

Revision

Writing for the PESO Model

Determine the target audience

I think the target audience will be anyone who likes eating ice cream or interested in new things without specific restrictions of age, gender, income, and other aspects.

To narrow down the scope, I think the trend-following young people should be the top priority. At present, online shopping is widespread, and targeting the young group as the audience can help our products to enter the trend and enter people's vision more quickly.

Identify the most important action the communication needs to create

- Determine the target group: WarmChills, as an innovative product, attracts young people who are willing to try new things and are interested in sweets.
 - Check out ice cream topics on various social media platforms to see what is trending today. For example, check different hashtags related to ice cream on Instagram and see the public's preferences.
- Establish what kind of the first impression of the product to the audience: novel, healthy, and delicious
 - Ask the influencer to evaluate the product and then give a complimentary evaluation. For example, we can send influencer samples and ask them to try first. Then they can post their experience with WarmChills on their social media account.
 - Increase exposure by sponsoring some TV shows and then build an initial positive image.
- Create the message the product wants to convey: Our products are novel, healthy, and delicious, so you should try them with your family.
 - Shoot video advertisements. For example, we could shoot a series of attractive adverts promoting the core idea of WarmChills, including a call-to-action section.

Craft a central message that can be used in paid, earned, shared and owned

* Our products are novel, healthy, and delicious, so you should try them with your family.

Microwavable ice cream sounds like a conflict, but with the novelty of the product, the word "warm" can also be used to spell out Microwavable ice cream. Ice cream is not supposed to be a portion of very healthy food, but the fact that it can be heated can make it a little healthier. Besides, it's a good time for families to eat WarmChills during important festivals to start with family ties when promoting our products.

Give specific examples of written messages that create a call to action in each channel

Explain why each message is the proper fit for each channel - *paid, earned, shared, owned*

Paid:

- a. Work with social media platforms (to sponsor them) to get advertising space.
- b. Attract fans after vigorous promotion, and solidify fans through activities.

Written Message:

- a. Get a cup of warm ice cream in a warm Christmas.
- b. Let's be CreatICE.

Plan & Message Analysis:

a. Youtube places advertisements in videos, some of which can be skipped for a few seconds and some of which can only be skipped after viewing, which is an excellent opportunity to increase message exposure. We

can do some research first to determine which kind of video we want to embed advertisements in. Such as our target is on the young, we can analyze and sort out playing high amount of video in young group (such as vlog and video game), and then by sponsoring Youtube and video bloggers, thereby gaining the advertisements in a particular video, as long as the video watching, our product promotion can see the audience.

*The message in the example is suitable to be inserted into the videos of life. Usually, people who watch such videos are passionate about life. This message can highlight the atmosphere of living well and attract the audience.

b. After some of us know our products and like them in the early stage, we can do fan activities, such as offline tastings or pop-up shops. Based on our users' consumption records, we send them invitations to participate in our offline activities. Offline activities can be new and exciting to make a more profound impression on users. For example, we can invite participants to prepare and make unique ice cream flavors by themselves in the activity, making fans feel that the products are delicious, and the company is very amiable and engaging. At the same time, we can also launch a limited number of peripheral products of products and sell them in pop-up stores, so that the products can enter the lives of fans, and thus convert the newly acquired fans into regular users.

In addition, offline activities will also attract the eyes of people passing by and attract them to participate and consume.

*These creative events are good occasions to promote our products. The combination of "Creative" and "Ice cream" can make our core information more clear at a glance.

Earned:

- a. Cooperate with lifestyle websites to publish articles about products.
- b. Sponsor TV cooking shows.

Written Message:

- a. Column: 99 different ways to eat the microwave ice cream.
- b. Some WarmChills, some spice.

Plan & Message Analysis:

a. While making it fun, we need to be both scientific and life-like to reach all audiences. For example, We could team up with ELLE Decor's Food+Drink section to launch our column about 99 different ways to eat the microwave ice cream and publish it in both the print and web editions of ELLE Decor. This kind of magazine and website give the general public the feeling is relatively delicate and relax.

*Writing a column in this kind of magazine creates a public image of our product as a quality of life improvement.

b. Some TV stations hold bake competitions, such as Chinese and Korean Go Fridge and the BBC's The British Bake Off. By sponsoring such programs, we can increase the exposure of our products on TV. For example, we can add more parts to the program. Contestants must use our ice cream when they make food.

*These ways can make the audience who are not familiar with our products have a curiosity about our products and become potential customers. Besides, this method can also cover some viewers who like to watch TV.

Shared:

Send samples of the product to Internet Influencers for dissemination and sharing on social media platforms.

Written Message:

#newforicecream

Plan & Message Analysis:

Call the public to share their life with WarmChills.

With the development of social media, it is prevalent for internet celebrities to bring goods. For example, we could work with Pamela Reif, the current hot fitness blogger, give her some of our products, make a review video, and post it on social media, while hashtag us.

Further collaboration could include creating # newforicecream solitaire challenge on social media. For example, we're still working with Pamela Reif to ask her to post a picture of sipping our ice cream on Instagram and add # newforicecream with messages. Then ask everyone to share this in this format. Users can post photos with our products on various media platforms and attach # newforicecream to get vouchers and other small gifts, promoting and sharing the goods.

*The written message can call the public to share their life with WarmChills by simply click on social media button.

Owned:

Create our own website and share our stories with users on the website.

Written Message:

My Story with WarmChills.

Plan & Message Analysis:

We could produce storytelling videos by interview two or three families about their stories with our products, such as how WarmChills ice cream changed their situation and what kind of improvement happened after they chose microwave ice cream. We then create a section on the product website where users can share stories or ideas with our product in real-time. Then each month, we can select one of the most impressive stories from the message board as the Monthly Spotlight, and we can contact the user, interview his or her story, and send him a monthly newsletter to our subscribers.

*This written message is simple yet appealing to the audience to read on from a sentimental point of view.

Provide an analysis of how these messages will work together to help the organization achieve its goal

I think the whole PESO Model is quite close to each other in the strategic communication plan. For example, holding offline fan events and pop-up stores mentioned in the program could attract a wave of attention through novel forms. Participants in these activities are likely to rely heavily on social media daily and enjoy sharing their lives on social media. Therefore, after they participate in the product promotion activities, they are likely to share the photos of the social platform's activities and add the tag of our products. In this process, they can be transferred from paid media to share media.

The most significant help to achieve product promotion goals through close connections between projects in different channels is integrating potential users from various channels. The user groups covered by each channel is different, and the relevance of plans provided by other media can help product promotion to cover different users on the whole.

Conclude with a paragraph to explain how you know the messaging will be successful

First of all, the message the product wanted to send was relatively fresh and straightforward, and people who had never been exposed to WarmChills could immediately see what it had to offer them. Besides, the core of PESO's different activities and strategies is to communicate with users, let them get close to the company and products, and show them the various aspects of our products to improve the company's affinity.

Original Version

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Identify the most important action the communication needs to create

Determine the target group, the first impression of the product to the audience, and the message the product wants to convey.

Craft a central message that can be used in paid, earned, shared and owned

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