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AMA PODS Case Competition

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Authors

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Target Market

Primary Market:

Millennials 20-35, with a close focus on first time movers and job relocations

Secondary Market:

Generation Z 18-22 with a focus on college students

Tertiary Market:

HR Professionals

Research

Qualtrics Survey: 136 Respondents

- Data filtered by demographics in order to gain more representative information with specific focus placed on age groups
- Questions about general moving and storage industry, past and future product usage, knowledge of PODS

Brand Personality

Sincere and Competent

(Jennifer Aaker's dimensions of brand personality)

Data suggests that respondents were more likely to purchase or rent from PODS if they felt the brand was caring and customer-focused

AMA PODS Case Competition

Marketing 336/Integrated Marketing Communications

Professor Caloura, Tyler Duff, Ethan Foley, Lukas Grover, Caroline Hoffer, Jacob Lemanowicz, Erika Markiv, Kaitlyn Novarro



Objectives

Overall Objective:

Increase awareness of PODS brand, services, and products among Millennials and Gen Z

Awareness Objective:

Increase awareness of PODS brand from 66% to 77%, about an 11% increase

Purchase Intent Objective:

Increase purchase intent from 10.1% to 22.35%

Metrics

Attitudinal:

Short surveys will be sent out to customers after they purchase from PODS.

Behavioral:

Through email lists and contact information given when purchasing a PODS product

Financial:

Tracking yearly revenue, purchases, and profit

Financials

| Platforms | CPM | Budget | Ad Cycles | Reach | Consumers w/ Over 7 Ads Seen | Impressions | Valuable Impressions | Engagement | Customers |
|--------------|----------|-------------------|-----------|-------------------|------------------------------|--------------------|----------------------|---------------|--------------|
| Facebook | \$ 5.31 | \$ 603,000.00 | 24 | 11,290,791 | 8,120,310 | 113,559,322 | 1,461,656 | 29,233 | 2923 |
| Instagram | \$ 6.70 | \$ 60,000.00 | 24 | 890,385 | 640,363 | 8,955,224 | 83,247 | 3,580 | 358 |
| Podcasts | \$ 21.78 | \$ 136,085.75 | 52 | 69,300 | - | 216,000 | 33,294 | 20,309 | 229 |
| Total | - | \$ 799,086 | - | 12,250,477 | 8,760,673 | 122,730,546 | 1,578,196 | 53,122 | 3,511 |

| DIGITAL MEDIA CAMPAIGN | | | |
|-----------------------------|----------------------|--------------|---------------------|
| | Facebook | \$603,000 | |
| | Podcasts | \$136,085 | |
| | Instagram | \$60,000 | |
| Total Media Cost | | | \$799,085.75 |
| Non-Media Costs | | | |
| | Public Relations | \$1,464.00 | |
| | Overhead | \$165,771.47 | |
| | College Concert Crew | \$15,000.00 | |
| Total Non-Media Cost | | | \$182,235.47 |
| Overall Cost | | | \$981,321.22 |

Big Idea

Moving Off the Streets

Umbrella Campaign

Pods giving 5% of sales to Habitat For Humanity

Supporting Campaigns:

Sleigh the Day

PODS will donate 5% of sales to Toys For Tots

Pack to Give Back

College Competition in which items will be donated to Covenant House

Media



Total Cost of Media:

\$799,085.75

Total Impressions:

122,730,546

Total New Customers:

3,511

Estimates Sales:

\$4,212,920.06

Public Relations

- 3 press releases
- Premium Package from PRWeb
- BuzzFeed and the New York Times