TA-DA
TACTICAL PLAN

Donde no hay sorpresa no hay diversión.

PRESENTED BY
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The market overseas a big competitor such as Rappi with 44.10% of sales. His volume of use in most of the principal cities of Colombia leads us to identify which areas TA-DA needs to focus on in order to compete and take advantage of the exit of some platforms like iFood and UberEats.

Some cities have greater use of APPs like Rappi and Merqueo but TA-DA can achieve market share with different Digital and physical activations that can give them visual to the consumers.

The main objective of the campaign is to create awareness among consumers that there’s a new delivery platform that provides cold beverages, with competitive prices and with lower time rates.
We want to be part of our client's special moments and bring them the magic touch by defining a journey where we introduce them to and develop a long-term relationship with the brand.

To do so, we propose to reach young people (26+) that have an active social life and are oriented to Time-Cost benefits when delivering food and beverages through an app.

**Phase 0:** Brand awareness and Recognition through influencer content based on brand personality.

**Phase 1:** Activation event in the cities with a higher competitor's presence so the customers can get closer to the brand.

**Phase 2:** Digital activation to increase customers consideration and generate app installs; to achieve that, we will implement 'Always On' campaigns with branded content inviting people to download the app.

**Phase 3:** Sales Spike through digital activations built-up with OOH. We will incentivize the app download through a QR code scan together with a discount on the 1st order.

**Phase 4:** Boost activation to support the sustainability program, where we encourage the users to return the bottles and get discounts.

**All the brand awareness activations will be backed up with the usage of AR Lenses/Filters that will increase brand recognition and word of mouth.**

We're taking a 360 approach to media by leveraging both traditional and digital platforms to connect with a wider audience. Our partnership with social media giants like YouTube, Meta and TikTok will help us drive engagement and create buzz. Additionally, we're excited to host event activations that allow us to engage with consumers and influencers, building brand awareness and strengthening relationships.
Initially, the campaign will be taking place in Colombia. Activation events will take place in the following cities:

- Bogotá
- Barranquilla

Looking for Cost-benefit

Short delivery time is requested.

Time optimization is their main focus.

Are detail-oriented.

Socially active in their environment.

**Buyer Persona**

**TARGETING**

Men and women

26 and beyond +

**GEO-TARGETING**

Initially, the campaign will be taking place in Colombia.

Activation events will take place in the following cities:

- Bogotá
- Barranquilla
Moment of Expectation
Influencers invite their followers to the event.

Event
Activation events.
Cities: Bogotá and Barranquilla

Always On
Media Mix Digital Activation.

OOH
OOH Activation and Digital Strategy.

Sustainability
AR Filters to support returnable bottles program.
We will showcase the enchanting moments experienced by our customers, through captivating banners, immersive rich media, and stunning videos.
At the Bus Shelter, we're planning a digital activation that lets users scan a QR code and download our app. For their first buy and to guarantee love and gratitude to the brand we'll offer them an exclusive discount.

We have an exciting lineup of activities for some of the most large-scale events like:
- Estereo Picnic (Bogotá)
- Festival Sabor Bajero de Barranquilla (Barranquilla)

It's the perfect opportunity to share those magic moments with our clients and for them to share our magic with others. We will have a stand where we'll be serving cool beverages at unbeatable prices and exclusive merchandise featuring some of Bavaria's top brands.
# MEDIA PLAN

### Phase 0 - Moment Expectation (2 Weeks)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Budget</th>
<th>Objective</th>
<th>Ad Type</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social - Meta</td>
<td>$46,656,000</td>
<td>Brand Awareness / Video Views</td>
<td>Influencer content - Inviting users to the event.</td>
<td>$129,600,000.00</td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$31,104,000</td>
<td>Consideration / Traffic</td>
<td>Influencer content - RTG of Ava viewers, leading them to a micro site with event details.</td>
<td></td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$31,104,000</td>
<td>Brand Awareness / Video Views</td>
<td>Influencer content - Inviting users to the event.</td>
<td></td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$20,738,000</td>
<td>Consideration / Traffic</td>
<td>Influencer content - RTG of Ava viewers, leading them to a micro site with event details.</td>
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</table>

### Phase 1 - High Impact Event (1 Week)

<table>
<thead>
<tr>
<th>City</th>
<th>Budget</th>
<th>Objective</th>
<th>Ad Type</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bogota</td>
<td>$105,300,000</td>
<td>Brand Awareness</td>
<td>Offline Event - Stand, Banners, Flyers</td>
<td>$162,000,000.00</td>
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<tr>
<td>Barranquilla</td>
<td>$56,700,000</td>
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</table>

*Filter Creation fee will be part of Production Budget

**KPI**

### Phase 2 - Always On (4 Weeks)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Budget</th>
<th>Objective</th>
<th>Ad Type</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social - Meta</td>
<td>$20,412,000</td>
<td>Brand Awareness / Video Views</td>
<td>Branded Videos, Static Ads</td>
<td>$97,200,000.00</td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$15,008,000</td>
<td>Consideration / App Installs</td>
<td>Branded Videos, Static Ads - RTG of Awareness viewers</td>
<td></td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$20,412,000</td>
<td>Brand Awareness / Video Views</td>
<td>Branded Videos, Static Ads</td>
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</tr>
<tr>
<td>Programmatic</td>
<td>$17,490,000</td>
<td>Brand Awareness</td>
<td>YouTube - 15s Skippable</td>
<td></td>
</tr>
<tr>
<td>Programmatic</td>
<td>$11,064,000</td>
<td>Traffic</td>
<td>Banners and Rich Media - 300x250, 300x600, 120x50</td>
<td></td>
</tr>
</tbody>
</table>

**KPI**

### Phase 3 - Sales Spike (3 Weeks)

<table>
<thead>
<tr>
<th>City</th>
<th>Budget</th>
<th>Objective</th>
<th>Ad Type</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bogota</td>
<td>$91,000,000</td>
<td>Consideration / App Installs</td>
<td>OOH (Bus Stops)</td>
<td>$162,000,000.00</td>
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<tr>
<td>Social - Meta</td>
<td>$20,250,000</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$20,250,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programmatic</td>
<td>$24,500,000</td>
<td>Brand Awareness</td>
<td>YouTube - 15s Skippable</td>
<td></td>
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<tr>
<td>Programmatic</td>
<td>$16,200,000</td>
<td>Traffic</td>
<td>Banners and Rich Media - 300x250, 300x600, 120x50</td>
<td></td>
</tr>
</tbody>
</table>

**KPI**

### Phase 4 - Sustainability (2 Weeks)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Budget</th>
<th>Objective</th>
<th>Ad Type</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social - Meta</td>
<td>$58,220,000</td>
<td>Brand Awareness / Engagement</td>
<td>Influencer content - Video ads where they use the filter and share details discounts and prices with returnable bottles program</td>
<td>$97,200,000.00</td>
</tr>
<tr>
<td>Social - TikTok</td>
<td>$38,880,000</td>
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</table>
To achieve our goals, we have devised a 360º strategy that seamlessly blends cutting-edge technology with real-life experiences across 5 different phases. From showcasing the unique benefits of our app with the help of engaging and influential voices to remember the users precious moments in a fun and sociable way. But our commitment doesn't stop there - we propose to actively participate in festivals & events, where we bring the magic of virtual reality to users, empowering them to spread the joy to others.

We are leveraging the power of innovative tools, such as augmented reality filters and trendy platforms like Meta, TikTok, and YouTube, to create a thriving community that catches the magic and radiates it outwards to others.
THANK YOU
WANT A COLD BEER?
DOWNLOAD THE APP!

Ta Da

App Store | Google Play