

BEST BUY

**INTEGRATED MEDIA
MARKETING CAMPAIGN**



AGENDA

- Overview
- Market Analysis
- Points of Differentiation
- Marketing Objective
- Target Audience
- Consumer Insights
- Why Partner with MTV
- Integrated Marketing Strategy
- Marketing Integration Deliverables
- Measuring Performance
- Marketing Schedule
- Marketing Budget



OVERVIEW



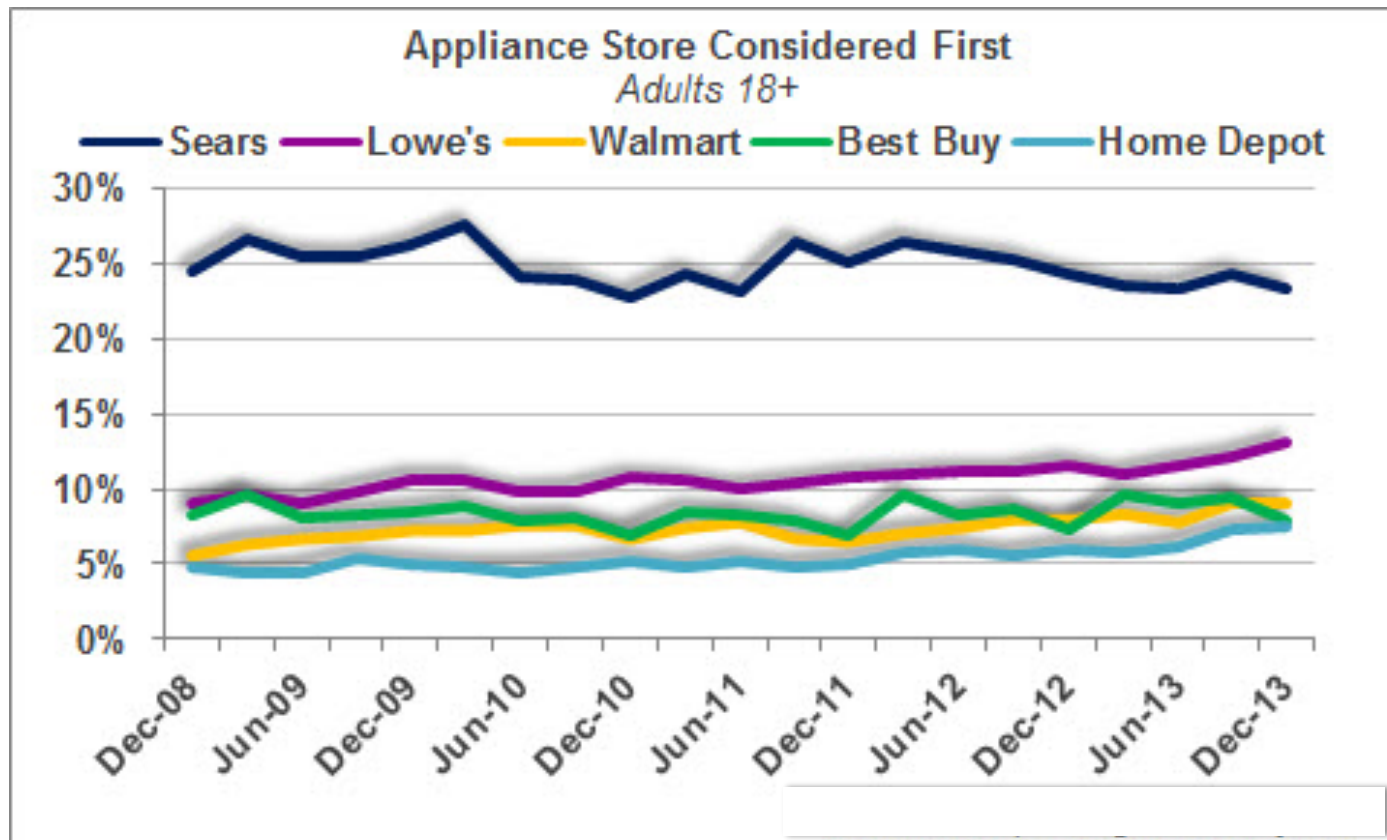
Best Buy is looking for unique media integrations with MTV that will drive awareness and consideration for Small Appliances.

The marketing integrations should position Best Buy as an authority on appliances and promote the brand promise - “we will match you with the right appliance technology to meet the needs of your life”



MARKET ANALYSIS

Best Buy has been steadily growing their appliance business over the last couple of years. However, they still under index in sales relative to their competition



MARKETING OBJECTIVE

To gain market share in the small appliance categories



Compact Refrigerators

Keep your food chilled and close at hand.



Countertop Microwaves

Quick meals made easy.



Beverage Makers

Coffee makers, tea kettles, blenders, juicers and soda makers.



Snacks and Meals

Toasters, slow cookers, sandwich grills and more for hot food made easy.



Personal Care

Electric toothbrushes, shavers and hair care products and more.



Fans

Keep your cool with a table, tower or personal fan.



Vacuums

Tidy up with hand vacs, stick vacs and more.



Heating and Cooling

Stay comfortable with a heater or air conditioner.

POINTS OF DIFFERENTIATION



TARGET AUDIENCE

PRIMARY

Who: Millennials

Age: 18-34

Life stage:

College-aged students
furnishing dorms and/or first-
time apartment renters

SECONDARY

Who: Young Urban
Professionals (Yuppies)

Age: 25-49

Life stage:

Gifting for younger demos



CONSUMER INSIGHTS



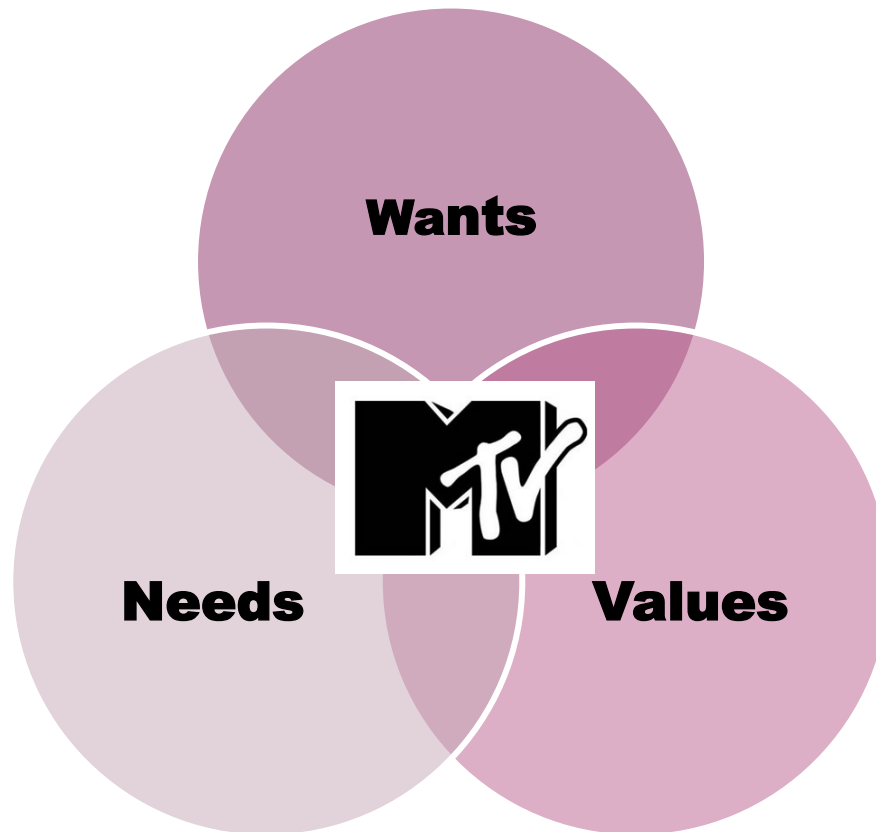
Looking for inspiration, validation and influence

More likely to see their friends as experts and validate their purchases through their circle of friends.

Tend to be more visual and are as interested in form as function

59% of Millennials buy brands that reflect their style and personality

WHY ADVERTISE WITH MTV



TV SHOW
INTEGRATIONS

VISUAL
EXPRESSION

CELEBRITY
ENDORSEMENT

**INTEGRATED
MARKETING
STRATEGY**

CONTESTS +
SWEEPSTAKES

NATIVE
ADVERTISING
+ BLOG POSTS

THEMES TO EXPLORE

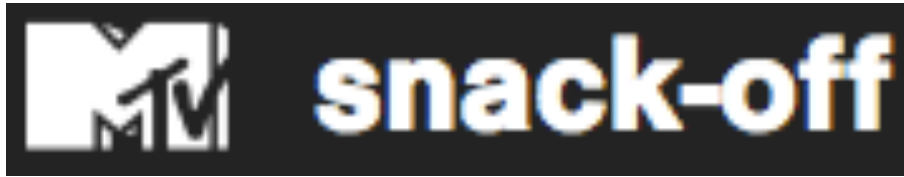
**Food &
Health**

**Personal
Care**

**Living in
Style**

TV SHOW INTEGRATIONS

THROUGH THE USE OF STRATEGIC TV SHOW INTEGRATIONS, WE WILL DRIVE AWARENESS & HIGHLIGHT THE VARIOUS WAYS IN WHICH SMALL APPLIANCES ARE RELEVANT AND PLAY A KEY ROLE IN THE LIVES OF THE TARGET AUDIENCE



TV SHOW INTEGRATION

Marketing Activations:

- Product Placement
- Providing Consumer Value
- Best Buy Advertisements during commercial break (Bumper, Tease)
 - Brand points to mention: competitive prices and convenience (shop where you want)
- Product Giveaways for the Challenge Winners
- Best Buy Sponsored App

What purpose does it serve? Drive awareness of Best Buy's kitchen small appliance categories (microwaves, beverage makers and toasters etc.) by creating snack-off challenges centered around creative uses of these appliances. Not only does this integration showcase and promote the actual products, but it also shows customers how these products can meet their needs in life (help satisfy their craving for a snack) and positions Best Buy as culturally relevant.



EXAMPLE EPISODES

Host a series of snack-off challenges which center around the creative use of Best Buy's small appliances throughout the month of September. Idea

Examples:

- Ultimate Smoothie Sunday Challenge
- Epic Microwave Munchie Challenge
- Blender Challenge



SNACK-OFF APP

What purpose does it serve?

Best Buy will partner with **Snack-Off** to create an app that provides recipes from the show. The app will provide users with recipes that can be made using the small kitchen appliances we seek to promote from Best Buy.

The app will feature a range of recipes; from the “ultimate smoothie” (to promote selection of blenders) to “epic microwave snacks” (to promote selection of microwaves). The app will also provide details on where to purchase and the price of these small kitchen appliances, as well as details of the recipes’ nutritional value.



Marketing Activations:

- Providing consumers with reasons to use products by showing how these small appliances are relevant to their lives
- Best Buy Advertisements during commercial breaks:
 - Brand points to mention: competitive prices and convenience (shop where you want)

What purpose does it serve?

Drive awareness and consideration of Best Buy's **personal care small appliances** (electric shaver, razor, electric toothbrush etc.) and **kitchen appliances** by showing millennial men how these products can play a central role in their lives. Guy Code tackles issues relevant to millennial men using humor and wit.



**TV SHOW
INTEGRATION**

**SPONSORED
BLOG POSTS**

TOPIC IDEAS

"Guy Code to Looking Fresh."

"To Shave or Not to Shave"

**"Guy Code to the Ultimate After
Party Snack"**





girl code

TV SHOW INTEGRATION

Marketing Activations:

- Providing Consumers with reasons to use products by highlighting ways in which these small appliances are relevant to millennial women and discussing topics that millennial women care about (fashion, beauty, food)
- Best Buy Advertisements during commercial breaks:
 - Brand points to highlight: competitive prices and convenience (shop where you want)

What purpose does it serve?

Drive awareness of Best Buy's **personal care small appliance products** (hairdryer, flat iron, styling wand) and **kitchen appliances** by showing millennial women how these products can play a central role in their lives.





**TV SHOW
INTEGRATION**

**SPONSORED
TUMBLR POSTS
+ VIDEO**

TOPIC IDEAS

“Dress to Impress”

“Live Healthily, Eat Well”



INSPIRE & INFLUENCE THROUGH VISUAL MEDIUMS

READING IS NO LONGER FUNDAMENTAL:

THE SHIFT TO VISUAL VOCABULARY

MTV STYLE PINTEREST BOARDS TO INSPIRE

Flat iron hair styles



MTV Style

Follow Board

Send Board

8 Pins

3 Followers

Related Boards



Hair & Makeup... It's a part...



hair



Fix Your Hair In My Crown!

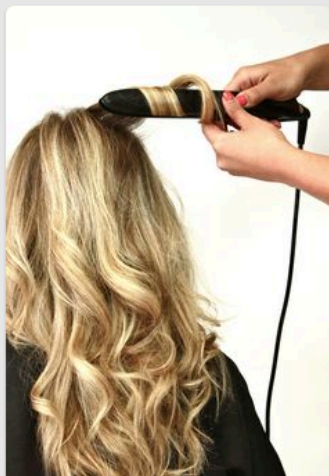


beauty.

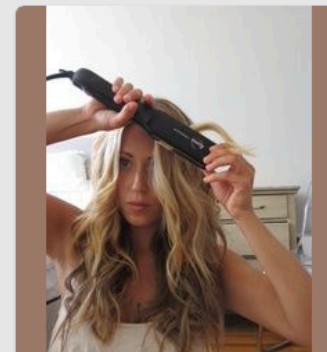


Hair and Makeup

HOW TO: Flat Iron Curls



Curling with the Curve Flat iron! It makes such a beautiful effortless natural curl in the hair! Take a peek at the blog for instructions on How



How to do easy waves and curls w/ a flat iron." data-componentType="MODAL_PIN

Pinned from afashionloveaffair.com



MTV Style

MTV Style is the home of music and fashion. Visit us at: <http://style.mtv.com/> Follow us on Twitter: <http://twitter.com/mtvstyle>

New York City · style.mtv.com · [Twitter](#) · [Facebook](#)



NATIVE ADVERTISING BRANDED CONTENT +

POSITION BEST BUY AS THOUGHT LEADERS + KNOWLEDGEABLE

BE RELEVANT TO YOUR TARGET AUDIENCE

ENGAGE CONSUMERS WITH USEFUL AND INTERESTING CONTENT

FIT INTO THE CONTEXT OF YOUR TARGET AUDIENCES' LIFE

BEST BUY SPONSORED POSTS

Every month, publish a series of articles sponsored by Best Buy on *MTV Style and MTV Life* (MTV.com) centered around the topic of #livinginstyle:

- Ultimate Dorm Room Style Guide
- Ultimate First Apartment Style Guide
- 10 Must-have Appliances for your First Apartment
- 50 Small Appliances Under \$50
- Holiday Wishlist: 10 Small Appliances you need this Christmas

#LIVINGINSTYLE



EXAMPLE POST

Style › Back To School



SEARCH
POSTS

TOP
CATEGORIES

- 'It' Girls
- Accessories
- Announcements
- Awards Shows
- Back To School
- Beauty
- Best Of 2011
- Best Of 2012
- Best Of 2013
- Bloggers
- More...

SPONSORED POST

10 Must-have Appliances for your First Apartment

Furnishing your first apartment can be a little daunting. But don't worry, we're here to help! Here is a checklist of the appliances you're going to need for your first apartment and where to get them.



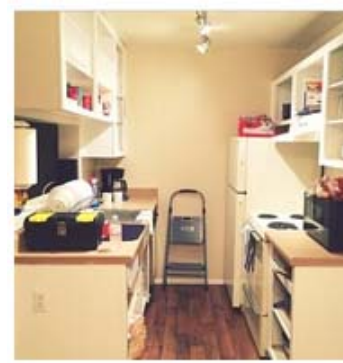
1. A Coffee Maker: Keurig Elite Single-Serve Brewer (\$120)

This Keurig elite single-serve brewer is going to be your new best friend. Not only is this coffee maker super easy to use, its easy to clean too! You can party as much as you want because you have a coffee maker to wake you up the next morning!

ULTIMATE FIRST APARTMENT REGISTRY

This one is the shopper's dream. Pull wishlist items from the Best Buy website. Love a new coffee maker or a vacuum? Add them to the ultimate first apartment registry.

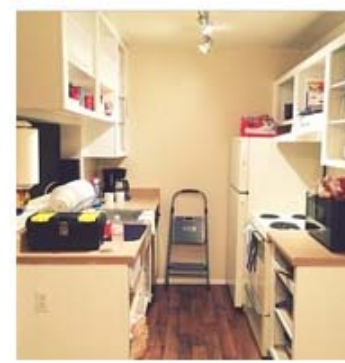
#LIVINGINSTYLE



ULTIMATE FIRST APARTMENT REGISTRY

HOW IT WORKS

- Promote the Best Buy “Ultimate First Apartment” Registry on the *MTV Style Website*: Encourage college students to create the ultimate first apartment registry at <http://bestbuy.com/>
- Ask College Students to Amplify Socially: Ask participants to share their registry on Facebook using the hashtag #UltimateFirstApartment in order to stand a chance to win \$10,000 in Best Buy small appliances.



CONTESTS & SWEEPSTAKES

BUILD YOUR FAN BASE

ENGAGE + EXCITE YOUR AUDIENCE

LEARN ABOUT YOUR CONSUMER

EMPOWER CONSUMERS TO MARKET FOR YOU

PINTEREST #DORMROOMESSENTIALS SWEEPSTAKES CONTEST

Pinterest

Search

Sarah

#DormRoomEssentials


My favorite Best Buy small appliances

Sarah Ong

Edit Board Send Board <>

5 Pins 96 Followers


+
Add a Pin



from Best Buy

Frigidaire - 4.4 Cu. Ft. Compact Refrigerator - Silver


Pinned from bestbuy.com



from Best Buy


Electrolux - Ergorapido Bagless Cordless Hand/Stick Vac - Tangerine


Pinned from bestbuy.com



Conair - Infiniti Pro Hair Dryer - Burgundy

Pinned from bestbuy.com





from Best Buy

Insignia™ - 9" Table Fan - Gray

Insignia™ NS-FANT9-G 9" table fan

Pinned from bestbuy.com

HOW CONTESTANTS ENTER:

1. Visit <http://www.bestbuy.com/site/appliances-promotions/dorm-room-essentials> to find **5 Best Buy Small Appliances**
2. Visit Pinterest.com and **create a board titled “#DormRoomEssentials”**. Pin 5 of your favorite Best Buy Small Appliance items onto your “#DormRoomEssentials” Pinterest board.
3. Visit <http://www.mtv.com/promotions/> to fill out the sweepstakes entry form, including the URL to their “#DormRoomEssentials pin board.
4. The winner will **win the 5 small appliances** they have pinned

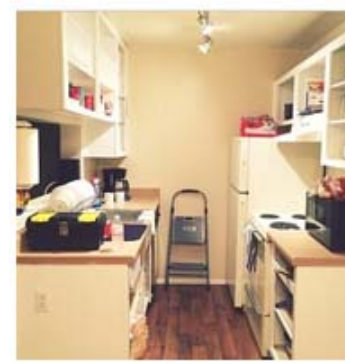


#PIMP MY CRIB INSTAGRAM XMAS CONTEST



HOW IT WORKS

- Invite contestants to share photos of their apartments in need of furnishing with appliances on Instagram using the hashtag #PimpMyCrib
- After submitting photos on Instagram, contestants write in 500 words or less why they deserve an apartment makeover and submit their answer on the MTV promotions site, alongside their personal details
- In the spirit of Christmas, 1 lucky contestant will receive an apartment makeover and brand new appliances from Best Buy worth \$50,000. 2 runner-ups will receive Best Buy small appliances worth \$25,000
- The contest will be amplified socially on MTV platforms (Facebook, Twitter, Blog etc.)



MTV CELEBRITY ENDORSEMENT

BUILD CONSUMER TRUST

INCREASE BRAND AWARENESS + BRAND RECALL

TAP INTO THE POWER OF THE CELEBRITY'S FAN BASE

ARIANA GRANDE



Why Ariana?

- Same age as target audience (21 years old): Relatable, likeable, influential, fashionable
- Massive fan base and rapidly increasing in popularity (especially amongst young women):
 - *Yours Truly*, sold 100,000 copies
 - 20 million fans on Facebook, 17.1 million Twitter followers

TV ADVERTISEMENTS

- TV and Digital Advertisements featuring Ariana Grande
- Draw upon “real-life examples” and situations which Millennial women can relate to – eg. “Bad Hair Day”, “Dressing up dilemmas: How to dress for a date”
- Show how appliances from Best Buy (hairdryer, flat iron, styling wand) can solve Ariana’s dressing dilemmas and keep her on trend and looking fashionable and stylish
- Ariana to highlight Best Buy brand points:
 - Convenience (shop where you want) – show Ariana using her mobile or tablet to order the product
 - Competitive prices, and
 - State brand promise at the end “Matching you with the right appliance technology to meet the needs of your life”

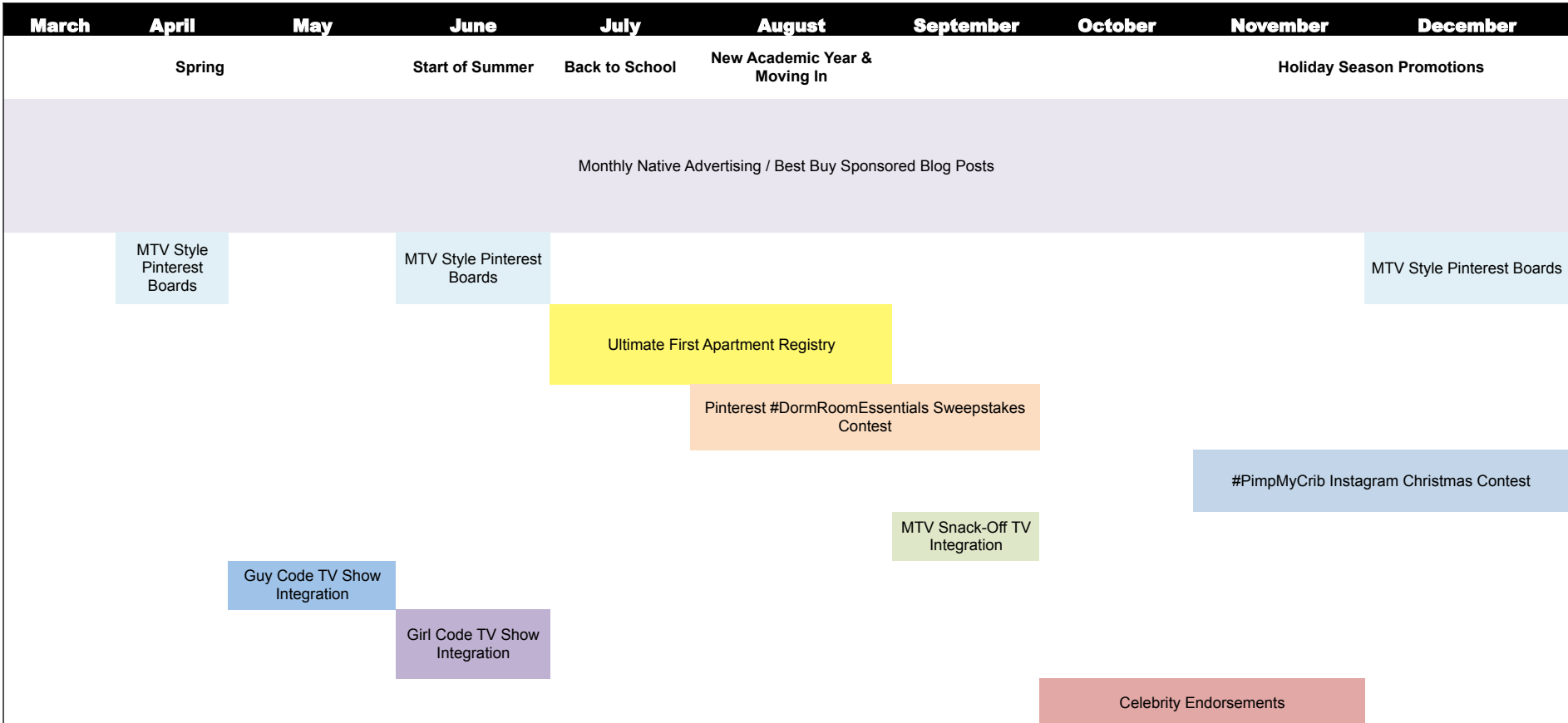


MEASURING PERFORMANCE

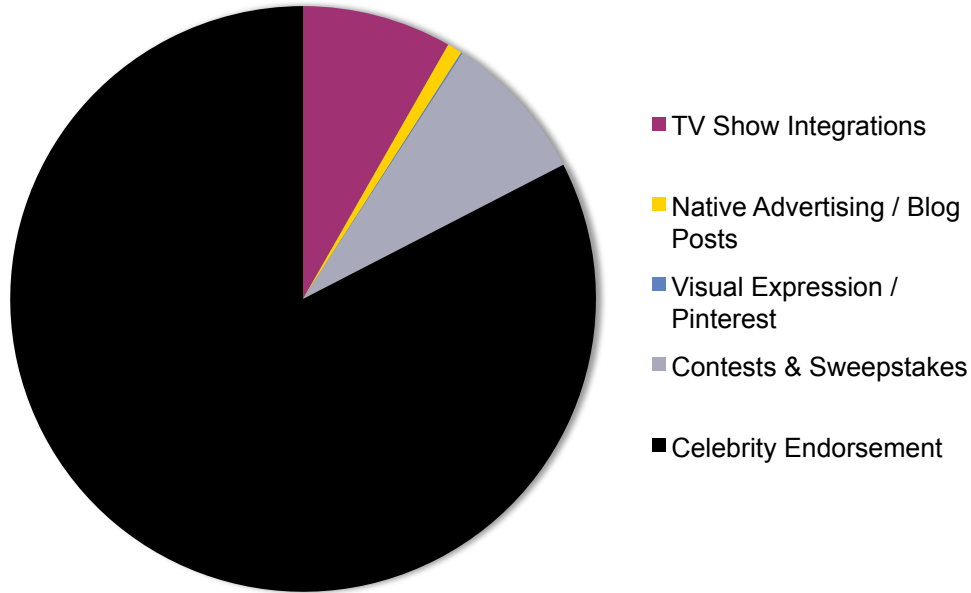
KPIs and Metrics to consider:

- Social Reach
- Social Engagement
- Acquisition (New customers)
- Conversion (Purchases)
- Social Activity

MARKETING SCHEDULE



MARKETING BUDGET



Budget Allocation	
TV Show Integrations	\$500,000
Native Advertising / Blog Posts	\$50,000
Visual Expression / Pinterest	\$5,000
Contests & Sweepstakes	\$500,000
Celebrity Endorsement	\$5,000,000
	\$6,055,000



**THANK
YOU**