

Formula PR Team Members:

April 30, 2012

Laurie Walters Amar Kapadia
 Scott Mitchell Nick Diodato
 Olivia Renner Kristina DiDonna

Goal

Our goal is to raise brand and product awareness and increase product line sales.

Research

In order to understand the current situation at mophie, we preformed a **SWOT Analysis**.

<u>Internal Strengths</u>	<u>Internal Weaknesses</u>
<ul style="list-style-type: none"> • First ever “Works with iPhone” battery case certified by Apple • Fast and consistent customer response time • Strong social media presence • Product functionality: offers user a stylish protective case that allows for portable charging extending battery life. • Easy to use 	<ul style="list-style-type: none"> • Poor product branding leading to lack of consumer awareness • Lack of East Coast presence • Lack of advertising/corporate sponsorship/partnerships • Can’t market to all phones • Too trendy, markets product to select audience
<u>External Opportunities</u>	<u>External Threats</u>
<ul style="list-style-type: none"> • Better cross sell opportunity w/ partners' sales associates including: the Apple store, Verizon, AT&T and Best Buy. • In-store branding to increase employee and/or consumer awareness • The option for customization and/or collaboration with companies, athletics, schools, and individual freestyle designs • Product placement in movies commercials and T.V. shows • Partnerships 	<ul style="list-style-type: none"> • Apple redesigns new iPhone with better battery life • Dependence on Apple products • Defective case • Competitors

For our campaign we will conduct both primary and secondary research.

Our **primary research** will involve:

- **Insight Development:** one week of at-random interviews with mophie employees from every level up to executives. This will be done to gain insight and understanding into the intricacies of mophie and as they are understood by the employees.
- **Retail Review:** Apple store interviews with five managers of the highest grossing locations in each region to compare sales practices.
- **Undercover Investigation:** with participating stores consent, we want to disguise our team as Sales Associates at Best Buy, Verizon, AT&T, and Apple stores. This will be done to engage with real potential consumers to better understand their understanding and expectations at the point of purchase.
- **Surveys and Social Media Polls:** target smart phone users to question them about their largest problem with their current phone using Facebook and online survey companies such as: Survey Monkey, Lightspeed Consumer Panel and My Survey.

See attachment on page 14 for example questionnaires.

Our **secondary research** will involve:

- Researching iPhone sales from 2009-2011
- Researching our competitors: Otterbox, PhoneSuit, PowerSkins
- Researching smartphone user demographic information
- Research how the number of smartphone owners has changed from 2005 to present

Examples of secondary research performed for this campaign include:

- mophie Juice Pack offers larger battery power at 2000mAh, doubling the power to the iPhone.
- mophie Juice Pack is only compatible with the iPhone 4 and 4s.
- The iPhone 4/4s can be synced and charged to iTunes while Juice Pack is still charging the phone.
- 35% of adults use a smartphone.
- 1/3 of cell phone users use a smartphone.
- 87% of smartphone users access e-mail or the Internet on their handheld device.
- 68% of smartphone users go online using the smartphone on any given day.
- 25% use mostly their smartphone to go online.
- 59% of people earning at least \$75,000 own a smartphone.
- 48% of people with a college degree own a smartphone.
- Among all cell phone users, the iPhone ranks 2nd amongst users, right behind Android, at 10%.
- Among smartphone users, the iPhone also ranks 2nd behind Android, at 24% to Androids 35%.
- Women tend to use the iPhone more than men.
- More likely to have an income of at least \$200,000.
- Apple sold 37 million iPhones last quarter of 2011, twice the number sold last quarter of 2010.
- Only 8% of smartphone users are satisfied with their battery life.
- Teen females (age 13-17) send a receive an average of 4,050 texts per month.

- Teen males send and receive an average of 2,539 texts per month.

For our campaign we have identified our **target audiences** and **stakeholders**.

Our **targeted audience** is made up of various iPhone users including:

- Girls (Ages 12-17)
- College students (Ages 18-22)
- Young business professionals (Ages 22-36)
- Vendor sales associates (Best Buy, Verizon, AT&T, and Apple Store)

Current Stakeholders

- mophie and their employees
- Current mophie consumers
- Apple and their employees
- Outside Vendors (Best Buy, Verizon, AT&T)
- Investor

Overall Strategy

We plan to address our different audiences with unique **key messages**.

1. Girls: Your new BFF: mophie
2. College students: Get juiced.
3. Young business professionals: more. with mophie.
4. Vendor sales associates: Charge 'm!

There are four **objectives** that we plan to meet by the end of the campaign.

1. Increase media coverage
2. Improve website
3. Make the mophie Juice Pack a part of mainstream pop culture
4. Raise sales associates product knowledge

In order to meet our campaign objectives as previously stated, Formula PR will utilize several tactics in the forms of traditional, modern, and gorilla advertising. This integrated campaign will focus on educating/informing our targeted publics, as well as those on the front line of retail stores selling your product.

1. Increasing media coverage

- Formula PR would like to bring to light both your past and present successes as well as what is in store for the future of mophie. By including the numerous awards and forms of recognition you've received, and the exciting things planned for 2012 and beyond, we will capture the recognition of the tech world by promoting mophie as a "Must Have Gadget for 2012." With the use of celebrities we will gain exposure in publications with higher circulation. We firmly believe that the potential for increased publicity throughout our campaign will ultimately bring unprecedented growth in sales as well as consumer equity. Below we have briefly outlined some of the publications we intend to target as well as television opportunities.

- GQ, Esquire, People, CNN, Seventeen, Men's / Women's Health, Outdoor Life, Wired, and O

- Good Morning America, G4 Network, Outdoor Life Network
- Blogs (tech, business, trade specific)

2. Improving your website

- We want to capitalize on mophie's outstanding presence in social media and provide an experience on the website that is more engaging, interactive, user-friendly, and visually appealing. To do so we will encompass all that is mophie into an interface that allows 360-degree views and freedom for the customer to click anywhere to view a product or service as they would like. We also plan to implement a live social media feed that will stream tweets with the unique hashtag: #mophie loves you. For this project a web designer will be contracted, all prices associated are outlined in the budget portion.
 - Note: We believe your current website has tremendous appeal and we don't want to drastically change it to a format that will be difficult to use, we just want to enhance the current features to show the constant growth and evolution of mophie.

3. Making the mophie Juice Pack a part of mainstream pop culture

This tactic will be two pronged but focus on one goal, putting the good word about mophie into everyday conversation.

- The first way we intend on accomplishing this is by targeting five mainstream celebrities that represent each of our target audience demographics. (With current connections to Lil' Wayne and Skrillex we may seek their involvement). We will

allow each celebrity to customize their own Juice Pack and post the creations to their own social media platforms (Twitter, Instagram, Facebook, YouTube) allowing fans and followers to vote for the creation by linking with the mophie Facebook page. At the end of the campaign the winning design will be available for purchase at all mophie retail stores and on the mophie website. By using the mophie Facebook page as the landing site we will be able to track unique impressions and effectively collect data that will later be used to evaluate the success of our campaign.

- Our second way will be through a creation of what we call “the mophie Juice Station” – showcased at large scale events, this hub will use juice pack technology to charge visitors iPhones. Ultimately, this will promote the product, brand, and engage with potential consumers outside of the retail environment. Below is a brief general list of locations we intend to showcase the Juice Station.
 - SXSW International Consumer Electronics Show
 - Ultra Music Festival, Electric Daisy Carnival, Coachella
 - Super Bowl weekend, NASCAR, college bowl week
 - Justin Bieber, Selena Gomez and Taylor Swift concerts, theme parks

4. Increasing retail sales associate product knowledge

- This tactic will have the most impact on bottom line when it comes to sales of the Juice Pack vs. the competition. Based off of prior research, mophie will target the top 100 grossing retail stores for iPhones in the nation divided by five regions: Northeast, Southeast, Midwest, Southwest and West. In their efforts to further educate and

retrieve feedback about the current state of the Juice Pack line a street team, with the consent of managerial staff, will provide a 15 minute product demo to all staff sales representatives on location (Best Buy, Apple Store, Verizon, AT&T) and allow those members to test the Juice Pack product for a trial 24-hour period with the only stipulation being not to charge there iPhone. When the team members return they will collect feedback, answer any and all questions, and offer the case at a discounted price. By putting our product in the hands of the people who will be selling it, and by educating them best as possible, will be making them brand advocates for mophie.

In summation we believe that these four objectives complimented by the fore mentioned tactics will be fundamental in helping mophie achieve the goal of increasing brand awareness and Juice Pack product line sales.

We created a tentative **timetable** to see our campaign from start to finish.

See page 13 for chart.

Additionally, we have created a **budget plan** in order to estimate the individual and final costs of the campaign.

Administrative/Staff		Out of Pocket	
Administrative fees	\$150,000	Collateral	\$10,000
	\$	Website Remodel	\$25,000
	\$	Travel Expenses	\$75,000
	\$	Events/Informational Sessions	\$60,000
	\$	Food Allowance	\$20,000
	\$	Cushion:	\$34,000
Total:	\$150,000	Total:	\$224,000

The budget plan was created to estimate the individual and final costs for the mophie campaign. The administrative fees came to a total of \$150,000. The out of pocket expenses came to a total \$224,000. For the collateral, \$10,000 includes the costs for the all the printed materials associated with the campaign including: press releases and press kits, posters, brochures, catalogues, reports, etc.

The next cost will be the website remodel for \$25,000 which includes the cost of hiring a website design firm to make some major changes to the website. These changes will include: a facelift to make the website more engaging and interactive, and a new feature where the products will be able to be viewed at a 360 degree view.

Travel expenses are the highest out-of-pocket cost that we will have at \$75,000. Travel expenses include flight, hotel, gas, and car rentals. In the campaign we have an average of 120

events including: giveaways, seminars, promotional and media events; at each event the mophie Juice Station will be show cased. Manning the Juice Station will be a team consisting of two mophie representatives. There will be ten teams of two. We came up with all the amounts by taking average price amounts for each expense. We are accounting for hotel costs averaging \$100 a night with each representative having their own room. Additional travel costs average: flights at \$250 per trip, gas \$40 a day, and \$100 a day for car rental.

There will be \$60,000 used for the events and informational sessions for vendor sales associates.

For the staff we will have a Food Allowance of \$20,000; the mophie representatives will have a food allowance of \$60 a day. That will give them money so they can live while they are helping us to promote our product.

The cushion amount is 10% of our budget, coming out to \$34,000. Having a cushion is a good idea to have because you never know what could happen or what could come up and we might need some extra money. We will have some money just in case there may be a raise in flight costs in a specific time of the year, or with hotel night costs or gas. We even need to be prepared if something goes wrong at an event or may need something to make some changes along the way of the campaign where money may be involved.

Our total budget for the campaign is \$374,000. We have a staff of 20 mophie representatives that work the seminars, events, and all promoting. We were able to keep a few of the out of pocket costs down by using group and business rates through Fare Buzz. Using this service will get us lower food, flight, hotel, and transportation costs.

Our other area that could result in large costs is our tactic to make mophie mainstream by getting involved with celebrities. To keep costs down in this area, we plan to prepare a contract

that will be mutually beneficial to both mophie and the celebrity. In the contract we will request a minimum number of tweets and/or product mentions during interviews, along with photos of them with their Juice Pack. In exchange, they will have a personal case promoting their name and they will receive a percentage of the sales that come when we release the winning design to the public.

We will use the hype from the celebrities, the juice station and the various design and invention awards won by mophie to engage the media. We will reach out to trade journals, periodicals, and trend magazines. We will also reach out to TV shows such as: Good Morning America, G4's Attack of the Show, and Outdoor Life Network to publicize these events and celebrity relationships.

Evaluation

We plan to evaluate all of our efforts both mid-campaign and post-campaign in the following ways:

- Measure the increase in media exposure by keeping track of mentions of the mophie Juice Pack in magazine articles, blogs, and commentary in television shows.
- Measure the integration of the product into mainstream pop culture by tracking social media comments (including celebrity), blogs, and product photos in addition to media exposure.
- Offer a short poll to visitors on the website to measure website improvement

- Measure the increase of employee product knowledge by interviewing associates after employee workshops to gauge their feedback on what they learned. Measure employee excitement by tracking employee purchase of product.
- Compare product sales before, during and after campaign to help gauge overall success with the campaign.

January	February	March	April
Campaign Begins	Give away 10 Juice Pack Air- for celebrating 10,000 twitter followers	Host a bracket competition for all mophie Air Users	Meet with major theme parks (Disney, Universal Studios) about mophie Juice station
Research key publics, and top sporting events for mophie Juice Stand	Introduce mophie Juice Station at Super Bowl	mophie Juice Station at Men's DI Basketball Championship	mophie Juice Stand at Masters Golf Tournament
Craft a press release announcing mophie Juice stand at Super Bowl	Focus press releases on college sports oriented media outlets- NCAA	Focus press releases on golf network/NBC programs	Mass mailing of freebies to celebrities
Update and interact with prospective corporate sponsors, through online mediums	Hire a website firm to improve mophie site.	Review proposal for website renovations	Implement website recommendations
	Juice Station at J. Bieber concerts	Juice Station at T. Swift concerts	Juice Station at S. Gomez concerts

May	June	July	August
Receive approval/ implement Juice Station in Disney, and Universal Parks	Send out mophie coupons to graduating Seniors	"July 4 th Independence day special	Special event- unveiling the 5 celeb cases
Pitch a custom celebrity line to freebie responses.	Assemble internal team to host seminars at 100 top selling retailers	Host 20 seminars on top selling Northeast outlets	Host 20 seminars in top selling Southeast market
mophie Juice Station at 135 th Kentucky Derby	½ year evaluation of campaign	Disburse a press release announcing 5 celebrity lines	Attend South by Southwest Event

September	October	November	December
Target back to school students- coupons/ celeb design discount	Send out TV commercial to media outlets	Announce Thanksgiving Deals	End of campaign get together with seminar group/ celebrity representatives
Host 20 seminars in top selling Midwest Outlets	Host 20 seminars in top selling Southwest Markets	Host 20 seminars in top selling West markets	Christmas give away/ celebrity endorsement of "great stocking stuffer"
Attend Business Conference	Host a mophie business seminar	Evaluate business relationships/deals	Evaluate Campaign and product sales

Primary Research Example Questionnaires

Insight Development Questions:

- 1.) Who is mophie?
- 2.) How is mophie marketed as a brand?
- 3.) Who is the target audience?
- 4.) Who would you like to see mophie market to?
- 5.) Do you own a mophie Juice Pack?

Retail Review Questions:

- 1.) How do you market mophie?
- 2.) Are all employees aware of mophie?
- 3.) Where in your store are mophie products located?
- 4.) How do customers react to mophie?
- 5.) How often do customers purchase mophie products?

Surveys and Social Media Polls Questions:

- 1.) Do you own a mophie product?
- 2.) Do you know what/who mophie is?

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