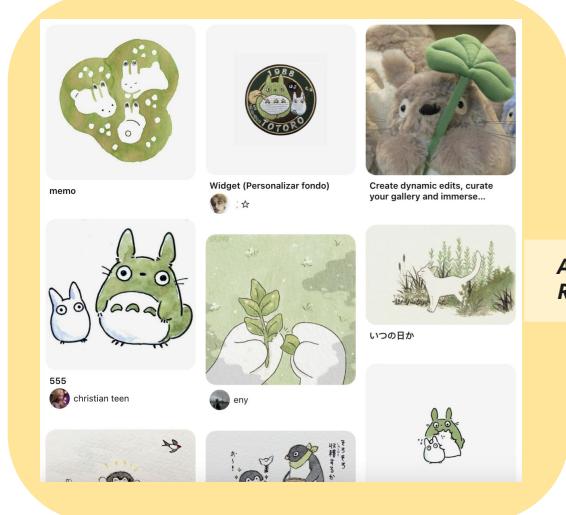
## AI-Generated “Bundles”

 Easy to Use

 Perfect Fit  
for ME

## Input

Any collection of images —  
Pinterest OR Inspiration Board



AI-Processing/  
Reading Input

## Output

Widgets  
Wallpaper

Fonts  
Keyboard

Stickers



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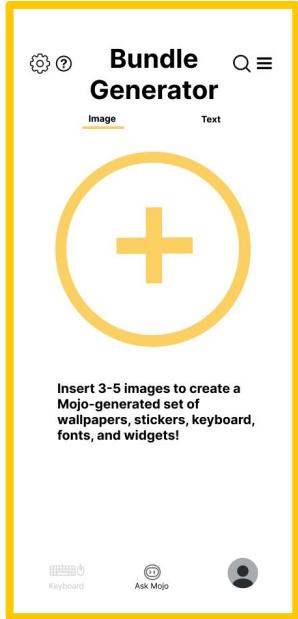
Expanding Project 1

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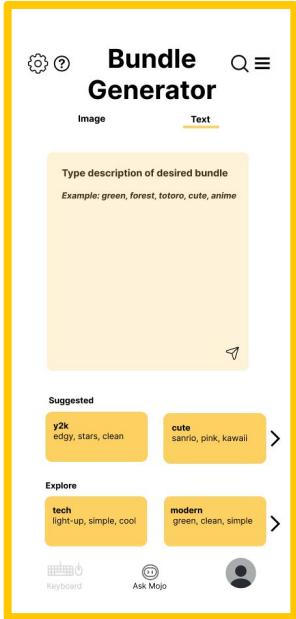
Sources

# AI Bundles

## Option 1: Input Image



## Option 2: Input Text



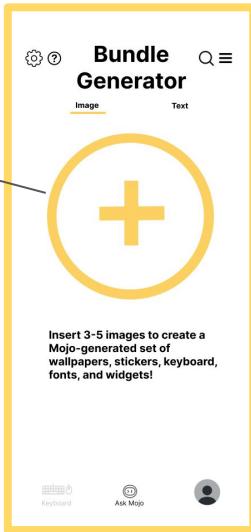
OR

## Result Personalized Bundle



# AI Bundles – Option 1: Input Image

## Input



**Step 1:** User selects 3-5 images as their input.

## Output



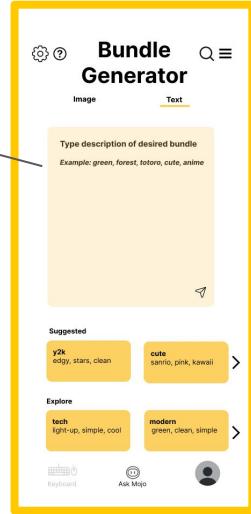
**Step 2:** Bundle consisting of fonts, wallpapers, stickers, and icons is generated.



# AI Bundles – Option 2: Input Text

## Input

"Pink, Cute, Sanrio, y2k,  
3D-ish, My Melody, Hello  
Kitty, Kawaii"

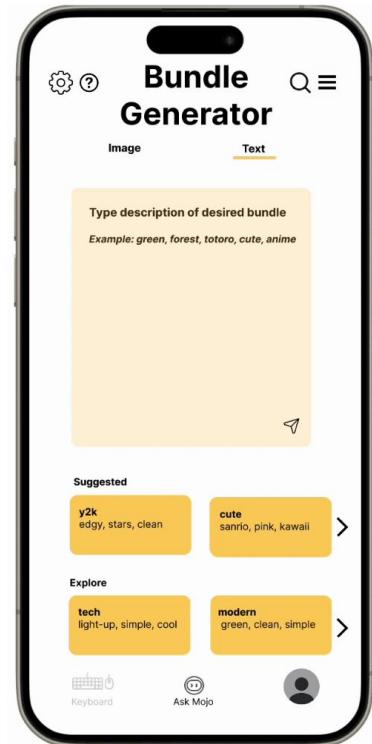


**Step 1:** User inputs keywords for bundle generation.

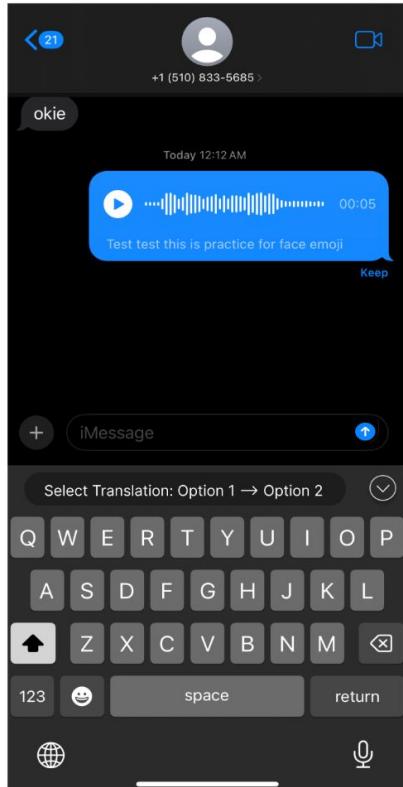
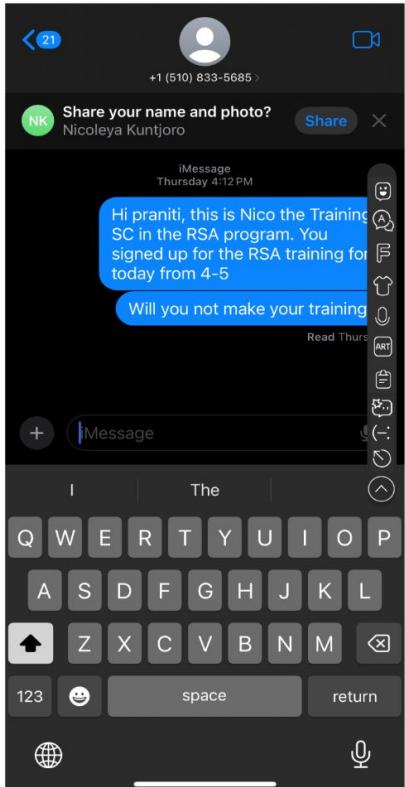
## Output



**Step 2:** Bundle consisting of fonts, wallpapers, stickers, and icons is generated.



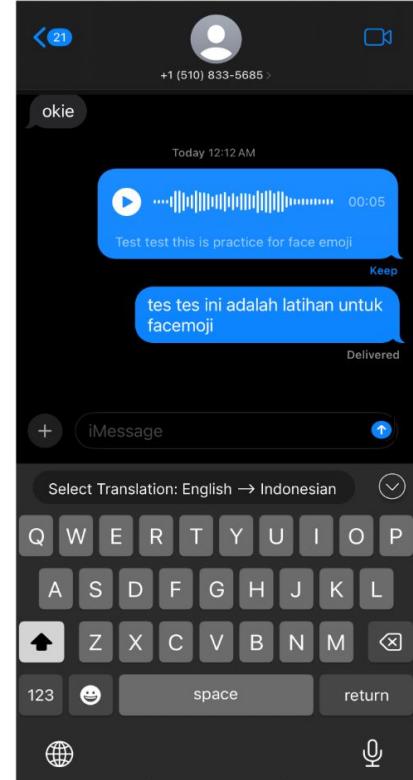
# Transcription & Translation



Use speech-to-text but with a more seamless transition

Go to translation option within speech, and select correct languages

Once pressed send, will send the audio transcribed in the desired language



# Thank You!

*Any Questions?*



# Sources – Marketing for Gen Z

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- <https://www.bazaarvoice.com/blog/marketing-to-gen-z/>
- <https://time.com/3858309/attention-spans-goldfish/>
- <https://adage.com/article/opinion/gen-z-communities-why-brands-have-add-value-and-not-just-show/2515536>
- <https://marketingreport.one/news/gen-z-expects-advertising-to-be-purpose-driven-unobtrusive-and-entertaining-study.html>
- <https://www.emarketer.com/insights/generation-z-facts/>
- <https://worldmetrics.org/gen-z-social-media-statistics/#:~:text=58%25%20of%20Gen%20Z%20prefers,seeing%20them%20on%20social%20media.>
- <https://redpeg.com/thedirecthit-gaminginfluencers/>
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- <https://www.business.com/articles/marketing-to-college-students/>
- <https://www.nielsen.com/insights/2012/consumer-trust-in-online-social-and-mobile-advertising-grows/>
- <https://everyonesocial.com/blog/employee-advocacy-statistics/>
- <https://www.bloomberg.com/professional/insights/data/smartphone-study-shows-apple-clear-favorite-of-gen-z/>
- <https://www.tiktok.com/business/en-US/insights/tt30982>
- <https://blog.hootsuite.com/instagram-statistics/#:~:text=62.4%25%20of%20social%20users%20use,information%20about%20brands%20and%20products.>
- <https://www.researchgate.net/publication/342450913 UNDERSTANDING EPHEMERAL SOCIAL MEDIA THROUGH INSTAGRAM STORIES A MARKETING PERSPECTIVE>
- <https://www.thinkwithgoogle.com/marketing-strategies/video/youtube-ads-branding-strategies/>

# Sources – User Interface for Facemoji

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## Facemoji App

- <https://www.figma.com/file/0C415cylkphv6tLPue4ZDg/Facemoji%3A-Pages?type=design&node-id=0%3A1&mode=design&t=qze5AQ4f9vuhjd1N-1>

## Extended Keyboard

- <https://www.figma.com/file/lKC6FE2ceZrnSFTaj8FsaP/Untitled?type=design&mode=design&t=OFzX63SnlrrozDKC-1>