PwC

Marketing Proposal Strategy

Presented by: PwC Blue Team

The Team



Álvaro Pini

I'm 20 years old, Spanish/Argentinian raised in Madrid.

Bachelor in
Business
Administration



María Teles

Portuguese, 19 year old.
Lived in São Paulo and New York City.
Bachelor in Business
Administration.



Abhijith Choorakkad Sunil

19 years old, Indian, Lives in Madrid and Karnataka. Bachelor in Business Administration



Adriana Romero

I'm 18 years old and born and raised in Madrid.

Dual Degree Business Administration and Law student.



Youssef Serraj

Moroccan, 21 years old. Lives in Madrid and Rabat. Bachelor in Business Administration



Attractive Brand for Younger Audience The Challenge

Customer Persona



Emma Smith

Age: 22 Gender: Female Location: Spain Degree on Business

Education: Degree on Business Administration Social Networks: Linkedin, Tiktok, Instagram, Snapchat,

Twitter

Career background

- No professional experience
- Engaged in summer courses and internships.

Behaviour & preferences

Active on social media:

- Linkedin: Job search, network
- Tiktok: Entertainment, personal and career advice content.
- Instagram: Hobbies, achievements
- Snapchat & Twitter: Personal and casual content.

Goals and objectives

- Start her career in a leading company
- Gain experience.

Challenges

 No professional experience

Needs & expectations

- Work in a collaborative and team-oriented environment.
- Wants company to care about her well-being and future.
- Unlock her full potential.

Motivations & values

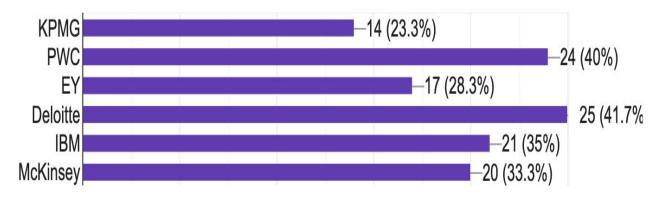
- Apply skills acquired
- Demonstrate her knowledge in the field.



From 2 online surveys made to current university students



When thinking of potential companies to work for in the future, which ones come to mind?

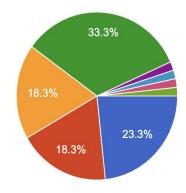




After graduating from university, what job would you like to have? (field of interest or specific position in a company)

What is the most common way you hear about companies?

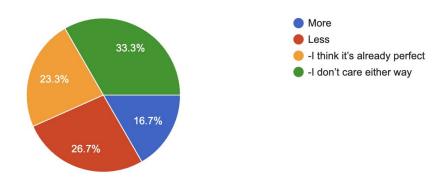
60 responses



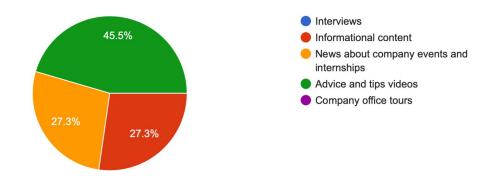


Do you think companies should be more formal or less formal in their social media pages?

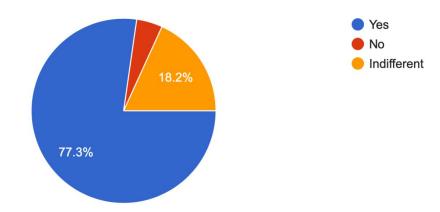
60 responses



What sort of content is most likely to make you follow a company's page on that platform? 22 responses

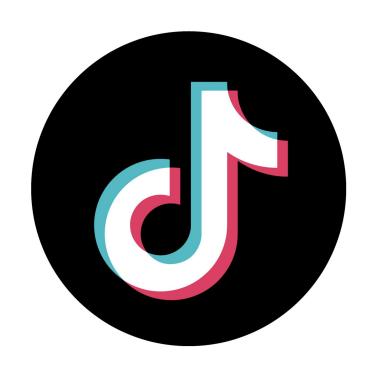


Are you more likely to follow a page if it has an active comment section? 22 responses



Why Tiktok?

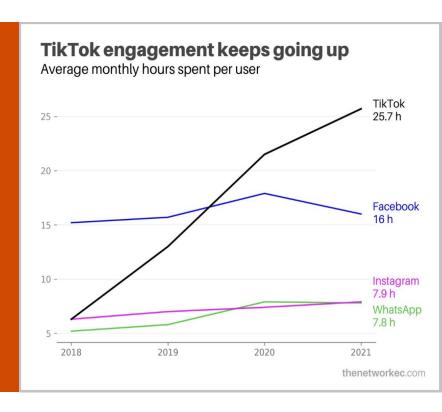
- Humanize your brand
- Reach a wider audience
- Showcase the company culture
- Increase brand awareness
- Attracting young talent



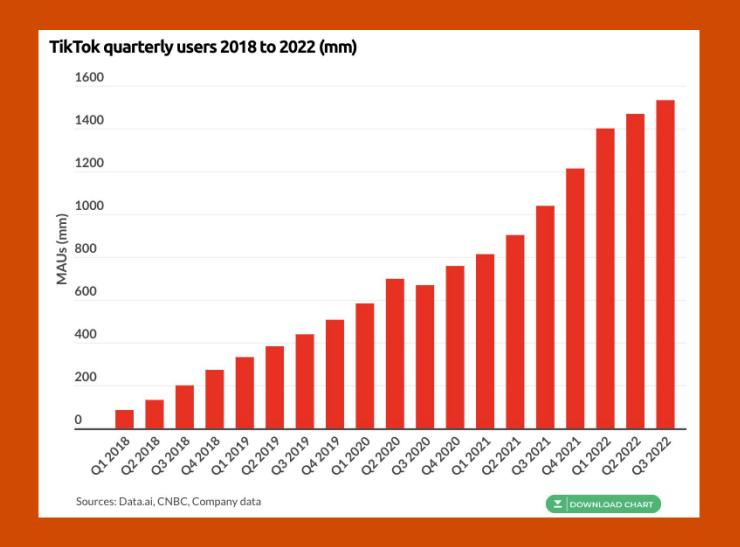
Instagram v Tiktok Analytics

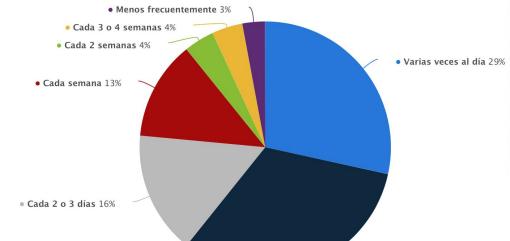
- According to Q2 2023 data, 60% of TikTok users belong to Generation Z.
 Instagram is most popular among Millenials.
- According to the latest data from Q1 2023, TikTok has emerged as the clear winner in terms of brand value, with a 65% higher valuation than Instagram.
- According to data gathered in September 2022 by Measure, Gen Z are on TikTok for 12.4 hours a week on average. YouTube trails at 5.8 hours, Instagram at 3.8 hours, and Snapchat at 3.7, respectively.
- "TikTok's app revenue has grown for seven consecutive quarters," ~Blacker.

 "TikTok has generated \$205 million more than Facebook, Instagram, Snapchat and Twitter combined, via IAP revenue, so far in 2023." ~Forbes



Tiktok Analytics





Average number of times that users connect to Tiktok in Spain (2023)

TikTok Spain counts with 8.8 million active users from which 41% has between 16 to 25 years old..

• Cada día 33%

© Statista

Instagram Reels v Tiktok Analytics

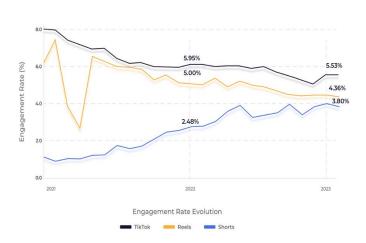
TikTok vs. Reels vs. Shorts Engagement Rate (By Views)

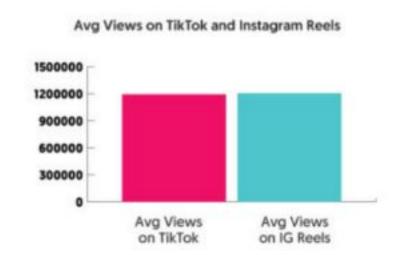
TikTok scores the highest engagement rates, and YouTube Shorts the lowest.

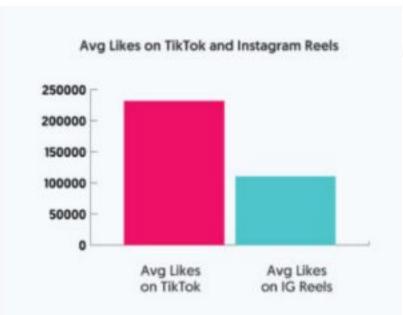
YOUTUBE SHORTS

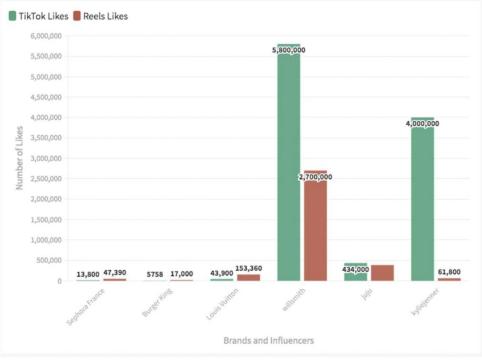
3.80%
ENGAGEMENT RATE

Engagement rate for TikTok, Instagram Reels & YouTube Shorts



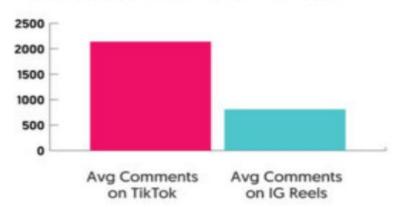


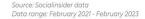




Source: Digital Information World









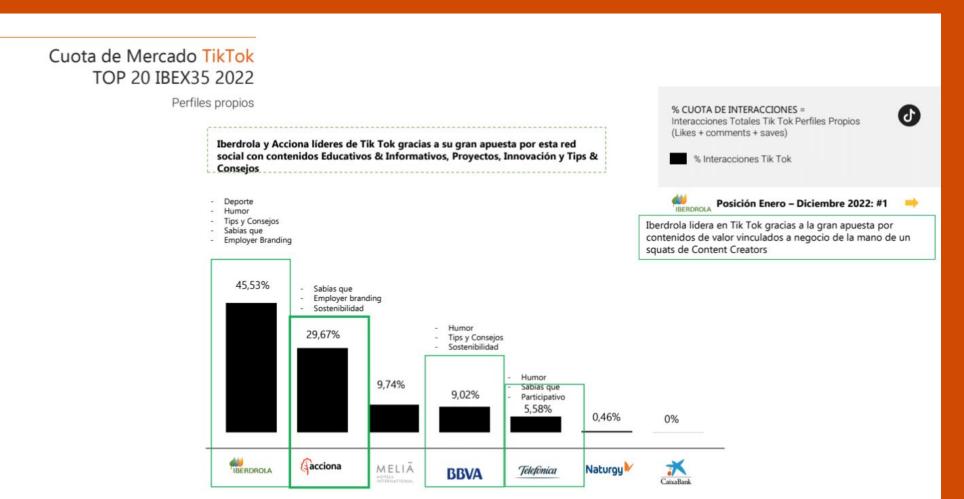
Our conclusions based on the results



- We have decided to move forward with TikTok considering that Tiktok has greater engagement, more watch time, and bigger growth rates than instagram.
- We also recommend making more advice and tip videos and not focusing too much on the services PwC offers on the social media pages

Made by us for us

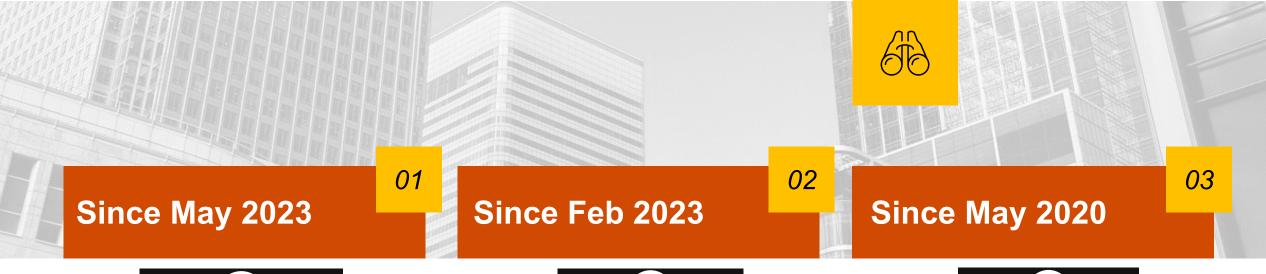
Spanish companies on Tiktok

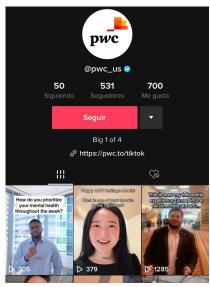


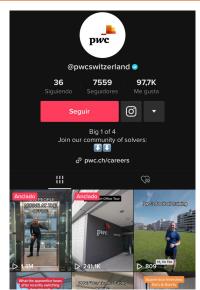




PwC has already started on TikTok









Tiktok Idea: PwC in a minute



Tiktok Idea: Q&A with PwC employee pt.1



Tiktok Idea: Q&A with PwC employee pt.2

https://www.youtube.com/watch?v=dttLN0XuJwA pwc

