

Jen's Jazzy Jams

# DAMMMIT *dolls*

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# primary RESEARCH

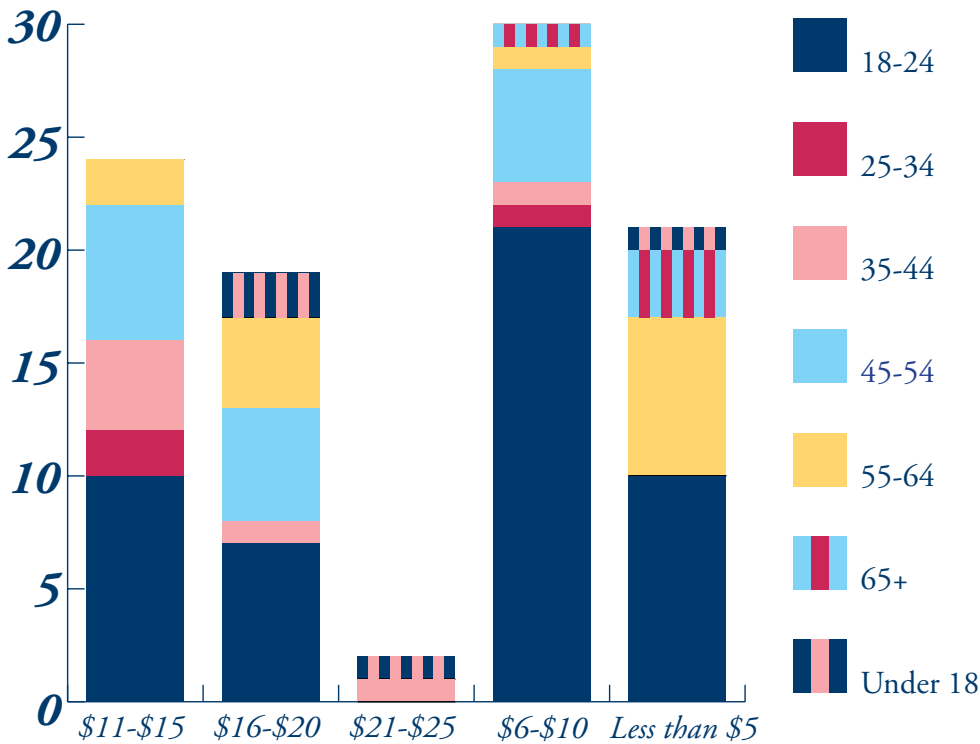
To establish a clear target audience for the Dammit Doll's advertising campaign, we conducted both quantitative and qualitative primary research. Comprehensive survey instruments, detailed results, and focus group notes are in the *appendix* at the end of this RFP.

## Quantitative SURVEY

Our survey featured 20 questions, focusing on four key areas: stress (6 questions), boutique shopping habits (3 questions), perceptions of the Dammit Doll (7 questions), and demographics (4 questions). We collected 127 responses. Of our respondents, 80% were women, and half fell within the 18-24 age range. Participants reported an average stress level of 5.82 on a 1-10 scale, with 1 being the lowest and 10 the highest. On average, they experienced stress 4.83 days per week. Notably, 89% indicated anger, irritability, and/or anxiety when stressed.

A key insight for shaping our target audience came from examining the difference between those willing to pay \$19.99 for a Dammit Doll and those who expressed interest in purchasing it, either for themselves or as a gift. The 35-44 and 45-54 age groups showed the highest interest in both aspects (they will be combined and noted as 35-54 from here on out).

# Quantitative SURVEY

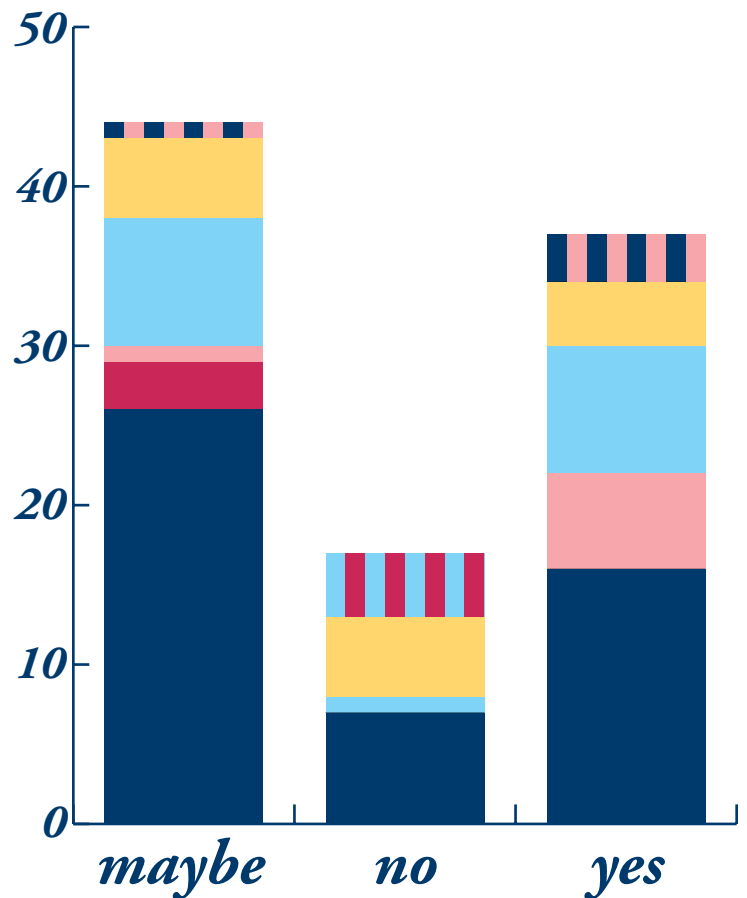
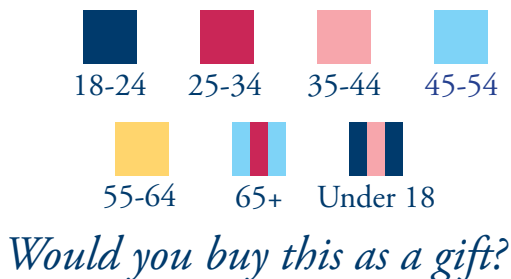


## price by age range

Our data reveals that 22% of all survey respondents were willing to spend at least \$16-\$20 on a Dammit Doll, compared to a notable 41% within the 35-54 age range (a 19-point difference). We believe this is because of the higher likelihood of adults in this age range having disposable income.

## purchasing by age range and purpose

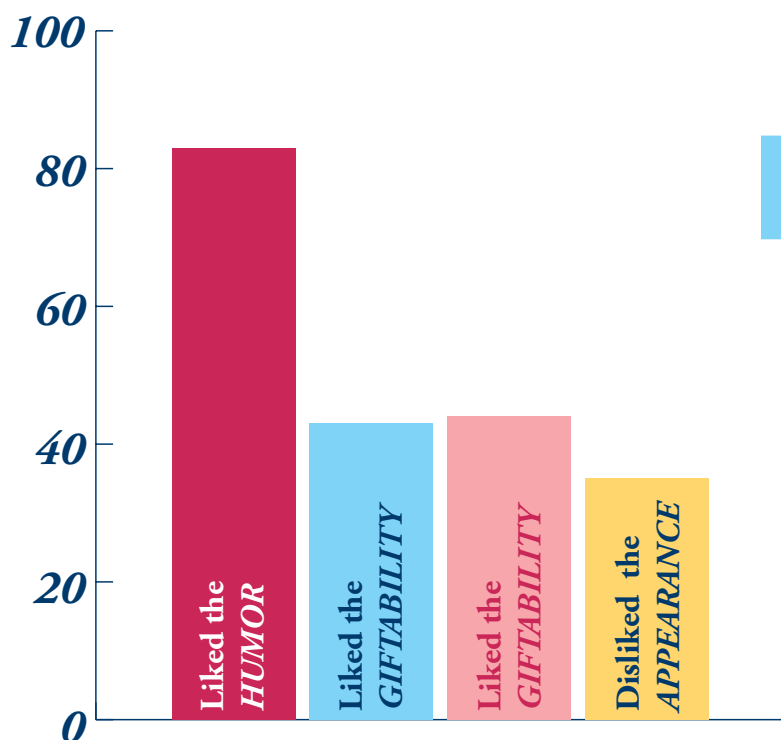
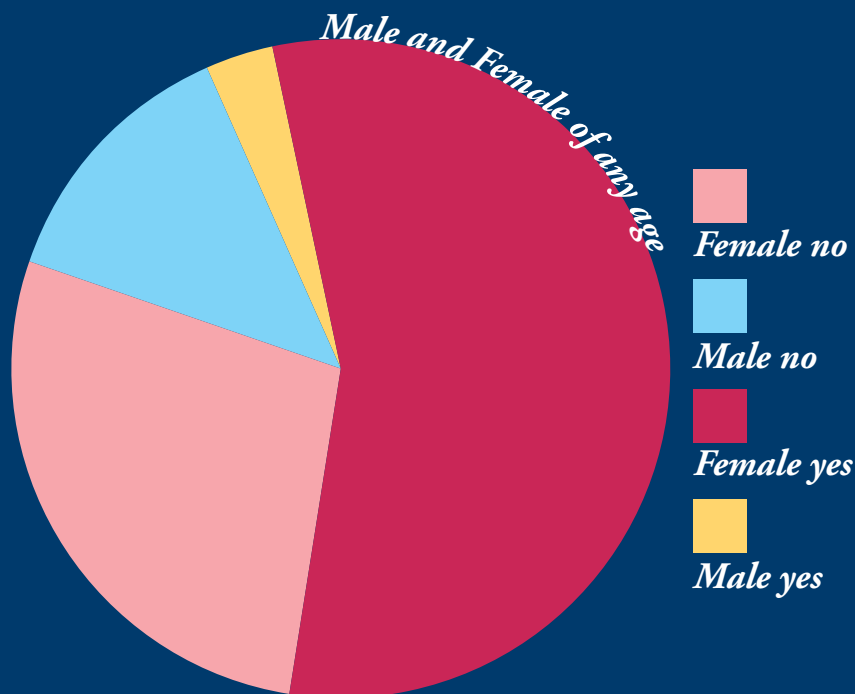
Additionally, 83% of total respondents indicated they would or might purchase the Dammit Doll as a gift (45% might, 38% would), whereas 96% of 35-54-year-olds were interested in gifting it (58% would, 38% might), marking a 13-point increase. This was also the highest gifting percentage among all age groups. Interest in personal purchases of the Dammit Doll remained consistent, with roughly 50% not interested in buying it for themselves, 45% selecting "maybe," and 5% choosing "yes."



# Quantitative SURVEY

## MEN VS WOMEN

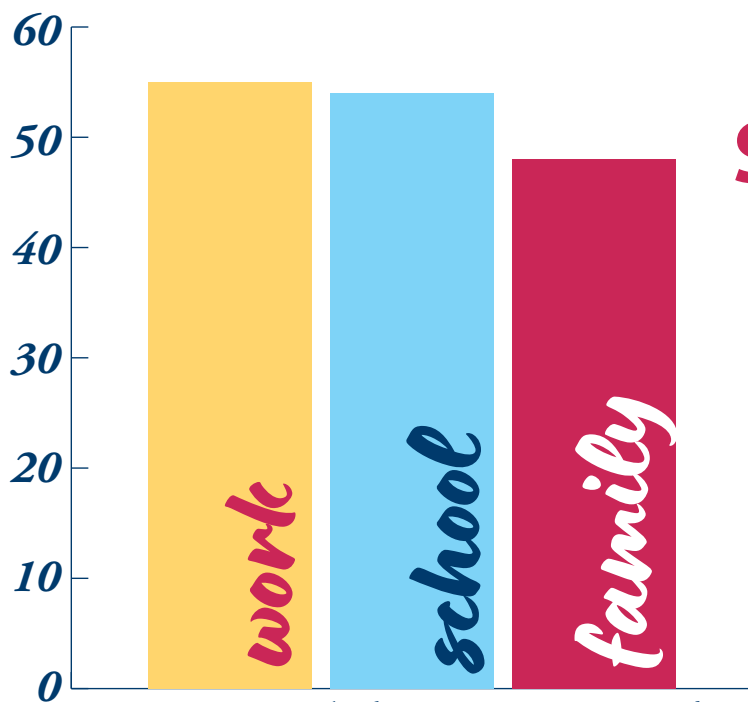
Furthermore, we aim to narrow our target audience to women, as they are more inclined to shop at boutiques. Our research shows that 67% of women are likely to visit a boutique regardless of the specific products offered. In contrast, 80% of men reported being unlikely to shop at boutiques, with 53% stating they were highly unlikely to do so. This trend continues within our target age group, with 70% of respondents aged 35-54 likely to shop at boutiques, compared to 60% of respondents overall.



## the draw of the DAMMIT

When asked what they liked about the Dammit Doll, 91% of respondents mentioned its humor, a preference consistent with our target age group. Notably, 70% of those aged 35-54 appreciated its potential as a gift, 23 points higher than the overall rate of 47%. Regarding dislikes, of the 63 responses received, 56% pointed to the design or appearance as a drawback, followed by 27% who mentioned the stress relief function, despite it being the second most popular feature overall at 48%.

# Quantitative SURVEY



*The three most common stress inducers*

## STANDARD stressers

Diving deeper into the causes of stress, respondents most frequently cited work, school, and family. Within our target age group, 70% identified work as a primary source of stress, 57% pointed to family, and 43% mentioned financial concerns rather than school. Their stress level is also notably higher than the average, rating a 6 out of 10, with stress occurring an average of 5.09 days per week.

This insight presents a valuable opportunity to market Dammit Dolls specifically to working women in this age range, encouraging them to gift these dolls to their coworkers and family members. Given that people often share similar stress levels with those close to them, a Dammit Doll, whether received as a gag gift or a genuine stress reliever, could offer a relatable, lighthearted way to cope with the daily pressures of work, family, and finances.

*Finally, 96% of all respondents, including 100% of those aged 35-54, said they would be most influenced by digital ads. TV commercials were a distant second, with only 17% of respondents choosing this format, 12 points below the overall 29% average.*

Leveraging social media, online direct marketing, and other digital channels enables us to reach our target audience effectively. These platforms offer tools for tailoring content to specific groups, ensuring our messages resonate. In our ads, we will emphasize the features our audience loves, like the doll's humor and gifting potential, and place it in stressful scenarios that mirror their experiences for maximum impact. Our primary goal is to transform hesitant but persuadable "maybe buyers" into committed purchasers by employing innovative advertising strategies.

# Qualitative **FOCUS GROUP**

To gain deeper insights into the emotions associated with the Dammit Doll and to explore specific causes of stress, we conducted a focus group with 7 participants. This virtual session occurred over Zoom on October 30, 2024, at 6 p.m. Participants included Baylor (male, 21), Nathan (male, 21), Fiona (female, 18), Sara (female, 19), Jacob (male, 21), Ava (female, 17), and Noah (male, 18)

Most of our focus group findings echoed the survey results. Participants reported an average stress level of **5.57**. While many said they typically do not hit objects when stressed, they expressed openness to trying stress-relief toys like stress balls. Beyond the stressors noted in the survey, participants also said road rage and sports.

Additionally, all male participants indicated they would not shop at a boutique, while female participants were likely to do so.

Our focus group's reactions to the Dammit Doll largely mirrored those from the survey. Many found the doll's appearance, especially its eyes, somewhat unsettling, and none expressed interest in purchasing it for themselves. However, most appreciated its humor and thought it would make a fun gag gift for someone else. Fiona even shared that she had received a Dammit Doll as an April Fool's Day gift from her brother. Lastly, none of the participants felt the doll was worth its **\$19.99** price tag.

# secondary RESEARCH

## Stress Relief rivalry

We found that the closest competitors to the Dammit Doll are other stress-relief products, most of which are designed and marketed to a broader, younger audience. For instance, [Nee Doh's Nice Cube](#) features bright, playful packaging to attract children and is promoted as a soothing tool to help calm stress. While stress balls and similar items can benefit users of any age, they are often marketed as toys.

Many of these products have also leveraged online virality. Fidget spinners went viral in 2017, while newer stress-relief toys like pop-its and stress balls (like the Nice Cube) have recently gained popularity on platforms like TikTok and Instagram, again focusing on younger audiences. Notably, once fidget spinners became widely used by parents and schools banned them for distracting students, their popularity quickly declined.

Another product is [Ryan Porter's Rage Relief Candle](#), which combines crass humor with stress relief. This product targets women aged 20-35 who want an easygoing way to unwind. In contrast, the [Gorilla Decompression Toy on Amazon](#) offers a more intense and physical stress release. It is aimed at children but still focuses on a tactile way to manage stress.

**The Dammit Doll stands out from other stress-relief products through its unique blend of humor and aggression. Like similar products, it offers a range of styles and colors, with designs tailored to specific stress triggers, like politics, sports, or just life's little frustrations; however, the Dammit Doll taps into an underserved segment: older audiences seeking an immediate, tangible way to release stress. Unlike more passive stress-relief items, such as candles, the Dammit Doll encourages active, physical expression. This "assertive" outlet resonates particularly well with users who want a fast, cathartic option, a market most traditional stress-relief products miss.**

# segmentation

Based on our research, women are more likely to shop in boutiques and purchase novelty items, making this audience naturally inclined toward discovering and embracing the Dammit Doll brand. The doll's humor and stress relief resonate with women's interest in unique, memorable products. With its fun, lighthearted approach to stress relief, the Dammit Doll is perfectly positioned to appeal to women seeking gifts or personal items that stand out from the usual options.

We are also targeting 35 to 50-year-olds in our advertising, as they often experience high stress from career demands and family responsibilities. Our research indicates that this age group shows a strong interest in the Dammit Doll, especially at its \$19.99 price point, making them an ideal audience for our brand. The doll's humor resonates well with older adults who appreciate unique novelty gifts, allowing us to reach an often-overlooked market.

Due to production limitations, the Dammit Doll will be available for in-person purchase only at boutiques in Oklahoma and neighboring states. While there may be opportunities to expand distribution in the future, our current focus is on advertising within these states to maximize resource efficiency. This localized approach allows

## DEMOGRAPHIC

Women, ages 35-50,  
making \$70,000+ annually

us to engage our target market effectively and tap into regional trends that make the Dammit Doll relatable, such as Oklahoma's passion for college football or the famously unpredictable Midwest weather.

We aim to target individuals with disposable incomes, specifically households earning at least \$70,000 annually. While the Dammit Doll is priced at \$19.99, our research shows that most people may hesitate to spend \$16–\$20 on it. Although interest was higher among our target age group, more than half of respondents were unwilling to purchase it at that price. With an average household income of \$87,787 in Oklahoma and neighboring states (according to [data.census.gov](https://data.census.gov)), the doll has become more affordable and accessible than anticipated. Furthermore, households within this income range are likelier to invest in unique products for personal enjoyment or as fun, thoughtful gifts.

# segmentation

## PSYCHOGRAPHIC

### Gift givers, humor enthusiasts, working, stressed

Only 5% of survey respondents indicated they would purchase the Dammit Doll for themselves, a trend consistent with our target age group. The interest shifted significantly when it came to purchasing it for someone else, with 38% of overall respondents and 58% of those aged 35-50 expressing interest in gifting it. This was echoed in our focus group. Given its playful and quirky nature, the Dammit Doll makes an ideal gift for any occasion, whether it is a Secret Santa, white elephant exchange, April Fools' prank, or birthday celebration, appealing to people of all ages and stress levels.

With 91% of survey respondents and all focus group members loving the doll's humor, it is clear this is a feature we should highlight and leverage. The target audience seeks products that add fun and laughter to their lives, making the Dammit Doll a perfect gift for humor-driven stress relief. The nature of the doll also opens up exciting opportunities for witty wordplay in our advertising, helping us stand out from the competition and build an instant

emotional connection with our customers. The Dammit Doll is designed for stress relief, making it a natural fit for a stressed audience. Our target demographic experiences stress an average of 5.09 days per week, with an average stress level of 6 out of 10. Additionally, 89% reported feelings of anger, irritability, or anxiety when stressed, which perfectly aligns with the Dammit Doll's cathartic, "aggressive" appeal. Based on this, we can conclude that this audience values products that provide a quick emotional release and a fun, effective way to manage stress.

Work is a significant source of stress for our audience, making working women a primary target for the Dammit Doll. Beyond personal use, it is also a perfect gift for friends, family, and coworkers who could use a humorous way to manage stress. These women are often surrounded by equally stressed colleagues, making the Dammit Doll's blend of humor and practicality a clever choice. It is a fun, memorable way to share a laugh with those around them while providing an easy outlet for stress relief.

# *Target Audience*

Women aged 35-50 with disposable income, working stressful jobs who enjoy giving humorous gifts to like-minded friends, family members, and colleagues.

# *Positioning Statement*

The Dammit Doll is a lighthearted stress-relief tool that offers a humorous outlet for frustration, making it the perfect gift of absurdity for the most stressed people in your life.

*Brand Essence*

*absurdity*

# IMC *strategies*

## *Advertising* TV COMMERCIAL

An example of a video ad for Roku is provided below ([TV Commercial](#)). This ad can be leveraged across various social media platforms, with the script easily adaptable to highlight other stressful situations. By tailoring the content to address a range of relatable stressors, we can create engaging ads that resonate with stressed people. This strategy allows for more targeted messaging, ensuring we capture the attention of viewers experiencing specific stress points, ultimately driving home the need for a Dammit Doll as the perfect solution. We plan to flight this ad during weekends when NCAA and NFL football games are in full swing. Airing it during stressful football games to stressed football fans should help create an immediate connection to the need for a Dammit Doll. By highlighting relatable, high-stress situations as they unfold, we can help viewers recognize how a Dammit Doll could be the perfect stress reliever. This approach is designed to influence the “muddled middle,” encouraging those on the fence to purchase.

To reach a broader audience, we explored advertising on Roku rather than relying on traditional TV commercials. Roku ads offer cross-platform visibility, appearing on the Roku home screen and across various streaming channels. These ads can be in video or static formats, with households likely viewing them 1-2 times daily. With a monthly budget of \$10,000, we can reach approximately 10-12 million viewers. For peak holiday months (November and December), we plan to increase this investment to further boost our reach.

# IMC strategies

## Advertising SOCIAL MEDIA

We plan on building a strong social media presence for the Dammit Doll brand across Instagram, Facebook, X, TikTok, and Pinterest. Given Facebook's older demographic, clear metric tracking, and higher ROI, our paid placements will focus there, but this may change over time. Our content will blend paid and organic photos, videos, graphics, and TV commercials, along with user-generated content, to capture the Dammit Doll in humorous, relatable stressful moments. By staying current with popular trends and tapping into trending topics through newsjacking, we'll keep the brand timely, engaging, and relatable for our audience

**In addition to our traditional social media strategy, we're planning to send PR packages to influencers who resonate with our target audience. Notable creators like Carrie Jernigan (Arkansas), Kay Dudley (Texas), Ashley Lynne (Oklahoma), and Kendra Amos (Kansas) have a combined TikTok following of around 1.5 million. By sharing Dammit Dolls with these influencers and encouraging them to create content, we can expand our reach beyond our channels and attract new eyes. This approach also adds credibility, as these trusted influencers share their authentic opinions about the product with their engaged followers. We can even encourage everyday customers to share how they use their Dammit Doll. There are already some great examples of this posted to TikTok by [Kylee Mars](#) and [@himynameisnana](#).**

# IMC strategies

## PR FREE GIFTS

To celebrate the launch of our new product in boutiques, we will offer some customers a mini Dammit Doll as a complimentary gift with purchase. This limited-time promotion adds value to their shopping experience, encouraging both interest in the Dammit Doll and brand loyalty. By introducing customers to the fun and stress-relieving appeal of the mini Dammit Doll, we aim to increase foot traffic to our partner boutiques and drive repeat visits.

This gift-with-purchase strategy not only enhances customer satisfaction but also helps establish the Dammit Doll as a memorable, collectible item. [This flier will go out.](#)

## PR PRESS RELEASE

To kick off our campaign, we will launch with a press release announcing the arrival of the Dammit Doll, highlighting its unique features and appeal. This press release will provide media outlets with detailed information about the product, including its design, functionality, and attraction as a unique gift option. We want to generate excitement and encourage earned media coverage from reputable third-party sources, which will help amplify our message and boost brand credibility through trusted voices in the industry. You can see the press release [here.](#)

# IMC strategies

## DIRECT MARKETING

Subject Line: Give the gift of stress relief!

Hi [Recipient's Name],

If you've ever looked at your gift list and thought, "What do I get someone who is always stressed?" - we have the perfect gift: The Dammit Doll!

What's a Dammit Doll? The most decompressing, laughter-inducing, tension-relieving gift ever! It's pillow-like, it's durable, and it's perfect for those moments when your friends, family members, or co-workers need to whack something while chanting "Dammit, dammit, dammit!"

Whether it's for a friend juggling thousands of tasks, a colleague who's been hitting "reply-all" a little too often, or a family member who needs a good laugh, the Dammit Doll is here to be the perfect gift, and here's why:

- **Stress Relief:** It's a product you can hilariously and safely hit.
- **Laughs Guaranteed:** The Dammit Doll is absurd and just giving it a good whack gets giggles every time.
- **Perfect for Any Occasion:** Holidays, birthdays, rough days at the office, and everything in between—the Dammit Doll fits any occasion where people are stressed.

This year, give the gift of absurdity. The Dammit Doll is ready to be your go-to gift for those who need a little more "fun" and a little less stress." At any boutique near you, you can purchase a Dammit Doll for the small price of \$19.99.

Happy Gifting  
Best,  
Jen's Jazzy Jams

We plan to send an email to potential customers to familiarize them with the Dammit Doll. This email will serve as a welcoming introduction to the brand and product, showcasing its unique humor and appeal. The email is written to be reused and customized so we can adapt the message to highlight special promotions, seasonal offers, or upcoming holidays. By tailoring the email to different times of the year, we can consistently engage new audiences and encourage them to consider the Dammit Doll as the perfect gift or stress reliever for any occasion.

# IMC *strategies*

## DIRECT MARKETING

We also plan to launch a holiday display for individual boutiques on November 1st as part of our “Dammit! It’s Christmas” campaign. This is a feature of our broader “Dammit! It’s” campaign series, with the holiday season taking center stage since it’s the prime time for gift shopping. The display will feature a festive Dammit Doll Christmas Tree adorned with gift boxes, complete with a bold “DAMMIT! It’s Christmas!” sign overhead. We hope this eye-catching display draws in boutique shoppers and inspires them to add a Dammit Doll to their holiday celebrations. A mock-up of this display can be found below.

**DAMMIT**  
*It’s Christmas*



# IMC *strategies*

## CONSUMER SALES *promotion*

Our “Dammit! It’s Valentine’s Day” campaign will bring some humor to the holiday by celebrating all the unfortunate (and often hilarious) Valentine’s moments; think terrible dates, bizarre breakups, and cringe-worthy love fails. The contest will take place using in-store promotional items, social media, and Roku advertising (25k-28k viewers a day). The most dammit-worthy story will receive an exclusive Dammit Doll. Ideally, this creates valuable earned content for our social media channels, driving authentic interaction and participation from our audience. It is also set to drive sales, as the Dammit Doll is an ideal gift for both couples looking for a humorous gesture and single friends who need a lighthearted way to release their love life frustrations. [Dammit! It’s Valentine’s Day!](#)

Another fun promotion we are rolling out is printed Christmas cards designed to capture the festive spirit. These cards, which resemble traditional holiday cards, will be sent to mailboxes across Oklahoma and surrounding states. To encourage sales, each card will include a special offer: 10% off any Dammit Doll when presented at a boutique. This will incentivize those on the fence, especially price-conscious shoppers, to purchase a Dammit Doll and bring a little holiday humor into their lives. We also plan to adjust the design throughout the campaign to feature themed discount cards that align with our monthly advertising focus.

# BUDGET *breakdown*

Our six-month campaign will consistently promote the Dammit Doll, with key emphasis on the kickoff, holiday season, and our Dammit-Worthy Moment Contest in February. We plan to allocate an average of \$35,000 monthly across three primary channels: social media, Roku, and holiday cards. Certain price breakdowns will be listed in the appendix.

Because 96% of survey respondents said they would respond best to digital advertising, about 31% of our budget is dedicated to social media. Spending \$3000 monthly on still and video ads should garner 180k-470k views. Facebook is more likely to reach our target audience, so we plan to spend more there. \$4200 monthly will reach 1-3 million users monthly. Doubling this during the holidays should provide excellent reach during the peak gifting period. We will still utilize platforms like TikTok, X, and Pinterest but will not spend to advertise, relying on user-generated and organic content.

As part of our social media strategy, we have allocated \$20,000 for influencer marketing throughout the campaign. While specific dates are not finalized, we aim to align this effort with the broader budget allocation to maximize impact. Additionally, we plan to send 25 PR boxes that include a Dammit Doll, T-shirt, and holiday card, to influencers over the six-month campaign.

Our second key focus is Roku advertising, which offers an excellent opportunity to reach audiences across multiple streaming services. We plan to produce seven commercial-style advertisements, with our most important ones focusing on football season, Christmas, and Valentine's Day. This endeavor will account for approximately \$130,000 (52% of our budget), delivering the highest exposure with an estimated 10-12 million monthly views. Additionally, we have allocated \$5,000 for general production costs, including equipment, editing, props, etc.

Our Christmas displays will feature 18 Dammit Dolls, arranged to create a tree, four gift boxes, and a sign. In addition to these, we will distribute 10% off holiday cards each month. \$2,000 will print 11,320 cards through Canva, and in December, we plan to triple this. Lastly, we have set aside an emergency fund in our budget to cover any unforeseen costs. This money can also go toward additional promotional efforts, such as creating additional Christmas displays or TikTok advertising.

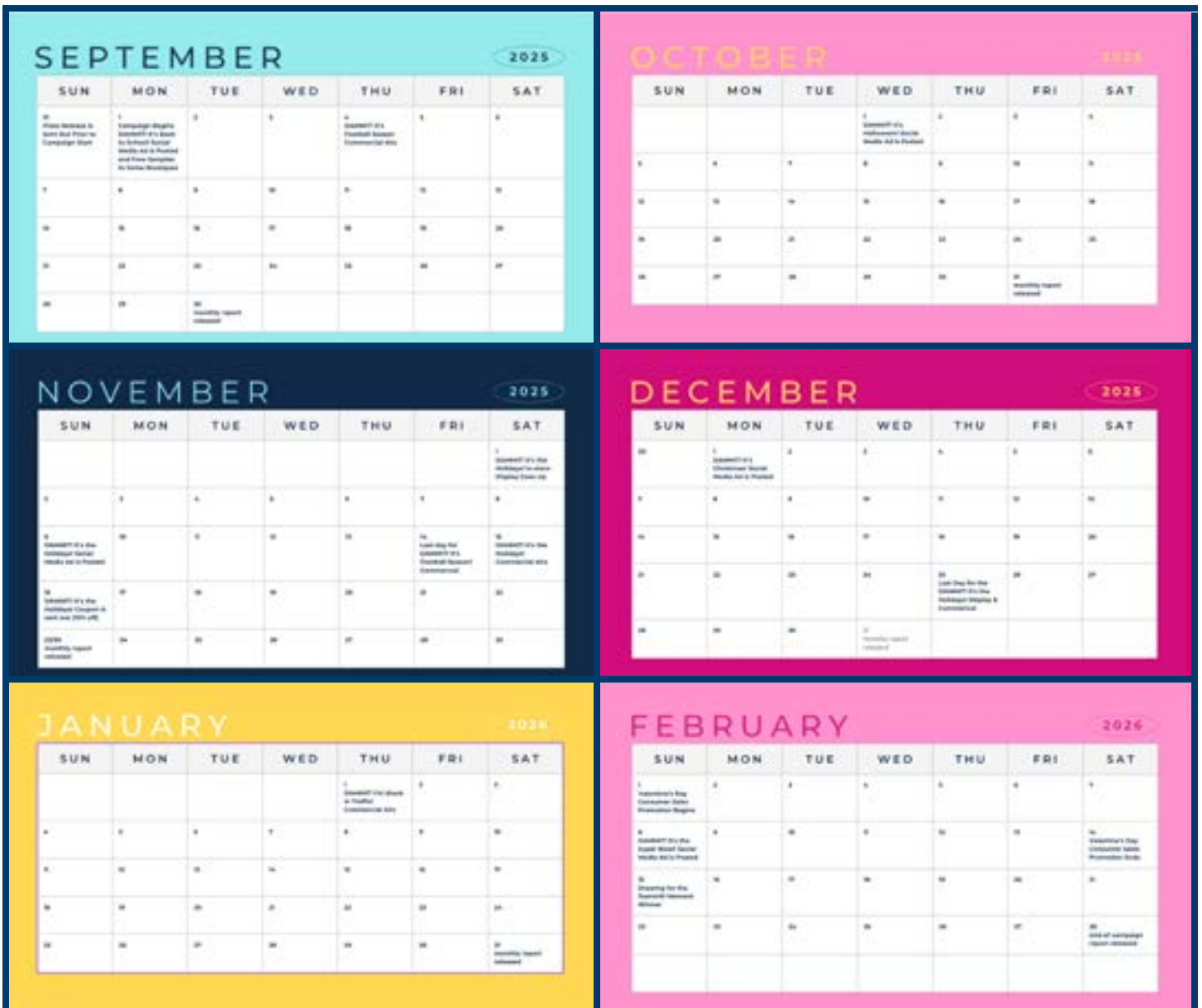
# MONTH BY MONTH *breakdown*

September Budget: \$52,995.57	
Social Media:	
- Instagram	\$3,000
- Facebook	\$4,200 (\$150 per day)
Roku:	\$40,000 (football ad that ends in December)
Football Holiday Cards:	\$2,000
Gift with Purchase:	\$3,795.57 (543 priced at \$6.99)
October Budget: \$19,200	
Social Media:	
- Instagram	\$3,000
- Facebook	\$4,200 (\$150 per day)
Roku:	\$10,000 (Halloween ads)
Halloween Holiday Cards:	\$2,000
November Budget: \$54,400	
Social Media:	
- Instagram	\$4,000
- Facebook	\$8,400 (\$300 per day)
Roku:	\$40,000 (Christmas Promotional, runs for 2 months)
Thanksgiving Holiday Cards:	\$2,000
December Budget: \$35,488.97	
Social Media:	
- Instagram	\$6,000
- Facebook	\$8,400 (\$300 per day)
Roku:	\$10,000 (additional Christmas promotional)
Christmas Holiday Cards:	\$6,000
In-Store Displays:	\$5,088.97
January Budget: \$19,200	
Social Media:	
- Instagram	\$3,000
- Facebook	\$4,200 (\$150 per day)
Roku:	\$10,000 (New Years Promotional)
New Year Holiday Card:	\$2,000
February Budget: \$32,200	
Social Media:	
- Instagram	\$3,000
- Facebook	\$4,200 (\$150 per day)
Roku:	\$20,000 (Valentine's Day promotion)
Valentine's Day Holiday Cards:	\$2,000
Dammit-Worthy Contest:	\$3,000
Overall Budget: \$250,000	
Social Media:	\$77,115.23
- Instagram	- \$22,000
- Facebook	- \$33,600
- Influencer Payment*	- \$20,000
- PR Boxes*	- \$1,515.23 (25 boxes)
Roku:	\$135,000
- Ad Placement	- \$130,000
- Production Costs*	- \$5,000
Holiday Cards:	\$16,000
Other:	\$11,877.55
- Displays:	- \$5,088.97 (100 Displays)
- Gift with Purchase:	- \$3,795.57 (543 mini dolls)
- Contest	- \$3,000
Emergency Funds:	\$10,000.23
*indicates no specific month	

# monthly CALENDAR

We strategically chose to run this campaign from September through February to align with the peak gift-giving season and capitalize on stress-inducing occasions like holidays, birthdays, and other events. This period also coincides with stress-filled moments such as sporting events, back-to-school chaos, and holiday family gatherings, which are perfect opportunities to highlight the stress-relief benefits of Dammit Dolls. Ending the campaign in February allows us to leverage two key events: the Super Bowl and Valentine's Day. By focusing our advertising on these common moments of frustration, we can effectively engage our target audience and maximize impact.

It's important to note that this calendar is not exhaustive. While it highlights some of our key campaign launch and end dates, it does not account for every post. Staying agile and capitalizing on trending topics is crucial in our digital landscape. We plan to actively monitor real-time events, viral trends, and cultural moments throughout the campaign, allowing us to adjust our content and messaging as needed. This flexibility ensures that our advertising remains relevant and resonates with our audience, tapping into unexpected engagement opportunities.



# measuring SUCCESS

## KEY PERFORMANCE INDICATORS

We identified five Key Performance Indicators (KPIs) to measure the success of our six-month campaign. Regularly reviewing these KPIs during and after the campaign will help us monitor progress, evaluate our alignment with the end goals, and identify areas for improvement.

### *User Generated Content (UGC) & Social Media Engagement*

Social media plays a vital role in our digital advertising strategy, making success on these platforms essential. By leveraging built-in analytics tools, we can effectively track performance metrics such as reach, impressions, and engagement beyond likes, comments, and shares. Strong performance from organic posts and ads will signal that the Dammit Doll brand is resonating with audiences. We will analyze the performance of influencer posts, review their engagement metrics, and monitor any uptick in user-generated content to gauge overall campaign success. However, since the dolls will be purchased in-store, measuring the direct impact of ads on driving foot traffic can be challenging.

### *Positive Sentiment*

Positive brand sentiment is another crucial metric to monitor throughout the campaign. Feedback from our survey and focus group revealed that many participants disliked aspects of the product and wouldn't purchase it for themselves. Our goal is to transform these "no's" into "maybe's" and ultimately into "yes's" by building a strong, emotionally resonant brand. We can track changes in sentiment through customer reviews, surveys, and shifts in overall thoughts/feelings of the product. By the end of the campaign, we aim to determine whether our advertising efforts successfully improved public perception and created a stronger connection with our audience.

# measuring SUCCESS

## *Return on Ad Spend (5:1)*

Return on Ad Spend (ROAS) is a key performance metric for assessing the effectiveness of our advertising efforts. While organic sales would occur without advertising, a well-executed campaign should increase overall sales. Our target ROAS is a 5:1 ratio, meaning that for every \$5 spent on ads, we aim to generate one Dammit Doll purchase. This goal measures both the profitability of our advertising efforts and the effectiveness of our messaging in engaging the target audience. By setting this benchmark, we can effectively evaluate the campaign's success and identify opportunities to optimize ad spending for maximum impact.

## *Overall Sales/Units Sold (\$1,000,000)*

Our final and most straightforward KPI to track is overall sales. The primary goal of this campaign is to generate \$1,000,000 in sales, which translates to approximately 50,000 Dammit Dolls sold. This metric provides a clear and tangible benchmark for success. We will closely monitor sales data throughout the campaign, analyzing trends and fluctuations to ensure we are on track to achieve this goal. We can assess how well our advertising, promotions, and brand messaging drive consumer demand by tracking sales volume alongside other KPIs. Achieving the \$1,000,000 sales target will confirm the success of our campaign and provide insights into the future potential for scaling our marketing initiatives.

## *Promotional Redemption Rate (25%)*

One of our advertising strategies involves designing and distributing holiday cards offering 10% off to potential customers. To evaluate the effectiveness of this initiative, we will track the redemption rate of the cards, analyzing how many are used compared to the total distributed. Our goal is a 25% redemption rate which should lead to \$407,520 in sales across the six months. Additionally, we can explore trends within the redemption data, such as which locations see higher usage rates or whether some customer demographics are more likely to take advantage of the promotion. Insights like these will guide future decisions about similar campaigns and allow us to refine our targeting and messaging for better results.

# Ongoing EVALUATION...

To monitor, track, and report on the success of these KPIs, we will create monthly reports that offer a comprehensive overview of our campaign's performance. These reports will include insights into online brand sentiment and data about engagement and metrics from our social media and Roku ads. Additionally, we will conduct surveys and interviews to assess how consumers engage with the brand.

Each KPI will be evaluated with the overall sales goal in mind, allowing us to assess progress and identify areas needing adjustment. We will also highlight key positive and negative takeaways from each month to pinpoint what is working and what is not. This ongoing process of learning and adapting is crucial for the campaign's success. The ability to pivot based on real-time insights will ensure we maximize our impact and budget efficiency throughout the campaign.

Finally, we will compile an end-of-campaign report that will thoroughly evaluate the overall success of our efforts. Here, we will revisit the KPIs to assess changes and determine whether our advertising strategies effectively met the campaign objectives. We also want to reflect on the positives and negatives encountered throughout the campaign. This will help us identify areas for improvement and highlight what worked well. These insights will be invaluable for refining future Dammit Doll campaigns and enhancing our approach as an up-and-coming ad agency.

# APPENDIX

*The research behind it all*

- Survey Results & Takeaways
- Focus Group Notes
- Budget breakdowns
- All this and more....

**Thank you for your time**