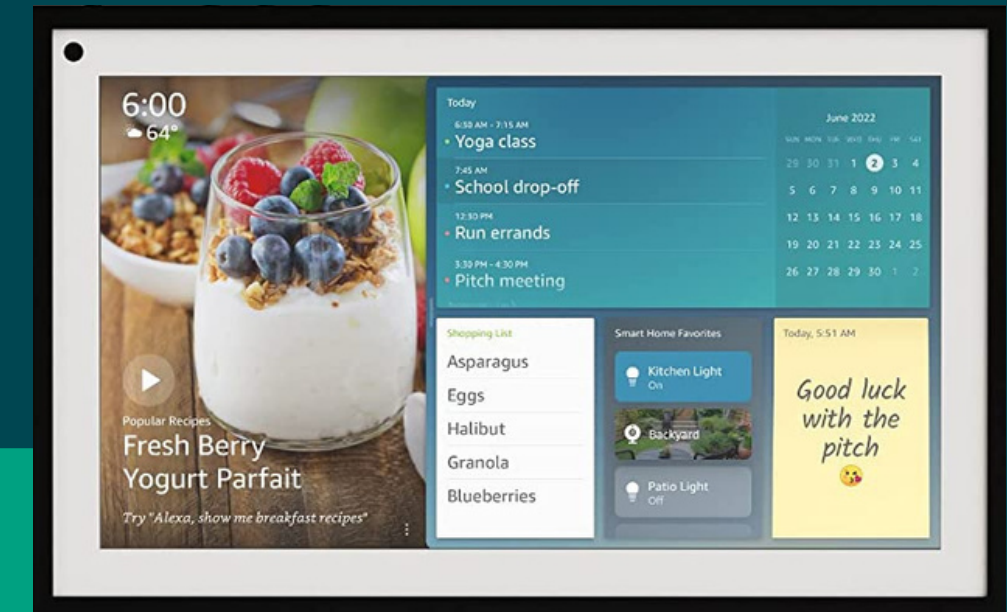




Final Presentation

Amazon Echo Show 15 Media Plan



Business Situation Assessment

We need to find a way to best spend Amazon's \$20 M in order to grow their US user base from 2% to 5% in the next 12 months. Our message needs to be seen at the right time by the most receptive group of consumers.



Situation Analysis

Competition: The main competition for the Amazon Echo Show 15 is the Google Nest Hub Max.

Product Attributes: The product attributes include voice search, music, check news & weather, texts, emails, traffic & navigation and the ability to control other devices.



What is the Echo Show 15?

- The Echo Show 15 assists households with everyday tasks such as organizing things such as individual calendars and to-do lists.
- A prime competitor, Google Nest allows Netflix and Youtube streaming, but on the Echo Show, you can stream Netflix, Hulu, Amazon Prime, ABC News and CBS News.
- "Drop-in" feature allows you to have a conversation with someone in a different room and see the picture on the screen
- You can also drop-in through the Alexa app and view what is going on in the room
- If you have a Ring doorbell, you can connect and drop in your front door
- Can video chat feature through other Echo Shows and the Amazon app



SWOT Analysis

Strengths

Versatility
Device Compatibility
Largest Alexa smart display
screen

Weaknesses

Cost of Purchase
Concerns about Security
Concerns about Privacy

Opportunities

Voice search will likely become
the norm of the future
Amazon is a top speaker brand
Smart house opportunity
Streamline sales process

Threats

Google Nest Hub
Data regulation by the
government

Barriers & Drivers

Barriers: Cost, Privacy concerns, Lack of household compatibility

Drivers: Versatility, Convenience, Household compatibility, Ease



Target Audience

Super Moms

- Career-focused mothers aged 35-44, high income

Laura is a 35 year old mom from California who took a leap of faith to become an entrepreneur. Her and her husband work full-time and make \$215,000 combined. Neither of them want to give up their dreams but need a solution to ensure their two year old daughter is safe and taken care of by using the drop-in and video chat features to check on her if they are out and her daughter can watch shows on it if needed. Laura is very busy balancing parenthood and a demanding job so she is willing to buy technology with her flexible income to make her life easier and more manageable, since she values her daughter's safety.



Research

Tech Wizard:

- I buy new tech products as soon as they are available (index- 568.9)
- I follow the latest technology trends and news (index- 248.5)
- I am confident using new technology (index- 175)
- 6+ devices owned (index- 287.7)
- I like to buy technology products which easily connect to products that I already have(index- 123)

Smart Shoppers:

- Shop at Amazon (index- 187), Target (index- 155), Ebay (index- 148),
- Virtual Shoppers- Concerned with affordability and ease, they always go for the bargains. The internet helps them find discounts so they never pay full price. (27.4%)

How are these audiences connected?

- This audience owns many devices, feels comfortable using technology, and buys devices when they become available, so they are more likely to buy the Echo Show
- The Echo Show allows you to order things on Amazon through voice control, so it allows people to online shop on Amazon with ease since this audience shops on Amazon frequently and enjoys shopping online
- Online shopping on new technology is great for this group because they are comfortable using it and it will make their lives easier



Consumer Decison Journey

Initial Consideration

Amazon is a brand with loyal customers so the Echo has that initial trust due to Amazon being a reputable brand.

Active Evaluation

Here our consumers will evaluate if they need this product. The product has 37,669 reviews averaging 4.5 stars. Our target audience trusts reviews so this will help them make their decision.

Moment of Purchase

The consumer has done their homework and now knows that the Echo Show is right for them.

Post-Purchase Experience

This final step of the consumer journey is the consumer telling everyone how much they love the product. Our campaign with increase post purchase engagement.

Our approach



Get

Our "Super Moms"



To

Consider purchasing the
Echo Show 15



By

Advertising the Amazon Echo 15 at the highest moments of receptivity for our Super Moms, that being social media ads like Facebook and commercial ads for streaming platforms, and emails.

Recommended Media

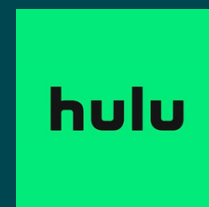
Social Media



We plan to input social media ads that will strategically target our Super Moms, this will heavily focus on Instagram and Facebook ads.

Paid Media.

Streaming Ads



Since most families in the US no longer use and or watch cable TV, we figured it would be best to advertise the Echo 15 through commercial ads for streaming platforms such as Hulu.

Paid Media

Email



Emails are the 2nd in channel ranking for our Super Moms, so we know reaching out through this media will be successful in gaining awareness and leading to consideration.

Paid Media

Amazon Website/App/ Banner Ads



Self marketing on the Amazon website and app is a great opportunity that has our audience right where we want them so their minds are already thinking about shopping and browsing the web.

Paid & Owned Media

Overall Media Objective

Goal

Increase awareness by 40% to boost consideration by 10% over the next quarter.

Why

Consideration is the main focus for this media plan as it targets people who have not previously considered owning a smart device.

How

We will use diverse mediums in order to obtain an increase in awareness for the Echo line and subsequently increase consideration.

Media Strategy and Objectives

What Will Media Do?

Media will help us bring awareness to the new Echo Show 15 in Amazon's infamous Alexa voice assistant line. Although Amazon is the leading head in the voice assistant arena, driving awareness for specific features the Echo Show 15 offers that set it apart from other smart devices previously introduced in the Echo line is essential. Through social media platforms, streaming services, and the Amazon app itself driving further awareness is possible and leads to a deeper understanding of the product's unique features often overlooked in other media plans.

How Can Media Solve the Problem?

Provided a budget of \$20 million, we can reach our target audience through various social media platforms, streaming services, emails and the Amazon app itself. Our target audience being younger moms with high incomes and busy lifestyles creates a need for a device like Amazon's Echo Show 15, acting as a landing page for all smart devices in the household. Advertising during moments of greatest receptivity, and on platforms also commonly used by children in the household, incorporates the messaging into people's everyday media consumption which is key.

Social Media Ads



39%



14%



11%

Used in the last 7 days (Simmons)

Budget
\$4,500,000

We believe that social media advertisements will bring the most attention to the Echo Show 15. We have decided to advertise through Facebook, Twitter and Instagram due to those apps being the most used by our Super Moms. Our plan is to input our paid ads throughout the feed of our chosen social media outlets seeing that it would be the highest moment of receptivity for our audience. Those paid ads would be curated video ads along with photo advertisements of the Echo Show 15 that presents a clickable link to redirect our audience to a website where the Echo is available for purchase.

We would increase the ad exposure during the holidays, heavy during November/Black Friday throughout Christmas along with during the summer when it is back to school time.

AMAZON ECHO SHOW 15

CAMPAIGN PROPOSAL

Budget
\$500,000

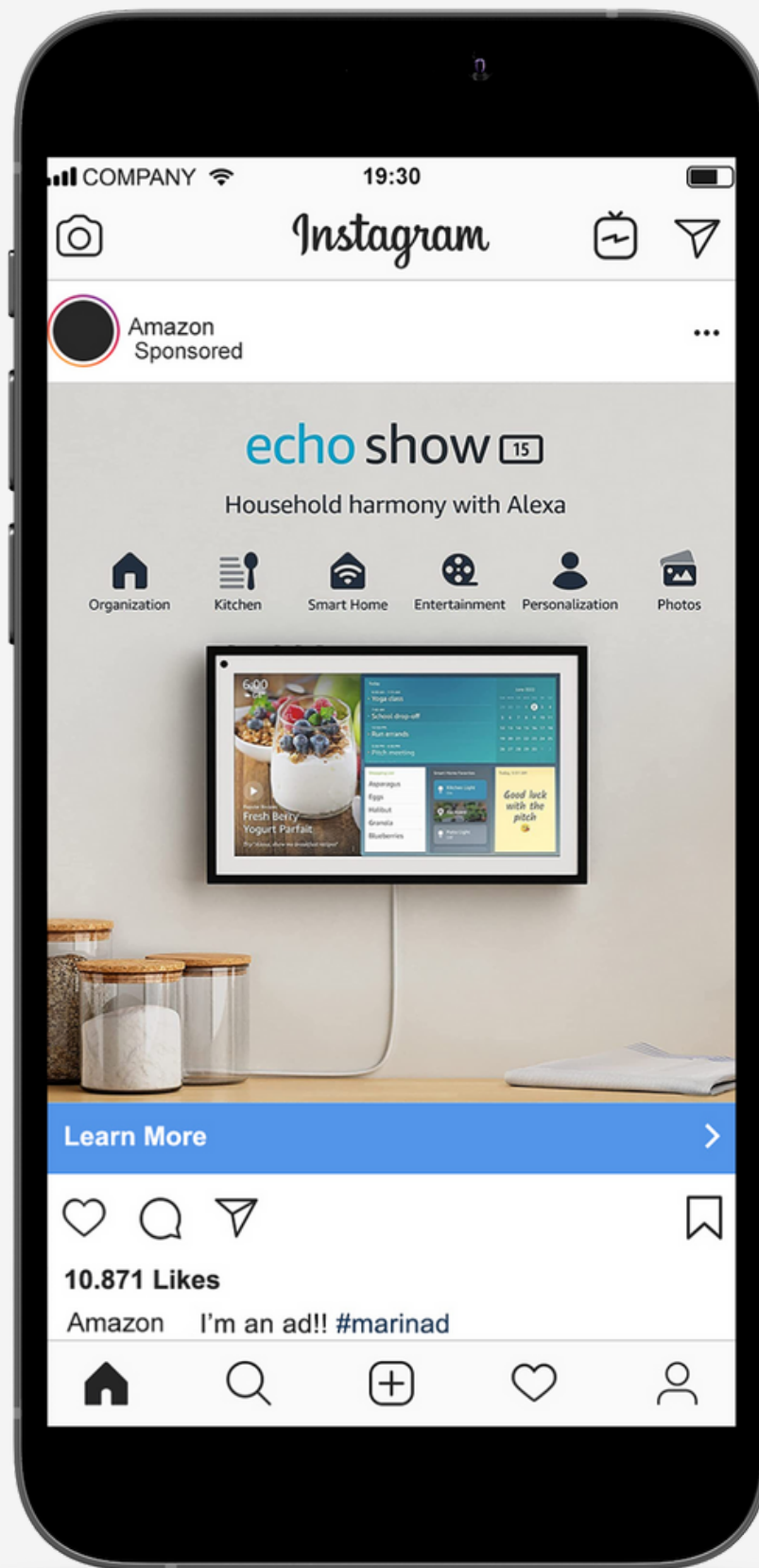
AmazonPrime \$139/year

To increase the earned media for our product, we think we could be successful in creating a campaign that will encourage our customers to engage with earned media.

#Myechoshow15

Our campaign will include five customers being chosen every month, at random, to receive one year of free *Amazon Prime*.

All they have to do is post about their favorite feature on their Amazon Echo Show 15, and include our hashtag in the caption. This will throw them into the mix and allow them to be possibly be chosen.



Instagram Ad Mockup

Influencer

Budget
\$300,000

We will work with a mega influencer, an influencer that has a loyal fanbase with 1-5 million followers, they are known as "mom-fluencers". This influencer will showcase the practicality and usefulness of the Echo Show, and how useful it is in the lives of busy moms. This influencer will reach the demographic of our Super Moms and lead to consideration for our audience. Since our audience highly values online reviews and recommendations, an influencer with a similar lifestyle will help increase the awareness and consideration for our Super Moms.



Maia Knight

- 8.8 Million on TikTok
- 2.2 Million on Instagram
- Busy lifestyle
- Young

The \$300,000 budget will be a continuous budget for multiple TikTok and Instagram posts.

- **The TikTok will include Maia describing how the Echo Show 15 makes her life easier while she deals with being a full time mom with twins.**
- **The Instagram post will be a picture of her posing with her 2 daughters and the Echo Show, her caption will be a description of how the Echo Show helps her day to day.**

Streaming Commercial Ads

Budget
\$7,000,000

We want to bring awareness about the Amazon Echo Show 15, we believe that would be smart to market the Echo Show 15 through commercial ads on streaming platforms. Due to the *decrease* in viewership of cable TV and the *increase* in viewership of streaming services, we believe that this approach would reach the most amount of people.



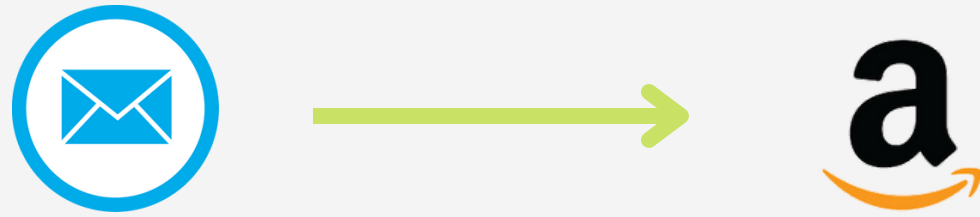
**Use existing
Echo 15 ad**

OR

New Commercial Idea:

Use our Super Mom as the main character, showcasing her with a busy life with kids and she uses her echo to stay on top of her job. It shows her busy at work, throughout the day she is able to check on the nanny and her two kids with the Echo and when she gets home from work she is able to view the notes the nanny left for her that day.

Email



Budget
\$1,500,000

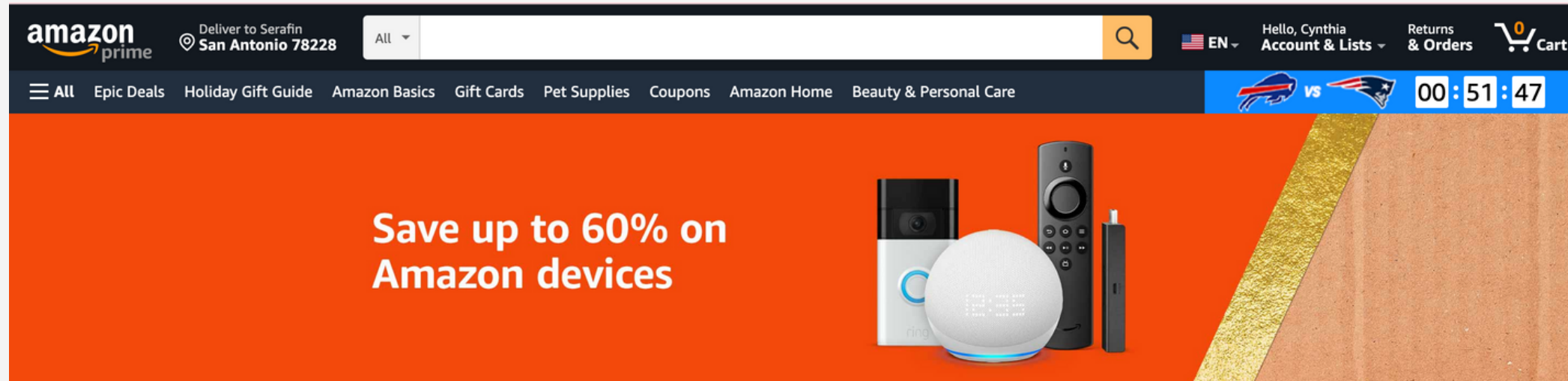
We know that it would be smart to include email marketing to spread awareness about the Echo Show 15 based on the age range of our audience. We will be using the Amazon email list, our initial email list will be a broader audience, that being any email that has purchased Amazon products in the past and emails that are signed up for Amazon Prime. We will be able to hone in with tracking the click and open rate, of the emails. After this we can start to narrow down who is most receptive to these emails. These emails can not only spread awareness but help us succeed in heightening the consideration for our audience, the emails will include a link to a purchase website along with facts and information about the Echo 15. This will help educate our audience for our product that they might have heard about but they don't know much about it.

24% of our audience values reviews and recommendations so our emails will also include notes from buyers that recommend this product. (Simmons)

Much like our social media ads, we plan to heavily increase the email ads throughout the holidays such as November/Black Friday through Christmas along with back to school time.

Amazon Website

Budget
\$1,000,000



Since Amazon is one of the biggest companies in the world, there is already awareness around their products, yet as we have seen for the Echo Show 15, we need to increase the consideration rate for our product. One way to do this is to increase the marketing for the product on the Amazon website itself. This would be a great way to self market our product while also creating less of a hassle for our customers. There is no need to click on extra links that take you to an external website, it's quick and simple. The customers are already in the mindset of spending money and shopping so that is a unique moment of receptivity that we can play into.

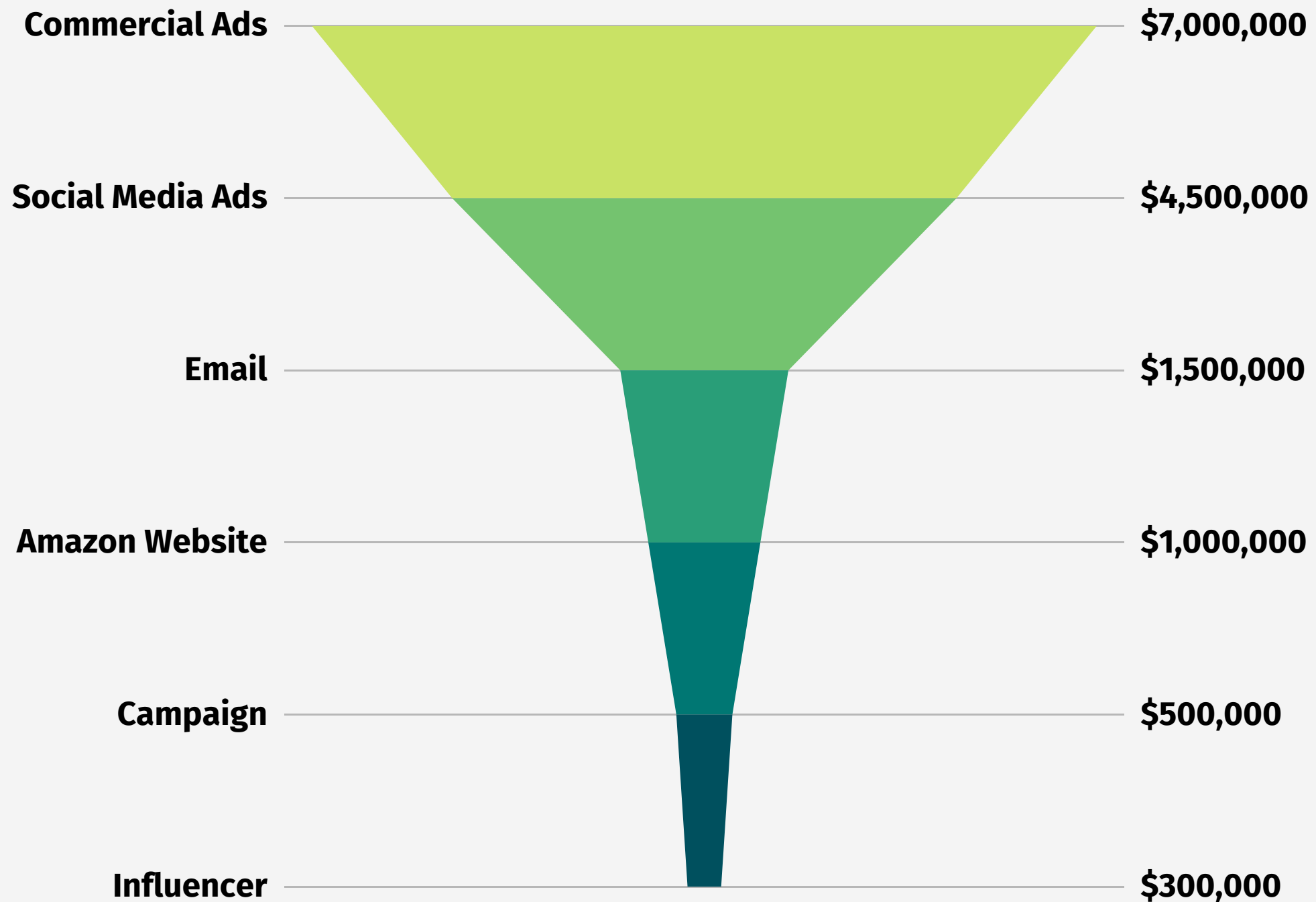
Banner Ads

Increase banner ads for the Echo on the Amazon website so customers are reminded of it while shopping.

Sponsored Search

Amazon Echo Show 15 will be the first product to pop up in the search bar when smart home, or electronic home products are looked up.

BUDGET



Our research has helped us allocate where our money is going to go based on the estimated amount each medium will cost. With our \$20 Million budget we have been able to provide helpful budgets in order to obtain our goal for reaching our audience. With the leftover \$5.2 million we will be able to use this money for future mediums and in case of potential problems.

Measurement Plan

Objective	Media	KPI	Measurement Tools
Awareness	<ul style="list-style-type: none">• Social Media (FB, Instagram, Twitter)• Commercial Ads• Amazon website	<ul style="list-style-type: none">• Social media engagement• Views• Hulu Ad Click preference	<ul style="list-style-type: none">• Amazon analytics• Facebook, Twitter and Instagram analytics• Google analytics
Consideration	<ul style="list-style-type: none">• Amazon Website (self ads)• Email• Social Media	<ul style="list-style-type: none">• Clicks• Reviews• Shares	<ul style="list-style-type: none">• Amazon analytics• Facebook, Twitter and Instagram analytics

How We Measure Success

As our campaign focuses on driving consideration, increasing awareness of the Echo Show 15 is the goal.

The KPIs we would consider using

- Engagement on posts (Facebook, Instagram, Twitter)
- CTR for recommended media
- Cart additions
- Time spent on product pages



Conclusion

The media chosen for this plan works to increase brand awareness to the "super mom" audience through mom influencers, streaming services (as they are considered "tech wizards"), emails (linking to purchase), and Amazon's website (as they are considered "Smart Shoppers"). The top channels suggested for our target audience are included in this plan (Twitter, streaming services, Facebook, email).

The women we call "Super Moms" care about their families, children, and balancing their career which leaves room for a personal assistant. The Echo Show 15 is the center command system they need as an extra hand around the house. Our media plan strategically incorporates media channels aimed at deepening awareness and consequently consideration for the new Echo Show display system.



*Thank
you!*

