

## Stage Three - Direct Marketing



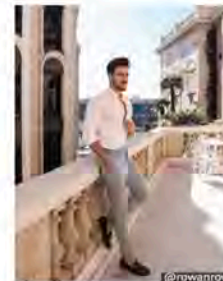
(MOCKUP 17)

Direct Marketing, is a technique used to target a particular audience or demographic to help formulate awareness. (Campos, 2019) In this scenario, an influencer will be contacted directly, and asked to represent Dagsmejan products. Although direct marketing, may be associated with traditional forms of communication, it can be effectively used on platforms such as Instagram. By communicating with a variation of influencers, a product may be sponsored or endorsed by those with a high following rating. It is understood that, 60% of users claim to interact with a new product seen on another individual's profile. (99Firms, 2019) Although influencer marketing has suffered some negative criticism; Instagram, achieves at least 130 million taps on shopping posts, every month. (Newberry, 2019) This form of hype must be purposely planned with the new 'Perfect Sleep' campaign, as Dagsmejan currently has a concerning low interaction rate on Instagram with less than 5,000 followers and reaching an average of 40 likes per post. (Instagram, 2020)



(MOCKUP 18)

### Mega Influencer



@rowanrow

With over 1.2 million followers, Rowan showcases supreme lifestyle products. He targets mostly 'millennial men', and rarely sponsors brands, meaning he has a trusted reputation. Mega influencers, are the choice of influencer when wanting to attract 'attention' quickly, yet the authenticity of followers may be questioned. (Small, 2018)

### Macro Influencer



@lyoliamillenhome

Close to 850K followers, Lydia sells a 'dreamy' lifestyle. Targetting, new home owners or offering tips and advice when settling into a new home. Lydia, attracts a largely female audience from 30-45. Lydia, does many sponsored adverts. Macro influencers, usually appear at the top of algorithm based feeds. (Kelly, 2020)

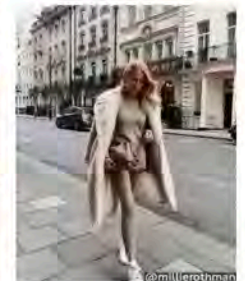
### Micro Influencer



@allondion

Touching 390K followers, Ali has built up a loyal following audience. Communicating to a variety of individuals, he offers advice and posts on anything lifestyle orientated. Meaning he would suit the campaign for 'The Perfect Sleep'. If an influencer asks for a paid endorsement, micro influencers are affordable yet effective. (Anderson, 2019)

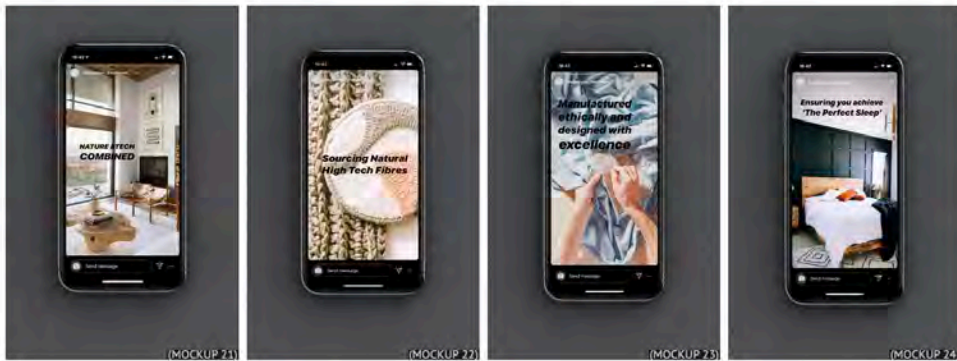
### Nano Influencer



@millierothman

Millie has recently reached 2000 followers. Although, she has not sponsored any adverts before, this could be a new endorsement for the influencer. To gain a reputation and represent Dagsmejan, as a brand. Nano influencers have become popular due to their 'close community'. (Komok, 2020)

## Promotional Narrative



Due to the shift and increase in digital expectations, consumers demand more from brands than ever before. This is projected through recent studies where it is known that promoting a narrative remains up to twenty-two times more memorable, to the engager. (Costa, 2019) Using Instagram stories is beneficial to any brand as it shows live data, such as whom has interacted with the content. Furthermore, Instagram stories are becoming a popular trend as 56% more people interact with stories, as it provides the feeling of a 'community' (Clement, 2019) Represented above is an example of aesthetic imagery, with key brand information to help intrigued customers learn about Dagsmejan.

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## Communication



In order to communicate the key theme of the brand to a new audience; themed content will be incorporated into the strategy. This will be posted on the Instagram account to communicate Dagsmejan's values and visually express what the brand represents.

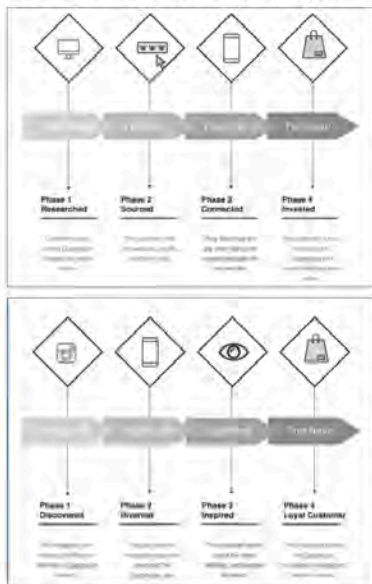
Although focusing on a digital strategy, posting a physical item can gain attraction. Especially, when influencers receive Dagsmejan products. The packaging, symbolises the image of the brand. Minimalistic packaging, is continuing to remain a trend for 2020. (Williams, 2019)



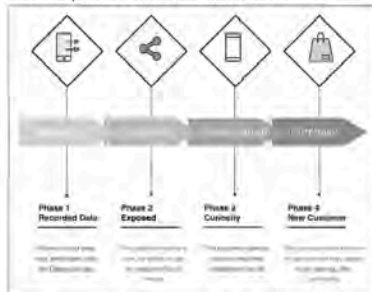
(MOCKUP 26)

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## Customer Journey Maps



Represented are three customer journeys, showing the different touchpoints used to help the customer ensure they reach the point of purchase. The digital application has the most amount of interaction; this is likely due to the promotional code from the website.



Companies that review customer journey maps have a 24% higher customer engagement rate, unlike the brands who did not study their audience. (Golkar, 2018)

The customer journeys are individually unique, as seen in the first mockup. This is due to the fact that the user interacted with no social media, but only through websites. This is ideal for customers who decide not to use platforms such as Instagram.

## Omni - Channels

Omni-Channels are crucial to 'The Perfect Sleep' campaign, as its intention is to allow a seamless user experience across a variation of channels. Only 29% of customers believe that they get the expected level of operation across a variation of touchpoints. (Morgan, 2019) Therefore, any disruptions within a channel can have a disastrous impact on the application or shareability, in this perspective. Nevertheless, the customer satisfaction rate for using a variation of channels shows that 89% remain loyal to a brand. (Williams, 2019) Suggesting investment in omni-channels is effective as a long-term strategy.



## MEDIA PACK



'The Perfect Sleep'

## Press Release Statement

Press Release is 90% more captivating than any form of advertising. (Mossevalde, 2019) Therefore, it is impactful when attempting to gain recognition amongst a new community. PR, has many benefits, including the fact that it builds a relationship with the brand, and the low cost associated with Press Release.

### dagsmejan™ PRESS ANNOUNCEMENT

Dagsmejan introduces 'The Perfect Sleep' - Using technology to rectify and analyse sleeping behaviours.

London, 20th June 2020,

Dagsmejan would like to celebrate the formation of 'The Perfect Sleep' campaign, in which we have redeveloped key features on our platforms, leading to the launch of a new mobile application: on the 23rd June 2020, which will be available from both Android and iOS App Stores.

Expanding from our ranges of sleepwear, providing constant heat regulation we recently introduced a new range, which explores the impact of repairing muscle growth from gym workouts. Therefore, to identify the most suitable needs for our consumers, we have formed a personalised questionnaire. This with the integrated use of Artificial Intelligence will recommend the best Dagsmejan products. These will be stored in a personal account. Using the new application, customers are able to login, as they would on the traditional website. The application provides quick payment features such as the use of Apple Pay, further personalised recommendations and push notifications when new products launch. However, the unique feature to this campaign is the ability of our technology, being able to analyse sleep patterns. Using advanced technology, the Dagsmejan app will effectively be able to measure sleeping behaviours and calculate your sleep quality, after the purchase of your new Dagsmejan sleepwear. This can then be shared via social media platforms, to prove how impactful your sleepwear truly is.

During a time of technological distraction and disruption, why not utilize the advancements we have made and allow it to benefit our sleep patterns. Sleep is crucial. CEO of Dagsmejan, Nicoletta Casanova states: "This is the first step to exploring our sleeping patterns and understanding how we can make our customers feel the most content in their sleep-wear. We should demand more from our ranges, and we are willing to provide more research and comfort to our investors."

As part of our campaign, we invite you to explore our website and question whether you could benefit from this campaign. Furthermore, we look forward to seeing your improvements when using the application. Make sure to tag us in your insightful analysis #theperfectsleep.

ENDS