

# **Sonic3D+ Objectives, Strategies and Tactics**

## **Campaign Objectives**

### **Communications Objective**

To increase awareness to 80% among mid-to-high income professionals with incomes of \$75,000+, and to 50% among early adopters aged 18-35, about Sonic 3D+ smartphones being in-house engineered with a focus on quality and sustainability while including exclusive Wireless Communication Commander App licensing.

### **Target Market Objective**

Concentrate message delivery on business professionals with household incomes above \$75,000 per year and who reside in urban areas.

Focus secondary message delivery emphasis on young adults and potential entrepreneurs between the ages of 18-35, with household incomes above \$35,000 per year and who live in developing cities.

### **Creative Objective**

Seek out media creatives who can combine the product photography and videography while seamlessly incorporating important information about the product as needed based on target consumers.

### **Reach & Frequency Objectives**

Achieve a minimum level of 80 percent reach against the target audience within the campaign period. When possible, use media that is capable of measuring reach and conversions.

Achieve a minimum average frequency level of 2.0 with the target audience within the campaign period.

### **Geography Objective**

Correlate advertising message delivery to areas where audiences are more likely to try a new type of smartphone, as opposed to areas where consumers are more prone to be loyal to a competing product.

### **Seasonality Objective**

Concentrate messaging based on popular regional and cultural trends that stimulate purchases.

### **Budget Objective**

Allocate the advertising budget to match scheduling, seasonality and promotion objectives and to compete with similar products in the market when the ROI estimate is at the greatest point.

### **Promotions Objective**

Utilize media that is more likely to engage tech-savvy and business-oriented audiences into physical interactions.

## **Campaign Strategies**

### Target Market Strategy

Purchase media with business/professional-dominant audiences that appeals to travel and business use, as well as media that appeals to the secondary target that is in this case a younger audience.

### Creative Strategy

Utilize popular social media to offer maximum opportunity to effectively portray advantages, features and capabilities of the Sonic 3D+ as opposed to already existing brands.

### Reach Strategy

Generate 19,183,714 total audience impressions.

### Frequency Strategy

Distribute media messages in a way that achieves a display frequency of 2.

### Geography Strategy

Launch the campaign on a national scale while focusing on regions where our target is more densely available to be exposed to our messaging and consumers are less likely to purchase competing products because of lesser loyalty factor, and are more likely to try a lesser known product.

### Seasonality Strategy

Concentrate messaging primarily during winter holiday months as well as during the months following the tax-season.

### Seasonality Strategy

Concentrate messaging primarily before and during winter holiday months, as well as during and after tax-season when the target market is more likely to make spontaneous buying decisions.

### Budget Strategy

Allocate 5% of year-one projected sales to advertising.

### Promotions Strategy

Promote offers and specials that will most likely catch the attention of the primary target, as well as confirmed partnerships and exclusive deals.

## **Campaign Tactics**

### Communications & Target Market Tactics

Utilize media such as Localized TV stations, LinkedIn, Facebook, Reddit and Hulu alongside with other technology and science content, business-oriented magazines such as Wired and search engines such as Bing that are more likely to appeal to non-Apple users. When in advertising in large cities use additional media found in modes of transportation that reaches commuting consumers, such as subway car and bus vinyl wraps.

### Creative Tactic

Formulate photo and video messages that resonate with the target market, yet do not isolate the product from the secondary target with too much technical information, then test potential messages. Focus media buying on potential quality of the graphic delivery.

### Geography Tactic

Focus advertising in regions where people are more likely to be hopping from product to product and to try something new, unlike customers of brands like Apple, who might feel obliged to stay with their current brand.

### Seasonality & Scheduling Tactics

Concentrate campaign delivery in the months of December (Christmas), August (Back-to-School) and the beginning of April (tax season), to connect with target audience at the time that they would be most able and open to purchase a new phone.

### Budget Tactic

Allocate \$2,388,000 to achieve advertising tactics hereby set forth according to the timeline of seasonality and scheduling.

### Promotions Tactic

Set up expositions at business conferences across the country showcasing the product and its capabilities. These expositions must encourage trial, consideration and must mention the exclusive possibilities that come with the product.