



**Adv 275.03**

**FujiFilm 100XIV Campaign Project**

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## Executive Summary

Our campaign aims to elevate brand awareness and drive sales for the FujiFilm X100VI camera. Through research, strategic planning, and creative themes, we identified our ideal target audience to maximize effectiveness and efficiency in our marketing efforts.

**Approach:** Our campaign began with an in-depth analysis of FujiFilm's brand identity, market positioning, and consumer preferences. We dived into demographic, psychographic, technographic, and buyer behavioral data to pinpoint the most receptive audience for the FujiFilmX100VI camera. With this information, we crafted tailored messaging and creative ads to resonate with our target demographic.

### Key Initiatives:

**Audience Research:** Our research found that those who are most likely to purchase our camera are those who have a passion for photography, are tech enthusiasts, and/or are creative professionals who value portability and image quality.

**Creative Development:** With the goal in mind of invoking a sense of excitement and aspiration among our vast target audience, we developed catered creative messaging based on our research. Specifically, we focused on the features that make the Fuji X100VI unique, separating it from other competitors.

**Multichannel Campaign:** We chose to use multiple channels throughout our campaign process in order to ensure maximum coverage of our target audience. Including, but not limited to, social media platforms, influencer partnerships, and targeted digital advertising such as internet display ads and internet search ads.

### **Anticipated Results:**

- Growth in sales for the FujiFilm X100VI camera.
- Increased brand awareness and visibility in the photography and tech communities.
- Enhanced engagement and loyalty among existing customers, driving word-of-mouth referrals and repeat purchases.
- Positive sentiment surrounding the X100VI.

## **Research**

### **Company Background**

FujiFilm was founded by four leaders: Yutaka Yamanaka, Saburo Uchida, Takeshi Yamashita, and Shojiro Ishibashi. It was established in 1934 in Tokyo, Japan. The founders wanted to create a company that could compete with Western photo-imaging companies, with a mission of, “embodying our commitment to continuously innovate and extend new frontiers that help businesses grow.” The company has worked to complete its mission by providing top-tier products and services that cater to their consumers' businesses to thrive in any and all work environments. They also adhere to a vision where they strive to maintain sustainability while still being innovative and enhancing the quality of not only their products, and business affiliates but also of people all around the world. They do this by integrating a FujiFilm Business innovation Value chain that even includes the concept of reduce, reuse, recycle, and Disposal.

FujiFilm is a multinational conglomerate that sells various forms of technology such as cameras, lenses, film, and other camera add-ons. Fuji Film became famous for its film cameras but since then has expanded to sell a variety of products. Fuji Film is also widely famous for its innovative approach and commitment to quality products. Fujifilm created the first digital

camera. FujiFilm emerged as a leader in healthcare technology and created several products such as healthcare and medical systems and technology. Fuji film also created the first hybrid instant camera. Fujifilm is not only innovative but also prides itself on quality products that are reliable and long-lasting. Fujifilm aims to encourage creativity in the users of its products. Additionally, Fujifilm is committed to sustainability and maintaining a low carbon footprint. Fujifilm engages in energy-efficient manufacturing processes to create durable products without compromising future generations. Fujifilm aims to “emphasize environmental conservation” (Fujifilm USA).

**Market Situation Analysis** – Target Audience, Competition, other Marketing Factors (1-2 pages)

#### **Industry Overview:**

- Smartphones have become more prevalent, leading to a market shift from digital cameras to smartphones.
- However, there is a niche market for compact, lightweight cameras that are of higher quality than smartphones. This niche market is made up of photography enthusiasts.
  - ([DxOMark](#))

#### **Competitive Landscape:**

The market for premium compact cameras is highly competitive. There are several competing companies such as Sony, Canon, Nikon, Leica, Olympus, and Panasonic. FujiFilm has established a strong presence in this segment with its X100 series, renowned for its exceptional image quality and retro design.

- ([PetaPixel](#))

### **Product Positioning:**

- The FujiFilm X100VI is a top-of-the-line compact camera, an all-in-one for photo enthusiasts. Its focus is offering high-quality technology and convenience, simplicity, and instant results while still being sleek and transportable.
- Its unique selling proposition lies in its film simulation modes, offering a distinctive shooting experience for photography enthusiasts and professionals.

### **Market Trends:**

- There has been a shift in market demand for vintage photos. Consumers desire retro photo imagery with a vintage aesthetic. “Having grown up online, where any trend from any era is instantly accessible and social media platforms deliver an unending stream of memories, this generation is hardwired for nostalgia.” ([FastCompany](#), 2022)
- There is also a demand for lightweight cameras that are easy to travel and walk around with. The target audience loves to travel and take photos of where they go every day. In a blog posted by FStoppers a professional photographer outlined some of these benefits, “As I got acquainted with the nice compact camera, I found myself bringing it anywhere and everywhere I went...” (Valenzuela, 2019) The demand for cameras that are high quality and portable have increased.
- Smartphone Competition: Smartphones continue to improve camera quality with each new version. This may lead more consumers to purchase and use a smartphone as a camera instead of the Fujifilm X100VI product. In a different blog post by FStoppers,

camera enthusiast Illya Ovchar states that “ the answer is yes. I believe there will come a time when smartphones have reached and even overtaken consumer cameras.”(Ovchar, 2021)

**Problems of the brand:**

Some concerns that consumers might have with the Fujifilm X100 series or any specific model like the X100VI could include pricing, performance relative to other options on the market, availability of accessories and support, and any potential issues with build quality or reliability. The price of the camera is around \$1,400 to \$1,500, which is relatively expensive. This means that it is mainly only available for average or above-average household-income individuals. A camera is a relatively fragile object, therefore if it breaks consumers may be unhappy and unable to purchase the product again. Not having a thorough warranty offered for such an expensive camera could lead to frustrated customers.

The target audience is very niche, considering its pricing, it is more positioned towards those of average household income or above average household income. Maintaining a positive brand reputation is critical for Fujifilm's success, particularly in industries such as healthcare and imaging where trust and reliability are predominant.

Also, there are several competitors that can offer similar cameras for cheaper prices. Competitors include Sony, Leica, Panasonic, Nikon, smartphones, and more.

**Opportunities of the brand:**

FujiFilm is in a unique position currently as far as future moves. This is due to its newfound dominance in the X100VI market, causing major companies such as Leica to file for new patents to compete with its all-in-one vintage success. This can be compared to someone like Ferrari trying to catch up to Toyota.

One idea for FujiFilm would be for them to create a photography contest where users can submit their best work using the X100VI. These photos from the competition can be used on billboards around the world, dropping their advertising costs significantly.

Another thing that FujiFilm can do is to continue on the path it is currently on. If something isn't broken, simply don't fix it. Ride the wave and wait for new data to come out to push you in that direction.

### **Target Audience Profile: FujiFilm X100VI**

#### **Demographics:**

- Age: 25-45 years old
- Gender: No specific preference, appeals to both males and females
- Occupation: Our audience is varied, it ranges from professionals, creatives, and enthusiasts
- Income: Average to above average income bracket
- Education: Varied, from high school graduates to advanced degrees

#### **Technographics for FujiFilm X100VI:**

We chose to target individuals who are familiar with photography and have experience using cameras, but also simple enough for beginners to learn how to use the camera due to the product's easy-to-use user interface. This is due to the wide range of settings within the camera. It may be initially easy to use, however, you can go quite deep and this is where experienced photographers can excel. They have the option to explore its numerous creative filters, techniques, and manual controls.

### **Psychographics:**

Photography Enthusiasts: Individuals passionate about photography as a hobby or profession, seeking high-quality equipment to enhance their skills and capture memorable moments. Those who appreciate technology and new advances. Creative Professionals: Photographers, designers, and artists, those who like to be creative with Camera filters Travelers, and adventurous individuals who value portability and versatility in their camera gear, ideal for capturing travel experiences and exploring new destinations. Urban city residents appreciate the compact size and discreet design of the X100VI for capturing street photography and everyday moments in urban environments.

### **Buyer Behavior:**

Some specific buyer behaviors are early adopters: people who are quick to embrace new technology and trends. People influenced by aesthetics: those drawn to the vintage aesthetic of X100VI. People who are socially engaged, active participants in photography communities, online forums, and social media platforms, where they seek inspiration, share their work, and



engage with fellow photography enthusiasts. People who value convenience: those who prioritize ease of use, portability, and instant results in their photography equipment, seeking tools that streamline their creative process and enable spontaneous shooting.

### **Values and Motivations:**

FujiFilm is huge on quality and longevity, which is why one of our values is quality over quantity. Our target audience should strive to express their creativity and individuality through photography, appreciating tools that empower them to capture authentic moments and unique perspectives. It is our responsibility to ensure them the tools to fulfill these interests. Going deeper into customer satisfaction, we know our customer base values efficiency and convenience, which is why we will grant them the tools that enable them to capture and share moments quickly and effortlessly.

By targeting this diverse audience segment, FujiFilm aims to position the X100VI as the best choice for photographers and enthusiasts who value convenience, simplicity, and instant vintage appeal in their photography experience.

### **Strategy Statement**

- “The business is seeing a modest increase in revenue in 2023. While demand for traditional photographic film has declined, it has risen for instant film and other specialty film products, creating this slight boost.” Villaruel, Donnel. Camera & Film Wholesaling in the US: 42342. IBISWorld, March 2023, <https://my.ibisworld.com/us/en/industry/42341/at-a-glance>
- Appealing to people who want convenience, simplicity, and instant results

- Because of the spike that came out when instant film

According to our research, there was a spike in demand for the Instax cameras due to their ease of use and convenience. We aim to use this research to drive our advertising of the camera.

**Target Audience:** Going into our target audience, we are looking for those aged 20-45 who value the nostalgia of a vintage camera yet yearn for something instant and convenient. **Unique**

**Value Proposition:** The FujiFilm X100VI offers the perfect blend of modern technology and vintage charm, delivering instant results with a distinctive retro aesthetic. With its compact form factor and intuitive user interface, it provides a seamless shooting experience for capturing spontaneous moments effortlessly. By harnessing the essence of instant film nostalgia, the X100VI caters to the desires of our target audience for immediate gratification while satisfying their yearning for the timeless allure of vintage photography.

#### **Strategic Initiatives:**

**Product Innovation:** Continuously enhance the X100VI's features to ensure seamless integration of cutting-edge technology with classic and original design elements, providing users with an unparalleled photography experience that combines convenience with vintage charm.

**Marketing Communication:** Develop messaging and creative assets that emphasize the camera's ability to deliver instant results while evoking a sense of nostalgia for the golden age of analog photography. Utilize channels such as social media, influencer partnerships, and experiential marketing to engage our target audience and cultivate a community around the X100VI.

**Distribution Channels:** Expand distribution channels to make the X100VI readily accessible to our target audience, including online platforms, specialty photography stores, and experiential possibly even pop-up shops in busy cities to attract people off the street. We will ensure that the purchasing journey is easy and convenient, reflecting the values of simplicity and immediacy that resonate with our customers.

**Measurement and Evaluation:** We will measure the success of our strategy by tracking key performance indicators such as sales growth, market share expansion, brand awareness, and customer engagement metrics. Additionally, qualitative feedback from our target audience will provide valuable insights into the effectiveness of our advertising and the alignment of our product offerings with their needs and preferences.

By executing these strategies above, we are aiming to establish the FujiFilm X100VI as the top choice for individuals who crave the perfect blend of convenience, simplicity, and instant vintage appeal in their photography experience.

### **Creative Brief / Creative Theme**

The creative objective is to convey the essence of freezing moments in time with the FujiX100VI film camera, focusing on the simplicity and purity of the experience. Targeting photography enthusiasts, people who love the vintage camera look, and people who seek to capture genuine moments with a touch of a nostalgic feeling.

Life is full of fleeting moments, and you can effortlessly freeze them with the FujiX100VI. The visual concept of the Ad revolves around the theme of simplicity, capturing genuine emotions within special moments of life. The imagery looks like candid moments frozen in time. That will

showcase the raw beauty of everyday life. The focus is on capturing emotions and experiences rather than staged or overly composed shots.

The color palette evokes a sense of nostalgia and simplicity as well by utilizing soft and muted tones. Pastel shades, faded hues, and gentle contrasts enhance the vintage feel as well. The typography will go along with the simplicity theme as they are clean and minimalist text.

These elements will create a reflective, contemplative, and inviting mood for the viewers to take a second to pause and appreciate the beauty in life's simple moments.

The FujiX100VI film camera is the central focus point, these creative themes will highlight its vintage design and timeless appeal. Candid photographs showcase genuine emotions and experiences. Subtle elements of nature, such as flowers, trees, or sunlight add a touch of tranquility to the visuals.

Moreover, the creative theme for the FujiX100VI film camera campaign centers on the idea of freezing that feeling of simplicity and authenticity. It encourages viewers to embrace the beauty of life's fleeting moments and capture them effortlessly with the FujiX100VI, celebrating the art of photography in its purest form.

- **Ad Samples/Comps** – 5 total from each student (1 TV, 1 magazine or newspaper, 1 OOH , 1 internet display, 1 internet search)

## Unconventional Styles Redefining Fashion Norms

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Tiny, but mighty.



FUJIFILM X100VI

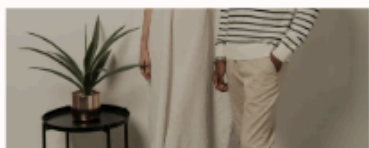
Freeze the feeling, simply.

**FUJIFILM**

## Urban Fashion Statements

### That Turn Heads

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Ad · en-us/products/cameras/x100vi/.com


## Elevate Your Creativity FujiFilm X100vi Redefine Imaging Possibilities

X100VI offers advanced video performance in a compact, lightweight body. Fast, Power, Focus

★★★★★ Rating for

Newspaper -

Internet display ad -



**FUJIFILM**

**FREEZE  
THE  
FEELING.  
simply.**

**\$1,399** ONE TIME PAYMENT

Contact us for a personalized questions!  
+1 - 999 - 999 - 9999

Check our products!  
Link in our bio [www.fujifilm.com](https://www.fujifilm.com)

OOH Billboard AD

**FREEZE  
THE FEELING.**

**FUJIFILM**

SHOP COLLECTION -  
[WWW.FUJIFILM.COM](http://WWW.FUJIFILM.COM)

A promotional image for Fujifilm featuring two X-Pro2 cameras. The top camera is silver with a black textured body, and the bottom camera is black with a silver textured body. Both are equipped with Fujinon ASPHERICAL LENS SUPER EBC 1-23mm 1:2.8 lenses. The background is a vibrant, abstract geometric pattern in shades of red, pink, blue, and green. The text 'FREEZE THE FEELING.' is prominently displayed in white on the red background, with the Fujifilm logo below it. In the top right corner, the text 'SHOP COLLECTION - WWW.FUJIFILM.COM' is visible.



## Internet Banner Ad -

## FUJIFILM X100VI TV AD STORYBOARD

FRAME 1

**Nostalgia**

The story will begin with a girl named Nataly. She is around 15 years old and is using her phone to take pictures with her friends.

FRAME 2

**Scrap Book**

Nataly goes home to show her mom all the things her and her friends had done that day, reminding the mom of some photos from her photo album.

FRAME 3

**Comparison**

Nataly compares her phone to there and says that she wishes there were still cameras that had a vintage feel to it but didn't take forever to develop

FRAME 4

**Surfing the Web**

Later that week, Nataly searches online and finds the Fuji and puts it on her birthday list.

FRAME 5

**Unboxing**

Eventually, she unboxes it and is obsessed with its quality vintage aesthetic

FRAME 6

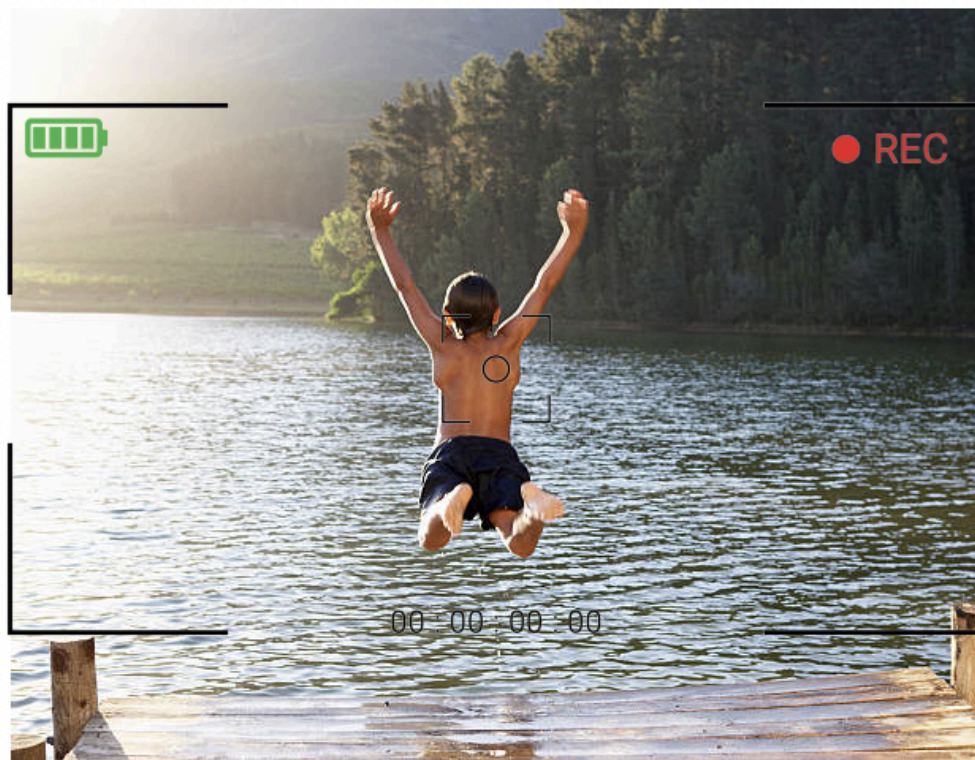
**Catharsis**

The ad ends with her making the very same scrapbook as her mom

## TV AD



# FREEZE THE FEELING,



# SIMPLY.

**FUJIFILM**

OOH AD

**Ad** · [fujifilm-x.com](https://fujifilm-x.com)

## FUJIFILM X100VI | Freeze The Feeling, Simply

Looking for a vintage camera with a modern feel? Say hello to the FUJIFILM X100VI, a camera with that same vintage look you love, surpassing today's technological standards and your expectations.

Search Ad

INTERNET SEARCH

FujiFilmX100vi Get it or Regret it - <https://fujifilm-x.com/en-us/products/cameras/x100vi/>

AD <https://fujifilm-x.com/en-us/products/cameras/x100vi/> camera

Half-price payments for 6 months. 0% APR & \$1,500 Minimum Part Ex.

Over 1500 Models In Stock - Nationwide Dealerships - FujiFilm promise

### **Media Vehicles for Advertising Fujifilm X100vi**

In the marketing sequence for the Fujifilm X100VI, selecting the appropriate media vehicles for advertising is crucial to effectively reach the target audience and maximize brand exposure. Fujifilm's cutting-edge product, the X100vi, a digital camera, requires a strategic approach in choosing the right platforms to showcase its features and draw in suitable, potential customers. Here is an exploration of the media vehicles that we believe would be ideal for promoting Fujifilm X100vi

#### **Photography Magazines:**

Placing ads in well-known photography magazines such as National Geographic, Digital Photography Review, Popular Photography, or Shutterbug offers direct access to highly engaging audiences who are passionate about photography. These platforms provide an excellent avenue to highlight the features and capabilities of the Fujifilm X100vi, capturing the attention of both beginner and professional photographers alike.

#### **Social Media Platforms:**

Using the power of social media platforms nowadays, like Instagram, TikTok, and X is imperative for targeting tech-savvy individuals and photography enthusiasts. Through

captivating visual content and influencer partnerships, Fujifilm can showcase the image quality and innovative functions of the X100vi, generating sales and driving engagement and brand exposure for a diverse target audience.

### **Online Photography Communities:**

Engaging with online photography communities and forums such as DPReview Forums, Flickr Groups, and 500px allows Fujifilm to tap into a specific target audience of photography enthusiasts who are looking for product recommendations and reviews on the hottest new technology and products. By participating in these platforms and sharing content that is generated from users of these sites and communities, Fujifilm can create brand awareness and establish credibility for its new product within the photography community.

### **Technology and Gadgets Websites:**

Collaborating with popular technology and gadgets websites like The Verge, TechCrunch, and CNET enables Fujifilm to reach a broader audience interested in the latest innovations in consumer electronics. By featuring sponsored articles, product reviews, and banner ads, Fujifilm can display the X100vi's advanced features, attracting tech enthusiasts and early adopters who are looking for the best and newest cutting-edge photography equipment.

### **YouTube Channels and Video Content:**

Partnering with influencers and content creators on YouTube, especially ones specializing in photography and technology reviews, can offer a great platform to demonstrate the capabilities of the Fujifilm X100vi through engaging video content, as well as step-by-step tutorials on how to utilize all of the awesome features of the camera. From in-depth product reviews and tutorials to captivating

photography challenges and vlogs, YouTube provides an immersive experience for showcasing the X100vi's versatility and performance to a global audience, from beginners to experts.

**Outdoor Advertising:** Incorporating outdoor advertising mediums such as billboards, transit ads, and digital signage in high-traffic urban areas and photogenic locations enhances brand awareness and reinforces Fujifilm's presence in the market. By strategically placing ads in proximity to photography exhibitions, art galleries, and tourist attractions, Fujifilm can capture the attention of potential customers and drive foot traffic to retail outlets.

Selecting the right media vehicles for advertising the Fujifilm X100vi requires a strategic blend of traditional and digital channels tailored to the preferences and behaviors of the target audience. By utilizing the diverse options of platforms emphasized above, Fujifilm can effectively amplify its brand awareness as well as drive product awareness, and ultimately, inspire consumers to capture their most memorable moments with the revolutionary X100vi digital camera.

### **Ethical Implications**

It may or may not be unethical to exploit psychological data to prime our target audience to purchase our product. We will adhere to all guidelines that are currently in place. Through influencers, we can expand outreach and make advertising not feel like advertising.

**Environmental Impact:** The production and disposal of electronic devices like the X100vi have environmental consequences, including resource depletion, pollution, and electronic waste. Ethical concerns arise regarding the sustainability of manufacturing processes, as well as the responsible disposal or recycling of obsolete devices to minimize environmental harm. We are seeking ways to make this camera more environmentally friendly and sustainable.

**Data Security and Privacy:** If the X100vi is equipped with certain connectivity features, such as Wi-Fi or Bluetooth, there are ethical considerations related to data security and privacy. Ensuring that users' personal data, including geolocation information and captured images, are adequately protected from unauthorized access and misuse is paramount.

**Socioeconomic:** The accessibility and affordability of advanced camera technology like the X100vi could exacerbate existing socioeconomic disparities. While enthusiasts and professionals may benefit from its features for artistic and commercial purposes, marginalized communities may

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