

ADVC4015

IMC Assignment

STRATEGIC BRIEF

CHALLENGE DETAILS

This is the written document that will serve as the Strategic Brief. Think of this as your working document or roadmap that will inform your strategy and creative executions. Refer to the IBM Brand Challenge client brief for specific challenge requirements and parameters, in addition to pertinent background information.

WORK PROCESS

Your team will use this document while crafting the submission to enable easy collaboration with team members. The information outlined on this form will be to help you and your team develop a cohesive, clear strategy that will include research findings, insights, your big idea, media proposal and evaluation of results. EACH SECTION WILL BE COVERED ON THE WEEKLY SCHEDULE. BE SURE TO WORK ON EACH SECTION IN ACCORDANCE WITH THE SCHEDULE.

DEADLINE FOR ALL SECTIONS TO BE COMPLETED: Week 15 Sunday December 10

IMC CAMPAIGN TIPS

- **BREVITY:** Be clear, concise, and compelling. **Shorter, well-written strategies** typically stand out.
- **SPEAK TO THE BRAND CHALLENGE:** Make sure that you effectively address the brand challenge and provide solutions that directly respond to the challenge. It should also be written with your audience, the instructor for the course and the IBM Brand team (your client) in mind.
- **TELL A STORY** Your client is looking for an engaging, well-written, consistent story that links each section of the IMC campaign together. Before you start your campaign theme, write a brief summary paragraph and determine **how the sections connect**. Then, begin to provide further details and answer the specifics of each question.
- **REVIEW:** Before submitting work groups are encouraged to **proofread** their case for grammar, spelling, punctuation, etc. Review all requirements from the client brief to ensure you have responded to all parts of the challenge.

DELIVERABLES FOR YOUR STRATEGIC BRIEF:

- **PRIMARY RESEARCH:** At least **two primary research** sources are required. All claims/facts presented must be sourced using footnotes.
- **WORD LIMITS:** Make your answers direct and to the point. On the other hand, do not be so broad as to be vague. Be specific.
- **CHARTS & GRAPHS:** **Groups** are encouraged to display data via charts & graphs within the limits allotted in each question however use these for your presentations.
- **NO PICTURES/SCREENGRABS:** Do not include images of your creative or other images, including social media screenshots, in the written portion of this entry.
- **NO EXTERNAL LINKS:** Do not use external websites – the judges can only review the content provided in your written entry and creative examples.

CREATIVE & MEDIA REQUIREMENTS

Creative Work is reviewed as part of Section 3: Execution, along with your responses to Questions 3A & 3B. All campaigns must include a minimum of **three creative executions using three unique media channels/methods of engagement**.

- **CREATIVE** Teams must submit a creative compilation displaying the creative that brought the big idea to life. Creative and communication elements must directly relate to your strategic objectives. Show the “how-when-where” of how you plan to connect with your target audience. Remember, it is the IDEA that counts here however there are many free creative software platforms that you can use to execute your idea..
- **CREATIVE SAMPLES:** Creative samples are an opportunity to highlight your creative work via still images or radio executions.
- IBM logos, and any of the creative assets provided, are only to be used for this competition. Creative executions should only be viewed by members of the submitting team, focus groups, faculty/professors, etc. Public distribution of creative executions that include IBM branding elements **SHOULD NOT BE SHARED**..

For further specific requirements for the IBM Brand Challenge, please refer to the [Client Brief](#).

STRATEGIC BRIEF AND QUESTIONS

All questions are required, and responses will be graded using the rubric for the Creative Brief.

WORK DETAILS

GROUP NAME <i>Create a name for your group.</i>	Eliz and Kayla's group
COURSE NAME AND SEMESTER	ADVC 4015, Fall Semester
CAMPAIGN THEME <i>Give your campaign a title</i>	Forecasting Brilliance: The IMC Weather Channel App Campaign
BRAND / CHALLENGE	IBM Brand Challenge
PROFESSOR	Chilabato

ACCOUNT PLANNING ELEVATOR STATEMENT (complete this section last)

Why is this the best solution to the marketing challenge presented by IBM? What makes your team's IMC campaign better than others?

(Maximum: 100 words)

- This Campaign is the best solution to the marketing challenge represented by IBM because it is strategically backed with insightful data evaluated over the most realistic target market that is most likely to utilize The Weather Channel App in the near future. Furthermore, our target market consists of a 25-35 year old age segment which is statistically found to resonate the most with the accurate services The Weather Channel App has to offer. We believe this campaign is formulated with the most opportunistic media strategies and will be communicated in terms of our target market's values along with aligning with their interest.

Give the client an understanding of what they are about to read by providing a one-sentence summary for the below sections.

(Maximum per line: One Sentence – 20 words.)

The Challenge:	Drive consumer relevance for IBM, leveraging the weather app as a public touchpoint showcasing the weather app as present and relevant to the target audience.
The Insight:	More than 71% of our average target market utilize social media as their primary news source which indicates great opportunity for the Weather Channel App to become the next trusted news media.
The Idea:	IBM ensures that The Weather Channel Apps is here to provide accurate weather and real-world updates from data you can trust.

Execution:	This campaign will be executed through strategic media planning as well as thoroughly communicated advertised messaging by IBM/The Weather Channel App that resonates with our target market's immediate values.
Measurement (how will you measure success?) Use numbers and facts.	The success rate will be measured through the Weather Channel App metrics which includes reach, installs, media traffic, website traffic, as well as consumer engagement within social media and the app itself.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

25% OF TOTAL SCORE

This section provides the client with the background to your challenge and objectives. In this section, your work is evaluated using the context about the industry category, competitors, and brand to understand how your recommendations will meet the objectives. Do not simply regurgitate the client brief. Did you see a different opportunity/problem that IBM did not? That's important.

1A. CHALLENGE & CONTEXT & POSITIONING

What are the specific challenges/opportunities that the IBM brand faces? Provide information on the category/marketplace, brand, competitive environment, and/or the product/service that created your challenge and your response to it. Be sure to provide competitive context.
(week 7)
(Maximum: 275 words; 3 charts/graphs)

Some Tips:

The strategic communications challenge is the glue that shapes the other elements of your recommendations and should be clear to understand.

Provide competitive context: positioning strategy. How should the Weather Channel be perceived by the target audience?

Strategically address the *marketing challenge*; this is a key piece in defining the problem.

Go deeper than restating what was provided in the client brief.

IBM Background

International Business Machines Corporation (IBM) is a global leading American computer manufacturer headquartered in Armonk, NY, that has been changing the world for the past 108 years by creating, developing, and manufacturing advanced computer systems, software, storage devices, networking systems, and microelectronics. The company was founded in 1911 as Computing- Tabulating- Recording Company, then was later renamed IBM in 1924¹. Since 1911, IBM has always remained grounded in its brand values and dedication to every client's success. The brand name upholds respect and worldwide brand recognition as the largest information technology company and the world's largest IT financier with a brand value of 33.25 Billion since 2007². IBM must remain committed to responsible stewardship by establishing trust and transparent partnerships with its clients and the communities they work with. Today, IBM integrates technology and expertise providing infrastructure, software, and consulting services for many of its clients as the company continues pursuing the digital evolution of the world's critical businesses³.

In 2016, IBM acquired the weather channel company known as the world's most accurate weather forecaster. The weather channel created an app that receives over 23,000 million visits/year and has the aim to leverage 22 million more worldwide app installs this year to remain the world's most reliable weather forecaster. Known as the world's most downloaded weather app, the Weather Channel app received more than 200 million impressions and globally sent over 19 billion weather alerts to different demographics in 2018. IBM over the past year has been doing work trying to enhance its technology and software to deliver more value to consumers by utilizing its software such as IBM Graf which delivers high-solution, hourly forecasts around the globe, especially in never-heard regions and demographics⁴.

¹

²

³ IBM MediaCenter

⁴

Challenges IBM faces

Despite being the world's global leading software manufacturer upholding respect and world brand recognition for its software and other services; IBM overall faces challenges that make it complicated for the brand to be aligned with ensuring value to consumers and its competitors like Google, Microsoft, and Amazon. Many of its competitors are both business-to-business and business-to-consumer which allows them to be able to afford touchpoints and reach a broader audience, unlike IBM which is strictly Business-to-Business only working with business rather than individuals. IBM is a brand that strictly focuses on product-customization entailing large and small enterprises with customized solutions attracting smaller market shares⁵. Over the years the company has been rapidly losing market shares to its competitors Amazon Web and Google abolishing the company's confidence in future investors and stakeholders. Challenges that the IBM brand faces may be providing not enough touchpoints that resonate and remain relevant in consumers' everyday lives. In other words, IBM is declining in popularity, losing its brand value; failing to keep up with its market. The IBM brand is in need of creating a campaign that leverages the Weather Channel app as being a crucial software program that's known to be used to improve people's lives every day of the week. The company may also find it difficult to connect with its target audience when they are in competition with other weather apps provided through tech companies like Amazon Web Services and Google.

Opportunities

IBM has many opportunities to evolve and grow as a brand by aligning its products and services that meet the consumer's psychological wants and needs in advanced digital software. The company's initial focus has always been advancing its hardware products and services rather than its software. Today the demand for advanced software has increased and will remain that way for the next few years. IBM needs to shift its initial focus from advancing hardware to advancing software instead by investing more in cloud software products and services. Shifting this initial focus will allow the brand to increase its revenue and profit; enabling confidence in stakeholders and investors to take the risk of investing in the brand. IBM can greatly benefit from digital transformation by enhancing AI and its hybrid cloud services. This will show consumers that IBM is trying to bring value back to its consumers and the company. In addition, IBM will face major opportunities becoming a "business to individual" organization, where its brand can present its services to its consumers at a more personal level rather than business. IBM and the weather channel app can connect their services globally as well if they focus on individual needs and wants pertaining to weather forecasting.

Marketplace / Category

IBM Marketplace offers a variety of products and services such as software, hardware, and consulting. Also, its marketplace contains a cloud service where IBM and Business Partner service providers publish their cloud service for trial and purchase. It allows consumers to search, buy, and use all of the services from one site with a single login. Consumers can log in once handling payments with a single invoice⁶. IBM categorizes its brand as a global leading informational technology company specializing in hardware and software products and services. IBM offers a variety of products and services such as cybersecurity, infrastructure support, global financing, AI-power automation, and other services.

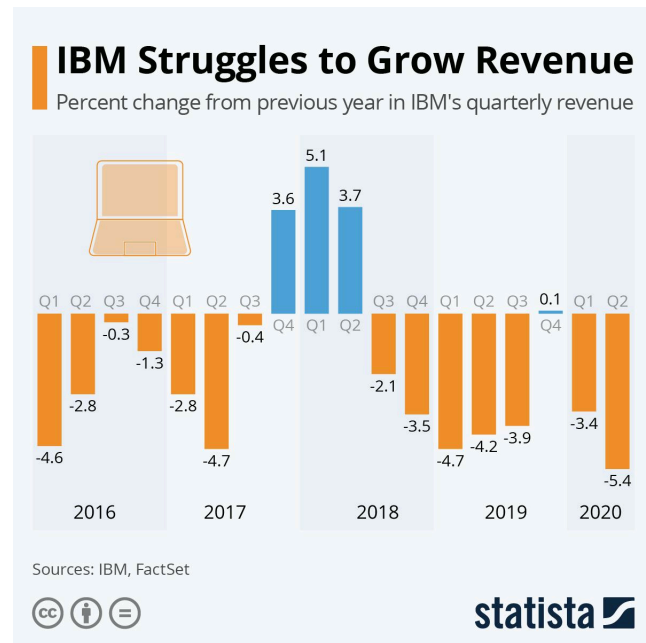
Competitors

As a global leading American computer and software manufacturer, IBM faces very tough, fierce, and stiff competition with other computer and software brands such as Microsoft, Google, Amazon, Dell, HP, Accenture, and SAP. Since losing most of its popularity and market share, the listed competitors were able to attract most of IBM's target audience and market shares because these competitors positioned their brands to be Business-to-business and also business-to-consumers enabling success in affording more touchpoints and opportunities that become beneficial in a person's everyday life. These competitors positioned their brands to focus on building brand awareness and relevance to the market, which IBM lacks focus on. To align with its competitors, IBM needs to focus on building brand awareness and consumer relevancy by reaching more touchpoints by using non-traditional marketing strategies. When it comes to weather forecasting these competitors already have advanced software such as Amazon Alexa which can tell you the weather forecast or the Google Weather app which provides accurate weather forecasts for people's everyday lives. Also, these competitors have various touchpoints, demographics, and a broader target audience that makes it easier to drive consumer relevance.

Brand Positioning

IBM has a unique opportunity to position itself as the leading source of checking the weather via the phone. In the past IBM had more of a focus on making new types of technology. By having more of a focus on advancing their already

popular tech such as The Weather Channel we are hoping IBM is able to increase their public relations and bring in more revenue for the company. IBM has been around for almost 100 years. It's time that the public knows their name. Having more of a focus on the legacy of IBM will raise the chances consumers think of IBM as a household brand. This will also set the company apart from newer competitors who don't have the legacy IBM has in the tech world.



1B. TARGET AUDIENCE

Define the audience you are trying to reach. Provide a clear definition and insight into your target audience. Talk about your audience's attitudes and behaviors. Describe them using demographics, psychographics, culture, media behaviors, etc. Include attitudinal/behavioral/ media consumption habits.

(week 7)

(Maximum: 150 words; 3 charts/graphs) up

Some Tips:

Identify the audience and describe their attitudes, emotions, behaviors, culture, etc. – this is not the same as a demographic definition/description.

Clients want to understand who the target is and what makes your idea the perfect way to reach them.

Be sure to add new insights, rather than restating the directions or information provided in the assignment.

Explain why this is the audience you are trying to reach and why this audience is important to the brand and the growth of the brand's business?

- Our target audience consists of ages 25-35 years old who are tech-savvy professionals, but who work/live a busy lifestyle. In addition, our target market is in the early stages of starting families and owning households. Based on MRI Simmons collected data, this particular target audience is 71% dependent on social media as their primary source. Moreover, 55% are more likely to feel compelled to be on their cellphone in the middle of a conversation. 31% are more likely to feel as if their lifestyle is too busy which is the reason why they can't take care of themselves properly. Consumers in this target audience, 49% are more likely to seek fun and thrill when going on vacation. In addition, this target audience enjoys watching TV shows and movies. Based on the given information, this target audience is very technology-dependent and values their career and family with little desire for in-person interaction.

1C. OBJECTIVES & KEY PERFORMANCE INDICATORS (KPIs)

(week 6)

What are your measurable objectives and why are they important for the brand? What are the Key Performance Indicators (KPIs) against your objectives?

Your recommendations may have one or all of the following objectives: A. Business, B. Behavioral, and/or C. Perceptual/Attitudinal. State specific objectives that apply to your case and the tools you plan to use to measure each objective. Provide a % or # and time-frame for all objectives. Explain why these objectives are important for the brand.

(Maximum: 150 words; 3 charts/graphs)

Some Examples

Behavioral: Increase usage of Weather App from 3 times a day to 5 times

Business: Increase advertising on Weather App by +20%.

Perceptual/Attitudinal: Change perception of Weather App from source of weather info to lifestyle planner.

- Be concise and straightforward, focus on addressing the challenge and driving business amongst the target audience.

Behavioral:

- Increase app downloads by our target market
- Increase app usage/activity by 1-2 times a day, by our target market
- Promote the Weather Channel Apps "Top Stories" section of their app to appeal to 25-35-year-olds

Business:

- Increase advertising on the Weather App by +30% on all social media platforms between March 2024 - June 2024.
- Increase customer satisfaction on The Weather Channel App by 20% by the end of June 2024.
- Increase the weather channel's app market share by 10% by the end of June 2024.

Perceptual/Attitudinal:

- Change our target market's perception of the Weather Channel app as a necessity app for everyday use. We aspire to change the youth/young adult's perception of The Weather Channel app as an older audience service into a digital service that is useful for all ages who value accurate weather updates as well as local news/current event updates.

SECTION 2: INSIGHTS & STRATEGIC IDEA 25% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking. Your idea should be borne from these unique insights. Ask yourself this question: how inventive and effective are these ideas and strategy in meeting the communications challenge.

2A. INSIGHT

What was the insight that led to your idea? What observations led to your insight?

Explain: how was your idea driven by target-audience insight, media-channel insight, timing opportunity, or other insight? Detail any research that led to the insight or validated it.

(week 8, 9, 10 + week 11)

(Maximum: 175 words; 3 charts/graphs)

SOME Tips:

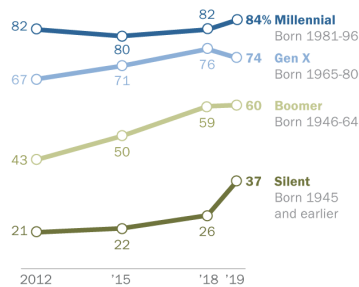
- Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight unique to your brand and audience that was leveraged to help meet your objectives. Your idea should be borne from these unique insights.
- Explain how you arrived at your insight. Include how the target audience's behaviors and attitudes and/or business situation led to the unique insights that will lead to the brand's success and how those insights informed your idea.

Provide an answer:

- The insight that led to our idea may be the realization that our target market values accurate updates for the busy lifestyle they live. For instance, our target market consists of millennials ages 25-34 who are career and family oriented. In addition, this demographic is found to be more tech-savvy and seek adventure when traveling. It was also found through MRI Simmons that 71% more than the average of this age group utilize social media as their primary news source. Furthermore, it can be concluded that apps and social media are an essential part of their day to day life.
- Another unique insight found is the detailed and informative features found within the Weather Channel App. In particular, the app section known as Top Stories can be potentially useful to our target market/millennials due to their interest in world weather/news. Additionally, accurate hourly weather updates provided by the app may come in handy for millennials who have children and own houses. These features help this demographic plan their busy days accordingly, ensuring the weather doesn't affect their day-to-day activities.

Since 2012, use of Facebook has grown fastest among older generations

% of U.S. adults in each generation who say they use Facebook



Note: Those who did not give an answer are not shown.
Source: Survey conducted Jan. 8 - Feb. 7, 2019.

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AGE 25-34	CENSUS REGION Midwest	CHILDREN IN HOUSEHOLD Any Child 0-17 Years	EDUCATION Bachelor's Degree	EMPLOYMENT STATUS Full-Time	ETHNICITY Hispanic
INDEX: 508 REACH: 91.6%	INDEX: 107 REACH: 22.3%	INDEX: 142 REACH: 50.7%	INDEX: 133 REACH: 26.4%	INDEX: 146 REACH: 66.7%	INDEX: 118 REACH: 19.6%
GENDER Men	HOUSEHOLD INCOME \$60,000 - \$74,999	MARITAL STATUS Living with Partner/Fiance/Boyfriend or Girlfriend (Same or Opposite Sex)	OCCUPATION Professional and Related Occupations	POLITICAL OUTLOOK Very Liberal	RACE Other Race/Multiple Classifications
INDEX: 107 REACH: 51.5%	INDEX: 113 REACH: 11%	INDEX: 216 REACH: 23.5%	INDEX: 156 REACH: 22.5%	INDEX: 139 REACH: 14.5%	INDEX: 120 REACH: 18.4%

Source: MRI-Simmons USA, 2021 Spring MRI-Simmons USA
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2B. STRATEGIC BIG IDEA

In one sentence, state your strategic big idea. What is the core idea that will drive your effort (i.e., lead your communications strategy)? (week 8 , 9, 10 + week 11)
(Maximum: One-Sentence: 20 words)

SOME Tips:

- Make sure the idea doesn't regurgitate the objectives.
- What is at the very heart of this case? The idea should not be a tactic or a tone; the big idea is not the execution or tagline.

Provide a one-sentence answer.

- The Weather Channel App is here to provide accurate weather and real-world updates from data you can trust.

Provide sourcing.

- <https://www.pewresearch.org/short-reads/2019/09/09/us-generations-technology-use/>
- <https://insights-mrisimmons-com.jwupvdz.idm.oclc.org/catalyst/brandcatalyst>
-

SECTION 3: CREATIVE AND MEDIA EXECUTION AND PRESENTATION 25% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. THE CLIENT is looking to understand why you chose specific media channels and how they relate to your strategy and audience. Between the creative examples and your response to this question, there should be a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives. Your presentation of your work should include a clear and cohesive slideshow or video that covers all of the above sections. It should provide the client with highlights of your findings that lead to your idea and creative and media recommendations and how you will measure success. All group members are responsible for presenting a least one section of this presentation.

Click [here](#) to review some advice from advertising professionals .

3A. COMMUNICATIONS & MEDIA STRATEGY

How will you bring the idea to life? Explain your idea and your overall communications strategy.

Describe and provide rationale for your communications strategy that brings your big idea to life. Outline your key channels (media and other outlets) choices and explain why you selected them.

Requirement: minimum of three (3) different creative executions via three (3) unique media channels.

(week 13)

(Maximum: 400 words; 3 charts/graphs)

Tips:

Tell the client how you will bring the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.

Tell the client where you will bring the idea to life and why you chose those channels. Why are your channel choices right for the target audience and idea?

Why did you choose these channels and not others? Why are these right for your target audience?

Creative executions must be in-line with objectives and strategic recommendations and tied back to business/behavioral/attitudinal goals.

Watch for inconsistencies between how you communicate your execution in the written case and how your case is presented . Your presentation and your written responses should complement one another.

Refer to the "what we expect to see" section of the client brief for creative and media requirements/recommendations.

Provide an answer.

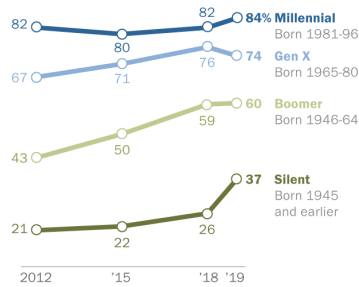
- How we will be bringing our ideas to life within the IBM Weather Channel App Campaign may be through strategic advertising that takes place through Facebook, Instagram, and Reddit, as well as Streaming Platforms such as Netflix, Youtube, Hulu, and HBO Max. In addition, these channel choices are the right choices because our target audience is tech-savvy and is least likely to rely on cable and traditional media in terms of finding information. For instance, through MRI Simmons Research, our target demographic of ages 25-34 are 53% more likely than average to stream on Hulu and 71% are more likely to say social media is their primary news source. According to MRI Simmons Brand Catalyst, 46% of our target demographic are more likely to talk about TV shows with their friends and 98% more than average to visit Reddit which can be considered their top media. Importantly, 84% of millennials utilize Facebook heavily, which can be conducted through Pew Research. YouTube and Facebook "continue to dominate the online landscape, with 81% and 69%" while Instagram persists in its usage growth by adults and is commonly used by adults under 30 years old. We feel it's important to incorporate Instagram as a media channel to advertise through because it is a notable app with a strong following of young adults and 59% of US millennials are active on it (Investopedia). Moreover, these choices were selected based on secondary research that ensures our target market is utilizing these social media apps and streaming services the most compared to other media channels.
- It should be understood that we plan to advertise more through social media than cable because it was conducted through research that millennials tend to cut ties with spending on cable, especially when living on their own. For instance, it was found by the New York Times that "millennial households without children are the least likely to have cable", however, "80% of millennials with their own homes who have started families subscribe to cable" ("Millennials and Cutting the Cord", New York Times). Moreover, advertising through cable channels is still significant for reaching our target market for those who have already started their own families. On the other hand, this age group is watching television in new and different ways such as streaming services and online due to it being cheaper and consisting less ads. Also, a significant amount such as nearly a fifth of younger adults don't subscribe to cable and are content with connecting TV through the internet. As a result, we aim to reach our target market more through social media and streaming services due to it's consistent growth, compared to cable.

Our creative executive idea for the Weather Channel App would be based on:

- Visual appeal by showing appealing graphics and animations that can help represent different weather conditions interestingly. This can help engage users and overall make the advanced app graphics making it appealing to use.
- Real-life storytelling by incorporating real-life scenarios where the weather channel has successfully played a role within the selected target audience's lifestyle. Highlighting the advantages the weather app provides when these users are planning their day-to-day tasks or certain outdoor events. Importantly, incorporating personalized notifications from the app may help with keeping a consumer feeling understood with their immediate concerns over the weather, traffic, as well as local news.
- condensing the app features may also be extremely useful when considering user friendly usage and content. This includes eliminating the Radar section of the app due to its feature being hard to comprehend. Moreover, a more useful section could be added such as Traffic updates and mapping for those who are always on the go for work. In addition, Top Stories are a crucial section for our Target market to receive local news updates and the Hourly and Daily weather section features have potential of colliding into one in order for there to be easier access and movement within the app. The goal is to condense The Weather Channel app into being less busy as possible so our target market feels it's services are easier to receive and understand.
- User-centric Content by creating cool and fun short videos as well as influencer partnerships promoting the app's advantages and attributes when forecasting real-life weather.

Since 2012, use of Facebook has grown fastest among older generations

% of U.S. adults in each generation who say they use Facebook

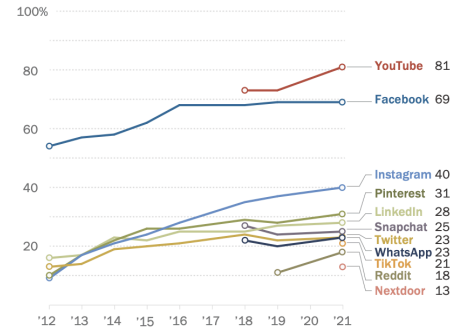


Note: Those who did not give an answer are not shown.
Source: Survey conducted Jan. 8 - Feb. 7, 2019.

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Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

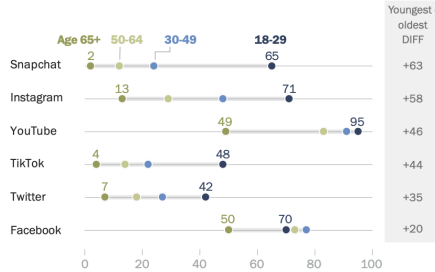
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Millennials (% October 2021/October 2020)

1. Facebook: 75% in 2021 / 76% in 2020
2. YouTube: 72% in 2021 / 71% in 2020
3. Instagram: 58% in 2021 / 59% in 2020
4. Facebook Messenger: 62% in 2021 / 59% in 2020
5. Snapchat: 41% in 2021 / 42% in 2020
6. Twitter: 29% in 2021 / 36% in 2020
7. TikTok: 42% in 2021 / 30% in 2020
8. Pinterest: 23% in 2021 / 28% in 2020
9. WhatsApp: 16% in 2021 / 25% in 2020
10. Reddit: 16% in 2021 / 18% in 2020
11. Discord: 15% in 2021 / 17% in 2020

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

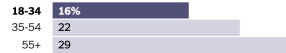
Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

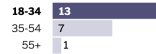
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Why Watch TV Online?

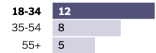
Because I missed the scheduled episode:



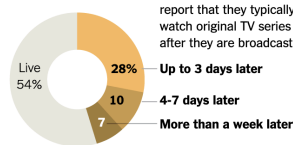
Because there are fewer ads:



Because it's cheaper than pay TV:



When to Watch?



Nearly half of millennials report that they typically watch original TV series after they are broadcast:

- <https://www.nytimes.com/interactive/2015/10/03/business/media/changing-media-consumption-millennials-cord-cutters.html>
- <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
- <https://insights-mrisimmons-com.jwupvdz.idm.oclc.org/catalyst/brandcatalyst>
- <https://www.pewresearch.org/short-reads/2019/09/09/us-generations-technology-use/>
- <https://www.investopedia.com/news/instagram-59-us-millennials-are-active-users/>

3B. BUDGET

List the main communications touch points for your effort and estimate the percentage (%) of the total budget that will be allocated to each.

(week 13)

(Maximum: 100 words; 3 charts/graphs)

Tips:

Will your communications plan change over time? If so, explain how.

Be sure to refer to the client brief for specific budget parameters.

App Development & Maintenance:

Percentage: 10-15%

- Allocate a significant portion towards app development such as updates, and reducing ads to create a smooth user experience.

Digital Advertising:

Percentage: 15-25%

- For utilizing online channels such as search engine advertising, social media, and app install campaigns to promote the app.

Social Media Advertising:

Percentage: 20-25%

- Engaging target audience through the selected social media platforms by posting weather-sharing content and responding to users.

Traditional Media Advertising:

Percentage: 10-15%

- Engaging the audience through the selected traditional media channels through TV and radio advertising.

Partnerships and Collaborations:

Percentage: 15-20%

- Collaborate with other apps, relevant search, and weather services to expand audience reach.

The communication will change over time because of seasonal changes as well as target audience preferences within weather app services.

SECTION 4: 25% OF TOTAL SCORE

PRESENTATION: SECTION 4

All members of your team must present your campaign to the client.
Be sure you rehearse together as a group.

(week 15)

SUGGESTED FORMATS: Powerpoint/keynote or Google Slides. You can record your presentation as well.

Tips:

Be sure your slides cover the work from your Strategic Brief in an organized manner.

Tell a story – begin with how you came up with your insights and strategy.

Research gives you credibility. Be sure to point to the research you did to support your recommendations.

Always refer back to the objectives of the case and how your recommendations satisfy those objectives.

Provide sourcing.

