

## Target Market

### Primary Market:

Millennials 20-35, with a close focus on first time movers and job relocations

### Secondary Market:

Generation Z 18-22 with a focus on college students

### Tertiary Market:

HR Professionals

## Research

### Qualtrics Survey: 136 Respondents

- Data filtered by demographics in order to gain more representative information with specific focus placed on age groups
- Questions about general moving and storage industry, past and future product usage, knowledge of PODS

## Brand Personality

### Sincere and Competent

(Jennifer Aaker's dimensions of brand personality)

Data suggests that respondents were more likely to purchase or rent from PODS if they felt the brand was caring and customer-focused

# AMA PODS Case Competition

## Marketing 336/Integrated Marketing Communications

Professor Caloura, Tyler Duff, Ethan Foley, Lukas Grover, Caroline Hoffer, Jacob Lemanowicz, Erika Markiv, Kaitlyn Novarro



## Objectives

### Overall Objective:

Increase awareness of PODS brand, services, and products among Millennials and Gen Z

### Awareness Objective:

Increase awareness of PODS brand from 66% to 77%, about an 11% increase

### Purchase Intent Objective:

Increase purchase intent from 10.1% to 22.35%

## Metrics

### Attitudinal:

Short surveys will be sent out to customers after they purchase from PODS.

### Behavioral:

Through email lists and contact information given when purchasing a PODS product

### Financial:

Tracking yearly revenue, purchases, and profit

## Financials

Platforms	CPM	Budget	Ad Cycles	Reach	Consumers w/ Over 7 Ads Seen	Impressions	Valuable Impressions	Engagement	Customers
Facebook	\$ 5.31	\$ 603,000.00	24	11,290,791	8,120,310	113,559,322	1,461,656	29,233	2923
Instagram	\$ 6.70	\$ 60,000.00	24	890,385	640,363	8,955,224	83,247	3,580	358
Podcasts	\$ 21.78	\$ 136,085.75	52	69,300	-	216,000	33,294	20,309	229
<b>Total</b>	<b>-</b>	<b>\$ 799,086</b>	<b>-</b>	<b>12,250,477</b>	<b>8,760,673</b>	<b>122,730,546</b>	<b>1,578,196</b>	<b>53,122</b>	<b>3,511</b>

DIGITAL MEDIA CAMPAIGN			
	Facebook	\$603,000	
	Podcasts	\$136,085	
	Instagram	\$60,000	
<b>Total Media Cost</b>			<b>\$799,085.75</b>
Non-Media Costs			
	Public Relations	\$1,464.00	
	Overhead	\$165,771.47	
	College Concert Crew	\$15,000.00	
<b>Total Non-Media Cost</b>			<b>\$182,235.47</b>
<b>Overall Cost</b>			<b>\$981,321.22</b>

## Big Idea

### Moving Off the Streets

#### Umbrella Campaign

Pods giving 5% of sales to Habitat For Humanity

#### Supporting Campaigns:

##### Sleigh the Day

PODS will donate 5% of sales to Toys For Tots

##### Pack to Give Back

College Competition in which items will be donated to Covenant House

## Media



### Total Cost of Media:

\$799,085.75

### Total Impressions:

122,730,546

### Total New Customers:

3,511

### Estimates Sales:

\$4,212,920.06

## Public Relations

- 3 press releases
- Premium Package from PRWeb
- BuzzFeed and the New York Times