



2008 Campaign Planbook



Augustana College
Rock Island, IL

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Executive Summary

AOL Instant Messenger is currently the leader in Instant Messaging. However, their Social Media products are not as widely recognized as their messaging service. For the last decade, AIM has been associated with messaging and “buddies.” AIM wants to extend the brand value they have achieved through messaging and expand it to the broader set of products in the social networking arena.

AIM's Challenge

AOL Instant Messenger (AIM) has stabilized their spot as the #1 Instant Messaging service. The principal goal is to build upon that success and merge the AIM and Social Media spaces together in the consumer's mind. The brand value needs to be expanded and worked into the products of the social network. By the end of the campaign, Velocity Communications will increase trial and grow usage of AIM products by 15%, bridge the gap between AIM Messaging and AIM Social Media, and increase AIM brand awareness overall.

Theme: MyAIM

MyAIM will structure AIM services to resemble a more personalized messaging system. Consumers will feel individually important and appreciate the options they have to make their AIM their own. Choice of color schemes, network groups, charity involvement and media interaction are some of the unique characteristics each AIM user will be able to set and control as they please.

Research

Research was done to fully understand the wants and needs of our target audience along with their expectations of an Instant Messaging service. This infiltration and comprehension is imperative for AIM to impress and in turn hold onto their current users while sparking interest to invite new ones. Through the use of primary research tactics, we identified common trends and supporting research. From extensive secondary research, we were able to better understand the current products of AIM. This enabled us to accurately determine what aspects of AIM were missing according to the desires of our target market.

Target Market

The 2009 “MyAIM” Campaign will encompass the Generation Y citizens of the United States, more specifically men and women ages 18-24. This range of six years was broken down into three groups: High School (18) College Students (18-22) and Working (22-24). We separated them based on the location, where they spend the majority of their time and the issues they have to deal with on a daily basis. We categorized them in this fashion because we feel these issues change drastically from high school to college and from college into the working world.

Cause Marketing

Connecting the product to social causes is an increasingly effective strategy that establishes brand differentiation and increases brand health. Consumers, especially Generation Y, form an emotional bond to products tied with a cause. This, in turn, results in brand loyalty and increased usage. The “MyAIM” Campaign will build such emotional relationships between AIM and the target segments.

Promotions

The “MyAIM” Campaign will build on AIM’s strong communication channel and attempt to introduce their new social network products. This will be done through contests, social networking, viral marketing, websites and media notifications. Constant interaction with the brand will make AIM constantly on the minds of the target audience. Fun, fresh, interactive and intelligent - these are the values of the 18-24 year olds and the “MyAIM” campaign.

Interaction is Key

Contest / A-Lister Event

Pertaining to our entire target audience, a nationwide contest will be set up for AIM users to participate in a chance to win a trip to a movie premiere, major league baseball game, concert or SAG Awards as well as many other promotional items.

Partnership

A partnership will be set up with five nation-wide charities for AIM users to donate to as they choose. Their donation then provides them the option to change the color of their interface to that of the charity to which they are loyal.

Public Relations

Tying in the importance of our youth generation, AIM will provide presidential chats for their users to become involved in their country’s most meaningful election, and equip them with the knowledge to cast an educated vote.

Product Placement

AIM products will be strategically placed and used in CW television shows, already partnered with AIM. The use of the product by celebrities on these shows will increase awareness, and in turn, increase usage.



Situational Analysis

Competitors

MSN

- Visually appealing
- Well known brand of “butterfly” icon
- Ease of navigation
- Focus on current events/news headlines
- Not targeted towards youth
- Cluttered
- Lack of teen site
- Target audience older than other search engines

Google

- Gmail offers more memory to send large files
- User interface, windows and links are simple in format and easy to navigate
- Opening a Gmail account is invite only which gives it an exclusive appeal and allows users to immediately build a personal network
- You receive your chat messages in the form of an email when you are not online
- Vast applications creates “one stop shop” appeal
- Chat feature is built into email window
- Strong brand recognition
- Effective Ad tool
- Committed to preventing Spam

Yahoo

- No subscription fee
- Well-known brand name and identity
- Capability to create and design own homepage
- Yahoo homepage and logo inviting for various age markets

Facebook

- Focus on networking
- Used mainly by college students
- Profiles are open only to those who are subscribed
- Can advertise to specific target segments based upon advertisers’ needs because of their extensive data mining
- Strong brand loyalty

MySpace

- Allow users to self express
- Profiles are open to public
- Breaking into instant messaging
- Allows you to find friends on MySpace from other applications such as AIM
- Videos are highly incorporated in profiles

SWOT Analysis

Strengths

- Well-known brand name
- Strong brand image
- A veteran of the instant messaging world
- Strong user loyalty

Weaknesses

- Low quality customer service
- Lack of navigability and connection to each of the four AIM components
- Incompatible with other Instant Messaging programs
- Low awareness of AIM features

Opportunities

- Target market connects and communicates through technology
- Able to utilize existing features
- Develop partnerships to a variety of businesses to increase product usage
- High numbers of Americans listed in military can stay connected through AIM messaging

Threats

- Large number of strong messaging competitors
- Increased usage of alternative social networks on the high school and college level
- Rapidly changing technology

Research

Primary Research

College Students

- Communication is the number one reason for internet usage
- Homework is second use of internet
- Email, networking, school and music/entertainment
- Majority of people do not have web cams but most new computers come with web cam built in
- 72.3% listed that they have never visited a chat room
- 81.7% do not use the internet on their cell phone
- 88.3% do not use their instant messenger on their cell phone
- 83.9% of people use the same IM program now that they did in high school
- 71.3% said that they would use their schools messaging service for academic networking
- 83.8% use their instant messenger between from 5-10 p.m.
- 76.5% stated they will use AIM after college
- Heavily influenced by friends
- Almost half of respondents mentioned that Facebook was their favorite website
- 100% of people surveyed said that they use Instant Messaging to communicate with their friends

High School

- 60% use Facebook, 60% use MySpace
- Primary e-mail is Yahoo! Mail 61.4%. Second is AOL mail at 28.1%
- 55% spend between one and three hours online daily
- Communication is the number one reason they use the internet; homework is number two then music at three
- Types of websites they visit everyday: music, e-mail; often: work, school related
- No webcam
- Access internet at home and school
- 95% of respondents have not visited a chat room in the last year
- No cell phone usage with internet
- 35% use IMs everyday
- 57.8% said they would not use school IM service for academic purposes
- 71.7% use internet between 5-10 p.m.
- 100% of people said that they communicated with friends on their instant messenger
- 62.5% said they view themselves using instant messenger in the workplace

Message Testing

We tested our creative messages to determine which ones would be most effective. We showed three different styles of posters to groups of people in our target audience and the ones seen in this campaign are the ones that rang true with that such audience.

Secondary Research

Company Overview

AOL Instant Messenger (AIM) is an advertisement-supported proprietary instant messaging and presence computer program which uses the OSCAR instant messaging protocol and the TOC protocol to allow registered users to communicate in real time. It was released by AOL in May of 1997. The software has a large share of the instant messaging market (with 52% of the total reported as of 2006), placing it ahead of the combined total user base of the two closest rivals. It is maintained by AOL LLC.

- 25% of AOL's 13 million users fall under the target market ages of 18-24
- 50% of our target market are college students
- 15% of 18-24 AIM users are aware of AIM Profiles, and only 10% of those familiar have an AIM Profile

Cause Marketing: Why it works for our target market

- Students prefer to spend money on products that are honest and socially responsible
- Generation Y seems to be less cynical and more concerned with social issues than Generation X
- 83% of generation Y will trust a company more if it is more socially or environmentally responsible
- 74% of generation Y are more likely to pay attention to a company's message when the company has a deep commitment to social cause
- 89% of generation Y are likely or very likely to switch from one brand to another (all else equal) if the second brand is associated with a good cause
- 67% will consider a company's social/ environmental commitment when deciding whether to recommend its products or services
- The marginal utility gained from marketing to teens is maximum from ages 18-24



Research cont.

Television Ratings: What our target market is watching

These are the top ten prime time viewed networks for viewers ages 18-24. The programs ran from 8:00 p.m. to 11:00 p.m. Monday through Saturday and 7:00 p.m. to 11:00 p.m. on Sunday.

- 11.43% of our market watches FOX affiliates
- 9.18% of our market watches NBC affiliates
- 7.62% of our market watches ABC affiliates
- 6.49% of our market watches CBS affiliates
- 6% of our market watches CW affiliates
- 5.31% of our market watches MTV: Music Television
- 4.49% of our market watches UPN affiliates
- 3.67% of our market watches HBO: the works
- 3.09% of our market watches Turner Network Television
- 2.95% of our market watches TBS-Superstation
- 66.13% of our market watches other channels of television

Product Placements: Why it works for our target market

Studies suggest that products placed within a television show have higher rates of recognition. When placed on a show that is favorable to the target market, a product can also develop better brand health. Although this method of marketing can be costly, it will be reflected by a positive return on investment. In syndication between attitudes and brands on the television show with the AIM brand will be a rewarding connection by drawing in the target market. Also, reruns will increase gross impressions and further instill brand awareness.

In Process Research

During the campaign, research is crucial for measuring the extent of success for each section. AIM will be able to shape future efforts based upon the data collected throughout each section.

Data Mining

Data mining is the tracking of its users and personal information. With data mining, AIM will be able to market to their specific users with promotional and advertising campaigns, as well as compile a database for future campaigns.

Target Market

General characteristics

Diverse



One in three is not caucasian

Influenced



Affected by peers and the media

Efficient



Good at multitasking

Tech Savvy



90% have a computer at home

Connected



Concerned with social issues

Segmentation

High School (18 year olds)

- Confined between home and school
- Concerned with their reputation
- Possibly working first job
- Dating

College Students (19-22)

- Away from home for the first time
- Have their own computer
- Separated from friends and family
- Need to save money
- Have more freedom
- Meeting a large group of new people
- Trying to make new friends, while trying to maintain old ones
- Always connected through e-mail, instant messaging, facebook, or cell phones

Working (22-24 / possibly 19-24)

- Finally making their own income
- Have a career
- Possibly living on their own
- Have a night life



Cause Marketing

AIM for Change - myaim.com/change

Objectives

- Increase awareness of AIM by 30% by August 2009.
- Create a positive image of AIM as a product that cares about it's community and members.
- Increase awareness of selected charities by 10% by August 2009.

Strategies and Tactics

- Banners will be placed on MyAIM home page and link to newest download of AIM for current users. The banners will run from September 2008 to August 2009.
- Small advertisements on popular sites in our target market such as MySpace and Facebook that will run through the duration of the campaign.
- A centerfold print advertisement will run during the months of each charity's designated time in Sports Illustrated and Cosmo to reach the male and female audiences in our target market.
- There will be also be a "refer a friend" button to invited friends to a upgrade their AIM and participate in AIM for Change. An AIM message will be sent to the person if they are active.
- Users will be able to invite friends that are not currently signed up with AIM by having the option to manually enter an email address. The AIM for Change link will appear in the email invite and will require them to first sign up for AIM before viewing.

Implementation

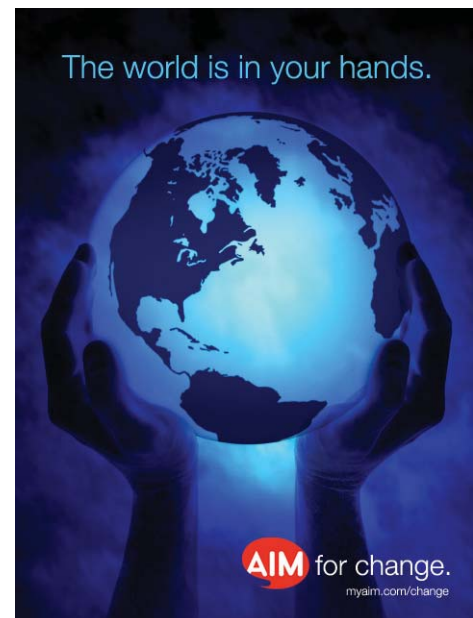
When joining AIM or existing members update their AIM to AIM, users can choose from these five organizations to donate to. AIM will donate \$1 to the charity of their choice and after the contribution, the user's AIM talk bubble will change to the color of their charity. They may go green, red, pink, orange or maroon:

- Go Green - Green Party
- Go Red - Red (AIDS awareness)
- Go Pink - National Breast Cancer
- Go Orange - ASPCA
- Go Maroon - St. Jude's Children's Hospital

After the initial donation, users can choose to additionally give money through their own accounts. We are also advertising this promotion through small advertisements on popular websites for our target market and we will have a centerfold print ad in Cosmopolitan and Sports Illustrated.

Impact

By teaming up with these five charities, AIM would be offering their customers an easy way to contribute to a worthy cause. The variety of these five well known charities gives AIM consumers an option and therefore personalizing their usual AIM experience to be their very own. Not only would AIM be benefiting from the attraction of customers, the charities would also appreciate the donations. Through this partnership AIM would have their name associated these worthy corporations and that recognition would reach our primary target group as well as consumers above and below that age range, resulting in a large increase in AIM usage.



Promotions

AIM A-Lister Challenge - myaim.com/challenge

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 15% each from September to December 2008.
- Associate our products with celebrities, thus increasing our “cool factor” by 10% within four months.
- Increase our group activity in our target market by 25% in four months.

Strategies and Tactics

- Small internet ads will be placed on MyAIM home page and link users to A-Lister Challenge description.
- There will be also be a “refer a friend” button to invited friends to a MyAIM group. This will automatically generate and send an email with the contest description link attached. A MyAIM message will be sent to the person if they are active.
- Users will be able to invite friends that are not currently signed up with MyAIM by having the option to manually enter an email address. The A-Lister promotion link will appear in the email invite and will require them to first sign up for MyAIM before viewing.
- MyAIM users with the most group referrals increase their chances to be selected as an Aim A-Lister. In other words, this challenge will encourage people to refer their friends, resulting in an increase in customers for MyAIM.
- The top five AIM users active in the most groups will be selected as AIM A-Listers.
- A-Lister trip will include all expenses paid and they will also get the option to pick tickets to one of following events:

- Two tickets to the Screen Actors Guild Awards in California aired on TNT and TBS on January 25
- Two tickets to a Warner Music Group concerts (examples: Matchbox Twenty, Staind, and T.I.)
- Two tickets to an upcoming New Line Cinema or Warner Bros. Movie Premier
- Two tickets to watch your favorite Major League baseball team on opening day in April
- Two tickets to watch your favorite NBA team play in an upcoming game

Implementation

Group awareness and activity will increase by giving the AIM users an incentive. A challenge for AIM users to join and become active in the most amount of groups will get people more involved. Challenge winners will receive two first class plane tickets to the city of the event, a lavish suite at a five star hotel, money for food and transportation, and a personal makeover. The makeover will be specific to the event. For the SAG Awards and movie premier, the males will receive a haircut by a top stylist, a pre-event massage and manicure, a designer tuxedo and shoes for the night, and a Rolex for them to keep. The females for these events will receive a haircut by a top stylist, a pre-event massage and manicure; a designer gown, shoes and jewelry for the night; and a diamond bracelet for them to keep. For the concert, the males will receive a haircut by a top stylist, a pre-event massage and manicure, and a limited edition AIM iPod touch and 1,000 songs from iTunes. Those attending the concert and the sporting event will be requested to wear the AIM t-shirt. Through the grand prizes and free give-aways, winners will experience one night as an “A-Lister”. We will use four forms of advertising for this event which will run until December 2008. These include small internet ads on our homepage, a centerfold print ad in Cosmopolitan and Sports Illustrated, a television commercial, and a buddy list advertisement. Winners will be chosen in January 2009.

Impact

Our target market will start using AIM’s products more often, specifically the groups because they will be competing in the challenge. Over 73% of our target market is affected by the forms of entertainment offered in the promotion. Because of this group usage will increase by a minimum of 25%.

A-Lister Posters



A-Lister Merchandise



Branded iPhone



Mousepad



T-shirt Design

AIM A-Lister Commercial Script

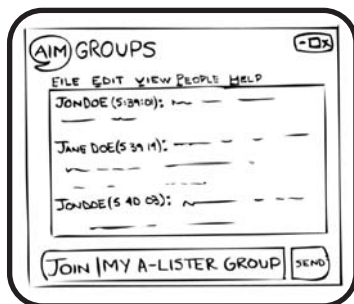
Commercials will air on TBS, CW, TNT, ESPN and MTV. These stations are all in the top ten networks our target market watches. ESPN, which is ranked 12th, will also be included because it is a sports specific station the male audience watches. Commercials on these stations will deliver millions of gross impressions everyday.



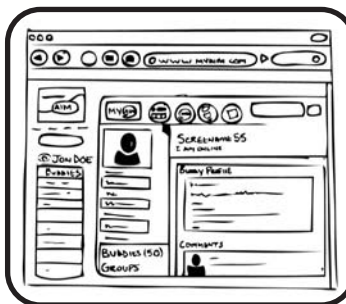
1. "Who wouldn't want to live like an A-Lister? Red carpet treatment, designer clothes, you name it, it's yours."



2. "Who wouldn't want to be front row at a highly exclusive award show, movie premier, or concert featuring such artists as Staind, Matchbox 20 and many more?"



3. "Join an AIM group, build your network and you can be on your way to the hot-test events on the planet."



4. "Yup, it's that easy, but remember, the more active you are in a group the greater your chances are of living like an A-Lister. So simply be social: post pictures, invite friends, debate on hot topics, whatever."



5. "Listen up, there are 5 trip prizes for 5 future A-Listers and the most active AIM group member gets to choose their prize first. These prizes even include an extra ticket for your favorite friend."



6. "Are you ready to live like an A-Lister? Your journey to the top starts now."

Promotions cont.

MyAIM Interface

The purpose of the MyAIM page is to incorporate all of the AIM products into one interactive social web page. With customizable colors and skins, the user can change their MyAIM page to match their personality. We suggest the name MyAIM, giving the user a personal feel to their profile. The best characteristic of MyAIM is the simplicity and accessibility of the AIM products.





Menu Bar

The menu bar may be the most important aspect of the MyAIM page constantly giving users the ability to utilize AIM groups, comments, instant messaging, and chats.


Profile [edit](#)

Name:	Nathan
Location:	Springfield, IL
Gender:	Male
Status:	Single
Hobbies & Interests:	Playing guitar, creative writing, photography
Favorite Music:	Radiohead, The Shins, Led Zeppelin, Ben Folds, The Decemberists, Iron & Wine, Bob Dylan, The Beatles, Leo Kottke, Foo Fighters
Favorite Movies:	The Prestige, Eternal Sunshine of the Spotless Mind, American Beauty, Fight Club, Seven, Stranger Than Fiction, Road To Perdition, Lost In Translation, The Constant Gardener, Children of Men
Favorite TV Shows:	Seinfeld, The Office, Scrubs, Late Night with Conan O'Brien, The Daily Show
Favorite Books:	Devil in the White City, Ishmael, The Tao of Pooh, Catch-22,

Profile

The user profile will be the home page of MyAIM.com when users sign in. Profiles can be continuously updated and viewed by that user's AIM buddies, making sure user privacy is maintained.

Comments [edit](#)



March 25, 2008 7:45 pm

Ed dolum zzrit loreetueros nibh elit in veliquat, quatum ipsusciduisi blaorpero del dolum dipit veliquam iusculiquat!

Andy Tooley [Delete](#) [Message](#) [Comment Back](#)



March 25, 2008 2:30 pm

Irit ea feugiam et vulla con etue voloreet velit acinciduisi blam dolore dolestio dui enit iure eu faci tio corem ver sum num?

Shaun Lewin [Delete](#) [Message](#) [Comment Back](#)

Comments

This feature will allow people to post comments on their buddies' profiles regardless of them being online.

Find in Buddy List

search profiles [Search](#)

[Help](#) [Report This](#) [Advanced Search](#)

Advertising

The search bars will allow users to find their buddies and friends. The buddy list search bar allows a user to find a buddy already in their list. On the other hand, the profile search bar allows the user to find friends whom are not yet in their buddy list.

Messages

Downloads
Skins
Games
News
Weather
Horoscope
Stocks
Favorites

Interest List

The interest list is the main personalized portion of MyAIM. Users are allowed to insert their favorite links; the links are chosen when users sign up to MyAIM and can be changed anytime.

AIM [Edit](#) [View](#) [Help](#) [MyAIM](#)

Find in Buddy List

Nathan Klaus

[Set Away](#) [v](#)

Co-workers 2/7

Buddies 36/45

Andy Tooley

Shaun Lewin

Jill Johnson

Scott Fritz

Linda Scholtz

Kyrie Kenny

Alan Norton

Peter Nadeau

Courtney Hill

Alex Porter

Scott Lewin

Ralph Webb

Matt Easterling

Internal Buddy List

The internal buddy list allows users to have their buddies stay visible while they browse the web. This can be popped out or attached to the web page.



Advertising

MyAIM page will continue to profit from its sponsors on the page with advertisements.

Groups

Football Fans,
Alternative Music,
Politics, AIM Buddies,
Racquetball, Hiking,

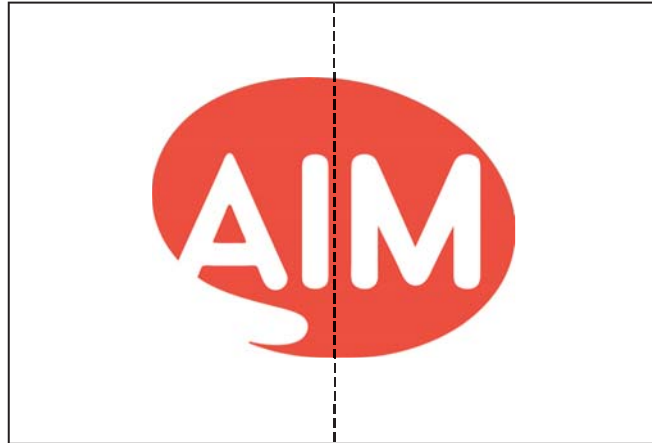
Groups

The user's groups will be visible to their buddies on the profile page. If activated, a poll box will be added specific to these groups.

Promotions cont.

Centerfold Spread

The centerfold magazine that will run in Sports Illustrated and Cosmo will consist of five parts. The two outer pages will have the AIM logo. The color of the AIM bubble will remain the same and the background will change color every month, letting the readers know that there is a new layout inside.



Once the pages are open the two middle pages will depict ongoing and upcoming promotions. Since this is a year long print campaign the two middle pages will change according to when the different promotions begin and end.



The page on the far left will explain the new features of the MyAIM profile. Every month a new feature will be explained. The page on the far right will illustrate the MyAIM profile feature of the month. The first feature that will be promoted to the readers in the September issue is the TVNZ ondemand feature acquired with our acquisition of Bebo. There will be between two and four promotional ads displayed on the two center pages.

AIM Player of the Game

TBS Major League Baseball (MLB), TNT National Basketball Association (NBA) - myaim.com/player

Objective:

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 15% throughout the first three months of each sport's season.
- Associate our products with athletes and teams thus increasing our "cool factor" by 10% throughout the first three months of each sport's season.
- Increase our male audience through popular games and press conferences in our target market by 15% after the first three months of each sport's season.

Strategies and Tactics

- Heighten awareness of our products to non-users as well as current users through celebrity influence.
- Cost effective way to connect the AIM products to the target market throughout the United States.

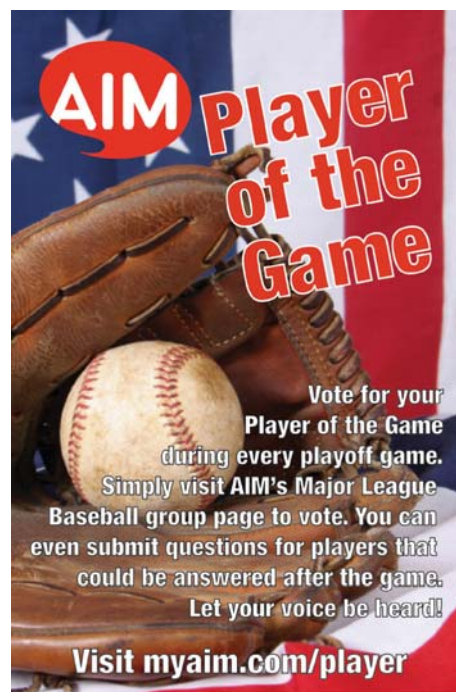
Implementation

We will partner with TBS and TNT by creating an advertising trade. The AIM Player of the Game will be declared after each MLB game on TBS and after each NBA game on TNT. There will also be crawlers during every seventh inning stretch (MLB) and full time out (NBA). Sponsorship mentions of AIM during some commercial breaks will also be utilized for each sport. On each opening day, rally towels with the AIM logo will be given to the first 5,000 fans. Each station, TBS and TNT, will have buddy list advertisements during the days of games and product placement on the MLB and NBA AIM groups to ensure a fair value exchange. An AIM Player of the Game centerfold print ad will also be produced. MLB and NBA fans can join the specific MLB or NBA AIM Group and a poll to vote for the AIM Player of the Game. The chosen player of the game will be presented an AIM trophy after the game. AIM users will be able to view the post game press conference with coaches and the AIM Player of the Game through the MLB or NBA AIM group. An AIM representative present will ask three of the most popular questions the AIM users ask in the group. AIM Player of the Game for both the MLB and NBA will not only promote AIM products, it will also increase brand awareness and brand health.

Impact

Research shows that last year on average 4.54 million people watched Major League Baseball on TBS with a 3.6 household rating. Individual game ratings peaked with during a Yankees vs. Indians game with 6.7 million viewers. While not all of these viewers are in our target market, they do hold a substantial percentage. This promotion delivers millions of gross impressions to the most difficult part of the target audience-males.

Through product placement during the MLB and NBA games, awareness of the four products will be increased by 15% each. By having this form of product placement, there will be an increase in the use of polls, groups, and chats. Polls will increase because viewers can vote for their AIM Player of the Game through the MLB or NBA group homepage. Groups will increase in numbers as well as activity. By having the press conference shown on the homepage of the MLB or NBA group, users can chat with others in the group and can post questions for the AIM Player of the Game.



Promotions cont.

Product Placement on The CW

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 15% each by May of 2009.
- Associate our products with celebrities thus increasing our “cool factor” by 10% by May of 2009.
- Using three popular shows, increase our female audience by 25% by May of 2009.

Strategies and Tactics

- Have popular characters and celebrities use AIM product during episodes throughout the series' season.
- Weekly polls for viewers to gain AIM Points through spotting the AIM Logo Search.



Implementation

Product placement is a vital component of the “MyAIM” Campaign that enables us to fully reach the target market. The CW has many television programs that target the same demographics. Because of this we have selected America’s Next Top Model, One Tree Hill, and Gossip Girl for our three television programs. We chose these three particular shows because they are ongoing and they all have possible product placement locations. In America’s Next Top Model instead of the girls receiving Tyra Mail they could receive a Tyra IM on their new special edition Sidekick. The product placement in America’s Next Top Model would drastically increase messaging in our target market. The characters in Gossip Girl and One Tree Hill could receive AIM IM on their phones instead of text messaging. We will also place the AIM Logo on random pieces throughout the show. There will be a poll on the CW

group homepage for viewers to participate in the AIM logo search. If the viewer correctly spots the AIM Logo they will receive a certain amount of points. These points will be tallied on their MyAIM homepage and when they have acquired enough they can turn them in for AIM paraphernalia. The product placements will run from September 2008 to May 2009.

Impact

Through product placement in these three CW shows: America’s Next Top Model, One Tree Hill, and Gossip Girl, awareness of the four products will be increased by 15% each. Our research shows that 307,000 people in our target market watch the CW. By placing our products in their most popular shows these objectives will be met. It is important to note that gross impressions will be delivered in the hundreds of thousands by both regular season shows and reruns.

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 20% each.
- Associate our products with celebrities thus increasing our “cool factor” by 10% in nine months.
- Increase our female audience through three shows popular in our target market by 25% in nine months.

Strategies and Tactics

- Users join the official America's Next Top Model group in order to participate in chats.
- Have two chats a year; one with the top ten and another with the final four Top Model contestants.
- Place banners on AIM homepage to help promote the chats, running until May 2009.

Implementation

By making the AIM users join the official America's Next Top Model group we are increasing the use of the group applications. Also, the chats give the AIM users the chance to ask their favorite America's Next Top Model questions they wouldn't get to otherwise.

We are going to advertise this through our product placement on the America's Next Top Model episode before each chat, small internet ads on the groups homepage, as well as banners on the AIM homepage. An IM with the specific date and time will be sent to those who have chosen to get Top Model alerts.

Impact

We believe that these two chats will help obtain our objectives because it is another way our users can get involved with their favorite shows through AIM. Prior to the 2007 America's Next Top Model season, it was the network's top-rated series. America's Next Top Model showed double-digit growth last season and was the number one show in the timeslot with women 18-34. Offering a special chance to chat with America's Next Top Model contestants, in addition to polls and AIM Logo Search, will increase use of AIM products.



Promotions cont.

Sponsored Userplane Chats

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 30% each in 12 months.
- Associate our products with celebrities thus increasing our “cool factor” by 15% in 12 months.
- Increase the use of our Userplane Chats by our target market 25% by the end of the 12 month campaign.

Strategies and Tactics

- Internet banners and pop up ads promoting upcoming chats will be placed on the MyAIM home page.
- IMs will be sent to interested AIM users.

Implementation

To increase the use of the AIM Userplane chats we will have specialty chats with high status celebrities that interests our target market. These celebrities will include politicians, star athletes, movie stars, and characters in popular television programs. There will be a different celebrity featured every month for the duration of our campaign. The AIM Userplane chats will be 30 to 60 minutes in length and will be monitored by AIM representatives. To ensure the chats can accommodate all users there will be smaller sub-chats that directly feed into the main chat. Users will be able to ask questions through the sub-chats and talk with other AIM users in that sub-chat. The top questions will be sent to the main Userplane chat where the subjected celebrity will answer them for all users to view.

Promotion for the Userplane chats will be done through internet banners on the AIM homepage as well as on AIM user's MyAIM homepages. When users sign in the chat's specific groups, the group will be able to send the user messages through the instant messaging. The instant messages will be sent one day before the chat and one hour before the chat so that the user is reminded but not annoyed. This enables users to become more involved with the AIM Userplane chats as well as their specific MyAIM homepages.

Impact

By having high status celebrities as the featured guest we will be able to attract our target market. Our research shows that the target market is heavily influenced by the media and that they prefer “coolness” over all other aspects. Because of this our AIM Userplane Sponsored chats will increase the use of chats by 20% over the course of the 12 month campaign.

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 15% each by the end of the presidential race on November 4, 2008.
- Encourage an increase of interest and involvement in the upcoming presidential election through our AIM products by the end of the elections.
- Increase the use of our Userplane Chats by our target market 15% over the three months.

Strategies and Tactics

- An internet banner will be placed at the top of the MyAIM homepage.
- An AIM to Vote commercial will air from September through November 2008.
- AIM to Vote polls after debates, chats, and recent news.

Implementation

AIM to Vote will be promoted through internet banners on the AIM homepage. These will also promote Userplane chats and groups discussing the current candidates and major issues involved with the presidential candidate's platforms. The AIM user will be able to select the side of the banner that correlates to their political views and be directed immediately into the corresponding group. From there they can join the group and be able to keep up with their favorite candidate's campaign. They will also get the option of having the AIM group send them messages through Instant Messenger about upcoming chats with the presidential candidates. If users would like to join multiple candidates' groups there will be a list of ongoing presidential groups and chats displayed on the left-hand side of the MyAIM profile. The daily chats will have a descriptive title narrating the topics of the users, such as "Obama's View on Healthcare". These chats will be mostly launched after presidential debates, or any airing of candidates on television. Chats with the specific presidential candidates will be fewer and will be handled much like the Sponsored Userplane chats.

Other ways we are promoting AIM to Vote is through a television commercial airing on MTV, The CW, TBS and TNT. We will also be having polls on the AIM to Vote group homepage and the candidate specific groups about current issues in the campaign.

Impact

AIM Presidential Chats will educate the target audience on the current presidential campaign and promote participation in November 2008. Our research shows that nearly 32% of our target market reported they will vote in the upcoming election. This shows there is a definite interest in the topic. A 15% increase will be achieved through the combined marketing mix of each network's coverage, our advertisements, AIM groups, and AIM Userplane chats targeting the presidential race.



MyAIM Workplace

From the dormroom to the boardroom

Objectives

- Increase recognition of Userplane chats, groups, messaging, and comments in our target market by 15% each by the end of our 12 month campaign.
- Associate our products with a business setting thus increasing our professional image by 10% by the end of our 12 month campaign.
- Increase the use of AIM products by the older AIM users in our target market by 15% by the end of our 12 month campaign.

Strategies and Tactics

- Distribute flyers to both major corporations and small, individually owned businesses in metropolitan areas to promote using AIM Workplace within their business.

Visit myaim.com to find out how you can go from the dormroom...



...to the boardroom.



Groups Chats Messaging Comments myaim.com

Implementation

Since our target market stretches to twenty-four year olds, it is important to reach those members that have entered into the working world. An innovative way to incorporate AIM into their working life is to integrate AIM Workplace into their nine-to-five work day. When time is pressed and a business meeting with the entire department is not feasible, users will be able to use AIM Workplace Chats through their office's AIM Workplace group to communicate with every department member. To update employees about the release of a new product, they can post a blog to the office's AIM Workplace group homepage.

The flyers will be distributed to Young Professional Networking (YPN) groups around the country as well as college students to promote AIM Workplace. The flyer will encourage users to check the AIM Workplace homepage for more information on how it can help their business and career.

Impact

Customer loyalty will grow by presenting a leisure communication system as an effective work tool. Our research suggests that 60% of AIM users would be willing, or have continued to use AIM after they have received college diplomas. By incorporating AIM Workplace into the office, we will be able to increase AIM usage by 15% in the older ages of our target market.

Timeline

	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09
MyAIM Interface Change												
Website Development												
Website Updates												
AIM For Change												
Go Red												
Go Green												
ASPCA												
Go Pink												
St. Jude's												
AIM For Change Centerfold Print Ad												
Internet Banner on Homepage												
Small Internet Ads												
AIM A-Lister Challenge												
Small Internet Ads on Homepage												
AIM A-Lister Challenge Centerfold Print Ad												
Commercial - CW, TBS, TNT, ESPN, & MTV												
Buddy List Ads												
Top 5 Winners Chosen												
AIM Player of the Game												
TBS - MLB Onscreen Crawler Ads & Sponsorship Mentions												
TNT - NBA Onscreen Crawler Ads & Sponsorship Mentions												
Rally Towels												
TBS Buddy List Ads												
TNT Buddy List Ads												
AIM Player of the Game Centerfold Print Ad												
Product Placement on CW												
America's Next Top Model - Tyra IM & AIM Logo Search												
One Tree Hill & Gossip Girl Product Placement												
America's Next Top Model Promotion												
Internet Banner on Homepage												
Product Placement on Top Model Episodes												
Small Internet Ads on Homepage												
Sponsored Userplane Chats												
Once a Month Celebrity Chats												
Internet Banner & Pop-ups on Homepage												
AIM To Vote												
AIM To Vote Commercial - CW, TBS, TNT, & MTV												
Internet Banner on Homepage												
Presidential Candidate Chats												
AIM To Vote Centerfold Print Ad												
MyAIM Work Place												
Flyers												
Research												
Data Mining												

Budget

AIM Campaign Budget 2008-2009

MyAIM Interface Change

Website Development	\$25,000
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Centerfold Print Ads

\$7,000,000

AIM A-Lister Challenge

Commercial	\$750,000
Posters/Flyers	\$500,000
T-Shirt	\$1,500
Makeover	\$120,000
Mouse pads	\$500
Plane Ticket	\$9,000
Hotel & Accommodations	\$18,000
iPod Touch and Songs	\$15,000

AIM Player of the Game

Onscreen Crawler Ad & Sponsorship Mention	\$8,000,000
Trophy	\$25,000
Rally Towels	\$1,000,000

Product Placement on The CW & America's Next Top Model Promotion

\$340,000

Sponsored Userplane Chats

On-Air Invitation	\$20,000
Sponsorship Costs	\$1,000,000

AIM To Vote

Sponsorship Cost	\$500,000
Commercial	\$3,000,000

Research Costs

	\$750,000
Data Mining	\$150,000

Evaluation

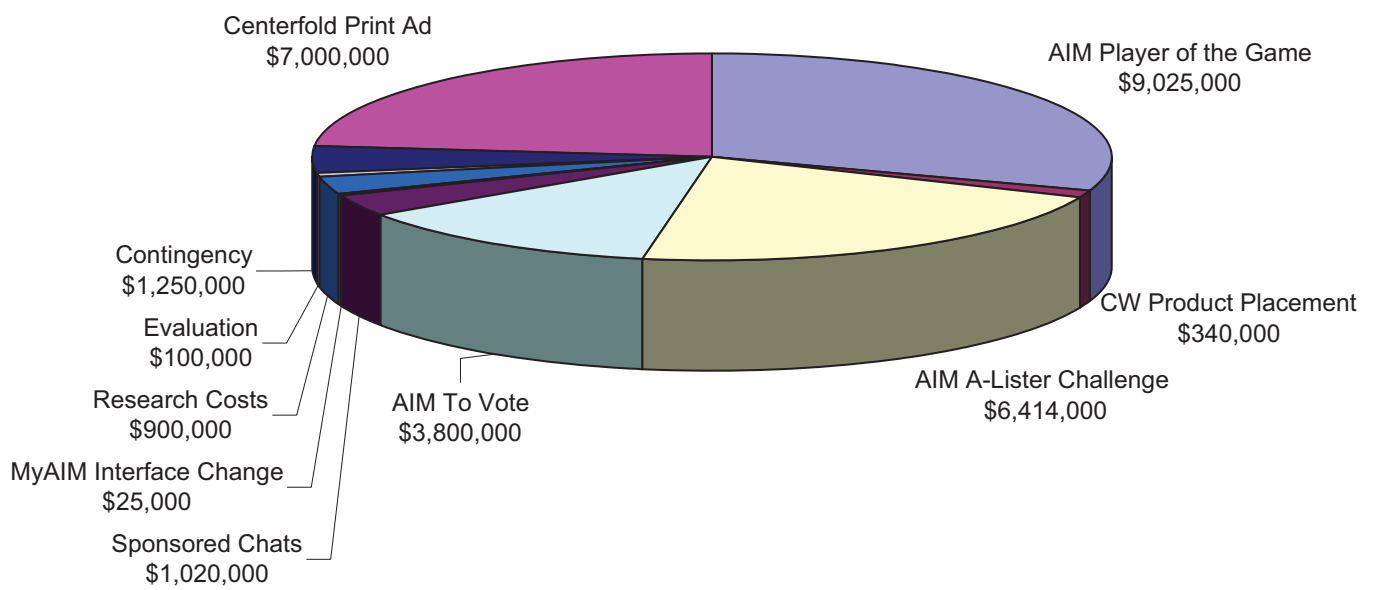
\$100,000

Contingency

\$1,250,000

Total

\$24,574,000



Campaign Summary and Evaluation

Campaign Summary

Velocity Communications thoroughly researched AIM's target market and segmented it carefully to uncover key motivations and interests of its members. Our findings revealed that users want an easy-to-use, customizable, and effective way of communication that allows them to express themselves. The MyAIM profile pages give users exactly what they want.

In order to connect with each segment of the target market on a deeper level, Velocity Communications suggests partnering with charity organizations. This demonstrates that AIM cares about social issues and wants to make a difference. Also, through the promotions and product placement, we guarantee you will be able to engage both existing and new members to use all of the AIM applications.

Velocity Communications will reach the target market through traditional media such as print ads, television commercials, and product placement along with non-traditional media including the Internet. Through extensive research we have chosen specific publications, television stations and programs, and websites that will directly reach large numbers of the target market and deliver millions of gross impressions.

AIM has established itself as the leader in Instant Messaging through a fast, easy, real time messaging system. In order to maintain that status, Velocity Communications has stayed true to AIM's values and has created a campaign that will fully engage the target market to increase usage of the AIM products

Increase trial and growth usage of AIM products by 15%

- The AIM A-Lister challenge will encourage use of AIM to win a trip to one of four events.
- The Sponsored Chats will increase usage of AIM by giving fans a chance to chat with other devoted fans.
- Product Placement on CW television shows will broaden AIM recognition and motivate viewers to use the product.
- The Election Chats will empower our target audience and motivate them to get involved in their country's government system. This important aspect of the campaign will most definitely get people to use AIM to educate themselves on their voting options.
- Brand awareness will be increased through promotional items such as t-shirts and monogrammed ipods.

Bridge the gap between AIM Messaging and AIM Social Media

- Sponsored Chats will introduce users to network groups and enable them to socially connect with other AIM users with similar interests.
- The ability to donate to nation-wide charities shows the target audience that AIM is useful for things other than Instant Messaging.
- AIM users will be encouraged to invite friends to social network groups to increase their chances to win a contest.

Results

- Gain large data base from data mining.
- Make significant donations to our five selected charities.
- Participants in AIM A-Lister challenge.
- Membership in social network groups
- Current AIM users will invite prospective consumers.

Meet the Team

Velocity Communications

President

Michelle Neptune

Executive Director

Brittany Griganavicius

Executive Assistants

Kelly Morgan, Jonathan Schultz

Research

Raphael Boyd, Brittany Griganavicius, Jack Susin

Promotions

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Nathan Klaus

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