

# Profila Marketing Campaign

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## Findings, Research & Methodology

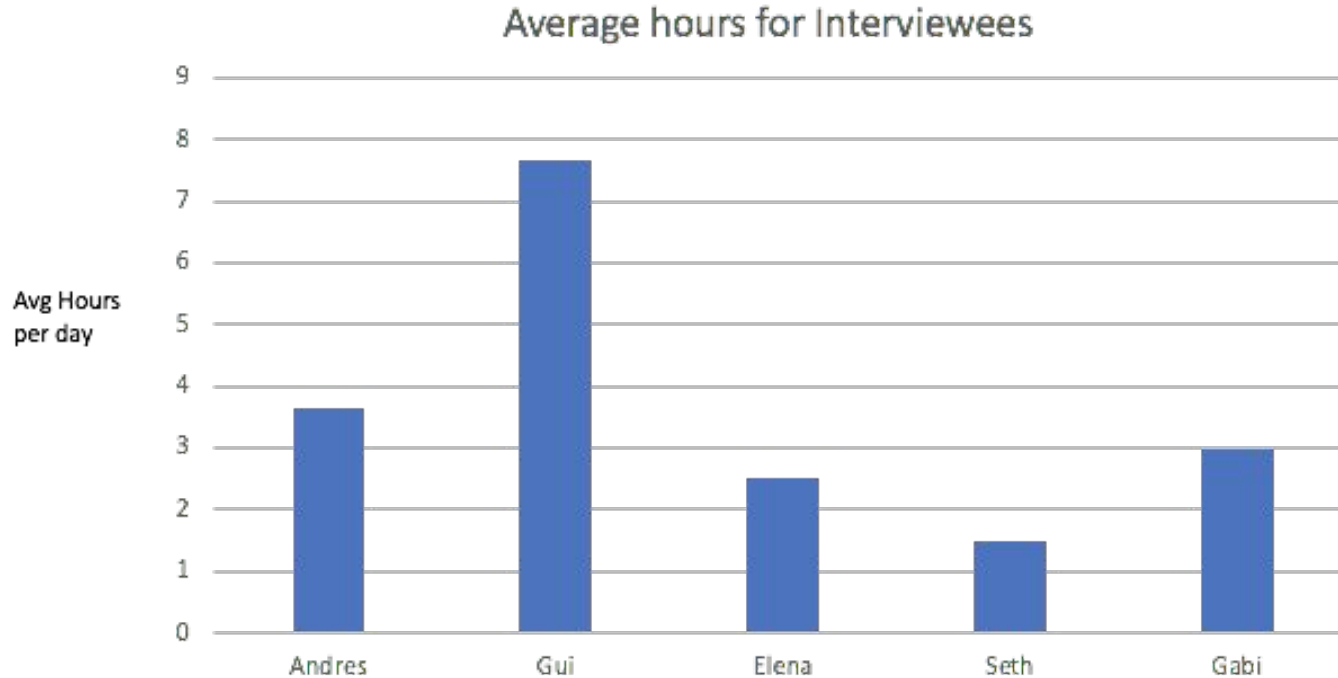
# Research Methodology

- 30-45 min long in-depth interviews (either in person or on the phone)
- **Number of interviews:** 22 conducted
- **Age range:** 16-20 years old
- **Gender:** 12 females, 10 males
- High School Students Zurich Area

## Goals

- Understand social media usage of target audience
- Preferred methods of staying in touch
- Most used apps & favorite features
- App discovery and deletion
- Interaction with brands online
- Relationship with personal data shared online

# Average time spent on social media



# Most Used Apps

- MAIN: Snapchat, Whatsapp, Instagram (at least one of these made top 5 for every person interviewed)
- OTHER: Spotify, TikTok, Facetime, Netflix, Skype, YouTube, Safari, SBB, Messenger
- **Snapchat**: overall favorite app for social communication used for both groups and 1 to 1
- **Whatsapp**: for 1 to 1 and groups, especially professional and family groups
- **Instagram**: ability to communicate, social content and keeping in touch and its explore page

# App Discovery & Deletion

- **How new apps are discovered**
  - 1. Mostly by friend recommendations and word of mouth
  - 2. Necessity (school apps for checking grades, driving license apps, meditation apps, workout apps)
- **Why apps get deleted**
  - 1. Inactivity, boring
  - 2. Necessity is gone (certain school apps and travel apps which are downloaded for a purpose get deleted once that purpose is fulfilled)
  - 3. Too addictive, some interviewees reported deleting certain addictive social media apps when they felt they were spending too much time on it but will then reinstall after a break

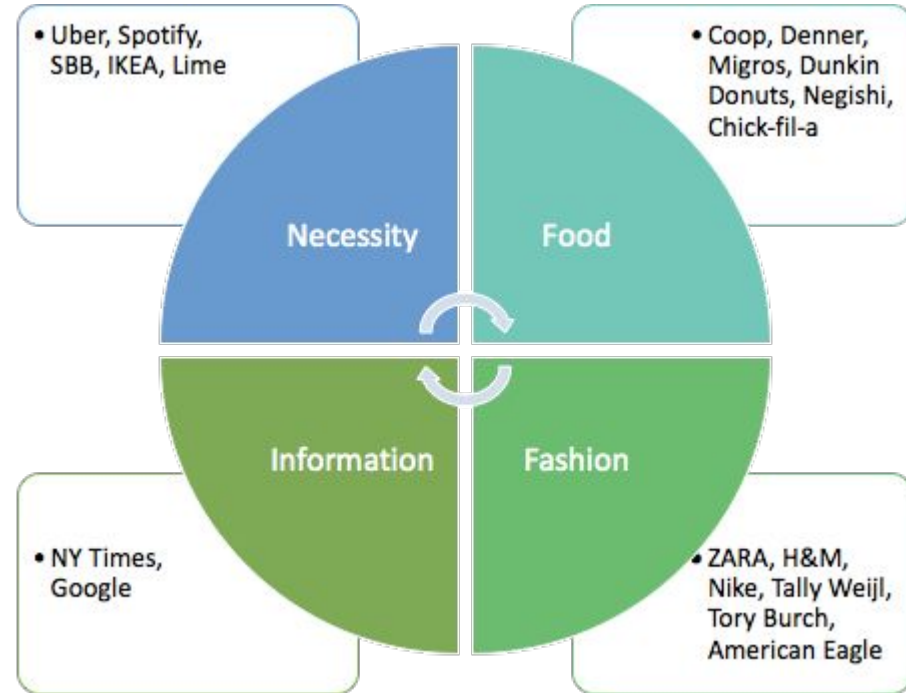
# Favorite Features in Favorite Apps

- **Snapchat** – ability to take photos and send to friends easily, show facial expressions, send a video of yourself, see what your friends are up to without being intrusive, because messages delete feels more informal than a text conversation
- **Instagram** – explore page, generated feed you scroll through, direct messaging feature where you can send posts and messages to friends, personal profile, ability to like and share things easily and how visually appealing the app is
- **YouTube** – something for everyone, recommended videos feature with personalized videos tailored to you, consistent with videos you want to watch
- **Whatsapp** – group messaging made easy, all photos ever sent in a conversation kept and easy to scroll through, last seen at feature and read receipts
- **Spotify** – queue feature, ability to have music playing in the background while you do something else, easy to use and make playlists, recommended artists section



## Brand Trends

- Hard to answer question for a lot of interviewees, most did not have favorite brands
- Favorite brands fell into: necessity, food, information or fashion categories



# Ways of interacting with brands

- **Brand apps** and **online shopping** on their own website (though online shopping on a computer is preferred to brand apps on the phone)
- **Social media** (Instagram pages or through influencers who represent the brand)
- One reported following a brand on **Facebook**
- Most do not consciously interact with brands at all

# Personal Data Shared Online

- Most indicated they feel comfortable sharing almost all their data if it is with a reliable/brand site
- Sharing name, email, phone number, age, address is no issue
- Get more cautious with payment related data and when apps ask to use their location
- Search history and website visits also cautious
- Cautious with sharing photos and videos for apps that do not require access to them

## Interpretation of research into a marketing campaign

# Target Audience

- Pre-university students age 15-20
- Qualities of an app that most interest the target audience are:
  - Simple and easy to use
    - Snapchat and Whatsapp preferred due to simplicity
  - Useful
    - Most apps were purchased out of necessity
    - Most popular brand apps used because of usefulness
- Willing to share personal information with “reliable, trusted” companies or with companies that require their personal information to service them
  - I.e. Uber, Shopping app, Google Maps etc.

# Why is this target audience important?

- **Target audience:** age 15-20, pre-university
- Emerging consumers
- All have mobile devices
- All active on social media and regularly share content
- Still conscious about certain privacy issues, need to trust brands before sharing personal information

# Channel Selection

- Target audience has shorter attention spans for advertisements
  - Relied primarily on images and short phrases for messaging
  - “Meet Profila” logo prominent in image
- Advertisements work in multiple settings
  - **Instagram/Snapchat ad:** Target audience uses Instagram and other social media platforms a lot, so the ad would likely reach the largest population on Instagram or Snapchat
  - **Billboard:** Prominent images and logo can catch people’s attention on a billboard
  - **Magazine:** Similar to Instagram, however this would be slightly outdated for target audience

## Simply private, simply personal, simply **you**

- Uses target audience's desire for simple and easy to use apps
- Incorporates the privacy aspect of Profila's mission
- Makes Profila feel more personal as well as professional
  - Research showed that the name "Profila" was perceived as overwhelmingly "professional", with positive associations
- Will pique target audience's interest if it is about **them**
- Incorporating a relatable human encourages the feeling of positivity and personability



# Clean out that **e-junk**

- Gives target audience a purpose to purchase the app
  - Shows a useful purpose of the app for target audience
  - Appeals to clearing out useless brand subscriptions that pile up in our inbox
- Aligns with Profila's mission to create fewer but more personal connections between brand and customer
- Picture of junk and messiness shows a problem in their life that Profila can fix

## Connect with **your** favorite brands

- Aligns with Profila's goal to connect brands and customers
- Imagery gives the sense of reliability in the connection between brands and customers
- Again appeals to target audience by emphasizing a personal connection between **them** and **their** favorite brands
  - Emphasis on the “you” again

Visuals with explanations of how visuals tie into researching findings, objectives of marketing campaign



Connect with **your**  
favourite brands,

meet

**Profila**

## Picture:

- Inspired by the 'Creation of Adam'
- Popular painting and graphic = more interest and recognition
- Black and white creates a powerful statement; many famous photos utilise black and white to bring attention on details other than colors

## Representation:

- Brands are represented in the right hand, which is reaching up to meet the client. This signifies that the brands are catering to the client's needs, that the client is the 'higher being'
- This fingers meeting implies that Profila and its clients can connect on a more personal level
- 'Your' is in bold to bring emphasis to the fact that it is the client that makes all the decisions.
- The text overlays to unify the text and to put emphasis on what's most important.





meet

# Profila

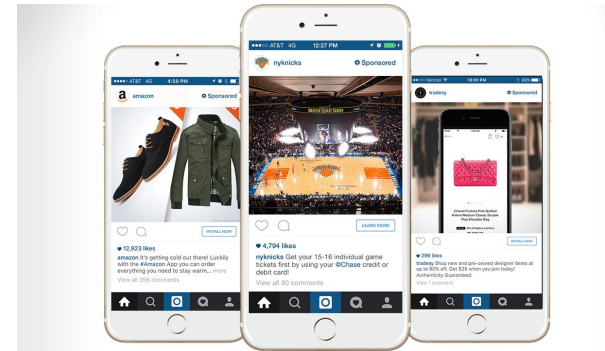
clean out that e-junk

## Picture:

- Black and white creates a powerful statement; many famous photos utilise black and white to bring attention on details other than colors
- Over cluttered draw reminds of a computer with irrelevant ads that one wants to get rid of

## Representation:

- Trash in draw to represent electronic 'junk'







simply private,  
simply personal,  
simply **you**

meet

**Profila**

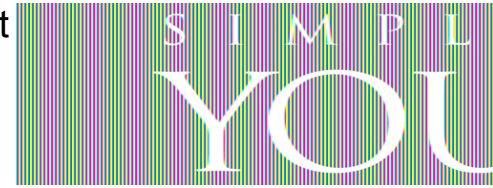
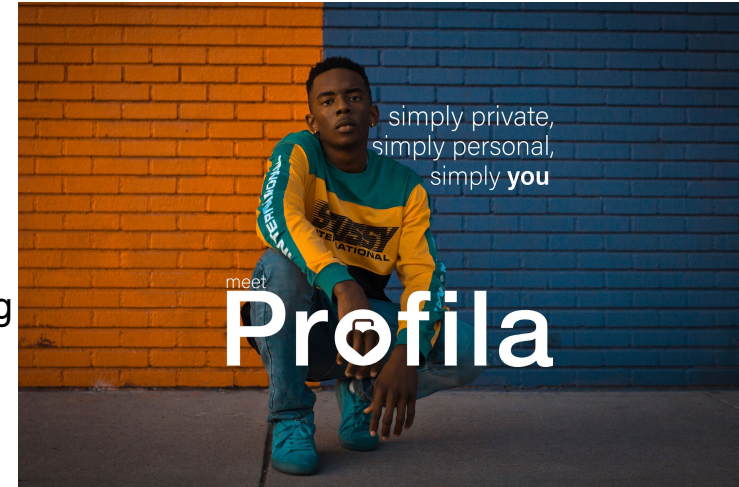


## Picture:

- Bright colors immediately draw the eye, and as they are complementary colors, the text is emphasised
- As the model is looking straight at the camera, the eye is drawn to his face, and follows the natural shape of the writing followed by the Profila. This brings emphasis to the name Profila.
- The text's placement allows for an easy eye movement, but also ties the model with the meaning.
- You is bolded to bring the audience's attention to the fact that Profila is all about them, not about brands. The app is centered around catering to your needs.

## Representation:

- An example of how Profila's workers' profile can look



Thank you for listening!