



# CON TU FAMILIA TODO ES VISIBLE

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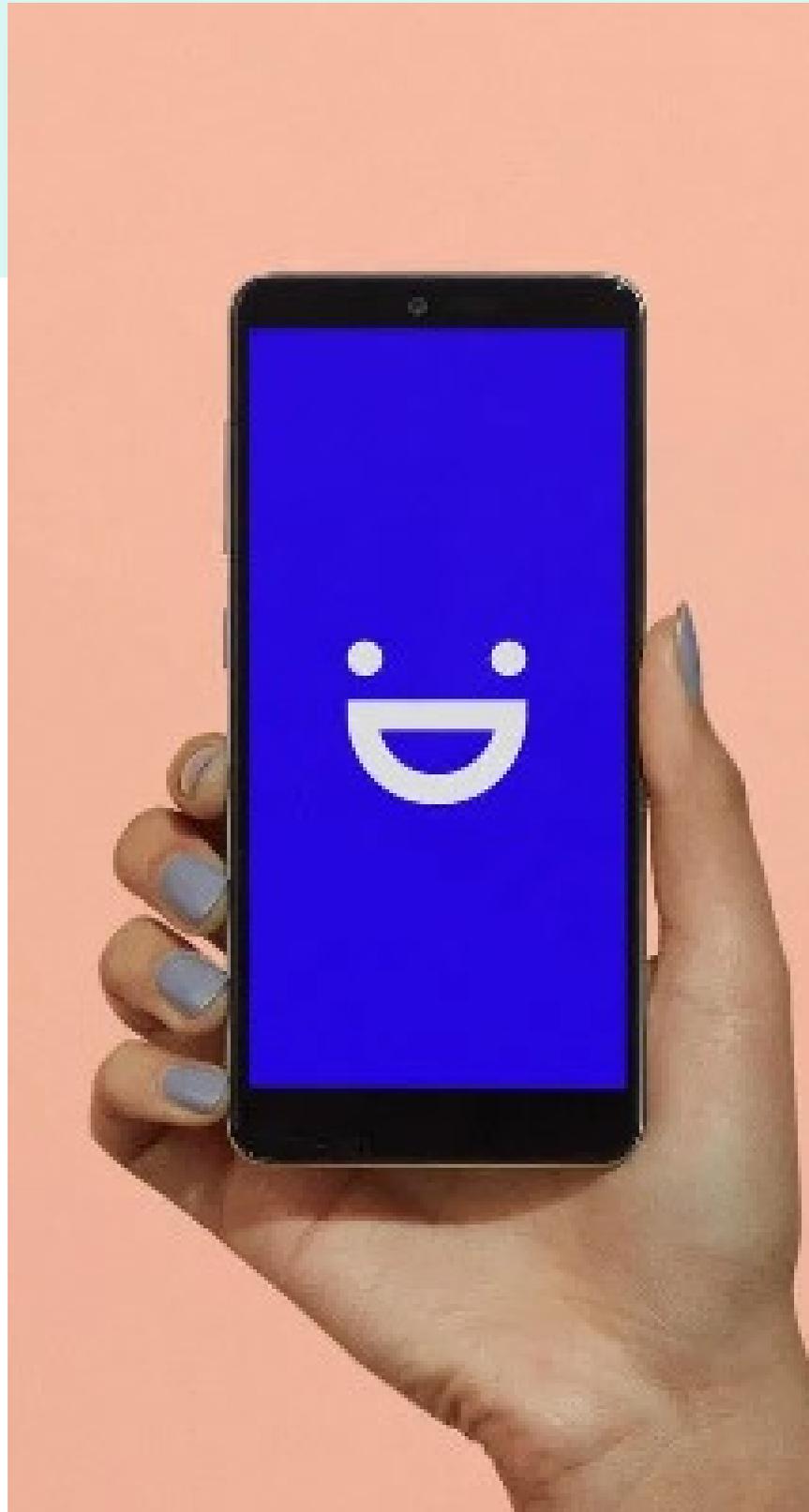
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# NAME OF THE CAMPAIGN

Visible Mobile's quirky, inventive, and bond-building campaign strategically focuses on creating an everlasting impression on those who are proudly part of a culture that sacrifices everything and anything to provide for their loved ones. In an attempt to prove that Hispanic' strong work ethic and determination can go beyond any rigorous limits, our campaign "Con tu familia todo es visible" will seek to prove that anything is achievable and visible with the support and generous affection of a trustworthy Familia.

Nevertheless, "Con tu familia todo es visible", we work towards providing Hispanic audiences with connectivity that allows them to choose their definition and idea of a Familia no matter their time zone, or geographic location (asi llueve, truene o relampague). Above all, "Con tu familia todo es visible" we re-establish Hispanic's deep-rooted tenacity to never surrender against adversity by inviting familias to finish our following phrase:

**"Si es visible es \_\_\_\_\_".**





## DESCRIPTION OF THE CAMPAIGN

Visible Mobile's award-winning campaign, "No Family, No Drama" was successful in creating a unique perspective for a mobile phone plan. In this campaign, Visible Mobile introduced a savings plan that does not necessarily involve a traditional family. With this unique perspective, the campaign was able to generate 28,000 Twitter impressions, 3.1 million TikTok Views, and 11,000 likes. "No Family, No Drama" also increased the average quality visit rate to 9.07% on Facebook/Instagram. "No Family, No Drama" was a successful multi platform campaign that allowed for consumers to be surrounded by various platforms, "The Shorty Awards."

### Positioning Statement:

Visible Mobile's in-house agency has decided to position the brand "that consumers can join with whomever they want, whenever they want, with how many people they want – because Visible understands that family comes in all forms." Although this positioning statement is successful, Sun City Media Group has decided to slightly alter it in order to fit our target market. Our agency has decided to expand from the positioning statement provided by the client:

*"For Hispanic consumers who want affordable phone plans, Visible Mobile offers family plans without any restrictions on the definition of family, whether that is the traditional definition or your own."*

## NEW CAMPAIGN PROPOSITIONS

With the campaign baseline of 6 months and a budget of 50 million dollars; we plan to create a partnership with the World Cup to encourage users to engage in conversations with their families, whether that is the traditional definition or your own definition. Taking into consideration that our target market is Hispanic men and women across the U.S. region; it is important for Visible Mobile and Sun City Media Group to partner with a big event that is likely to garner attention from this said market. Creating unity for individuals who have people they consider family far away is one of the main concerns for this campaign. In order to bring families together, Sun City Media Group has decided to create traditional advertisements that employ different appeals and execution styles that will then be tied to a new media platform such as content marketing, mobile marketing, digital out of home advertising as well as including IMC platforms. During the campaign period, our agency plans to use the holidays as part of our campaign since it is a time period that is often marketed as a time to get with your family. We would like to include the idea of holidays with your own version of a family that does not fit the “traditional” definition. Sun City Media Group plans to increase brand awareness and recognition among our target market after 30% of the campaign period. Our agency also plans to increase service activation of Visible Mobile among our target market.

## OBJECTIVES OF THE CAMPAIGN

Sun City Media Group will follow the two objectives below:

Objective #1: To increase the brand awareness and recognition of Visible Mobile to 30% after the campaign period among Hispanic consumers.

Objective #2: To increase service activation of Visible Mobile to 10% after the campaign period among Hispanic consumers.

In this new campaign, Sun City Media Group plans to do the following:

- Create a successful omnichannel campaign by creating a synergy between platforms that will make the consumer journey easy.
- Create a partnership with an event that is popular among our target market.
- Use the holidays as part of our campaign to enforce the idea of your own family, also including Hispanic holidays.
- Focus on the established idea of a non-traditional family as well as traditional family.
- Use a mix of new media platforms and IMC platforms to surround our target audience with our message.

# TARGET AUDIENCE

Our target audience for this campaign will be Hispanic and Latino consumers between the ages of 18 and 34. According to the 2020 US census, there are 62.1 million Hispanics and Latinos living in the country. This number represents 18.9 percent of the total population. Out of those 62.1 million, roughly 41 percent are between the ages of 18 and 34. This means that the total target audience can be estimated at about 25.5 million people. In terms of economics, the median household income for our target market is \$76,730, with 71% being employed full time. In terms of education, 36% of the target market are high school graduates. This is followed by 25% having attended some college, 16% having attended graduate school or more, and 13% with less than high school (Simmons Insights).

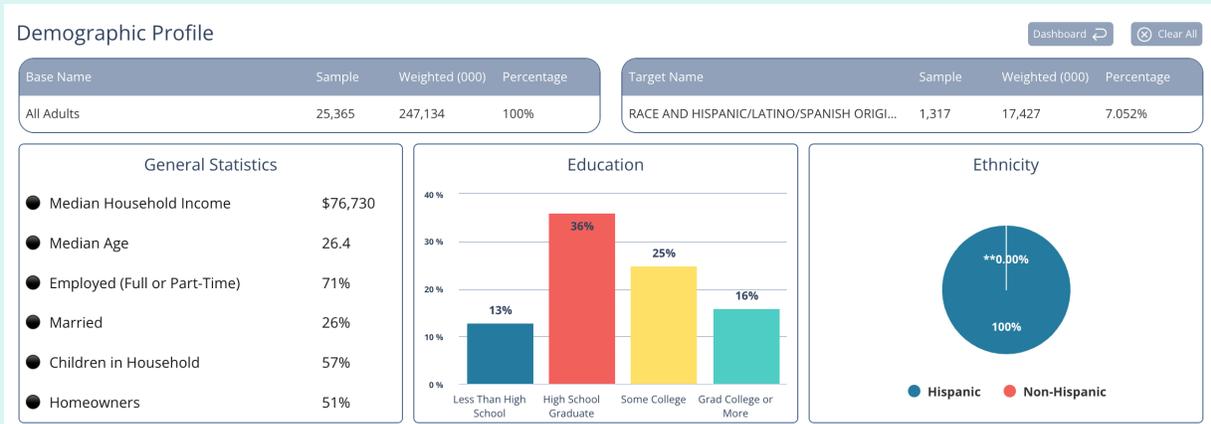


FIGURE 1

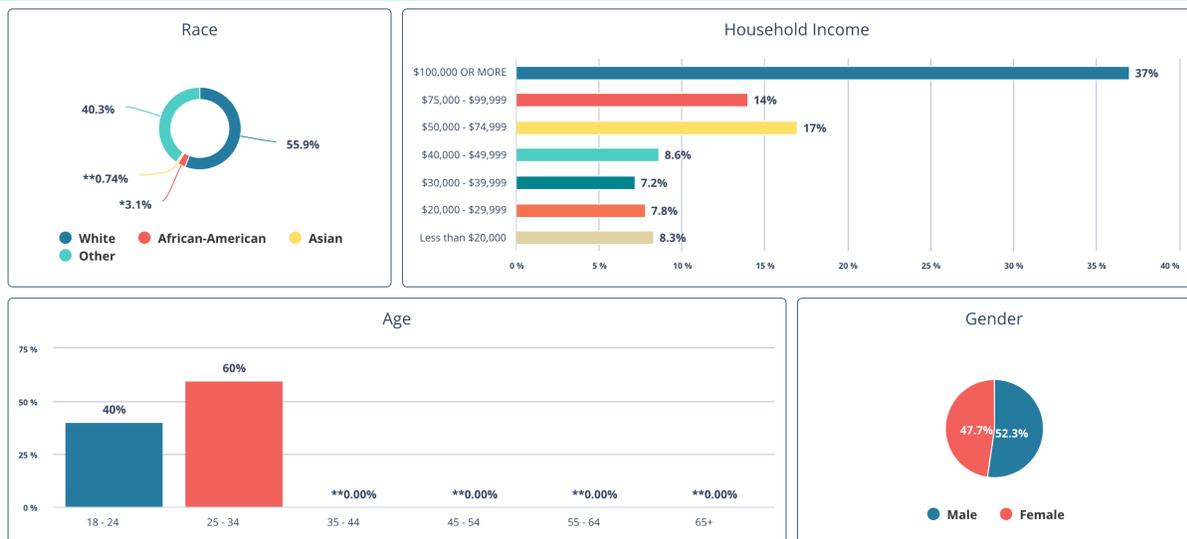


FIGURE 2

# TARGET AUDIENCE

Figures 3 and 4 (listed below) also reveal the target market’s current usage of different types of phone service plans and whether they are on individual, family, or corporate plans. The data reveals that of the three categories, family plans have received the highest (as well as the only above average) index. This is followed by individual plans at an average index and corporate plans at below average index (Simmons Insights).

Soccer		CELL PHONES/ ...AMILY PLAN					CELL PHONES/ ...ORATE PLAN						
		HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		21.2%	100	17,990	176,176	100%	71.3%	100	691	7,126	100%	2.9%	100
((RACE AND ...8 - 34))	...	16.4%	77 ↓	1,071	14,081	8%	80.8%	113 ↑	** 15	** 116	** 1.6%	** 0.7%	** 23 ↓

FIGURE 3

Soccer		TOTAL					CELL PHONES/ ...IDUAL PLAN					CELL PHONES/ ...AMILY PLAN				
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		25,365	247,134	100%	100%	100	5,383	52,492	100%	21.2%	100	17,990	176,176	100%	100%	100
((RACE AND ...8 - 34))	...	1,317	17,427	7.1%	100%	100	203	2,856	5.4%	16.4%	77 ↓	1,071	14,081	8%	100%	100

FIGURE 4

# CONSUMER INSIGHTS

The following Insights have been gathered by our media agency to inform this campaign’s creative decisions and media platform selection to ensure that the media objectives are met in an effective, efficient, and successful manner.

## INSIGHT 1: MEDIA USAGE

Data gathered from Simmons Insights (figure 5), reveals that the top electronic media usage by the target audience consists of: Websites, Social Media, and Email.



FIGURE 5

## INSIGHT 2: CULTURAL IDENTIFICATION

Data collected from the Simmons Insight Database reveals that the target audience selected responds very favorably in terms of identifying with their ethnic culture. When asked to what level they identify with their ethnic culture (between 1 - the lowest, and 5 - the highest), the index was well above average for the higher ratings. Level 5 received an index of 553, level 4 received an index of 576, and level 3 received an index of 631. This shows that rather than moving away and assimilating, Hispanics and Latinos are continue to identify with their ethnic culture, meaning the value of family continues to remain an important theme.

Soccer	TOTAL					LEVEL ETHNIC ..._5 - HIGH					LEVEL ETHNIC ...CULTURE_...		
	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	V...
TOTAL	25,365	247,134	100%	100%	100	1,104	10,444	100%	4.2%	100	1,152	8,798	100%
(( RACE AND ...8 - 34))	1,317	17,427	7.1%	100%	100	270	4,073	39%	23.4%	553	283	3,585	40

FIGURE 6

Soccer	LEVEL ETHNIC ...CULTURE_4					LEVEL ETHNIC ...3 - MEDIUM						
	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL	4.2%	100	1,152	8,798	100%	3.6%	100	1,129	8,960	100%	3.6%	100
(( RACE AND ...8 - 34))	23.4%	553	283	3,585	40.7%	20.6%	578	284	3,989	44.5%	22.9%	631

FIGURE 7

# CONSUMER INSIGHTS

## INSIGHT 3: LIFESTYLE INTERESTS

Data gathered from the Simmons Insights Database (figures 8-11) reveals that the target audience has an extremely high interest in soccer. The graphs shown below depict their interests in 4 different soccer organizations: La Liga Mexicana de Futbol, the Mexican men's national soccer team, other international soccer teams, and the US men's national soccer team. In all of these categories, the index number for the responses "interested" and "very interested" were all over 100. With the highest index being 411 (for interest in La Liga Mexicana) and the lowest being 126 (for interest in the US men's national soccer team). None-the-less, there was not a single category that received an index below 100, signaling a high interest in the sport.

RealTime Data		OTHER INTERNA...INTERESTED					OTHER INTERNA...INTERESTED					U.S. MEN'S NA...INTERESTED				
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		715	7,114	100%	2.9%	100	815	7,469	100%	3%	100	757	6,869	100%	5.2%	100
(( (RACE AND ...8 - 34) ))	...	75	929	13.1%	5.3%	185 ↑	75	1,027	13.8%	5.9%	195 ↑	67	804	11.7%	4.6%	126 ↑

FIGURE 8

RealTime Data		U.S. MEN'S NA...INTERESTED					U.S. MEN'S NA...INTERESTED						
		HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		3%	100	757	6,869	100%	2.8%	100	1,223	12,842	100%	5.2%	100
(( (RACE AND ...8 - 34) ))	...	5.9%	195 ↑	67	804	11.7%	4.6%	166 ↑	81	1,144	8.9%	6.6%	126 ↑

FIGURE 9

RealTime Data		LIGA MEXICANA...INTERESTED					LIGA MEXICANA...INTERESTED					MEXICAN MEN'S...INTERESTED				
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		397	4,232	100%	1.7%	100	462	4,210	100%	1.7%	100	385	3,721	100%	1.5%	100
(( (RACE AND ...8 - 34) ))	...	78	1,042	24.6%	6%	349 ↑	76	1,219	29%	7%	411 ↑	70	923	24.8%	5.3%	352 ↑

FIGURE 10

RealTime Data		MEXICAN MEN'S...INTERESTED					MEXICAN MEN'S...INTERESTED					OTHER INTERNA...INTERESTED				
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		385	3,721	100%	1.5%	100	408	3,839	100%	1.6%	100	715	7,114	100%	2.9%	100
(( (RACE AND ...8 - 34) ))	...	70	923	24.8%	5.3%	352 ↑	69	1,044	27.2%	6%	386 ↑	75	929	13.1%	5.3%	185 ↑

FIGURE 11

# CONSUMER INSIGHTS

## INSIGHT 4: “SUPER MOBILE”

According to data obtained from Nielsen, Hispanics/Latinos are being described as “the most avid smartphone users around,” reporting that they are on their phone for more than 14 hours a week, and use more phone minutes than average (658 minutes per month versus the average of 510 minutes per month).

Insights > Digital & technology

### U.S. Hispanics Are Super Mobile, Super Consumers

## INSIGHT 5: ENTERTAINING ADVERTISEMENTS

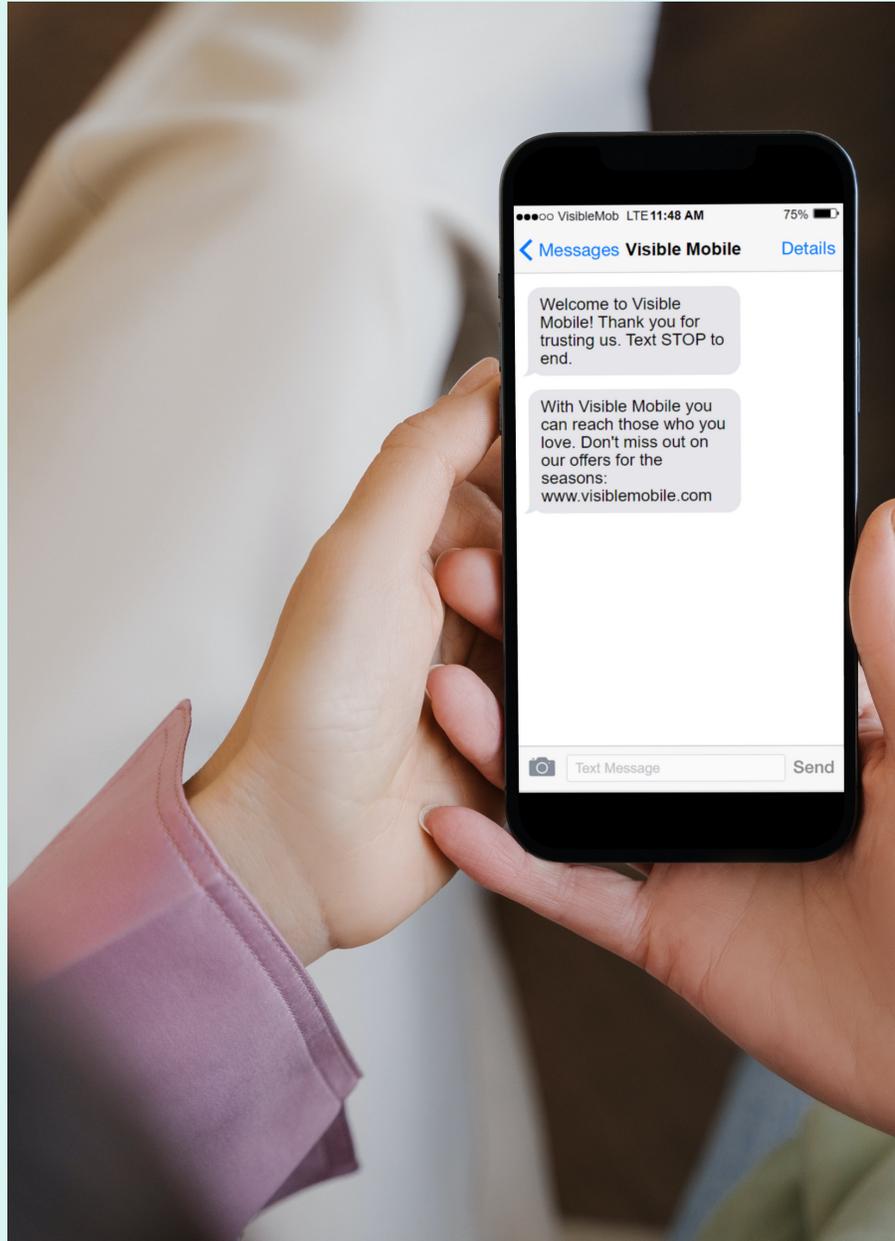
According to data obtained from the Simmons Insights Database, the target market responded with an above average favorable index of 113 when asked if they expect advertisements to be entertaining.

Soccer		TOTAL					ATTITUDES (ME...TERTAINING)				
		SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX	SAMPLE	WEIGHTED	VERTICAL	HORIZONTAL	INDEX
TOTAL		25,365	247,134	100%	100%	100	9,143	89,300	100%	36.1%	100
(( RACE AND ...8 - 34 ))	...	1,317	17,427	7.1%	100%	100	536	7,116	8%	40.8%	113

FIGURE 12

# CREATIVE CONCEPTS

In order to create a successful omnichannel campaign, our agency has decided to include Mobile Marketing as one of our platforms. In the following sketch, we have shown a type of **mobile marketing** that includes sending an activation message that allows for the customer to connect with Visible Mobile. Taking into consideration that our target market is Hispanics, we have decided to include the messages in both English and Spanish to create brand awareness. The second mobile phone sketch depicts the **SEO Platform** that would be implemented in our campaign. This platform would be successful in order to increase brand awareness since we would mention how Visible Mobile would be perfect for our target market.



To surround our target market, we will be including IMC platforms and using traditional advertising such as Television and Posters. The sketch below depicts two flyers that will also be used as part of our DOOH platform. Since our campaign runs through major holidays that are also extremely important for Hispanic families, we want to emphasize that this time can be difficult for those who do not have a “traditional” family. With our partnership with FIFA’s world cup we plan to target the large population that is the Hispanic group. After being asked “How likely are you to watch any of the soccer matches in the upcoming 2018 World Cup?,” 90% of Hispanics said they were either somewhat or very likely to. (ThinkNow, 2018).



For our TV advertisements, we have decided to use an emotional appeal that employs a slice of life and dramatization execution style to demonstrate how Sun City Media Group has positioned the brand. The following storyboards illustrate the Television and Online ads we plan to use.

## PROJECT: HOLIDAYS WITH VISIBLE MOBILE



We know holidays with your family can be stressful.



So here at Visible Mobile, we let **YOU!** choose your own family.



Porque tu decides quien es tu familia, and the family you choose is your own.



Visible Mobile understands the different meanings of Familia.

The storyboard above is meant to illustrate how holidays can be difficult for Hispanics without a traditional family thus you (the consumer) can choose who their family is.

**PROJECT NAME:** Visible Mobile x Fifa World Cup Qatar 2022  
**NAME(S) OF THE PRODUCERS:** Sun City Media Group



**ACTION:** Watching the game.



**ACTION:** Your favorite team scores.



**ACTION:** You look up to your phone and see a call



**ACTION:** You talking to your friend about the game.



**ACTION:** Because distance should not keep your family apart.



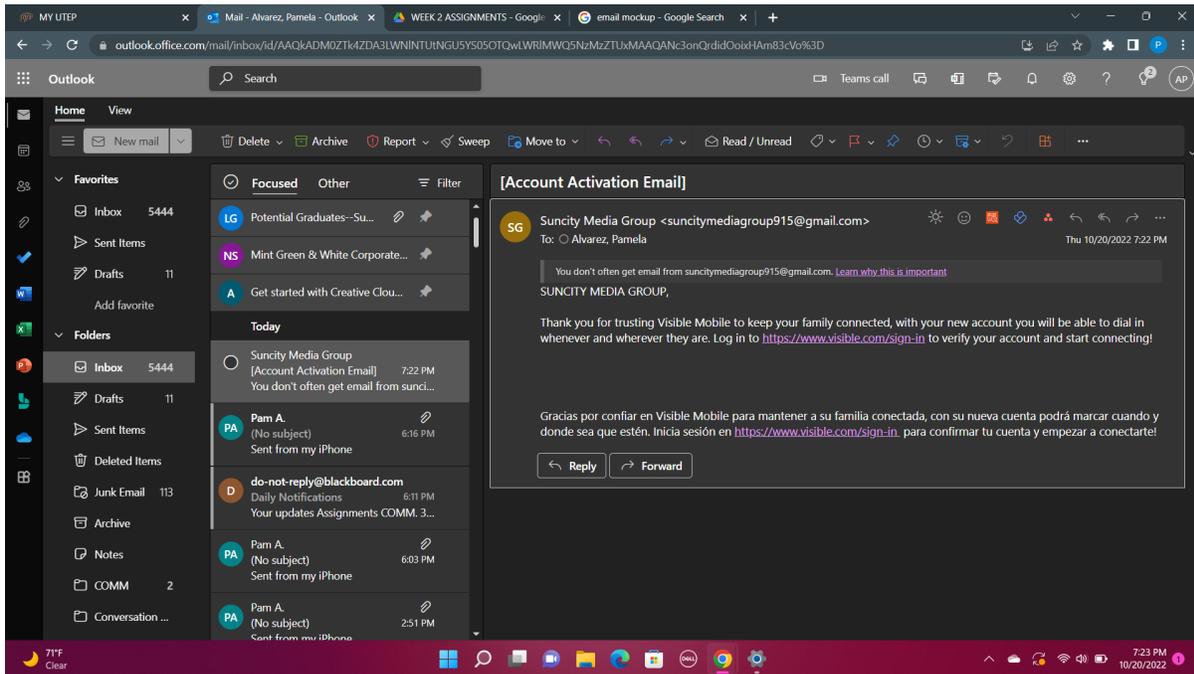
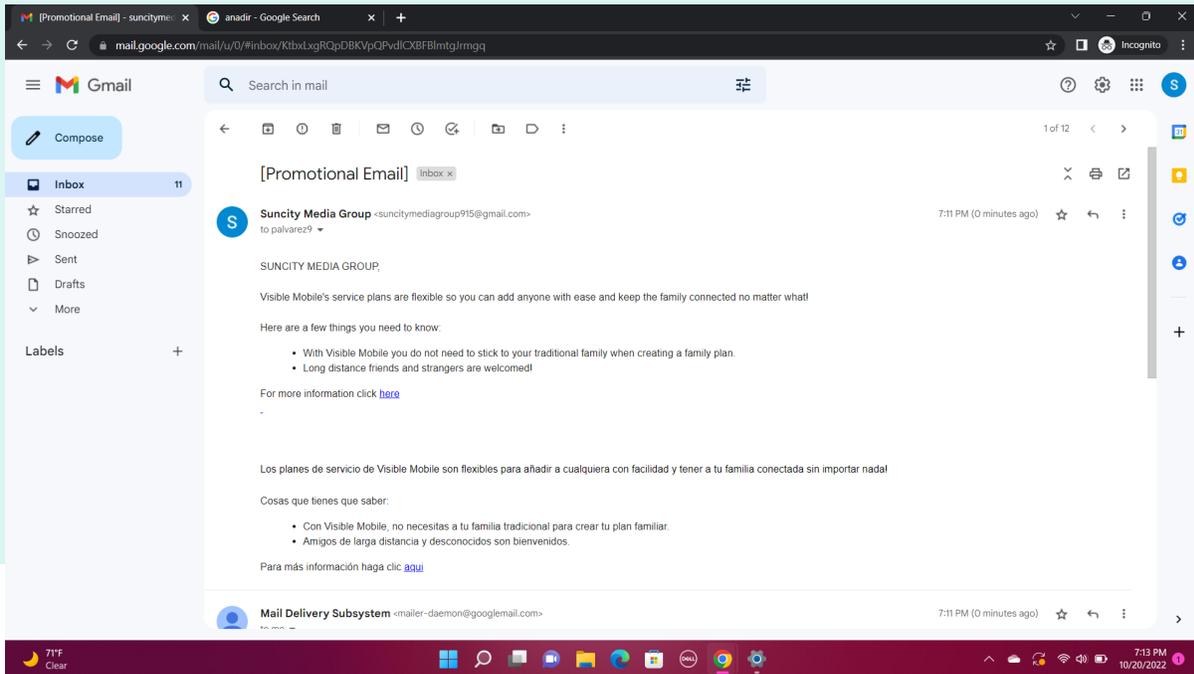
**ACTION:** Visible Mobile and the FIFA World Cup have partnered to bring you and your own family coverage of the 2022 Qatar World Cup.

This storyboard focuses on how Visible Mobile will help you stay connected with your family wherever they are while watching the World Cup.

*These videos would also be featured on social media platforms such as Facebook, Instagram and Tik Tok that will include links to Visible Mobile's website.*

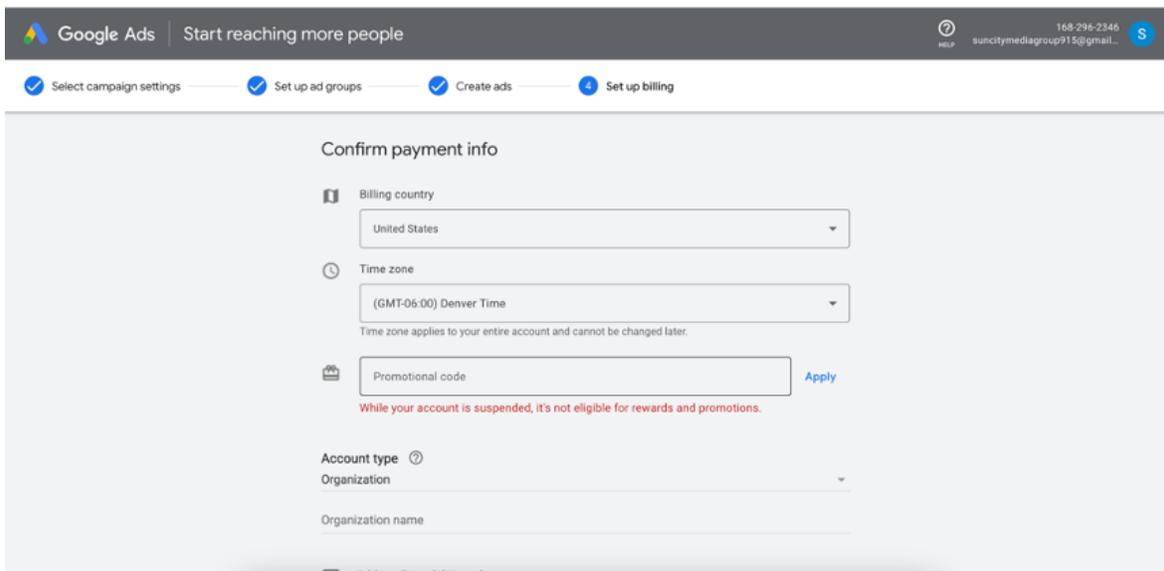
# EMAIL MARKETING

The following screenshots are ideas for our Content Marketing that will be included in this campaign. The first is a promotional email for current customers and it will include a coupon as well as content in Spanish.



# GOOGLE ADS

in our proposed campaign, we plan on using Google ads to increase brand awareness. When consumers search for mobile plans, we plan on using Google ads to reach those audiences. With this platform, it will be easier to grab the attention of our consumers and target market.



# ADVERTISING MEDIA/ PLATFORMS

AFTER ANALYZING THE MARKETING OBJECTIVES PRESENTED TO US BY VISIBLE MOBILE, WE HAVE CHOSEN A LIST OF NEW MEDIA PLATFORMS THAT IS LISTED BELOW:

- Mobile Marketing
- Online Advertising (Native and Programmatic Advertising)
- Content Marketing
- Email Marketing

HIS LIST OF NEW MEDIA SOURCES WILL ALSO BE SUPPLEMENTED BY SOME FORMS OF TRADITIONAL ADVERTISING THAT INCLUDE:

- Television
- DOOH (Digital Out Of Home Advertising)

**Our agency recommends these platforms based on the consumer insights below:**

## **Mobile Marketing & Online Advertising has been selected because of Consumer Insight #4 & #1**

Insight 4 and 1 both reveal the high amounts of usage that the target market has on their mobile and internet devices. Thus including online platforms (especially those that are mobile friendly) is extremely crucial in order to reach the target market.

## **Storytelling has been selected because of Consumer Insight #2 and #5**

Family is a very important aspect of Hispanic/Latino culture. Given that our insight revealed that a large majority of the target market actively identifies with this culture, it should be a very important theme to continue to develop and uphold. One effective way to do this is through storytelling, which will be able to convey a deeper, more emotional connection (through a family theme of course) than other traditional ads can. Additionally, Insight 5 also revealed that much of the target market expects to be entertained by advertisements, this further supports the selection of storytelling because it is a strong medium for creating entertaining content

## **Email has been selected because of Consumer Insight #1**

According to Insight #1, Email is in the top three daily visited online sources by our target market, this makes it a prime location for advertising, it will ensure that the campaign will be able to obtain an effective percentage of reach.

## **Online Advertising has been selected because of Consumer Insight #1 and #4**

Given that our target audience spends most of their media time on websites, it is thus important to use online advertising in order to effectively reach them. However, unlike traditional advertising, this will be done using new media strategies. These strategies/platforms include Native Advertising and Programmatic Advertising. These two forms are especially important considering the high usage that the target market has on their phones.

This is because they have likely developed strategies to ignore traditional online ads. Therefore new media strategies such as these are important to implement in order for online advertising to remain at effective levels.

## **TV, Storytelling, and Mobile Marketing have been selected because of Consumer Insight #3**

Given the target audience's high interest in the sport of soccer, our agency believes that an effective strategy for the campaign would be to partner with and/or feature ads in the upcoming World Cup Tournament. Because of the global nature of this event, television and online streaming sites are crucial mediums to include as these mediums are where viewers are going to tune in en masse to watch the tournament matchups.

# GOALS/ EFFECTIVENESS METRICS

"Visible Mobile's quirky, inventive and bond building campaign reaches audiences through the employment of newly proven interactive platforms, that cohesively induce consumers into a synergetic omnichannel experience and provide a coherently engaging message.

**In sequence, Visible Mobile's campaign utilized the following metrics to determine its comprehensive success:**

Visible Mobile resorts to mobile marketing's proficient and advantageous strategies to deliver brand growth, consumer interactivity, high engagement across our selected campaign and increased service activation to 10% after the campaign period among Hispanic consumers. Furthermore, we aim to measure our success primarily by utilizing Average revenue per user (ARPU) (Cost per Install (CPI), click through Rate (CRT), signups, and downloads metrics) which will garner consumer's interactivity with Visible Mobile ad banners (and its inventive graphics) to create awareness, achieve purchase sales and measure app enjoyability (consumer usage and service) in regard to taking our consumers throughout the consumer journey map (CJM) ).



Average ARPU totals to 0.04 per active user per month and 0.48 per year.

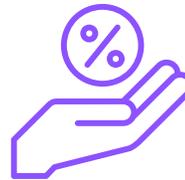


## ONLINE ADVERTISING ( NATIVE, PROGRAMMATIC, AND STORYTELLING ADVERTISING)

Visible Mobile's Campaign resorts to online advertising as a platform to reach and engage with diverse audiences, as well as increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. Utilizing programmatic advertising (salesforce, albert etc.), CPM, Bounce Rate, Engagement rate and website traffic as its metrics, to analyze the consumer's level of engagement, online performance, thus also captivating them into the consumer's journey awareness, consideration, and purchase stages. Lastly, with online advertising we aim to also utilize social media platforms to create content and brand marketing that can allow consumers to engage in conversations with our campaign, thus generating earned media and growing success.



**3.5 million visits in August and 5.57 pages per visit.**



**39.06 % in Bounce rate**

### DIGITAL OUT OF HOME

Visible Mobile's campaign utilizes digital out of home to induce consumers into our varied creative contents and lure in audiences into interactive entertainment to increase service activation to 10% after the campaign period among Hispanic consumers. In terms of metrics, we will be utilizing Anonymous Gps data (visitation frequency to stores), Generated QR's, Geo fences, Life analysis and ROI to take consumers into the awareness, consideration and purchase stages of the Consumer Journey Map.



**According to the Statistica Research Department, OHH is expected to double in nearly \$16 billion in spending by 2027.**

### DIGITAL COUPONS

Visible Mobile's campaign resorts to digital coupons to engage consumers into a trial and usage journey that can potentially trigger immediate purchase sales, establish everlasting loyalty (hierarchy effects model) among our respective consumers, and effectively increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. Sequentially, our primary metrics to measure our success include ROI, KPI, Gross revenue, QR Codes Scanned and discounts from coupons in an attempt to lure in switcher consumers and previous customers.

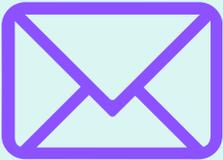


**According to Juniper Research, 5.3 billion QR Code Coupons are expected to be redeemed by the of 2022**

## EMAIL

Visible Mobile's campaign resort to email as a critical component of our New Media Platforms to create an omnichannel experience that lures in consumers, triggers potential purchases, and build formidable and meaningful relationships with existing consumers, and increase service activation to 10% after the campaign period among Hispanic consumers. In terms of metrics, Vision Mobile utilizes Activation Conversion, Conversion Rate, Bounce Rate, and Subscriber Numbers, and Email Sharing/Forwarding Rate, to measure the campaigns creative graphics and strategies overall success.

In



**An estimated 15 % (a 13.5 % increase of consumers reached) of users are expected to be reached through this email campaign.**

## TELEVISION

Television as a platform contains a broad audience of our targeted viewers who we aim to connect to Visible Mobile's expansive connectivity, thus we aim to increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. Nielsen Ratings (rating points) are our primary metric to gather critical regarding audience size and compositions of television programming (talk-shows, movies, etc.)



**Estimates revealed 57 million viewers are expected to watch the first 24 matches of 2022 World Cup.**

IMC Platform Used in the Campaign	Effectiveness Metrics Used to Measure Campaign Effectiveness	Actual Business Results as Explained in the Campaign Case or Your Research
<p>Mobile Marketing</p>	<p>Average revenue per user (ARPU) (Cost per Install (CPI), click through Rate (CRT), signups, and downloads metrics)</p>	<p>Visible Mobile aims to increase service activation by 10% after the campaign period among Hispanic consumers.</p> <p>Research determines that mobile marketing can promote brand awareness and potentially generate instant sales (with free apps), thus taking consumers from the awareness stage to the usage stage in regard to the Consumer Journey Map (CJM). Likewise, it can build formidable consumer relationships and expand our audiences (Loyalty stage in the CJM). Average ARPU totals to 0.04 per active user per month and 0.48 per year.</p>
<p>Online Advertising</p>	<p>Programmatic advertising (salesforce, albert etc.) , CPM CTR, Bounce Rate, Engagement rate and website traffic</p>	<p>Visible Mobile aims to increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. Website traffic revealed the following information: Visible mobile garnered 3.5M visits for the month of August, 3.0 M in July and 2.7 M in the month of June, Ranked #21 in Computers Electronics and Technology &gt; Telecommunications (In United States), 39.06 in Bounce Rate, 5.57 pages per visit, Avg Visit Duration 00:05:15. In terms of marketing channel distribution: Direct ( 52.09 %) Search (34.88%), Referrals ( 4.71%), 3.48% (Social), 2.99% (Mail), 1.85 % (Display).</p>
<p>Digital Out of home</p>	<p>Anonymous Gps data (visitation frequency to stores), Generated QR's, Geo fences, Life analysis and ROI</p>	<p>Visible Mobile aims to increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. Digital out of home can superiorly attract new consumers over its counter media platforms, specifically, due its strong cross-platform capabilities. Additionally, according to the Statistica Research Department, the latter is expected to double in nearly \$16 billion in spending by 2027.</p>
<p>Digital Coupons</p>	<p>ROI, KPI, Gross revenue, QR Codes Scanned and discounts from coupons</p>	<p>Visible Mobile aims to increase service activation to 10% after the campaign period among Hispanic consumers. Digital coupons tend to lure in newer and existing consumers back into one's brand by offering rewarding promotions and hefty discounts that connect them to our brand's vision, thus appealing deeply in creating awareness and forming strong bonds with consumers.</p>
<p>Email</p>	<p>Activation Conversion, Conversion Rate, Bounce Rate, and Subscriber Numbers, and Email Sharing/Forwarding Rate</p>	<p>Visible Mobile aims to increase service activation to 10% after the campaign period among Hispanic consumers. Email serves as a critical new platform that can lure in new consumers and keep existing consumers engaged with our brand, by utilizing email confirmation and recurrent sales promotion items as its primary market strategies.</p>
<p>Television</p>	<p>Nielsen Ratings, Demo Ratings, GRP, Share and other measurement firms.</p>	<p>Visible Mobile aims to increase their brand awareness and recognition to 30% after the campaign period among Hispanic consumers. According to Spoiler TV, Sunday prime shows slots garner between 5.00- 15.00 unique viewers, generating an aggregate of 2.5-4.2 in rating points per month (18-45). Estimates revealed 57 million viewers are expected to watch the first 24 matches of 2022 World Cup.</p>

# APPENDICES

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