

# FACEBOOK PHONE™

*creative brief*

**Client: Patrick Hadsipantelis, Marketing Director, Fido**

**Project: New campaign to introduce the Facebook Phone™**

**Prepared by: Anna Feigenbaum**



# **BASICS**

## **1) OVERVIEW:**

**Fido is releasing a new service for its cell phone users called the Facebook Phone™. Facebook Phone™ integrates components of facebook with your cell phone service, allowing users to locate friends, parties, events, film times, favorite restaurants and more.**

## **2) WHAT IS THE OBJECTIVE?**

**To make people realise that fido + facebook = the best new social networking around**

**To make "facebook phone" a more popular phrase than "cellphone"**

**To make people feel as though they're missing something special / that their social networking is only half complete without the facebook phone**

## **3) TARGET AUDIENCE: WHO ARE WE TALKING TO?**

**We are directly targeting facebook users aged 18-25.**

## **4) WHAT WE NEED FROM THE CREATIVE TEAM**

**A print/web ad campaign series of 3 posters**

**A 15 second teaser video to be shown online and at movie theaters**

**A tagline for Facebook Phone™**

## **5) MANDATORY ELEMENTS**

**Ads must include Fido logo/brand reference and the new tagline for Facebook Phone™**

# **BACKGROUND**

The Facebook Phone™ can locate and connect facebook friends using GPS tracking technology. Whether you are walking to class, at the gym or on a break from work, Facebook Phone™ users can find friends in their area. With Facebook Phone™, you will never miss a social opportunity.

Facebook Phone™ is hooked up to your profile. It knows when your favorite bands are in town and where the best restaurants serving your favorite food are. The Facebook Phone™ also draws on your list of favorite films and books to make recommendations for new releases you won't want to miss.

Forgot to write down the address to a house party or what time an event started? Facebook Phone™ knows the dates, times and addresses of all your facebook events. Not only will you find the best party, with Facebook Phone™ you'll know which of your facebook friends are already there.

## **TARGET AUDIENCE DEMOGRAPHICS: THE 'IPOD GENERATION'**

Our target audience is the 'ipod generation'.

The ipod generation want to know their electronics and communication services are top quality.

The ipod generation want a user-friendly interface and technology without too many gimmicks or gadgets.

The ipod generation is online between 2 and 6 hours a day. The majority of their time is spent connecting with friends over facebook.

The ipod generation is within reach of their phones the majority of the day.

The ipod generation will frequently answer their phone in the company of friends, while at bars, parties and meals.

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**Question title: Personal - Age**

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Age

- a. under 18
- b. 18-20
- c. 21-23
- d. 24-30
- e. over 30

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**Response Summary**

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Answer	Frequency Distribution
a.	0 (0%)
b.	42 (53.2%)
c.	35 (44.3%)
d.	2 (2.5%)
e.	0 (0%)

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**Question title: Internet - Networks**

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I am on and actively use the following

- a. facebook
- b. myspace
- c. friendster
- d. live journal
- e. other

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**Response Summary**

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Answer	Frequency Distribution
a.	63 (85.1%)
a.,b.	4 (5.4%)
a.,b.,e.	1 (1.4%)
a.,d.,e.	1 (1.4%)
a.,e.	1 (1.4%)
d.	1 (1.4%)
e.	3 (4.1%)

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**Question title: Mobile Media -mp3**

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I have an apple ipod

- a. Yes
- b. No

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**Response Summary**

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Answer	Frequency Distribution
a.	56 (70.9%)
b.	23 (29.1%)

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**Question title: Internet - On**

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On average, I spend

- a. less than 1 hour on the internet per day
- b. between 1 and 2 hours on the internet per day
- c. between 2 and 4 hours on the internet per day
- d. between 4 and 6 hours on the internet per day
- e. between 6 and 10 hours on the internet per day
- f. more than 10 hours on the internet per day

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**Response Summary**

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Answer	Frequency Distribution
a.	2 (2.6%)
b.	18 (23.1%)
c.	32 (41%)
d.	20 (25.6%)
e.	6 (7.7%)
f.	0 (0%)

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**Question title: Mobile Media - Cell**

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I have a cell phone

- a. Yes  
 b. No
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**Response Summary**

Answer	Frequency Distribution
a.	76 (96.2%) 
b.	3 (3.8%) 

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**Question title: Mobile Media - Cell 2**

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My cell phone

- a. is nonexistent  
 b. is on all the time and I always carry  
 c. is on most of the day and I always c  
 d. is sometimes on and I usually carry  
 e. is something that I use rarely/in cas
- 

**Response Summary**

Answer	Frequency Distribution
a.	2 (2.6%) 
b.	49 (62.8%) 
c.	20 (25.6%) 
d.	5 (6.4%) 
e.	2 (2.6%) 

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**Question title: Mobile Media - Cell 3**

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I will generally decide to answer my cell







- a. while at a movie, public talk, perf  
 b. while out for a meal with my frien  
 c. while in lecture  
 d. during a casual conversation with  
 e. while out at a bar, club, etc.  
 f. while on a date or that thing I don
- 

**Response Summary**

Answer	Frequency Distribution
a.	2 (2.9%) 
a.,b.,d.,e.	1 (1.4%) 
a.,b.,d.,e.,f.	1 (1.4%) 
a.,b.,e.,f.	1 (1.4%) 
a.,d.	1 (1.4%) 
b.	3 (4.3%) 
b.,c.,d.,e.	1 (1.4%) 
b.,d.,e.	18 (25.7%) 
b.,d.,e.,f.	4 (5.7%) 
b.,d.,f.	1 (1.4%) 
b.,e.	1 (1.4%) 
d.	5 (7.1%) 
d.,e.	23 (32.9%) 
d.,e.,f.	2 (2.9%) 
e.	6 (8.6%) 

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**Cumulative Response Summary**

Answer	Value	Frequency Distrib
a.	6 (8.6%)	
b.	31 (44.3%)	
c.	1 (1.4%)	
d.	57 (81.4%)	
e.	58 (82.9%)	
f.	9 (12.9%)	

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# VIRAL & PEER-TO-PEER MARKETING

We anticipate a high level of effectiveness with peer-to-peer marketing as users will frequently be on their Facebook Phone™ in social settings.

Ads will also run through facebook, spreading information about Facebook Phone™ online.

As recent reports on digital viral and peer-to-peer marketing have found, “online viral marketing is definitely shaping up as a credible, strategic synthesis between word-of-mouth techniques and top-down advertainment-style approaches to brand marketing. Used wisely, with a strategic end goal in mind, it can be a key success driver within any brand’s overall marketing activity.”

<http://www.brandchannel.com>

- a. I think the brand makes better quality products
- b. It's the brand I like the most
- c. It's the brand most of my friends like
- d. The brand is often featured in fashion magazines
- e. The brand has an ethical/fair trade reputation
- f. Famous people I admire buy the brand
- g. I grew up with the brand

## Response Summary

Answer	Frequency	Distribution (%)
a.	26	35.1%
b.	32	43.2%
c.	0	0%
d.	5	6.8%
e.	2	2.7%
f.	2	2.7%
g.	7	9.5%

**Viral marketing:**  
the synthesis between top-down & bottom-up paradigms



# HELPFUL BRAND INFORMATION

Fido's brand image depends on loyalty, simplicity and consumer-focused services. As our tagline reads, Fido is "Always By Your Side."

Fido is also always on your side, offering a variety of plans to suit the changing, fluid nature of users' lives.

The Fido dogs embody and represent the brand's loyalty and companionship.

The typical Fido customer—a social, hip urbanite who is constantly-on-the-go.

The Facebook Phone™, like Fido services, keeps things simple, attractive, easy to use and socially recognizable.

## SUPPORTING RATIONAL AND EMOTIONAL REASONS TO ACT OR BELIEVE

- Facebook Phone™ will enhance your social life
- With Facebook Phone™ you will become part of a networked mobile community
- With Facebook Phone™ you'll know how to run into who you want to see, when you want to see them.
- Facebook Phone™ preferences can be set—and changed—to suit your needs
- Facebook Phone™ custom tailors information around your life and delivers it straight to your handset.
- Facebook Phone™ has a simple, user-friendly interface



# NOTES