Business Insight Report

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Executive Summary

This report has been prepared for Bret Gibson, the president and chief commercial officer of 'Sequel International', who is wishing to make Guess watches remain a dominant player for the future. They are planning an event and expect to get some specific information about It. This report will:

1) Describe the method of finding out the specific location and recommend the best location for hosting the event.

2) Illustrate the way of finding the small social media influencers to invite to the event, then recommend some influencers who can be invited to the event and the criteria for choosing them.

3) Elaborate the method of finding out the best digital and social channel to focus on leading up the event to attract target audiences and recommend a best digital and social channel.

Recommendations:

It is recommended that:

1) The specific location should be the shopping mall called 'The Shops at Columbus Circle' in Manhattan.

2) Lauren Conrad, Colton S. Underwood and Demi Rose should be invited to event. And the criteria are selecting the influencers with the higher percentage of positive tweets.

3) The best digital and social channel is Facebook.

1.   Introduction

Now, as the transformation of the watch industry, some companies such as Apple and Fitbit have entered in the field of SmartWatch, and other new brands also have entered in the technology and SmartWatch space through e-commerce and social media, such as Daniel Wellington and Clues. In order to continue to remain a dominant player for the future, Guess Watches has decided to do some rapid changes, which is that Guess Watches is planning on hosting an event with high exposure in the United States. Here are some specific steps for this event. The first step is to find a specific location in the United States for hosting this event. Besides, Guess Watches has already invited a New York based social media influencer, therefore, the second step is illustrating the best way to find other small social media influencers and describing the criteria for selecting them. The final step is elaborating on the best digital and social channel to expose and report this event.

2.   Methods and Materials

2.1.   Find a specific location to host the event (can be any of the five boroughs of New York)

As Bret Gibson mentioned before, this location can be any of the five boroughs of New York. So, before finding out the specific place, the first thing that needed to do is choosing the most suitable borough for hosting the event.

Information on five boroughs of New York City can be found on Wikipedia, including the detailed information for each borough of New York City and a table that summarizes the detailed data. And some of these detailed data, including population, the total GDP, per capita GDP, land area (square km) and density, are helpful for analysing which borough should be selected. The table below shows these detailed data.

	Density (persons/sq.km)	Gross Domestic Product - billions(USD)	Gross Domestic Product - per capita(USD)	Land area - square km	Population Estimate(2017)
Brooklyn	14,649	63.303	23,900	183.42	2,648,771
Manhattan	27,826	629.682	378,250	59.13	1,664,727
Queens	8,354	73.842	31,310	281.09	2,358,582
Staten Island	3,132	11.249	23,460	151.18	479,458
The Bronx	13,231	28.787	19,570	109.04	1,471,160

Data source: Boroughs of New York City (Wikipedia 2019)

Then, the next part is finding out a specific location in that selected borough. Since shopping malls have fixed pedestrian traffic, hosting the event in the malls could ensure the certain exposure. In this case, the method is first searching on Google for a list of shopping malls in that selected borough, and then analysing that which mall has an advantage for hosting the event.

2.2.   The best way to find other small social media influencers to invite to the event and the criteria for choosing them

Since this event will be held in the United States, the method is to first search on Google for Instagram Influencers in the US with the 'Fashion' tag, then the list called "Top 100 Beauty & Fashion Instagram Influencers in United States" can be found on the website 'Hypeauditor'. Furthermore, since this ranking list contains some well-known people, and this does not

meet the requirement "small social media influencers". Consequently, choosing the last 15 people in the list is very vital.

```
Rankings: 1                                  Rankings: 6                                  Rankings: 11
Real rankings in the website: 86             Real rankings in the website: 91             Real rankings in the website: 96
Names: BRYANT | 📷                            Names: Kyle Kuzma                             Names: Barbara Palvin
Number of followers from U.S.: 1.8M          Number of followers from U.S.: 1.8M          Number of followers from U.S.: 1.4M


Rankings: 2                                  Rankings: 7                                  Rankings: 12
Real rankings in the website: 87             Real rankings in the website: 92             Real rankings in the website: 97
Names: Lauren Conrad                         Names: Demi Rose                             Names: boys
Number of followers from U.S.: 3.8M          Number of followers from U.S.: 3M            Number of followers from U.S.: 979K


Rankings: 3                                  Rankings: 8                                  Rankings: 13
Real rankings in the website: 88             Real rankings in the website: 93             Real rankings in the website: 98
Names: JAYDA WAYDA                           Names: msericadixon                          Names: Jeffree Star Cosmetics
Number of followers from U.S.: 1.5M          Number of followers from U.S.: 2M            Number of followers from U.S.: 2.8M


Rankings: 4                                  Rankings: 9                                  Rankings: 14
Real rankings in the website: 89             Real rankings in the website: 94             Real rankings in the website: 99
Names: JoJo Fletcher                         Names: adidas Originals                      Names: Amanda Cerny
Number of followers from U.S.: 1.8M          Number of followers from U.S.: 7.7M          Number of followers from U.S.: 3.3M


Rankings: 5                                  Rankings: 10                                 Rankings: 15
Real rankings in the website: 90             Real rankings in the website: 95             Real rankings in the website: 100
Names: Jessica Biel                          Names: Colton S. Underwood                   Names: Anastasia Karanikolaou
Number of followers from U.S.: 3M            Number of followers from U.S.: 1.6M          Number of followers from U.S.: 1.5M
```

Data source: Top 100 Beauty & Fashion Instagram Influencers in United States by the number of quality and engaged followers (Hypeauditor 2019)

The last 15 people do not have many followers, which meet the requirement "smaller social media influencers". The next step is to do sentiment analysis by connecting to the Twitter API to choose three influencers with the higher percentage of positive tweets.

2.3.   The best digital and social channels

In terms of finding the best digital and social channels, since the event will be held in New York, the United States, the data used for analysis also need to be relevant data about the USA. Besides, what the president needs is the best digital and social channel, which is basically the same as social media. So, the focus in this section will be on social media. In addition, the target group that the president needs are females primarily aged 18 to 30, but this is not an exact age group. In this case, for the convenience of analysis, the data used below is mainly about the group aged 18 to 29.

This part will be divided into three steps. The first step is to analyse the most popular social media among people aged 18 to 29 in the United States.

Leading social networks	Age 18-29	Age 30-59	Age 60+	Percentage
Facebook	86	81	67	in %
Google+	26	23	9	in %
Instagram	58	31	7	in %
LinkedIn	19	21	15	in %
Pinterest	37	28	20	in %
Reddit	15	5	1	in %
Snapchat	45	16	1	in %
Tumblr	21	7	2	in %
Twitter	47	39	16	in %
YouTube	71	52	25	in %
Other	1	1	1	in %
I don't use social media	2	9	27	in %

Data source: Reach of selected social networks in the United States as of February 2017, by age group (Statista 2019)

The second step is to analyse the most popular social media among American females.

Social networks	Female	Male	Percentage
Facebook	82	74	in %
Google+	16	23	in %
Instagram	31	27	in %
LinkedIn	17	21	in %
Pinterest	41	13	in %
Reddit	6	6	in %
Snapchat	21	14	in %
Tumblr	9	7	in %
Twitter	30	39	in %
YouTube	45	51	in %
Other	1	1	in %
I don`t use social media	10	16	in %

Data source: Reach of selected social networks in the United States as of February 2017, by gender (Statista 2019)

The final step is to avoid the inaccurate result, which is to analyse the most popular social media in the United States.

Most popular social networks in the United States	Number of total unique visitors (In millions)
Facebook	204.9
Instagram	154.8
Facebook Messenger	120.8
Twitter	110.0
Google Hangouts	93.6
Pinterest	86.5
Blogger	64.1
Reddit	56.5
Snapchat	51.4
Tumblr	32.6

Data source: Most popular social networks in the United States in October 2018, based on monthly active users (in millions) (Statista 2019)

Leading social media websites	Market share in percent	Percentage (In %)
Facebook	53.26	in %
Pinterest	31.04	in %
Twitter	6.39	in %
reddit	5.23	in %
Instagram	1.27	in %
YouTube	1.26	in %
Tumblr	0.94	in %
LinkedIn	0.37	in %
Google+	0.08	in %
Fark	0.08	in %

Data source: Leading social media websites in the United States in February 2019, based on share of visits (Statista 2019)

Then the three steps are combined for analysing and getting the most popular social media among females primarily aged 18 to 30 in the United States.

3. Results

3.1. The specific location should be the shopping mall called 'The Shops at Columbus Circle' in Manhattan
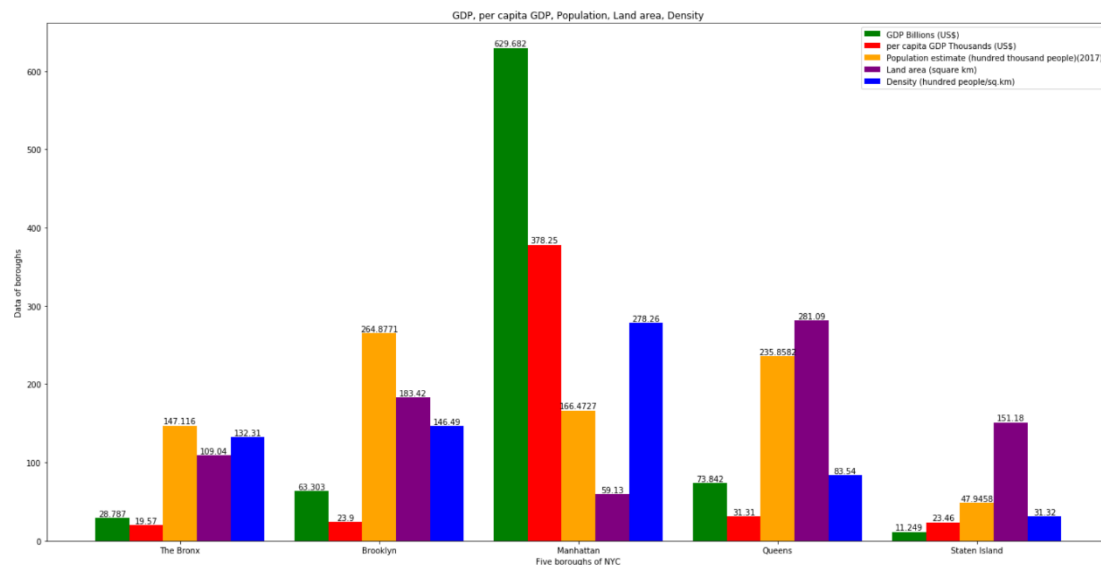
Data source: Boroughs of New York City (Wikipedia 2019)

As can be seen from the above chart, Manhattan has the highest total GDP (629.682 billion US dollars), which means that Manhattan has the best economic performance, that is, Manhattan is wealthier than other boroughs. In addition, Manhattan has the highest per capita GDP (378,250 US dollars), it means that Manhattan residents have the highest purchasing power. Furthermore, although Manhattan's population (about 1,664,727) ranks third among these five boroughs, it has the smallest land area (59.13 square kilometres) and the highest population density (27,826 persons/sq.km), which makes Manhattan become the most densely populated area in these five boroughs. And in this case, hosting the event in Manhattan could get the highest exposure.

In general, since the goal of this event is to publicize Guess Watches, hosting this event in Manhattan could attract more attention of consumers who have high purchasing power. In addition, Manhattan has the highest population density, which could make this event get more exposure in Manhattan than other boroughs. As a result, the best borough for hosting the event should be Manhattan.
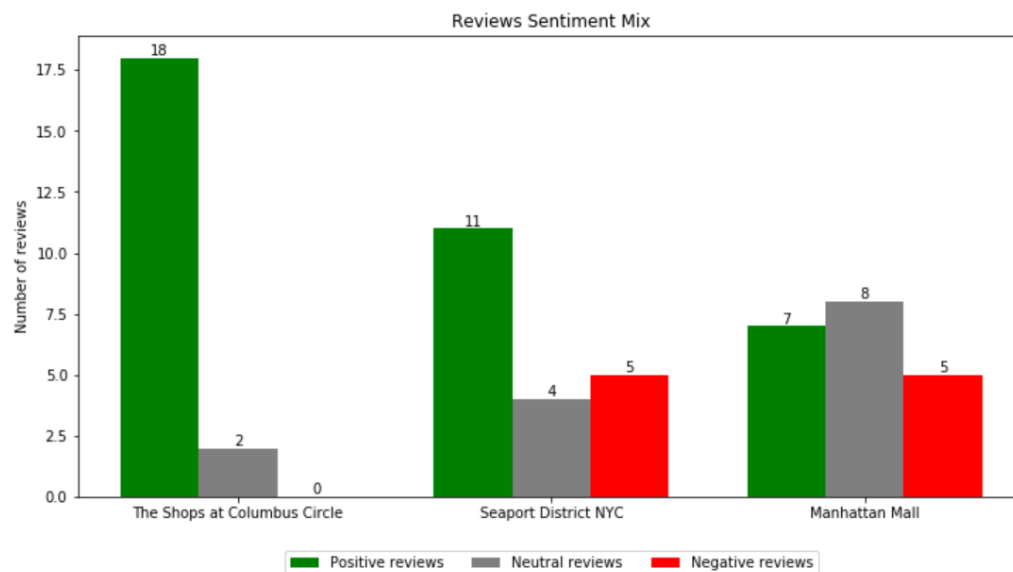
The list of 'Shopping Malls in Manhattan' could be found through Google and analysing the reviews of each mall is the most appropriate method to find out the best mall.

	Names of Shopping Malls	Number of reviews
Mall 1	The Shops at Columbus Circle	356 reviews
Mall 2	Seaport District NYC	827 reviews
Mall 3	Manhattan Mall	249 reviews
Mall 4	The Showplace	8 reviews
Mall 5	Chelsea Antiques Building	2 reviews
Mall 6	Tuscan Square	2 reviews

Data source: Shopping Malls in Manhattan (TripAdvisor 2019)

It is necessary to remove the shopping malls with less than 10 reviews for the authenticity of the results, and then at least 20 comments should be extracted from each of the remaining

shopping mall for sentiment analysis. The shopping mall with more positive reviews should have higher foot traffic and higher exposure than other malls, so the mall with the most positive reviews should be the specific location for hosting this event.

As can be seen from the above chart, the shopping mall called 'The Shops at Columbus Circle' has the most positive comments, which means that this mall has highest foot traffic and highest exposure. Consequently, this mall should be the specific place for hosting the event. Then the specific address that can be searched from Google Maps is '10 Columbus Cir, New York, NY 10019, USA'.

To summarize, the shopping mall called 'The Shops at Columbus Circle' in Manhattan can be used as the specific location for hosting the event, and the address is '10 Columbus Cir, New York, NY 10019, USA'.


3.2. Lauren Conrad, Colton S. Underwood and Demi Rose should be invited to event

Since the influencers are individuals, it is necessary to remove the non-personal users, such as adidas Originals and Jeffree Star Cosmetics. Besides, the username which is very strange like 'boys', cannot represent a specific person, so removing this name is also necessary. It is also vital to remove the people with less than 10 tweets for the authenticity of results.

```
#BRYANT                              #DemiRose
Number of tweets extracted: 98.      Number of tweets extracted: 16.

#LaurenConrad                        #msericadixon
Number of tweets extracted: 11.      Number of tweets extracted: 0.

#JAYDAWAYDA                          #ColtonUnderwood
Number of tweets extracted: 2.       Number of tweets extracted: 91.

#JoJoFletcher                        #BarbaraPalvin
Number of tweets extracted: 1.       Number of tweets extracted: 62.

#JessicaBiel                         #AmandaCerny
Number of tweets extracted: 13.      Number of tweets extracted: 8.

#KyleKuzma                           #AnastasiaKaranikolaou
Number of tweets extracted: 11.      Number of tweets extracted: 4.
```

Then the rest people are BRYANT, Lauren Conrad, Jessica Biel, Kyle Kuzma, Demi Rose, Colton S. Underwood, Barbara Palvin.
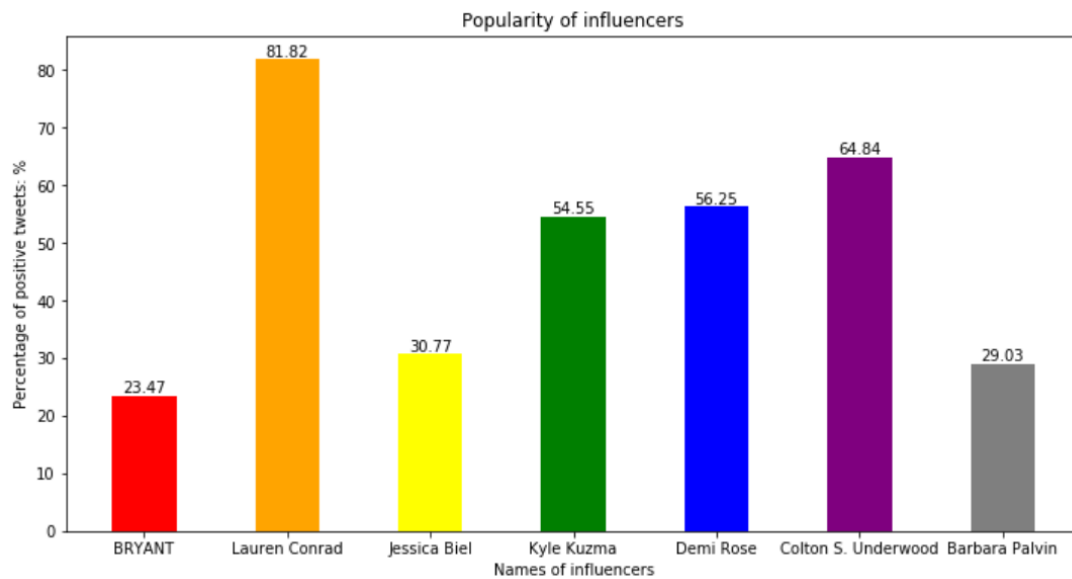
Data source: Top 100 Beauty & Fashion Instagram Influencers in United States by the number of quality and engaged followers (Hypeauditor 2019)

Those who have the higher percentage of positive tweets are more popular with the public. As can be seen from the chart above, the three influencers with the higher percentage of positive tweets in these six people are Lauren Conrad, Colton S. Underwood and Demi Rose. In conclusion, Lauren Conrad, Colton S. Underwood and Demi Rose should be invited to participate in this event. And the criteria are selecting the people with the higher percentage of positive tweets.

3.3.   The best digital and social channel is Facebook
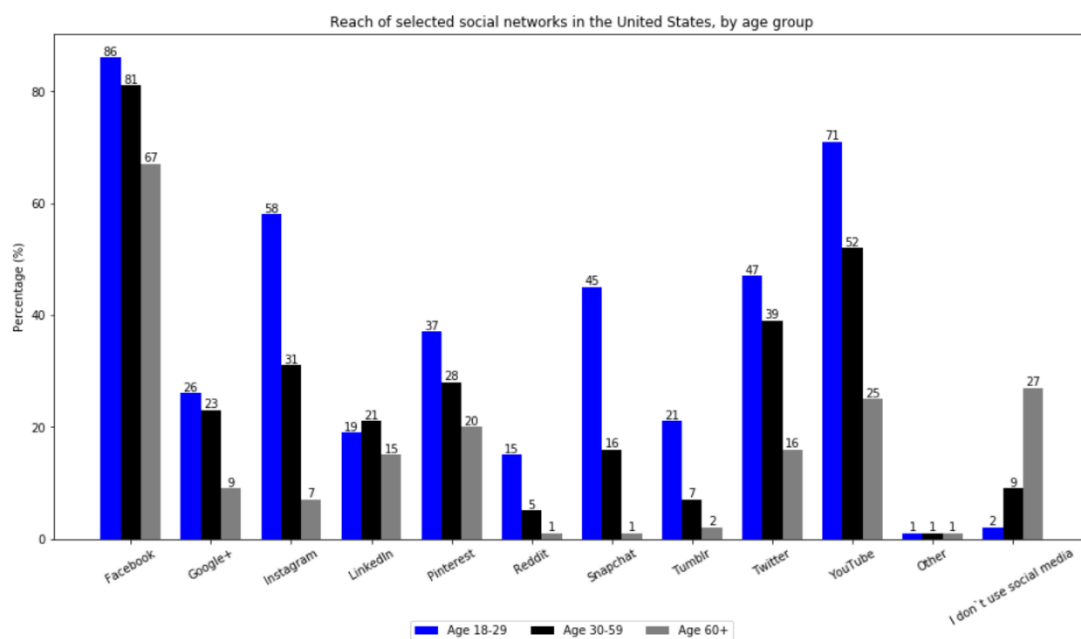

Data source: Reach of selected social networks in the United States as of February 2017, by age group (Statista 2019)

As can be seen from the bar chart above, for people aged 18-29 in the US, reach of Facebook ranks first in all social media, which means that the most common social media used by Americans aged 18 to 29 is Facebook.
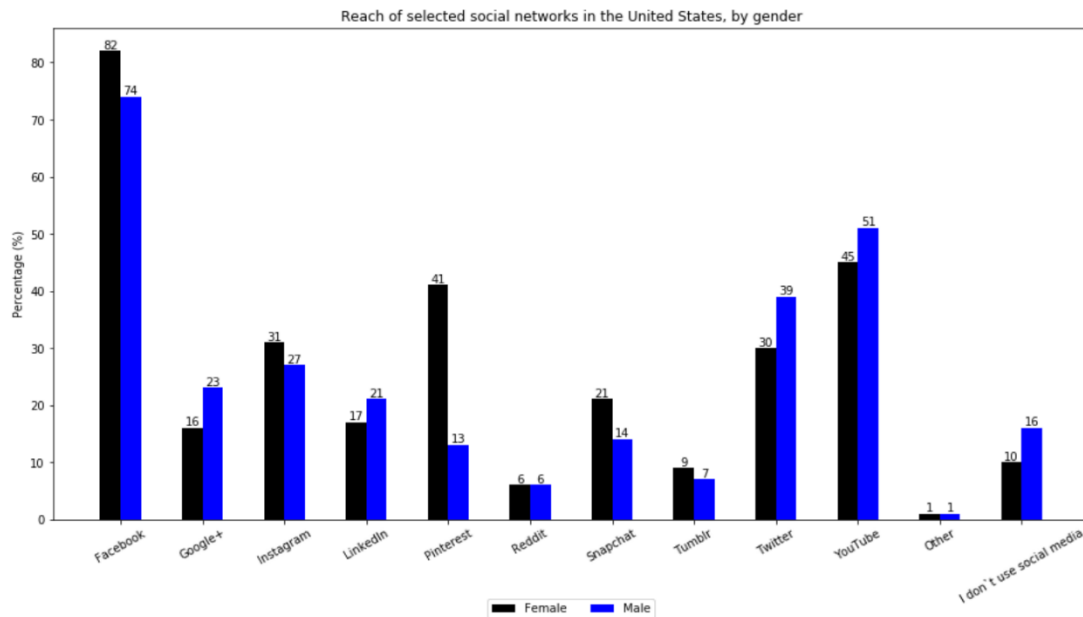

Data source: Reach of selected social networks in the United States as of February 2017, by gender (Statista 2019)

As can be seen from the above chart, reach of Facebook also ranks first for the female group in the United States, which means that Facebook also is the most popular social media for the female group.
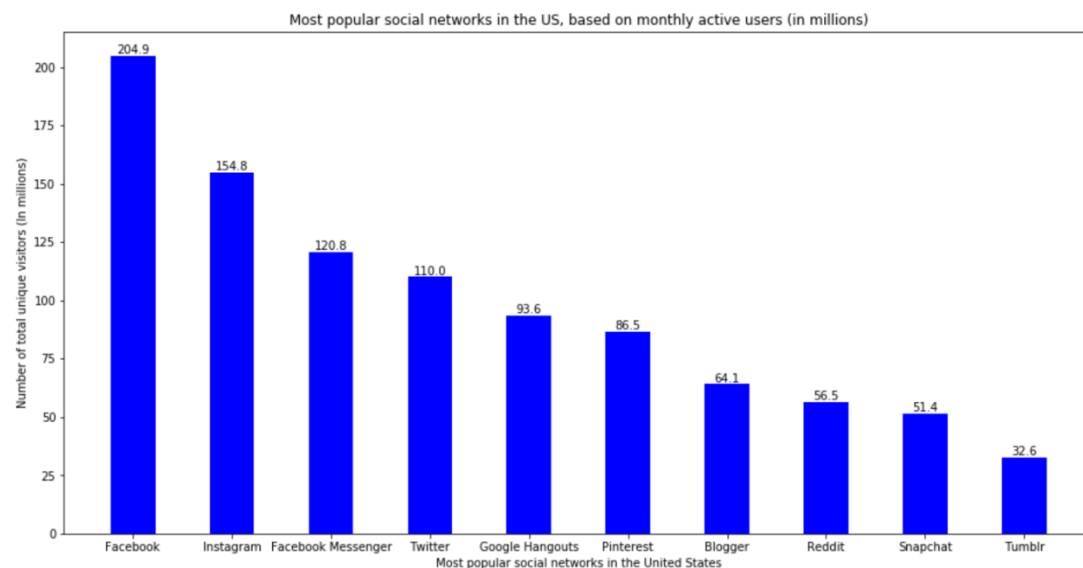
Data source: Most popular social networks in the United States in October 2018, based on monthly active users (in millions) (Statista 2019)

In the above chart, the data shows that the most used social media by Americans also is Facebook, which has 204.9 million monthly active users. And Facebook's monthly active users are much higher than other social media, 50 million more than the second.
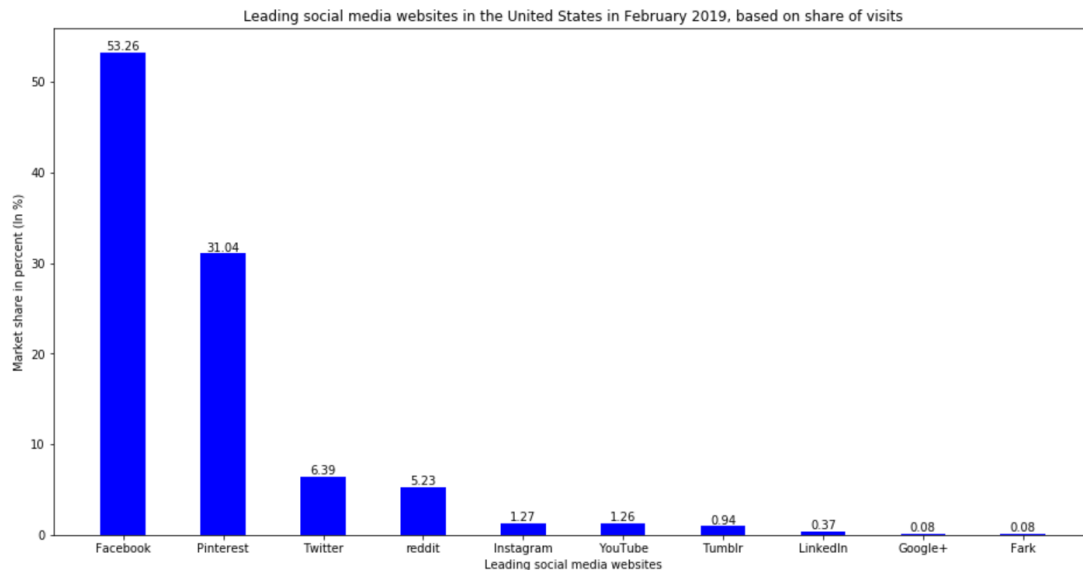
Leading social media websites in the United States in February 2019, based on share of visits

Data source: Leading social media websites in the United States in February 2019, based on share of visits (Statista 2019)

The chart above shows that Facebook has the highest market share in the United States, which means that Facebook is the most popular social media for Americans.

Since Facebook is the most popular social media for Americans aged 18 to 29, and Facebook also is the most popular social media for the female group in the US. Therefore, Facebook is the most popular social media for females aged 18 to 29 in the United States.

In addition, Facebook is the most used social media by Americans, and Facebook has the highest market share in the United States, so Facebook is the most popular social media for all Americans.

To summarize, Facebook is the most popular social media, whether it is Americans aged 18 to 30, American females or all Americans. For this reason, the best digital and social channel is Facebook.

4. Conclusions and Recommendations

In conclusion, Manhattan is the most appropriate borough for this event, and the shopping mall called 'The Shops at Columbus Circle' in Manhattan should be the specific location for hosting the event. In addition, Lauren Conrad, Colton S. Underwood and Demi Rose have the higher percentage of positive tweets, so they should be invited to the event. And the criteria are choosing the influencers with the higher percentage of positive tweets. Finally, since Facebook is the most popular social media among the Americans aged 18 to 30, American women and all Americans, so the best social media for this event is Facebook. That is, the best digital and social channel for this event is Facebook.