Sleepwalk

——— Marketing

Marketing Manager : Xiaoyu Xu

Brand : **macd_mjwxs**

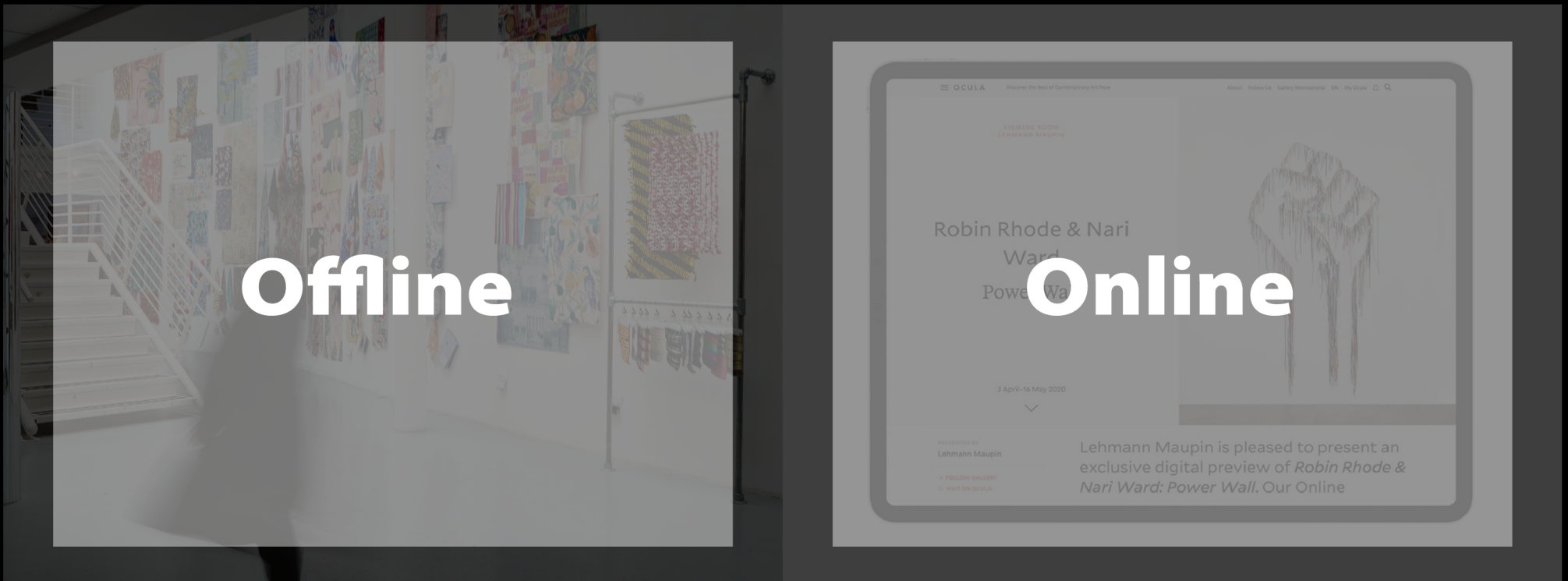Group member : Shuyu Ma
Yue Wu   Qiuyan Jiang
Xiaoyu Xu   Duanqian Shen

PLAN OF PRESENTATION

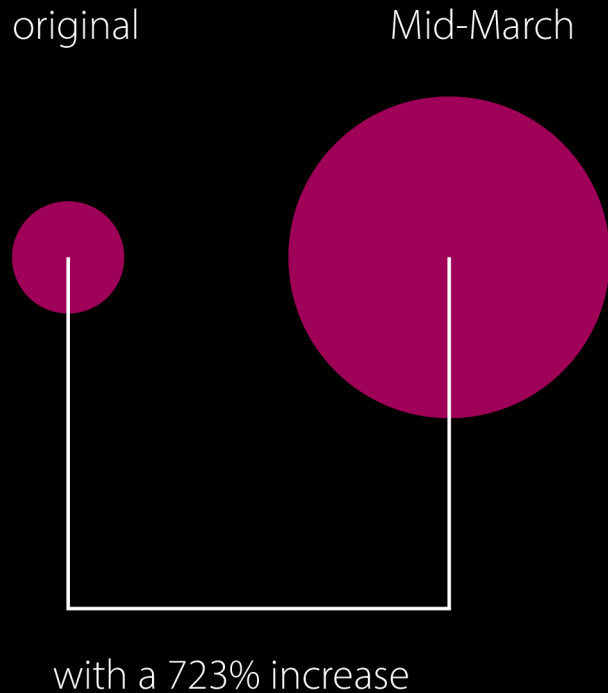We have **three** physical books and **one** e-video book

When we first got the brief for this project and understood the ultimate purpose of the project, we had two different forms of presentation plans in mind.

Offline

Online

The first is an offline exhibition. Make use of our existing exhibition space in Winchester to create a physical exhibition of our physical books and videos.

The second is an online exhibition. Maybe we can create a website dedicated to our group and collect all of our work. The site can be viewed from any electronic device.

During the COVID-19 Courtauld Gallery online visitors in mid-March.

How you prefer to view art work during COVID-19?

original

Mid-March

17.7%

68.2% said they would not go to the exhibition

9.6%

4.5%

with a 723% increase

Online/virtual gallery

at museum/gallery

No peference

With the abundance of free time and alleviation from momentary stressors, people long for social spaces. And now, **online galleries** are filling in this void as a stand-in.
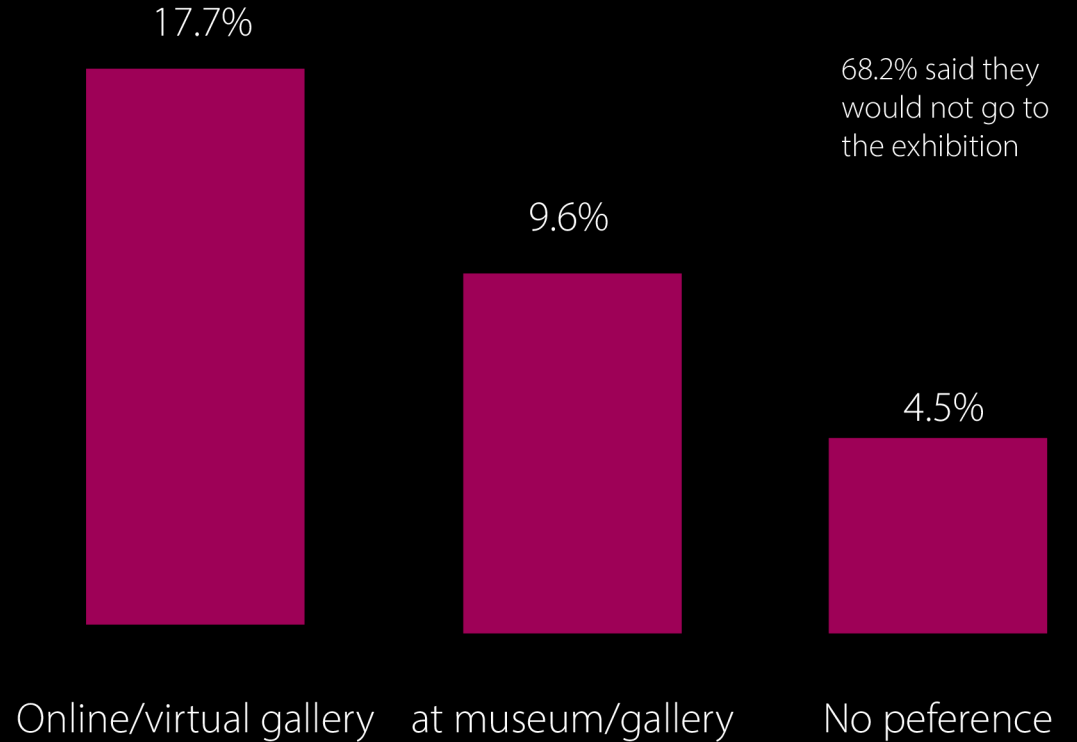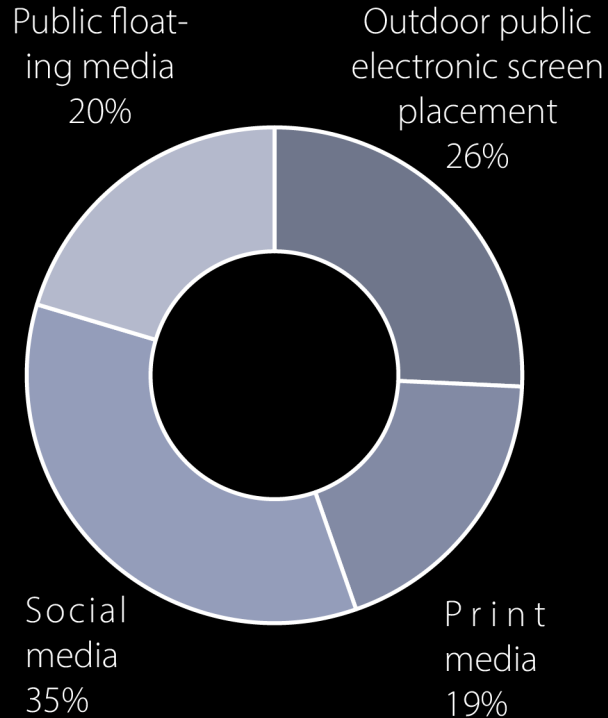
During the pandemic, people preferred to see artworks through online exhibitions rather than the real museum.

Our final plan is to do an **online exhibition**. The site will work with **most electronic devices.**

Marketing Research

Platforms where people receive **branding**

Public float-
ing media
20%

Outdoor public
electronic screen
placement
26%

Social
media
35%

Print
media
19%

Platform Demographics

	TikTok	Instagram
Founded	Musical.ly est. April 2014 rebranded as TikTok in August 2018	October 2010
Total Users	>1 billion MAU	<1.5 billion MAU
Revenue (2019)	$176.9M	$20B
Min. Age Requirement	13+	13+
% of Non-USA Users	97%	88%

Since people are more receptive to **social media drops**, I decided to focus on **two** of the popular **social** platforms overseas.

Instagram is considered to be the leading mobile app for KOL marketing. In MediaKix's 2019 survey, **Ins** was valued at around $20 billion, with its revenue to date **more than** 113 times that of **TikTok.**

https://mediakix.com/blog/tiktok-vs-instagram-infographic/

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These two apps are **similar** in terms of **persona**, but differ in terms of **geographic location**. Of Ins' 1.8 billion users, the United States ranks first with the highest percentage of 12 per cent. In contrast, India and Brazil remain the two countries with the highest number of TikTok downloads.
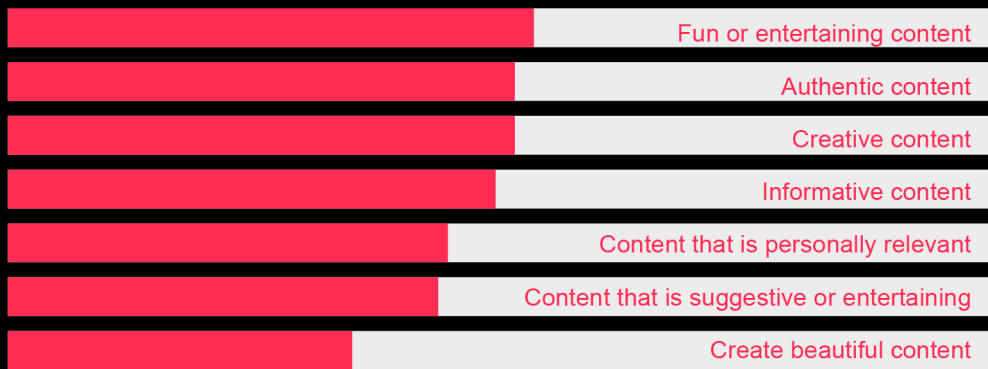
Platform Features

	TikTok	Instagram
Direct Messaging	✓	✓
Livestream	✓ *for some users	✓
Long-Form Video	—	✓
In-App Virtual Currency	✓	—
In-App Shopping Capabilities	✓	✓
Tagged Photos and Videos	—	✓
Stories	—	✓
User Shared Soundclips	✓	—
In-Feed Ads	✓	✓
Augmented Reality	✓	✓
Hashtags, Follower Counts, Likes, & Comments	✓	✓
Verified Creators	✓	✓

Both Tiktok and Ins have similar e-commerce shopping features, but **INS** can **post videos with brand tags, long videos, photos and stories.**

The student in charge of marketing in our group initially wanted to promote our product through social media with high traffic, and she focused on INS and Tiktok as the platform. However with the presence of users and influencers on TikTok, **Tiktok** has also become a social media platform with a **good amount of influence.**

Type of content expected from the brand.

- Fun or entertaining content
- Authentic content
- Creative content
- Informative content
- Content that is personally relevant
- Content that is suggestive or entertaining
- Create beautiful content

53% of respondents said they would follow a brand based on content alone if it resonated with them.While people are interested in celebrities and internet celebrities on Instagram, **interacting with brands** is also one of the reasons people use Instagram.
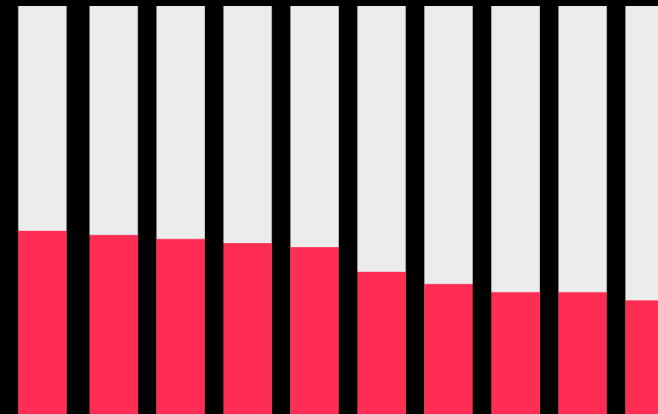
"Project Production Process"

What do users do with ins?

9%

91%
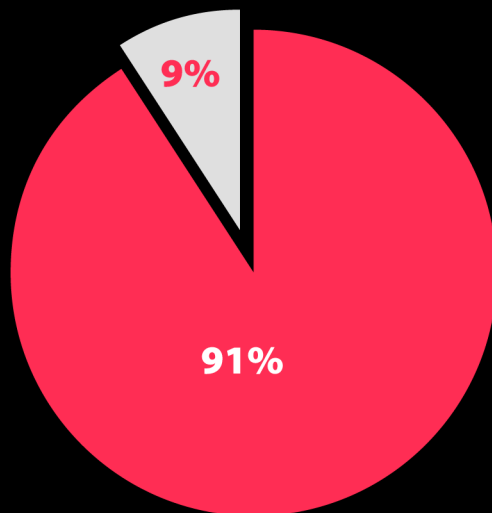
91% of respondents said they use the **Instagram** platform for at least one of their **hobbies**.This means that people can find a **large part of the audience** to promote our projects on this platform
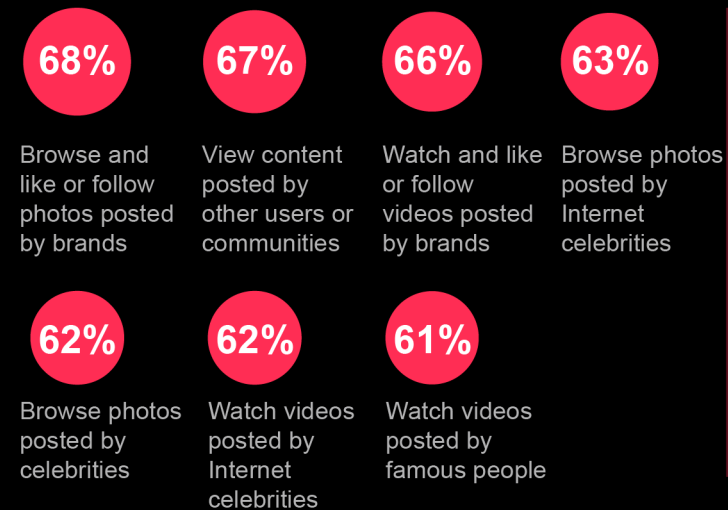
Main interests followed on Instagram.

Create exclusive marketing messages, ad copy and creative to help audiences pursue their interests in depth.

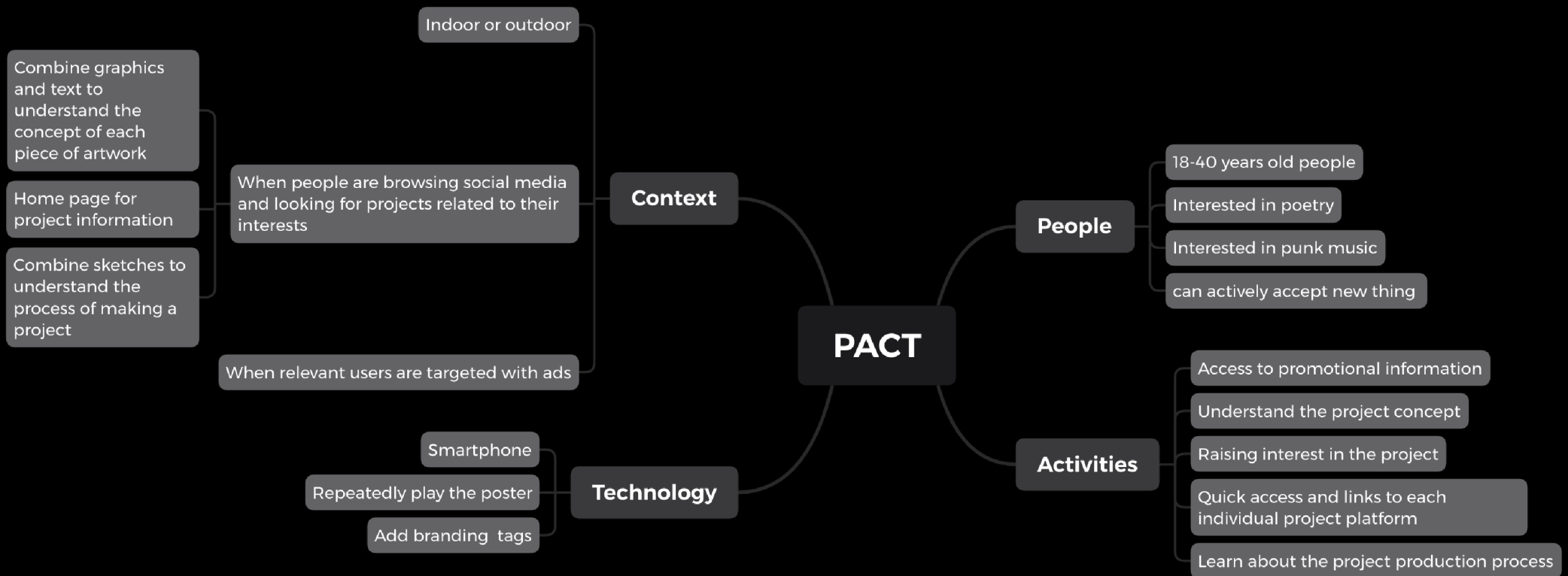**"Interesting copywriting"**   **"Brand account maintenance"**

Ways to pursue interests

68%
Browse and like or follow photos posted by brands

67%
View content posted by other users or communities

66%
Watch and like or follow videos posted by brands

63%
Browse photos posted by Internet celebrities

62%
Browse photos posted by celebrities

62%
Watch videos posted by Internet celebrities

61%
Watch videos posted by famous people

Users are eager to learn more and follow individuals and businesses that inspire them. Following brands is the main way they find content related to their interests on Instagram.

Create exclusive **marketing messages**, **ad copy** and creative to help audiences pursue their interests in depth.

PACT analysis

Indoor or outdoor

Combine graphics
and text to
understand the
concept of each
piece of artwork

Home page for
project information

Combine sketches to
understand the
process of making a
project

When people are browsing social media
and looking for projects related to their
interests

Context

When relevant users are targeted with ads

Smartphone

Repeatedly play the poster

Technology

Add branding tags

PACT

People

18-40 years old people

Interested in poetry

Interested in punk music

can actively accept new thing

Activities

Access to promotional information

Understand the project concept

Raising interest in the project

Quick access and links to each
individual project platform

Learn about the project production process

Persona

Name

Tommy

Gender: Male

Age: 26

Occupation: Company employees

Wants

- View branded content on social platforms that is relevant to my interests(art work/music/poem).

- See some specific ideas for the creation of projects on the platform

Painpoionts

- Some forms of boring promotional content

Characteristic

Punk music lovers

Poetry lovers   Art Lovers

Heavy social platform user

Advertising Sources

Web pop-ups

Social Software Pushing

Physical Poster

Most used social apps

About

I would like to see some real branding on social media platforms that is relevant to my interests, possibly including its background, inspiration, production process and specific explanations.

Marketing Plan

- Presentation method： **Online exhibition**

- User group: **18-40 year old poetry/punk music lovers**

- Marketing Purpose: We hope that our brand will provide a **gathering place** for **fans of poem** and **punk music** to promote this poetry and **inspire them to imagine more of it**.

- How to promote.

1. Open a special **INS** account for our project.

A **special**, **easy-to-remember** brand **name**: a shortened version of the professional term + the initials of the member's name-**@macd_mjwxs**

Introduce our partner **members** in the account profile and **paste** their **personal** page **accounts**

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macd_mjwxs 9+

sloop walk

13
帖子

11
粉丝

11
已关注

Book project for 《Sleepwalk》
From WSA_MACD
Shuyu Ma @impony.0
Qiuyan Jiang @natalie_yy_
Yue wu @veraqpin
Xiaoyu Xu @xu.jst
Duanqian Shen @shen.dq
sym1c16.wixsite.com/sleepwalk
查看翻译

编辑主页

2. Create a new **visual icon** for the ins account and use it as the **avatar** to promote our project.

3. Post all the **members' works** on this page with a **description** of the their design

Follow the topic of the poem and poetry **topic** and post in the topic to find *potential users*
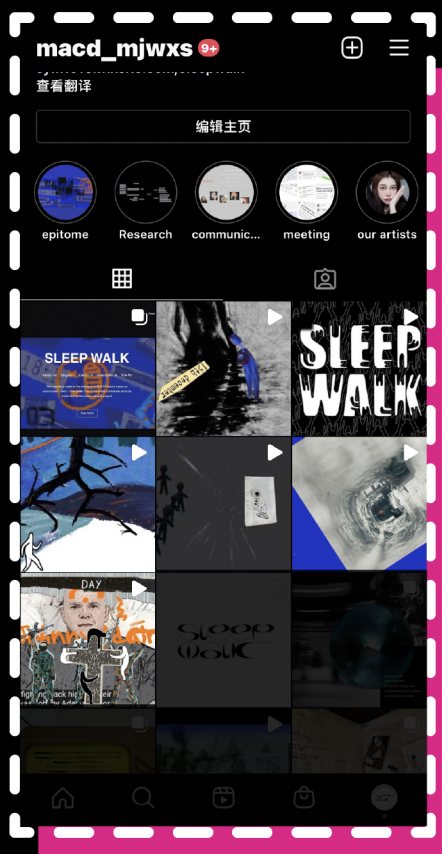
#Sleepwalk   **#Johncooperclark**

Circle the **poet's account** when posting to find *potential users*
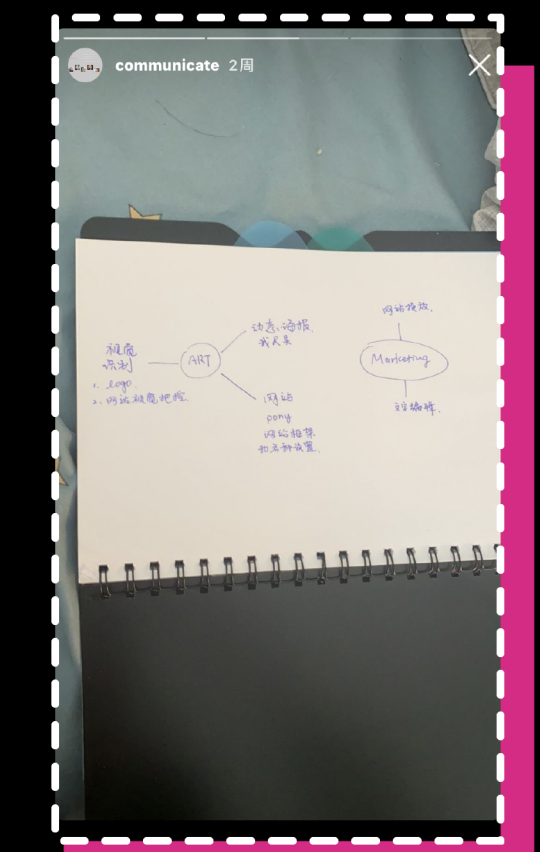
@Johncooperclark
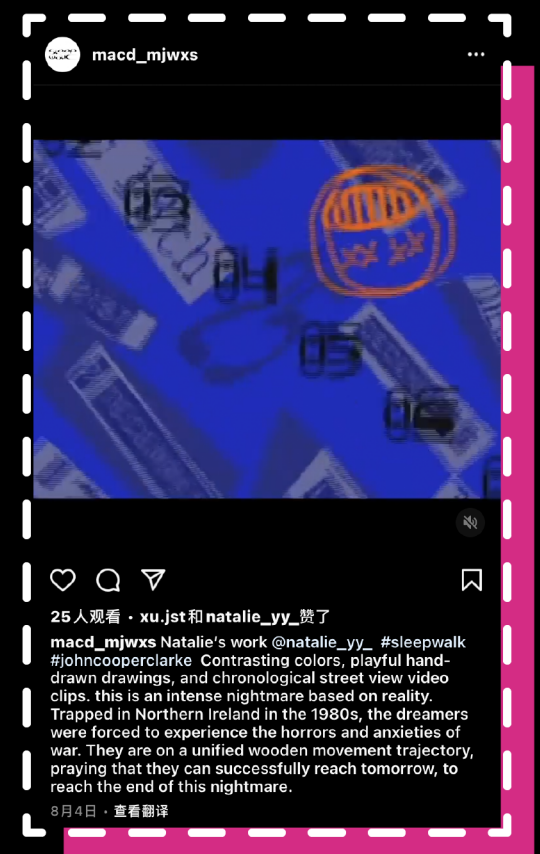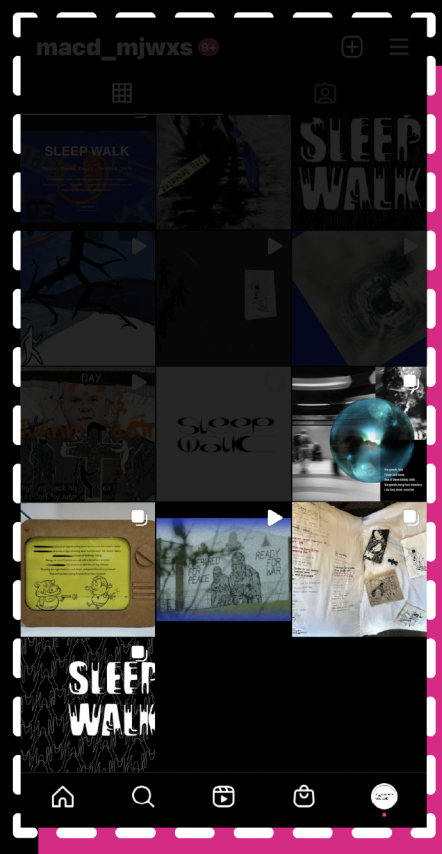
4. Make a **dynamic poster** to post on this page. Each poster will be a **separate page** with a **description** of the poster design.


5. Post the real **production process** of our project on the page to show the **background** of the project, increase the **user's participation** and let the audience have a **better understanding** of our project.

6. Introduce the **growth history** of our brand from **epitome, Research, Communication, Meeting, our Artist, Fragment** with permanent **snapshot** function

7. After posting each member's work on our website, we will put the **link** to our **website** on the introduction of our homepage, so that viewers who visit our homepage can easily view each person's project from the link.
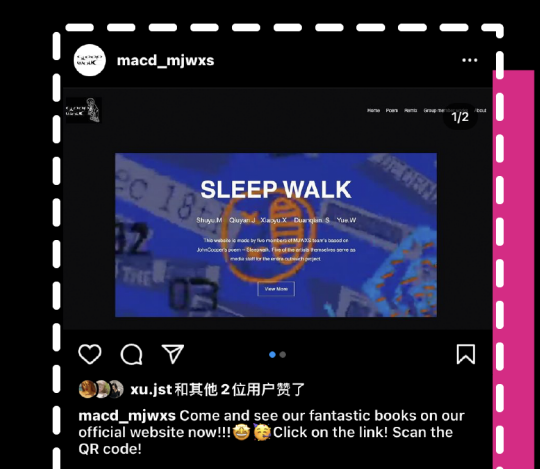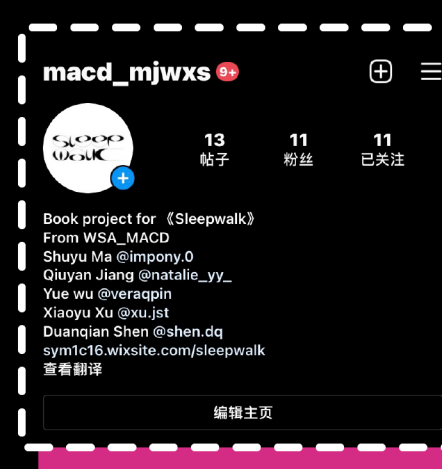
Brand Introduction:macd_mjwxs

Our brand mainly focuses on **publishing products**. We have published 4 books of different styles based on a punk poem called Sleepwalk, published by John Cooper Clarke in 1980.

We created a brand account on **instagram** called **"macd_mjwxs"** and posted the highlights of these 4 books on our homepage, as well as using instagram as a platform to promote the brand with a dynamic poster.

We also have an **official brand website** where you can view more details of each work. We hope that our brand will provide a gathering place for **fans of poem and punk music** to promote this poetry and inspire them to imagine more of it.

After comparing the two platforms through secondary research, we thought that with similar user profiles, **INS** with its ability to post videos with hashtags, long videos, photos and brand stories would be more in line with our final format of promoting with dynamic posters.