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Brand & Product
Commercialisation

Group 20
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The logo for LOUPY features a stylized white infinity symbol on the left, followed by the word "LOUPY" in a bold, white, rounded sans-serif typeface. The background is a smooth gradient transitioning from orange on the left to blue on the right.

LOUPY

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1. Introduction

Summary of chapter: A recap of Assignment 3A, including the use case, Unique Selling Point, Brand DNA, and positioning statement.

1.1 Recap Assignment 3A

Use case

From our research we found that people would rather give a physical gift, when they can meet in person. They consider the interaction when giving the gift an important social aspect. So we concluded that Loupy is most suitable for instances when the giver and receiver can't be physically present at the same occasion, otherwise people are not very likely to use it. For example, if you are far away.

Unique Selling Point

Nonetheless, there are already plenty of companies that can solve this problem: giving gifts from a distance. However, they all seem to play into convenience: providing users a quick and easy way to give a gift. Yet, these solutions give little to no room for personal expression from the gift giver, which our research showed to be the most valuable part in gift giving. Money gifting is often considered as something that lacks the impression that the gifter actually put some thought, time and effort into it. Instead of a burden, we want to make people excited for creating a personal gift from a distance.

This leads into the positioning statement which can be seen on page 5.

Brand identity

To fit this positioning, we came up with the following ethos: *Fill your absence with a creative party.* This way, we bridge the contradiction between *absence* and *expressiveness*.



Figure 1: The dynamics of giving a physical gift

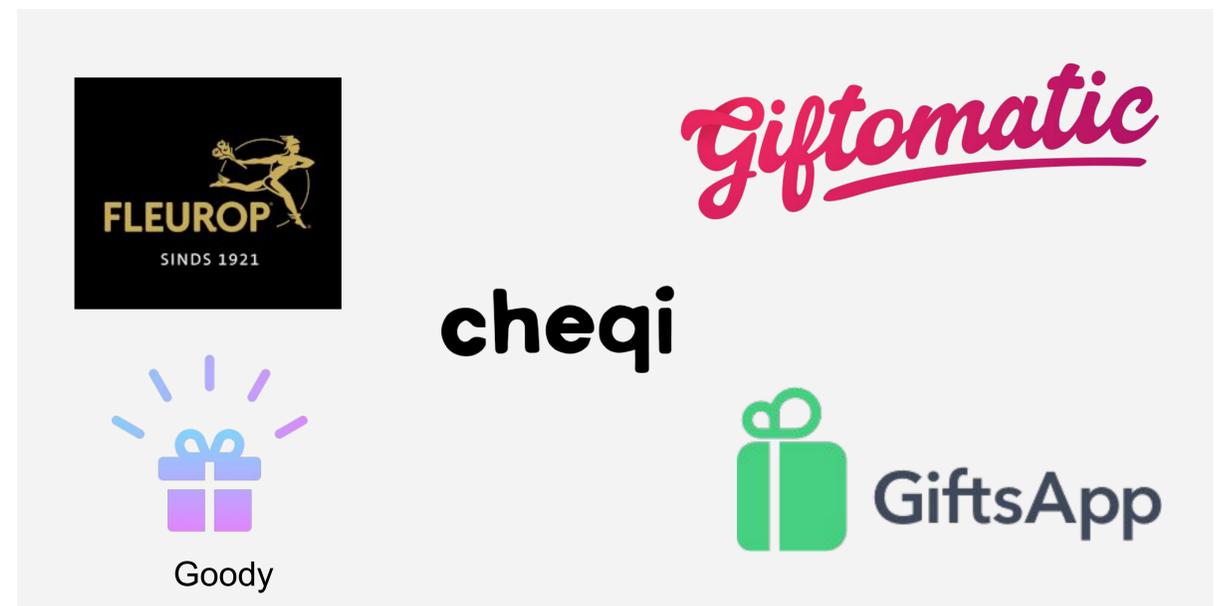


Figure 2: Close competitors that fulfill the same use case

1.2 Positioning Statement

“For those *who cannot gift in-person*, Loupy offers a means to send money as a gift that is *creative, thoughtful* and *expressive* and gives people the *excitement* to show that *they care.*”

2. Brand Visual Identity

Summary of chapter: Manifestation of visual identity and how it fits with the Brand DNA. Moodboards, logo rationale and app icon are included.

2.1 Brand Visual Identity & rationale

Exploration

In order to convert the brand identity into a clear and strong visual identity, we made two moodboards to visualize the words *expressiveness* and *celebration*. These can be found in figures 4 and 5 respectively.

Both moodboards show the use of vibrant colors and have a dynamic quality to them, as if things are always in motion.

Manifestation

We decided that using gradients would be a good way to incorporate multiple colors in the same area. It also evokes a certain sense of motion and diversity.

Multiple colors and combinations were iterated to come to the final combination, which can be seen in figure 3. The idea is to use this gradient as the main visual, but other combinations of these four colors can be used. For instance, a mix of the blue and purple can be made into a new gradient.

Rationale

The colors should immediately convey a feeling of partying and celebration. We think this also fits very well with the target audience, which will be mainly younger people.



Figure 3:
Exploring gradient combinations

MOODBOARD 1: Expressiveness



Figure 4: Expressiveness moodboard

MOODBOARD 2: Celebration



Figure 5: Celebration moodboard

2.2 Naming and logo design

After exploring alternative options for the name, we decided to keep *Loupy*. We have the following reasons:

- Phonetics: We found that “Loupy” is easy to pronounce and to remember. E.g. “I will send him a *Loupy* as a present!”. Or in Dutch: “Ik zal hem een *Loupy* sturen als cadeau!”.
- Visual connotations: Loupy can represent the eternal loop (∞) of Give-and-Take. This symbol also looks very similar to the loops of a bow on a present.

This is consequently turned into a clean and modern logo that is scalable across all media. The rounded aesthetic supports the playful nature.



Figure 6:
Logo design manifestation



Fill your absence with a creative party



2.3 App icon

Figure 8:

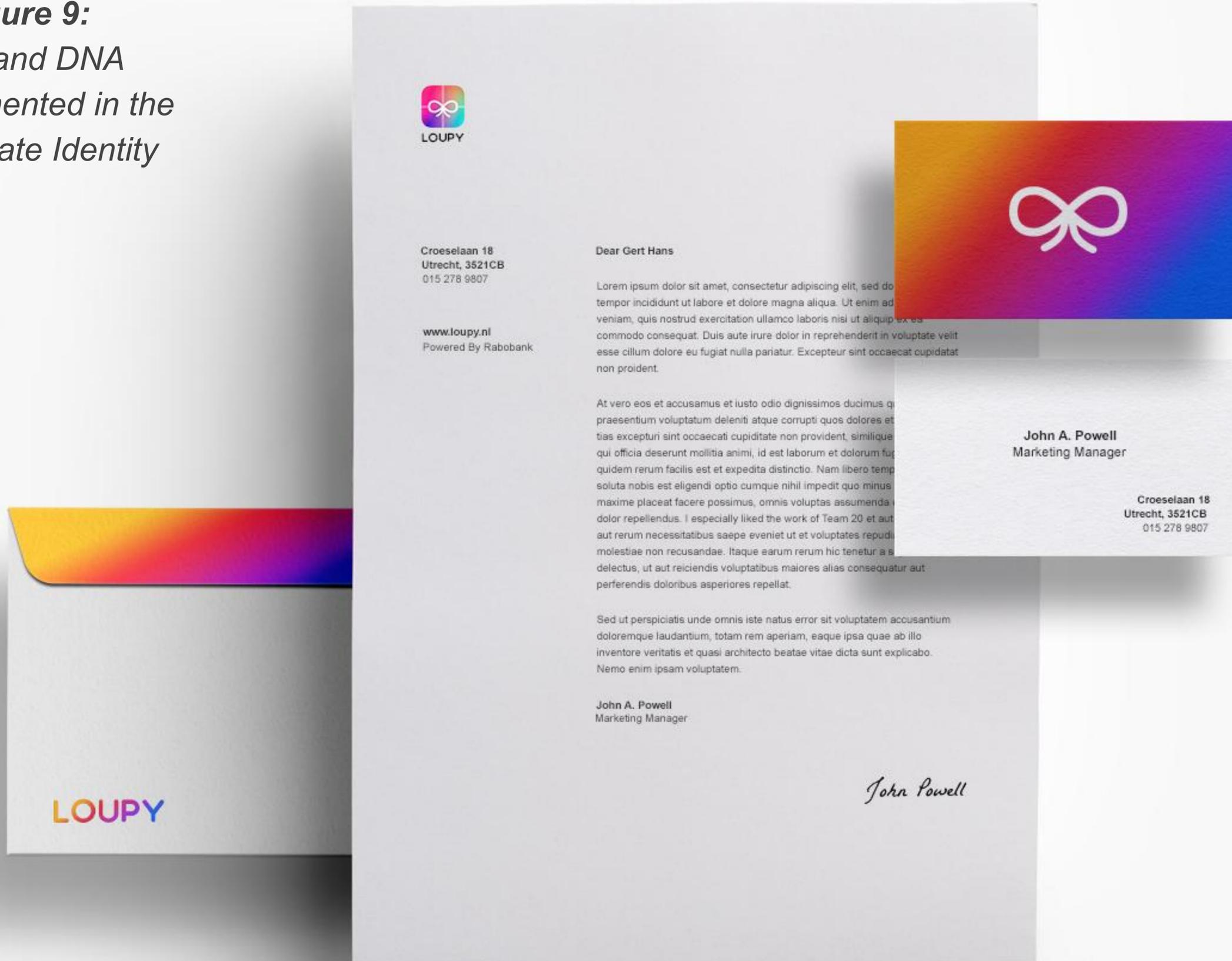
Loupy app icon on the home screen of an iOS device

The goal of the app icon is to stand out among the other apps. At a glance it should instantaneously evoke the thoughts of celebration, partying and gifts. The icon is meant to represent a wrapped gift with the logo as the ribbon.

The icon was tested on multiple screens and in different sizes to see if the design still holds up in the different contexts.



2.4 Figure 9:
The brand DNA implemented in the Corporate Identity





2.5 Functional implementations for the app: creating a Loupy

One of the main functional additions to the current version of Loupy is offering the user a wide array of tools to customize their personal video or image. The goal of these tools is to allow the user to fully express their thoughts and feelings and give the Loupy a personal touch.

Creative tools

We suggest to implement the following tools:

- . Colored pencil/brush tool
- . Stickers
- . Emojis
- . Filters
- . Add background music

Tools containing content such as stickers, filters and music will be provided by Loupy and are based on the latest trends in internet culture and pop culture. Collaborations with external providers are possible. The user can also import their own images.

Figure 10:

Screen showing how the user can customize their personal video or image message



2.6 Functional implementations for the app: receiving a Loupy

Filling the absence with a party

In figure 11, an example of how the receiver will experience a Loupy video-message is shown. What was a dry video at first, is turned into a party on your screen. This way the receiver can still feel the giver's presence through the phone during their absence.

We think the customization options will make the process of creating a message more fun and thus excite people to send others Loupys. By helping the gift giver create a more expressive gift, we also make the receiver happier. We see this as a win-win.

Figure 11:

Screenshot of a Loupy message presented on the receiver's phone

3. Launch Strategy

Summary of chapter: Determinants of success, target segmentation (AIDA), and distribution channels are described in this chapter.

3.1 Determinants of success: strategy

It's important to measure the success of the launch strategy and campaign, because this will indicate how well the approach works and what could be done better. For the launch strategy we have outlined short term goals and long term goals.

Short term

The focus of the launch phase is on market share growth. We want to have as many people download Loupy on their phone as possible. In order for Loupy to be *the* app for sending gifts from a distance, it should have a high brand awareness and large user base.

Long Term

In order to have financial success, there should be a large amount of *active* users. This means that not only should people have the app installed on their phone, they should also send Loupys on a frequent basis. So it is important to stimulate engagement and user retention. This can be done by marketing means and also constantly innovating and improving the app itself. Examples of the latter are adding novel features for the users to create unique and personalized ways to show their authentic feelings towards the recipient. An interesting feature that could be explored is to send a list with gift suggestions to inspire the receiver on what they could buy with the money.

The goals for the launch campaign are defined as follows:

- **Let people know what Loupy is:** We want to spread the word of Loupy to as many people as possible. But it is also key that it is clear what Loupy can be used for and what it stands for. There should be no confusion what Loupy is. "Is it just another Tikkie?"
- **Brand awareness:** The name, logo, visual identity and what the app does, should be easily recognizable and stick in the minds of the consumers.
- **High engagement:** People shouldn't just know about Loupy, the goal is to persuade them to eventually install the app on their phones and use it.
- **Acquire lead users:** The content is aimed towards a target group who will most likely adopt the app first. Since every Loupy that is sent can also create a new user, these lead users will help spread the brand.

3.2 Target segment & strategy

The launch starts with obtaining awareness of the existence of Loupy. Instagram Story ads will help to get wide brand awareness. To get people interested, YouTube ads will provide more details, and influencers will act as lead users to inspire people to try out Loupy themselves. In this phase, expressiveness plays an important role in convincing people to try out Loupy.

Moving forward, coupon codes provide an additional push for consumers to try out Loupy (page 32). The App Store page is fully aligned with the brand DNA (figure 14), since it shows the same influencers and conveys the same feeling of expressiveness. The Loupy app asks for permission to access contact information to share Loupys. This has the additional benefit that Loupy can show how many friends are also using Loupy (social evidence).

Lead users will attract others to give Loupy a try (figure 13). Therefore, it's crucial that people start sending Loupys to people unfamiliar with Loupy. This is why coupon codes are an important element of the launch strategy. All thresholds to start actually sending Loupys should be lowered.

Target segment

We target a younger generation, since they are most likely to adopt new types of services (Valor, 2003), and are born and raised in the digital age. Lead users (e.g. influencers) will become the brand ambassadors (see page 30). Afterwards, the older generation will catch up, when the trend is set by the younger generation (Oosterveer, 2021). An example of this phenomenon is TikTok. Younger people popularised it, but now it is used by people of different age groups and backgrounds (Statistica, 2021a).

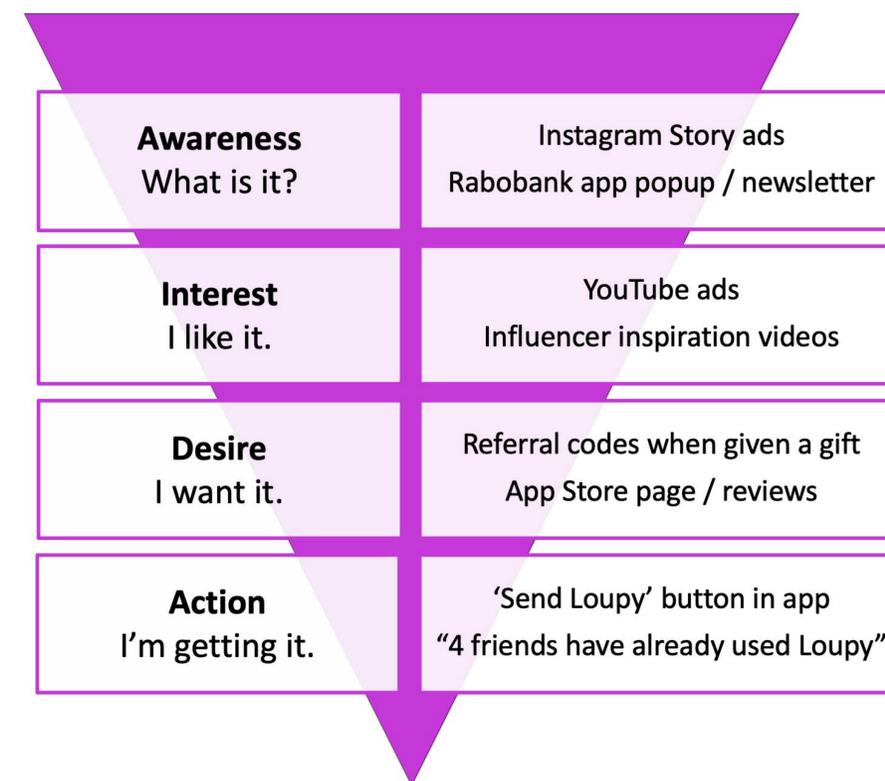


Figure 12:
AIDA model for Loupy

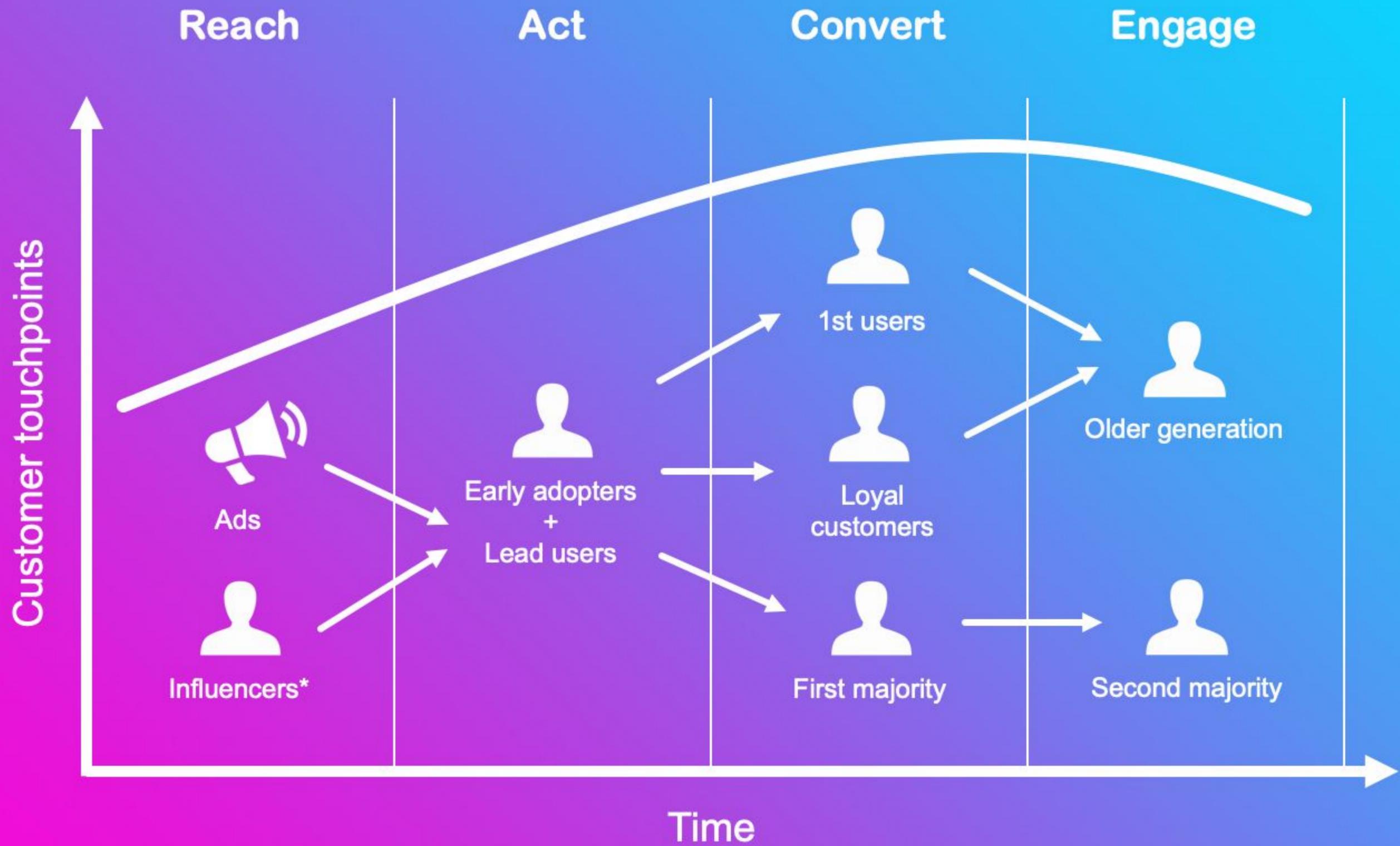


Figure 13:
Customer touchpoints

* page 30

3.3 Distribution channels

Loupy can be downloaded from the Google Play Store on Android and the App Store on iOS. These two platforms cover 99% of the global market share for smartphone operating systems (Statistica, 2021b).

Figure 14 shows how the app will be presented in the iOS App Store. Research has shown that people don't spend much time going through the content and thus the first impression is key. The design and layout of the content follows a formula that was optimized to work best on the app stores of both platforms (Mobilespoon.net, 2019).

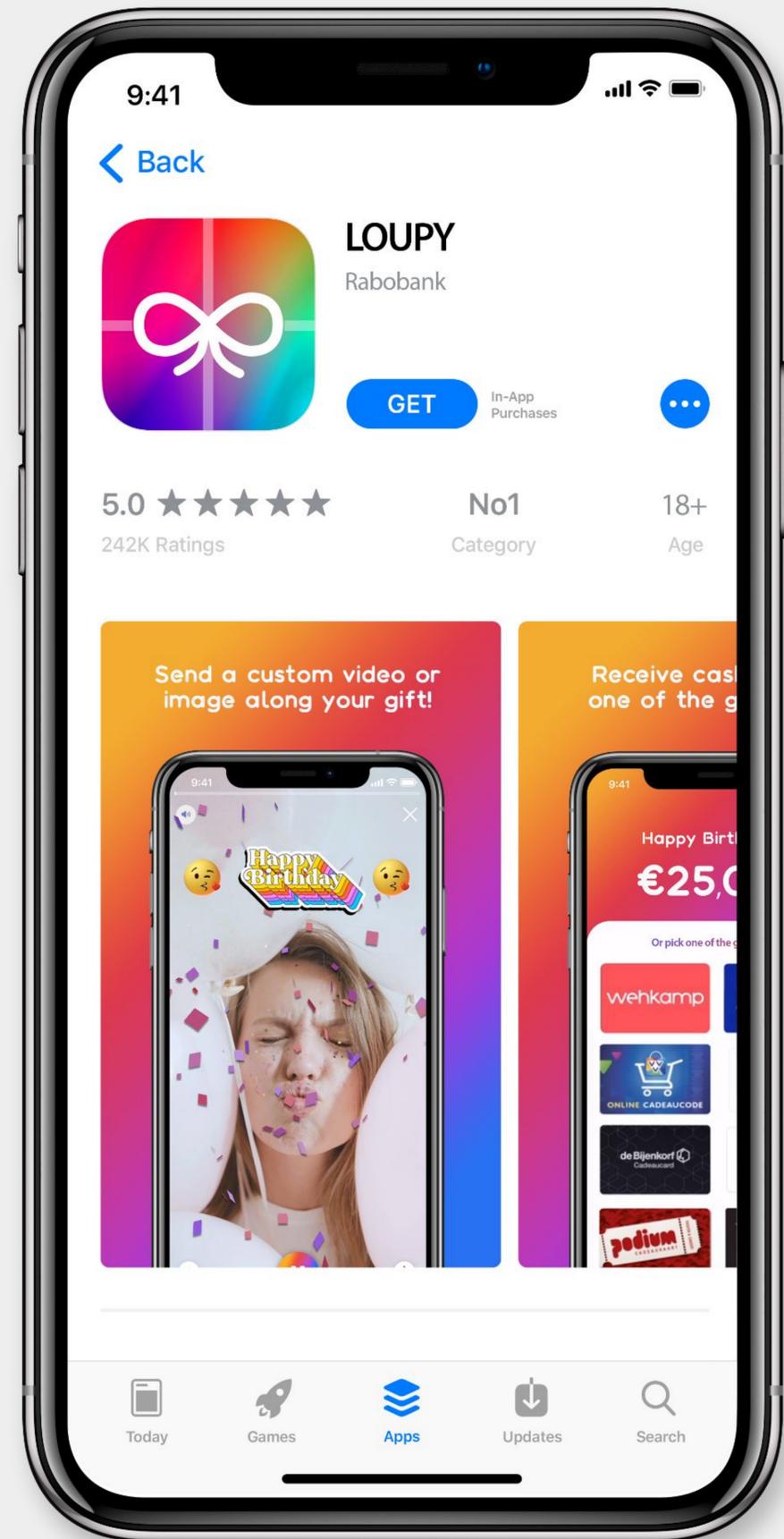


Figure 14:
Download page for the iOS App Store

4. Launch Campaign

Summary of chapter: What message and call to action do we send to which target groups through which channels in which format and design at what time, and why?

4.1 Client requirements

During the intake meeting the client has communicated certain points as to why Loupy would be a valuable addition to Rabobank's portfolio. These points are mentioned in figure 15.

We want the launch campaign to resonate with these points. Most aspects are inherently covered by the nature of the app, but there are certain parts that could really be enhanced by the campaign. These are highlighted in bold.

Furthermore, the client has stated that they have a budget of 200.000 euros to spend on marketing.



In general:

- Strengthens the Rabobank brand & **ties with a young target group**
- Suits the future interbank-payment-strategy
- Is an on-trend solution: giving instant presents (as part of the instant economy)
- Reduces plastic gift cards & non-wanted presents which will end up on the waste mountain
- Low-threshold proposition and easy to use as a part of Rabobank's c-2-c portfolio

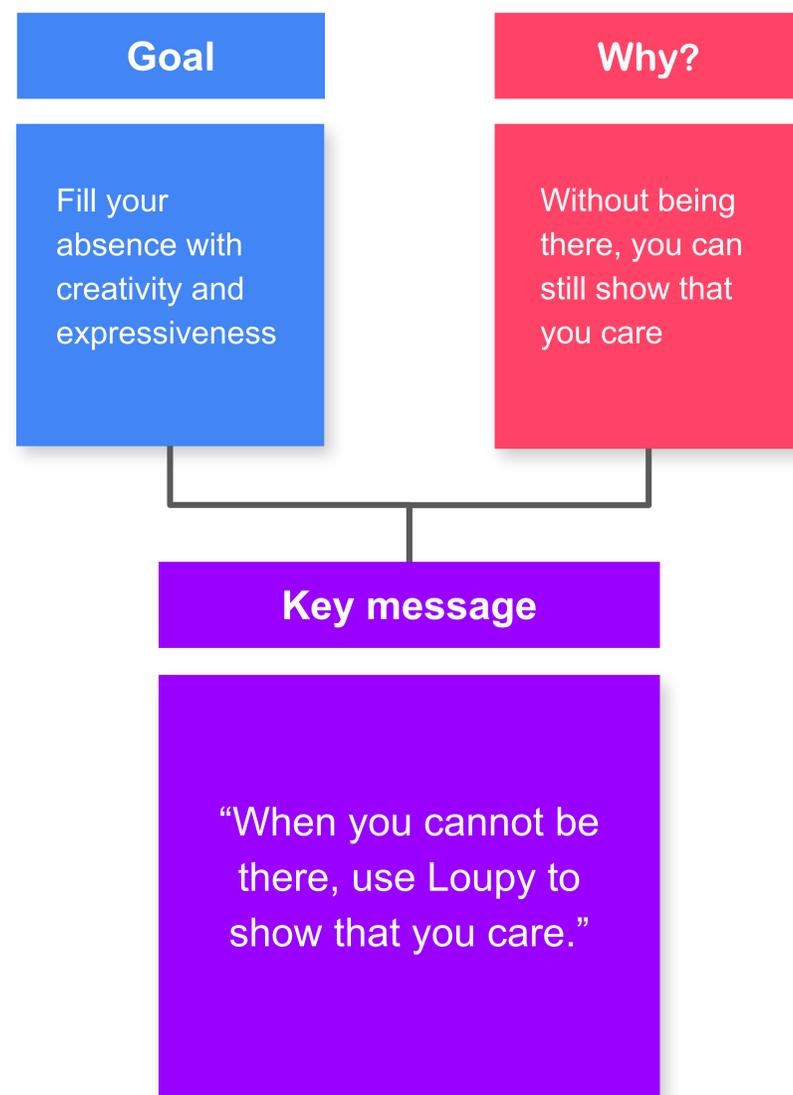
And on a purpose-level:

- **Connecting people with financial transactions**
- Good for you and the world around you

Figure 15: Loupy's value to Rabobank

4.2 Strategy & Key message

The launch strategy is focused on the first 1 to 3 years. This timeline is based on how similar services such as Tikkie were launched and made into a success (de Swart, 2018). The described promotion activities will be executed within the first 100 day of launching, after which Tikkie got 100.000 users (de Swart, 2018). After this timeframe, a re-evaluation of the strategy success should follow.



During the launch campaign, the key message is:

“When you cannot be there, use Loupy to show that you care.” Fill your absence with creativity and expressiveness. The promotional material used to convey this message is explained from page 25 onwards.

For the launch campaign, a clear call to action is defined. The promotional material will be put to use to call the target segment out in becoming excited to try out this new way of gift giving: try it out!

Call to action: “Get excited to use the most expressive app for distant gift giving!”

With this call to action we want to show the target segment that giving is more than just a gift. The *caring*, *expressive/creativity* and *personal* aspects of the personality of our brand DNA are therefore conveyed through this key message and call to action.

“Giving is more than just a gift.”

This quote embodies the underlying *big idea*.

Key Message

“When you cannot be there, use Loupy to show that you care. Fill your absence with creativity and expressiveness.”

4.3 Marketing channels

As discussed on page 18, we target a younger generation first. This strategy is reflected in our marketing budget as well. Most budget is allocated towards Instagram and YouTube. Table 1 shows the cost effectiveness (cost per mille) of various marketing channels, as well as the estimated reach, should all budget be allocated to one channel (which is not the case).

As can be seen in table 1, cost per mille (thousand views) vary per medium; with Instagram Stories at the lower end, and NPO TV commercials at the upper end.

Also, the user age demographics (15th-85th percentile) vary per medium, with TikTok having the youngest user base (Marketing Rumors, 2020; Webton, 2019; van der Ketterij, 2020; Business News, 2020; Statistica; 2021a; One Media, 2021a, 2021b; Korevaar, n.d.; Geysler, 2021; Mohsin, 2021; Hoffmann, 2020). We consider the TikTok user base to be too young (partially), since you have to be at least 18 years old to use Louty (because of Dutch legislation).

Shown in table 1, Abri posters in shopping streets (bus stop billboards) have the widest reach, but offer superficial (unfocused) brand exposure. On the other hand, TV and YouTube offer focused exposure, but with a narrower reach considering the given budget. *Frequency* measures the number of contact points with the consumer, and *views* show the product of *reach* and *frequency*.

Table 1: Cost effectiveness of different mediums

| Method | Instagram | Instagram | Snapchat | Youtube | TikTok | Billboards | TV |
|---------------------|-------------|------------|--------------|-------------------------------|------------|---------------------------------|-------------|
| Type | Story | Post | Ads | Skippable ad 10% full view | Video ad | Abri poster Shopping streets | NPO 3 |
| Budget | € 100,000 | | | | | | |
| Audience (age) | 15-38 | 15-38 | 12-31 | 15-35 | 10-29 | 19-52 | 21-34 |
| Reach | 5 million | 5 million | 3 million | 2.9 million | 2 million | 5.4 million | 2.4 million |
| Frequency (μ) | 20 | 5 | 14 | 2 | 5 | 2.6 | 2 |
| Views | 100 million | 25 million | 41.7 million | 5.8 million | 10 million | 14 million | 4.8 million |
| Cost per mille | € 1.00 | € 4.00 | € 2.40 | € 17 | € 10 | € 7.12 | € 21.53 |

4.4 Allocation of monetary resources and rationale

Based on the information in table 1, it can be argued that the user groups of Instagram and YouTube are best aligned with the initial (phase 1) target audience for the launch campaign. With regard to cost effectiveness, YouTube is the most cost effective for *high focus exposure*, and Instagram is the most cost effective for *wide reach exposure*.

In the first phase, Instagram is therefore used to obtain wide brand awareness. YouTube is used to give the brand more authority – it’s a respected platform – still targeting the same audience (Sownie, 2021). In the second phase, an older demographic will be included. For this, a Rabobank in-app message and newsletter can be used. Rabobank customers reflect a wide range of potential consumers, comprised of different age categories. It is similar to the overall Dutch population, since most people use a bank. The Rabobank app has 4.5 millions users (Rabobank, n.d.). A push notification to those users will not involve extra marketing costs.

Billboard costs

We have considered billboards. A national campaign will cost around 50 thousand euros for 800 bus stop billboards in around 120 Dutch cities, for one week. (One Media, 2021a) With this, we could reach around 3.5 million consumers.

The average contact frequency will be between 2 and 3, which means that consumers will see the billboards more than once on average.

Instagram costs

Comparing this to Instagram, we believe that Instagram offers a more cost effective method for our campaign. Instagram ads cost around 50 thousand euros to show to five million Dutch Instagram users 10 times. Around 5 percent will eventually click on the story ad, which will be 250.000 people. (WebFX, n.d.)

“A combination of Instagram ads for wide exposure and YouTube ads for focused exposure is used.”

In conclusion, a combination of Instagram ads for *wide exposure* and YouTube ads for *focused exposure* is used to generate awareness among a younger audience. In this, intermediate analytics of the Instagram Story ads can help to further segment the YouTube target audience. Next to this, influencers are used to further enhance the exposure on Instagram (see page 30). We propose a one third budget division for each of the strategies: YouTube, Instagram Stories, and Instagram influencers. Phase 2, in which an older demographic is included, involves no extra marketing costs.

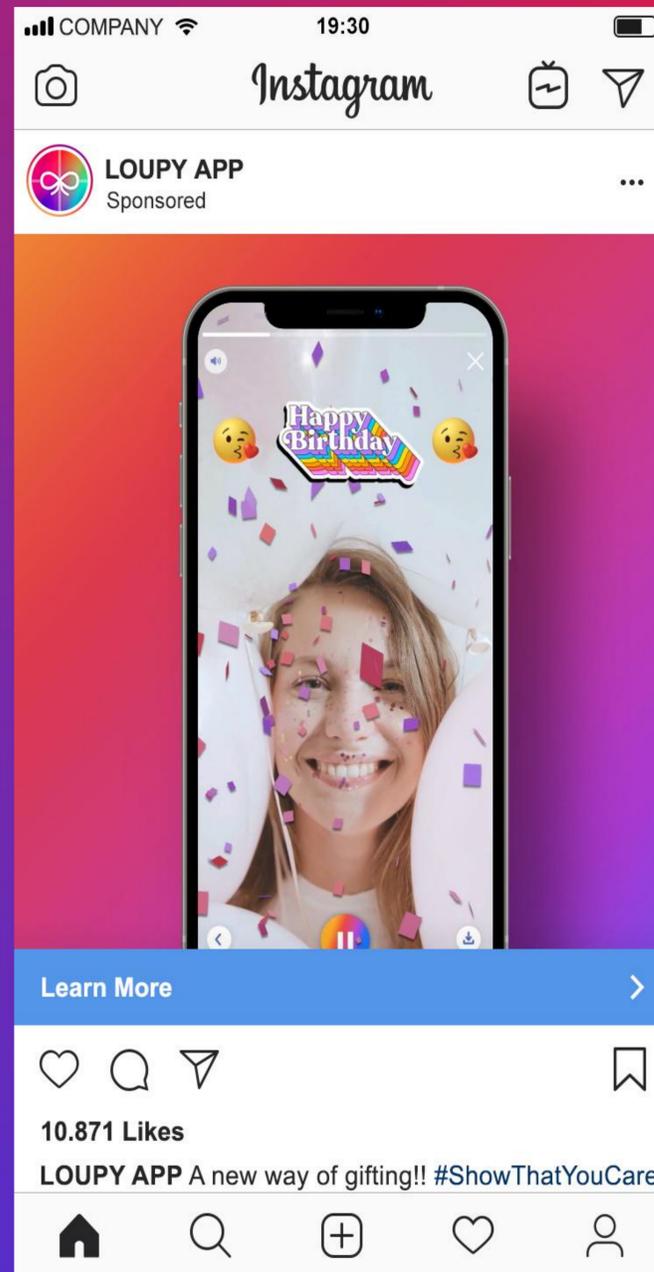
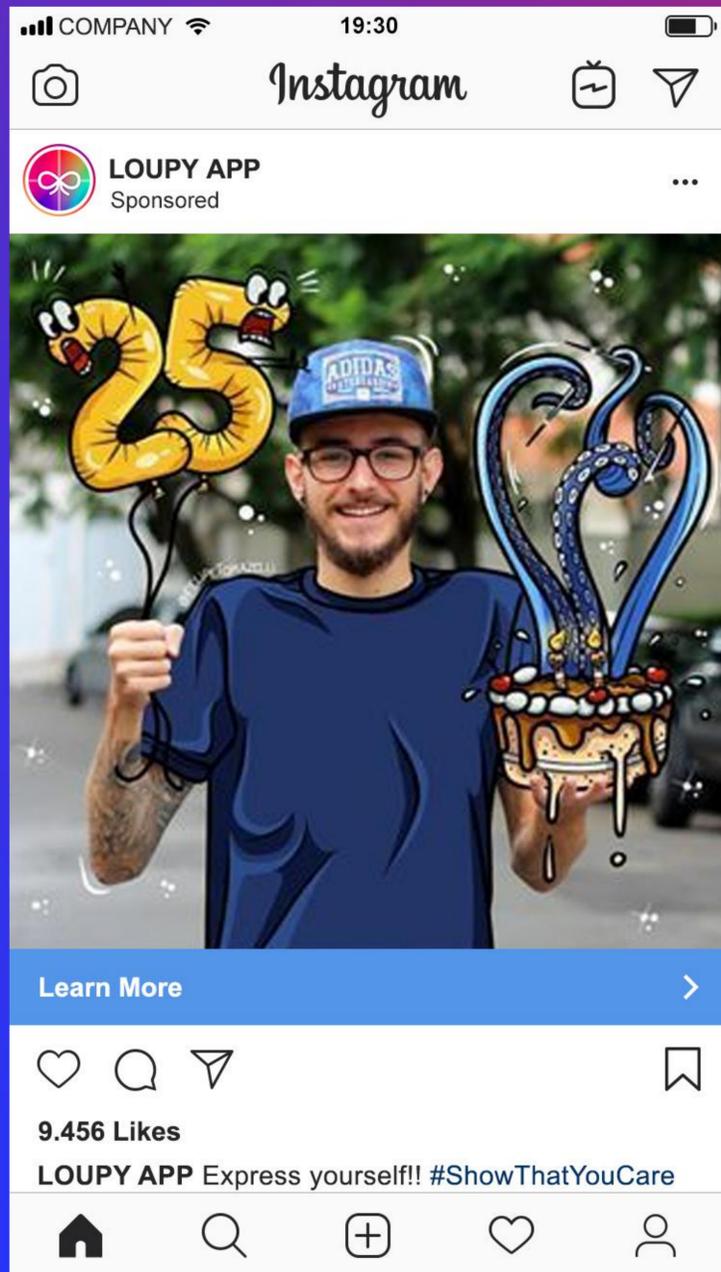


Figure 16:

Examples of ads which will be displayed on Instagram. It showcases different Loupys that real people have made (left), in-app examples (middle) and the process of creating, sending and receiving Loupys (right).

4.5 Video strategy and rationale

YouTube

To reach our target audience, video marketing is a crucial resource used for the launch campaign. Figure 17 shows the intended placement of the video as a YouTube ad. According to a study from Wyzowl (Huffman, 2021), 45% of people watch an hour or more of video daily, 79% of consumers prefer watching a video over reading about a product, 84% of consumers have bought something after watching a video, marketers get 66% more qualified leads per year, and achieve a 54% increase of brand awareness using video (Huffman, 2021). Therefore, the video ad on YouTube is a crucial part of the marketing campaign.

YouTube's target audience is relatively young; 70% of viewers are aged between 15 and 35 years old, with a heterogeneous background (Van de Ketterij, 2020).

Costs

YouTube ad costs are calculated based on the amount of views, the amount of clicks, and the percentage of views that are longer than 10 seconds. Non-skippable ads are therefore more expensive than skippable ads, and are less cost effective. The average cost per one thousand views is € 17 (cost per mille), based on an average click rate and average viewing duration (Webton, 2019).

This is considerably lower than the cost per mille for NPO television ads, which is around € 22. Also, television has an older target audience on average (depending on the channel). Therefore, YouTube is the most cost effective video marketing channel for Loupy. (NPO, n.d.)

Video rationale

The goal of the video is to clearly convey the purpose and brand identity of Loupy without having to do any explaining. We want to prevent people from clicking on the skip button. Instead, we want people to eventually engage with the ad: click on it; which will lead them to the App Store. This is done by a call to action at the end of the video.

The first five seconds of YouTube ads are unskippable, so there we created a build up of text dialogue. This text dialogue should also suck the viewer in, causing them to be curious about what it will lead to. After the drop (music), there is a stark contrast between regular "boring" life and watching a Loupy; filling the space with a party.

Why? Because the contradiction of absence is expressiveness.

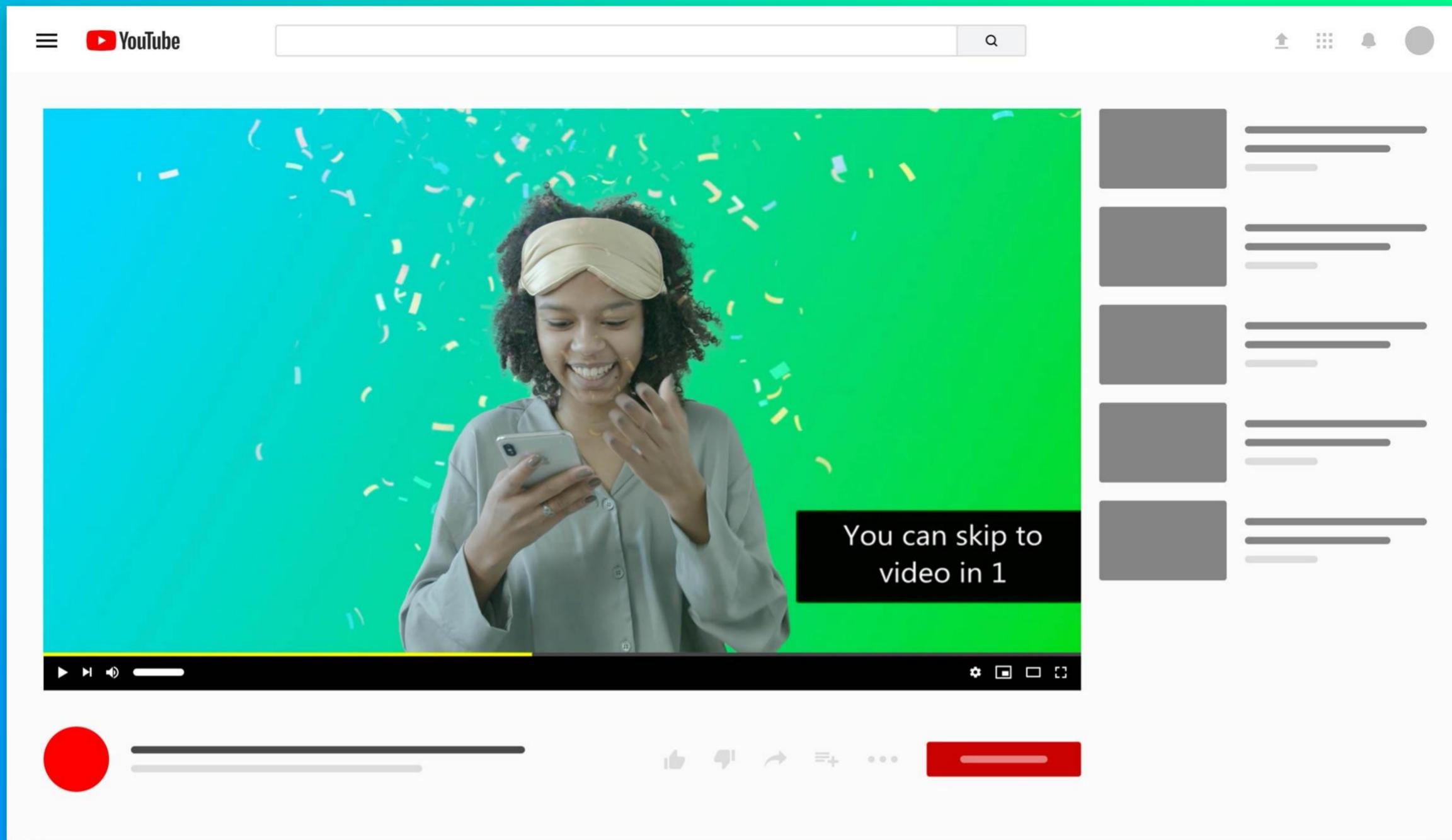


Figure 17:
Mockup of skippable YouTube ad, showing the Loupy commercial

4.6 Social ads and influencers

In addition to the video marketing, other resources are used to build trust and improve the product awareness of Loupy. We do this by including a partnership with influencers in the launch campaign. Since 70% of millennial consumers are influenced by the recommendations of their peers in buying decisions (Huffman, 2021) and there are increasingly more people using ad blockers to hide traditional ads (up to 15% of mobile phone users), using an influencer can be an effective way to reach our target audience (Huffman, 2021). Additionally, according to a study by Nielsen Catalina Solutions and TapInfluence, the return on investment is 11 times greater from influencer content than traditional campaigns. Therefore, we looked for popular people within the target demographic.

The criteria for the influencer should be in line with the brand DNA and target audience. Consequently, we looked for someone who is generally characterised as *creative*, *expressive* and *caring*. This person should be chosen carefully, since you do not want to damage the brand image of Rabobank. We looked into whether Rabobank has collaborated previously with influencers in the past. An earlier example of Rabobank using influencers is *Rens Kroes* for the “Rabo Food Award”. So it is not something entirely new to Rabobank. After a careful selection of multiple options (see appendix C), we came up with three influencers that could function as the online ambassadors for Loupy in the launch campaign (see figure 18).

The chosen influencers are:

Jan Versteegh

Followers: 369.000

He is a popular Dutch TV presenter. Characterized as funny, cheerful, recognizable and is already active in promotional activities.

Cathelijne Blok

Followers: 111.000

She is a popular creative influencer with a colourful feed. She is known for her creative, inspiring and outstanding content.

Larissa Mol

Followers: 12.000

She has some less followers but she is extremely active in promotion activities. We choose a smaller influencer as well to reduce cost, since less popular influencers are also less expensive. Yet, she still has the capacity to actively promote Loupy. Her feed is colourful and expressive, and she is known for her kind and caring character, which is also in line with our brand DNA.

We choose these three since they all share common characteristics that are in line with our chosen brand DNA (creative, expressive, caring), but differ in terms of how they express their creativity (clothes, tv, art). This way, we address the same target audience over a slightly more diverse spectrum.

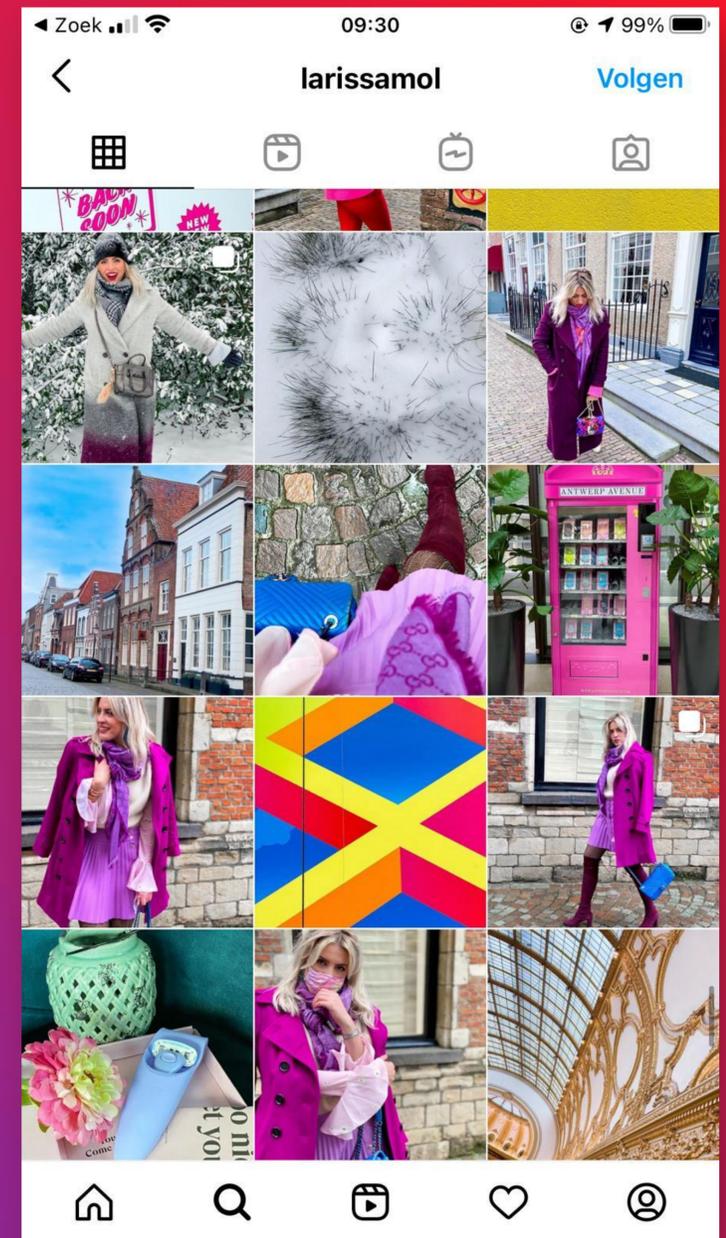
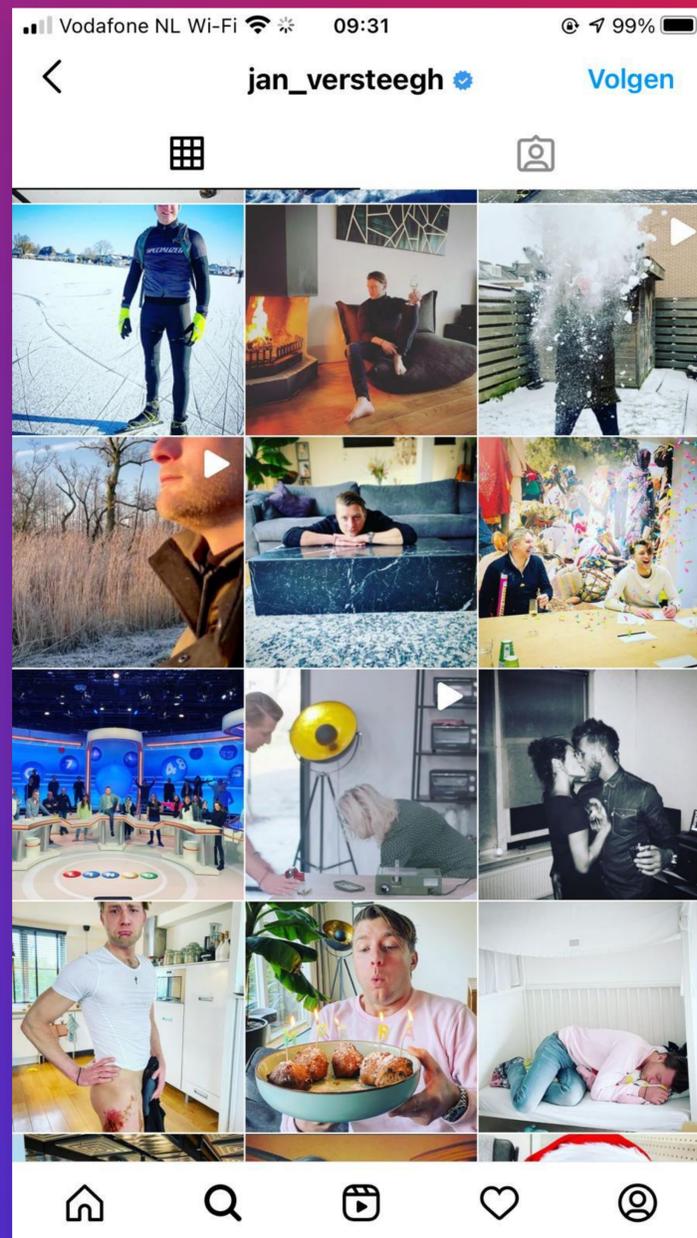
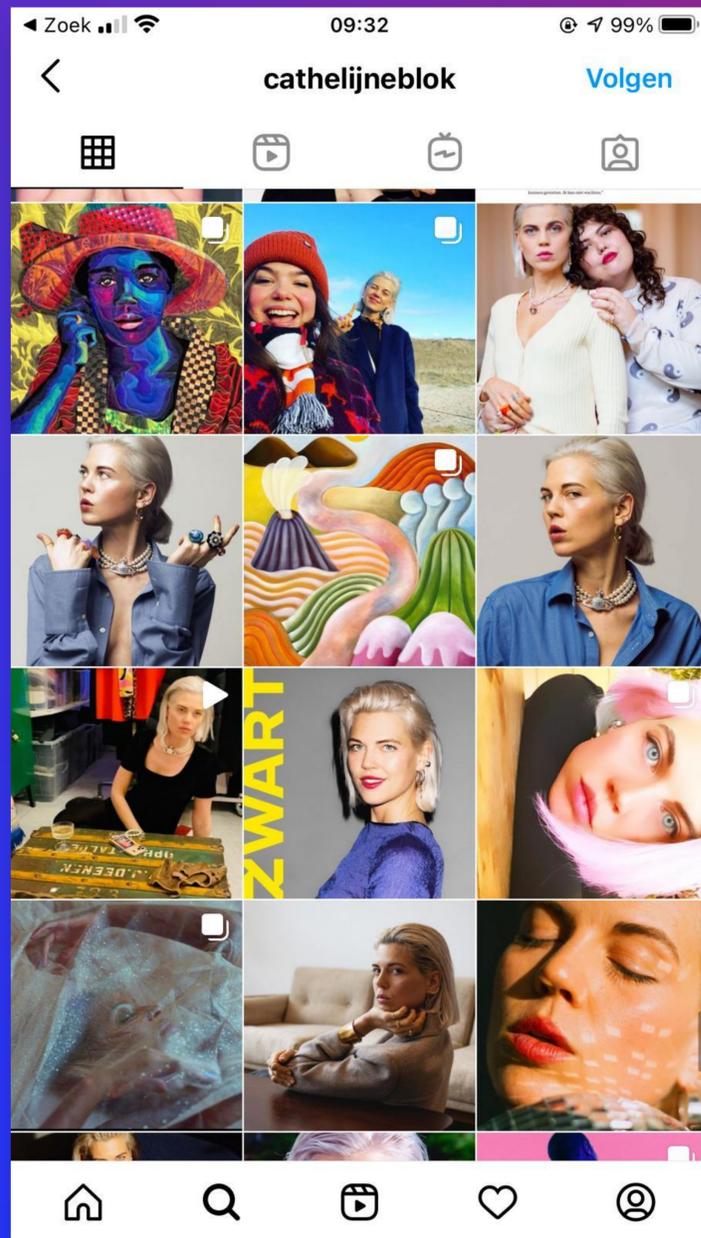


Figure 18:
Instagram pages of the chosen influencers

Timeframe & goal

The influencers are mainly put to use in the beginning phase of the launch campaign. The time frame for this is three months. The goal of the involvement of influencers as lead users is to reach a larger audience, to target our desired consumer group, raise awareness, and foremost gain consumers' trust.

Instead of just regular ad promotion, we want to increase the exposure by adding some extra strategies. This includes the offering of a free trial and the collaboration with a charity. These strategies will be promoted by the influencers. We want the influencers to convey our specific key message and we use these two strategies to accomplish this. Once a strong connection with an influencer has been established, Loupy could look into the possibility to extend the collaboration over a longer period of time. This, however, should be decided upon after the collaboration has been proven successful and direct associations between the influencer and Loupy are made.

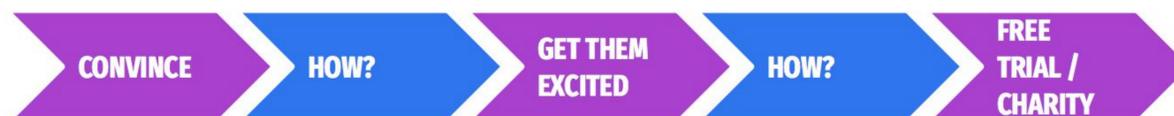


Figure 19:
Reasoning behind collaboration

4.7 Free trial & charity

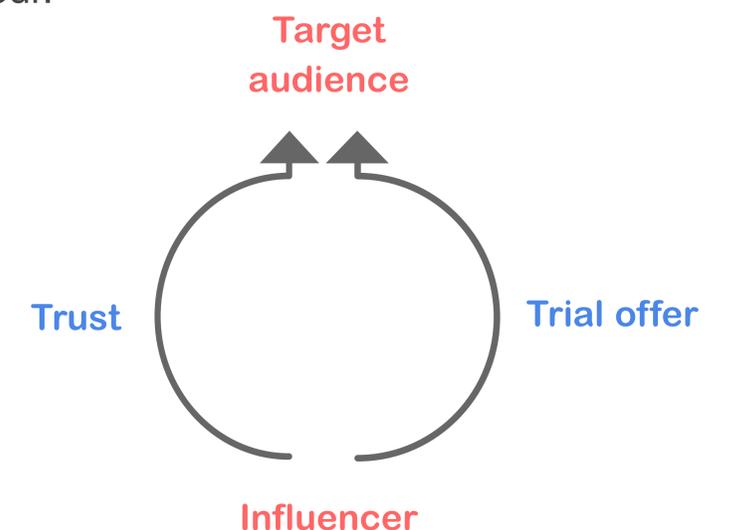
Free trial

The free trial is meant as a means to lower the threshold to use Loupy. Free trials have proven to be an effective marketing strategy to:

- Promote engagement.
- Give the impression that the brand can be trusted.
- Give the opportunity to compare the product with existing products.
- Let customers get accustomed to new technologies, since most people don't want to test things by spending money.
- Establish routine behaviour.

(SalesTrack, 2021)

Figure 20:
Means to lower thresholds



We considered different alternatives as free trial, such as offering the first 3 Loupys for free, offering a €3 discount on your first Loupy, or inviting someone to use Loupy and both get a €3 discount on your next Loupy. We chose the first option, since the other options will cause direct profit loss, and the viral aspect in sharing (idea 3) is already present.

Charity

Benefits of involving charities in the launch campaign are building goodwill for the business and establishing positive associations for the brand (Matista, 2013). Charitable marketing is also an effective way to gain exposure for Loupy by leveraging the audience and trading on the recognition of another brand - the charity itself.

Additionally, it gives you something new to talk about on social media.

Since brand associations are made with the charity, this should also be chosen carefully. It must be a trusted charity that has no reputation of fraud or scandals. We chose a charity that aligns with the brand DNA and with the message we want to convey, but this time emphasizing on the *caring* aspect. In line with current trends where there is an increased awareness for the importance of mental health, especially due to the current pandemic (Dorlo, 2020), we looked into charity options that stand for this.

Stichting MIND

Stichting MIND is a Dutch charity that raises awareness for the importance of mental health and stability (wijzijnMIND, 2021). They strive for a society in which there is more understanding and respect for the treatment of mental health to those who need it and their close relatives. It is there for everyone: young, old, parents, relatives, children; for small and large issues, “so no one stands alone”.



One of the strategies that will be promoted to make the try-out of Loupy more compelling, is by advertising that in the first month after launch, all fee costs will be transferred to the charity MIND. This way, you can show that you do not only care about the person you are sending the Loupy to, but also show on a broader level that you are a caring person. It does not cost the consumer anything extra. Additionally, it provides a means for Loupy to build upon their *caring* brand image. This is also an easy tool for influencers to promote:

“Use Loupy now and the transfer fees will be donated to this amazing charity MIND that commits to mental health. Show your loved one that you care and help us raise awareness for mental health!”



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4.8 Using Rabobank's existing marketing channels

Using Rabobank's existing marketing channels is a cost effective way to target potential Loupy customers. Since Rabobank cannot reach all relevant consumers, this strategy is only one part of the launch campaign.

App

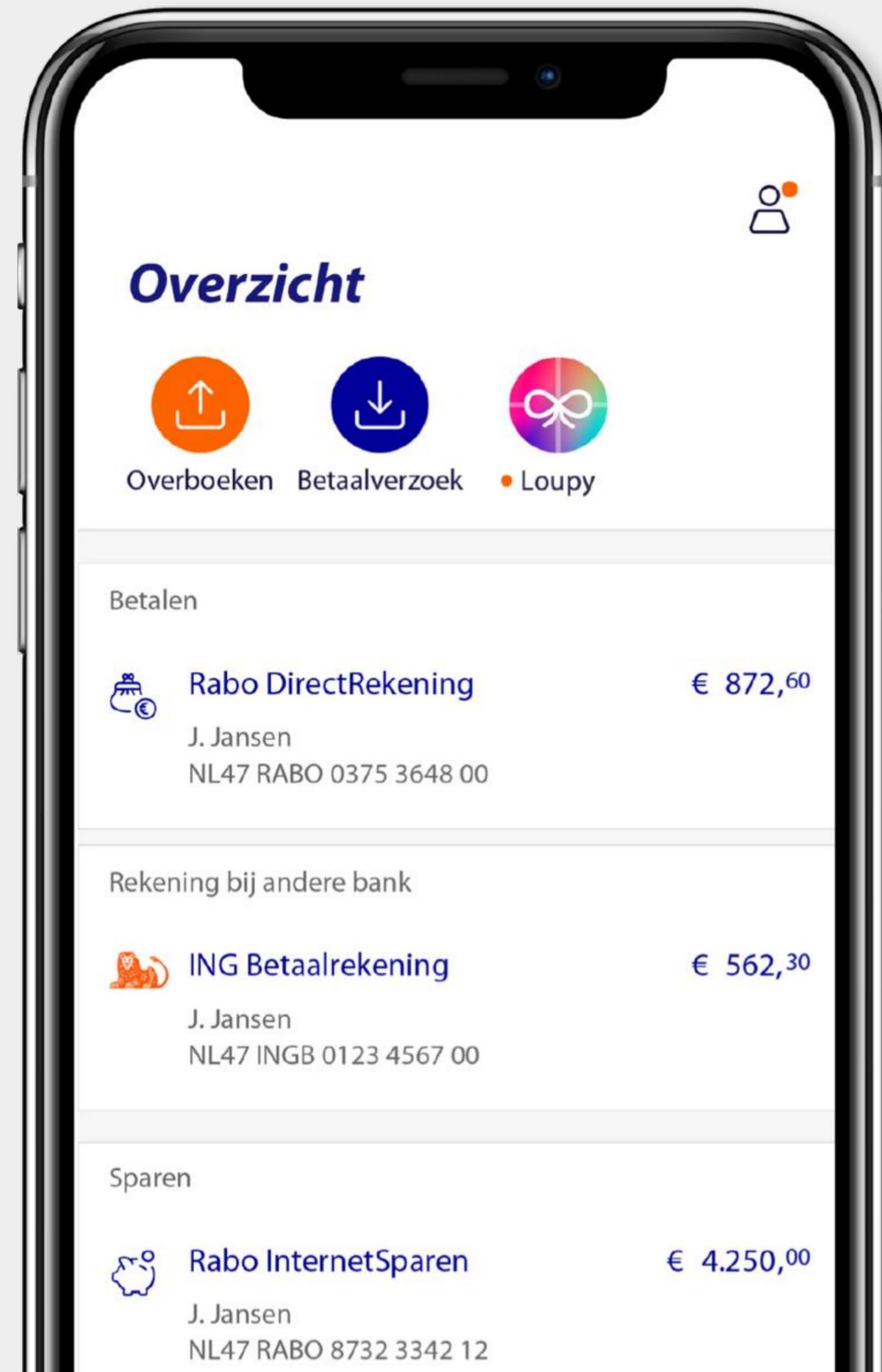
In the second phase, the launch campaign also starts including an older demographic, through an in-app message in the Rabobank app (figure 21). The reason behind this is that older people tend to follow younger people in emerging trends (e.g. TikTok). Therefore, it is strategically sensible to first target younger people, and later target older consumers. (Business News, 2020). Through an in-app message, all Rabobank app users are shown the Loupy app, which can be added to the main screen for easy access. Coming from Rabobank, the Loupy app automatically has more authority and trustworthiness, which are key determinants for success for an older generation (Bailey et al., 2015).

Newsletter

According to McKinsey, email marketing remains a cost effective marketing tool (Reis, 2021). In the case of Rabobank, it already has a large number of newsletter subscribers. Targeting them involves no extra costs (figure 22).

Figure 21:

App UI from the Rabobank app showing in-app message highlighting Loupy and allowing users to download Loupy from the App Store



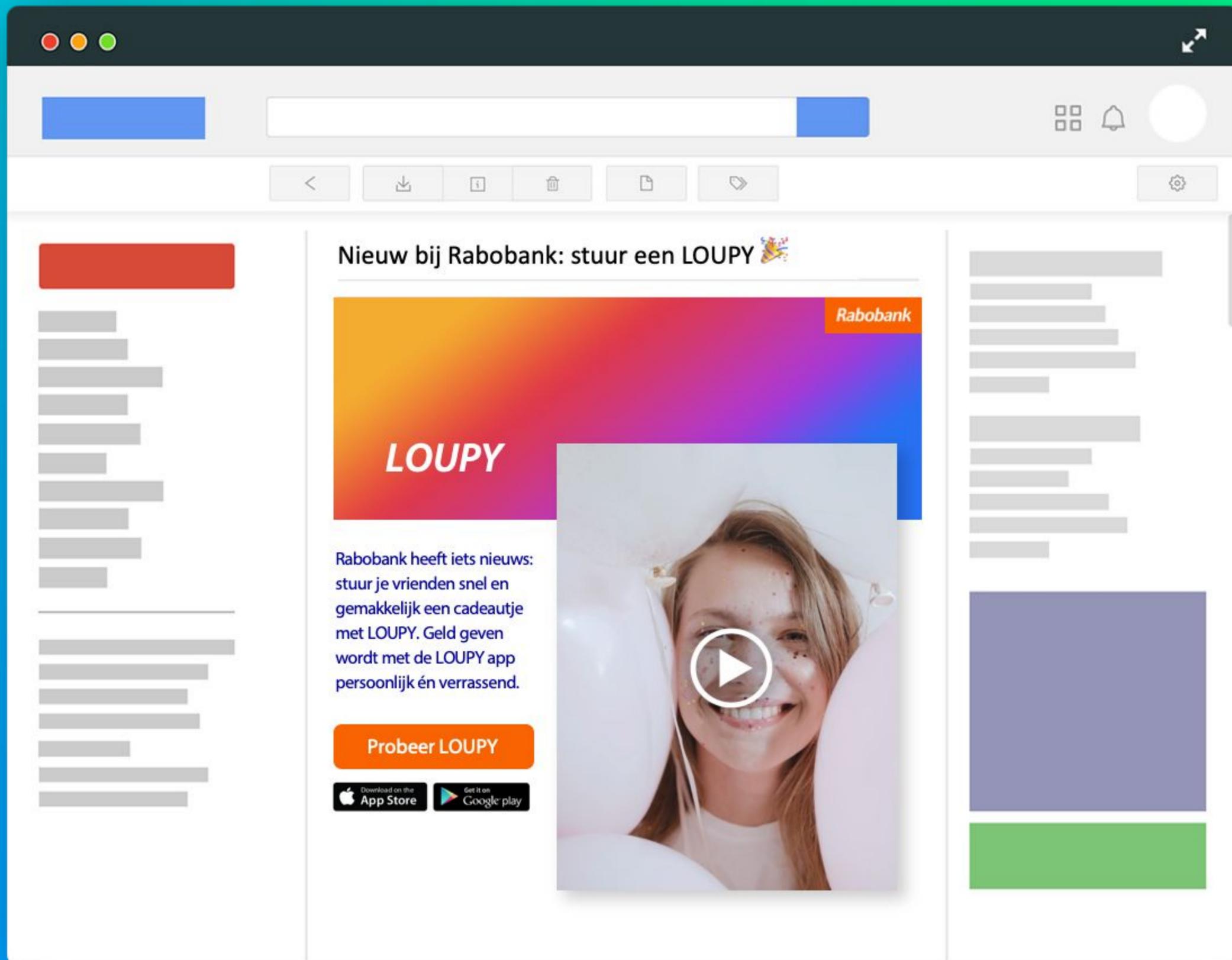


Figure 22: Example of marketing email send to all subscribers

4.9 Example customer journey map: From influencer to customer

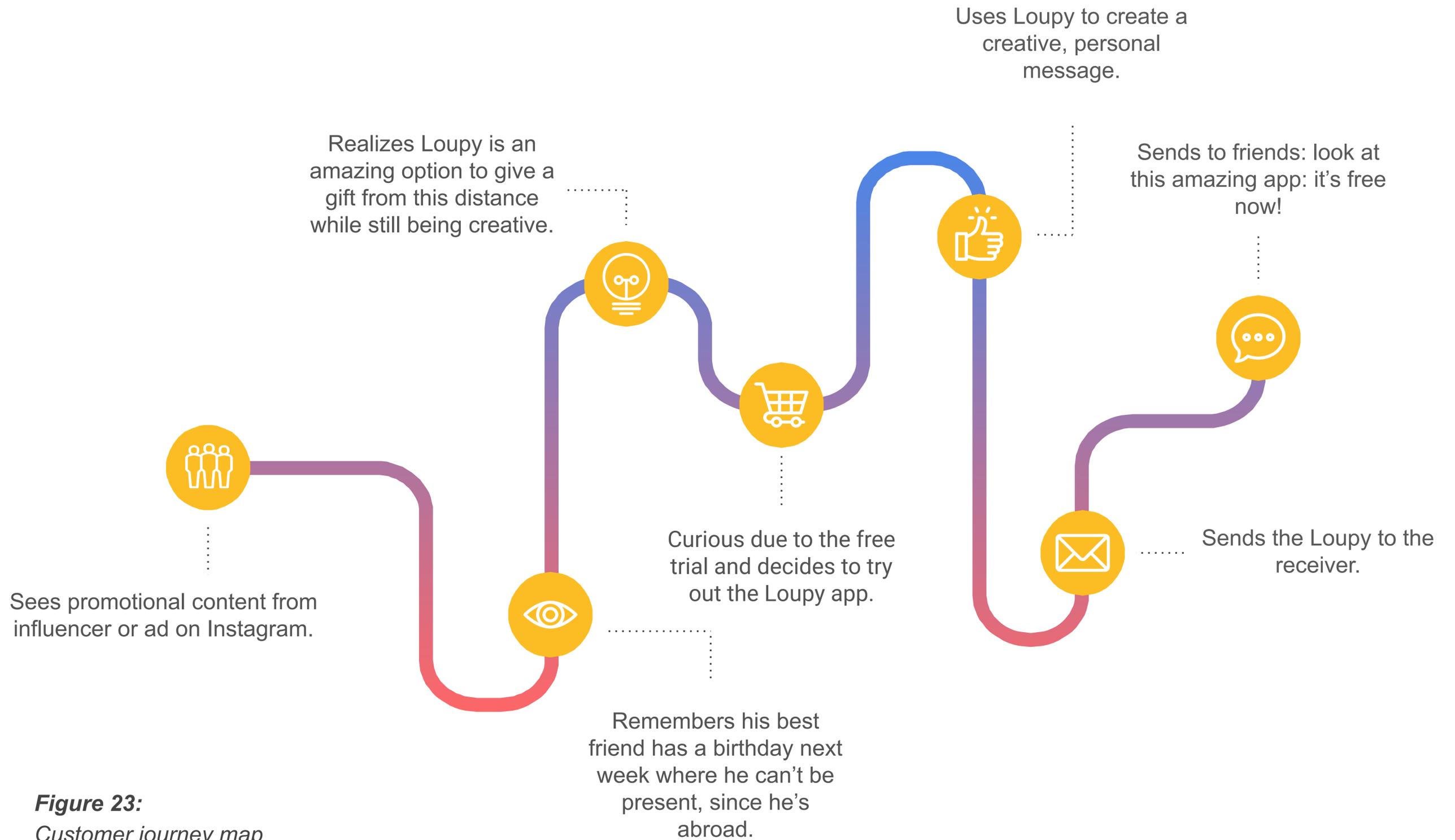


Figure 23:
Customer journey map

5. Overview of costs

Summary of chapter: Internal and external costs related to executing the launch campaign. The total reach is included for each medium.

5. Overview of marketing costs

Table 2

Budget and reach overview

As can be seen in table 2, the budget is evenly distributed among the three channels. The YouTube *budget* estimate is based on the assumption that 10% of views are longer than the skippable timeframe. Personnel costs are based on the assumption that 33% of the marketing budget is additionally needed to execute the plans (WordStream, 2018).

Together with the internal campaign (app notification and newsletter), Loupy could potentially reach up to 5.4 million consumers. Accounting wise, the internal campaign is not part of the €200 thousand budget, therefore the costs for this are not included in this specific overview.

| Description | Budget | Reach |
|---------------------------|-----------------|--------------------|
| YouTube | € 50,000 | 145,000 |
| Instagram Stories | € 50,000 | 250,000 |
| Instagram Influencers | € 50,000 | 500,000 |
| Personnel Costs | € 50,000 | |
| <hr/> | | |
| Subtotal external | € 200,00 | 895,000 |
| Rabobank app notification | | 4.5 million |
| Rabobank newsletter | | Included |
| <hr/> | | |
| Subtotal internal | | 4.5 million |
| <hr/> | | |
| Total | € 200,00 | 5.4 million |

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Appendices

Appendix A: Visual brand identity exploration

Appendix B: Final app icon iteration

Appendix C: Possible influencer evaluation

Appendix D: Situational sensitivity of giving money

Appendix E: Influential factors for consumers

Appendix A: Visual brand identity exploration

Visuals from 3A



Word cloud



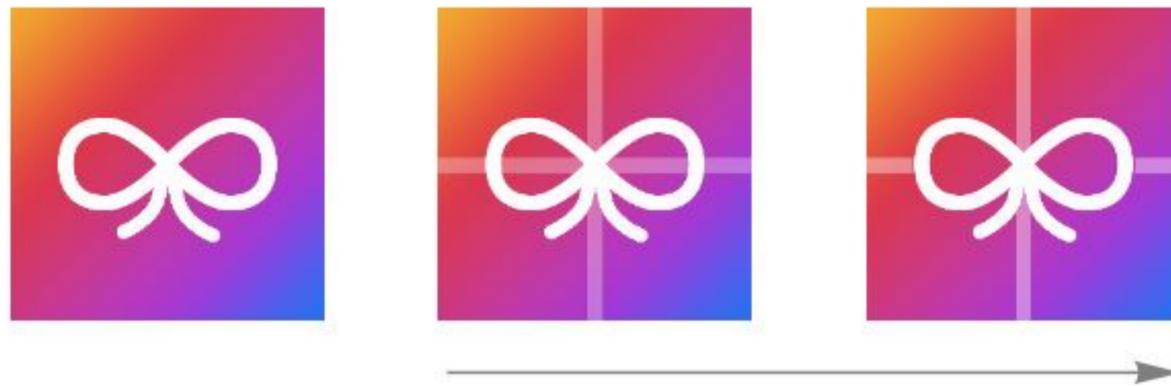
Similar, but with more "pop"



The vibrant colors represent expression and the "paints" used by artists

Appendix B: Final app icon iterations

Final selection



"Looks too much like instagram"

Iterating background colors



Enhanced vibrance of colors

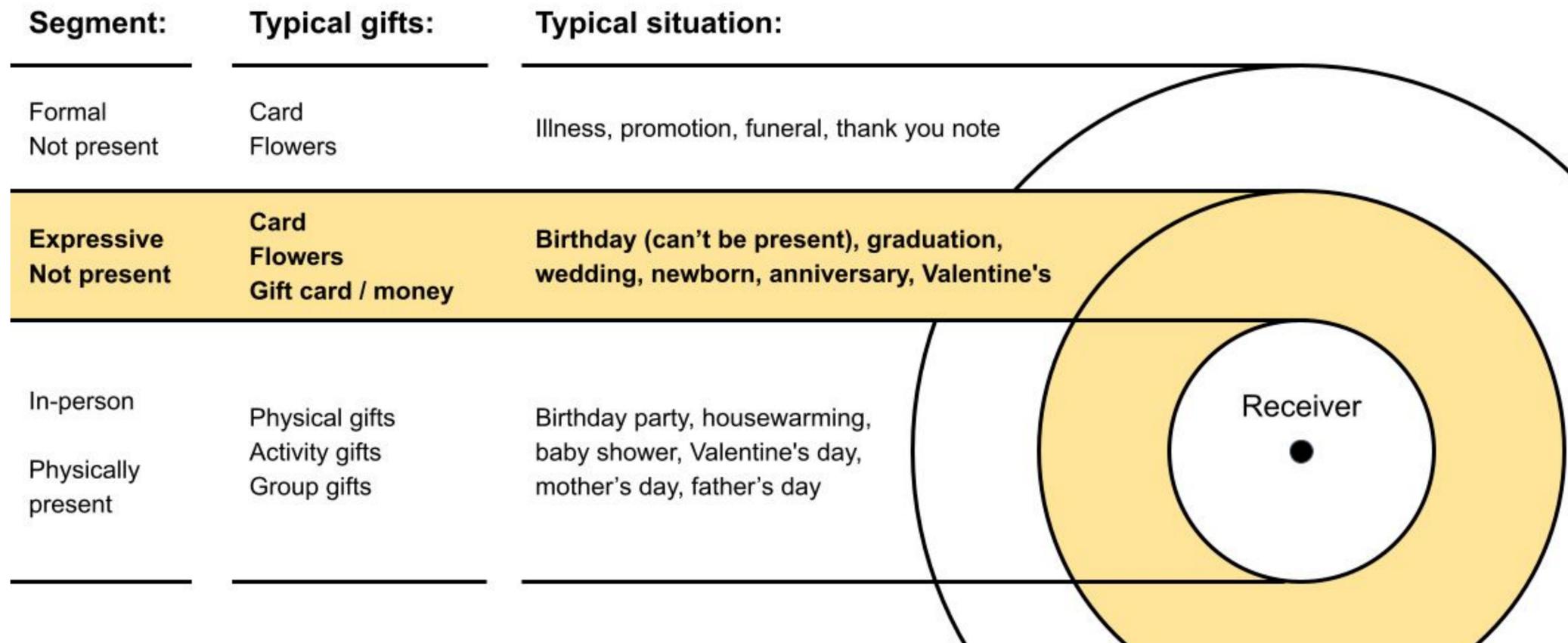


Too detailed

Appendix C: Possible influencer evaluation

| influencer | followers | description |
|-----------------|-----------|--|
| Cathelijne Blok | 111.000 | inspiring, very creative, outstanding |
| Jan versteeg | 369.000 | Popular dutch tv presentator. Funny, cheerful, red active in promo activities  |
| Maan | 938.000 | Popular dutch singer, entertainer, creative, inspiring, colourful, less active in promo activities (more ex  |
| Nina Warink | 564.000 | Loves activities, traveller, active in promo activities |
| Larissa Mol | 10.000 | Colourful, fashion, style, less followers, very active in promo activities |
| Rutger Vink | 559.000 | Ihtba community, creative, art, tiktok, active in promo activities |

Appendix D: Situational sensitivity of giving money as a gift



Appendix E: Influential factors for consumer decision-making

