



**Moxie Presentation
Group DAWGS**

Healthy Relationships

In a world as diverse as ours, relationships come in all forms. We want you to remember though, a #healthyrelationship is always the best.

How to support this?

A Device that supports all types of relationships



Creative: Video



Person exercising alone with smart tech earphones



Person meeting up with a diverse groups of friends, looking at watch



Couple on walk, having fun and switching earphones

Notes

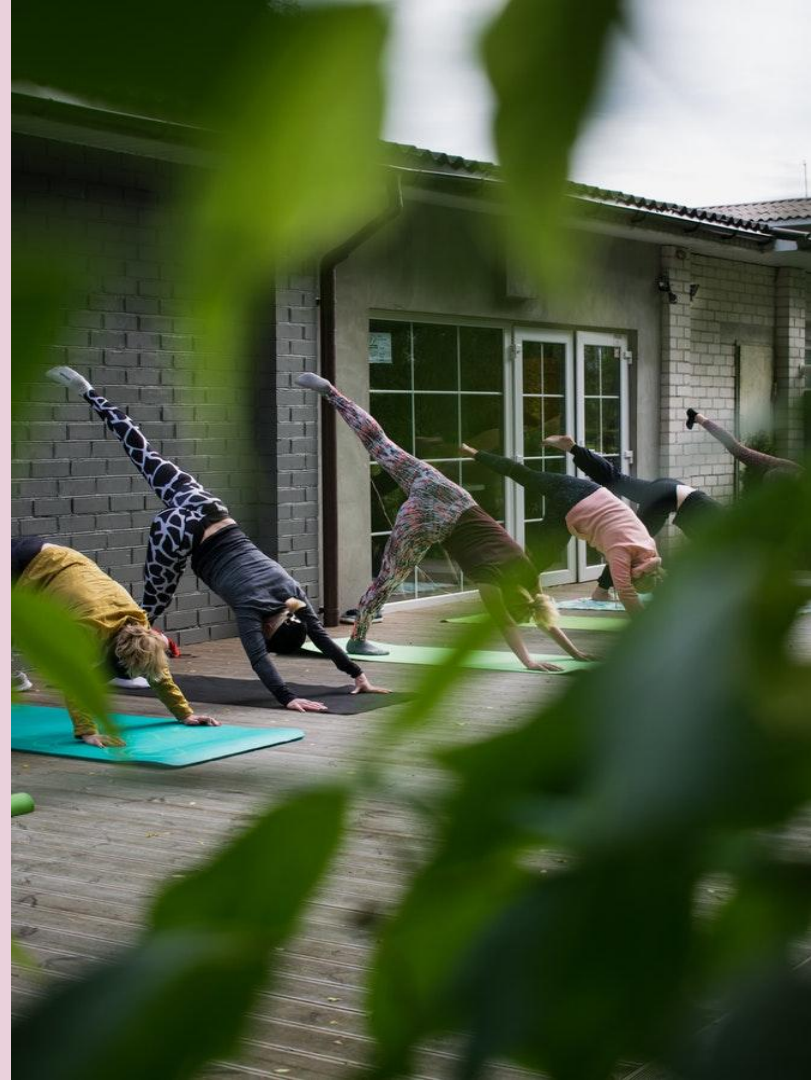
- Between scenes, flipping quickly between the 3 situations
- Everyone smiling and having fun, using the accessories as a part of daily life and working out. Feelings include happiness within yourself, with others, making sure fitness=life

"Discover your own #healthyrelationship"

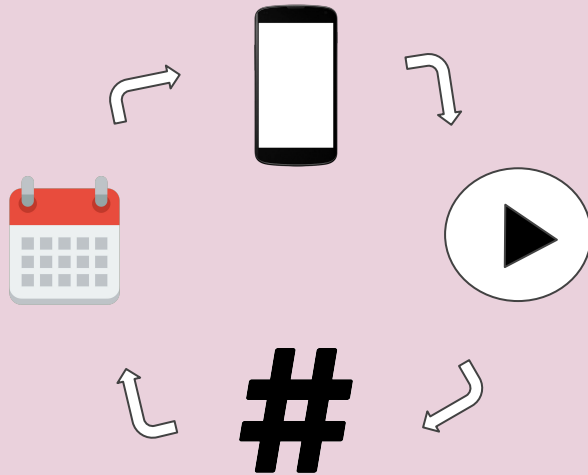
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Creative: Event

- Palentines/Galentines workout event
 - Influencer at event asking followers to workout with him/her
 - People who attend get to try out the accessories
 - Sponsorships with Rhapsody and Apple Music
- Promoting event through social platforms and with the influencers
- At beginning or end of event take photos and use *#healthyrelationships* in a photobooth or use their own phones and upload to personal social platforms



Strategy



- To connect all channels: having the same message and video across all
- To drive sales on the website: ability to easily step by step order online
- To drive engagement have them tag who they want to workout with, who inspires them to have #healthyrelationships, etc
- To facilitate in-store sales: several sales reps and areas to sit down to be able to

DIGITAL ADS



- **Placement:** Targeted video spots, retargeted ads
- **Strategy**
 - Targeted geographically and demographically
 - Videos are more responsive

Timeline: January - February



- **Placement:** One tap pins



- **Placement:** Targeted video spots, retargeted ads



- **Placement:** Targeted prerolls, retargeted ads
- **Strategy**
 - Targeted geographically and demographically

Media Budget

Facebook/Instagram	40%
YouTube	20%
Pinterest	20%
Twitter	10%
Email-Listing	10%

Analytics

Primary Goals:

- Targeted Ads
 - KPI
 - consideration
 - Metrics:
 - Site visits
 - Time on sites
 - CTR
- Retargeted Ads
 - KPI
 - Conversion
 - Metrics
 - Site conversions
 - Website account creation/ registration

Secondary Goal:

- KPI
 - Engagement
- Metrics
 - Cost per video views
 - Video completion rates

Intelligence

- Given that it is a holiday campaign and Christmas comes so soon before, it would be a short campaign -- January to February
- Think it could be cool to change this campaign to be one that builds on itself and transitional from Christmas to Valentine's Day