



CARIBU

Closer With Caribu

CHRYsalis



ever evolving

CHRYsalis



When you see a chrysalis, it doesn't look like it's doing very much, but inside an entire universe is being shattered and recreated piece by piece. And from that metamorphosis comes something magnificent.

So we keep moving, growing, changing. We never gather dust. We stretch the limits of creativity, break them, and redefine them to create a whole new kind of brilliant.

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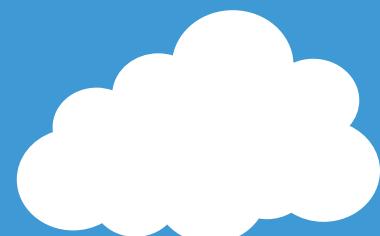
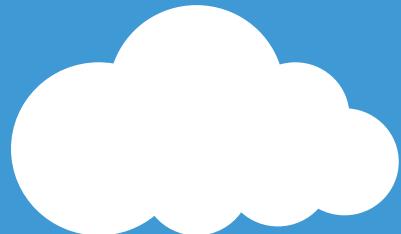
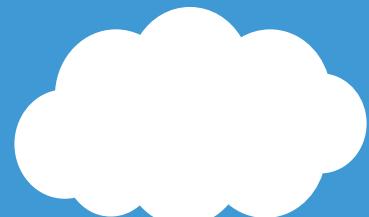
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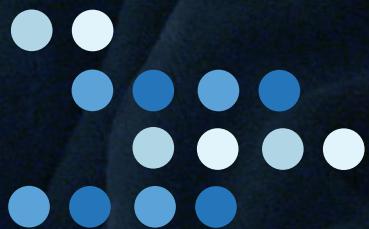
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Credits



A young girl with long dark hair is lying in bed under a white duvet. She is looking intently at a tablet device held in her hands. The room is dimly lit, with light coming from the screen of the tablet. The word "RESEARCH" is overlaid in large, bold, white capital letters across the bottom of the image.

RESEARCH



executive summary



SITUATION

Companies in all industries have gone digital to keep up with technology trends, and the book industry is no different. With an application targeted towards both "glamas" and children, there is a broad range of comfortability with technology and the effects it may have on children, both positive and negative. Our primary target market is hesitant to leave their hardcover books on the shelf, but have a more eminent goal of being up to date with trends. Once Caribu emerges steadily into the market, "glamas" should recognize that educational technology is a successful learning tool that is here to stay.

GOAL

To make the Caribu app more of a well-known product, and to position it as the #1 children's reading app. We want our target market to understand that Caribu allows kids to learn and use their imaginations simultaneously, while helping family members spend quality time with their young ones, enabling them to be a greater part of their lives and daily routines.

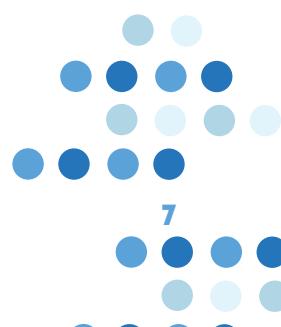
PROBLEM

Caribu integrates children's books into a child-friendly video-calling app, providing a truly engaging communication experience for kids and their families. The app redefines the traditional idea of a bedtime story.

The problem is that the average parent or "glama" does not know enough about Caribu to dedicate their time to this new world of educational possibilities. Ultimately, most people are unaware what Caribu is and how it can benefit their lives.

SOLUTION

Caribu has many functions, including video calling, interactive workbooks and reading. Families can use the app together in order to play and learn, but also to form everlasting memories. We need our target audience to see that Caribu is not only an educational tool, but also a bonding experience that unites families no matter where you are. Transcending distances; keeping families together.



SITUATION ANALYSIS



HISTORY

Caribu is an educational platform that helps parents, families, and mentors connect with their children. Through the app, users can engage in a livestream experience, while reading, drawing, or playing together.

Caribu was conceived by Alvaro Sabido and his co-founders. By the time they were brainstorming business ideas, Alvaro had lived in 4 different countries, and was used to talking with his family via phone and video-calling. Additionally, reading was an important part of his life. While in his master's program at Imperial College in London, he saw a man trying to read a book for his daughter, who was on the other side of a computer screen. That scene caught Alvaro's attention. He knew there was an easier and more effective way to read stories to kids when not physically together. "We did a bit of research, and found that the concept of sharing content through a video-call did not exist for the children's content market," said Sabido. With that, the startup idea came about.

The company today is located in Miami, Florida, and has close to 10 employees. Even with just one physical location, their operations are global, and the startup has been growing in the last couple of years. In addition, their reputation on online platforms is positive. There is not a lot of user comments, but data analytics have demonstrated growth on Facebook, and in the number of Twitter followers, on the company page. (Social Bakers Images)

COMPANY

Caribu is in the industry of Educational Technology, that is, learning through any electronic device (tablets, smartphones, or computers). This industry has grown in the past few years and continues to improve. With the boom of mobile devices, the growth of mobile apps revenue, and the popularity of hybrid monetization models (such as in-app ads and in-app purchases) in the business world, there are positive scenarios for Caribu in the future.

In terms of competition, Caribu, Kindoma, Edukily, Zoodles, Readeo, Static E-reader, My On, and Epic!, are also companies in the Educational Technology industry.



PRODUCT

Caribu's strength lies in its ability to close the gap between distance with its mobile library, which can be reached on the go. This mobile library can both be used as an educational tool, and serve as a bonding experience. Caribu's weakness, however, lies in the fact that it is not yet a household name, and many people don't even know it exists. Caribu's primary differentiating property are its offering of hundreds of unique books -in six different languages -which reach 148 countries around the globe, and video-capability. For a subscription price of \$6.99 per month, adults and children can use Caribu to read books together, all while in completely different places. The app features a story guide pointer in real-time so that users can follow along in the book. Caribu is launching its services on Android smartphones/tablets in December 2018. In addition, Caribu plans on changing the visuals and designs of its current interface to make the app more attractive for kids. By creating content-appealing designs, characters, and rewards for children, Caribu will become more entertaining and fun for its younger users. In the future model, points, stickers, or stars will be rewarded to kids to motivate them to read more.

HISTORY OF THE INDUSTRY

With the growth of technology, companies had to adapt to new trends. Businesses in the book industry were no different. According to CNN reporter Jacqueline Howard, the amount of time children ages 8 and younger spend on mobile devices has tripled in the last four years.

Often times, children do not want to entertain themselves with more traditional ways of learning, and would rather spend as much time as possible in front of a screen playing games or watching movies. However, reading is still a very important part on their development and educational growth. The children's book industry had to adapt their physical books to digital, interactive, more technology-oriented books. With this, new opportunities came about. Now we have apps that provide us with infinite material to be read, and greater interactions between the parent and children while reading takes place.

CHARACTERISTICS OF THE INDUSTRY

Between 2013 and 2018, revenue from e-book sales in the U.S. is forecast to nearly double. The industry is constantly growing, and consumers are adapting to it. Twenty percent of book readers in the United States stated they read more e-books than hard copy books.

E-books bring a lot of advantages for the consumer: they are delivered instantaneously. They do not require the use of trees in the manufacturing process, and are thus more eco-friendly. They take up less space, you can carry them wherever you go, and they are accessible worldwide. These are only a few of the advantages that have allowed the industry to grow at an exponential rate. idea came about.



BRAND DISTRIBUTION



Caribu

is distributed via Apple Store and Google Play. Caribu must adhere to certain rules set by both platforms in order to be distributed.

The Kids Category

of the app store has guidelines that prohibit behavioral ads. Contextual ads must also be appropriate for all audiences. Once customers expect an app to meet the Kids Category requirements, the app must continue to meet the Kids Category requirements in all future updates.

TARGET MARKET PROFILES



Primary Target: "Glamas"

a new generation of glamorous, hip, and independent grandmas, who are the furthest thing from a stereotypical grey-haired elder.

Miriam, otherwise known as Mimi to her two young grandkids,

is a hip 63-year-old living in Clearwater, Florida. In her free time, she can be found at yoga class, brunching with her friends, shopping to keep up with the latest trends, or scrolling through her social media feeds. Although she has plans to retire from her highly successful career as the Marketing Manager of a magazine, her willingness to stay active has not slowed down. Her steady income allows her to enjoy splurging, not only for herself, but also for members of her family, who are the most important people in her life. Her favorite part of any day is time spent with her grandkids, whether that be in person, to babysit, or on Facetime to say goodnight.

SECONDARY TARGET: PARENTS



Anna and Paul, two loving parents

to Cara, 7, and Max, 6, live in Coral Gables, Florida.

In their free time they love to travel with the family, catch up with friends, or browse the web. While their kids are at school during the day, they both work 9-5 jobs. Paul works as a sales associate, which requires frequent travel, and Anna works as a math teacher at a local school.

They do everything for the kids.

Their two incomes allow them to comfortably support their family, while also spending money for instant gratification and pleasure.

They love coming home from work after a busy day and spending time with their kids,

whether that be sitting down to a meal, helping them with homework, or tucking them into bed.

TERTIARY TARGET: KIDS

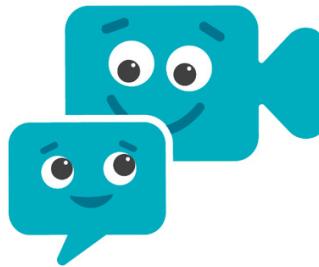


Audrey is a creative 6-year-old who attends Coral Gables Elementary School, and is supported by her mom and dad. In her free time, she can be found at dance class or drawing. Because her dad frequently travels for work, she looks forward to any time spent with him, especially their bedtime readingsessions. While he is away, she loves to use her iPad to Facetime with him, and talk about what she learned at school that day.

Direct & Indirect

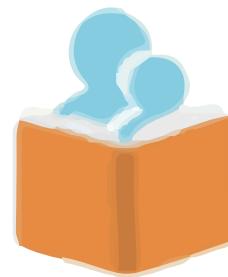
COMPETITION:

Kindoma



Kindoma believes in connecting families around the world. Kindoma has two iPad apps (Storytime and Drawtime), which allow users to video chat through facetime while drawing or reading together. Kindoma is \$6.99 monthly.

Readeo



Readeo is a video chatting book service that helps families stay connected. Readeo works within a web browser, so all that's needed for use is a high speed internet connection, and a webcam. Readeo is \$9.99 monthly and \$99.99 annually.

Zoodles



Zoodles emphasizes keeping kids safe while learning. The app allows kids to independently learn, video chat, draw, play games, and lets parents customize their kids' learning experience. Zoodles is \$7.95 monthly, and \$59.95 annually.

Facetime & Skype



It is important to note that there are several competitors offering features and services similar to Caribu. Facetime and Skype are considered indirect competitors because they enable users to perform similar tasks.

SWOT



STRENGTHS

- Large selection of books and "storage" for books
- App features: sounds, turning pages, interactive screen
- Connect "educators" with children any time, any where

WEAKNESSES

- Not well known on social media and among parents and educators
- Niche target audience: "Glamas", Mothers, Children
- Use of 2 Ipads or Iphones --> exclude lower income demographic
- Subscription fees may steer customers away from the app
- Blue light can negatively impact quality of sleep
- Draw and zoom tools are difficult to use

OPPORTUNITIES

- Use of more "classic/traditional" stories. Sections for tutoring, coloring, and other activities can expand the audience to creative children
- Global expansion
- High divorce rates in the United states may increase parents' time away from their children
- The books can have animations, sounds, interactive figures
- Move into schools as an educational tool Digital generation

THREATS

- Technology while learning: some parents are still resistant about their children learning with technology tools. They believe the "old-school" way of learning is more efficient.
- People may have a preference towards reading a physical book
- Technology while going to bed. This may be a threat for the app. Most parents do not want their kids interacting with devices before bedtime
- Parents tend to read less for their kids nowadays than in the past. Kids' short attention span

In-Depth Interviews



Introduction & Research Objectives

Our in-depth interviews sought to:

- 1) understand the relationship between "glamas" and their grandchildren (e.g. how they are spending their time together and how they are staying connected when they're apart.)
- 2) ask views on both reading and technology by asking what they like about their grandchildren reading, their technological capabilities, and their hesitations with their grandchildren using technology for educational purposes.
- 3) To understand a children's opinion on reading, we asked their opinions on reading in general, reading alone, and reading with a family member. Is this something that they enjoy doing? Secondly, it is important that kids stay engaged. We wanted to know what books keep kids' attention (by age) and what is attractive to them.

The Participants

We performed individual interviews of each subject. We interviewed a total of 20 people, 10 of which fall under the "glamma" category and the other 10 being children. The interviews lasted about 20 minutes. The "glamma's" that we spoke to ranged in age from 54-64 and consisted of African American, Hispanic and Caucasian women all having 1-4 grandchildren with the exception of one "glamma" having 8. Most of these women are retired but two are still working in the restaurant industry and as a school teacher. Their income ranges from 50k-120k. As for the children, they range from ages 5-10 in grades kindergarten through fifth grade.

“
**I think you have to teach kids
the importance of reading.**

**If they see me reading everyday or
if I read with them that way they
get in the habit of reading and
bettering themselves.**

”
-a glama we interviewed

Findings

Technology And Reading:

All of the grandmothers were comfortable with technology and the most common applications they used were Facebook and Instagram. Some grandparents were hesitant to purchase an app that helps connect with grandchildren with one participant stating,

"I probably wouldn't. I just like the one-on-one face time and connection. Everything is electronic now and that's not time that should be spent on a device."

-a glama we interviewed

The general belief is that reading is good because it helps kids learn new words, listening skills, imagination and overall communication. One grandmother stressed the importance of leading by example saying, Grandmothers said that their grandkids are comfortable using iPads but not necessarily for reading. In general grandmothers believed that technology is good for children but has negative aspects. We found that grandmothers believe that electronic books are more of a distraction to kids than physical books.

Glamas:

Grandmothers speak to their grandkids a few days a week on Facetime and traditional phone calls. Overall, grandmothers see their grandchildren a few times a year, on holidays or occasional visits. Sports, movies, cooking, bedtime stories and board games were the activities grandparents said their grandkids enjoy.

"We speak every other day on the phone."

-a glama we interviewed

Children:

During the interviews the majority of children said that they like reading. All of the children like it when someone reads to them. Kids use YouTube, Musical.ly, watch TV, play music, play games and watch Netflix when using technology. The children we interview all had access to an iPad but some with usage restrictions.

"...I like when I read one page and someone else reads the other."

-said a kid we interviewed

SURVEY FINDINGS

INTRODUCTION

The first objective was to gain an understanding of the relationships between grandparents and grandchildren. The second objective was to understand how technology plays a role in family relationships. The final objective was to understand the perspective that grandparents have on technology's role in early childhood development.

METHODOLOGY

Of the 384 total respondents that took the survey, only 226 respondents were valid. Of these 226 respondents, 113 were male and 113 were female. The average age of our participant pool was 62 (61.74) years old with an income of between \$50,000 - \$74,999. They have about 3 (2.95) grandchildren. After building the survey on Qualtrics, responses were collected on Amazon MTurk. The survey was comprised of 33 questions and took between 10-15 minutes to complete. Each question fell into categories such as relationships, personal technology use, children & technology, and demographics.

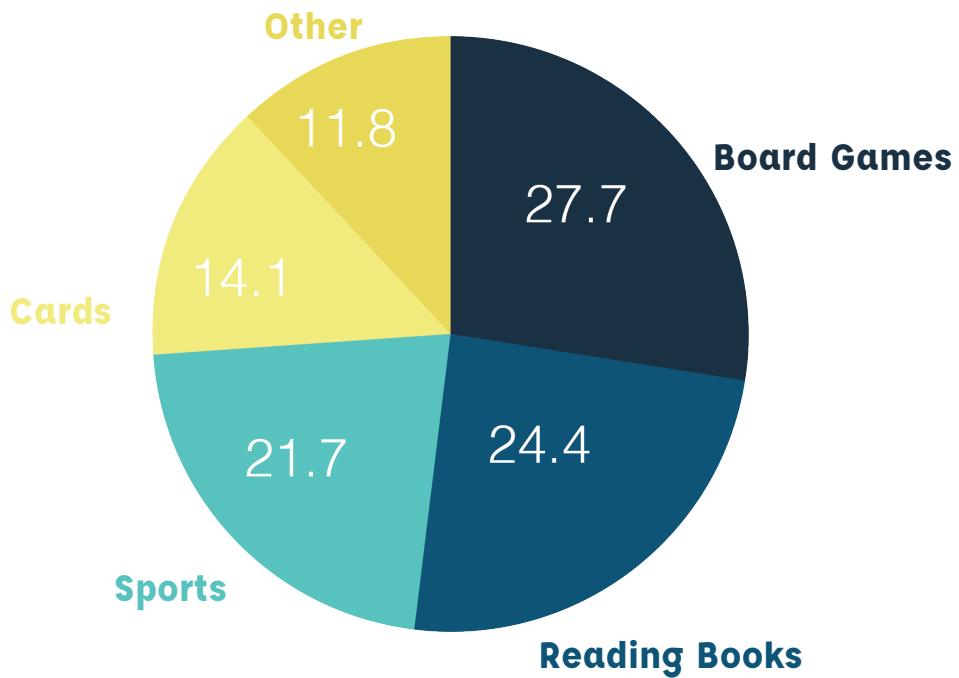


Relationships:

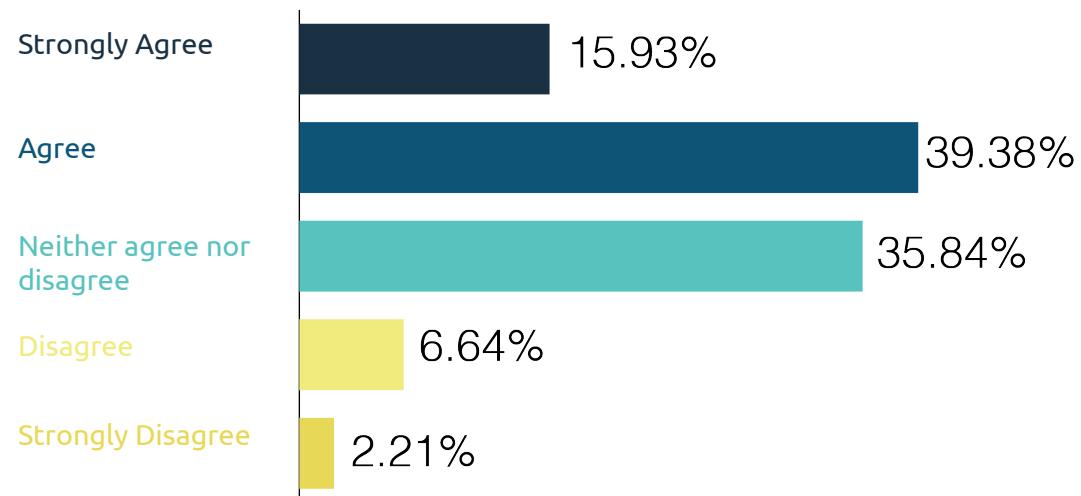
What activities participants most often participated in with their grandchildren?

One common observation was the importance of spending quality time with their grandchildren, watching them learn and develop. Many respondents noted that reading together with their grandkids is important because it allows them not only to help develop reading skills, but also helps them to teach their grandchildren life lessons and pass on values to them.

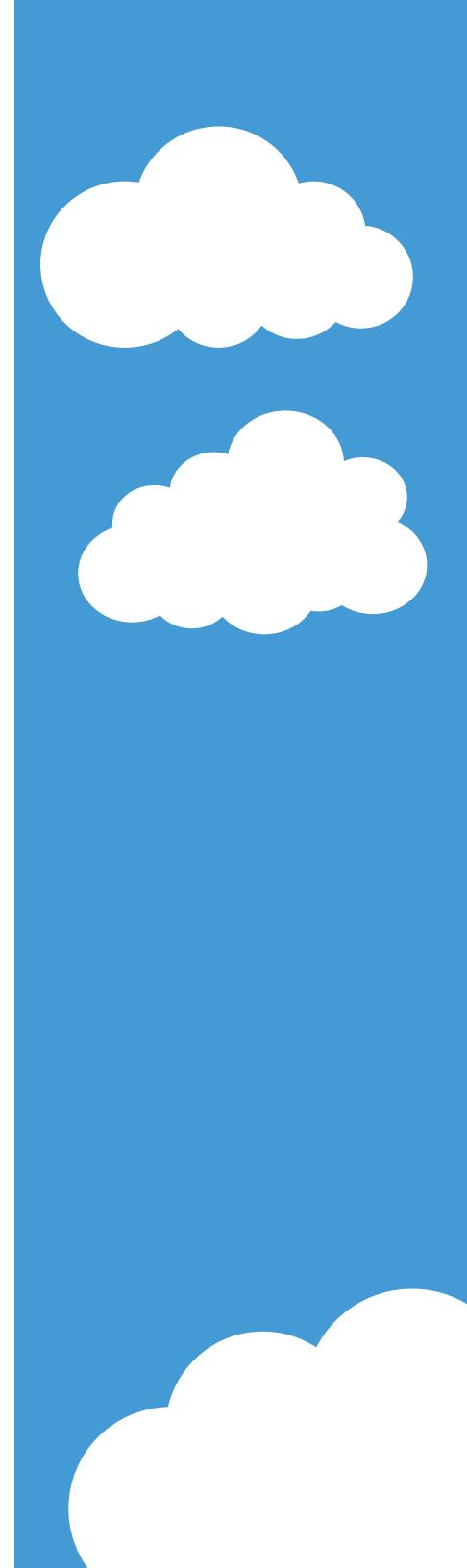
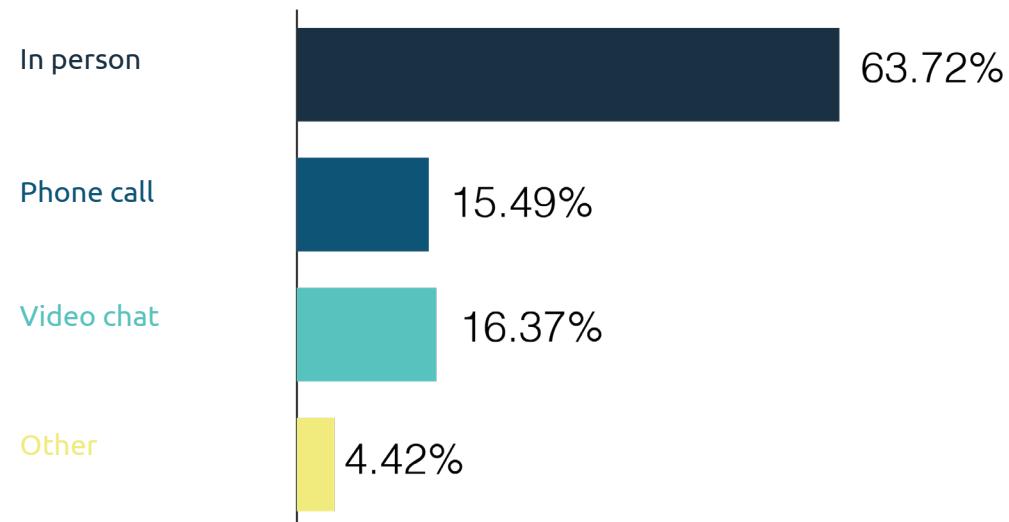
When looking at how grandparents and grandchildren interact over the phone, children typically spoke about their achievements in school or sports and showed off their new toys and games. The conversations were typically one-sided, with the grandparent asking most of the questions.



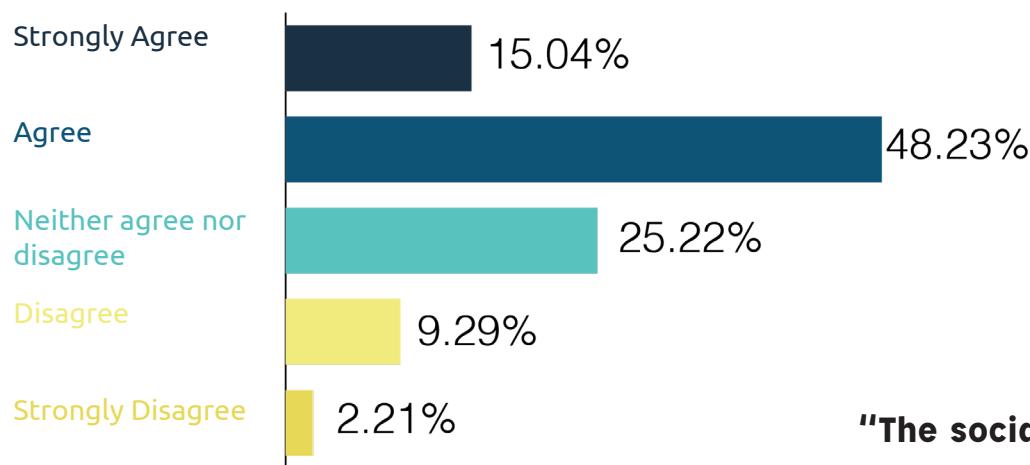
"I would prefer talking with my grandchildren about their day over reading stories to them"



"What is the most common way you communicate with your grandchildren?"



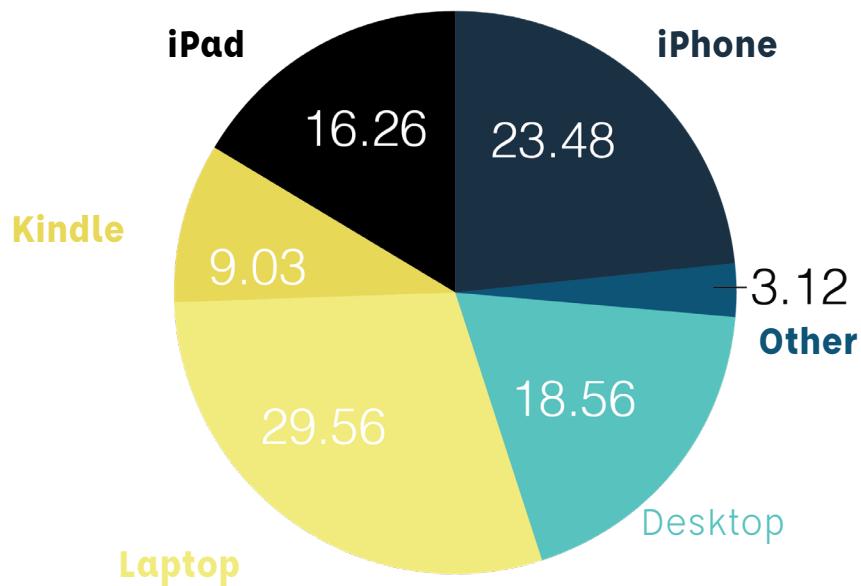
"I consider myself to be technologically savvy"



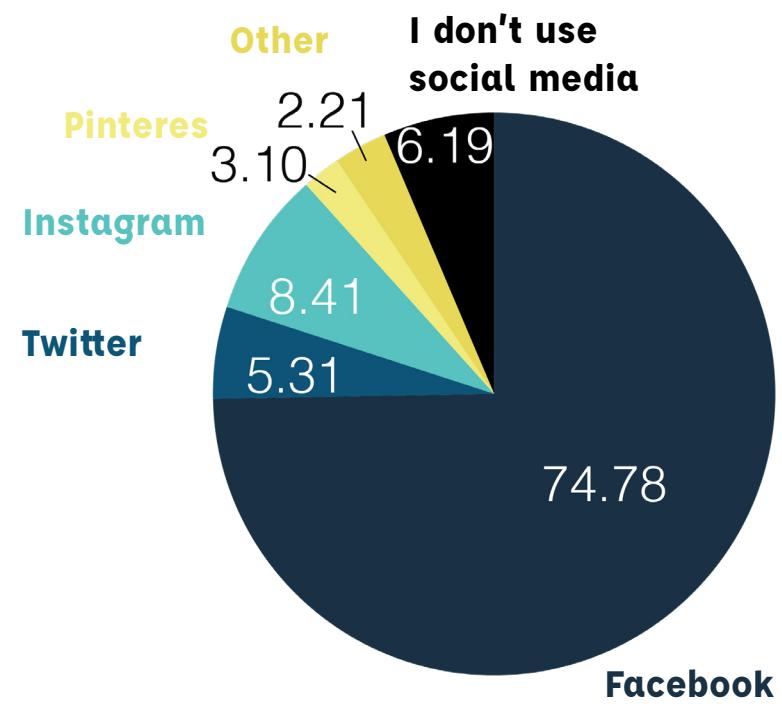
Technology:

74.78% of participants stated that the social media platform they use the most is Facebook. Additionally, 48.23% said they consider themselves technologically savvy. The most popular technological devices were laptops and iPhones.

"Which technological devices do you currently own? "

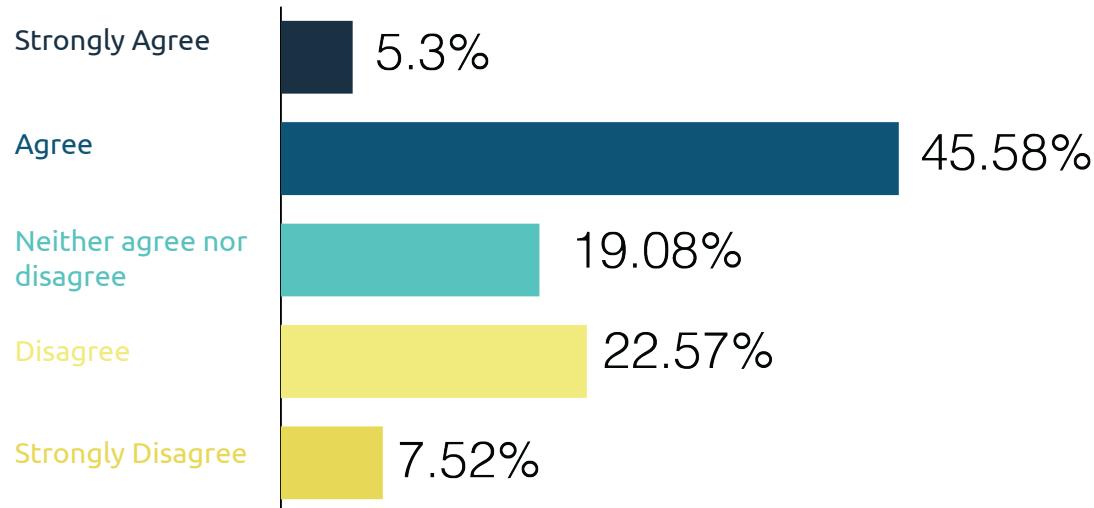


"The social media platform I use the most is "

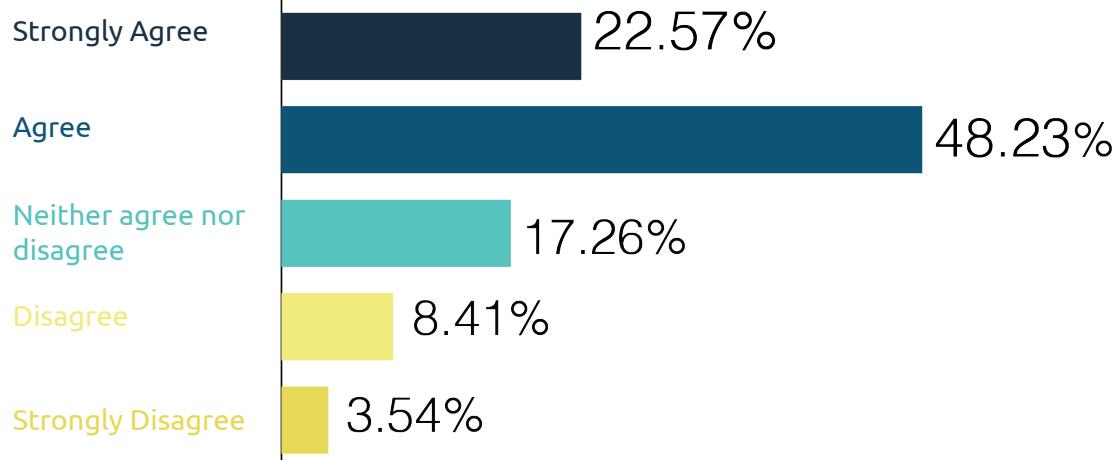


TECHNOLOGY AND CHILDREN:

"I am fine with my grandchild using technology before they go to bed"

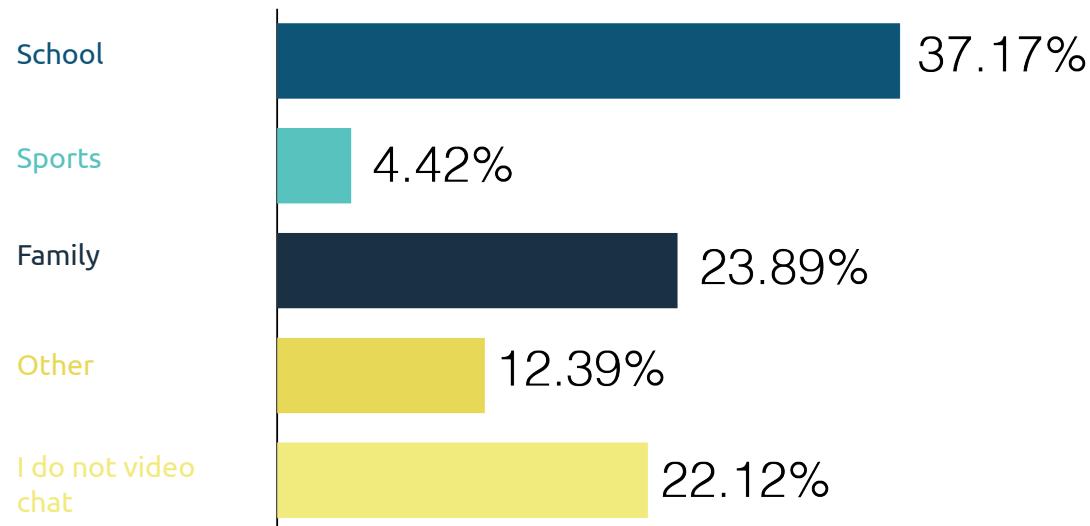


"Technology is important in connecting me to my grandchildren."

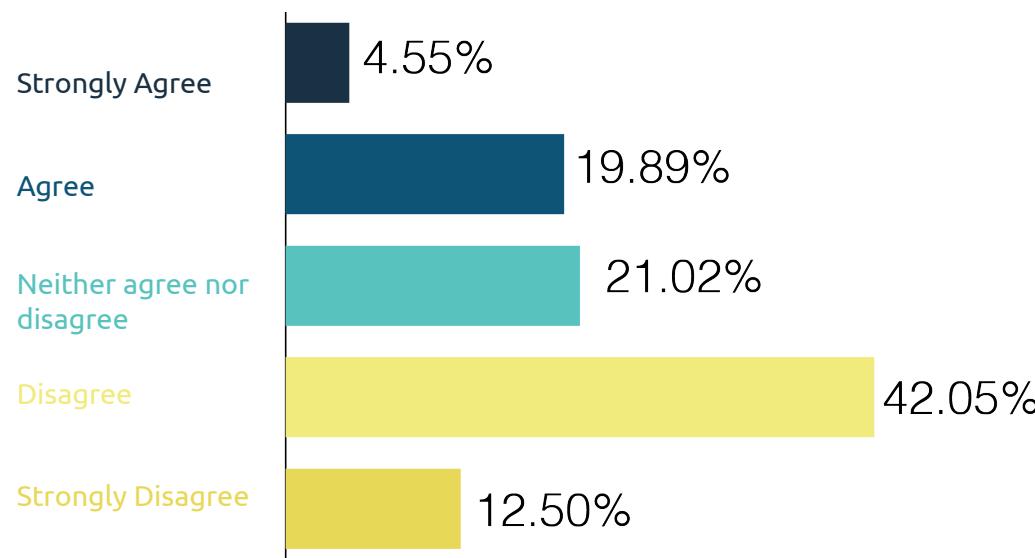




"When video chatting with your grandchildren, what subjects do you usually talk about?"



"I find it hard to maintain my grandchild's attention over video chat"





Technology & Childhood Development

Technology is a helpful tool for childhood development, as it keeps families connected, offers a more expansive vocabulary, and aids in learning how to read and type.

"It promotes socialization, memory skills, emotional development and communication abilities."

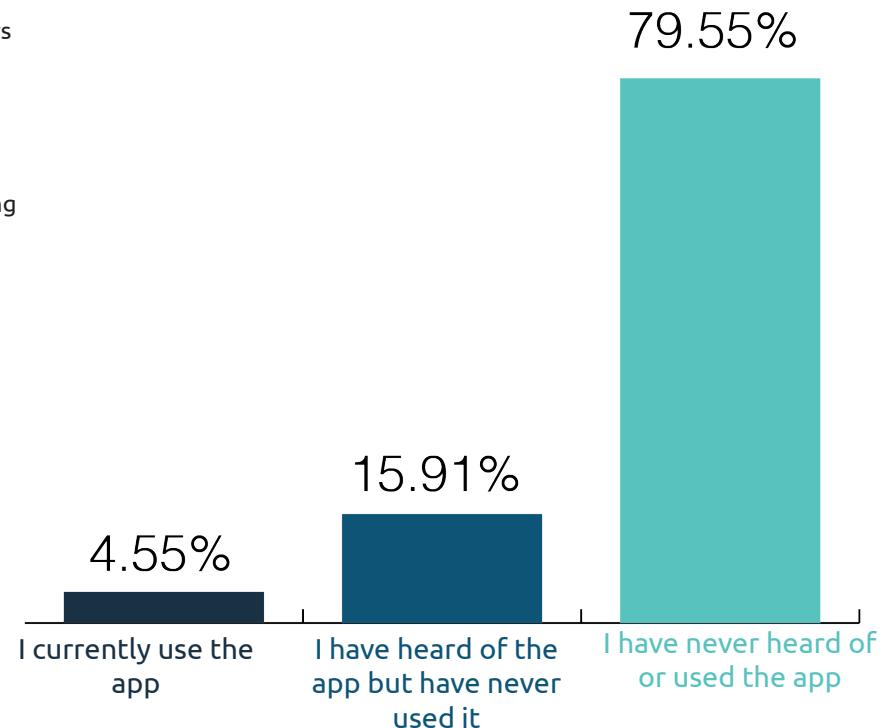
Technology hinders development by inhibiting imagination, distracting children, and lessening creativity. It causes increased dependence on technology and less quality time with family.

"It isolates them and generally does not help encourage outside activities."

Technology should be supervised and children should still be pushed to explore and figure things out on their own.

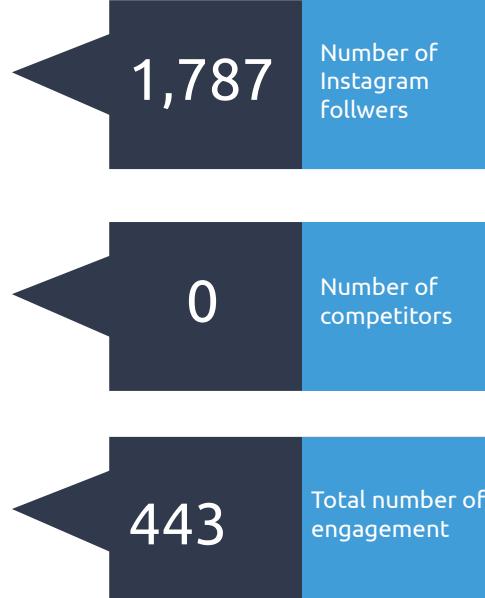
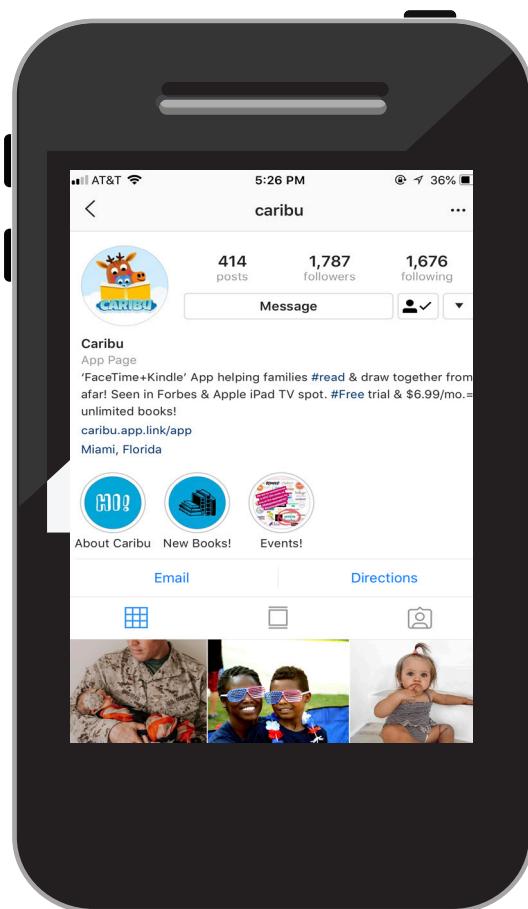
"The use of technology if done appropriately can help. It should be focused on developing skills instead of just games."

Additionally, when asked if they had ever heard of the Caribu app, the majority of participants (79.55%) stated they had never heard of the app, while 15.91% of respondents had heard of the app, but had never actually used it.



INSTAGRAM

ANALYSIS



"No direct competitors have Instagram!"

- Nile Clark



Over a 31 day tracking period, Caribu's Instagram account increased by 17 followers with an average increase of .57 per day. The max change of followers was a loss of six followers.

*Indirect competitor Epic! has a sucessful social following



FACEBOOK

ANALYSIS



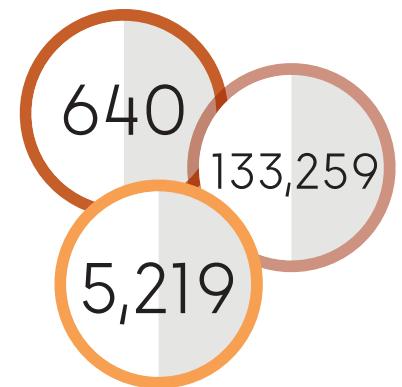
"Caribu's social media surpasses direct competition, but indirect competitors, like Epic have a stronger following and audience engagement."

- Nile Clark

Number of Page Likes



Number of Page Follows



- Kindoma
- Caribu
- Epic!

CREATIVE RESEARCH.

1

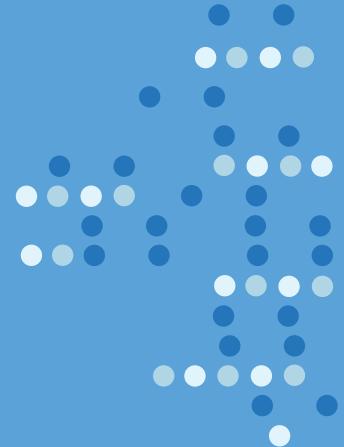
Our goal was to interview participants and talk about their relationship with kids or grandkids and how video communication works between them. It was very important for us to understand what motivates them to start a call and what would keep them on it.

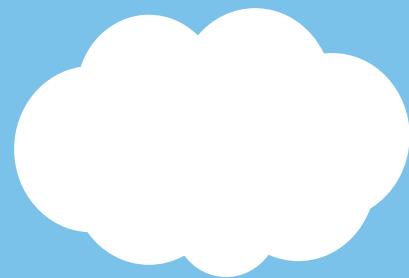
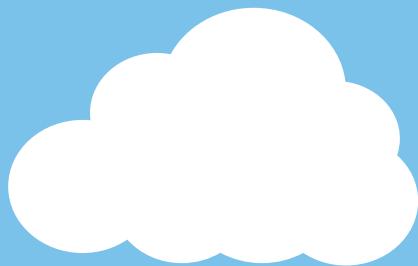
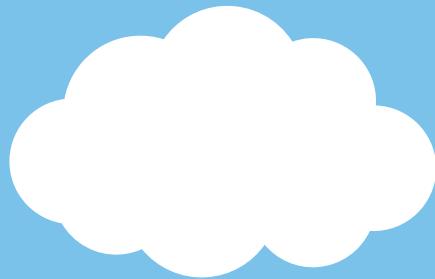
2

Ten participants were interviewed at a shopping mall and over the phone or video-calling. The average age of the participants was 55.

3

Through a mind mapping activity, we asked participants how they communicate with people who live far away, what specific platforms they use, and finally, to describe what they talk about on these platforms. We created two maps to compare how they communicate with kids versus adults.





COMMONALITIES:

**Common topics
grandmothers/mothers
discuss with their
grandchildren/children:**

- "How are you doing?"
- "How did your day go?"
- "How did school go?"
- "Did you do your homework?"

**Common topics
grandmothers/mothers
discuss with other adults:**

- Making future plans.
- Discussing family affairs.

**Common ways
grandmothers/mothers
communicate with their
grandchildren/children:**

- Phone calls
- Texts
- Facetime

**Common ways
grandmothers/mothers
communicate with other
adults:**

- Phone calls
- Texts
- E-mail

**"It's difficult to get kids
to open up"**

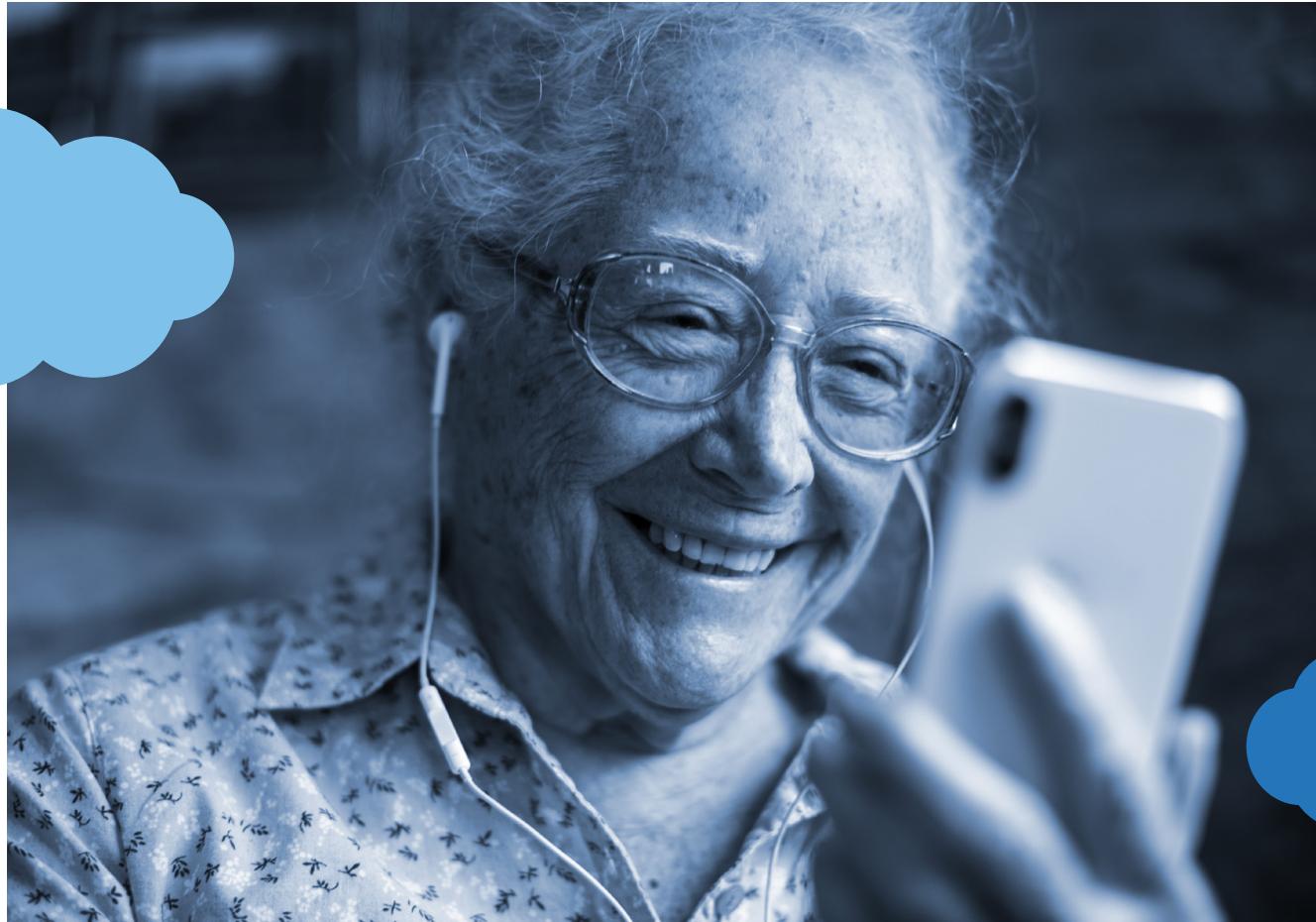
**"My biggest priority is
hearing their voice"**

INSIGHTS

Some grandparents think that technology will hinder early childhood education rather than help it.

In a survey of our target market, respondents who claimed technology would hinder childhood education cited lack of creativity, decreased personal interactions and social skills, less quality time spent with family, and addiction to technology as concerns.

Caribu provides an educational experience on devices that are usually being used for watching videos and playing games. The app directly contradicts all of the concerns noted above.



Technology can help connect grandparents to their grandkids.

Over 50% of our surveyed target market said technology is important in connecting them with their grandchildren. They note that technology is an important part of our lives, and it has the ability to keep families connected.

Grandparents think that spending time with their grandchildren is the most valuable thing they can do, and they consider reading books spending time with grandchildren. When time or distance get in the way, gifts are a common alternative, but Caribu provides a better one.

Caribu provides an outlet to allow grandparents to spend valuable time with their grandchildren while they are apart. Rather than hindering quality time spent with family, it actually helps to facilitate it. This quality time is a more meaningful alternative compared to material gift-giving or phone calls.

CAMPAIGN OBJECTIVES

AWARENESS OBJECTIVE

It is our objective to raise awareness among consumers about the Caribu app, and the services it provides. Through targeted advertisements on key social media and web platforms, print advertisements in pre-determined geographic locations, interactive activations that will take place in centers of children's education, paid spots on radio shows, and more, this campaign aims to raise overall awareness about the Caribu app - particularly within our target market - significantly.

RECOGNITION OBJECTIVE

We expect to make Caribu the most well-known children's reading application among its competitors. With a diverse media mix, our objective is to make the Caribu brand easily recognizable to our primary and secondary target markets across the country. With a strong product, recognition will grow exponentially by word of mouth in addition to our paid media tactics.

MEDIA OBJECTIVE

Through the use of traditional, out-of-home, and social advertising, combined with activations, we expect to reach all segments of our target markets and more. Additionally, our objective is for Caribu to become a nationally known application due to the locations of our advertisement efforts across the United States.



A photograph of a woman and a young girl sitting on a couch, laughing and looking at a book together. The woman, wearing glasses and a teal shirt, holds the book open. The young girl, also wearing glasses, is smiling broadly. The word "CREATIVE" is overlaid in large white letters across the center of the image.

CREATIVE



BIG IDEA

Immerse yourself
in their world

creative strategy



CHALLENGE

Caribu is an interactive reading app purposed to bridge the distance between children and their traveling family members, but faces problems when it comes to resonating with their primary market: glammas.

They want to be seen as the rekindler of relationships. As an app, it has potential to reach the top of its market, but lacks brand awareness. Additionally, the app does not resonate with its second target market, children, either. Caribu must build its brand awareness amongst both audiences.

STYLE

Caribu was recently rebranded, and the style matters. It's what evokes the feeling long after the ad is over. The app is colorful, welcoming, most importantly, illustrated. We felt it was very important to match your new style as closely as possible. So, we took the leap and said the scariest words creatives can hear: "we're illustrating everything."

BIG IDEA

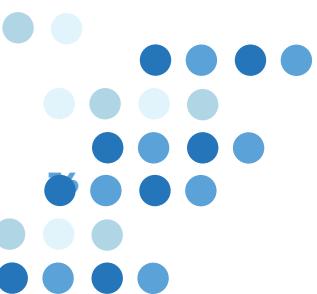
Immerse yourself in their world

Caribu is an app that lets you immerse yourself in the world of your little ones. While you are watching them grow and learn, they are reminding you why it's so important to stay young at heart.

Stories in the app let you explore imaginary worlds while fostering engaging conversations that let you stay a part of theirs.

This "kid's world" motif works on many levels and incorporates the insights.

- The app enables you to have meaningful interactions with children and hear about what's going on in their lives.
- Glammas love and value quality time the most, like reading
- You enter the technologically driven world of the kids
- Technology helps connect grandparents and grandchildren
- Glammas enter the imaginative mindset of being a kid again
- Glammas aren't trying to act old, they enjoy staying youthful. That's what makes them a glamma. This brings in the nostalgic element present in our visuals.





Tagline

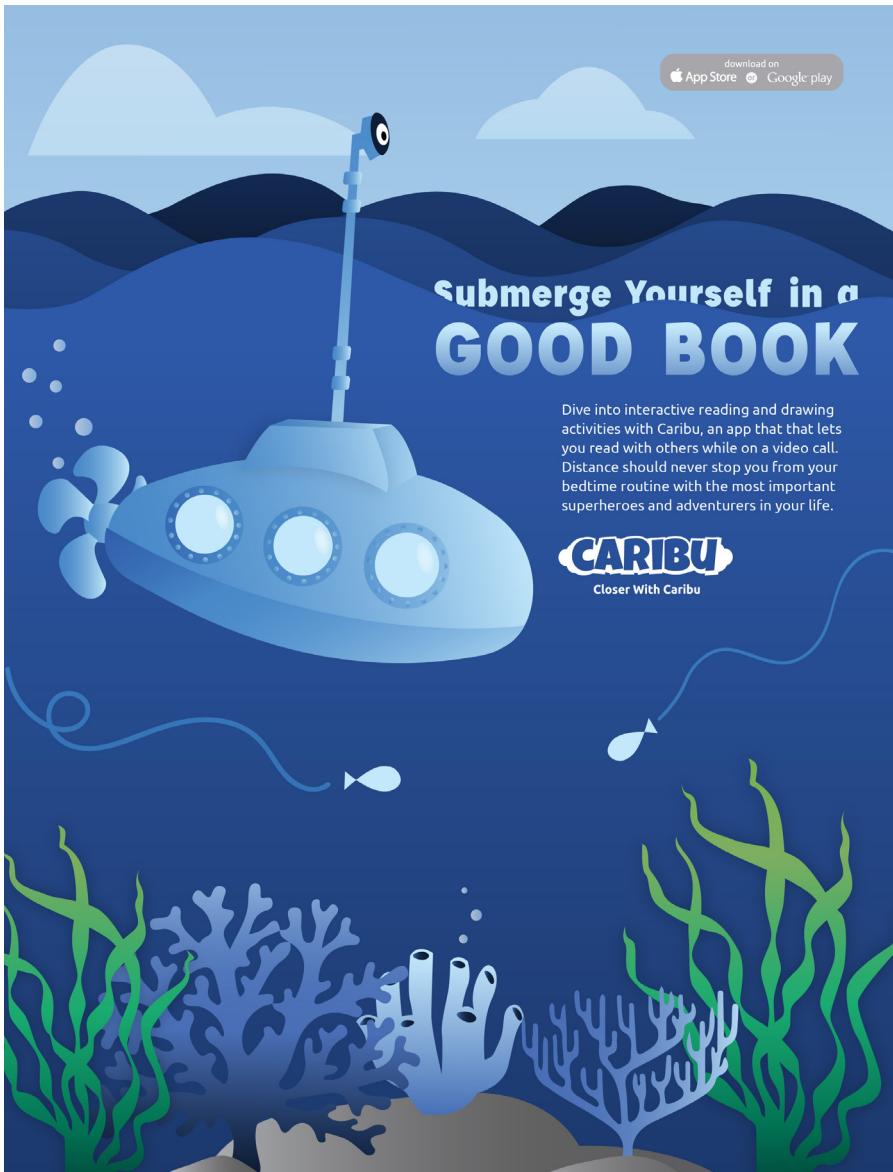
Closer with Caribu

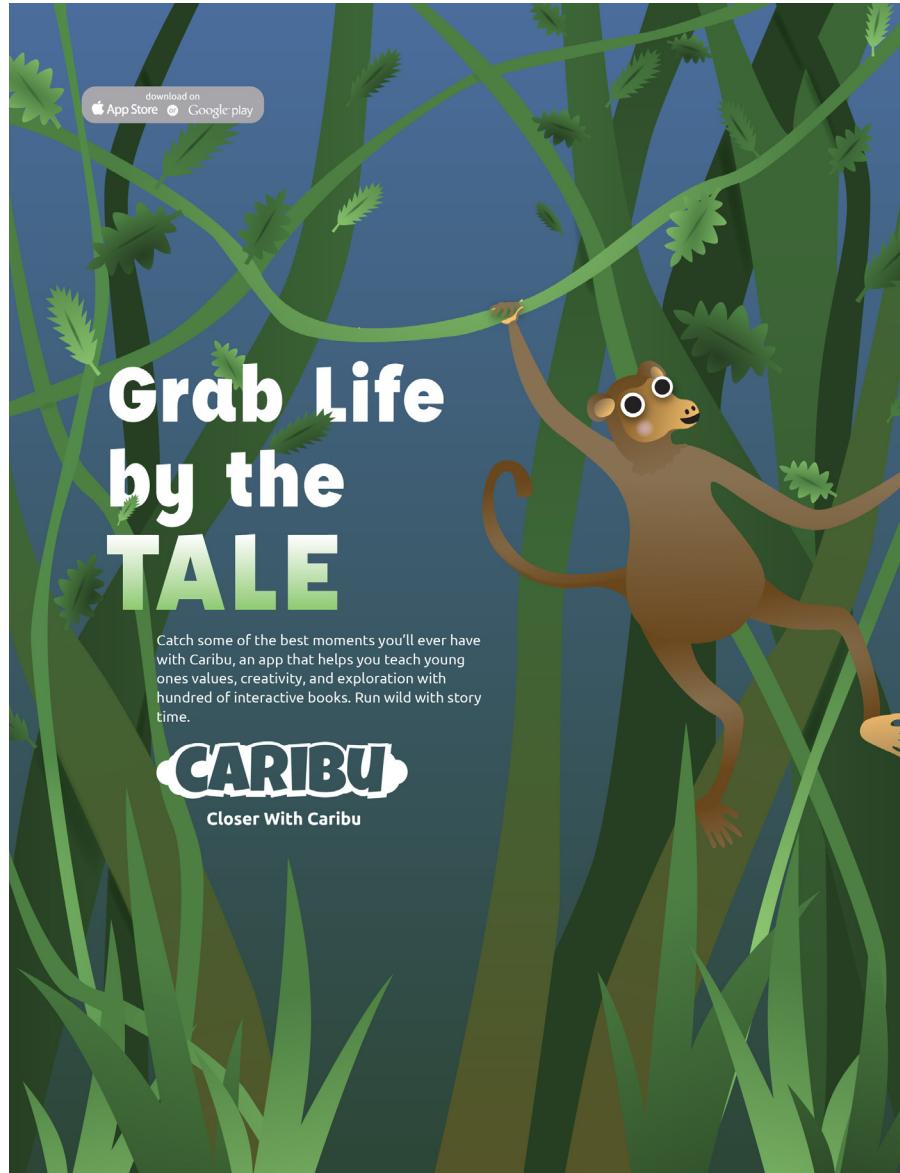
Caribu needs to resonate with people to bolster their brand awareness. The quickest way to do that - the tagline. It embodies the focus of the campaign, as well as personifies the brand. It gives your brand character and gives people a feeling of who you are at the moment. The reason for "Closer with Caribu" is it radiates feelings of care, warmth, and friendships.

"Closer with Caribu" embodies the companies purpose to bridge. Bridge distance, bridge learning, and bridge relationships. To get "Closer with Caribu" is to enhance your influence in your little one's lives - no matter the distance.



PRINT

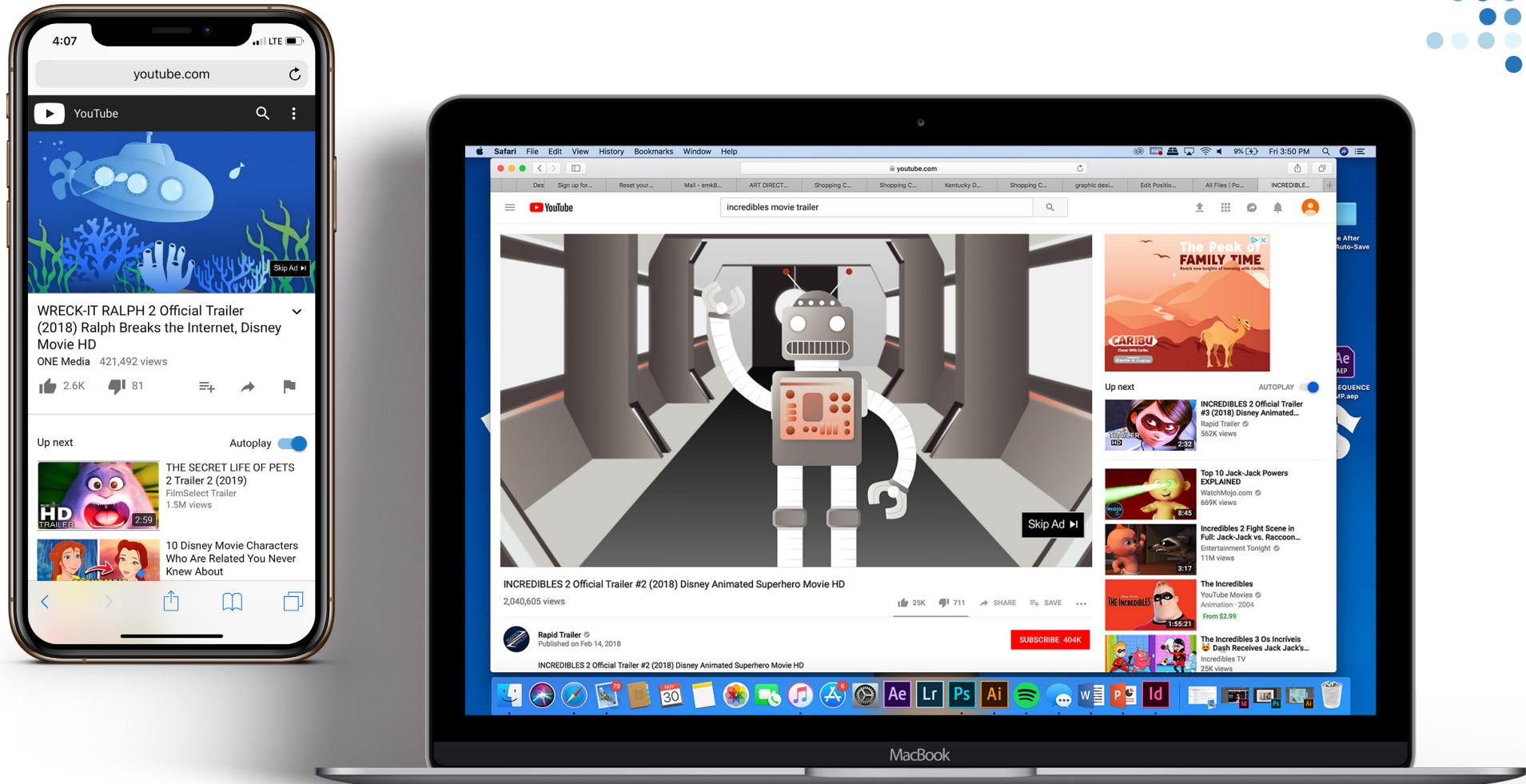




PRINT



PRE-ROLL VIDEOS



RADIO

BROCCOLI: 30 SECONDS

We hear a VO of a little boy.

My parents think I don't understand when they spell things out, like when they talk about making B-R-O-C-C-O-L-I, broccoli.

What they don't know, is grandma and I have story time every single night, even though she lives far away.

And now my mom can't T-R-I-C-K me!

We use Caribu, that's C-A-R-I-B-U. We video chat and read together so I don't have to miss her as much as I would.

I guess you could say, we get Closer with Caribu.

Download the app and call your little ones today!

READING LESSONS: 30 SECONDS

We hear a VO of a little boy.

Being a kid is hard work.

You gotta learn to read, tie your shoes, AND eat your vegetables. Yuck!

Buuut, readings not so bad though. Look what I learned! C-A-R-I-B-U.

That spells Caribu. *laugh* Noooo, not like the animal, like the app that helps me learn to read.

It also helps me talk to grandma about my day when she's far away.

She loves talking to me and I love talking to her.
We get Closer with Caribu

Download the app today!





BRUNCHING GLAMMAS: 30 SECONDS

We hear a VO of two grandmothers out at brunch.
Sips Mimosa - Brunch backgrounds sounds:
conversations, glasses clinking

Ahhhhh. So Carol, how's your grandbaby?

That little monsters fine! Haven't heard from him in a while though.
How's yours?

She's wonderful! We spoke yesterday and she was telling me all
about her favorite toys and tv shows; we even set-up a date next
week.

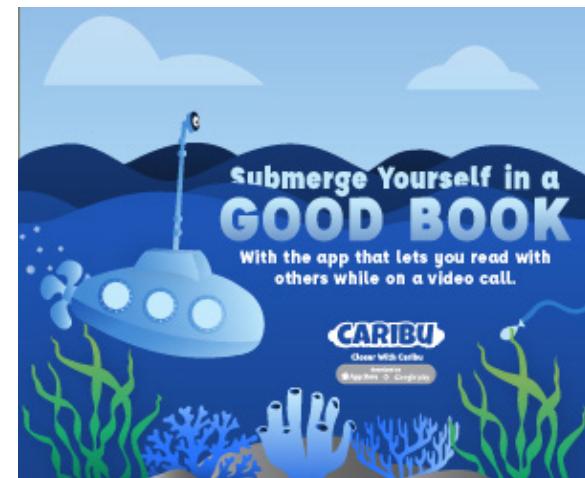
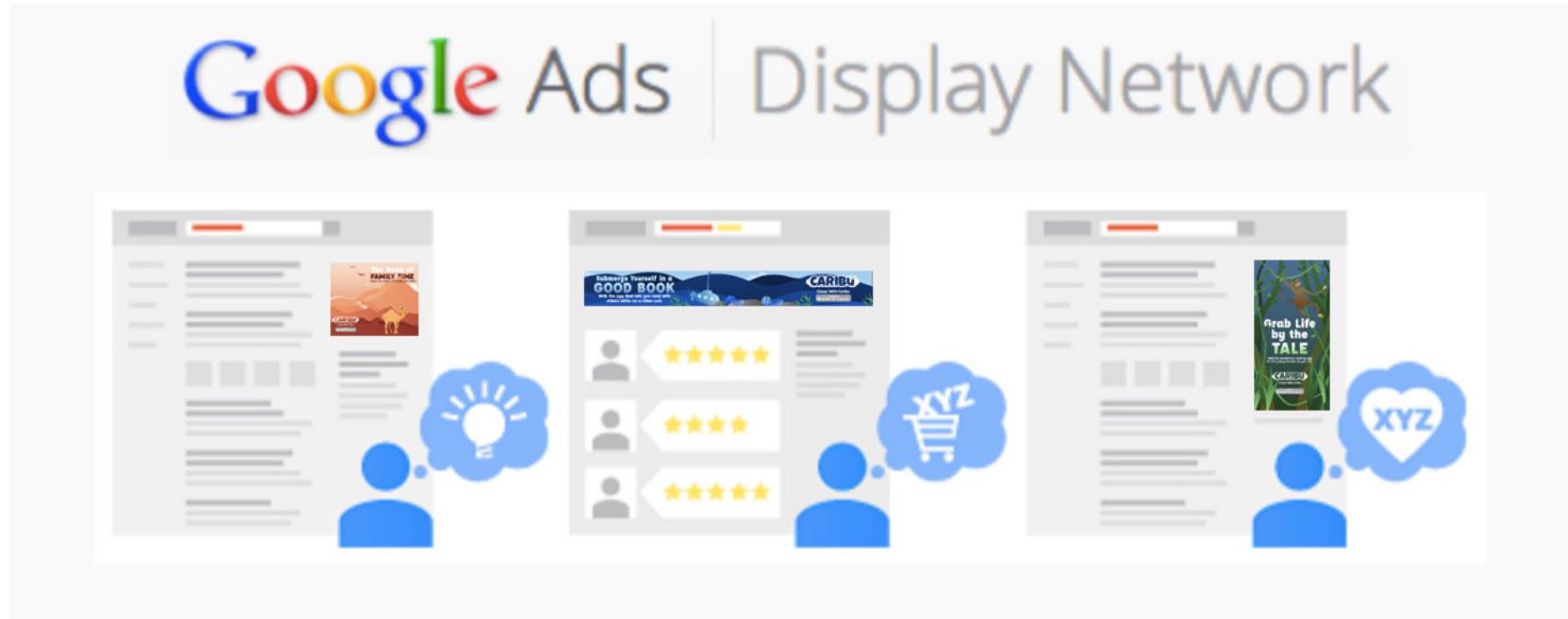
Reaaaallly, when did y'all get so close?

We got Closer with Caribu! It's an app that lets me read with her at
night and I end up learning more about her. We gotta keep up with
the kids, Carol.

Download the app today!



GOOGLE ADS



BUS PANEL



CARIBU KIOSK

Putting the product in front of consumers is a surefire way to get the name out there. A trial kiosk in a mall will allow children to try the app with others, like maybe their grandma, while their mother does some much needed holiday shopping.



GIVE A BOOK, GET A BOOK

To emphasize the giving spirit of Caribu, we want to host a book for a book drive. At libraries and bookstores across the US, you can donate a book at the Caribu shelf, and in exchange, you get one on the app. The truth is that reading is so important, but not everyone has access to iPads. This will promote trial of the product while helping kiddos in all situations learn to read.

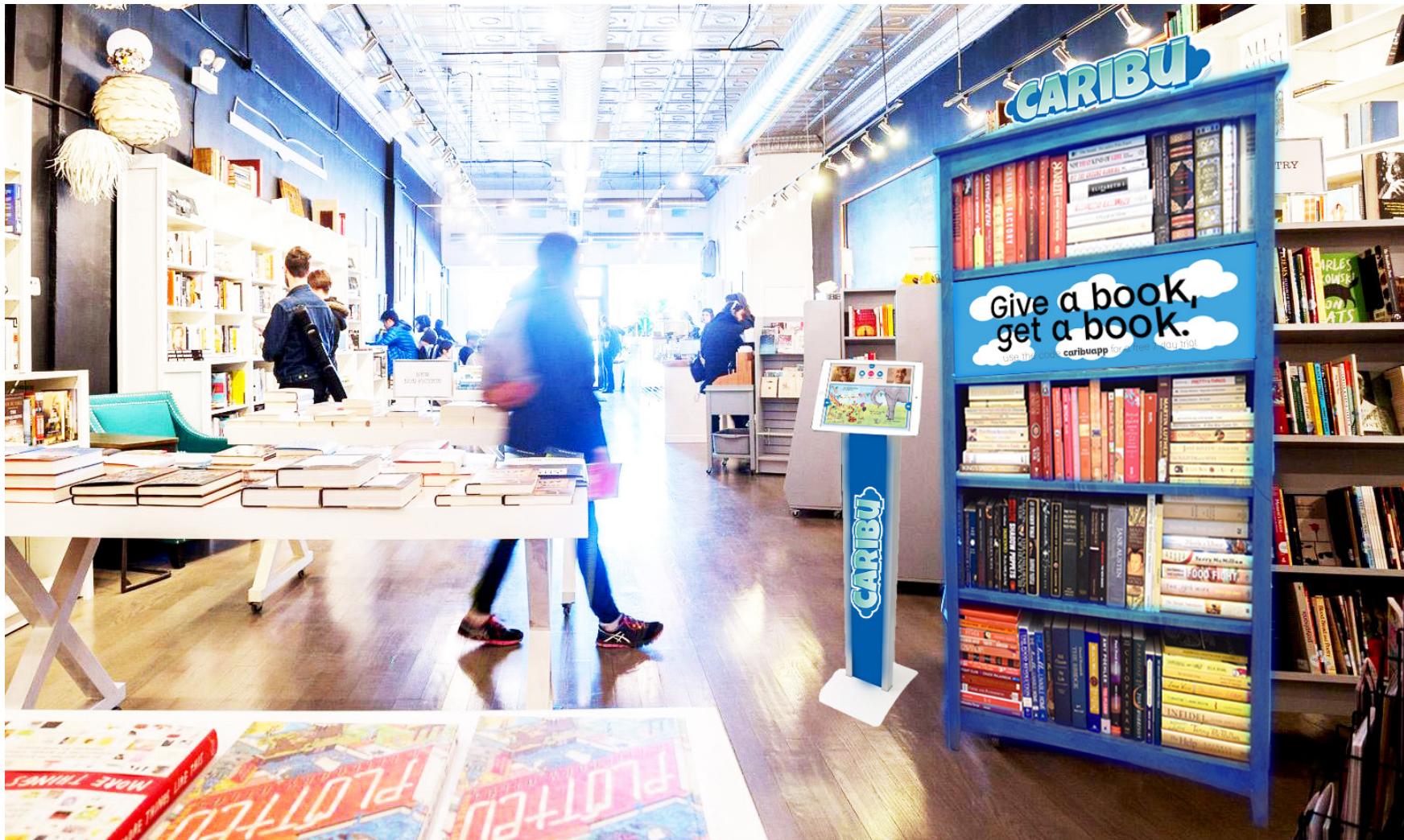


PHOTO BOOTH ACTIVATION

Putting the product in front of consumers is a surefire way to get the name out there. A trial kiosk in a mall will allow children to try the app with others, like maybe their grandma, while their mother does some much needed holiday shopping.



CARIBU DOLL

Grandmas love giving gifts. So why not make an app themed gift? These dolls have a twin, and when you give one a squeeze, its pair will light up. It's an easy way for a kid to tell their grandma: Hey! I miss you. Let's Caribu.





...SOCIAL MEDIA

Through close analysis of Caribu's social presence, we decided that the primary goal is to maintain a consistent, informative and interactive feed across all platforms. During the field surveys we gathered that majority of our target market does not know what Caribu is, so we aim to increase brand awareness, relevance and likeability by implementing a modern voice of love, warmth, family-friendliness and inclusivity; this will be evident in the content and captions we post.

It is vital that each post informs potential users what Caribu is as well as the many benefits the app provides, while appealing to all hierarchies of our target market - glamas, kids and parents. We aim to enforce that Caribu sharpens young minds by increasing their willingness and ability to read, while also increasing family bonding time. More importantly, using heartfelt testimonials, we want to remind our target that you can buy all the gifts in the world, but the best gift you can give your loved-ones is your time, love and attention; using Caribu.



SOCIAL MEDIA STRATEGY

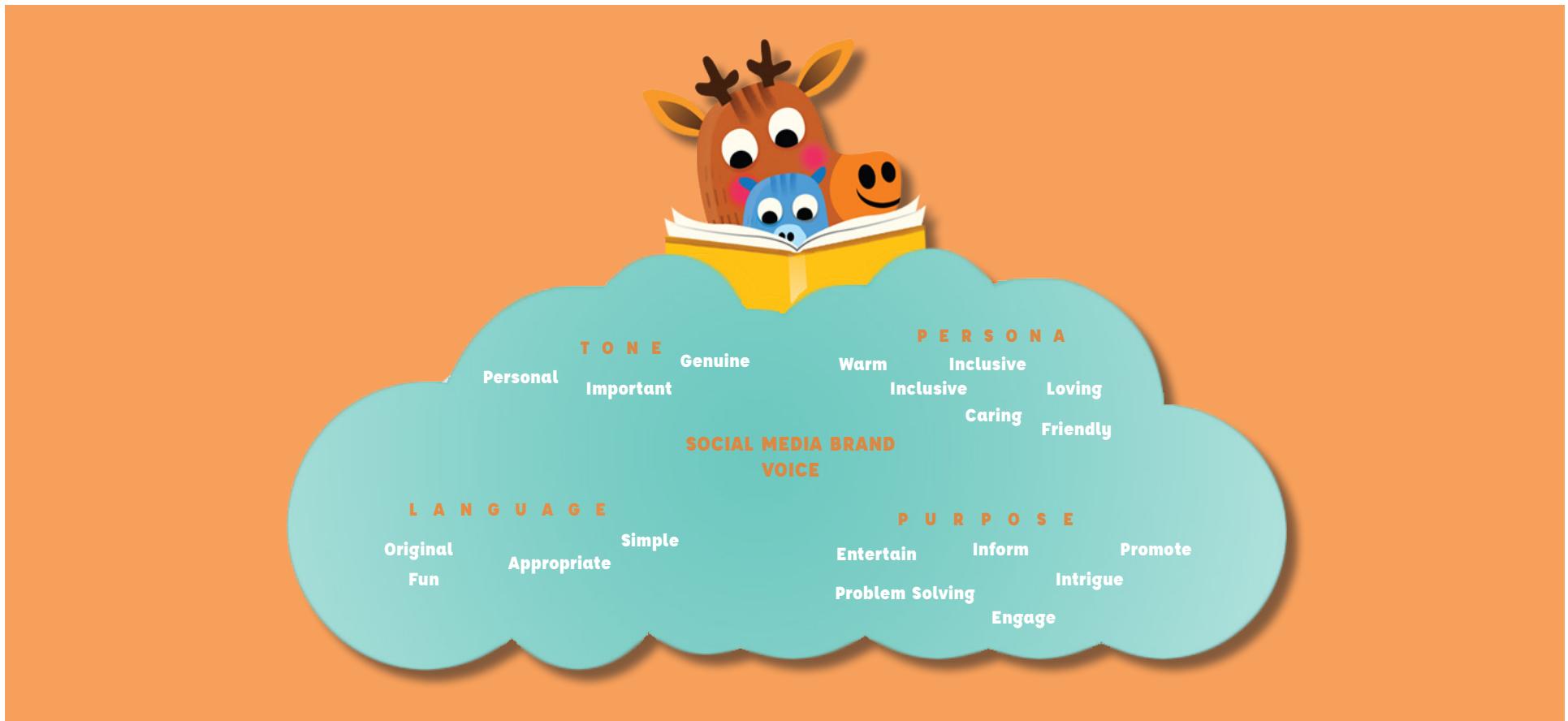
PROPOSED DIGITAL VALUES

Social Media Posts are fundamental to build communication between the brand and consumers. Before uploading posts, digital values have to be established in order to create a cohesive theme along with the brand itself. Below is an outline of how these values will be established on Caribu's accounts.

It is critical to emphasize that social media's behavior is constantly changing , so we must update our usage of social media platforms consistently. Caribu must adapt to the new technology trends and remain up-to-date on customers demands, so that posted content remains relevant to the target market. Each post must be efficient so that our message does not deviate from our core values. We must engage with customers; from responding to posts or private messages, to actually asking what they like and dislike, ensuring that our content connects to what they feel and want. We must take advantage of the influencers that are using our product and repost their endorsements on our social platforms, making their voices heard as well. A consistent brand voice and personality must be maintained across each platform.

As we're expecting to gain new followers regularly, we must remind followers of how to use the app, while clarifying its benefits. This will be done with the use of featured highlight videos on our Facebook & Instagram stories. Inappropriate or irrelevant content is absolutely prohibited and posts should always be suitable for little kids to read. Although they are the primary target, posts will not be restricted to glammas only, parents and kids should feel included. The brand will focus on Facebook, Instagram and Twitter platforms but will remain open to expanding on other social platforms as we develop.

ONLINE BRAND PERSONA



COMPETITION

Both have a larger percentage of followers on Facebook than Caribu, so engagement on this primary platform is imperative to reach our target market, Glamas.



CONTENT THEMES

READING AND TECHNOLOGY FACTS #FUNFACTMONDAY

Each monday, we'll post insightful information revealing the positive effects that technology has on their children. This promotes information that Glamas may otherwise never know, combating negative stereotypes regarding technology and learning in the age demographic.

PROFILE OF APP USERS #LETSCARIBU

Highlighting users of the application by showing real Glamas with their grandchildren. This will bring social media coverage to the practice of Caribu and encourage app use overall.

NOSTALGIA #EVERYMOMENTMATTERS

This will bring the campaign to life for the Glamas, triggering their memory of youthful nostalgia, with the use of heartfelt videos, quotes and other content that support our brand personality.

The idea of nostalgia will also further portray our big idea and push the overall concept behind the campaign.

STORYTIME #LETSCARIBU

A large component of our Facebook & Instagram strategy that will create a world in the social space that encourages Glamas to bridge the gap of distance with their grandchildren.

This promotes actual application use and allows built-in reading time, also showing new users how the app works.





SOCIAL MEDIA GUIDES AND SUGGESTED PLATFORMS



Our proposed strategy allows for Caribu to ultimately reach three main social media goals that will be achieved across multiple platforms, mainly Facebook. The three primary goals are to increase reach on each platform by generating brand awareness, showcasing relevant content that not only pertains to the Caribu app, but mostly resonates with Glamas.

We aim to increase interaction by creating a space that allows Glamas to interact with fellow Caribu Glamas in an environment that creates a strong community for the target market.

Primary:

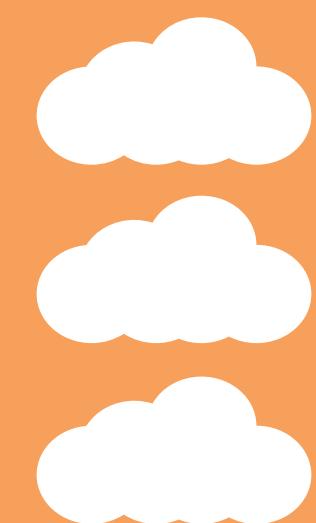
- Facebook
- Instagram

Secondary:

- Twitter

Potential Additions:

- Youtube
- Blogs





SUGGESTIONS ON SOCIAL MEDIA CALENDAR

- 3 - 4 posts per week - Once a day between 5-9 pm
- Sample Posts vary from educational content, to usage of app and importance of reading time with kids

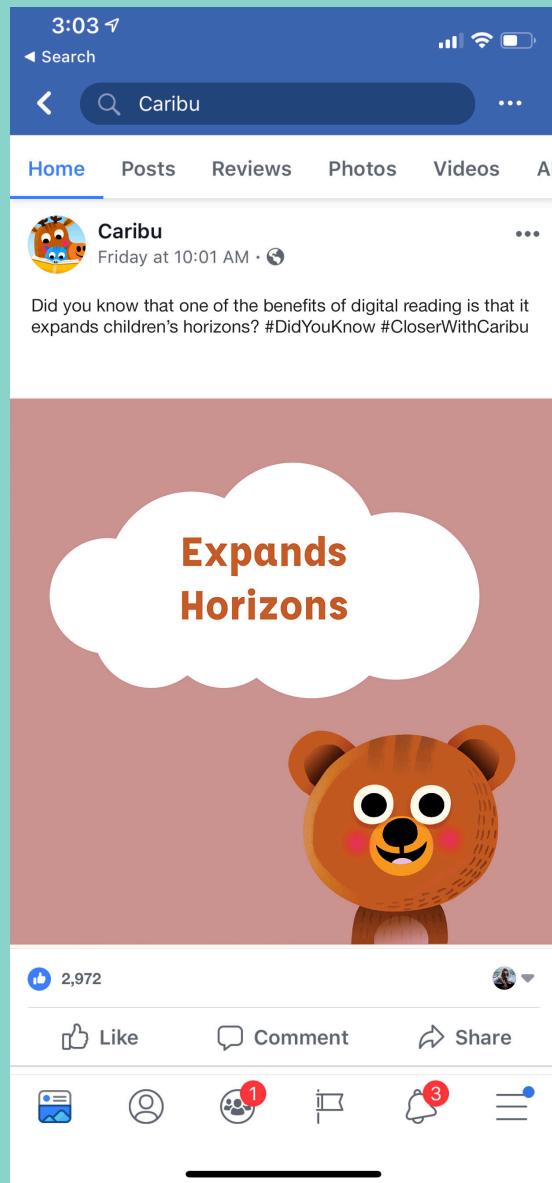
RECOMMENDATIONS FOR FUTURE ENGAGEMENT

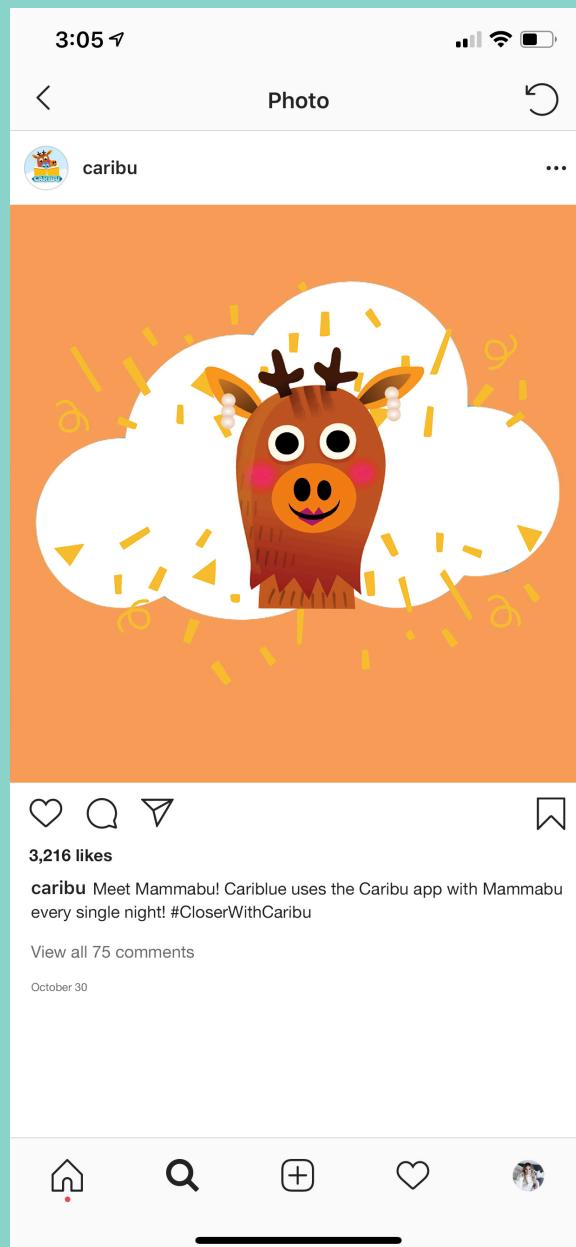
- Post relevant content consistently
- Post questions in captions to increase interactive responses & engagement
- Ensure posts appropriately convey brand voice, mood and personality; sparking heartfelt thoughts & emotions
- Repost stories of app users

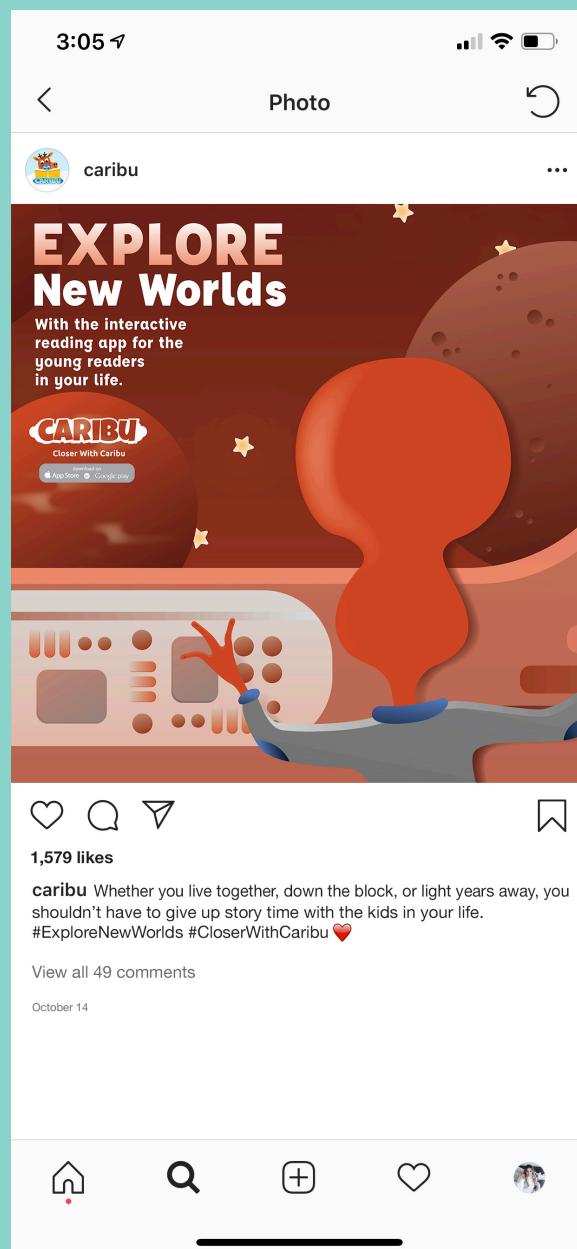
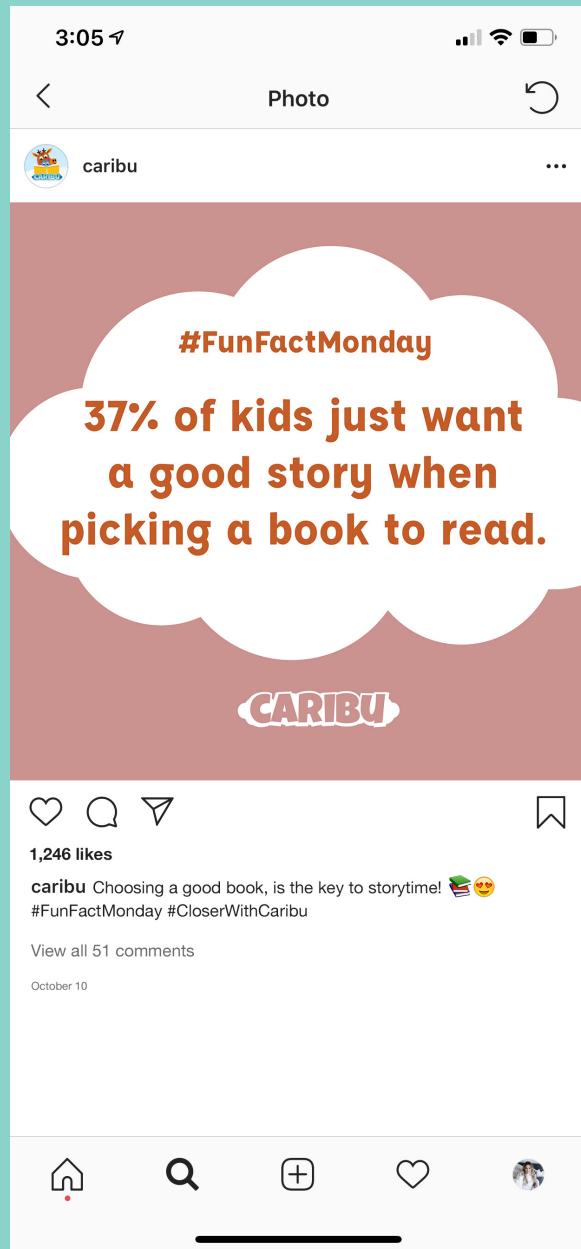


SAMPLE FEED & POSTS

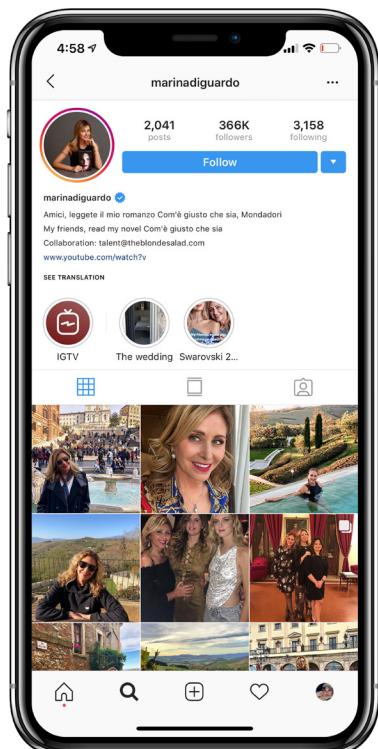
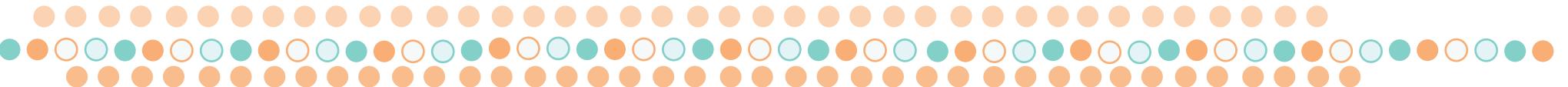








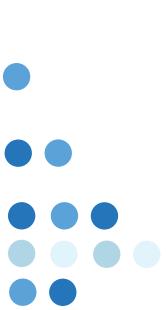
SOCIAL MEDIA INFLUENCERS





MEDIA





MEDIA STRATEGY

Our media plan was designed for raising awareness and increasing Caribu app downloads within our target audience of 50,940,000 adult women in the US that are 50 years and older. We have created a media mix that comprises of print, digital, out of home and social advertising which will be implemented in select target markets across the US whose median age best reflected our target demographic. The selected markets were: Thousand Oaks, California, Tuscon, Arizona, Santa Fe, New Mexico, Clearwater, Florida, Atlanta, Georgia, and Fort Lauderdale, Florida. The final budget of our media campaign was \$950,281, with \$49,719 for contingencies.

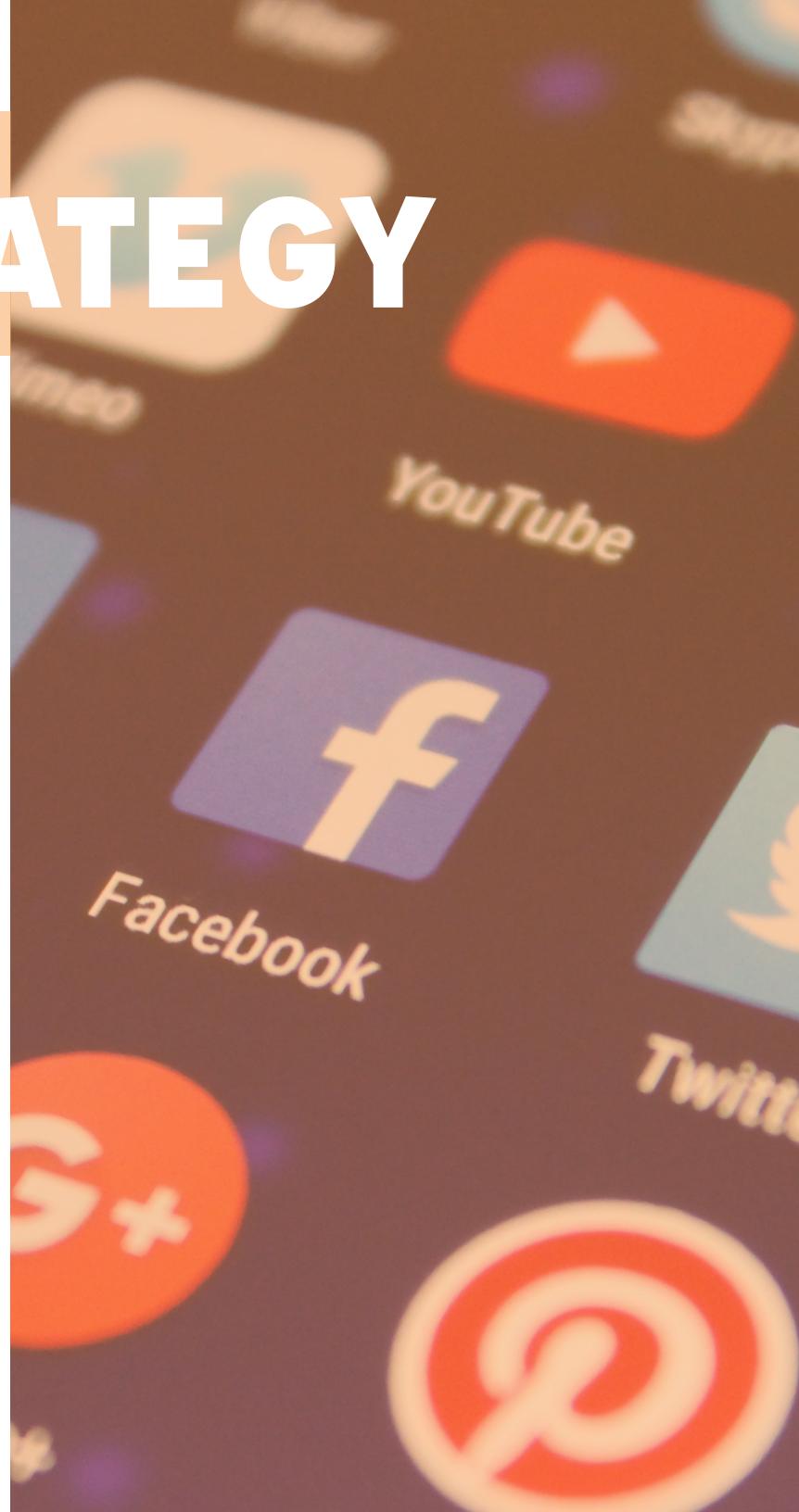
PRINT

\$333,349

Since Glamas fall under an older demographic, (50+ years old) it is important to incorporate advertisements in print publications. We selected a total of four outlets to publish advertisements in.

The first platform we recommend to use for print ads is Better Homes and Gardens. Better Homes and Gardens was selected because its readership is highly associated with Glamas. The themes in this magazine are commonly read by this demographic. It costs \$36,350 per month and our calculations allot for 4 months. This will come to a total of \$145,400 and will reach 32.5% of its audience which is 164,092,000 women who are 50+ one time. The message will be delivered to 15.1% which is 76,303,000 women who are 50+ once.

The Post and Courier was the second platform for print ads because Charleston, where the paper is distributed, has a median age of 33.2 years old and therefore is proper for the market we are looking to target. Also, newspaper is a traditional media that is read mostly by older people, including Glamas. It costs \$4,905.75 per Sunday and our calculations allot for 4 sundays over the course of 3 months. This will come to a total of \$58,869 and will reach 4,484,000 women who are 50+ one time and 1,514,000 women who are 50+ exposed to the publication three times. The message will be delivered to .3% which is 1,509,000 women who are 50+ once and .1% which is 5,070,00 women who are 50+.



The third platform we recommend to use for print ads is The Arizona Republic. The Arizona Republic was selected because Arizona has two major cities with a population of around 1.25 million people and an average age of 41.65 years old, and this is Arizona's major newspaper. It costs \$4,745 per Sunday and our calculations allot for 4 sundays over the course of 4 months. This will come to a total of \$76,000 and will reach 1% of readers which is 4,845,000 women who are 50+ one time and .9% which is 4,525,000 women who are 50+ exposed to the publication three times. The message will be delivered to .3% which is 1,628,000 women who are 50+ once and .3% which is 152,000 women who are 50+.

The final platform we recommend to use for print ads is United Hemispheres. Since Caribu is a great platform for traveling parents or grandparents to keep in touch with young ones, advertising on inflight magazines are highly attractive to these two groups. It costs \$8,860 per month and our calculations allot for 6 months. This will come to a total of \$53,160 and will reach 3.1% of readers which is 1,556,700 women who are 50+ one time and 1.4% which is 7,032,000 women who are 50+ exposed to the publication three times. The message will be delivered to 1.4% which is 7,283,000 women who are 50+ once and .6% which is 326,000 women who are 50+.

DIGITAL

\$483,208

The media plan allocates \$60,000 towards Expedia ads. Advertisements will be placed on the months of January, February, June, July, November, and December. These months were selected based on research findings of when the website is most used. For instance, people tend to book their flights 6 months ahead of the trip or during the holidays. The advertisements to be placed will have an approximate of 2,493,872 total impressions. The audience demographics include 53% of females, 42% have children, 61% earn above \$75K+, and 41% are married. The two age ranges reached the most are from 45 to 54 years-old with 23% and from 55 to 64 years-old with 20%. To elaborate on the ads, the rich media expandable is a click-to-expand video that empowers advertisers to reach and engage with

their travel shopper target audience through relevant and engaging inspirational video content. Then, the feeder market targeting is to reach travelers located in target feeder markets and inspire them to consider your advertisement. It drives awareness and consideration and has a high impact and native experience. Additionally, the Expedia Brands Portfolio is a run of network media product which provides advertisers the opportunity to easily reach their audiences across all of their brands. Effectiveness will be measured through impressions, click rates, and click-through rates. Impressions count each time the banner ad loads on the page, while clicks count each time a user clicks the ad and is directed to Caribu's website. Click through rates has a different function, it tracks new traffic to the site.

Our media plan allocates \$72,960 towards Google Ad Apps. Since Caribu is a digital application, we want to give our target the opportunity to download the app when they see an advertisement for it. This targets glamas directly and gives them a point-blank call to action when they see the ad, become interested, and want to immediately download.

Secondly, we've budgeted \$80,256 towards Google Ad Video, which enables Caribu to show video ads on Google or within other streaming video content on YouTube and across the Google Display Network. This is essential because video will help increase brand awareness, make the Caribu name more visible to glamas, and provide an emotional and more personal approach to the brand itself, promoting family time and education. Since glamas are tech savvy and spend time online, Google advertising will increase overall awareness of the Caribu app and promote downloads.

OUT OF HOME

Radio: \$47,725

Since glamas are active and always willing to go out, radio is an important vehicle for reaching our target. The 12 week campaign cost a total of \$44,000 with a total estimated reach of 235,902 women adult 50+ with a total of 4 stations that iHeart-Media conveyed were the best stations for reaching women over 50. In Fort Myers, ads will be played on WBTT-FM (Rhyth-

mic CHR, 105.5 and WOLZ-FM (Classic Hits, 95.3). In Los Angeles, spots will air on KBIG-FM (Hot, AC 104.3), and in Memphis on WHAL-FM (Urban Inspirational, 95.7).

Bus Wraps: \$4,000

Advertising on bus wraps raises awareness of Caribu and makes the name visible to our target. In Clearwater, FL, we would place wraps on the Pinellas Suncoast Transit Authority during March since it will have high driver traffic due to the good weather and events such as the Grand Prix and the PGA Golf Tournament. In Thousand Oaks, CA we would place wraps on the Thousand Oaks Transit busses that go through downtown and Senior Centers, so they reach high volume areas along with senior living communities during July, June and August, since these are the biggest tourist months. In Santa Fe, NM, we would advertise on a Santa Fe Trails route that goes through Agua Fria, a popular area for senior living during the months of August and September that host events such as the Fiesta de Santa Fe and the Santa Fe Wine and Chile Festival that drive higher road traffic.

SOCIAL

\$269,992

We decided to focus our social efforts on Facebook, since this platform is the number one most used by glamas and Facebook ads can get Caribu between 13.3K and 83.6K unique engagements targeted towards glamas a day. Instagram is also being used because it is important in creating a brand personality and improving Caribu's feed. \$185,000 was allocated to Facebook and Instagram advertising, and using Facebook and Instagram Ads came out to about \$50,000. We've allocated \$25,000 for Facebook sponsored posts and \$10,000 for Instagram sponsored posts. Sponsored posts had slightly better engagement by were more constrictive in the content so we're focusing our spending on Facebook ads. We've also allocated \$100,000 to social media influencers that appeal to our secondary target of mothers by reaching out to mommy bloggers with younger children that would spread the word about our app. The @mccluretwins would accept \$10,000 per post/ story.



MEDIA BUDGET

Media Budget:		Jan	Feb	March	April	May
PRINT: \$333,349						
United Hemispheres		\$8,860	\$8,860			
Better Homes and Gardens				\$36,350		
Post and Courier Newspaper				\$19,623	\$19,623	
Arizona Republic		\$18,980				\$18,980
OUT OF HOME: \$47,725						
Poster Bus Side Locations: \$3,825						
Clearwater, FL		\$375	\$300	\$300		
Thousands Oaks, CA					\$375	\$300
Santa Fe, Mexico						
Radio: \$43,900						
WBTT-FM (Rhythmic CHR, 105.5)		\$733	\$733	\$733		
WOLZ-FM (Classic Hits, 95.3)		\$520	\$520	\$520		
KBIG-FM (Hot, AC 104.3)		\$12,780	\$12,780	\$12,780		
WHAL-FM (Urban Inspirational, 95.7)		\$600	\$600	\$600		
DIGITAL : \$483,208						
Web/App: \$213,216						
Google Ads App		\$6,080	\$6,080	\$6,080	\$6,080	\$6,080
Google Ad Video		\$12,160	\$12,160	\$12,160	\$4,864	\$4,864
Expedia		\$10,000	\$10,000			
Social Media \$269,992						
Facebook Ads		\$12,500	\$12,500	\$12,500	\$12,500	\$12,500
Facebook Sponsored Posts		\$833	\$833	\$833	\$833	\$833
Instagram Sponsored Posts		\$833	\$833	\$833	\$833	\$833
Influencer		\$10,000	\$10,000	\$10,000		\$10,000
Activations \$86,000						
Kids Museum Exhibit		\$8,750				
Digital Book Drive		\$500	\$500	\$500	\$500	\$500
Mall Kiosk					\$10,000	
Stuffed Animal		\$15,000	\$0	\$0	\$0	\$0
TOTAL MONTHLY COST:		\$119,504	\$76,699	\$113,812	\$55,608	\$54,890
TOTAL YEARLY COST:						

June	July	Aug	Sep	Oct	Nov	Dec	TOTAL VEHICLE COST:
\$8,860	\$8,860	\$8,860				\$8,860	\$53,160
\$36,350			\$36,350			\$36,350	\$145,400
			\$19,623				\$58,869
				\$18,980	\$18,980		\$75,920
						f5dcb1	
						\$300	\$1,275
\$300	\$300						\$1,275
		\$375	\$300	\$300	\$300		\$1,275
							\$2,199
							\$1,560
							\$38,340
							\$1,800
\$6,080	\$6,080	\$6,080		\$6,080	\$6,080	\$6,080	\$66,880
\$4,864	\$4,864	\$4,864	\$4,864	\$4,864	\$4,864	\$4,864	\$80,256
\$10,000	\$10,000				\$10,000	\$10,000	\$60,000
\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$150,000
\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$9,996
\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$9,996
\$10,000	\$10,000		\$10,000	\$10,000	\$10,000	\$10,000	\$100,000
\$8,750	\$8,750					\$8,750	\$35,000
\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
		\$10,000				\$10,000	\$30,000
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
\$99,870	\$63,520	\$44,845	\$85,803	\$54,890	\$64,890	\$109,870	
							\$944,201
						Contingency: \$49,719	

MEDIA CALENDAR

Media Budget:		Jan	Feb	March	April	May
PRINT - Color Insertions						
United Hemispheres		1 Insertion	1 Insertion			
Better Homes and Gardens				1 Insertion		
Post and Courier				4 Insertions	4 Insertions	
Arizona Republic		1 Insertion				1 Insertion
OUT OF HOME - Bus Sides						
Poster Bus Side Locations:						
Clearwater, FL		1 Insertion	1 Insertion	1 Insertion		
Thousands Oaks, CA					1 Insertion	1 Insertion
Santa Fe, Mexico						
Radio:						
WOLZ-FM (Classic Hits, 95.3)		20 Spots	20 Spots	20 Spots		
KBIG-FM (Hot, AC 104.3)		20 Spots	20 Spots	20 Spots		
WHAL-FM (Urban Inspirational, 95.7)		20 Spots	20 Spots	20 Spots		
DIGITAL						
Web/App:						
Google Ads App						
Google Ad Video						
Expedia		4 Insertions				
Social Media						
Facebook Ads		31 Insertions	28 Insertions	31 Insertions	30 Insertions	31 Insertions
Facebook Sponsored Posts						
Instagram Sponsored Posts						
Influencer		1 Insertion	1 Insertion	1 Insertion		1 Insertion
ACTIVATIONS						
Kids Museum Exhibit		1 Insertion				
Digital Book Drive		2 Insertions				
Mall Kiosk					1 Insertion	
Stuffed Animal		10,000 units				



CAMPAIGN EVALUATION

Print Media (Magazine / Newspaper)

Effectiveness of Caribu's print media will be measured through reach and impression rates. Better Homes & Gardens and United Hemispheres have respective audiences of 16,409,250 and 708,680 women over the age of 50. For newspapers, The Post and Courier has a Sunday readership of 233,616 and Arizona Republic has 462,000 male and female readers between the ages of 50-69.

Digital Media (Websites / Google Ads)-

The effectiveness of Caribu's advertisements on websites and through Google Ads will be calculated by click-through rates, bounce rates, and average open.

Social Media (Facebook / Instagram)-

Success for all social media channels (Facebook & Instagram) will be measured through Rival IQ. We will assess both demographics of the people viewing our campaign and the click-through rates, bounce rates, average open, likes, and shares.

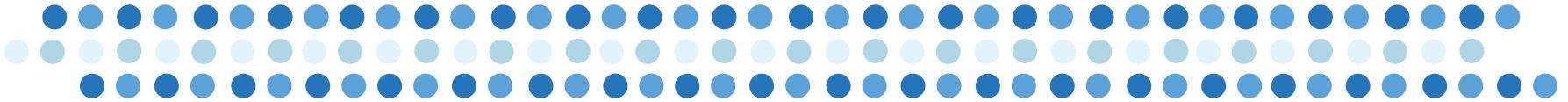
Out of Home (Radio / Bus Panels)-

Effectiveness for radio will be measured by online co-promotion with the prompt by the CTA at the end of the radio spot. The spot is expected to have a total reach of 235,902.- The effectiveness of the bus panel will be measured by number of impressions. Although it is hard to determine the exact number of impressions for out of home vehicles, the bus panels are expected to get an average of 180,000 impressions every 4 weeks.

Activations (Mall Kiosk / Caribu Toy / Book Drive / Photo Booth)-

Effectiveness for the mall kiosk will be measured by impressions and number of customers that stop and play with Caribu on an iPad. The Caribu toy effectiveness will be measured by number of purchases of the product. The book drive's effectiveness will be measured by number of books received, and the photo booth's effectiveness will be measured by number of impressions based on museum's attendance and the number of people who take a photo.

credits



ADVISORS

Juliana Fernandes

Assistant Professor

Sarai Nunez

Assistant Professor of Practice

ACCOUNT TEAM

Morgan Boone -
Account Planning + Media Director, Presenter

Molly McHugh -
Associate Account Planning + Media Director

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Research Strategist

Susan Fischer -
Research Strategist

Melissa Idrovo-
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Jack Feldman -
Account Planning and Strategy Writer

CREATIVE TEAM:

Annette Leonowens -
Creative Director, Copywriter, Presenter

Sarah Schoening -
Associate Creative Director + Illustrator

Ellen Kiser -
Illustrator + Art Direction

Emily Gerstein -
Social Media Strategy + Design

Maria de Mar Fernandez-
Social Media Strategy + Design

Sharon Meir -
Art Direction

Braylond Howard -
Copywriter

Ariella Tigertail-Gomez -
Art Direction

Alisha Chugani-
Art Director

Ali Goebel-
Art Direction

Naomi A Somolu -
Social Media Strategy + Design

Soany Nguyen -
Social Media Strategy + Design

Thomas Potter -
Presenter

SPECIAL THANKS TO:

Gianflavio Gordillo -
Animation

Marvin Aguado -
Sound Design



