

Group 10
MKT 510: Product Design & Marketing
Dr. Arthur Allaway
30 April 2022

Launch Assignment

Part One: Press Release Description

Take control of your health with eStrong! Manage your health and put yourself first with the click of a button. Available in major retailers starting in August 2023.



(see *Part Three* for full advertisement)

Part Two: Marketing Persona

Health-Conscious Harriot – Harriot is a 30-year-old woman living in New York City working at a financial firm. With the long hours she spends at work, she has very limited time to take care of her own health. She has constant fatigue and bruises easily with no explanation or understanding of why. Harriot makes above-average pay and wants to find a new and simple way to manage her health without spending days getting blood tests or seeing doctors.

Part Three: One-Page Advertisement



Part Four: Product Launch Strategies

Keynote Event: Using a keynote event with a very charismatic speaker, we could introduce eStrong to the market with a large event to demonstrate the product and introduce the innovations that we have made to the public. With this campaign, we would attract large amounts of attention and get the general word out about our product, for it is different from anything already existing on the market.

Advertainment: Partnering with a show like Grey's Anatomy or another popular show that discusses medical topics, we could integrate our product into the plot of the episode. Not only would this reach a large volume of consumers, but it would also reach those interested in the healthcare field, therefore our product. With this campaign, we would gain a lot of media

attention and reach a specific target audience that will not only learn about our product, but be entertained by it.

Part Five: Three Trade Journals, Three Consumer Magazines, and Identifying a Test Market

Three Trade Journals

1. [Healthcare Executive](#)

Business Healthcare Publication

Class: Healthcare Business Management

HEALTHCARE EXECUTIVE magazine is created for the nation's healthcare executives--whether they be in hospitals, managed care, long-term care, universities, consulting firms, insurance companies, or ambulatory care facilities. The magazine focuses on current and emerging healthcare trends in a variety of areas, such as technology, medical staff relations, managed care, and careers. Each issue offers practical strategies for overcoming the challenges today's healthcare executives face.

- Frequency: Bi-Monthly, both online and print
- Total Circulation (Audited): 39,841
- Page Rate (4C): \$8,537

2. [The Nation's Health](#)

Business Healthcare Publication

Class: Multi-Specialty & Primary Care

THE NATION'S HEALTH is a monthly tabloid newspaper in the public health community. It covers every facet of the public health with timely news on public health issues as well as government-related proposals and legislation.

- Frequency: 10 times a year, both online and print
- Total Circulation (Audited): 23,000
- Page Rate (4C): \$4,600

3. [The American Journal of Health Promotion](#)

Business Healthcare Publication

Class: Healthcare Business Management

THE AMERICAN JOURNAL OF HEALTH PROMOTION is edited for decision makers and practitioners who develop and implement health promotion services in corporate, community, hospital and academic settings. Editorial content includes fitness, stress management, nutrition, weight loss, smoking cessation, health education, program management, employee health, health risk appraisals, cost/benefit analysis, research methods, and case studies.

- Frequency: Bi-monthly, both online and print
- Total Circulation (Audited): 2,600
- Page Rate: \$2,607

Three Consumer Magazines

1. [Experience Life](#)

Consumer Magazine

Class: Health

A whole-life, health and fitness magazine, we help readers make and sustain healthy-way-of-life choices. Available by subscription and on newsstands across the country, we provide transformative, in-depth information - not gimmicks or quick fixes - to help people reach all their healthy-living goals. Experience Life cultivates healthy relationships with a wide array of top national brands. We can help you connect with a hard-to-reach, appealing audience, thoughtful, discerning consumers who are committed to actively improving both themselves and their lives. And they're exactly the kinds of people that many leading brands covet as customers - successful, educated, affluent, influential, health-motivated consumers.

- Frequency: 10 times a year, both print and online
- Total Circulation: 462,342
- Page Rate: \$15,000

2. [Men's Health](#)

Consumer Magazine

Class: Men's

MEN'S HEALTH, a print and digital publication, is a lifestyle magazine showing affluent men the practical and positive actions that make their lives better, with articles covering fitness, nutrition, relationships, travel, careers, grooming and health issues.

- Frequency: 9 times a year, both print and online
- Total Circulation: 1,362,126
- Page Rate: \$205,065

3. Women's Health

Consumer Magazine

Class: Health

[WOMEN'S HEALTH](#), a print and digital publication, is a lifestyle magazine that addresses health and wellness from a holistic approach, through topics that include Fitness, Weight Loss, Career, Fashion, Beauty, Technology, Relationships, and Sex.

Frequency: 10 times a year, both online and print

Total Circulation: 1,182,695

Page Rate: \$188,000

Identifying a Test Market

KXAS-TV Dallas ch 5, DT ch 24

Website: <http://www.nbcdfw.com>

License: Fort Worth, TX County: Tarrant

Corporate Owner: NBC Owned Television Stations

Network Affiliation(s): [NBC](#); 5.2 NXAS-TV Cozi-TV

Special Features

Billboards: 5 sec, 10 sec

Infomercials: 30 min

Dayparts available: Various

Digital Media Listing: [NBC DFW - KXAS](#)

Part Six: Trade Show Lists

- 1) **CES** At the intersection of creativity, passion and ingenuity, CES® inspires the spirit of innovation. More than 4500 exhibitors showcased the latest tech innovations to 175000 attendees across a record-setting 2.9 million nsf of exhibit space in Las Vegas. From global brands to visionary startups these companies set the world abuzz with the promise of technology.

- 2) **HIMSS19** Health information and technology event of the year, where professionals throughout the global health ecosystem connect for the education, innovation and collaboration they need to re-imagine health and wellness for everyone, everywhere.
- 3) **SupplySide West** Resources for health and nutrition professionals from the dietary supplement, food, beverage, personal care and sports nutrition industries. SupplySide West is all about the science and strategy around the development of finished products that drive the global business economy. Join us this year to learn about new trends from over 1,300 exhibitors and 140 hours of educational and conference programming.
- 4) **AORN Global Surgical Conference & Expo** AORN Global Surgical Conference & Expo is the premier perioperative event for all operating room professionals. Every year thousands of perioperative professionals come together for executive-level conference sessions, exclusive networking opportunities, hands-on demonstrations, and continuing education hours.
- 5) **American Heart Association Scientific Sessions** The American Heart Association Scientific Sessions provides attendees with a new dimension of cardiovascular discovery and clinical practice for clinicians, basic scientists and researchers. Learn and interface with your colleagues from around the world in innovative, interactive sessions that feature cutting-edge topics across an array of specialties. The scope and quality of scientific exchange makes AHA Scientific Sessions the premier cardiovascular research and instructional meeting in the world.

Part Seven: Three Professional Associations

1. Society for Public Health Education (SOPHE): As a company that focuses on health, we want to associate ourselves with those trying to spread the word about how important it is to take care of yourself; we want to inspire people to join the field.
<https://www.sophe.org>
2. Global Health Action (GHA): This organization's slogan is "Empowering Healthy Communities Everywhere", and we want to be on the forefront of this type of action.
<https://globalhealthaction.org/what-we-do/>
3. American College Health Association (ACHA): We would want to be partnered with this organization to begin to get our name and our brand to reach new audiences.
<https://www.acha.org/>

Part Eight: Digital Launch Strategy

Market Research

To successfully launch eStrong, our team has conducted research in order to better understand our target consumer. After analyzing this research, we identified our target customer as “Health-Conscious Harriet.” Our formal and informal research has helped inform our digital marketing launch strategy. Due to the age and interest of our target consumer, we believe it will be important to focus our marketing efforts on: (1) organic social (2) paid advertising platforms (Facebook/ Instagram and Google Ads) (3) influencer marketing.

Marketing Spend by Channel (%)

Facebook/ Instagram- 70%

Google Ads- 10%

Influencer Marketing- 20%

Stage One: Influencer Marketing & Organic Social

In the early stages of the launch, we will focus on influencer marketing and building our social media following organically. To execute our influencer marketing strategy, we will prospect for both macro-influencers and micro-influencers. 20% of the marketing budget will be dedicated to paid collaborations with macro-influencers (influencers with over 100,000 followers). In the article, “What is the best advice for launching a new product on Kickstarter,” the author emphasizes that celebrities are very effective in selling products. For individuals between 25-35, Instagram is becoming the new commercial or display advertisement. We will pay these influencers in order to obtain user-generated content, and we will also participate in giveaways to help encourage new customers to follow eStrong on Instagram. By executing paid collaborations with macro-influencers, our team can expand eStrong’s reach and raise brand awareness.

To reduce our marketing spend, we also plan to take advantage of product giftings to micro-influencers. eStrong will integrate our e-commerce platform with an influencer marketing discovery tool, so that our marketing team can find influencers who align with eStrong’s purpose and mission statement. Although these influencers do not have as many followers, they will be helpful in becoming brand advocates, producing user-generated content, and lowering the customer acquisition cost.

To help aid our influencer marketing strategy, we will also utilize hashtags on Instagram, such as #howiestrong #estrongonthego #iamestrongstrong and #estrong. To encourage user-generated content, we will give discount codes to customers who use these hashtags. Our strategy will ensure that even after the launch, our team has new and fresh content to help promote our product and to encourage new customer acquisition.

Stage Two: Paid Advertising: Facebook/ Instagram & Google Ads

In addition to building our following organically, our marketing team at eStrong also plans to invest heavily in Facebook/ Instagram ads. To market our product, we have invested heavily in video content creation. Since the Instagram algorithm prioritizes reels and video content over static posts, we have adjusted our content creation accordingly. Our video content features and highlights the empowerment and lifestyle improvements associated with eStrong. To optimize our content on Facebook and Instagram ads, we plan to conduct several a/b tests across the marketing funnel to analyze which creative content performs the best. For example, does the collection ad perform best at the customer stage or the prospect stage or the lead nurture stage? Additionally, we plan to launch lead generation ads that encourage customers to sign up for our email and SMS marketing and receive a 15% off welcome offer. Overall, we plan to spend 70% of our marketing budget on Facebook/Instagram ads.

We plan to allocate 10% of the budget to Google Ads. 8% of the budget will be geared towards shopping ad campaigns and 2% of the budget will be geared towards non-branded search. Based on our market research, we think it is most likely that Instagram and Facebook will be our top traffic referral sources, but we also think it is necessary to expand our real estate on the Google Ads search engine results page. If a customer is searching for terms, such as “health watch,” “health monitor,” or “fitness monitor,” we want to make sure eStrong shows up first.

Part Nine: Five National Retailers

1. **Best Buy** - To target the big-box, tech crowd in mass markets that are looking for a wearable, health conscious piece of tech similar to a FitBit or an Apple Watch. In order to get eStrong in Best Buy, a pitch is needed in order for Best Buy to determine whether the product is suitable for its stores.
2. **Target** - High traffic, middle-tier big box retailer that sells a little bit of everything and is present in markets all across the country. For Target, a supplier intake form is required to get the process started of getting your product on shelves.
3. **Vitamin Shoppe** - Vitamin Shoppe represents a partnership opportunity for the retailer to sell eStrong and then upsell customers vitamins to support nutrient deficiencies. Vitamin Shoppe uses a company called Launch Pad, which works with different companies to place products in retailers that may be a good fit. They help with nurturing, scaling and incubating ideas that turn into products.
4. **GNC** - A similar retailer to the Vitamin Shoppe, GNC has the same opportunity to upsell supplement plans to eStrong customers. GNC uses traditional buyers to purchase potential new product lines for their stores.
5. **Whole Foods** - Whole Foods may seem like an unconventional pick to sell eStrong in, however, it caters to an upper middle class demographic that are a target market of eStrong. In addition, Whole Foods can then upsell food and supplements to eStrong customers that are looking for a more holistic approach to health. Whole Foods requires prospective suppliers to fill out a potential supplier form with product information to be considered for store placement.

eStrong

"Take control of your health with eStrong!"



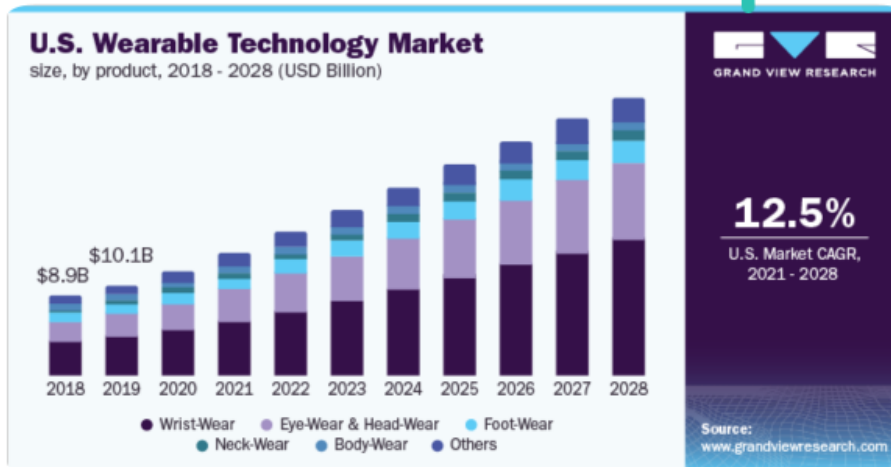
eStrong includes a patch that is applied to the upper arm and an app that is downloaded to the user's smartphone.

Patch draws blood and automatically sends the blood results to a lab at a different location.

Within minutes, the lab results are read, prepared, and sent back to the app.



Market Size and Potential



Customer Persona



Health
Conscious
Harriot

Harriot is a 30 year old woman living in New York City working at a financial firm. With the long hours she spends at work, she has very limited time to take care of her own health. She has constant fatigue and bruises easily with no explanation or understanding of why. Harriot makes above-average pay and wants to find a new and simple way to manage her health without spending days getting blood tests or seeing doctors.

Pricing Structure

- MSRP of \$600 in retailers without insurance
- Includes a three-month supply of patches, needles and other equipment
- With insurance, a \$160 copay is required once every three months to replenish patch supply. Insurance pays for cost of the device.
- Free, downloadable smartphone app on iOS and Android



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Questions?



"Take control of your health with eStrong!"