

**IMC Campaign**

**Final Report**

Daniel Mendoza

Devry University

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**Executive Summery**

Blackberry smartphone users want to stay connected to their loved ones, friends, family and colleagues on an ongoing basis. However, there is a challenge in promoting the brand in global markets where security is a major concern for users in countries like India, Saudi Arabia and United Arab Emirates.

The economic climate has also impacted significantly on Blackberry phone sales. As demand is elastic, consumers’ income plays an important part in the outcome on how much is spent on Blackberry phones. Despite the value the smartphone offers through its features, the recession has determined whether or not people spend on smartphones. However, consumers are becoming more cognizant of the benefits of technology thereby increasing the demand for smartphones. A dense population of Canadian consumers prefers mobile phones which are affordable for them. Therefore, it is increasingly important for advertisers to develop unique experiential opportunities and demonstrate why various platforms would appeal to particular users by effectively communicating the brand’s value. Furthermore, social factors such as lifestyle, education and income have also impacted upon the sales results in various geographical regions. In North America, Blackberry smartphone sales increased during the holiday season, that is, particularly between November and December. In addition, more Canadian consumers are technologically savvy and they want to capitalize on the benefits of the Blackberry 7 Operating System and other unique features such as Near Field Communications which would enable mobile payments.

The technological factor encourages product development and innovation in a highly competitive industry. The products are adaptable and must be created to meet the needs of customers through enhanced features such as global systems for mobile telecommunications systems and developing an integrated digital enhanced network. The adoption of advanced services such as mobile phone payments is increasing in North America and today’s consumers are expecting more from their mobile phones. Its efforts in developing solutions for consumers through business development applications will assist in its continued success.

**Introduction**

In the Internet age, technological advancement is crucial in Blackberry’s efforts to enhance its appearance and interface so that modern day users of mobile phones are adopting the latest technological trends. Moreover, with enhanced voice and data communications, Canadian consumers are demanding more personal entertainment capabilities through wireless communication devices, particularly, smartphones.

The wireless communications industry has undertaken initiatives in expansion of next generation ‘4G’ networks whereby consumers would be able to take advantage of high download and upload speeds. In 2012, there were 359 million subscribers of mobile device customers and the numbers continue to increase. However, the Canadian smartphone market size forecast reveals a gradual decrease over the period 2012-2016.

Nonetheless, a decrease in smartphone prices will contribute positively to market growth. RIM which once dominated the market in mobile phones is currently experiencing severe competition from Apple and Google Android. However, the mobile phone market is expected to grow 7.3% in 2013 by 1 billion smartphone shipments and RIM ought to capitalize on these opportunities to reestablish its position in the market and achieve market growth.

**IMC Plan**

**History of Blackberry**

 The first BlackBerry device, an email pager, was released in 1999.the most recent BlackBerry devices are the Z30, Z10, Q10, Z3, Q5 and soon the "Passport". The Z10 and Q10 were announced on January 30, 2013, and the Q5 was announced on May 14, 2013. BlackBerry devices can record video, take photos, play music and also provides functions such as web-browsing, email messaging, instant messaging, and the multi-platform BlackBerry Messenger service.

 Black berry has available service in almost 100 countries globally and has over 550 service operators that are mobile, As of September 2012, they had 80 million subscribers worldwide to BlackBerry. Caribbean and Latin America had the highest rates of BB smartphones, with up to about 45 percent in the region having a BlackBerry device. I remember when BlackBerry was referred to as "Crack Berry" to many in the U.S, which alluded to its excessive use by its owners. Use of the term "Crack Berry" became so widespread that in November 2006. Another was the “Blackberry syndrome” and that was because they were pretty much the first phone to vibrate. So I remember the phantom vibration in my pocket that wasn’t even my phone.

**Competitive Analysis:**

Blackberry competes with other major platforms such as the iPhone, Android and Windows Phone and Nokia. It held a dominant position in the smartphone industry less than four years ago. However, due to issues concerning security and reliability of Blackberry phones, in 2013, consumers demonstrated plans to switch to iPhone in early June.

Still there is a key challenge for the company to effectively communicate the value of the product for consumers due to stiff competition in the industry. The biggest challenge is evident in Canadian customers’ preferences for mobile devices which have a larger amount of applications.



The **Marketing Objectives** which the IMC Program will help to achieve are as follows:

* Immediately address the challenge or risk losing growth opportunities to competitors
* Reposition the Blackberry brand as fun since Apple iPhone and Google Android already
* Possess and edge in its applications for users.
* Develop a campaign which will emphasize that the Blackberry brand can be re-defined

With the right message at the right time on specific media platforms.

**Blackberry’s S.W.O.T Analysis**

**Strengths**

* Has developed an established brand for the business professional consumer
* Highly secure phones
* Strong focus on narrow customer segment
* Blackberry brand loyalty amongst niche market of corporate/ business customers
* Expanding global consumer base
* Has a loyal market share.

**Weaknesses**

* Inability to market the brand
* BlackBerry OS
* Poor presence in the tablet market
* Losing brand loyalty amongst non-corporate customers
* Market perceptions of devices being only for “professionals”
* R&D limited on innovation capabilities

**Opportunities**

* Z10 is launching with “hub” feature- unique to BlackBerry
* Growth of tablet and smart phone markets
* Obtaining patents through acquisitions
* Increasing Apps market (over 100,000 apps goal)
* Expanding marketing of Niche Business-class consumers (small/ large businesses)

**Threats**

* Rapid technological change
* Saturated smart phone markets in developed countries
* Large carrier refusing to sell Z10 model.

**Advertising Campaign For: BlackBerry**

In the Internet age, technological advancement is crucial in Blackberry’s efforts to enhance its appearance and interface so that modern day users of mobile phones are adopting the latest technological trends. Moreover, with enhanced voice and data communications, Canadian consumers are demanding more personal entertainment capabilities through wireless communication devices, particularly, smartphones.

The wireless communications industry has undertaken initiatives in expansion of next generation ‘4G’ networks whereby consumers would be able to take advantage of high download and upload speeds. In 2012, there were 359 million subscribers of mobile device customers and the numbers continue to increase. However, the Canadian smartphone market size forecast reveals a gradual decrease over the period 2012-2016.

**Advertising Plan**

Advertising can be somewhat inexpensive if done right. But for a company like blackberry that is big you can spend a good amount but not so much that it will hurt the budget.

Recently, most of the marketing clout was focused on the debut of the Blackberry Z series phones which is their new touch screen phones that are more like androids. RIM launched a Blackberry ‘Be Bold’ ad campaign but it did not make a great impact as was expected. RIM also made an effort to use expressions or taglines to out-execute its competitors such as ‘I’m about action, not distraction’ and ‘we need tools, not toys.

By the end of fiscal 2012, the Blackberry subscriber base grew to 77 million users globally and the company became a leading brand on prepay positions in countries such as the United Kingdom, Netherlands, Spain, Saudi Arabia, UAE, South Africa, Nigeria, Indonesia and Latin America. Furthermore, the Blackberry developer platform was enhanced and Blackberry World application exceeded 2 billion downloads. That is according to the Blackberry Annual Report in 2013

The global BBM consumer base were approximately 55 million active users as of March 3, 2012 with more than 325 socially connected Blackberry applications which were downloaded close to 60 million times. RIM also launched BBM Music service for social sharing.

The advertising expenses which included media, agency and promotional expenses totaled $925 million (March 3, 2012 - $864 million; February 26, 2011 - $1.1 billion) which is included in selling, marketing and administration expenses.

The Blackberry brand appeals to a larger number of customers between the ages of 21 to 50. However, market segments are clearly defined by age category and Blackberry offers phones which would appeal to the markets which include younger persons and also businessmen and women. However, in the analysis of Blackberry’s market segments, it is clear that the challenge occurs where customers were not using Blackberry services to activate high-value data plans.

Due to the release of its newest Z series phones and operating systems, the target audience includes users who are younger or are under the age of thirty-five (35).

The main media objective for this campaign is to reach the largest number of consumers around the U.S and Canada, for sure being based out in Canada the biggest number of Canadians who are mostly Blackberry’s Target Market. Create a buzz about the brand and awareness is fundamental for the campaign too.

Blackberry users are always connected, so that’s why social media platforms are a big part of the campaign. Twitter, Facebook, Instagram and YouTube will be used and all connected with common hashtags, so the same content can be shared in different ways. As social media is always on and always changing, the campaign will be there during the whole 6-months period but with different approaches during the different phases.

To make a budget there will be a large amount of money that will have to be placed for such a event to put their new products out there. I use to have a blackberry years ago and liked them very much. But going with the times and touch screen being the new thing people fell out the blackberry spotlight. Now with the new Z series that is going to change the whole picture. They have their phones that are just like androids but with the power of the blackberry operation system.

For television, Canadian TV was considered as the best option because it will be possible to reach almost all the country and because of audience levels. For TV the “News” programs are the best option, it must be during the night period and only week days always between 8pm and 10pm.

All the information about the target market is inside the “Background” session of this report. The TV show will always depend on the specific region but it is possible to keep the same schedule and time for each part of the country. It will be very expensive, but Blackberry is a well-known company and the campaign is national, so the entire country should be reached.

For the final part, the event, only local TV in the 10 selected cities will be used. For the newspapers, they will be selected by region and will be the following ones:

* Toronto – Toronto Star
* Montreal – Montreal Gazzete
* Quebec City – Le Journal de Québec
* Ottawa – Ottawa Citizen
* Vancouver – Vancouver Sun
* Edmonton – Edmonton Sun
* Calgary – Calgary Herald
* Winnipeg – Winnipeg Sun
* Halifax – The Chronicle

These newspapers were selected because of its importance in the area and in the whole Canadian Scenario. The ads will go twice a week in a quarter of page and printed in color not black and white.

Billboards are a cheap, good and an excellent way to promote the big event that will happen during the Canada Day. They will be in the greater area of the 10 cities and will be in the period of two weeks before the event until the event day. Basic information about the event and inviting all the population will be in the billboard and also the snapshots of the campaign. The number of billboards in each city will depend on the size of the city and locations available, but a minimum of 10 is required per city and a maximum of 20.

Radio will only be used in the final part of the 6-month campaign to promote the event. So radio stations that cover the greater area of each city will be necessary. As it is a cheap way to promote the event, the plan is to have the announcement in the radio repeated many times a day including the rush hours (period where people are in transit and probably listening radios in their cars) during the two weeks before the event.. The population will be reached and also the target market (“prosumers”) because according to the research this kind of people usually drive their own cars. Radio stations selected are:

Toronto – CHUM

Montreal – Virgin Radio

Quebec City – 107.5 Rouge

Ottawa – Majic 100

Vancouver – The Beat 94.5

Edmonton – 104.9 Virgin Radio

Calgary – 101.5 Kool FM Winnipeg – 103.1 Virgin Radio

Halifax – 101.3 the BOUNCE

So for the two weeks period for the radio promotion the first week will be less “heavy”(less repetitions of the ad) and the second one (the week before the event) will have more repetitions.

First week – 10 times a day (3 times during morning rush period, 3 times lunch and early afternoon and 4 times evening rush time and beginning of night)

Second week – 22 times a day (same schedule for the first week plus more repetitions during other periods that are not part of the “rush” hours)

For the online Campaign, Social Media will play a huge role and also the official website. Twitter (average of 15 tweets a day), Facebook (3 to 4 posts a day) and Instagram (2 to 3 photos a day and during the event period this number will be higher) will be used all the time during the 4 phases, YouTube will be used to post the videos with Mr. Gosling and the videos of the winners.

The official website will also show the campaign but it will have an important role: all the guidelines and rules for the contests will be there and also any request or question about the contests will be clarified there.

**Advertising Budget**

EVENT - $2,000,000 – The final part of the campaign is the big event in 10 Canadian cities and the budget for each event is 200,000 and all together it will be 2 million. The budget for each individual event will include:

$45,000 – Local attractions (bands, performers, artists)

$60,000 – Infrastructure: venue (park) rental, stage, illumination, trucks for the

Blackberry products, tents, sound system, decoration, tables, chairs, and all other things that are necessary for the infrastructure of the event.

$25,000 – Staff, including security.

$10,000 – Customized “Blackberry” gifts for everybody.

$10,000 – Food: blackberry juice, blackberry ice cream and blackberry cupcakes for everybody that visit the event.

$15,000 – Print Media: banners and folders.

$20,000 – Fireworks

$15,000 – Insurance and Legal requirements.

Celebrity – Ryan Gosling - $2,000,000, he must be available for:

3 short videos, one for each phase of the campaign (they can all be filmed in one day or two)

1 photo shooting session (pictures will be used for the entire campaign and the session can be done together with the videos)

Voice record for the radio announcements

Meet & Greet with the winners of the “Ambassador Campaign”

Use of name and image during the 6 months campaign

Television Commercials – CTV (for all Canada) - $ 3,000,000, includes:

30 seconds-ad repeated during the “News” shows from Monday to Friday between 8pm and 10pm

Repeated 2 to 3 times a day

During the entire sixth months campaign

Newspapers - $500,000 for all 10 newspapers, an average of $50,000 for each one, which includes:

2 repetitions a day (week day and Sunday) – pictures of the print ads will be changed every week.

¼ page in colors

Two weeks before the event with 4 repetitions per week and a full page ad.

Transit Advertising/Billboards - $500,000 for all 10 cities, an average of $50,000 for each one, which includes:

4 weeks for billboards and transit advertising before the event

Transit advertising on popular transit lines and subway/bus stations

Around 6 billboard units per city (it will all depend on availability and price, some cities might have more units than others)

Radio - $200,000 for all 10 cities, $20,000 for each.

2 weeks before the big event

30 seconds ad with Ryan voice and inventing for the big event

Repetitions during the rush hours

Contests ($ for prizes) - $150,000

Prizes for the first phases of the campaign

Trip for the winners of the Blackberry Ambassadors

Other costs (locations, staff, design, print and all the structure necessary for the filming and photo shooting sessions) - $100,000

TOTAL BUDGET = $ 8,450,000 million F

**Internet Marketing Plan**

Social media is the biggest thing this day in age. Facebook, Twitter, Instagram, Snapchat and so many more social media site are out there to spread the word on what is going on. Blackberry has used these tools to launch their new products out there like. The pictures below.



For the last few years blackberry has been hard on developing a plan to better their business, ever since the android and apple war begun. Their biggest obstacle was to reach the younger crowd and wind there trust that they will be just as good as the others have been.

Blackberry users are always connected, so that’s why social media platforms are going to be a big part of the campaign. Twitter, Facebook, Instagram and YouTube will be used and all connected with common hashtags, so the same content can be shared in different ways. As social media is always on and always changing, the campaign will be there during the whole 6-months period but with different approaches during the different phases.

**The main objectives of the Internet and direct media part of the IMC campaign for Blackberry are:**

* Make Consumers proud of the company they have chosen and spread the word about how the company is important for the economy of the country. Recent data from the Huffington Post website shows that Canadians like Blackberry less than the rest of the world.
* Reach the Canadian population but mainly the Canadians who are part of the target market of the company. In 2013, according to the Global News, Blackberry defined its target market as the “enterprise customers and so-called “pro-sumers.” (Oliveira, Global News, 2013) The “pro-sumer” concept refers to young people (25-40 years) who are professional users of mobile communication devices and prefer to use these devices to make effective use of innovative applications software.
* A short video with Ryan Gosling (Canadian from London, ON) highlighting many reasons why Blackberry is proud of being Canadian. A video with inspiring images and a few words will also make a great impact with the use of Mr. Gosling’s voice and in the end,he will show up in the screen with a Blackberry smartphone and proclaim, “I am proud to be Canadian!”

The reasons for the company to be proud include: a multicultural country, country with the best reputation in the world, one of the best education systems in the world, beautiful nature, growing economy, and many other reasons that can be explored.

Once the video is ready, it will be posted on the official website and in the official YouTube channel. Furthermore, links will be posted on the Twitter page and Facebook page. Some snapshots of the video will be posted on Instagram with the hashtags #ILoveCanada #ILoveBlackberry and #BlackberrylovesCanada (which will be used on Twitter too) and people will also be asked to post pictures which capture the moments which express the reasons why they love Canada. The winners will receive Blackberry devices and free services.

The same pictures and snapshots together with the Blackberry logo and the hashtags will run twice a week (one week day and one weekend day) to the main newspapers in 10 selected Canadian cities: Toronto, Montreal, Ottawa, Quebec City, Winnipeg, Vancouver, Calgary, Edmonton, Halifax and Hamilton. These cities were selected because of their population, importance, location and economy.

**Direct Marketing Plan**

* 91% of the population are Internet users
* 86% of Internet users are social network users
* 84% of Internet users are online video viewers
* 62% of mobile phone users are mobile Internet users

**Strategy**

**Phone Bill -**

* Current users consider upgrading their phones when their carrier contracts are ending
* Let current users to be aware of the launch of BlackBerry Z Series and encourage them to upgrade
* Introduce the new features of BlackBerry

**Email –**

* Current users have high loyalty and want to know the latest information about BlackBerry
* Let current users to be aware of the launch of BlackBerry Z Series and encourage them to upgrade
* Introduce the new features of BlackBerry

**Magazines –**

* 71% of young professionals read print magazines
* Introduce the features of BBZ Series
* Increase brand awareness

Business magazines

* + Female Magazine (ex)
    - Elle
    - Marie Claire
  + Male Magazine (ex)
    - GQ
    - Sport Illustrated

**Newspapers -**

* 66% of young professionals read print newspapers
* Introduce the features of BlackBerry
* Increase brand awareness
* Type of sources:
  + USA Today
  + Wall Street Journal
  + WSJ Sunday
  + New York Times
  + Los Angeles Times
  + LA Times Sunday
  + Washington Post News

**Radio -**

* Young professionals are listening to over the air radio and internet radio on their way to work during their long drives
  + Let young professionals be aware of the launch of BlackBerry Z Series and associate the phone with balance between business and pleasure
* National radio sponsorship
  + Sponsor NPR News
  + Audience: Young professionals
  + Timing:
    - Morning drive times (6-10a.m.)
    - Afternoon drive times (3-7p.m.)

**Airport Billboard –**

* Free Wi-Fi was one of the most common customer comments they have received
  + Objective for free Wi-Fi
    - Improve BB brand image & brand attitude
    - Reminder of BlackBerry

**Sales Promotion**

For the objective of the sales promotion plan this is more aimed towards the people they're looking to save money by using coupons, discount codes, and other sorts of items I'll take a certain percentage of off of items. We are going to want to be sending out more of these coupons try to get more people in this door whether the actual physical store or through our online website and catalog. Throughout the year will be having different sales and promotions and some will include Black Friday, Easter, Christmas, New Year's, and super bowl sales. The research and analysis of past markets we are able to understand that with promotions during these times sales dramatically increase. This is similar to the Internet marketing and direct marketing segment seeing how we will be both e-mailing and physically sending newsletters to the people that have signed up for the service, we will also be adding this into our weekly and monthly newsletters that are available for pickup at any local store across the nation. Along with our normal newsletters that we have organized a special want they'll give the people their blackberry loyalty reward customers a special 40% off any item in the store two times a year. By doing this we are not be able to draw more people in both landline and in the physical store to help increase sales for the fiscal year outperformed the previous years.

**Budget:**

For the sales promotion plan that we're going to create there will be a total of $150,000 allocated towards this for an annual year. This will give us enough money to print up all of the brochures newsletters and other equipment to have a successful sales promotion. With brochures and newsletters costing anywhere from $.50 to two dollars to make we will have more than enough money that is allocated to the sales and promotion to let us see positive figures in return after the first annual year. All the models that we will be discounting will mostly be the Tablets, Older BB Phones (Bold, Curve, 900series), and the new Q and Z series. Accessories that we sell in the store that are currently phasing out in the new products are being brought in. This way the customer still getting a very good deal on an older item and we could still sell the newer items at the current market price and will we will not see a negative net loss from the sales promotion. With all the brochures, newsletters e-mails and other ways to inform the consumer on our current sales promotions we are going to be a viable team to be put together an article for the current sales for each week throughout the year. With this on New Phones than most will be taking off will be the amount of $100 along with Tablets will only be taking a maximum of $50 off the current market price. Newsletters would say anywhere from 20 to 40% off any item with the maximal amount of either the $50 or the $100 whichever comes first. This is another way to make sure that the company does not see a net loss in the upcoming year we are currently doing is promotions.

**Message plan:**

Once again we want all of our customers have the best possible experience with their shopping online or in the physical store. The sales promotion will be mainly targeted towards the current customers that early currently signed up and newsletters. “Seeing how you are a valued customer come in this week and save up to 40% on select electronics “by using this and our newsletter. The consumers I am reaching are for the potential savings that they are looking forward it comes to the products they desire the most. This will automatically direct them and gets their curiosity going to let them have a further look. By getting them in the store we will already have a successful sales promotion plan is according to statistics they are more probable to buy an item once they are at the current location.

We want our customers to know that they are valued and we love having them and our stores, we also want to let them know that will provide the best possible price for it comes to their new Blackberry phones and tables, and other accessories that we sell within the store. We want to stay away from the caution me feel as if they are going in to a store and won't be hassled by pesky salespeople but rather we wanted to come in and know that they'll be talking to a friendly face and they will get exactly what they wanted when they came in the store. Also interviewed another novel newsletter, brochures, is and electronic e-mail brochures that they are going to need to bring in a copy of the current sales promotion along with their words over card for these promotions and to verify that they are eligible.

**Media planning:**

With the sales promotion our target market is a pretty broad segment of our customer base. Everyone is eligible for the discounts that are shown in the newsletters but we are narrowing it down to the age range of 21 to 40 both male and females. We are doing this because the people in the age ranges from 21 to 40 are usually the group of people that spend more on electronics and other items than that of people that are below the age of 21. Along with the Internet marketing in the direct marketing the geographical targets for the sunsets would still be around the Canada. The reason for this is we still want the Canadian consumer base to grow and expand to that equal or greater value of other locations within the United States. There will be a short one to two page brochures sent out every week and then they'll be a 3-6 page brochure sent out once a month. We don't always want to put our best deals out there every single week but rather we want to make some of the customers waits the little longer to get that perfect deal that they put looking for is they are more likely to buy if the item goes on sale only want to hear rather than every single week.

**Public relations**

The objective of our public relations plan is going to be addressed the funds that are needed for repairs to the building, payment of mortgage on the buildings that we own, and the necessary supplies to keep the business afloat. Blackberry is currently one of the number one selling Phones to business officials in the world as well as leading some international markets. When it comes to public relations are trying to do everything to keep the business afloat not have any net losses. We will be contracting jobs of to certain companies dependent on whether the sales properties needed to be repaired, upgraded, the payment to the mortgages, and other necessary equipment that we might need. We're trying to keep our customers in Canada and reach the consumers of the United States and a better more professional way to help provide them with the best quality cell phones that is out there along with providing some of the most state-of-the-art tablets and cell phones on the market today. Blackberry has a great number of employees that are dedicated to do their job and make the customers happy as it possibly can be, we strive to keep this motivation for employees to motivate the other customers into buying items that they might need for their office lifestyle, social lifestyle, or any other lifestyle that they might be interested in. We are a vital source for the community and we have steadily increased positive recognition in the Cellular phone business. Another part of the public relations plan would be expanding and our current vendors, we only rely on a certain couple vendors that we are looking to expand more to help provide better deals for the average consumer. For events that are listed above we have possibly like to get some volunteers to help us with our sales and promotions, Internet marketing, direct marketing, and other systems have them place.

**Budget:**

For the public relations plan we are going to create there will be a total of $250,000 that will go towards the normal expenses that it leaves up. We all know that mortgages could be expensive when having a big warehouse filled with equipment that you have for your business so though be $100,000 a year but the site just so we could pay the mortgage payments. Along with that we are in a be adding another $80,000 for the buildings upkeep to make sure that's fully repaired a functional and stays current with all local laws and federal laws regarding safety. Along with that will be having another $30,000 I will be going towards to cleaning of the buildings for each annually year. There'll also be another $40,000 set aside for each store was located within the area in case of emergencies such as tornadoes, hail, and other natural weather disasters that could possibly affect the business and put them into a net loss for the year. With this budget I believe that will be of the maintaining and uphold the status that we carry out here at Blackberry. All of the stores will be looking nice and very well maintained for when the average customer comes in they will look at the store and noticed how clean and well maintained that the building is.

The message plan for our public relations plan would be to let the customer know that we are doing everything to save them a little money with these promotions. They are going to know that during the times of these sales that they will be getting the most popular items at a discount. Even though these prices are going to vary throughout the year they know if they save up for these certain products that they will be able to get it at a steal later on in the year. Blackberry is here to serve the customers and make them feel like they are more than just a customer. We want the people that walk into our new stores to be friends and we know each one of them individually. We would like the customer to know that we care about improving our products along with the relationships we have with them. We are going to be offering these products at a discount for the people that are loyal customers and newsletter members to let them know they are appreciated. Without them Best Buy would have shut their doors a long time ago. The customers keep us here and we are here for them to help them with whatever needs they might possibly have at the time of entering our store whether it is online or through a physical store located in the mid-west

The media planning for the public relations plan goes through a lot of different aspects. We are trying to reach the people that are loyal members. This number is a great amount that is more than 900,000 customers. To narrow this number down we are going for both male and females between the ages of 16-30 so our new number should be around 375,000. Along with the other segments this plan would be more towards the people that are living within the general area or passing through. By doing these promotions during peak seasons of the year we are going to be able to bring back those returning customers and allow them to get what they want or need at a discount price that will be better than the other local stores. These sales will be around the times of; Easter, July 4th, Black Friday, Cyber Monday, and the Christmas season. During the early part of the year there will only be a couple items that will be 40% off, but during the Christmas season we are going to have hundreds of items that will be 40% off so these customers will be able to get all of their Christmas shopping done for loved ones done all at one place and hopefully one stop.

**CONCLUSION**

This four month campaign is fashioned meticulously to address the objective of rebranding Blackberry. This campaign culminates into a grand event on Canada’s Independence Day on July 1st, tying Blackberry brand to the national sentiment. The choice of Ryan Gosling as the Brand Icon is befitting as he is popular among Canadians and the campaign’s target segment young people relate with this Canadian actor. Hashtag contests and the selection of Blackberry

Ambassadors will create the buzz among the youth, engage them in a social dialogue and reposition the brand in the mind of the consumers. Targeting ten main cities with large populations will help to streamline the operation of the campaign. These Blackberry Ambassadors will further promote the brand overseas on their international tour with Ryan Gosling.

“I love Canada” campaign will make the Canadians deem Blackberry as a national brand and will encourage them to support and love Blackberry. The use of social media platforms, for example, Facebook, Twitter, Instagram and You Tube will help reach the young consumers and to get them to participate in the contests. The final event happens on Canada’s Independence Day, when Blackberry celebrates national freedom with Blackberry’s campaign’s completion. At the event, local bands will regale the Canadians and Blackberry souvenirs will be distributed.

The idea behind these contests and the celebration is to re-position Blackberry as a brand that is cool, fun and inspirational. Bearing in consideration the lofty objectives, $8,450,000 million budget of the whole campaign is justified. Billboards, radio, news and TV commercials help penetrate the whole target market. The official website will promote the re-branding campaign and brief on the rules of contests. While portraying Blackberry as a national brand, the overall campaign capitalizes on the national fervor of the country that takes pride in its diversity and openness.

To continue the whole momentum of the campaign even after its completion, Blackberry should continue hosting annual Blackberry events on Canada’s Independence Day every year.

As it increases its turnover, Blackberry can consider targeting more cities to have a wider reach.

Advertisements on buses and street cars can be effective too. Billboards, social media platforms, TV and radio will be a pre-requisite. Blackberry must choose Canadian icons as its brand ambassadors in the future too. Blackberry’s Creative Director, Alicia Keys, will have to careful about her conduct. Earlier she found herself in a social-media scandal after purportedly tweeting from an iPhone. (Li, 2013) Since this campaign is national, Blackberry must start international campaigns later promoting the idea that Canada is a microcosm of the world as it is a mosaic of different nationalities. In this campaign, Blackberry should pitch that they celebrate diversity like Canada does. This campaign should especially target those countries that constitute major part of Canadian population. It can be somewhat simpler and less bold version of “Un hate campaign” of Benetton and will claim its love for diversity.

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