

Project Placement and Introduction

BWIB Marketing Committee Week 2 Spring





Meeting Outline

- Committee Board Introductions
- Project Details Presentation
- Team Placement Announcement
- Breakout Rooms: Meet Your Team!
- Go over Component 1 & 2 Large Group Discussion
- Breakout Rooms Part 2
- Large Group Final Thoughts

End of Meeting Objectives

- You understand how the project is broken up
- Draft/Completion of Component 1 next time we meet for Project Check-In
- Team Contact Information Exchanged and Outside Work Scheduled



Project Details



Spring Project!

Spring Project - Marketing Committee

This quarter you will be developing a marketing campaign for the **Engineers Alliance for the Arts**

What: A comprehensive case analysis and study of a nonprofit looking to increase brand awareness and marketing image.

How: Teams of 3-4 will work together on research, developing a marketing strategy, and executing a creative presentation to showcase your team's work and process.

Takeaways:

- Valuable experience formulating a marketing plan
- Increased knowledge about marketing practices and terms
- Concrete end product to share in an interview or publish to your LinkedIn



Engineers Alliance for the Arts

The screenshot shows the homepage of the Engineers Alliance for the Arts website. At the top left is the EAA logo, a circular emblem with four stylized figures in green, orange, blue, and red. To its right is the text "ENGINEERS ALLIANCE FOR THE ARTS" in white on a dark blue background. Further right is a green "DONATE" button with a white dollar sign icon. Below the header is a navigation menu with links: HOME (underlined), WHO WE ARE, STUDENT IMPACT PROJECT, GET INVOLVED, SUPPORTERS, AWARDS EVENT, MEMBERS, and STUDENTS. The main content area features a large heading: "We want students to learn how and why the arts and engineering interact to construct a better world around us." Below this is a paragraph: "Our program gives students the experience of working with industry professionals while learning design, problem solving, team building, presentation, and technical skills. Its goal is to inspire and educate tomorrow's engineering leaders by combining both academic and artistic areas of study." To the right of this text are two featured sections. The first is titled "COMBINE THE ARTS WITH ENGINEERING" and includes a photo of a woman holding a model and text: "Add a fresh and exciting program to inspire students considering technical careers as they learn the importance of creativity and aesthetics in architecture, engineering, and construction." The second is titled "LEARN FROM REAL PROFESSIONALS" and includes a photo of a man and woman working at a table and text: "Put students alongside current engineers, designers, architects, and others who can give students an experiential understanding of engineering principles." At the bottom, there is a "WHO WE ARE" section with four menu items: "ABOUT US" (red square), "PARTICIPANTS" (orange square), "BOARD OF DIRECTORS" (blue square), and "SUPPORTERS" (green square). Each item has a corresponding colored image below it. A green circular arrow icon is on the right side of the bottom navigation bar.

[EAA website link](#)



**We have divided the project into 3
Components that should be presented
in your Final Product:**



C1: Overview

Executive Summary

- Campaign Goal
- Brand Values and Background Info
- Campaign Objectives

C2: Market Research

Research Analysis

- Company Description
- Industry Overview
- Competitive Analysis (SWOT)
- Understanding Target Audience
- Media Plan and Budget (More specifically KPI, ROIs)

C3: Marketing Campaign

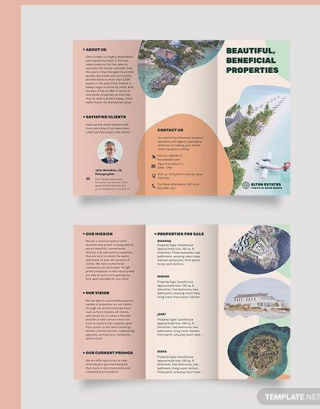
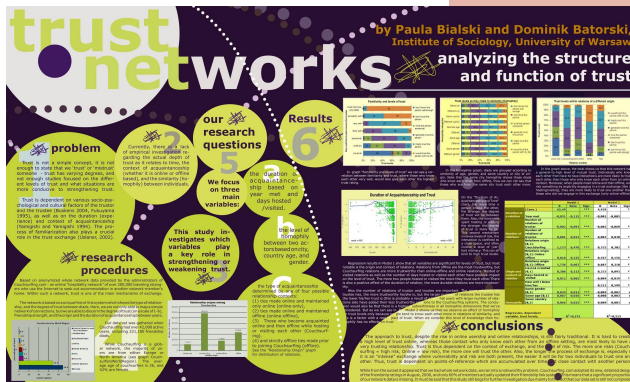
Your Creative Strategy

- How are you going to take your research and turn it into a marketing campaign?
 - The options are endless (Social Media, Mobile, Guerilla, Events)
 - Share why your marketing campaign is the best option taking into consideration what you have learned about this industry and company

Final Product

The Final Product

- Present your findings and application in the best way possible.
- Options for presentations can include Giant poster design, Digital Zine Format, Powerpoint, Animation
- Some Examples of Digital Presentation Options:





Getting Started: Components 1 & 2



Component 1: Creating an Executive Summary

EAA

What's unique about this quarter's marketing project is you get to **explore a new type of industry**

Marketing does not always have to be selling a product, or promoting a high scale industry or company

Engineers Alliance for the Arts: A Brand

STEM

Education

Sponsorship

Bay Area

Young Adults

Non-Profit



Executive Summary

The worldwide fashion industry has come under increased scrutiny regarding its environmental impact and unfair practices. Footwear is no exception. Consumers increasingly expect a tailored and unique style from their shoes, in addition to an ethical production process.

VEJA is a French footwear brand focused on producing fair-trade sneakers using sustainable materials. The following report details a plan for the brand's first ever marketing campaign, with major goals being website visits and pairs of shoes sold. It begins by highlighting VEJA's opportunity for gains amongst its competition – versatility in style. Then, it thoroughly establishes a target market through the use of three segments and three fictional personas: young professionals in their 20s to 30s who live in a large, U.S. city. From this, the campaign arrives at a key insight: modern workplaces are increasingly flexible with dress code.

The campaign messaging is then built out across each segment, producing the tagline: "VEJA does both" and corresponding advertisement mockups. From here, the plan details message placement across three key categories: paid social media, paid out-of-home, and owned brand domains. Each channel drives users to the VEJA online shoe store. At the end, all media is budgeted for a total cost of \$205,000. The metrics and returns for each level of the consumer journey are estimated, with return on ad spend equaling roughly 5:1 and all goals being exceeded.

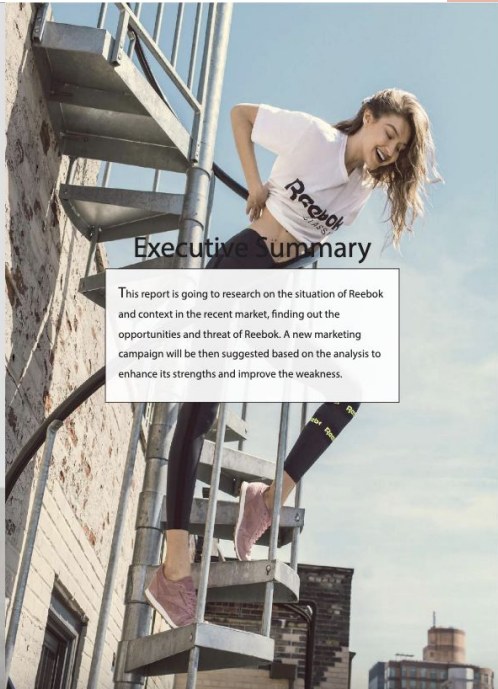


VEJA – 4

An executive summary of your marketing plan gives a brief overview of how you intend to reach your target audience and drive conversions.

Its purpose is to outline the most important information for your short-term and long-term marketing plans.

Executive Summary



Introduction

Description of your company and team

Description of market factors and trends

Description of products or services being marketed

Description of your customer base and related marketing activities

Summary of financial planning and projections (Details Followed)

Campaign Objectives

In Context of EAA Marketing...



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THE CHALLENGE

CAMPAIGN GOAL
Create an integrated, holistic marketing campaign to grow Snapple volume in the U.S. for 2017.

CAMPAIGN OBJECTIVES

- To increase purchase frequency of heavy users in the Northeastern U.S. (Heartland) from 9x to 10x per year.
- To increase purchase frequency of light users outside the Northeastern U.S. (Non-Heartland) from 1x to 3x per year.

What are the goals of your marketing campaign?

What type of research will help decide your intended marketing campaign?

Objectives is the first component of **campaign** strategy; they describe the intended result or outcome of an effort.

Campaign Objective

Increase VEJA market share among young professionals in the U.S.

Goals

See **250,000 users** visit the online store during the campaign.

See **5000 pairs of shoes** sold online during the campaign.

Strategies

Provide **calls to visit the shop** via digital and social platforms.

Provide a **physical encounter** with the brand via media placement.

Tactics

Utilize **Facebook and Instagram** ads to reach desired audience.

Utilize **out-of-home** advertising to prime customer consideration.

Utilize **user-generated content** to spark customer interaction.



VEJA - 5

Concrete Goals and Modes of Execution



Component 2: Research Analysis

1. Company Description

Provides an overview of key aspects of the business

- Where does the business stand in the market?
- What makes the business unique?
- Mission Statement
- Vision Statement

Who?

- Name of your business, executives/entrepreneurs
- Target Customer

What?

- Business's product/service
- Goals for the business

Where?

- Where are you located?

When?

- When will the marketing plan be implemented?
- When will your goals be achieved?

Why?

- Why would customers buy from you?
- What makes you unique?

How?

- How will you implement your marketing plan?
- How will you achieve your goals?
- How do you picture your company in the future?

Brand Introduction

100% fair trade and sustainably sourced footwear designed in France.

VEJA aims to make a positive impact at all stages of product production. Every unisex sneaker is sourced directly in partnership with Brazilian farmers, making production costs over **5x higher than average** – but at a much lower environmental cost.



They currently spend **\$0** on paid advertising.



Most merchandise sells through the **online store**. Additionally, there are 26 brick-and-mortar retailers in the U.S. which sell VEJA sneakers at an average price of \$150. These are located in cities like New York, Boston, and Los Angeles.

“**Top 10** Instagram accounts of 2018” – Refinery29

VEJA boasts a recognizable aesthetic on both their Instagram and Website. They **frequently collaborate** with designers to produce special edition shoes and product look-books for each season. The brand’s site also tells of their founding, ethos, and mission.



VEJA – 6

Digital Review



Followers: 408,000
Cadence: 3 per day
Engagement: 0.73%



Followers: 95,000
Cadence: 3 per day
Engagement: .08%



Followers: 8,100
Tweets: 6,200
Engagement: .06%



Subscribers: 805
Videos: 45
Views: 89,000



VEJA has a significant listening presence on social media; not just reposting **user generated content**, but also responding to comments and questions. Both the Instagram and Facebook shopping features link to merchandise on VEJA’s online store. They currently rely solely on **owned** digital media, with the occasional bit of **earned** media thrown into the mix.

VEJA – 7

2. Industry Analysis

Industry Analysis serves to provide valuable data of the industry and market that the business is in. It is useful for identifying opportunities, risks, and helps you develop marketing strategies later on.

2 Parts:

- Overview of the industry
- The business's position within the industry

Smaller sections to include:

- Trends and growth patterns in the industry
- Factors that can influence the industry
- Forecasted growth for the industry
- Position of the business in the industry

3. Competitive Analysis

Drawing upon your previous **research and data**, competitive analysis focuses on **comparing** your business to others in the industry. This serves to support your **performance assumptions** and **strategies** later on.

Sections to include:

1. List competitors
2. Competitors' strengths and weaknesses
3. Analyze strengths and weaknesses
4. Business's role in the market/industry
5. Detailed description of the business

SWOT Analysis:

- Strengths, Weaknesses, Opportunities, Threats

Competitive Introduction

Allbirds

Watch out for this new sneaker brand focused on sustainability. Where VEJA opts for style, Allbirds differentiates itself based on **comfortability**. They have several locations in large U.S. cities, and also sell online.



Toms

Respect this **established** brand, which has recently expanded into the sneaker market. Toms are sold in a much wider range of retail locations across the U.S. and have significant name recognition.



Adidas

With the greatest market share of casual sneakers, this internationally recognized brand poses a real threat to VEJA's growth. However, Adidas has historically positioned itself to be more of an **active** shoe.



VEJA has an opportunity to leverage their shoe's **adaptable, upscale style**.

VEJA - 8

Competitive Review

Allbirds



Followers: 342,000
Cadence: 1 per day
Engagement: 0.82%



Followers: 198,000
Cadence: 4 per week
Engagement: .09%

This brand currently utilizes paid social advertisements that focus heavily on the product materials and sustainability.

Toms



Followers: 939,000
Cadence: 1 per day
Engagement: 0.32%



Followers: 4,200,000
Cadence: 1 per day
Engagement: .01%

As a brand with a mission, the majority of Tom's marketing hinges on their "get on, give one" message. They utilize paid social and spot TV.

Adidas



Followers: 25,500,000
Cadence: 3 per week
Engagement: 0.59%



Followers: 37,000,000
Cadence: none
Engagement: none

Adidas advertises on virtually all channels. From sponsorships to native ads, this brand has significant share of voice.

VEJA has an opportunity to target users who may not know they even exist.

VEJA - 9



Get Started: Breakout Rooms

Start Working!

Much of the first part of this project includes research and data analysis, which will definitely train your analytical skills!

Some things to establish:

- Decide meeting times with team outside of committee meeting
- Divide parts among teammates
- Brainstorm potential research and presentation methods

See you guys in 5 minutes!



What's Next

Reminder: Marketing Committee Meets Mondays at 6pm

- **Week 3** General Committee Meeting: Marketing Internship
- **Week 4** Check-In: Component 2 Part 2 , Component 3 (Group Work Time)