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Emphasizing Individuality to Reach a Younger Market

The Billboard franchise, comprised of a movie and web series, is an uplifting entrepreneurial story written and directed by Zeke Zelker. The movie and web series, although showing the same events, tell vastly different stories. Because of this vast difference in both media and plot billboard is the first franchise to simultaneously release two sides of the same story.

The Billboard franchise is a movie and web series designed for today's youth. After extensive research about the viewing habits of multiple age groups we came to the conclusion that millennials, specifically ages 25-34, are more likely than any other group to seek multiple media angles of the same story.

Group 5 has plans to utilize low-cost high visibility digital influencers and combine that with traditional formats for a truly powerful campaign. Repeatedly delivering an easily digestible and congruent message across all mediums directly related to millennial values. This will leave ad viewers with a feeling of understanding and delight.



Situation Analysis

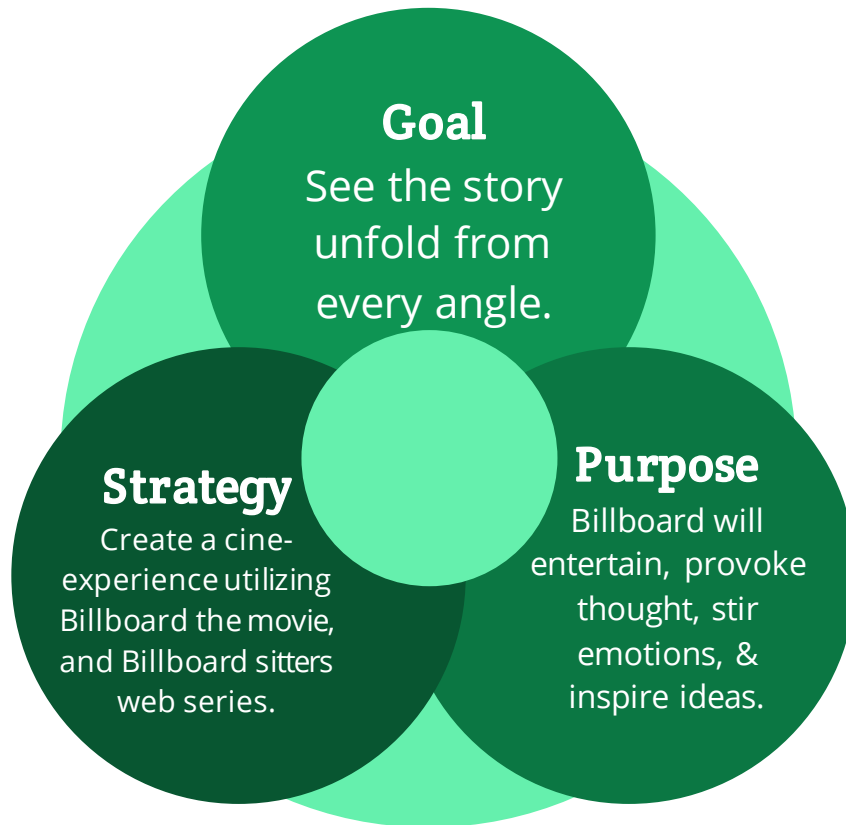
Billboard's story starts with one individuals with a passion for filmmaking...

The Billboard franchise is the creative product of director and screenwriter Zeke Zelker. Over the course of the past twenty-year Zeke has created an illustrious career starting in his hometown of Allentown, PA. Zeke is the definition of grit when it comes to the creation of his project. "Maintaining a Lean and Mean approach when producing."

Zeke brings his underdog spirit to every movie and series he works on, and it permeates through the Billboard franchise.

The Billboard franchise is a combination of the pure do-whatever-it-takes entrepreneurial spirit and rag tag group of townies trying to win an RV. The same story told in massively different ways.

We will be focusing on these three points...



Our brand problem is that there is an oversaturation in the market..

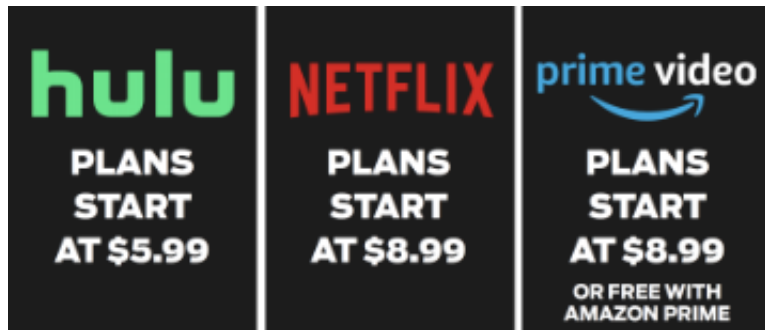
Increase in streaming outlets

Interview with expert:

"A subscriber to one [streaming service] doesn't necessarily take away from us, or vice-versa," You spend according to your needs and make those decisions, trading those large [cable] bundles for singular relationships with content providers. "- CBS Interactive CEO Jim Lanzone¹

Streaming trends

Total consumer spending on home entertainment hit a record **\$23.3 billion** in 2018, up **11.5 percent** from 2017, according to The Digital Entertainment Group. A growing chunk of that is streaming costs.



¹ Marvin, Rob, et al. "The New Entertainment Giants: Welcome to the Streaming-Industrial Complex." PCMAG, 1 Apr. 2019,

...which is met with a wide range of competition.

Streaming Services competition

Vimeo is the second most popular independent streaming service of Youtube.² = 1 Outside of the movie/entertainment industry and film students the platform is rarely known.



Competitors in Digital Entertainment

The digital revolution has ushered in an era dominated by a flood of content. Social media, with Facebook and Instagram leading with the most millennial attention. As a digital series, on a streaming service, you are not just competing with other streaming services, but the internet as a whole.



Other Entertainment Competition

But the entertainment industry is much larger than just the internet. All movies, Network TV shows and sports leagues are in direct competition for millennial entertainment attention.



² Datanyze. "YouTube Market Share and Competitor Report | Compare to YouTube, Vimeo, Bits on the Run." Datanyze, Zoominfo, www.datanyze.com/market-share/online-video/youtube-market-share.

Billboard has a range of outlets...

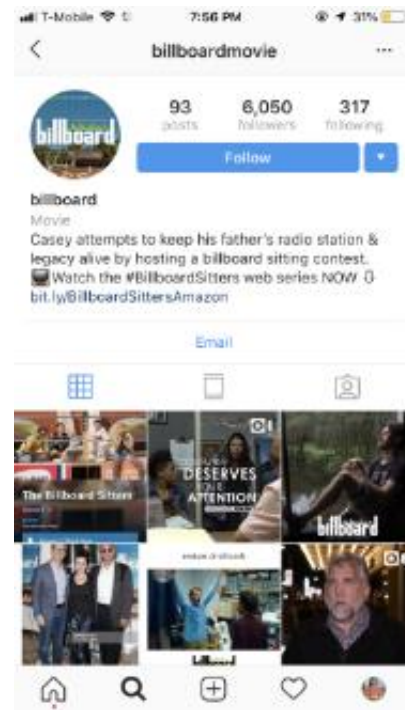
Website



App



Social Media

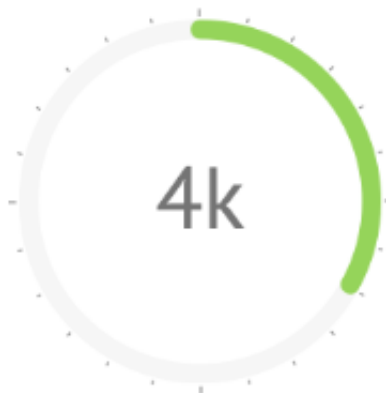


...but the Billboardmovie.com has low website engagement.

Website Traffic



Estimated Pageviews Per Month:



Estimated visits³

Estimated visits per day:

30 visits / day

Estimated visits per month:

900 visits / month

Estimated visits per year:

10,800 visits / year

Estimated page views³

Estimated pageviews per day:

123 pageviews / day

Estimated pageviews per month:

3,690 pageviews / month

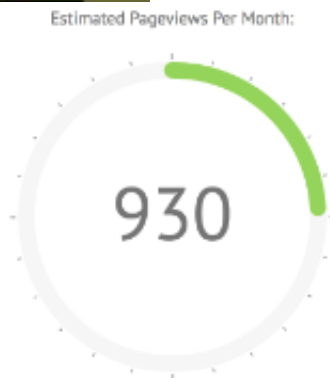
Estimated pageviews per year:

44,280 pageviews / year

³ "Billboardmovie.com Is Worth \$116 - Worth Of Web Calculator." Worth Of Web Academy,

The Wtyt960.com website engagement is also low

Website Traffic⁹



Estimated visits³

Estimated visits per day:

9 visits / day

Estimated visits per month:

270 visits / month

Estimated visits per year:

3,240 visits / year

Estimated page views³

Estimated pageviews per day:

31 pageviews / day

Estimated pageviews per month:

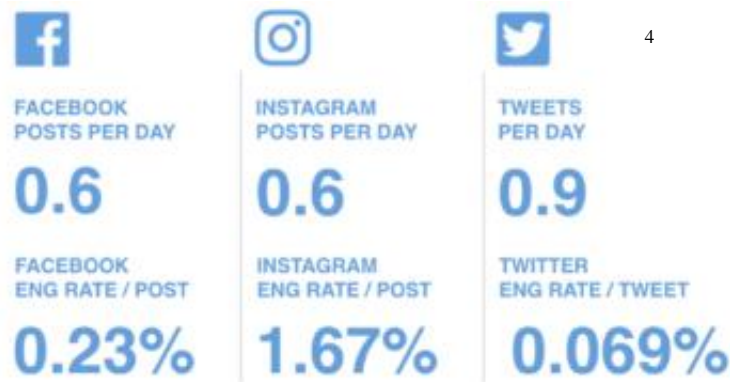
930 pageviews / month

Estimated pageviews per year:

11,160 pageviews / year

³ "Billboardmovie.com Is Worth \$116 - Worth Of Web Calculator." Worth Of Web Academy

The Social Media Engagement Rates are sub-par



4

Engagement Rates

Definition: defined as anytime a user likes or comments on one of your posts. Any interaction by other users with the photo is considered "engagement".

Engagement = Engagement / Followers.

Instagram currently has the highest engagement rate.



Billboard's Instagram⁴

The instagram page has a following of 6k. The page has 2.8% engagement rate with an average of 2.5k likes per photo.

⁴ Hardt, Asher. "Social Media Influencer Engagement Rate Calculator ." The Hardt, 1 June 2018
Google Trends, Google, trends.google.com/trends/?geo=US.

'Billboard Movie' Google Searches are stagnant

Average amount of click is 45 in the last 12 months. A notable increase in April of this year. There has been a sharp decline after mid-April. In May 2018 there were a 56 clicks and this months there were 50 so there is not a significant change in that year. Pennsylvania is the region with the highest amount of searches with 100 New York is 10th with 64. ⁵

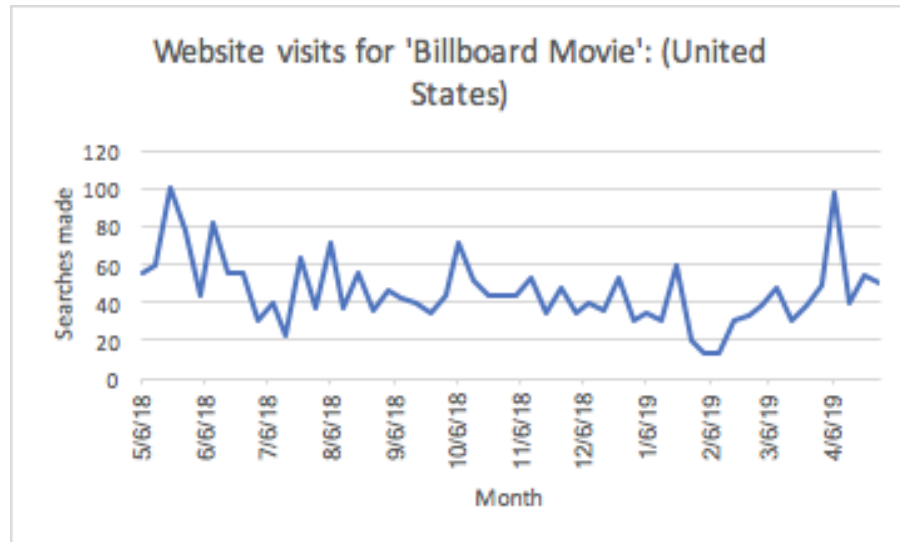
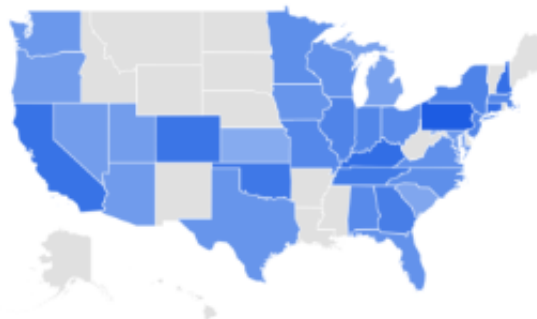
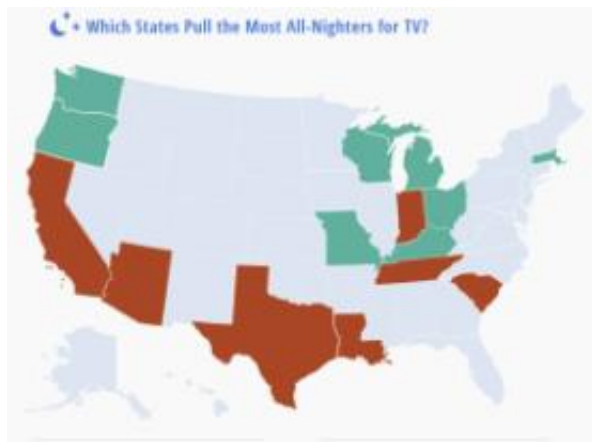


Diagram: Interest by subregion



Millennials are the demographic most actively streaming



States most likely to pull an all-nighter streaming

Most likely- Arizona, California, Indiana, and Louisiana.

Least- Kentucky, Massachusetts, Michigan and Missouri.

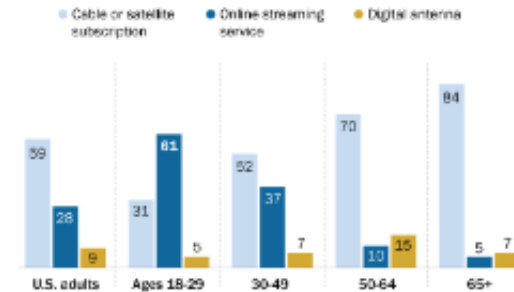


Streaming activity based on age⁷

The guiltiest age group is **25-34**-year-olds, of whom just under 50% have stayed up all night to watch TV

Young adults use streaming services most to watch TV

% of U.S. adults who say ___ is the primary way they watch television



Source: Survey conducted Aug. 15-21, 2017.

PEW RESEARCH CENTER

Viewing Preferences⁷

About 60% of those **18 to 29** say that they watch television now with streaming services on the internet and about 37% of those 30-49 say the same.

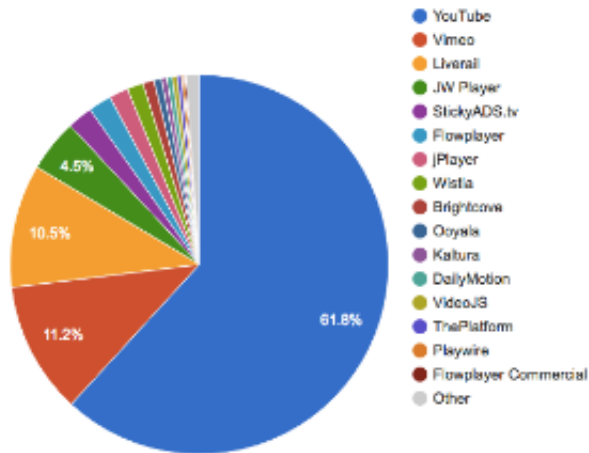
⁶ Lepore, Meredith. "The States Where People Are Pulling the Most All-Nighters...to Stream TV." Ladders, 10 Aug. 2018,
⁷ "61% Of Young Adults in U.S. Watch Mainly Streaming TV." Pew Research Center, Pew Research Center, 13 Sept. 2017,

Streaming industry has just eclipsed cable...

Growth in Streaming

"Vimeo has a 16% market **reach**, compared to 92% by YouTube and 34% by Netflix."⁸

Market share independent Streaming services



Increase in streaming subscriptions

"The MPAA's report says there were 613.3 million online video service subscriptions as of last year, a 27 percent increase from 2017.⁹ Those 131.2 million new customers helped video streaming services exceed cable's 556 million subscribers for the very first time."¹⁰



⁸ "U.S. Leading Streaming Video Platforms by Reach 2018 | Statistic." Statista

⁹ Binder, Matt. "Video Streaming Subscribers Now Outnumber Cable Customers: Report." Mashable, Mashable, 25 Mar. 2019

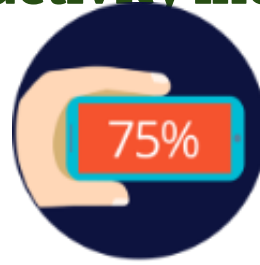
¹⁰ Mann, Darspal S. "Brightcove: Market Positioning Is Still Weak." Seeking Alpha, 28 June 2016

"DEG: Q1 2019 Consumer Spending on Home Entertainment Up 6.4%." Media Play News

.... with millennial's online activity increasing



90% of Millennials go online daily.

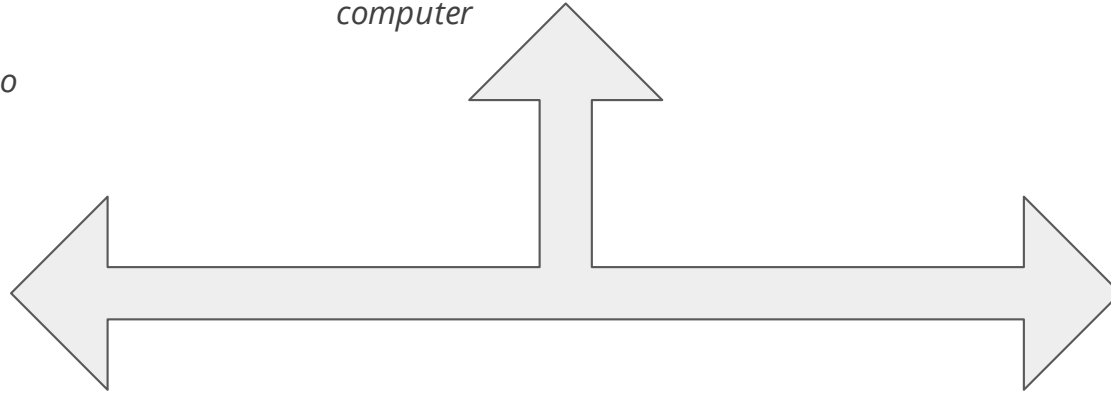


75% of Millennials go online via smartphone at least as often as computer



50% of Millennials comment / like a friend's post daily

They also share news about themselves more frequently than any other generation ⁴



Through research it is evident millennials are the most 'plugged in' generation'. Millennials use social networks to get advice at a rate over twice that of over 35s. They are using their phones more than their computers, responding to online activity, and sharing about themselves daily. ¹¹

¹¹ "Consumer Barometer from Google." Consumer Barometer

There has been a growth in consumer spending on entertainment

Growth in Consumer Spending ¹¹

- In the first quarter of 2019 rose 6.4% from the first quarter of the previous year, to \$6.04 billion¹¹
- The theatrical value of films that came to the home market in the first quarter, according to DEG, was **down** nearly 20%.¹¹
- Take streaming out of the equation and consumer spending on home entertainment was down 9.3%.¹¹
- Consumer spending on digital transactional video, both purchase (electronic sell through, or EST) and limited-time viewing, came in at nearly \$1.23 billion, up 4.6% from just under \$1.18 billion in the first quarter of 2018.¹¹



12 “DEG: Q1 2019 Consumer Spending on Home Entertainment Up 6.4%.” Media Play News

To connect with millennials social media is an important tool for branding

Interview with expert:

“**Social media** has become imperative for branding because of the brand’s ability to connect with consumers in a more interactive and individualised manner.”¹²

- Brands have a growing interest in social media-based brand communities to cultivate relationships with consumers through community building activities.¹³
- The evolvement of social media also gave rise to social media content communities where users consume, generate and share multimedia content on blogs, social bookmarking sites, and photo and video sharing communities
- Social media encourages word-of-mouth and engagement between consumers



¹² Bowen, Gordon, and Deidre Bowen. "SOCIAL MEDIA: A STRATEGIC DECISIONMAKING TOOL." Journal of Global Business and Technology, vol. 13, no. 1, 2016, pp. 48-59. ProQuest
Charmaine, du P. "The Role of Content Marketing in Social Media Content Communities." South African Journal of Information Management, vol. 19, no. 1, 2017. ProQuest

The purchase decision making process for millennials

Decision Making

- Decision-making has three phases: finding a need for making a decision, defining a course of action, and selecting the course from the available actions identified.¹⁴
- **Greater participation** in decision-making increases costs, and several studies have supported decisions based on participation over hierarchical decision making, which is less effective than participative decision making
- **Diversity in perspective** encourages creativity and leads to better and faster decisions.
- Information that is subjected to a **multistage decision-making** process makes for better problem solving and controversial decision-making.
- Decisions that are made in a **collaborative** and **participatory** business environment are factors that *improve* decision-making.¹⁵

14 Bowen, Gordon, and Deidre Bowen. "SOCIAL MEDIA: A STRATEGIC DECISIONMAKING TOOL." Journal of Global Business and Technology, vol.

12, no. 1, 2016, pp. 48-59. ProQuest

15 Charmaine, du P. "The Role of Content Marketing in Social Media Content Communities." South African Journal of Information Management, vol. 19, no. 1, 2017. ProQuest

Billboards holds a unique marketing mix

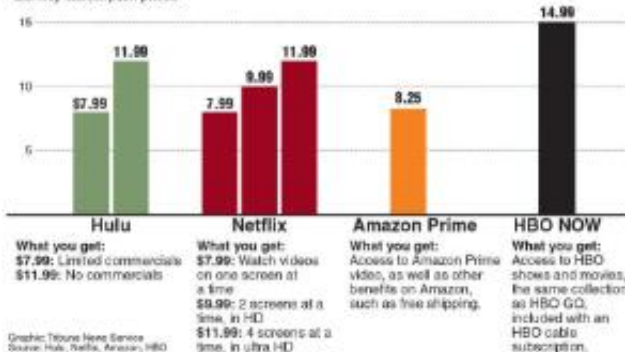
Product:

- Billboard franchise is an eutriplenural drama with a transmedia experience. Telling a story through both a digital series and an in theater movie experience.

Price: 1

Streaming video services

Monthly subscription prices



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Place:

- When comparing different mediums to advertise millennials prefer Facebook as their primary social media outlet. = 2
- The second most common social media for millennials is Instagram. = 2

Promotion:

- Billboard is promoting the movie through social media, the online website and partnerships with other brands.

Billboard needs to reposition to reach their current millennial target.

Mobile Marketing

60% of online traffic comes from mobile. Mobile marketing has emerged as a new category within the digital realm. That means studios are paying more attention to not only how many dollars are being spent to attract mobile consumers, but also where that money is going.¹⁷



Word of Mouth

Studios work closely with media agencies to identify how much they want to spend on digital marketing and where that money should go. Studios try to optimize where their dollars are spent to make sure they meet targets for first-week ticket sales.¹⁷



Data

Data is a most valuable and effective way to learn more about audiences. Using that data to segment the audience and micro-target to the right individuals makes marketing budgets much more effective and efficient.¹⁷

¹⁷ "Movie Marketing In The Age Of Millennials." 07/02/2015, www.mediapost.com/publications/article/253161/movie-marketing-in-the-age-of-millennials.html.

Streaming habits through specific cohorts..

18-24+

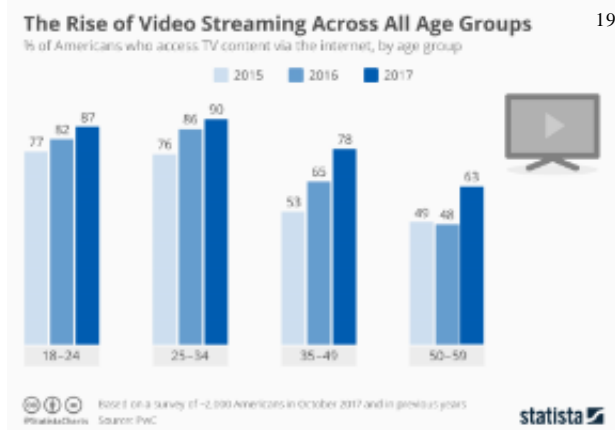
85% of adults ever [get news on mobile devices](#) and more than half set up their devices to [send them real-time alerts](#) about breaking news and other activities, such as new social media posts by their friends.¹⁸

A 2015 Pew Research Center survey found that 24% of Americans [did not subscribe at all to cable TV](#), and 15% were “cord cutters” who at one point had cable, but then opted for an internet connection as their pathway to video content.¹⁹

35+

More and more Americans are embracing the added freedom that video streaming has to offer compared to traditional TV.

Millennials are becoming less likely to watch cable television when compared to streaming.¹⁸



¹⁸ Richter, Felix. “Infographic: The Rise of Video Streaming Across All Age Groups.” Statista Infographics, 07/02/2015

Examining Zeke's Target Audience

45-70 year old Females



-4.4% of females ages 45-49 watch movies in the last 6 months.²⁰

-Watched a movie in the last 6 months²⁰

Ages	Percentage
45-49	4.4%
50-54	6.6%
60-64	4.5%

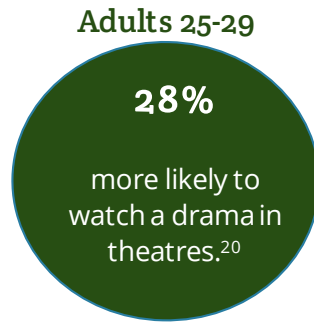
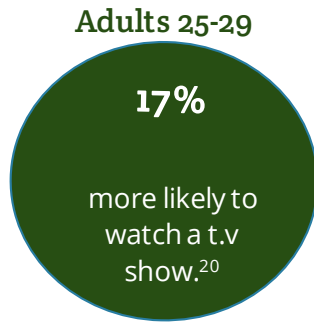
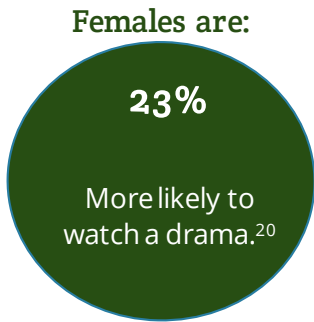
21-30 year old Males



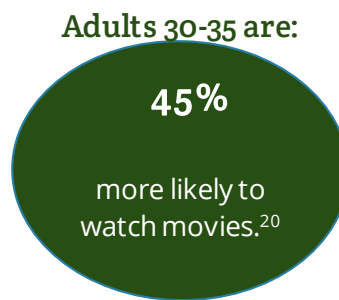
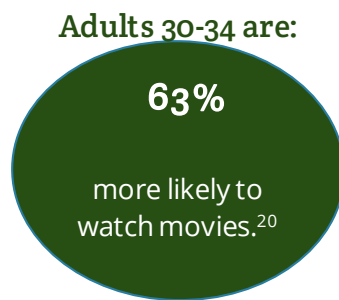
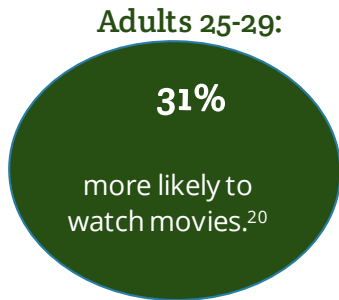
-35% of males have downloaded videos/streamed in the last 6 months.²⁰

-25-34 year old males are 53% more likely to download videos/streamed within the last 6 months.²⁰

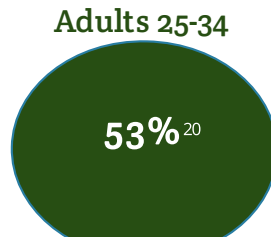
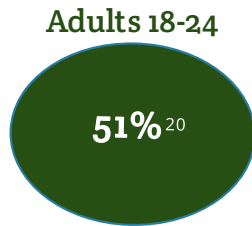
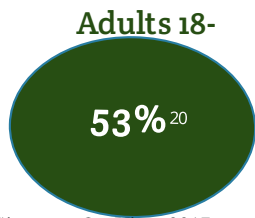
Simmons research shows millennials are the most relevant age cohort for Billboard



Who is most likely to watch a drama



Most likely to watch a movie



Have downloaded videos/streamed in the last 6 months

Our target is impacted by social media daily

Of our 44 participants, 94% were between the ages 18-34²¹

1.

#	Field	Choice Count
1	Strongly agree	20.45% 9
2	Somewhat agree	47.73% 21
3	Neither agree nor disagree	9.09% 4
4	Somewhat disagree	11.36% 5
5	Strongly disagree	11.36% 5
		44

1. 48% of our target somewhat agree that online advertisements impact how they consume media.²¹

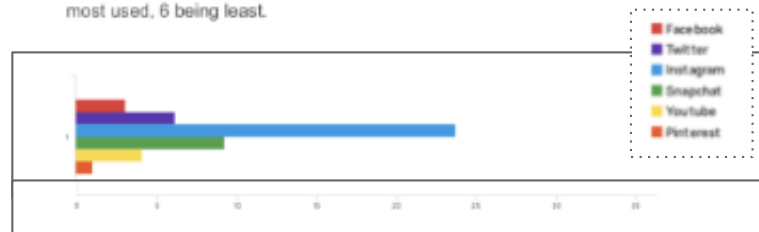
21

#	Field	Less than 1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours
1	Television	36.44% 11	42.22% 19	25.67% 12	2.22% 1	6.44% 2
2	Websites/ Social Media	6.82% 4	17.95% 8	11.11% 5	39.56% 16	25.67% 12
3	Radio	77.78% 35	9.09% 4	11.11% 5	0.00% 0	2.22% 1
4	Newspapers	12.22% 37	13.33% 6	0.00% 0	2.22% 1	2.22% 1
5	Magazines	68.89% 40	6.67% 3	2.22% 1	0.00% 0	2.22% 1

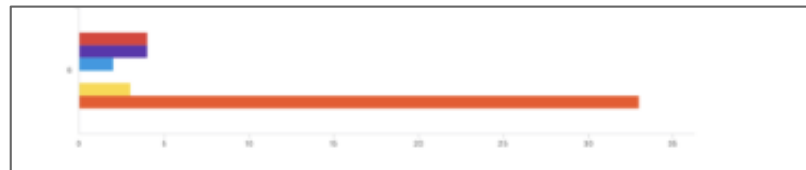
2. People spend the most time on websites/social media

3.

Q3 - Rank the following social media platforms in order of most to least used. 1 being most used, 6 being least.



The platform *most* likely to be used is Instagram with a large the lead. Snapchat is the second and Twitter follows.²¹



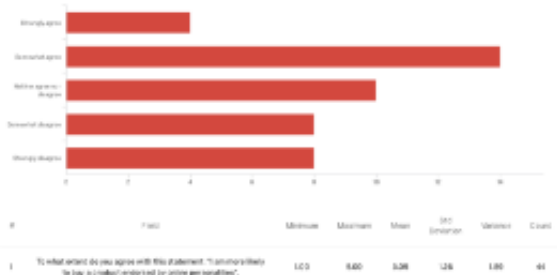
The platform *least* likely to be used is Pinterest with a large the lead.²¹

Millennials trust the opinions of others

Primary Research on Influencer trust

Q5 - To what extent do you agree with this statement: "I am more likely to buy a product

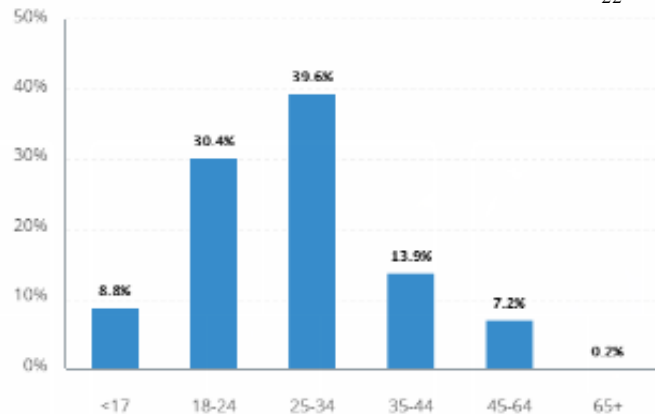
endorsed by online personalities".



32% of respondents somewhat agree with the statement "I am more likely to buy a product endorsed by an online personality."²¹

Secondary Research on Influencer trust

Audience Age



The Conversion rates of millennials is the highest among any surveyed group. Social media influencers hold the most weight in the millennial age group.²²

Millennials seek of more information than other age cohorts



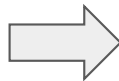
Millennials Don't trust one source

"Older adults are more likely to be in this group: 58% of those ages 65+ are "very loyal," whereas only 28% of those ages 18-29 are."²³

Millennials, more than any other age group, are **not loyal to any single source of news**. Meaning, they check a variety of sources and diverse viewpoints to have a greater understand of the actual story that has occurred.

Millennials consume digital move

"Fully seven-in-ten of those ages 18-29 either prefer or only use mobile for getting their digital news, compared with 53% of those 30-49, 29% of those 50-64 and just 16% of those 65+."²³



Millennials are the pioneers of the consumption of digital media and news. As **20% more millennials get their news online** as compared to other age groups.²³

²³ "Rapid Growth since 2013 in Portion Using Mobile to Get News; Desktop/Laptop Usage Holds Steady." Pew Research Center's Journalism Project, 6 July 2016

Millennials seek for more than one side of a story

Key Facts About Our Target: ²⁴

Millennials get their news from various platforms and sources which represent different pathways to news and information.

Percent of Millennials who...	
Say keeping up with the news is at least somewhat important to them	85%
Get news daily	69%
Regularly follow five or more "hard news" topics	45%
Usually see diverse opinions through social media	86%
Pay for at least one news-specific service, app, or digital subscription	40%



One pathway is social. People tend to bump into news organized by their social network. Including Facebook, Twitter, various other social media platforms, and traditional word- of-mouth.



A second pathway to information is curated. Users seek out these platforms to find news from many sources organized by subject, either sorted by an algorithm, human editors, or both. Curated media includes searches and blogs.



The third pathway to news and information is reportorial media. These are content creators with teams of news gatherers. When they seek out these sources directly — by watching a newscast, using a news organization's app, reading a newspaper in print or digitally — they are turning to an individual organization to get information. The reported media includes all legacy organizations.

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Christopher DeRespino

Millennials want *diverse* viewpoints

Key Facts About Our Target: ²⁴



The millennial generation tends not to consume news directly from news providers. Millennials have continuously utilized mixing news which varies from social connection, problem solving, social action and entertainment.



Millennials appear to be drawn into news that they might otherwise have ignored because peers are recommending and contextualizing it for them on social networks, as well as on more private networks such as group texts and instant messaging.



Nearly 9 in 10 report usually seeing diverse opinions, and three-quarters of those report investigating opinions different than their own.

Survey Qualitative results revealed through millennials

Highlights of an small group interview with **5** Pace University Student:

Do you consume your entertainment media the same way as your news media?	"To an certain extent, I like to check multiple news sources to get an overview of the story." - Ashley , Freshman
Are your more likely to view a TV series after you have watched a movie? Or Vice Versa?	"Oh yeah 100% , I remember as a kid Disney used to do that all the time. My favorite, movie-TV show combo was Lilo and Stitch." -James J, Senior
How much time do you spend on a streaming service per week?	"Honestly, a disgustingly large amount. I'm embarrassed to say, probably like 20-25 hours. " - Ayden B, Senior
How often do you look for a new show, on a digital streaming service, to watch?	"It depends, usually I will be watching two to three series at any given time." - Sarah K, Junior

Billboard has many strengths and opportunities to expand on.

SWOT ANALYSIS

Strengths

- We are the first to introduce a web series that is a cine experience
- We utilize low-cost resources and do not carry a large amount of debt
- Our unique selling proposition is that you are able to watch the show and the web series at the same time

Opportunities

- A good opportunity we see is being the first to offer this user experience
- The trend of people spending more and more time on their phones every day directly supports our business model



Weaknesses

- Weak online traffic
- Low social media engagement
- Other competition-related TV series
- People in our market see the fact that it is an independent film as our weakness
- We are not available on Netflix and Hulu which many people already subscribe to so we have the challenge of getting consumers to try Vimeo

Threats

- Being the first to offer this form of entertainment where the show can be watched at the same time as the movie getting people to fully utilize what is being offered is an obstacle.
- Our competitors are doing social media advertising and traditional promotional tactics.



Creative Strategy Brief

We have three marketing objectives

- 1** To establish brand recognition, relatability, and connections with millennials 25-34.
- 2** Create innovative experiences that connect our organizing idea to our target audience
- 3** Create organic word of mouth through social media contests

The target audience is millennials, specifically ages 25 to 34

We call these people *Techy*, *Trendy*, and *Social Media Savvy*

25-35 Females
Techy & Trendy
Jessica



- **Females** are more likely to watch drama and television shows
- **25-35** are ages most active movie watchers
- **18-24** more active in video downloads and streaming

25-34 Males
Movie nerd **Jack**



- **35%** of males have downloaded videos/streamed in the last 6 months
- 25-34 year old males are **53% more likely** to download videos/streamed within the last 6 months.

Getting the full story is the central theme

Key Insight

Millennials are information seekers that search for both sides of the truth.

Message

Billboard gives you both sides of the story.

Tone

Humorous and light-hearted

Positioning Statement

Billboard provides the full story for audiences to capture all perspectives.

Tagline

"There are two sides to every story."

Reasons to Believe

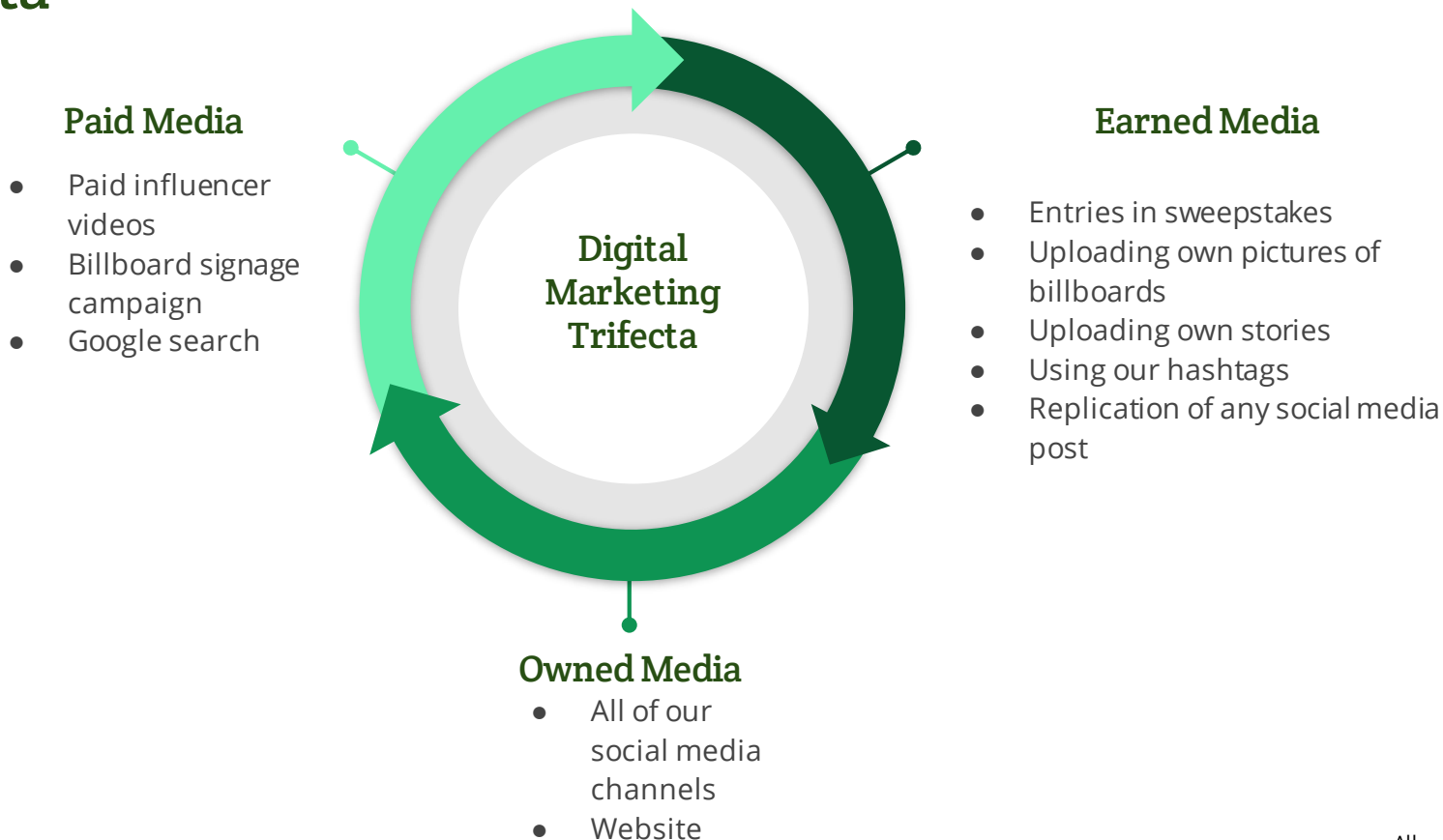
Millennials want to experience both angles of the film and webseries.

Organizing Idea

There's two sides to every story.

We will show characters from the movie and webseries in a variety of situation and multiple perspectives. Aligning the marketing strategy with the feel of the franchise, multiple perspectives of the same story, and using that as the basis for the campaign.

We will incorporate all aspects of the digital marketing trifecta



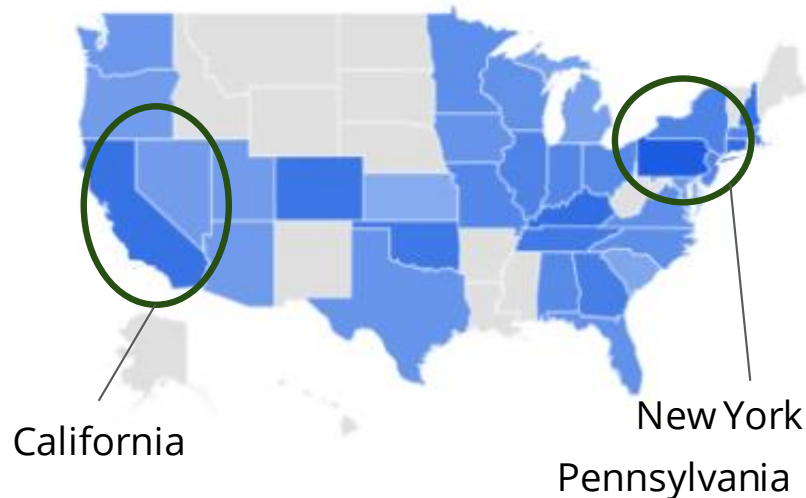
Advertising will be weighted heavier in areas in NY, CA, & PA

In order for Billboard to increase awareness with our target audience our advertisements will be placed in the following three areas.

California will be targeted as they are more likely to stream shows.

We will also geotag our ads to **Pennsylvania** as the research showed they are the state with that showed the highest interest in the Billboard Movie through their Google searches.

Lastly, we will focus on **New York** as our primary research indicates that they have likely to both go see the movie and stream the series.



California

New York
Pennsylvania

YouTubers will spread awareness of our key message to their audiences....

CaitlynNeier



YouTube
47,295 subscribers
\$1,419 - \$2,838 Fohr estimate ⓘ

SugarPuffandFluff



YouTube
207,494 subscribers
\$6,225 - \$12,450 Fohr estimate ⓘ

Nurberxo



YouTube
199,894 subscribers
\$5,997 - \$11,994 Fohr estimate ⓘ

We will be using **three YouTube vloggers** that portray millennial lifestyles on the internet, that relate to our target. They are all based New York and Pennsylvania.

Each YouTuber will tell a story about a situation where they were perceived negatively by the media and tell their side of their story. They will share how their online persona differs from who they actually are.

They will post these short stories through Instagram video stories, short snapchat stories utilizing our Billboard filter.

Followers vs Price²⁵

50,000 Followers -> 2,000+

100,000 Followers -> 5,000+

200,000 Followers -> \$6,200+

25 "Brand & Agency Login." Fohr, www.fohr.co/influencers?q=youtube&p=2.

Along with instagrammers who will generate organic W.O.M

- These instagrammers will post on their stories, reflecting on a time they were perceived negatively and tell their side of the story



This is Caila Quinn, associated with lifestyle and beauty. Caila is Located in Brooklyn, NY.

25

Reach & Per Post Price	
Total Reach	437,040 Total Followers
Instagram	356,093 followers \$1,780 - \$8,190 /hr estimate
Twitter	78,881 followers \$79 - \$789 /hr estimate
Pinterest	2,062 followers \$2 - \$10 /hr estimate



This is Joey Ruocco, associated with lifestyle and fashion. He is based in New York, NY.

25

Reach & Per Post Price	
Total Reach	17,723 Total Followers
Instagram	17,723 followers \$500 - \$1,500

Along with instagrammers who will generate organic W.O.M



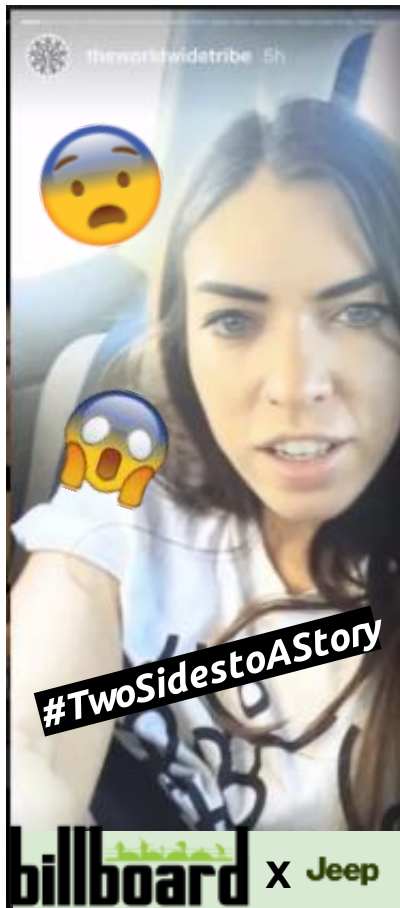
Last, we have Yang Yang. She is based in Philadelphia, PA.

- These instagrammers will post on their stories, reflecting on a time they were perceived negatively and tell their side of the story

25

Reach & Per Post Price ⓘ	
📊 Total Reach	14,084 Total Followers
📷 Instagram	13,806 followers \$138 - \$318 <i>Fohr estimate</i> ⓘ
📘 Facebook	278 likes \$0 - \$3 <i>Fohr estimate</i> ⓘ

Our first partnership is with JEEP in an Instagram storytelling competition



Millennials love to talk and share about themselves

We want millennials to share their most embarrassing stories where something went horribly wrong. *What's the worst rumor that has spread about you?*

Each participant will use the hashtag #twosidestoastory. They will tell a story about a situation where they a rumor that spread about them was incredibly inaccurate.

They will post these short stories through Instagram video stories, short snapchat stories utilizing our Billboard filter. The filter will feature the Jeep logo as well.

The best stories will be posted on our Instagram. The post with the highest amount of engagement (likes and comments) will win. Prize is a a Jeep. \$28,045 Value.

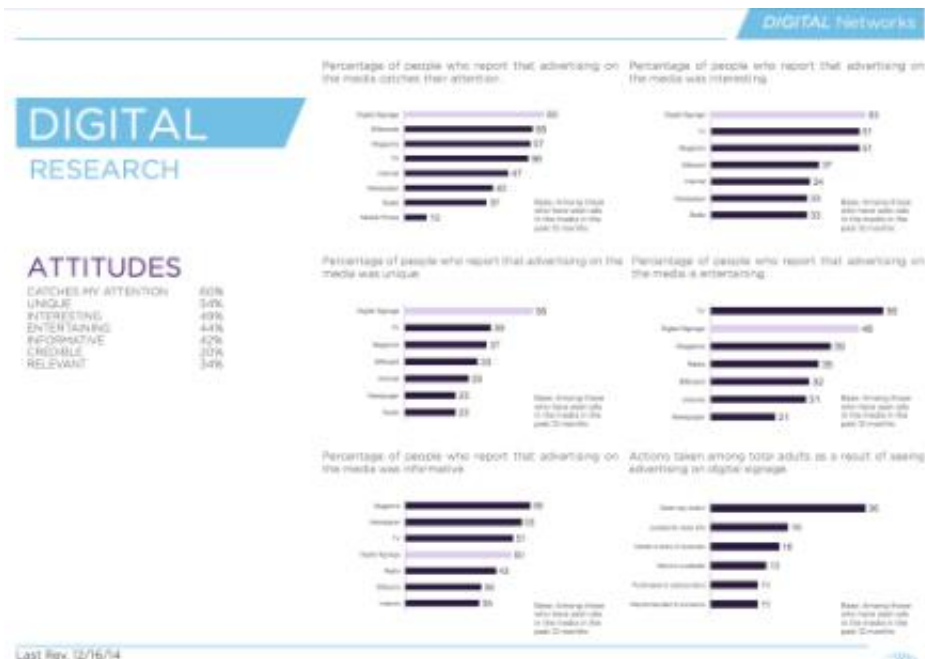
Digital Billboards will be used to garner massive attention

26

The research indicates that 63% of people report that advertising on digital signage catches their attention. Along with 58% of people who reported that it is unique. ²⁶

Therefore, we are going with the spirit of campaign and the Billboard franchise...what better way to spread awareness than signage. We will be putting digital Billboards in NY and Philadelphia to create an innovative experience for our target audience. ²⁶

We will hire Outfront Media, they have packages for signage with the NY being: \$235,000. While they do not have a valuation for Philadelphia our estimate price is \$150,000.²⁶



We will implement a Digital Signage Scavenger Hunt campaign

How to Win:

The digital signage will be of 5 different posters. One for each contestant and one for Casey. Each will have a newspaper with a fake headline relating to each character. These headlines have a humorous tone in order to make people do a double take. We want audiences to capture all sides of the story by taking a picture of all 5 signs and uploading them using the hashtag #TwoSidesToAStory. This goes hand-in-hand with our target being information seekers and searching for diverse viewpoints. We want to create a creative experience for our target to seek out and be on the lookout for our funny posters.

Logo

Tagline

Subheadline

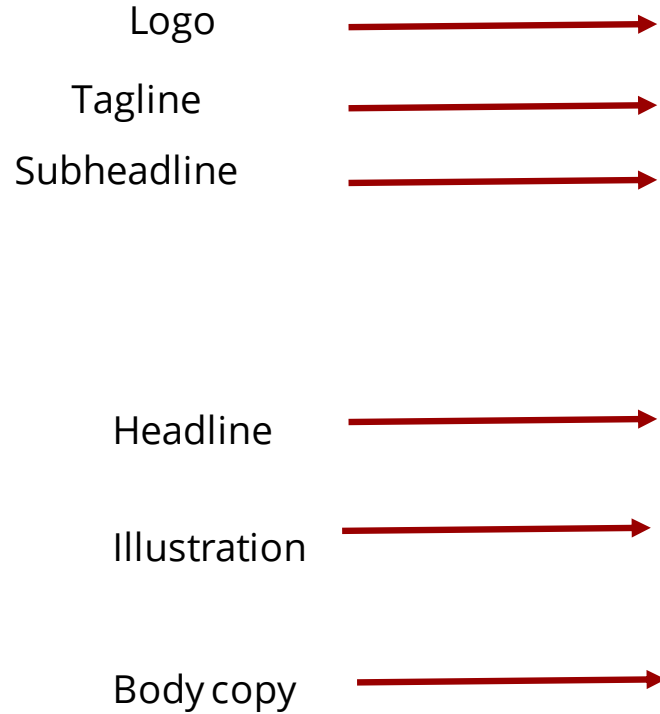
Headline

Illustration

Body copy



Digital Poster outlined, maximized for millennial attention



We will invest in Sponsored Links on Google to increase our accessibility

Problem identified:

A problem identified in the research was that when Billboard was searched on Google it didn't easily come up. This is why we will invest in having Billboard movie is ad come up on Google results.

Our **Monthly budget:** \$334 max \$11 per day average²⁷

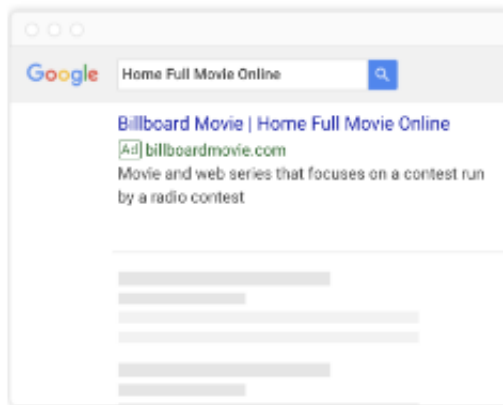
Example Google Ads:

Billboard Movie | Home Full Movie Online

Ad <https://billboardmovie.com/billboard-sitters/> ▼

Movie and web series that focuses on a contest run by a radio contest

Your ad on desktop Google Search



Your ad on mobile Google Search



²⁷ “Google Ads - Get More Customers With Easy Online Advertising.” Google, Google, ads.google.com/home/?sourceid=awo&subid=us-en-et-sponsoredlinks.=

We will partner with Snopes to spread awareness and engage our target

About Snopes: "When misinformation obscures the truth and readers don't know what to trust, Snopes.com's fact checking and original, investigative reporting lights the way to evidence-based and contextualized analysis. We always document our sources so readers are empowered to do independent research and make up their own minds."²⁸

#FindtheTruth

"For more than two decades Snopes.com has reliably reported the facts at no charge, but our work is far from free to produce." ²⁸



We will create and promote this hashtag Find the Truth. #FindtheTruth, showing how they spot fake news. For every photo shared, Billboard will donate \$1, up to 10,000 dollars total to Snopes.

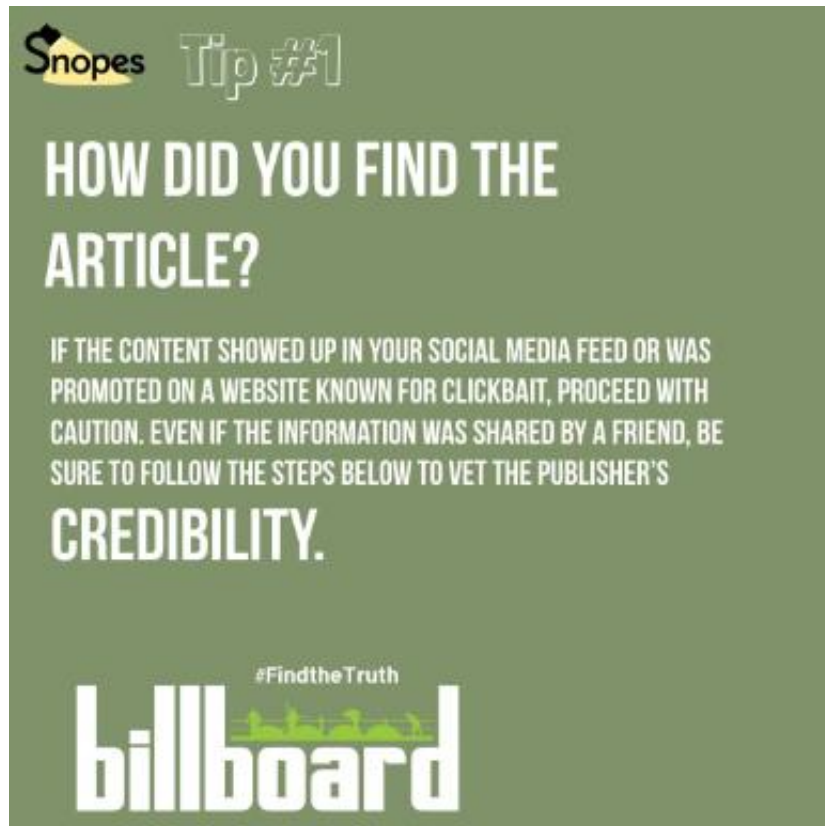
²⁸ "About Us." Snopes.com, www.snopes.com/about-snopes/.

This strategy will continue this on the Snopes platforms

#FindtheTruth



We will push the idea that everyone needs to see two sides to a story. We will be publishing 10 tips to verify news onto Snopes social media platforms. All the tips will be using the hashtag. In the description we will encourage others to also post their own tips. The posts will be linked to the Billboard site, so that when people have easy access to the show.



We will implement social media advertisements to further reach our target of millennials



Instagram

We will have Instagram video and image ads. The video ads will be a combination of both the 15 and 30 second clips from the film and series. The image ads will be a combination of memes and snapshots from the film and series.



Twitter

We will have Twitter ads airing for those who are not currently active users. This footage will be the same as the footage from our commercials.



Facebook

We will run multiple ads that directly relate to the millennial audience. Images showing both sides of the story.



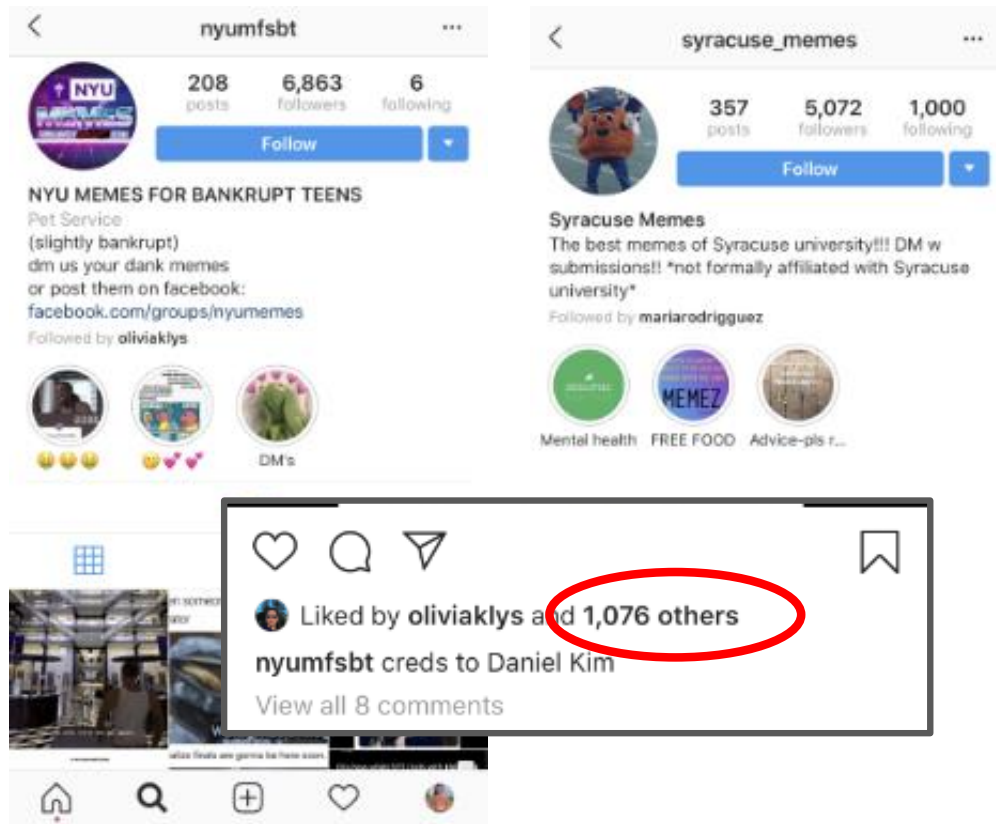
Our last strategy will be a Meme Page takeover

Sponsored posts

Almost every university has a meme page run by students. The pages consist of satirical content poking fun at the school, students, and entertainment. Many of the pages have 5k+ followers with an average of 1k likes per post.

We will be partnering with 7-10 university meme pages. We will focus on universities in Allentown, Pennsylvania, and New York.

We will post one of our memes in their page. We will offer \$100 per post to the pages.



We will promote a series of memes

This is an tactic that is a daily activity of millenials, not only in our targeted geographical regions, but all throughout the country.

Arelys Perez



When society thinks my friends
and I do



What neighbors think we
do



What we actually do...pizza

billboard

Get both sides of the story



When I'm late and my friend
asks me where I'm at



Me yelling I'm on my way



What I'm actually doing

billboard

Get both sides of the story

Feedback from our target on our strategies

- Millennials send memes back and forth everyday.
- Billboard will gain exposure through these humorous memes.

“John sent me the funniest meme the just now” - Pace Student



Qualitative Results Derived From Millennials

Interviewed 10 students from Pace University and NYU

1. What do you look for in a meme?	"I like a meme when it's relatable, and fits into my life" - Brianna, Freshman NYU
2. Would you share these memes with friends?	"Definitely, the pizza part is so relatable!" -Jake, Junior at Pace University
3. If so, do these memes represent you?	"Yes, I can look at memes all day especially when they relate to me" -Josh Sophomore at Pace University
4. Do you think memes have a big impact on our generation?	"For sure, memes are used as an outlet for us, and they put some humor in things" -Jess, Senior at Pace
Last, we sent these memes to our own friends and fellow millennials	Responses ranged from, "LOL!!", "That is so me!" "The pizza part is us LOL!"

Conclusion: Millennials use memes to communicate, relate, and connect with one another



In Theater movie tactics.

1. 10% off tickets for Students
2. Combine video submissions from the #TwoSidedtoAStory to a montage.
This will play before the movie. Since consumers like to hear from others we thought using the influencer and other submissions would be a funny way to connect with audiences.
3. Display physical posters

Total Media Budget

Media and Promotion	Allocation
Social Media *	\$725,350.00
Billboards (NYC)	\$240,000.00
Billboards (Philly)	\$150,000.00
YouTube (Influencer Videos)	\$31,000.00
Youtube (Paid Ads)	\$5,400.00
Google Search	\$125,000.00
Partnership 1 (Jeep)	\$31,000.00
Partnership 2 (Snopes)	\$10,000.00
Total Spent	\$1,317,750.00
Marketing Reserves	\$682,250.00
Total:	\$2,000,000.00

The majority of our budget will be directed towards social media advertising, billboards and partnerships.

Media Budget: Social Media



Social Media	Allocation
Twitter	\$108,000
Facebook	\$143,800
Instagram (sponsored posts: Snopes sweepstakes & general Billboard)	\$473,550.00
Instagram (Meme Page) \$323,550	
Instagram (Influencer) \$130,000	
Total	\$725,350.00

Total Media Budget Breakdown Part 1 (Social Media)



Twitter- It costs \$1.35 per engagement on twitter which means you only pay when someone favorites, retweets or clicks replay. Our target is to get 80,000 engagements for a total of \$108,000 spent. ²⁹



Facebook- Facebook advertising costs \$7.19 for every thousand impressions (CPM). Our target is to reach 200,000 people for a total cost of \$143,000. ³⁰



Instagram- It costs \$6.70 for every thousand views on instagram ads. Our target is to reach 450,000 people for a total cost of \$323,550. Then we plan on using 4 influencers with a combined following of 14,000,000 which would be a total cost of \$150,000 making the total budget for instagram \$473,550. ³¹

Influencer Rates

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	Influencers		Micro-influencers	
Followers	3,000,000	7,000,000	50,000	500,000
Cost	\$75,000	\$75,000	\$1,000	\$1,000
Cost per follower	\$0.025	\$0.011	\$0.020	\$0.002
Cost per 1000 followers	\$25	\$11	\$20	\$2

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30 by ThriveHive, Published. “How Much Does It Cost to Advertise on Instagram?” ThriveHive, 15 Dec. 2018,

31 “How Much Do YouTubers Make? - [A YouTuber's Earnings Calculator].”

Influencer Marketing Hub, 24 Oct. 2018,

32 “How Much Does It Cost to Advertise on Facebook, Twitter, LinkedIn and Youtube?” LinkedIn,

Total Media Budget Breakdown Part 2



Youtube- The cost of a youtube influencer is \$6,200 and we plan on using 5 for a total cost of \$31,000. Then we plan on running paid ads on youtube which cost \$18.00 for every thousand views with a goal of reaching **300,000 people** which will be a total cost of \$5,400.³³



Google Search- The average cost per click on google is anywhere from one dollar to two dollars. We plan on running ads until we receive 100,000 clicks. Assuming the cost comes out to 1.25 per click the total spending on google ads would be \$125,000. X People.³⁴



Partnership 1- As a result of two sides to a story campaign the winner will receive a jeep which has a total cost of 31,000



Partnership 2- Billboard will donate \$1 for every photo shared in the find the truth campaign with cap of \$10,000.

³³ “How Much Do YouTubers Make? - [A YouTuber's Earnings Calculator].” Influencer Marketing Hub, 24 Oct. 2018,

³⁴ “How Much Does It Cost to Advertise on Facebook, Twitter, LinkedIn and Youtube?” LinkedIn,

ROI and Break Even Point

We project that after our marketing campaign launches, Billboard streams will increase to 500,000 and movie sales will increase to 50,000 for a total of \$2,625,000 in gross revenue.

- Movie tickets sell for \$20 and Zeke receives \$10.

- On Vimeo the video creator receives 85% of profits and Vimeo keeps 15%. The series is \$5 Zeke receives \$4.25 of that.

- The break even point on the investment for Zeke would be at 235,295 streams and 40,000 movie tickets sold.

ROI and Break Even Point

YouTube influencers:

\$30,000 Spent

Avg CV = 3%

People reached = 300,000

Conversion rate = 9,000

people take action

\$9,000 x 5 (Zeke's amount

he takes home fore

streaming) = \$45,000

ROI = + \$15,000

Jeep partnership:

\$30,000 for jeep

\$1,000 on ads

6.70 per thousand ads

(CPM) = 149,000 people

reached

CV = 3%

$149,000 \times .03 = 4,470$

$4,470 \times \$10$ (Movie Ticket) =

\$44,700

$\$44,700 - \$31,000 =$

ROI + \$13,700

Billboard NYC:

\$240,000 for jeep

CV = 5%

750,000 pass through

daily

$750,000 \times .05 =$

ROI + \$37,500

For Return of Investment we project...

We project that after our marketing campaign launches, Billboard streams will increase to 500,000 and movie sales will increase to 50,000 for a total of \$2,625,000 in gross revenue.

-Movie tickets sell for \$20 and Zeke receives \$10.

-On Vimeo the video creator receives 85% of profits and Vimeo keeps 15%. The series is \$5 Zeke receives \$4.25 of that.

-The break even point on the investment for Zeke would be at 235,295 streams and 40,000 movie tickets sold.

Jeep partnership:

\$30,000 for jeep

\$1,000 on ads

6.70 per thousand ads (CPM) = 149,000 people reached

CV = 3%

$149,000 \times .03 = 4,470$

$4,470 \times \$10$ (Movie Ticket) = \$44,700

$\$44,700 - \$31,000 =$

ROI + \$13,700

YouTube influencers:

\$30,000 Spent

Avg CV = 3%

People reached = 300,000

Conversion rate = 9,000 people take action

$\$9,000 \times 5$ (Zeke's amount he takes home fore streaming) = \$45,000

ROI = + \$15,000

Future Recommendations after initial movie premieres

Utilizing App

Streamlining consumer attention onto the app. Creating a platform to share pictures with our hashtag and of our digital billboards.

Advertising to more cities

As movie expands to different parts of the country we will expand campaign to those cities.

Expand Streaming Platforms

Research shows that millennials use several streaming platforms. Therefore, we recommend Billboard expands to Hulu since they have already have a discount for our demographic.



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