The focus of my communication strategy is the new fashion product concept, Intuitive Panties, to be created by Intel. This is a bold new technologically advanced piece of fashion that serves a functional purpose and meets a basic female human need.

The key elements I will be using are advertising, public relations and events and experiences. Listed below are the elements and which mediums of communication that will be used.

Advertising

Desktop and Mobile Internet: Targeted ads on social media via Instagram, Facebook, YouTube, blogs and on streaming video services and live television would be effective in reaching the target demographic. This could also include TikTok paid campaigns and live streaming campaigns on Instagram, Facebook, YouTube and Twitter would also be very effective at reaching and engaging the target demographic while informing them of this relatively new innovative biotechnology. For promotional purposes, fun snapchat filters could be created and used by users.

Advantages of social media marketing:

- Cost effective
- Can be targeted towards the key demographic
- High reach possible
- Variety of ad formats possible
- Many targeting options including contextual and behavioral
- High coverage among Internet users globally (as much as 90% of users)
- High frequency possible
- Measurability
- Adaptability in real-time
- Ad variables easily tested to optimize effectiveness
- Appropriate for demand-generation (direct response) and branding goals
- Creative flexibility in use of copy, visuals, multi-media, and attention stimuli

- Geographic targeting possible
- Access to audience 24/7
- Variety of formats available

Disadvantages Desktop:

- Exposure limited by adblockers
- Subject to “banner blindness”
- Perceived as irritating
- Lack of control over ad placement as reputation management risk
- Audience privacy concerns
- Clutter
- Brevity of exposure may inhibit comprehension and recall

Disadvantages Mobile:

- Site functionality of m-sites less than traditional sites
- Slow data transfer
- Privacy concerns among audience

Variations in device standards – Android, Windows, Apple

Traditional television ads can introduce Intuitive Panties to the masses, anyone who owns a television.

Advantages of Television:

- Visual impact
- Ability to tell a story
- Cost effective per contact
- Targeting by interest and location possible through cable and satellite TV at a relatively low cost
- Demonstration ability
- Can relay excitement and entertainment value
- Direct response feasible with iTV
- Targeting by shopper data possible using programmatic and addressable TV
- Online placements complement offline and provides access to streaming, on-demand audience

Disadvantages of Television:

- Audience fragmentation
- Ad clutter
- High absolute cost for network TV
- High production costs for materials
- Ensuring exposures challenging due to shift in viewer behaviors including viewing on-demand and streaming
- Media multi-tasking inhibits message comprehension

Public Relations

Branded content such as press releases, publicity, news conferences to introduce the brand to the public using the hashtag #TrustYourIntuition. Influencer Marketing activations such as product placement (Advertainment), digital storytelling and sponsored campaigns that bring Intuitive Panties to the targeted audience directly via word of mouth testimonials by well-known influencers who have used the product and could share product via hosted giveaways and contests, as well as, consumer generated content via use of the hashtag on social. Influencers could encourage their audiences to share their own reproductive health or menstruation mishap stories via paid campaigns that stipulate high engagement.

Events and Experiences

Sponsorships (events and experiences) typically refer to financial support for events, venues or experiences and provide the opportunity to target specific groups i.e. an adventurous female-centric 3-day media trip hosting 50 trusted female influencers of varying ages and backgrounds (who share a key demographic with Intuitive Panties) doing fun things like hiking, kayaking, biking, rock climbing. This will generate an interest and content across multiple platforms set to a beautiful background with popular female

influencers who readers already trust and care about. Sponsorships enhance a company's image and help generate public relations.

Advantages of branded content:

- Control over message and message context
- Perceived as high value, positive, and memorable
- Creative flexibility in storytelling, format, audience, and channel

Disadvantages of branded content:

- Difficult to measure effectiveness
- Limited reach
- Potentially high production costs
- Clutter

References:

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