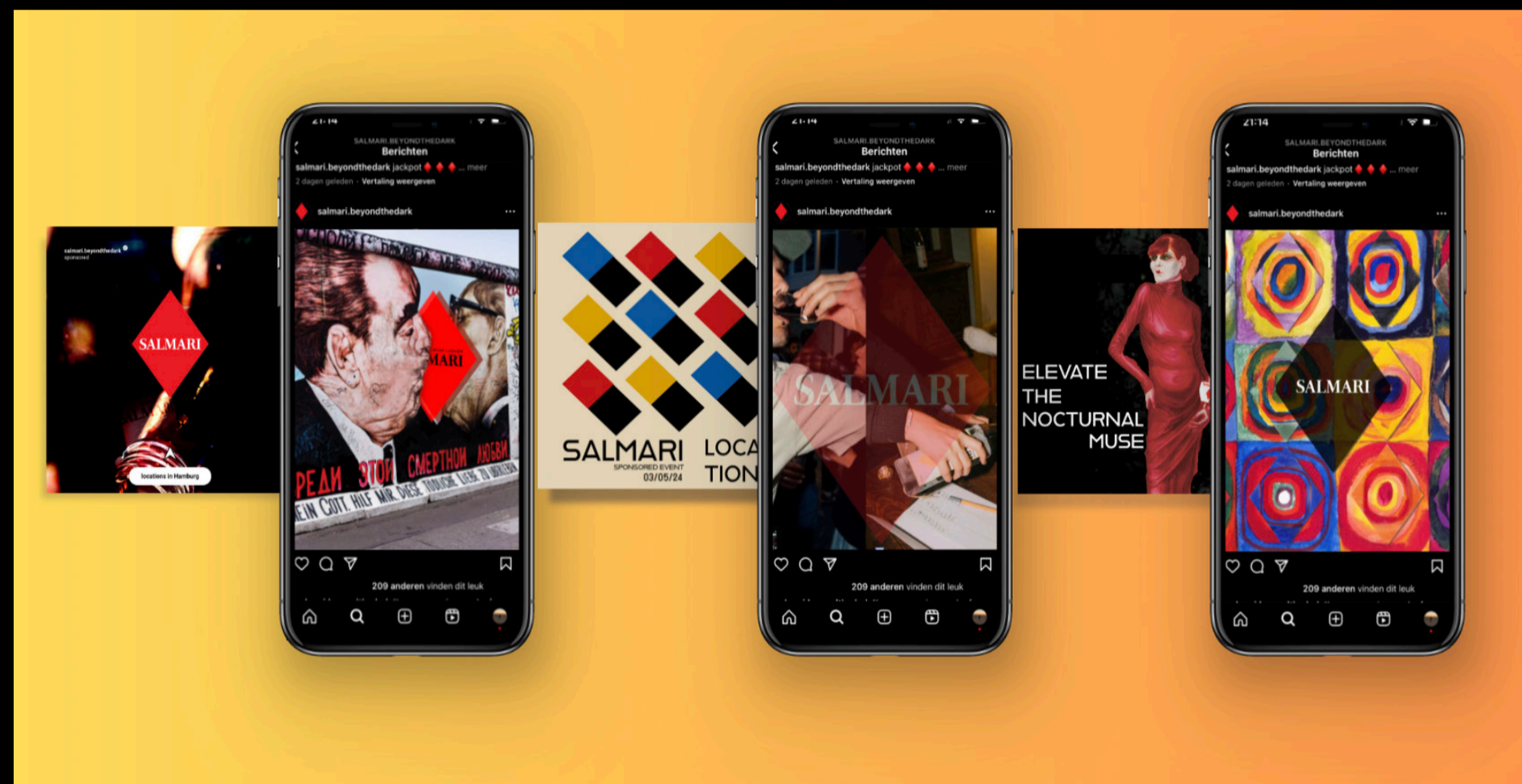


BEYOND THE DARK: A STRATEGIC LAUNCH CAMPAIGN IN GERMANY

ONLINE PRESENCE

Each phase has its visuals for social media, Instagram. The first phase focuses on making the target audience curious. The second phase focuses on the 'moment-of-use' moment to introduce Salmari to the target audience, including posts linked to events that suit Salmari and the target audience. The third phase focuses on a more artistically inspiring role that Salmari can take on.



OFFLINE PRESENCE

An offline presence was also designed as a marketing tool for Salmari on the streets of both cities. Thus, the first phase of street art was designed to create interest, curiosity, and mystery. The second phase includes using a photobooth with Salmari branding to capture the night in all dimensions. Special späti (evening shop) nights will also be hosted by Salmari to generate brand visibility and introduce Salmari to the target audience.



FOCUS

The focus of the project was explicitly on Hamburg and Berlin, with the primary objective being to develop a launch strategy that would enable Salmari to launch successfully in these German cities, with a particular focus on a new, chosen target audience.

	pre launch	launch	post launch
timing	30 days	60 days	90 days
purpose	create brand awareness	build customer base	build loyalty
target audience	young people, 20-35 years old 'night badgers'		
points of sale	bars/pubs	spati's/ kiosks	retail
online	social media posts targeted Instagram ads Instagram video ad	social media posts targeted Instagram ads	social media posts targeted Instagram ads
offline	street art stickers	späti exhibition	event event event event festival festival photo automat merch

ROADMAP

A roadmap has been developed to guide the launch strategy properly; this goes in three phases following the sequence: visibility, expansion and engagement. The first phase focuses on increasing brand awareness before the launch through social media and with visuals for street art and stickers. The second phase involves expanding the target audience and increasing brand awareness offline and online. The third phase aims to foster brand loyalty by developing an artistic online presence, inspiring the target audience and building a shared community.

Marscha Kanders
Beyond the dark: a strategic launch campaign in
Germany
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Strategic Product Design

Committee Dr. Ir. Ellis van den Hende
Msc. Sijja Bakker-WU
Company Salmari