



Erudite

ADVERTISING STRATEGY AND CAMPAIGN

PROJECT REPORT

AARTHI T (01)
ANANYA N (05)
ANUSHYAA B G (06)
DEEKSHIDA G (11)
VIDYA T (50)

M.O.P. Vaishnav College for Women (Autonomous)
Chennai



Advertising Strategy and Campaign
Project Report

for the brand

Google

introducing


Erudite

AARTHI T (1813711090001)

ANANYA N (1813711090005)

ANUSHYAA B G (1813711090006)

DEEKSHIDA G (1813711090011)

VIDYA T (1813711090050)

III B.Sc. Visual Communication

ORIGINALITY CERTIFICATE

Names of the candidates: Aarthi T, Ananya N, Anushyaa B G, Deekshida G and Vidya T

Department: B.Sc. Visual Communication

Supervisor: Ms. Vidya Padmanabhan

Candidates' declaration:

We confirm that this project is entirely our original work.

Candidates' signature:

Date of submission:

I confirm that this project is the original work of

Aarthi T, Ananya N, Anushyaa B G, Deekshida G and Vidya T

Signature of the head of the department:

ACKNOWLEDGEMENT

We would like to thank our principal Dr. Lalitha Balakrishnan, our Head of Department Dr. Jaishree, and the faculty of department of Visual communication for making this project possible. We would also like to express our deep gratitude to Subject Faculty. Ms. Vidya Padmanabhan, for guiding us with her constructive suggestions and valuable time for this project. We extend our thanks to all the team members who put in their best efforts and co-operation in making this project a success. We also thank all the survey respondents for their contribution towards this project.



CONTENTS



05	EXECUTIVE SUMMARY
06	BRAND RESEARCH
07	PESTLE ANALYSIS
08	MARKET ANALYSIS
10	SWOT ANALYSIS
14	COMPETITIVE ANALYSIS
16	QUANTITATIVE SURVEY REPORT
25	TARGET MARKET
26	MARKETING OBJECTIVES
29	POSITIONING STATEMENT
30	IMC STRATEGY
32	MEDIA PLAN
33	MEDIA RATES
35	CREATIVE BRIEF
36	ADVERTISING CREATIVES
44	CAMPAIGN EVALUATION PLAN
45	CONCLUSION
46	APPENDICES

EXECUTIVE SUMMARY

There has been an increasing need for convenience and portability of books with the rise of book-reading as a hobby among the urban youth in India and the world, and also generally among the student population. Though Amazon's Kindle, Barnes & Noble's Nook, and Kobo have made their mark in this industry, their rates w.r.t. their USP still make it inaccessible to many, due to the importing costs and their brand value that are added to the MRP.

Google is an internationally acclaimed brand well-respected in India. Thus, their line of e-readers, Google Erudite, will effectively cut down costs, and aid in digital reading and learning. This will make it accessible and appealing to the Indian market. Its unique features (such as note-taking, sketching, and inbuilt G -Suite apps) and India's rising younger generation perfectly complement each other. This will also overtake Kindle, in terms of the Price vs. Quality vs Performance war.

The all-new Google e-reader does more than an average e-reader. With its powerful apps and tools, digital learning is made easy for all age levels. This product can be turned into a personal library or even a workstation, depending on the needs of the user.





GOOGLE: BRAND RESEARCH

ABOUT GOOGLE

Google, LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, a search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, alongside Amazon, Apple, and Microsoft. Google was founded in September 1998 by Larry Page and Sergey Brin. Google's mission is to organize the world's information and make it universally accessible and useful.

PEOPLE

Like other world-class companies, Google employees are empowered. Rightly so, Google staff believe they are positively changing the world and are working incredibly hard, and that they are passionate about doing so. On their own website, Google says, *"it's really the people that make Google the kind of company it is."*

QUALITY

Google products are good. When you use the search engine, Google Maps, Gmail, or Google Analytics, you can rest assure it will work to perfection. Google believes that it's best to do one thing really, really well. This is refreshing to hear, especially in a time when companies are becoming more *"me too"* and being *"all things to all people."* Google started out focused on perfecting the search engine, and then applied the knowledge gained from it and innovation to new products as they expanded outward.

GOOD INNOVATION

Innovation for innovation's sake is futile. Innovation with a specific purpose is valuable, if not essential for a company. Google began in 1998 as a search engine. No different than Alta Vista, Ask Jeeves or WebCrawler. Now, Google powers smartphones (Android Operating System), has arguably the best web browser (Chrome), crawls every corner of the planet for Google Maps and Google Earth, runs the largest, most successful video service (YouTube)- and more. While the company has changed over the years, their goal has always been to make innovative products.

PESTLE ANALYSIS

POLITICAL

Political red taping and tightening data regulations may pose a threat to the digital/technological market.

ECONOMIC

Increase in buying capacity because of the strong GDP growth will result in a surge in demand for e-readers.

SOCIAL

Change in the reading habits and preferences of the target market, and an increase in digital learning because of societal and economic conditions, have created a positive market for the product.

TECHNOLOGICAL

Increase in the demand for technological devices has had a positive impact on the product demand.

LEGAL

Newly developed regulations and legal challenges against the technology sector can have a negative impact on production and sale.

ENVIRONMENTAL

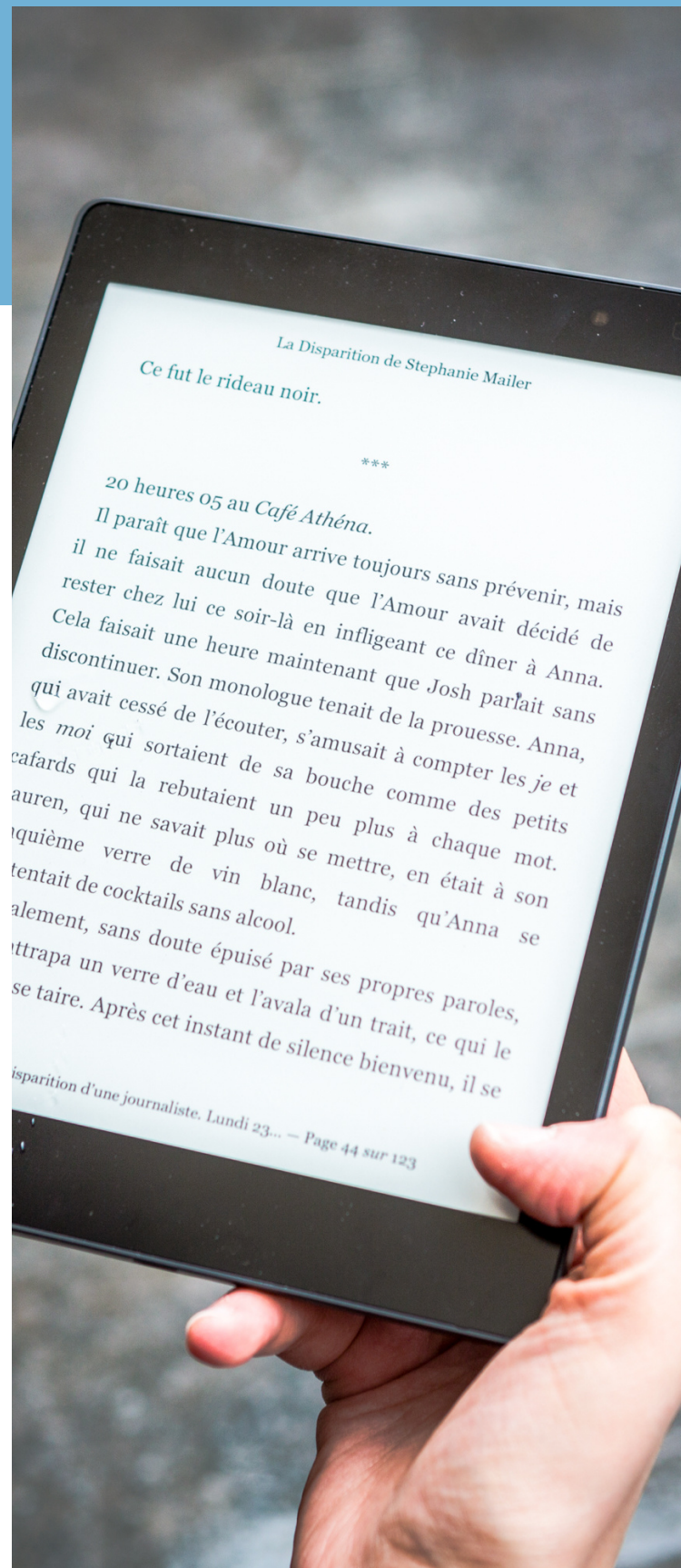
E-books don't require cutting down of trees. The production and use of e-readers decrease carbon dioxide emission.

MARKET ANALYSIS:

PRODUCT

Google also sells smart speakers, tablets, and smartphones under its own brand. The new product offering is Google Erudite, an exclusive e-reader designed for e-reading and digital learning. This Google e-reader has the following features:

- E-Reading: Download books and read from any e-reading outlet.
- Note-taking: Draw, sketch and type as you would in a physical notebook.
- Screen: Has a colour matte screen, no blue light.
- Bluetooth pairing: Pair with Bluetooth speakers or headphones to listen to audiobooks.
- Stylus: Comes in with a handy stylus designed for easy writing and drawing.
- Cloud Storage: Exclusive cloud storage for Google Erudite users. (Minimum free + more storage)



- G-Suite Apps: Exclusive apps included with the whole of G-Suite, and additional apps as required by the user are available for download. Includes a note-taking app free of cost.
- Capacity: 8 GB in-built.
- Connectivity: Wi-Fi only.
- Screen Size: 7.9 inches

PRICE

The Google Erudite is designed to replace paperback books and leverage people with a similar reading experience. The simple thing is that one needs to buy a Google Erudite once, and you can read as many books as you want, make notes, and draw. Therefore, these features make the e-reader worth every paisa. If we compare it with other e-readers such as the ones introduced by Sony, Barnes and Nobles, or Amazon-Google Erudite, with all of its features and high performance, is premium priced. The price is currently set at a round figure of 20,000/- rupees in India. Price may vary country-wise.

PLACE

Since Google is such a huge brand and it's existing hardware products are sold worldwide, one can find these products in the remotest corners of the world with great ease. Google uses retailers as well as online channels to promote and sell them. Coupling them with offline channels for the distribution and promotional purposes allows Google to reach out to a larger audience.

PROMOTION

Google's global presence, its popularity and its dominance, mean that the company does not have to put in a lot of firepower for the promotion of its products. For promoting the Google Reader, it uses a mix of TV commercials, online ads, and offline promotion.

SWOT ANALYSIS: GOOGLE

STRENGTH

- **Vast Market share:** Currently, Google has over 28% of the market share of desktop searches worldwide.
- **High Revenue:** The high revenue (2017) of 65 billion dollars that Google has garnered through multiple partnerships with different sites has ensured its growth.
- **Unbeatable:** Till date, no competitor has come close to challenging its position- let alone reaching its visibility share in search engines.
- **Adaptability:** Google Erudite has successfully adapted smartphone and Android technologies, giving it potential to compete directly with Apple's iPhone.

WEAKNESS

- **Privacy Policies:** Google has been slammed by many experts for its excessive reliance on privacy, especially when it comes to hiding information about algorithms. The company has since taken steps to address these allegations.

- **Excessive Advertisement:**

Google's overdependence on advertising has increased speculations regarding the company's future. The company made 86 % of total revenue from its advertisement-related projects. Experts suggest that a potential change in revenue would damage the company significantly.

- **Boycott of Google and YouTube by Major Advertisers:** Major brands boycotted Google and YouTube when they discovered that their ads were running alongside extremist, hate-filled content. It has negatively affected Google's image.

OPPORTUNITIES

- **Wearable Market:** In Nov 2019, Google acquired Fitbit for \$ 2.1 Billion to compete with Apple and Samsung in the lucrative and growing wearable (smartwatch and fitness band) market.
- **Android OS:** The most substantial opportunity for Google is its noticeable efforts in the Android Operating System provision. This has strengthened its prospects to directly compete with Apple iOS.

- **Cloud computing:** With its storage and cloud solutions, cloud computing can play a vital role in Google's marketing enterprise. In January 2018, Google introduced a new digital store, which offers cloud-based software to all organizations. Inline to this, the company collaborated with MobileIron, Inc., to integrate its cloud Orbitera commerce platform with MobileIron's app distribution, security and analytics capabilities.
- **Non- Ad Business Model:** Google needs to undertake a diversification process and aim to build a Non-Ad Business Model accordingly. It needs to pursue adaptability by committing itself to more commercial transactions. It will ensure sustainable revenue.

THREATS

- **Decline in Market Shares:** According to data gathered from *The Marketer*, Google's US digital ad revenue is expected to see a decline in market shares. It was 38.8% in 2017, and 37.2% in 2018. This is because of the growing competition from Facebook, Amazon, Instagram and Snapchat for ads market share.

- **Alteration of Information:** Google has received considerable criticism over its alleged collaboration with China over a censored search engine project (Dragonfly).
- **Antitrust Controversies:** Google has been involved in antitrust controversies for years by both US and EU lawmakers. The EU antitrust regulators imposed a 5 billion Euro fine which Google has sought to challenge.
- **Censorship Policy:** Google has not managed to protect itself from backlash over its censorship policy. Many whistleblowers have begun leaking formation over its political and ideological leanings.
- **Competitors:** The primary threat that Google faces is from its competitors- Facebook and Amazon. The two competitors are slowly catching up with Google. Their new features and increasing popularity can take the spotlight away from Google.

SWOT ANALYSIS: GOOGLE ERUDITE

STRENGTH

- **Easy Portability:** The lightweight and solid build of Erudite makes it easy to carry everywhere without much difficulty.
- **Paper-like Display with Colours:** Erudite displays text and colour images clearly without losing the features that a physical book can offer.
- **Perfect School Tool:** Erudite can store all your study materials and notes, thus easing the pain of carrying a number of physical books. With the ease of connecting to important google apps, it assists students to communicate with their teachers and mentors.
- **Eliminates Eye Strain:** Erudite's matte screen helps in reducing eye strain and enables the users to read without any glare, even in sunlight.
- **Bluetooth Pairing and Stylus:** Bluetooth speakers or headphones can be paired with the Erudite to listen to audiobooks. The smooth stylus provided with the device helps taking notes at ease.
- **Easy Access to Books:** The inbuilt G-Suite in Erudite helps you download books and store it in a separate e-shelf, where it is permanently saved in your ID (unless you delete it).

- **Low Priced Books Available within a Minute:** Erudite's Wi-Fi connectivity helps you download books in a short duration and are available at cheaper prices than a paperback.
- **Larger Selection:** Along with books, Google Play Books also has a large collection of newspapers, articles, magazines from around the world.
- **Book Lend:** Lets you lend books to a friend and get it back when they finish reading it.

WEAKNESS

- **No Built-in Wi-Fi:** Needs to be connected to an external Wi-Fi in order to download books and materials.
- **Limitations on Applications:** Google apps like Google Play, Google Meet, and other high RAM-consuming apps are not supported in this device.
- **Can be Expensive:** The price can be a bit expensive for students to afford.
- **No Designing:** There are no applications for designing- there is only for note-taking, even though the device may come with a stylus.



OPPORTUNITIES

- **Can become a Great Educational Device:** The safety and the storage of Erudite gives a promising reason for children and students to switch from books to this e-reader.
- **Healthy Children Device:** The lack of gaming and social interactivity in the device can make it a great product for children with digital or game addiction.
- **Speech to Text:** Erudite can support an external Bluetooth microphone for speech-to-text, that can ease note-taking processes.
- **Inbuilt Wi-Fi:** Erudite has inbuilt Wi-Fi for easier connectivity.

THREATS

- **Illegal Websites:** There are many illegal websites that provide pirated books to download online.
- **No Reselling:** Books cannot be resold.
- **Heavy Competition:** Competitors like Kindle, Sony, Kobo and Apple are in the front lines with both e-readers and tablets.
- **No Printing:** Threatens the entire printing industry.

COMPETITIVE ANALYSIS

Components		Kindle	Nook	Kobo	Ipad
Company specific	Founded	2007	2013	2010	2010
	Parent company	Amazon	Barnes & Noble	Rakuten	Apple
	Strength	Established In the market Before the launch of other e-readers	Largest book Seller and Brand recognition	Strongly built	Brand Loyalty
	Weakness	Not compatible with other format of e-books	Not compatible with other format of e-books	Not recognised	Highly priced
Target customer /message	Product	e-reader	e-reader	e-reader	Student / artist friendly tablet
	Target customers	13+	13+	13+	15-30
	Tagline	Kya nahi milega! Amazon hai / Celebrating the joy of reading	If we don't have your book, nobody does	-no tagline-	Think different

COMPETITIVE ANALYSIS

	Message	You get everything at one place	They will have all the books that you can ever read. Emphasis on the range of books they have.	-no message-	Thinking out of the box and being creative.
Product Specific	Product features	Compatible with audio books and has wordwise feature that helps in finding the meaning of a word without searching a dictionary	LendMe feature that let's the reader lend their ebooks to anyone just like a physical book	Water resistant and long battery life	Improved apple pencil, best display, thinner and lighter full screen display
	Pricing (in INR)	12,999	30,198	24,800	29,900
	Customer reviews	4.4/5	4.2/5	4/5	4.5/5
Positioning	Why should you choose us?	Affordable and faster compared to other ereaders	Wide range of books	Compatible with a wider range of file types	User friendly

QUANTITATIVE SURVEY REPORT

TOTAL RESPONSES - 273

INTRODUCTION

ABOUT THE BRAND

Google LLC, formerly Google Inc. (1998–2017), is an American search engine company, founded in 1998 by Sergey Brin and Larry Page. It is a subsidiary of the holding company Alphabet Inc. More than 70 per cent of worldwide online search requests are handled by Google, placing it at the heart of most Internet users' experience. Google began as an online search firm, but it now offers more than 50 Internet services and products, ranging from e-mail and online document creation to software for mobile phones and computers. In addition, its 2012 acquisition of Motorola Mobility put it in the position to sell hardware in the form of mobile phones. Google's broad product portfolio and size make it one of the top four influential companies in the high-tech marketplace.

ABOUT THE PRODUCT

PRODUCT: GOOGLE ERUDITE

Google e-reader is a device created for avid readers and students which allows them to download books from various platforms and take notes. It is a product that our team came up with for our advertising research. We chose Google as the parent brand because of its success in the technological industry.

SURVEY OBJECTIVE

This survey is conducted to:

- Understand consumer behavior.
- Get an in-depth knowledge on audience reaction to a new e-reader in the market.
- Get data that will help determine the target market for this product.

SURVEY METHODOLOGY

PROCEDURE

We began our survey on the 20th of September, 2020, on a Sunday. We received 273 responses over a period of six days. A questionnaire was prepared by using Google Forms to understand consumer behaviour. It was distributed to our contacts through WhatsApp and Instagram. They helped us further by distributing it to their friends and family.

INSTRUMENTS USED

- Google Forms
- WhatsApp
- Instagram

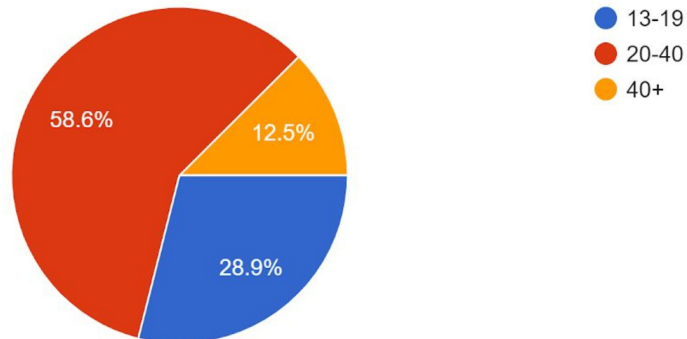
TARGET MARKET

We created this product for students and readers of various age groups. The questionnaire received responses from various categories of respondents, right from students to home makers. Our end goal was to attract students and people who take notes in a digital format. The product is an e-reader as well as a note taking device, hence making organization of reading materials easier. We have decided on this product, keeping in mind the changing times and the increase of online classes. Moreover, a secondary market of avid readers can be created by targeting them with appropriate advertising messages.



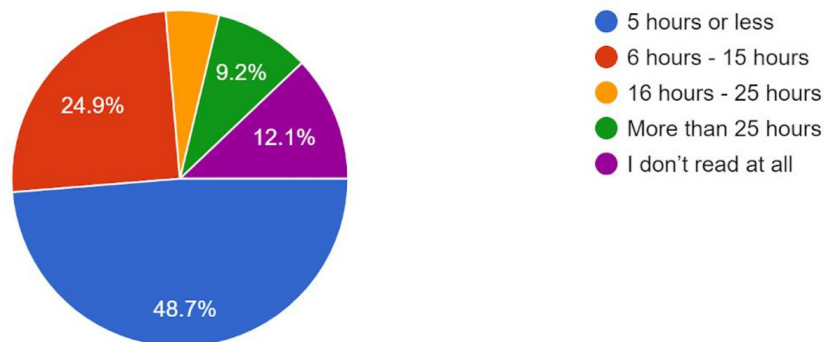
DATA ANALYSIS

1.What age bracket do you fall under?



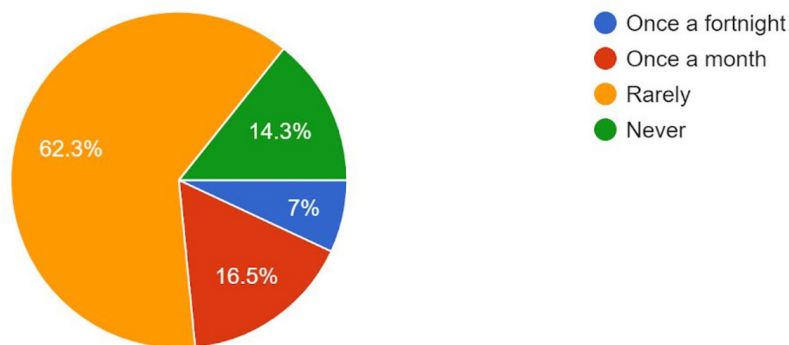
58.6% of our respondents are young adults and adults. The maximum response is from people in the age group of 20-40. 28.9% of our respondents are teenagers and 12.5% are above 40.

2. How much do you read in a week on an average? (in hours)



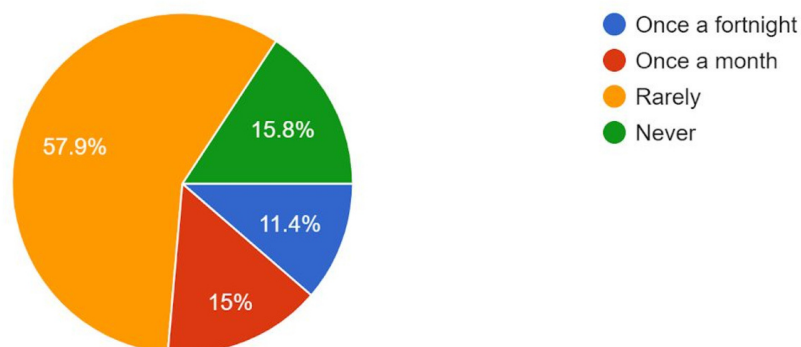
48.7% of our respondents read for five hours or less than that in a week. 12.1 % of our respondents do not read at all. It can be deduced that they might not be very interested in our product. 24.9% of our respondents read for six hours to fifteen hours in a week so we can categorize them as habitual readers. They can be prospective customers if persuaded. 5.1% of our respondents read for sixteen to twenty-five hours a week and 9.2% read for more than 25 hours making them avid readers.

3. How often do you buy books?



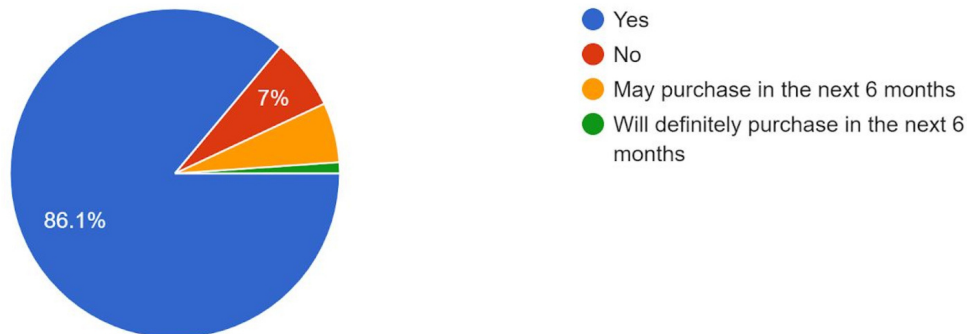
62.3% of the respondents buy books rarely and 14.3 % of the respondents do not buy books. They might not appreciate the multi-platform compatibility of our e-reader. 16.5% of the respondents buy books once a month and 7% of the respondents buy books once a fortnight. Hence our multi-platform compatibility is a useful feature for them.

4. How often do you borrow/lend books? (with friends, family, library, colleagues, etc.)



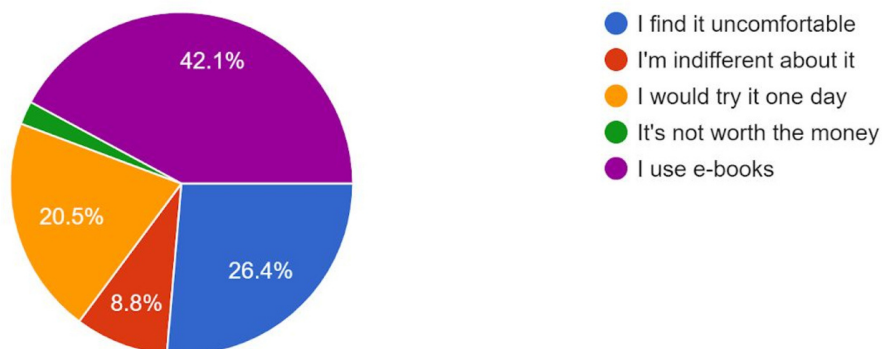
57.9% of the respondents rarely lend books and 15.8% of the respondents never lend books. Hence, the lending option in our e-reader is not useful for this group. 11.4% and 15% of the respondents lend books so they might be interested in our e- book's lending feature.

5. Do you currently own any kind of digital communication device, (smartphone, tablet, laptop, etc.) or do you plan on purchasing one in the next 6 months if not?



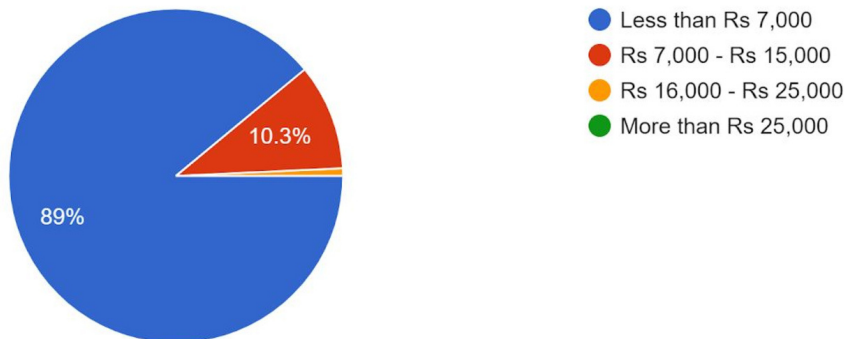
86.1% already own a digital communication device, 1.1% of the respondents will buy one soon and 5.9% of the respondents may buy one soon. They will be more familiar to our e-reader technology and easy to persuade and explain our e-reader's features to. 7% of our respondents do not own any digital communication device and do not plan to buy one soon. Therefore, they might not be interested in our product.

6. Do you currently rely on e-books for any kind of reading (pleasure, academic, etc.)? If "NO", Why?



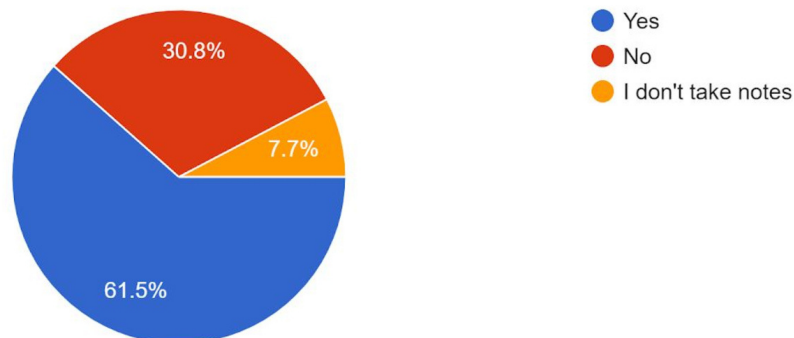
42.1% of the respondents use e-books and 20.5% of the respondents are open to the idea of using e-books. They will be interested in our new product and can be our prospective consumers. 26.4% of the respondents find them uncomfortable, 8.8% of the respondents are indifferent about it and 2.2% of the respondents feel they are not worth the money. They will be difficult to persuade.

7. If currently using e-books, or if interested in taking up reading more e-books, how much would you be willing to spend on an e-reader?



89% of the respondents are willing to pay Rs.7000 or less for the e-reader. 10.3% of the respondents are willing to pay anywhere between Rs.7000 and Rs.15000. With only 0.7% willing to pay between Rs.16000 and Rs.25000. Given the unique features and our brand value we have decided to price our product at Rs.15000 which is affordable.

8. Do you like taking notes (studies, journal, general, etc.) in a digital medium? (smartphone, tablet, laptop, etc.)



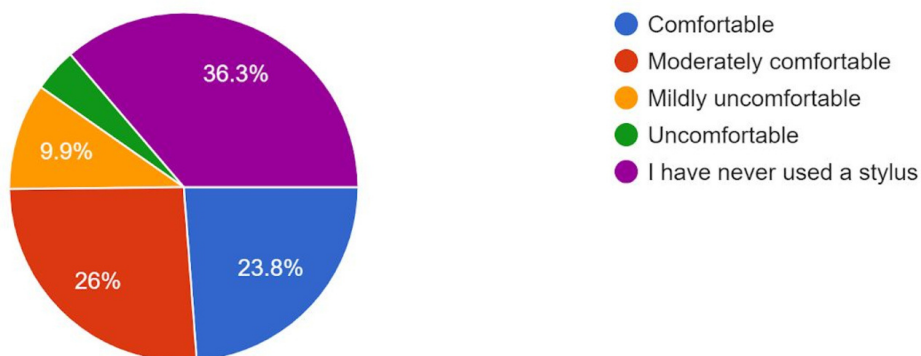
61.5% of the respondents take notes in a digital medium. They will be more interested in our stylus and ability to organize their notes. 7.7% of the respondents do not take notes and 30.8% of the respondents are not interested in taking notes digitally. Given the pandemic situation, most of our respondents working from home or attending classes online will benefit from a digital note taking device as it is convenient to organize and access the documents.

9. What do you think about having ONE storage device for all your notes/documents/books?



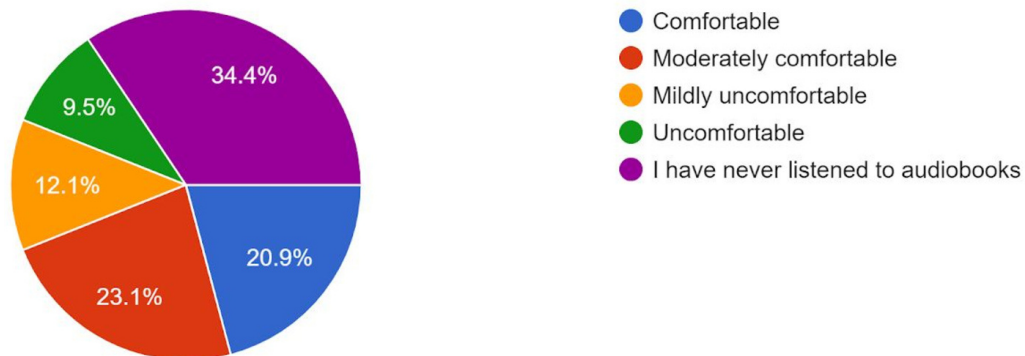
67% of the respondents think the accessibility of their reading material would be easier. They will be inclined to try our device for better accessibility of their reading materials. 11% of the respondents feel organization will become more complicated and 20.9% of the respondents are unsure about having one storage device for all their notes, books, and documents. They can be persuaded if we come up with easy organization for all their reading materials. 1.2% of the respondents will not prefer having one storage device entirely.

10. How comfortable are you with a stylus?



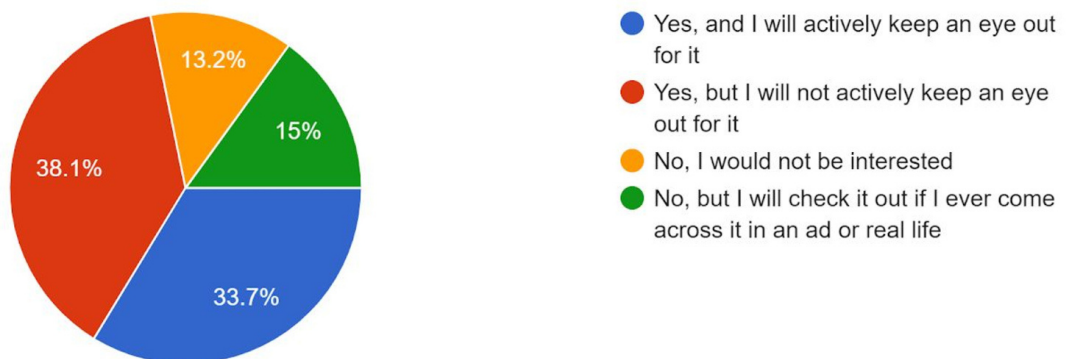
23.8% of the respondents are comfortable with a stylus and 26% of the respondents are mildly comfortable with a stylus. They will be interested in the stylus we provide with our e-reader. 9.9% of the respondents are mildly uncomfortable with a stylus and 4% of the respondents find stylus very uncomfortable. 36.3% of the respondents have never used a stylus. If persuaded in the right direction, they might like the idea of a stylus.

11. How comfortable are you listening to audiobooks?



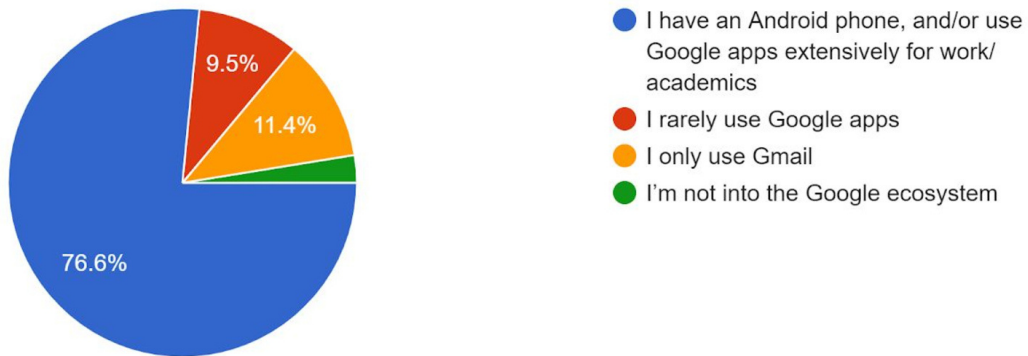
67% of the respondents think the accessibility of their reading material would be easier. They will be inclined to try our device for better accessibility of their reading materials. 11% of the respondents feel organization will become more complicated and 20.9% of the respondents are unsure about having one storage device for all their notes, books, and documents. They can be persuaded if we come up with easy organization for all their reading materials. 1.2% of the respondents will not prefer having one storage device entirely.

12. Would you be interested if Google launched their own line of e-readers?



38.1% of the respondents will be interested in our e-reader even though they might not keep an eye out for it and 33.7% of the respondents will be interested in our e-reader. 15% of the respondents are not interested, but they might check it out once we have launched the product. 13.2% would not be interested in our product. Since we got an overwhelming response of 71.8% in the favour of the product, and positively another 15% of the audience if they can be converted using persuasive advertisements, this can be a successful product.

13. How deep into the Google ecosystem are you? (Gmail, Calendar, Docs, Slides, Keep, etc.)



76.6% of the respondents are deep into the Google ecosystem it can be deduced that they are familiar with Google services and already comfortable with Google. 9.5% of the respondents and 11.4% of the respondents use Google services rarely. So, they can be prospective customers with some persuasive advertising. 2.6% of the respondents do not use Google services.

CONCLUSION

71.8% of the respondents have shown interest in our product. This means that launching this product can turn out to be a successful venture for Google. With PR activities, interactive and persuasive advertisements, we can get a positive response from the market.

TARGET MARKET

DEMOGRAPHICS

- **Age:** Majority of the respondents were aged between 15-30 years, which was 87.5% of the responses received. This helps us determine literacy levels in different age groups and device persuasive strategies accordingly.
- **Income:** The average income level of these participants is 10 lakhs. The survey found that 34.4% of the respondents had an annual income of 5-12 Lakhs and 41% had an annual income of fewer than 5 lakhs.
- **Gender:** This product is made for the advancement of literature, which is free from gender roles in the existing e-reader markets. Thus questioning the gender of the respondents is unneeded.
- **Occupation:** 67% of the respondents are students, who are vital pawns in the education and literature sector.

PSYCHOGRAPHICS

- **Social status:** Google E-reader is aimed towards the middle and upper-middle class. The survey found that 34.4% of the respondents belong to the middle class.
- **Engagement (reading):** On average, 48.7% of the respondents spend 5 hours/week or less reading while 24.9% of the respondents spend 6-15 hours/week reading. This information gives key insights into potential consumers who will find value investing in an e-reader.

- **Digital Note-taking:** Erudite's USP is its non-reading functions. We have learnt that 61.5% of the respondents take notes using digital devices.
- **Buying/consumption pattern:** The product is targeted at people who predominantly buy and consume e-books. 63.2% of the respondents buy physical books once in a while and 15% borrowed/lent books frequently.
- **Lifestyle:** 86.1% of the respondents currently own a digital device. Comparing it with the average income of 8.8 lakhs of 89.4% of the respondents, and the average reading time of 8.3 hours/week of all respondents, it can be inferred that they may have the financial capacity and the interest to invest in an additional more digital device.
- **Attitude:** 42.1% of the respondents currently use e-books, while 20.5% of the respondents are willing to purchase e-books.
- **Storage facility:** The target market prefers one-point accessibility to all their reading (text) materials. 67% of the respondents believe accessing reading material would become easier with only one storage device.
- **Opinions:** Increase in the environmentally-conscious youth gives Erudite an advantage over physical books. This helps us rightfully approach niche markets such as this.
- **Interests:** The success of existing e-reader markets can be further milked with Erudite's multi-functions such as reading, note-taking, etc. The USP gives a competitive advantage in this tech-demanding world,

MARKETING OBJECTIVES

The marketing objectives to capture the attention, and potentially feedback and purchase considerations must be smart SMART-Specific, Measurable, Achievable, Realistic, Timed

To set our marketing objectives, let's look at the marketing mix of our product, the Google e-Reader:
Elaborating on the elements of the marketing mix - 4 Ps

- **Product:** It is a hard, durable, consumer, and a shopping good. The preferences by consumers are perceptible, the accessibility to its USP will act as the major selling point that differentiates itself from its competitors. It's a brand aimed at individuals and already has high brand equity through its other products.
- **Price:** The price fixed based on variables affecting price slightly exceeds the money consumers will be willing to spend on an e-reader, but will definitely be affordable by the majority category of family income (Re: quantitative research). But the price will soon turn out to be justifiable and will also turn the heads of the potential and uninterested consumers towards the products due to its never-seen-before and exclusive features that may change the e-reader game in the market.



- **Place:** The method of distribution is going to be indirect (through resellers like e-commerce sites and physical digital-gadget outlets). The type of distribution is going to be exclusive since Google is a global brand that will focus on an Apple type advertising to effectively communicate its message.
- **Promotion:** To go for a bigger reach with fewer costs, impersonal selling will be used. Still, its effectiveness will not be reduced due to the brand value. Advertising (online through YouTube, Twitter, Instagram, etc. and offline through TV on major English and regional channels). Public relations will also be another method adopted, with stunts like showing the BTS videos of the idea and software development that went into the R&D of the product.

PRODUCT OBJECTIVES

- **Innovative Design:** Thin at all sides, and additional space provided on one of the long sides bear controls like a page-turner, and basic switches to navigate quickly between the book library and the homepage.
- The opposite side is hollow from the back, which acts as a holder for the stylus that comes with the e-reader for taking notes quickly.
- Homepage to have necessary apps from the Google suite, namely Gmail, Google Keep, Google Drive and exclusive apps like the Google E-Reader Library and Google Note.
- **USP:** Paper-like feel that covers all aspects of written information, whether imported from G Drive as e-books or PDFs, or stored as handwritten notes. This encourages the users to never go back to their tabs, phones, or laptops for notes ever again.
- Google E-Reader enables the organization of books and notes.

Proper product communication: Having a clear upper hand over existing e-readers in the market, by marketing through the widely used Google ecosystem. Google's intentions must be clear to the public through all forms of communication used.

Building brand equity: Though Google is an internationally recognized brand, it must take various measures to sustain its brand equity in the new venture. It's not solely about overcoming Kindle as a household e-reader name. Long term growth can be ensured by keeping internal stakeholders happy. Additionally, they must also build economical and sustainable production and packaging methods for CSR.

Increase Long-term profits: Advisable to keep profit margins low, or even negative. The survey reads that majority of the people are students and professionals with an average family income not exceeding 6-7 lakhs per annum. Low price is the major factor that will appeal to them, but the trend of using this e-reader will catch on like wildfire if people communicate with others similar/same to their status.

Price is more than what they had answered that they will pay, but once they learn about the USP and the future for e-reading - product value would increase, thus justifying the costs. Thus communication of its features is a key goal.

Build Hype through distribution: Limit sales to selective markets, to first world countries in both e-commerce sites and chain stores like Walmart and Target. This helps to 1) Build hype 2) Give people from 2nd and 3rd world countries a chance to listen and go over product features and reviews before judgment.

Offline distribution enables older customers that still rely on physical stores a chance to get the feel of the gadget. Ensure adequate sales promotion to encourage potential customers to get out of their comfort zone and make purchases.

Selective advertising: The primary target market is students, and secondary target market is employed persons (young, from ages 20-40). These two groups have the commonality of curiosity and persistence for growth in academic, professional, or personal life. With a majority being GenZ, Millennials, and a few GenX, opting for hip advertising through Youtube, Instagram, Twitter, Facebook online, and majorly choosing OTT platforms rather than cable/satellite TV for advertising is efficient. Regional advertising helps too.

Make the brand a lifestyle: Target specifics: age, finance, portability, navigation in the ecosystem. This is for a fast lifestyle. Also, draw new people in.

Building a strong campaign: Using Integrated Marketing Communication (IMC) and advertisement campaigns across these platforms must be smooth, have the same nature, and mainly - should not be contradictory.

Through YouTube, we must highlight the important features like the stylus provided, the presence of Google ecosystem, and the general harmony within the e-reader; Facebook must draw attention and build hype; and OTT platform - similar to YouTube.

Build a family, not a customer base:

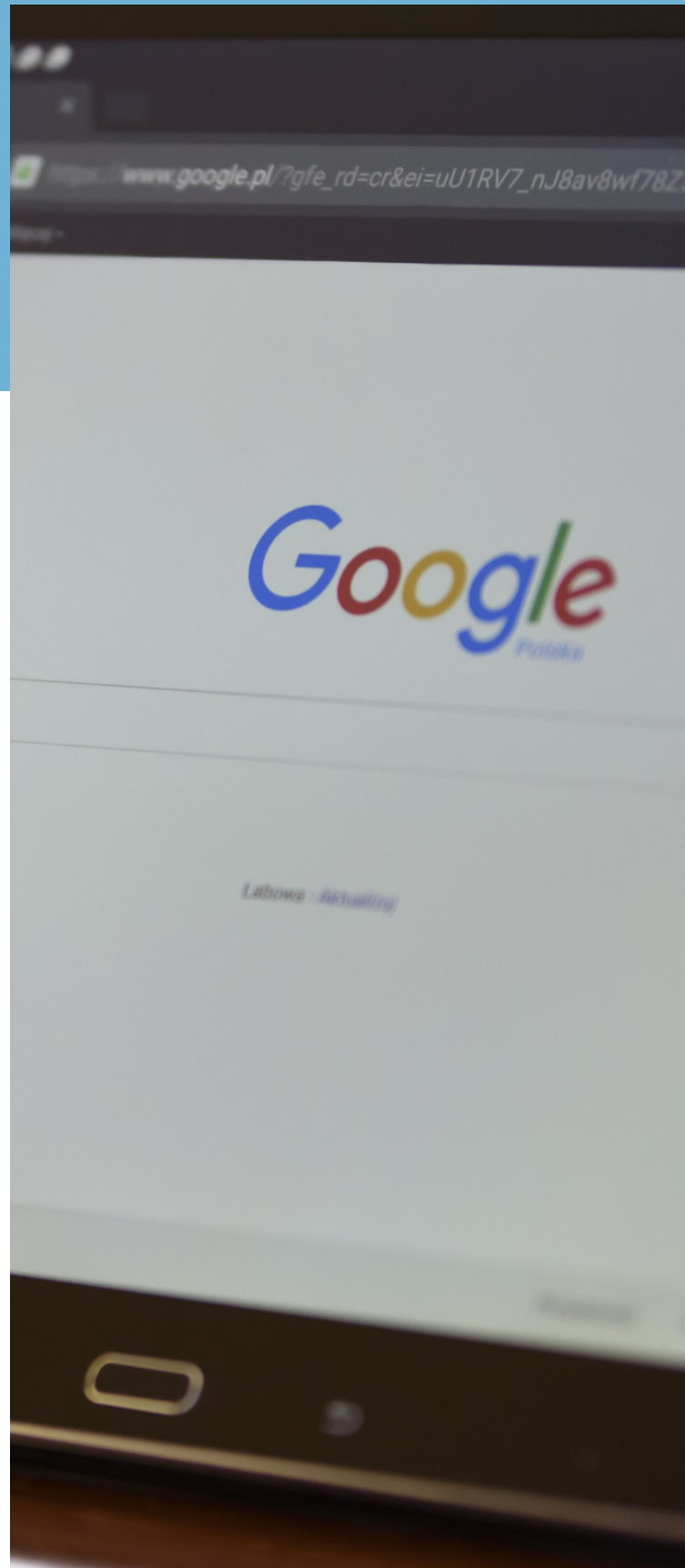
Additionally, one way to garner the attention of online audiences is by storytelling. Sell the feelings, not the product. OnePlus constantly does a fantastic job of being a digital family member to its users, through constant social interaction on Twitter, encouraging question and poll engagement. Using similar methods, we have to really drive the message home.

Also, ensure a deeper-than-the-surface level of social media engagement. In addition, 24/7 customer service must also be established to quickly get back to queries through online chat, social media, and email.

Ensure increase in sales: Change promotional techniques and the proportion of various elements of IMC, and thus constantly keep up with trends. Most importantly, never fail to mention that this is a revolutionary product.

BRAND POSITIONING STATEMENT

For students and avid readers who want an incredible reading experience, Google - a pioneer in cutting edge technology - brings an e-book with multi-platform compatibility so that one can enjoy their favourite readings anytime, anywhere. Google believes in user-friendly, minimalistic designs that will help pen down and store academic notes and creative thoughts in a single device.



IMC STRATEGY

The overall IMC strategy for Google e-reader involves creating awareness about the product, providing a platform to fulfil all academic needs and pleasure reading for everyone, and provide holistic digital learning. It can prove to be an imperative instrument for this new era of digital learning.

Vision Statement:

To inspire productivity and learning, bringing together one cohesive ecosystem for all your reading needs.

Mission Statement:

We aim to provide a good quality product that serves as a multipurpose tool for note-taking, reading, and organising of documents, by making it accessible to learners and readers.

Objective Statement:

- To come up with the most innovative products/services
- To provide excellent customer service
- To provide the best value for the cost
- To reduce the maximum amount of waste produced
- To create a performance-focused culture
- To increase market share

Key Messages:

- Google e-reader is the newest and easiest way to read books
- It is more than just an e-reader, it is also an aid for digital learning
- It enables simplified learning and documentation
- This device is user-friendly and uses electronic paper for best user experience.

Marketing Strategy:

- To create brand awareness
- To develop a complete digital marketing plan
- Develop advertisements for local media- TV, Print, Radio
(Includes Newspaper ad too. during the launch period)
- Develop an interactive Social Media Campaign (through Facebook, Twitter and Instagram)

MEDIA CHOICES

TRADITIONAL MEDIA

Newspaper

- English Dailies like The Hindu, The Times of India, India Express and Hindustan Times are mainly used as the media choices to majorly target the entire population in India, as these are major papers that reach the entire country.
- Since the Newspaper readers are already regular readers, advertising Erudite as primarily a reading device through this channel will convince them to look into the product.

Satellite/Cable Television

- National channels like English news channels (NDTV, Times Now, India Today) and major regional channels/networks (Sun network, Star network, Zee Network, and Colours network)
- These channels will initially bring awareness to the audience about the release of the product with specific advertisements to evoke emotional attachment to the target audience.

Radio

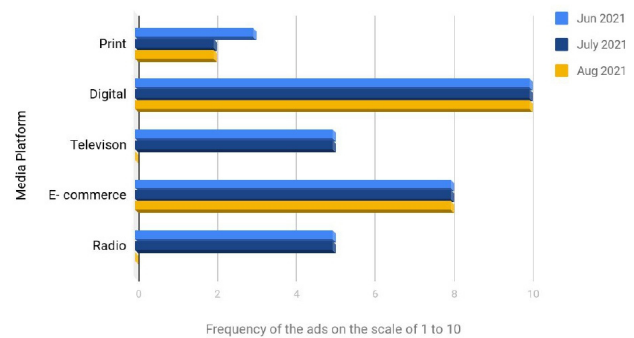
- Advertisements in All India Radio about the specific features of the product will get the attention of the audience throughout the country, and advertising Erudite's audiobooks feature might particularly interest them.

NEW MEDIA

- **YouTube:** Advertisements on YouTube which are precise and cut to the point by highlighting the features of the product, like the stylus and the paperwhite screen, will catch the attention of youngsters and adults.
- **E-Commerce websites:** Product display ads can be used on the main page of e-commerce websites like Amazon, Flipkart, Snapdeal, Croma and Reliance Digital to target audiences who generally shop on these sites.
- **Social Media:** Also, Product display ads can be shown in the feeds of Instagram, Twitter and Facebook to target young users. A separate page for Google Erudite will also reach a wide audience as Google has 12.2 Million followers on Instagram, 22 million followers on Twitter, and 28 million followers on Facebook.
- **E-mail:** Email marketing can also be used to send emails about this product to all the users of Google platform. This will be of a greater impact and will be easy to advertise as there are 1.5 billion Gmail users worldwide.

MEDIA PLAN

Media Plan



MEDIA VEHICLES

Social Media: Google's target audience are primarily the younger generation (about 34.33% of the population in India are aged between 18-24) who are easily accessible via the social media platforms such as Instagram, Facebook, and Twitter. Google's already established, successful online campaigns show the effectiveness of this medium. Social media advertising for Google Erudite not only aims at kindling the curiosity for this product or make people aware of its existence, but it also seeks to continuously remind the customers. Interactive social media ads and posts make for the ideal impression of the Google E-reader.

Television: An estimated 836 million individuals have access to TV. With prime time advertising, Google Erudite can reach both its primary and secondary target audiences.

YouTube: Though YouTube is a video-sharing platform, it has established itself to be a unique social media platform that is highly impactful. Google Erudite's online campaign can make use of this platform with a set of video ads that aim to rouse interest while also informing the customers of its features and availability. In addition to this, Google's principle of highly personalised and consistent storytelling can also be put into play.

Newspaper: Reaching a large group of audience is made possible through newspaper ads. It is estimated that more than 425 million readers of newspapers can be reached through this medium.

Radio: Google Erudite's radio advertising aims at promoting its audiobook listening feature, and its ease of use. This will provide a lift in appreciation for this product.

E-Commerce Websites: Placing ads through E-commerce websites such as Flipkart, Amazon, Reliance Digital and Croma engages customers while also promoting the product.

MEDIA RATES

S.NO.	MEDIA	COST PER AD	COST PER DAY/ VIEW/ ENGAGEMENT	FREQUENCY	TOTAL
1.	DIGITAL				
	YOUTUBE	RS.0.25	RS.0.25 PER VIEW	4,50,00,000 VIEWS	RS. 1,12,50,000 (4,50,00,000 * 0.25)
	HOTSTAR	RS. 0.08	RS. 0.08 PER VIEW	30,00,000 VIEWS	RS. 2,40,000 (30,00,000 * 0.08)
	INSTAGRAM	RS. 0.2	RS. 0.2 PER VIEW	3,00,00,000 VIEWS	RS. 60,00,000 (3,00,00,000 * 0.2)
	FACEBOOK	RS.0.2	RS.0.2 PER VIEW	30,00,000 VIEWS	RS.6,00,000 (30,00,000 * 0.2)
	TWITTER	RS.40000	RS.2,00,000 PRIME TIME TRENDING	7 DAYS	RS. 14,00,000 (2,00,000 * 7)
	GOOGLE	RS. 20	RS. 20 PER CLICK	30,00,000 CLICKS	RS. 6,00,00,000 (30,00,000 * 20)
2.	PRINT (ALL OVER INDIA)				
	THE HINDU	RS. 2,56,11,300	RS. 2,56,11,300	7 DAYS	RS. 17,92,79,100 (2,56,11,300 * 7)
	TOI	RS.4,80,48,000	RS.4,80,48,000	7 DAYS	RS.33,63,36,000 (4,80,48,000 * 7)
3.	E-COMMERCE				
	FLIPKART	RS.2,30,000	RS.2,30,000	60 DAYS	RS.1,38,00,000 (2,30,000 * 60)

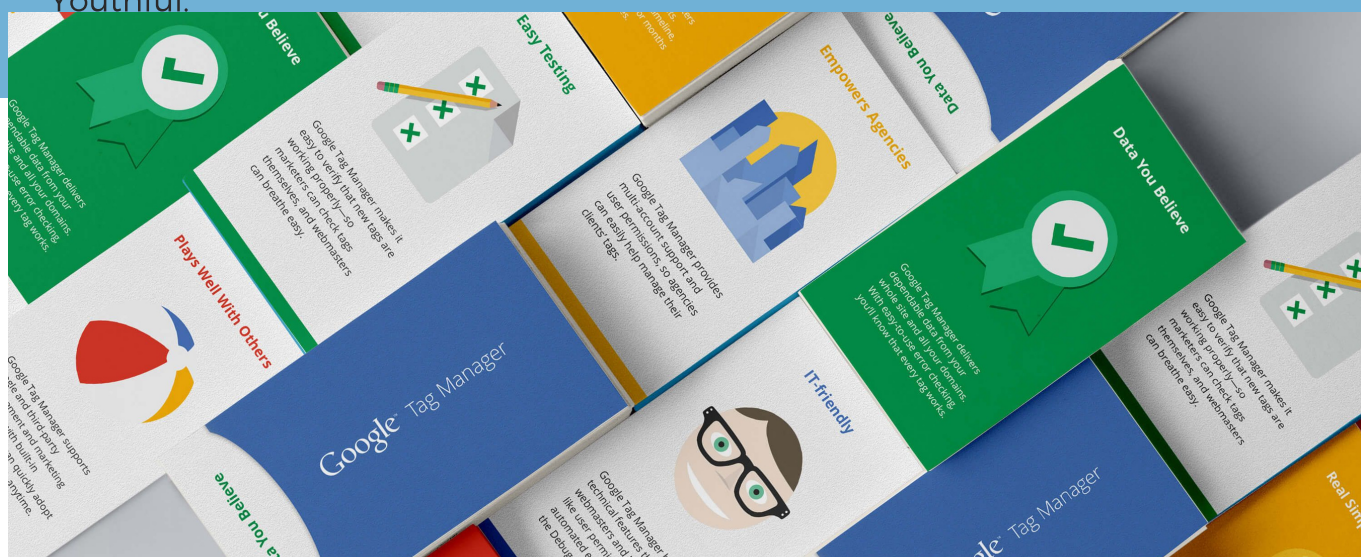
MEDIA RATES

4.	TV (HINDI, ENGLISH)				
	STAR GROUP • STAR PLUS (RS 4565 PER SECOND) • STAR WORLD (RS 228 PER SECOND)	RS.1,43,790 (RS. 4565 * 30 SECONDS) + (RS.228 * 30 SECONDS)	RS. 17,25,480 (RS.1,43, 790 * 12 TIMES A DAY)	21 DAYS	RS.3,62,35,080 (RS. 17,25,480 *21)
	COLORS	RS. 2,40,000 (RS. 8000 * 30 SECONDS)	RS. 28,80,000 (RS. 2,40,000 * 12 TIMES A DAY)	21 DAYS	RS. 6,04,80,000 (RS. 28,80,000 * 21)
	HBO	RS. 46,200 (RS. 1540 * 30 SECONDS)	RS. 5,54,400 (RS. 46,200 * 12 TIMES A DAY)	21 DAYS	RS.1,16,42,400 (RS. 5,54,400 * 21)
	COMEDY CENTRAL	RS. 6,000 (RS. 200 *30)	RS. 72,000 (RS.6000 *12)	21 DAYS	RS. 15,12,000 (RS. 72,000 * 21)
5.	RADIO (ENGLISH)				
	ALL INDIA RADIO	RS. 1500 (RS. 50*30 SECONDS)	RS. 18000 (RS. 1500*12 TIMES A DAY)	21 DAYS	RS. 3,78,000 (RS. 18000*21)

TOTAL BUDGET: RS. 71,91,52,580 (Rupees Seventy Two Crore)

CREATIVE BRIEF

- Why are we advertising? To launch the brand new e-reader by Google, creating awareness, and generating excitement among the people.
- To whom are we talking? Students and avid readers around the age of 18 - 35 years old. Majority of these people love reading. They read at least 5 hours a week and would love to have all their books and notes organized in a single place.
- Are there any creative guidelines or mandatories? Google logos and minimalistic design.
- Tone of voice? Modern, Friendly, Youthful.
- What would we like them to think? It is more than an e-reader. It helps in reading all kind of text files and taking notes. Digital learning has never been easier. It has tools that make it an ideal product for students. It is a one-stop destination for all your reading and note-taking needs.
- Deliverables:
 1. Logo x 1
 2. Print Ad x 2
 3. Radio Spot Ad x1
 4. Television Spot Ad x 1
 5. Social Media Posters x 2
- When is the Campaign? June - it is the start of a new academic year in India. It is also the time of the year when the target group usually engage in a lot of shopping and related activities. This is the best time to make an investment in such a product.



ADVERTISING CREATIVES

PRINT AD


Erudite

Grown from books, not paper.



Google Erudite
E-reader by Google

Glare-free, paper-like reading | Supports multiple e-reading applications |
convenient note-taking | Hassle-free organization of reading materials

Pre-order now  GoogleStore

Available at zero down payment and effective EMI starting Rs.500*

*Terms and conditions apply

Print-like feel, even for colour.



Google Erudite

E-reader by Google

Glare-free, paper-like reading | Supports multiple e-reading applications |
convenient note-taking | Hassle-free organization of reading materials

Pre-order now  GoogleStore

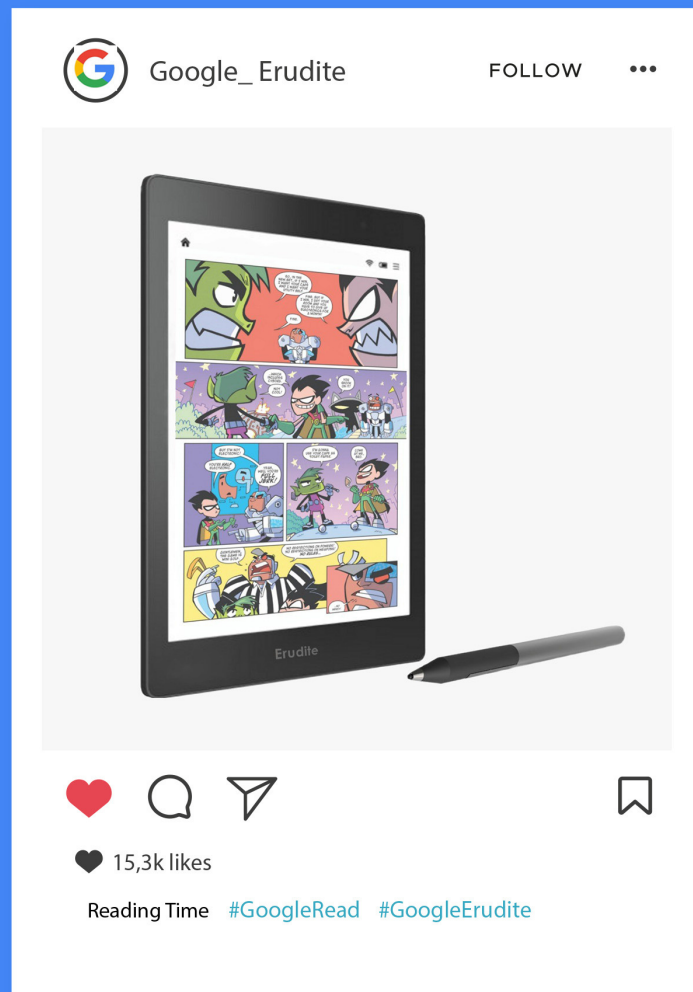
Available at zero down payment and effective EMI starting Rs.500*

*Terms and conditions apply

SOCIAL MEDIA POST



Caption: Google Erudite brings all your books, documents, and notes in one place. We wonder what else Erudite can do.... #LearningMadeSimple
Grab yours today for just Rs. 14999/-



New Era Of Reading

Caption: Let's just say, the new Google Erudite is more than just an e-reader!

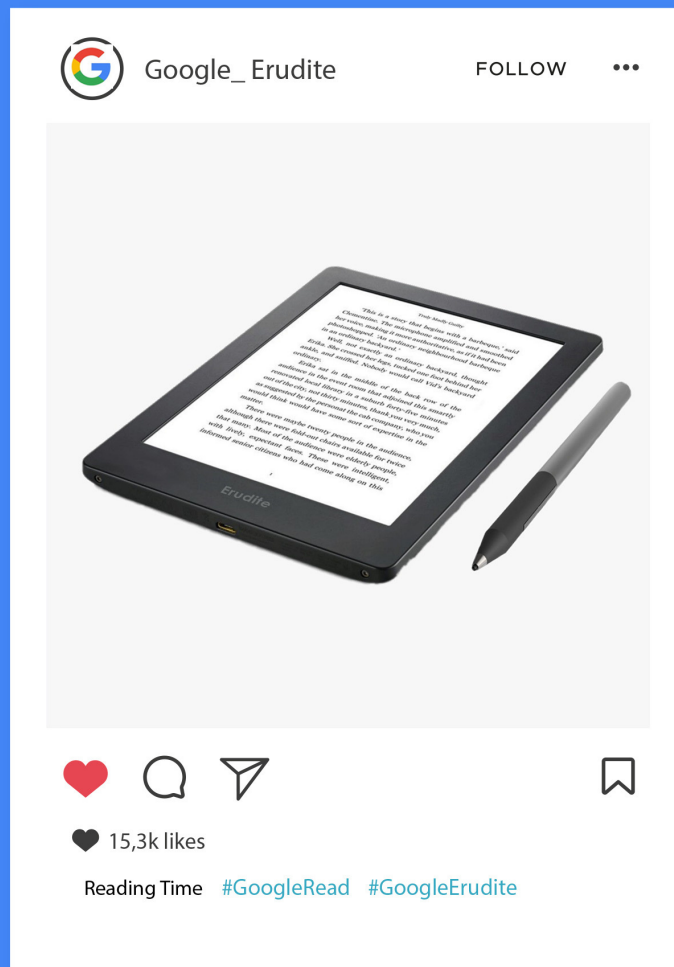
Reading ✓

Note taking ✓

Digital Learning ✓

Cloud integration ✓

All the other cool stuff ✓



New Era Of Reading

Caption: Introducing the new Google Erudite for just Rs.14999/-

It's powerful, it's light, it's efficient. Read, write, and learn anywhere. The new Google Erudite has something for everyone. #NewEraOfReading #GoogleRead #GoogleErudite

RADIO ADVERTISEMENT SCRIPT



Radio Spot Ad

Ad copy: 30 SEC

SFX: book pages turning

Person A (female): This is your favourite book

SFX: writing on paper

Person A: This is your note book

SFX: Typing noise, clicking noise

Person A: This is your personal workstation

SFX: notification sounds

Person A: This is your virtual classroom.

But what if...you could find all of these in one place?

SFX: Google Erudite's start-up sound

Person A: This is your Google Erudite. It's more than just an e-reader. Read your favourite books, take notes, attend classes, and have all of these saved on Google Drive for easy access. Learning made simple! Google Erudite. Available now on Google Store and Amazon.com.



TELEVISION ADVERTISEMENT SCRIPT

VIDEO	AUDIO
Fade in: A little boy, Dexter, wakes up on his bed, puts on his glasses, checks his phone Cut to: Close-up (To phone) Dexter scrolls through a list of events on Google Calendar Cut to: Dexter, properly dressed, eats his cereal on the kitchen counter Cut to: Dexter reads from an e-reader in a crowded subway train Cut to: Dexter listens to an audiobook with his earphones on, lying peacefully on the campus grass Cut to: Dexter draws a random figure of human anatomy in a classroom Cut to: Fast-paced Montage- Dexter receiving awards from his college (also present on TV), and from the president of the country Slow down to: Close up Dexter visibly losing his sanity, fainting down Cut to: Dexter's parents, dressed poshly, looks down on Dexter with worried faces Cut to: Dexter constantly moves his eyes from left to right, the reflection of various digital devices present on his glasses. His eyes slowly turn lifeless and are replaced with robot eyes Cut to: Montages on TV- Newsreaders	Background Music: Slow Rock Little Dexter is a 13-year-old prodigy that has been recently accepted into a prestigious arts institution. To keep up with his peers, he wakes up and checks the day's schedule on his phone, Goes through his notes before class when eating breakfast, Reads in the subway on his way to class, Listens to an ordeal of audiobooks for his next philosophical debate, Secondary voice-over: Excerpt from an existentialism book. Whips out some sketches on his tab to prep up before his contemporary art class, And as he continues to receive the highest of accolades, the only thing that's lowering.... Is his sanity. Little Dexter's parents are starting to get worried, they are constantly seeing their little boy's reality. He has become nothing but a machine that switches his eyes from the phone, laptop, tab... and back to phone. Before turning 14, Little Dexter loses his vision...loses his mind. Sound effects: Sirens, screaming

panicking about this new phenomenon of uncontrollable human automation. Clips of people running on the street, screaming. Clips of parents covering their children's eyes from the digital billboards in public Cut to: President on stage, addressing to the public, dramatically flailing his hands Cut to: A group of students, researchers, and scientists fawning over the body of Dexter preserved in a high-tech science museum Cut to: Fast to slow pace- Rewind up to the beginning of the ad Cut to: Dexter wakes up, picks up Google Erudite instead of his phone Cut to: GFX Stylistic presentation of Google Erudite, displaying its various features, coordinated with proper on-screen texts and voice-over Cut to: Google logo Fade out	His case becomes a piece of sensational news in his country...and the president imposes a ban on all electronic products to protect their children. As for Little Dexter, his permanently automated body is now kept in a science museum, becoming a research wonder for 1000s of scientists across generations. But does it have to end this way? Sound effects: Cliche rewind sounds Only if Little Dexter could turn back time and pick up the New Google Erudite instead. Silence Background music: Up-beat Google Erudite eases switching between various applications for reading, note-taking, sketching, listening, schedule updating... all with an e-paper technology WITH COLOUR, so you don't ever have to strain yourself on any. Other. Device. Ever. Again.
---	--

CAMPAIGN EVALUATION PLAN

Google's Integrated Marketing Communication strategy will create awareness about Erudite and bring in prospective customers. The following objectives are going to be evaluated to test the effectiveness of the campaign.

- **Reach and recall**

After the launch of our campaign, a survey will be conducted among the target audience wherein they will be exposed to an unbranded advertisement and then be asked questions regarding awareness and the brand. The questions will determine the reach of the campaign and whether the audience is able to recall the brand.

- **Online evaluation**

This will help us in understanding the interaction about the brand, by tracking them down using keywords used in the campaign. It will measure the positive, negative, and neutral interactions. It can track how many direct and shared comments were made, and how many were direct search in SEO. It will generate the word cloud and the demographic of our audience. Google analytics can also be used to monitor the traffic on Erudite's website and find out what visitors are typing into the search engines to find our product.



- **Quantifiable evaluation**

This is purely measured through sales in the three months succeeding the launch of the campaign. It is long term, and the campaign is just one of the factors that impact sales (others being logistics and distribution, etc). Hence it is not a direct evaluation of communication.

- **Media Coverage evaluation**

We can analyse the reports shared by the media houses that are based on the viewership, which in turn are based on the TRP rating for every slot of particular shows where the advertisement was displayed. This will give an estimate of the number of people the advertisements would have reached during the campaign period on television.



CONCLUSION

From dawn to dusk, the digital world occupies a major portion of our lives. The mental exhaustion of switching between different devices and the optical strain of blue light constantly takes a toll on our mental and physical health.

Google revolutionizes the world of e-reading by capitalizing on the benefits of e-paper technology through its new Google Erudite, a multi-purpose e-reader.

Google's pre-existing brand image only needs a little push from the various dimensions of our marketing plan to break into the global market. With this plan's carefully laid out strategies and creative tactics, the marketing goals of the company will surely be fulfilled.

We look forward to working with you in executing this plan and helping Google reach its full potential.

APPENDICES

LOGO



Erudite

MOCK - UP





SURVEY QUESTIONNAIRE

11/11/2020

Survey for E-Reader : Google

Survey for E-Reader : Google

Hello there! We are a small group of students from M.O.P. Vaishnav College For Women, pursuing B.Sc. Visual Communication.

As a part of our assignment, my team and I are required to assess the marketability of e-readers, if Google would launch it.

It will be certainly very helpful if you could spare a few minutes out of your busy schedule to help with our market survey.

P.S.: The information collected in this survey is purely for academic purposes, which will help us study consumer behaviour. We assure you that your information will be kept confidential and will not be used anywhere else in any shape or form.

* Required

1. Email address *

2. What is your current occupation? *

Mark only one oval.

- ☐ Student
- ☐ Full-time Employed
- ☐ Part-time Employed
- ☐ Self-employed
- ☐ Unemployed
- ☐ Homemaker

3. What is your annual household income? *

Mark only one oval.

- ☐ Less than Rs 5,00,000
- ☐ Rs 5,00,000 - Rs 12,00,000
- ☐ Rs 12,00,000 - Rs 24,00,000
- ☐ More than Rs 24,00,000

4. What age bracket do you fall under? *

Mark only one oval.

- ☐ 13-19
- ☐ 20-40
- ☐ 40+

5. How much do you read in a week on an average? (in hours) *

Mark only one oval.

- ☐ 5 hours or less
- ☐ 6 hours - 15 hours
- ☐ 16 hours - 25 hours
- ☐ More than 25 hours
- ☐ I don't read at all

6. How often do you buy books? *

Mark only one oval.

- ☐ Once a fortnight
☐ Once a month
☐ Rarely
☐ Never

7. How often do you borrow/lend books? (with friends, family, library, colleagues, etc.) *

Mark only one oval.

- ☐ Once a fortnight
☐ Once a month
☐ Rarely
☐ Never

8. Do you currently own any kind of digital communication device, (smartphone, tablet, laptop, etc.) or do you plan on purchasing one in the next 6 months if not? *

Mark only one oval.

- ☐ Yes
☐ No
☐ May purchase in the next 6 months
☐ Will definitely purchase in the next 6 months

9. Do you currently rely on e-books for any kind of reading (pleasure, academic, etc.)?

If "NO", Why? *

Mark only one oval.

- ☐ I find it uncomfortable
- ☐ I'm indifferent about it
- ☐ I would try it one day
- ☐ It's not worth the money
- ☐ I use e-books

10. If currently using e-books, or if interested in taking up reading more e-books, how much would you be willing to spend on an e-reader? *

Mark only one oval.

- ☐ Less than Rs 7,000
- ☐ Rs 7,000 - Rs 15,000
- ☐ Rs 16,000 - Rs 25,000
- ☐ More than Rs 25,000

11. Do you like taking notes (studies, journal, general, etc.) in a digital medium? (smartphone, tablet, laptop, etc.) *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ I don't take notes

12. What do you think about having ONE storage device for all your notes/documents/books? *

Mark only one oval.

- ☐ Accessing reading materials would become easier
- ☐ Organization of reading materials would become too complicated
- ☐ Unsure
- ☐ Other: _____

13. How comfortable are you with a stylus? *

Mark only one oval.

- ☐ Comfortable
- ☐ Moderately comfortable
- ☐ Mildly uncomfortable
- ☐ Uncomfortable
- ☐ I have never used a stylus

14. How comfortable are you listening to audiobooks? *

Mark only one oval.

- ☐ Comfortable
- ☐ Moderately comfortable
- ☐ Mildly uncomfortable
- ☐ Uncomfortable
- ☐ I have never listened to audiobooks

15. Would you be interested if Google launched their own line of e-readers? *

Mark only one oval.

- ☐ Yes, and I will actively keep an eye out for it
- ☐ Yes, but I will not actively keep an eye out for it
- ☐ No, I would not be interested
- ☐ No, but I will check it out if I ever come across it in an ad or real life

16. How deep into the Google ecosystem are you? (Gmail, Calendar, Docs, Slides, Keep, etc.) *

Mark only one oval.

- ☐ I have an Android phone, and/or use Google apps extensively for work/academics
- ☐ I rarely use Google apps
- ☐ I only use Gmail
- ☐ I'm not into the Google ecosystem

This content is neither created nor endorsed by Google.

Google Forms