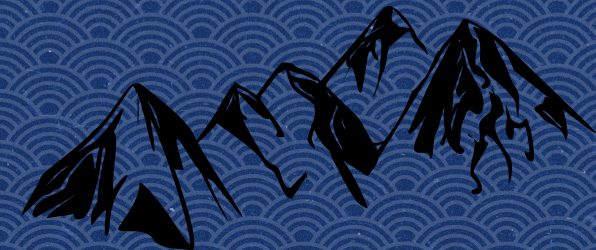


SOLO Campaign

“You Deserve Evian” Athlete Campaign

Social Media and Marketing, CMM335-01

Andrew O’Connor



Campaign Project Overview



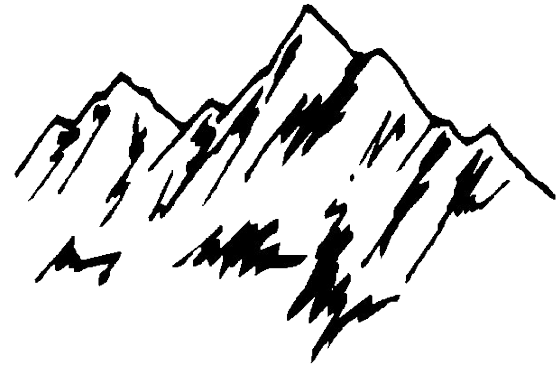
#YouDeserveEvian



Campaign Project Overview



- ◎ Project Management
- ◎ **Strategy**
- ◎ Market Research
- ◎ **Creative**
- ◎ Success Measures
- ◎ **References**



Project Management



#YouDeserveEvian



Project Management for Solo Campaign:

Project Management	Complete Title, Overview Title, Overview and Project Management Slides	Andrew O'Connor	3/3 X	Title Slide
Project Management	Make sure you or each team member complete(s) their title slides completely and on time	Andrew O'Connor	3/3 X	
Project Management	Complete the References Title slide and make sure team completes the References slide using APA Style, including all references	Andrew O'Connor	3/3 X	
Project Management	Insert a screenshot of your Project Management spreadsheet, with all columns filled in except the "Completed?" one.	Andrew O'Connor	3/3 X	Right here
Strategy	Select a Connect, Commit or Convert goal and explain what business goal it supports	Andrew O'Connor	3/3 X	Convert college athletes and adventurers to Evian
Strategy	In one sentence for each area, explain the who, what, when, where, why and how for the campaign	Andrew O'Connor	3/3 X	
Strategy	Explain strategy/strategies and state the call to action (CTA)	Andrew O'Connor	3/3 X	Join the movement, you deserve it
Market Research	Develop Persona using at least 3 categories	Andrew O'Connor	3/5 X	Demographics, Goals, Social Media
Market Research	List 3 competing brands, show social post examples of each	Andrew O'Connor	3/5 X	Fiji, Gatorade, Dasani
Market Research	Write analysis	Andrew O'Connor	3/5 X	
Creative	Develop copy and imagery/.gifs that follow the defined strategy, use the market research and CTA	Andrew O'Connor	3/5 X	
Creative	Compile 3 complete campaign posts	Andrew O'Connor	3/5 X	
Creative	Insert Hootsuite screenshots for 3 campaign posts	Andrew O'Connor	3/5 X	1 Old post 2 New
Analytics	Pick 3 key performance indicators (KPIs) to measure campaign success	Andrew O'Connor	3/10 X	
Analytics	Choose the most important KPI and write a brief paragraph explaining why	Andrew O'Connor	3/10 X	Reach
Analytics	Once data campaign data is available, complete the dashboard template	Andrew O'Connor	3/10 X	

Campaign Strategy



#YouDeserveEvian



GOAL(s):

- © This campaign's goal is to convert college athletes and exercisers in the United States to Evian, instead of other water bottle brands that they are more likely to purchase. This campaign aims to outline the benefits of Evian water over other brands for these young, high performing individuals, and attempts to convert from them from inferior water bottle brands.
- © The "You Deserve Evian" Athlete Campaign's Call To Action is "Try Evian's Exclusive College Offer Now!" This will be a clickable link that takes users to Evian's page, where they can see if their college is already in partnership with Evian, or where they can apply to partner their college with Evian.

GOAL(s):

- © **Who:** The “who” of this campaign is both NCAA athletes and those who strive to remain active and exercise while in college.
- © **What:** The “what” of this campaign is to make Evian a more prominent brand on the NCAA and active college landscape.
- © **When:** “When” this campaign will begin is in July, with enough time to build up an understanding before athletes and students return to campus for the semester.
- © **Where:** The campaign and its content can be developed “where” athletic events are hosted, and promotion can be centered around active areas on college campuses and focused advertising.
- © **Why:** This campaign’s “why” is Evian’s lack of current presence on college campuses.
- © **How:** The “how” is through social media promotion, billboards on large college campuses, and partnerships with colleges in order to give athletes and exercisers access to free or discounted Evian water.

Market Research



NCAA®

Target Audience

Research:

Demographics:

Goals:

Popular Social Sites:

For this campaign, the target audience is college-aged athletes and exercisers in the United States is typically aged 18-22. According to ncaa.org, college athletes are demographically 56% male, and 44% female, and racially 64% white, 16% black, 6% Hispanic, and 14% Asian, Native American, or multiracial. These statistics come from 2019 NCAA athletes (NCAA Demographics, 2019). **They are in the process of achieving a college degree, which is one of their goals, and also attempt to pay off their debts or make it professionally in their sport. Their income is low, averaging between \$3,900-13,880 per year in the 2015-2016 academic year (Working 2016).** According to Pew Research, the most popular social media sites among people aged 18-24 are, from first to fifth, YouTube, Facebook, Snapchat, Instagram and Twitter (Social, 2018). Snapchat and Instagram are also noted to be on the rise among this demographic, and may soon overtake Facebook as the second most popular site, if they have not done so already.

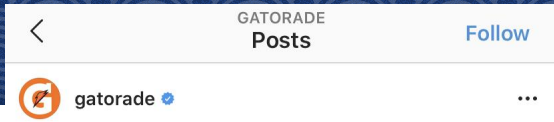
Three brands competing for Evian's target audience of college athletes in this campaign are Gatorade, Dasani, and Fiji.

The goal of expanding Evian's market to NCAA athletes and exercisers arose due to a void in Evian's demographics and relevance for college athletes. College athletes meet many of the characteristics of the VALs group "strivers," as college athletes are typically lower-income, yet strive to earn their place in society through imitation and style-consciousness (US Framework). Evian is an upper-end water brand, that this VALs group in college athletes should be drawn to if given the opportunity and access. Therefore, with the development of the "You Deserve Evian" Athlete Campaign, Evian can potentially gain a leg-up on competitors in partnering with colleges and expanding their market. This way, Evian can also relationships with younger customers, and strengthen potential long term brand loyalty.

3 Brands Competing for Target Audience's Attention:

Analysis and Why the Goal was Chosen for the "You Deserve Evian" Athlete Campaign:

Examples of Competing Brands' Social Media Campaigns:



Liked by [aprilrossbeach](#) and **thousands of others**
gatorade When Nico Young is in the race, he usually wins. The Boy's National Cross Country #GatoradePOY award is no different. Congrats, Nico!

[View all 139 comments](#)

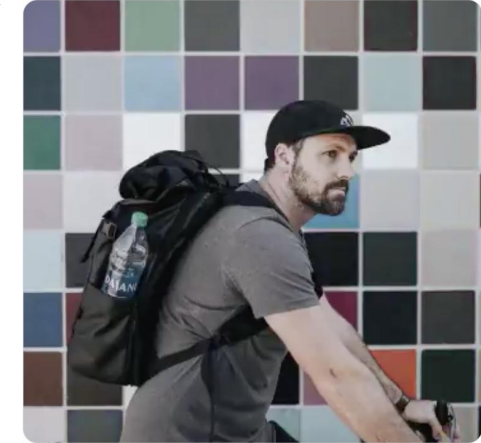
February 25



When he's on the go, [@SamCiurdar](#) brings DASANI along to keep his wheels turning.



Raise the bar with natural minerals and electrolytes gathered from volcanic rock. #JustAddFIJI



8,057 views

1:25 PM · 1/22/20 · [Sprinklr](#)

Creative



NEW LIMITED EDITION

#YouDeserveEvian





Andrew O'Connor

Just now



For all the work you put in, let Evian help you finish strong.
#YouDeserveEvian



Like Comment Share

#YouDeserveEvian



Andrew O'Connor

Just now



For a superior work ethic, drink a superior water.
#YouDeserveEvian



Like Comment Share

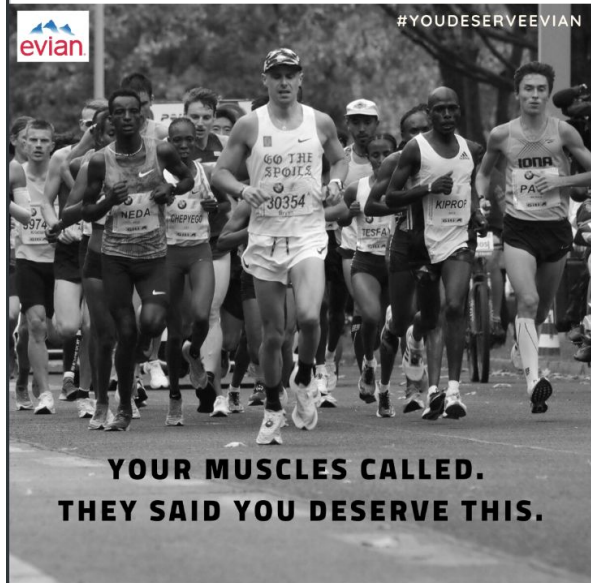


Andrew O'Connor

Just now



You started the first mile, Evian is there for you on the last.
#YouDeserveEvian



Like Comment Share



Success Measures



#YouDeserveEvian



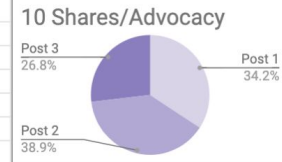
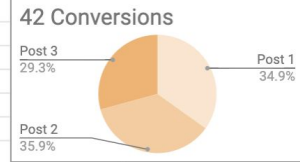
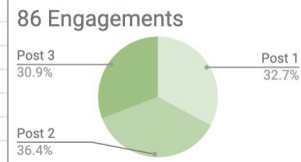
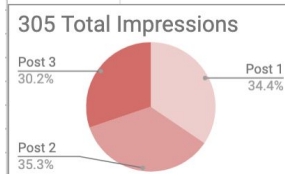
KPIs (Key Performance Indicators) for the “You Deserve Evian” Athlete Campaign:

Because college athletes are so active on social media, the KPI “reach” will measure whether my goal of converting college athletes and exercisers to Evian water. If the campaign is able to effectively address Evian’s advantages and superiority over other brands for this target audience, they will likely convert to Evian, especially if their college partners with Evian. College athletes and exercisers typically have a frequent presence on social media sites, so effectively reaching them is crucial to the “You Deserve Evian” Athlete Campaign’s success. If this campaign is able to connect their social media posts to customer conversion, than it can be deemed successful.

Proposed Campaign Dashboard (Based Upon KPIs):

Social Media Site	Reach	Reach Number	Engagement	Engagement Number	Conversion 1	Conversion Number	Advocacy	Advocacy Number
Post 1	Post Impressions	6,837	Post Likes and Comments	2758	Post Clicks	585	Post Shares	65
Post 2	Post Impressions	7,118	Post Likes and Comments	2864	Post Clicks	602	Post Shares	74
Post 3	Post Impressions	6,092	Post Likes and Comments	2432	Post Clicks	491	Post Shares	51
	TOTAL	20,047	TOTAL	8054	TOTAL	1678	TOTAL	190

Post	Number of Impressions	Post	Number of Engagements	Post	Number of Conversions	Post	Shares/Advocacy
Post 1	6937	Post 1	2578	Post 1	585	Post 1	65
Post 2	7118	Post 2	2864	Post 2	602	Post 2	74
Post 3	6092	Post 3	2432	Post 3	491	Post 3	51
TOTAL	20147	TOTAL	7874	TOTAL	1678	TOTAL	190



References and Resources



#YouDeserveEvian



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