

BUHI SUPPLY COMPANY

BUHI

JUXTA®



SMARTEST
LUGGAGE LINE

of **2023**

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Introduction

STUKENT's IMC Simternship Game

Mimic Integrated Marketing Communications Simternship gave me hands-on experience in the robust field of Integrated Marketing Communications. In the game, I play a new marketing manager at a fictitious company called Buhi Supply co. To increase revenue for Buhi's Juxta Smart Luggage, I lead the development and execution of a two-year-long Integrated marketing campaign. Some job duties I experienced were segmenting target audiences, identifying which marketing funnel stage they are in, and choosing appropriate media channels to move them along the customer's journey.

So, what exactly is Integrated Marketing Communications? Integrated marketing is a holistic marketing approach in which all aspects of marketing work together toward a common goal. There are so many potential media outlets to utilize in a marketing campaign such as digital marketing, broadcast, public relations, print media, and direct media. It is imperative that all of your marketing activities align with a specific objective and present a consistent brand identity. This keeps the clarity and integrity of your message intact.

IMC is a two-way communication street with customers. Don't just promote your products. It is necessary to listen to your customers to gain insights on how and when to market your product to them

Benefits of Integrated Marketing:

- Increased sales
- Improved customer satisfaction
- Repeat purchases
- Customer loyalty
- Enhanced brand and company positioning in the overall market



Campaign Objectives

Develop and execute a two-year marketing campaign for Buhi's Juxta smart luggage line.

- Choose target market audiences and get familiar with their demographics, shopping habits, and interests
- Select the ideal marketing funnel stages for executing campaigns: Awareness, consideration, purchase, loyalty
- Write appropriate positioning statements based on target audience insights
- Determine the best communication channels to reach the selected target audiences in various funnel stages
- Determine when each audience is most likely to purchase and move them through earlier funnel stages prior so they are ready to purchase
- Allocate campaign budgets to the selected marketing communication channels
- Analyze metrics to determine best successful campaign strategies and identify areas for improvement
- Respond to colleagues' marketing questions via the Notifications Hub

Company Profile

BUHI SUPPLY COMPANY

... BUHI
JUXTA

Mission Statement

Basically, if it's a bag, Buhi makes it. Buhi's goal is to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices. Buhi aims to design functional bags that evoke nostalgia – bags with enough personality for even the choosiest of millennials. This goal has been a driving factor in increasing Buhi's sales since it was founded in 2009.



Good Humor



Growth



Winning



Honesty



Dependability

Values

Product

Juxta Beta Suitcase

- RFID-blocking compartment
- TSA-approved lock
- Silent 360-degree wheels
 - Ergonomic handle
- Two USB ports with a built-in battery

\$400

Juxta Alpha Suitcase

- Polycarbonate hard shell
- Lightweight (under 8 pounds)
 - Antimicrobial lining
 - Shoe bag
- Reverse coil zipper

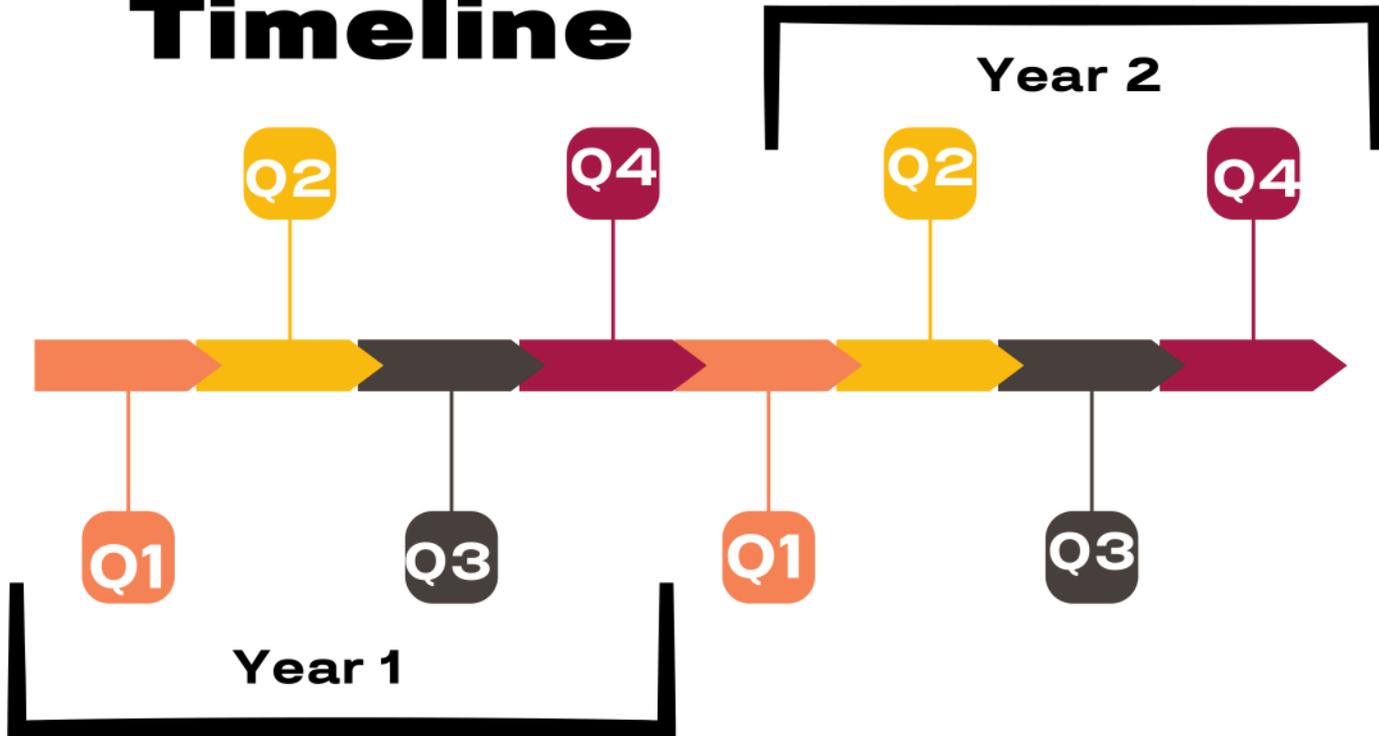
\$275

BUHI SUPPLY COMPANY

BUHI

JUXTA[®] LUGGAGE LINE

Timeline



Budget: **\$500,000** per Quarter



Campaign Goal

Run a two year integrated marketing campaign to increase revenue for Buhi's Juxta smart luggage line to **\$45,000,000**

Year 1	Target Revenue
Q1	4,400,000
Q2	4,700,000
Q3	5,100,000
Q4	5,500,000

Year 21	Target Revenue
Q1	5,800,000
Q2	6,200,000
Q3	6,700,000
Q4	7,250,000

Strategy



- Buhi's data analysts have observed that the following target audiences are more likely to move to the marketing funnel's purchase or loyalty stage in certain quarters of the year. They compiled five-year averages of this likelihood-to-convert data to make quarter comparisons.
 - Buhi marketers should use this data to identify when purchase and loyalty campaigns will be most effective
- Running campaigns for purchase or loyalty in quarters with a lower likelihood to convert is less likely to be effective.
- Move customers through the first two stages of the marketing funnel before they reach their purchase quarters, so you have a greater opportunity to influence them to purchase
- Customers in the loyalty stage purchase twice as much as those in the purchase stage.

Audience Segments



● Raj ●

Q3



● Sue ●

Q1



● Mindy ●

Q2



● Sally ●

Q4

Quarter most likely to make purchase

Raj

Audience Segments

DEMOGRAPHICS

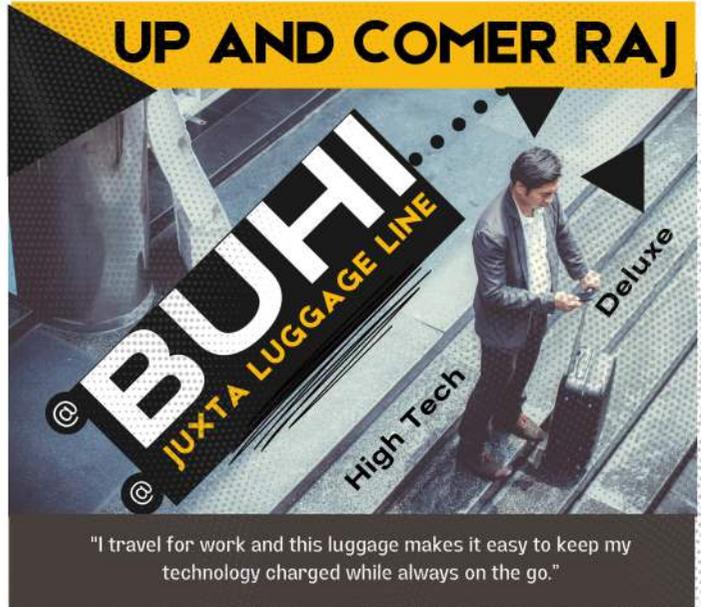
Male
21-28 years old
Single
Full-time employee

Interests

Keeping up with the latest technology
Staying active on social media

Shopping Habits

Purchases high-end products that offer technological features



Positioning Statement

For travel junkies, Buhi Juxta Smart Luggage is the luggage that consistently delivers a durable and secure design, because only Juxta smart luggage allows you to keep your belongings safe from harm

Sue

Audience Segments

Demographics

Female
26-35 years old
Married
Full-time employee

Interests

Traveling to big cities around the world
Experiencing different cultures

Shopping Habits

Purchases products that are sturdy and long-lasting to keep her items safe during adventures

City Hopper Sue

"This luggage holds up nicely while traveling and keeps my essentials intact!"
-Sue

BUHI
BUHI SUPPLY COMPANY

Buyer Segement: City Hopper Sue

Positioning Statement

For travel junkies, Buhi Juxta Smart Luggage is the luggage that consistently delivers a durable and secure design, because only Juxta smart luggage allows you to keep your belongings safe from harm

Mindy

Demographics

Female

18-26 years old

Single

Part-time employee

Interests

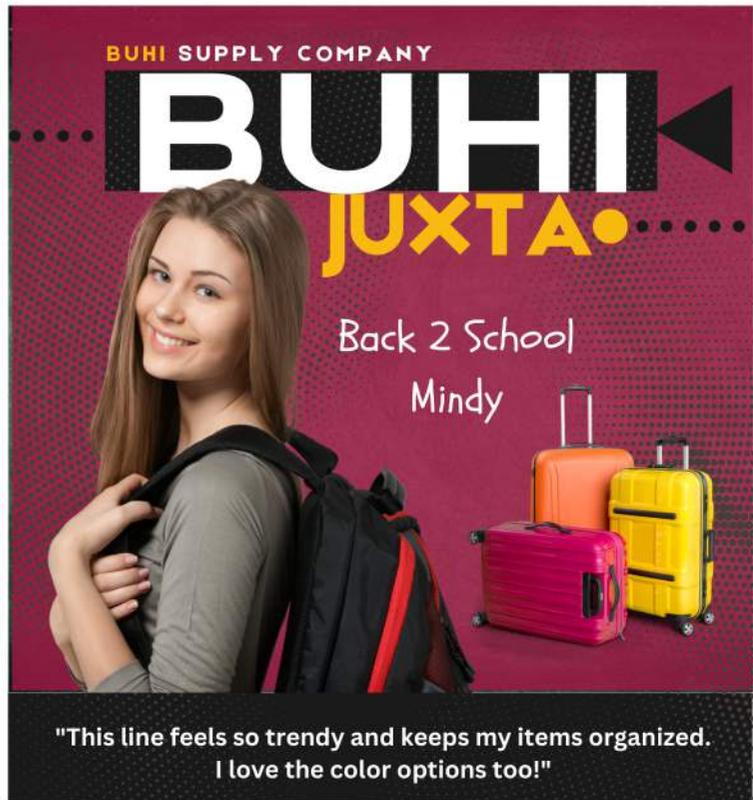
Keeping up with fashion trends

Shopping and hanging out with friends

Shopping Habits

Purchases trendy products that allow her to organize her school supplies

Audience Segments



BUHI SUPPLY COMPANY

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Back 2 School
Mindy

"This line feels so trendy and keeps my items organized. I love the color options too!"

Positioning Statement

For COLLEGE STUDENTS, Buhi Juxta Smart Luggage is the luggage that consistently delivers a modern and spacious design, because only Juxta smart luggage allows you to pack all your essentials while staying on trend.

Sally

Demographics

Female
28-37 years old
Married with children
Part-time employee

Interests

Spending time with her family
Beach picnics with her children

Shopping Habits

Purchases products that she can
easily keep clean

Audience Segments

JUXTA LUGGAGE LINE

Seaside Sally

10 BUHI

BUHI SUPPLY COMPANY

"My daughter spilled some fruit juice in this suitcase and it cleaned right up with no stains or sticky residue. I will definitely be buying more from this line."

The advertisement features a woman and a young girl kissing on a beach. A yellow suitcase is visible on the right. A large '10' is circled in black, and the 'BUHI' logo is prominently displayed. A testimonial quote is at the bottom.

Positioning Statement

For beach goers, Buhi Juxta Smart Luggage is the luggage that consistently delivers a fresh and low maintenance design, because only Juxta smart luggage allows you to keep germs and messes away with ease.

Marketing Channels

Out of Home



Billboards



Buses

Kiosks



Airports



Digital Marketing

Blogging

Content Marketing



Mobile

Social Media

Sponsorships

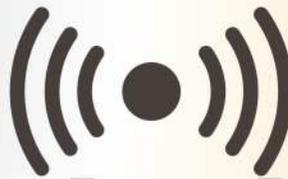
Public Relations



Community Relations

News Stories





Marketing Channels

Product placement

Broadcast Media



Television



Video

Print Media

Ebook



Magazine



Flyer



Brochure



Direct Marketing

SMS



Direct Mail



@ Email

Display Ads

Marketing Channels By Funnel Stage

Awareness

Blogging, social media, podcasts, product placement, TV Display ads, billboards, kiosks, airports, buses, magazines, brochures, flyers, direct mail, press releases, community relations, news stories

Consideration

Video, billboards, kiosks, airports, buses, magazines, brochures, flyers, direct mail, community relations,, sponsorshops

Purchase

Ebooks, SMS texts, mobile marketing, display ads,, direct mail, Email

Loyalty

Email marketing, social media posts, SMS texts, mobile marketing, direct mail

Performance: Revenue Results

Cumulative

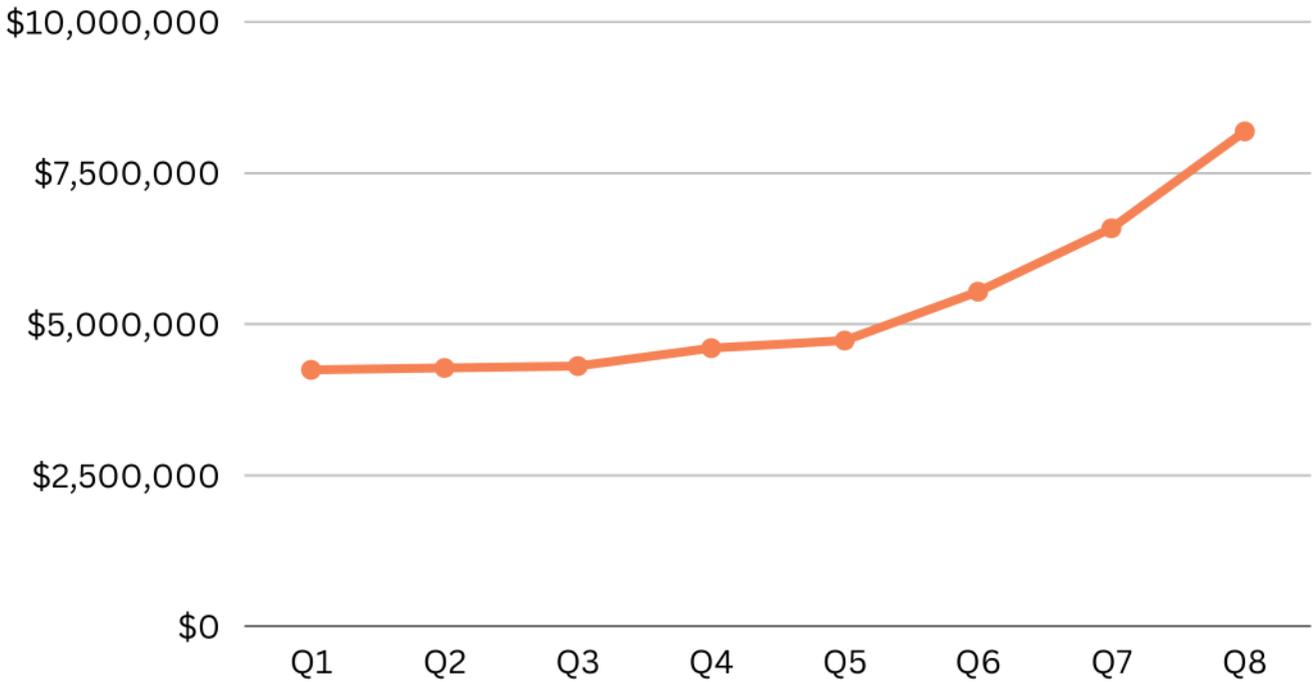
\$42,472,419

Quarterly

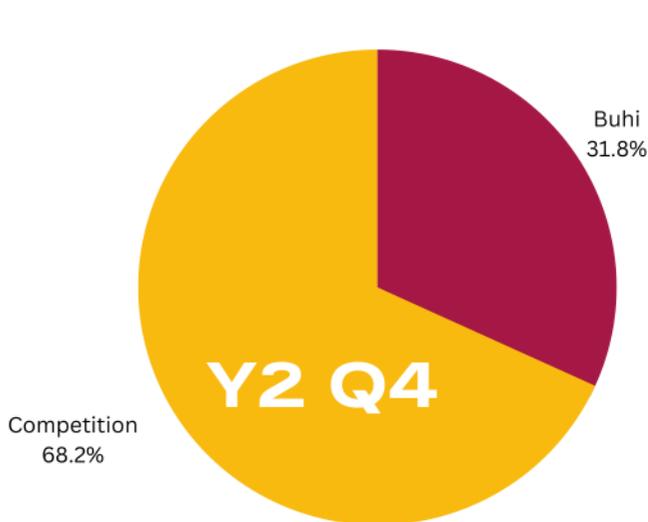
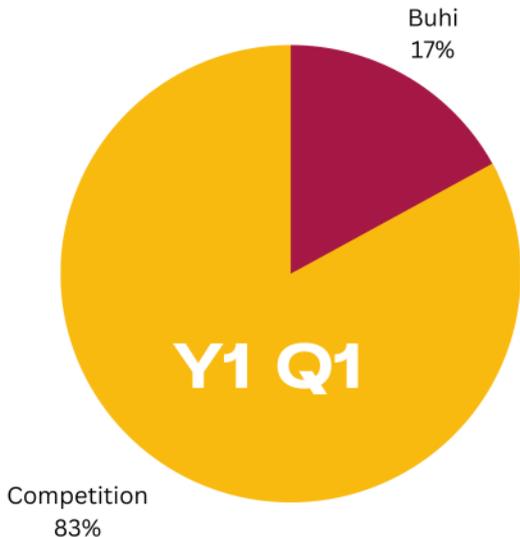
Year 1	Revenue Generated	Year 21	Revenue Generated
Q1	\$4,244,607	Q1	\$4,729,426
Q2	\$4,275,844	Q2	\$5,536,862
Q3	\$4,307,658	Q3	\$6,585,418
Q4	\$4,604,379	Q4	\$8,188,225

Performance: Revenue Growth

By Quarter



Performance: Market Share Growth



Total Units Sold: 74,665

 Buhi 17% / 12,693 Units

 Competition 83%
61,972 Units

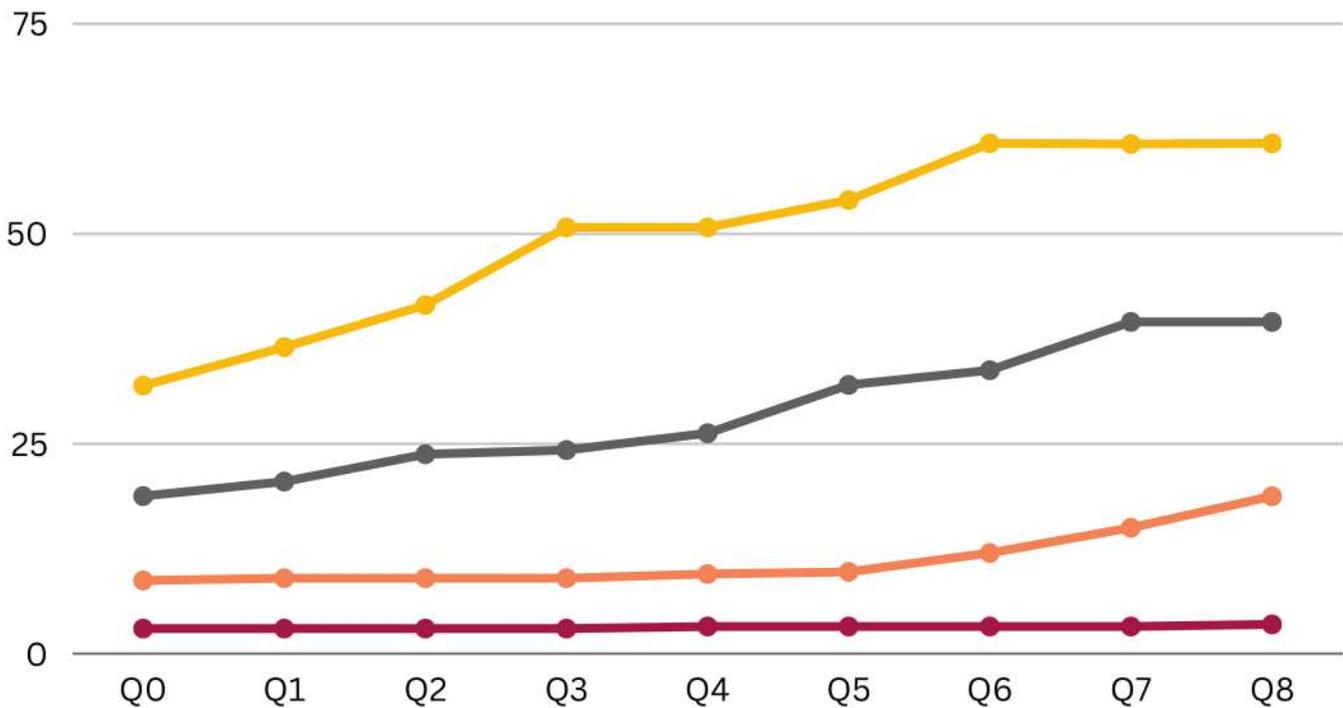
Total Units Sold 79,222

 Buhi 31.8% / 25,195 Units

 Competition 68.2%
54,027 Units

Performance: Marketing Funnel Snapshot

■ Awareness ■ Consideration ■ Purchase ■ Loyalty



Conclusion

What Would I do differently?

My major mistake was running purchase campaigns too soon. After reviewing the results, I should have ONLY ran awareness and consideration campaigns in the first year, then switched to purchase and loyalty in the second year. My second mistake was not picking the right media channels for the appropriate funnel stages.

If I had another year...

Performance stagnated the first year, but picked up rapidly in the second year. In the last quarter I even exceeded target revenue by a long shot! I feel like I was just starting to move my targets down the funnel. If I had a year 3, I would focus on purchase and loyalty campaigns.

