



ADARSH ANAND | ANANT RASTOGI | BARNALI DAS | RUKHSAR KHAN |
SOUMALYA MOITRA | TANASHA AMLANI | VIGNESH KISHAN

GROUP 8

LET'S DO A QUICK RECAP



BRAND DYNAMIC

Bumble enables women to take the lead and make the first move



CULTURAL DYNAMIC

Women don't trust meeting people online



OUR BIG COMMUNICATION IDEA

#TakeCharge

ARRIVING AT SUBTASKS

| No. | Question | Score |
|-----|--|-------|
| 1 | How well known is the brand among target consumers? | 6 |
| 2 | How TOM is the brand? | 2 |
| 3 | To what extent are consumers aware of the current brand positioning? | 4 |
| 4 | Is the brand currently considered "a brand for me" a brand that consumers can relate to or have shared values with? | 6 |
| 5 | Is there a clear advantage over the competition that will be evident with usage/ product experience? | 8 |
| 6 | To what extent are consumers likely to talk with each other about the category? | 9 |
| 7 | When they do occur, how influential are recommendations from other consumers on category purchase behavior? | 9 |
| 8 | To what extent are brands in the category seen by consumers as clearly differentiated from one another? | 3 |
| 9 | Have our brand's communications become boring, homogenous, or predictable to consumers? | 2 |
| 10 | Is there factual information about the product or its performance that can significantly impact consumer perception and influence purchase behavior? | 7 |
| 11 | Is it important (to the brand) to provide a community forum that brings consumers together and fuels their passion for the brand? | 7 |

STRATEGIC PRIORITIES



1 REACH



2 CONTINUITY



3 FREQUENCY



4 IMPACT



5 SHARE OF VOICE

CONSUMER JOURNEY



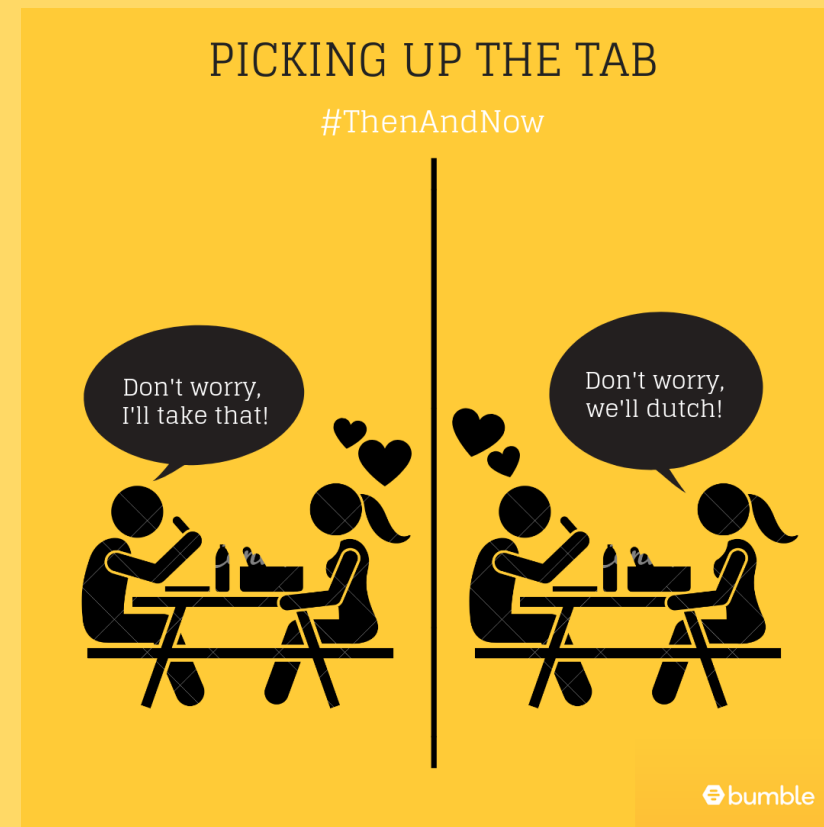
As our TG is 18-35 year old people, emphasizing on women, NCCS A1 & A2 living in metros and tier 1 cities, we need to focus more on digital media as they spend more time online. So video ads on YouTube, social media campaigns, google search ads, ads on OTT platforms, etc. constitute our main media. Traditional media will have TVCs and OOH along with experiences.

OBJECTIVE

Make the TG aware about what the app stands for, i.e the concept of Take Charge. To make Bumble a common name amongst the TG, we need to create content that is relevant and shareable.

DIGITAL MEDIA

Social Media Creatives (like ThenAndNow) that are generic about the paradigm shift from the way women dealt with networking and dating 10 years ago vs. how they deal with it now if they #TakeCharge



DIGITAL MEDIA

Video Ads can show the same shift by using a credible brand ambassador like Priyanka Chopra, who has aspirational value for most women in our TG

Branded Content with VICE India (#VICESoSerious) where VICE puts up answers of women when they were asked about their experiences of making the first move and taking charge, the first time they had sex, their first fling, their idea of a first date, etc

TRADITIONAL MEDIA

OOH would include banners with #TakeCharge creatives on roads around commercial areas (eg. BKC in Mumbai, CP in Delhi, and Ballygunge in Kolkata); banners in and around college campuses and cafes

Video ads that we use for digital promotions can also be used as TVCs on English Lifestyle Channels like Zee Cafe, Star World, HBO, etc.

OOH would include banners with #TakeCharge creatives on roads around commercial areas (eg. BKC in Mumbai, CP in Delhi, and Ballygunge in Kolkata); banners in and around college campuses and cafes

OBJECTIVE

Educate the TG about how it's an app that gives power to women by handing over control to them. Communication should focus on how current apps are unsafe and unreliable, and how Bumble is different from the same.

DIGITAL MEDIA

We collaborate with **Women Influencers** who use Bumble to go out for a date/make new friends/network, and we ask them to describe their experiences on their respective platforms, highlighting how they felt empowered and secure with Bumble as opposed to their experiences with apps they've previously used

Branded Content with ttt on Instagram and their home app having content (poems, wordrobes, thoughts, open letters) about the anxiety attached with the concept of women meeting new people online, and how women can overcome the same if they decide to #TakeCharge

Twitter Conversations about how women confronted situations when they were harassed online and how they were able to #TakeCharge. This will incite interactions with our TG and make them aware of how Bumble endorses safety for women online.

OBJECTIVE

Make people install app by online and offline activities

DIGITAL MEDIA

Instagram Story Ads about Bumble being a safe and empowering app where women #TakeCharge (insight: women tend to install apps like Bumble when they are bored, and they also surf through IG stories to pass time, therefore the positioning of ads is apt) Focus on stories, not posts, because stories have an immediate CTA

Display Advertisements on online shopping platforms like AJIO, Myntra, Koovs, SHEIN, etc.

Collaboration with Zomato wherein installing Bumble gives you a discount on Zomato Gold membership + Bumble Collection on Zomato of restaurants for dates, client meetings, etc.

TRADITIONAL MEDIA

Collaboration with co-working spaces with discounted rates for networking meetings set up via Bumble Biz.

Create Your Own Cocktail (Experience) at bars, where women get to mix different drinks and mixers based on the kind of personalities they like.

Networking Workshops & Kiosks at Colleges (Experience)

OBJECTIVE

Reinforce the app amongst your TG's, keep them interested and active on the app. More than anything else, the service delivered by the app keeps the users engaged, and users will be engaged as long as there are more users. Therefore, key to retention is continuous acquisition of new users.

DIGITAL MEDIA

Collaborating with JioSaavn/Spotify to create Bumble powered playlists for dates, workouts, etc.

Gamification: point-based system on everyday activities on the app where users attain different levels of credibility based on the points they acquire

TRADITIONAL MEDIA

Bumble Powered Sofar Sounds Gig: Sofar gigs powered by Bumble for people who have matched up on Bumble as dates

Take Your Bumble Buddy to Gym will offer an existing member of a partner gym (eg. Gold's Gym) a discount if they enrol their Bumble BFF in the gym

OBJECTIVE

At this stage, we want to build a sense of belonging within Bumble users by creating a community so that Bumble is always a part of their consideration set when they think about dating, making new friends, or networking.

DIGITAL MEDIA

Find A Mentor contest on Bumble Biz where winners get mentored by Women Industry Leaders

TRADITIONAL MEDIA

Bumble Parties are parties for Bumble users within a city where users get a chance to interact with other users and network

SCHEDULING



Simultaneous Launch of All Media,
Continuous Scheduling for
Recency

AWARENESS



Bursting for Effective Frequency

CONSIDERATION



Pulsing for Effective Frequency
and Recency

TRIAL



Bursting for Bumble Powered
Sofar Gigs, Drip for everything
else

RETENTION



Bursting for Find A Mentor and
Bumble Parties, Drip for Campus
Reps Program

ADVOCACY



THANK YOU