

owala™

MARK 4450

Carson McAfee



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Executive Summary

3

Owala is a rapidly growing water bottle company that produces high-quality, durable water bottles. Owala is committed to eco-conscious living and innovative hydration solutions. Our product lineup includes durable, eco-friendly water bottles designed to meet the diverse needs of all our customers. Our water bottles are made of stainless-steel and vacuum-insulated so they keep liquids cold for up to 24 hours or hot for up to 12 hours.

Due to our focus on quality and versatility, Owala warrants a strong presence in the reusable water bottle market. Currently our growing community consists up loyal customers that are environmentally conscious, healthy, and active.

My vision is to expand Owala beyond a niche community and lead Owala to become the more renowned hydration brand in the US. To achieve this, I propose a partnership with America's most watched entertainment, national football. By collaborating with the NFL, Owala will reach a larger audience and offer consumers a new approach to cheering on their favorite team while being environmentally-conscience and staying hydrated.

Inspired by Owala's current practice of "Color Drops", this campaign will be performed throughout the NFL season as "Team Drops". Building upon Owala's commitment to sustainability, product quality, and community engagement, this campaign will expand Owala's market reach. Therefore, enhancing our brand's digital presence and engagement and fostering a national community of hydrated and sustainable-minded individuals, Owala will become the leading brand in the industry.



Owala's website is user-friendly, available cross-devices, and provides a readable product catalog with detailed information. Additionally, on their website, Owala details their unique "Color Drop". The Color Drop is Owala's "new series of special-edition colors". On the site, you can browse upcoming Color Drops and sign up to be notified when they drop. On that exact date and time, the Color Drops will sell out "lightening fast", creating a high demand for the special one-of-a-kind water bottle.

Besides their website, Owala has an active social media presence on the major platforms Instagram, Facebook, and X. They post regularly, engaging with their audience and producing content related to hydration, eco-friendliness, and their products. Additionally, Owala runs paid advertising campaigns on social media, utilizing targeted optimization.

Owala utilizes email marketing to send regular newsletters and promotional emails to their subscriber list. Email marketing can further push customers to their blog where they provide valuable content related to sustainability, hydration, and health.

Digital Competitive Review

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owala™

"Do more of what you love."



181K



41K

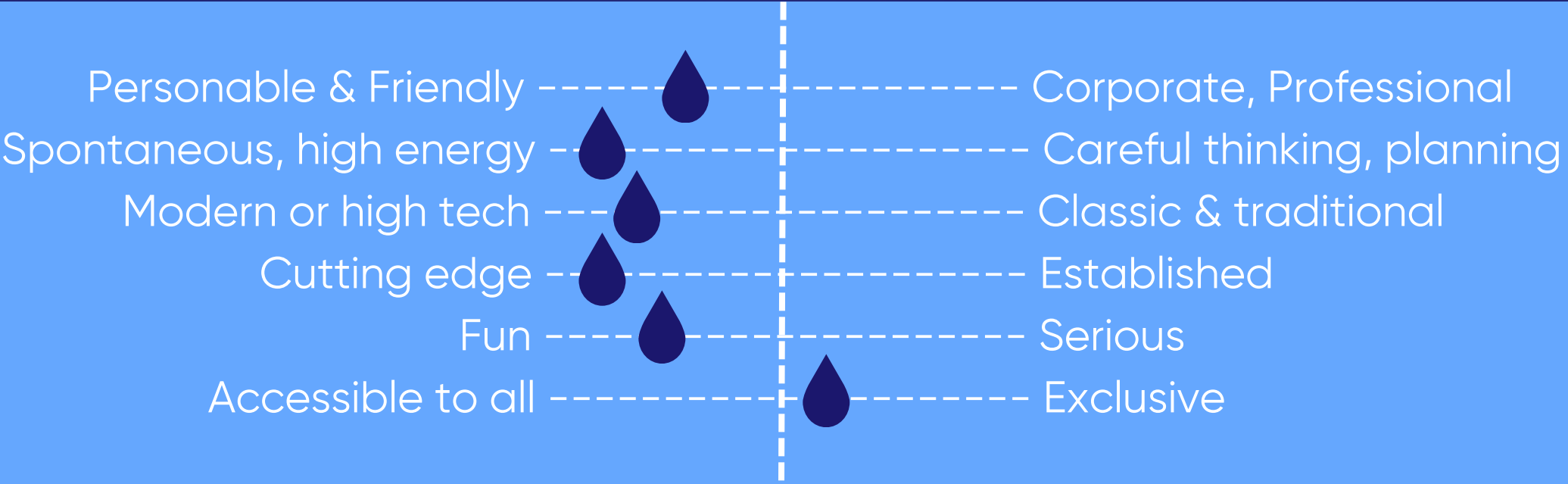


1.85K



133.7K

Brand Identity



contigo®

"To help people face life's daily challenges with confidence by providing innovative, thoughtfully designed and easy-to-use products that help them get the most out of their day."

S'well®

"Be a part of a beautiful solution and to rid the world of plastic bottles and help communities in need."



Hydro Flask®

"To save the world from lukewarm."

The logo for Contigo, featuring the word "contigo" in a bold, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right. The text is black and is set against a light blue rounded rectangular background.

contigo®

- compelling website that provides informational value to onlookers
- emphasis on safety and health
- high customer engagement and user-generated content

The logo for S'well, featuring the word "S'well" in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right. The text is black and is set against a light blue rounded rectangular background.

S'well®

- attractive and user-friendly website with a strong focus on design and aesthetics
- extensive sustainability messaging
- consistently collaborates with artists for limited-edition bottles

The logo for Hydro Flask, featuring a stylized black icon of a hand with fingers spread, resembling a flame or a splash, with a simple smiley face. To the right of the icon is the text "Hydro Flask" in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right. The entire logo is set against a light blue rounded rectangular background.

Hydro Flask®

- strong website with e-commerce capabilities
- robust social media presence with user-generated content
- active influencer marketing campaigns

Opportunity Analysis



Based on the brand's current digital marketing efforts and those of competing brands, Owala can capitalize on new opportunities such as the wide audience of NFL sports-fans. This campaign proposes that Owala incorporates sports teams into their series of Color Drop, dropping a limited-quantity sports team themed water bottle at certain points in the year.

With this drop of sports water bottles, Owala can amplify the marketing to create excitement and suspense to the drop in new, captivating ways. Owala should develop a Youtube channel in order to showcase their new line of team-themed water bottles and create hype around their drop.

Owala can utilize advance email segmentation in their email marketing in order to target subscribers that are highly-likely to be a fan of a certain team, notifying them only when it is one of their teams in the Team Drop. Similarly, Owala can use enhanced paid advertising to show social media ads to users of a specific team. If that information is not available they can use geographics to target certain regions when that region's team is dropping their water bottle. Owala can optimize paid advertising by identifying high-converting keywords and targeting demographics. At the start of the campaign, Owala should use A/B testing and ongoing analysis to determine the most cost-effective tactic.

Lastly, Owala should use collaborations with influencers like those on the teams that they are dropping. They should explore partnerships with those actual teams. By collaborating with members or fans of the organization, they can generate buzz and attract new audiences.

Goal & Objective

Business Goal: The business goal of Owala is to become the most renowned hydration brand in the US. Owala wishes to foster a national community of hydrated and sustainable-minded individuals.

Business Objectives: The primary business objective of Owala is to sell more water bottles. This will be done by increasing brand awareness, and producing new product ideas, and thus increasing our market share in the water bottle industry.

Audience Personas 10



**Daddy
Dave**

Dave is a 44-year old father of 7 year-old Penelope, 5 year-old Lacy, and 2 year-old Hayden. He loves his children dearly, but on Sundays, he is off dad duty. Grown up in Buffalo, Dave is a Bills fan at heart, but after following his college girlfriend to Austin to settle down, he can't help cheering on the Texans as well. After working hard to support his family and bringing in the bread all week, Dave loves to crack open a beer, kick up his feet, and watch every NFL game there is on Sundays.

When Dave is back at work during the week days, he needs a high-quality water bottle to keep his Coke Zeros cold during his ten hour workdays as a financial analyst. Not just any water bottle will do though, Dave could never carry a colorful Hydroflask. He needs a valuable liquid vessel that won't squash his manly identity. He wants to remain the cool do-it-all dad in the office and set a role model for his co-workers.

Cathy is a 39-year-old woman who peaked a while ago. Wishing to relive her glory days, Cathy makes sure every person she meets knows her alma mater is the University of Alabama and she performed as a Dallas Cheerleader for the best two months of her life. She now lives in Biloxi after being unable to find work anywhere in the entire state of Texas with her embarrassing degree. Washed up and completely alone, Cathy dresses in her old cheerleader uniform, which doesn't fit anymore, to head to the local bar every Sunday. There she obnoxiously cheers on the Cowboys and gets embarrassingly drunk in front of a crowd of 60-year-old men.

When Monday rolls around, Cathy typically wakes with a raging headache, as well as a state of confusion regarding where she is. After finding her wallet and earrings, Cathy walks home still in her cheerleader uniform to crash on her worn-down couch. Needing saving, she craves a bottle of ice cold water to quench her thirst, a bottle she can either chug or sip from the straw. Cathy needs an insulated, large-capacity water bottle to rely on come Monday morning.



**Cheerleader
Cathy**



**Obsessive
Oliver**

Oliver just turned thirteen and he is overjoyed to finally be an official teenager. An avid NFL fan living in Los Angeles, his parents got him a Matthew Stafford 75th Anniversary Authentic Icon Jersey as his birthday present. Now, Oliver wears that jersey at least once a week to show off to all of his friends how cool and die-hard fan he really is.

However last Friday, Oliver's older role model, Tyler showed up to school in a Justin Herbert jersey that he got for turning fourteen. Stunned and speechless, Oliver was shocked to see that Tyler secretly cheered on the Chargers this whole time. Oliver needs to combat Tyler's nerve with more of his own Rams memorabilia. Coincidentally, Oliver also needs a new water bottle for his book bag. He dropped his CamelBak yesterday and now it leaks and leaves a trail on the classroom carpet. Oliver needs a durable, high-quality water bottle to carry to and from school everyday that will also impress his classmates.

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Audience Mood Board



Marketing Strategy

NFL Team Drop

The marketing strategy of this campaign is to launch limited-edition NFL themed products in order to reach a new audience.

Team Drops will expand Owala's consumer base beyond the healthy, eco-conscious consumers and into the realm of the average american. By expanding the consumer base and tapping into the large NFL audience, Owala will increase overall brand awareness, as well as increase sales for water bottles during this time frame.



Campaign Message¹³

NFL Team Drop

What is it?

This campaign is modeled after Owala's Color Drops. The Color Drop is new series of special-edition colors that are sold in limited quantities. The details and date of the Color Drop are released and promoted just ahead of their actual drop. At the time of the drop, the water bottles sell out lighting fast, making them a on-of-a-kind color.

Just as Owala currently drops a new color every so often, Team Drop will drop a different NFC and AFC team bi-weekly during the course of the NFL season. The drops will be determined by the upcoming biggest NFL matchups and will be marketed ahead of time, just as the NFL advertises its biggest games ahead of time. By the time of the playoffs, all teams will have been dropped, but at different times.

[Drinkware](#) [Accessories](#) [Color Drop](#) [Cosmic Collection](#)



[Blog](#) [Contact](#) [Account](#) [Search](#) [Cart](#)

COLORDROP



Frankie
Drops 10/30 at 10:00 AM MDT

Notify me



Cinnamon Swirl
Drops 11/14 at 10:00 AM MST

Notify me



Holly Berry
Drops 12/5 at 10:00 AM MST

Notify me



Ring It In
Drops 12/12 at 10:00 AM MST

Notify me

Campaign Message¹⁴

NFL Team Drop

Why can this product do it?

Because these special-edition team water bottles will be sold in limited quantities, fans will routinely check Owala's social media to see if their team is being dropped soon. They will then mark their calendars when their team's drop is publicly scheduled. This means that only the best fans will be the ones to purchase the one-of-a-kind water bottles and show them off to everyone they know.

This will work because it will get new consumers' foot-in-the-door to the Owala brand. By using their favorite players as influencers and creating hype videos of their team and the water bottle, a new audience of NFL fans who are not aware of Owala or have never made a purchase, will be convinced to purchase their team's special-edition water bottle.

[Drinkware](#) [Accessories](#) [Color Drop](#) [Cosmic Collection](#)



[Blog](#) [Contact](#) [Account](#) [Search](#) [Cart](#)





Frankie
Drops 10/30 at 10:00 AM MDT

[Notify me](#)



Cinnamon Swirl
Drops 11/14 at 10:00 AM MST

[Notify me](#)



Holly Berry
Drops 12/5 at 10:00 AM MST

[Notify me](#)



Ring It In
Drops 12/12 at 10:00 AM MST

[Notify me](#)

Communication Objectives

Purpose: The purpose of this content is to inform consumers about the new launches of NFL water-bottles. Besides the exclusive email marketing, we will first reveal which teams are being released next through Instagram reels and Facebook posts.

Presentation: The organic social media posts on Instagram and Facebook will publicly introduce this new series. Additionally, the use of influencers on TikTok should reach our audience members who are not familiar with Owala. Using influencers will increase brand awareness and brand recognition, priming the audience for future advertisements.

TOFU

Awareness Stage

MOFU

Consideration Stage

Purpose: The purpose of this content is to further influence consumers about the new launches of team water-bottles.

Presentation: We will use organic Youtube hype videos and Instagram reels to influence those who are now aware of the product and want to learn more. By showing off Owala's unique features and attract designs in the form of captivating videos, consumers will be positively impacted.

Purpose: The purpose of this content is to persuade the audience to purchase a NFL Owala water bottle when their team is dropped.

Presentation: To convert consumers who are considering purchasing their team's water bottle, we will use paid social media advertisements to target users' who are fans of the upcoming team. This will narrow down the audience and guide them to the website where they can learn more about the Team Drops and then make a purchase.

BOFU

Decision Stage

BRAND EVANGELISTS

After Purchase

Purpose: The purpose of this content is to convert our first-time or infrequent customers into loyal customers of Owala.

Presentation: In order to achieve this, we will add them to the email marketing list. following the purchase of their water bottle, they will receive an email receipt confirming their purchase, reminding them of how special and limited-edition the product is. Additionally, we will add them to our bi-monthly emails where we share exclusive promotions, valuable information, and the first-look into which teams will be dropped next.

Multi-Channel Tactics ¹⁶



- post high-quality visual content showcasing Owala products in real-life scenarios
- optimize the use of shoppable posts and tags to drive direct shares and clicks to the website
- use reels to announce the upcoming Team Drops



- high-quality visual content showcasing Owala products in real-life scenarios
- optimize the use of shoppable posts and tags to drive direct shares and clicks to the website
- expand content formats to include reels demonstrating high-quality visuals and informational tidbits



- create visually-captivating and engaging videos for each team when they are dropping
- showcase product features, eco-friendliness, and hydration tips
- utilize influencers who are associated with the team being dropped next



- use paid influencers to create engaging content and reach a younger audience
- utilize influencers who are associated with the team being dropped next
- showcase Owala features and special designs in fun and playful tone



- provide insider first-look into the NFL series and into each Team Drops
- market unique features of Owala and differentiate Owala products from other similar brands
- provide audience with valuable information derived from the website blogs



- provide logistical information of how Team Drops work, as well as the dates of the upcoming Team Drops
- supply valuable blog information regarding issues related to sustainability, health, and hydration
- offer an easy and seamless way to purchase NFL products at the time it is dropped

Multi-Channel Metrics ¹⁷



- organic media: reel and photo at time of reveal into which teams are being dropped
 - success metrics: follower growth
- paid media: targeted ads towards those who are fans of a team being dropped next
 - success metrics: sales attributed to Instagram



- organic media: post with contextual information at time of reveal into which teams are being dropped
 - success metrics: engagement Rate (likes, comments, shares, saves)
- paid media: targeted ads towards those who are fans of a team being dropped next
 - success metrics: click-through rate (CTR) and sales attributed to Facebook



- organic media: individual reels for each team drop, showcasing the four designs and dramatically exploring its unique features
 - success metrics: video views and engagement rate (likes, comments, shares, saves)



- influencers/paid media: players or associated celebrities of the team that is being dropped soon will post TikToks showing their limited-edition matching Owala water bottle and advertising its features
 - success metrics: views and engagement rate (likes, comments, shares, saves)



- bi-monthly posts that give insider entail into which teams will be dropped next, released before the general public knows
- after purchasing, the customer will receive a receipt of their purchase with also compelling statistics about how they bought the limited-edition product before it ran out
 - success metrics: open rate, click-through rate, and conversion rate



- final destination for users to learn more information about Owala and ultimately make their purchase
 - success metrics: acquisition, leads, conversion rate, and product sales

Multi-Channel Tactics:

Influencers



Each bi-week will consist of different influencers depending on the upcoming drop. For each upcoming Team Drop, there will be 2 influencers who make two TikToks each. Since Team Drops are release in sets of two, there will be a total of four influencers for each bi-weekly drop. We will one player and and one staff member/coach/known fan for each team.

We will use two influencers for each team. Therefore there will be a total of 64 influencers used. The influencers will consist of players, coaches, or staff members of that team who have a TikTok account with substantial following. They could be micro, macro, or nano influencers.

Implementation Plan

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Team Drops will release 2 NFL teams at a time weekly, occasionally bi-weekly. The two teams will include one team from the AFC and one team from the NFC. The social media posts will start one-two weeks ahead of the launch date, where it will first be announced which teams will be dropped next. The teams dropped the first week will be teams that are playing each other on Thursday Night Football. Up until the product release date, we will focus on hyping up those two teams launches until the actual launch date which will occur on Thursdays at 7:00pm. At that time, the products will be dropped, meaning they can be purchased on the website. There will be two designs for each team, meaning a total of four products will be dropped at a time on Thursdays. Those products will be produced in limited quantities, so that they are special and one-of-a-kind. The first drop will be Thursday September 5, 2024 since that is the first NFL game of the 24-25 season.

Following the actual Team Drop on Thursday, two new teams will be announced the following Friday via an Instagram reel and on the website. Those two new teams will be the biggest matchup occurring that week and represent one AFC team and one NFC team. They will then on a Thursday night at 7:00pm before the next weekend of NFL football starts.

This pattern will repeat until all 32 teams have been dropped in the 18-week regular NFL season. When playoffs begin, we will drop certain teams again, with one new design each. Since the products were produced in limited quantities, some people may have not been able to purchase one before they ran out or were unaware of the product launch when it was happening. Therefore doing a second drop for teams that are in the playoffs will allow more consumers the ability to purchase their team's water bottle. We will follow a similar format, releasing two products for each team. However, one product will be the classic, repeat of the one that was already dropped and the second product for each team will be an entirely new design, curated for the playoffs. This will attract those die-hard fans who already purchased a water bottle in the original Team Drop, to want the special-edition Playoffs version as well.

We will follow the same social media content planning for the playoffs, allowing one week in between each Team Drop. However due to the bracket nature of the playoffs, we will not know who is playing each other until the games from the previous weekend have ended. Therefore, the scheduling of social media will be altered. After the SuperBowl, we will do the last Team Drop for the winner. This will include four total products for the SuperBowl winner. There will be two classic designs that were previously released, as well as two entirely new designs that say SuperBowl champions. This will motivate previous-buyers into purchasing more memorabilia for their champion team.

Implementation Plan

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Campaign Dates: August 16, 2024 – February, 15 2025

Duration: Six Months

There will be 16 Team Drops (phases) over the duration of the 18-week NFL season. Each Team Drop will drop 2 NFL teams, one from the AFC and one from the NFC. The two teams dropped will be determined by the NFL schedules and who is playing each other that week.

Instagram

- per phase: 2 reels, 2 paid advertisements, 2 content posts
- per week: 1 content post

TikTok

- per phase: 4 influencers
- per team: 2 influencer videos

Facebook

- per phase: 2 content posts and 2 paid advertisements

Youtube

- per phase: 2 videos
- per team: 1 video

Implementation Schedule:²¹

Phase 1

Marketing Launch date: Friday August 16, 2024

Campaign Video on IG and Youtube: Friday August 16, 2024

Facebook Post: Monday August 19, 2024

Phase 1 Teams Launch date announced on IG as a reel and the website: Friday August 23, 2024

Facebook Post Announcement: Monday August 26, 2024

Phase 1 Group 1 Influencer TikToks: Tuesday August 27, 2024

Content Instagram Post: August 28, 2024

1 Youtube Video: Saturday August 31, 2024

Phase 1 Group 2 Influencer TikToks: Sunday September 1, 2024

Facebook Content Post: Sunday September 1, 2024

Instagram Content Post: Monday September 2, 2024

1 Youtube Video: Monday September 2, 2023

Paid Instagram and Facebook Ads: Tuesday September 3, 2024

Paid Instagram and Facebook Ads: Thursday September 5, 2023

Instagram reel: 7:00pm Thursday September 5, 2024

Phase 1 Teams Drop products date on Website: 7:00pm
Thursday September 5, 2024

AUGUST 2024						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
18	19	20	21	22	23 1 IG reel	24
25	26 FB content post	27 TikTok TikTok	28	29 IG content post	30	31 Youtube Video

2024 SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 TikTok TikTok FB content post	2 paid IG Ad paid FB Ad Youtube Video	3 IG content post	4	5 paid IG Ad paid FB Ad IG reel	6 2 IG reel	7 FB content post TikTok TikTok
8 Youtube Video	9 paid IG Ad paid FB Ad Youtube Video	10 TikTok TikTok FB content post	11 IG content post	12 paid IG Ad paid FB Ad IG reel	13 3 IG reel	14 FB content post TikTok TikTok
15 Youtube Video	16 paid IG Ad paid FB Ad Youtube Video	17 TikTok TikTok FB content post	18 IG content post	19 paid IG Ad paid FB Ad IG reel	20 4 IG reel	21 FB content post TikTok TikTok
22 Youtube Video	23 paid IG Ad paid FB Ad Youtube Video	24 TikTok TikTok FB content post	25 IG content post	26 paid IG Ad paid FB Ad IG reel	27 5 IG reel	28 FB content post TikTok TikTok
29 Youtube Video	30 paid IG Ad paid FB Ad Youtube Video					

23

2024 OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1TikTok TikTok FB content post	2IG content post	3paid IG Ad paid FB Ad IG reel	46 IG reel	5FB content post TikTok TikTok
6Youtube Video	7paid IG Ad paid FB Ad Youtube Video	8TikTok TikTok FB content post	9IG content post	10paid IG Ad paid FB Ad IG reel	117 IG reel	12FB content post TikTok TikTok
13Youtube Video	14paid IG Ad paid FB Ad Youtube Video	15TikTok TikTok FB content post	16IG content post	17paid IG Ad paid FB Ad IG reel	188 IG reel	19
20	21FB content post	22TikTok TikTok	23	24IG content post	25	26Youtube Video
27TikTok TikTok FB content post	28paid IG Ad paid FB Ad Youtube Video	29IG content post	30	31paid IG Ad paid FB Ad IG reel		

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2024 NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					19 IG reel	2FB content post TikTok TikTok
3Youtube Video	4paid IG Ad paid FB Ad Youtube Video	5TikTok TikTok FB content post	6IG content post	7paid IG Ad paid FB Ad IG reel	810 IG reel	9FB content post TikTok TikTok
10Youtube Video	11paid IG Ad paid FB Ad Youtube Video	12TikTok TikTok FB content post	13IG content post	14paid IG Ad paid FB Ad IG reel	1511 IG reel	16FB content post TikTok TikTok
17Youtube Video	18paid IG Ad paid FB Ad Youtube Video	19TikTok TikTok FB content post	20IG content post	21paid IG Ad paid FB Ad IG reel	2212 IG reel	23FB content post TikTok TikTok
24Youtube Video	25paid IG Ad paid FB Ad Youtube Video	26TikTok TikTok FB content post	27IG content post	28paid IG Ad paid FB Ad IG reel	2913 IG reel	30FB content post TikTok TikTok

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24

2024 DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Youtube Video	2 paid IG Ad paid FB Ad Youtube Video	3 TikTok TikTok FB content post	4 IG content post	5 paid IG Ad paid FB Ad IG reel	6 14 IG reel	7 FB content post TikTok TikTok
8 Youtube Video	9 paid IG Ad paid FB Ad Youtube Video	10 TikTok TikTok FB content post	11 IG content post	12 paid IG Ad paid FB Ad IG reel	13 15 IG reel	14 FB content post TikTok TikTok
15 Youtube Video	16 paid IG Ad paid FB Ad Youtube Video	17 TikTok TikTok FB content post	18 IG content post	19 paid IG Ad paid FB Ad IG reel	20 16 IG reel	21 FB content post TikTok TikTok
22	23 FB content post	24 TikTok TikTok	25	26 IG content post	27	28 Youtube Video
29 TikTok TikTok FB content post	30 paid IG Ad paid FB Ad Youtube Video	31 IG content post				

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2025 JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 paid IG Ad paid FB Ad IG reel	3	4 PlayOffs Youtube Video
5 IG content post	6	7 PO IG reel	8 paid IG Ad paid FB Ad	9 FB content post TikTok TikTok	10 paid IG Ad paid FB Ad IG reel	11
12 IG content post	13	14 PO IG reel	15 paid IG Ad paid FB Ad	16 FB content post TikTok TikTok	17 paid IG Ad paid FB Ad IG reel	18
19 IG content post	20	21 PO IG reel	22 paid IG Ad paid FB Ad	23 FB content post TikTok TikTok	24 paid IG Ad paid FB Ad IG reel	25 SuperBowl Youtube Video
26 IG content post	27	28 SB IG reel	29	30 IG content post	31 TikTok TikTok	

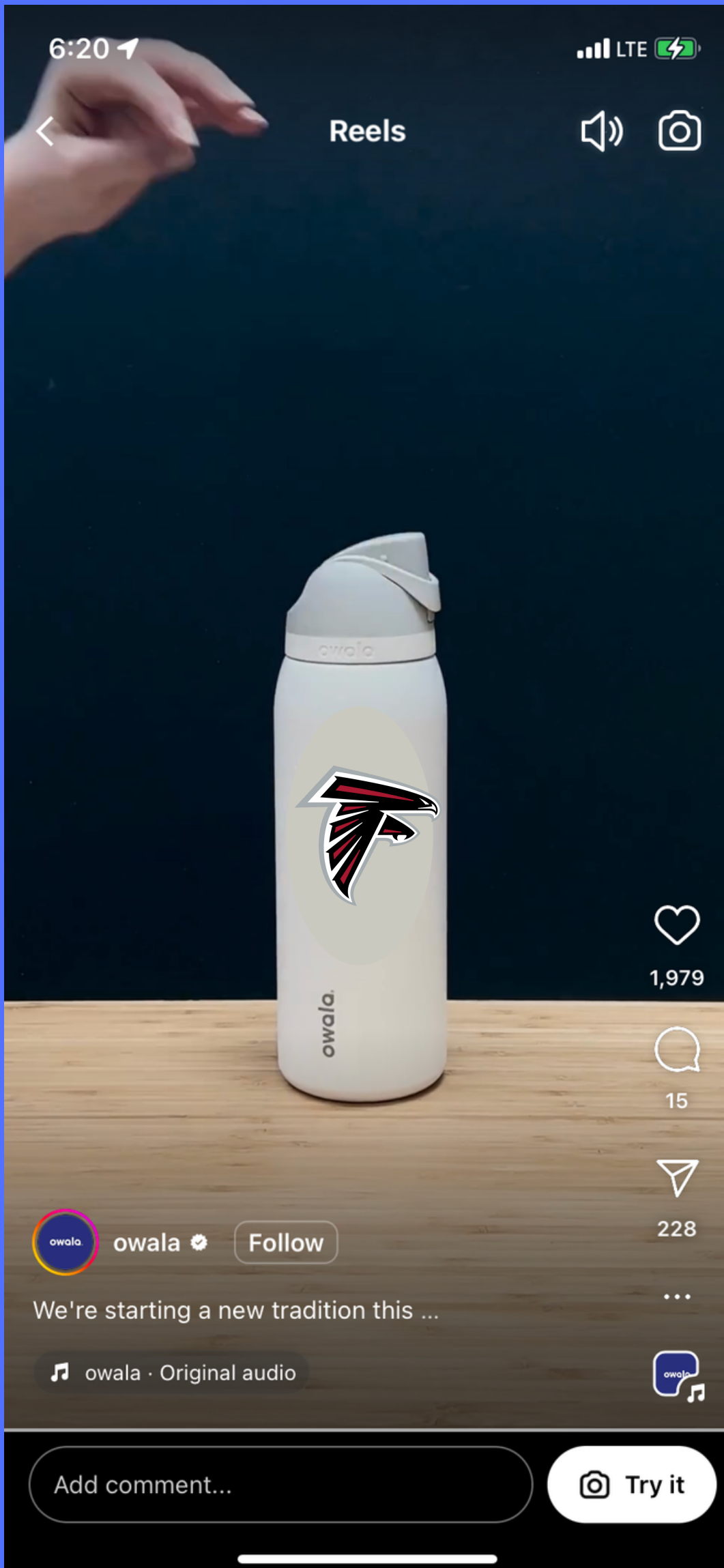
© BlankCalendarPages.com

2025 FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Youtube Video	4	5 IG content post	6 paid IG Ad paid FB Ad	7 FB content post	8 TikTok TikTok
9	10 paid IG Ad paid FB Ad IG reel	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

Sample Post #1

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Channel:

- Instagram Reel

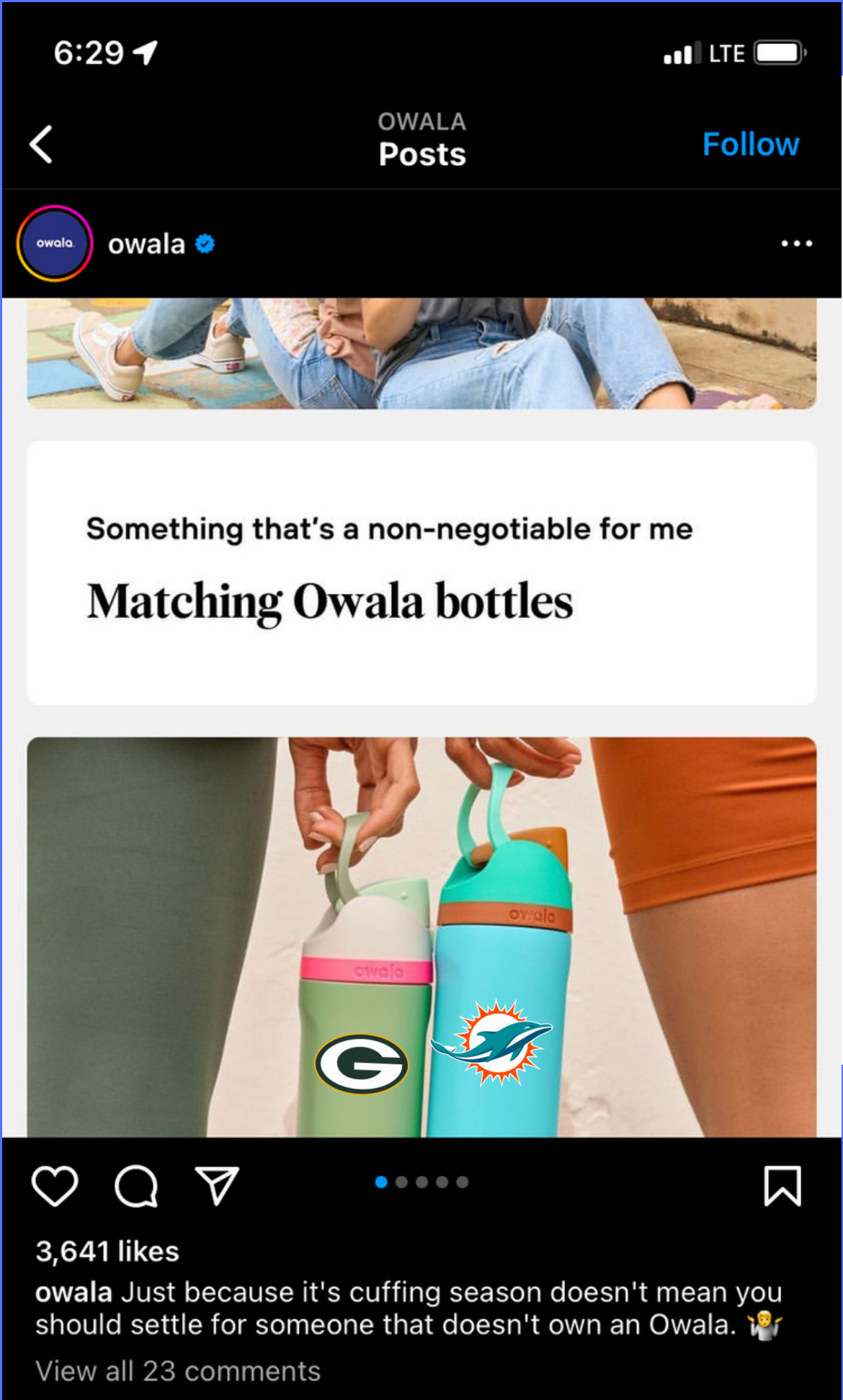
Communication

Objective:

- The purpose of this post is to announce which team is being dropped next. It seeks to inform followers, as well as the target audience. We will do a reel for each phase of team drops, including two teams in the reel.

Sample Post #2

27



Channel:

- Instagram

Communication Objective:

- The purpose of this post is to remind the audience of the collection of NFL water bottles being sold. This post urges the user to share with their significant other and will increase engagement, leading to future conversion.

Sample Post #3



Channel:

- Facebook

Communication Objective:

- The purpose of this post is to provide the audience with value and further encourage a community centered around Owala. This will encourage engagement and demonstrate the unique features of Owala.

Monitoring & Optimization

A/B Testing

- At the start of the campaign, Owala should use A/B testing to determine the most cost-effective tactic. During the first phase, we can reevaluate the effectiveness of each channel and learn how to best curate the posts based on its generated engagement.

Google Analytics

- We will use GA4 to monitor and analyze traffic on all social media platforms and activity on the website. This will show where our audience is coming from and their journey to get to the website.

Meta Analytics

- Similar to GA4, we will use Meta analytics platform to monitor the social media engagement, leads, conversion rates, and reach.



Key Metrics

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Paid Media

- Click-through Rate (CTR)
- Return on Ad Spend (ROAS)
- sales attributed to Instagram
- sales attributed to Facebook

Influencers

- views
- likes
- comments
- playback time

Organic Media

- follower growth
- likes
- comments
- shares
- views
- watch time

In order to measure the success of our paid media used in Instagram and Facebook, we will track the ROAS to ensure we are profiting off of these targeted ads. We will also look at the CTR on the ads to see the proportion of viewers who follow the ad's link to the website. Lastly we will track each consumer's journey to see what sales can be attributed or partially-attributed to the paid ads on Instagram and Facebook.

Regarding influencers, we will track the number of views and engagement on each TikTok. Looking at the number of views, likes, comments, and shares, we should be able to tell how much buzz is actually being generated and how successful our money towards influencers is.

In order to measure the success of our organic media used in Instagram, Facebook, and Youtube, we will track the engagement through looking at likes, comments, and shares. This should give entail into consumers' attitudes and interests in the products being launched. We can also look at the number of followers to see if there is growth or decline with the campaign. On Youtube, we can monitor the number of views and see how long people are watching the videos.

Content Budget

NFL Team Drop

Number of Images: $62 * \$333.33$ per image = \$20,666.67

Number of 90 seconds videos: $40 * \$3,500$ = \$140,000

Number of 3 minute videos: $35 = \$245,000$

Total Content Development Cost = \$405,666.67

Campaign Development: 50 hours

Campaign Launch: 40 hours

Campaign Monitoring: 120 hours

Campaign Sunset: 30 hours

Performance Reporting: 60 hours

Total: 300 hours

Total Management Fees: \$45,000

Total Content Development and Mangement Fees

Spending: \$450,666.67

Advertising Budget

Advertising Allocation

Advertising: $70\% * \$150,000 = \$105,000$

Influencers: $30\% * \$150,000 = \$45,000$

Advertising Channel Breakdown

Instagram: $50\% * \$105,000 = \$52,500$

Facebook: $50\% * \$105,000 = \$52,500$

Reach/Impressions

Instagram: $\$52,500 / \$11.2 * 1,000 = 4,687,500.14$

Facebook: $\$52,500 / \$9.75 * 1,000 = 5,384,615.38$

Total Impressions: 10,027,473

Engagement Rate

Instagram: $4,687,500.14 * 3\% = 140,625$

Facebook: $5,384,615.38 * 2\% = 107,692.31$

Total Engagement = 248,317.31

Conversion Rate

Instagram: $140,625 * 2\% = 2,812.5$

Facebook: $107,692.31 * 2\% = 2,153.85$

Total Conversions = 4,966.35

Advertising Budget

Value

Average purchase price: \$50

Instagram: $2,812.50 * \$50 = \$140,625$

Facebook: $2,153.85 * \$50 = \$107,692.50$

Total Value = \$248,317.5

ROAS

Instagram: $\$140,625 / 52,500 = 2.68$

Facebook: $\$107,692.50 / 52,500 = 2.05$

Total ROAS = 2.37:1

Advertising Budget: Influencers

Influencer Allocation = \$45,000

CPE (Expected Engagement)

TikTok: $\$45,000 / .1 = 450,000$

Total Expected Engagement = 450,000

Expected Conversion

TikTok: $450,000 * 1\% = 4,500$

Total Expected Conversions = 4,500

Conversion Value

TikTok: $4,500 * \$50 = \$225,000$

Total Conversion Value = \$225,000

ROAS

TikTok: $\$225,000 / \$45,000 = 5$

Total Conversion Value = \$225,000

Total ROAS = 5:1

Advertising Budget Summary

Impressions

10,027,473

Revenue

\$473,317.5

ROAS

$\$473,317.5 / \$150,000 = 3.16:1$

Conclusion



The Team Drop Campaign will lead to the growth and stability of Owala. It will help us reach more people and expand our audience of loyal consumers. Through Team Drop, Owala can increase its brand recognition, brand awareness, and product sales.

I recommend that you implement this campaign and start its planning immediately.