

CREATIVE CAMPAIGN CONCEPTS

Campaign #1: Native Advertising Campaign

Target persona: Clark, Chief Digital Officer @ Enterprise

Distribution: Digital formats of the New York Times, WSJ, and The Economist
He trusts these sources and is a regular reader.

Key messaging:

An example native advertising campaign could explore the relationship between humans and computers. People are great at creativity and intuition while computers specialize in calculation and scale. **The goal is for readers to conclude that Appboy is a positive contributor to human-computer symbiosis.**

This symbiosis is not to be feared: Appboy's software makes it easy for users to reliably analyze performance, execute campaigns, and increase efficiency so that the user is free to spend more time coming up with creative strategies to drive growth for his or her company.

It appeals to Clark's desire to maintain his reputation as innovator at Enterprise without triggering his fear of pursuing an action that would negatively impact the company.

Design:

Not just a fluff piece, this content is meant to inform. Percentages, data, and important quotes are spotlighted using large fonts and contrast colors. Ad is richly illustrated with charts, graphs, and colorful graphics.

Why It's Good for Business:

If done well and is visually compelling, users will regard the content as worth their time (decreasing likelihood of ignoring ad or moving on).

Campaign #2: Streaming Radio Ad

Target persona: Clark, Chief Digital Officer @ Enterprise

Distribution: Streaming radio services like Pandora and Spotify

Clark frequently goes to the gym as a way to take care of himself, to help him think, or to alleviate stress. Like a lot of gym goers he probably enjoys listening to music to get himself pumped up.

Furthermore, this radio ad has the potential to reach other personas, like Deb the CMO and Becca the CRM/Loyalty/Mobile Marketer, because they also regularly exercise.

Key messaging:

Mobile marketing automation is serious business, but that doesn't mean we can't have fun once in a while. Humorous and entertaining, the song is designed to give listeners a chuckle while highlighting the benefits of subscribing to Appboy.

Design:

Like GEICO's Hump Day Camel commercial, a streaming radio ad with funny lyrics sung with a catchy tune is different enough to increase the likelihood that it will bypass people's desire to ignore ads. The song can be shortened to accommodate requirements for ad duration.

Why It's Good for Business:

According to Social Media Today, 72% of consumers want an integrated marketing approach. The radio ad is meant to work in conjunction with the native advertising spots (campaign #1). Depending on which one Clark encounters first, native advertising or the radio ad, both campaigns reinforce the other as another nudge to check out Appboy.

Source: <http://www.socialmediatoday.com/content/silos-biggest-barrier-true-brand-consumer-engagement>

Campaign #3: Internship Advertisements

Target persona: Deb, CMO @ Enterprise

Distribution: Michigan prep schools and universities

Increases the likelihood that she (at parent/teacher conferences, picking up children from school, college visits), her husband, and children will see it. Her children may be at the stage of applying for internship opportunities. Deb may be curious to learn more about where they are applying, may research the company in more detail if they are accepted, or her children may bring this to her attention to see if she already knows something about Appboy.

As an IT professor at the University of Michigan, Deb's husband more than likely receives letters of recommendation requests from students. He will want to reference what company the student is applying to in order to properly write a recommendation. Learning that Appboy specializes in mobile marketing automation and CRM software, he forwards the information to his wife.

Key messaging: Goal is to make the internship opportunity as exciting for students and parents as possible. Ad will contain information about what Appboy does best: effective marketing campaign delivery through multiple channels, messages personalized to suit various customer profiles, easy-to-understand and visually compelling performance reports.

Design: Look is in line with Appboy's corporate branding style. Ad will include logo, font, and signature colors. Large headline will draw attention to internship opportunity. Four or five points highlighting the benefits of interning at Appboy, which will also mention what the company does well. Reader will be prompted to apply online. Purpose of the copy is to quickly inform but not bog them down with too many details; we want to entice the reader to learn more.

Why It's Good for Business: Added benefit of attracting top talent to the company.