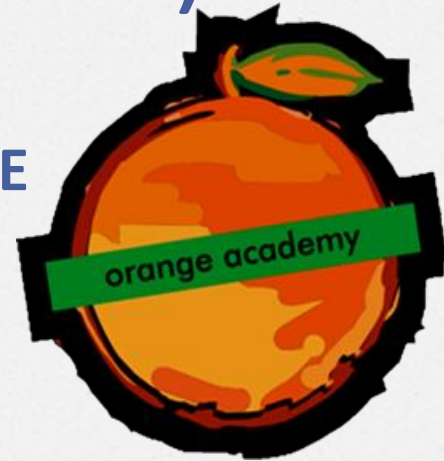


Orange Academy Project Defense (IBX 17)

OLUWATOYIN FALADE AJILEYE



The Brief



Launch a new brand of paid TV service in Nigeria that can be used on mobile devices as well.

Create a unique marketing communication campaign that will result in having 500,000 loyal consumers in the next 6 months across the 6 geo-political zones in Nigeria.

- **Develop a sticky brand identity and create awareness campaign.**
- **Market Strategy**
- **Launch Plan**
- **Execution Budget**

Industry Background



CABLE/SATELLITE TV



GOtv

INTERNET TV

NETFLIX

iROKOTV.com

 **YouTube**

PEST Analysis

p

Govt regulations and guidelines, legal costs, Patent protection, copyright.

e

Cost of licensing ,acquiring content, retail airtime and distribution rights.

s

Intensity of competition , new entrants and exclusivity.

t

CDN, Storage servers and VOD increased popularity



Lower Price therefore
affordable

Competitive Analysis



More options in terms
of content



Indigenous
Content



Video on demand

Market Research



The number of pay TV subscribers in Nigeria will rocket to 7.52 million (43.4% increase) in 2021.

<https://www.marketresearch.com/Digital-TV-Research-v3873/Nigeria-Digital-TV-Forecasts-9738477/>

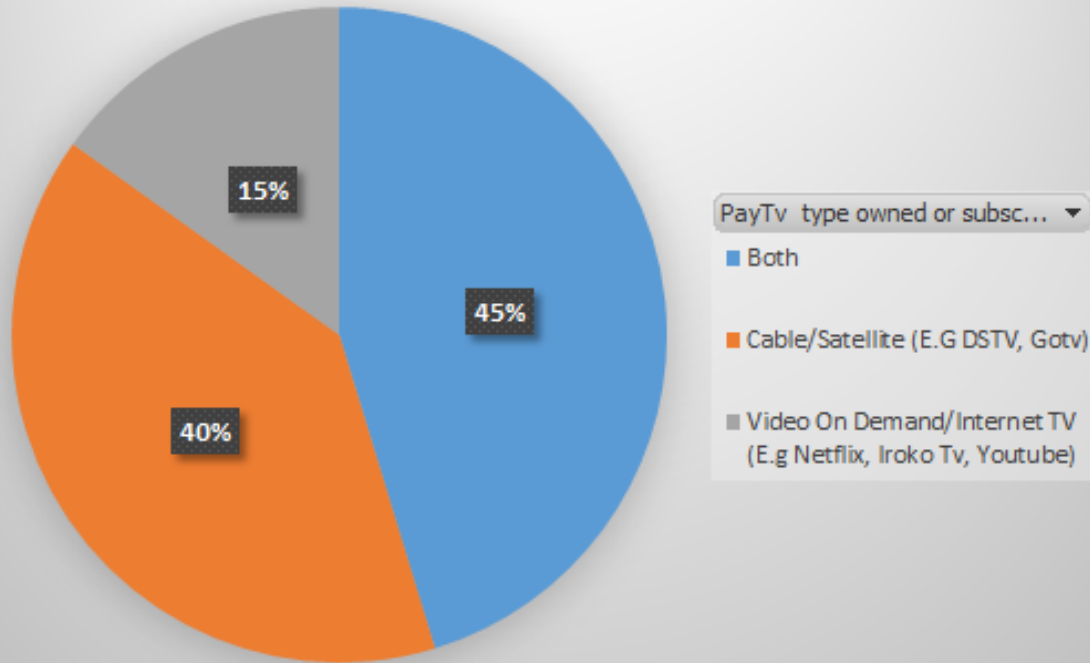


There is also a growing shift from traditional cable services to streaming services such as Netflix.



Count of PayTV type owned or subscribed to?

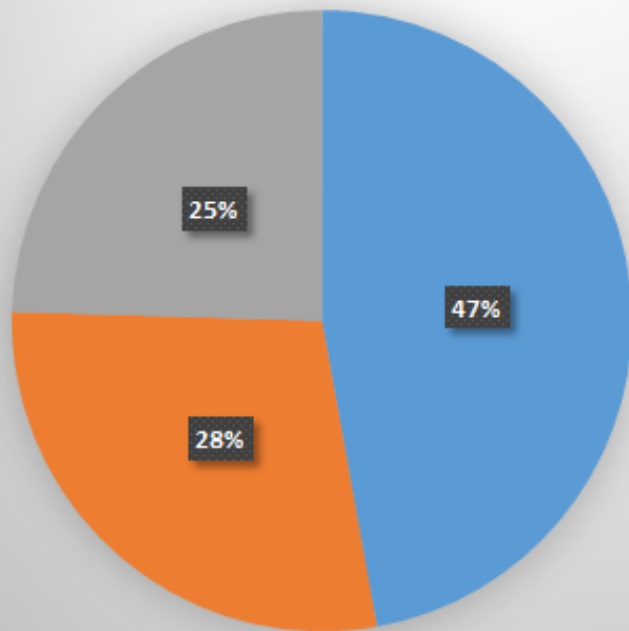
Total



To determine
which pay-TV
type is
utilized the
most

Count of How often do you stream movies/tv shows online?

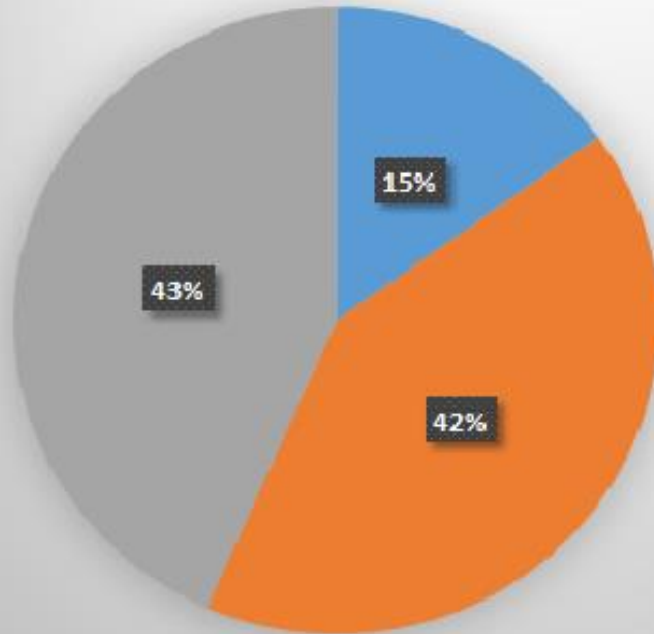
Total



To determine
how often
consumers
stream
content.

Count of Are you discouraged by data consumption?

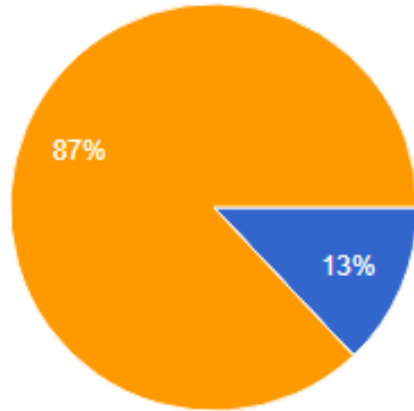
Total



Are you discouraged by data... ▼

- No
- Sometimes
- Yes

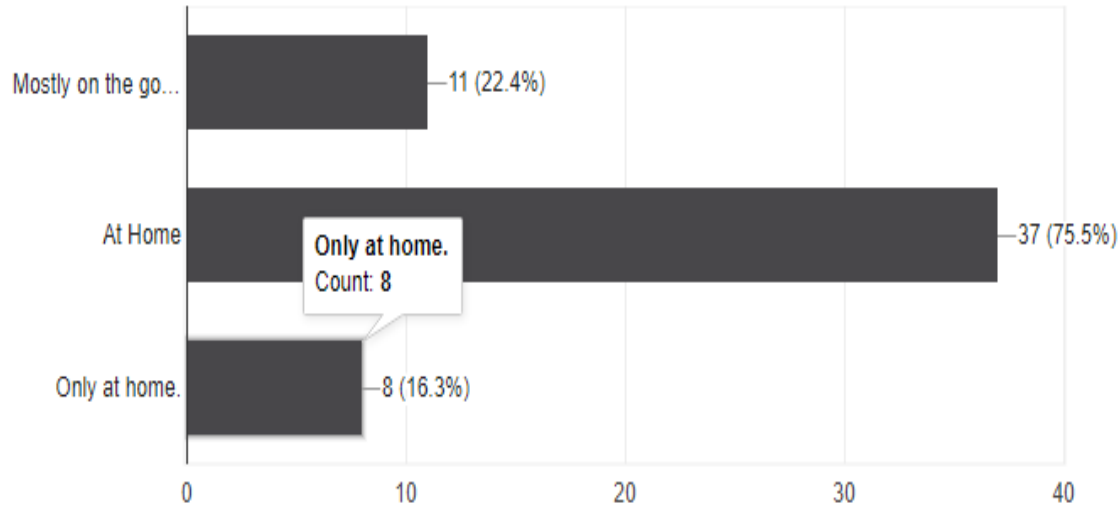
To determine
if consumers
are
discouraged
by data.



- An internet tv service that offers just foreign content e.g Netflix
- An internet tv service that offers only local; indigenous content e.g Iroko TV
- An internet tv service that offers both

**To
determine
consumer
preference.**

Where do you watch?



**To
determine
where
consumers
watch.**

Derived Insights



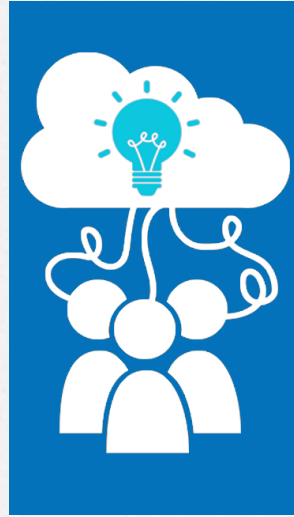
1. Cable TV is not going anywhere soon in Nigeria despite the growing shift to Internet TV.

2. The Consumer is Choice Driven i.e They want to be able to choose what they watch, how they watch and where they watch it.

**WHAT IS
THE BIG
IDEA?**



The Big Idea



**“You are responsible for every decision you make,
Why not your own channels?”**

Name and Logo



How It Works/Features



- Pick and pay for channels you want.
- Add or Remove from selected channels.
- Decoders with playback and record functionality
- 50 GB disk storage.



- Stream Movies/Shows or Set to record/download and watch offline.
- Wifi Enabled Decoders
- Lower Bandwidth (Partnership with MainOne Cable)
- Plans to come prebundled with 10gb Data.



- Watch on PC on Youchoose.tv
- Download the app on DVB-H enabled smart devices or buy the YouChoose tuner dongle.

Subscription

POINT 1000
(WITH 10 GB)

#3,000

POINT 2000
(WITH 10 GB)

#5,000

POINT 5000
(WITH 20 GB)

#10,000

POINT 10,000
(WITH 20 GB)

#15,000

Hardware



**YouChoose Zone Box box at
#15,000 Only.**

Meet The Target Audience

- Connected
- Communicating
- Content-centric
- Computerized
- Community-oriented



- Upwardly mobile
- A lot of their social interactions takes place online.
- Early adopters
- Open to new experiences.

Generation C

It's not an age group; It's an attitude and mindset.

Consumer Persona - Bull's Eye



- Alfie (Age 35)
- Loves everything entertainment
- Hustler
- Premium subscriber.

Consumer Persona



Betty (Age 25)

- Owns her own car, pays her own bills
- Miss Independent
- Movie freak and loves VOD.
- Social

Communication Plan- Core Creative Idea

Creative Strategy

Brand Positioning: It's All About You!



Key Consumer Insight: The Consumer is Choice Driven i.e They want to be able to choose what they watch, how they watch and where they watch it.

Reasons to believe:

1. Choose Your Content
2. Pay for channels you want
3. Video on Demand
4. Watch whenever, wherever.
5. Lower Bandwidth Consumption(partner with ISPs e.g MainOne).
6. Foreign and Local Content.

Campaign Message:
Better Choices Everyday



Brand Proposition:
Personalised Entertainment For Every You!.



Campaign Message



Better Choices Everyday.

Campaign & Activation Plan- Core Creative Idea

Phase 1- Launch & Activation

Communication Mediums: Social media posts, Out Of Home(OOH), Sponsored Influencer Posts.

- Celebrity Endorsement; Falz and Funke Akindele(Jenifa).
- Campus Storm
- Outdoor Cinema (Free entry, Drinks/Food vendors available).
- Mall Activation with YouChoose Booths.

Duration: 3 Months.

Celebrity Endorsement

Personality

- Witty
- Carefree
- Original

Objective

- Promote the brand using their social status and positive images.



YouChoose Campus Storm



As an offline activation, the plan is to create widespread awareness and associate youthful energy with the brand. We will storm campuses;

- Representatives in branded t-shirts
- Free food and drinks
- Giveaways; Branded materials as well YouChoose decoders to few lucky winners.

Mall Activation



As an offline activation, the plan is to create excitement, buzz and hype by going to malls across the country with high foot traffic.

We will have;

- Representatives in branded t-shirts
- Walk-in booths where people can learn more about YouChoose and win movie tickets for answering a question correctly.

Open Air Cinema - Continuous Campaign (Free Entry)



Branded Materials and BRT



YouChoose Shop and Branded Bus Stop.



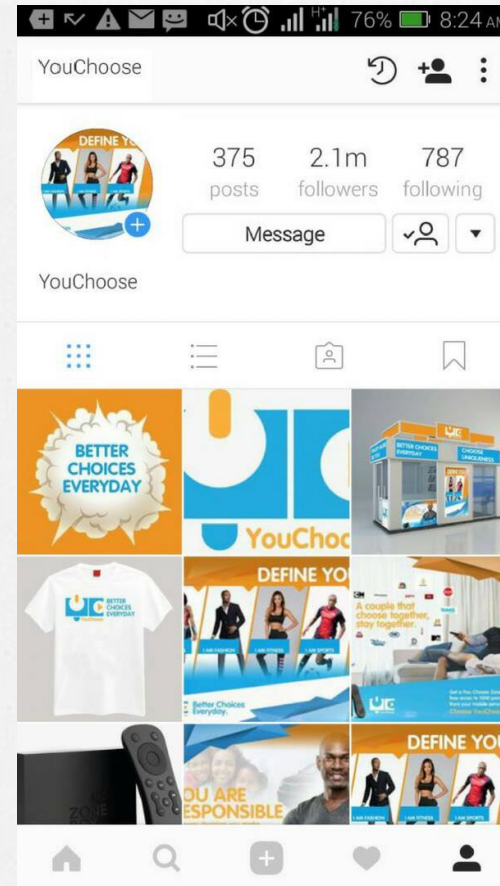
Phase 2 - Create Buzz and Awareness

Communication Mediums:

Online ads, social media engagement (Facebook, Instagram and Google Display), Sponsored Influencer posts, TV Ads(Video)

1. Ads communicating big idea and USPs
2. Buy YouChoose decoder and get first month free.

Duration: 6 Months.



DEFINE YOU



I AM MOVIES



I AM FASHION



I AM FITNESS



I AM SPORTS



Better Choices
Everyday.



YOU ARE RESPONSIBLE

for every decision you make,
why not your own channels too?



Better Choices
Everyday.



A couple that
choose together,
stay together.



Get a You Choose ZoneBox + 3months of
free acces to 1000 points + 10gb of data

Choose YouChoose. Enjoy More

Print Ad

You choose which cars to buy



Why not your channels?



Better Choices Everyday

Video Script

Scene opens on 2 guys after work at a bar.

Alex: **Guy! It's now possible to enjoy the best of both worlds and even more depending on your choice.**

Andy: **You mean i can have both those beautiful girls over there all to myself. Lepa plus Chubby.**

Alex: (Looks away to see the 2 girls at the other end that Andy is referring too, one of them stylishly winks at him) **Hmmm, not a bad idea but that's not what i meant. It's better than those babes combined.**

Andy: (Looks unconvinced; looks at the babes again) **I don't believe you but tell me about it.**

Alex: **There's a new pay tv service called YouChoose. It lets you choose the cable channels you want to pay for. It also comes with Video on Demand so you can stream the latest local and foreign movies and TV shows.**

You can watch on your phone, laptop and even on your TV screen.

Andy: **Wow! Now i believe you!**

Voice-over; **YouChoose! Better Choices Everyday.**

(Logo appears and the website url YouChoose.tv).

CAMPAIGN BUDGET

Cost Elements	Description			
Social Media Assets Management	Page manager, content developer, graphic designer, deployment, listening, monitoring and reports.	#500,000	6 Months	₦ 3,000,000.00
Facebook	Ads, sponsored post	#300,000	6 Months	₦ 1,800,000.00
Instagram	Ads, sponsored post, engagement.	#500,000	6 Months	₦ 3,000,000.00
Twitter	Ads, sponsored post, engagement.	#300,000	6 Months	₦ 1,800,000.00
Youtube	Youtube ads.	#500,000	6 Months	₦ 3,000,000.00
Google Ads(Desktop & Mobile)	Sponsored content	#1,000,000	6 Months	₦ 6,000,000.00
Social Media Influencers (Instagram)	Create buzz and engagement	#600,000	3 Months	₦ 1,800,000.00
Falz (Celebrity endorsement)	Promote product/brand using celebrity status via video ads and branded social media ads	#2,000,000	3 Month	₦ 6,000,000.00
Funke Akindele (Celebrity endorsement)	Promote product/brand using celebrity status via video ads and branded social media ads	#2,000,000	3 Month	₦ 6,000,000.00
LED Billboards	Promote brand	#3,000,000	3 Months	₦ 9,000,000.00
Bus Branding(BRT/Lag bus)	Promote brand	#1,000,000	3 Months	₦ 3,000,000.00
Branded Materials	Promote Brand	#1,000,000	One off	₦ 1,000,000.00
Outdoor Cinema(Lagos, Abuja, PH)	Promotions/Awareness/Acquisition	#10,000,000	3 Months	₦ 30,000,000.00
Mall Activation(Lagos, Abuja, PH)	Promotions/Awareness/Acquisition	#10,000,000	1 Month	₦ 10,000,000.00
	Total	# 29,700,000.00		₦ 85,400,000.00

Sales Projection - 6 months

Geo Political Zones	Number of Target Customers	Decoders Sold at #15,000 each.	No Of Subscription – Point 1000 at #3,000 each.
South West(Including Lagos)	200,000	#3 Billion	N 600 Million
North Central(Including Abuja)	100,000	#1.5 Billion	N 300 Million
South South (Including Rivers)	100,000	#1.5 Billion	N 300 Million
South East	60,000	# 900 Million	N 180 Million
North West	30,000	#450 Million	N 90 million
North East.	10,000	#150 Million	#30 Million
TOTAL	500,000	#7.5 Billion	#1.5 Billion x 5 months = #7.5 Billion

Overall Total = #7.5 Billion + #7.5 Billion = #15 Billion



thank you!

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