

GENERATION

Brand Identity
Competitor Analysis





Agenda

December 7, 2017

Social Media Analysis

Survey Takeaways

Marketing Focus

Ideation

Q&A



SNAPCHAT

The fastest way to share a moment!

STRATEGY

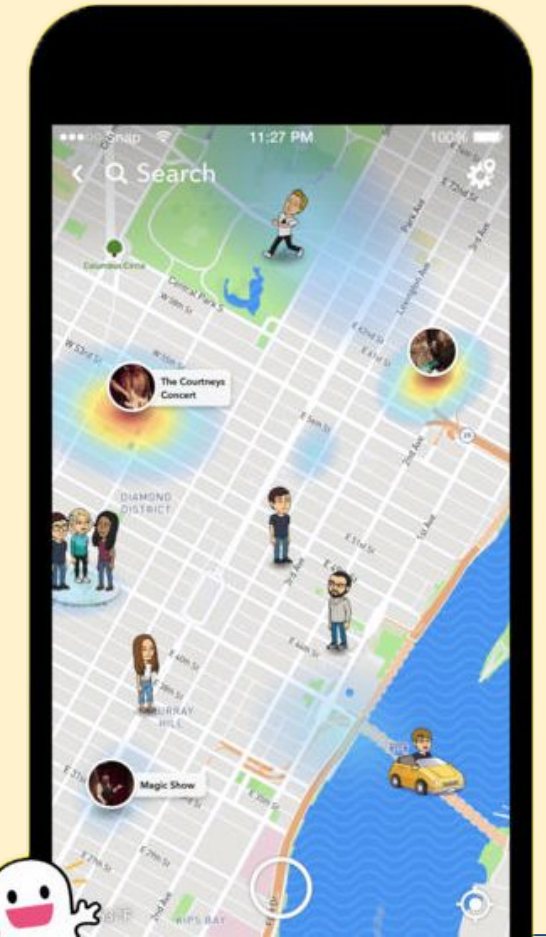
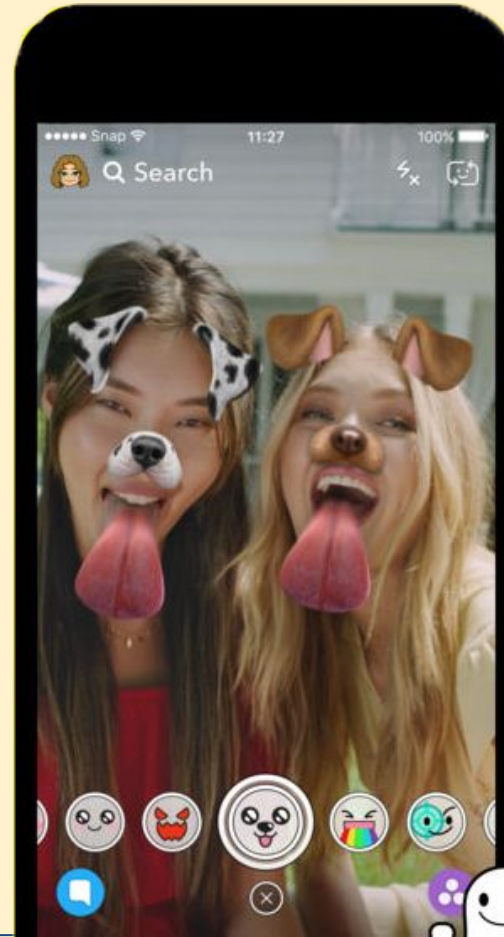
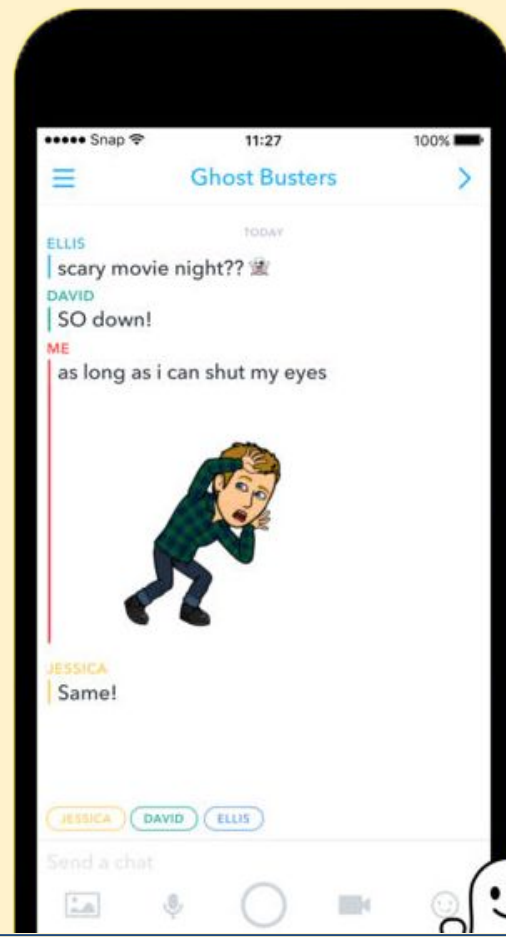
- Focuses on young target audience
- expiration date → users visit daily
- Plays into social F.O.M.O.
- Big celebrity presence

ABOUT

- 60% of smartphone users ages 13-34 use Snapchat
- Share daily life with friends & family

BRANDING

- Balanced use of bright & minimal colors
- Highlights global element & local stories, geofilters





ABOUT

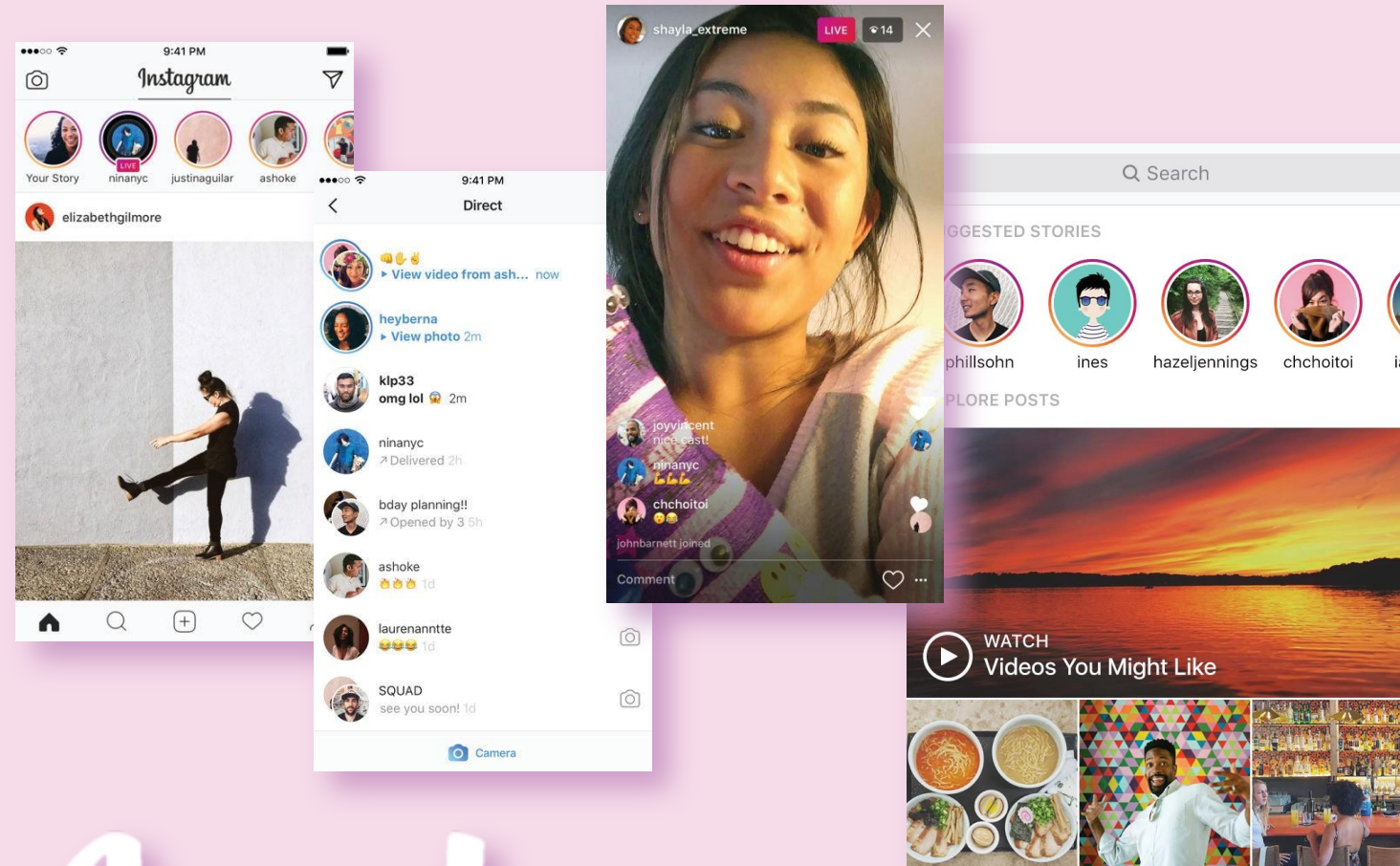
- Social platform for photo sharing
- Popular page → discover other accounts
- Liking, commenting, filters, hashtags to increase attraction

BRANDING

- Simple design
- Bright pinks, purples, oranges in brand
- Majority of colors provided by photo content

STRATEGY

- Focuses on community, art, & each user's content preferences
- Integration w/ other social networks
- Celebrity presence



Instagram

branding

- Effective use of colorful and minimal effects

about

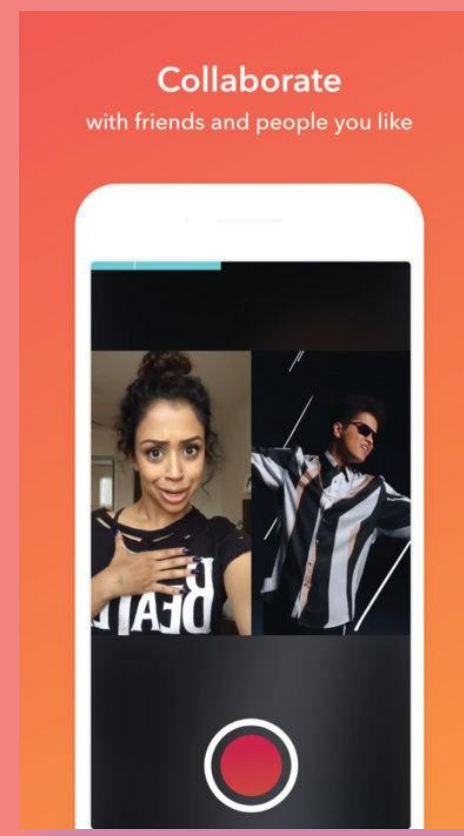
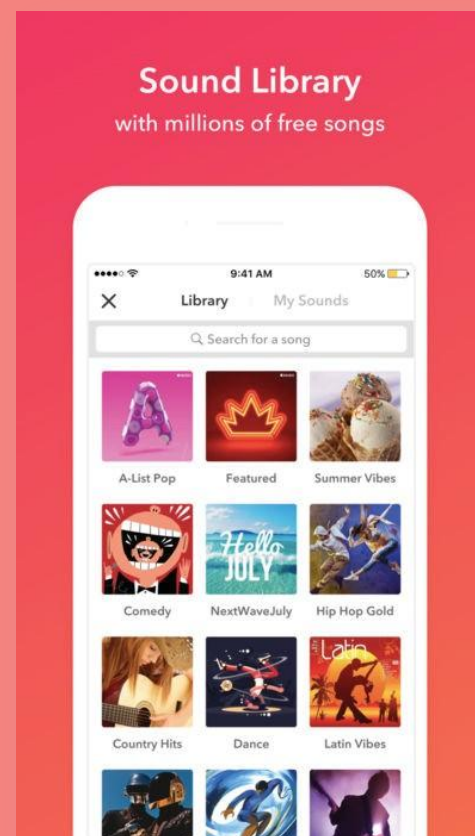
- social network for lip-syncing videos
- over 130 million users
- 60% are ages 13-24

strategy

- focus on the social networking feature
- people stay to watch others

musical.ly

Global video community



YouTube



Features

Impact

- Biggest video network in the world
- Social networks increasingly focusing on video

- From, funny home videos to professional productions
- YouTube stars

Why UpTime?

- A few steps further
- Prioritizes user connection
- Optimizes social experience

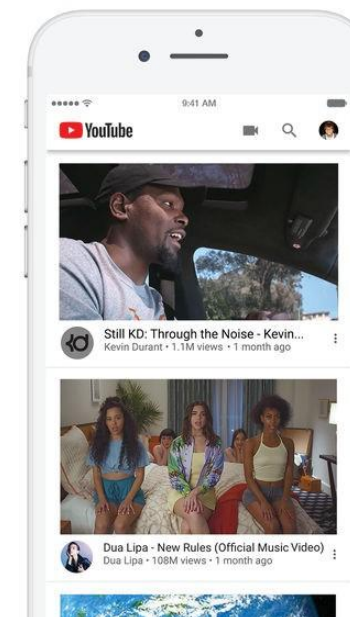
Watch

Your favorite videos



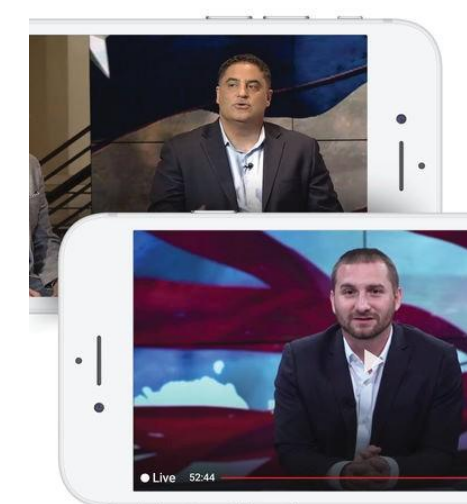
Discover

News, sports, gaming & music



Stay Informed

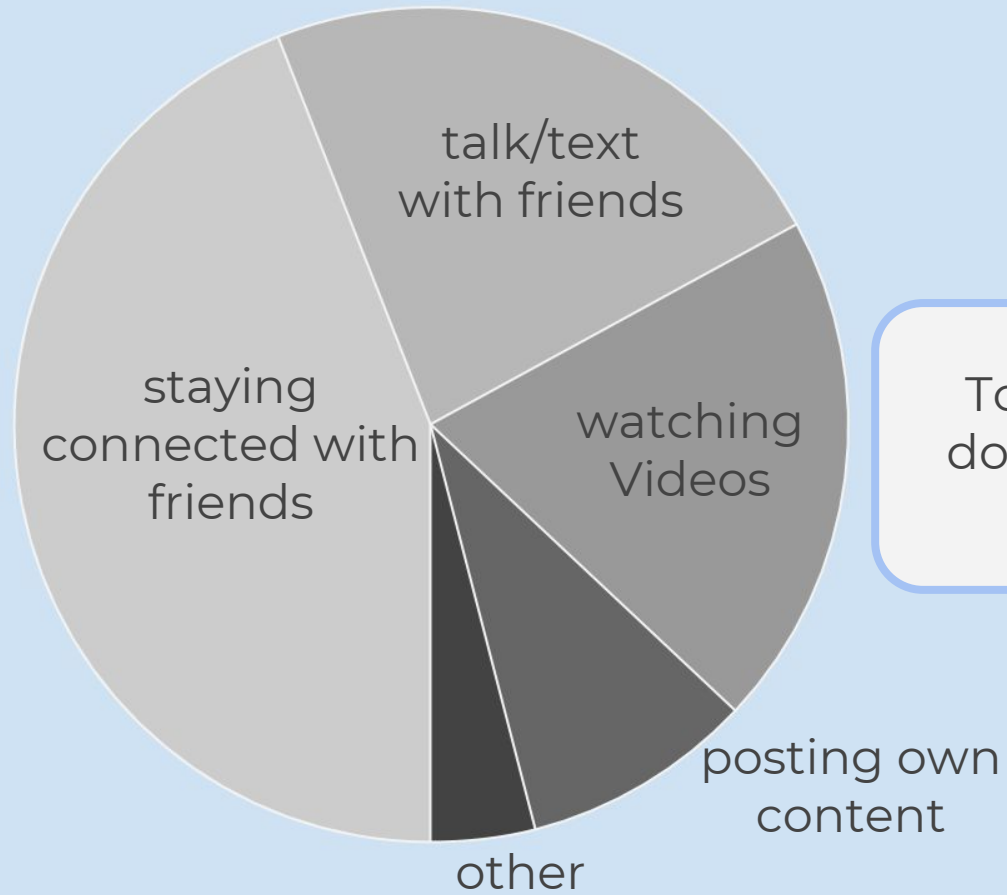
With live news & what's trending



Survey Takeaways

~200 responses, Ages 11-17

reasons why students use apps:



Top 3 can be done w/ using UpTime

71% find out about apps from their friends or family

Focus on quantity of people for exposure

54%

interested to know what videos their friends watch

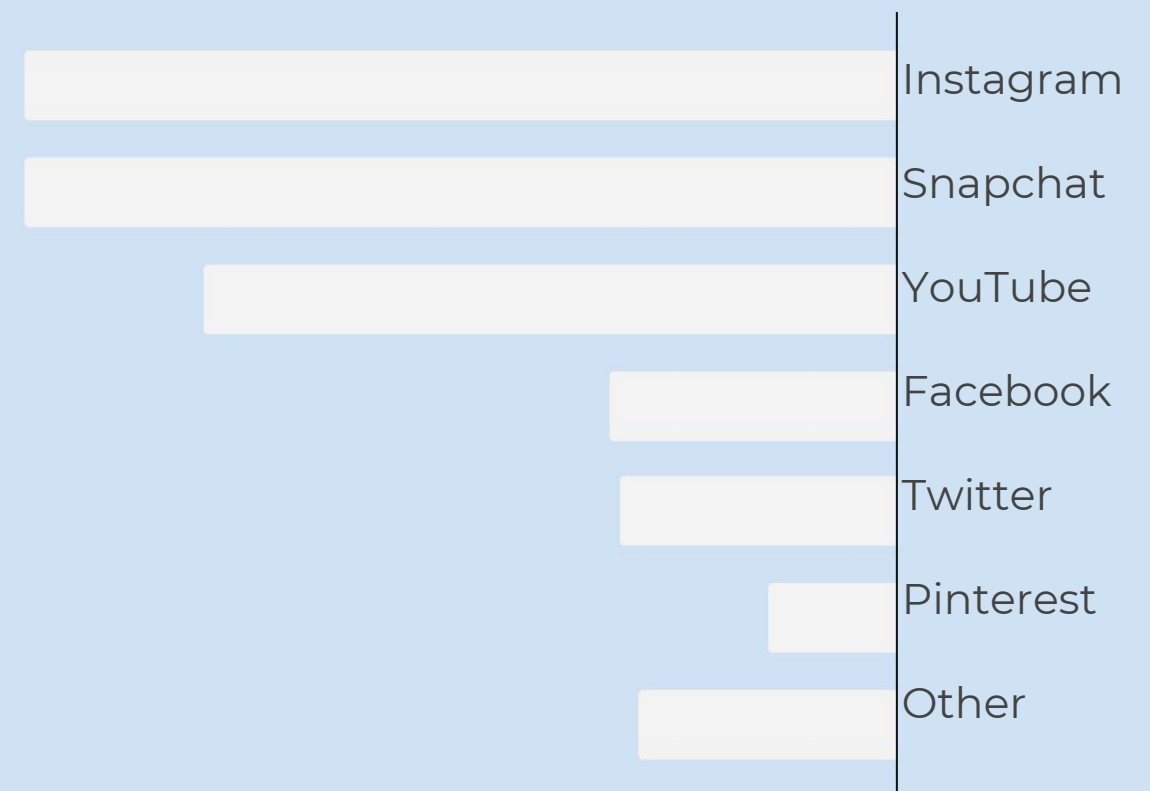
68%

send links to their friends to watch a certain video

With Uptime:

- Could see what their friends watch
- would not have to send links & could watch the video together

top 3 most used apps:



Moving Forward:

Marketing Focus

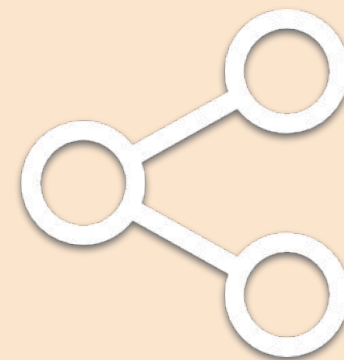
IMAGE

- ◆ Sophisticated
- ◆ Fresh
- ◆ Global
- ◆ Must-Have



CONNECTION

- ◆ Share efficiently
- ◆ Stay included
- ◆ Inform yourself
- ◆ Develop network



LONGEVITY

- ◆ Keep it easy
- ◆ Make it universal
- ◆ Aim older
- ◆ Avoid fads



Outreach

- Link to download UpTime when watching YouTube
 - “Watch with friends”
- Increase searchability through targeted ads on popular apps
 - 2nd most popular way people find apps
- UpTime in the classroom
 - Link UpTime with educational platforms and videos
 - ie: Khan Academy Videos, Dynamic Learning Project

Engagement

- Incorporate Google-hangouts
 - Users can facetime friends while watching video
 - Screen sharing
- Goal: increase engagement through sharing this moment with a friend
 - Similar to house-party

THANK YOU

Q & A!