



## **4Real Let's Be Real Campaign**

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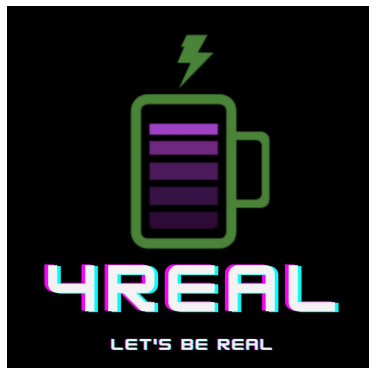
## Company Description

4Real is a functional beverage, sold throughout U.A.E, that provides consumers with a specific blend of hydration, energy, health and wellness attributes and weight management attributes. 4Real, unknown brand, competes with other well-known and established competitors in a saturated market. 4Real aims to raise awareness of their brand and benefits and ultimately gaining the trust of the consumers.

The business objective for the first year is to raise brand awareness, brand interest and sell one million units of 4Real drink. In addition, the marketing objective is to have trials with 25% of the target audience in the crowded beverage industry. The communication objective is to increase aided awareness by 50% within the target demographic.

## Logo Description

This was the logo we developed for the campaign, “Let’s Be Real”. We believe the green, purple and black are a fresh and eye-catching colour combination that is especially appealing to our demographic which are the Millennials. The color green symbolizes health, wellness, and the growth of something new which can be related to how the human body is going to regain its energy from the drink. While the color purple is often used to create a calming aura thus matching 4Real’s wellness, power, and wellbeing attributes. Furthermore, the batteries that are shown inside the beverage represents 4Real’s ability to restore hydration, energy, health and wellness. Also, to enhance performance and boost energy. On the other hand, the symbol of thunder on the top of the drink symbolizes the power and the energy that the drink is supposed to perform.



*Figure 1: 4Real Logo*  
**Bottle Mockup**



*Figure 2: 4Real Bottle*



## Market Research

### SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>- A functional beverage</li><li>- Combination of hydration, energy, and health attributes</li><li>- Priced at a more affordable price.</li><li>- The colors of the bottle will attract the targeted audience (18-34), and the drink will appeal to sophisticated adults.</li></ul>	<ul style="list-style-type: none"><li>- Unknown brand and it is a crowded field.</li><li>- Same flavors as other competitors.</li><li>- Find a way to gain the trust of the consumers.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>- Find a way to increase revenues in the Emirates, where most of our targeted are found.</li><li>- Our product can be found in grocery stores and sponsored in sports events and ads.</li></ul>	<ul style="list-style-type: none"><li>- Priced competitively with Gatorade and Powerade.</li></ul>

This figure shows the factors affecting the market opportunities for this campaign.

*Figure 3: SWOT Analysis*

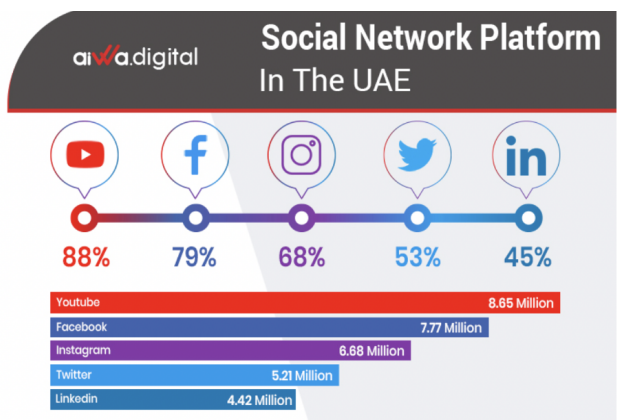
### Social Media Usage

To understand the forthcoming mediums, the inside and outside analysis has been directed to evaluate the media's utilization applications inside the UAE in the year of 2020.

Up till now, in the year of 2020, the number of people that are using social media is over 3.81 billion worldwide, and about 3.8 million active users. According to the Global Web Insight, each person on average has about 8 different social media networking accounts on different sites.

Social Media is an essential, as it is a huge platform, in which companies can get their brand awareness and reach out to people at low costs as compared to other traditional marketing. The most popular platforms are like Instagram, Facebook, YouTube, TikTok, and Twitter. Moreover, to be more in specific, according to the latest statistics 98% of the population inside the United Arab Emirates remain quite active on social media.

Figure 4: Social Network Platforms in the UAE

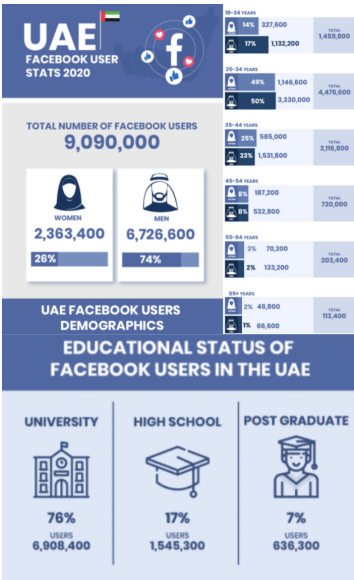


Moreover, in figure 4 below as seen in the social network platforms in the UAE. Even though people try their best to grow using organic measures, however, social media ads are just as important. As paid advertising has become an essential for a brands’ marketing strategy. On average, 31% of all of the new brands that are being discovered happens through the social

media ads on Facebook, YouTube, Instagram and so forth. The exploitation of social media platforms by big brands is significantly influencing the consumer consumption behaviors. YouTube is ranked at number 1 with 88%, Facebook with 79%, and Instagram with 68% viewers in the UAE. Each year, Instagram and Facebook are becoming more user shopping friendly.

Figure 5: Facebook usage among key demographics.

The figure, highlights the statistics about the Facebook platform usage in terms of the demographic segment in the UAE in 2020. 74% of Facebook users were recorded to be male, whereas 26% were recorded as female with an average of 31% between the ages of 18-24, and an average of 99% between the ages of 25-34 years old. As well as 76% of the users tend to be in universities or the people who have



graduated. This infographic provides a clear idea of the target audience or the potential customers' usage throughout this application.

From a number perspective Facebook is always going to have the biggest number of people, as it is the largest social media platform. As it is the oldest social media platform and the adoption of Facebook happened in 2007 and onwards, moreover, it will always be the biggest platform. Facebook dominates as a social media platform especially for news and information.

*Figure 6: Active social media users in the UAE in 2020*

<b>UAE's Active Social Media Users</b>	<b>YouTube Users</b>	<b>Facebook Users</b>	<b>Instagram Users</b>	<b>Twitter Users</b>	<b>LinkedIn Users</b>	<b>Pinterest Users</b>
9.73 million	8.65 million	7.77 million	6.68 million	5.21 million	4.42 million	2.46 million
99%	88%	79%	68%	53%	45%	25%

The next figure will emphasize on the statistics about how many people use social media nowadays. In figure 6, it shows the statistics to the usage of YouTube users, Instagram, Facebook, and other social media platforms in terms of the demographic parts. In the UAE, the total number of active social media users in 2020 reached up to 9.73 million. As seen in the figure above, the most used social media platforms in the UAE are YouTube and Facebook, while the lowest ones would be LinkedIn and Pinterest. Moreover, YouTube is being viewed by 88% of the citizens in the UAE, “8.65 million”, Facebook users are about 79% “7.77 million”, Instagram reached 68% “6.68 million”, Twitter reached 53% “5.21 million”, LinkedIn reached 45% “4.42 million” and Pinterest reached 25% “2.46 million”. However, the overall usage of all of those platforms are continuously growing inside the UAE.

## Product Landscape Assessment

*Figure 7: landscape analysis of the leading brands of functional beverages.*

Brand	Price	Distribution	Target Market	Positioning	Media
<b>4 Real</b>	AED 9 (per bottle)	In all grocery stores, Amazon, Noon Daily...	Millennial, ages 18-34, leads and active lifestyle and are conscious about their diet and what they eat or drink	Vegan, 100% organic, Hydration, gives you energy, health and wellness, filled with probiotics and vitamins, and other type of weight management characteristics, and affordable	Social Media (Twitter, Facebook, Instagram, YouTube...)
<b>Gatorade</b>	AED 4-7 (per bottle)	In all grocery stores, Amazon, Noon Daily...	Mostly to the athletes males, age range 25-34.	Hydrates, replenishes electrolytes, improved performance enhances muscle action, cheap	Social Media (Twitter, Facebook, Instagram...)
<b>Bai 5</b>	AED 12.5 (per bottle)	Choitrams, Co-op, Waitrose Amazon, Desertcart	Mainly to women ages 18-24 concerning their health	Unique health beverage that comes in a variety of nine different flavors, providing a multitude of functional benefits, low in sugar, caffeinated, and affordable	Social Media (Twitter, Facebook, Instagram...)
<b>SABA Kombucha</b>	AED 17 (per bottle)	Choitrams, Carrefour, Organic Food & Cafe, Waitrose, Kibson	Mainly to the people whom are vegans (plant-based), as this is 100% organic	Plant based product, a naturally fermented tea, filled with probiotics, and electrifying enzymes	Social Media (Twitter, Facebook, Instagram...)
<b>Pocari Sweat</b>	AED 4.75-6.25 (per bottle)	In all grocery stores, amazon, Noon Daily, Vending Machines...	Mostly Asians, aged 14-50 of both genders who enjoy staying fit, and aware of their health, and middle-income class	Hydrates, replenishes vital fluids and electrolytes, affordable	Social Media (Twitter, Facebook, Instagram...)
<b>Powerade</b>	AED 12.3- 15 (per bottle)	Amazon, Desertcart, GoodBasket	Mainly targeting bodybuilders and athletes	Hydrates, replenishes electrolytes, enhances muscle action, cheap	Social Media (Twitter, Facebook, Instagram...)
<b>POKKA Lifeplus Vitamin</b>	AED 6.47 (per bottle)	In all grocery stores, Amazon, Noon Daily, Vending Machines...	To the people who enjoy doing sports and outdoor activities, male and female, ages 7-45	Gives you energy, daily boost with Vitamin C + Zinc,	Social Media (Twitter, Facebook, Instagram...)

In figure 7, it compares 4 Real with the different competitors within the functional beverages market. The table is set in a way to define the terms of both the direct and indirect competitors. Direct competition means when the business offers the same product and is competing with you within the same market. 4 Real's direct competitors are Bai 5, POKKA Lifeplus and SABA Kombucha. In which all of those brands are positioned as they are affordable, hydrates and gives

you energy, has weight management characteristics (natural ingredients), and they can be filled with probiotics, daily boost intake of vitamins. Moreover, indirect competition means that the business might be a little different with their products, however, they mainly have the same targeted audience, in which they can find a way to easily satisfy the consumer's needs. So, the indirect competitors include Gatorade, Powerade, and Pocari Sweat. Those four are considered to be indirect competitors, as they all do give you energy, and hydrate you; however, those products are filled with sugar, calories, and all the unhealthy ingredients within that drink.

## **Consumer Insight**

### Demographic

Our demographics are the Millennials that includes both men and women age 18 – 34. Age is the most important factor in consumer behavior. On the other hand, gender is one of the important factors that affect the consumer's buying behavior. The products or services to be preferred by the consumer differ according to the characteristics of being female or male.

We are targeting a wide variety of people that includes fitness coaches, nutritionists, and many adults that are into diet and health. Generally, teenagers and young adults will be the ones to consume the energy drink because energy drinks are known to increase energy boost. There isn't any civil status or marital status that should be described to the person because our drink is considered to be equally used for men and women as both of them are counted as our potential customers who are capable of becoming a purchaser of the product.

### Age Segmentation Definition:

- Millennial (younger) 18-24 years old
- Millennial (older) 25-34 years old

### Psychographic

Millennials that lead an active lifestyle and are conscious about their diet and what they eat or currently drink energy drinks. 4Real is a functional beverage that provides and helps with a combination of hydration, energy, health and wellness attributes, and weight management characteristics. These customers are mostly focusing on the taste, how the drink is going to affect and change their well-being especially for those who are very careful about their health and are very determined with everything they insert inside their bodies. Our energy drink is here to help serious athletes perform better on the field.

### Behavioral

As mentioned earlier, most teenagers and young adults will be purchasing and drinking the 4Real energy drink as it will be a life-changing product that will soon be essential for every individual. The product is primarily aimed at people who are starting a diet and take their health very seriously. Although the beverage is an energy drink, it's still a better and healthier option that is not meant to harm your body.

## **Media Plan**

### Media Mix

The following media plan discusses the different mediums used to reach a substantial percentage of the target audience aged 18-34

- **Influencer Marketing and Collaborations**

Influencer Marketing and collaborations are an effective way to reach an especially younger demographic. They increase lead generations, raise awareness and create a desire for a product. UAE has a large population that is extremely passionate about staying fit and healthy and looking good therefore sponsoring trailblazers in the fitness field will be effective. There are over 800 gym clubs in Dubai and over half a million gym memberships.

Strategy Tactics: Due to coronavirus and the initial virus, home-workouts went viral globally. Although gyms in UAE are open, many still feel uncomfortable or demotivated to go to the gym. Due to this, live workout sessions and online work-out videos are extremely popular. Whether it is crossfit, boxing, HIIT, beginner workouts- there is something for everyone. By sponsoring fitness influencers and personal trainers from various workout styles/sports, they will be able to raise awareness and desire by drinking 4REAL during their live streams and/or work-out videos. We will collaborate with fitness influencers of different ages, gender and skills (yoga, cross fit, parkour, weight lifting, pilates).

- **Social Media**

Social Media usage within the UAE continues to increase throughout the year. According to Global Media Insights 2019, “99.06% of the UAE population remains active on social media.”

Strategy Tactics: During the campaign, social media platforms will be used to increase market share. The campaign will utilize a designated hashtag on Facebook and Instagram “Let’s be Real” for consumers to share the moments they drink 4Real and to also show the reality of what living a healthy lifestyle looks like whether it is through physical exercise/sports and/or healthy



diet. LinkedIn will implement educational posts to drive awareness of the brand campaign and benefits of the products. We will also focus on releasing engaging yet insightful titbits on said platforms to enlighten consumers about product benefits (such as ingredients), dangers of misleading products in the market, health tips, exercise tips etc. We shall also offer shoppable posts on Instagram in which consumers can purchase the products. We will also run Youtube unskippable adverts everyday as during covid-19, many people use YouTube as a platform to watch workout videos and programs.

- Radio

There are over 40 radio channels in the UAE that cater to individuals of all ages, languages, cultures and lifestyles. Radio advertisements are the most efficient way to gain a higher reach as consumers listen to the radio for entertainment while they drive, especially in the cities where people are constantly commuting from one place to another. While being causing constant recollection, radio is the most ideal medium to use.

Strategy Tactics: Virgin radio is most popular for the target demographic for 4Real drinks. Radio will be used to promote the energy drink throughout the week during the morning (5-10am) and evening hours (16:30 to 10pm) as these are the most popular hours that the radio is listened to by our target audience.

- Out Of Home

OOH in UAE reaches around 50% of the population, increases awareness by 18% and increases the effectiveness of a campaign by 15% thus making OOH a high impact and high reach medium.

Strategy Tactics: Billboards have high exposure towards consumers, therefore we will locate billboards for our campaign along Sheikh Zayed Road, Al Maktoum Bridge, Jumeirah Road and Garhoud Bridge. Outdoor posters shall be placed close to popular outdoor gyms (such as Train Gym, Kite Beach, JBR Beach) and workout areas to reach our target audience.

- Print Advert

This media ensures segmentation potential, thereby ensuring that it is limited to the target audience. Consumers above the age of 25 in our target audience are still magazine consumers compared to the younger demographic within the target audience. We believe those in that age range, who are dedicated to fitness and a healthy lifestyle, still take fitness and health magazines as a trustworthy source of guidance and tips.

Strategy Tactics: The international and wellknown magazine brand, Women's Health and Men's Health, is especially popular within UAE amongst the expatriates and locals. We will advertise our 4Real campaign within the magazine.

- Google Adwords/SEO

Google Adwords allows us to creatively and strategically use text and images to reach our target audience on search engines. In 2019, Google advertising revenue was over \$116 billion and on average, Google converts 50% better than organic search results.

Strategy Tactics: Through all cycles, we will be using google adwords to help positively increase 4Real's positioning in searches against competitors. We will achieve this by bidding on certain keywords relevant to 4real.

## Creative Execution

### Influencer Marketing and Collaborations

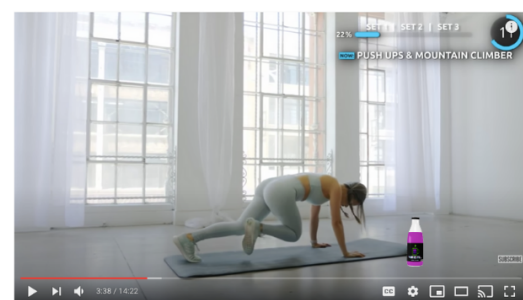
#### Live Work-Out Storyboard



Chloe starts off her live session (recorded for later watch also) with her intro



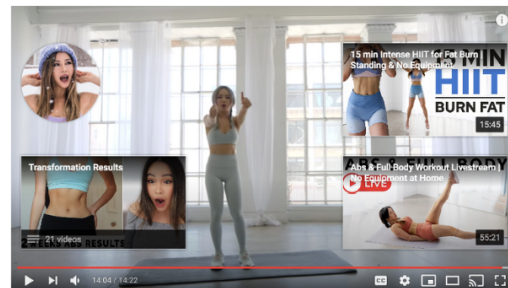
She introduces her partnership with 4Real and its benefits



She begins her workout session with the 4real seen close to her as she sips in between working out



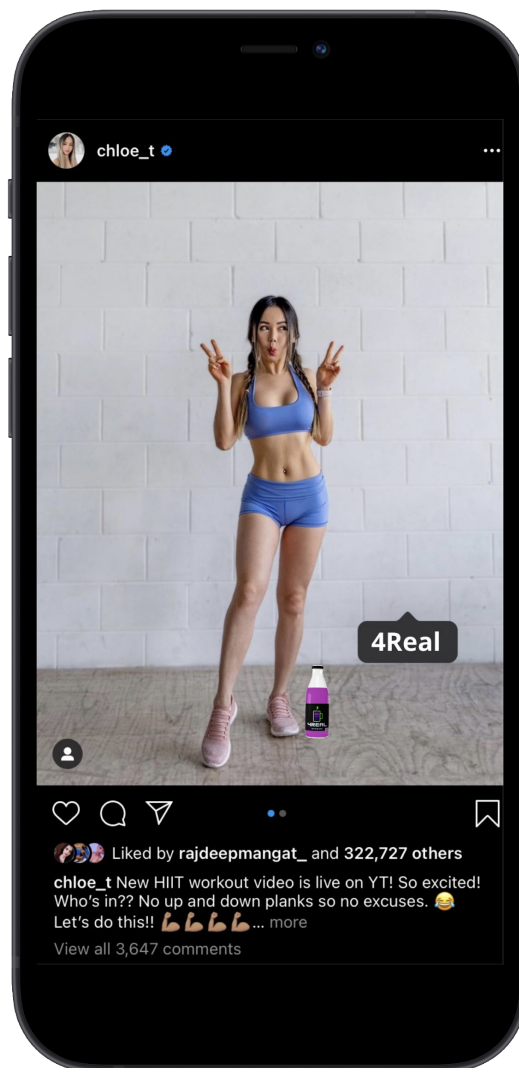
In the end, she says goodbye and gulps the rest of the 4Real to boost her energy and health



Her session comes to an end and we can see how energetic and happy she is

*Figure 8: 4Real Youtube Live Session Influencer Marketing StoryBoard*

## Sponsored Post



*Figure 9: 4Real Instagram Sponsored Post*

## Social Media (Facebook)

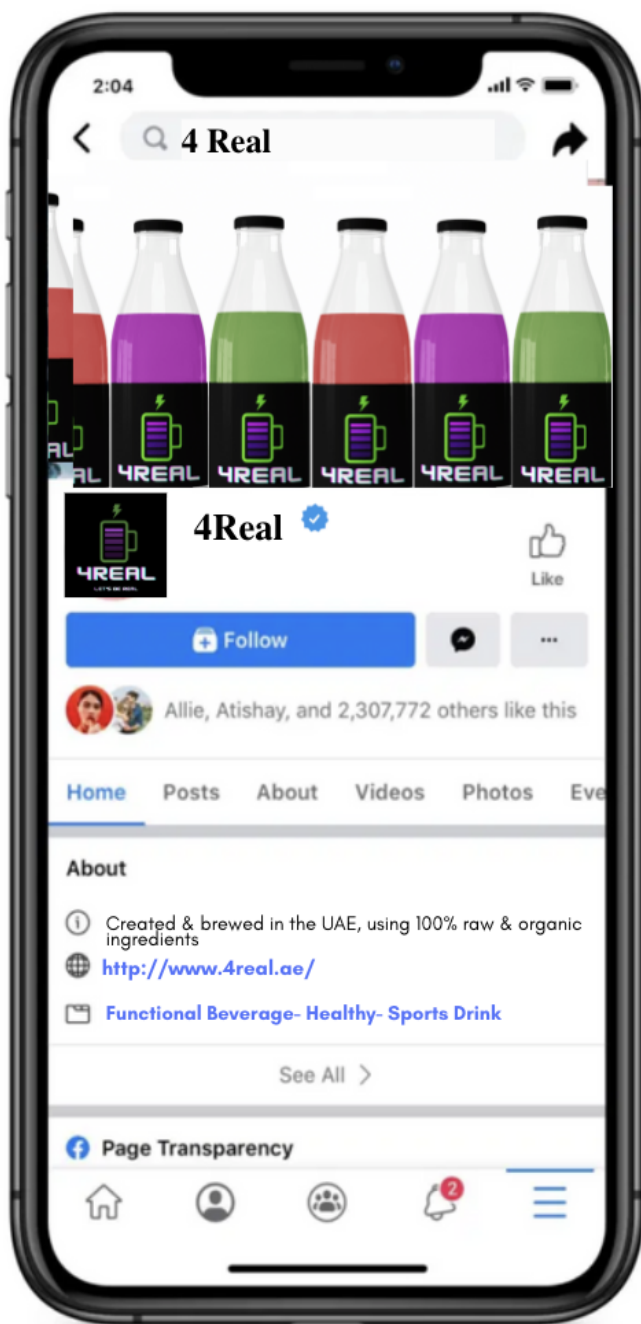
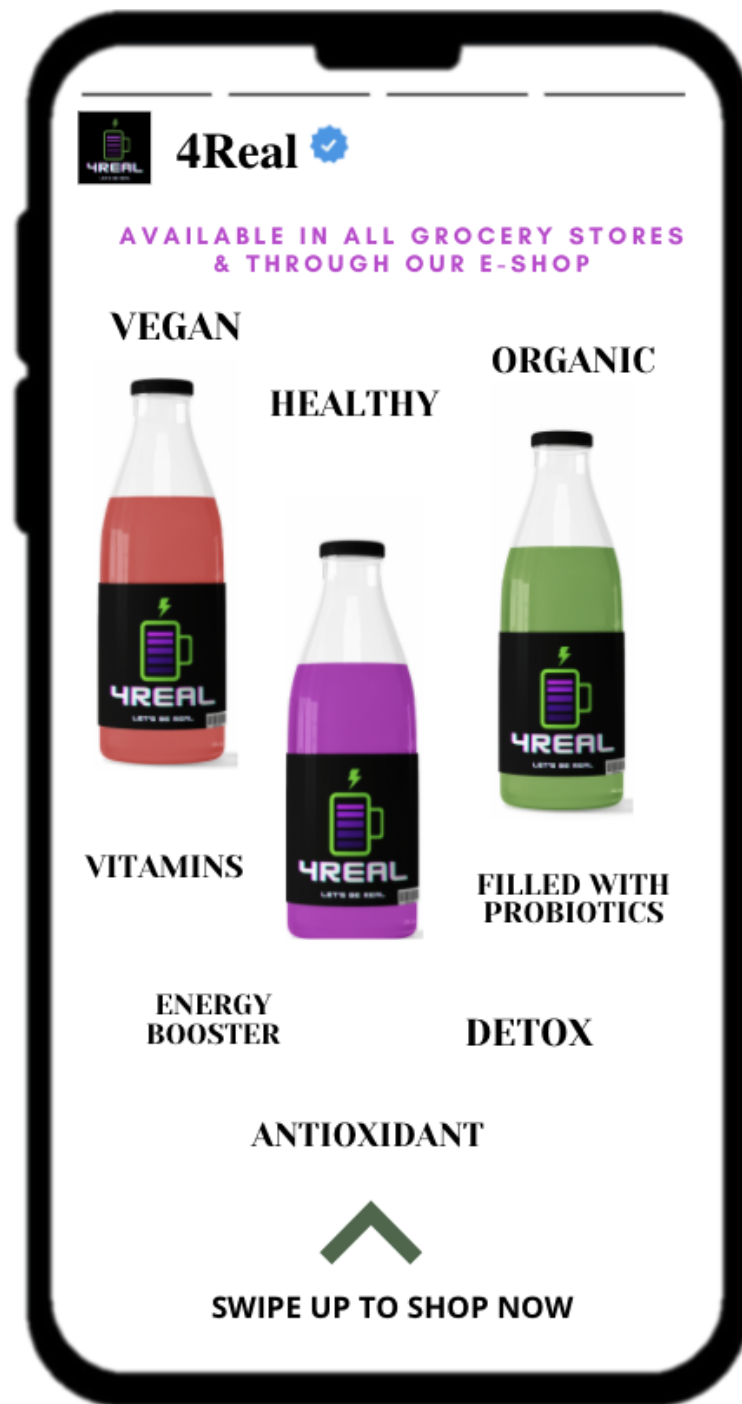


Figure 10: 4Real Facebook Page & Facebook Post



\_\_\_\_\_Figure 11: 4Real Facebook Story



Figure 12: 4Real E-Shop

## Social Media (Instagram)

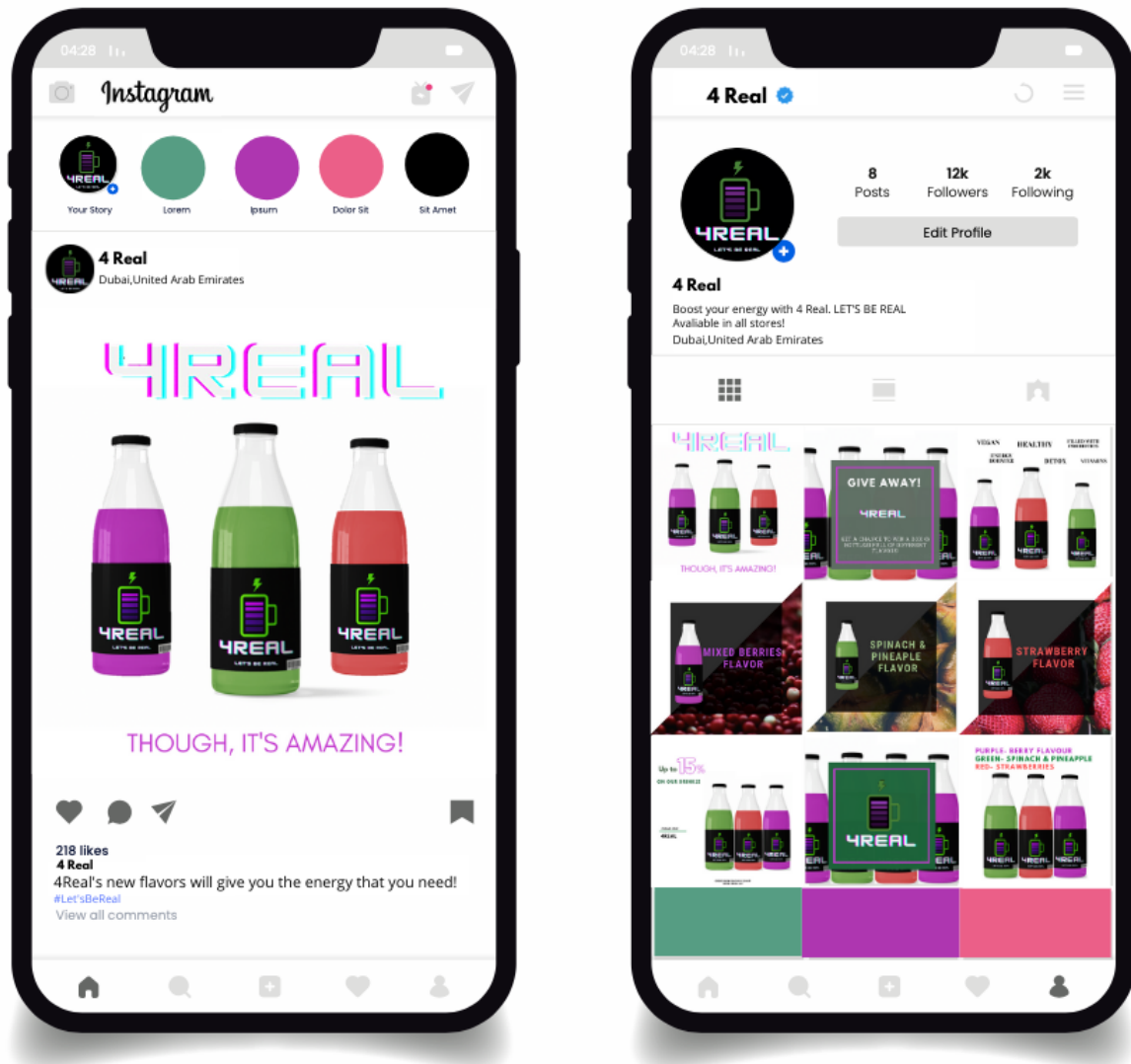


Figure 13: 4Real Instagram Post & Instagram Page



## Instagram Story



Figure 14: 4Real Instagram Story

## Social Media (LinkedIn)

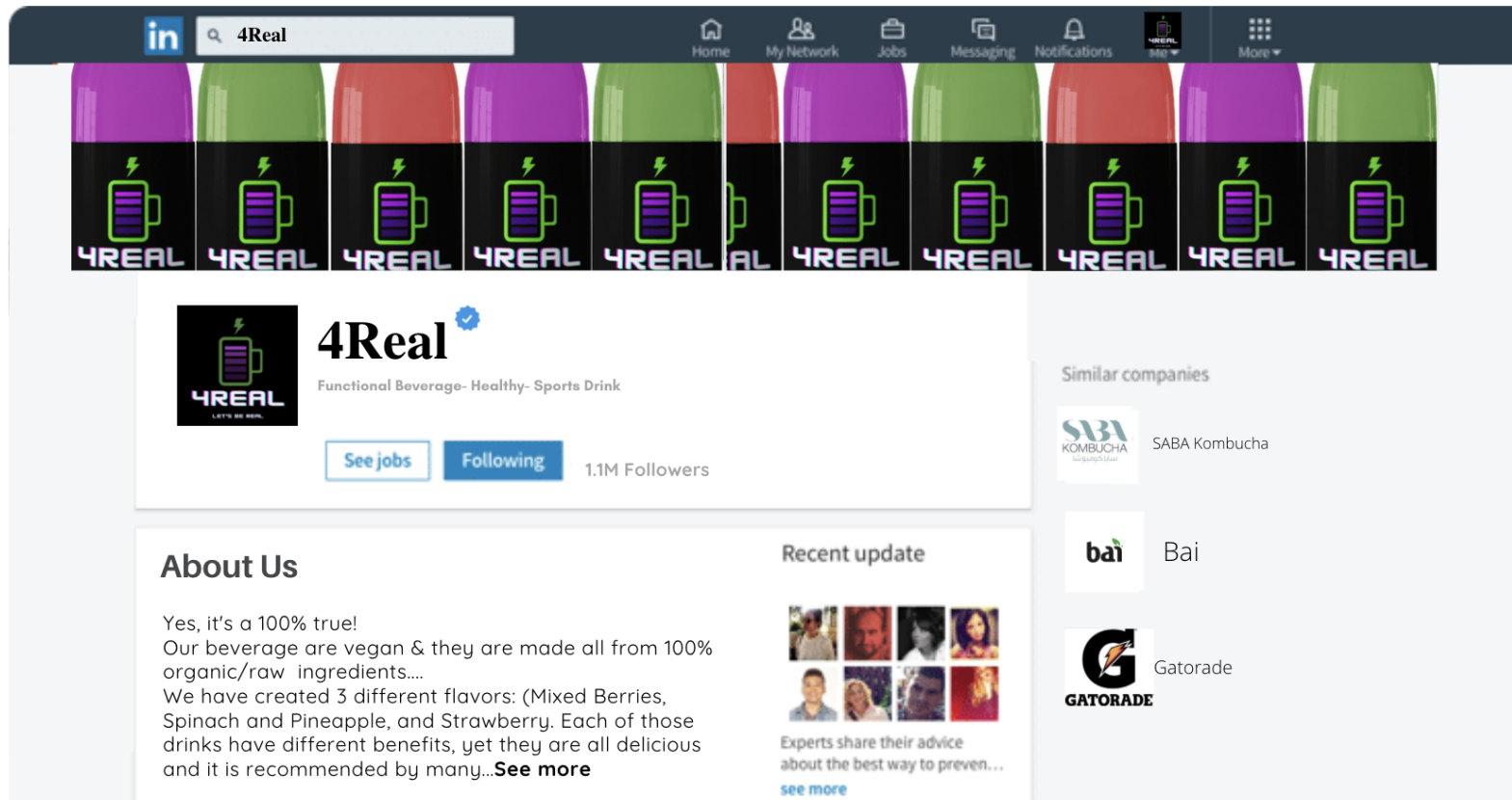
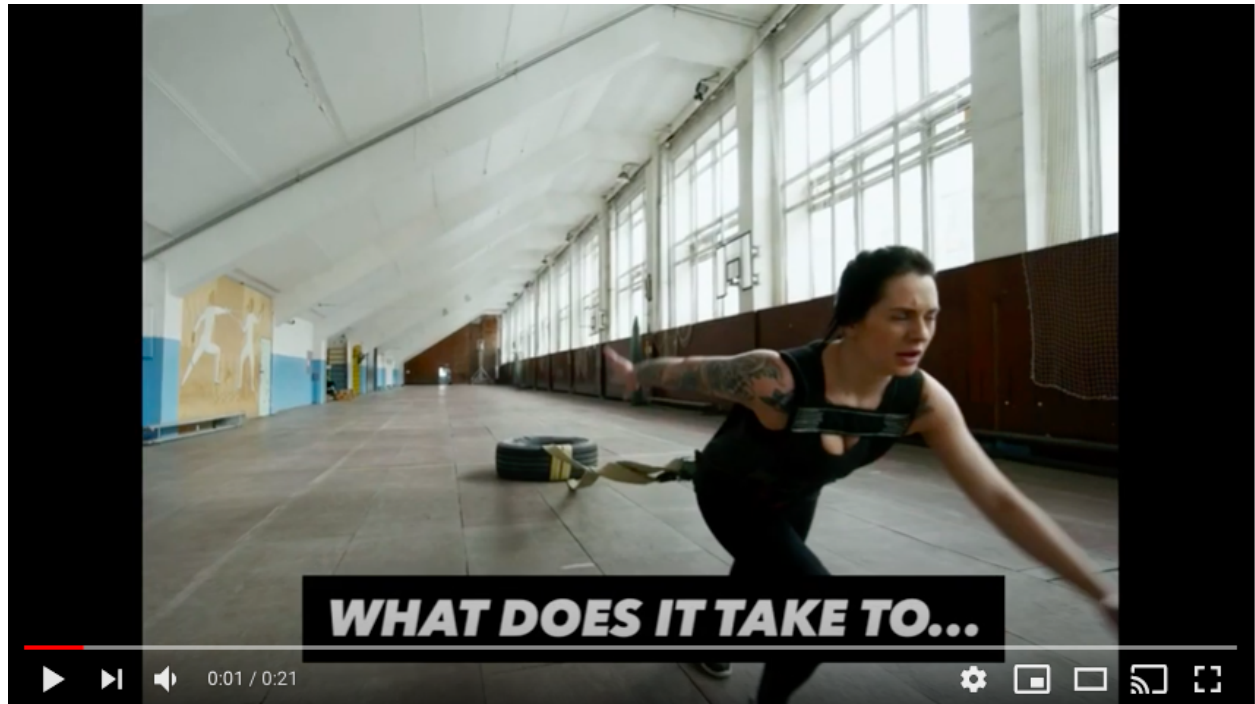


Figure 15: 4Real LinkedIn Page

Youtube

<https://youtu.be/2vQY2-DkvsI>

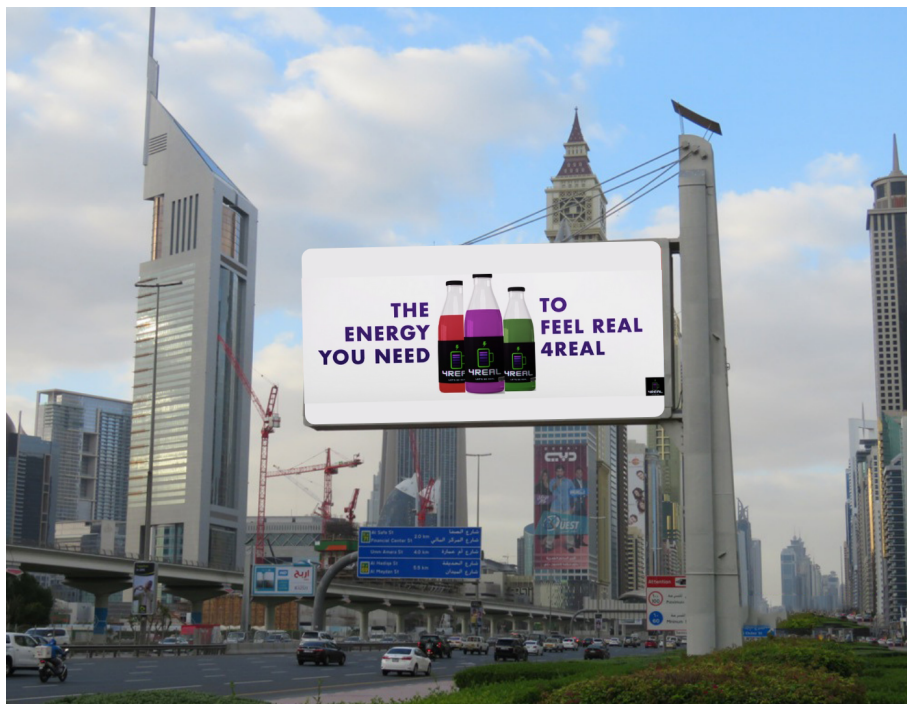


*Figure 17: Non-skippable YouTube Ad*

## Out-of-Home



*Figure 17: Billboard Ad on the Main Road in Dubai*



*Figure 18: Billboard Ad on Sheikh Zayed Road in Dubai*



*Figure 19: Billboard Ad on Sheikh Zayed Road in Dubai*



*Figure 20: 4Real advertised on RTA Taxis in Dubai*



# 1

**CHOOSE:** ALMOND BUTTER  
**LOSE:** PEANUT BUTTER

Be a good girl and choose which nuts you nibble. Almond butter boasts 25% more fibre and less saturated fat than the peanut kind, FYI.

# 2

**CHOOSE:** HEMP SEED OIL  
**LOSE:** OLIVE OIL

Great for stir-frying and roasting, hemp seed oil has 40% (repeat: forty!) less saturated fat than olive oil. Not just for hippies, then.

# 3

**CHOOSE:** AVOCADO PUREE  
**LOSE:** BUTTER

Butter has 81g of fat per 100g; cholesterol-lowering avocado has only 14g. Done the math? Good, now swap equal ratios of butter for avocado to bake healthier bites.

# 4

**CHOOSE:** WHEATGRASS  
**LOSE:** COFFEE

Wake up to a shot of wheatgrass and cinnamon. A University of Texas study found wheatgrass lowers cancer development by 40%, thanks to its beta-carotene and chlorophyll content. It's also a potent source of vitamins C, E, K and B-complex. Sweeten it up by blitzing it with cinnamon. It'll make it more palatable, plus cinnamon adds a dose of anti-inflammatory and weight loss-aiding cinulin. Try powdered wheatgrass (try Super Nutrients Organic Wheatgrass Powder, £9).

# 5

**CHOOSE:** STRAWBERRY JUICE  
**LOSE:** CRANBERRY JUICE

Everyone's favourite great British berries are high in disease-fighting polyphenols and great for boosting brainpower, lowering blood pressure and protecting your heart. Plus, swapping out cranberry juice will save you 25 calories and 10g of sugar per glass. To maximise the nutritional benefits, juice your own. As few as eight strawberries will provide you with your daily dose of vitamin C, and they're only 30 calories. Just don't add any cream.

# 6

**CHOOSE:** XYLITOL  
**LOSE:** SUGAR

With a lower glycaemic index than sugar, xylitol (try saying that five times fast) offers all the sweetness without the come downs. It also has 40% fewer calories and 75% fewer carbs. Sweet dreams really are made of this.

# 7

**CHOOSE:** CHIA SEEDS  
**LOSE:** EGGS

These little seeds are full of fibre, calcium, omega-3s and iron. In recipes, substitute one egg for a tablespoon of ground chia seeds mixed with three tablespoons of water. Sounds crazy, yes - but it does work!

# 8

**CHOOSE:** BLACK BEANS  
**LOSE:** FLOUR

Not just for burritos, you can swap in black beans for pretty much any recipe that needs flour to save 100 calories per 100g. Just whizz a can of black beans (drained and rinsed) in a food processor in place of an equal amount of flour. True story.

# 9

**CHOOSE:** VANILLA EXTRACT  
**LOSE:** SUGAR

Here's a calorie crusher: swap half the sugar in any recipe for a teaspoon of vanilla extract to halve the calorie content. Studies have also shown the scent of vanilla can help with weight loss by reducing your sweet cravings. Opt for pure vanilla extract - unlike synthetically produced vanilla essence, the pure extract is natural, has a stronger flavour and has less added sugar. If you are going to use vanilla essence, use one-and-a-half times the amount of vanilla extract. Try Nielsen-Massey Vanilla Extract, £9 (vaniliamart.co.uk).

# 10

**CHOOSE:** PISTACHIOS  
**LOSE:** PRETZELS

Peckish? According to dietician Sue Radd from the Nutrition and Wellbeing Clinic in Sydney, our bodies don't absorb all the fat in protein-rich pistachios, making them more effective in lowering cholesterol. Swap a packet of pretzels for a handful of these - you'll get the same salty kick without the artery-clogging bad fats.

# 11

**CHOOSE:** RYE BREAD  
**LOSE:** MULTIGRAIN BREAD

Good news for your belly. A Journal Of Nutrition study found rye bread helps to maintain bowel regularity better than your multigrain variety (now that's something they don't advertise on the packet). Low GI and 50 calories per slice, it's perfect for your day-before-payday beans on toast lunch. Healthy and low-cost? Now you're talking...

# 12

**CHOOSE:** 4REAL  
**LOSE:** BOOST YOUR ENERGY

The 4 Real drink is affordable, hydrates, gives you the energy that you need, has weight management characteristics (natural ingredients), and they can be filled with probiotics, daily boost intake of vitamins.

# 13

**CHOOSE:** EDAMAME HUMMUS  
**LOSE:** CHICKPEA HUMMUS

This soybean-derived alternative offers twice the protein and half the fat of chickpea hummus. It's also rich in the amino acid lysine, which helps strengthen bones and teeth, and lowers cholesterol. Dip away.

64 | WOMEN'S HEALTH

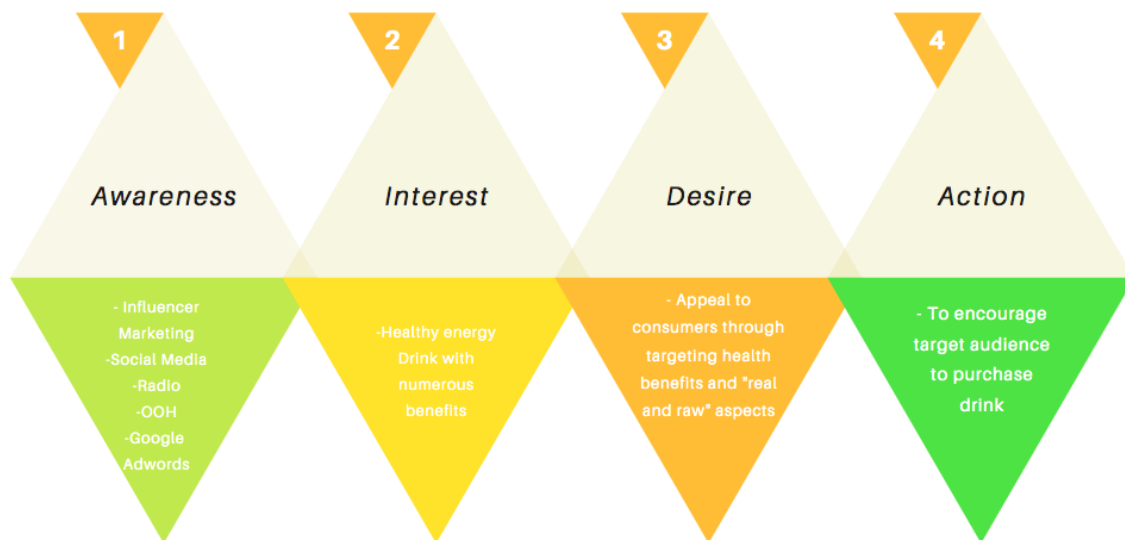
womenshealthmag.co.uk

65 | WOMEN'S HEALTH

Figure 21: 4Real on Women's Health Magazine

## Communication Objective

Our communication objective highly prioritizes raising brand awareness of 4Real due to the fact it is a new product in a competitive and crowded market. We believe that utilizing and following the AIDA Model will be essential in the brand's success. The AIDA Model stands for Awareness, Interest, Desire and Action. Our first step is to raise awareness for users and non-users throughout various platforms. By grabbing customers and potential customer's attention we will be able to develop an interest towards 4Real's drink through reaching to what appeals to them (i.e, living a healthy lifestyle through diet and exercise). By appealing to their needs and wants, we can create a desire for our products. By initiating the campaign "Let's Be Real" we can directly appeal to our consumers desire to live a real, raw and healthy life and by sharing it with us. Finally, we aim to convert this desire into an action, in which the potential consumers buy 4Real drinks.



### Scheduling Objective

For our one year campaign, we will break our campaign schedule into four cycles (three months each) in which various mediums will be used/reused. We will implement a pulsing schedule in which certain mediums will increase/decrease in insertion yet have residual awareness even when taking a break

### Scheduling Strategy

Billboards & Posters: Cycle One will focus on both billboards and posters as it is a successful vehicle in kick starting our brand's campaign awareness. More so, as the weather is cooler in cycle one, it is rational to place posters at outdoor gym/training facilities to attract the people in the area working out. As the weather heats up in Cycle Two, we will decrease the number of posters outdoors as people start to reduce the time spent working out outdoors. Cycle Three will have no Billboards or Poster as most of the locals and expatriates travel in and out of UAE during this period of time. However, in Cycle Four we shall bring back the both with maximum insertions as winter begins to cool down the heat and residents return.

Taxi: Transit Media on RTA taxis will be adopted during Cycle Two and Three. The reason for this is that during the summer season, the use/demand of taxis drastically rises. It becomes too hot for people to walk outdoors, even for short distances, thus people start to use public transport more frequently. This means that more people will be paying close attention to taxis as they try to get a ride. By advertising the campaign outside the taxis means that we will successfully grab attention and raise brand awareness.

Radio: Cycle One, Two and Three will use Radio to different levels. To initiate brand awareness, we will have radio adverts twice a day on the days we have them schedules. The timings will coincide with the rush hour in which people are driving to and from work thus taking advantage of peak timing. During the summer months we will increase the insertions as people tend to listen to more radio stations for good summer hit music while they drive. This means our demographic will more likely be tuning into VirginFM as it is the most popular radio station for hot music and news.



Social Media: Social Media plays a huge role in our campaign as it is a medium in which our target audience is highly active. A large percentage of our target audience finds new businesses, brands and products through social media profiles, reviews and recommendations. Therefore, we will be practising a consistent social media schedule throughout every cycle while taking advantage of each platform's algorithm.

Influencer Marketing: Once we have kick started our social media platform and campaign, giving it three months to grow, we will start our Influencer Marketing Campaign. This will be especially successful as Cycle Two aligns with summer. This is when people are more conscious about their physical fitness and appearance as they want to look and feel healthy and fit.

Print: Although magazines are not extremely popular with half our target audience, according to age, we believe that by the start of Cycle Three 4Real will have tremendous brand awareness and appeal. Therefore we strongly believe it is worthwhile to advertise in popular magazines for our target audience who still read fitness and health magazines.

Figure 22: 4Real Scheduling Objective

Cycle	Medium	Vehicle	Insertions	Message length/size	Cost \$
<u>One</u> Jan Feb March	Google Adwords	Google	Everyday	Three months	45,000
	Radio	VirginFM	3x week (2x)	Two months (J,F)	480,000
	OOH	Billboards Poster	4 15	Two months (J,F) Three months	4,000,000 180,000
	Social Media	Facebook	2x week (posts), stories everyday	Three months	60,000 36,000
		Instagram	3x week (posts), stories everyday	Three months	90,000 36,000
		LinkedIn	1x week (posts)	Three months	30,000
		Youtube	Everyday	Three months	10,000
<u>Two</u> April May June	Google Adwords	Google	Everyday	Three months	45,000
	Radio	VirginFM	5 days (2x)	Three months	1,200,000
	OOH	Billboards Poster Taxi	4 10 200	Three months Two months(A,M) Three months	4,500,000 80,000 300,000
	Social Media	Facebook	2x week (posts), stories everyday	Three months	60,000 36,000
		Instagram	3x week (posts), stories everyday	Three months	90,000 36,000
		LinkedIn	1x week (posts)	Three months	30,000
		Youtube	Everyday	Three months	10,000
	Influencer Marketing	Youtube/ Instagram/ Personal websites	10 Influencers	Three Months	750,000
<u>Three</u> July Aug Sept	Google Adwords	Google	Everyday	Three months	45,000
	OOH	Taxi	200	Three months	600,000
	Radio	VirginFM	3x week (2x)	Three months	720,000
	Social Media	Facebook	2x week (posts), stories everyday	Three months	60,000 36,000
		Instagram	3x week (posts), stories everyday	Three months	90,000 36,000
		LinkedIn	1x week (posts)	Three months	30,000
		Youtube	Everyday	Three months	10,000
	Influencer Marketing	Youtube/ Instagram/ Personal websites	10 Influencers	Three months	750,000
	Print Magazine	Women's Health Men's Health	Once a month Once a month	Three months Three months	30,000 30,000
<u>Four</u> Oct Nov Dec	Google Adwords	Google	Everyday	Three months	45,000
	OOH	Billboards Posters	4 15	Three months Three months	4,500,000 180,000
	Social Media	Facebook	2x week (posts), stories everyday	Three months	60,000 36,000
		Instagram	3x week (posts), stories everyday	Three months	90,000 36,000
		LinkedIn	1x week (posts)	Three months	30,000
		Youtube	Everyday	Three months	10,000
	Influencer Marketing	Youtube/ Instagram/ Personal websites	10 Influencers	Three months	750,000
	Print Magazin	Women's Health Men's Health	Once a month Once a month	Three months Three months	30,000 30,000

## Budgeting Objective

<b>Medium</b>	<b>Budget (\$)</b> \$20,038,000
OOH - Billboards	13,000,000
OOH - Posters	440,000
OOH - Taxi Transit Media	600,000
Radio	2,400,000
Google Adwords	180,000
Print Magazine	120,000
Social Media - Facebook, Instagram, LinkedIn	1,048,000
Influencer Marketing	2,250,000

## Flowchart

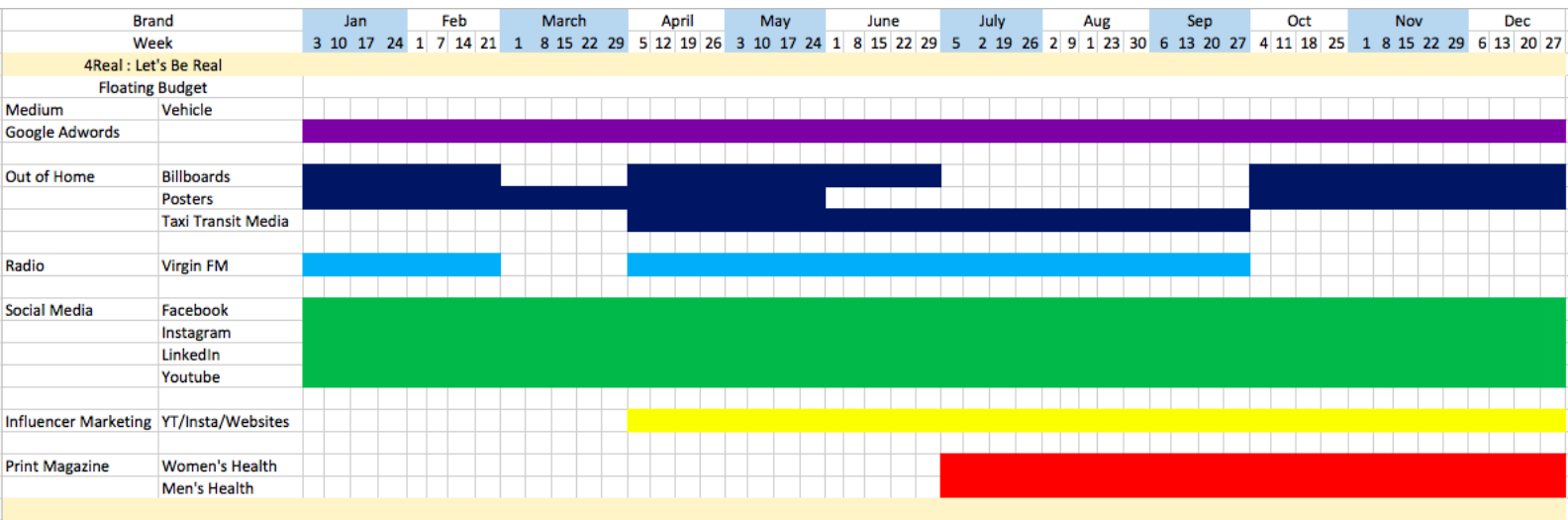


Figure 23: Flowchart and Budgeting Objective

## Appendix

<b>Andrea Kurian</b>	Media Plan Social Media (Influencer Marketing and Collaborations, Youtube ) Communication Objective, Scheduling Strategy, Budget Objective, Flowchart
<b>Andrea Assi</b>	Logo Consumer Insight Social media (Instagram) Out of Home Advertising Print (Magazine)
<b>Nour Haddad</b>	Bottle Mockup Market Research Social Media (Facebook & LinkedIn) Out of Home Advertising

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