

2023



AMAZON ECHO SHOW 15

MEDIA PLAN

CREATED BY

DANIEL, ZOE, GRACE, YITING, & KENDRA



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EXECUTIVE SUMMARY

The Media Plan as a Whole

Smart speakers have started gaining importance in recent years due to the rapid growth in smart homes. Within this sizable growing marketplace, Amazon is undoubtedly the leader. Amongst the more than 100 million smart speaker users, 60–70% are Amazon device owners. After examining the competitive landscape of this marketplace, we found that staying in the lead is not what Amazon has in mind as a company. We want it to dominate.

Driving awareness and consideration of the Amazon Echo Show 15 is critical to achieving this inspiring goal. We will focus on a singular target, *Multitasking Moms*, who have not yet considered owning such a device but have a clear need for the Echo Show 15 to fill gaps and streamline their busy lives. The Echo Show 15's efficient collaboration and entertainment functions are exactly what they need most - personalized moments in the midst of their fractured schedules.

With a budget of \$20 million, we have devised a strategic media plan to place advertising where Multitasking Moms are comfortable and most susceptible to our message, aiming to grow the U.S. user base from 2% to 5% on a year-long timeline. Based on secondary and syndicated research regarding the consumer decision journey, market situation, and target groups, our plan includes Social Networks, Out-of-home and Digital-out-of-home, Digital, and Direct media. This comprehensive plan will help Echo Show 15 position itself as the all-encompassing unifier of the homestead.

BUSINESS SUMMARY

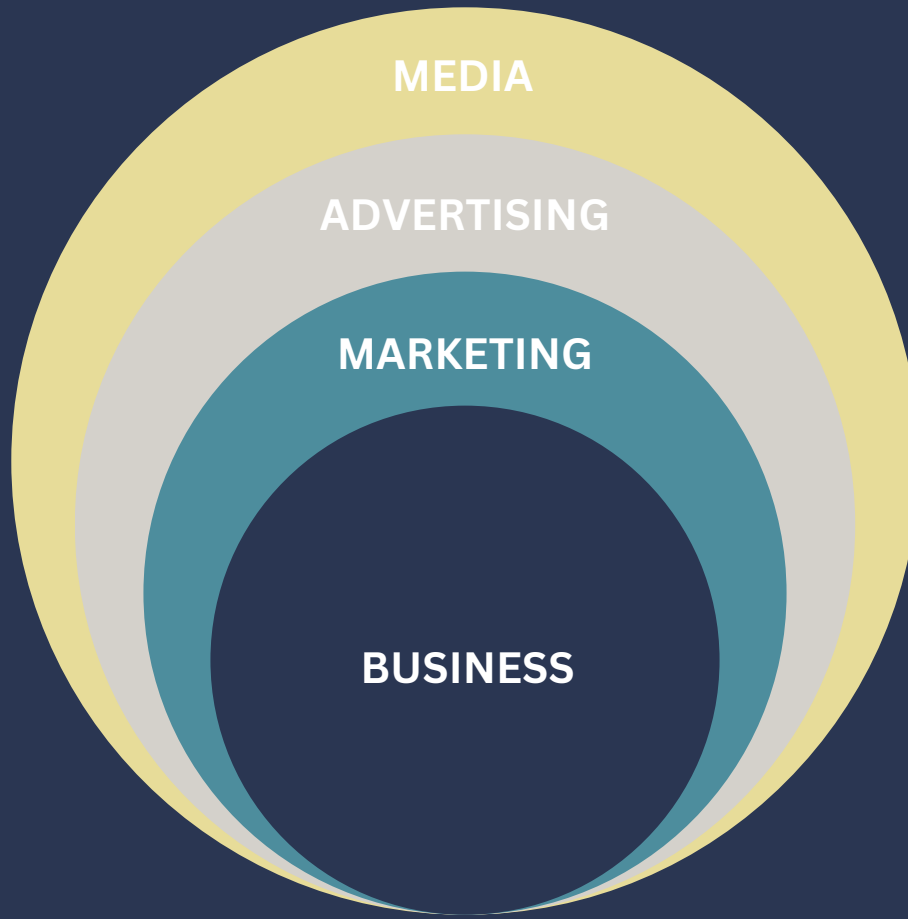
Amazon Echo Show 15

The main goal for Amazon's Echo Show 15 is to drive awareness and consideration in order to grow the audience for smart home device usage. To accomplish this goal, we plan to create a media plan that utilizes GWI to learn the purchasing habits of our audience as well as their general interests. We will then use Commspoint to discover the best times to reach the audience and how our budget should be best utilized to reach them efficiently.

Within the smart home device market, Amazon already leads the pack. Of 100M smart speaker owners, 60-70% of them own an Amazon device (Echo or Alexa). To break this down further, "according to eMarketer, about 20% of the U.S. population are Amazon Echo users in 2022 - accounting for more than half of current users." The new Echo Show 15 is revolutionizing the market with a 15.6-inch, 1080p LCD touchscreen and according to the client brief, is "designed to be a command center or digital noticeboard **for all the family**." The question is then posed: How do we move Amazon from leading to dominating the smart home market?

BUSINESS SUMMARY

Objectives



Business Objective

To grow the U.S. audience base from 2% to 5% in the next 12 months.

Marketing Objective

To grow audience awareness & increase sales.

Advertising Objective

Position the Echo Show 15 around one big idea.

Media Objective

Utilize media to reach the audience through DOOH, social, TV, & digital.

SITUATION ASSESSMENT

Business Challenges

TWO KEY CHALLENGES FACING SMART HOME DEVICES



Economic:

Inflation has caused consumers to cut down on unnecessary spending. Mintel reports that the home audio market must consider the current economic climate when marketing because, "consumers are facing inflationary pressures not experienced since the 1970s as surging demand and supply chain issues result in rising prices in nearly every market" (O'Donnell, 2022, p.18). Amazon is not exempt from this trend.

Technological:

Data collection and personal privacy also pose issues when marketing home audio technology, specifically a smart device. Fears of someone listening in or recording household conversations are already high, but the Echo Show 15 LCD screen poses a whole new fear. Not only is it audio-driven, but also responds with intuitive displays. Amazon must continuously gain the trust of its consumers.



SITUATION ASSESMENT

The Specs of the Brand

Amazon Echo Show 15:

(Amazon Official Site, 2022)

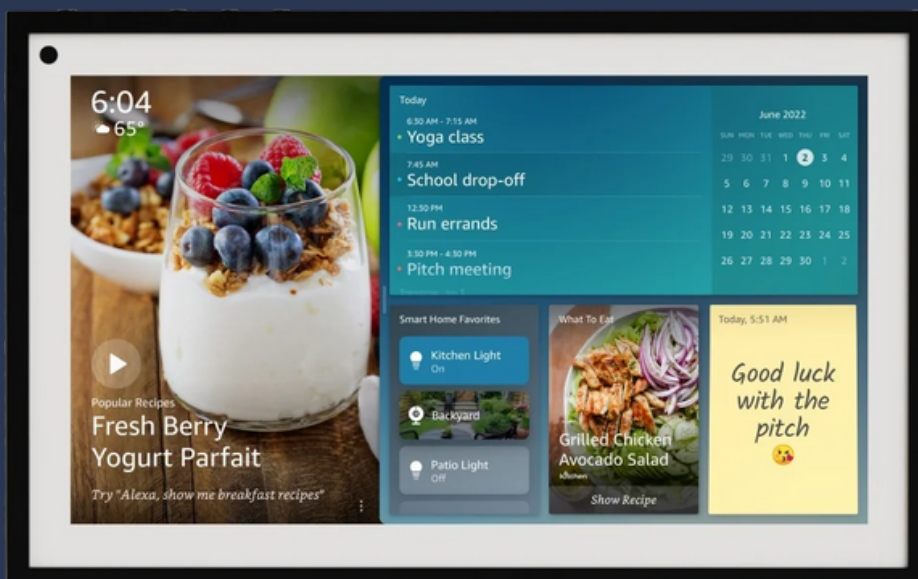
Released: September 28, 2021

Price: \$169

Includes: 30W power adapter, 5 ft cord, wall mount set, instruction guide

Features:

- Size: 15.6-inch, Full HD (1080p) touch screen
- Layout: Orientation can be landscape or horizontal
- Camera: Front facing, 5 MP + Shutter
- Sound: Dual 1.6-inch speakers
- Weight: 4.87 lbs
- Set up: A few steps to connect to WiFi, electric drill for mounting, stand for standing
- Compatibility: Alexa app with...
 - Fire OS, Android, iOS, web browser
- Connectivity:
 - Mobile devices -> Echo
 - Echo -> Bluetooth Speaker



SITUATION ASSESSMENT

The Competitors

Google Nest Hub Max:

Price: \$229

Features:

- 10-inch HD screen
- Stereo speakers
- Make free, high-quality video calls to any device

Pros:

- Auto-framing that keeps you in the frame during video calls
- Face match technology that allows for a more customizable experience
- The camera can be used for security purposes
- The screen can be controlled by gestures

Cons:

- Lower sound quality than Amazon Echo Show
- The camera cannot be covered with a shutter
- Not capable of supporting Netflix

Lenovo Smart Clock:

Price: \$200

Features:

- Powered by Google Assistant
- 10" HD Screen
- Allows you to video chat with friends

Pros:

- Powered by Google Assistant
- Great hardware and software design

Cons:

- The sound quality is not as good as its competitors
- Does not support Netflix or Hulu
- Does not support sending messages
- Calls can only be done through Google Duo

SITUATION ASSESSMENT

SWOT Analysis

Strengths

- Larger screen size than its competitors (15.6 in vs 10 in)
- Powered by Alexa, which is capable of understanding 8 different languages including and uses Amazon's artificial intelligence-based Natural Language Understanding technology
- Allows for the use of widgets to enhance features
- Has a notably lower price than its two closest competitors

Weaknesses

- Audio quality
- Camera quality
- Some customers claim that there are bugs in the touch-screen reactivity
- The limit of 15 widgets reduces the ability to personalize user experience
- Once the device is mounted to the wall, you cannot easily change its orientation

Opportunities

- Hands-free device for concerns relating to strict efficiency, general ease, and accessibility.
- Pairing across mobile phones and Bluetooth devices can connect the home making the best use of what users already have rather than simply adding a new, separate device with which to fiddle.
- Amazon Echo has a massive umbrella brand not confined to tech and can parallel success in Prime Delivery, video, and shopping to the first-time users of such a product

Threats

- The abundance of smartphones that have a touch screen and have voice commands, such as Apple's Siri with the iPhone, may diminish the need for another device
- Privacy concerns due to the attentiveness of the device - personal info, audio, and video - and possibility of hackers and data collectors

SITUATION ASSESSMENT

BARRIERS

PRIVACY/SECURITY

Privacy is the center of a lot of debate around smart speakers. People worry about hackers getting their information, and it bothers them that the smart speaker is always listening.

NOT A NECESSITY

Study found that 60 percent of people who don't own a smart speaker cite a lack of need as the main reason.

PRICE

Even with the growing number of cheap smart speakers, the higher price is still locking some potential smart speaker owners out of the space.

DRIVERS

CONVENIENCE/ORGANIZATION

You can control everything with your voice, making life easier. Smart speakers also help you stay on track and provide reminders.

VOICE CONTROL

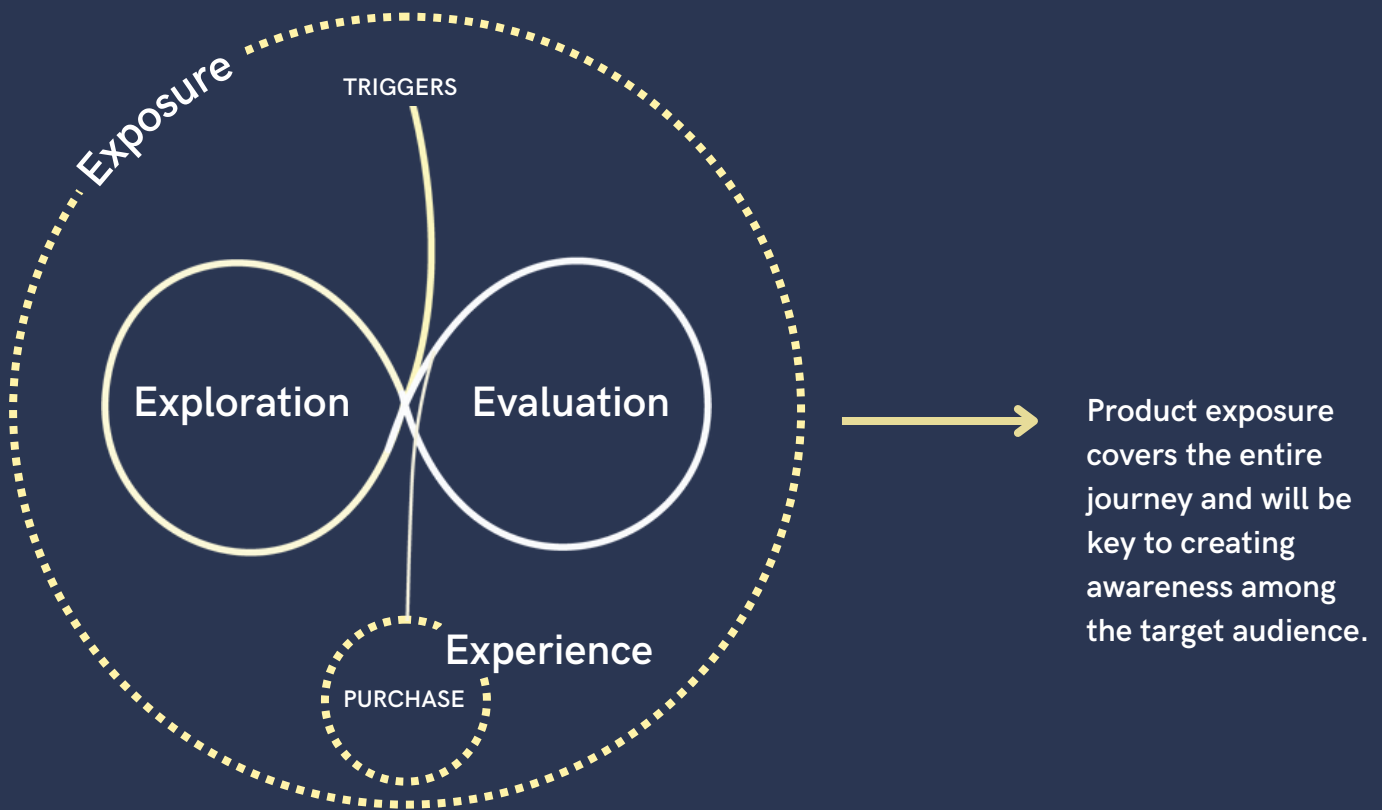
With virtual assistants, smart speakers can have everything integrated, and people can listen to everything through one set of speaker.

CUSTOMIZATION

Widgets and others tools, which are integrated into the Echo Show, allow the device to be personalized to individual or family needs.

CONSUMER DECISION JOURNEY

Marketing Model



We decided on Google's rendition of the the "loyalty loop" which was built out of their "Messy Middle" series. This model appropriately fits the Echo Show because it ties in the post-purchase experience, specifically product experience. While the McKinsey Model was a close second, it gives too much power to the intentional post-purchase outreach. In the case of an electronic item, the consumer does not need to be heckled for repurchase, rather they need to trust the product's functionality. Through software updates and accessible features, the consumer should fall in love with the product and want to recommend it to family and friends.

(Think with Google, 2020, p. 18)

CONSUMER DECISION JOURNEY

Step-by-step

EXPOSURE

The first point of connection the Amazon Echo Show 15 has with the consumer may simply be exposure to the product in someone's home or seeing an advertisement for the product. However, exposure remains throughout the entire journey and is key to keeping customer attention.

TRIGGER(S)

The consumer moves from a passive state to an active state through one or several factors to drive them to recognize the where a smart home device is needed in their life.

EXPLORATION

The exploration stage begins when the consumer really starts considering the product by comparing it to competitors, making sure adequate funds are present, determining where the product would fit in home, or rationalizing its purpose in daily life.

EVALUATION

The consumer narrows down their choices and holistically reviews the act, necessity, and value of the purchase of the Amazon Echo Show 15 product. They also begin to think of the product in a more personalized manner, considering how it could elevate their home or simply improve their daily experience.

EXPERIENCE

The consumer's experience using other Amazon Echo products, or with Amazon as a whole, largely dictates the feeling one has towards purchasing a product pertaining to that brand and making that final purchase decision.

PURCHASE

TARGET AUDIENCE



TECH USE

Voice Assistant

AGE

34-54

GENDER

Female

EDUCATION

Bachelor's Degree

HHI

\$100,000-200,000

FAMILY

Mother

We looked at people who use a voice assistant in their technology sphere to make introducing a new product a little easier. An audience who already uses voice assistant technology would be more accepting of new devices including it.

We chose an age range of 34-54 as we found the majority of voice assistant frequent users and Amazon Prime account holders fell within this range.

We believe that Mothers would be the perfect market segment for the Amazon Alexa Echo Show 15. 84% of Moms 34-54 use Amazon as their primary shopping site online.

TARGET AUDIENCE

Persona

MULTITASKING MOM MARIANNE



DEMOS

Marianne Williams is Female and 35, has a full-time career and has completed her bachelor's degree. She is a work-from-home healthcare representative. She is married with three kids, including a six-month-old baby, a seven-year-old, and a 14-year-old. She lives in White Plains, New York. Her husband commutes into the city for work while she works as a healthcare representative online from home.

PSYCHOS

She values education and respect in the family. As someone who has come from a strict home, she likes to run her ship with organization and directness. She prides herself on being a young cool mom and likes to keep up with trending technology and Internet apps. She believes that designer labels improve a person's image and will spend whatever she has to to make herself look younger. She will pay any price for an electronic item of quality that she wants.

TARGET AUDIENCE

Persona

Marianne is outgoing and hard-working mother of three. She grew up with three brothers and a single father where she was given a lot of responsibility to carry the mother role in the family. She balances a network of activities while trying to maintain strong relationships with her friends and family. Sometimes, the work becomes too much to handle, and she looks for extra assistance in her household but is held back by responsibilities at work. She wishes that she could communicate with her brothers more without having to split up her day.

Marianne knows smart homes are trending and has purchased several lightbulbs that you can change the color of from your phone. She likes to have modern technology in her kitchen and quality technology for her husband's and children's electronic devices so that they are always perceived well.

She has a high online intensity but she's trying to reduce her screen time. The Amazon Echo 15 will help her stay up-to-date on the content she likes to absorb while multitasking on the work she needs to accomplish away from her screen.



INDEX

126

"I trust advertising through social media"



INDEX

137

"I buy new tech products as soon as they are available"



INDEX

127

"The kitchen is the most important room in my home"

PERSONA: MARIANNE



CURIOUS

79% use their internet and apps for finding information, 72% for staying in touch with friends and family, and 70% for researching how to do things. All of these qualities can be accomplished with the Amazon Echo Show 15.

SOCIAL

She is an on-the-go highly social person and sticks to a strict routine, trying to fit in as many tasks as she can in a day. However, the struggle to balance can often make her feel isolated and she wants to communicate more with her family and friends without having to fit it in her busy schedule.



TREND FOLLOWER

She is an avid news lover and likes to stay up-to-date on the latest TV show trends and celebrity gossip. She doesn't have time to watch shows, so she loves to get her information by listening to podcasts or watching quick news clips. The content she enjoys needs to be fast, avoiding any dragged-out stories.



PERSONA: MARIANNE

MEDIA BREAKDOWN

70% of our audience pays for a music or movie streaming service, which our product can coordinate with for all of their streaming needs. 84% of Moms 35-54 use or have visited Amazon in the last month.



MEDIA INSIGHT

Get the Multitasking Mom to believe that the Amazon Echo Show 15 will unify her home by streamlining daily tasks and providing entertainment for the entire family.

MEDIA OBJECTIVES

GOAL

The media goal is to grow the Amazon Echo Show 15 reach from 2% to 5% in the next 12 months amongst moms, age 35-54, by demonstrating delightful, customizable experiences with the Amazon Echo Show 15.

WHY

By targeting full-time working moms who care about household organization, we can offer them the perfect tool to do just that. The Amazon Echo Show 15 will be showcased in a way that seamlessly blends into the household bustle. While the audience is hesitant to make a big purchase, she is more apt to do so when it benefits the entire family.

The Amazon Echo Show 15 provides a way to make the little moments easier. Full-time working moms can coordinate their organization in their home, work, and family life. This product will take the headache away from the tasks that otherwise interrupt their routine. It is a product that can combine anything from media passions, communication needs, home improvement solutions, and recipes to a customizable platform.

HOW

Through a deeply thought out media mix, the Echo Show 15 will be displayed in key areas, that meet the audience at several points through the consumer decision journey. In need of quick, accessible information and momentary check-ins, social media will be utilized strategically to maintain brand repetition with the consumer. The use of Facebook and Pinterest will play the largest role. DOOH will be utilized to offer physical interaction with the product. Digital is key to meeting the audience while at work, on a desktop or laptop. Finally, a direct medium, specifically subscribed emails, offer a high reach and therefore guarantee increased awareness.

MEDIA PLAN OVERVIEW

01

SOCIAL NETWORK

02

OUT OF HOME & DIGITAL OUT OF HOME

03

DIGITAL

04

DIRECT

01 SOCIAL NETWORK

\$6,487,530 making up **32.4%** of the total budget

Social network advertising acts as an integral form for reaching our target audience. Advertising done on social network platforms make up for the second largest portion of our campaign budget. According to GWI, 32.2% of our audience says that they are likely to discover new brands or products through ads seen on social media. They index at 142.6 for having clicked on an ad seen on a social network within the last month. This indicates that they are likely to interact with ads seen on social media and often find new brands/products on social media platforms.

Facebook Ads

For our audience, Facebook ads have a reach of 70%. This is the second-highest reach of any channel used in our media plan. The budget for Facebook Ads is \$2,261,239, comprising 11.3% of our entire budget. Facebook ads are also useful for establishing trust in a brand.

Facebook Brand Group/Page

Facebook brand groups and pages have a reach of 14%. This reach is lower because it requires the active seeking out of information by the target consumer before the ad reaches the target audience. However, if the audience interacts with groups/pages concerning Amazon or the Amazon Echo, they are already displaying interest in the product. The promotion is on owned media, so it doesn't affect the budget.

Instagram Ads

Instagram ads have a reach of 59% for our target audience. Our budget for Instagram ads is \$2,354,166. It accounts for 11.8% of our total budget. Instagram ads are helpful in displaying the personalization qualities of the product as well as establishing trust in a brand.

01 SOCIAL NETWORK

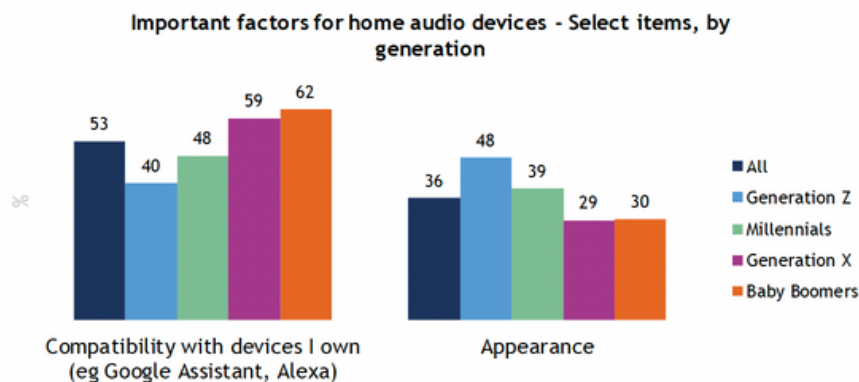
\$6,487,530 making up **32.4%** of the total budget

Pinterest Ads

The Pinterest audience is engaged in home improvement and crafty tools and tips for elevating lifestyle. Moms age 34-54 are already using it to look for new products, whether subconsciously or consciously. Our budget for Pinterest Ads is \$1,872,125, which is 9.4% of our total budget. While our Commspoint had a predicted reach of 52%, the growing success and organic strategy of Pinterest combined with an audience that heavily uses it will increase our predicted numbers. We are aiming to decrease our cost per click by 30%, increase the click through rate by 70%, and drive 20% more moms towards the Amazon shopping page. Appearance is one of the highest ranking factors in choosing a home audio device. By seamlessly blending the Echo Show 15 into home settings, we can show the target audience that it is an integrated part of the home.

FIGURE 43: IMPORTANT FACTORS WHEN SHOPPING FOR SPEAKERS – SELECT ITEMS, BY GENERATION, 2022


"Which of the following factors are most important to you when shopping for Bluetooth/Wi-Fi speakers, including voice controlled smart speakers? Please select all that apply."




Base: 927 internet users aged 18+ who use Bluetooth or smart speakers
Source: Kantar Profiles/Mintel, August 2022

01 SOCIAL NETWORK


FACEBOOK ADS


Amazon Echo Show
 Sponsored




Amazon Echo Show, a helping hand for when yours are full. Whether you are cooking, playing with your children, or watching a movie with your partner; Amazon Echo is there for you.




Amazon Echo Show 15
[Shop Now](#)


 23k


4.1k Comments 3.1k Shares

 Like
  Comment
  Share


Write comment...


Amazon Echo Show
 Sponsored




Amazon Echo Show, a helping hand for when yours are full. Whether you are cooking, playing with your children, or watching a movie with your partner; Amazon Echo is there for you.



Amazon Echo Show 15
[Shop Now](#)


 23k

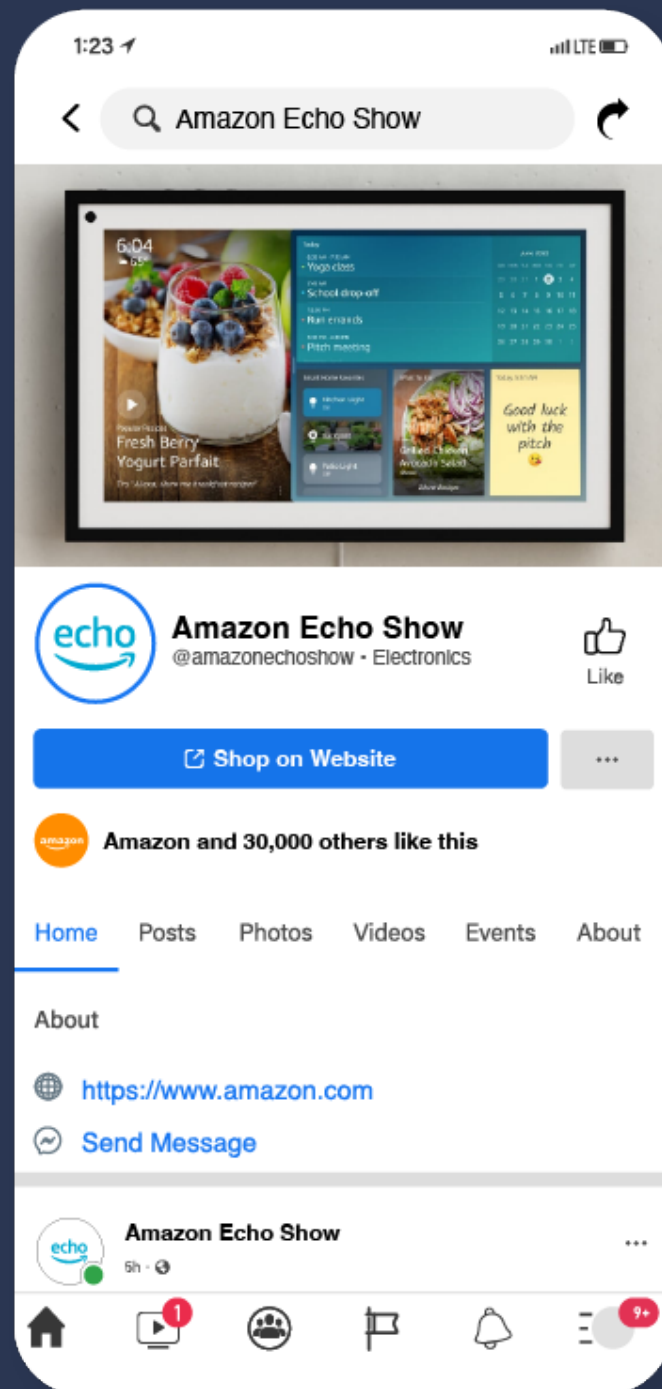
4.1k Comments 3.1k Shares

 Like
  Comment
  Share

Write comment...



01 SOCIAL NETWORK


FACEBOOK BRAND/GROUP PAGE




01 SOCIAL NETWORK





INSTAGRAM ADS


Instagram



amazonechoshow
Sponsored
...










Amazon Echo Show 15
Shop Now








50,000 views

amazonechoshow Amazon Echo Show, a helping hand for when yours are full. Whether you are cooking, playing with your children, or watching a movie with your partner; Amazon Echo is there for you.












Instagram



amazonechoshow
Sponsored
...








Amazon Echo Show 15
Shop Now

50,000 views

amazonechoshow Amazon Echo Show, a helping hand for when yours are full. Whether you are cooking, playing with your children, or watching a movie with your partner; Amazon Echo is there for you.

01 SOCIAL NETWORK

PINTEREST ADS



Mobile



Desktop



Desktop



Amazon.com

Echo Show 15

\$169.99

Free Shipping



Shop

Save



www.amazon.com

\$169.99

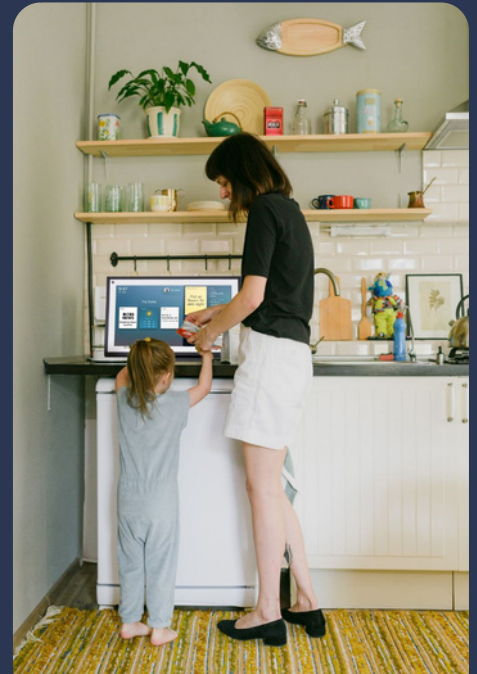
Echo Show 15

Spend more quality time with those you love while still being on top of your daily needs. You can keep an eye on your resting child while watching a movie with your partner!



Amazon.com
703.4k followers

Follow



www.amazon.com

\$169.99

Echo Show 15

Spend more quality time with those you love while still being on top of your daily needs. You can keep an eye on your resting child while watching a movie with your partner!



Amazon.com
703.4k followers

Follow

02 DOOH & OOH

\$5,719,473 making up 28.6% of the total budget

Smart Window Display

Experiential Brand Events was the highest ranking media form in Commspoint. However, it is not the easiest media to conduct nor is it ideal for an awareness goal. Therefore, while still keeping its influence in mind, we decided on using DOOH to produce an "experiential type" of advertising. By mimicking Amazon's 2021 smart window display, "Alexa in a Pear Tree," we can grab consumer attention, force user interaction, and display product capabilities all in one. The display itself will come to life at the sound of the user command just as it would in the user's home. We will place these smart home window displays in outlet malls in suburban areas to meet the audience while they are actively shopping. Recognizing that the majority of our audience lives in the northeast, we plan to target outlet malls outside of 8 key cities: Portland (Maine), Boston, Hartford, NYC, Buffalo, Philadelphia, Pittsburg, & Newark.

Using the innovative smart home window display, we will combine the budgets for outdoor video screen ads (\$1,637,921) and shopping mall ads (\$2,154,771), which together have an average 56.5% reach. The funds will be allocated towards executing this media form to the highest degree. With merged funds, DOOH will make up 19% of the total media budget.



Alexa in a Pear Tree
SoHo, NYC (Amazon, 2021)
<https://www.instagram.com/p/CXERzrcM8HR/>

02 DOOH & OOH

\$5,719,473 making up 28.6% of the total budget

Billboards

We will also use billboards in these same 8 suburban locations to supplement the smart window display, increase frequency, and enhance brand/product recall. At the third highest of all media, outdoor billboards have an estimated 63% reach. Placed along major highways, these traditional billboards will use our media insight and campaign tagline to quickly draw the attention of travelers. Billboards work well for the Multitasking Mom as it meets her in her busiest moments: driving the children to school, commuting to work, or heading to a family get-together. This media form plays into our marketing model which stems from Google's, "The Messy Middle" study. By targeting the audience, quite literally, in the middle of their day-to-day tasks, we introduce the Echo Show 15 as the solution to their busy lifestyle. This seamless integration creates consistency across media platforms as it is also executed in the use of Pinterest ads. \$1,926,781 will be allocated to out-of-home (9.6% of total budget).



03 DIGITAL

\$6,894,793 making up **34.5%** of the total budget

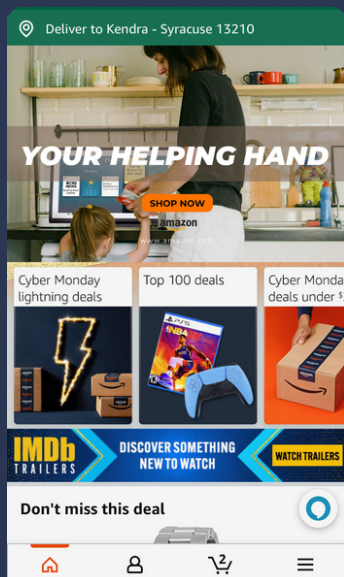
Digital will be a crucial part of our overall campaign. Of all the channels we selected, digital took up the most significant portion of the budget, with the highest investment in internet ads. It is undeniable that people are spending an increased amount of time online or on their mobile devices. We are also aware that most smart speaker device transactions are completed online. For our target, digital is irreplaceably essential in their work (mainly remote) and daily lives (often require multitasking). We plan to increase their awareness of Echo Show 15 by (1) internet ads, (2) brand/company website, (3) paid search, and (4) podcast ads.

Internet Ads

Internet ads have 76% reach in our target, the #1 ranking of all selected channels. Our audience is passionate about internet apps and keeps up with trending technology. We will promote contextual banner ads (including text, images, and even video-based) through online platforms such as Google Ads and Amazon Ads, using their display networks to reach a broader range of audiences.

Brand/Company Website

As an Amazon product, Echo has built-in advantages. The official site maintains high consistency with the rest of Amazon's products, with solid functionality and excellent user experience. We will add some unique visual assets based on this, echoing our social media ads to promote brand recognition and brand recall.

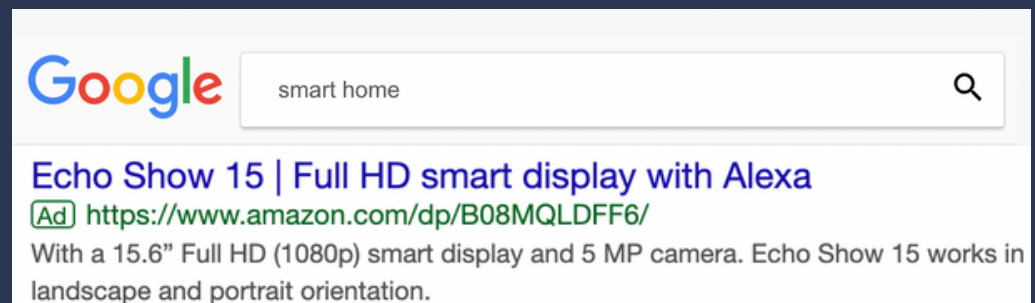


03 DIGITAL

\$6,894,793 making up 34.5% of the total budget

Paid Search

Paid search advertising has become essential for online consumers' browsing and information-searching experiences. When people search for keywords such as "smart home," "voice assistant," and "smart speaker," Echo Show 15 will be their first result, linking directly to the purchase page. In addition to these highly relevant keywords, we will also place terms related to the needs of our target, such as "information gathering," "routine scheduling," and "kitchen companion."



Podcast Ads

Podcast advertising can go from driving mass awareness to converting a highly targeted audience. According to The Infinite Dial, weekly audio listening hit an all-time high in 2021, with 192M Americans tuning in every week. The study found that our target prefers entertainment and lifestyle podcasts, especially true crime podcasts. They find the enticing stories both entertaining and relaxing. We plan to advertise on true-crime podcasts they have expressed interest in, such as My Favorite Murder, as well as health & fitness podcasts, such as Motherhood Unfiltered. And we will use Alexa's voiceover to create commercials with different podcast styles, arousing audiences' desire to purchase while evoking awareness. (Edison Research, 2021, p.13.)



04 DIRECT

\$898,204 budget making up 4.5% of the total budget

Subscribed emails

Our **direct, paid** medium of communication will be executed through **subscribed emails**. At the lowest cost of our four selected mediums - taking up just 4.5% of the overall budget - emails still drive a 34% reach and boost product awareness while the subscribed audience is within the exploration phase, and is semi-interested in a future purchase.

Our emails will be released during the work week on Monday and Wednesday mornings when our target is starting the work day, thereby glancing at their newest emails.

AS

Amazon Shop
 To: Marianne Williams >

8:55 AM

Too busy to read this email...time to get some help with Amazon Echo Show 15

The advertisement for the Amazon Echo Show 15 features a woman sitting at a desk, looking exhausted with her hand on her forehead. In the background, a young girl is jumping joyfully. The Echo Show 15 is shown in the foreground, displaying a vibrant interface with a recipe for 'Fresh Berry Yogurt Parfait', a calendar, and weather updates. To the right of the device, three buttons are listed: 'convenience', 'voice control', and 'customization'. At the bottom, a call to action says 'click to see more'.

You may [unsubscribe](#) if you no longer wish to receive emails sent to this recipient list.
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PAID. EARNED. OWNED.

OOH Billboards	Awareness	Paid
DOOH Billboards	Awareness	Paid/Earned
Shopping Mall Ads	High Quality/Trust in Brand	Paid
Internet Ads	Awareness/High Quality	Paid
Internet Search	Personalization	Paid
Facebook Ads	Trust in a Brand	Paid
Instagram Ads	Trust in a Brand/Personalization	Paid
Pinterest Ads	Personalization	Paid
Podcast Ads	Awareness	Paid
Emails	Personalization	Paid
Facebook Page	Awareness/Trust in a Brand	Owned
Company Website	High Quality	Owned

BUDGET BREAKDOWN

By Channel Group

Echo
media
plan

Plan type
Automatic

Audience
Echo moms

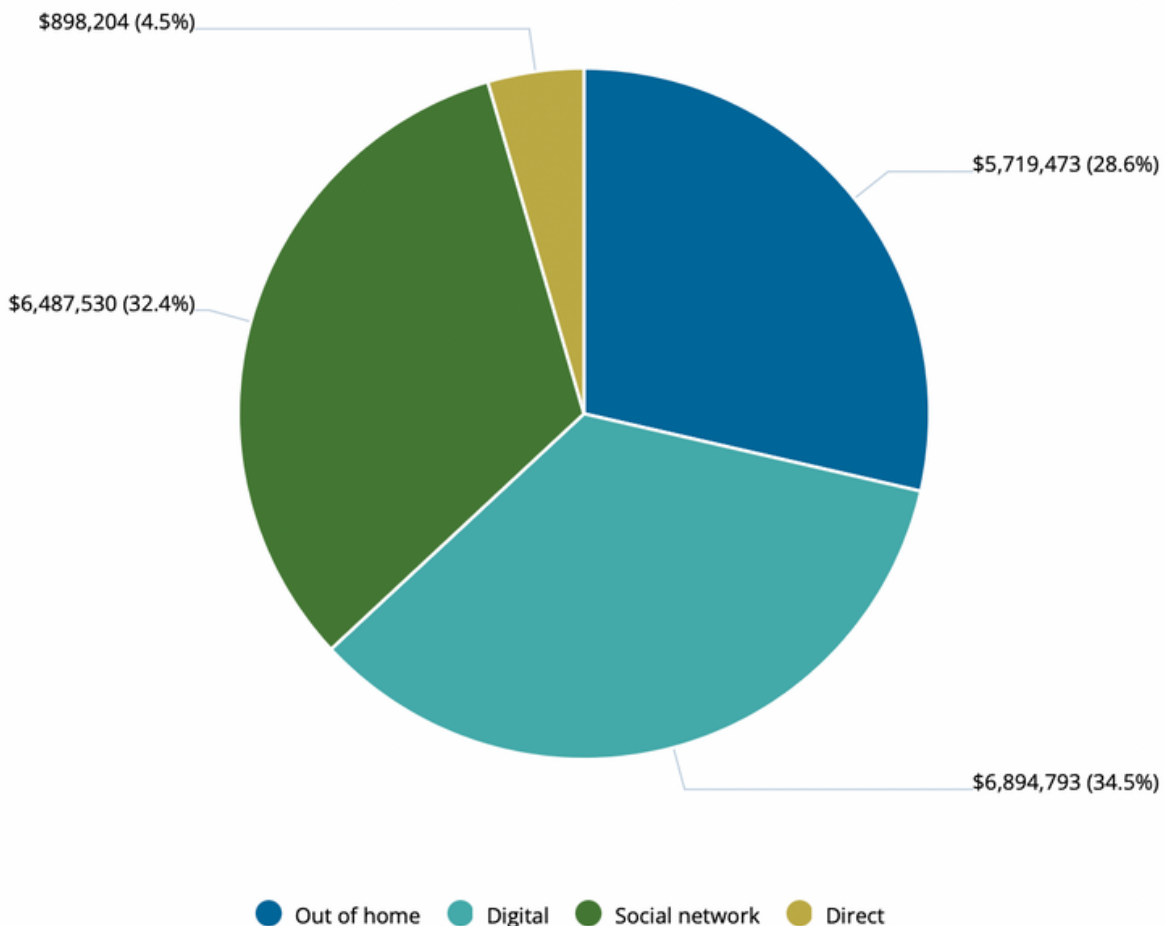
Category
Electronics - Digi...

Budget
\$20,000,000

Duration
8 weeks



Budget Overview - Channel Group (Echo media plan - Echo moms)



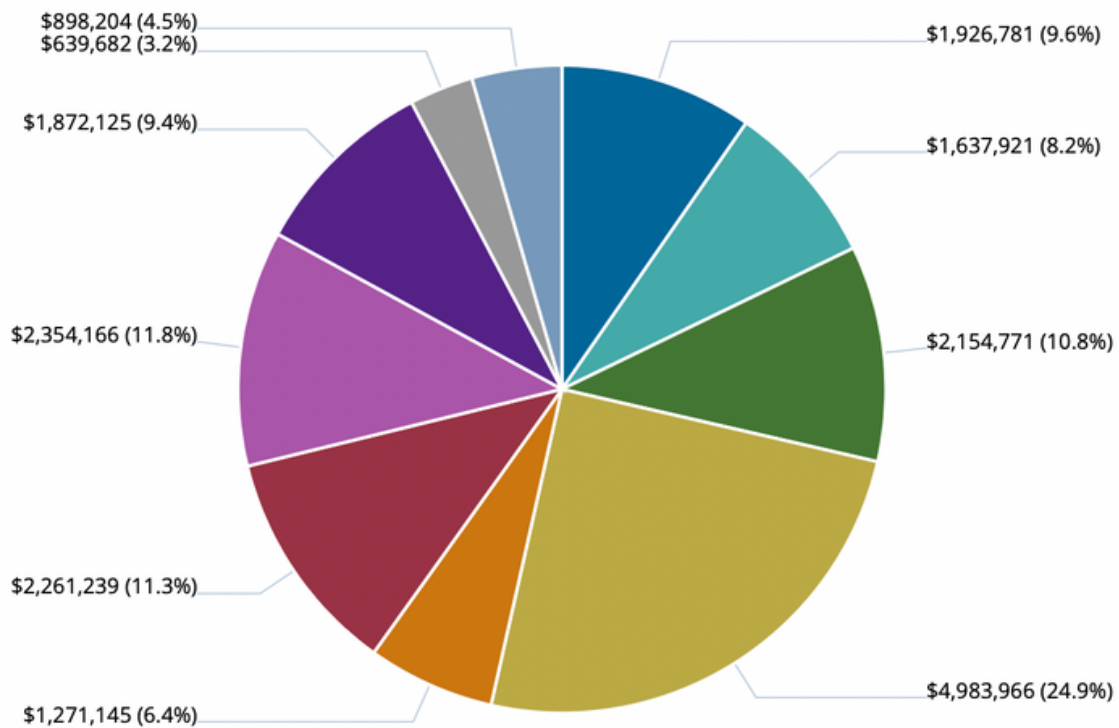
BUDGET BREAKDOWN

By Individual Channel

Echo
media
plan



Budget Overview - Channel (Echo media plan - Echo moms)

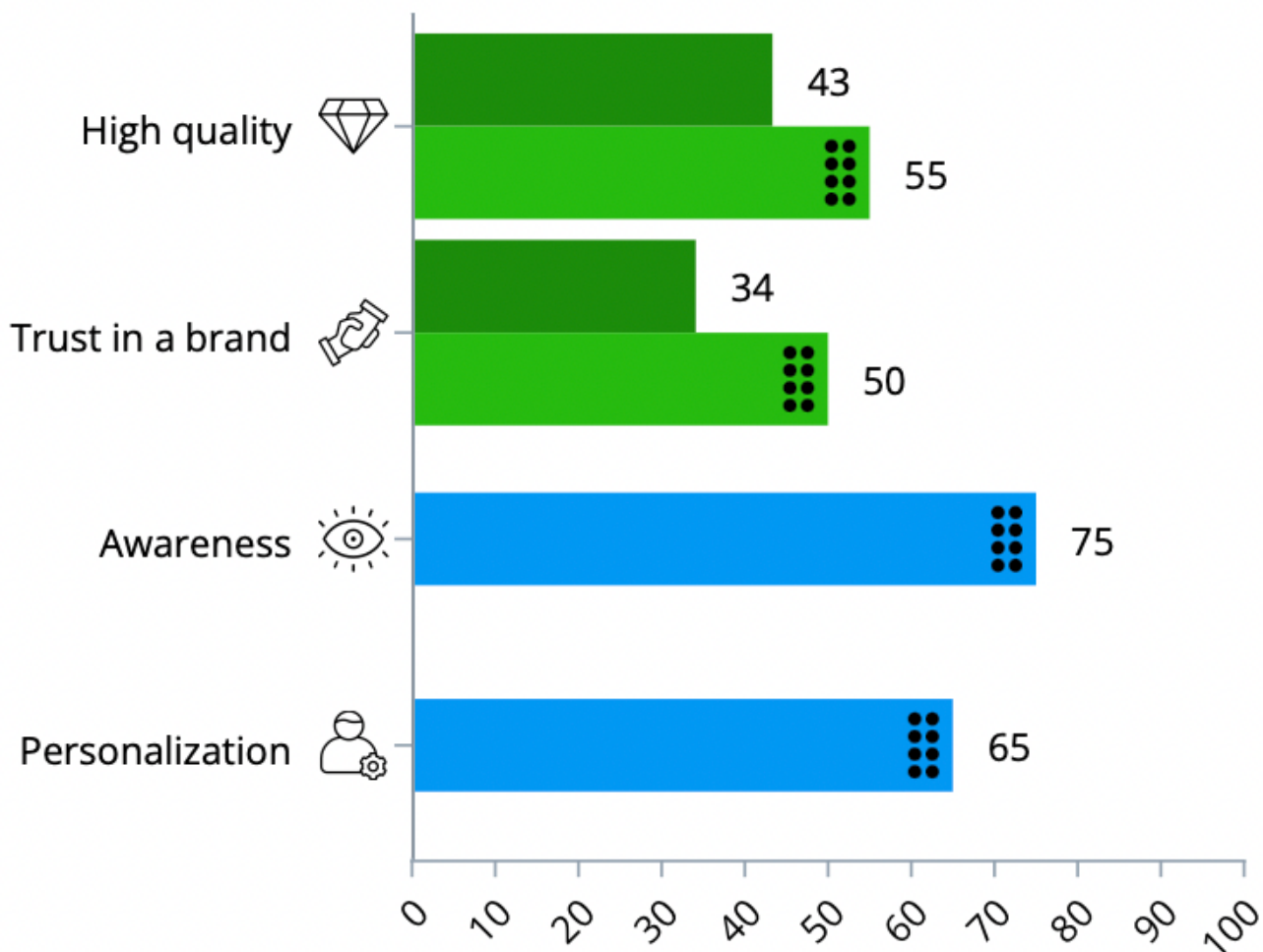


- Outdoor billboards and posters
- Outdoor video screen ads
- Shopping mall ads
- Internet ads
- Internet search
- Facebook ads
- Instagram ads
- Pinterest ads
- Podcast ads
- Emails - subscribed

TASK PROFILE

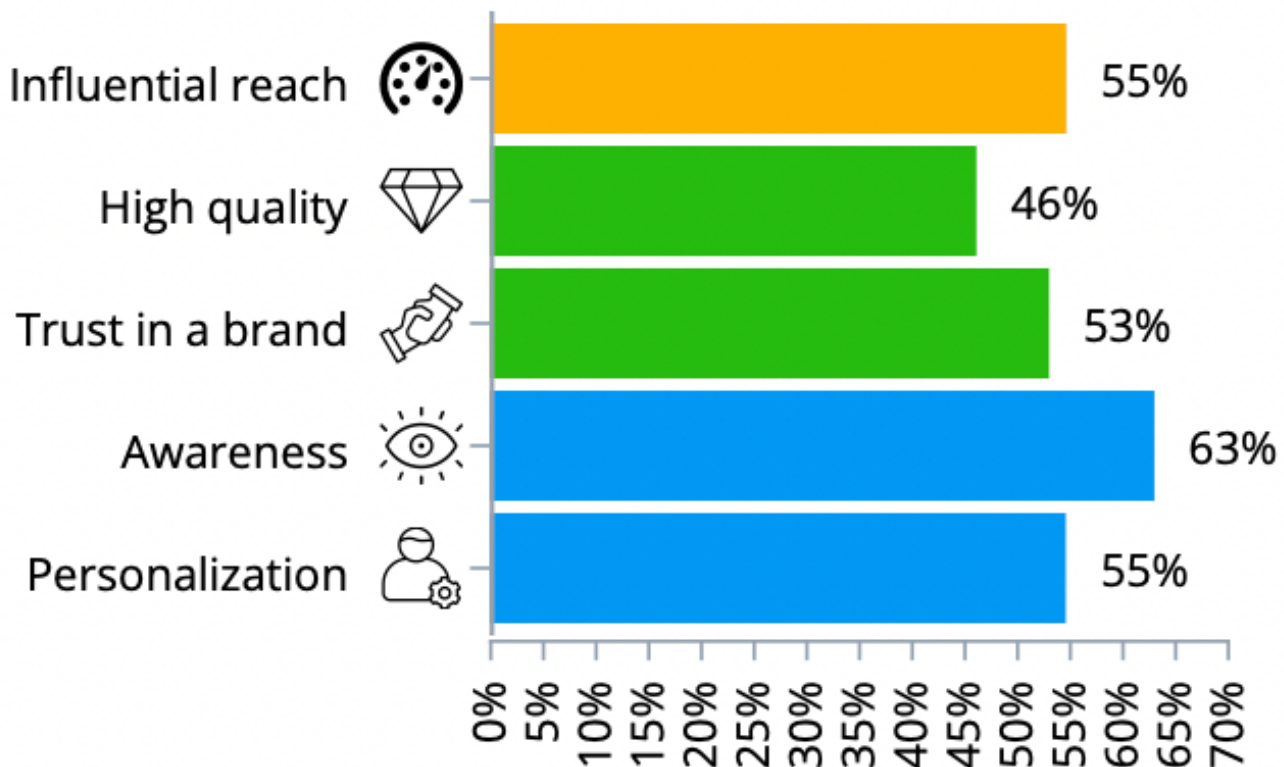
Task Profile

RESET TO DEFAULT



EFFECT REPORT

Effect Report (Echo media plan - Echo moms)



MEASUREMENT PLAN

OBJECTIVE	MEDIA	KPI	MEASUREMENT
Awareness	<ul style="list-style-type: none"> • Social Media • OOH (Billboards) • Digital 	<ul style="list-style-type: none"> • Views • Impressions • Social media interaction 	<ul style="list-style-type: none"> • Social media listening • Facebook Analytics • Google Analytics
Consideration	<ul style="list-style-type: none"> • DOOH • Facebook brand page • Pinterest • Direct email 	<ul style="list-style-type: none"> • Views • Social sharing • Viewing time • Emails opened 	<ul style="list-style-type: none"> • Pinterest Analytics • AI movement tracking • Open tracking
Purchase	<ul style="list-style-type: none"> • Product website • Paid search 	<ul style="list-style-type: none"> • Click-through rate • Cost-per-click 	<ul style="list-style-type: none"> • Google Analytics • Website statistics

CONCLUSION



The Amazon Echo Show 15 uses technology in an all-encompassing fashion. Its capabilities go far beyond the typical smart home device and these unique features must be showcased in a way that categorizes the product as more of a *need* instead of a mere *want*.

Strategic and risky media placement gives us the opportunity to achieve this goal. Through Social Networks, Out-of-home and Digital-out-of-home, Digital, and Direct media, the Echo Show 15 will be positioned as the all-encompassing unifier of the homestead.

Within these media categories, there are two unusual mediums that have the potential to place Amazon well beyond the competition: Pinterest and DOOH. By envisioning the Echo Show 15 through the lens of the *Multitasking Mom*, we concluded that the advertising should not interrupt her daily routine, rather it should naturally draw attention through enticing displays which reaffirm the above goal: to position the product as a *need*.

APPENDIX

			Totals	<input type="checkbox"/> 85,001 to 115,000 USD USA Annual HH Income	<input type="checkbox"/> 115,001 to 150,000 USD USA Annual HH Income	<input type="checkbox"/> 150,001 to 200,000 USD USA Annual HH Income	<input type="checkbox"/> 200,001 USD or more USA Annual HH Income	<input type="checkbox"/> Smart speaker (e.g. Apple HomePod, Amazon Echo, Google Nest) Smart Home Products	<input type="checkbox"/> Smart home product Device Ownership
+ Add an attribute / audience									
1	Totals	Universe	28M	4.7M	3.7M	2.4M	1.5M	6M	74M
		Responses	15k	2.3k	1.6k	967	577	3.1k	3.8k
		% Column	100%	100%	100%	100%	100%	100%	100%
		% Row	100%	16.6%	13.3%	8.4%	5.3%	21.4%	26.4%
		Index	100	100	100	100	100	100	100
2	<input type="checkbox"/> I am loyal to the brands I like	Universe	14.4M	2.5M	2M	1.2M	868k	3.6M	4.3M
		Responses	2.7k	1.2k	838	494	341	19k	2.2k
	Attitudes: All 'Describes me' statements	% Column	51.4%	52.6%	53.4%	51.1%	58.5%	59.7%	58%
		% Row	100%	17%	13.8%	8.4%	6%	24.9%	29.8%
		Index	100	102.5	103.9	99.5	113.9	116.2	112.9
3	<input type="checkbox"/> I research a product online before buying it	Universe	15.5M	2.7M	2.3M	1.3M	891k	4.2M	5M
		Responses	8.2k	1.3k	954	540	351	2.2k	2.6k
		% Column	55.4%	57.2%	61.6%	56.2%	60.1%	69.6%	67.3%
	Attitudes: All 'Describes me' statements	% Row	100%	17.2%	14.7%	8.6%	5.7%	26.9%	32.1%
		Index	100	103.2	111.2	101.4	108.5	125.7	121.6
4	<input type="checkbox"/> Career-focused	Universe	6.5M	1.2M	1.2M	683k	493k	1.7M	2.1M
		Responses	3.1k	590	502	287	189	792	969
	Attitudes: All 'Describes me' statements	% Column	23.3%	26.6%	31.7%	28.9%	33.2%	27.9%	27.7%
		% Row	100%	19%	18.1%	10.5%	7.6%	25.8%	31.5%
		Index	100	114.6	136.3	124.2	142.9	120.2	119.3
5	<input type="checkbox"/> Social / outgoing	Universe	10.9M	1.9M	1.6M	1000k	665k	2.7M	3.3M
		Responses	5.7k	939	676	411	263	1.4k	1.7k
	Attitudes: All 'Describes me' statements	% Column	39%	40.9%	42.9%	42.3%	44.8%	44.3%	44%
		% Row	100%	17.4%	14.6%	9.1%	6.1%	24.3%	29.8%
		Index	100	104.9	110	108.4	115	113.5	112.7
6	<input type="checkbox"/> I feel overworked	Universe	5.7M	971k	733k	489k	323k	1.4M	1.7M
		Responses	3k	487	310	211	131	736	873
	Attitudes: All 'Describes me' statements	% Column	20.3%	20.8%	19.7%	20.7%	21.8%	23.2%	22.5%
		% Row	100%	171%	12.9%	8.6%	5.7%	24.6%	29.3%
		Index	100	102.8	97.2	102.1	107.4	114.6	111
7	<input type="checkbox"/> I am comfortable with my apps tracking my ...	Universe	8.7M	1.7M	1.3M	764k	626k	2.7M	3.2M
		Responses	4.6k	849	582	328	250	1.4k	1.7k
		% Column	31.1%	35.6%	36.2%	32.3%	42.2%	44.4%	42.7%
	Attitudes: All 'Describes me' statements	% Row	100%	19%	15.5%	8.8%	7.2%	30.6%	36.3%
		Index	100	114.4	116.7	104.1	135.9	142.9	137.5
8	<input type="checkbox"/> I am confident using new technology	Universe	10.3M	1.9M	1.7M	967k	629k	2.9M	3.5M
		Responses	5.3k	935	715	403	245	1.5k	1.8k
		% Column	36.7%	40.1%	44.8%	40.9%	42.4%	48.6%	47.2%
	Attitudes: All 'Describes me' statements	% Row	100%	18.2%	16.2%	9.4%	6.1%	28.4%	34%
		Index	100	109.4	122.2	111.5	115.6	132.5	128.8
9	<input type="checkbox"/> I buy new tech products as soon as they are available	Universe	3.3M	720k	768k	362k	234k	957k	1.2M
		Responses	1.6k	356	336	158	89	461	560
		% Column	11.6%	15.5%	20.6%	15.3%	15.8%	15.9%	15.7%
	Attitudes: All 'Describes me' statements	% Row	100%	22.1%	23.5%	11.1%	7.2%	29.3%	35.7%
		Index	100	132.9	177.5	131.6	135.6	136.9	134.9
10	<input type="checkbox"/> Reality TV	Universe	8.5M	1.4M	1.1M	640k	398k	2.1M	2.5M
		Responses	4.5k	677	468	256	166	1.1k	1.3k
	Personal Interests	% Column	30.4%	29.7%	29.6%	27.1%	26.9%	34.4%	33.8%
		% Row	100%	16.2%	12.9%	7.5%	4.7%	24.3%	29.4%
		Index	100	97.7	97.4	89.1	88.3	113.2	111.1
11	<input type="checkbox"/> Television	Universe	16.3M	2.7M	2.1M	1.3M	795k	4.1M	4.9M
		Responses	8.7k	1.3k	878	531	315	2.1k	2.5k
	Personal Interests	% Column	58.3%	57%	56.3%	55.2%	53.6%	68.1%	65.8%
		% Row	100%	16.2%	12.8%	8%	4.9%	25%	29.8%
		Index	100	97.7	96.6	94.6	92	116.8	112.9
12	<input type="checkbox"/> Vegetarian food	Universe	3.4M	558k	534k	310k	231k	880k	1M
		Responses	1.7k	265	214	125	94	418	499
	Personal Interests	% Column	12.3%	12%	14.4%	13.1%	15.6%	14.6%	14.1%
		% Row	100%	16.2%	15.5%	9%	6.7%	25.5%	30.4%
		Index	100	97.5	116.9	106.7	126.9	119.1	114.8

% who typically find out about new brands and products through the following media:

Paid media

83.7

Audience %
Moms 35-54

Audience %

Earned media

79.6

Audience %
Moms 35-54

Audience %

Owned media

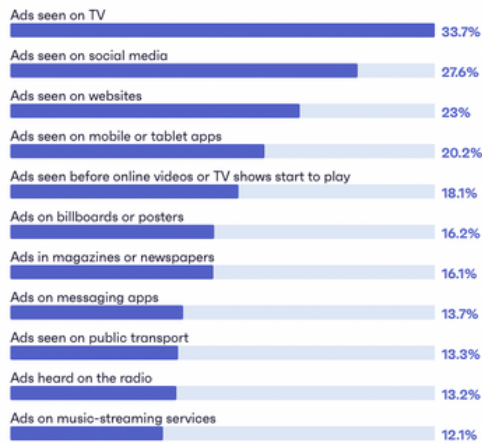
62.7

Audience %
Moms 35-54

Audience %

Advertising discovery

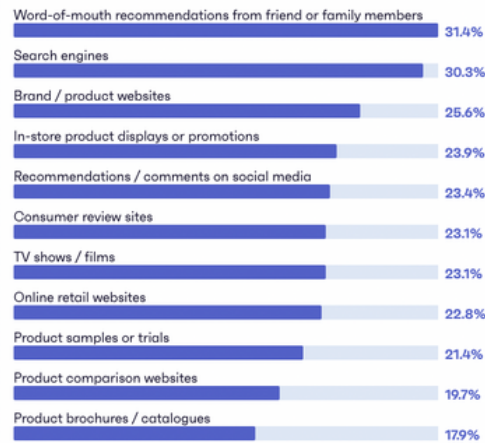
% who typically find out about new brands and products through the following advertising



Audience %

Brand discovery

% who typically find out about new brands and products through the following channels



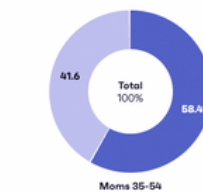
Audience %

Consideration

The following pie charts take you through consumers' purchase behavior. Each chart will tell you their purchase preferences and interactions.

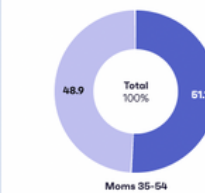
To read each chart, the segments will tell you the percentage of consumers that prefer to do the following:

In-store vs online



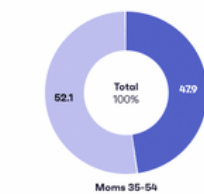
Audience %

Big vs local retailers



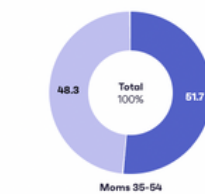
Audience %

Products vs experiences



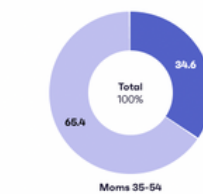
Audience %

Familiarity vs price



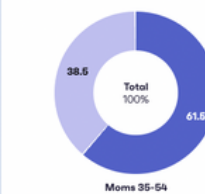
Audience %

Full price vs on sale



Audience %

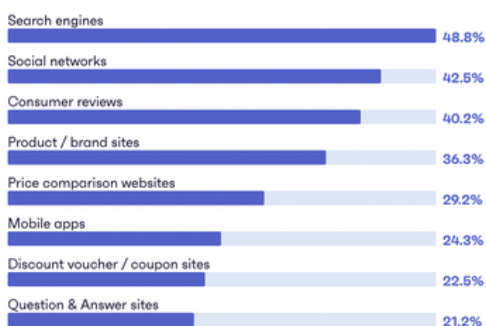
Eco-friendly vs price



Audience %

Online product research

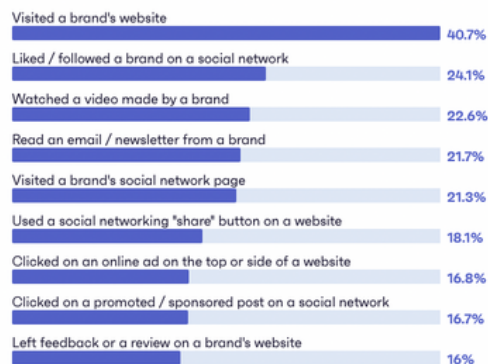
% who use the following online sources when actively looking for more information about brands, products, or services



Please scroll to the right

Online brand interactions

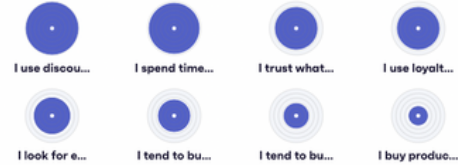
% who have done the following online interactions in the last month



Motivation

Brand relationships

% of consumers who say the following describes them



Audience %

Online purchase drivers

% who when shopping online, would be more motivated to purchase by the following



Audience %

Advocacy

Brand qualities

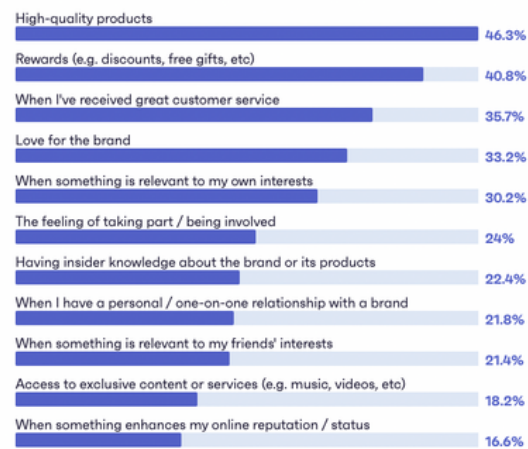
% who want brands to be the following:



Audience %

Brand advocacy

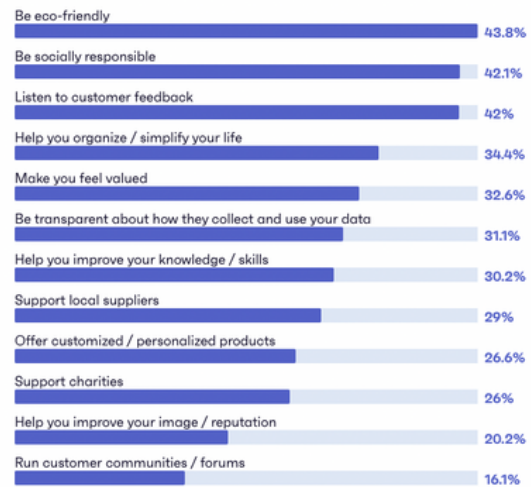
% who would be motivated to promote their favorite brand online by the following



Audience %

Brand actions

% who want brands to do the following



Audience %



I CONSIDER MYSELF INTERESTED IN THE ARTS

INDEX: 115 | REACH: 41.2%

DOMINATING, AUTHORITARIAN, DEMANDING, AGGRESSIVE



PAST FINANCIAL OUTLOOK
ABOUT THE SAME

INDEX: 104 | REACH: 38.7%



FUTURE FINANCIAL OUTLOOK
ABOUT THE SAME

INDEX: 105 | REACH: 38.2%



PURCHASE A BIG TICKET ITEM
NOT AT ALL LIKELY

INDEX: 101 | REACH: 70.2%



PURCHASE A MEDIUM TICKET ITEM
SOMEWHAT LIKELY

INDEX: 99 | REACH: 27.4%



CONSUMER CONFIDENCE SCALE (1-8)
4 NEUTRAL, LITTLE LOW

INDEX: 104 | REACH: 12.1%



PROPNENITY TO BUY SCALE (1-8)
3 LOW

INDEX: 112 | REACH: 1.3%

TOP 5 BRANDS



HEALTH AND BEAUTY AIDS
TAMPAX (HEALTH AND BEAUTY AIDS | TAMPONS)

INDEX: 244 | REACH: 28.5%



HEALTH AND BEAUTY AIDS
PLAYTEX (HEALTH AND BEAUTY AIDS | TAMPONS)

INDEX: 239 | REACH: 15.1%



HEALTH AND BEAUTY AIDS
MAYBELLINE (HEALTH AND BEAUTY AIDS | FOUNDATION/ ...)

INDEX: 235 | REACH: 20.4%



HEALTH AND BEAUTY AIDS
ALWAYS (HEALTH AND BEAUTY AIDS | SANITARY PADS & NAPKINS)

INDEX: 233 | REACH: 42.4%



HEALTH AND BEAUTY AIDS
KOTEX (HEALTH AND BEAUTY AIDS | TAMPONS)

INDEX: 233 | REACH: 12.4%

TOP 5 MEDIA



PRINT MEDIA
PARENTS (PRINT MEDIA | MAGAZINES (DIGITAL & PRINT))

INDEX: 218 | REACH: 10.6%



PRINT MEDIA
REAL SIMPLE (PRINT MEDIA | MAGAZINES (DIGITAL & PRINT))

INDEX: 203 | REACH: 10.9%



PRINT MEDIA
TASTE OF HOME MAGAZINE (PRINT MEDIA | MAGAZINES (DIGITAL & PRINT))

INDEX: 187 | REACH: 10.8%



PRINT MEDIA
IN TOUCH WEEKLY (PRINT MEDIA | MAGAZINES (DIGITAL & PRINT))

INDEX: 164 | REACH: 14.3%



PRINT MEDIA
GOOD HOUSEKEEPING (PRINT MEDIA | MAGAZINES (DIGITAL & PRINT))

INDEX: 159 | REACH: 1.3%

Source: Simmons Research LLC, Spring 2020 Simmons Connect Plus

MOM

SAMPLE ①
2,136

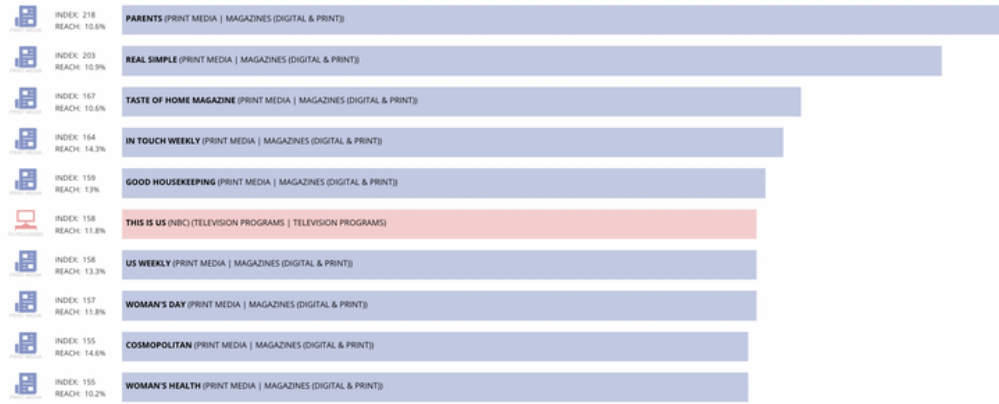
WEIGHTED ①
20,151,330

REACH ①
24.8%



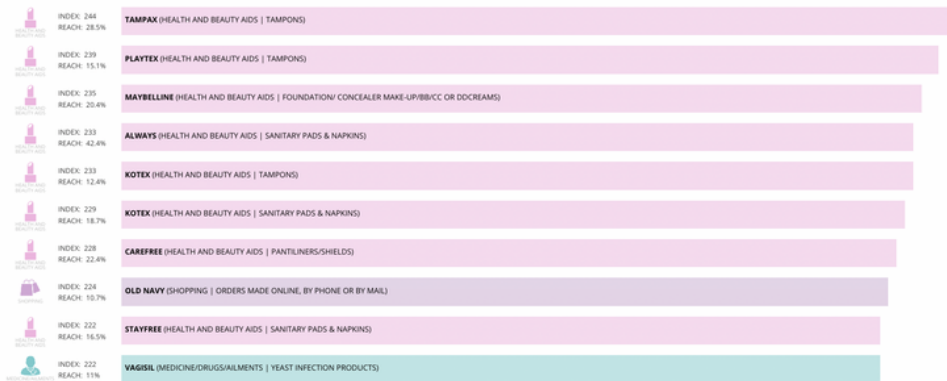
Source: Simmons Research LLC, Spring 2020 Simmons Connect Plus

Media



Source: Simmons Research LLC, Spring 2020 Simmons

Brands



Source: Simmons Research LLC, Spring 2020 Simmons Connect Plus

COMMSPPOINT SYRACUSE

Echo Task Profile

US 2022 Syracuse

Settings & InsightsMedia Plans

Brief

Campaign

Audiences

Audience Explorer

Task Profile

Tactics

Channel Inputs

Channel Reach

Media Consumption

Reach Calibration

Maximum Reach

Reach Curve

Planning Insights

Channel Ranking

Channel Plot

Effect Curve

Response Curve

Multi Channel Curve

Please select no more than 4 tasks for your campaign.

Message

Price

Fun

High quality

Trust in a brand

Detailed information

Customer service

Taste

Brand affinity

Reviews and opinions

Strategy

Awareness

Consideration

Where to buy

Personalization

Trial

Re-purchase

Usage experience

Share information

Advocacy

Inspire with ideas

Participate

Tune in

Task Profile

RESET TO DEFAULT

High quality

Trust in a brand

Awareness

Personalization

43

55

34

50

75

65

Weight for Message

Weight for Strategy

Survey values for Echo moms

Chart Editor

DISPLAY

Selected Audience:

Echo moms

Audience settings

Display values from survey

Display Legend

COMMSPPOINT SYRACUSE

Echo Channel Inputs

US 2022 Syracuse

Settings & InsightsMedia Plans

Brief

Campaign

Audiences

Audience Explorer

Task Profile

Tactics

Channel Inputs

Channel Reach

Media Consumption

Reach Calibration

Maximum Reach

Reach Curve

Planning Insights

Channel Ranking

Channel Plot

Effect Curve

Response Curve

Multi Channel Curve

Channel Selection

ADD CUSTOM CHANNEL

Channels Selected (12)

Filter channels by name

SELECT ALL

SELECT NONE

Broadcast

TV ads

TV program sponsorship

OTT/CTV incl SVOD

VOD - TV catch up/on demand service

Radio ads

Movie theatre on-screen ads

Print

Newspaper ads

Magazine ads

Free customer magazines

Out of home

Outdoor billboards and posters

Outdoor video screen ads

Public transportation ads

Shopping mall ads

Airport ads

Doctor's office ads

Commercial transportation ads

Digital

Internet ads

Online video ads

Video ads around websites

Internet search

Brand / company websites

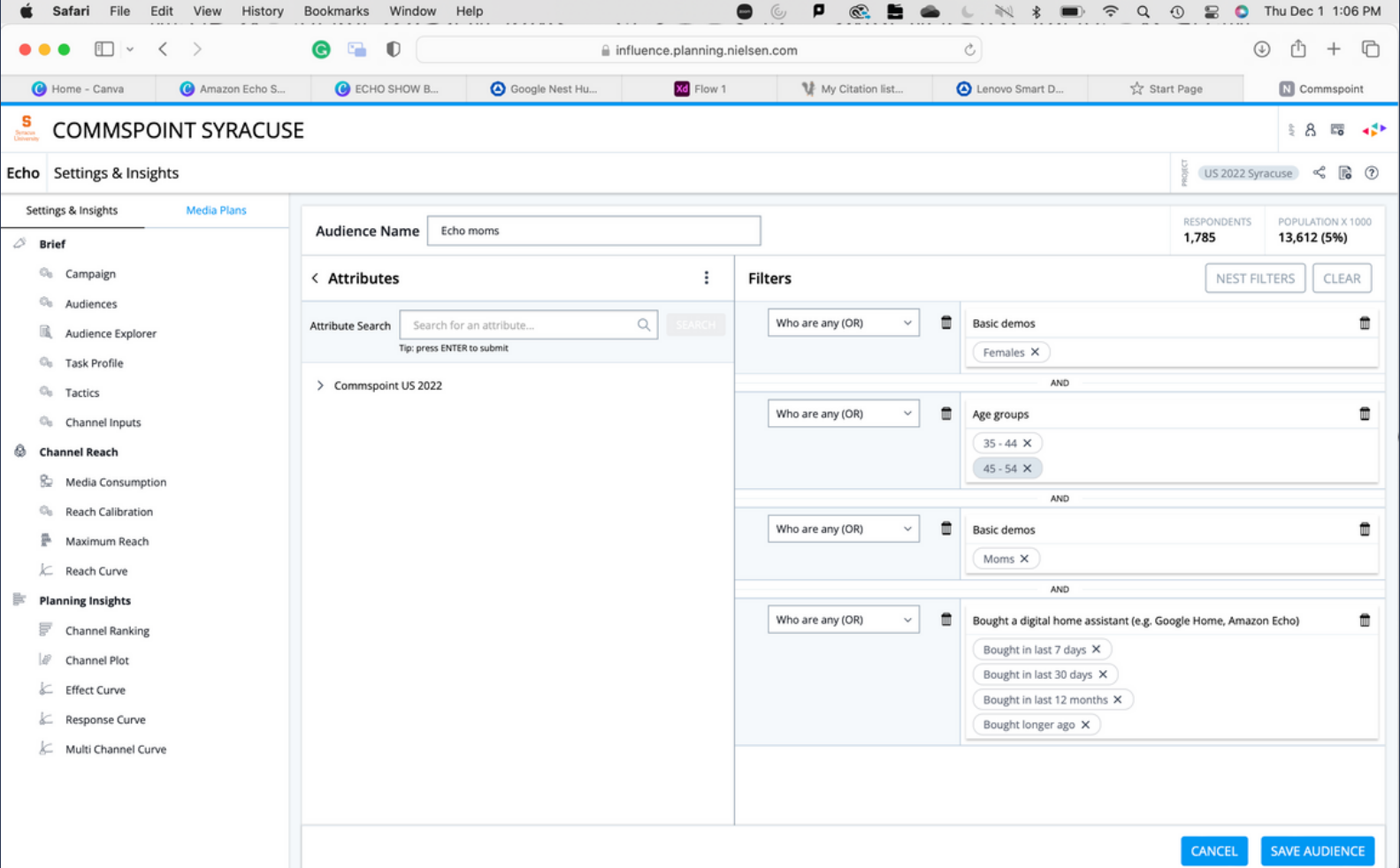
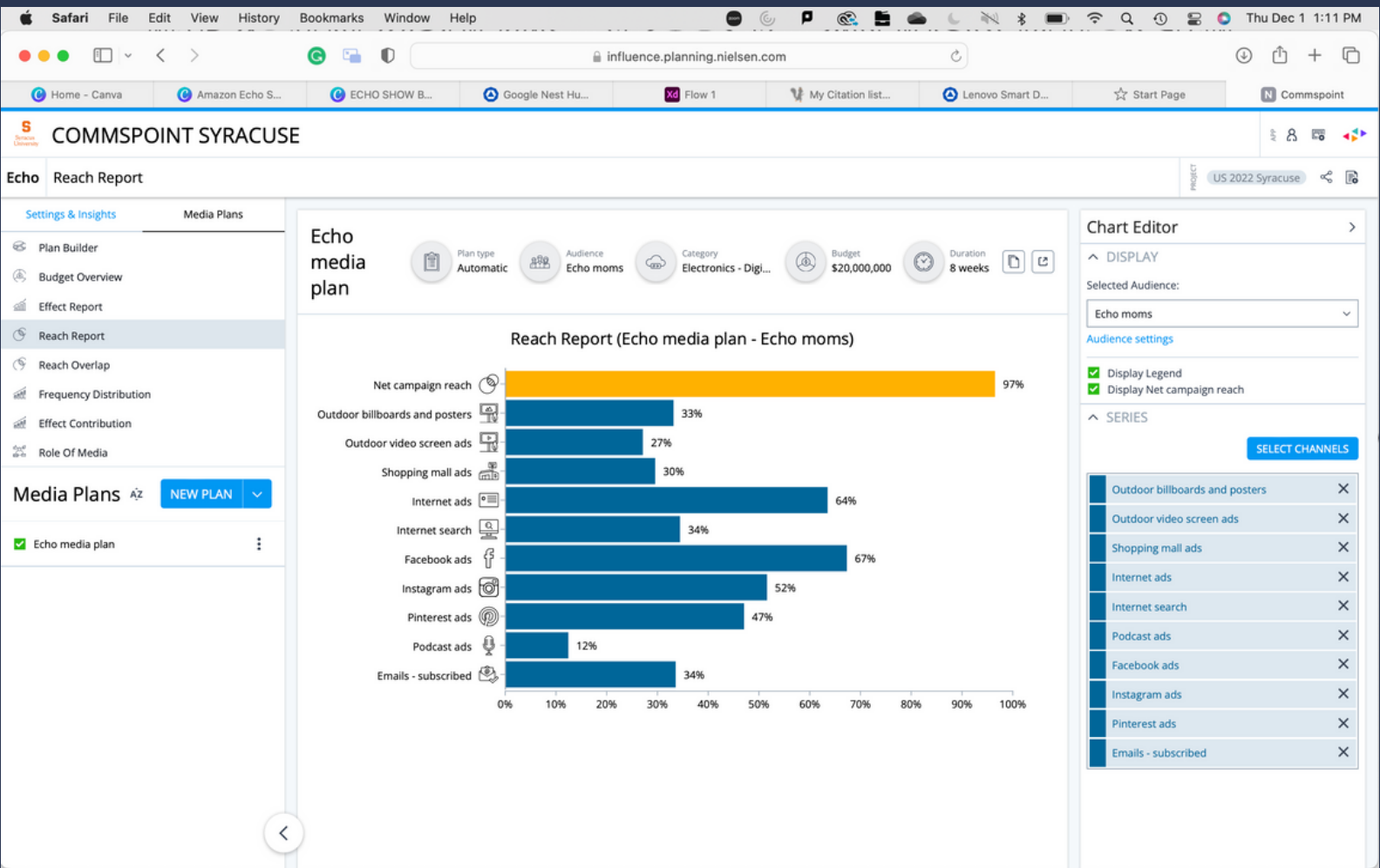
Selected Channels (12)

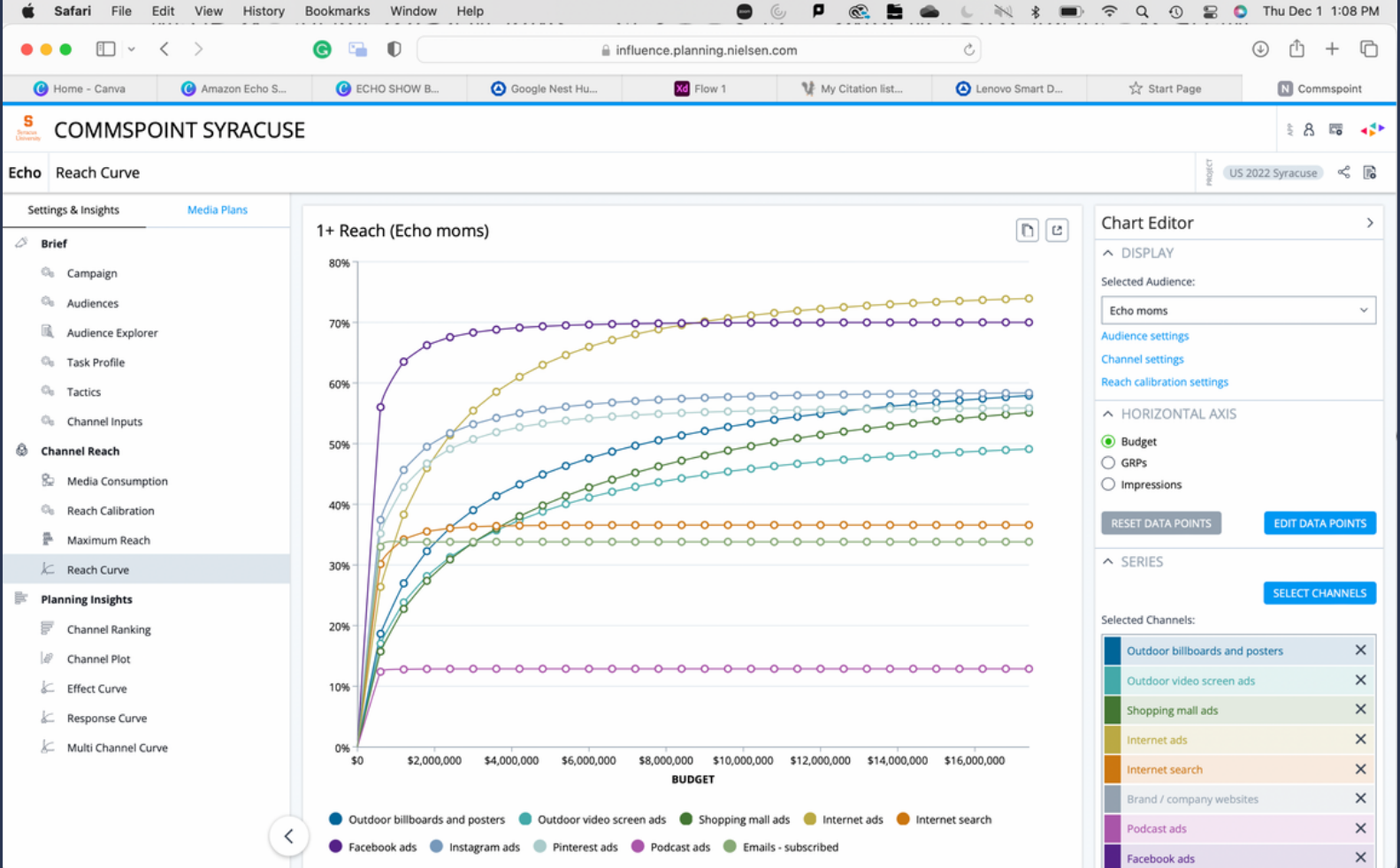
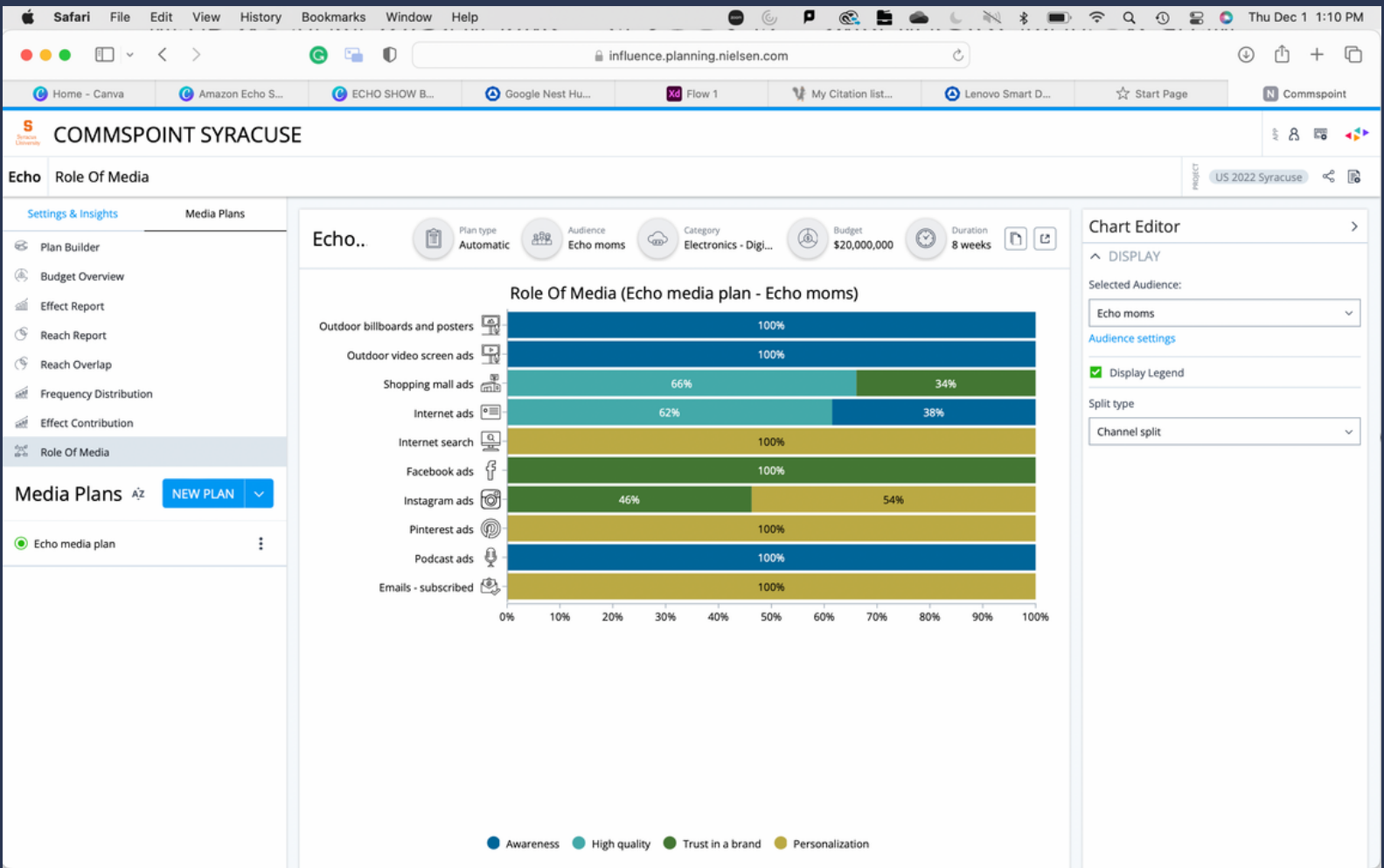
EDIT BASE COSTS

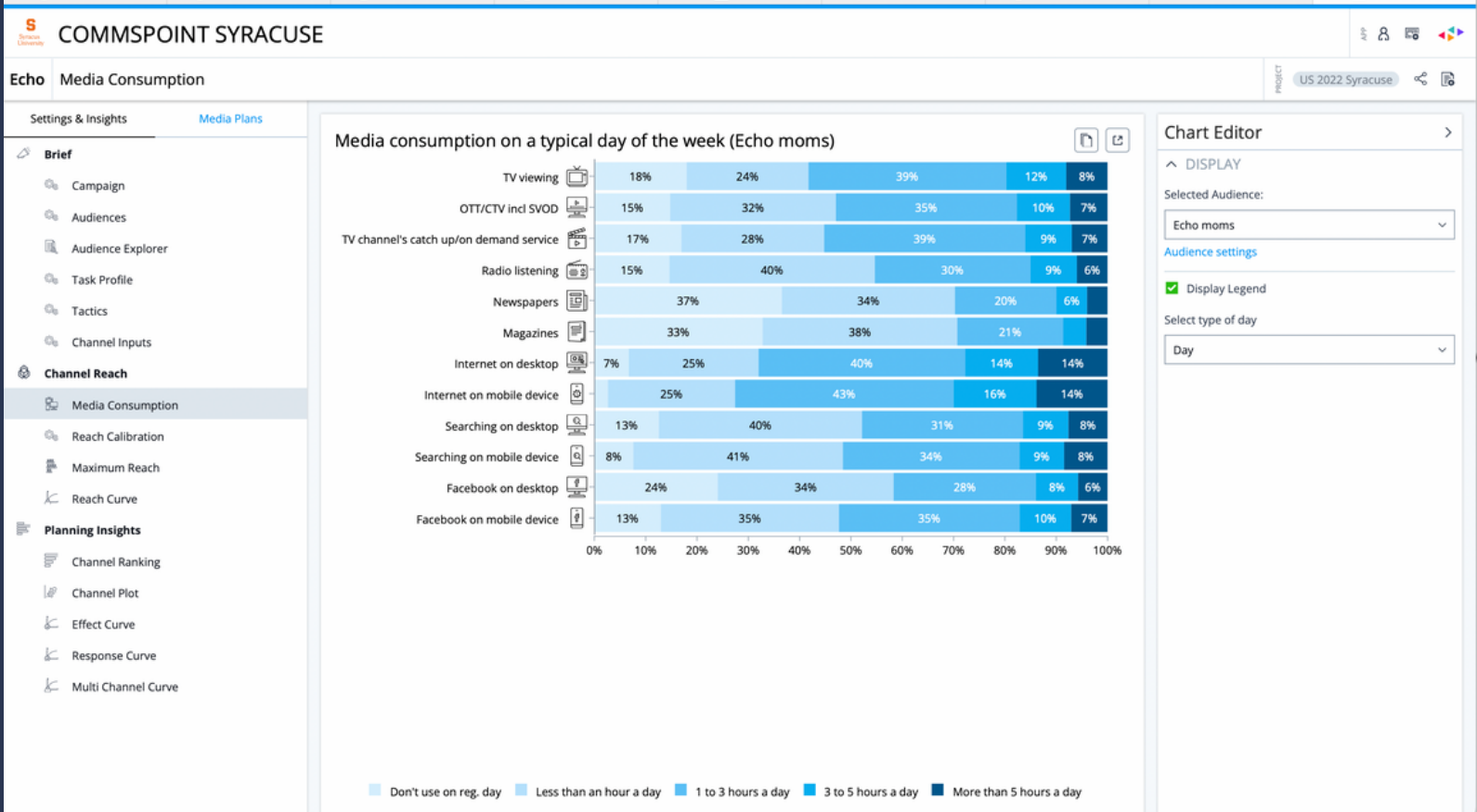
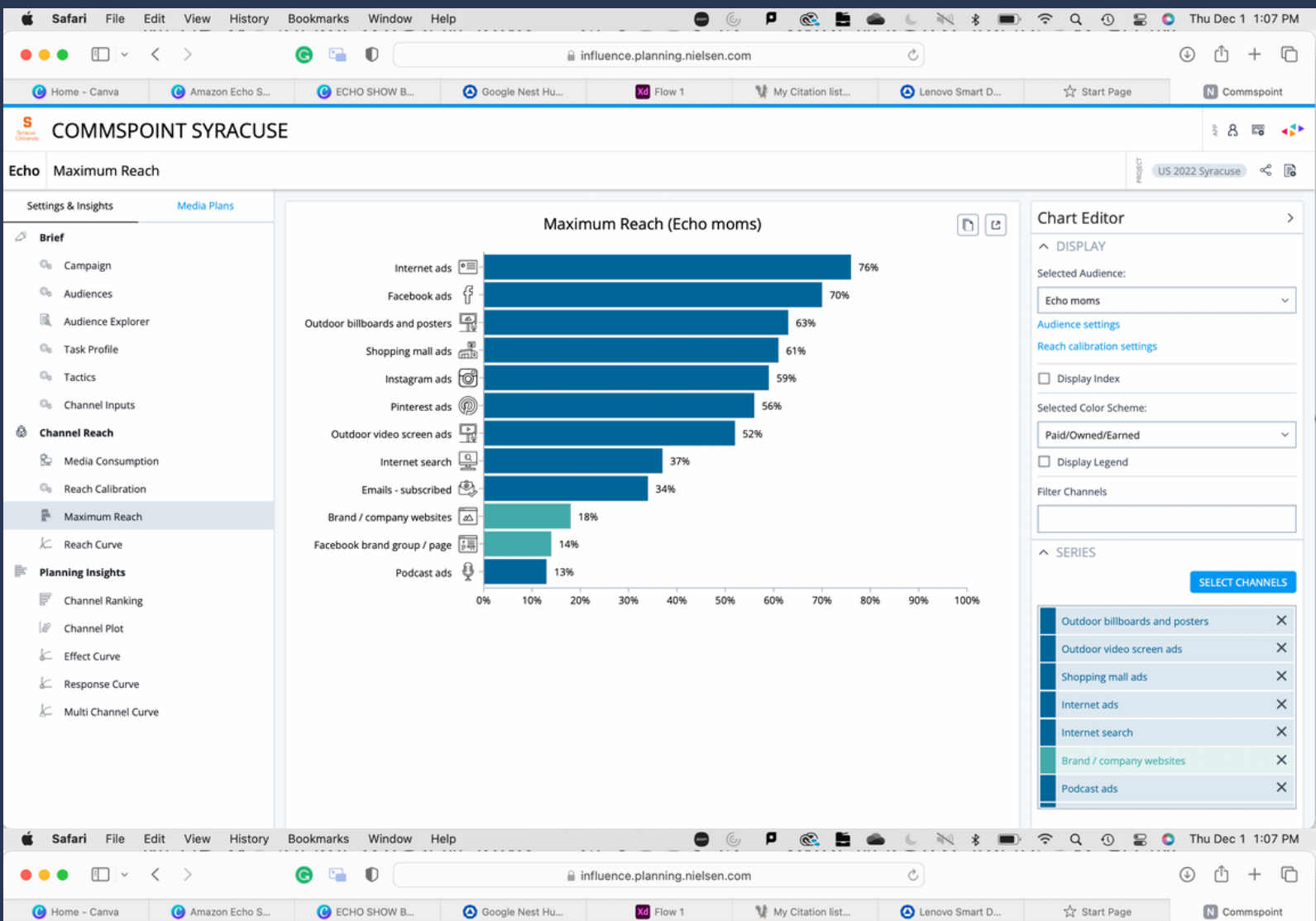
AudienceEcho moms

Select channels that will be available throughout your project and update the costs for your specific audience. Use the most accurate costs you have available.

Channel	Group	Paid/Owned/Earned	Cost per GRP	Cost per thousand (CPM)
Outdoor billboards and posters	Out of home	Paid	\$7,700	\$56.57
Outdoor video screen ads	Out of home	Paid	\$7,500	\$55.10
Shopping mall ads	Out of home	Paid	\$9,400	\$69.06
Internet ads	Digital	Paid	\$9,500	\$69.79
Internet search	Digital	Paid	\$4,100	\$30.12
Brand / company websites	Digital	Owned	\$	\$
Podcast ads	Digital	Paid	\$9,600	\$70.53
Facebook ads	Social network	Paid	\$2,000	\$14.69
Facebook brand group / page	Social network	Owned	\$	\$
Instagram ads	Social network	Paid	\$2,800	\$20.57
Pinterest ads	Social network	Paid	\$3,100	\$22.77
Emails - subscribed	Direct	Paid	\$4,200	\$30.86







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THANK YOU

