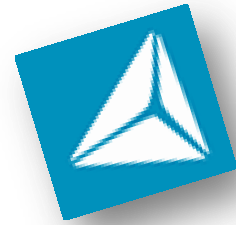


Move ON!



How to create a successful product launch on the market...

Introduction

Within this assignment you are going to develop a marketing campaign concept – cradle to grave.

You are going to analyse every aspect of the communication situation; the sender, the product in question, the market, the competitors and the receivers. Based upon your analysis; data, conclusions and formulated strategies, you are going to conceptualise a marketing campaign and realise various elements from it, e.g. a prototype of a campaign site, a promotional video, and potentially other online and offline elements; social media entries; FB, twitter, Instagram, YouTube etc., banners, posters, etc...

You are going to work with a company (and a product) which is still developing and has only recently been introduced on the market: the **Me Mover**.

Within the module, we will provide you with a lot of tools – all essential when researching the market and deciding a proper strategy for a successful campaign...



Market, Client and product

Me Mover (www.me-mover.com) is a small fairly new company producing only one product: the Me Mover.

Me Mover is a strange hybrid between a scooter and a stepping machine. It is a small vehicle you can use more or less like a bicycle. It is easy to bring along in trains and busses and as such it is quite suitable for urban living. It can also be used as a fitness gadget.

After having been introduced to the world with a Kickstarter¹ campaign in 2014² with a great success, the Me Mover is now ready to reach a bigger share of the market.

They are planning on launching a new Kickstarter campaign and your campaign could either be a direct contribution to this campaign – or a parallel campaign running for a couple of weeks while the Kickstarter campaign is on – or both...³

Me Mover has an urgent wish to become an international company, selling Me Movers all over the world. Therefore the campaign focus should not mainly concentrate on penetrating a geographically determinant market, like e.g. the Scandinavian market. The Campaign focus should rather be on lifestyle and life situation e.g. targeting people living in urban areas with a lifestyle that “suits” Me Mover.

The latest Kickstarter campaign created a big interest for Me Movers in USA and in Asia – especially in the big cities, but Europe is also a market of interest...

A part of your job will be to figure out more precisely what audience Me Mover should try to reach; are they rural or urban? What gender, if it matters? etc. Me Mover has a tentative idea, that their main target audience will be both males and females 30+ mainly using Me Mover as a fitness gadget (a toy in



¹ <https://en.wikipedia.org/wiki/Kickstarter> has a good and thorough explanation – and some nice links if you want to know more about crowdfunding and the Kickstarter concept. Try also www.kickstarter.com (make a profile and get started...)

² Check out: <https://www.kickstarter.com/projects/107750026/new-compact-step-driven-vehicle-its-your-move/description> to see the Kickstarter campaign...

³ Cool site, if you want to know about how to make a Kickstarter campaign: <http://commandpartners.com/blog/10-fresh-tips-for-your-kickstarter-marketing-strategy>

disguise...) They also appoint EliptiGO⁴, Street Strider⁵ and Trikke⁶ as their major competitors. All assumptions are going to be investigated by you!

The Task

As a part of your campaign you need to build a WordPress campaign website that can work as an additional site to the originally site – and/or as a contribution to the Kickstarter campaign (e.g. a parallel campaign – as mentioned earlier...)

The site is rather going to be target audience oriented in its design, functionality, content etc., than it is going to be corporate oriented. You should regard the already existing site as the corporate site, where the corporate identity, mission, vision, values etc. are to be found, but you should still incorporate the identity of Me Mover within your design e.g. by adding some story telling about the company - e.g. they are all – and especially Jonas Eliasson; the founder for the company - extremely committed and they all have a very entrepreneurial mind set (that could work as ESP?) Emphasis should be on reaching the target audience. It is going to be an inspirational experience- and emotional site – persuading your target audience that they cannot live without a Me Mover!



The site should engage user generated content and funny, engaging exchanges; videos, pictures, comments, ratings etc.

It should also be possible to see the different models, add-ons and other gadgets you can buy. You should also try to create a web shop that can *simulate* the ordering/buying process.⁷



The site is going to be responsive – so that it can be accessed using other digital platforms; smart phones, tablet etc. You don't need – and you are not required to develop a fully functional fancy technical smart phone and/or tablet solution. We just want you to think about the different platforms opportunities; how could you use them and how should they “play together” within your campaign? You should consider this and describe it within your communication-/campaign plan (see later...)



You should work with social media and use them as an important part of your campaign strategy. It is not just enough to add a FB button – We want to know why and how you plan on using social media actively.

We want you to engage with the phenomena “viral marketing” and use this marketing tool as a part of your campaign strategy. You are required to make a promotional video concept and produce a promotional video

⁴ <http://www.elliptigo.com/> (their closest competitor)

⁵ <http://www.streetstrider.com/>

⁶ <http://www.trikke.com/>

⁷ You should develop this on a conceptual level, meaning: You don't have to make it work, but we want you to show how it should look like (e.g. Photoshop mock ups..) and explain how it should work...



that can spread virally introducing the Me Mover on the required market and/or to be used within the Kickstarter campaign.⁸

We also want you to come up with suggestions as to how a supportive offline campaign could look like, and be executed. During lectures we are going to address the phenomena “Guerrilla Marketing” which might provide you with inspiration for your offline campaign...

Group formation

Teamwork is an essential part of your learning experience throughout your study. One of the ways to master teamwork is by constantly challenge yourselves by joining different groups, so we encourage you to form new groups in order to try to work with different people. The group size must be of 3-5 persons, since this is the size of the exam groups you are going to work in later...

Process Management and Documentation:

During the module your group should continue working with agile development (SCRUM), appointing a SCRUM Master and use SCRUM boards and burn down chart.

Market analysis:

In order to be able to launch a successful campaign, you need to get an understanding of the required market, define your target audience, find out what is different and unique about Me Mover and decide on a promotion plan. Your research should consist of the following:

- **Sender identity**

It is always essential to know the sender, you as communicators are going to communicate on behalf of - not only the wanted or intentional identity, but also the more basic assumptions. Knowing about them, will help you mediate a genuine and trustworthy communication. We recommend that you conduct a Culture analysis of Me Mover giving you an opportunity to get a deeper understanding of what motivates the company; ideology, personality. It is also important to know about your senders vision, mission and values since these ‘company statements’ will help to outline the direction of your future communication; visual identity, tone of voice etc.

- **Market Research**

Me Mover is a brand new invention; an almost revolutionary new means of transportation and as such a product that might even call for a brand new product category: Is it a bike? - Most likely not. Is it a

⁸ Something about making a good Kickstarter video: <http://commandpartners.com/blog/everything-you-need-to-know-about-your-crowdfunding-video-interview-with-an-expert-videographer>

scooter? - Most likely not, either. Is it a toy or an extreme sports vehicle? Who knows... So, defining the market will have a lot to do with the way you decide to “interpret” the Me Mover.

In order to understand Me Mover as a product on the market, you need to conduct a research of the products previous history on the market; former launches - Where? What went well? What went wrong etc. You already know, that they have had a successful experience on the Northern American market. Why was it a success? Can you use this experience when conceptualizing your own campaign?⁹

You are also going to describe the market in more general terms using a PEST(EL) analysis and describe the forces within the industry using the Porters 5 forces model. Both of them will provide you with a broader understanding of the overall market, restrains, obstacles and also potential opportunities and advantages...

- **Define the Target audience**

Using the theory and tools of segmentation and target audience definition, you are going to appoint the Target audience that you find most suitable/lucrative/accessible (according to the parameters you use when appointing it...). The choice is up to you. You should also formulate a positioning statement and create a perceptual map showing the product(s) position (in the minds of your Target audience) in comparison to the competitors.

As stated before Me Mover has a tentative idea, that their main target audience will be males and females 30+ mainly using Me Mover as a fitness gadget (a toy in disguise...) and it might be so, who knows? Your task is to find out what parameters should be used when narrowing the market, segmenting it and finally appointing a target audience. You might need to use more psychographic than demographic parameters – and there might be several radically different groups on the market; e.g. the fitness fanatics using the Me Mover as some kind of adrenalin kicking “suicide machine” trying to outrun the crazy mountain bikers - or the well-dressed urban business suits using the Me Mover as a means of “convenience transportation tool” bringing them from one metro line to another - or the young good looking single girls keeping fit and firm on the Me Mover doing their daily “show off rounds” in the park... Each of them potentially very interesting as primary target audience – each of them dragging your design, content and ways to sell the Me Mover in very different directions. Your task is to pick – and reason your choice!

Additionally Me Mover want you to look at some personas (user profiles) they have created in order to do some user scenario research – If you end up defining your target audience close to – or even spot on – one (or more) of the Me Mover – appointed personas, Me Mover would love you to make a user scenario showing how the persona (i.e. your Target audience) will connect to/get involved with - your suggested campaign. You should try to use the persona when designing your campaign – laying out the campaign so that it fits the persona (your target audience) perfectly!

If you want to work more directly on the Kickstarter campaign, you might also need to consider the Kickstarter audience itself – being approximately 70% males¹⁰: *“The main audience that visits Kickstarter is the demographic of males between the ages of 18 and 24. This is one of the reasons why*

⁹ Check e.g.: <http://www.shopify.com/blog/6102922-how-to-run-a-successful-campaign-on-kickstarter>

¹⁰ ...According to Jonas Eliasson, founder of Me Mover. I haven't found this number verified yet...

gaming and technology projects do so well on Kickstarter” (source: <http://leabailes.com/selecting-the-right-crowdfunding-platform-for-your-campaign/>)

- **Find and analyze the competitors**

According to Me Mover, they have three major competitors (as mentioned earlier...) . Depending on what kind of product you regard Me Mover to be, competitors could also be other leisure time “gadgets” like in liners, skate boards, trick bikes like the BMX etc. It could also be more serious means of transportation like folding bikes or even ordinary bikes...

After having decided how you want to approach and categorize the Me Mover, you should appoint some potential competitors and try to analyze them in order to find out how Me Mover is going to compete against them. You should ask yourself: What are the competitors good at? What are they not good at? Who are they aiming their products at? What selling propositions are the competitors operating? This knowledge can be used when appointing a differentiation strategy, formulating positioning statement and selling proposition(s).

- **Do a SWOT and TOWS of the campaign**

Make a SWOT analysis of the product using the information of all the previous analysis. Include relevant issues regarding the company: What are the strengths and weaknesses internally? - And what are the opportunities and threats from outside? Create a TOWS matrix that aims to formulate a strategy as to how Me Mover should “attack” the Northern European/Scandinavian market. Remember to explain later on how the results are implemented in the design of the campaign site – as well as within the campaign in general...

- **Decide on a Competitive Strategy**

Your strategy should be defined in relation to theories such as Porter’s Generic Strategies and others you may have encountered. You need to argue for your choice of strategic competitive strategy.

- **Decide on the Promotional Tools**

Outline and argue for your choice of promotional mix. Consider how you will reach your target. You should consider what they read, who or what influences them, and how they respond to different sales and marketing approaches in order to reach your target audience.

It is essential that you also outline how you would use social media as part of the campaign (As mentioned: it is not enough just to put on a ‘find us on Facebook’ button!). Which social media applications should be used? Why? -and how will you use them?

Planning your communication

You will need to make a communication- and campaign plan that takes into consideration how widespread and upon how many platforms you have decided to execute your campaign. You might want to serve the same target audience using several, different media platforms – or you might want to reach a broader range of your audience - segmented through their different media habits, leaving you with the opportunity to differentiate

e.g. purpose and message in a way so that it fits the different target audiences. Make a communication- and campaign plan that takes into account that you might have more platforms to work with.

The user profile and user scenario within the communication plan should reflect the appointed Target Audience from your STP analysis – as well as one or more of the Me Mover – personas, perhaps. You should show how the user would engage within the whole campaign; the website, the mobile app, social media, offline events etc. The User scenario could be used as a peer review and could be consulted when taking decisions about design, layout, content, structure etc.

As a part of the communication plan, you should explain (and argue for) your campaign; how many different media elements are going to be in play? How are the offline and online elements going to “play together”? If any street events/flash mobs are a part of your campaign, how are they going to be conducted –etc...

Design process and - documentation

As part of the launch, you are going to create visuals for the campaign, based on your previous analysis and strategy. This section should include:

- Design Brief (serving as a link between your analysis results and formulated strategy - and the campaign and its visual representation)
- Design Program (Visual elements – logo, trademark, typography, colours, fifth element (if any) and things directly related to the site such as graphical background elements and navigation.)
- Mock-up of your index page as well as potential sub pages
- Mock-up of other potential media elements that you want to use within your design; posters, flyers, billboards, mobile/tablet device user interfaces etc. Don't overdue this! Just bring along the essentials – otherwise you will end up drowning yourself in poster layout discussions...
- Storyboard and treatment for your video
- Storyboard if you are including animations or games
- A Documentation of the design process; how you developed your design... (I.e. mood boards, rough boards – different sketches showing the development of the design etc.) This conveys a good understanding of your process and shows some of the decisions you have made in order to come up with the final result.

The Design brief and the design program might be merged leaving you the opportunity to reason your design, layout and other visuals while presenting them. A Design Manual, covering the visual identity, how it looks like(colour codes, chosen typography) and how it is going to be used online as well as offline, has to be delivered on the final day of the module along with your prototype.

User Testing

In the early stages of your work, you will have to put together a questionnaire and pose it as an online survey in order to get a bit more qualified idea about who your target audience might be i.e. verifying that your appointed target audience actually also could be regarded as your target audience.

You could also simply use the survey to appoint your target audience, asking questions like: Who are you? (Demographic and other info about the respondent) Do you like Me Mover? (In a way so that it could be possible that you would buy one) Crosslinking these two questions will give you an indication of who your Target audience could be. The survey should be distributed among a broad range of people on the market. (E.g. your FB friends)

After having decided upon strategy and created a campaign concept, you are going to perform a concept test where you try to check out if the ideas you have about the campaign will hit your Target audience - and also to let your target audience inspire you to come up with an even more targeted and effective campaign. ... The concept test could also be used in order to reveal more details about your target audience: How, where and why would your potential customers use a Me Mover? Where would they hear about it in the first place? Where and how would they buy it? Etc. The concept test should be a focus group test. Try to find respondents among your appointed Target audience.

As the last required test, you are going to work with the Bipolar Emotional Response Test (BERT). You can use this user test to reveal how to differentiate your campaign site design, -functionality and/or -content (or the way the content is presented...) from your competitors. You can also choose to use BERT as a kind of peer review where you try to verify whether your design fulfills your expectations/intentions...

Implementation and prototype requirements

When you have decided how you want to engage your user through the website, you need to implement your design in the form of a prototype. You are expected to use WordPress to create a fully functional prototype. Prototype requirements:

- Website made in WordPress with a customized theme.
- Make use of minimum 3 relevant WordPress plugins
- You have to implement CSS animations or other techniques to increase the user experience

Content of the analysis report:

The Analysis report is an exercise where you learn how to write an academic report. It is also a “warm up” prior to your exam project, where you are going to deliver an exam assignment very much like the one we want you to deliver within this module. The exam assignment can be a little longer, but that’s about the biggest difference... You are going to deliver the analysis report twice. First time you deliver, you deliver all you have made until the communication- and campaign plan (included). We will read your report so far and give every group individual feedback during coach meetings held roughly a week after the first hand in (check dates within the M4 schedule). Hereafter you will have a couple of weeks to improve your report according to the

corrections and advices given to you during the first coach meeting before you hand it in again. This time you are going to include the remaining part of the report (design process and -documentation: design brief, design program etc.) except the design manual, which is regarded as an appendix to your report and should be handed in as a part of your prototype hand in. The day after your final presentation, your group will attend a second coach meeting where we evaluate your final report.

Suggested content of your analysis report:

1. **Problem area and problem formulation**
2. **Sender analysis;**
Introduction to Me Mover: Who are they as a company? What is their story? Culture analysis, Mission, Vision and Values of the company...
3. **Make a market research**
What is actually "the market"? How big is it? What experiences have already been made? Etc...
Document your research and put it in an appendix.
4. **The Target audience**
Who is the Target audience? Define the segmentation criteria for your future Target audience. Chose a target audience and support your choice with data obtained by your online survey. Describe the chosen Target audience by a user profile (or some – profiles, if you have decided upon a differentiated marketing strategy). You should also state the position of the product.
5. **The External surroundings including the competitors**
Describe the external surroundings including a PEST(EL) analysis and an analysis of the industry by using Porter's Five Forces. Who are the most prominent competitors in the industry? What are the competitor's strengths and weaknesses compared to your product? (Could include an analysis of the competitor's web sites...)
6. **SWOT analysis**
Make a SWOT analysis of the product using the information of all the previous analysis. Include relevant issues regarding the company.
7. **Marketing objectives**
Create a TOWS matrix that aims to improve the product's situation in the market place. Explain how the results are implemented in the design of the campaign site.
8. **Competitive strategies**
Use Porter's generic strategies to state and point out the kind of strategy you have chosen for the launching of the product on the Danish market.
9. **Promotion**
Outline a promotion strategy for the campaign and argue for the choice and use of social media. This should end up in a communication- and campaign plan where you also argue for the USP and ESP of the campaign. Use results (quotes etc.) from your focus group test to support and consolidate your communication- and campaign plan.
10. **Design process and –documentation**(should be added second time you deliver the report);
Design brief, design program etc. (check suggested content on p. 6)

APPENDIX (Design manual and other means of documentation; data from user test, questionnaire, question guide etc.)

The Analysis report has to be **max. 25 pages** exclusive appendix(es)

Presentation Day:

Me Mover will be present and we want you to present your campaign including all elements; both the ones you have developed (i.e. a prototype of the campaign site...) and the ones you have developed on a more conceptual level - and explain according to your analysis; conclusions and derived strategy - why exactly this campaign is going to provide Me Mover with a successful launch on the Northern European/Scandinavian market.

You should try to regard this as a pitch where you try to explain Me Mover why they should choose exactly your campaign concept. Persuade them!

Each group will be given 10 min. to present their work. Further guidelines about the presentation will be given later...

HAVE FUN!

The teachers of 2semINT A2015