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interTrend Communications, Inc.

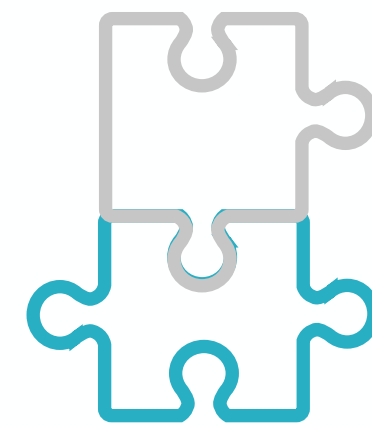
iT-O: CLIENT BRAND* PURCHASING FUNNEL

0 | CURRENT PERCEPTIONS

OBJECTIVE

Increase Awareness and
Drive Inquiry/Purchase

BEHAVIOR



O

KEY MESSAGE: For the most part, millennial men are not using skincare products due to lack of education, perceived need, and motivation.

STRATEGIES

- *Prove Efficiency:* Market Client Brand* as all-in-one product
- *Create Desire:* Show men how Client Brand* helps achieve their aspired lifestyle
- *Create Desire:* Present information in a humorous, approachable manner
- *Create Need:* Show men they have a skin problem Client Brand* can fix

CHALLENGES

- *Lack of motivation:* Too lazy or unreceptive to education
- *Misaligned with needs:* Men prefer skincare products that clean or reduce oil
- *Lack of motivation:* Men may not be receptive to education
- *Men don't talk about it:* Skincare is not commonly discussed among most men
- *Current Brand Loyalty:* Skincare users need a compelling reason to change their routine

PLATFORMS

- YouTube and Facebook videos to educate and introduce
- Facebook and Instagram ads
- Sponsored content on BuzzFeed, interest-specific online forums/magazines

KPIs

- Views
- Impressions
- Likes, Comments, Shares

1 | DRIVERS TO USE SKINCARE

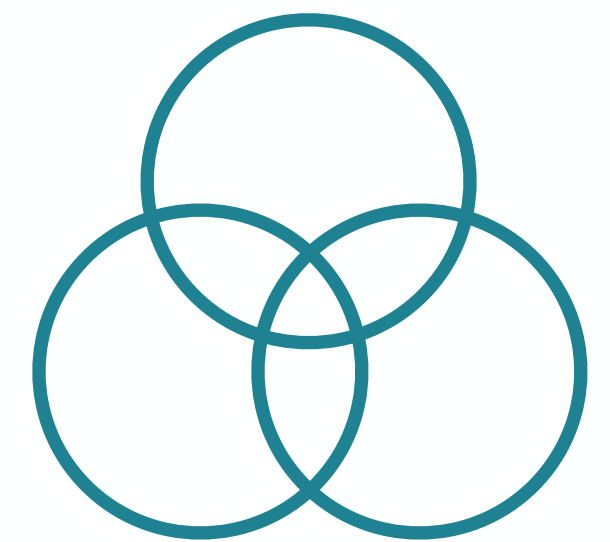
OBJECTIVE
Increase Awareness and
Drive Inquiry/Purchase

BEHAVIOR



EXTRINSIC

INTRINSIC



1

KEY MESSAGE: Client Brand* needs show men how it is necessary and easy to incorporate into their daily lives, appealing to their desired lifestyle.

STRATEGIES

- *Introduce to men personally:* Provide samples via local fitness events
- *Educate humorously:* Introduce fatigue and tired skin as a problem
- *Use a spokesperson:* Have a fitness-related influencer show men what they can achieve
- *Use their personal circle of influence:* Generate buzz online

CHALLENGES

- Resistance to change
- Desire for immediate benefits
- Lack of personal influencer
- Lack of party or extreme lifestyle

PLATFORMS

- YouTube and Facebook videos to educate and introduce
- Facebook and Instagram ads
- Sponsored content on BuzzFeed, interest-specific online forums/magazines
- Influencers' social media and forum/blog posts

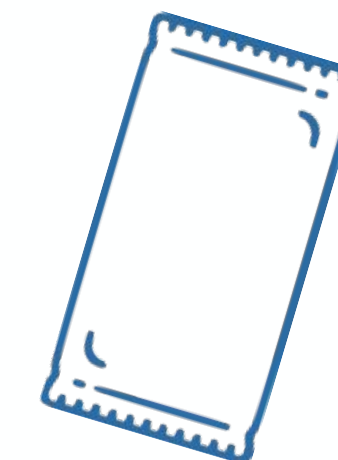
KPIs

- Views
- Impressions
- Likes, Comments, Shares
- Foot traffic

2 | MOTIVATIONS TO CHOOSE BRAND

OBJECTIVE
Increase Awareness and
Drive Inquiry/Purchase

BEHAVIOR



2

KEY MESSAGE: Client Brand* is there to help a man make strides toward his goals, without hassle.

STRATEGIES

- *Use humor to spark interest:*
Show men where Client Brand* fits into their lives
- *Prove simplicity and solutions:*
Use testimonials
- *Encourage sharing:* Provide incentives for referrals

CHALLENGES

- Resistance to change
- Discomfort with sharing
- Humor is subjective
- Lack of education

PLATFORMS

- *Facebook and YouTube videos:* Show Client Brand* in use
- *Instagram video ads:* Recaps of Facebook and YouTube videos
- *In-person booth:* Samples and pamphlets
- *Influencers:* Introduce men to product, sample giveaways

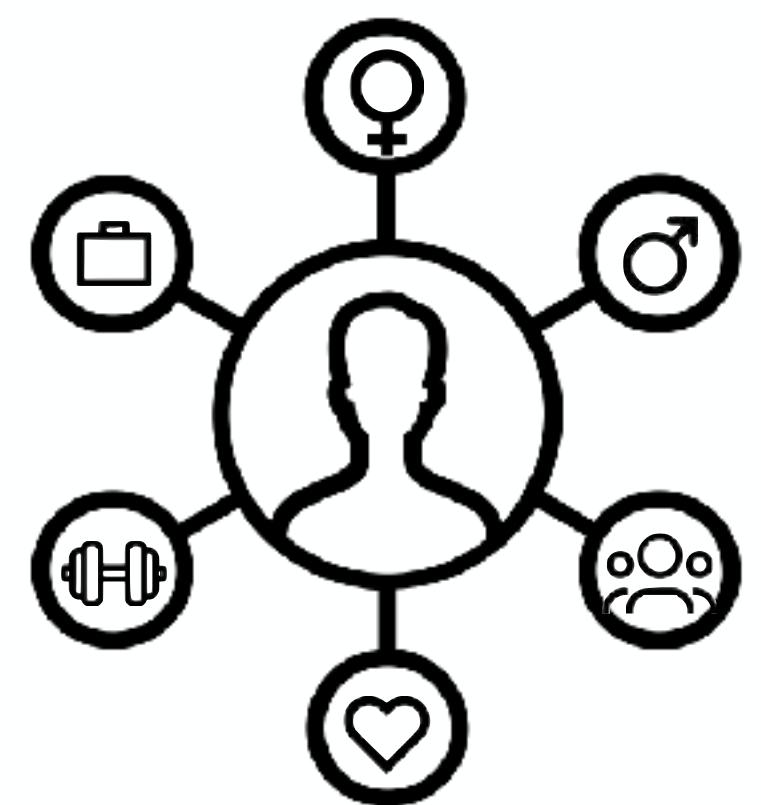
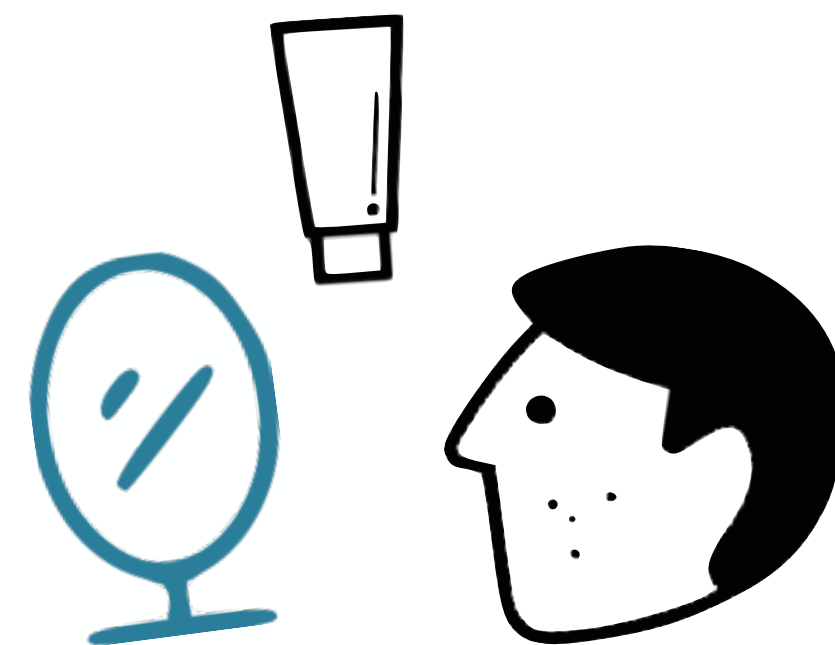
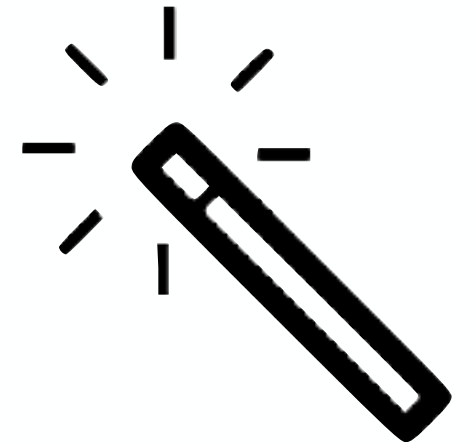
KPIs

- Views
- Impressions
- Likes, Comments, Shares
- Foot traffic

3 | INFO GATHERING: ACTION

OBJECTIVE
Increase Awareness and
Drive Inquiry/Purchase

BEHAVIOR



3

KEY MESSAGE: Client Brand* gives men an edge on all aspects of life: personal care/fitness, professional development, and impressing women.

STRATEGIES

- *Appeal to men's goals/desires:*
 - Self-confidence
 - Impress Others
- *Show men how Client Brand* adds value to their lives*
 - Convenience
 - Post-workout, during travel, post-hangover, pre-date, pre-interview
 - In-person advertising

CHALLENGES

- Too expensive for younger age segment
- Men will get intimidated by complicated or lengthy skincare process
- Different results will be hard to overcome

PLATFORMS

- *Facebook, Instagram, YouTube:* highlight benefits, show lifestyle
- *In-person booth:* Samples and pamphlets
- *Partnerships:* Local active and sports groups
- *Blog/forum posts:* show product integration

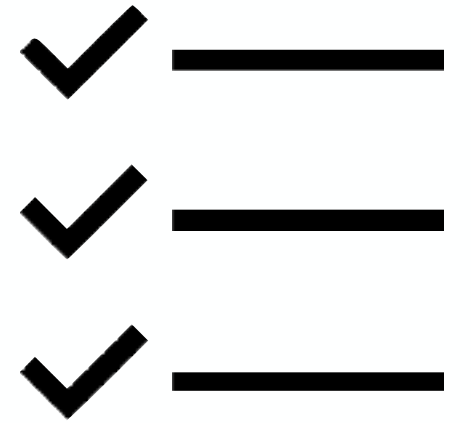
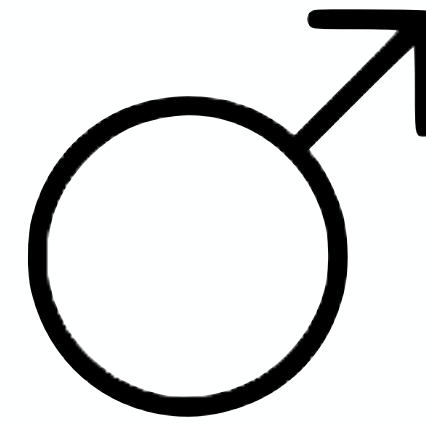
KPIs

- Views
- Impressions
- Likes, Comments, Shares
- CTRs for links to websites
- Lead captures
- Foot traffic

4 | INFO GATHERING: SHOP

OBJECTIVE
Increase Awareness and
Drive Inquiry/Purchase

BEHAVIOR



4

KEY MESSAGE: Client Brand* makes looking and feeling better simple and convenient from start to finish.

STRATEGIES

- *Simple process:* Amazon, website, and convenience stores eventually
- *Merchandising:* Travel section and with face wash
- *Clear Packaging:* Simple instructions on packets; Clear name
- *Convenient Packaging Bundles:* One-time and in bulk

CHALLENGES

- Shipping costs
- Lose customers in conversion from website to Amazon
- Convenience store placement is expensive and takes time
- Client Brand* would face competition with travel products

PLATFORMS

- Parent Company* website or Client Brand*-specific landing page
- Amazon site
- Brick-and-mortar big box retailers and convenience stores (Target, CVS, etc)

KPIs

- Sales



