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Groupe: A5

Module name: Online PR and Marketing

Module code: 21IMC15H

Module leader:

Date: 13\1\2021

Topic:

Online Campaign for LaReina

Brand Personality:

laReina is founded as a sophisticated brand that tries to sell luxury and feminine fancy vibes to all consumers. laReina is like a magical fairy with a magic wand that enables every girl to be Cinderella in her own way but take your ban and don't lose your shoes.

Target Audience:

Secondary	Primary
Females	Females
18-25 years old	26- 39 years old
Cairo, New Cairo, Alex, Giza	Cairo, New Cairo, Alex, Giza
Well educated / into fashion	Well educated / into sustainability and investments
Following influencers/ using Instagram mostly/ regular shopping/ reviewing new collections.	Energetic, active, healthy lifestyle
Energetic, active, trendy, They are into dressing well with minimum spending	Following to business/ businesswomen news

Consumer profiling:

Template 1:

Shereen Ahmed



Age: 32

Material Status: Married with two kids

Location: New Cairo, Cairo

Income: 10,000 per month

Defining traits

- Self-motivation
- Creative
- Honest
- loyal

General Buyer Persona

Quotes :
Success is not final; failure is not fatal; it is the courage to continue that counts

Bio:
Shereen is married with two kids, she lately launched her startup in business sector. She believes heavily in the wise money spending, she has a strict opinion regarding suitability and recycling, believing that clothes should not be the priority at spending, and that women should invest their money. She is an ambitious businesswoman who spends less time and money in shopping and more in gym and health besides her investments at the business sector. However, she likes to dress well and appear in a serious

Most used platforms

- Facebook
- Instagram
- YouTube.

Interests:
Recycling, Business Deals, Environment and ecofriendly

Buying Motivations

- Reviews
- influencers

Goals:

- 1- Lean to cope with stress
- 2- Improve communication skills
- 3-Avoid negativity in life
- 4- Be healthier and avoid junk food
- 5- Grow financial management skills

Challenges :

- Organizing time between work and children
- Fear of failure
- Highly self-critical and demanding of self
- Ruled by her emotions

Hobbies:

- Cooking
- Swimming
- Reading
- Traveling

PROMOTION

USER NEEDS

Shereen Ahmed



Age: 32

Graduated from: GUC, Business department

Martial Status: Married with two kids

Location: New Cairo, Cairo

Income: 10.000 per month

Defining traits

- Self-motivation
- Creative
- Honest
- loyal

Interests:

Recycling, Business Deals, Environment and ecofriendly

Favorites Brands:

TIFFANY & CO.

DOLCE & GABBANA

RALPH LAUREN

VERSACE

PRADA

CHANEL

Dior

LOUIS VUITTON

GIORGIO ARMANI

H U G O B O S S



Buying Motivations

Reviews



PROMOTION



Influencers



USER NEEDS

Template 2:



SARA AHMED

BIOGRAPHY

Sara Ahmed is a 22 year old senior student at The German University in Egypt. She is a spiritual and joyful soul who is so keen in fashion and makeup and she likes to dress well and make sure she always looks good. She does not have a part-time job , she only depends on her pocket money and applications like LaRienia.

CHALLENGES

- MANAGING BETWEEN SPENDING TIME WITH FAMILY AND FRIENDS
- DOES NOT LIKE TO WORK UNDER PRESSURE
- ALWAYS FOLLOWS HER HEART WITHOUT THINKING OF CONSEQUENCES
- LIKES THINGS TO GO HER WAY IN A SPECIFIC ROUTINE, ANYTHING ELSE CAN RUIN HER MOOD THE ENTIRE DAY.

INTERESTS & HOBBIES

- Styling
- Modeling
- Social media influencing
- Make-up P
- photography
- Dieting

GOALS

- Graduate from university
- Find a stable job
- Cope with unhealthy thoughts
- Learn business around the world

QUOTES

"I believe we can always restart using our minds"

LIFESTYLE

SARA AHMED IS A YOUNG LADY WHO LIKES TO TAKE CARE OF HERSELF THROUGH DIFFERENT ROUTINES SHE DOES DAILY. SHE IS SOMEONE WHO HAS TO WAKE UP EVERYDAY, EAT A PROPER AND HEALTHY BREAKFAST MEAL AND THEN GO TO UNIVERSITY. AFTER FINISHING HER DAY THERE, SHE GOES HOME, AND CHANGES TO HER WORKOUT CLOTHES. AFTER FINISHING HER WORKOUT, SHE CAN THEN RELAX AT HOME, EAT DINNER WITH HER FAMILY AND START LATE NIGHT STUDYING.

SARA'S FAVOURITE BRANDS:

- H&M
- ZARA
- BERSHKA
- STRADIVARIUS
- AMERICAN EAGLE

MOST USED SOCIAL MEDIA PLATFORMS:

- TWITTER
- INSTAGRAM
- FACEBOOK

Brand Persona:



- LaReina is 49 years-old fashion woman, she likes to help other women to dress very well.

She has strict opinions regarding fashion and brands. She believes that first impressions and appearance tells a lot about the person. She is very selective with her items and collections, perusing the feminine fancy look every day. She wears to impress and believes in women empowering. what makes her a perfect helpful opinion for every girl needs a fashion advice.

Media Channels to Use:

1- Instagram influencers:

To reach the audience directly as people tend to rely on Instagram and Instagram influencers as a source of fashion (Tomovska,2020)

2-Tik Tok ads:

Relying on TikTok famous influencers will guarantee a huge coverage reaching most of the target audience with credible image of the brand, not to mention that it became one of the leading social media platforms nowadays (Darmatama & Erdiansyah, 2021)

3-Facebook ads on the official website and among Facebook groups:

It affects the consumer behavior when he\she perceives the brand's website on Facebook encouraging and advanced not to mention active as according to (Rajapaksha & Thilina, 2019), (Emeksiz, 2016), (Vinayak, 2010). Also, Facebook groups especially targeting mothers and the old sector of the target audience might enhance the brand's loyalty and image if exploited correctly (Karjaluoto et al., 2014).

4- Mails

Through sending direct mails to targeted customers in order to present personal\customized ad. As it is according to the sources one of the most effective and responsive tools (Chittenden & Rettie, 2003).

5-Website search engine tool

To reach the specific target audience with no sense of enforcement that might drive customers away, also to achieve the best reach for the serious and potential customers instead of only spreading awareness of the brand (Bhandari & Bansal, 2018).

Competitors:

- Direct competitors:

The main direct competitors are the Facebook groups that shows used clothes and products, or products to be rented.

- Indirect competitors:

Are the "Wekala" products, were it sells the used clothes or brands with very low prices.

Unique Selling Propositions:

LaRiena sells sophisticated products more than the competitors, also it has legal guidelines regarding the renting process that are applied in a better and effective format rather than the competitors.

Also, it has a better accessibility due to its website and application better than the competitors.

Existing presence on Social Media :

Larina has active accounts on social media. On the Facebook platform, Larina is Larina Gowns, who has around 143,000 followers. It also has an Instagram account with the same name and has 107,000 followers. It also owns a website and a mobile application.

Social Media Analysis:

- Facebook: decent number in followers (144,000), poor active, not a high engagement ratio, every month they post once, no promotions, only one video ad.
- Facebook comments were relatively negative, as many complained about the bad renting service and how the products might arrive damaged or in a bad condition, what

encourages the campaign to focus more on the new regulations for renting to guarantee a better service.

- Facebook events: for flash Friday sale but the last time to occur was in 2019 and was never repeated.
- Instagram: decent number in followers (108k), poor active, their likes on 100 as average, they post non gradually, they don't use promotions or influencers.
- Website: not advanced, has technical issues, not updated.
- Application: not advanced, technical issues, not update, comments and reviews are few and mostly negative, the application has been removed from the Apple store.

After conducting the previous analysis of LaRiena's social media platforms, and the secondary research for the best tools. The tools to be used for this campaign are agreed to be the following:

- Tik Tok
- Events Facebook
- Facebook groups
- Instagram influencers
- Mails
- Search engine tools

Campaign Objective:

The main objective is to raise awareness about the brand.

- To inform around 60% new customers in the target audience with the application in the second phase of the campaign.
- Increase reach in official website on Facebook and Instagram by 50% rise in the first phase of the campaign
- To inform around 60% of the old customers with the new regulations and renting criteria, that guarantee their rights and products quality, during the first 3 weeks of the campaign.
- Increase number of downloads of the application to reach around 5000 download through out the second phase of the campaign.
- Increase direct mails in order to reach 1000 VIP target audience at the first week of the campaign.

Implementation:

The campaign is going to last for three months.

- Phase 1
 - Change old perspective through spreading online content with then new regulations and product guarantee (PR) 3 weeks
- Phase 2

- Build awareness and gain new customers through displaying the dresses on actresses during film festivals in Gouna and Cairo by actors such as Sarrah Abdelrahman
 - (Marketing) 6 weeks
- Phase 3
 - Integrating between online marketing and real-life experience through Facebook events that highlights real-life events and booths of LaReina. (Marketing) 3 weeks

Key Insights:

- The best reach for any Instagram stories regarding the target audience of workers and university students is usually between 5-12 PM when most people are done with work and using their phones throughout the day as according to Sukmayadi & Yahya (2019).
- Using Facebook feed and sponsored ads using the fact that around 39.4% of the entire population of Egypt are Facebook heavy users as according to napoleoncat (2020) in January 2020.
- Finally, the best time to post on TikTok is between 6 am to 10 am and 7 pm to 11 pm, whereas the best days to post on TikTok are Tuesday, Thursday, and Friday as according to Singh (n. a).

• **Posts and Media Content:**

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LA REINA



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- **1st Post : Sponsored story with quote" dress to impress - swipe up for to shop and visit website".**
- **Objective:** This is a sponsored story, high reach, professional account and high reach every day. It will mostly be viewed in the morning when people wake up and are scrolling through stories or between 5-12 PM when most people are done with work and using their phones throughout the day.

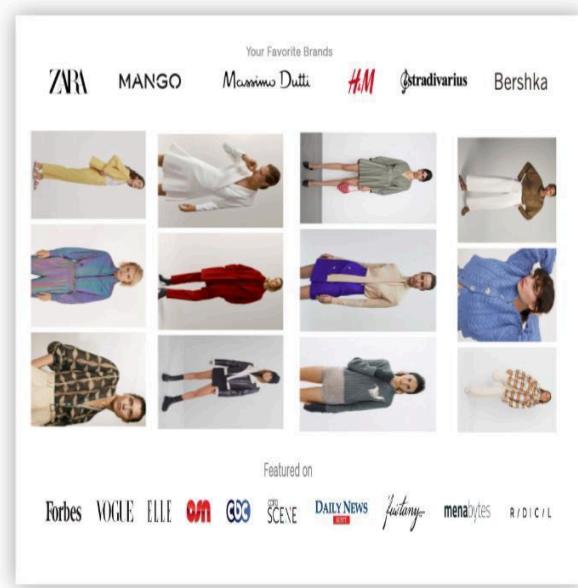
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- **2nd post: Facebook - Save space, while still wearing a new outfit everyday. Endless outfits...rented and returned**

- **Objective:** This post Will mostly be viewed by people using Facebook. Since most people in Egypt use Facebook, this is a perfect tool to raise awareness of LaReinaGowns. This post will get as many views as the Instagram story but less than a post. It will be posted on the page and as people scroll through, it will appear as a sponsored post on Facebook

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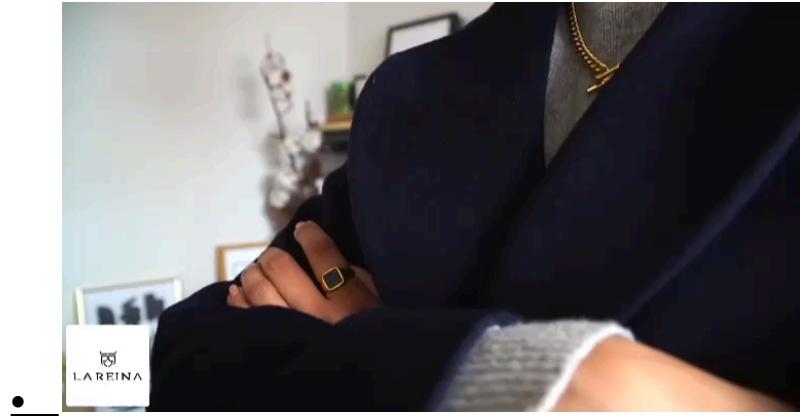
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- **3rd Post: Hurry up & mention 3 friends and caption" Guess with us" in the comments below! Get a chance to be one of 2 winners that will be randomly chosen from the comments box. The winners will each get a piece of choice free & from desired brand.**
- **Objective:** This post Will be published on both Facebook and Instagram since it's a competition. It can also add people needing to repost it on their story for a higher reach of the target audience. This will help raise awareness of the campaign on the LaReinaGowns" Campaign.



- 4th Post: "Guess with us! Visit our website for more Info about our new renting regulations"





Story Content in google drive links below:

- <https://drive.google.com/file/d/1eZkTmm6KMcKE2icewy3Tlp6jF7soKGUy/view?usp=sharing>
- <https://drive.google.com/file/d/1beSHENcLQLvwg7dCpbgr6ATKhzbn3yF0/view?usp=sharing>
- https://drive.google.com/file/d/1_YywZyWJOCNrRQWuPac4mkOVDDHIM4Fy/view?usp=sharing

Timeline:

<https://docs.google.com/spreadsheets/d/1EMdGiTygHfOq6S4BCa4H8-fIDoVxUhTB/edit?usp=sharing&ouid=103281165908898132977&rtpof=true&sd=true>

Calendar			
	Post types		FREQUENCY
Phase: 1	Informative content regarding new renting regulations at la Reina	W:1+AA2:A24	twice a day / morning & evening/7 day a week
		W:2	twice a day / morning & evening/7 day a week
		W:3	twice a day / morning & evening/7 day a week
Phase: 2	Awareness content about Larina's activity through presenting new collections in an effort to satisfy its customers and gain new customers	W:4	5 times a day/ 3 days a week
		W:5	4 times a day/ 4 days a week
		W:6	3 times a day/ 5 days a week
		W:7	5 times a day/ 3 days a week
		W:8	3 times a day/ 3 days a week
		W:9	3 times a day/ 4 days a week
Phase: 3	Promotional content combined with entertaining, interactive, and inspiring content for Larina to build a relationship with its clients.	W:10	2 times a day/ 3 days a week
		W:11	3 times a day/ 2 days a week
		W:12	1 times a day/ 4 days a week

Content Calendar:

<https://docs.google.com/spreadsheets/d/1hQZGXKT8yGzJ-xMKe9sMIKsnAWDmFbx5/edit?usp=sharing&ouid=103281165908898132977&rtpof=true&sd=true>

		Facebook		Instagram	
		Caption	Visuals	Caption	Visuals
Phase:1	W:1+AA2:A2 4	<p>"Guess with us" Visit our website for more Info about our new renting regulations</p>		<p>"Guess with us" Visit our website for more Info about our new renting regulations</p>	
	W:2				
Phase:2	W:3	<p>Save space, while still wearing a new outfit everyday. Endless outfits...rented and returned</p>		<p>Save space, while still wearing a new outfit everyday. Endless outfits...rented and returned</p>	
	W:4 W:5 W:6 W:7 W:8				
Phase:3	W:9	<p>"Guess with us" in the comments below! Get a chance to be one of 2</p>		<p>Sponsored story "dress to impress" swipe up for to</p>	
	W:10				
	W:11				

W:12

winners that
will get a free
piece of from
desired brand

shop
and visit
website.

Macro influencer:

Hadia Ghaleb:

A famous influencer on Instagram, famous for her unique fashionable style and successful fashion career, with 2. million followers as fandom base.

1. She will announce about the service of LaReina and mention its regulations for renting and products usage during her Instagram stories. As Instagram stories play a huge role in advertising and reaching the proper number of audiences (Mahatmavidya & Yasa, 2020), (Belanche et al., 2019). Especially that Hadia Ghaleb has started a new weekly routine as initiative at her Instagram platform, where she will do a shout out to an Egyptian brand or business each week.



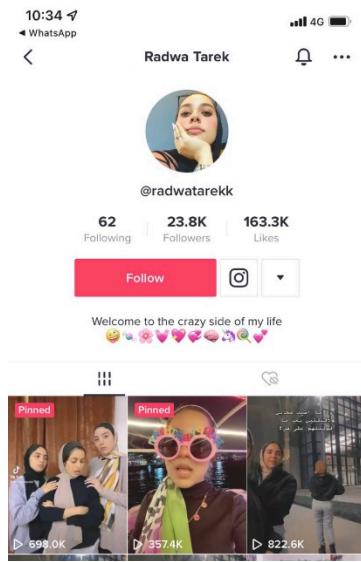
2. She will display some dresses on her platform on Instagram stories and posts. As promoting through a post on Instagram has become a powerful tool (Belanch et al., 2020), (Asdecker et al., 2021).



3. She will provide the audience with promo code for anyone will purchase from LaReina as the promo codes play a huge incentive role in encouraging customers to buy a product or use a specific service (jang et al., 2017).

Micro influencer:

Radwa Tarek



A famous influencer on Tik Tok with 23.8 K followers, she is famous for her comedic sketches and creative content.

- She will display some of the dresses on her TikTok account, as this is a pioneering platform that is gaining much popularity among the teenagers and the young adults (Blahun & Shurpa, 2020).
- She will provide the audience with a promocode on her TikTok posts and captions as an incentive for buyers, reaching the secondary audience with this process in specific, as Tik Tok is mostly famous among the young generation (Blahun & Shurpa, 2020).

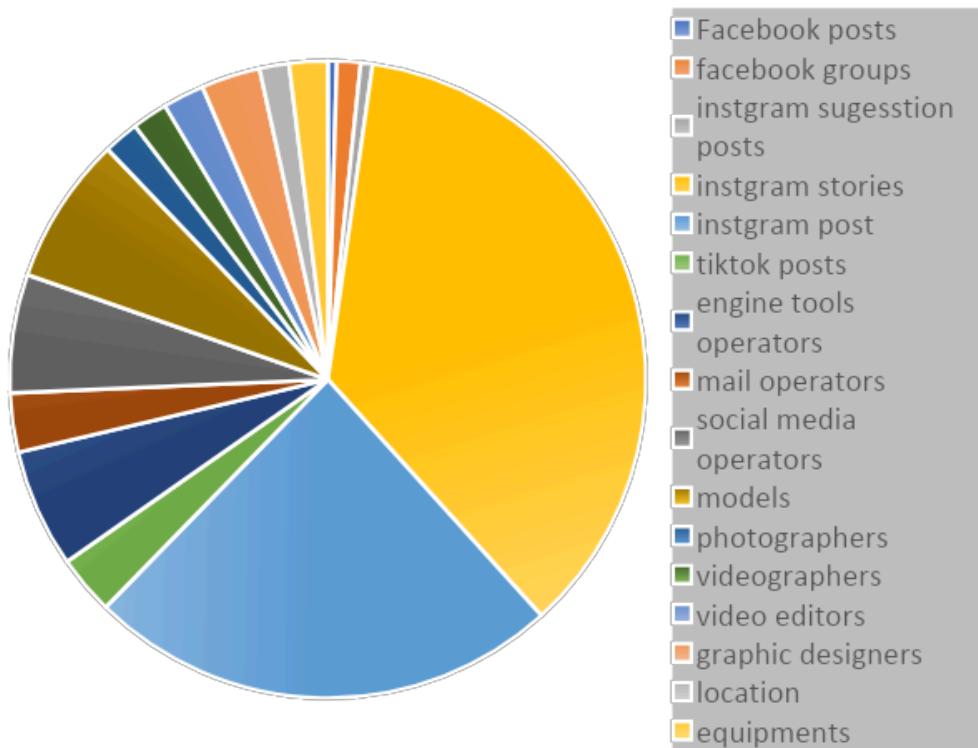
- She will display how to use the website and the application as an important part of the campaign to help users to be familiar with the brand's platforms.

Budget:

Whole budget: 300,000 EGP

- 4000 for Facebook Groups competitions and posts in her dairy and to be lady 1.3%
- 2000 for Instagram suggestion posts 0.6%
- 60,000 for two Instagram stories by macro influencer 20%
- 40,000 for Instagram post by macro influencer 13.3%
- 10,000 for three TikTok posts by micro influencer 3.3%
- 10,000 for mail operators 3.3 %
- 20,000 for search engine tool operator 6.6%
- 90,000 for social media operators for the whole duration of the campaign 30%
- 15,000 for models 5%
- 16000 for photographers\ videographers 5.3%
- 7000 for video editors 2.3%
- 12,000 for graphic designers 4%
- 6000 for renting a location 2%

online campaign



KPIs:

- Raise the application downloads by 30% first phase the campaign.
- Raise the online engagement of the official page on Instagram and Facebook by 30% during the second phase of the campaign
- Raising the sales by the end of the campaign by 40%.

Measuring the KPIs:

- Measuring the official Instagram and Facebook impressions (counting the likes, comments and sharing) giving each of these impressions a different value point.
- Measuring the number of applications downloaded.
- Comparing the sales of March 2022 with the sales of March 2021.

Societal Trends and Insights

- Not to think what to wear
- Not to keep wearing the same outfit
- Cannot post the same outfit on social media more than once
- "We like to show off the brand name\ logo"
- most of clothes we buy end up neglected because its trend fade by time
- Old styles are coming every couple of years as trends again
- Renting saves space, time and money
- Women during pregnancy need temporary clothes and dresses

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Contribution form:

Ghader 163220 (Leader)

- Cover page.
- Table of content.
- Table of figures.
- PowerPoint
- Collecting and submitting
- Brand persona.
- Channels to use.
- Campaign objective.
- Implementation.
- Macro influencer: Hadia Ghaleb
- Budget

Salma 189789

- Template for persona (Sherine Ahmed)
- Competitors.
- Unique selling propositions.
- The tools to be used for this campaign.
- Social media analysis.
- KPIs.

- Measuring the KPIs.
- Micro influencer: Radwa Tarek

Mariam 188512

- Brand personality
- Target audience
- Existence presence on social media
- Content calendar
- Timeline

Nadine 180730

- Templet 2 (Sara Ahmed)
- Posts and content
- Key insights
- Societal insights