

FINAL CASE STUDY

Leena Keshishian
Big Bang Internship
Advertise an IFO - Identified Flying Object

UP: Making Different Fly



When a child gets a quadcopter toy for christmas, they play with it for a little while and often forget about it in a week. Making something with your own hands can be a lot more satisfying. Not to mention the time you spend planning, constructing, and improving it. That toy is more interesting because you know the story. The story was made by you.

Inspired by Girls Who Code and Kano, this flying toy is a kit that puts the power of flight in your hands. Limited only by imagination, the parts inside come together in countless combinations. The brand name is 'Up' and the product is called the 'Launch Kit'. The advertising is aimed at parents that are passionate about their children's individuality. However, anybody can use the kit as it includes all the necessary pieces to make anything they want fly. Even a potato. The brand value driving the advertising is celebrating diversity. Many kids feel like being different is a bad thing, and this campaign aims to show kids that whoever you are, and whatever you look like, you too can fly.

An idea takes off



My initial idea for this product was DIY drone which would be simple enough to assemble by anyone. My insight was that drones and other flying toys are quite complicated to operate, especially for children. If children could understand how the drone was put together, they would be able to understand how to fly. This idea then led me to think "What if anything could be a drone? Household objects?". This led me to think that if anything could fly, anyone can fly - and that's where I decided to create advertising that is inclusive and uplifting, inspiring everyone to create a flying toy.

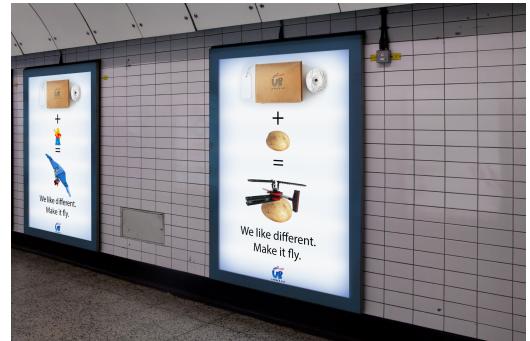
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'Up' was chosen as the brand name as it is a positive and active word to get across the simplicity and joy of flight. The font is accessible, not too corporate, and takes its colours from the sky. The gear symbol shows the DIY aspect and the name launch kit literally launches you into the practical side of the toy.

Campaign 1: Tube Ads

There are 3.5 million passenger journeys a day on the tube, and these passengers are affluent and influential (Exterion Media 2016). They are the young mothers and fathers that look for ways to engage their children in activities that allow more time outdoors and benefit their development.

I propose a set of print ads on platforms and escalators that show the different things possible with the toy. The mockups show how several posters will be displayed in the same station to maintain interest and increase brand recall. The posters are very simple and engage with humour. The inspiration for these ads comes from the Lego Ad 1981 and the Jack Daniels Tube ads.



Campaign 2: OOH Flight Attachments

Out of Home advertising reaches 98% of the UK population every week (Outsmart 2016) which is why I propose a take on guerrilla OOH marketing. Out of house is something that aligns well with the product as both are to be played with outside.



Take a telephone box with drone propellers, or a black cab with wings to show that absolutely anything can fly. These ads are aimed at families out and about in the city during their summer holidays. The flight attachments will intrigue and surprise children who will wonder how those objects will possibly fly. From initial engagement comes hands-on learning about the toy and how it works with an event where children can try the toy themselves. From this event starts a customer journey from child to adult to purchase.

Campaign 3: Digital Influencer Campaign

Parents often look to the Internet for parenting help and inspiration. Research has shown that bloggers are the third most consulted consumer decision tool, trusting influencers more than any branded content (Adweek 2015). I propose a digital influencer campaign titled, Leena Keshishian



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'Will it fly?'. An early release of the Up Launch Kit will be gifted to top Family bloggers and vloggers to show how different families use the kit.

As well as the above campaigns, I propose a digital platform that enables the community to find new creations and interact with Up users all over the world. Up could even host events in local parks with the Up Games, where toys participate in tests of flight and creativity.

References:

Girls Who Code <https://girlswhocode.com/>

Kano <http://uk.kano.me/>

Exterion Media 2016 <http://www.exterionmedia.com/uk/what-we-do/our-media/london-underground-advertising>

Lego Ad 1981 http://www.huffingtonpost.com/2014/01/17/lego-ad-1981_n_4617704.html

Jack Daniels Tube Ads <http://www.strattoncraig.co.uk/blog/ad-of-the-week-jack-daniels/>

Outsmart 2016 <http://www.outsmart.org.uk/why-ooh-works>

Adweek 2015 <http://www.adweek.com/socialtimes/why-influencer-marketing-is-the-new-content-king-infographic/618187>