

PR PLAN

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PR PLAN

Strategy:

- Continue to draw in 100,000 players each weekday live HQ Trivia.

Tactics:

- Organize the month to month game activity and progress. Evaluate what the data says and act upon what the data shows
- Execute and plan a short and long-term goal
- Use the data accessed through our own IT techniques

OBJECTIVE

Gaining awareness to more potential players from around the world.

Strengths:

- Every game is accessible through the palm of your hand
- It's free to download and play
- Chances of winning are high because game is broadcasted everyday

Weaknesses:

- Being available at the time of the live game
- Players only have ten seconds to answer
- The more players the game has, the less of a cash prize amount

Opportunities:

- Welcoming actors to the live game to promote not only HQ Trivia but also promote their movie
- Not every person knows about HQ Trivia, so the opportunity to get more people to download is high
- HQ Trivia challenges the player's knowledge while giving the opportunity to win money

Threats:

- It is a new, trendy, free app that might fizzle down
- Trivia questions being repeated
- Players cheating during the game

TARGET MARKET

HQ Trivia wants to attract anyone with an iOS or Android smartphone. Also, anyone that can give fifteen minutes of their day during the specific time to play the game.

DEMOGRAPHICS

- Anyone who has access to a phone and PayPal account
- Age varies by the person's country and knowledge
- Low-income to middle-class people
- Anyone with a flexible schedule that can be on their phone throughout the live game

PSYCHOGRAPHICS

- Players who get excited about the game
- Players who wait anxiously for the game start
- Players who want a challenge
- Players who want to win
- Players that have a schedule and make time available for the live game

MESSAGE SUMMARY

HQ Trivia is live daily game show on your phone all around the world. It is broadcasted live every weekday at 3pm EST and every night at 9pm EST.

The host asks twelve questions. They range from easy to hard. The players are given three multiple choice answers. They have ten seconds to answer the question. If the player answers right, you move on and if the player makes it to the end they win the cash prize.

CALL TO ACTION / SEO KEYWORDS

Have a smartphone? Download the free app, join the popular game and get a chance to win money!

WHAT IS THE DESIRED OUTCOME?

More players joined daily and word of mouth increased.

PROCESS

LIST DEVELOPMENT

Update all owned and earned media to raise awareness of the upcoming event.

PROSPECTING MECHANISM

Ensuring that what the influencer is promoting on HQ Trivia is positive.

PRE-EVENT FOLLOW-UP

Draft a list of talking points for the host and the influencer to discuss during the live event.

POST-EVENT FOLLOW-UP

Using analytics and data to get an opinion if the event with the influencer was a success.

PROJECT PLAN

BUDGET

- Earned, owned and paid media:
    - Social media: Twitter, Instagram, Facebook
    - Influencers: actors, comedians, hosts of popular game shows
    - Media ladder: media bloggers, Rolling Stone, CNBC, Business Insider, Tech Crunch