

Kimbits
Presents...



Web Series

Aaisha Shafique, Daniel Sahayanathar, Nicholas Amirkhani,
Taanvi Malhotra, Wing Mong Chan, Zoya Sami Osmani

Introduction/Situation Analysis:

Kim's Convenience first started as a play, and became a television sitcom series featured on the CBC network, which "br[oke] new ground as Canada's first TV sitcom led by Asian actors (Hunt, N., 2016). Premiering October 11th 2016, the sitcom received 835,000 viewers and totaled 938,000 viewers by the season finale (Kim's Convenience (TV series), 2017). Despite this, the TV series was dropped and there has been no uptake on creating Season 2 of the show. Kimbits Marketing believes that with our marketing skills, we will not only be able to draw in more viewers but make Kim's Convenience a show most Canadians will recognize.

Canada is often referred to and well known as, "the land of immigration" and has accepted "more than 300,000 newcomers...in Canada in the past year" – that's just in 2016! (Grant, T., 2016). This nation is widely known for its multiculturalism, as well as being built up by immigrants; for "since Confederation in 1867, more than 17 million immigrants have come to Canada" (Canada, G. O., 2017). Kim's Convenience is a sitcom that takes pride in Canada's multiculturalism and allows for all Canadians to connect with the characters in the show. Regardless of whether one is Korean and despite their background, all Canadians can relate to the struggles, battles, and experiences of Mr. Kim and his family.

Campaign Objective:

Kimbits Marketing Team:

- Aaisha Shafique, Daniel Sahayanathar, Nicholas Amirkhani, Taanvi Malhotra, Wing Mong Chan, Zoya Sami Osmani

Kimbits Marketing is a dynamic group that works hard to create innovative campaigns, that increase client's consumer bases exponentially. We devote our time to only one client at a time, to ensure that our full and undivided attention creates results that exceed your company's expectations and reach its full potential.

This unique and creative team has created a campaign proposal which presents Kim's Convenience to the series' target audience (25-50), in areas heavily populated by diverse Canadians. The campaign will make use of posters and billboards in subway stations and well-known areas to catch the eye of Canadians in major cities – such as Toronto, and in high traffic consumer areas such as Dundas Square. The campaign will also utilize social media platforms, social culture, and internet domain, in order to reach Canadians across the country, and create brand awareness and loyalty, making Kim's Convenience a hot topic. Kimbits will implement corrective measures through these media campaigns, and web series launch (also in contact with Netflix) during a 5-month campaign. After this period, Kimbits expects to grow Kim's Convenience's viewer base to 1.5 million viewers, with a minimal performance standard set at 1.2 million viewers.

Target Audience

Main Audience:

The main audience is now aged between 17-50 years old extending from the sitcom's first season audience: people aged 25-50 having a middle class income and all are preferably immigrants, not necessarily Korean. The humour and family struggles portrayed in Kim's Convenience satisfies the universal immigrant experience which comes when moving countries as a family.

Hopeful to Reach:

We are hoping to reach teenagers (17-19 years old) and young adults (20-24 years old) by turning Kim's Convenience into a Web Series. Web series is an area of online streaming which caters more towards the teenage age range as all episodes are available and accessible through the internet. Teenagers and young adults are fluent in navigating and watching videos on the web. Watching online videos is the third most popular pastime for internet users, but among millennials it's number one (Drier T., 2016) .

Turning Kim's Convenience into a web series, free for all, and promoting it through social media sites like twitter and facebook, we obtain a high chance of capturing this age range, who don't watch television anymore and could not be captured in Season 1 of this sitcom.

Not interested in reaching:

Not interested in reaching seniors (65 + years old) , kids (5-15 years old), or those from a non-immigrant family background. Kim's Convenience humor is difficult for kids and nonimmigrant families to understand. Seniors are highly likely to watch television than spend their time on a computer and the internet online streaming, therefore they are excluded from the target audience.

Authority:

The authority of the Kim's Convenience Web Series will belong to the producers and writers of the show: Ins Choi, Kevin White, and Garry Campbell. Netflix is a possible future authority figure as Kimbits is in touch with the company for a collaboration on the web series.

Strategies

Products & reports :

1. Advertising on Subways, highway, YouTube, Dundas square and social media accounts:
 - Posters on Subway walls - Look at sample media for Poster preview.
 - Billboard Ad on side of 401 highway. (See activities)
 - Youtube video. Interview on the streets of Toronto asking people about the funny moments they've experienced as immigrants in Canada and the promotion of season 2. E.g. "Hi, Jus Reign here from the Kim's Convenience Web Series and I'm taking to the streets of Toronto to hear from the people about the most embarrassing "immigrant dad" stories they have.
 - Season trailer on Youtube. This YouTube trailer will be promoted on the site as a skippable in-stream ad. The Youtube trailer will link to social media accounts and announce launch date of show. Look at sample media for video preview.
 - Facebook & Instagram ads and page. (See activities)
 - Snapchat filter (ad) (See activities)
 - Marketing on Reddit (See activities)

Digital products:

1. Memes
 - a. Hashtag: "#OkSeeYouSoon, #OkSeeYou
 - b. Other funny lines from the show to be discussed.
2. Create a Facebook account.

3. Create a Twitter account
4. Create a Logo
5. Create a Trailer. (Posted on Youtube, ran as YouTube ad)
6. Instagram ad - (Running ads for that match demographic of Target Audience when people search for specific keywords)
7. Create a Snapchat filter (ad) - (Geo located to popular area, ex. Dundas Square)
8. Marketing on Reddit, and YouTube, by creating video starring Jus Reign set in Toronto

Plan & Proposal of a delivery schedule:

1. Digital products:

1st stage: Creating intangible products (Eg. Memes, Website, Trailer, Clips etc)

2nd stage: Posting the intangible product online.

How we will achieve these goals:

- With sufficient funding we will be able to start advertising by the month of October. (refer to our Timeline).

Activities:

List & explanation of the pursuits the group will work towards:

1. Facebook:

- Creation of this social media platform draws audience's attention to Kim's convenience Season
- Help connect all fans of Kim's Convenience to get more of a community input. Eg. Feedback
- Area for sharing weekly previews of shows, memes, and more

2. Twitter:

- Create a space for sharing memes and hashtags, behind the scenes extras, and updates on the show (Refer to Sample media)

3. Logo:

- Create a unique identifier for the show and using it on all of our social media accounts. (Refer to Sample media)

4. Trailer:

- Create a trailer to capture a preview of what season 2 of Kim's convenience will show on YouTube
- trailer will be promoted as a skippable in-stream ad before other videos in the GTA that share same keyword tags
- Trailer provides links to all other social media accounts, YouTube, Facebook, Twitter. (Refer to Sample media)

5. Youtube video. Interview on the streets of Toronto asking people about the funny moments they've experienced as immigrants in Canada and the promotion of season 2. Teaming up Toronto Youtuber/Comedian, Jus Reign. E.g. "Hi, Jus Reign here from the Kim's Convenience Web Series and I'm taking to the streets of Toronto to hear from the people about the most embarrassing "immigrant dad" stories they have.

6. Viral meme:

- Using characters such as Appa to create entertaining, and relatable memes which will most likely get trending on social media platform

7. Create an Instagram ad:

- Instagram ad will be automatically shown on user's newsfeed when scrolling through timelines of users in our target audience. (Refer to Target audience) Ads will feature images of the family in the convenience store to 'blend in' with regular feed posts, including a funny caption

8. Create a Snapchat filter :

-Snapchat filter will be used to capture the audience and allow them to use our filter as a form of promotion.

- Create a skippable ad /quick trailer that plays when people scroll through their stories section

9. Marketing on Reddit

-Posting the viral video starring JusReign on the r/videos and r/toronto sections of reddit to give more attention to the entertaining video, and to create more buzz surrounding the new season of the show

Management/Timing/Evaluation

Timeline: List of all activities involving the events from start to finish of the social campaign

Activities	Due date	Remarks
Goal development	August 8th	Develop purpose of social media campaign, what is the targeted outcome
Audience research	August 15th	Research and analyze to gain insight of audiences, filtered by demographics, age groups, genders etc.
Show research	August 22th	Gain understanding of the show's content, to facilitate creation of media and using social media outlets effectively
Strategies/Activities	August 29th	Plan activities and strategies relating our campaign, both tangibles/intangible items of promotion
Budgeting	September 12th	Seek quotes from third party firms for prices of items, allocate funds for activities, seek for loans if needed
Pre-proposal conference	September 14th	Meet producers, directors of the show, present concepts
Proposal + Q&A	September 16th	Q&A session with producers, directors, formal presentation
Submit letter of intent	September 18th	Submit documents to producers, directors at CBC studio office
Contact Netflix	September 25th	Propose to Netflix on the possible licensing of the show to be shown on their platform
Create social media outlets	October 1st	Creating social media accounts (Facebook, Twitter, website), manage pages for promotional purposes

Content creation	October 20th	Create logos, trailer, ads, memes and other promotional content to be uploaded on social media accounts/advertised
Create viral video	October 25th	Create, contact Youtube comedian 'Justreign' for possible collaboration, produce viral Youtube video + post production
Monitor social media streams	On going	Track account metrics eg.web traffic, reply to comment, updates, upload new content
Create Snapchat filter	November 1st	Create geo-filter for show at certain crowded location
Public advertisements	December 10th	Contact Pattison outdoor, for public ad spaces in: TTC, Highway, Dundas square; negotiate price and deal
Online advertising	December 20th	Promote content via Youtube, Instagram, Reddit etc.

Budget Breakdown

TOTAL BUDGET	~ \$214 000
Youtube ads (skippable trailer)	5 second skippable in-stream ads on Youtube work on a Cost-Per-View system so estimating that 5 000 clicks are gained at 0.15 CAD per click, the total should be near \$800 for the last 2 weeks before the show's launch.
Facebook ads	Facebook ads promoting the official facebook page will cost near \$20 CAD per day, gaining 10-39 likes per day. These ads will run in the final 2 weeks leading up to the show's release coming to a total of \$280 .
Instagram ads	Instagram ads reaching an estimated 31k-82k people per week in the GTA will cost \$130. These ads will be run in the final 2 weeks before the shows launch coming to a total of \$260 .
Production of viral video	Hiring Toronto's social media star JusReign to host the promotional youtube video will cost roughly \$2000 for a 4 hour shoot downtown. Paired with a cameraman and equipment, the cost to produce the viral video will come to \$3500 .
TTC Subway tunnel ads	The 4 week media cost per panel in AA ttc stations downtown comes to \$2175 (including production of panel costs). We will be buying 15 panels total, 3 ads in the 5 busiest stations. This will create a grand total of \$32,625 .

Dundas square ads	4 weeks of Dundas Square promotions prior to the shows release will come to a total of roughly \$160 000 . (2 non-digital posters, nearing \$20 000 per week per poster)
Snapchat filter	It costs roughly \$80 CAD per day for an active geofilter in a location the size of Dundas Square. This filter will be active on snapchat 2 weeks before the launch of the show coming to a total of \$1200 .
Billboard ad (401)	Purchasing a single backlit billboard ad on the side of the 401 highway in Toronto for 4 weeks will come to a total of \$15 000 . This price includes the cost of production for the vinyl poster.

By spending money to run ads on social media sites such as instagram, facebook, and reddit, 2 weeks prior to launch, our target audience will be reached rapidly over a short period for low cost. We believe production of a viral video featuring citizens of Toronto and social media star JusReign would be an entertaining and low cost method for awareness to the new season of the show. In addition, Reddit is a very effective platform for creating buzz around new videos on youtube, and that is why we will be posting our viral video in the Reddit community (r/videos, r/toronto, r/canada) to gain more attention. Of course we will be spending our budget on more traditional marketing techniques as well such as a large billboard ad on the side of the 401 highway, TTC subway posters, and time slots for marketing in Dundas Square. We have chosen these spots for advertising due to the high volume of Toronto/GTA citizens in these areas on a daily basis. Please refer to the previous page for details about timing and dates.

SAMPLE MEDIA



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