



Table of content

1) Background.....	2
1. USP of The Product.....	2
2. The Insights.....	2
3. Slogans.....	2
4. Research.....	3
<i>A) Primary.....</i>	<i>3</i>
<i>B) Secondary.....</i>	<i>6</i>
<i>C) Sources.....</i>	<i>9</i>
5. Problem Statement.....	10
6. Brand Promise.....	10
7. Visual Presentation.....	11
8. Brand Manifesto.....	13
2) Mood Board.....	14
3) The Campaign.....	15
4) Budget and Timeline.....	15
<i>A) budget.....</i>	<i>15</i>
<i>B) Timeline.....</i>	<i>17</i>
5) Campaign Legs.....	17
6) Campaign Brief.....	18
7) Campaign Canvas.....	24

1) Background:

1. USP of the product:

- Ecofriendly and recyclable materials
- Very light
- It can be folded and use less space
- Against fracture, despite its lightness
- Its price is high but yet efficient compared with the competitors.
- It targets the students and the workers category
- It does not require separate wires or charger
- Battery endures 24 hours throughout the day, only needs 4 hours of charging
- Healthy screen for the eyes
- Rare of its kind

2. The Insights:

- People use the laptop as a table and put anything above it
- Egyptians usually do not shut down the laptop the only close the screen
- They hold the laptop always from the screen
- They always forget the battery if they out to study or work
- People finish their work and emails at the bathroom via their mobiles what makes it efficient to have small wireless portable laptop

3. Slogans:

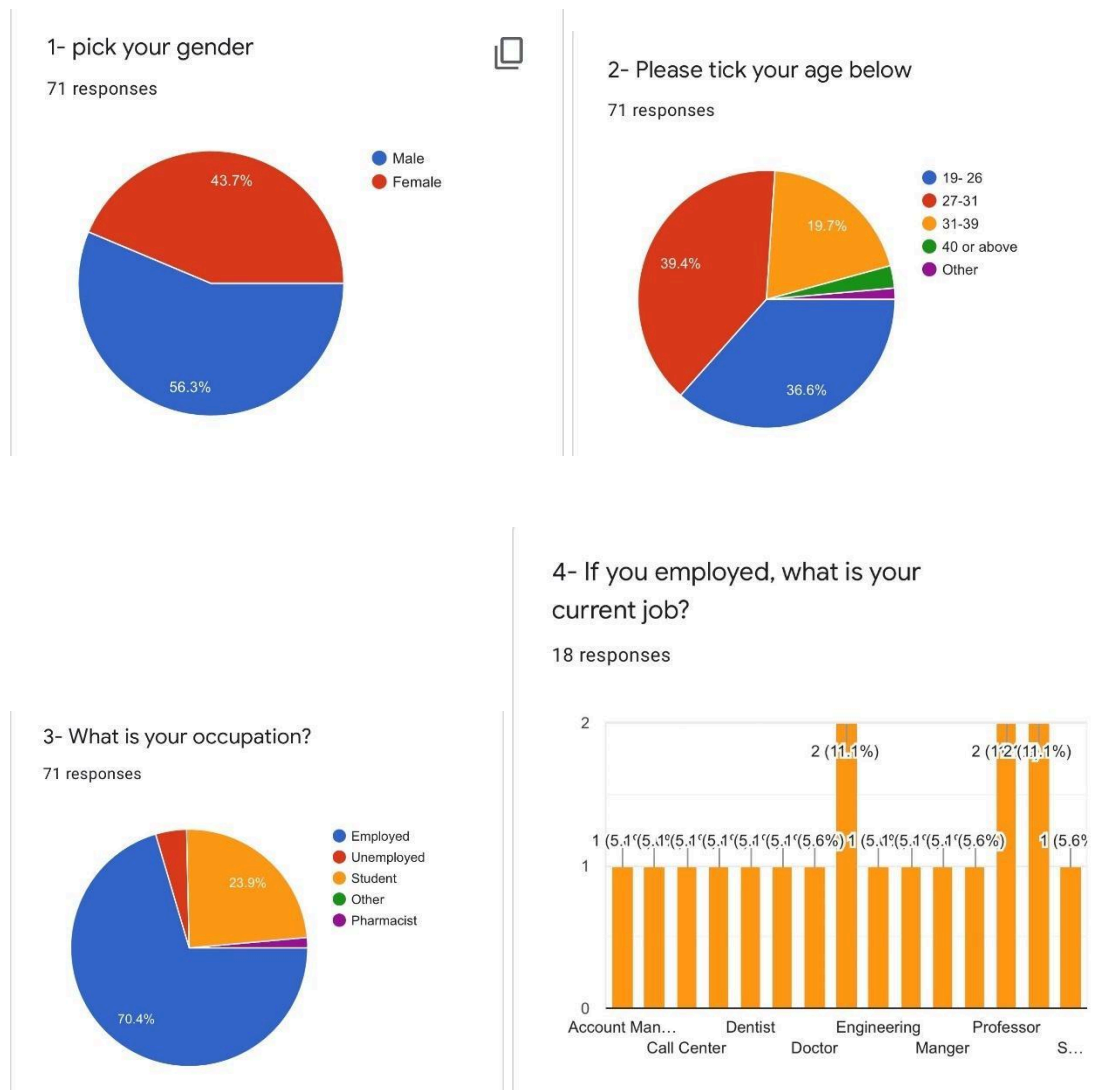
Save The Polar_ Go Solar

شمسك_شاحنك #

4. Research:

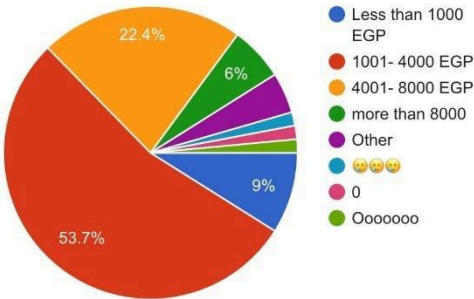
The campaign was built on both primary and secondary research:

A) The primary research was a survey, that succeeded to conduct the following data from laptop users in Egypt:



5- What is your monthly income rate?

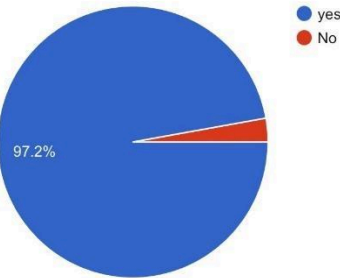
67 responses



6- Does the nature of your work need to use a laptop?

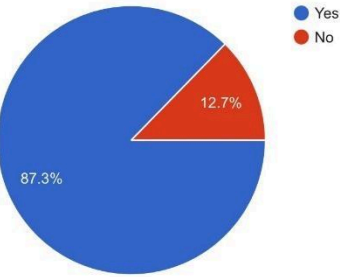


71 responses



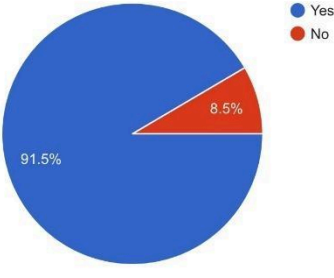
7- Does it bother you to have external wires and accessories every time you use your laptop ?

71 responses



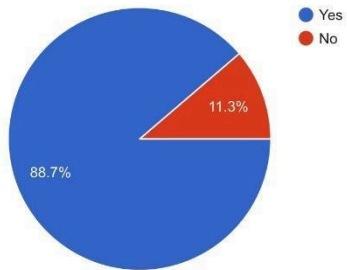
8- During the current situation of Covid-19, Do you prefer working at outdoor places?

71 responses



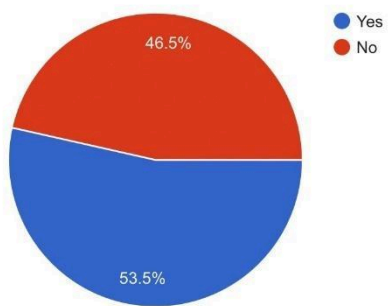
9- Do you support the solar system energy?

71 responses



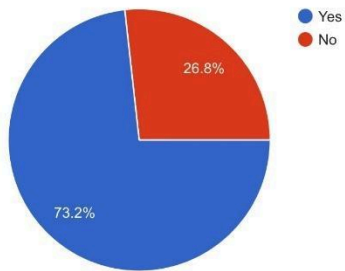
10- Do you use any solar device?

71 responses



11- Do you think it would suit your lifestyle ?

71 responses



12- If yes, why?

7 responses

Conserveive of money

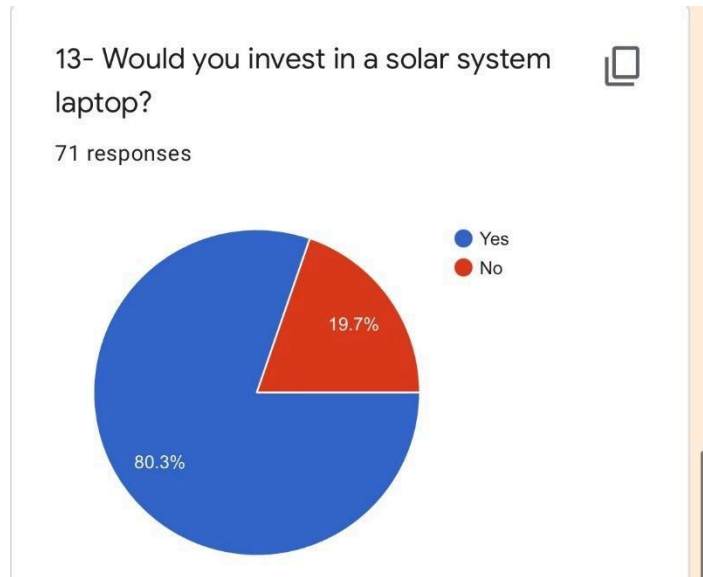
I like nature and I wanna keep it clean

Make it more easy

Save the nature

Make the life more easy

Because it will make it easier to transport, and no battery needed it will actually work more hours



Survey link:

<https://docs.google.com/forms/d/1VLDwJCEWGbiUEvWLTDpqQPvGHZzoi2zl6SNhGSoCP6s/edit>

B) Furthermore, based on the secondary research, these are the conducted supporting evidence:

1- The Global importance of 'Solar Energy',

As according to Manton (2015), the solar energy has proved itself as a growing stable industry, where its main abundant source "the sun" is renewable and could be obtained anywhere for free. The solar energy also has been a good provider for the energy where it could supply the about 1,000 times more energy than the world's demand, where it is advised to use the full capacity of the energy, especially for the developing countries. Hence, further

researchers advocated the solar energy usage and argued that it is characterized with being cheap, clean, ecofriendly, renewable, has the capacity to power big industries, and finally has no side effects on the human and nature health.

2- Solar Computing,

As according to Ayesha (2013), Photovoltaic conversion is the process of converting light or solar radiation directly into electrical energy through solar photovoltaics and some materials responsible for the photoelectric conversion process, which are called semiconductors, such as "germanium and silicon" that can be used in the computer and included within its internal contents, where it becomes self-electric. Moreover, the thermal conversion of solar energy depends on the thermal conversion of solar energy, which is the process of converting solar radiation into thermal energy by thermal materials and collectors of solar dishes. It allows the computer to create a self-cooling process that reduces the need for external devices and accessories.

3- Benefits of Sunlight,

As according to Mead (2008), It must be mentioned that there are many benefits of sun exposure in the morning, as sunlight helps to boost serotonin in the brain, which can increase a person's energy and help maintain calm, positivity and focus, and sometimes doctors use natural or artificial light to treat Seasonal affective disorders and types of depression associated with low levels of serotonin. Also, the benefits of sun exposure in the morning include the following: Weight loss: morning sunlight contributes to the elimination of fat accumulated in the body. Sleeping better: The sun's rays help a person sleep better at night, because they Helps in

regulating the internal biological clock of the body. Vitamin D: One of the benefits of sun exposure in the morning is the body's production of Vitamin D, besides other minerals such as calcium and phosphorous, and some children who cannot obtain vitamin D may develop rickets. Pregnancy and fertility: It may cause Vitamin D deficiency in pregnant women with complications such as gestational diabetes and preeclampsia. What makes the sunlight one of the best immunity boosters of all time.

4- The influence of open plan work-environments,

As according to Hollis-Turner (2015), Open offices are needed in modern industries because they can lower costs - by 50 percent per employee compared to traditional office designs according to the Wall Street Journal - as well as reduce carbon emissions. The chances of social bonding, working in teams, or getting help from colleagues also increase. Not to mention that employers can easily retrofit open workplaces compared to smaller offices where the possibility exists to allow part of the space to be devoted to other work. Ultimately, it seeks to achieve a balance between "group" and "individual" and provides a more diverse set of options suited to individuals' ways of working. Studies point to the growing trend of the emergence of something that strikes a balance between home and the office called "coffice" - places that provide a pleasant work environment as well as companionship and internet connectivity, from informal cafes and hotel lobby to formal work centers that provide all of the amenities it has. the desk. She adds: "I think we will move towards adopting the idea of the coffice."

5- COVID 19 Precautions,

As according to Reddy (2020), The study says that summer sunlight at noon can halt the effectiveness of up to 90 percent of the virus in areas with high temperatures, within 34 minutes. Also, the results of which were published in the Journal of Photochemistry and Photobiology, indicated that ultraviolet rays in the middle of the day could "disrupt" 90 percent of coronaviruses. Ultraviolet rays, diffused by sunlight, are used to sterilize viruses from surfaces, including the New York City subway system in the United States. Therefore, among the precautions followed in the face of the Corona virus is the use of the sun as a surface sterilizer and strengthens the human immunity.

Sources:

Ayesha, S. (2013). Solar Computing: Use of Solar Energy to Run Computer System.

International Journal of Statistika and Matematika. Volume 5, Issue 3, pp 51-53

- Hollis-Turner, S. (2015). The influence of open plan work-environments on the productivity of employees: The case of engineering firms in Cape Town. *Problems and Perspectives in Management*. 13. 51-56.
- Manton, A. (2015) "Solar Energy: A Renewable Resource with Global Importance," *ESSAI*: Vol. 13, Article 26. Available at: <http://dc.cod.edu/essai/vol13/iss1/26>
- Mead, M. (2008). Benefits of Sunlight: A Bright Spot for Human Health. *Environmental health perspectives*. 116. A160-7. 10.1289/ehp.116-a160.
- Reddy, B. K. (2020). COVID 19 Precautions. 10.13140/RG.2.2.12404.30084.

5. Problem Statement:

- COVID-19 is changing the lifestyle of many people, especially workers who spend their days at the offices.
- There is an international direction towards saving the nature and using ecofriendly materials as much as possible.
- The beat of the modern life is very quick and needs less complications.

6. Brand Promise:

- The laptop is creating the balance between professionalism and being environmentally advised, and on another hand less harmful to the customer's sight and designed to encourage the customer to benefit from the sun the fresh air for a healthier lifestyle during this corona virus situation.
- It Fills the market gap of eco-friendly, and solar power products.
- Reduce the plastic usage.
- Promising the market with revolutionary electronics and technology that benefits both the economy and environment to fit in the new economical atmosphere after covid-19.

7. Visual Presentation:

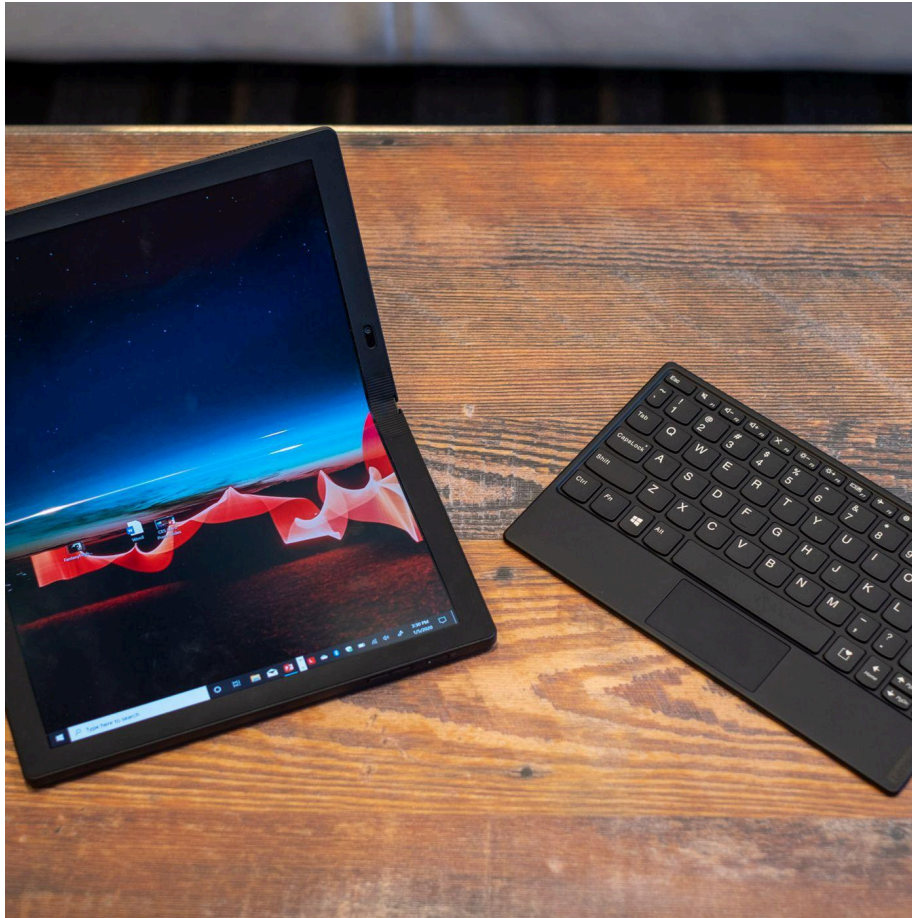
Ad link:

https://drive.google.com/file/d/1AivTWWhpIWv6x_ALFsRFbqsMr0ipudjB8/view?usp=sharinghttps://drive.google.com/file/d/1AivTWWhpIWv6x_ALFsRFbqsMr0ipudjB8/view?usp=sharing

Product inspiration:



Product (ERO Laptop):





8. Brand Manifesto:

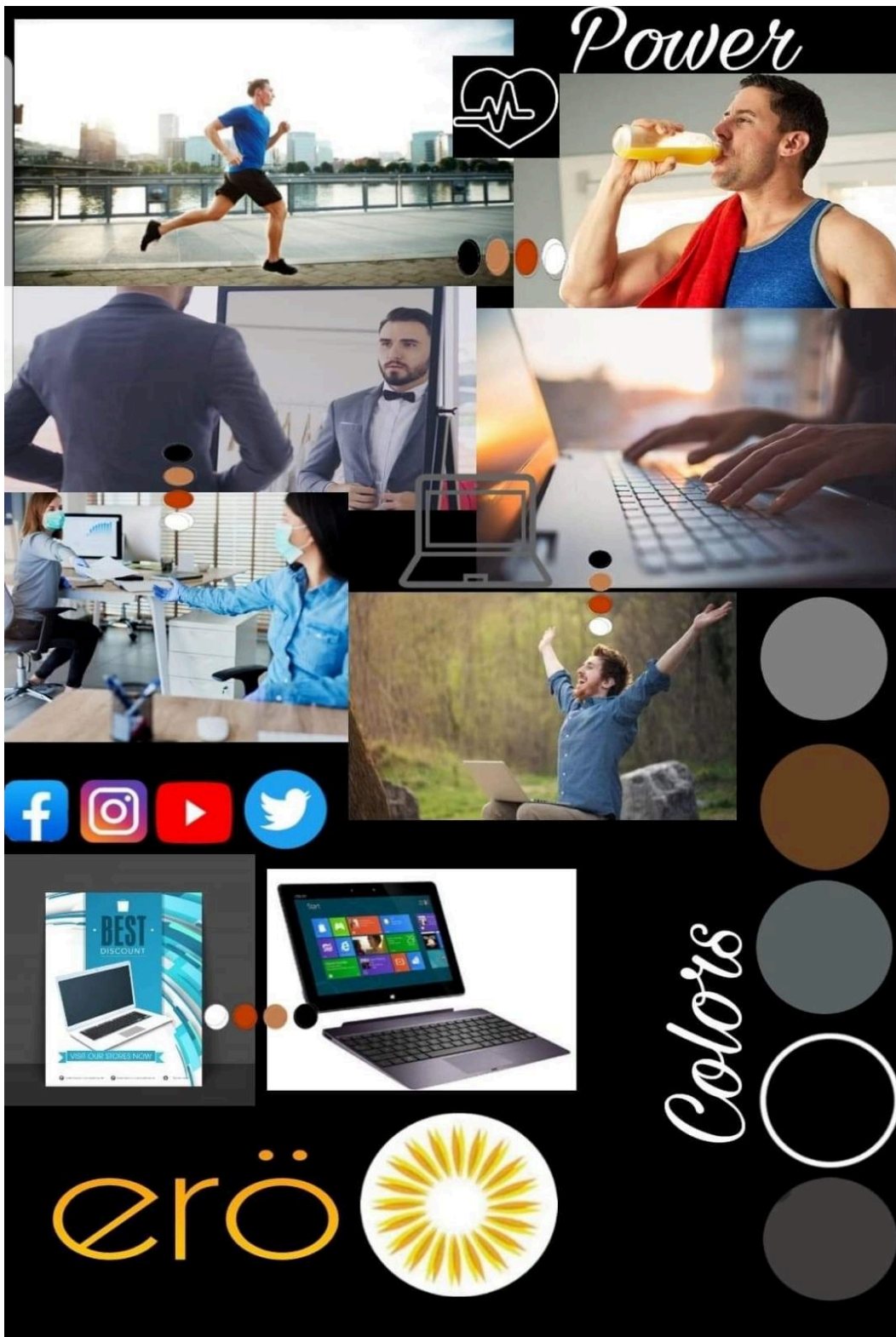
WE ARE HERE FOR YOU...

NAB - which means sun in Hungary- is a Hungarian company founded in 2004 that believes in the value of the environment that must be preserved. The story comes back to when the daughter of Arnold Bertzet the founder of the company affected her immune system and had a long journey in fighting the A-Flu, that came to the fact that she spends longer times at her room on her devices, Bertzet then was inspired to force the customer to face the sun. So, his priority is to produce eco-friendly electronics and to make sure that the customer not only buys the right product for the environment and the quality manner but also causes less damage the personal health and adopt a healthier lifestyle. NAB is distinguished by manufacturing devices that work on solar energy with recyclable materials. We want to make your daily life easier and we believe in the importance of using renewable energy resources for a better future. We care for you; we are here for an easier life and a secure future.

Go solar, save the polar...



2) Mood Board:



3) The Campaign:

The campaign will start with an informative phase through both traditional and new media.

- The traditional media will involve advertisement on TVs and on the radio to reach both: the home audience through the tv, and the going-to-work audience through the radio.
- The new media will include the use of social media influencers and the power of twitter's trends, to reach the targeted age segments, also as an easy access to all people at any time.

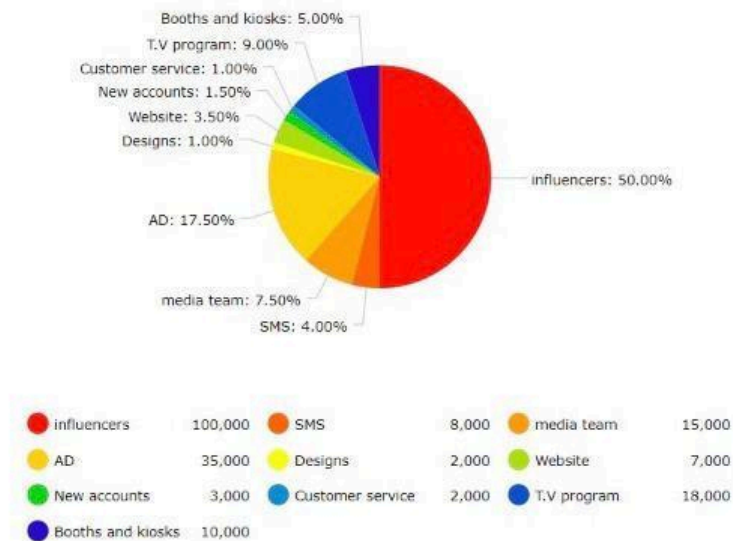
Then the campaign will include the real-life experience, by first creating kiosks all over universities and big corporates to allow the customers to try the product, giving it a personal attachment to every hand tries it. Second by spreading flyers to passengers at crowded places at the open areas to reach the specific target audience at their daily activities.

4) Budget and Timeline:

A) The whole budget of the project campaign in Egypt is 200,000 L.E

- 100,000 L.E (%50) of the budget will be devoted to the 7 influencers
- 8,000 L.E (4%) of the budget will be devoted to the short informative radio ad in a form of SMS
- 15,000 L.E (7.5%) of the budget will be devoted to the media team who will create media traffic on the social media websites, that keeps the brand name on trend and frequent, towards the main target.

- 35,000 L.E (17.5%) of the budget will be devoted to cover the filmed digital advertisement needs.
- 2000 L.E (1%) of the budget will be devoted towards the designs of the teaser and ad still photos.
- 7,000 L.E (3.5%) of the budget will be devoted towards the official website enhancement and updates.
- 3,000 L.E (1.5%) of the budget will be devoted towards launching new official verified accounts covering all social media platforms that ERO did not have before.
- 2,000 L.E (1%) of the budget will be devoted towards building pot replies and generated online customer service.
- 18,000 L.E (9%) of the budget will be devoted towards reaching one television program to announce the launch of the new product.
- 10,000 L.E(5%) of the budget will be devoted towards building booths and real-life experience marketing with the audience.



B) The project timeline should be no longer than 50 days.

- First 10 days will be devoted towards releasing teasers and media hashtags to spread the brand's name and curiosity around the product.
- Second 10 days will be devoted towards reaching the users directly with the advertisements and through the influencers.
- Third 10 days will be devoted towards creating flyers and reaching passengers as much as it is possible.
- Last 20 days will be devoted towards will be to create real life marketing kiosks all over Egypt, representing a real experience for the new device.

5) Campaign Legs:

The campaign will use most of the marketing methods to reach as much as it is possible among the Egyptian laptop users. The campaign will start with digital influencers and media traffic through twitter hashtags, then it will use the power of TVs and Radio to spread its advertisement. Then the last stage of the campaign will include direct experience with the consumer, through first marketing kiosks and second through spreading flyers to reach the hands of users on their way.

6) Campaign Brief:

About us:

NAB - which means sun in Hungary- is a Hungarian company founded in 2004 that believes in the value of the environment that must be preserved. The story comes back to when the daughter of Arnold Bertzet the founder of the company affected her immune system and had a long journey in fighting the A-Flu, that came to the fact that she spends longer times at her room on her devices, Bertzet then was inspired to force the customer to face the sun. So, his priority is to produce eco-friendly electronics and to make sure that the customer not only buys the right product for the environment and the quality manner but also causes less

damage the personal health and adopt a healthier lifestyle. NAB is distinguished by manufacturing devices that work on solar energy with recyclable materials.

Our mission: To manufacture electronic devices gains its power from solar energy, achieving environmental preserving, comfort, and high quality.

Our vision: Maintaining a healthy environment as much as possible by converting natural energy into electrical energy for high-quality and less expensive electronic devices with less harmful side effects of the device.

General outlines of the product:

“Erő” – ‘Power’ in Hungarian- is a laptop that works by solar energy and can charge its battery within four hours a day, and when it is fully charged it can be used up to 24 hours. It is a very light laptop consisting of unbreakable glass that can be folded and held in a pocket or a very small bag, so it becomes useful for both genders on all occasions, the laptop when it is opened displays a laser screen that appears vertically depicting the screen but with less damage to the eyes with another horizontally represent the keyboard, also it does not require any wires, charges or accessories to be bought. The laptop has two colors yellow and mint green. It has USB input, and come with a cellular modem, GPS, and Bluetooth 4.0 built in, as well as standard Wi-Fi and the software is all Ubuntu and open source, it is sold for approximately 3 thousand Egyptian pounds.

Unique Selling Proposition (USP)

- Ecofriendly and recyclable materials
- Very light
- It can be folded and use less space
- Against fracture, despite its lightness
- Its price is high but yet efficient compared with the competitors
- It targets the students and the workers category
- It does not require separate wires or charger
- Battery endures 24 hours throughout the day, only needs 4 hours of charging

- Healthy screen for the eyes
- Rare of its kind

Objectives:

- To reach 50% of businesswomen in a full-time office jobs through the ads.
- To have 7,000 laptops sold in the first four month.
- To sell about 50,000 devises by the middle of next year 2021.
- To have 50 thousand view in our ads at YouTube.
- To have the frequency of the social media ads in average at least once per week.

PROBLEM STATEMENT:

- The laptop is creating the balance between professionalism and being environmentally advised, and on another hand less harmful to the customer's sight and designed to encourage the customer to benefit from the sun the fresh air for a healthier lifestyle during this corona virus situation.
- It Fills the market gap of eco-friendly, and solar power products.
- Reduce the plastic usage.
- Promising the market with revolutionary electronics and technology that benefits both the economy and environment to fit in the new economical atmosphere after covid-19.

Brand personality: This brand is a full-time job woman, who has a healthy tall body with mid-long brunet hair and in her late 20s, she starts her day by running and working out in the fresh air, then grabs her fresh juice and head to the open office in her gray skirt and gray blazer with her favorite black heels, everyone knows her agrees that she cares about her health and the environment equally.

TARGET MARKET:

<p><i>Men& women</i></p> <ul style="list-style-type: none"> •20-35years old " youth" •A & upper B class •Singles& Married •Employees and Uni students •60k- 100k annually salary 	<p><i>They spend 7-10 hours /5 days a week in their work (business, Projects, Presentations, analysis, research, Programming...)</i></p>
---	--

•Have a fast rhythm of life and unpredictable	
Most of the time they wear formal or	They hang out at Malls, Cafes, Restaurants, clubs, libraries and love to go Travelling, Shopping, Cinema & clubs, Meeting friends.



Brand tone: The brand cares about both; the young practical people who has stable routine in their daily life such as full-time office and managing, and the light casual rhythm of life of university students that might have deadlines any moment and their daily basis is changing every day. The tone of the brand will be a combination between the encouraging formal language, and the easy sporty lifestyle. for the sake of people who spend their whole day out whether it is their choice or not.

MANDATORIES:



The laptop main theme color and logo is **yellow** inspired from the sunflower and the point for choosing it is that it revolves around the sun wherever it goes which is the concept behind the laptop.

slogan: Save the polar, Go solar. شمسك شاحنك

Project deliverables: Advised to use radio ads to reach the employees while going to work. and all social media platforms as the targeted "the youth" are heavy users for them. Also, the outdoor campaign to reach who have suitable lifestyle for the product.

COMPETITIVE ENVIRONMENT: Apple " Mac" is the main competitor. Strong reputation, advanced capabilities, and high-precision security system, in addition to modern designs and colors.

Advertising scheme: Apple focuses on displaying its advantages over the way it is compared to the properties of the PC, but we will take a different approach in our advertising scheme, which is to pay attention to what distinguishes us the "solar energy property" and to review its importance for the customer's use. We do not need to compare our device with another device, since we have an already innovative feature. But we want to exaggerate the psychological implication that drives the customer towards a certain lifestyle.

Insights:

- People use the laptop as a table and put anything above it
- Egyptians usually do not shut down the laptop the only close the screen
- They hold the laptop always from the screen
- They always forget the battery if they out to study or work
- People finish their work and emails at the bathroom via their mobiles what makes it efficient to have small wireless portable laptop

SWOT Analysis:

Strengths:	Opportunities:
------------	----------------

<ul style="list-style-type: none"> •The use of a new, unprecedented feature in the market, which is the Solar System, and thus it serves the environment and uses renewable energy sources. •Easy to carry and use with high quality and light recyclable materials, which suits the needs of the target group. 	<ul style="list-style-type: none"> •The fact that this is the first experience to produce a laptop computer that uses solar energy to run it, in addition to its high technological properties, such as virtual screens, and its small size, will attract those interested in such devices to acquire it and strive to test the device and make a purchase decision. Also, it saves money and spaces by not having wires or charges. <p>Also, the corona time is encouraging for such device and for such lifestyle.</p>
<p>Weaknesses:</p> <ul style="list-style-type: none"> •The device will need a method of use and interaction that differs from other devices, which may require effort from users at first. •Lack of spare parts, especially the "solar energy store" as it is a unique device that is not in circulation and has not been in existence for much time. 	<p>Threats:</p> <ul style="list-style-type: none"> •Not everyone may want to try out devices with a new feature until these devices become popular in the market. •Users may not like the urge feeling of going out every day to work in open places due to bad weather in different countries during the year.

Project timeline: The project timeline should be no longer than 50 days.

-First 10 days will be devoted towards releasing teasers and media hashtags to spread the brand's name

-Second 10 days will be devoted towards reaching the traditional and modern media users directly with the advertisements and through the influencers.

-Third 10 days will be devoted towards creating flyers and reaching passengers as much as it is possible.

-Last 20 days will be devoted towards will be to create real life marketing kiosks all over Egypt, representing a real experience for the new device.

Project budget: The whole budget of the project campaign is 200,000 L.E

- 100,000 L.E (%50) of the budget will be devoted to the 7 influencers


- 8,000 L.E (4%) of the budget will be devoted to the short informative SMS

- 15,000 L.E (7.5%) of the budget will be devoted to the media team who will create media traffic on the social media websites, that keeps the brand name on trend and frequent, towards the main target.
 - 35,000 L.E (17.5%) of the budget will be devoted to cover the filmed digital advertisement needs.
 - 2000 L.E (1%) of the budget will be devoted towards the designs of the teaser and ad still photos.
 - 7,000 L.E (3.5%) of the budget will be devoted towards the official website enhancement and updates.
 - 3,000 L.E (1.5%) of the budget will be devoted towards launching new official verified accounts covering all social media platforms that ERO did not have before.
 - 2,000 L.E (1%) of the budget will be devoted towards building pot replies and generated online customer service.
 - 18,000 L.E (9%) of the budget will be devoted towards reaching one television program to announce the launch of the new product.
 - 10,000 L.E(5%) of the budget will be devoted towards building booths and real-life experience marketing with the audience.
-

7) Campaign Canvas:

Canvas

Business purpose Canvas

<p>What industry are you in?</p> <p>the laptop sector of personal computer industry</p>	<p>The product are you selling?</p> <p>Laptop powered by solar energy</p>
<p>Target market:</p> <p>Name: Loay</p> <p>Age: 27</p> <p>Gender: Male</p> <p>Height: 180</p> <p>Weight: 80</p> <p>Occupation: Head of Digital and Senior Accountant</p> <p>Friends: 5</p> <p>Pages followed: health fitness, healthy food, save the turtles, fitness and gym, BBC, technologies.</p> <p>His parents: rich, old, still healthy, and athletic</p> <p>His hobby: is to walk at the morning with his girlfriend to maintain their relationship and health.</p> <p>He despises anyone abuses the environment or animals.</p> <p>He cares about being financially stable and to look rich.</p> <p>He likes classic and independent songs.</p> 	

Many people are admiring his life stability and great shape		<p>what emotions does your business want to evoke?</p> <p>Making customers feel luxury and authority.</p> <p>A sense of speed and ease of completing tasks.</p> <p>leading users to believe in the importance of saving the environment by using clean and renewable energy sources such as solar energy instead of other unclean energy sources, which in turn makes them feel that they are leaders and contributors to preserving the environment and participants in the success of the sustainable development goals related to the environment.</p>	<p>what indirect benefits do your customer get by interacting with your brand?</p> <ol style="list-style-type: none"> 1. Freedom in movement 2. Being organized 3. Being ready all the time for work 4. Work anywhere anytime 5. Selfcare while work 6. Better body health and immunity regarding covid-19 7. time availability due to start working since early 8. save money and avoiding pollution and reducing plastic usage
<p>How did they know about us?</p> <p>He knew about our product through the advertising on social media and</p>	<p>how can we re-design this experience?</p> <p>Through presenting the laptop as a solution for college students who want to have both, the high grades, and the party night life, as</p>	<p>who hates you?</p> <p>Companies producing spare parts for chargers and conventional batteries</p> <p>The leading companies in the field of producing and developing computers such as Dell and Apple, as the success of our laptop system will make them produce similar devices to our devices and become our affiliates and not pioneers in the field.</p>	

<p>while he goes to his job in the morning at the radio. He searched on Erö and he looked at the features of the laptop which shows that this product help in saving the electricity and the environment, while encouraging the healthy lifestyle he is having.</p>	<p>the college student will pull all nightery at the club and then while driving at the morning finishing some assignments through a small device that becomes larger and wireless and totally fast and efficient.</p>	<p>All companies that depend on computers if their employees ask to change computer systems instead of traditional computers for our own computer because it will be costly to them.</p>
<p>what problem are we solving? and what value are we providing?</p> <p>We are solving the problem of holding many wires and charges and no longer need to lose them and buy new. Also solving the problem of big space and weight so it is easy to have anywhere any time. Solving the problem of enjoying working under the sun at any open area or place without concerning does the place have electricity or not, also no more caring about recharging every hour.</p>		<p>This document is developed by Allthingsdibo. All rights reserved to the author- it is only meant as a guide.</p> <p>www.AllThingDibo.com</p>

Providing the value of healthy lifestyle, saving the environment, practicality, efficiency.	