

DES 231:

Advertising

Week 10 Objective:
Social Media from
a marketing perspective

This Week:

Creative Minute (only Fri: K)

Lecture: Social Media

In-Class Exercise (:30 min)

Introduce the In-Class Assignment

Small Groups 10:30-2

Regroup session 2:30-3:30

*Take a minute to make sure you have uploaded your homework onto Google Slides

Creative Minute:

K- Fri

Take over :)

Creative Minutes continue
for Environmental Graphics...

What is a social media campaign?

A coordinated marketing effort that's designed to reinforce information or feelings about a product, service, or brand through at least one social media platform.

They are:

- Strategically focused
- Have measurable outcomes

For this classes purposes,
if you chose to do a social media execution-
your concept must be created first.

How to extend your idea:

State your concept in one sentence.

Who exactly is your target audience?

- age
- economic status
- where do they spend their time online
- who are they online...

Who is your target audience...

Types of Social Media Users:

Spectators: watches the content

Conversationalists: joiners and status updaters

Creators: User Generated Content

Influencers: Paid to generate content for brand

Critics: Thumbs down! Dislike!

Collectors: studiers, archivists

Match the platform to the target:

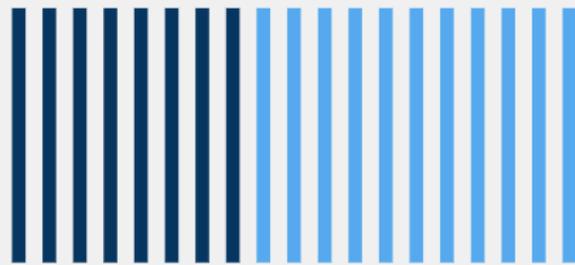
You must research your target audience!

Where and how are they online?

What are they interested in?

The right message on the wrong platform
won't reach them and no one will engage!

2020



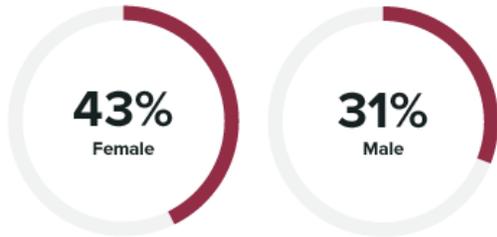
**Social media
demographics
for marketers**

<https://sproutsocial.com/insights/new-social-media-demographics/#>



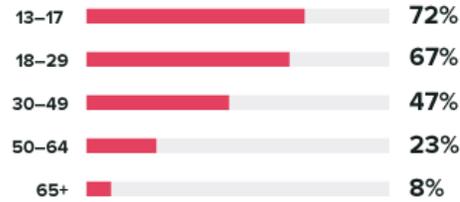
Instagram usage among key demographics

Gender



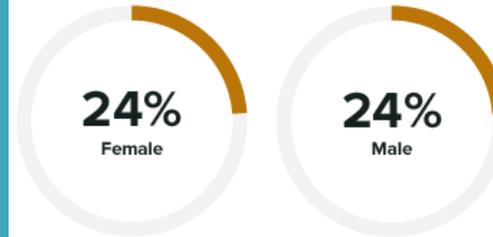
This study doesn't currently include data on non-binary people.

Age



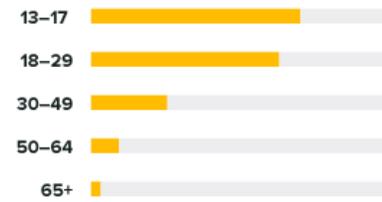
Snapchat usage among key demographics

Gender

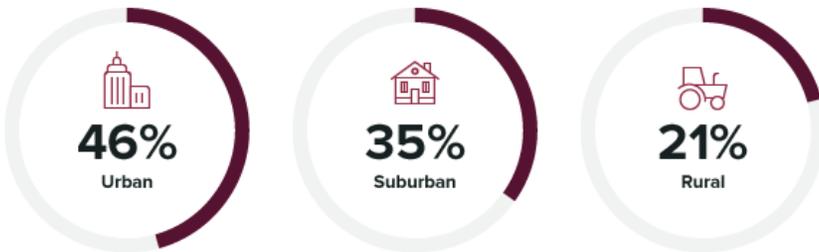


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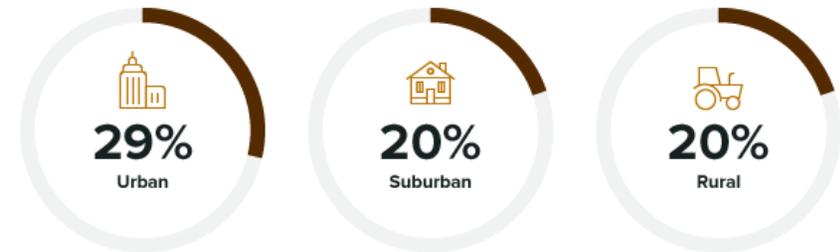
Age



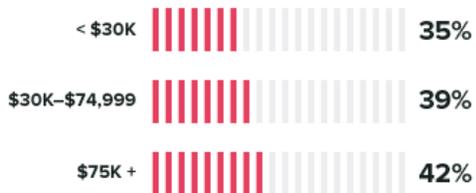
Location



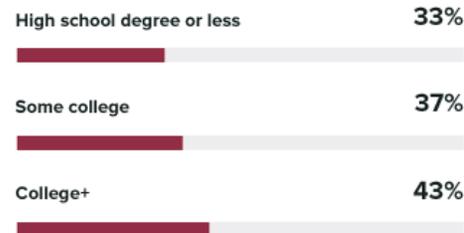
Location



Income



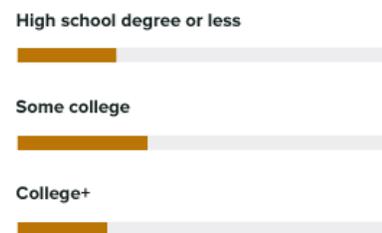
Education



Income

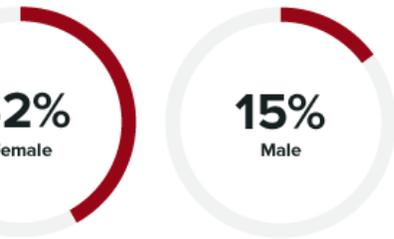


Education



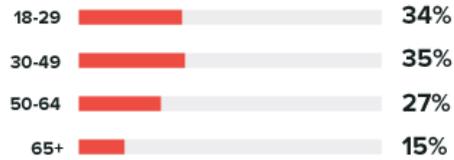
Pinterest usage among key demographics

Gender



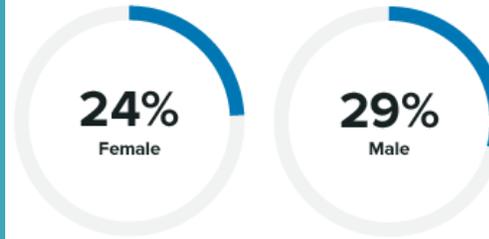
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Age



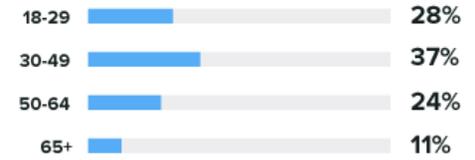
LinkedIn usage among key demographics

Gender

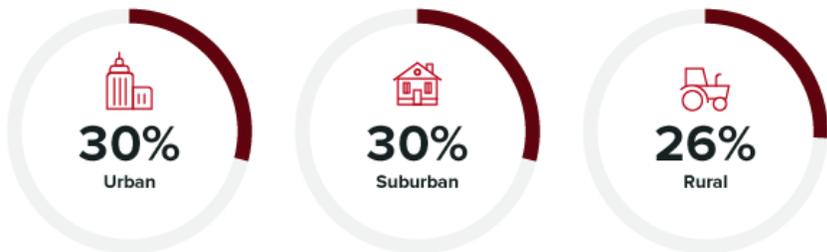


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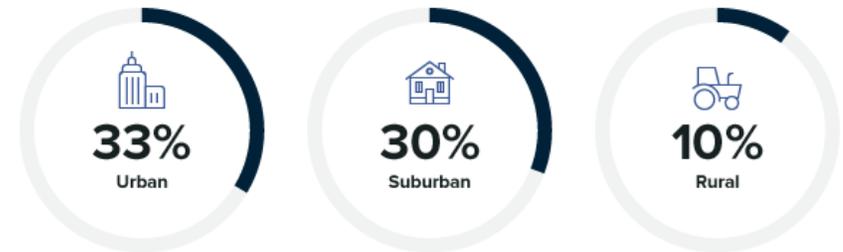
Age



Location



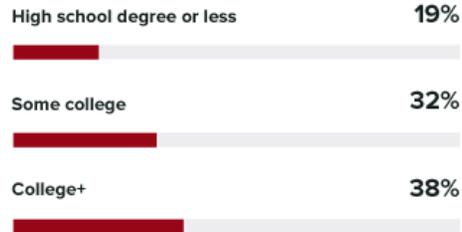
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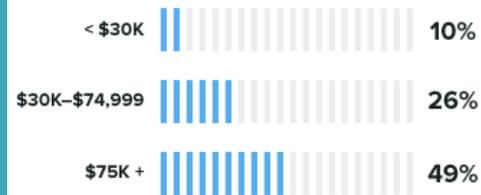
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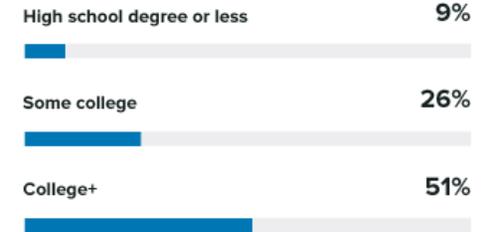
Education



Income



Education





FACTANK

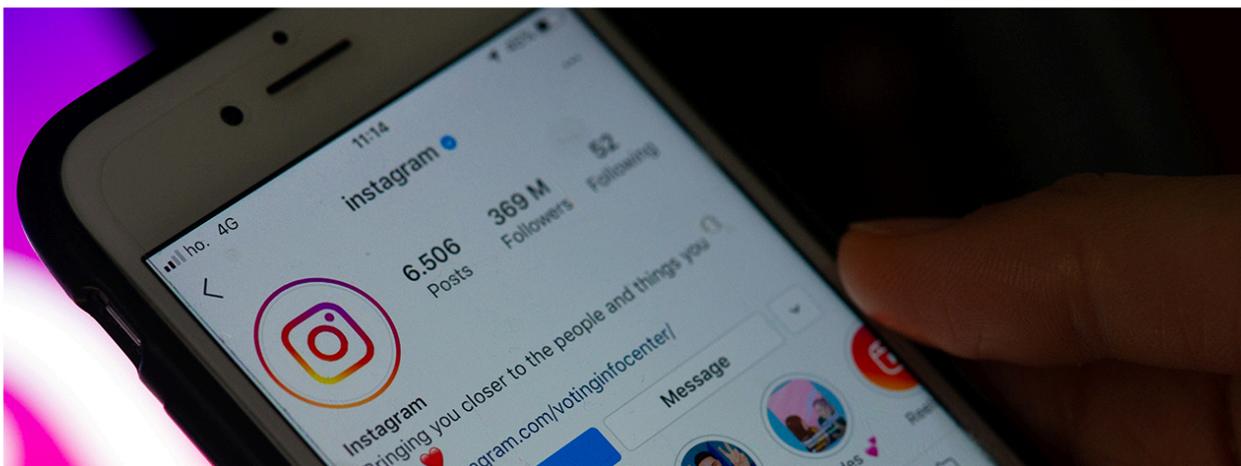
NEWS IN THE NUMBERS

OCTOBER 21, 2020



8 facts about Americans and Instagram

BY BROOKE AUXIER



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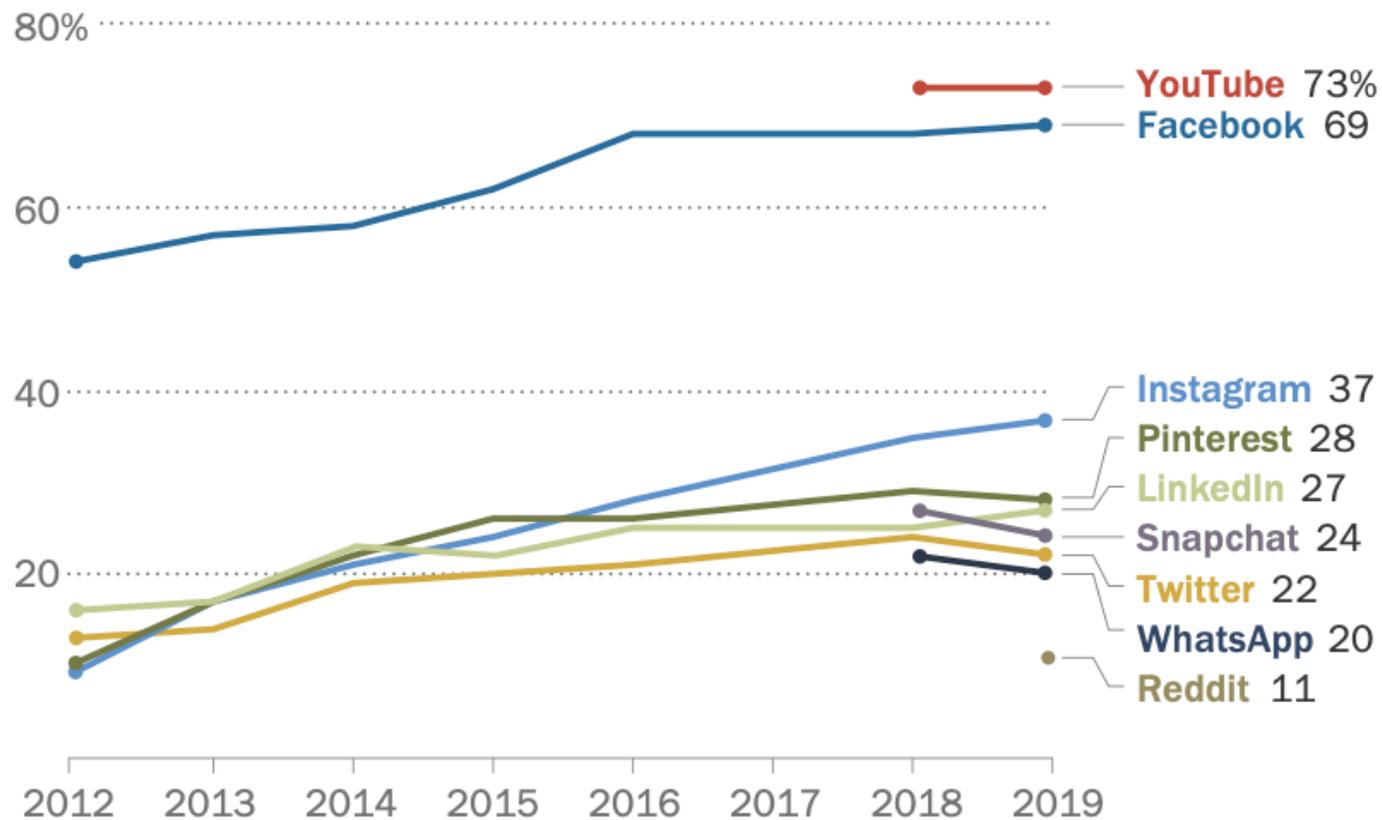
10 facts about Americans and Facebook

REPORT | APR 10, 2019

Share of U.S. adults using social media, including

As of 2019, Instagram had gained users among U.S. adults but YouTube, Facebook remained most widely used platforms

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

When coming up with a social media idea based on your campaign, ask yourself:

Does it support our campaign idea?

Is it in our same campaign voice?

Is there a pay off to sharing or joining in?

Is it newsworthy?

Overall: the campaigns that are the most successful feel like they were created by a friend.



The
FLAVOR-CHANGING
UNICORN
Frappuccino®
blended beverage

Grande^s

Only available if you believe.

Starbucks: Unicorn Frappuccino Platform used: Instagram

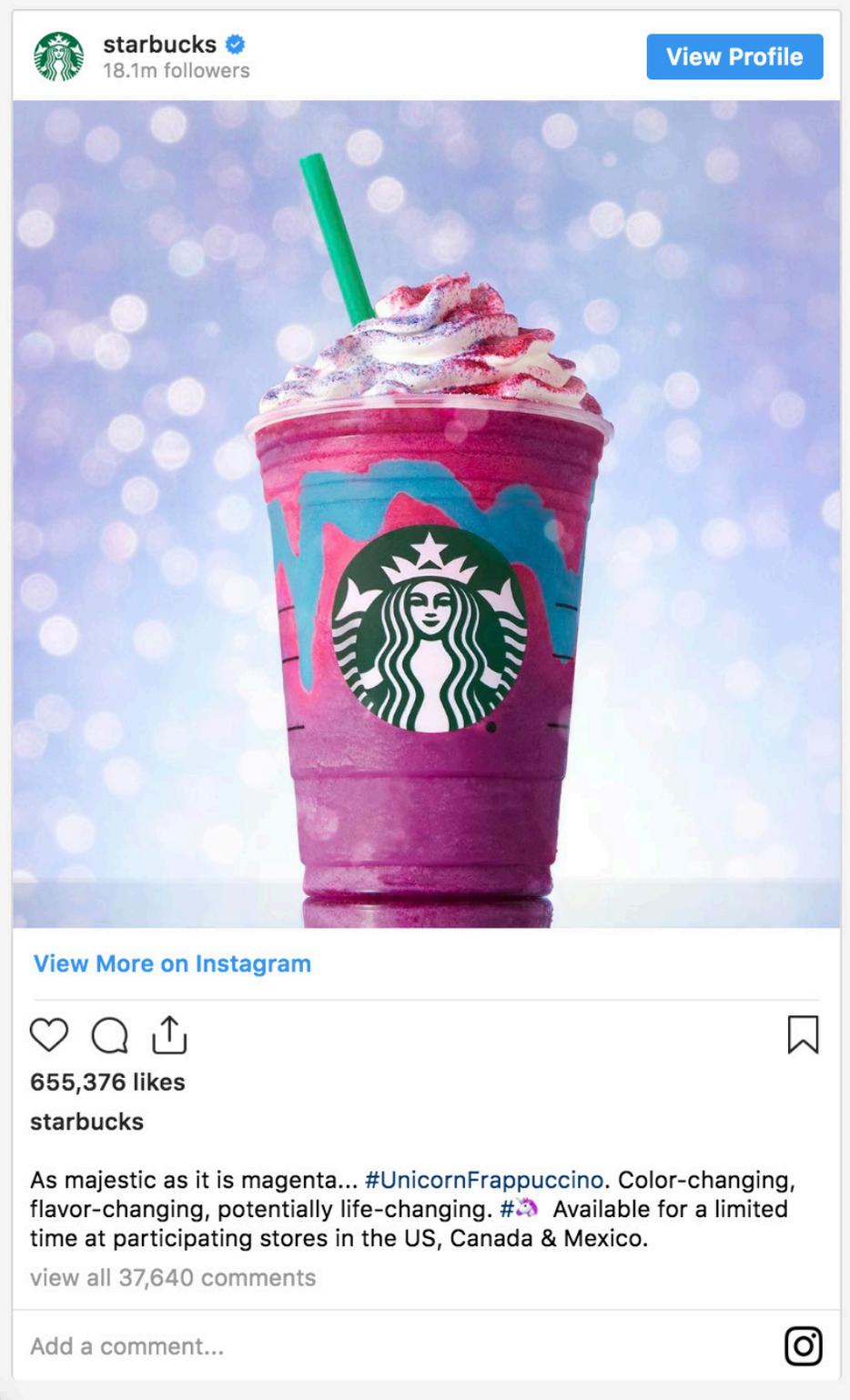
Part of the rollout of its
“Frappuccino Happy Hour”
The Unicorn Frappuccino was rolled
out for one week in April 2017

- Used limited-time scarcity

The Unicorn Frappuccino, and its
hashtag, generated nearly 155,000
Instagram posts during that week

Why it worked:
High-profile detractors that helped
generate curiosity

Manufacturing scarcity and
capitalizing on it via social media
creates FOMO





Nicki Baber
@somebodythatidk



Putting the #unicornfrappuccino where it belongs. 🤢🤮



♡ 638 4:55 PM - Apr 19, 2017



💬 330 people are talking about this



Princess Buttercup
@AsYuuuWiish



#ImSoGladIFound the modern-day unicorn! #unicornfrappuccino @Starbucks



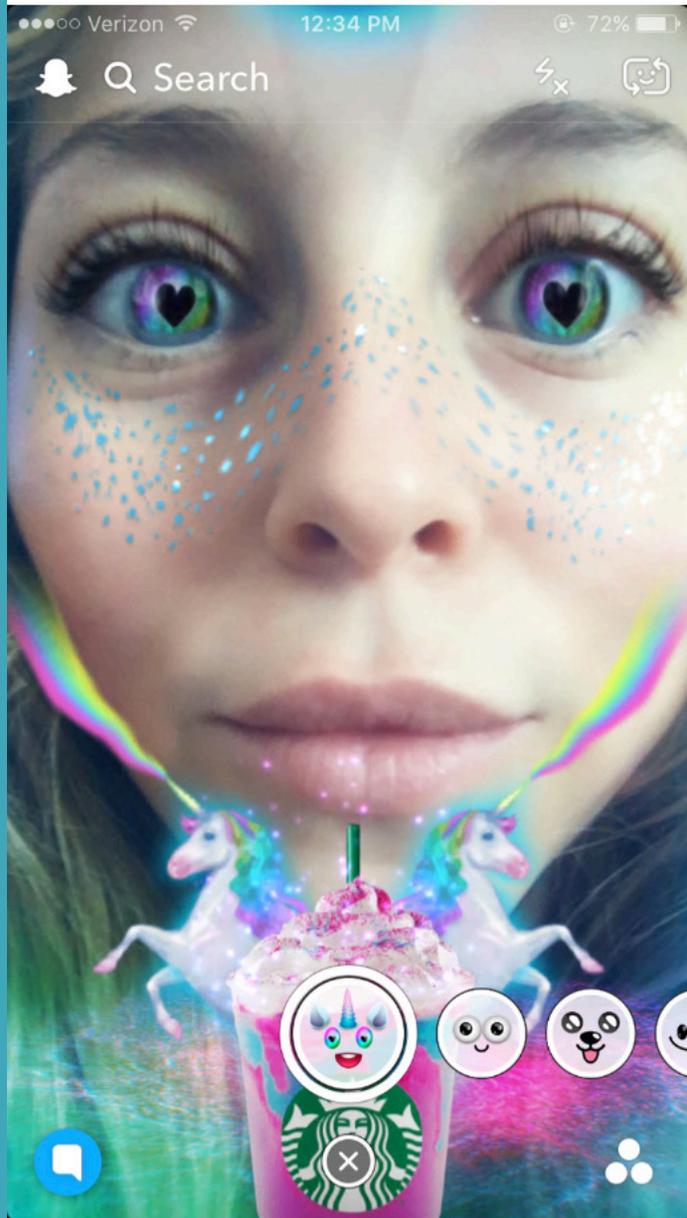
♡ 16 7:03 PM - Apr 27, 2017



👤 See Princess Buttercup's other Tweets



Discover Your New Self



Kaitlyn Wyde/Snapchat

In addition to being airbrushed, adorned with fake eyelashes and a faint coating of rainbow dust, you've got hearts for eyes. Admire your new self, you're amazing! You're technicolor! You're radiant! You're more beautiful than you've ever been before! (But only on Snapchat, and only for a limited time.)

More on this example:

<https://www.businessinsider.com/starbucks-unicorn-frappuccino-retrospective-2017-4>

<https://www.bustle.com/p/how-to-use-the-unicorn-frappuccino-filter-on-snapchat-unleash-your-inner-magical-goddess-52544>

In class exercise:

For the next :30 min.

Take a quick tour of the social media for your assigned brand (Facebook, Instagram, or Snapchat)

Team A: Diet coke
B: Ben and Jerrys
C: Starbucks
D: Ritz crackers
E: Cheerios
F: National Geographic
G: Dove
H: Wendys
I: Lacroix water
J: Hershey's chocolate

When you come back, share with the class the following:

A posting you saw that you think was successfully engaging to their followers

Why do you think it worked?

Today's in class assignment:

Encourage people living on their own for the first time to have a first aid kit in their house or apartment.

Use social media or traditional media to motivate them!

In Class Exercise 10 Creative Brief: First aid kit

This exercise is to be done with your teammate/s

In Class Exercises are designed to take a total of 1 hour. Brainstorm for :30.

Next :30: Decide what solution works the best and sketch an 8.5 x 11 solution.

It's important to have a well-stocked **first aid kit** in your home so you can deal with minor accidents and injuries. First aid kits typically include: bandages, tweezers, antiseptic, eye wash or eye bath, Tylenol, Band aids, hydrocortisone, and gauze dressing.

Problem to solve: encourage people living on their own for the first time to have a First Aid Kit in their house or apartment.

Homework for next week (Week 11):

Determine what execution you are creating from Column B and upload your sketches onto Google slides.

For the "TBD"

There is an extensive list on pages 258-262 as well as examples in The Advertising Concept Book!

Develop 2 different mood boards

Reminder: Creative Presentations are during Finals Week

Tuesday 12/15

Wed: 9-10:30 and Fri: 11-12:30

This weeks Learning Objective was:

1. Understanding social media from a marketing perspective

Send me a PRIVATE MESSAGE in the chat and give a rating of 1-3 of your understanding of this week's Learning Objective:

1. Really confused-I'd like to meet with you to ask questions 1:1

2. Slightly confused, but I can figure it out with the materials provided to the class on my own.

3. I've got it!

Social Media Ad Specs:

Facebook Ad Specs

<https://www.facebook.com/business/ads-guide>

LinkedIn single ad specs

<https://www.linkedin.com/help/lms/answer/111093>

Snapchat ad specs

<https://businesshelp.snapchat.com/en-US/article/top-snap-specs>

Instagram ad specs

<https://voymedia.com/instagram-ad-specs-and-sizing/>

Pinterest Ad specs

<https://business.pinterest.com/en/Pinterest-product-specs>

Small group schedule: Friday

10:30-11:10 Team B, H Roderick/Jason and Geeta/Lyria/Shruti

11:10-11:50 Team G, J Matilda/Hoa and Heather/Cat

12:00-12:40 Team A, F Chelsea/Ekran and Frankie/Clayton

12:40-1:20 Team C, I Kamaria/Hannah and Ana/Joseph

1:20-2:00 Team D, E John/Emily and Ricardo/Ryan/Daniel

Optional Regroup session from 2:30-3:30.

Please send me a slack message if you are attending