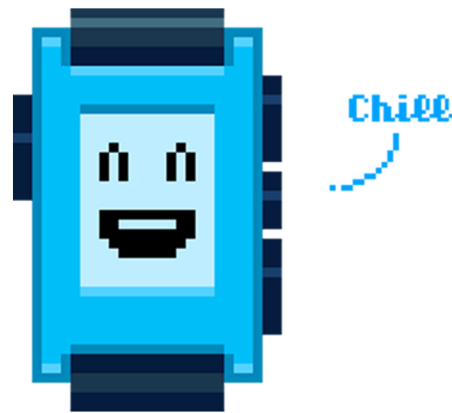


2015-2016 Pebble Smartwatch Ad Campaign



Presented By

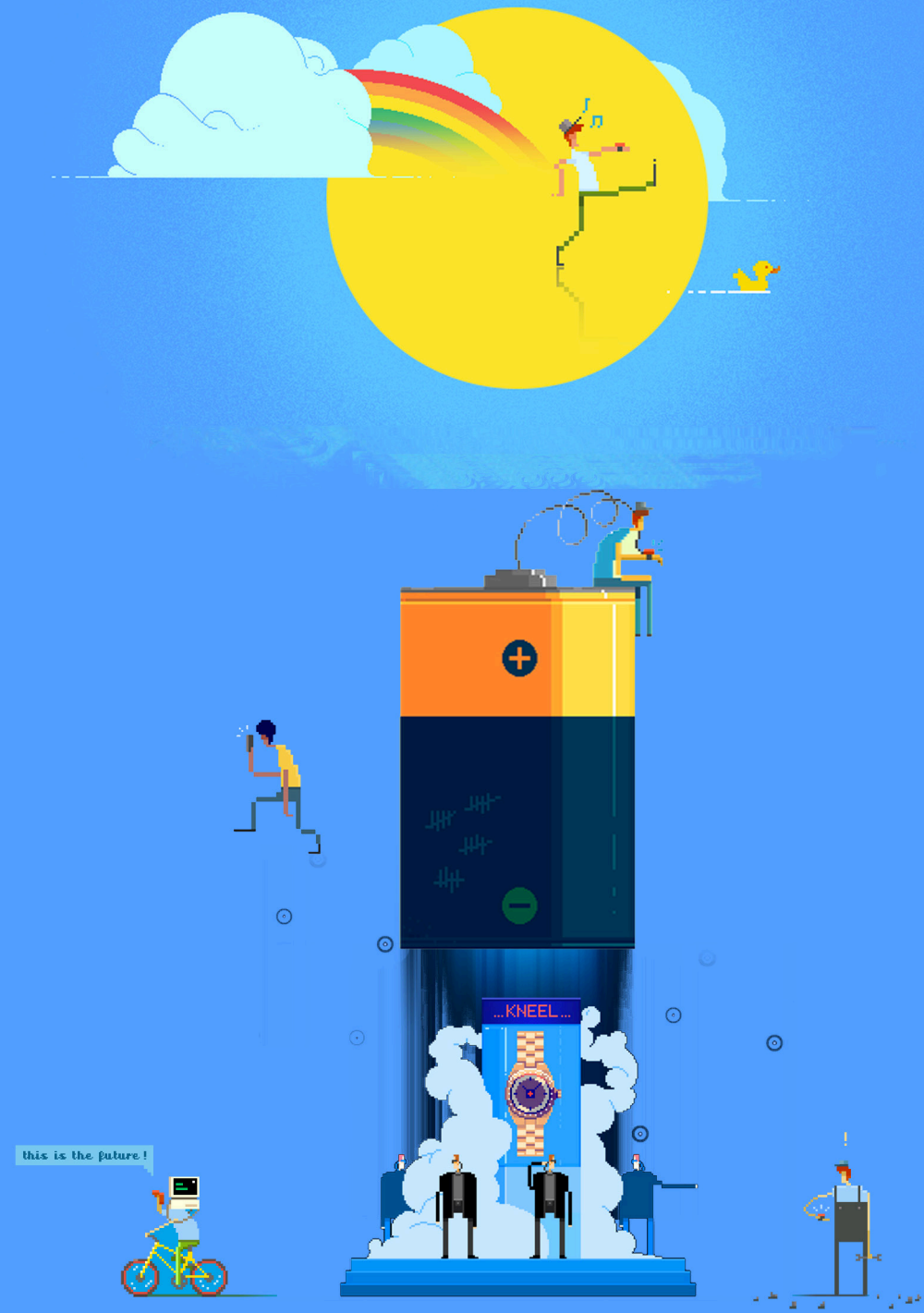


UNITED ADVERTISING

Will Jellicorse

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United Advertising is an all-purpose, integrated advertising and marketing specialist who prides himself on data driven results and out of the box creative ideas. Although United Advertising currently only has one employee, we are confident that our dedication to A+ quality work will help increase both the brands we service as well as the like minded, hard working professionals we are looking to add to our team.

Knoxville's United Advertising not only fosters a driven, perfectionist-style company culture that aims to do the best work possible, the first time around, but one that also takes risks, lives on the edge, pushes boundaries, and explores areas where others are afraid to go. United Advertising loves finding creative ways to solve problems, and takes an extreme pride in developing the best work possible for the client.

-Will Jellicorse, CEO and Founder of United Advertising



UNITED ADVERTISING

Executive Summary

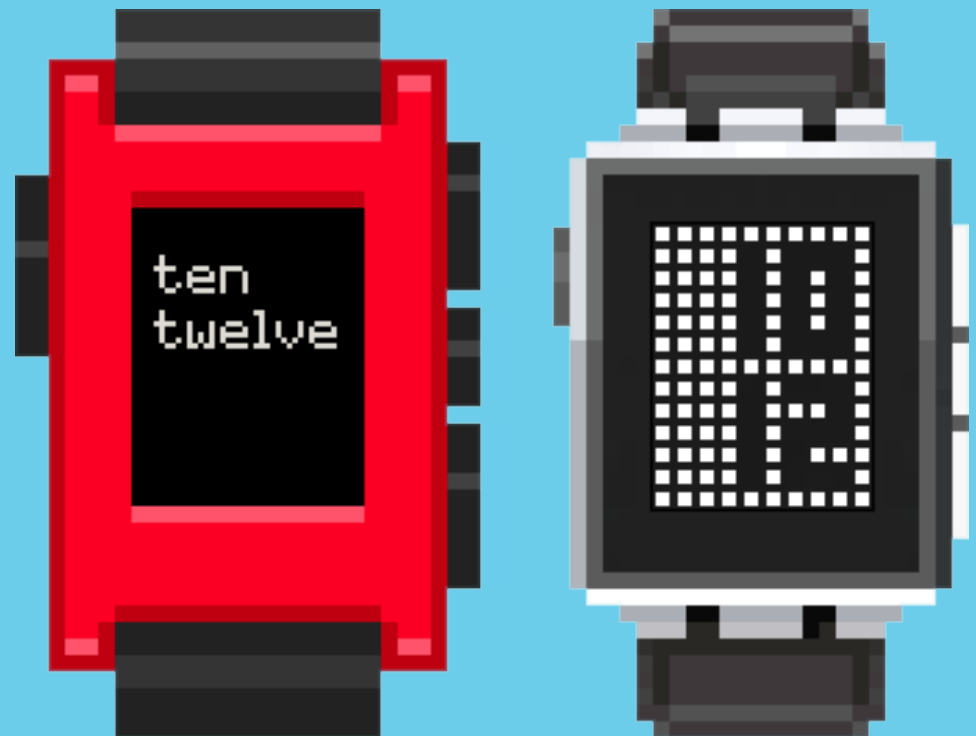
In light of kick starting the smartwatch industry, Pebble Smartwatch is in need to further raise product and brand awareness to a broader market segment, increase its annual sales and level of brand engagement among consumers, while also differentiating itself from competing smartwatch brands. United Advertising has decided to accept this challenge by developing a yearlong advertising campaign. We produced the campaign after conducting intensive research not only on the Pebble brand, but also on its key competitors, the wearable industry, as well as the types of consumers most likely to purchase a Pebble.

We first began by uncovering anything and everything there is to know about the wearable industry and smartwatch product category. This not only included current and future sales forecasts, but the state of the political, economical, societal, and technological environments that affect the industry. We then further investigated the Pebble brand, including its history, product features, culture, advertising efforts, and market share. We also collected the same information on Pebble's direct competitors, before developing an in depth consumer analysis and identifying a key target audience.

Through our primary research, United Advertising found that the target audience of "Multifunctional Millennials" is vaguely familiar with the smartwatch product category and the variety of useful features that smartwatches are capable of. While Multifunctional Millennials consist of a very large and diverse target market, almost all of those within the target audience that we spoke to were extremely interested in buying a smartwatch once they knew about the variety of functions they could utilize throughout their daily routines. Because several of the available smartwatch brands are capable of performing similar functions, United Advertising had to identify key features that were not only unique to Pebble Smartwatches, but that were also likely to be of interest to Multifunctional Millennials.

To ensure brand differentiation and campaign success, United Advertising developed measureable campaign objectives. Our agency knew that not only did we need to help Pebble sell 2 million smartwatches within the next year, but that we also needed to increase Multifunctional Millennials' awareness of the Pebble brand, their interest in Pebble features, as well as their intention to purchase a Pebble by the end of the campaign period. In order to achieve these objectives, United Advertising also established a sales promotion objective to have 5% of the target audience participate in Pebble sales promotions and for there to be a 25% total increase in interaction among all of Pebble's social media platforms.

We developed "The Smartwatch That..." campaign based on our primary and secondary research, which suggested that it would be best to emotionally appeal the Pebble brand to the target audience by showing them the multiple ways that they can use a Pebble Smartwatch throughout their day. We decided to utilize television, magazine, digital radio, live event sponsorship, outdoor bus wraps, alternative media, sweepstakes, and social media outlets throughout the campaign in order to achieve the objectives. For full campaign integration, each medium used pushes the target to Pebble's website.



Industry Overview

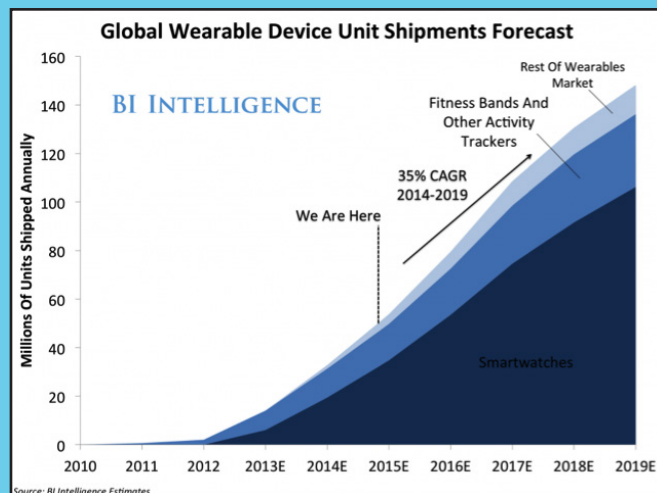
Industry Stage in Product Life Cycle

Since their early 1961 creation, wearable technologies have been “perhaps the most prolific trend in the tech industry today”¹. As of September 8, 2014, the wearable industry is a \$1.8 billion dollar industry^{*2} and consists of 288 different devices that fall within the entertainment, fitness, gaming, industrial, lifestyle, medical, and pets/animals market areas; smartwatches being within the entertainment/lifestyle market areas³. The ideal wearable device can be defined as being “wearable, controllable, and enhancing”³. Because the wearable industry, and smartwatch product category are still within the early growth stages of the Product Life Cycle, there are increasing numbers of brands competing for increasing numbers of users⁴.

Wearables: Electronic devices that are worn on the body (not carried) that allow for enhanced experiences across a wide range of activities. They generally offer wireless connectivity, include some level of independent processing capabilities, and are controlled by the user⁵.

Growth Potential & Forecasts

Although growth potential and forecasts for the wearable industry and smartwatch category may vary from one analysis to the next, one thing is for sure; the wearable industry and smartwatch category will grow dramatically within the next five years. The graph of global wearable device unit shipments by BI Intelligence below shows the previous, current, and future shipment forecasts of all wearables between 2010 and 2019. According to BI Intelligence, smartwatches will dominate the wearable industry by 2019.



Business Insider's Tony Danova estimates the global wearable market to grow “at a compound annual rate of 35% over the next five years, reaching 148 million units shipped annually in 2019, up from 33 million shipped this year”⁶. He estimates smartwatch shipments to rise by a “compound annual rate of 41% over the next five years” and while smartwatches will “account for 59% of total wearable device shipments this year,” the share will “expand to just over 70% of shipments by 2019”⁶. Other sources estimate there to be 43.2 million smart bands/watches shipped worldwide by 2015, and while smartwatches and other wristbands generated \$1.1 billion in sales during 2014, they expect industry sales to more than double in 2015, with \$13.1 billion in sales revenue generated by 2020².

Political & Regulatory Environment

Although *USA Today* suggests that there is currently “no regulation in the consumer electronics market where wearable devices play,”⁷ there are government regulations behind wearables that can also be considered medical devices. The U.S. Food and Drug Administration has recently finalized their recommendations to manufacturers for managing cybersecurity risks and their attempt to better protect user's health and information. However, many people are still concerned with the risk of using smart devices due to the potential private information most devices can record. Many smart device users fear the possibility of their private information being collected and sold to companies or stolen by hackers⁸.

Economical Environment

Even though the U.S. has “enjoyed more than three years of uninterrupted economic growth and falling unemployment since the recession ended”⁹, costs may be a large determinate of whether or not people will buy into wearable products. Data from Wearables.com suggests that 56% of those surveyed had costs being a primary deterrent⁴. However, certain wearables and smartwatches may also help healthy and active users save money through monitoring their exercise habits. The same analysis from Wearables.com suggests “over one-third (34%) of Americans would use fitness trackers if it helped them get a lower rate on their health insurance”⁴. Showing consumers the potential savings that can outweigh the initial costs of wearable and smartwatch devices may help persuade physically active users to buy one.

Societal/Cultural Environment

Although the market for wearables and smartwatches are expected to grow dramatically within the next five years, some current users have already stopped using their wearable products. While reasons vary from price to security, privacy, and unreliable or inconsistent information, many people have concerns about the wearable technology making them more vulnerable to security breaches (86%) or invading their privacy (82%)¹⁰. While these findings may be consistent with current political and regulatory concerns people may

*Industry sales and growth statistics vary.

have about wearable technologies, there are also several potential benefits associated with such technologies.

“33 percent of surveyed consumers who purchased a wearable technology device more than a year ago now say they no longer use the device at all or use it infrequently.”¹⁰



Technological Environment

The technological environment of wearable technology and the smartwatch product category is constantly evolving at an outstanding pace. Where as the invention of the smartphone can be said to have killed the need for other devices, such as the home phone or external GPS, *Forbes* contributor Michael Wolf suggests that smartwatches may soon replace the smartphone industry¹¹. Although Wolf's assessment may be within a somewhat distant future, since most wearables and smartwatches rely on a smartphone to function properly, it is not to say that the evolution of the smartwatch may not make other wearable devices obsolete within the near future. As for now, the 65% of Americans who own a smartphone will have to settle with pairing a smartwatch with their phone¹².

Many smartwatch brands are beginning to include hardware that work with apps in monitoring a variety of fitness levels, in addition to supporting a variety of other useful integrated apps. Certain brands of smartwatches may have the opportunity to do everything fitness trackers can do and more.

Smartwatch Timeline

2009

- Eric Migicovsky creates the first Pebble Smartwatch prototype.

2011

- The first Pebble Smartwatch is made.

2012

- Pebble raises over \$10 million on Kickstarter.com.

2013

- The Pebble Smartwatch is made available to consumers.

2014

- Pebble introduces the Pebble Steel.
- Apple announces the Apple Watch.
- The Samsung Gear S is released.

2015

- Pebble sells 1 million smartwatches.
- The Pebble Time and Time Steel are released on Kickstarter.com and raise over \$20 million in backing.
- The Apple Watch is released.

Image by: Pebble

Pebble Smartwatch

Since raising over \$10 million in 2012 from its record breaking Kickstarter campaign, the Pebble Smartwatch has not only kickstarted the smartwatch industry, but has also been named by many as the best smartwatch on the market. Pebble Smartwatches have a variety of features that trump many of the competing brands, including long battery life, affordability, water resistance, and multi-platform functionality, to name a few. Although Pebble has not yet advertised in any traditional media, it has gained a lot of attention from its recent announcement of having sold 1 million units¹³, which was quickly followed by its announcement of the soon-to-be released Pebble Time OS, Pebble Time Smartwatch and Pebble Time Steel. While it utilized a variety of its social media accounts to build hype for the new release, Pebble once again outdid itself by raising nearly twice as much in crowd funding as it did during its original Kickstarter debut¹⁴. More information on Pebble Smartwatch product features and specifications can be found in the Competitive Smartwatch Matrix.

Pebble Smartwatch Models

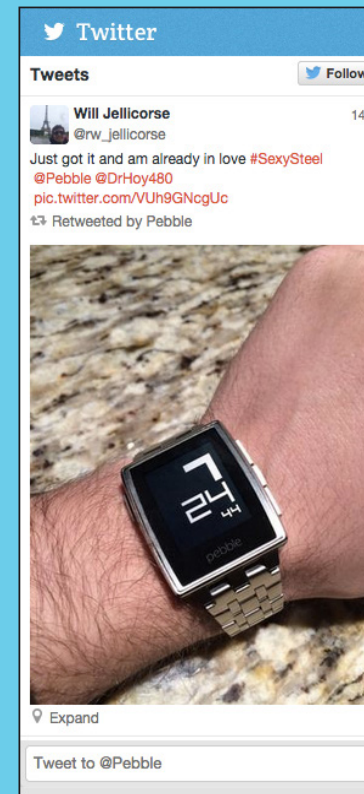


Images by: Pebble

Culture

Since its conception in 2009, Pebble Smartwatch has grown rapidly every year. Although the company may have some competition from a few multi-billion dollar tech companies, Pebble has stayed innovative from the beginning. From its origins on Kickstarter, to its 130 current employee basis, to its newly acquired partnerships, supply chain, and product development, Pebble has already begun to develop a great brand and community¹⁵. Pebble's choice to give app developers an open source SDK allows the growing Pebble community to stay innovative by sharing code, app developments, and watch faces.

Tweets Via Pebble's Twitter



Images by: Pebble



Pebble's goal is to "develop as powerful a product as possible, at a price point that makes it accessible and appealing to as many people as possible."¹⁶

-Eric Migicovsky, Pebble Founder and CEO

Positioning

Prior to introducing the Pebble Time and Pebble Time Steel, Pebble positioned its website and brand with cute pastel-colored, 8-bit images that are filled with reassuring phrases like "breathe, everyone. It's just a watch"¹⁵. With this, Pebble positioned itself as a simple, affordable, but useful wearable that kick started the recent wearables revolution.

Since its recent reclaim to Kickstarter history, Pebble has begun to

position itself as a direct competitor to the Apple Watch. Pebble Founder and CEO Eric Migicovsky welcomes the competition from Apple, because it not only validates the smartwatch product category, but such a “publicity blitz will increase overall awareness about smartwatches more than Pebble could ever manage without pouring hundreds of millions of dollars into an ad campaign”¹⁷. This was evident when the Pebble Time Kickstarter drew 167% more money per hour the day after Apple’s “Spring Forward” watch event took place¹⁸.

Pebble Time Countdown Via Pebble's Website

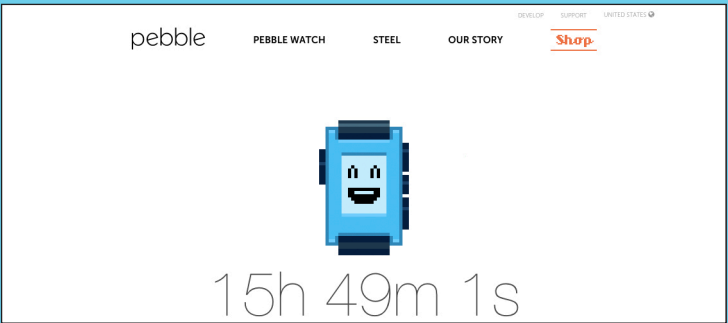


Image by: Pebble

Pebble has also utilized its social media, website, forum, blog, and Reddit pages to promote smaller campaigns and promotions. Such promotions include its Fresh, Hot, Fly campaign, which featured a variety of limited edition, pastel colored Pebble Smartwatches, as well as its #GOVEING video contest. The Pebble team also actively promotes the Pebble Smartwatch by making guest appearances at a variety of conventions and events, such as Startup Grind, South by Southwest (SXSW), Game Developers Conference (GDC), Rockage, San Francisco Giants Fan Fest, and the International Consumer Electronics Show (CES), to name a few. More information on Pebble’s advertising expenditures and social media statistics can be found on the Competitive Advertising Matrix.

Pebble Internet Display Ad



Image by: Pebble

Market Share

In 2014 Pebble sold 700,000 smartwatch units and ended the year in a 3-way tie for the third largest smartwatch company, with a 7% market share of the smartwatch product category¹⁹. While reports reveal that only Samsung and Lenovo/Motorola have a greater share than Pebble, LG, or Garmin, Pebble’s recent announcement of the Pebble Time, Pebble Time Steel, and +102% year-to-year growth may prove to help the company gain market share in the near future.

Apps & Partners

Pebble has recently released an official SDK that allows hackers and app developers to create innovative apps for the device that can be shared and downloaded via the Pebble appstore. Although there are currently over 6,500 total apps and watch faces available in the Pebble appstore, the number is steadily increasing every day. In addition to the thousands of available apps that can be used on the Pebble Smartwatch, users can also use the smartwatch to pay for their coffee at Starbucks, and get turn-by-turn directions from the GPS on their smartphone²⁰.

Pebble has also recently introduced partnerships with Yelp, Foursquare, GoPro, Domino's Pizza, Paypal, Pandora, ESPN, Mercedes-Benz, The Weather Channel, Ebay, Jawbone, Runkeeper, and Evernote¹⁵. These featured apps can offer users a variety of functions ranging from receiving updated sports scores, controlling external devices, paying for products via QR code scanning, checking weather updates, ordering and tracking pizza deliveries, controlling music played via smartphone, monitoring a variety of fitness levels, and even controlling certain smartcar features. Pebble’s partner apps reveal how diverse both Pebble’s functions and clientele can be. More information on Pebble’s major partner apps can be found on the Pebble Major Partner App Matrix.

Pebble Major Partner App Matrix

Partner	Pebble Smartwatch App Function
Mercedes-Benz	Shows fuel level, vehicle location, and door-lock status.
JAWBONE	Tracks steps taken, calories burned, and sleep patterns.
EVERNOTE	Access notebooks, track reminders and to-do lists.
PANDORA	Control smartphone music and other Pandora Radio functions.
RunKeeper	Measure run/walk/cycling distance, time, and pace.
ESPN	Track live scores for multiple sports/games simultaneously.
ebay	Browse, watch, and view item details for products on Ebay.
The Weather Channel	View current weather conditions and 3-day forecasts.

Images & Info by: Pebble

Competitors

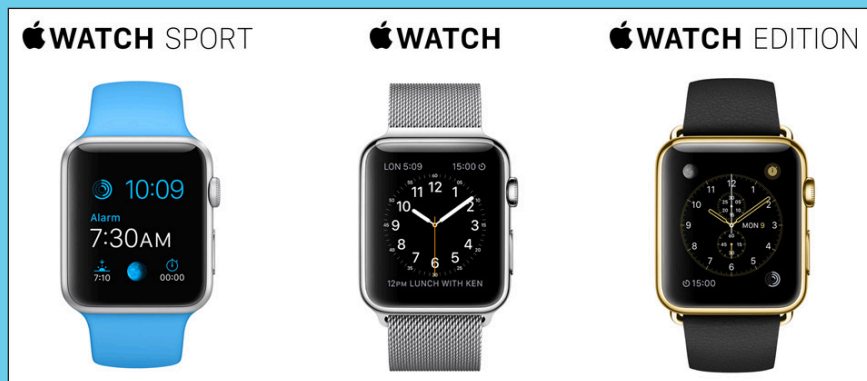
In 2014 there were 89 companies in 18 countries producing a variety of smartwatch products. This is a 123% growth in the number of smartwatches offered in 2013, and the smartwatch industry is expected to gain an additional 140 smartwatch companies by the end of 2015¹⁹. United Advertising chose the Apple Watch as Pebble's first direct competitor based on the direct comparisons between the two brands that were found throughout our secondary research. We chose the Samsung Gear S as Pebble's second primary competitor based on its leading market share and the level of smartwatch innovation that both Samsung and Pebble have shown over the past few years.

Apple Watch

The Apple Watch is one of the most anticipated wearable products of 2015²¹. Since it was first introduced at the end of Apple's 2014 September iPhone 6 launch, the Apple Watch has begun to raise a lot of awareness about the smartwatch product category. The Apple Watch is scheduled to be released on April 24, 2015²², and will be offered in 3 collections, 6 finishes, 18 bands, 2 sizes, and 11 faces²³. The most affordable edition, the Apple Watch Sport retails for \$349-\$399, which is more than most competing smartwatch brands. The higher ended Apple Watch Edition has a casing made of 18-karat gold, with some models retailing for about as much as a 2015 Ford Focus²⁴.

Apple has also recently released its WatchKit SDK, which allows developers to "create Glances, actionable notifications, and Apple Watch apps that are powered by the iPhone"²⁵. Its built in NFC, which will allow "users to make use of the firm's new Apple Pay contactless payment service"²⁵ is a new form of technology that no other smartwatch currently has. More information on Apple Watch product features and specifications can be found in the Competitive Smartwatch Matrix.

Apple Watch Models



Images by: Apple

Positioning

The Apple Watch is currently being positioned as an elegant timepiece that combines state of the art technology with simplistic design. The Apple Watch "isn't being positioned simply as a luxury tech accessory, it's being positioned as a luxury accessory"²⁶. Apple showcased the Apple Watch at a one-day watch pop-up during the Paris Fashion Week. It took over a section of Collette and was featured during a try-on event for fashion VIP, including Chanel designers and Vogue editors²⁷. While the Apple Watch was later shown to the public, the watch was only showcased behind thick glass, unable to be held or used.

The Apple Watch made headlines with its 12-page spread in the 2014 March issue of Vogue. The spread featured all three editions of the watch, including close ups as well as real-life sizes and proportions. The Apple Watch also made an earlier debut on the front cover of *Vogue China*, sported by model Liu Wen, while the Apple Watch Sport was worn by Victoria Secret's model, Candice Swanepoel, on the cover of *Self Magazine*²⁸.

Apple Watch Magazine Ads



Images by: Vogue, Vogue China, and Self Magazine

Apple recently released a 60 second TV ad that showcases the Apple Watch's capabilities along with its variety of styles and options. The ad consists of no voiceovers and has a stark white background and in-synch music featuring a tempo that flows seamlessly with the fast-paced display of different customizations and app options. The ad ends with "The watch is coming", along with its 4.24.15 release date and Apple Watch logo. As of April, the TV ad has been viewed over 1.2 million times via Apple's YouTube page. More information on Apple's advertising expenditures and social media statistics can be found on the Competitive Advertising Matrix.

Market Share

Although the Apple Watch currently does not have any sales or smartwatch market share, the Smartwatch Group has consistently placed the Apple Watch as its number one ranked smartwatch from the list of smartwatches featured on its Smartwatch Database. While sales forecasts vary from one analyst to the next, it is estimated that there will be at least 1.5 million units sold within the first year²⁹.

Samsung Gear S

The Samsung Gear S, the successor to the Samsung Gear 2, is the latest of the six wearable technologies offered by Samsung. Since its November 7, 2014 release, the smartwatch has aided Samsung in dominating the current smartwatch market. Technically, the Samsung Gear S is much more advanced than its competitors, including both Pebble and Apple. While most other smartwatches rely on a paired smartphone to function properly, the Samsung Gear S is one of the only smartwatches available that can stand alone as a smartphone alternative.

In addition to this highly unique feature, the Samsung Gear S also has a variety of features that are competitive to other smartwatch brands, including a fully functional touchscreen, built-in microphone, speaker, 3G, GPS, light sensor, barometer, UV sensor, improved Heart Rate monitor, and virtual keyboard³⁰. However, one large drawback to the Samsung Gear S is that users must purchase an annual cellular contract and separate SIM card from AT&T, Verizon, Sprint, or T-Mobile in order for the smartwatch to function properly. More information on Samsung Gear S product features and specifications can be found in the Competitive Smartwatch Matrix.

Samsung Gear S Models



Image by: Samsung

Positioning

The Gear S is currently being positioned as the only smartwatch that can double as a wearable smartphone. With its sleek design, competitive product specifications, and ability to receive its own cell service, data, and utilize a SIM card, the smartwatch is seen as “a watch that’s also a phone”³¹.

Samsung has also spent more on advertising and marketing than Pebble and Apple combined. Since 2013, Samsung has spent a whopping \$329,299,900 on advertising³². Although Samsung has spent a lot of money on advertising, it has only released one official TV ad for the Samsung Gear S. The 30-second ad features a boy using the smartwatch during his daily routine and mentions how it is not a watch or a phone, but instead an “extra pair of hands, compass,” and “mailbox”³³. In addition to TV advertising, Samsung has also utilized a variety of its owned social media accounts to communicate Gear S features and benefits. More information on Samsung’s advertising expenditures and social media statistics can be found on the Competitive Advertising Matrix.

Samsung Gear S on Facebook



Image by: Samsung

Market Share

Despite only having one TV ad, the Samsung Gear S has still aided Samsung in retaining a lead in the smartwatch market share. Although its market share has declined from 34% in 2013 to 23% in 2014, Samsung still sold 1,200,000 smartwatch units in 2014, retaining a 25% year-to-year growth¹⁹.

Indirect Competitors

There are two types of indirect competitors for Pebble. The first are wearable smartbands that are similar to smartwatches, but have limited functionality when compared to smartwatches. Most of the brands that fall under this product category are primarily used for tracking fitness, instead of

integrating communications and apps. Examples of companies producing products within this product category include Jawbone, Fitbit, Nymi, Xiaomi, and Nike. Products within this product category are generally more affordable than most smartwatch brands, and fall within the price range of \$150 or less⁵.

Pebble's second indirect competitor includes traditional wristwatches. There are currently hundreds of companies producing products within this product category, including Fossil, Swatch, Rolex, Citizen, Timex, Michael Kors, and Gucci to name a few. Traditional watches can range in prices anywhere from less than a hundred dollars to several thousands of dollars. Even with competition from smartwatches and other wearables, there are still 1,200,000,000 traditional wristwatches sold annually worldwide³⁴.

United Advertising chose these two products as indirect competitors based on their functionality and purpose. While smartbands measure a variety of fitness levels, traditional wristwatches tell time, and both are worn on the user's wrist, neither are within the smartwatch product category, nor are they as fully functional as a smartwatch.

Competitive Smartwatch Matrix

Product	Pebble Smartwatch	Apple Watch	Samsung Gear S
Price	\$99-\$299	\$349-\$17,000	\$199-\$299
Battery	≤ 7-10 Days	≤ 18 Hours	≤ 2 Days
Water Resistance	5 ATM	IPX7	IP67
OS	Pebble Time OS	Watch OS	Tizen
Wifi	x	✓	✓
Compatibility	iOS/Andorid	iOS	Android/Standalone
Bluetooth	✓	✓	✓
Display Type	E-Paper	Retina with Sapphire Glass	Super AMOLED
Display Size	1.26"	1.49"-1.65"	2"
Phone Call Compatible	x	✓	✓
Sensors	Accelerometer, Compass, & Light	Heart Rate & Accelerometer	Hear Rate, Barometer, Ambient Light, Gyroscope & UV
Touch Screen	x	✓	✓
GPS	x	✓	✓
Speaker	x	✓	✓
Microphone	✓	✓	✓
Other Features	N/A	Force Touch & NFC	Voice S & SIM Card
Distribution	Amazon, Target, Best Buy, AT&T, & Getpebble.com	Apple Stores & Apple.com	Amazon, AT&T, Verizon, Sprint, T-Mobile, Walmart, Target, Radioshack, Sam's Club, Costco, & Best Buy

Info by: Pebble, Apple, and Samsung

Competitive Advertising Matrix

Brand	Pebble	Apple	Samsung
Traditional Media			
TV	\$0	\$78,996,000	\$182,538,900
Magazine	\$0	\$7,620,600	\$23,629,700
Newspaper	\$0	\$10,958,600	\$9,345,000
Radio	\$0	\$0	\$332,900
Internet	\$3,200	\$42,000	\$15,834,200
Outdoor	\$0	\$0	\$96,942,300
Total	\$3,200	\$97,617,200	\$328,623,000
Social Media			
Twitter	74,100 Followers	N/A	10,600,000 Followers
Facebook	242,000 Likes	N/A	39,146,768 Likes
Instagram	11,000 Followers	N/A	204,000 Followers
Vine	4,134 Followers	N/A	186,900 Followers
YouTube	6,446 Subscribers	2,334,020 Subscribers	1,257,749 Subscribers
Google+	10,6161 Members	305,125 Members	361,240 Followers
Pinterest	3,680 Followers	4,618 Followers	6,000 Followers

Info by: Ad\$pende, Twitter, Facebook, Instagram, Vine, YouTube, Google+, and Pinterest

Consumer Analysis

Who are the decision makers?

Current and potential smartwatch users can best be segmented by age, income, and other device use. Most smartwatches rely on users to have a supporting smartphone to pair with. Millennials aged 18 to 34 are currently the largest group of smartphone users. While 85% of those aged 18 to 24 own a smartphone and 86% of those aged 25 to 34 own one, there are currently 144.32 million (9%) people wearing smartwatches and 113.37 million (7%) people wearing smart wristbands³⁵.

Since 62% of Millennials earn less than \$50,000 per year, and only 10% of them earn over \$100,000, they have become bigger deal/discount shoppers than any other generation. Fortunately, the Pebble Smartwatch is one of the most affordable brands of smartwatch on the market, with retail values ranging from \$99 to \$299. This is especially important since 56% of those who have considered purchasing a smartwatch identified price as a primary deterrent.

While 45% of those who are familiar with smartwatches are interested in buying one within the next few years⁵, a 2014 Poling by Ipsos revealed "nearly one-fifth of US internet users intended to purchase a wearable device within

the next 12 months"³⁶. The Polling also revealed that 26% of respondents between the ages of 18 and 34 were interested in using a "wearable computer," while less than 11% of the older age groups were interested. During the growth stage of the Product Life Cycle, it is best to identify early adopters who will first try and then report the experiences they have with the new product. While Millennials are more likely to use wearable technologies, they are also 2.5 times more likely to be early adopters³⁷, and could serve as influential opinion leaders.

Market Size and Growth

An estimated 80+ million people between the ages of 18 and 34 currently make up the Millennial age group within the United States. There are currently more Millennials than there are baby boomers, and are reported to have an estimated \$200 billion of direct purchasing power and \$500 billion of indirect spending, although their "peak buying power is still decades away"³⁷. Their purchasing power will only rise once baby boomers retire, and Millennials move into their roles within the workplace³⁸.

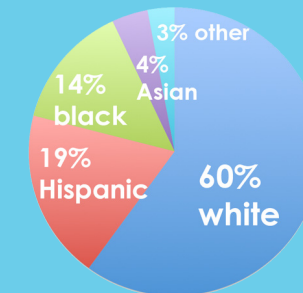
Market Segments

When segmented by ethnicity, 60% of Millennials within the United States are non-Hispanic white, while 19% are Hispanic, 14% black, 4% Asian, 3% mixed race or other, and 11% are born to at least one immigrant parent³⁷. In terms of education, 58% of Millennials entering a four-year institution will receive a bachelor's degree within six years, many of which obtain degrees predominately in business, the social sciences and history, health sciences, education, and 27% are looking at graduate school³⁷. Millennials love using social media. More than three-quarters of them have created a profile on a social networking site. They spend about 1.8 hours on social media each day, and the majority of them use social media to connect with brands. Although their main sources of news are television (65%) and Internet (59%), Millennials still "switch their attention between media platforms 27 times per hour," which supports the idea that they are "multitaskers extraordinaire"³⁷.

Millennial Statistics



Millennials by Ethnicity



Info by: National Chamber Foundation

Trends & Benefits the Consumer is Seeking

An October, 2014 report by Wearables.com states that 55% of Americans see the benefit of wearing technology not only in their personal life, but their work life as well, and 68% of smartphone owners even think that smartwatches will replace their phone at some point. The top reasons why people are planning to buy a smartwatch are so that they don't have to pull out their phone to see information and notifications (38%), or because they already use a watch and like the added functionality of a smartwatch (27%)⁶. In addition to these benefits of using a smartwatch, consumers are also identifying several fitness and medical reasons for wanting a wearable device. A report by PwC states that "more than 80 percent of consumers listed eating healthier, exercising smarter and accessing more convenient medical care as important benefits of wearable technology"³⁹, and 34% of Americans would use fitness trackers if it helped them get a lower rate on their health insurance⁵.

In addition to the potential healthier lifestyle that can be achieved and monitored through utilizing smartwatches and wearables, users can also use these devices to enhance their retail experience. Many consumers are willing to exchange information for rewards when they enter a store (19%), notifications about deals when they're in a store (19%), recommendations for items they'd like (18%), notifications about events they'd like (18%), and recommendations for restaurants nearby they'd like (18%), which could all be effectively communicated via smartwatch technologies⁵.

Frequency of Purchase

Consumers are unlikely to purchase a smartwatch more than once, unless it breaks, is lost or stolen, or it becomes outdated. Where as 56% of Americans feel that cost may be the primary deterrent from purchasing a smartwatch, some may still purchase products like the Pebble as a "transitional smartwatch"⁵. Many consumers may use a more affordable smartwatch, like Pebble, in order to become accustomed with using smartwatch features and functions before deciding to purchase a more expensive brand of smartwatch.

Consumer Insights

Research Methods

In order to determine an appropriate target audience for the Pebble Smartwatch campaign, United Advertising first proposed three research questions that served as a basis for what we needed to learn about potential smartwatch users.

- 1) *What do consumers know about smartwatches and wearable technology?*
- 2) *Which smartwatch functions/apps appeal most to consumers?*
- 3) *Which media are consumers most likely to utilize when looking for smartwatch information and sharing smartwatch experiences?*

To answer these questions, United Advertising first engaged in social media listening by reviewing Pebble and its direct competitors on websites like Socialmention, Twitter, Google Alerts, and various smartwatch blogs and forums. These tools gave insight into which smartwatch apps Pebble users and smartwatch informants are currently using, as well as the various social media trends resulting from Pebble's recent announcement of 1,000,000 units sold.

Further analysis revealed that consumers like using smartwatches for a variety of reasons. We found that a lot of people like to remotely control the music they play from their smartphone, track various fitness levels, as well as quickly access smartphone app information and notifications via their smartwatch.

We also found that although many blogs and magazines have rated the Pebble Smartwatch as the number one smartwatch to own, the web is still cluttered with buzz about the Apple Watch. Even when specifically searching for Pebble or Samsung brand smartwatches, results almost always have some form of Apple Watch tweet, post, or link in the mix.

After analyzing various forms of social media listening, United Advertising then engaged in further qualitative research by conducting eight individual interviews. Before administering the interviews, secondary research was reviewed in order to identify a potential market of smartwatch users. Our analysis revealed that Millennials (age 18-34) would be the best potential target market for the campaign. Further qualitative research allowed United Advertising to shed light on individual habits, different trends, product functionality, app, and media preferences that might be applicable to the Pebble Smartwatch brand.

Interview participants consisted of ethnically diverse males and females living in various southeastern states throughout the United States who utilize their smartphone to access a variety of information, and are also active social media users. While the local interviews we conducted were face to face, we also used Skype and Face Time to interview participants living in Nashville, Chapel Hill, Atlanta, and Miami.

Key Insights

Pebble Who?

The results from the interviews revealed that most participants were unfamiliar or vaguely familiar with any other smartwatch or wearable brand besides the Apple Watch. This is not surprising, given the fact that every interviewee owned an iPhone. Although a few were able to identify fitness tracking wristbands like the Nike Fuelband and Fitbit, as well as smartwatches made by Samsung, **no one mentioned Pebble when asked to name a brand of smartwatch or wearable product that first came to mind.** When asked how familiar they were with smartwatches or wearable technology, most replied with "not really", "kind of" or some other variation of slight familiarity. To most interviewees, **the terms "smartwatch" and "wearable" were almost synonymous.** While many people knew that smartwatches had some sort of fitness monitoring capability, most were unaware of other smartwatch functions.

Make Me 'Appy

Consistent with what we found in our secondary research, almost every interviewee stated that they use their smartphone every day. When asked how often they use their smartphone, answers varied from "every 15 minutes" to "10" to "12" to "14" hours a day. This revealed how much time those within the market segment spent utilizing various smartphone apps. When asked to list their favorite or most used apps, answers varied from "GroupMe" to "Waze, Runkeeper, Yelp, Vine, Trivia Crack", and more. When probed, every participant stated that they use music apps like Soundhound, Spotify, and most notably, Pandora. Although other app usage varied, each respondent also used mobile weather update and GPS navigation apps. Even though some interviewees said they were already interested in owning a smartwatch, **almost everyone interviewed said that they were more interested in owning one once they knew the various related apps and transferable smartphone functions that could be utilized through the device.**

Can Your Smartwatch Keep Up?

When asked to name potential features most valued in a smartwatch, almost every participant named a **long battery life as a key feature.** Although some said that they would be ok with "charging their smartwatches overnight," like they "already do with their phone," most wanted a smartwatch to last 5-6 days or "the longer the better". **This prolonged battery life was especially important for those who viewed a smartwatch as a potential "extension of their**

body” that they would likely wear all the time. Almost every interviewee also shared that they wanted a smartwatch to have some sort of water resistance. Although particular depth count varied, most wanted the watch to still function properly, regardless if it “got wet in the shower” or was worn in shallow waters like “in the pool”.

Every participant was interested in using a smartwatch to measure his or her fitness levels. The ability to help “count daily calorie intake” and measure the total steps or distance traveled were the potential fitness measures that appealed most to interviewees. Almost every participant also wanted a smartwatch to have some level of customization. Although the most important customization preference varied from different skins to interchangeable bands and watch faces, the majority of interviewees were most interested in interchangeable bands.

Functionality Over Everything

When asked to list the most important factor influencing their decision to purchase a smartwatch, the majority of interviewees stated that **the level of “functionality” was more important than price, style, or community of users.** This insight is interesting because while although almost all of those interviewed were under 30 years old and current college students or early into their careers, only two interviewees identified price as a determinant. Although most of those interviewed had limited sources of income, they were **more likely to save and pay “\$200+” on a smartwatch, as long as its functionality was practical and fit their needs.**

While one interviewee who represented the older age range of the proposed target market stated that they would be willing to pay “as much as a smartphone for a smartwatch,” they would only be willing to do so if it made their life easier and more efficient. However, older participants were less eager than the younger participants to own a smartwatch, or would at least “wait a while until the technology is better, and the initial bugs are fixed”. Some interviewees from this older segment revealed that if they were to purchase a smartwatch, then they would want easily accessible video tutorials and step-by-step instructions on how to set up and use various smartwatch functions and apps.

How Do You Like It?

There were mixed answers when participants were asked whether they would rather receive product information updates on social media or traditional media. Although most interviewees revealed that a combination of both would be best, almost every participant preferred television as a traditional medium and Instagram as a social medium. Even though television was the most preferred traditional medium, interviewees also revealed a preference for magazines and outdoor forms of advertising as alternatives.

While several interviewees revealed that they would not be interested in utilizing any forms of social media, others stated that they would be interested in sharing information on the “clothes, jewelry, and accessories” they purchase via Twitter and Facebook in addition to Instagram. Those interested in

finding product updates and sharing the experiences they have using products through **Instagram stated “it’s the best way to actually see the product in use.”**

I’ll Take a Pebble with Extra Steel

Although participants were never told that the interview was intended to provide consumer insight into the Pebble Smartwatch, the last part of the interview still consisted of showing each interviewee pictures of both the original Pebble and Pebble Steel. Participants were then asked whether or not they could see themselves wearing one of the watches and why. Everyone interviewed said that they could imagine wearing one of the two, while most were interested in wearing the Pebble Steel. Those who chose the Pebble Steel said that it “looks more like a traditional watch”, or it “looks more business professional,” and did not choose the original Pebble because it “looks like something a kid would wear”. The interviewees who chose the original Pebble Smartwatch did so on the basis of having “a wide variety of colors to choose from,” or because it looks “smaller” and more likely to fit on a “woman’s wrist”.

Target Audience

Multifunctional Millennials

After analyzing primary and secondary data, United Advertising recommends defining a primary target audience of males and females, ages 18-34, who live throughout the United States, are currently active smartphone and social media users, and who also use their smartphones in multiple ways to obtain information. Their activities, beliefs, occupations, and backgrounds are very diverse and vary from physically active students, to couch potatoes within the working class, to artists, musicians, geeks, cooks, athletes, pop-culture addicts, engineers, soldiers, dancers, movie buffs, and more. Our research shows that there were around 23,472,000 consumers within this target audience in 2014⁴⁰. Approximately 11,833,000 Multifunctional Millennials are iPhone users, while 9,389,000 of them use an Android device⁴⁰.

Our consumer insight findings are consistent with the insights we gained from our secondary research, which suggest that Multifunctional Millennials are interested in utilizing multiple smartphone related apps. Such apps include productivity apps like those that measure various fitness levels while exercising, allow users to easily check weather updates, quickly access text and social media notifications, allow them to have turn-by-turn GPS directions close by, and more. Although our findings suggest that many of those within the target audience are somewhat unfamiliar with the smartwatch product category (specifically the Pebble Smartwatch), as well as many of the available smartwatch functions, most of the target audience is still interested in owning one.

This target is the best target to utilize the multiple functions and apps featured on the Pebble Smartwatch that are already used via smartphone. The Pebble Smartwatch will not only allow the target to sport a stylish wristwatch, but will also allow them to utilize the supporting smartwatch functions that will make their fast paced daily routines easier and more efficient.

Example Multifunctional Millennial Activities & Preferences

Activities/Preferences	# of Multifunctional Millennials	% of Target Audience
Text	14,595,000	62.60%
Golf	3,497,000	14.89%
Swim	10,912,000	46.48%
Run/Jog	8,473,000	36.09%
Lift Weights	6,536,000	27.84%
Like Outdoor Ads	3,285,000	13.99%
TV is Main Entertainment	3,325,000	14.16%
Enjoy Magazine Ads	1,692,000	7.20%
Read <i>US Weekly</i>	1,736,000	7.39%
Read <i>Game Informer</i>	1,125,000	4.79%
Read <i>ESPN the Magazine</i>	678,000	2.88%
Use Pandora Radio	10,992,000	46.83%
Attend Live Music Events	9,971,000	42.5%
Engage in Sweepstakes	4,107,000	17.5%
Use Facebook	17,017,200	72.5%
Use YouTube	13,918,896	59.3%
Use Pinterest	4,905,648	20.9%
Use Twitter	4,107,600	17.5%
Use Instagram	9,611,784	40.95%
Use Snapchat	7,722,288	32.9%
Use Google+	4,224,960	18%
Use Vine	2,511,504	10.7%

Info by: Simmons OneView, 2014

Objectives

The consumer insight gained from Multifunctional Millennials led United Advertising to develop campaign objectives that will meet the sales growth goal. Objectives derive from marketing, advertising, promotional, and social media elements of the communication mix and will be accomplished by the end of the 2015-2016 campaign period. United Advertising recommends beginning the 12-month Pebble ad campaign in August 2015. Although Pebble needs to begin advertising soon, we believe that ending the campaign with a sponsored live event best suitable for the summer season will be the most effective way to increase the target audience's retention and engagement with the Pebble brand. This strategy will compliment the beginning of the

campaign, which will focus heavily on increasing brand awareness, increasing the target audience's interest in Pebble, and increasing its intention to purchase a Pebble Smartwatch. While the marketing objective will serve to increase Pebble Smartwatch unit sales and market share, the advertising, social media, and promotional objectives will aid in increasing the target audience's awareness of, interest in, and engagement with the Pebble brand.

Marketing Objective

- To sell 2,000,000 Pebble Smartwatch units by August 2016.

Advertising Objectives

- To increase the target audience's awareness of the Pebble Smartwatch brand by 75%, by August 2016.
- To increase the target audience's interest in Pebble Smartwatch features and apps by 50%, by August 2016.
- To increase the target audience's intention to purchase a Pebble Smartwatch by 25%, by August 2016.

Sales Promotion Objective

- To have 5% of the target audience participate in Pebble Smartwatch sweepstakes by August 2016.

Sweepstake participants will have an opportunity to enter each sweepstake for free by posting to applicable social media outlets. Winners will be randomly chosen and contacted directly by Pebble via its social media account.

Social Media Objective

- To increase the target audience's interaction with Pebble on all available social media platforms by 25%, by August 2016.

United Advertising aims to increase Multifunctional Millennial social media engagement with Pebble across each platform that Pebble currently utilizes. This includes a 25% increase in number of likes, shares, mentions, retweets, subscribers, pins, followers, views, members, comments, favorites, ect.

Concept Testing

United Advertising administered six concept tests in order to determine key Pebble Smartwatch benefits, as well as what concepts resonate with the target audience. Ten Multifunctional Millennials viewed the concepts and answered a questionnaire for each. The same questionnaire was provided after each concept that discussed the main idea, believability of the concept, the product's likelihood to perform as described, how similar the concept was to competitors, whether the concept was or was not for them, whether the concept meets a personal need, their likelihood to learn more about the product, and their likelihood to purchase the product. Participants also discussed their top two favorite concepts and provided a short response, justifying why the concept chosen was their favorite. Finally, the winning concepts assisted in developing the creative for the campaign.

Concept Testing Results: Mean Values

Questionnaire Questions	Fitness Levels	Notifications	Battery	Music Player	Water Resistance	Weather
Believability: 1=Very Believable 5=Very Unbelievable	4.1	4.2	3.9	4.4	4.2	2.7
Likelihood to Perform: 1=Very Unlikely 5=Very Likely	3.4	4.1	3.4	4.5	3.8	3
Similarity to Other Smartwatches: 1=Very Different 5=Very Similar	4	3.8	2.2	3.7	2.4	4
Is or Is Not for Me: 1=Not for Me 5=Is for Me	3.9	3.8	4.1	3.6	3.6	2.6
Meets a Need: 1=Would Not Meet 5=Would Meet	3.5	4.2	3.7	4.4	2.8	2.5
Likelihood to Learn More: 1=Very Unlikely 5=Very Likely	3.5	4	3.4	3.2	3.1	2.6
Likelihood to Purchase: 1=Very Unlikely 5=Very Likely	3.5	4.1	3.2	3	3.2	2.2

Info by: United Advertising, 2014

Results

We received mixed results from the concept testing questionnaires administered to Multifunctional Millennials. The least favored concept was the ability for Pebble users to check up-to-date weather information via their smartwatch. This concept was perceived worse than every other concept tested on all criteria measured. However, results from every other concept varied. The ability to control music played off a smartphone via Pebble Smartwatch was the concept that was most believable, likely to perform as described, and met most participant's needs. While water resistance and long battery life were the two concepts that participants viewed as most different from other smartwatch brands. User's ability to receive smartphone notifications via smartwatch was the concept that participant's felt would motivate them most to learn more about Pebble and would lead them to purchasing a Pebble Smartwatch. The ability to receive notifications was also rated as most participants' favorite concept overall, while the water resistance concept was, on average, participants' second favorite concept.

Although the concept of measuring various fitness levels via Pebble Smartwatch was not the highest rated concept for any criteria, it still had mean values that were very comparable to that of the most favored concepts.

From these results, United Advertising will propose creative concepts centered around the various smartphone notifications that can be viewed on a Pebble Smartwatch, while also implementing additional concepts that also have high mean value scores. From this combination, we will be able to develop our campaign based on concepts that not only appeal to Multifunctional Millennials, but which also differentiate Pebble from its competition.

Positioning

United Advertising's branding strategy will emphasize how Pebble Smartwatches can be an extension of the user and update them with a variety of information that is important to them. This strategy establishes Pebble Smartwatches as a product that can update Multifunctional Millennials with important notifications all week, anywhere they go. Regardless if they are changing their songs while swimming in the pool, getting texts from friends at school, measuring fitness levels while working out, or even skydiving 1200 feet in the air, their Pebble Smartwatch will be right there with them.

Although Pebble Smartwatches are not as well known as the Apple Watch, or can be used as a stand-alone smartphone alternative, like the Samsung Galaxy Gear S; Pebble Smartwatches still have several features that are better than competing brands and can be used in a variety of ways that appeal to Multifunctional Millennials. Such features include only needing to take the Pebble off once a week to recharge its battery, being able to wear it when scuba diving, or getting turn-by-turn GPS, social media, email, text, and fitness notifications while running.

This branding strategy will show the target audience how the Pebble Smartwatch can be relevant to their lives and daily activities in order to distinguish itself as a highly practical smartwatch brand. By making Pebble Smartwatches appear relevant to the target audience's lives and activities, the target audience will have top of the mind awareness, brand familiarity, and an emotional attachment to the Pebble Smartwatch brand. The target will appreciate how the Pebble Smartwatch has as much energy as they do, is as durable and resistant to the elements as they are, and keeps them up to date with everything that is important to them.

Positioning Statement: *"The Pebble Smartwatch is an extension of you. It only needs to be taken off once a week and constantly provides you with essential updates no matter where you go."*

Creative Strategy Testing

The positioning statement drove United Advertising to form three concepts for creative testing. Each strategy was in the form of a TV storyboard. These storyboards included several images, voiceovers, and background music. Each storyboard was uploaded to YouTube and then tested on fifteen Multifunctional Millennials. Participants filled out a questionnaire after watching each storyboard. This asked for the main idea, how much they could relate to the situation, how believable it was, how relevant it was to their personal life, as well as their reaction to the concept overall.

The questionnaire also asked how much the concept made Pebble Smartwatches sound different from other smartwatch brands, how aware it made them of Pebble, how interested they were in Pebble after seeing the concept, and how likely they were to learn more about or purchase a Pebble Smartwatch. Finally, questions asked participants how predictable the ad was and what their impression of the tested tagline was. The winner of the three unique strategies helped us determine the best way for our agency to interact with the target audience. The three strategies tested were:

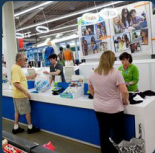
- 1. A product oriented approach comparing unique Pebble Smartwatch features to other smartwatches.**
- 2. A consumer oriented approach demonstrating how the target can utilize a Pebble Smartwatch to help improve themselves.**
- 3. A consumer oriented approach focusing on the various ways in which a Pebble Smartwatch can be used throughout a day of the target's life.**

Pebble Compared to Other Smartwatches

The results we obtained from the questionnaire administered revealed that participants felt that the "Pebble Smartwatches Compared to Other Smartwatches" creative strategy was the strategy that made them most aware of and interested in Pebble Smartwatches, as well as made Pebble Smartwatches seem most different from other smartwatches. This strategy was the most believable creative strategy tested.

Although our results revealed that this particular strategy had high mean values across several qualities tested, we do not feel that the concept would be strong enough to base our 12-month campaign on. Even though the direct comparison highlights key Pebble features that are better than many of the competing smartwatch brands, the breathe of our campaign would be limited to the few features in which Pebble trumps the competition.

"Pebble Compared to Other Smartwatches" Creative Strategy

Pebble Smartwatches Compared to Other Smartwatches		
V/O: "Pebble Smartwatches compared to other smartwatches."	Clerk 1: "Your Pebble Smartwatch will be \$199." Clerk 2: "Your Smartwatch will be \$699."	TA 1: "Wait! The pool will destroy your smartwatch." TA 2: "It's ok, my Pebble is water resistant up to 164 feet."
		Affordable, durable, compatible, and long lasting. That's #HowIPebble.
TA 1: "I wish my smartwatch would connect with my iPhone!" TA 3: "I wish my smartwatch would connect with my Android!" TA 2: "My Pebble can connect to both."	TA 1: "AHH! My smartwatch just died again!" TA 2: "That's funny, I haven't had to charge my Pebble all week."	TA 2: "Affordable, durable, compatible, and long lasting. That's how I Pebble."

A Better Me

The results we obtained from the questionnaire we administered revealed that participants felt that the "A Better Me" creative strategy was the strategy that was most believable and most unpredictable. Although many participants liked this strategy, and could easily understand and relate to it, several participants revealed that it was not as personally relevant due to the fact that they do not exercise or workout that often. Many also revealed that they did not like the idea of being told that they need to improve themselves or their exercise habits. Although several participants said that they liked the numerous ways that someone could use a Pebble Smartwatch to measure their fitness levels, they did however, want more information on how exactly a Pebble could be used to do so.

A Day with Pebble

The results we obtained from the questionnaire we administered revealed that participants felt that the "A Day with Pebble" creative strategy was the most personally relevant, relatable, and believable strategy tested. It was also the creative strategy that made participants most aware of Pebble Smartwatches. Participants were also most likely to learn more about and to purchase a Pebble Smartwatch based on the "A Day with Pebble" concept. Many participants liked the "How I Pebble" tagline, and felt that it was "simple" and "catchy". Several participants also felt that Pebble Smartwatches

could make their lives “easier” and “more convenient” after having viewed the strategy. It was also rated the highest creative strategy tested overall.

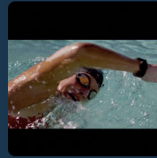
“A Better Me” Creative Strategy



“With my Pebble Smartwatch, I measure the distance of my drive and how far I am from the hole.”



“I keep up with my rep count and rest rate at the gym.”



“I quickly know my best lap time, total distance, and the number of strokes I take.”



“I push myself by measuring my distance and average pace.”

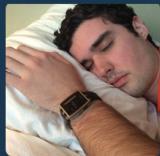


“I can even keep up with my performance when I’m not so active.”



“My Pebble Smartwatch lasts as long as I do and helps me be a better me. That’s how I Pebble.”

“A Day with Pebble” Creative Strategy



“My Pebble Smartwatch wakes me up.”



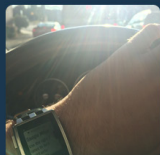
“It lets me control my music, even when my phone isn’t in reach.”



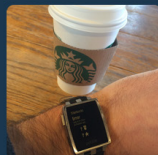
“It keeps me in touch with friends.”



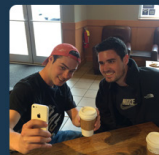
“It helps me decide what to wear.”



“It makes navigating through traffic easier.”



“I can even use my Pebble to pay for things.”



“Snap from camera shutter.”



“And it always keeps me up-to-date. My Pebble Smartwatch is part of who I am. That’s how I Pebble.”

Big Idea

Overall, participants felt that “showing the different ways they could benefit from using a smartwatch” made them more aware of and interested in how “useful and helpful a smartwatch could be” to them throughout their day. These statements, as well as the high scores our third creative concept received solidified that this was our strongest idea. The big idea behind our creative is that **“Pebble Smartwatches are the smartwatches that can best be utilized each day, in a variety of ways that users are already familiar with and can easily relate to.”**

Creative Strategy Testing Results: Mean Values

Questionnaire Questions	A Better Me	A Day with Pebble	Pebble Compared to Other Smartwatches
Relatable	4.42	5	4.14
1=Strongly Disagree 5=Strongly Agree			
Personally Relevant	4	4.71	4.57
1=Strongly Disagree 5=Strongly Agree			
Different Than Other Brands	4	3.42	4.71
1=Strongly Disagree 5=Strongly Agree			
Believable	4.85	4.85	4.85
1=Strongly Disagree 5=Strongly Agree			
Made More Aware of Pebble	4.57	4.71	4.71
1=Strongly Disagree 5=Strongly Agree			
Made More Interested in Pebble	3.71	4.57	4.71
1=Strongly Disagree 5=Strongly Agree			
Overall Reaction to Concept	4.57	4.71	4.57
1=Disliked A Lot 5=Liked A Lot			
Likelihood to Learn More	3.28	4	3.71
1=Very Unlikely 5=Very Likely			
Likelihood to Purchase	3	3.57	3.28
1=Very Unlikely 5=Very Likely			
Impression of Tagline	4	4.57	4
1=Disliked A Lot 5=Liked A Lot			
Predictability	4	3.71	3
1=Very Predictable 5=Very Unpredictable			

Info by: United Advertising, 2014

Media Plan

Objectives

While Multifunctional Millennials are very diverse in their geographic location, ethnicity, and activity preference, they all are active smartphone and social media users who use their smartphones in multiple ways to receive updates and information. In addition to using social media, this target audience also uses a variety of traditional media, including television, magazines, and outdoor, as well as alternative media like live events. There are 3,325,000 Multifunctional Millennials who rely on television as their main source of entertainment, while 1,692,000 of them enjoy reading ads in magazines⁴⁰.

3,285,000 Multifunctional Millennials pay a lot of attention to outdoor ads, including bus ads, and 9,971,000 of them enjoy attending live events, like live music concerts⁴⁰. By combining these types of media (broadcast, social, print, mobile, outdoor, and alternative) throughout the United States, Multifunctional Millennials will be reached effectively.

Media Objectives

Audience	Creative Requirements	Reach & Frequency	Timing	Geography	Budget	Social Media
Males & females ages 18-34 who are active smartphone/social media users that use their smartphones in multiple ways to acquire the information they need. There are approximately 23,472,000 consumers within this target market.	Story like visual/verbal demonstrations that give complex information about Pebble's benefits in addition to shorter messages that supplement reach/frequency/geographical requirements and foster consumer engagement.	Achieve at least 65% reach among Multifunctional Millennials with an average frequency of 5.	Ads will run for one year, starting August 1 st , 2015. United Advertising will utilize a continuous strategy that will include heavier broadcasting during pre-selected time periods.	A national campaign spread throughout the United States will be implemented in addition to concentrations in the top 5 cities that have the highest population of millennials.	Achieve the objectives with an annual budget of \$12 million dedicated to broadcast, mobile, print, alternative, and outdoor advertising.	To increase interaction from Multifunctional Millennials by 25% among all social media outlets and drive the TM to visit Pebble's website.

Strategy

Although Pebble has already captured a large market segment of tech-savvy early adopters; Pebble needs to gain exposure to the everyday consumer in order to grow its smartwatch market share. We found that most Multifunctional Millennials prefer television advertisements, although they tend to only focus on ads that are personally relevant to them. In addition to television, Multifunctional Millennials also prefer some magazine and outdoor advertising. Our primary research also revealed that in addition to utilizing interactive social media outlets, Multifunctional Millennials are more likely to trust brands that are associated with events and causes they care about and that are different or highly unique and interactive. This is why United Advertising will implement a combination of broadcast, mobile, alternative, print, outdoor, and social media messages throughout Pebble's 2015-2016 campaign period.

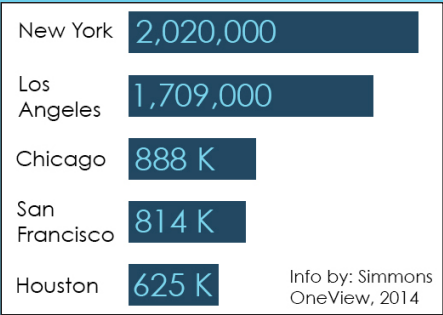
The strategy for accomplishing the media objectives will consist of a 12-month national campaign that also includes alternative media efforts and outdoor advertising that will be implemented throughout San Francisco, New York, Houston, Los Angeles, and Chicago. These cities combined have over six million Multifunctional Millennial inhabitants, or 25.9% of the target audience⁴⁰. Although United Advertising will implore continuous advertng throughout the campaign period, media efforts will be increased at the beginning of the campaign period, as well as during the holiday and summer seasons. The timing and seasonality of message delivery will also reflect a time frame segmentation on raising brand awareness, establishing brand preference, and end with increasing brand retention.

While broadcasted and print messages will demonstrate a variety of Pebble functions and include highly detailed information, the messages conveyed through alternative, social, and outdoor media will instead be less

complex, brief, and delivered in fewer words. A combination of these shorter messages can be viewed over time in order to reinforce the complex messages delivered over broadcast and print media. A combination of all media will be used as integrated marketing communications that will together best deliver and reinforce information about Pebble features, promotions, and events.

A variety of Pebble-owned social media outlets will be used in order to promote messages delivered through other media outlets, act as a medium for two-way interaction between Pebble and Multifunctional Millennials, as well as supplement reach, frequency, and geographical requirements that may be restricted when implementing alternative and outdoor media. Social media will also allow Pebble to deliver a series of shorter, less complex, and more cost effective messages that are similar to those delivered via alternative media and outdoor advertising. Social media, in addition to the other selected media types will ultimately drive consumers within the target market to Pebble's website. United Advertising aims to increase total interaction (number of mentions, followers, retweets, likes, subscribers, ect.) across all Pebble social media outlets by 25%, by the end of the campaign period.

U.S. Cities with Most Multifunctional Millennials



Tactics

Campaign Budget

Media Type	Amount	Percent of Budget
Cable TV	\$4,974,300	41.45%
Network TV	\$2,101,500	17.51%
Magazine	\$1,500,000	12.5%
Live Event Sponsorship	\$1,500,000	12.5%
Outdoor: Bus Wraps	\$90,000	.75%
Alternative Media & Sweepstakes	\$15,000	.12%
Digital: Mobile Radio	\$619,190	5.16%
Social Media	\$0	0%
Production & Contingency	\$1,200,000	10%
Total Campaign Budget	\$12,000,000	100%

National Television

Our primary research revealed that 100% of Multifunctional Millennials surveyed suggested television as the most effective and reliable traditional media source. The \$12 million media budget will allow United Advertising to utilize a variety of national broadcast and cable television outlets to reach Pebble's marketing and advertising objectives. Utilizing TV advertising will also help Pebble maintain a strong share of voice among its primary and secondary competitors. United Advertising will create two 30-second TV commercials that will be broadcasted on a variety of cable and network channels that our research shows Multifunctional Millennials are more likely to watch than the general population. The campaign will consist of 437, 30-second national TV ads broadcasted throughout the year. Each of the two commercials will be aired during a combination of late night fringe, early fringe, and primetime spots.

Network TV

According to Simmons Oneview, Multifunctional Millennials are less likely to watch network television than they are to watch series aired on cable television. However, Multifunctional Millennials are at least 20% more likely than the general population to watch several shows on FOX, including Bob's Burgers (35%), Family Guy (43%), Friends (51%), Futurama (91%), New Girl (67%), The Simpsons (31%), That 70's Show (27%), and American Dad (70%)⁴⁰. While Multifunctional Millennials are less likely to watch shows on other network stations, they are still 63% more likely than the general population to watch How I Met Your Mother on CBS and 24% more likely than the general population to watch Modern Family on ABC⁴⁰. Thus, United Advertising will dedicate a portion of its television media buys on these three broadcasting networks. However, the majority of the media dollars spent on network television will be allocated to FOX, since Multifunctional Millennials are more likely to watch shows aired on that network than any other network station. \$2,101,500 will be spent on network TV, or 17.51% of the entire campaign budget.

TV Networks Watched Most by Multifunctional Millennials



Images by: FOX, ABC, and CBS

Cable TV

Our secondary research revealed that Multifunctional Millennials are more likely to watch a greater variety of shows aired on cable TV than they are to watch shows aired on network channels. Although the list of shows that the target audience is most likely to watch is more fragmented than the its network TV counterpart, the costs per spot is also much less expensive than what it costs to advertise on network television. We found that Multifunctional Millennials are at least 18% more likely than the general population to watch shows on Adult Swim (46%), Cartoon Network (32%), Comedy Central (53%), Disney Channel (44%), E! (28%), FX (29%), MTV (87%), Nick at Nite (66%), and VH1 (18%)⁴⁰. Particular shows that we found to have the highest index numbers and likelihood to be watched by Multifunctional Millennials more than the average population were Top Gear on BBC (122%), Impractical Jokers on Tru TV (127%), American Dad on TBS (125%), Awkward on MTV (131%) and Bob's Burgers on Adult Swim (136%)⁴⁰.

Spreading our media spending across a variety of cable television channels will ensure that we reach as many members within our diverse target audience as possible. The specific targeted media chosen for cable aligns with the early fringe, late night fringe, and primetime time slots that most of the shows chosen air during. This time frame also ensures that our messages will have the most viewership by Multifunctional Millennials, who are likely to be busy at work or school during the early morning and daytime. We decided to allocate \$4,974,300 in media spending, or 41.45% of our total campaign budget on these cable stations because of the high index numbers and likelihood that Multifunctional Millennials are to watch each show.

Cable TV Channels Most Watched by Multifunctional Millennials



Images by: Nick at Nite, Comedy Central, Disney Channel, Adult Swim, and MTV

Magazine

United Advertising believes that magazines are a strong medium for the campaign because one of our primary questionnaires revealed that 75% of Multifunctional Millennials read magazines. Our interview results with participants within the target audience revealed that the majority of Multifunctional Millennials feel that other forms of media (television and social) are more reliable than product information found in magazine ads. This was reinforced by secondary research, which showed that those within the target audience are only 12% more likely than the general population to strongly agree that magazines are their main source of entertainment⁴⁰.

However, similar to our primary research findings, over 1,690,000 Multifunctional Millennials strongly agree that they enjoy reading ads in magazines⁴⁰. Our interviews also revealed that most members within the target audience interviewed only read traditional print magazines, and instead rely on other forms of digital media for news and information. Because of this, United Advertising will instead focus its mobile and digital efforts on other forms of digital media.

Data from Simmons Oneview revealed that Multifunctional Millennials are most likely to read *ESPN The Magazine*, *Game Informer*, *Lowrider*, *Muscle & Fitness*, and *US Weekly*⁴⁰. Similar to deciding which television channels to utilize, United Advertising decided to advertise in these magazines based on their high index ratings, which were 125, 142, 134, 123, and 125, respectively. These index numbers reveal that Multifunctional Millennials are at least 23% more likely than the general population to read each of the magazines chosen. Of the publications chosen, members of the target audience read *US Weekly*, *Game Informer*, and *ESPN the Magazine* the most. Combined, these three magazines are read by 15.07% of the total target audience, and are 101% more likely to be read by Multifunctional Millennials than the general population⁴⁰. United Advertising will allocate \$1,500,000 to national print ads, which is 12.5% of the entire campaign budget.

Magazines Heavily Read by Multifunctional Millennials



Images by: US Weekly, Game Informer, and ESPN Magazine

Digital: Mobile Radio

Our initial interviews revealed that 100% of the Multifunctional Millennials interviewed utilize some platform of digital radio via their mobile device daily. While responses from interviewees varied from Pandora, to Spotify, to XM Radio, and iHeartRadio, data from Simmons Oneview revealed that 68.95% of the target audience has used Pandora, Spotify, or iHeartRadio within the past 30 days⁴⁰. Although Multifunctional Millennials are 47% more likely to use Spotify than the general population, there are still 10,992,000 (46.8%) people within the target audience who have used Pandora within the past 30 days⁴⁰.

Our secondary research also revealed that Multifunctional Millennials are 21% more likely than the general population to purchase products that are sponsored on the mobile radio platforms they listen to, and are 29% more likely than the general population to purchase products that have links on such platforms⁴⁰. 71.7 million of the 75 million active Pandora users do not pay for Pandora's ad-free service, so there is still a great opportunity to reach millions of Pandora users within the target audience⁴¹.

Since Pandora's average CPM is around \$7, United Advertising suggests utilizing various 30-second audio ads in order to maximize reach and frequency⁴². Based on this, United Advertising could reach as many as 88,455,714 total impressions throughout the campaign period through Pandora Radio⁴³. In addition to communicating the various Pebble Smartwatch features most valued by the target audience, we will also be able to use the ad space purchased on Pandora to increase awareness of Pebble sponsored sweepstakes, events, and promotions. United Advertising will allocate \$619,190, or 5.16% of the total campaign budget on digital radio advertising.

Pandora-Pebble Partnership



Image by: Pandora

Sample Radio Script

Advertiser: Pebble Smartwatch Run Dates: August 1 st , 2015-September 1 st , 2015; November 20 th , 2015-January 7 th , 2016; May 15 th , 2016-July 15 th , 2016. Length: 30 seconds	Target: Multifunctional Millennials ages 18-34 who are active smartphone and social media users living throughout the United States. Strategy: Emotional approach and emotional appeal with a focus on lifestyle and brand image. Key Consumer Benefit: Pebble Smartwatches have a variety of smartphone related and activity measuring features that the target can utilize throughout their day. Original Composition ----- MUSIC IN: ANNOUNCER: "Looking for a smartwatch that sends all of your calls, texts, emails, and social media notifications straight to your wrist? Look no further. The Pebble Smartwatch does all that, and also gives you turn-by-turn GPS directions, constant weather updates, lets you remotely control your music, measures a variety of fitness levels, and much more. Pebble Smartwatches also have a battery that last all week, are water resistant up to 50 meters, compatible with both iPhone and Android, and start at \$99. Visit getpebble.com now or find us over social media to see the many ways a Pebble Smartwatch can help bring all the notifications you care about straight to your wrist. Pebble. The smartwatch you won't want to take off." MUSIC OUT: _____
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Live Event Sponsorship

Secondary research revealed that Millennials in general are more likely to support brands that sponsor or support events and causes that they care about. In addition to the 10,992,000 Multifunctional Millennials who are currently listening to music via Pandora, over 9,971,000 (42.5%) of the target audience likes to attend music events and concerts⁴⁰. Since so many consumers within the target audience interact with Pandora daily, enjoy attending live music concerts, and Pebble is already partnered with Pandora, United Advertising feels that implementing a co-hosted live music event between Pandora and Pebble at the end of the campaign period would help retain target audience engagement.

Similar to other "Pandora Live" events, artists are chosen based on data mining efforts conducted by Pandora, which reveals popular musicians that are most valued among specific target markets⁴⁴. The venue chosen will be based in one of the five cities that contain the most Multifunctional Millennial inhabitants. Paired association with a brand that is already popular among the target audience will aid United Advertising in raising Pebble brand awareness and preference.

Increased exposure to the Pebble brand will result from promotions via mobile radio advertising, Pebble's social media outlets, and any organic content generated by blog, newspaper, or magazine articles written about the event. United Advertising will allocate \$1,500,000, or 12.5% of the total campaign budget to the live event sponsorship.

Outdoor: Bus Wraps

Over 60% of Multifunctional Millennials interviewed revealed that they remember outdoor ads. Data from Simmons Oneview reinforced these findings, which revealed that 3,285,000 Multifunctional Millennials pay a lot of attention to large outdoor ads, while 4,886,000 people within the target audience noticed a bus ad in the past 30 days⁴⁰. Secondary data also revealed that Multifunctional Millennials are 20% more likely than the general population to pay a lot of attention to large outdoor ads, while they are 21% more likely than the general population to have noticed an ad on a bus in the past month⁴⁰.

In order to remain effective, content and messages presented through this medium will be similar to those utilized through Pebble's social media outlets, and will consist of stronger visual content, while featuring brief and short copy that ultimately drives the target to Pebble's website. While utilizing outdoor forms of advertising like bus wraps may be relatively inexpensive, they can still reach as many as 40,000 impressions per day⁴⁵. However, this form of advertising will best be utilized throughout metropolitan cities like Chicago, San Francisco, Los Angeles, New York, and Houston (e.g. the top 5 DMAs for Multifunctional Millennials previously identified), which combined contain nearly one fourth of the target audience⁴⁰. Since the average costs for a bus wrap is \$1,500 per ad per 4-week period⁴⁵, United Advertising will allocate \$90,000 or .75% of the total campaign budget to this medium.

Alternative Media & Sweepstakes

In order to raise awareness of the Pebble brand, while also stimulating brand engagement among Multifunctional Millennials in a way that breaks through the media clutter of traditional and online advertising, United Advertising will implement a non-traditional form of alternative media, promoting a Pebble sponsored sweepstakes. Secondary data revealed that 4,107,000 (17.5%) Multifunctional Millennials are likely to engage in some form of sweepstakes and are 27% more likely than the average population to do so⁴⁰.

Our secondary research revealed that alternative media efforts may not only prove to be extremely cost effective, but if successfully executed, could become viral and end up being the most efficient medium utilized⁴⁶. Similar to the Pebble live event sponsorship, alternative media paired with a lucrative sweepstakes could also generate additional media exposure from organic blog, newspaper, magazine, and social media coverage.

Since this particular medium is initially bound by limited geographic locations, United Advertising will utilize alternative media efforts throughout large metropolitan cities like Chicago, San Francisco, Los Angeles, New York, and Houston that have the most millennial inhabitants. In order to maintain the campaign's minimum reach and frequency requirements, the alternative media and sweepstakes will be further promoted online via Pebble's owned social media outlets. This particular medium will be the most affordable medium utilized throughout the campaign and United Advertising will only allocate \$15,000, or .12% of the total campaign budget to Pebble's alternative media and sweepstakes efforts.

Social Media

Social media gives United Advertising an opportunity to reach Multifunctional Millennials who enjoy interacting with friends over social media. A variety of social media platforms already utilized by both Pebble and Multifunctional Millennials will be further used to reach the audience by sharing brand information, product features, and updates, while also encouraging them to share information and promotions among friends. Since most of those within the target audience are skeptical of brand information and updates that are paid for, United Advertising will not rely on digital forms of social media advertising to reach Multifunctional Millennials. In order to utilize each of Pebble's social media platforms effectively, United Advertising will not only need to create content that the target is interested in, but establish each platform as a source for the target to interact with Pebble in a way that will benefit them from doing so.

Social media vehicles were selected based off a combination of findings from the interviews we administered and data collected from Simmons Oneview. According to Simmons, 72.5% of the target audience actively uses Facebook, while 59.3% use YouTube, 20.9% use Pinterest, and only 17.5% use Twitter⁴⁰. However, further secondary research revealed that nearly 40.95% of millennials used Instagram in 2014⁴⁷, while 32.9% used Snapchat, 18% used Google+, and 10.7% used Vine during the same year⁴⁸. These findings are reinforced by the fact that 90% of the Multifunctional Millennials we interviewed also reported that they use Instagram and Snapchat daily.

Each of these social media platforms will allow Pebble to interact with the target audience on various levels. Facebook allows Multifunctional Millennials to like and share updates and posts from Pebble's wall, while Twitter gives up-to-date information and creates a form for real-time communication between Pebble and its followers. Although Google+ is not as popular as other social networking platforms, it still allows for Pebble to create an additional outlet for its community to actively engage and share their opinions with each other. Platforms like Instagram, Vine, and Pinterest, however, allow Pebble to post and share creative ideas that are better displayed in picture or video format.

United Advertising will utilize each of Pebble's social media platforms through an integrated marketing communications approach, similar to how Samsung utilizes its various social media outlets. By modifying and posting messages universally across each social media platform available will not only allow Pebble to maintain a consistent message, but will also aid in increasing each message's reach and frequency. Although each social media platform is slightly different from another, most of them can still be easily interconnected between each other, and utilize particular features like the hashtag, search, and trending functions.

In addition to utilizing the social media platforms already owned by Pebble, United Advertising will also create a Pebble Snapchat account that will allow Pebble to share live video updates and product information on. Although paying for sponsored "Our Story" Snapchat posts can cost as much as \$750,000 a day⁴⁸, Pebble can still create an account for free in which the target can actively view posts made to Pebble's "My Story". This may be another avenue for Pebble to post more personal and up-to-date content, such as new product previews, as well as a "behind the scenes" look at live events such as guest appearances at conventions, Pebble's workplace, product demonstrations, and live sponsorships.

Overall, United Advertising aims to use Pebble's various social media platforms to drive consumers back to Pebble's website. This is not only key for full campaign integration, but for accomplishing the campaign's marketing objective. All social media icons will be displayed on most of the media options, while a link redirecting consumers back to Pebble's website will be featured on every media platform utilized.

Social Media Platforms for Pebble Ad Campaign



Images by: Instagram, Facebook, Twitter, YouTube, Google+, Pinterest, Vine, and Snapchat

Campaign Media Flowchart

Medium	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total Across	
Net TV-Early News \$(000)	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	1 23.3	GRPS: COST:	12 280.2
Net TV-Prime \$(000)	5 189.9	3 113.9	3 113.9	3 113.9	5 189.9	3 113.9	3 113.9	3 113.9	3 113.9	3 113.9	3 113.9	3 113.9	GRPS: COST:	40 1519.2
Net TV-L Nite/L News \$(000)	2 42.1	1 21.0	1 21.0	2 42.1	2 42.1	2 42.1	1 21.0	1 21.0	1 21.0	1 21.0	2 42.1	1 21.0	GRPS: COST:	17 357.8
Net Cable-E Fringe \$(000)	7 56.2	7 56.2	3 24.1	7 56.2	7 56.2	7 56.2	5 40.1	5 40.1	5 40.1	7 56.2	7 56.2	7 56.2	GRPS: COST:	74 593.9
Net Cable-Prime \$(000)	17 339.1	12 239.3	10 199.4	18 359.0	17 339.1	15 299.2	9 179.5	10 199.4	10 199.4	17 339.1	17 339.1	15 299.2	GRPS: COST:	167 3330.8
Net Cable-L Fringe \$(000)	13 101.2	10 77.8	8 62.3	13 101.2	14 109.0	13 101.2	6 46.7	6 46.7	7 54.5	12 93.4	13 101.2	12 93.4	GRPS: COST:	127 988.6
Magazines-General Interest \$(000)	9 136.8	7 106.4	7 106.4	10 152.0	10 152.0	8 121.6	8 121.6	7 106.4	7 106.4	7 106.4	10 152.0	9 136.8	GRPS: COST:	99 1505.2
National Only Area													GRPS:	
GRPS	54	40	32	53	56	49	32	32	33	48	53	48	GRPS:	535
\$(000)	888.6	638.1	550.6	847.8	911.6	757.6	546.3	551	558.8	753.4	827.9	743.9	Cost:	8575.6
Reach	37.5	30.6	26.3	37.3	38.5	34.7	26.6	26.4	27	33.8	36.9	34.3		
Avg. Freq.	1.4	1.3	1.3	1.4	1.5	1.4	1.2	1.3	1.3	1.4	1.4	1.4		
Spot Only Area													GRPS:	0
GRPS													Cost:	0
\$(000)														
Reach														
Avg. Freq.														
Spot + National													GRPS:	535
GRPS	54	40	32	53	56	49	32	32	33	48	53	48	Cost:	8575.6
\$(000)	888.6	638.1	550.6	847.8	911.6	757.6	546.3	551	558.8	753.4	827.9	743.9		
Reach	37.5	30.6	26.3	37.3	38.5	34.7	26.6	26.4	27	33.8	36.9	34.3		
Avg. Freq.	1.4	1.3	1.3	1.4	1.5	1.4	1.2	1.3	1.3	1.4	1.4	1.4		

“The Smartwatch That...” Campaign

Multifunctional Millennials want products like their smartphones that they can utilize daily to help save them time, manage their busy schedules more efficiently, allow them to access the information they get from their smartphones quicker, stay connected with their friends and social networks, and even help them measure a variety of fitness levels and activities. They value functionality and practicality when it comes to adopting new devices, and they need something that can help them in ways that are as diverse as they are.

United Advertising's advertising campaign positions Pebble as “The Smartwatch that...” which features the various ways a Pebble can be used throughout the target's daily routine. In addition to utilizing various forms of traditional media, several nontraditional media are uniquely used to raise Pebble brand awareness among the target audience, which also encourages them to actively engage with the brand and its community.

Television

In order to accomplish the advertising and marketing goals, United Advertising will heavily depend on TV to reach the majority of potential consumers within the target audience. The insights we gained from our primary and secondary research justifies why we allocated the majority of our campaign budget across national broadcast and cable channels. While we will continuously air each 30-second ad throughout the entire campaign period, each ad will be aired more during the beginning, middle, and end of the 12-month campaign period. The visuals, copy, and sound featured in each ad will effectively demonstrate the various ways that Pebble Smartwatches can be used daily by those within the target audience.

While the copy is written in the first person perspective, each scene will be spoken by a different person resembling the target so that viewers will be reminded that Pebble Smartwatches are not a "one size fit all" product, and can instead be tailored to fit each user's personal needs. Demonstrating each feature through relatable situations will instill an emotional feeling that the target can easily associate with. The detail copy at the end of each ad clarifies any ambiguity by including more information about each Pebble Smartwatch product, where they can be purchased, Pebble's website URL, and the various social media platforms it utilizes.

Television 1



My Pebble Smartwatch lets me check all of my social media notifications discreetly while in class.



My Pebble gives me turn-by-turn GPS directions seamlessly when I'm driving.



My Pebble shows all my texts and weather updates instantly whenever I'm out having fun with friends.



My Pebble measures my average pace, lap time, and stroke count.

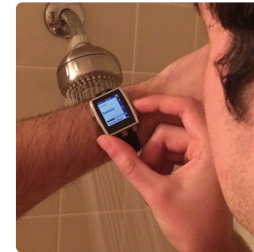


My Pebble lets me effortlessly control my music, even when my phone's out of reach.

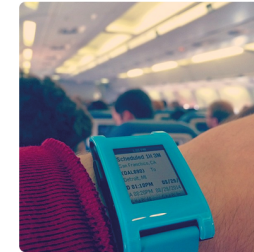


Pebble. The smartwatch you won't want to take off. (Begin detail copy)

Television 2



My Pebble Smartwatch lets me easily control my music, even when I'm in the shower.



My Pebble gives me constant flight updates, without any need to pull out my phone.



My Pebble lets me read emails instantly and see who is calling while at work.



My Pebble keeps up with my average pace, distance traveled, and calories burned.



My Pebble always shows me the score of the game, even when my phone's away during dinner.



Pebble. The smartwatch you won't want to take off. (Begin detail copy)

Magazine

United Advertising developed three magazine print ads that demonstrate how versatile Pebble Smartwatches can be in keeping the target up to date with notifications that are important to them, as well as an example of the various fitness levels and activities that Pebble Smartwatches can measure. The sample *Game Informer* magazine ad features a relatable situation in which Multifunctional Millennials who play video games might want to glance at their phone to see who is calling, texting, emailing, or mentioning them on social media, but can't actually pick up their phone because they are in the middle of a live game.

Although each print ad is less complex than either of the two television ads, they all still focus on relatable, real life situations in which the target could imagine a Pebble coming in handy. Each print ad contains a bold headline, accompanied by minimal body copy, and features a URL to the Pebble company website.

Game Informer Ad

ESPN The Magazine Ad

US Weekly Ad

The smartwatch that ...



Lets you effortlessly check all of your smartphone notifications, even when you're in the middle of the game.

pebble.
The smartwatch you won't want to take off.

GetPebble.com

The smartwatch that ...



Keeps track of your **distance, pace, & time** whenever you're **running, cycling, swimming, or lifting.**

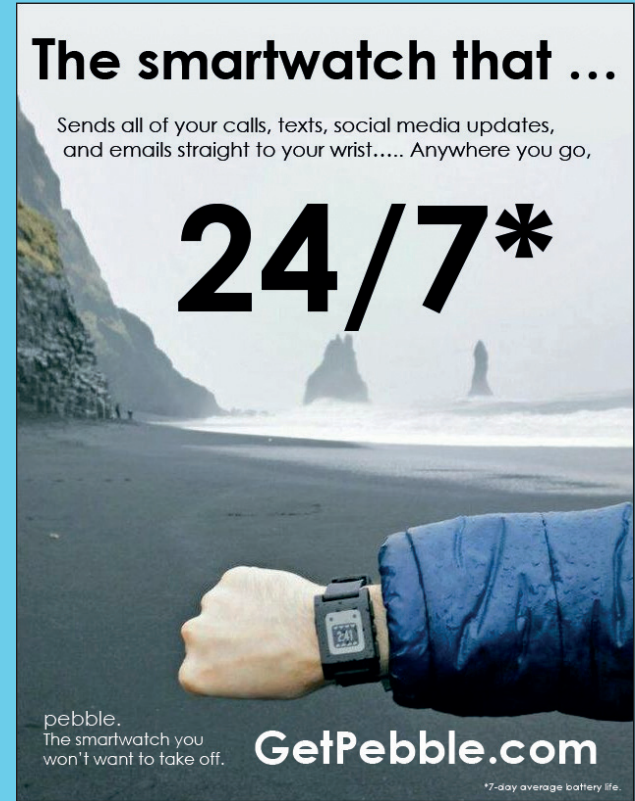
pebble.
The smartwatch you won't want to take off.

GetPebble.com

The smartwatch that ...

Sends all of your calls, texts, social media updates, and emails straight to your wrist..... Anywhere you go,

24/7*



pebble.
The smartwatch you won't want to take off.

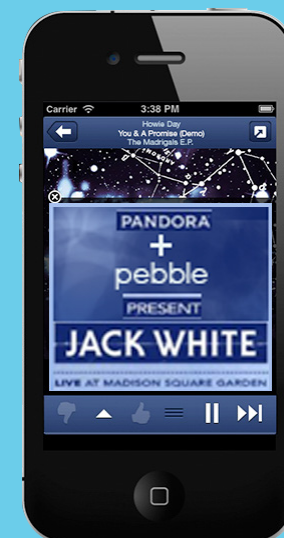
GetPebble.com

*7-day average battery life.

Mobile Radio & Live Event Sponsorship

Building from Pebble's already acquired partnership with Pandora, United Advertising will integrate a co-sponsored live event between Pandora and Pebble. Our primary and secondary research revealed that Multifunctional Millennials not only like using Pandora, but also like supporting brands that sponsor events and causes they care about. Data from Simmons Oneview also showed that the majority of Multifunctional Millennials like going to live concerts. The sponsored event would be hosted during the early summer months, which is prime season for music festivals and would help finish the campaign by further increasing the target audience's interaction with the Pebble brand. While the particular artist and venue are not yet determined, Pandora has data mining capabilities available that will help us pick a location and artist that appeal most to the target audience.

Digital forms of mobile radio advertising through Pandora will be utilized to promote Pebble as the smartwatch brand that connects Multifunctional Millennials with the music they like. While the majority of the campaign budget allocated to digital forms of mobile radio ads will be saved for promoting the event later on in the campaign period, United Advertising will also raise Pebble brand awareness via Pandora radio ads at the beginning of the campaign period, as well as during the holiday seasons.



Outdoor: Bus Wraps

United Advertising developed four full sized bus wraps that will be featured on the outside of public buses used throughout the top five DMAs identified as having the largest concentration of Multifunctional Millennials. These wraps will circulate each city throughout the entire campaign period. Three of the wraps feature activities that are popular among the target audience, and are also easily measured with Pebble Smartwatch apps (FreeCaddie, GymTimer, and Swim.com). Although the wraps do not specifically list each app by name, they still show the target that Pebble's fitness measuring capabilities are as diverse as its other functionalities. These three wraps have limited body copy, bold headlines, and highlight Pebble's

website URL, so that viewers can easily and quickly read the important information while the bus is in motion.

Bus wrap number two, however, features the variety of smartphone notifications that users can access via their Pebble Smartwatch. Our research showed that this feature, as well as Pebble's long battery life (identified by the "24/7*" body copy) are two key Pebble functions that are not only highly favored by the target audience, but that also reinforce the positioning statement. Bus wrap number two conveys how users can easily receive a variety of notifications everywhere they go, and that they only need to take the smartwatch off once a week to recharge the battery.

Bus Wrap 1



Bus Wrap 3



Bus Wrap 2



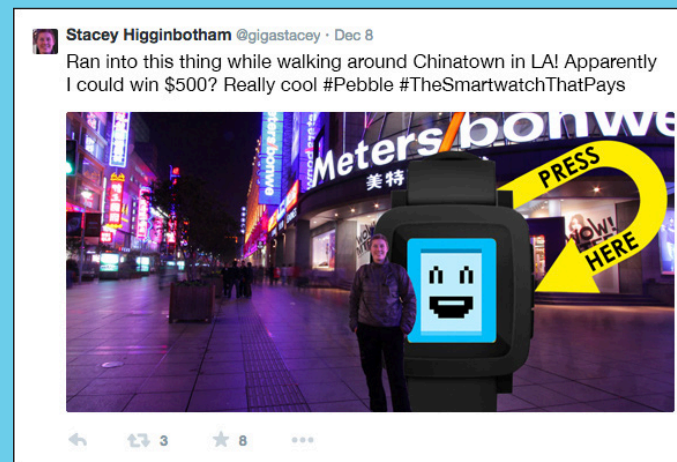
Bus Wrap 4



Alternative Media & Sweepstakes

In addition to utilizing various forms of traditional, digital, alternative, and social media throughout the 2015-2016 campaign, United Advertising will also integrate an additional form of alternative media combined with a sweepstakes that will not only be a cost effective way to raise brand awareness, but will also increase the target audience's interaction with the Pebble brand over social media. This form of guerrilla marketing will consist of five interactive "Giant Pebble" smartwatches that will be placed within populated areas throughout the top five DMAs that contain the highest concentrations of Multifunctional Millennials (e.g. Times Square in New York) during the 2015 holiday season.

These "Giant Pebbles" will be life size representations of a Pebble Smartwatch that will feature a large sign, directing people to press a button that will begin playing a video on the touchscreen, explaining the sweepstakes rules and also allow people to view information on Pebble functions that are featured throughout the campaign. Participants will have a chance to be randomly selected to win a cash prize of \$500 for the holidays. In order to enter the sweepstakes, contestants will be asked to take a selfie with the giant Pebble and upload it to any of the various social media outlets Pebble utilizes, along with the hash tag #TheSmartwatchThatPays. While the sweepstakes will begin in November and end before Christmas, United Advertising will promote the contest through its social media outlets, website, and blog.



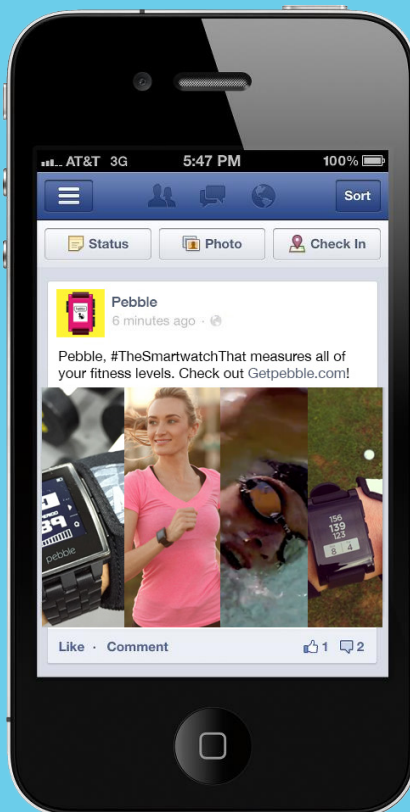
Social Media

The social media efforts rely heavily on the “Smartwatch that...” aspect of the campaign. This phrase not only offers an easy way to show the various features and functions Pebble Smartwatches are capable of, but can also be altered to fit Pebble's promotional efforts (e.g. The smartwatch that pays). While United Advertising will mainly post original content to Pebble's social media outlets, we will also continue reposting, sharing, and retweeting user generated content from people within the Pebble community. Each post made, regardless of the social medium used will still contain a link at the end of the post, redirecting people to Pebble's website. The only social media outlet that will not necessarily feature Pebble's website or “The smartwatch that...” will be Pebble's Snapchat account. Pebble will still be able to post interactive material to its “my story” and send snaps directly to people they are friends with on Snapchat. This will allow Multifunctional Millennials to view behind the scenes Pebble-specific content, such as whenever the Pebble team is helping promote Pebble Smartwatches at various conventions throughout the year,

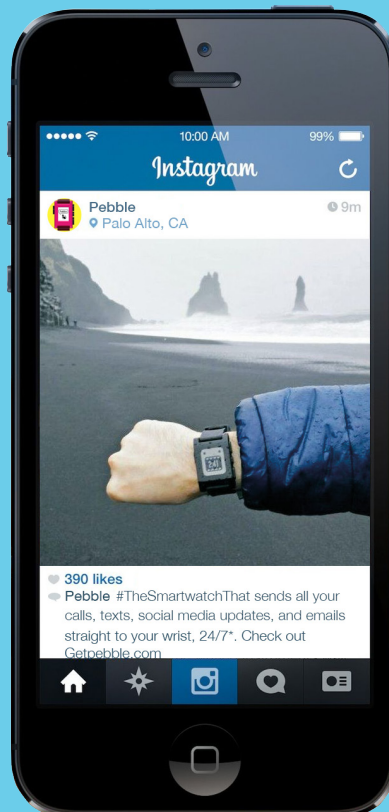
releasing new product updates and information, or allowing users a chance to see snaps from Pebble sponsored live events, such as the Pandora cosponsored music concert.

United Advertising will also increase reach and frequency by integrating and maintaining consistent messages throughout the campaign on all of its social media platforms. For instance, Pebble's television commercials will be uploaded to YouTube, and shared via Twitter, Facebook, Instagram, Vine, and Google+. While content on social media may be medium specific (such as YouTube only playing videos, or Instagram only showing pictures and short videos), the majority of content generated throughout the campaign will be reformatted to fit each social media used. For instance, when promoting Pebble as the smartwatch that measure distance, pace, and time when running, both pictures and vine videos of the smartwatch in use will be uploaded to Instagram, Facebook, Twitter, Google+, Pinterest, Vine, and Snapchat.

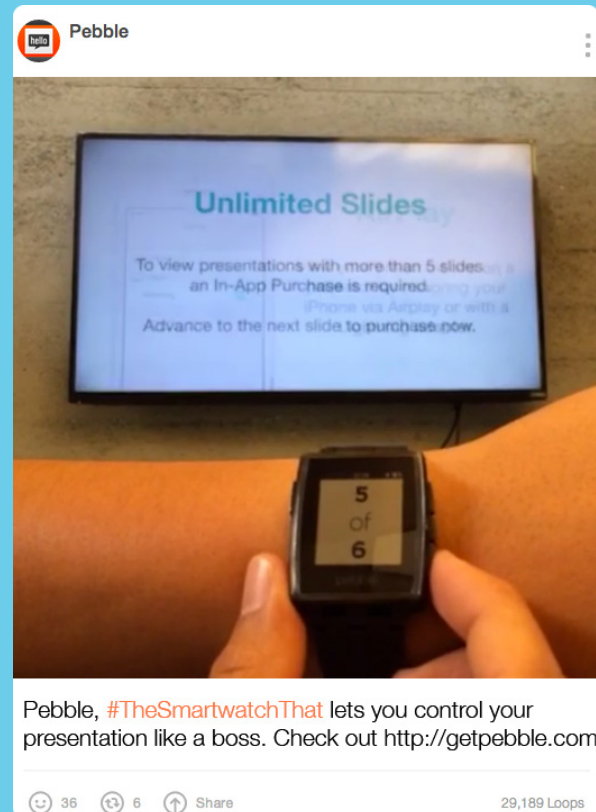
Sample Facebook Post



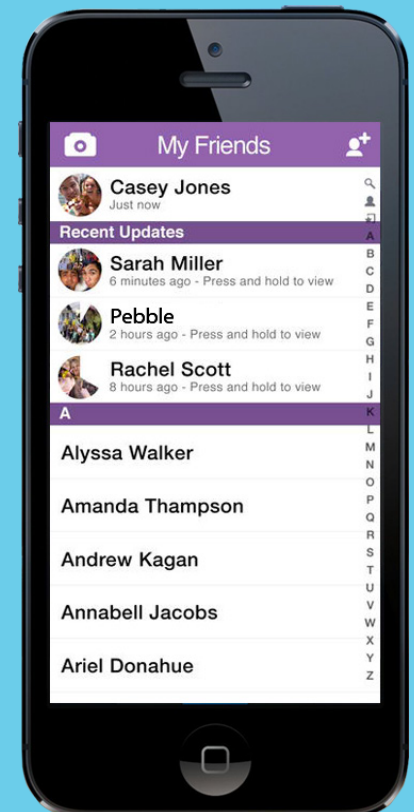
Sample Instagram Post



Sample Vine Post



Pebble My Story on Snapchat



Sample Tweet



Assessment

The defined campaign objectives must be measured in order to gauge the success of United Advertising's campaign. The marketing, advertising, sales promotion, and social media objectives will be measured during the beginning, middle, and end of the campaign in order to ensure success and provide evidence of whether alterations need to be made during the campaign.

Marketing Objective

The primary marketing objective set by Pebble, to sell 2 million smartwatches by the end of the campaign period, will be measured by comparing the difference in Pebble's total units sold from the beginning of the campaign period to the end of the campaign period. The number of smartwatches Pebble has sold can be found through its Annual Income Statement.

Advertising Objectives

The advertising objectives will be measured by comparing the results generated from three simple, low-cost surveys containing age, smartphone, and social media use screeners. The survey will be distributed to Multifunctional Millennials via email and through survey websites like cashcrate.com, superpay.me, and offeration.com. The same people who take the initial survey will need to also take the same survey half way through the campaign period and after the campaign is finished in order to best understand how much more aware the target audience became of the Pebble brand, how much more interested they are in Pebble Smartwatch features, and whether or not their intention to purchase a Pebble increased since the initial campaign launch.

Various 5 point or 10 point Likert scale survey questions, similar to those we first administered will provide us with enough quantifiable data to know the exact extent to which the campaign's advertising objectives were met. All advertising will be measured through Ad Recognition, which will measure if the target remembers "The Smartwatch That..." campaign and if Pebble is differentiated from the competition.

Sales Promotion Objective

Specific sales promotion participation will be measured with Sysomos.com, which will help track how many times people posted social media content with the hash tag #TheSmartwatchThatPays across the accepted social media apps and websites. United Advertising will only need to measure this objective once, after the sweepstakes is finished.

Social Media Objective

The social media objective of increasing the target audience's interaction with Pebble on all available social media platforms by 25% by the end of the campaign period will be easily measured through comparing the number of likes, shares, and comments Pebble has on Facebook, subscribers and views it has on YouTube, pins it has on Pinterest, followers, mentions, and retweets it has on Twitter, members it has on Google+, friends it has on Snapchat, as well as followers, comments, and likes it has on Instagram from the beginning of the campaign period to the end of the campaign period. Sysomos.com will also be used to measure social interaction.

Campaign Assessment

Marketing Objective	Measurement Strategy
Sell 2,000,000 Pebble Smartwatch units by August 2016	2015 and 2016 Annual Income Statement comparison
Advertising Objective	Measurement Strategy
Increase Multifunctional Millennials' awareness of the Pebble Smartwatch brand by 75%, by August 2016	Target Audience surveys; Ad Recognition
Increase Multifunctional Millennials' interest in Pebble Smartwatch features and apps by 50%, by August 2016	Target Audience surveys; Ad Recognition
Increase Multifunctional Millennials' intention to purchase a Pebble Smartwatch by 25%, by August 2016	Target Audience surveys; Ad Recognition
Sales Promotion Objective	Measurement Strategy
To have 5% of Multifunctional Millennials participate in Pebble Smartwatch sweepstakes by August 2016	Sysomos.com
Social Media Objective	Measurement Strategy
Increase Multifunctional Millennials' interaction with Pebble on all available social media platforms by 25%, by August 2016	2015 and 2016 social media statistics comparison; Sysomos.com

Our "The Smartwatch That..." campaign not only raises awareness of the Pebble brand, but also instills an emotional relationship between the target's daily life and Pebble. It not only drives engagement from the target audience, but also accomplishes the stated campaign objectives in a way that differentiates Pebble from all other smartwatch companies.

Conclusion

Pebble challenged United Advertising to develop a campaign that was geared towards the target audience most likely to purchase a Pebble Smartwatch within the next year, thus increasing annual Pebble Smartwatch sales by 2 million smartwatch units. Our strategic thinking in research has led to well-crafted creative work that best represents the many reasons why Multifunctional Millennials would want to purchase a Pebble Smartwatch over any other available smartwatch brand.

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