



# **AMAZON LONGITUDE EXPLORER PRIZE**

**MARKETING AND COMMUNICATIONS  
WORKSHOP**



# ABOUT AGENT ACADEMY

DEVELOPING TALENT AND CONNECTING YOUNG PEOPLE TO THE CREATIVE AND DIGITAL INDUSTRY

LEARNING FROM INDUSTRY EXPERTS AND LEADERS

CAMPAIGNS CREATED BY YOUNG PEOPLE

HERE'S A VIDEO TO GIVE YOU MORE INSIGHT INTO THE WORK WE DO:

## OUR TEAM

BEN DALTON- PROGRAMME MANAGER

SOPHIA IQBAL - COMMUNICATIONS EXECUTIVE

ZOE WALLACE - DIRECTOR

BEN DEMBA - STRATEGY EXECUTIVE





## WHAT WE WILL DO

**YOU'LL LEARN THE KEY COMPONENTS TO CREATING AN EFFECTIVE MARKETING CAMPAIGN**

**YOU'LL UNDERSTAND THE IMPORTANCE OF KNOWING YOUR AUDIENCE**

**YOU'LL GAIN AN UNDERSTANDING OF DIFFERENT DESIGN TOOLS**

**YOU'LL CREATE A NEW CAMPAIGN CONCEPT**



## ACTIVITIES

**THE 4P'S FOR YOUR BUSINESS IDEA**

**CREATE YOUR AUDIENCE PERSONAS**

**KEY MESSAGE CREATION - WHAT YOU NEED TO SAY**

**UNDERSTANDING CAMPAIGN CREATION - THE SALES FUNNEL + EAST**

**CAMPAIGN CONCEPT AND DESIGN**

**SHARE IN GROUPS**



## The Four P's

Do you know what they are?

## The Mix

Why is it called a mix?



MARKETING  
MIX

# Product

Design  
Technology  
Usefulness  
Convenience/ Value  
Quality  
Packaging  
Branding  
Accessories  
Warranties

# Promotion

Advertising  
Public Relations  
Sponsorship  
Sales Promotion  
Personal Selling  
Direct Mail  
Digital Content  
Social Media

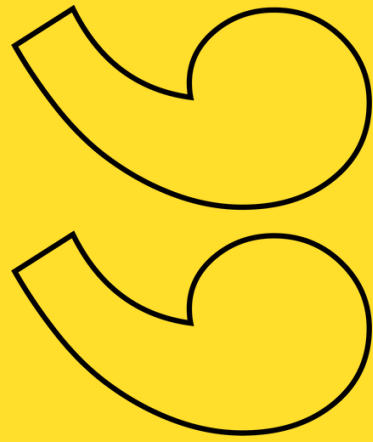
# Price

Cost Plus  
Customer-Led  
Competitive  
Penetration  
Skimming  
Premium  
Economy

# Place

Wholesalers  
Own Store  
Direct Sales  
Online Sales  
Party Plans  
Mail Order





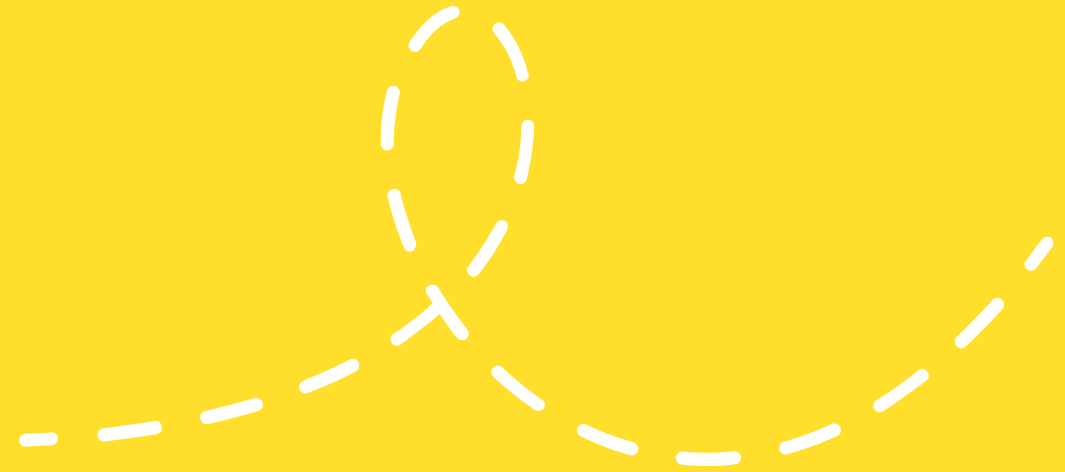
*It's called a mix because each part of it needs to work together, whatever the combination to ensure that it is successful overall.*

*Depending on the industry you are in and what the thing is you are bringing to the marketing, different elements of the marketing mix will matter more!*

LIKE A CAKE



OVER TO YOU



**Computers  
Software  
Accessories  
Apple TV  
Apple watch  
iTunes**

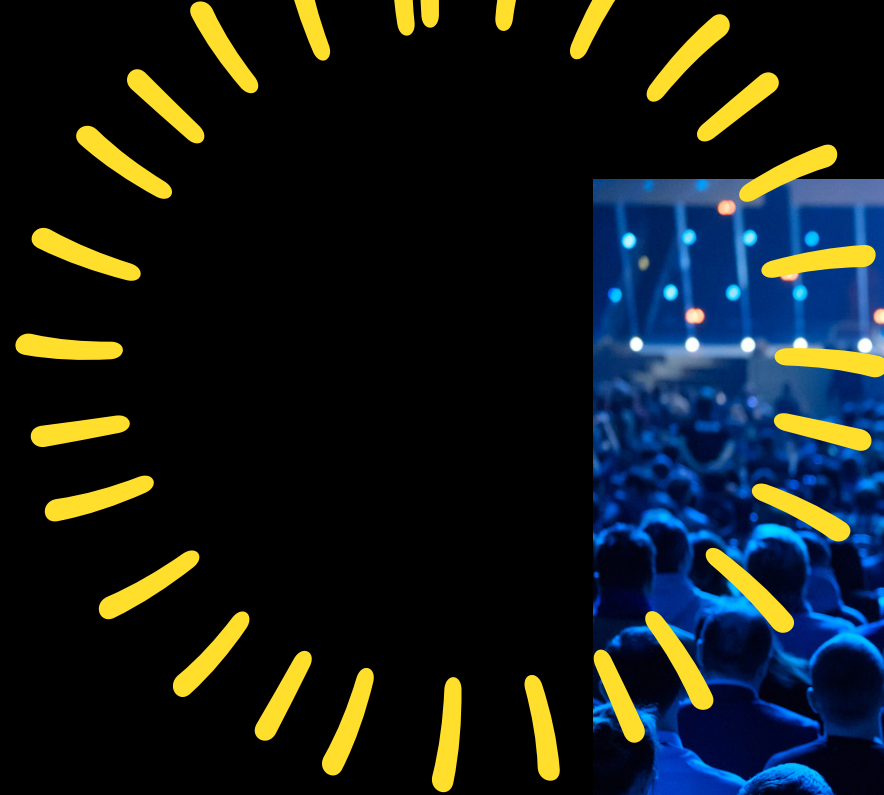


**Premium Pricing  
(quality)**

**Apple Stores  
Online**

**Advertising  
Offers  
Student offers**





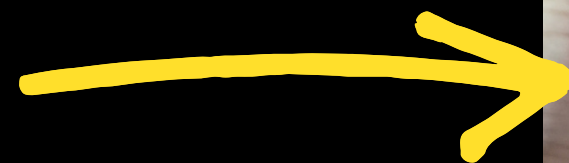
## Who is your audience?

Do you know who you are talking to?  
What matters to them?

PERSONAS  
AUDIENCE

## How will you reach them?

What do they read, watch and do?









Location: Wallasey

Age: 19-25

## Location



## Bio

**Occupation:** Part-time work and/or student

**Access to vehicle:** No (taxi of Mum/Dad)

Billie works in retail part-time and is a student at a local university.

Billie was furloughed in 2020. Recently, all university courses have been delivered remotely and there have been limited social occasions to attend. The most cost effective and convenient travel option for Billie is taxi of Mum and Dad. This isn't always an option though. Where possible and affordable, Billie will travel by Uber, however, the bus is Billie's most cost effective and frequent mode of travel.

## Worries

- Doesn't want to miss out
- Limited finances

## Goals/Needs

- Wants to get out and meet with friends often
- Needs cost effective, flexible travel

## Reasons to travel by bus

- Parents are less inclined to offer lifts for social occasions
- Cheaper than Uber
- Gives independence



## Barriers to travel by bus

- Would rather get Uber or free ride
- Out of sync with timetables



## What we can communicate

- Clarity on frequency and timetabling
- Clean, green travel
- Reaching destinations outside of local area

## Communication themes

- Reasons to travel

## News source

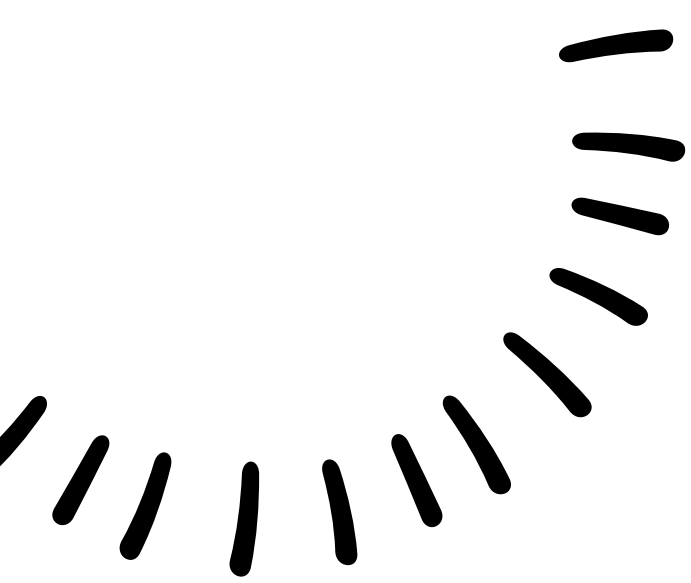




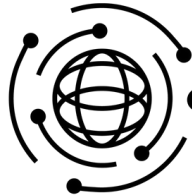
Over to you



Create your ideal  
audience persona



# LOGO GAME



Amazon  
Longitude  
**Explorer  
Prize**

In partnership with  
**amazon**  
Delivered by  
**nesta**  
Challenges



1.



2.



3.

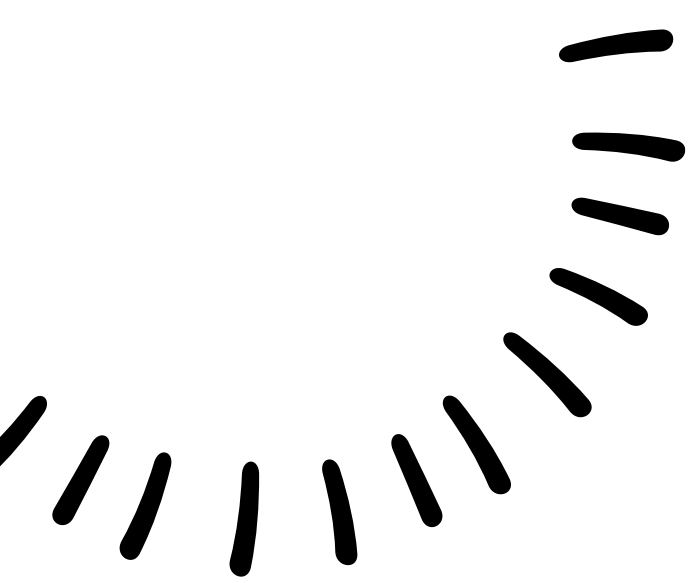


4.



CREATIVE





# LOGO GAME



Amazon  
Longitude  
**Explorer  
Prize**

In partnership with  
**amazon**  
Delivered by  
**nesta**  
Challenges



1.



3.



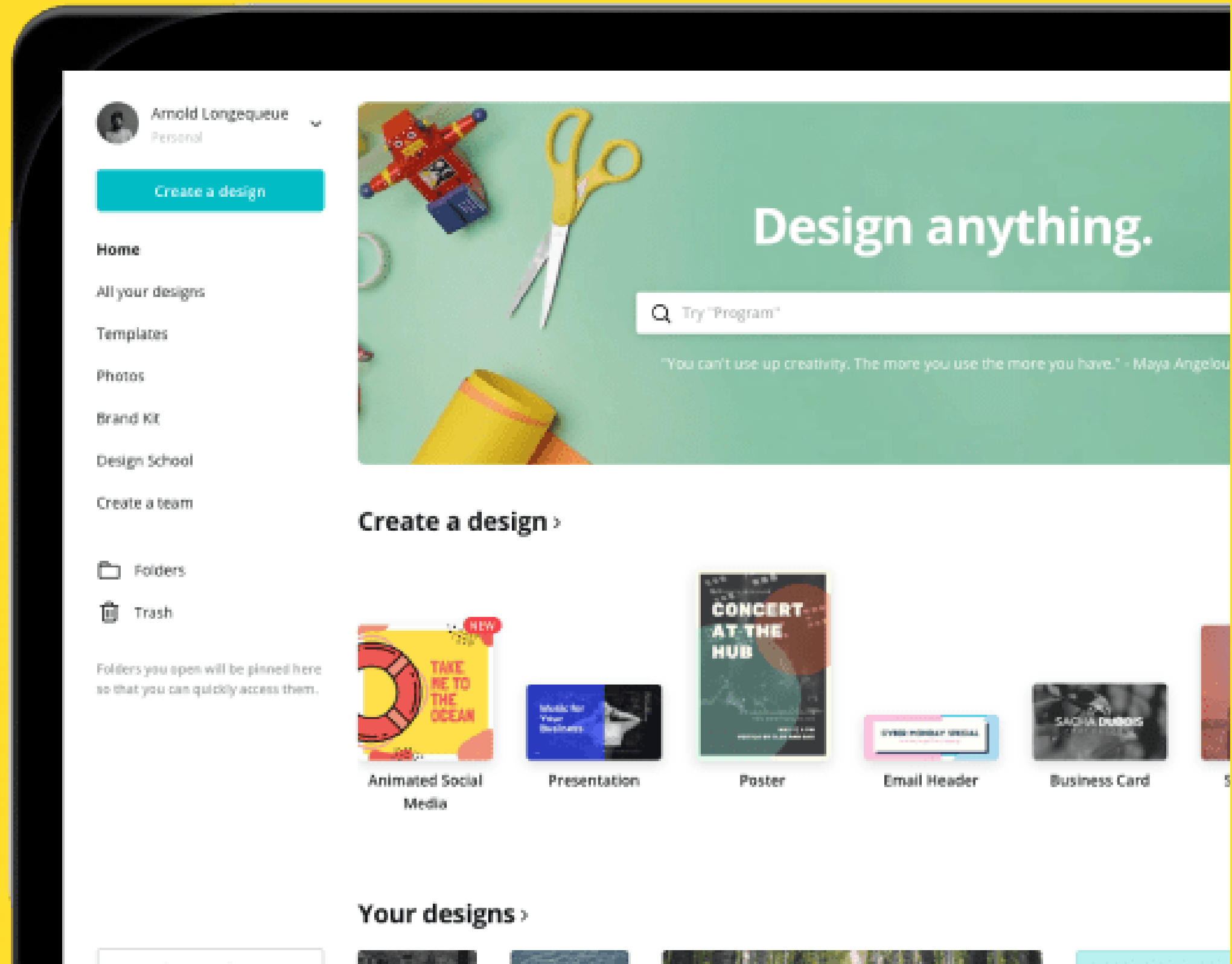
2.



4.



CREATIVE

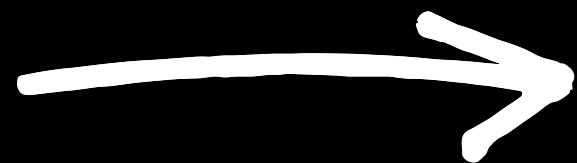


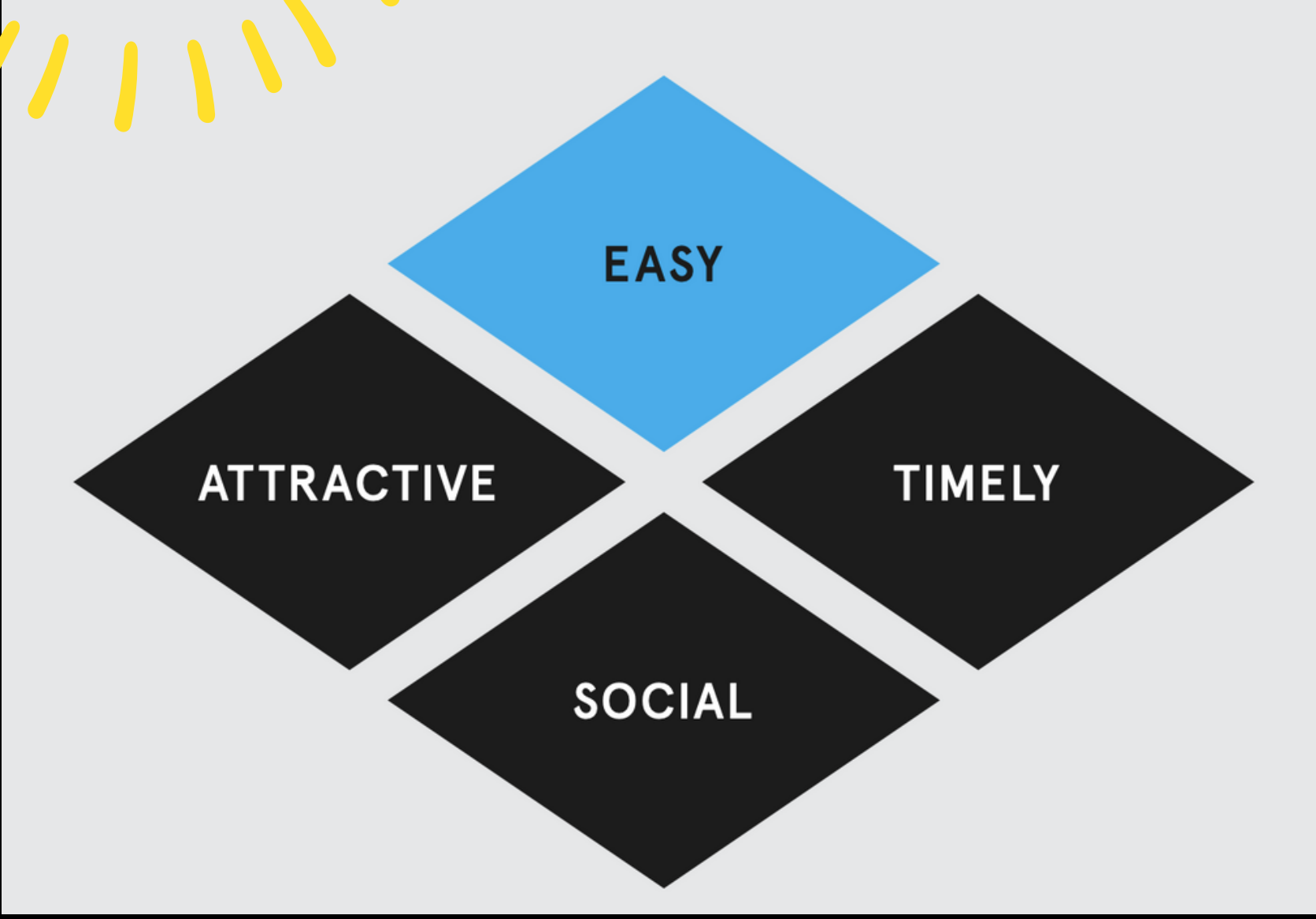
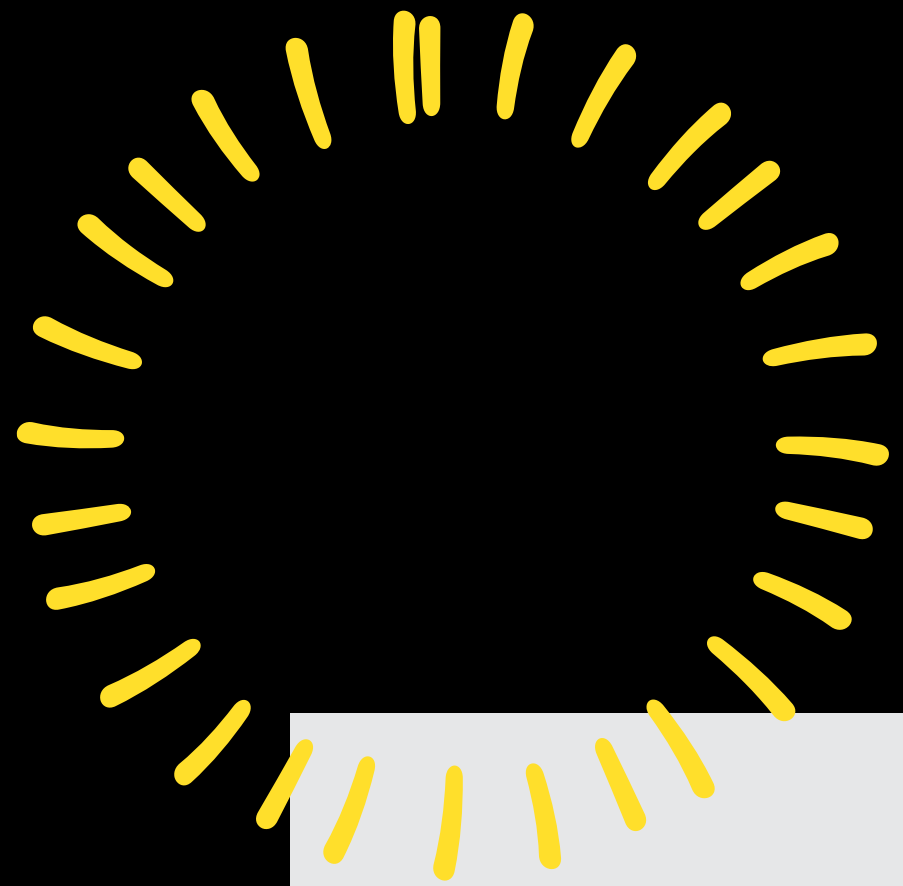
CREATIVE TOOLS



*Key messages are the main points of information you want your audience to hear, understand, and remember. They are bite-sized summations that say what you do, why you do it, how you are different, and what value you bring to your customers.*

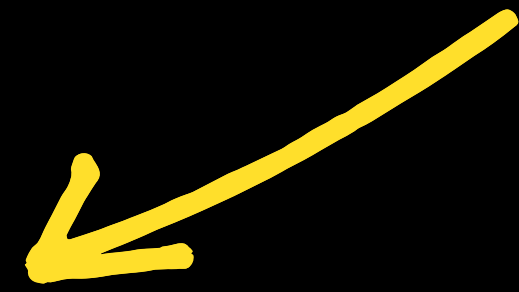
KEY  
MESSAGES





# WHAT IS EAST?

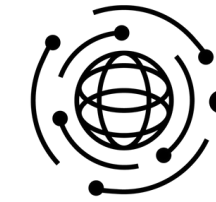
EASY  
ATTRACTIVE  
SOCIAL  
TIMELY



CAMP  
ALIGN  
CREATION

## KEY MESSAGES:

WHAT IS YOUR HEADLINE MESSAGE? WHAT ELSE DO YOU NEED TO SAY?



Amazon  
Longitude  
**Explorer  
Prize**

In partnership with  
**amazon**  
Delivered by  
**nesta**  
Challenges



## CAMPAIGN IDEA:

HOW WILL YOUR CAMPAIGN GRAB THE ATTENTION OF YOUR AUDIENCE? WHAT DO YOU NEED TO DO TO KEEP THEM INTERESTED? WHAT ACTION DO YOU WANT THEM TO TAKE?

### EASY:

IS YOUR CAMPAIGN EASY TO UNDERSTAND? IS IT CLEAR WHY IT EXISTS AND WHAT YOU ARE ASKING YOUR AUDIENCE TO DO?

### ATTRACTIVE:

WHAT IMAGERY ARE YOU GOING TO USE? WILL IT BE IMAGE OR VIDEO LED?

### TIMELY:

WHEN WILL YOU PUBLISH THE MESSAGE? IS THERE A TIME OF WEEK/MONTH/YEAR? WHERE DO YOU WANT PEOPLE TO SEE IT?

### SOCIAL:

HOW WILL YOU AMPLIFY YOUR MESSAGE? COULD IT GO VIRAL? HOW DO YOU GET PEOPLE TO LIKE AND SHARE? ARE THERE ANY INFLUENCERS THAT COULD HELP PROMOTE?





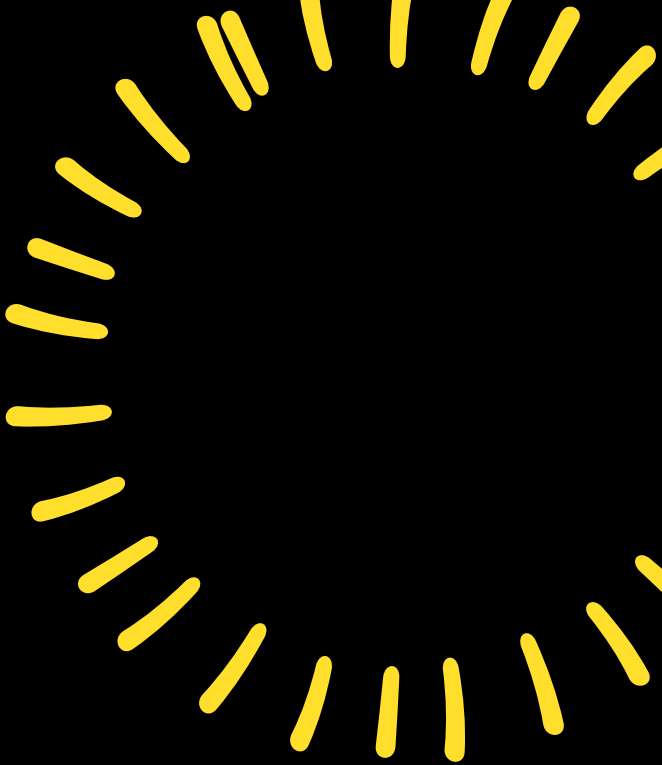
# Time to Present

Over to you





WELL DONE!!!



ANY QUESTIONS?