

Campaign Name: Connect Beyond Limits with Pix Phone 5

Campaign Objectives

- Increase awareness of the latest model of the Pix Phone
- Generate leads and drive phone sales
- Position Pix Phone and the trendy phone to have

Target Audience

- Individuals aged 20-40 in major markets such as US, France, Japan

Media Strategy

1. Social Media Marketing: Run targeted social media ads on platforms where the target audience is active.
2. Influencer Marketing: Partner with influencers in the tech industry to promote Pix Phone 5
3. Paid Advertising: Run targeted display ads on websites and apps frequented by the target audience. Use search engine marketing (SEM) to bid on relevant keywords and appear in search results when potential customers are looking for asset protection insurance.

Timeline and country

- Activity in the 3 major markets in at least the online channels by early Oct 2023
- Start from US, followed by France then Japan
- The campaign should use the US version as anchor and localized accordingly

Performance Metrics

1. Track website traffic, lead generation, and phone sales to measure campaign effectiveness.
2. Use social media analytics to monitor engagement, reach, and sentiment.