

# TA-DA TACTICAL PLAN



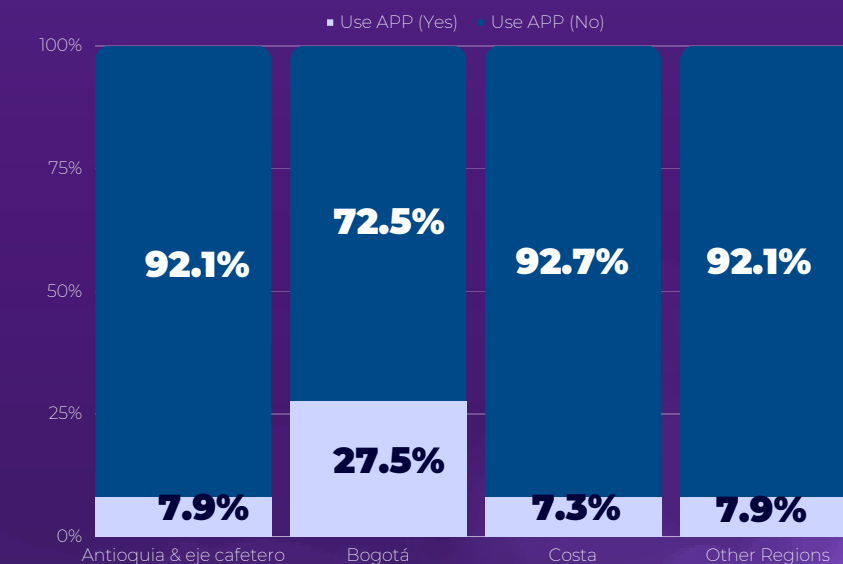
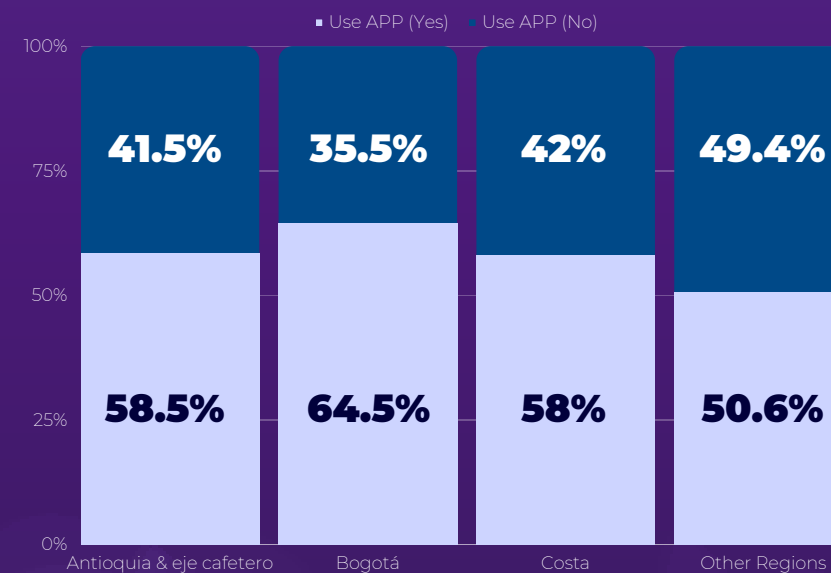
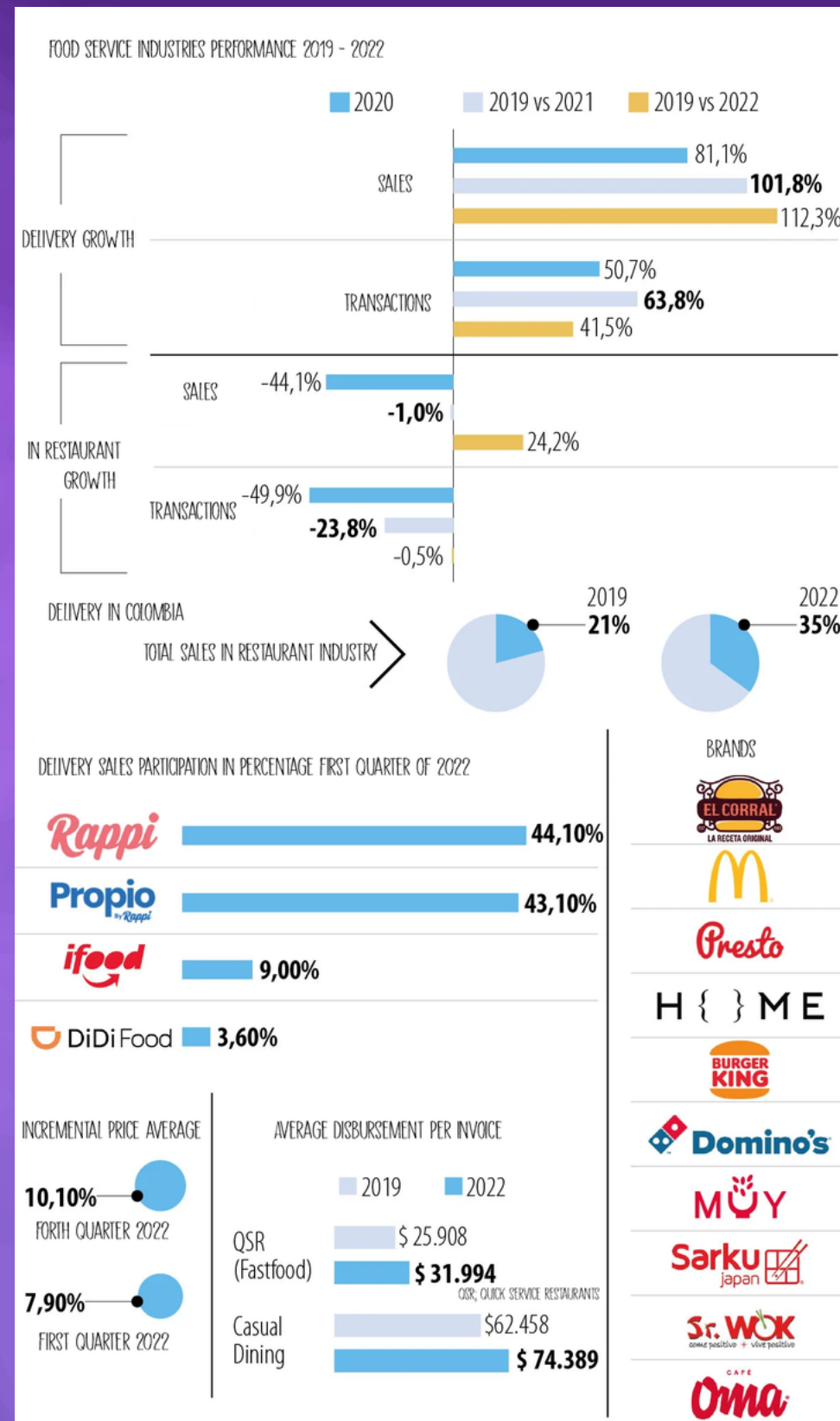
**Donde no hay sorpresa no hay diversión.**

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# Insight & Market Research

## Use of the APP in Colombia by region



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

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

The main objective of the campaign is to create awareness among consumers that there's a new delivery platform that provides cold beverages, with competitive prices and with lower time rates.

# Strategy

We want to be part of our client's special moments and bring them the magic touch by defining a journey where we introduce them to and develop a long-term relationship with the brand.

# Target

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

# Planning

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

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

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

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

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

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

# Marketing

## Mix

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



# Buyer Persona

## TARGETING

Men and women  
26 and beyond +



## GEO -TARGETING

Initially, the campaign will be  
taking place in Colombia

Activation events will take place  
in the following cities:

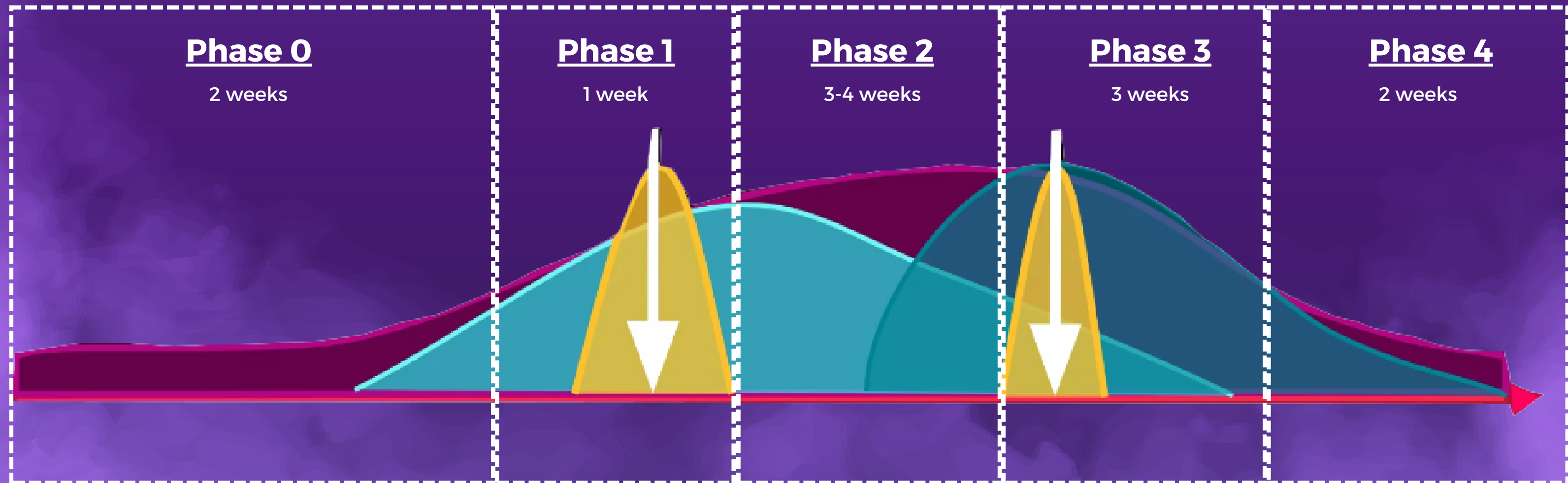
- Bogotá
- Barranquilla



- ◆ Looking for Cost-benefit
- ◆ Short delivery time is requested.
- ◆ Time optimization is their main focus.
- ◆ Are detail-oriented.
- ◆ Socially active in their environment.



# Campaign Moments



## Moment of Expectation

Influencers invite their followers to the event.

## Event

Activation events.

Cities:  
Bogotá and Barranquilla

## Always On

Media Mix Digital  
Activation.

## OOH

OOH Activation and  
Digital Strategy.

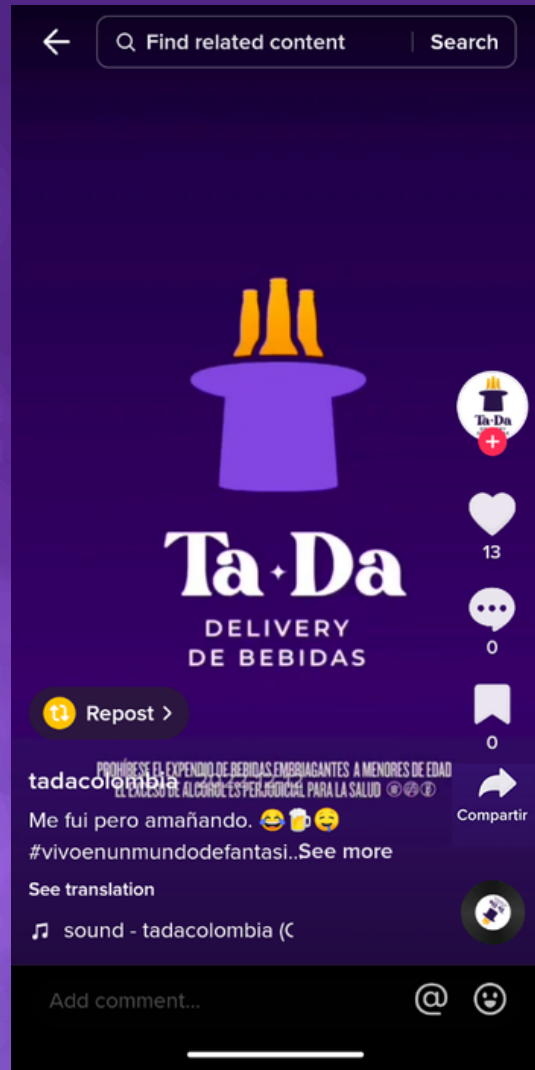
## Sustainability

AR Filters to support  
returnable bottles  
program.



# Social & Rich Media

Branded Content



We will showcase the enchanting moments experienced by our customers, through **captivating banners**, **immersive rich media**, and **stunning videos**.

# INFLUENCERS

Based on Brand Personality



## Divertido, siempre sonriendo.

Los de ÑAM!  
Followers: TikTok: 2M  
Instagram: 1.6M



## Sociable y Relajado

Camilo Arevalo  
Followers: TikTok: 1.7M  
Instagram: 231K



## Comprometido

El Man De Los Descuentos  
Followers: TikTok: 185.3K  
Instagram: 26.1K



## Creativo & Innovador

WinnerMax  
Followers: TikTok: 7.9M  
Instagram: 449K



# OOH - BUS SHELTER

At the Bus Shelter, we're planning a digital activation that lets users scan a QR code and download our app.

For their first buy and to guarantee love and gratitude to the brand we'll offer them an exclusive discount.

## AR FILTERS



We have an exciting lineup of activities for some of the most large-scale events like:

- Estereo Picnic (Bogotá)
- Festival Sabor Bajero de Barranquilla (Barranquilla)

It's the perfect opportunity to share those magic moments with our clients and for them to share our magic with others.

We will have a stand where we'll be serving cool beverages at unbeatable prices and exclusive merchandise featuring some of Bavaria's top brands.



# MEDIA PLAN

Phase 0 - Moment Expectation (2 Weeks)				Total Budget	\$129,600,000.00
Platform	Budget	Objective	Ad Type	KPI	
Social - Meta	\$46,656,000	Brand Awareness / Video Views	Influencer content - Inviting users to the event.	Video Views	
	\$31,104,000	Consideration / Traffic	Influencer content - RTG of Awa viewers, leading them to a micro site with event details.	Clicks	
Social - TikTok	\$31,104,000	Brand Awareness / Video Views	Influencer content - Inviting users to the event.	Video Views	
	\$20,736,000	Consideration / Traffic	Influencer content - RTG of Awa viewers, leading them to a micro site with event details.	Clicks	
Phase 1 - High Impact Event (1 Week)				Total Budget	\$162,000,000.00
City	Budget	Objective	Ad Type	KPI	
Bogotá	\$105,300,000	Brand Awareness	Offline Event - Stand, Banners, Flyers <i>*Filter Creation fee will be part of Production Budget</i>	Attendants	
Barranquilla	\$56,700,000			App Downloads	
				Filters Shares	
Phase 2 - Always On (4 Weeks)				Total Budget	\$97,200,000.00
Platform	Budget	Objective	Ad Type	KPI	
Social - Meta	\$20,412,000	Brand Awareness / Video Views	Branded Videos, Static Ads	Video Views	
	\$13,608,000	Consideration / App Installs	Branded Videos, Static Ads - RTG of Awareness viewers	App Downloads	
Social - TikTok	\$20,412,000	Brand Awareness / Video Views	Branded Videos, Static Ads	Video Views	
	\$13,608,000	Consideration / App Installs	Branded Videos - RTG of Awareness viewers	App Downloads	
Programmatic	\$17,496,000	Brand Awareness	YouTube - 15s Skippable	Video Views	
	\$11,664,000	Traffic	Banners and Rich Media - 300x250, 300x600, 320x50	Impressions, Clicks	
Phase 3 - Sales Spike (3 Weeks)				Total Budget	\$162,000,000.00
Platform	Budget	Objective	Ad Type	KPI	
Bogotá	\$81,000,000	Consideration / App Installs	OOH (Bus Stops)	App Downloads, Coupon usage	
Social - Meta	\$20,250,000	Consideration / App Installs	Branded Videos, Static Ads	App Downloads	
Social - TikTok	\$20,250,000		Branded Videos, Static Ads	App Downloads	
Programmatic	\$24,300,000	Brand Awareness	YouTube - 15s Skippable	Video Views	
	\$16,200,000	Traffic	Banners and Rich Media - 300x250, 300x600, 320x50	Impressions, Clicks	
Phase 4 - Sustainability (2 Weeks)				Total Budget	\$97,200,000.00
Platform	Budget	Objective	Ad Type	KPI	
Social - Meta	\$58,320,000	Brand Awareness / Engagement	Influencer content - Video ads where they use the filter and share details discounts and prices with returnable bottles program	Filter Shares	
Social - TikTok	\$38,880,000				



# Digital Board

## Situation

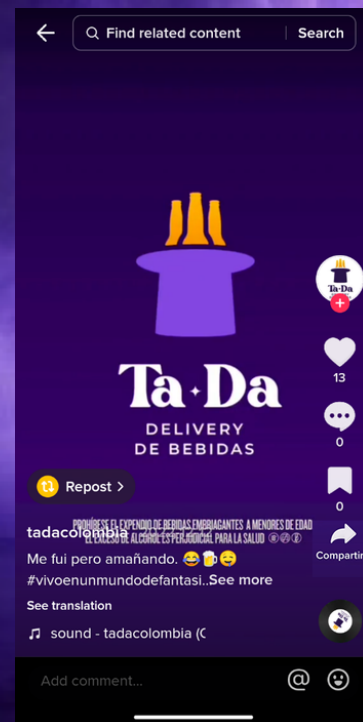
At TA-DA, we strive for more than just a larger market share. Our ultimate aim is to establish our brand as the master that delivers magic to every moment, with precise temperature, speedy service, and all at a price that's tough to beat.

## Implementation

We are leveraging the power of innovative tools, such as augmented reality filters and trendy platforms like Meta, TikTok, and YouTube, to create a thriving community that catches the magic and radiates it outwards to others.

## Idea

To achieve our goals, we have devised a 360° strategy that seamlessly blends cutting-edge technology with real-life experiences across 5 different phases. From showcasing the unique benefits of our app with the help of engaging and influential voices to remember the users precious moments in a fun and sociable way. But our commitment doesn't stop there - we propose to actively participate in festivals & events, where we bring the magic of virtual reality to users, empowering them to spread the joy to others.





**THANK YOU  
WANT A COLD BEER?  
DOWNLOAD THE APP!**

