EIGHT 55 AM

KEMBIT CUPPA APP

MEDIA STRATEGY

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CLIENT

"The world of IT is different tomorrow than it is today. We filter the change management models, streamline the various sources of information and translate these changes for our partners. Thanks to the anticipation of monitored developments and the resulting needs, we introduce and realize appropriate, qualitative, innovative and intelligent IT solutions." - *Kembit*

Solutions they offer:
GRC & Security
Applications
Infrastructure & Connectivity
Project realisation
ICT-direction
Organisation transformation

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ASSIGNMENT

Assignment description

Workvenues would like to give the Cuppa app a public launch. A media strategy is needed, and the public launch will be organised at the High Tech Campus in Eindhoven. It could be done during an already organised/existing event, or an event by Workvenues/Kembit.

Assignment goals

Cuppa wants 300 active users during the "testing period" at the High Tech Campus Eindhoven.
Cuppa wants 30.000 users in the first year after the public launch.

Assignment analysis

The Cuppa app will be beta tested during the following stages (mentioned below in Table 1).

Stage	When	Where	How many people (estimation)
01	Wed 04-04-2018 17:00 - 19:00	High Tech Campus Eindhoven event: Drinks, Pitches & Demos https://www.hightechcampus.nl/kalender/drinks-pitches-demos-2	
02	Thu 06-04-2018	High Tech Campus Eindhoven meeting with HTC communication about the plans.	
04	Thu 19-04-2018 15:30 - 19:30	High Tech Campus Eindhoven event: Entrepreneurial experience event https://www.hightechcampus.nl/kalender/tmc-e3-entrepreneurial-experience-event	
05	Mon 23-04-2018 15:30 - 17:30	Kembit resource group launch - panel session (Vianen, Utrecht)	10 - 15
06	Wed 25-04-2018 15:30 - 17:30	Kembit resource group launch - panel session (Kembit castle Wijnandsrade, Limburg)	15 - 25

07	Thu 26-04-2018	High Tech Campus Eindhoven: Offline media. Flyering and public awareness (including cuppa pool).	
08	Wed 02-05-2018 17:00 - 19:00	High Tech Campus Eindhoven event: Drinks, Pitches & Demos https://www.hightechcampus.nl/kalender/drinks-pitches-demos-3	
	Wed 09-05-2018	**(Data measurement 01)** Kembit office High Tech Campus Eindhoven	
	Wed 09-05-2018	**(Data measurement 01)** The strip High Tech Campus Eindhoven	
09	Mon 14-05-2018	High Tech Campus: Toastmasters https://www.hightechcampus.nl/kalender/toastmasters-eindhoven-nl-apr30-1	
	Mon 14-05-2018	Campus Technology Seminar, data and cyber security.	
	Mon 14-05-2018	**(Data measurement 02)** Kembit office High Tech Campus Eindhoven	
	Mon 14-05-2018	**(Data measurement 02)** The strip High Tech Campus Eindhoven	
10	Tue 22-05-2018	High Tech Campus: Pub quiz https://www.hightechcampus.nl/kalender/high-tech-pub-quiz-challenge-2	
11	Wed 23-05-2018	High Tech Campus Eindhoven event: Create an own event (Barista idea)	
	Wed 23-05-2018	**(Data measurement 03)**	

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		Kembit office High Tech Campus Eindhoven	
	Wed 23-05-2018	**(Data measurement 03)** The strip High Tech Campus Eindhoven	
12	Mon 28-05-2018	High Tech Campus: Toastmasters https://www.hightechcampus.nl/kalender/toastmasters-eindhoven-nl-mei14-1	
13	Fri 01-06-2018	Businessclub HTC	

Activities (scope)

Cuppa will use different media activities;
- Social media is a possibility. Probably LinkedIn.
- Offline media. Think about flyers, posters and word of mouth advertising.
- Guerilla marketing when Cuppa has more than 10.000 users.
- E-mailmarketing. Sending emails to the companies and the HTC business relations.
- Networking / social gatherings at campuses.
- Events at campuses and Kembit.

Assignment requirements

Date	Event	Media preparations	General preparations
Thu 19-04-2018	Advertising	- Coffee machine advertisements.	- **Email Hilde for awareness**
Mon 23-04-2018 15:30 - 17:30	Kembit resource group launch - panel session (Vianen, Utrecht)	- **Video recording if possible.** - Download the app. - User testing. - Little present after the user tests. Maybe a Cuppa pie.	- Bring camera (and tripod). - Bring audio recording material. - User test plans. - Little present. (Ask Lars) - Travel costs. (Ask Lars)
Wed 25-04-2018 15:30 - 17:30	Kembit resource group launch - panel session (Kembit castle Wijnandsrade, Limburg)	- **Video recording if possible.** - Download the app. - User testing. - Little present after the user tests. Maybe a Cuppa pie.	- Bring camera (and tripod). - Bring audio recording material. - User test plans. - Little present. (Ask Lars) - Travel costs. (Ask Lars)
Thu	High Tech Campus	- Mouth to mouth	- Flyers.

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26-04-2018	Eindhoven: Offline media. Flyering and public awareness (building HTC41 en de Strip).	advertising. - Spreading flyers. - Advertisements for the coffee machines. - Create a list with email addresses.	- E-mail Hilde **1 week before** with the advertisements for the coffee machines. - List with email addresses.
Fri 27-04-2018	E-mailmarketing	- Newsletter to the companies from the building HTC41.	- Newsletter advertising.
Wed 02-05-2018 17:00 - 19:00	High Tech Campus Eindhoven event: Drinks, Pitches & Demos	- Advertising before the event starts (in slideshow). - Pitch in one minute. - Spreading flyers. - Coffee cups. - Cardboard coasters. - Roll up banners.	- Advertising slide. - Pitch. - Flyers. - Coffee cups. - Cardboard coasters. - Roll up banners. - **Email Hilde for awareness**

Wed 09-05-2018	**(Data measurement 01)** Kembit office High Tech Campus Eindhoven	- Video recording if possible.
		 - User testing.
		 - Little present after the user tests. Maybe a piece of chocolate.
		 - Mouth to mouth advertising.
		 - Coffee machine advertisement.
		 - Spreading flyers.
		 - Create a list with people information/target audience.
			- Bring camera (and tripod).
			 - Bring audio recording material.
			 - Prepare survey or other user experience measurement tools.
			 - Flyers.
			 - E-mail Hilde **1 week before** with the advertisements for the coffee machines.
			 - Google document for the people information/target audience list.
			   - Which kind of target audience.
			   - In groups or alone?

Wed 09-05-2018	**(Data measurement 01)** The strip High Tech Campus Eindhoven	- Video recording if possible. - User testing. - Little present after the user tests. Maybe a piece of chocolate. - Mouth to mouth advertising. - Spreading flyers. - Create a list with people information/target	- Bring camera (and tripod). - Bring audio recording material. - Prepare survey or other user experience measurement tools. - Flyers. - Google document for the people information/target audience list. - Which kind of target audience.

		audience.	- In groups or alone?
Mon 14-05-2018	Campus Technology Seminar, data and cyber security.	- Advertising before the event starts (in slideshow). - Pitch in one minute. - Spreading flyers. - Coffee cups. - Cardboard coasters.	- Advertising slide. - Pitch. - Flyers. - Coffee cups. - Cardboard coasters - **Ask permission for poster building HTC 41.**
Mon 14-05-2018	**(Data measurement 02)** Kembit office High Tech Campus Eindhoven	- Video recording if possible. - User testing. - Little present after the user tests. Maybe a piece of chocolate. - Spreading posters in building HTC41.	- Bring camera (and tripod). - Bring audio recording material. - Prepare survey or other user experience measurement tools. - Posters.
Mon 14-05-2018	**(Data measurement 02)** The strip High Tech Campus Eindhoven	- Video recording if possible. - User testing. - Little present after the user tests. Maybe a piece of chocolate. - Spreading posters in building HTC41.	- Bring camera (and tripod). - Bring audio recording material. - Prepare survey or other user experience measurement tools. - Posters.
Wed 23-05-2018	**(Data measurement 03)** Kembit office High Tech Campus Eindhoven	- Video recording if possible. - User testing. - Little present after the user tests. Maybe a piece of chocolate. - Guerilla marketing: place cuppa in the pool.	- Bring camera (and tripod). - Bring audio recording material. - Prepare survey or other user experience measurement tools. - Cuppa in the pool.
Wed 23-05-2018	**(Data measurement 03)** The strip High Tech Campus Eindhoven	- Video recording if possible. - User testing. - Little present after the user tests. Maybe a piece of chocolate. - Guerilla marketing: place cuppa in the pool.	- Bring camera (and tripod). - Bring audio recording material. - Prepare survey or other user experience measurement tools. - Cuppa in the pool.
Fri 01-06-2018	Businessclub HTC	- Advertising before the event starts (in slideshow). - Pitch in one minute.	- Advertising slide. - Pitch. - Flyers. - Coffee cups.

		- Spreading flyers. - Coffee cups. - Cardboard coasters. - Roll up banners. - *Spreading advertisements through social media.*	- Cardboard coasters. - Roll up banners. - *Social media advertisements through LinkedIn and Facebook. Only if the target audience like the Cuppa app.*

MoSCoW Requirements

Output testpanels 23 + 25 april

Must have

Priority	Easy	Harder	Hardest
1	Email in profile	Add back button on android (arrow)	Chat function
1	Background information CUPPA app + tutorial login	Android app closes on screen lock (bug)	Clickable phone number
1	Explanation required network reason	Try again (for if there are no connections nearby)	Bug (most recent position in Linkedin)
1	Background information about CUPPA	Show all connections in the app (Community)	
1	Your interests screen bug (rule below suggestion), name trending topics	Show unread notifications (bug)	
1	Manage profile > update LinkedIn data	Recent position LinkedIn	
2	Share through button	Menu item icons	Android terms and conditions while remain in application
2	Menu share app	Reason save button	Terms + privacy close button
2	Terms + privacy in sub menu	Delete notification android (color) bug	
2	Coffee request (create connection)		
3	Connected users categorize	Reason coffee requests (intention)	Manage own profile / website
3		Which search questions are (networkdetails) + list/screen	

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SHOULD HAVE

Priority	
1	Determine radius range manually
1	Overview of amount of requests sent
1	List of venues where app is being used (CUPPA locations)
1	Remove Linkedin connections
1	Skip reasons + interests
1	Pop up (reminders about people met who are nearby)
1	Search for interests and for names
1	Searchfilter for contacts
1	Show user icon notification amount
2	Remember location where people met
2	Notifications when making connections
2	Follow up after request or connection
2	Business card
2	Location connection made
2	Remember how many times someone has been nearby

COULD HAVE

More network reasons
Network motivation (include job opportunity)
Customize background picture
Enlarge profile picture
Automatic LinkedIn update synchronisation
Earn coffee requests
Enable location tracking later
Check in
Company logo
Block user
Number of connections not visible
Who is online
More choices for reasons to network (2 or 3)
Connection exports
Partnership with coffee bars

MENU

- · Nearby users
- · (Network/Community)
- · Connected users
- · Notifications
- · Your profile*
- · Share APP
- · Settings
  - o About
    - · Webpage
    - · Tutorial
    - · Help
  - o Notifications
    - · Coffee requests
  - o Coffee credits
    - · Amount of coffee credits
    - · Buy more coffee credits
  - o My account
    - · Pause for 8 hours
    - · Log out
  - o App information
    - · App version: 1.0
    - · Terms and conditions
    - · Privacy policy

Your profile (pencil/arrow to network reason + interests) + (update/sync your profile)

TARGET AUDIENCE

General

The target audience are business professionals seeking to expand their horizon by actively networking. These business professionals have skills they can share and needs that another professional can complement.

The target audience will be using the app in and around campuses. This is a place where many professionals from around the world come together in a business environment. There will be many opportunities for these professionals to meet in person. The Cuppa application will help them take the first step.

Persona

GOALS

Main goals
- Cuppa wants 300 active users during the "testing period" at the High Tech Campus Eindhoven.
- Cuppa wants 30.000 users in the first year after the public launch.

Sub goals

Implementing the output of the user tests from 23 and 25th of April.

Change the USP's because of the new LinkedIn update.

VALUE PROPOSITION

The following value proposition based on the Business Model Canvas from Osterwalder and Pigneur (Osterwalder, Pigneur, 2010). It's a model that will give insights in the current business model, and will eventually be a valuable tool for strategic management.

Osterwalder and Pigneur describe the defination of the business model in the following way: The Business Model Canvas contains the main principle of how an organization creates value, delivers value and maintain value.

The value propositions in the Business Model Canvas contains the unique selling points and added values for potential customers. In which way does Cuppa distinguish itself from its competitors?
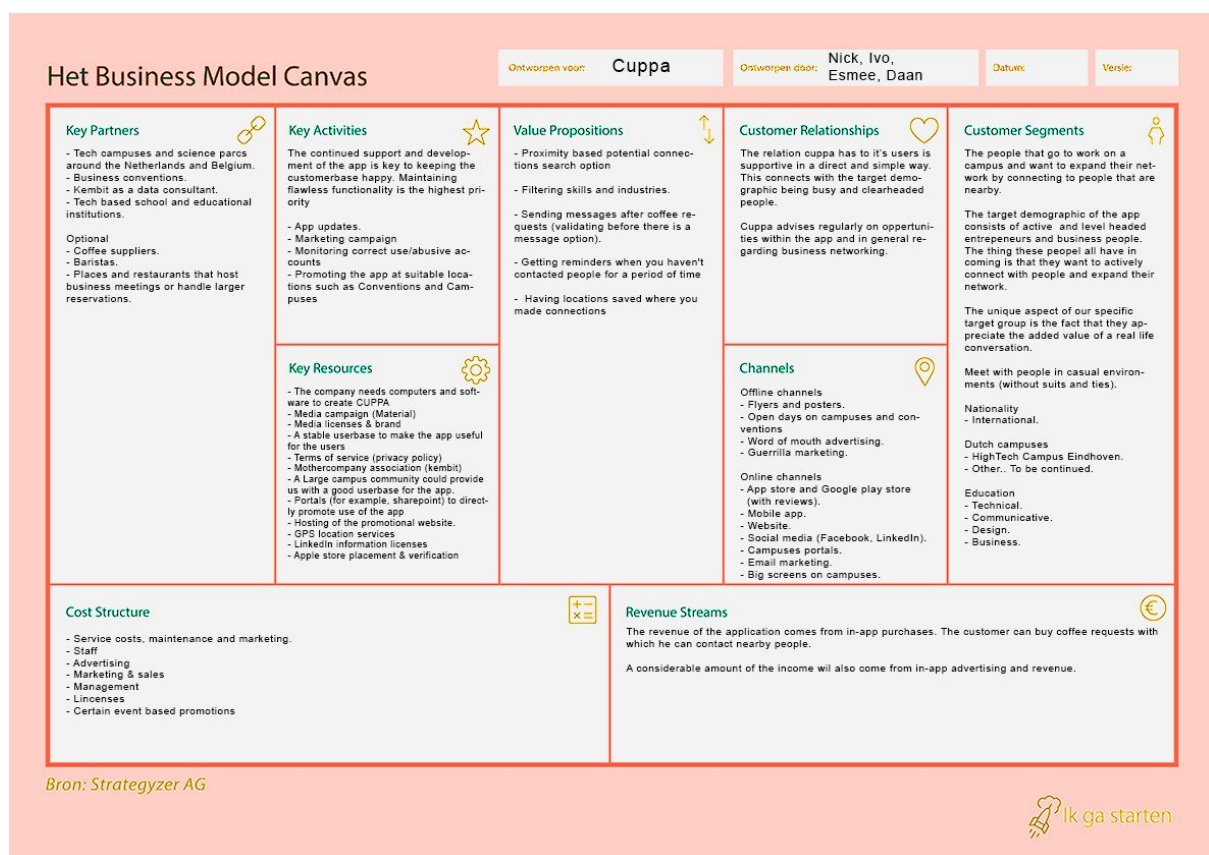
Model: Business Model Canvas Cuppa app (click on the image for the PDF file).

Here beneath are the general value propositions for the Cuppa app summarised;
- Proximity based potential connections search option.
- Filtering skills and industries.
- Sending messages after coffee requests (validating before there is a message option).
- Getting reminders when you haven't contacted people for a period of time
- Having locations saved where you made connections

STRATEGY

Communication Strategy-model Rossiter & Percy

Category need

The target audience needs an app which serves as a business card. The cuppa app will be useful when people met each other and want to talk again. It is also possible to see each other again at another place where they didn't expect. They need people from a specific market and Cuppa can live up to that need, that and sending every user reminders when they meet each other again. In this way you don't have to search a name in their LinkedIn profile with people from all markets.

Brand awareness

Search for the active center of a campus or in front of a big convention where the target audience wants to meet each other. It needs a big campaign, for example a huge coffee mug in the pond at the High Tech Campus. This way you can get the attention from the target audience.

Brand knowledge / comprehension

Cuppa has to show the target audience that Cuppa is an opportunity to talk and remind each other. Cuppa also has to communicate what kind of app it is and who the target audience can find here.

Brand attitude

There is no other app at the moment which is an online business card for one specific market. This is the reason why Cuppa is so attractive to the target audience.

Brand purchase intention

The target audience has to be open for a new experience and create new connections by themselves. They have to invest time to create the valuable connections which they need.

Purchase facilitation

Everyone can download Cuppa for free and starts with 20 free coffee requests. The user has to buy more coffee requests when they used them all. The requests are relatively cheap, so they can create a good connection network with Cuppa.

Satisfaction

The target audience will visit the High Tech Campus for work and their inspiration is empty in the middle of the day. At this point they will look outside and see a huge coffee mug in the pond and will think 'What is that?!' At this point they want to know what it is and go outside for a look. After they check it it's time to download Cuppa and look what it does. This person will ask his colleagues too and they see each other and a couple other people who they've never heard of. So they tried to send them a coffee request.

Brand-laddering: consumer rewards

The target audience has to know what Cuppa is, an online business card for a specific market. In this way it is easy to connect with people with who you are related. Everyone has to know about the reminders, because this is good for your new connection experience. You won't forget each other that fast and you don't have to search for names

anymore in big lists like LinkedIn with all the markets and not for one specific marke

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COMMUNICATION

Communication strategy

"We show profiles of business professionals currently in the proximity of the user and make it easy to connect.
In addition we inform business professionals about supporting services."

- We suggest relevant profiles based on network motivation and personal interests.
- We support business professionals by showing & actively suggesting relevant profiles and information, real-time and in their proximity.

Awareness of the app must be made in order for the app to be successful, refer to the touch points to learn in what way.

Message

"We strive to improve the quality of business networking through technology -enabling meaningful connections- so like-minded business people share knowledge and experience, recognise and create new opportunities or possibilities for collaboration and innovation."

Business professionals should not miss a moment to interact with others, exchange information and develop professional or social contacts. However it is also important to recognize, create, or act upon business opportunities.

Proposition

Networking made even easier.

Positioning

"We help business professionals realize meaningful connections."
We help business professionals grow their network. We are a professional networking service focused solely on interactions and relationships of a business nature.

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TOUCHPOINTS

Awareness – create brand awareness

The marketing team will start with word of mouth advertising with flyers at the Strip and building HTC41 to gain initial app awareness. When flyering, the marketing team will ask people that are interested for their email address. At the same time, advertisements will be placed in the coffee machine displays. One day later, the interested people will be sent a reminder about the Cuppa application. A week later, the first data measurement will be done. With the data collected there will be insight about the effectiveness of the offline media with flyers. The most important goal here is to get more users for the application.

The second part of the campaign is the placement of posters around the Strip and HTC41. A week later, the data of the application will be measured again. From this data, and the data from the first week, measurements can be done to see which strategy works better.

The third part is a guerilla marketing campaign. A big inflatable Cup of coffee will be placed inside the pond in the HTC. A week later, another data check about the number of users will be made. By using data from the first 3 weeks, the most effective way of marketing will be known.

In the meantime, there will be possibilities to attend various social and networking events to gain more publicity. During these events, presentations can be given and banners can be placed at the entrance.

The brand awareness is successful when there are more than 10.000 users after the measurements. When this is NOT achieved, thoughts must be made about new ways of marketing (e.g. more personal conversations or other places). After the brand awareness is successful, the social media campaign will be started. The most important social media will be LinkedIn because it is a big business related app. Beside this there will be advertisements in Facebook because it has the biggest reach.

Consideration – Stimulate target audience to use the app

The target audience should be stimulated to use the app at certain places, be it campuses or social and networking events. This can be done by the marketing campaign above.

Purchase – Purchasing CUPPA requests

By giving the target audience 20 cuppa requests when they first start the app up, they can get a taste of how the application works. When attending an event or busy hub where Cuppa is used by many people, these requests will be sent quick. The target audience should have a good feeling of the app after all the requests have been sent, and should consider buying more.

Service– Keep target audience up to date

The target audience should be made aware of people they have been nearby multiple times. At the moment where the people can meet related people they get a popup with they might be interesting for them. Also they get reminders when they see people again which they've already met. Beside this there also will be reminders with people who you've seen often before.

Loyalty– Keep target audience involved with the app

The most import part of Cuppa are the reminders. In this way they stay involved through the Cuppa. The app could have a board of people that have a question.

CONTENT STRATEGY

Facebook

LinkedIn

CUPPA - The Networking App
Gepromoot

Together with this new networking app you can always create meaningful connections wherever you are. By making the perfect mix between traditional and innovative networking there doesn't have to be any down time in finding connections.

GET CONNECTED

CUPPA - The Networking App
get-cuppa.com

7 interessant · 1 commentaar

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Guerilla Marketing

LITERATURE

Buisness Model Canvas, De 9 bouwstenen van het Business Model Canvas. Retrieved May 22, 2018, from https://www.ikgastarten.nl/ondernemingsplan/ondernemingsplan-voorbeelden/de-9-bouwstenen-van-het-business-model-canvas

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