



DMA TALENT STUDENT CHALLENGE

September 2018



EARNEST



BACKGROUND INFORMATION

WHO WE ARE

Instagram's core mission is about bringing you closer to the people and the things you love, and businesses play an active role within the Instagram community. Instagram is a place where visual expression from business inspires visible action from people around the world. From the epic to the everyday, Instagram is a platform for visual storytelling. You can read more about Instagram Business on our website <https://business.instagram.com/>.

INSTAGRAM BRAND VALUES

- 1 Community should be first in all we do.
- 2 Simplicity matters.
- 3 Creativity is key.
- 4 We believe Instagram gives the power to connect passions, interests, and moments.

More details about the Instagram brand can be found here: <https://en.instagram-brand.com/>.

BACKGROUND ON THE INSTAGRAM STORY PRODUCT

- Instagram Stories just turned two years old! The product launched August 2016, and we've had lots of milestones since then. *Read about it here.*
- 400M accounts use Instagram Stories every day.
- One third of the most viewed Instagram Stories are from businesses.
- 50% of businesses on Instagram worldwide have created at least one story during a typical month.
- 96% of US marketers surveyed plan to use Instagram Stories ads in the next six months.
- The key benefit of Instagram Stories for our businesses is that it's another way for them to reach and engage with their target consumer. Its full vertical format is a compelling characteristic that helps users "See More" with Instagram (while also "Seeing More" business results). https://business.instagram.com/a/stories?ref=igb_carousel

CORE CUSTOMER SEGMENTS

The primary goal of this campaign is to reach UK businesses; however, understanding their customers is key. While one single campaign can't reach every Instagram Business (IB) account we have on Instagram, we like to focus on customer segments that are aligned with the passion areas within Instagram. These include passions such as beauty, travel, auto, fashion, luxury, and food/beverage. Within these passion groups, we focus efforts on subsets of consumers – like parents and millennials.

The UK government's *business statistics report* gives an indication of how the UK business landscape breaks down. There are a very high proportion of SME businesses.

	BUSINESSES 1000S	EMPLOYMENT 1000S	TURNOVER £ BILLIONS	BUSINESSES %	EMPLOYMENT %	TURNOVER %
NO EMPLOYEES	4328	4697	272	76%	18%	7%
SMES (0-250 EMPLOYEES)	5687	16147	1905	99.9%	60%	51%
OF WHICH: MICRO (0-9 EMPLOYEES)	5445	8790	824	96%	33%	22%
SMALL (10-49 EMPLOYEES)	208	4059	540	4%	15%	14%
MEDIUM (50-249 EMPLOYEES)	34	3297	541	1%	12%	14%
LARGE (250+ EMPLOYEES)	7	10576	1834	0%	40%	49%
TOTAL, ALL BUSINESSES	5695	26723	3739	100%	100%	100%

Source: BIS, Business Population Estimates.

Notes: Data relates to the start of 2016, Numbers rounded to the nearest 1000

CURRENT BUSINESS MARKETING

We target small and large multi-national companies. We also want to target media agencies that would be placing the Instagram buy for larger clients. Instagram Business marketing currently employs a number of channels (from digital, print, events to OOH) to reach their target audience – whether that is a small business or a large agency managing multi-national brands. Our latest campaign aimed to raise awareness of Instagram Stories ads, showing how effective they can be at driving business results.” Examples of past campaigns can be found [here](#). Just scroll to the bottom of the page to find the links!

THE CHALLENGE

OBJECTIVE:

Convert 25,000 small businesses that are current Instagram Business advertisers to using Instagram Stories in a six month campaign plan. We need to prove via a *brand lift study that 80% of (large and small companies) marketers in the UK believe that Instagram Stories drives business results.

Your challenge will be to prove to marketers in the UK, that Instagram Stories drives business results. This is a business to business (b2b) brief to encourage UK businesses to use Instagram Stories in their marketing mix to help drive performance. In the UK Instagram has 25m business profiles with 2m active advertisers.

Your campaign plan should:

- Make marketers believe that Instagram Stories is essential to a marketing plan and not just experiential.
- Demonstrate how to utilise the power of video to story-tell the visual nature of Instagram Stories.

For extra marks you may want to consider how your messaging could be used for current Instagram Business Stories users to increase their usage.

THE DELIVERABLES:

We would like you to create a campaign plan that utilises key on and offline channels to convert 25,000 current Instagram business users in the UK. Your campaign must have a clear creative idea and be data driven (including a clear way to measure progress and impact). Please also consider the implications of the recent GDPR legislation in the UK.

Your budget for this activity is £155,000.

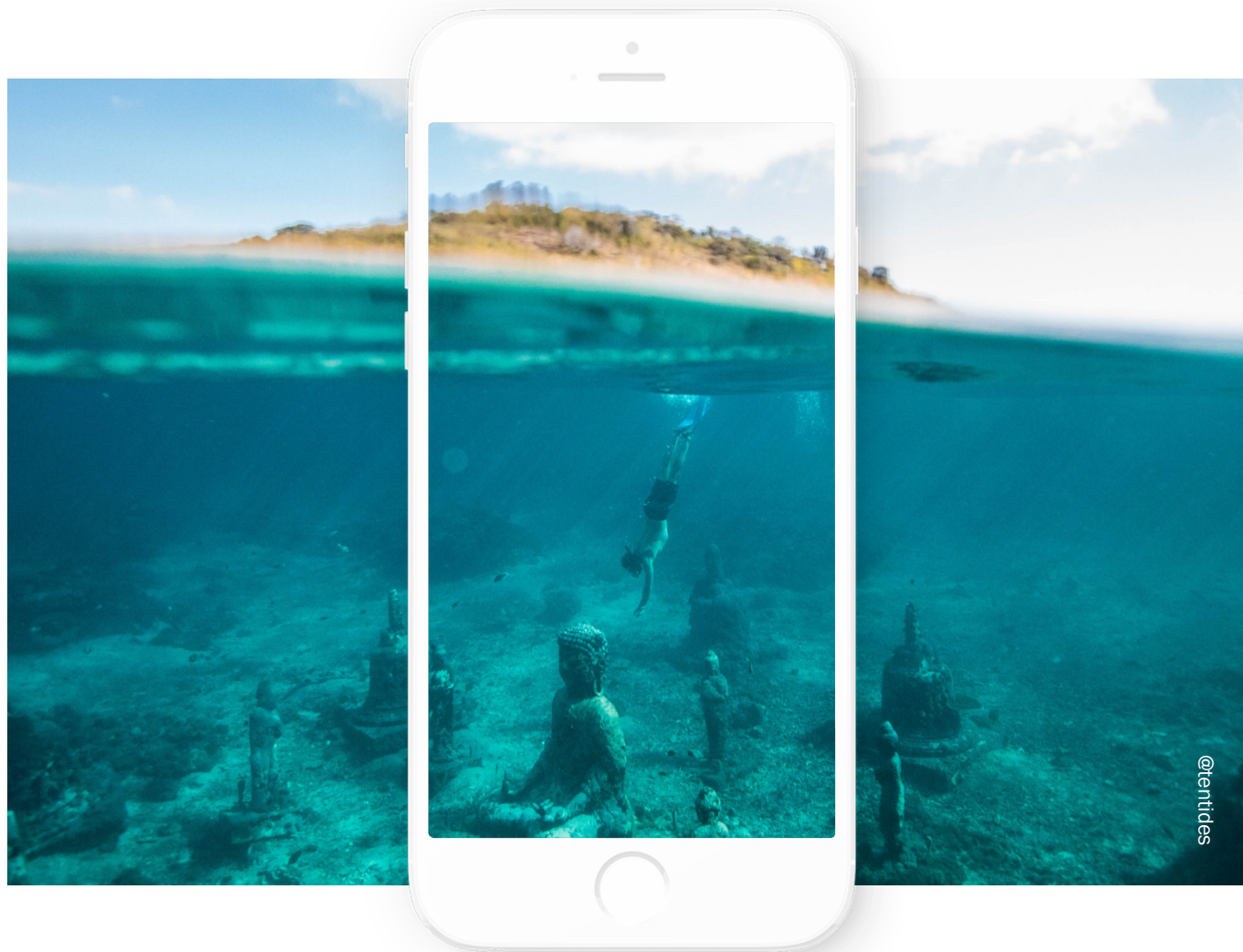
In terms of specific deliverables, we would like you to include:

An executive summary which tells us in 500 words or less what your vision and big idea for the campaign is and what results you think you'll achieve. Plus a (max.) three minute film or presentation showing us your big idea. (20 marks)

An integrated marketing communications plan (max. 22 pages with a further max. 15 pages of appendices). It should include the following:

- Campaign plan, including objectives, strategy and communication plan which explains your media choices and spend. Your communication plan should include a go to market strategy that includes key moments and recommended timings. (30 marks)
- KPIs, recommended measurement and distribution of the marketing budget over the campaign period / by channel to get a maximum return on investment. (15 marks)
- Data strategy – define your target audience and segments e.g. your segments could be around business verticals/industries, type (agencies vs client organisations), business size or other criteria you think will be important. Don't forget – be a responsible marketer and demonstrate you have taken account of recent data legislation. (15 marks)
- Your big campaign idea and creative strategy. (15 marks)
- Test and learn plan. (5 marks)

* Instagram carry out research amongst their users – one of the questions asked in this refers to views on Instagram Stories.



Your executive summary and video form the basis of the first stage of the competition. We will put the best entries forward to the next stage of judging. This is your chance to shine. It's not all about how the video looks; the content is the most important bit. We're looking for something that makes us want to read your full strategy document.

Your video/animated presentation should have impact and give a condensed 'snapshot' of your whole campaign. It should grab your audience (the judges/prospective client: Instagram) from the outset, and should invite them to look more deeply into your campaign.

Your executive summary should highlight the key themes and outputs of your campaign so the reader can gain a quick understanding of your creative idea, execution and forecasted results.

The strongest entries will go to a judging panel, which includes the client, who will review your full written report. We will ask up to four teams to pitch in London on 11 July 2019.

ENTRY GUIDELINES

- Closing date for entries is Friday 3 May 2019, 23:59 GMT
- This is a team event. Team members must be full-time students.
- Minimum of three people per team with a maximum of six per team.
- The three or four finalist teams will be invited to pitch on the afternoon of Thursday 11 July 2019 at a central London location.
- The winning team will be announced at a networking drinks on the evening of Thursday 11 July 2019 in a central London location, which all finalists will be invited to.
- The winning team will win a total team prize of £1,500, divided equally between its members.

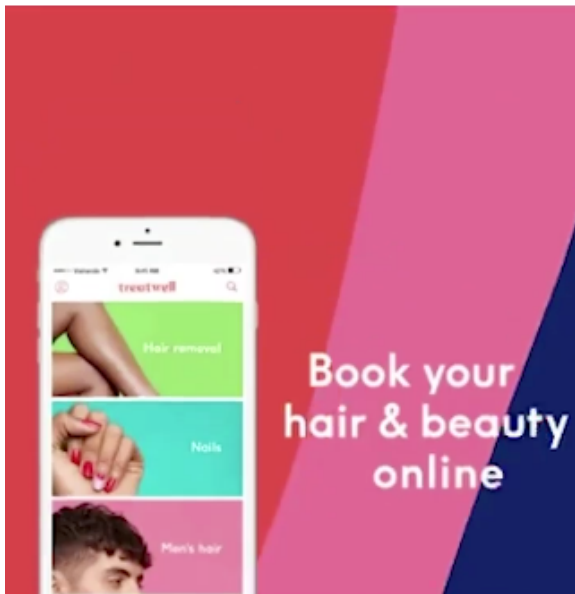
You can find the full terms and conditions of the marketing challenge [here](#).

NEED SOME INSPIRATION?

Put yourself in the target audience's shoes..... Imagine being the UK Marketing Manager of an emerging brand.

You are working everyday to make the brand famous, but don't have the time or resource for an all singing and dancing TV/OOH campaign. BUT you do have a modest budget and big ideas. You know social media is where your audience is and have used Instagram to test out some campaigns – but is it really an essential channel? Can we get the reach we need? And how do I get my boss on-board?

This is how two businesses found success on the platform:



treatwell

BEAUTY AROUND THE CLOCK

Treatwell is an easy way for people to book beauty, styling and wellness appointments online at any time of the day. The beauty company wanted a new way to increase bookings at its salons across the UK that would complement its overall media strategy. And they found success by using the new collection ad format on Instagram to drive salon bookings—resulting in more purchases at a lower cost per conversion than previous campaigns.

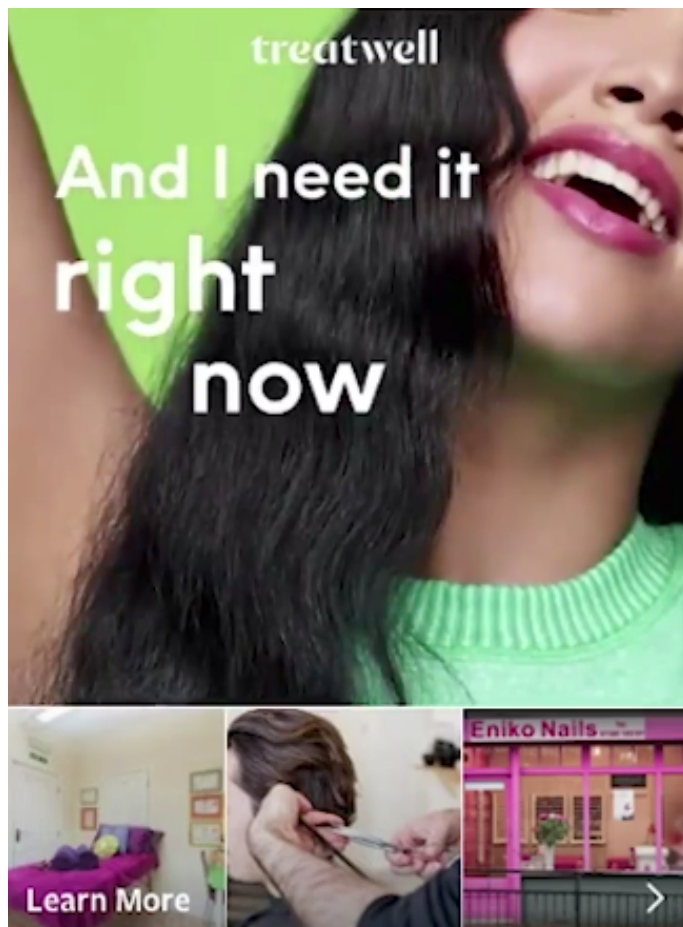
- 19% more bookings than campaign goal
- 7% lower cost per conversion compared to previous ad strategy

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THE COLLECTION AD FORMAT IS A GOOD SOLUTION FOR US TO SHOW THE BEST SUPPLY (FROM OVER 20,000 SALONS) TO PEOPLE ON INSTAGRAM, IN A NEW AND INNOVATIVE WAY

Oriol Esteban Timoneda

Marketing Specialist & Technologist, Treatwell



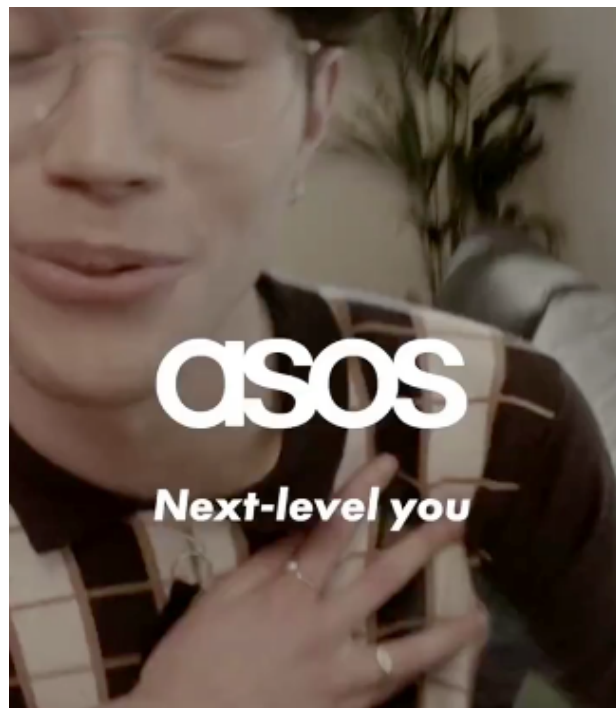


MOBILE-FIRST FASHION

Online fashion retailer, ASOS, used Instagram Stories and clever video ads to immerse its customers into the world of fashion.

Rather than pushing sales messaging or specific products, the campaign focused on brand awareness and entertaining the audience where they feel most at home, resulting in:

- 3-point increase in brand awareness
- 14-point increase in ad recall
- 7-point increase in brand awareness in the US
- 8-point increase in ad recall in the US



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INSTAGRAM STORIES WAS A GREAT PLACE TO CREATE AN AD THAT WASN'T PUSHING SALES MESSAGING OR A SPECIFIC PRODUCT. WE REALLY WANTED TO DELIVER A STRONG BRAND MESSAGE AND HELP DRIVE AWARENESS AND ENGAGEMENT IN AN AUTHENTIC AND SYMPATHETIC WAY TO THE CHANNEL, AND ENTERTAIN OUR AUDIENCE IN A MOMENT THAT'S REALLY CAPTURING THEIR ATTENTION

Leila Thabet

Global Director Of Content & Engagement, Asos