

# favour

## Advertising Campaign

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# Executive Summary

Through the use of social media and QR codes we have thought of an engaging activity to both promote our service and to gain more drivers using the Good Food Month to our advantage. As UberEats is a large name and can be over-shadowing we need to get the attention towards us. Using social media to first promote who we are and the event we have planned during Good Food Month. Giving people who sign up to our app a reward, plus further rewards if they are to find hidden posters around the areas of the businesses participating in Good Food Month. As we are Sydney based this will make it easy to communicate amongst the businesses, and for the businesses to communicate with the drivers. If the campaign is successful we hope to see a cycle of gaining recognition, to getting drivers to help out businesses to gaining more recognition and so forth to help our company grow.

# Our Company

Favour is a company that provides multiple services, one of which is the main service provided to food businesses. It is a simple management system for delivery drivers controlled by the business owner, to make sure how the drivers are doing. The second service it provides is for people called drivers, who help the food business to deliver the food. In a similar style to UBER but specifically for food. Our company wishes to use this simple management system and to provide and help multiple services to be as helpful as we can for the community. As our company thrives on growing and building a community through our professional and approachable attitude towards our work. We hope to keep growing and possibly expand throughout Australia instead of simply just Sydney, hopefully through this new campaign.

# Core Values

Some words to describe our service we offer is definitely, helpful, cheerful yet professional, colloquial yet formal. As we target different audiences we're flexible in how we present ourselves, not acting like something we're not we want the public and businesses to see our different attitudes towards our work and that we're serious when we need to be and fun when we need to be.

# The Consumer

As stated before since we offer multiple services we have multiple target audiences. Food businesses are a simpler target audience, possibly independent businesses. Though it can be aimed towards chain businesses. The drivers though are the more specific audience, they can range from people without a job or someone or someone who is more than happy to help. As for age groups it would range between 20 and 40 year olds. As we see people with a family unable to get the time to deliver food businesses. As well as people in this age group are the ones who mostly have a Facebook, which will make the campaign target make more sense. As for where they live the suburbs are a great location to target as the suburbs and inner suburbs are seen as a community, reflecting on what we believe as a company.

# SWOT

## strengths

The strength of our company are our attitude towards our work, the friendly and professional demeanor we advertise ourselves as. As well as the fact that our service is keeping up to date with modern trends, in this case and different version of UBER, appealing to the public. As we are located in Sydney which we believe is a perfect location to start our business

## weaknesses

Our weakness could also be our strength, as we are a similar to UBER which is a massive and successful business. Which is a big competitor. Some people also may see our attitude as immature or not professional, this does not include everyone though.

## opportunities

The internet, or more specifically Facebook can not only help target our audience but the fact it is such a successful medium to advertise in is a great opportunity for our company. Our business can easily grow, to attract new or older food businesses, as well as any drivers.

## threats

Competitors are definitely a threat, UBEReats is becoming known which competes with our company. The fact that the drivers are everyday people, means that there are a lot of variety which can be seen as inconsistent. Some may be bad and some may be good which may affect the reputation of the business and our company.

# Brief of Campaign

The idea behind this advertisement campaign is for multiple digital advertisements as well as prints for businesses to reach a multitude of audiences. (apps and websites) to reach potential drivers and business owners

Through a series of first print advertisement aimed at businesses to raise awareness in food business districts firstly.

Secondly a series of digital advertisements, video and images to aim at drivers. Who would most likely have facebook profiles, creating advertisements and boosting posts to reach broad audiences can raise even more awareness. Using the professional and approachable theme and look of the company and designs.

The process will need not only the basic designs of the prints but also if any animations or film advertisements were created they will need storyboards or just the general idea of the advertisement. Most likely infographic to show what Flavour offers and why they offer it, why the company was created in the first place.

# The Idea

## the prints

The prints will be simple designs, reflecting on our core attitude and values. The first idea was no pictures, just flat colours and possibly textures. Showing our modern values and trying to make something that stands out. With some information included such as name, contact and a sentence of what we do. This will relate to other advertisements included in the campaigns.

## digital

The social media advertising will include digital images, similar to the prints to keep the consistency going. As well as to keep it interesting we will include small animation similar to infographic animations to show our core values and what we do, as well as keeping the design similar to everything else.



# Competitors

Obviously our competitors are Uber, or to be more specifically UberEats. Being launched in Sydney only a few months ago they may be seen as the trend amongst restaurants for quite a while. As we have been in Sydney for longer than UberEats, we will have loyal businesses already, as well as we heard that UberEats only takes premium restaurants. As we are a Sydney made company, we hope to be able to connect with the Sydney-siders more as stated before we focus on our community and growth.

# Objective

The objective we feel is to gain more drivers and to show what we can offer to food businesses at the same time, but to focus on the drivers. Even though drivers will be paid, the fact that they work when they want to work we feel that they're doing a favour. So we are going to offer them a small exclusive discount through a QR code for one of the food businesses that we work for. They can only get this after signing up on our app though.

Although how we help the businesses may not be directly, we see the effect of the potential driver recommending the business to people to gain more potential customers.

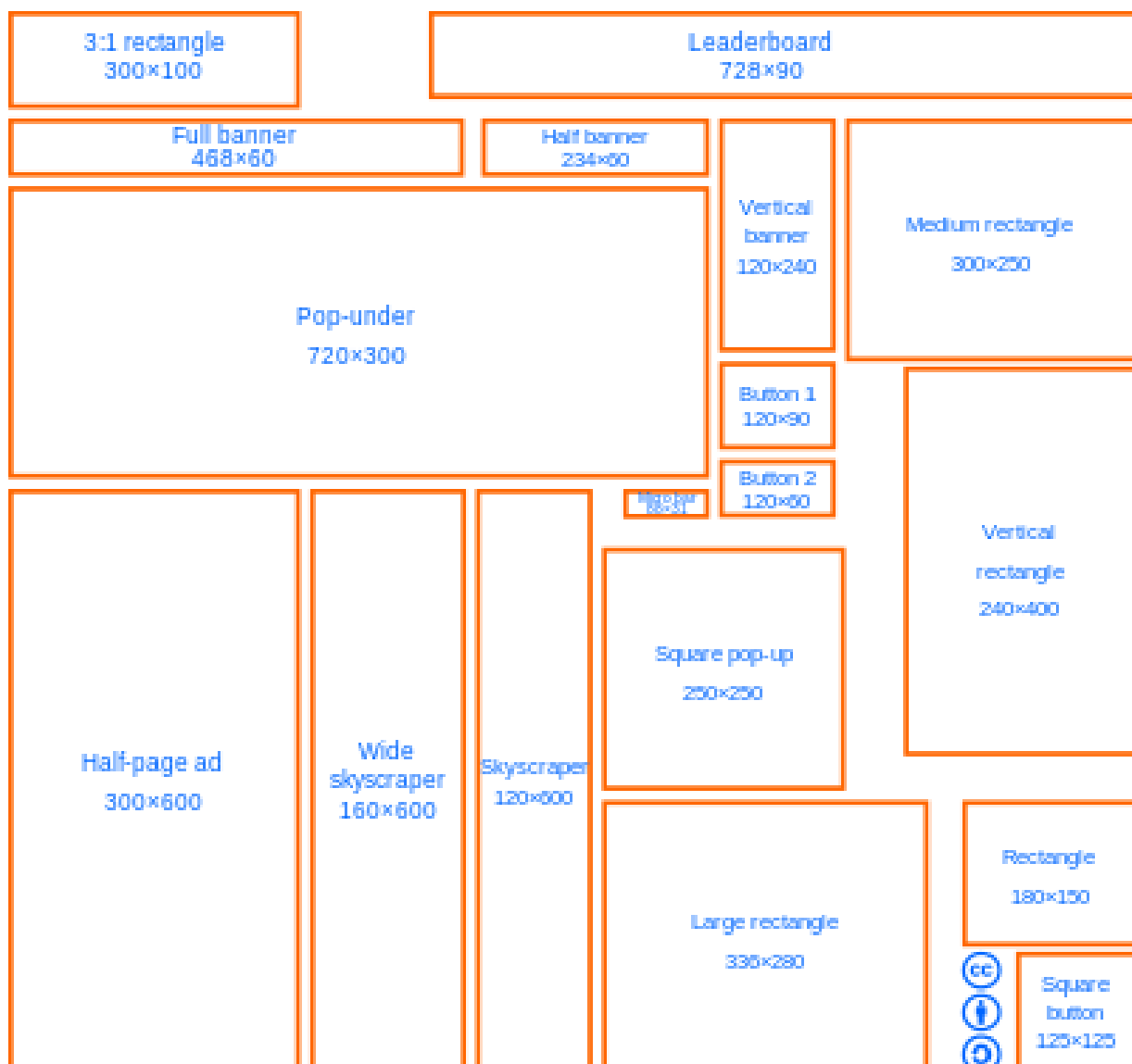
To accomplish this objective, we will target online, digital and social media for our first lot of advertisements. Which will consist of small infographic animations to show who we are and what we're offering, Facebook advertisement which can reach a large audience, and boosting our posts. As well as targeting specific websites that deal with food delivery e.g. Menulog. These will hint that they can gain this code by finding posters placed around Sydney, targeting near the businesses we offer our service to, as well as the busiest food areas e.g CBD, Newtown, Broadway etc.

These printed advertisements will have a similar design to our online advertisements, so that people can relate the advertisements together. With the same imagery, font, wording etc. They sign up to the app or use the QR code and gain the discount for one of the many food businesses.

With this objective and method we feel that drivers will be happy to not only be paid for their services, but also to be given a discount as our audience are not exactly struggling but will take anything they can get as Sydney is an expensive city.

# Design

The design as described will be minimalist using all the colours including in the branding guide which will be attached. Using 3 main images of a car, moped and a bike. As well as the tagline "Do a Favour Today" relating to our company and aiming it at the driver. The simple design can make it flexible so if you wish to aim it at other types of digital advertisement instead of just the examples given in the pitch, feel free too. Below is an image showing the dimensions as well as the advertisement name. The only exception being Facebook, it has strict rules on the amount of text used as it can only take up 20% of the ad design and the dimensions of the design.



# Audience Analysis

## Drivers

The idea is to aim towards people who need some money or any work. Of course other people can help but this will be a majority of people. As we believe in growth, we wish to help the people struggling. More specifically the people struggling in terms of numbers land on 172k, 65% of which are not employed, as well as 47% of this 172k live in NSW. Which luckily is where we are stationed.

To start off, 7.5 million people live in NSW. As for targeting these drivers on social media, 80% of Australians access the internet on a daily basis according to a 2015 Sensis, Facebook being used by 93% of this. 23% use social media to follow particular brands to access offers and promotions & for Follow or find out about particular brands or businesses in general

I gathered what I thought were the most important statistics

Device ownership	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Laptop	75%	74%	77%	81%	77%	75%	80%	60%
Smartphone	70%	73%	68%	89%	89%	85%	60%	29%
iPad or other tablet	55%	54%	56%	49%	72%	54%	58%	41%
Desktop	52%	62%	43%	41%	55%	59%	52%	58%
Internet-enabled TV	25%	30%	20%	24%	38%	28%	23%	14%
iPod touch or similar	22%	24%	20%	19%	28%	31%	22%	10%
None of the above	1%	1%	1%	<1%	1%	1%	<1%	1%

Frequency of using social networking sites	Total	Male	Female	18-29	30-39	40-49	50-64	65+
At least once a day	49%	44%	55%	79%	64%	49%	37%	17%
Most days	4%	4%	4%	3%	5%	2%	4%	5%
A few times a week	7%	7%	7%	2%	8%	12%	7%	8%
About once a week	3%	3%	2%	<1%	5%	4%	1%	6%
Less often than weekly	5%	3%	6%	1%	5%	5%	8%	3%
Never	32%	39%	26%	15%	14%	29%	44%	61%

# Audience Analysis

Reasons for using social networking sites	Male	Female	18-29	30-39	40-49	50-64	65+
Catch up with family and friends	90%	94%	95%	93%	93%	86%	90%
Share photographs or videos	40%	50%	57%	47%	44%	34%	35%
Get information on news and current events	40%	40%	47%	43%	44%	24%	40%
Co-ordinate parties or other shared activities	25%	23%	41%	27%	21%	7%	6%
Follow or find out about particular brands or businesses in general	23%	25%	35%	23%	28%	12%	18%
Find out about entertainment events	23%	23%	40%	18%	22%	10%	9%
Follow particular brands to access offers and promotions	17%	23%	27%	20%	18%	12%	22%
Research products or services you might want to buy	20%	19%	28%	20%	15%	11%	21%
Research holiday destinations or travel offers	20%	21%	26%	15%	18%	18%	21%
Play games	19%	23%	26%	25%	10%	17%	29%
Find people with the same interests	21%	15%	19%	15%	21%	13%	20%
Meet new friends	18%	10%	22%	11%	12%	7%	13%
Provide reviews and write blogs about products you have bought	13%	9%	13%	12%	8%	7%	14%
Follow celebrities	15%	10%	22%	12%	12%	4%	4%
Engage with a Government representative or department	10%	6%	5%	9%	2%	9%	20%
Find potential dates	7%	6%	11%	3%	4%	3%	8%
Pressure from family and friends to use them	9%	9%	7%	11%	7%	13%	8%

Base: Users of social media (539)

Q4a. For what reasons do you use social networking sites? Remember, we are talking about sites such as Facebook or Twitter and not the internet in general. For which of these reasons do you use these types of sites?

Notes: Multiple responses allowed.

Attitudes towards advertising on social network sites	Agree	Neutral	Disagree
I'm quite happy to see ads on social network sites	38%	23%	39%
I take no notice of the ads on social network sites	55%	20%	25%
I'm turned off by companies or brands that advertise on social network sites	31%	32%	37%
I sometimes click on ads I see on social network sites to find out more	42%	13%	46%
I like sponsored posts from businesses I follow on social networks	32%	26%	43%
I ignore sponsored posts from businesses I don't follow	72%	15%	14%

Base: Users of social networking sites (539)

Q12. How do you feel about businesses or brands advertising on social networking sites. Do you agree or disagree (or have no opinion either way) with the following statements?

Note: Rounding occurs

## Might change opinion if business responds to feedback on social media

Might change opinion if business responds to feedback on social media	Yes	No	Maybe
Total	31%	39%	31%
Male	35%	41%	24%
Female	27%	36%	37%
18 to 29	46%	35%	18%
30 to 39	32%	38%	30%
40 to 49	22%	47%	31%
50 to 64	23%	33%	44%
65+	21%	49%	30%

Base: Ever provide online reviews (194). Note the 18-29 results prior to 2015 were actually for 20-29s.  
Q14e. If a business gets back to you after you have posted a bad review, would that change your opinion?