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4REAL

LET'S BE REAL

PLANS BOOK

Prepared for
Mr. Tony Kayouka (Leo Burnett)
&
Dr. Ode Amaize

Course: ADV 320: Advertising Strategies
Department of Communication and Media
Canadian University, Dubai, UAE
In Partial Fulfillment of Bachelor of Arts in Communication
Advertising

Prepared by
Andrea Assi
Nour Haddad
Andrea Kurian



COMPANY DESCRIPTION

4Real is a **functional beverage**, sold throughout the 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** color combination that is especially appealing to our demographic which is 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 4Reals **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.



SWOT ANALYSIS



The SWOT Analysis discusses the factors affecting the **market opportunities** for this campaign.

STRENGTH

- Functional Beverage that provides **energy, hydration, health & wellness** attributes
- **Affordably** priced
- **Wide** target audience (18-34)

WEAKNESSES

- Unknown brand in an already **crowded** field
- Might be seen as a commodity offering **same flavors** as other competitors

OPPORTUNITIES

- UAE market is still **not saturated** and is receptive to new product introduction.
- Ease of **distribution** to grocery stores.
- Opportunity to **expand** distribution to sponsored sports events.

THREATS

- **New entrants** to a market that is viewed as commodity
- could face potential threat of **price cuts** by competitors (like Gatorade & Powerade).

BUSINESS INSIGHTS



Target: Sale of **1Million** units in the first year

Gain trial amongst 25% of the target audience

Communication Objective:
Drive 50% **aided awareness** within the target

Price: Priced **competitively** as compared to other known brands.

SOCIAL MEDIA INSIGHTS



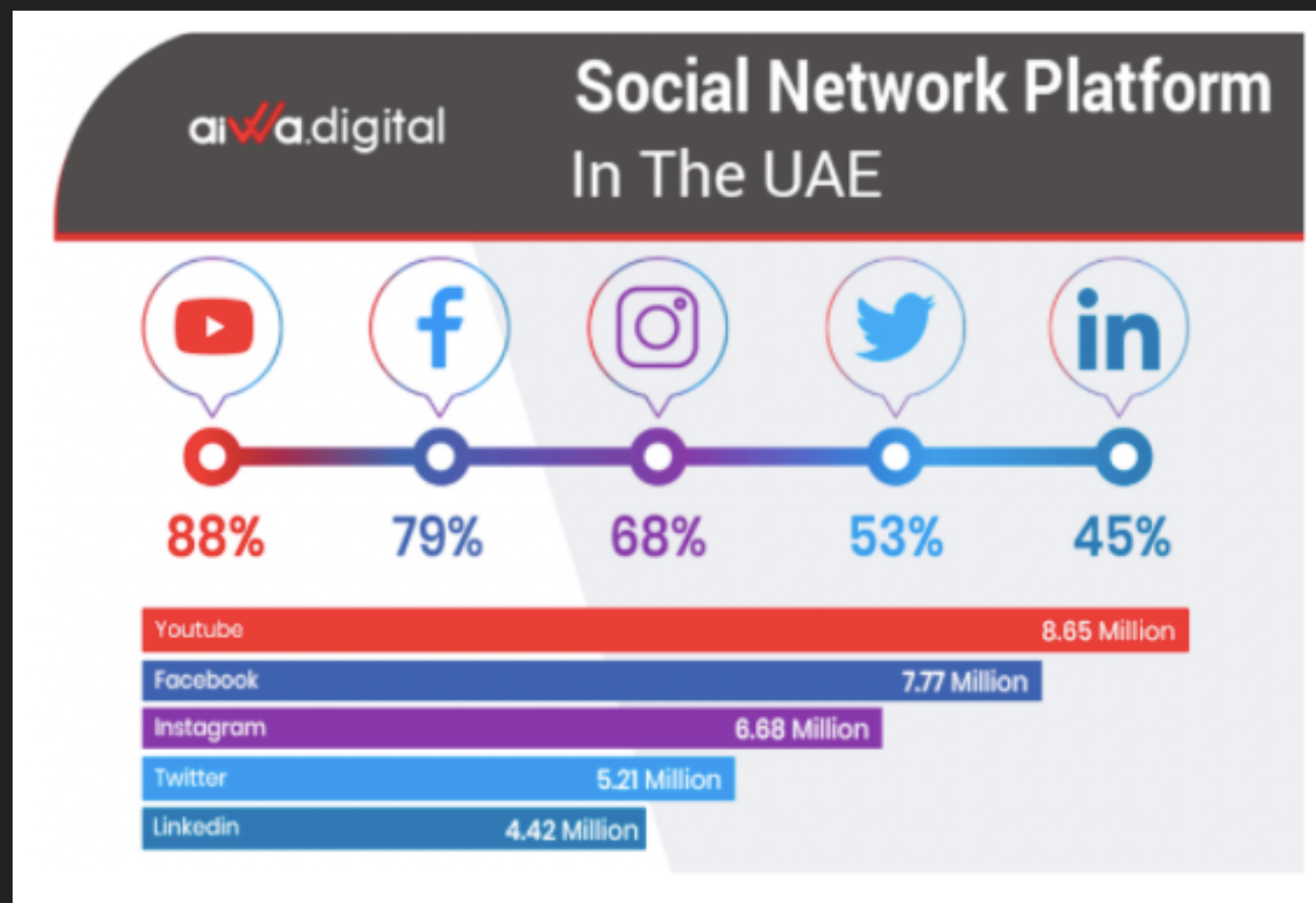
To understand the forthcoming mediums, the inside and outside analysis has been directed to **evaluate the media's utilization** applications inside the UAE in the year of 2020.

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.

SOCIAL MEDIA INSIGHTS

19

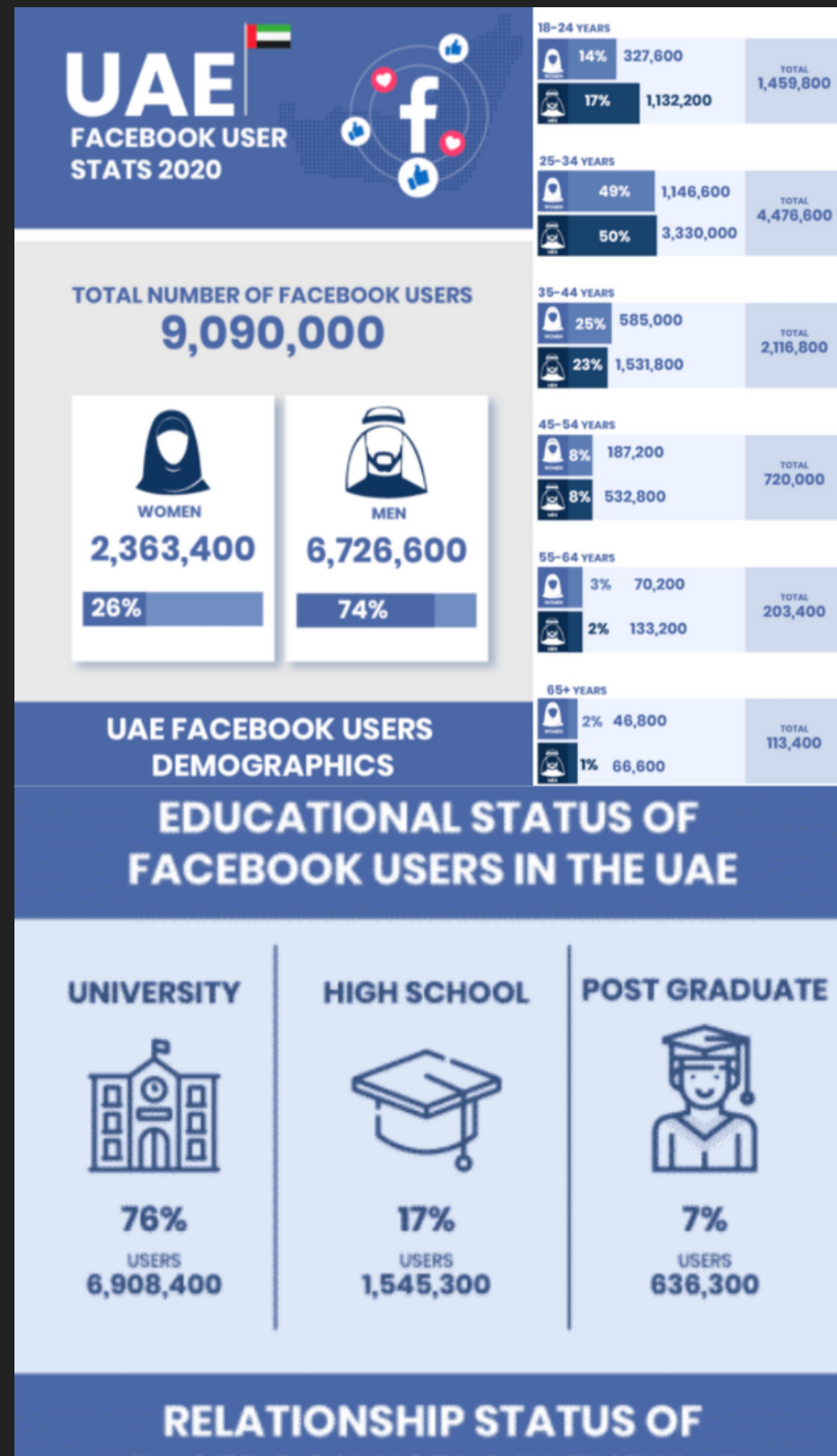


Moreover, in figure on the left as seen in the social network platforms in the UAE. Even though people try their best to grow using organic measures, however, **social media ads are just as important**. As paid advertising has become an essential for a brands' marketing strategy. On average, **31%** 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**.

SOCIAL MEDIA INSIGHTS



19



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**. Facebook dominates as a social media platform especially for news and information.

SOCIAL MEDIA INSIGHTS



- Wide market** of social media users offering a great opportunity for digital marketing.
- The Marketing strategy is to **leverage this wide base**

UAE's Active Social Media Users	YouTube Users	Facebook Users	Instagram Users	Twitter Users	LinkedIn Users	Pinterest Users
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%

PRODUCT LANDSCAPE

Brand	Price	Distribution	Target Market	Positioning	Media
4 Real	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...)
Gatorade	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...)
Bai 5	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...)
SABA Kombucha	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...)
Pocari Sweat	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...)
Powerade	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...)
POKKA Lifeplus Vitamin	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...)

PRODUCT LANDSCAPE

The product landscape 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 INSIGHTS

DEMOGRAPHICS

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.

PSYCHOGRAPHICS

Our demographics are the **Millennials** that includes both men and women age 18 – 34. Age is the most important factor in consumer behavior. Targeting 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. 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.



Solution Overview

Influencer Marketing



Lockdown & Covid have created an untapped market for fitness influencers to collab during online workout sessions

Unique Strategy



Our competitors don't have this style of consumer connection locally

INTERGRATED PLAN RECOMMENDATION

MEDIA MIX

Influencer Marketing

Social Media: Facebook, Instagram, LinkedIn & YouTube

Radio

Out-Of-Home

Print Magazine

Google SEO



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 tidbits** 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.

SCHEDULE OBJECTIVE

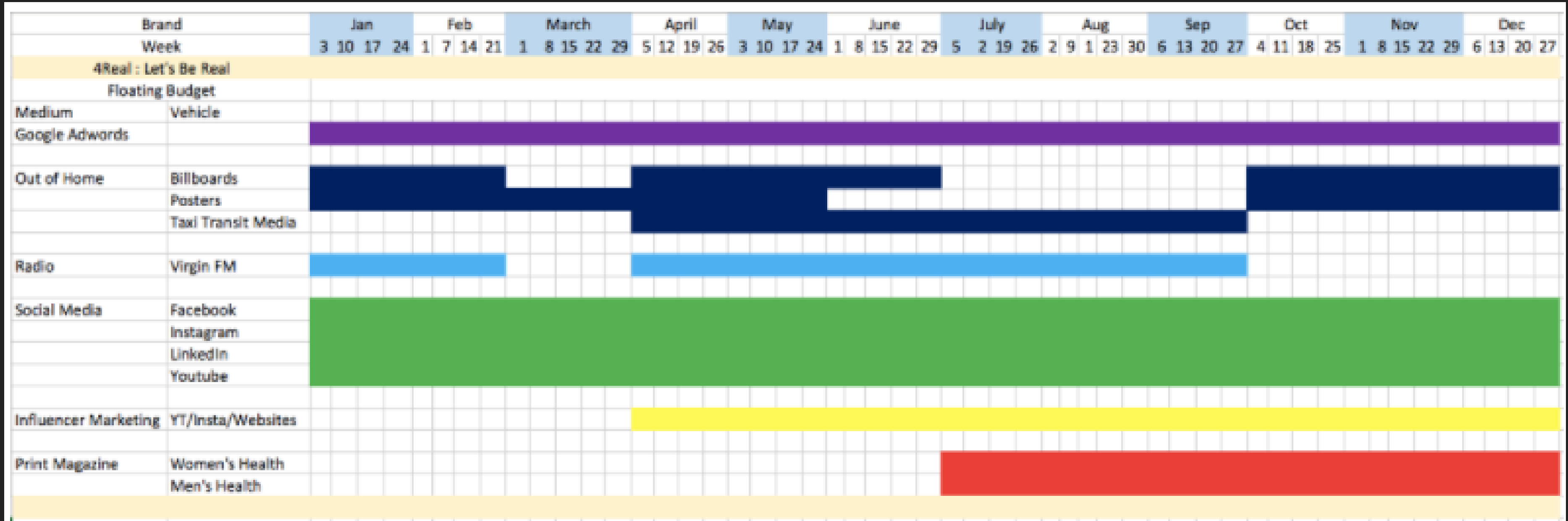


For our one year campaign, we will break our campaign schedule into **four cycles (three months each)** in which various mediums will be used/reused. We will implement a **pulsing schedule** in which certain mediums will increase/decrease in insertion yet have residual awareness even when taking a break

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	Two months (J,F)	4,000,000
			15	Three months	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	Three months	4,500,000
			10	Two months(A,M)	80,000
			200	Three months	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	750,0000

<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	750,0000
	Print Magazine	Women's Health	Once a month	Three months	30,000
		Men's Health	Once a month	Three months	30,000
<u>Four</u> Oct Nov Dec	Google Adwords	Google	Everyday	Three months	45,000
	OOH	Billboards	4	Three months	4,500,000
		Posters	15	Three months	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	750,0000
	Print Magazin	Women's Health	Once a month	Three months	30,000
		Men's Health	Once a month	Three months	30,000

SCHEDULE FLOWCHART





BUDGET OVERVIEW

<u>Medium</u>	<u>Budget (\$)</u> \$20,038,000
OOH - Billboards	13,000,000
OOH - Posters	440,000
OOH - Taxi Transit Media	600,000 <input type="text"/>
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

CREATIVE EXECUTION

INFLUENCER MARKETING & COLLABORATIONS



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



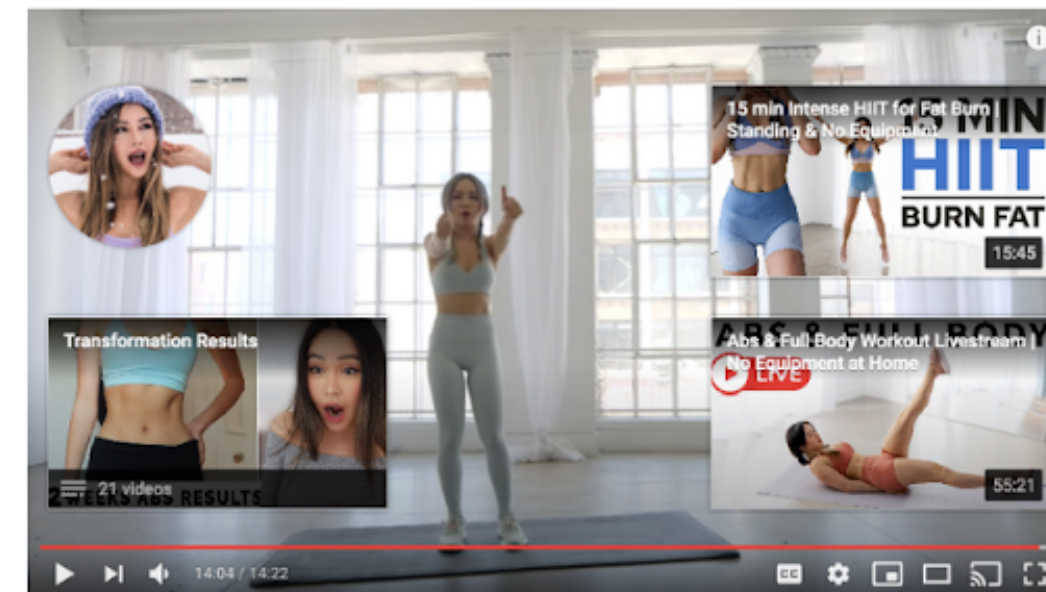
She introduces her partnership with 4Real and its benefits



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

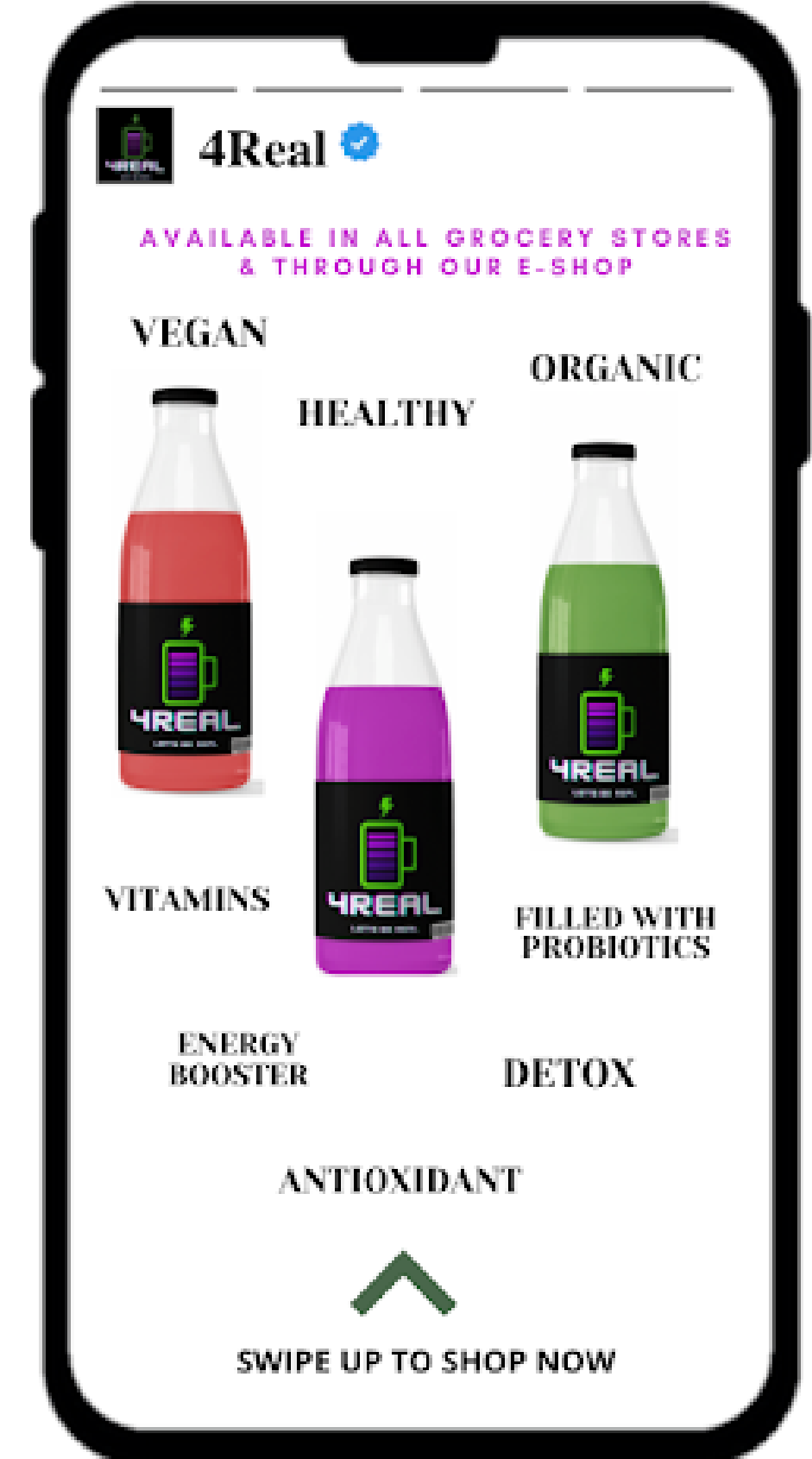
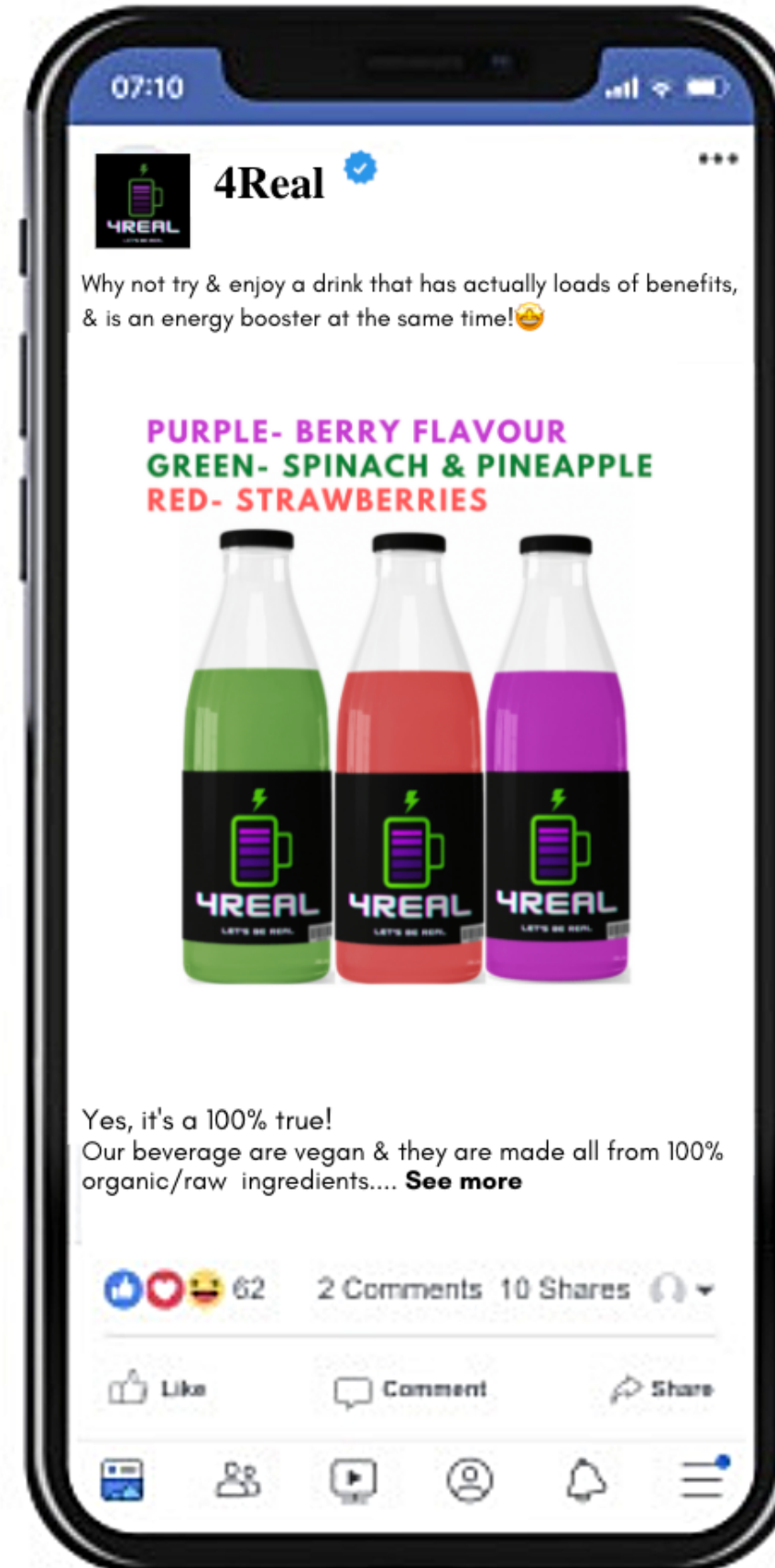
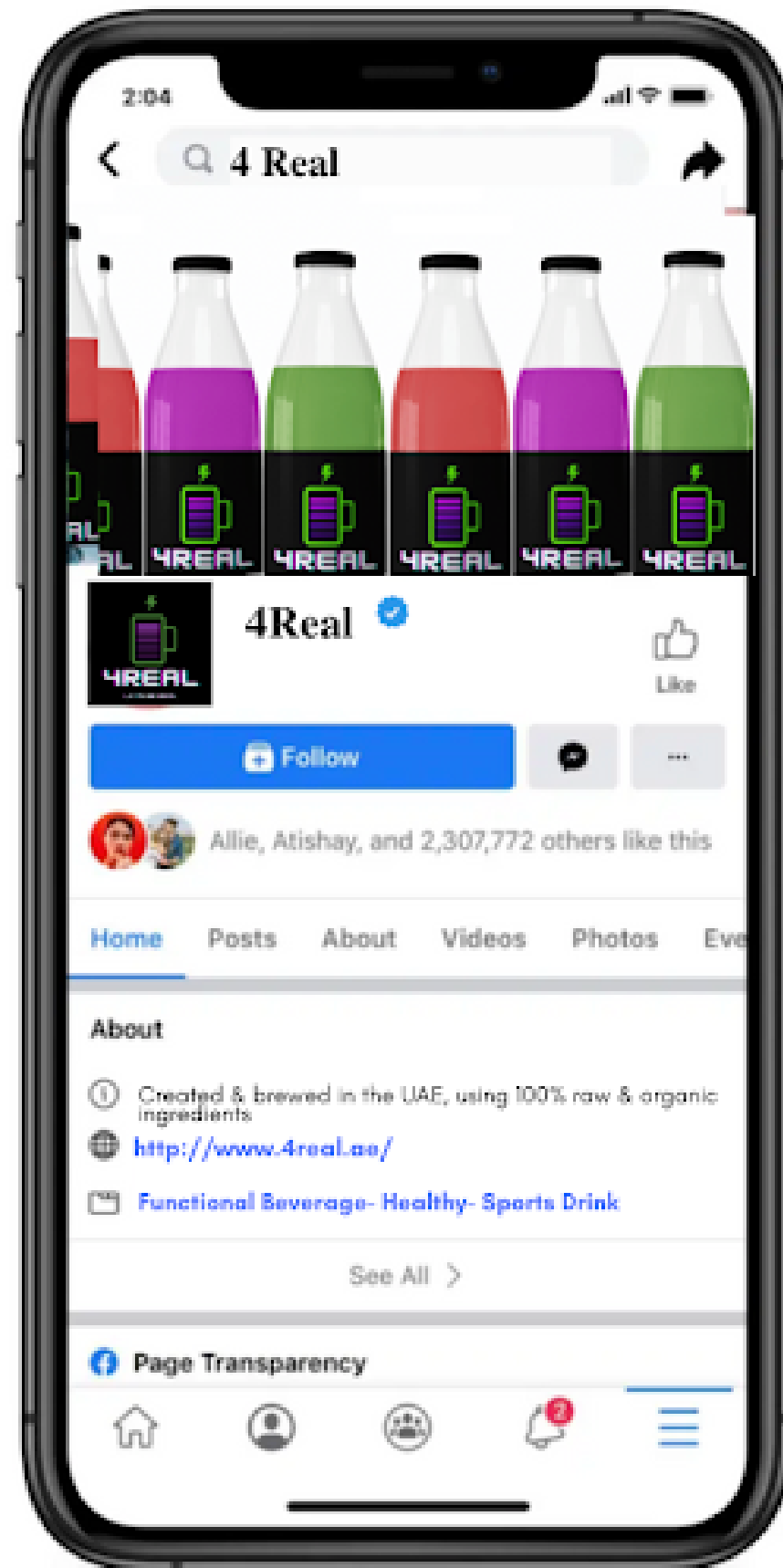


In the end, she says goodbye and gulps the rest of the 4Real to boost her energy and health

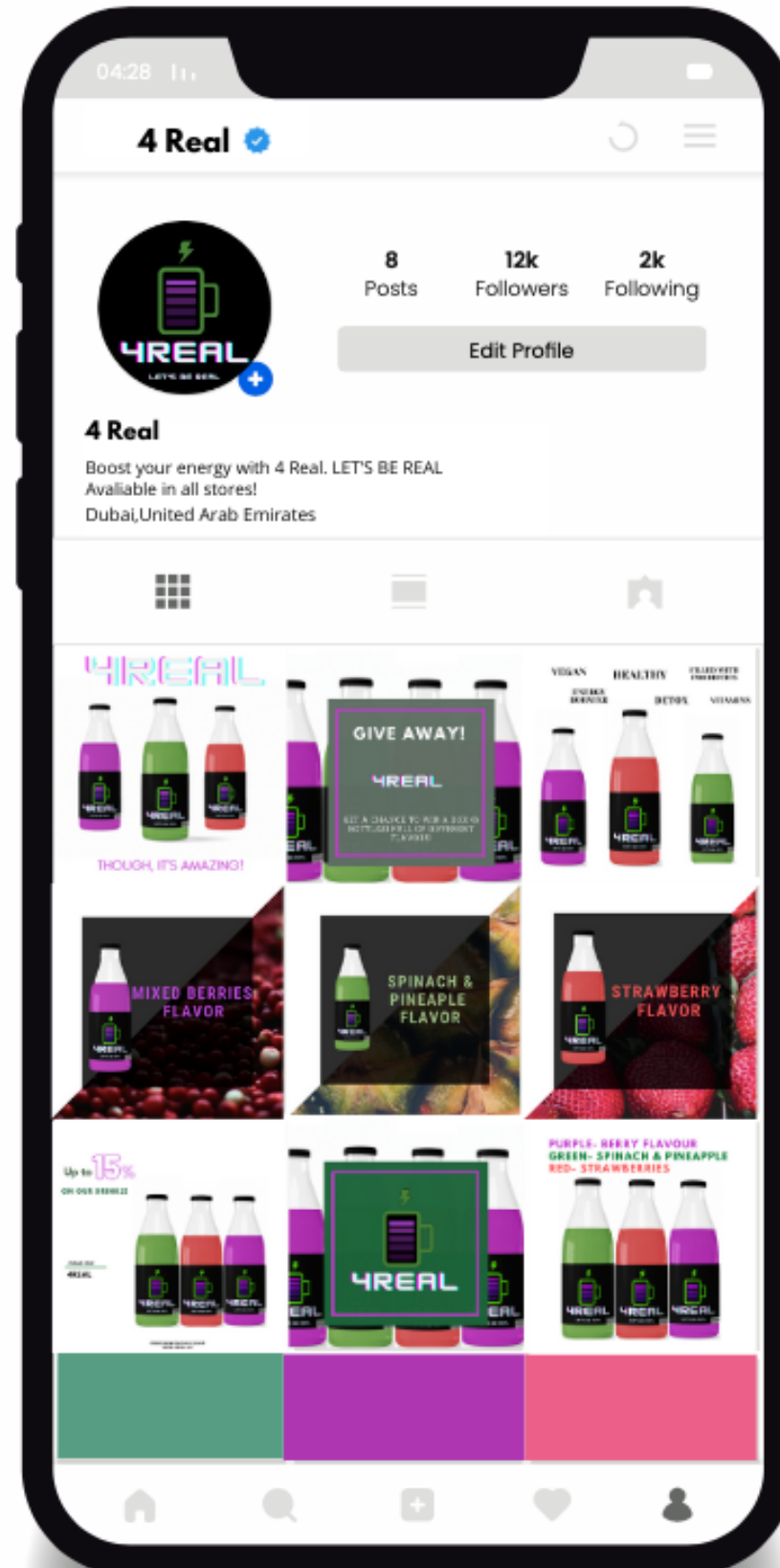


Her session comes to an end and we can see how energetic and happy she is


FACEBOOK











INSTAGRAM




LINKEDIN









4Real

Functional Beverage- Healthy- Sports Drink


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1.1M Followers

About Us


Yes, it's a 100% true!
Our beverage are vegan & they are made all from 100% organic/raw ingredients....
We have created 3 different flavors: (Mixed Berries, Spinach and Pineapple, and Strawberry. Each of those drinks have different benefits, yet they are all delicious and it is recommended by many...[See more](#)

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Similar companies



SABA Kombucha



Bai



Gatorade

YOUTUBE



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

OUT OF HOME ADVERTISEMENTS



PRINT MAGAZINE

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.

CHOOSE: AVOCADO PUREE
LOSE: BUTTER

Butter has 81g of fat per 100g; cholesterol-lowering avocado has only 14g. Done the maths? 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 cinnulin. Try powdered wheatgrass (try Super Nutrients Organic Wheatgrass Powder, £9).

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 down. 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.

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: 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 (vanillamart.co.uk).



CHOOSE: 4 REAL
HELP: 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.



MEASUREMENT PLAN



REACH & IMPRESSIONS



CLICK THROUGH RATE



GROWTH

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