THE NIGHTCAP

INTEGRATED MARKETING COMMUNICATIONS

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Executive Summary

The NightCap Media Plan outlines a strategic approach to raise awareness about drink spiking prevention and promote NightCap products effectively. Developed for Nightcap, a drink-spiking prevention company headquartered in West Palm Beach, Florida, the plan leverages various media channels to engage the target audience, primarily college-aged individuals, and drive brand visibility and sales.

The plan focuses on key elements such as:

1. **Target Audience Identification:** College students, particularly women, are the primary demographic. The following plan is tailored around this audience by adjusting messaging and channels to resonate with their needs and preferences.
2. **Objective Setting:** Clear and measurable objectives are established, including increasing brand awareness, driving sales, and fostering engagement across social media platforms.
3. **Creative Strategy:** Engaging social media content, website enhancements, influencer collaborations, and campus activations form the creative strategy, maintaining consistent messaging and optimizing effectiveness.
4. **Budget Allocation:** Strategic allocation of resources across social media marketing, content marketing, promotions, SEO, influencer partnerships, and mobile marketing ensures optimal reach and effectiveness.
5. **Evaluation:** A comprehensive evaluation plan is developed to assess the campaign's effectiveness, track key performance indicators, and make adjustments to optimize outcomes.

In conclusion, NightCap's Media Plan presents a strategy to effectively communicate NightCap's values, drive engagement with the target audience, and achieve campaign objectives. Through strategic planning and execution, NightCap aims to foster safer social experiences for young adults and establish itself as a trusted solution for drink spiking prevention.

PROJECT OVERVIEW

Introduction

The NightCap, a drink-spiking prevention product, was chosen as the focus of our IMC Plan book project. Our goal was to develop a comprehensive marketing strategy for NightCap, leveraging various media channels to raise awareness, drive engagement, and promote the product effectively. This project aimed to simulate real-world scenarios where a marketing team collaborates to create a detailed IMC Plan book to present to a client, providing all the essential information needed for approval and implementation.

Methodology

Our project began with thorough research and analysis to understand the market landscape, target audience preferences, and competitive positioning. We conducted a Situation Analysis to assess the current state of the market, followed by Segmentation, Targeting, and Positioning strategies to identify and prioritize key audience segments and differentiate NightCap from competitors. Additionally, we developed a detailed Buyer Persona to humanize our target audience and guide our marketing efforts effectively.

Strategic Approach

With a clear understanding of the market and target audience, we formulated Marketing Objectives and Strategies to drive the campaign forward. Our budget allocation was strategically planned to maximize reach and effectiveness across various media channels, including social media, content marketing, influencer partnerships, and campus activations. The Media Plan outlined specific tactics and timelines for executing the campaign, while the Creative Brief provided detailed guidelines for creative executions.

Creative Execution

Creative executions were meticulously planned to resonate with the target audience and convey NightCap's value proposition effectively. Sketches and details for each deliverable, including social media posts, website enhancements, influencer collaborations, and promotional materials, were provided to showcase the visual representation of our marketing strategy.

Conclusion

In conclusion, our IMC Plan book for NightCap presents a comprehensive and strategic approach to marketing the product. Through thorough research, strategic planning, and creative executions, we aim to achieve our marketing objectives and drive engagement with our target audience. We anticipate positive results in terms of increased brand awareness, sales, and customer engagement, ultimately positioning NightCap as a trusted solution for drink-spiking prevention.

KEY OBJECTIVES

The key objectives of our IMC Plan for NightCap revolve around raising awareness, driving engagement, and ultimately promoting the product to our target audience effectively. Our primary objective is to increase brand awareness among college-aged individuals, particularly women, by 30% within six months of launching the campaign. With a clear understanding of the prevalence of drink spiking incidents and the need for preventative measures, our goal is to position NightCap as the go-to solution for safety-conscious consumers.

In addition to increasing awareness, our objective is to drive sales and foster engagement with the target audience across various touchpoints. We aim to achieve a 20% increase in sales within three months of implementing the campaign, capitalizing on the momentum generated by heightened brand visibility and engagement. Furthermore, we seek to foster meaningful connections with our audience through interactive content and community-building initiatives, aiming to achieve a 10,000 increase in social media followers within one month. These objectives align with our overarching goal of establishing NightCap as a trusted and essential accessory for safer social experiences, empowering individuals to socialize confidently while staying safe.

SITUATION ANALYSIS

Nightcap is a drink-spiking prevention company that was invented in early 2019 by Shirah Benarde, who came up with the idea after her friend was roofied at a bar during college. The company's main product is scrunchies designed to cover drinks and prevent spiking incidents. Other products offered by Nightcap include keychains, drink-cover stickers, personal alarms, and straws. Headquartered in West Palm Beach, Florida, Nightcap sells its products primarily through its website, nightcapit.com, as well as through Amazon Prime in the US, Canada, and the EU.

Need for Investment and Marketing

The necessity for an investor comes from the need for capital to gain inventory and develop effective marketing strategies. Nightcap's success in reaching its target audience, primarily college-aged individuals, has been facilitated by marketing campaigns leveraging platforms like TikTok and Instagram.

Strengths and Weaknesses

Nightcap excels in social media marketing, cost-effectiveness, and the functionality of its products. However, areas for improvement include product diversification to enhance selection and differentiation from competitors, as well as the need for ongoing innovation to maintain uniqueness in a competitive market.

Mission and Goal

The mission of Nightcap is to provide a solution to drink spiking, empowering individuals to socialize safely. The goal is to offer a simple yet effective means of safeguarding drinks and promoting personal safety, and peace of mind in social settings.

Customer Profile

Nightcap's current customers are primarily college students, universities, bars, and nightclubs. These customers value safety and make decisions aimed at preventing drink-spiking incidents, although some may be concerned about potential judgment for using drink covers.

Competitive Landscape

Direct competitors include Drink YD, My Cup Condom, and Beverage Buddie, offering similar drink-covering solutions. Nightcap distinguishes itself through product variety, competitive pricing, and effective distribution channels.

Context and External Environment

Opportunities for Nightcap include partnerships with universities and bars to distribute their products, although threats such as existing bar-provided lids and reusable water bottles present challenges. Monitoring trends in college and alcohol consumption rates are crucial, along with addressing technological advances like bar-provided solutions.

Regulatory Considerations

Compliance with product safety, health, labeling, data privacy, sales tax collection, and intellectual property regulations is essential for Nightcap's operations. Environmental regulations and import/export requirements also warrant attention.

Economic Impact

Economic fluctuations may influence Nightcap's pricing due to material costs, but its affordability caters to price-sensitive customers, crucial for its primarily young demographic. It is important to compare the cost of the products to competitors.

TARGET AUDIENCE

Segmenting

Nightcap employs a strategic approach to segmenting its target audience, recognizing the diverse needs and preferences within the college student demographic. By focusing on college students as a single segment, Nightcap can concentrate its efforts and resources, ensuring maximum impact in addressing drink-spiking concerns prevalent among this group. Additionally, within this segment, Nightcap identifies women as a critical subgroup due to their increased vulnerability to drink-spiking incidents. This segmentation strategy allows Nightcap to tailor its marketing initiatives and product offerings to effectively meet the specific needs of college students, particularly women, who frequently participate in nightlife.

Targeting

With an understanding of the unique challenges and behaviors of college students, Nightcap strategically targets this segment to capitalize on its greatest potential. College students, characterized by their active participation in nightlife activities and social events, present a large market for Nightcap's safety solutions. By aligning its product messaging and marketing campaigns with the lifestyle choices and social behaviors of college students, Nightcap ensures relevance and resonance within this demographic. Also, Nightcap's concentrated marketing approach enables the brand to deliver tailored messages that resonate with the target audience, fostering stronger engagement and brand loyalty.

Positioning

Nightcap adopts a distinct positioning strategy to differentiate itself within the market and resonate with its target audience. As the ultimate companion for college students navigating the nightlife scene, Nightcap positions itself as a guardian angel, offering protection and peace of mind against the threat of drink spiking. By emphasizing its role in safeguarding college students from potential harm while preserving the enjoyment of social experiences, Nightcap establishes an attractive value proposition that resonates with its target audience. Additionally, by refraining from positioning itself as a generic safety device for all demographics, Nightcap maintains its appeal and effectiveness among college students, reinforcing its brand identity as a trusted partner in promoting safety and well-being.

Buyer Persona

Meet Caylee, a 21-year-old college student pursuing a bachelor's degree in psychology. Living in an urban area near her university campus, Caylee embodies Nightcap's target audience. As a female college student, Caylee prioritizes safety while navigating the nightlife scene with her friends. Her goals include enjoying social experiences at night such as going out to bars and parties with friends. Caylee seeks affordable and convenient solutions that can be easily integrated into her busy student lifestyle. Nightcap addresses Caylee's needs by offering proactive protection against drink-spiking incidents, empowering her to socialize confidently while staying safe. With its targeted segmentation approach, Nightcap ensures that Caylee's preferences and concerns are effectively addressed, creating a strong connection between the brand and its target audience. (Reference Appendix 1)

CREATIVE STRATEGY

The objective for the NightCap IMC Plan

The marketing objectives for NightCap are designed to be concrete and measurable, aiming to increase awareness of the Nightcap drink cover by 30% among young adults aged 21-30. Currently, less than 5% of the target audience is aware of the Nightcap. This objective is informed by research indicating that young adults aged 18-25 are more likely to engage in binge drinking, making them particularly vulnerable to drink-spiking incidents (Krieger, 2018).

Target Audience

NightCap's target audience consists of young adults aged 21-30, particularly frequenters of bars, clubs, and social events. According to research by the National Institute of Alcohol Abuse and Alcoholism, young adults aged 18-29 report the highest rates of binge drinking, making them more susceptible to drink spiking. Additionally, 60% of college students aged 18-22 consume alcohol in any given month, highlighting the importance of targeting this demographic for drink spiking prevention (National Institute on Alcohol and Abuse, 2024).

Benchmark

Currently, "The Nightcap" drink cover has small recognition among the target audience, with less than 5% awareness. Compared to other safety products in the market, such as personal alarms and pepper sprays, drink spiking prevention products like Nightcap have relatively low awareness levels, making education and awareness campaigns crucial.

Dimensions and Metrics

On social media platforms, NightCap utilizes metrics such as sessions, users, pageviews, user engagement, session duration averages, and conversion rates to track the effectiveness of marketing efforts. Given that young adults aged 18-34 spend approximately 2 hours and 29 minutes per day on social media platforms, engaging content is essential to capture their attention (Pew, 2024).

Social Media Metrics to Track in 2024

Engagement rate, follower growth rate, influencer impact, referral traffic, reach and impressions, and hashtag performance are crucial metrics for tracking social media effectiveness. Platforms like Instagram and TikTok are popular among young adults and can be effective channels for promoting Nightcap. With the rise of influencer marketing, partnerships with influencers can be particularly impactful.

How to measure brand awareness

Metrics such as brand mentions, direct traffic, social media impressions, website traffic, and brand recall are used to measure brand awareness. Brand recall can be measured through surveys or recall tests conducted among the target audience. Maintaining an active presence on social platforms is crucial, as 74% of consumers follow brands on social media to get product updates (Social Media Marketing Statistics, 2024).

Expected Growth

A substantial increase in brand awareness and use among the target audience can be expected, aiming to increase brand awareness by at least 30% within six months of the marketing plan launch.

Period

The marketing campaign will run for six months from the launch, with progress monitored and adjustments made as needed throughout the campaign duration. The first three months are critical for brand building, with initial awareness metrics serving as indicators for campaign effectiveness.

Type of Objective

The objective is a communications objective focused on increasing brand awareness and recognition. Brand awareness is a key driver of brand consideration, with 59% of consumers more likely to consider purchasing from brands they are aware of (Adams, 2018).

Message Strategy

NightCap's message strategy focuses on credibility, attractiveness, and authenticity to resonate with the target audience. Endorsements from reputable individuals or organizations within the nightlife and safety advocacy world should be utilized for credibility, while influencers popular among the target demographic should promote Nightcap in a relatable manner. User-generated content and testimonials are to be incorporated to establish trust and authenticity.

Message Factors for the target audience

The message structure emphasizes personal safety and prevention of drink spiking in social environments, highlighting the ease of use and effectiveness of the Nightcap without compromising socializing experiences. Emotional appeal is created through emotions such as security, empowerment, and social responsibility, while educational content provides information about the risks of drink spiking and the benefits of using the Nightcap.

Channel factors for the target audience

Both personal and non-personal channels are utilized, including influencer endorsements and social media advertisements. An integrated marketing approach leveraging various channels such as social media, email marketing, influencer partnerships, and experiential marketing is implemented to reach the target audience at different touchpoints. Interactive experiences, community building, and remarketing strategies are employed to enhance engagement and relevance.

Solidifying Campaign Messaging

Important events and occasions related to personal safety and nightlife are to be capitalized on to solidify the campaign message, while social media trends and seasonal changes in social activities and consumer behaviors are monitored and incorporated into the campaign. Differentiation, visual storytelling, limited time offers, and experiential marketing are used to stand out in crowded environments and capture audience attention.

Distinctive Branding & Compelling Message

A unique brand identity and messaging are to be developed to set the Nightcap apart from competitors, while visually compelling graphics, and videos are utilized to convey the brand message. Limited time offers experiential marketing, and differentiated branding are employed to create urgency and immediate action.

Creative Brief

In creating our comprehensive media plan, the creative assets and deliverables are outlined across various platforms to ensure maximum reach and engagement with the target audience. Social media stands at the forefront of our strategy, serving as a primary channel for communication and interaction. Engaging posts featuring captivating images or graphics with catchy captions will be created to emphasize safety and empowerment, resonating with our audience's desire for security during nightlife activities. Also, short video clips demonstrating the ease of using The Nightcap and its effectiveness in preventing drink spiking will be produced to provide visual demonstrations of our product's value proposition.

In addition to static posts and videos, stories will play an important role in our social media strategy. Behind-the-scenes content showcasing the making of the products, testimonials from satisfied customers, and educational snippets about drink spiking prevention will be shared to enhance brand credibility and educate our audience about the importance of personal safety. Furthermore, our website will serve as a center for information about Nightcap, featuring a visually appealing homepage that prominently showcases its features, benefits, and testimonials. A detailed product page will provide comprehensive information about usage, FAQs, and customer reviews, while our blog will post articles related to drink spiking prevention, safety tips, and real-life stories to engage and inform visitors.

Partnerships with influencers and organizations aligned with brand values will be incorporated to amplify our message and expand our reach. Sponsored posts on relevant influencers' social media platforms and product reviews on trusted blogs and review websites will be leveraged to increase brand visibility and credibility.

Following, the deliverables will encompass engaging social media content, a user-friendly website featuring Nightcap, and strategic partnerships with influencers and organizations, all aimed at effectively communicating the brand message and driving engagement with the target audience.

Budget Allocation

The media budget has been strategically allocated to maximize reach and effectiveness across different channels. With a strong emphasis on social media, the largest portion of our budget, $26,722.22, will be dedicated to improving posts to be more engaging and interactive, ensuring that the attention of our target demographic is captured effectively.

Content marketing, including a sponsorship deal with the "Call Her Daddy Podcast," will receive $21,194.44 to leverage its large audience and influence. Promotions on college campuses will be allocated $13,888.89 to spread awareness and education about drink spiking prevention among young adults.

SEO efforts will receive $13,888.89 to drive engagement rates and increase visibility on search engines, while promotions for influencers will encourage user engagement through giveaways.

Mobile marketing, involving the development of a mobile app and advertising, will receive $10,416.67 to provide users with educational content about drink spiking and prevention, extending the brand's reach to mobile users.

This detailed budget allocation allows for the resources to be strategically used to achieve the marketing objectives, increase brand awareness, and drive engagement with the target audience effectively.

A Budget Using the Top-Down Approach

In adopting the top-down approach for budgeting, 6% of yearly revenue is allocated, totaling $120,000, towards marketing efforts. This conservative yet strategic investment is based on consistent growth over the years and aligns with industry averages for marketing plans. Emphasizing social media marketing and sales promotions anticipates that there will be a $100,000 profit, driven by the increased focus on engaging the target demographic of 18–24-year-old women.

The top-down approach offers flexibility to adapt to market trends while prioritizing reaching the target audience effectively. This approach underscores our commitment to leveraging social media and sales promotions to amplify the brand message and drive growth for NightCap. (Reference Appendix)

CAMPAGIN EVALUATION PLAN

To gauge the effectiveness and impact of the NightCap campaign, a comprehensive monitoring and evaluation plan has been developed. This plan encompasses various aspects, from defining campaign goals to data collection methods, reporting, and stakeholder communication.

1. Define Campaign Goals:

The campaign objectives are clearly outlined to provide a framework for evaluation. These goals include increasing brand awareness by 20% within six months, achieving a 15% increase in sales within three months, and garnering 10,000 new followers across social media platforms within one month.

2. Key Performance Indicators:

A set of indicators has been established to measure the campaign's success in achieving its goals. These include metrics related to brand awareness, sales performance, and social media engagement.

3. Data Collection Methods: Various data collection methods will be employed to gather relevant information for evaluation. This includes using web analytics tools, and social media analytics platforms, and conducting surveys and feedback forms to gather qualitative data.

4. Timeline:

A timeline for monitoring and analysis has been outlined, with regular intervals for data collection and reporting. Weekly monitoring of social media metrics, monthly analysis of website traffic and sales data, and bi-monthly surveys will ensure timely evaluation.

5. Reporting and Analysis:

Regular reports will be compiled to summarize key metrics and performance. An in-depth analysis will be conducted to identify trends, successes, and areas for improvement, allowing for data-driven decision-making.

6. Adjustments and Optimization:

Based on the analysis, adjustments, and optimizations will be made to campaign strategies. Resources will be allocated to the most effective channels and tactics, and targeting criteria and creative elements will be refined to improve performance.

7. Stakeholder Communication:

Regular communication with stakeholders, including the marketing team, management, and external partners, will ensure transparency and alignment throughout the evaluation process. Actionable recommendations based on evaluation findings will guide future campaigns.

8. Budget Allocation:

Budget allocation will be guided by the performance of each media piece and its contribution to campaign goals. Resources will be shifted towards high-performing channels and tactics to maximize ROI and effectiveness.

9. Documentation:

Comprehensive documentation of findings, methodologies, and decisions will be maintained throughout the evaluation process. A final report will be created at the end of the campaign to serve as a reference for future initiatives.

By implementing this monitoring and evaluation plan, we aim to effectively assess the impact of the NightCap campaign and optimize strategies to achieve its objectives. Regular evaluation and adjustment will ensure the campaign remains dynamic and responsive to changing market conditions and audience preferences.

CONCLUSIONS & RECOMENDATIONS

In conclusion, the NightCap plan presents a strategy to raise awareness about drink spiking and promote the NightCap product as a solution for drink-spiking prevention. Through a comprehensive evaluation plan and creative executions across various media channels, the campaign aims to achieve its objectives effectively.

Creative Strategy

The NightCap plan adopts a multifaceted creative strategy aimed at engaging the target audience through various media channels and deliverables. Leveraging social media, websites, partnerships, and a set of creative assets, the campaign emphasizes safety, empowerment, and community awareness. Engaging posts, videos, stories, and educational content across platforms effectively convey the product's value proposition and encourage consumer interaction.

Media Plan

The media plan outlines the role of each type of media and deliverable in promoting NightCap and preventing drink-spiking incidents. Social media campaigns, online advertising, public relations efforts, event sponsorships, and educational materials are strategically employed to reach and resonate with the target demographic. By maintaining consistency in messaging and utilizing a diverse mix of media and deliverables, NightCap effectively communicates its value proposition and drives engagement among its audience.

Evaluation Plan

To measure the success of the plan, a combination of relevant metrics and tools across various channels will be used. The first step will be using brand awareness metrics and tools. This includes brand mentions, direct traffic, social media impressions, website traffic, and brand recall. The tools that could be used are social media analytics, website analytics tools, and surveys. Next, engagement metrics such as engagement rate, follower growth, influencer impact, referral traffic, reach, and impressions. The tools used are social media analytics platforms and web analytics tools. After, conversion rates will be evaluated through conversion rates and costs. This will be tracked through conversion tracking tools. Next, ROI will be analyzed through revenue generated, sales growth, and ROI. The tools that can be used are financial analysis tools and revenue tracking systems. Finally, the plan will be evaluated through surveys and feedback. This will occur through conducting post-campaign surveys and feedback forms and survey platforms.

Messaging Guidelines

Clear messaging guidelines ensure consistency and effectiveness in communicating key themes such as safety, empowerment, and prevention. Through messaging that emphasizes discreet protection and peace of mind, NightCap establishes itself as an essential accessory for safer social experiences. Taglines like "You're covered" reinforce the product's role in providing security and instilling confidence in its users.

Recommendations

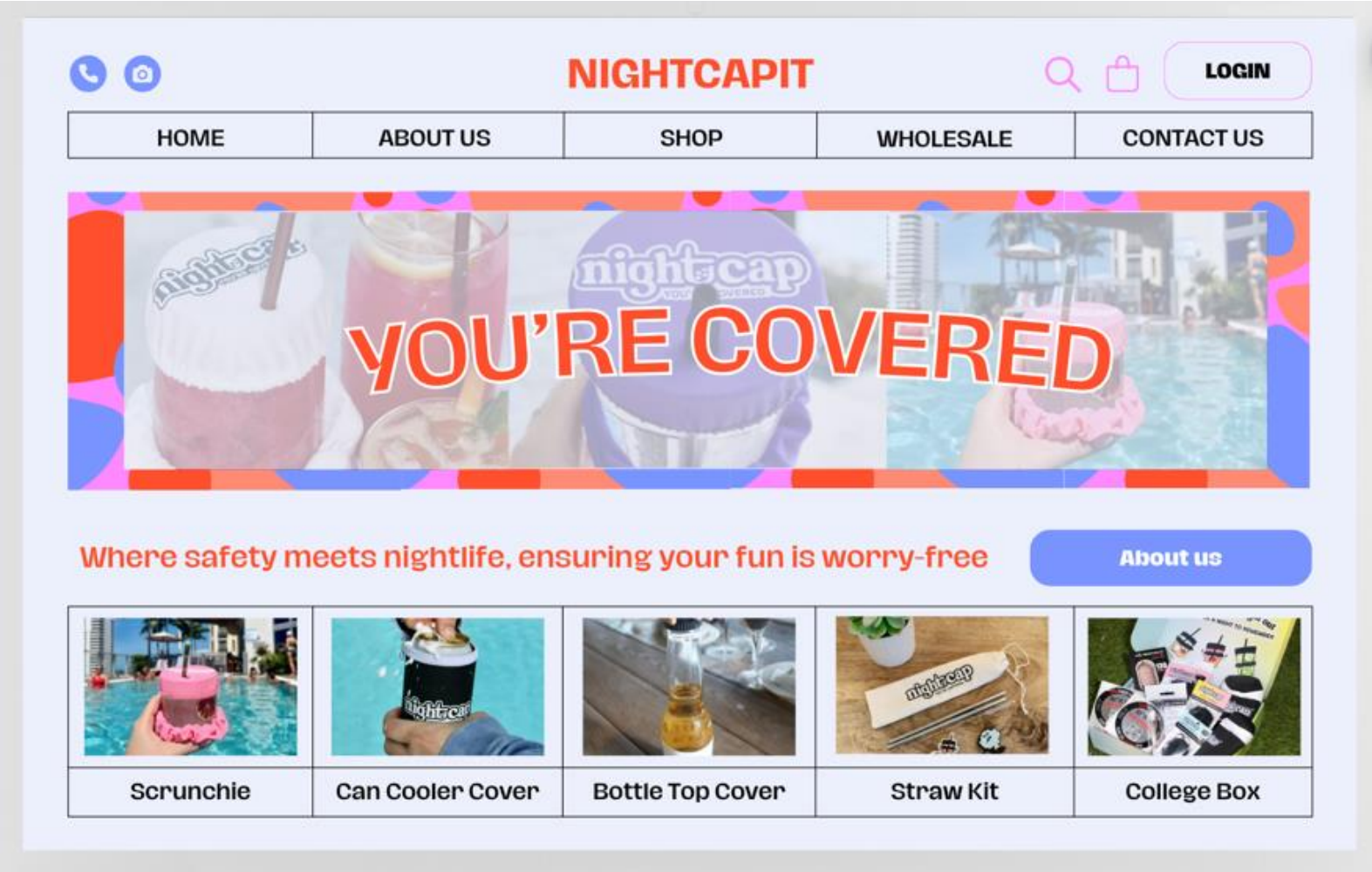
To further enhance the NightCap campaign's effectiveness, the following recommendations are proposed:

1. **Customer Testimonials and Influencer Collaborations:** Encourage customers to share real stories of how NightCap has positively impacted them. Collaborate with influencers to amplify the product's message and reach a wider audience.
2. **Mock Instagram Infographics**: Develop visually appealing infographics for social media platforms, utilizing bright colors and catchy phrases to attract attention and convey key messages effectively.
3. **Mobile App Development:** Invest in the development of a mobile app to serve as a centralized hub for all things NightCap, including online shopping, educational resources, and event updates.
4. **Campus Activations and Student Discounts:** Organize safety awareness events on college campuses and offer special discounts or promotions for college students to encourage adoption among the target audience.
5. **Email Marketing Campaigns:** Launch an email newsletter offering safety tips, product updates, and exclusive offers to subscribers within the target demographic. Utilize promotional emails to incentivize purchases and nurture customer relationships.

Creative Executions

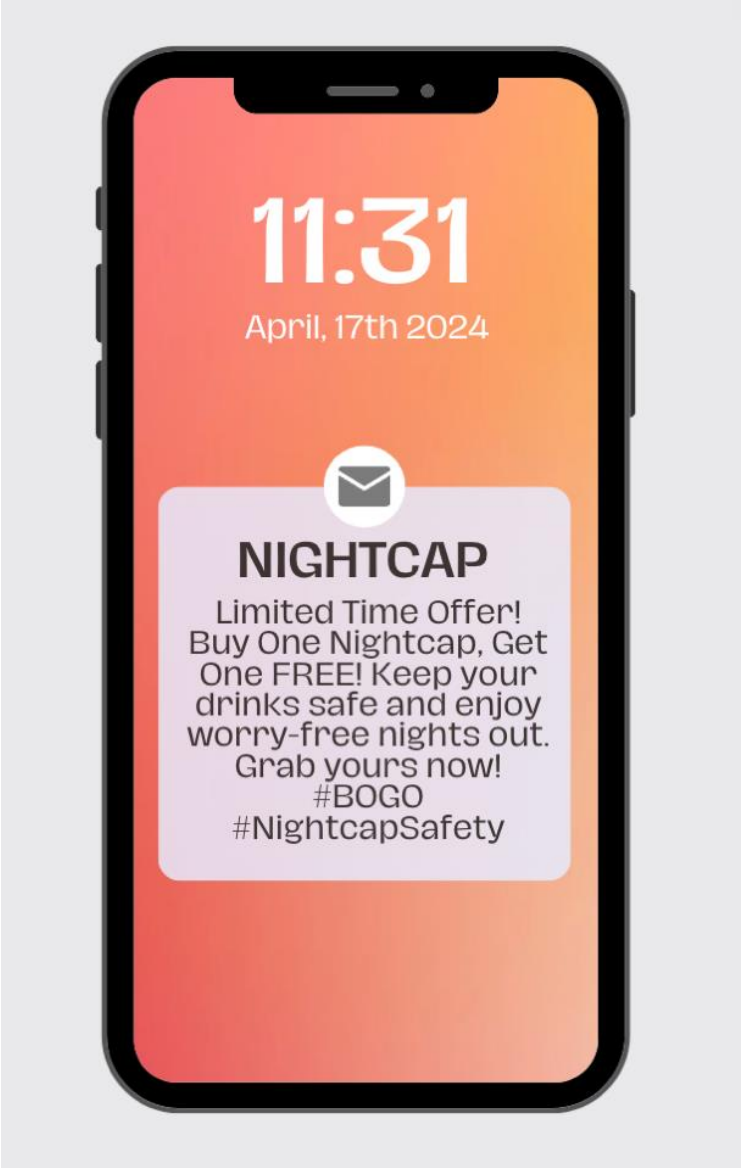
Website Mock-Up:

The website mock-up emphasizes the use of light and airy pastel colors to create a welcoming and approachable atmosphere. The organization prioritizes showcasing NightCap's features, benefits, and testimonials on the homepage, with a dedicated shop page for detailed information. A clear brand identity is distinguished, providing a memorable color scheme.



Subscribed Text Messaging:

NightCap should create a dedicated section on its website inviting visitors to sign up for text messages to receive exclusive promotions and discounts. By opting in, users can stay informed about special offers and limited-time deals, ensuring they never miss out on opportunities to purchase NightCap products at discounted rates. This convenient and direct communication channel not only enhances the customer experience but also fosters loyalty by rewarding subscribers with access to exclusive savings.

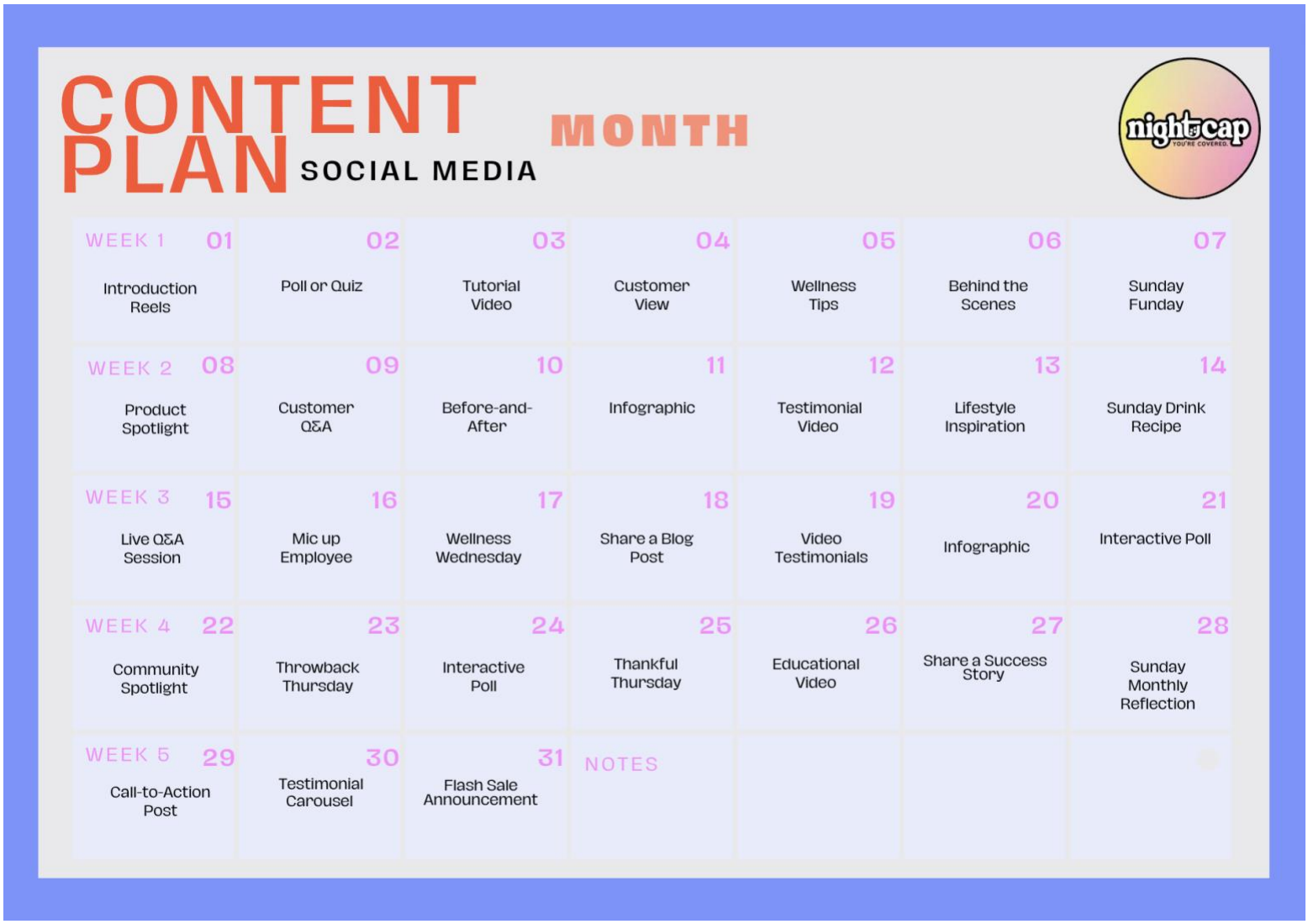


New Color Palette:

A new color palette has been introduced, featuring distinguished colors that strengthen NightCap's brand identity. The original color scheme is weak, leaving it difficult to even understand what their brand colors are. Introducing a strong and unique color palette allows for the brand to be more memorable. The following colors are prominently featured, creating a visually appealing and eye-catching aesthetic.

Content Plan Social Media Calendar:

A month-by-month social media calendar outlines engaging posts, videos, and stories to raise awareness about drink spiking and highlight NightCap's role in prevention. This preparation allows for a strategic plan to be put in place and for optimized performance. The calendar ensures consistency in messaging and utilizes hashtags to reach the target audience effectively.



Advertisement "How to Spot Drink Spiking":

An advertisement has been designed for social media platforms, educating users on how to spot drink spiking, and emphasizing the importance of safety. The advertisement utilizes catchy visuals and concise messaging to capture the audience's attention.

Testimonial of NightCap User:

A testimonial from a satisfied NightCap user has been incorporated into the plan, showcasing real stories of how the product has positively affected consumers. This adds authenticity and credibility to the brand's messaging.

Poster for School Bookstore:

A poster has been created for placement in school bookstores, raising awareness about drink spiking prevention and promoting the NightCap as a safety accessory for college students. The poster utilizes eye-catching visuals and concise messaging to attract attention. Along with this, offering student deals to attract the target audience is recommended.

Call Her Daddy Mock-Up for Spotify Episode:

A mock-up for a Call Her Daddy podcast episode on Spotify has been developed, featuring a segment on drink spiking prevention and the NightCap product. This collaboration with popular influencers enhances brand visibility among the target demographic. The main demographic for this podcast aligns seamlessly with the target audience, making it a perfect place for marketing.

NIL Deal for Influencer Athlete:

A live sponsorship deal could be secured with athletes, promoting NightCap as an essential safety accessory for athletes during social events. This partnership enhances brand credibility and reaches a broader audience. In the example below, a famous influencer and gymnast, Livvy Dunne, is used in a mock Instagram post. She is a very well-known influencer whose audience is primarily college students, aligning with the product's target audience.

Conclusions

In conclusion, the NightCap plan employs a diverse mix of creative assets and deliverables to effectively communicate its value proposition and drive engagement among the target audience. By maintaining consistency in messaging and utilizing various media channels, NightCap aims to achieve its objectives of preventing drink-spiking incidents and promoting safer social experiences.

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Appendix

Buyer Persona

Segmenting, Targeting, Positioning, and Buyer Persona: NightCap

Identify Markets with Unfulfilled Needs

Opportunity Analysis

- Brainstorm markets/audiences that might be interested in your product(s)
    - College students: College campuses are often social environments where nightlife plays a significant role. Many students engage in social activities such as parties, events, and nights out at bars and clubs.
    - Bars/clubs: Nightlife establishments cater to a diverse crowd seeking entertainment and social interaction. They are places for socializing, making them potential markets for products enhancing safety and enjoyment.
    - Universities: Institutions host numerous events and gatherings, providing opportunities to address safety concerns related to drink spiking and personal security.
- Identify supporting trends:
    - Increased awareness of safety concerns
        - Incidents of drink spiking and safety issues in nightlife environments brought attention, prompting individuals to seek safety solutions.
    - Growing demand for safety products
        - There is a rising demand for products that promote personal well-being and security, reflecting a shift towards prioritizing safety in social settings.

Competitive Analysis

- Identify competitors in the marketplace.
    - Beverage Condom: Offers a protective covering for beverages but lacks reusability.
    - Beverage Buddy: Provides portable solutions for carrying drinks, emphasizing convenience.
    - Drink YD: Offersdrinks accessories like keychains but lacks the comprehensive safety features of Nightcap.
- Market Potential and Growth:
    - The initial target of college girls indicates a substantial market potential. Expansion opportunities exist among various stakeholders, including restaurants, bars, nightclubs, parents, and universities.
- Client's Competitive Advantages:
    - Beverage Buddy: While portable, NightCap offers additional safety features and reusability, providing a competitive edge.
    - Drink YD: NightCap offers a diverse product range compared to the limited offerings of Drink YD, enhancing consumer choice.
    - Beverage Condom: NightCaps' reusability makes them a more sustainable and cost-effective solution compared to single-use alternatives like Beverage Condoms.
- Describe the competitive environment.
    - The Nightcap is an extremely simple yet brilliant idea. Unfortunately, due to its simplicity, it is easy to replicate and make similar designs. Many competitive brands have very similar designs. Standing out to consumers is crucial.

Segmenting

- Define 2-4 distinct market segments
    - Demographic segmentation
        - College students: targeting this demographic provides a focused approach, considering their active social lives and susceptibility to safety risks.
        - Women: Given their heightened vulnerability to drink spiking, women represent a critical segment for Nightcap's safety solutions.
    - Psychographic segmentation
        - Social orientation: Individuals who enjoy being around people and actively participate in nightlife activities.
        - Interest: Enthusiasts of bar culture and social gatherings, seeking avenues for safe and enjoyable experiences.
        - Social status: Those who value social connections and frequently engage in group activities with friends.
    - Behavioral segmentation
        - Regular nightlife attendees: individuals who frequently participate in nighttime social activities, including concerts, festivals, and parties.
        - Attend crowded events: targeting individuals who attend events with large crowds presents opportunities to address safety concerns in high-risk environments.

Motivators and Barriers:

Motivators: Safety assurance, convenience, social acceptance.

Barriers: Cost concerns, skepticism about the effect

Targeting

- Number of Segments:
    - Focusing on one segment, specifically college students, allows for concentrated efforts and maximizes the impact of marketing strategies.
- Segment with Greatest Potential:
    - College students present the greatest potential due to their active participation in nightlife activities and heightened susceptibility to safety risks, particularly drink-spiking incidents.
- Support for Chosen Segment
    - College students' lifestyle choices and social behaviors align with NightCap's value proposition of enhancing safety and enjoyment during nightlife activities.
- Concentrated Marketing:
    - Concentrated marketing allows for tailored messages and efficient resource allocation, optimizing the effectiveness of marketing efforts within the chosen segment.

Positioning

- Positioning Strategy
    - Nightcap will position itself as the ultimate companion for college students, offering peace of mind and empowering them to enjoy nightlife safely.
- Other Strategies Considered

    - Avoided positioning NightCap as a general safety device for all demographics to maintain its appeal and effectiveness among the target audience.
- Positioning statement
    - "Nightcap: Your Guardian Angel in the Night; Protecting College Students from Drink Spiking."

Marketing Mix for Chosen Target Audience

Product

- Meeting TA Needs:
    - Physical: NightCaps provide a tangible solution for preventing drink-spiking incidents and enhancing personal safety.
    - Social: NightCaps offer reassurance and confidence, facilitating enjoyable social experiences without safety concerns.
    - Psychological: NightCaps instill a sense of security and control, empowering users to navigate nightlife environments with confidence.
- Benefits for TA:
    - Physical: Prevention of potential harm and adverse health effects associated with drink spiking.
    - Social: Confidence to engage in social activities without fear or apprehension, leading to positive social interactions.
    - Psychological: Feeling of empowerment and agency over personal safety, contributing to overall well-being and peace of mind.
- Product symbolism

    - NightCaps symbolize trust, security, and independence, aligning with the target audience's desire for safety.
- Branding and Packaging Strengths:
    - Strengths: NightCaps have a simple, yet intuitive design focused on safety features, enhancing brand credibility.
    - Weaknesses: The potential for imitation and replication by competitors makes it essential to maintain brand differentiation and integrity.
- Packaging strengths and concerns to keep in mind.
    - Strengths: compact, discreet packaging; emphasizes safety features
    - Concerns: ensuring tamper-proof packaging to maintain product integrity

Price

- Price variable for TA:
    - Nightcaps are priced affordably to ensure accessibility to college students while also reflecting the value proposition of safety and security.
- TA Price sensitivity/elasticity.
    - While college students may exhibit price sensitivity, their willingness to invest in safety products underscores the importance of affordability coupled with perceived value.
- Current pricing strategy:
    - Employing penetration pricing allows Nightcap to capture market share quickly and establish itself as the best solution for drink spiking prevention among college students.

Distribution Channels

- Preferred Purchase Locations:
    - NightCaps are available at convenience stores, online platforms, and university bookstores, catering to the target audience's shopping preferences and convenience.
- Is the product there?
    - Yes
- Do you need additional locations?
    - Exploring partnerships with bars, clubs, and university campus safety offices for broader distribution
- Do you need to develop a new distribution channel for this TA?
    - Direct-to-student marketing campaigns and partnerships with campus organizations can help reach college students effectively.
- Describe the changes or challenges that the current distribution strategy has.
    - Ensuring visibility and availability in high-traffic areas frequented by college students
- How can you address or work around current distribution challenges while others are working on solving those challenges or do those changes need to be addressed before you can proceed?
    - Utilizing targeted advertising and promotional events to increase product awareness and drive demand in key locations.

Buyer Persona

Suggested resources

- How to Create a Detailed Buyer Persona for Your Business, HubSpot - https://blog.hubspot.com/marketing/buyer-persona-research
- How to Create a Buyer Persona, Hootsuite blog - https://blog.hootsuite.com/buyer-persona/
- The Ultimate Guide to Creating Buyer Personas – Shopify - https://www.shopify.com/blog/what-is-buyer-persona

Common Traits Included in Buyer Personas

- Demographics: age, gender, education level
    - College students, females
- Background: student status, social activities
- Hobbies, Interests: nightlife, socializing
- Goals: enjoying nightlife safely, academic success
- Challenges/Pain Points: fear of drink spiking, safety concerns
- Communication/Media Preferences: social media, online platforms
- Social Media Preferences: Instagram, Snapchat, TikTok
- How does client product benefit TA:
    - Nightcap provides peace of mind and empowers college students to enjoy nightlife safely
- How does the client product help TA meet goals or overcome challenges?
    - Nightcap addresses the challenge of drink spiking and helps college students achieve their goal of socializing without fear
- Marketing messages describing product impact on buyer

- Stay safe, stay smart with nightcap: protecting you from drink spiking so you can focus on making memories

Creative Brief

- **Media Objectives**
  - Increase Sales
  - Brand Awareness
  - Social Media Engagement
- **Target Audience Persona**
  - Name: Emily, Age: 21, Occupation: College Student
  - Demographics: Gender: Female, Location: Urban college campus, Income Level: Limited budget, part-time job, Education: Currently pursuing a bachelor's degree in psychology
  - Background: Emily is a college student who lives in an urban area near her university campus. She loves to socialize with her friends at parties, bars, and campus events. However, Emily is aware of the risks associated with nightlife, particularly the prevalence of drink-spiking incidents targeting women. She's heard stories from friends and classmates about their experiences with spiked drinks, which has made her more cautious about her surroundings. Emily is determined to prioritize her safety and is actively seeking solutions to protect herself and her friends while enjoying the college social scene.
  - Goals and Motivations:
    - Safety and Security: Emily's primary goal is to stay safe and protect herself from the risks of drink spiking. She seeks products that offer proactive protection and provide her with peace of mind in social settings.

        - Socializing: As a college student, Emily enjoys attending parties, events, and nights out with her friends. She wants to feel confident and empowered while socializing, without fear of being vulnerable to drink spiking.
        - Affordability: Emily is on a tight budget as a college student and needs to be mindful of her spending. She looks for affordable solutions that fit within her student lifestyle and are accessible to her.
        - Convenience: Balancing her coursework, part-time job, and social life keeps Emily busy. She prefers products that are easy to use and integrate seamlessly into her routine without adding extra stress or complexity.

    - Challenges:
        - Drink Spiking Concerns: Emily is acutely aware of the risks of drink spiking, especially in social environments like parties and bars. This concern can sometimes dampen her enjoyment of social gatherings and make her feel anxious about her safety.
        - Financial Constraints: Being a college student, Emily has limited disposable income and needs to be selective about where she spends her money. She looks for products that offer good value for money and won't break the bank.
        - Balancing Academic and Social Life: Juggling her academic responsibilities with her social life can be challenging for Emily, leaving her with limited time and energy for self-care and relaxation.

- How Nightcap Addresses Emily's Needs: Nightcap is a specialized beverage product designed to prevent drink spiking incidents, providing Emily with the safety and reassurance she needs in social settings. By simply adding Nightcap to her drink, Emily can create a protective barrier against drink spiking. This proactive solution gives Emily peace of mind and allows her to enjoy socializing with friends without worrying about the safety of her drinks. Additionally, Nightcap's affordable pricing and convenient packaging make it accessible to college students like Emily, ensuring that safety doesn't come at a high cost. With Nightcap, Emily can focus on building meaningful connections and making memories with friends while staying protected against drink spiking.

- **Product Positioning Statement**
  - "Nightcap: Your Guardian Angel in the Night; Protecting College Students from Drink Spiking."
- **Message Structure, Tone**
  - Message structure: Emphasize safety, empowerment, and prevention.
  - Tone: Trustworthy, informative, and supportive
- **Creative Assets and Deliverables**
  - Social media
    - Engaging posts: images or graphics with catchy captions emphasizing safety and empowerment
    - Videos: Short clips demonstrating the ease of using The Nightcap and its effectiveness in the prevention of drink spiking
    - Stories: Behind-the-scenes content, testimonials from satisfied customers, or educational snippets about drink spiking prevention

- Websites:
    - Homepage: Feature a prominent section showcasing The Nightcap's features, benefits, and testimonials
    - Product Page: Detailed information about the product, its usage, and FAQs
    - Blog: Publish articles related to drink spiking prevention, safety tips, and real-life stories
- Partnerships:
    - Sponsored Posts: Collaborate with relevant influencers or organizations to promote The Nightcap through sponsored posts on their social media platforms.
    - Product Reviews: Partner with trusted bloggers or review websites to publish honest reviews about the Nightcap's effectiveness.
- Deliverables:
    - Social Media: Engaging posts, videos, and stories
    - Websites: Homepage featuring the Nightcap, product page, and blog posts
    - Partnerships: Sponsored posts on partners' social media platforms, and product reviews on relevant websites.
- Product Color palette, Font(s), Size, Logo, and other creative assets available or to be shared between deliverables.
    - Font: Bubbly and fun font
        - Sunset Serial Heavy, Nagbuloe Bold Shadow
    - Color Palette: Light and airy pastel colors
        - Features pink, purple, light blue, green, yellow, and a sea blue.

        - Sizes: legible across various screen sizes, varies
        - Logo: The Nightcaps logo should be prominently displayed on all creative assets
        - Other Creative Assets: High-quality images or graphics showcasing the Nightcap in use, icons representing safety features, and any relevant illustrations or diagrams for educational purposes.
    - Messaging that has been determined or guidelines of topic or taglines.
        - Messaging Guidelines:
            - Safety and security: emphasize the safety and security NightCap provides to consumers, highlighting its role in preventing drink spiking.
            - Empowerment: convey the message of empowerment that NightCap brings to its users, enabling them to take control of their safety and well-being
            - Discreet Protection: highlight the discreet nature of the product, ensuring users can protect themselves without drawing unnecessary attention to their beverages.
            - Peace of Mind: communicate the peace of mind that the product offers, allowing users to relax and enjoy their social experiences without fear.
            - Community awareness: encourage community awareness about the prevalence of drink spiking incidents and the importance of taking preventative measures like using NightCap.

- Role of each type of media and deliverable:
    - Social Media Campaigns: utilize platforms like Instagram, Facebook, TikTok, and Twitter to raise awareness about drink spiking and promote the product as a solution. Share user testimonials, educational content, and engaging visuals to reach a wide audience.
    - Online Advertising: invest in targeted online advertising campaigns to reach individuals interested in nightlife and safety-related products. Utilize banner ads, sponsored content, and video ads to effectively communicate the benefits of the product.
    - Public Relations: Collaborate with influencers, bloggers, and media outlets to generate buzz around NightCap and secure positive press. Leverage partnerships with relevant organizations and events to amplify the product's message.
    - Event Sponsorships: Sponsor events, gatherings, and festivals frequented by the target audience to showcase NightCap and distribute promotional materials. Host informational booths or presentations to educate attendees about drink spiking prevention.
    - Educational Materials: Develop educational materials such as brochures, infographics, and instructional videos to inform consumers about the risks of drink spiking and the importance of using the product. Distribute these materials through various channels (online platforms, partner organizations, and physical locations).

        - By maintaining consistency in messaging and utilizing a diverse mix of media and deliverables, NightCap will effectively communicate its value proposition and drive engagement among its target audience. This will ultimately achieve its objective of preventing drink-spiking incidents and promoting safer social experiences.
    - List of Deliverables and Creative Assets:
        - Social Media Posts: Facebook, Twitter, TikTok, and Instagram
        - Social Media Videos/Stories
        - Mobile Ads
        - SMS Campaigns
        - Promotional Emails
        - Newsletters

Social Media:

- Engaging posts: raise awareness about drink spiking and highlight the Nightcap's role in prevention.
- Videos/Stories: showcase real-life scenarios, testimonials, and usage demonstrations to increase trust and credibility.

Mobile marketing:

- Targeted ads: reach potential customers with messages tailored to their interests and demographics, directing them to learn more about the Nightcap.

- SMS campaigns: send reminders about safety tips and promotions related to the Nightcap.

Promotions:

- Discounts and offers encourage purchases by offering limited-time discounts or bundles.
- Contests: engage the audience by organizing contests related to safety or prevention, with the Nightcap as a prize

Email Marketing:

- Newsletters: provide valuable content related to safety tips, prevention techniques, and product updates
- Promotional emails: inform subscribers about special offers, new product launches, and testimonials from satisfied customers.

Messaging Guidelines:

- List of creative assets that are to be shared across all deliverables.
  - Key themes: safety, empowerment, prevention
  - Tagline: “You covered”

Promotional, educational, (buyers funnel)

- List of creative assets that are shared across some of the deliverables and detail which assets and which deliverables

        - College logos
            - college logos are customizable to the school
        - Bar logos
            - bar logos are customizable to the bar
        - Billboard for college speeches
            - educational item
            - to help spread information on drink spiking in college
        - We've got you covered

- Reaching out to customers to get real consumer testimonials, creating posts on social media, and possibly adding them to the website.
- Consumers can share real stories of how nightcap has positively affected them
- These can be normal consumers or partnering with small creators and tagging their socials. Where it will bring followers on each side, nightcap as well as influencers
    - This can be used as a collaboration with influencers
- Mock Instagram Infographic
    - Short/easy-to-read words that can catch the eye of someone scrolling on social media
    - Bright colors also catch the attention of followers.
    - Using hashtags to reach target audiences
        - #college, #drinkspiking, #goingout, #nightcovering, #nightoutsafety, #safedrinking.

- **Social Media:**

- TikTok/Instagram videos: Producing videos on drink safety and how to use Nightcap out at bars and nightclubs. Showing off the different types and colors that are offered.
- Platforms: Utilize social media sites such as Instagram and TikTok, where college females are highly active.
- Engagement: create engagement through surveys, and user-generated content contests to encourage interaction and sharing.
- SEO: Use the website for the Nightcap with keywords (drink cap, night out safety, date-rape prevention, drug prevention), making sure it shows up high in search results when young women or college students' information on drink safety.
- Color: creating colorful posts going along with the Nightcap theme (Pink, yellow, blue)
- Content: Create educational yet entertaining content addressing the risks of drink spiking, tips for staying safe, testimonials from satisfied customers, etc.

- **Mobile Marketing:**
  - Accessible Website: Ensure the official website can be viewed for mobile devices for an easy experience for all users especially young women researching drink safety solutions.
  - Mobile Ads: Target young women aged 18-24 with advertisements promoting the Nightcap on popular apps and websites mainly Instagram and TikTok.
  - Mobile App: Creating an app where there can be online shipping, educational videos, signs of drink spiking, how to prevent drink spiking, etc. This app can be

a hub for all things nightcaps. Combining their online shop, social media accounts, and events all into one app.

- **Promotions:**
    - Events: Campus Activations: Organize safety awareness events and product demonstrations on college campuses, partnering with student organizations and campus health centers.
    - Giveaways: Create giveaways on social media sites. Where followers can repost posts to win free products
    - Influencers: Collaborate with influencers that are popular with college ages to promote Nightcap through sponsored posts, giveaways, and product reviews. Partnering with these popular influencers will help us reach the attention of other college girls. Reaching smaller influencers can help not use so much of the budget while still reaching a desired amount of people.
        - **Creating a collaboration with an influencer**
            - **Ex) creating a limited edition color nightcap in collaboration with Alix Earle, or multiple micro-influencers**
    - Student Discounts: Offer special discounts or promotions for college students to encourage purchases among the target audience.
    - Bar/Club Sponsorships: Sponsor events at local bars and clubs, where Nightcap can be showcased as an essential accessory for a safe night out.
- **Email Marketing:**
    - Newsletter: Launch an email newsletter offering safety tips, product updates, and exclusive offers for readers within the target audience.

- Promotions: Sending out coupons or special offers through email for customers to want to use.
- Emails: Create emails for users who have shown interest in our product or who have purchased nightcap products in the past. This can include information about new product launches, sales going on, or just checking in on the user.
- Budget for creative and production for each deliverable.

Consumer Packaged Good: 24% of 60,000 goes to Marketing Plan ($14,400) *2019

Promotions: $13,888.89

Events: $13,888.89

Social Media: $26,722.22

Mobile Marketing: $10,416.67

Content: $21.194.44

SEO: $13,888.89

Total: 100,000

The budget is made into specific areas that NightCapIt needs to focus on. Social media stands at the top of the advertising budget because that's what we need to reach our target demographic the best. The budget is $26,722.22 because we need to improve our posts to be more engaging and interactive. This is higher than the typical social media budget because this is the best way to reach our audience. Content marketing will consist of paying the “Call her Daddy Podcast”

$21.194.44 this is the number because this is the fee they will suggest. Many of their viewers will purchase this product if we could work out a sponsorship deal down the line. Promotions consist of college campuses spreading knowledge and safety about this issue. The goal of the founders is to spread education on this subject. We look to go to the 28 biggest colleges in the country where a speaker's fee is around $500 which comes out to 13,888,89. For SEOs, we look we have placed 13,888.89 in the budget. Based on our calculations, this amount will drive engagement rates by 15%. Promotions have 13,888,89 because we want to encourage our influencers to use this money in giveaways. If we give influencers access to this discount, we can use 1000 influencers to give a 13.88 discount (with a limited 20$ purchase). This discount increases consumer spending and brand image simultaneously. We are looking to increase brand awareness by 2.0% from the giveaway launch. Mobile Marketing comes in at 10,416.67 this money comes from creating a mobile app. The app will give users educational background about drink spiking and how we work to prevent it .65 % comes from the cost of developing the app with a mobile developer and then 35% from advertising the app. We hope this helps you understand where the money is coming from and how we will use it to grow Night Cap It.

- A Budget Using the Top-Down Approach

6% of Yearly Revenue (2 million annually) *2023 = 120,000