Canon
PIXMA
Social Media Launch Strategy

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OUTLINE

- Objective
- Competitor Analysis
- Consumer Behavior Understanding
- The Audience
- Digital Eco-System
- Engagement Strategy
- Big Idea
- Mechanics & Execution

CAMPAIGN OBJECTIVE

TO LAUNCH THE CANON PIXMA ON DIGITAL VIA AN ENGAGING SOCIAL MEDIA CAMPAIGN

Top of Mind
Raise awareness about the latest product launch

Resonate &Engage
Encouraging conversation, driving consideration and affinity

Convert
Build an active community to convert online engagement

LET'S UNDERSTAND THE KEY **INSIGHTS OUR COMPETITORS** HAVE TAPPED ON TO SO FAR…

Middle East

EPSON®
EXCEED YOUR VISION

3.7 Million

1861 Followers

Local Page Inactive

Corporate only

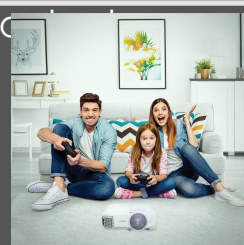Local Page Inactive

EPSON AND ITS PRESENCE ON DIGITAL

With its presence on Facebook, Epson's content strategy is all over the place, gives more weightage to generic content which has not been thought out properly as compared to its other core offerings.

The communication has no clear call to action & objective which leads to low engagement. A plethora of unnecessary hashtags has been used. The page has been very active throughout the year and has tapped on to campaigns like: Back to School, Ramadan, Eco Tank, etc.

CONTENT STRATEGY:
Using variety of content themes, lacks strategy. Major focus on moments, kid-centric, lifestyle-based and functional content.

CREATIVE STRATEGY:
Lacks creative cohesiveness, no defined layouts, over-use of stock imagery, limited creative formats explored, video content not been optimized for social media.

Topical

Lifestyle

Games/Puzzle

Back to School

Products & Offerings

Most of the content has been mirrored on Instagram featuring awareness and engagement based content. A creatively designed series was launched with aesthetically beautiful lifestyle images to make it relevant to the IG audience
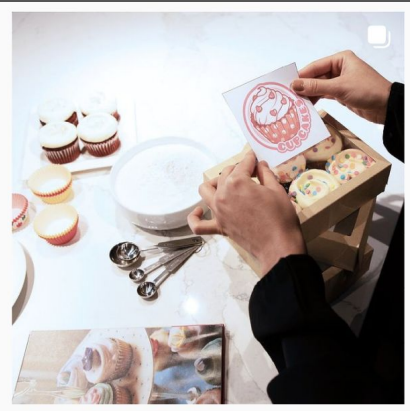
Conversations around the Printer Category

Content Topics around their Printer category:

Epson has given a major chunk of their content strategy to their printer category that includes new product launches, supportive content and always-on

Epson has been aggressively promoting their printer range which includes Eco-Tank, SC-F100 dye sublimation printer, label printer, ink, etc. targeting different audience segments like students, parents, young professionals, artists, etc.

Content around the category focused on the functionality, convenience & offerings of their printers

SENTIMENT ANALYSIS

Positive Negative Neutral
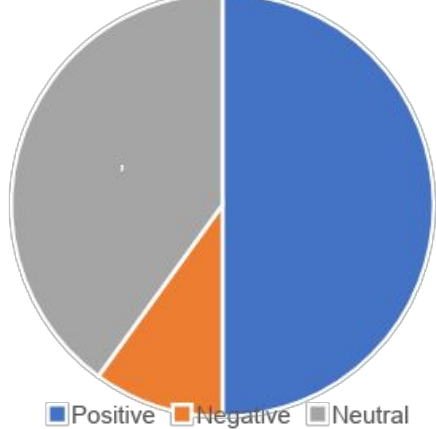
CONVERSATIONS

The conversation revolves around different inquiries like price, colors, where to buy

People showed interest in their printers, sub products and showed love towards Epson. The Audience sentiments was higher on positive and neutral side which was around 90% and only 10% of the conversations were complaining

Zezo Mohamed
How much is the price of the print, the type of ink, its price and its capacity

Tharwat Ibrahim
I have an Epson L550 printer I want to fix

Mohammed Ghazi
Hello... What is the name of the printer model, thank you

Kareem Mović
Solution for Boardless (A4 Size Paper) Epson L3110 Series 3 Months and still can't print boardless and can't even find the right solution on Internet the max I had reached was no board in right and left sides but still up and down have white area

Gonijien Plasabas
how much

Dalia Elkilany
Peace be upon you Can I know the specifications of the printer l805

ri.mak2020 This what I need for my kids and students😍😍😍

محمود خطاب
I have the colors that are not right, especially the black color is dull or dark blue

Overview – Engagement & Keywords

Total Reactions, Comments, Shares

Jun 29, 2021 — Sep 28, 2021

The top engaging post in the last quarter was about their recently launched label printer which was part of their back to school campaign which gained the maximum engagement due to paid promotion

Epson Middle East shared a picture ·
August 19 12:30 PM

Is #BTS prep stressing you out? Use the Epson label printer to organise school supplies for your kids - you can print out labels for everything from books to lunchboxes to bottles ensuring your kids don\'t lose their essentials. #BacktoSchool #LabelPrinter #Epson #BTS
مستعدين لموسم العودة إلى المدارس؟ ما تنسوا شراء طابعة الملصقات من إبسون لتمييز اللوازم المدرسية لأطفالكم

Fotos de la biografía
facebook.com

👍 2,624   ❤️ 59   😮 4   😯 1   💬 34   🔁 17

MOST FREQUENTLY USED WORDS

Barsha TODA Floor B.V Enjoy Eid-related ID Zone Year American Challenge Instagram National Make Middle Ink Participate East Building T&Cs September Dubai Source Learn Epson Heights Box Competition Free PO Europe FZ UAE LLC Hive Airport EcoTank Day International PS Messenger Check Promotion Shandwick Channel Conditions Direct Download MCN Prize Terms Scanned

size = frequency
green = high engagement
red = low engagement

Eco Tank & Epson being the mostly used keywords by Epson

MOST FREQUENTLY USED HASHTAGS

#BTS #VideoGameMonth #GameNight
#EpsonCSR يوم_المرأة_الإماراتية# #IslamicNewYear
#InternationalDayofSignLanguages #LabelPrinter #EcoTankدائماً#
#EarthOvershootDay #homeprinter #EpsonGenuineInk
شهر_الألعاب_الإلكترونية# #Summeractivities #schoolyear #projector
#EarthFocus #Epson #Printer الإمارات# #EidGreeting
#wanderlust #weekend #HomeCinema #matchnight
#EidAlAdha #DidYouknow #EmiratiWomensDay
موسم_العودة_إلى_المدارس# #EpsonProjector طابعة#
#HijriNewYear #HeatFree #Trees #GenuineInk
#PlanetEarth #Eid #MovieNight #homeprojector
#EcoTank #BacktoSchool #UAE #Football #KSA91
#CreatewithEcoTank #NaturalResources
#EidMubarak #school #EWD2021 #ClimateChange
#KSANationalDay #MoveTheDate

size = frequency
green = high engagement
red = low engagement

#Epson #GenuineInk & #EcoTank hashatgs were used mostly in all of their communications, using so many hashtags is against social media's best practices

HP

f
2.8 Million

instagram
inactive

twitter
21.1k Followers

in
Inactive

youtube
7.68 K Subscriber

HP & ITS PRESENCE ON DIGITAL

HP FB account has been inactive for almost 1.5 years. Most of the content on the page is organic.

They ran some key campaigns in the past which didn't gather much interactions but decent engagement on each post can be seen.

HP focused on one big campaign every year, the last campaign they ran was 'The world's first cartridge-free laser printer' which consisted of 4-5 posts with a mix of static & video content, which didn't really do well and received low engagement

CONTENT STRATEGY:
A decent mix of content themes that covers different audience types by tapping into different areas and incorporating their products & offers via engaging storytelling

CREATIVE STRATEGY:
Simple, clean & premium look and feel.
Lacks usage of creative formats, FB creative guidelines not been followed.

The HP Neverstop Laser

With the HP Smart App
Scan and print from virtually anywhere

Topical   **Products & Offerings**   **Storytelling**   **DIYs**   **Gaming/Announcements**
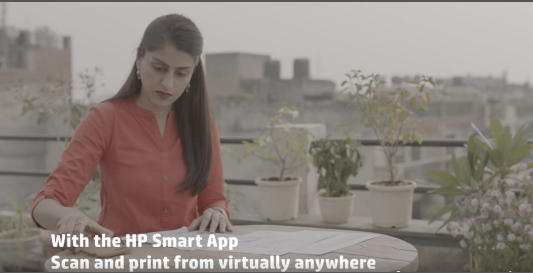
Mirrored content on Twitter featuring awareness-based content with simple product flat lays

HP AND ITS PRESENCE ON DIGITAL

CONTENT STRATEGY:
From customer stories to new product launches, their YT channel is their go-to place for all the long form content pertaining to different stories, collaborations & storytelling. However, the videos have very low views.

CREATIVE STRATEGY:
Simply executed videos & DVCs archived on the channel with poor naming convention and thumbnails.

HP Customer Stories R2000 Series – Paul and John...
24K views • 1 year ago

The third season of the PLG Nationals starts now!
225 views • 3 years ago

Create Wonder | HP Spectre
426 views • 3 years ago

Be The Hero of Your Story | HP DeskJet 3775 All-In-On...
549 views • 3 years ago

يوم كامل مع جهاز HP Envy x360 | متكامل
7.5K views • 3 years ago

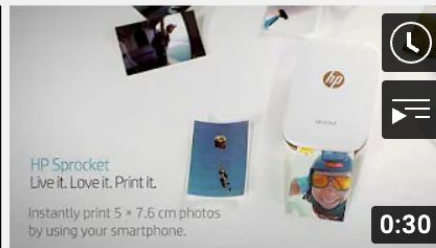**جهاز Spectre x360 قابل للتحويل مزود بشاشة لمس بدقة 4K**

Omen by HP 15" Laptop
583K views • 4 years ago

Print from literally anywhere, we mean it.

راقي, سريع, مع امكانية رفع مستوى الاداء – لابتوب OMEN X

يوم في حياة HP Spectre x360 الموديل "ألين" مع
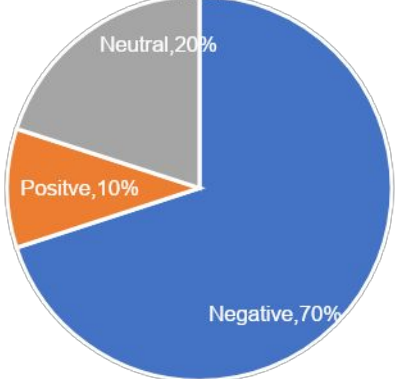
CONVERSATIONS AROUND PRINTER CATEGORY

Content Topics around their Printer category:

HP *has* launched multiple ranges of printer and their sub products

Introduced the world's first cartridge-free laser printer

Content focused on the functional benefits of their printer

SENTIMENT ANALYSIS

- Negative
- Positve
- Neutral

Neutral, 20%
Positve, 10%
Negative, 70%

CONVERSATIONS

The conversation revolves around poor customer service, discouraging people to buy HP printers, complaining about low quality products and after sales service.
Major chunk of the Audience sentiments was towards negative & neutral side which was 90% and barely 10% of the conversations were praising HP

Kevin Ellerholz
HP is an absolute nightmare when it comes to customer service. DO NOT BUY HP PRODUCTS.

Amr Sallam
Do not buy HP products from Egypt because they do not have customer service there

Naveen Giliyar
I bought a HP smart tank printer......out of order within 4 months.....gave it for repair....they took 20 days to repair but still the printer was not working....i have decided not to buy any HP products.

Pradeep Menon
Nasty customer care doing by HP people

Alok Dey
I HAVE PURCHASED INK TANK 319 PRINTER ON 19TH MAY'19. THE PAPER RECEIVING ASSEMBLY NOT ACCEPTING PAPER WITHIN TWO MONTH OF USE. COMPLAINT ALSO NOT RESPONDING BY CUSTOMER CARE.

Mujtaba Ali @Mr_MujtabaAli · Dec 4, 2019
Replying to @HPandMe
Kindly respond me on my email and give me in written that yes this is HP standard, I will lodge a complaint in Ministry as well and will make sure that all stakeholder should bear the pain of customer who pays premium prices against that getting faulty machines.

Audience Overview

KENYA

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
54.38 MILLION	59.24 MILLION	21.75 MILLION	11.00 MILLION
URBANISATION: 28.2%	vs. POPULATION: 108.9%	vs. POPULATION: 40.0%	vs. POPULATION: 20.2%

Only 20% of the population is active on SM and internet penetration is 40%., There is a huge potential to grow as 99% of the population uses smart phones.
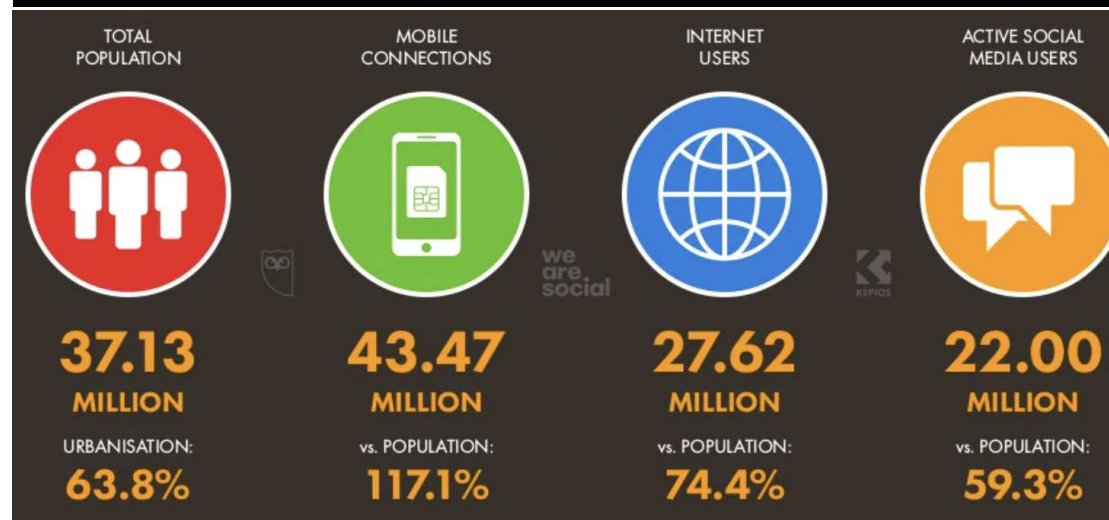**Audience Breakdown: Male: 49.7 %, Female 50.3 %**

NIGERIA

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
208.8 MILLION	187.9 MILLION	104.4 MILLION	33.00 MILLION
URBANISATION: 52.3%	vs. POPULATION: 90.0%	vs. POPULATION: 50.0%	vs. POPULATION: 15.8%

With over 208 Million people, only 15% of the population is active on SM with 50% internet penetration, there is a huge potential to grow as 99% of the population uses smart phones.
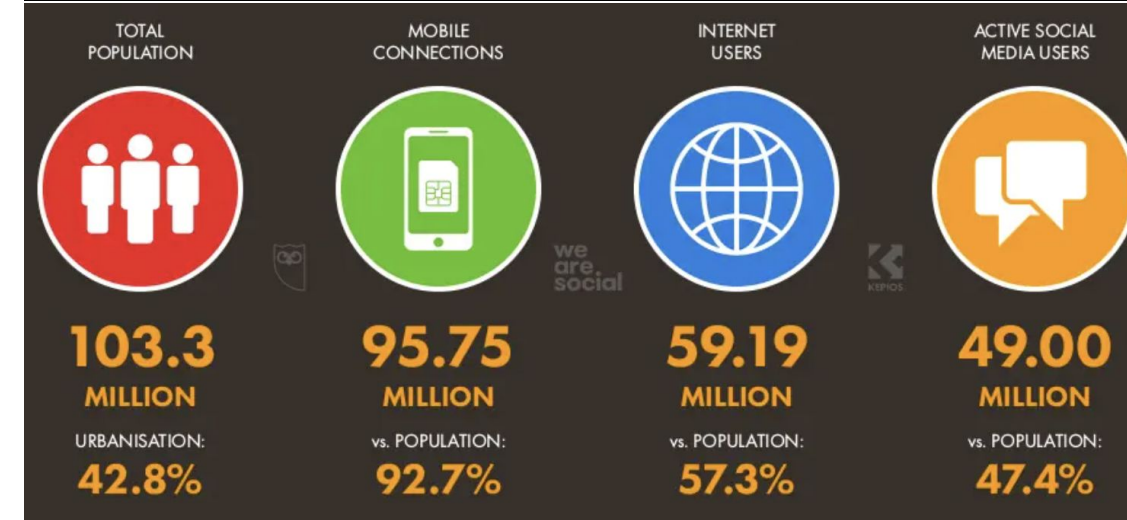**Audience Breakdown: Male: 50.7 % , Female 49.3 %**

MOROCCO

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
37.13 MILLION	43.47 MILLION	27.62 MILLION	22.00 MILLION
URBANISATION: 63.8%	vs. POPULATION: 117.1%	vs. POPULATION: 74.4%	vs. POPULATION: 59.3%

Morocco is the leading market to have 59% active SM users with 75% internet penetration. Moroccons are tech-savvy and like to stay connected. 98% of their population use smartphones.
**Audience Breakdown: Male: 49 % , Female 51 %**

EGYPT

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
103.3 MILLION	95.75 MILLION	59.19 MILLION	49.00 MILLION
URBANISATION: 42.8%	vs. POPULATION: 92.7%	vs. POPULATION: 57.3%	vs. POPULATION: 47.4%

49 Million people in Egypt are actively using social media which Is the 47% of their total population. 96% population are smartphone users..
Audience Breakdown: Male: 50.5 % , Female 49.5 %

ACTIVE SM USERS & THEIR SEARCH BEHAVIORS
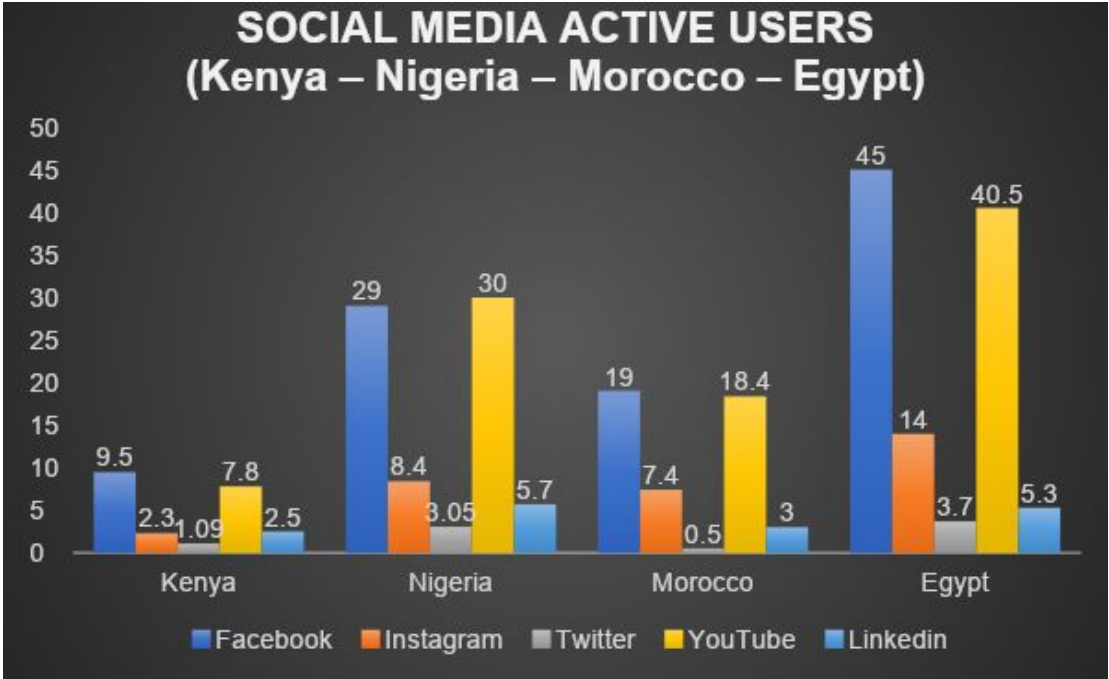
Facebook is the leading social media platform in the above regions, followed by YouTube & Instagram.
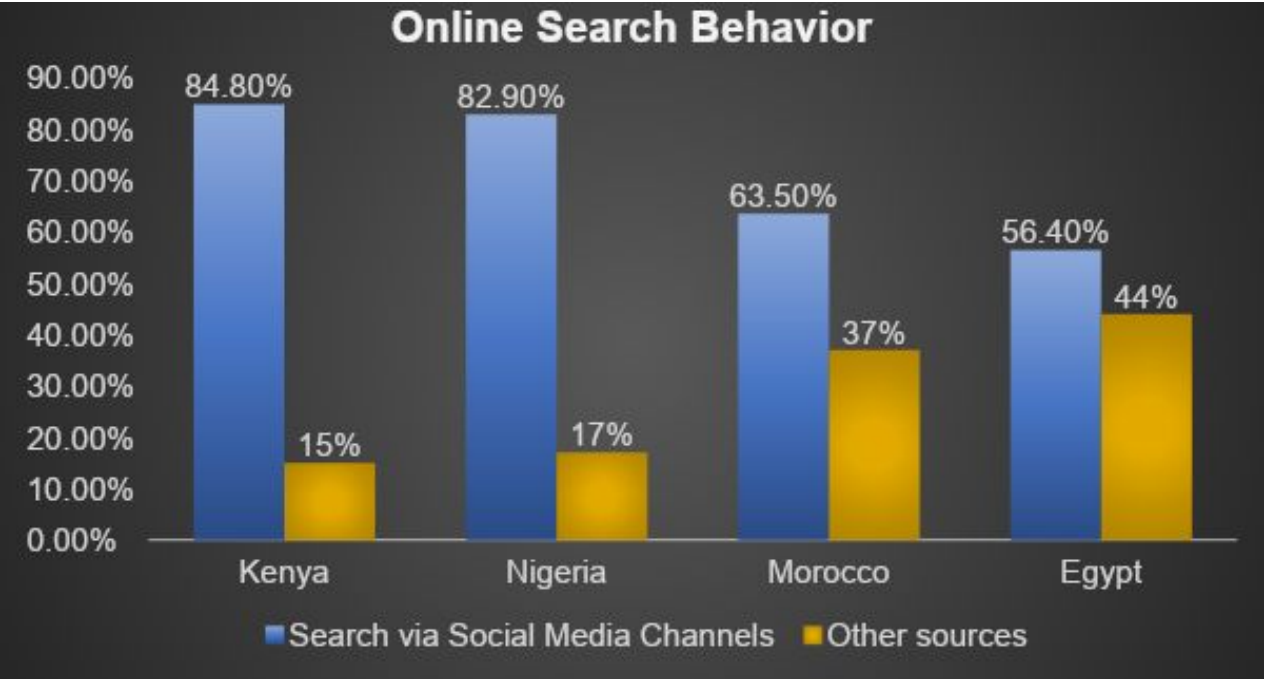
More than 80% of Kenya & Nigeria internet users use Social Media as the main source when searching for brands, whereas 50% of Morocco & Egypt are using Social Media for their searches.

SOCIAL MEDIA IS THEIR PRIMARY RESOURCE HUB & CONNECTOR TOOL - DEEPLY EMBEDDED IN THEIR CULTURE.

LET'S UNDERSTAND OUR
CONSUMER BEHAVIOR

WHO ARE THE CONSUMERS?

PARENTS

Who want to make learning for their kids more fun & creative. From their everyday hustle & busy routine, they want their kids to learn & grow freely whether if it's their school assignments or other creative interests.

Online Creative Influencers

Who are full of creative ideas, believes in expressing & showcasing their talent. Always on the go & are tech savvy who don't want to compromise on the quality and always looking for new ways to connect and share with like minded people in creative ways.

Young Entrepreneurs/Independent Business Owners

Someone who have just started up their business or already an established business owner who shares important ideas and information with their clients and colleagues

Someone who look out for convenience and quality that could save their time so they can focus on other important things.

Artists/Photographers

They are the ones who wants the best quality printing in their home or studio after all the hard work they have put in throughout the creative process

Teachers

Their struggle is real when it comes to creating assignments for their students and From tests and written tasks to reports; there are all sorts of materials that teachers have to print out and there's a lot to juggle in their daily life, they prefer quick solutions and convenience

OUR AUDIENCE JOURNEY

	01 PARENTS OF SCHOOL GOING KIDS/ HOME SCHOOLING	02 ENTREPRENEURS/ INDEPENDENT BUSINESS OWNERS	03 ONLINE CREATIVE INFLUENCERS	04 ARTISTS & PHOTOGRAPHERS	05 TEACHERS
THEIR DESCRIPTION	Parents of kids who are school going	All kinds of businesses which require quick documentations and printing in their offices	Creative people who are actively connected with their audience on social media	People with studios or workshops looking for perfect prints of their work	Teachers who require printed t tests/assignments/projects etc. on regular/ad-hoc basis.
OUR PURPOSE	To act as an enabler in their lives so they can focus on the learning & development of their child	Be their partner in every step of the way towards growth	To be a part of their success and achievements in every step they take in their field	To play a key role in their success and help them in delivered the best result they deserve	Act as a problem solver for them for an uninterrupted and seamless education
OUR OBJECTIVES	**Inspire them** to make change in their lives and build emotional connection	**Build Trust** as their reliable partners & solution providers	**Build an online communal hub to** learn, experiment and grow	**Inspire** them so the DONT to compromise on the quality	Build **strong connection** and make them love what they do

AUDIENCE PROFILING

| PRIMARY:
18 - 34
Male/Female | SECONDARY:
34+
Male/Female |

Millennials+ GEN Z

Digital Natives

Exposed to the world of information and are reading up on everything

Trend starters and followers

Aren't afraid to be vocal on online forums but are well-aware of the conversations around them

The Mobile-first Audience

Their go-to device is their phone which is a prime social tool for them
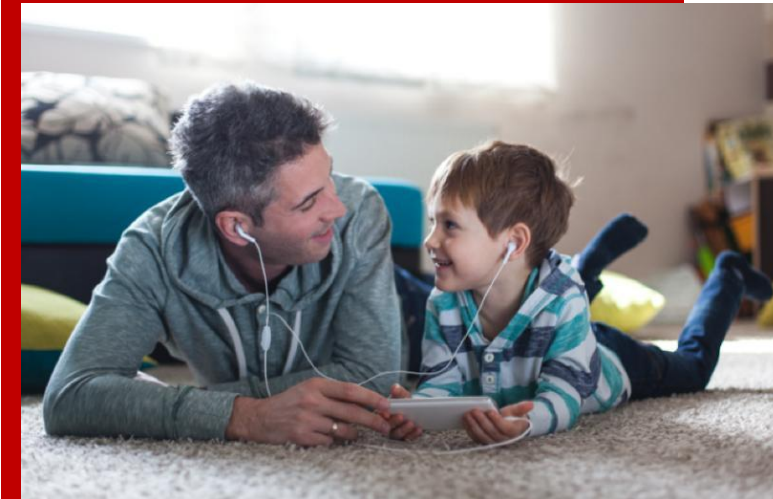
MILLENIALS
1981-1996

They have grown up with technology

Do their research before purchasing new products

Look out for solutions

They believe in personalized experience

Loyal to brands & love being their advocates

They plan their days and activities & are more organized

GEN-Z
1997-2012

They are born Digital!

Influenced by other people's opinions

Their smartphones are absolutely central to their lives

Trendy & want to be a part of the culture

Resonate well with brands which talks directly to them

They want to stay in touch with what's going on in the world

CONSUMER INSIGHT

Having a very functional approach to the category, the consumers are only interested in what works for them.
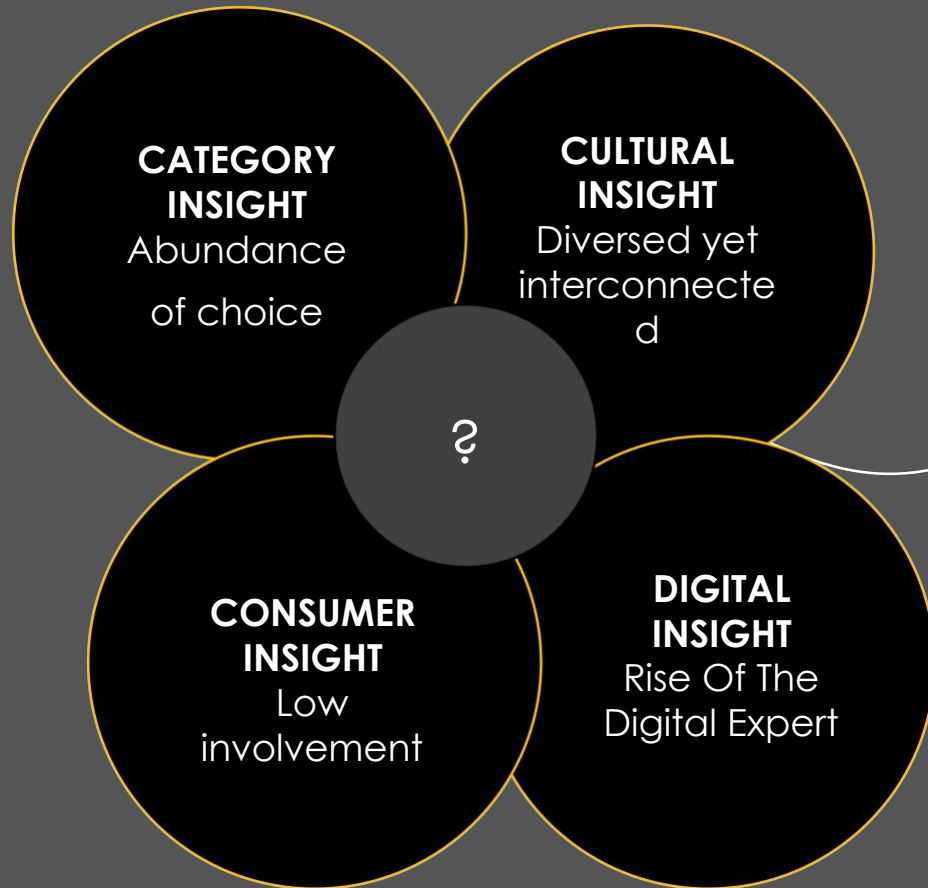
Printer falls under 'low involvement' category and consumer will not hesitate to switch to other brands if they get better offerings

Keep maintenance cost in mind such as, ink, cartridges, after sales service, etc. when making a purchase

One-time purchase & they will forget about it

Always on the look-out for better product offerings and benefit. Highly price sensitive & also don't want to compromise on the quality

DIGITAL STRATEGY

CATEGORY INSIGHT
Abundance of choice

CULTURAL INSIGHT
Diversed yet interconnected

CONSUMER INSIGHT
Low involvement

DIGITAL INSIGHT
Rise Of The Digital Expert

?

BRAND ROLE

Inspire, connect & build trust to strengthen the online community by making a difference in their lives

OBJECTIVE

To provide freedom and convenience via advanced solutions

PLATFORM STRATEGY

These platforms will be utilized to generate and drive awareness, engagement and conversations to generate sales on the Social Media platforms

Utilizing this platform for **mass awareness** and referral to website whilst effectively rolling-out thematic campaigns to reach out to our audience

Leveraging the power of visual story-telling, the snack-able content will sell experience and drive engagement

Exploring reels & IGTV will act as a content hub platform for short videos

Building a content haven with long-form and contextual targeting to intercept audience affinities and creating conversion points

Website to act as the corporate hub where people can look out for product descriptions, media updates, etc.

PR & Collaborations Create buzz, generate conversations, drive purchase intent, and increase talkability

INFLUENCER MARKETING APPROACH

Online Influencers have become the game changer for brands in the North African region

WHAT WOULD BE OUR INFLUENCER MARKETING APPROACH?

TAPPING EACH TYPE

Engaging KOLs & experts and leveraging their influence to become the ultimate go-to brand

SELLING EXPERIENCE, NOT JUST THE PRODUCT

Putting forward the **CANON PIXMA** experience via influencers to make us bigger than a product

TOP OF MIND TOP OF SIGHT

Being present for the TG at all platforms to build a strong and organic top of mind and sight recall
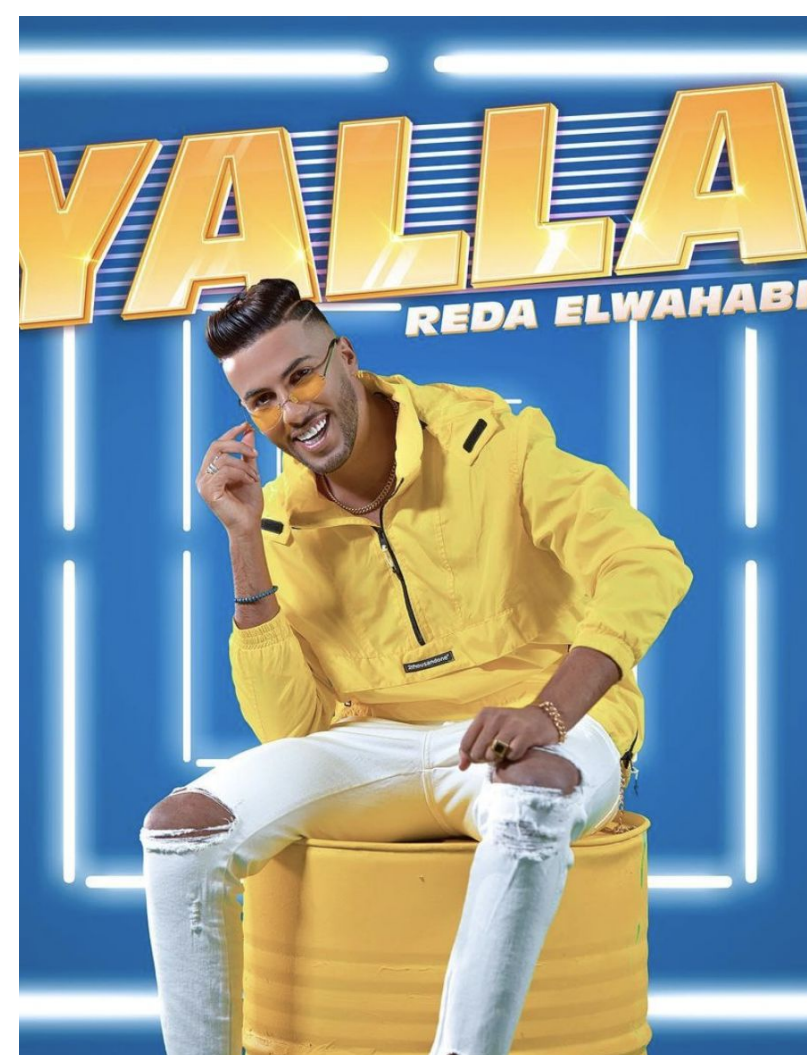
@Chisom_xx

@princenelsonenwerem

@samaya_Salem

@reda_alwahabii

1:9:90

INFLUENCER MODEL

1%

Conversation Starters,
leading the main idea and
the brand image

1M+
Followers

9%

Advocates
who repackage and absorb
information that influencers are
creating and put into their own
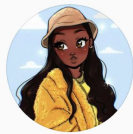perspective to the public

100k -900k
Followers

90%

Enthusiasts
who make up the bigger bulk of
social media audience.
Many people fall into this category to
discover what's out there

Micro Influencers +
Seeders
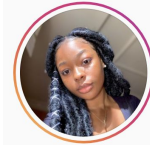5k – 90k

COLLABORATION WITH **INFLUENCERS**

NIGERIA

ghanaian_artists Follow
5,769 posts | 275k followers | 6,933 following
Creative Art Community
Art
🌍Sharing Creative works ✏️/🎨/ Worldwide
🇬🇧

chisom_xx Follow
186 posts | 201k followers | 2,698 following
chisom onwuegbuzia
Public figure

princenelsonenwerem Follow
169 posts | 1m followers | 1,072 following
Prince Nelson Enwerem
Public figure

wives_and_mothers Follow
18,889 posts | 783k followers | 721 following
Celebrating Womanhood
Community

Artist/Education/Lifestyle/Creative

KENYA

theavieway Follow
4,314 posts | 1.7m followers | 1,562 following
Avril
Artist

emutwins Follow
309 posts | 19.8k followers | 325 following
Doreen x Maureen
Digital creator

benkiruthi Follow
1,926 posts | 102k followers | 1,880 following
Ben Kiruthi 📸
Photographer

tintseh Follow
786 posts | 50.6k followers | 1,014 following
Tintseh
Photographer

Artist/Education/Photographer/Digital Creator

MOROCCO

reda_elwahabii Follow
127 posts | 4.1m followers | 292 following
REDA EL WAHABI رضا الوهابي
Public figure

chadia.arsalan Follow
364 posts | 2.9m followers | 280 following
شادية ارسلان | Chadia Arsalan
Public figure

taoussezakaria Follow
170 posts | 161k followers | 10 following
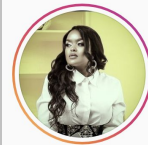Zakaria taousse زكرياء الطوس
Scientist

houdahayaniamine Follow
1,445 posts | 350k followers | 996 following
Houda HAYANI AMINE
Owner @latelierdesignbyhayani
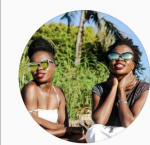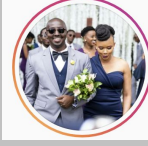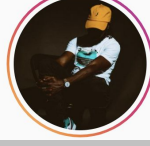
Artist/Education/Photography/Creative Influencer

EGYPT

mohamed.farag Follow
1,791 posts | 3.2m followers | 308 following
محمد فرج Mohamed Farag
Public figure

ngdsketches Follow
631 posts | 11.6k followers | 935 following
Nada Gamal-Eldin
Artist

nourhannehassanofficial Follow
1,278 posts | 1.2m followers | 215 following
Nourhan Hassan نورهان حسن
Blogger
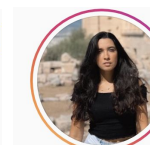
somaya_salem Follow
202 posts | 49.7k followers | 1,596 following
Somaya_salem
Blogger

Artist-DIY/Education/Momfluencer/Creative Influencer

AFTER KNOWING OUR AUDIENCE WELL

We know where they are most active and where to intercept

We want to reach out to them on the right platform with right communication approach

TO POSITION CANON PIXMA, FOR OUR UNIQUE NORTH AFRICAN CONSUMER

HOW WILL WE MAKE THIS HAPPEN?

With our creatively defined
ENGAGEMENT STRATEGY

This generation seeks perfection in everything they do

Whether it's taking a perfect selfie or having a perfect meal, winning a business pitch or just being out there on their own

Celebrating different occasions or watching their kids grow

They just love making memories and keeping a record of every moment,

Because every moment matters

With
Canon PIXMA,
'Every Print Matters'
Because…these prints will stay with them for the longest time

Canon

Building the Narrative on Social Media

#EVERYPRINTMATTERS

PHASE-1

PHASE-2

CREATE HYPE AROUND THE LAUNCH OF **CANON PIXMA**

ACTIVATE INFLUENCERS ACROSS OUR TARGET MARKETS ON SOCIAL MEDIA TO GRAB ATTENTION AND BUILD CURIOSITY

CAMPAIGN HASHTAGS

Key Communications:
#EveryPrintMatters
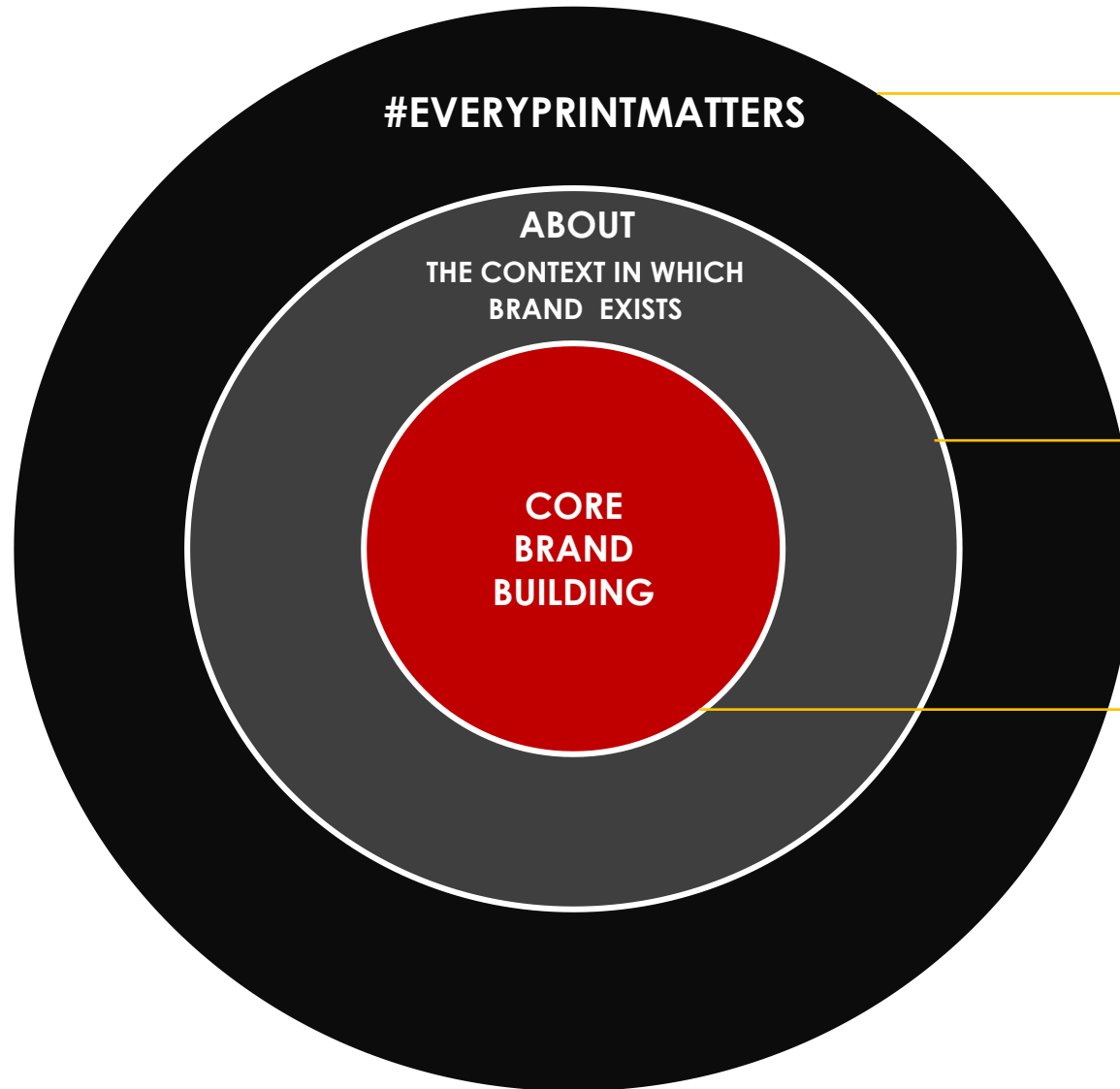
Sub Communications:
#PixelPerfect

Branded Hashtag:
#CanonCNA

#EVERYPRINTMATTERS

REVEALING **CANON PIXMA** WITH A HERO VIDEO LAUNCH & ENGAGING CONTENT SERIES TO DRIVE PARTICIPATION VIA ENGAGING UGC

WHAT WILL WE ESTABLISH WITH OUR ONLINE AUDIENCE?

#EVERYPRINTMATTERS

ABOUT
THE CONTEXT IN WHICH BRAND EXISTS

CORE BRAND BUILDING

Every print matters Because...it will stay with you for the longest time

- Home
- School/Colleges
- Stationaries
- Artist
- Businesses
- Travelling
- DIY/Creative/Designs

FUNCTIONAL
- Brand Heritage
- Cutting-edge technology
- Good value for money
- Easy maintenance
- Convenience
- Smart, compact & flexible connectivity via cloud
- Efficacy of the product with high quality printing

EMOTIONAL
- Celebrating special moments & occasions
- Build connections
- Making memories
- Problem Solver
- Going outdoors, fearlessly
- Key role in learning & growth

CAMPAIGN ROLLOUT

PHASE-1	PHASE-2	PHASE-3	PHASE-4
KEY INFLUENCERS ACTIVATION	*HERO COMMUNICATION LAUNCH*	*PIXEL PERFECT CONTENT SERIES LAUNCH*	*UGC COMPETITION TO GO LIVE*

Day 1-2
WEEK-1

Day 3
WEEK-1

WEEK 2 -3
(TWO WEEKS)

WEEK - 4
(TWO WEEKS)
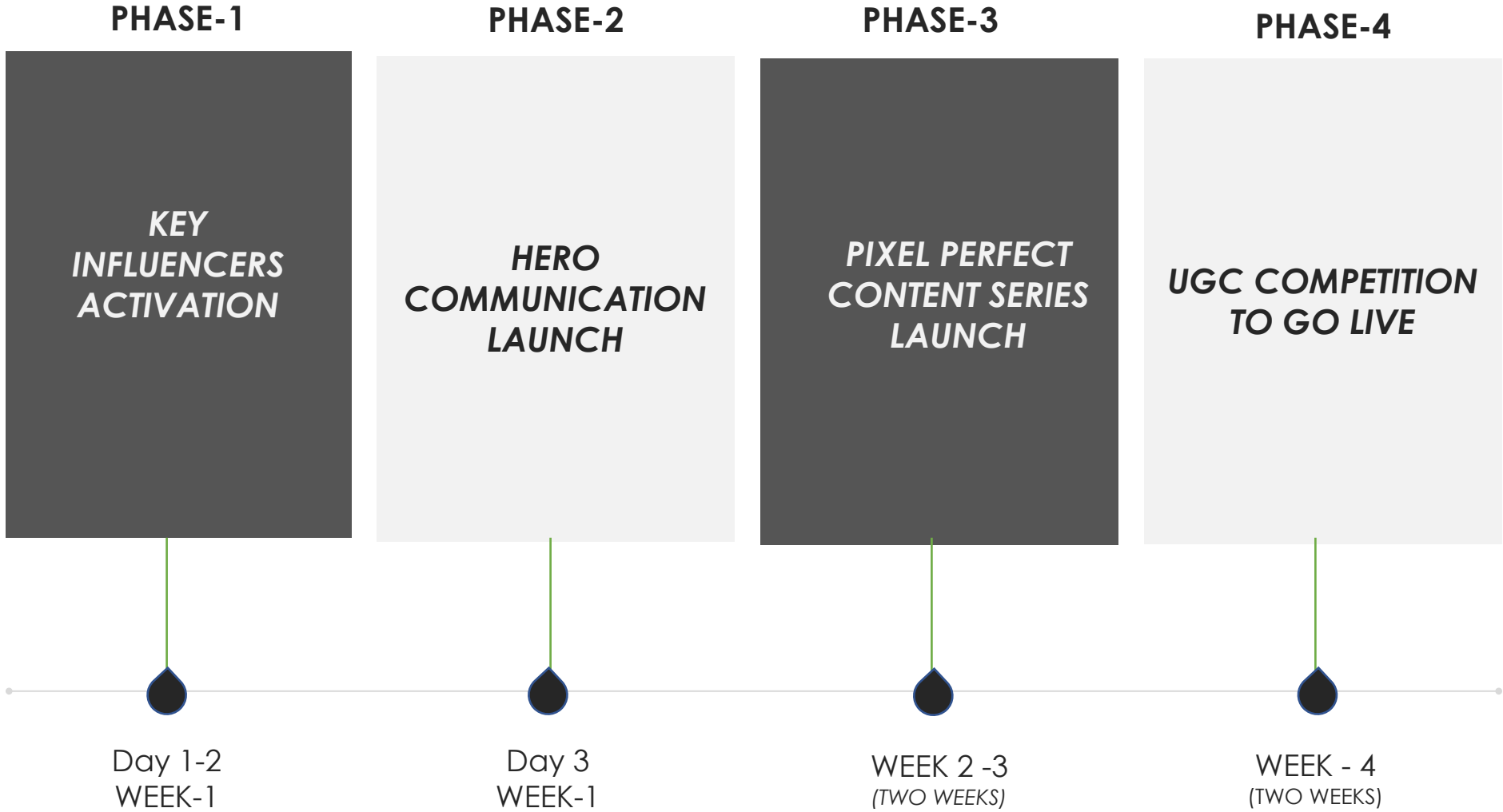
Phase – 1: **INFLUENCERS ACTIVATION - HYPE**
#EVERYPRINTMATTERS

INSIGHT:

People tend to show keen interest in something if it's coming from someone they like or are influenced by, these influencers have the power to affect the decisions of their engaged audience

IDEA

To generate huge buzz on Social Media & build curiosity before the launch, Canon CNA to collaborate with key online Content Creators from different regions (Nigeria, Kenya, Morocco, Egypt) to reach out to the pre-defined audience

WHAT WILL THEY DO?

They will release a fully pixelated/poorly printed image from their social media channels and will ask their fans to guess 'what is it'? within 24 hours and they will reveal the high-quality print of that image next day with the hashtag **#EveryPrintMatters** with **#CanonCNA** to solve the mystery and redirecting the audience to the main campaign communication link

The social audience will engage with the content & make guesses about the image in unexpected ways

Platforms

Day-1

Day-2

Phase – 2: CANON PIXMA 'HERO VIDEO' LAUNCH
#EVERYPRINTMATTERS with #CanonCNA

IDEA

Canon PIXMA to release a light-hearted Hero DVC from their social channels, highlighting emotional & functional benefits of the product with a key message **EVERY PRINT MATTERS** with **Canon CNA**

All the influencers to drive traffic to the Hero Video, and inspire and encourage their audience to use high quality prints to make their memories everlasting

Sliced version of the DVC to go on Insta & FB stories to drive engagement via using native features like stickers, polls, questions, etc.

<u>**Deliverables**</u>

Video Length: up to 1 min
Language: Central & Localization for each region
Channels: FB/FBS, IG/IGS, YT
Size ratio: 4:5, 16:9, 9:16

Platforms

21

Phase – 3: PIXEL PERFECT CONTENT SERIES
#EVERYPRINTMATTERS with #CanonCNA

IDEA:
In order to support the launch & maximize its mileage on Social Media, Canon CNA to launch a snackable content series **#PIXELPERFECT** for every perfect moment, which will highlight key benefits of Canon PIXMA relating it to different day to day real scenarios in order to keep the audience engaged and hooked

Using local talent from each market, the content series will have 4-5 videos up-to 15-20 sec, light-hearted, snappy with a touch of humour to communicate the key functionalities of Canon PIXMA in order to register the top of mind recall for the brand

Deliverables
Video Length: up to 15-20 seconds
Language: Central & Localization for each region
Channels: FB/FBS, IG/IGS, YT
Size ratio: 4:5, 16:9, 9:16

Platforms

You Tube BUMPER ADS

The content series to be converted into a six sec YT bumper & will be contextually targeted in the Nigeria, Kenya, Morocco & Egypt based on affinities & streaming behaviours

CONTENT SERIES - SAMPLE SCENARIOS

SCENARIO-1:
PRINT FROM ANYWHERE (VIRTUAL)

A guy out for a vacation in the mountains with his friends gets a call from his 7 years old daughter that she needs to submit her homework and need to get it printed ASAP. The guy opens Canon App on his mobile and he does it on-the-go conveniently without compromising on his fun.
#PixelPerfect with **#CanonCNA**
#EveryPrintMatters

SCENARIO-2:
BIRTHDAY (CONVENIENCE)

A wife is searching for a perfect anniversary card for their anniversary but couldn't find it, she thought of creating a customised one to make it more special for her husband, she searches for images & prints from Canon PIXMA and later presents the card to her Husband.
#PixelPerfect with **#CanonCNA**
#EveryPrintMatters

UGC – The Biggest Virtual Print Competition

IDEA:
The Pixel Perfect content series to be tied up with a **UGC COMPETITION** to drive engagement and increase participation on Facebook & Instagram

Influencers to encourage participation for the biggest virtual print competition & drive engagement around it by exploring different creative formats like IG reels/stories with native features etc.

Keeping the Canon PIXMA key feature in mind where consumers can print virtually from anywhere with convenience.

Canon to launch the biggest virtual print competition where users will get a chance print their favourite pictures virtually from anywhere in the world and they will be incentivized with a high-quality personalized printed image and a few lucky participants will get a chance to win Canon PIXMA printers.

A wrap-up video montage to be released from all three key social media channels at the end of the competition highlighting & showcasing the participations and the winners.

Deliverables:
Formats: Videos/IG Reels/Static
Language: Central & Localization for each region
Channels: FB/FBS, IG/IGS
Size ratio: 4:5, 16:9, 9:16, 16:9

Platforms

UGC – The Biggest Virtual Print Competition
Mechanics

STEP-1:

Canon CNA to kick off the competition by releasing a *Virtual Printer ID*

STEP-2:

Users will be asked to download the Canon App & connect the printer with the given virtual ID

STEP-3:

Users will then have to send a print of their favourite picture on the given virtual printer ID to get their pictures printed in high quality .
Canon to collect all the entries printed

STEP-4:

Users to share a post with a short message about that picture using the campaign hashtag and Tag Conon CNA, *Example: Someone shared a picture with their Dog, the message could be "Me & My Pet' can't wait to see our #PixelPerfect with @CanonCNA*

STEP-5:

The top 8 entries (2 from each region, with the best short message + picture will win a free Canon PIXMA printer

Platforms

UNDERSTANDING OUR SUCCESS

TRANSLATING OUR SOCIAL GOALS INTO KPIs

SOCIAL GOAL #1

GROWING AWARENESS
FOR CANON PIXMA

KEY KPI

ADDITIONAL METRICS

LIKES

VIEWS

FOLLOWERS

REACH

As more people become aware of Canon PIXMA, we want to measure the pace at which our exposure increases

SOCIAL GOAL #2

BUILD A COMMUNITY & DRIVE EMGAGEMENT
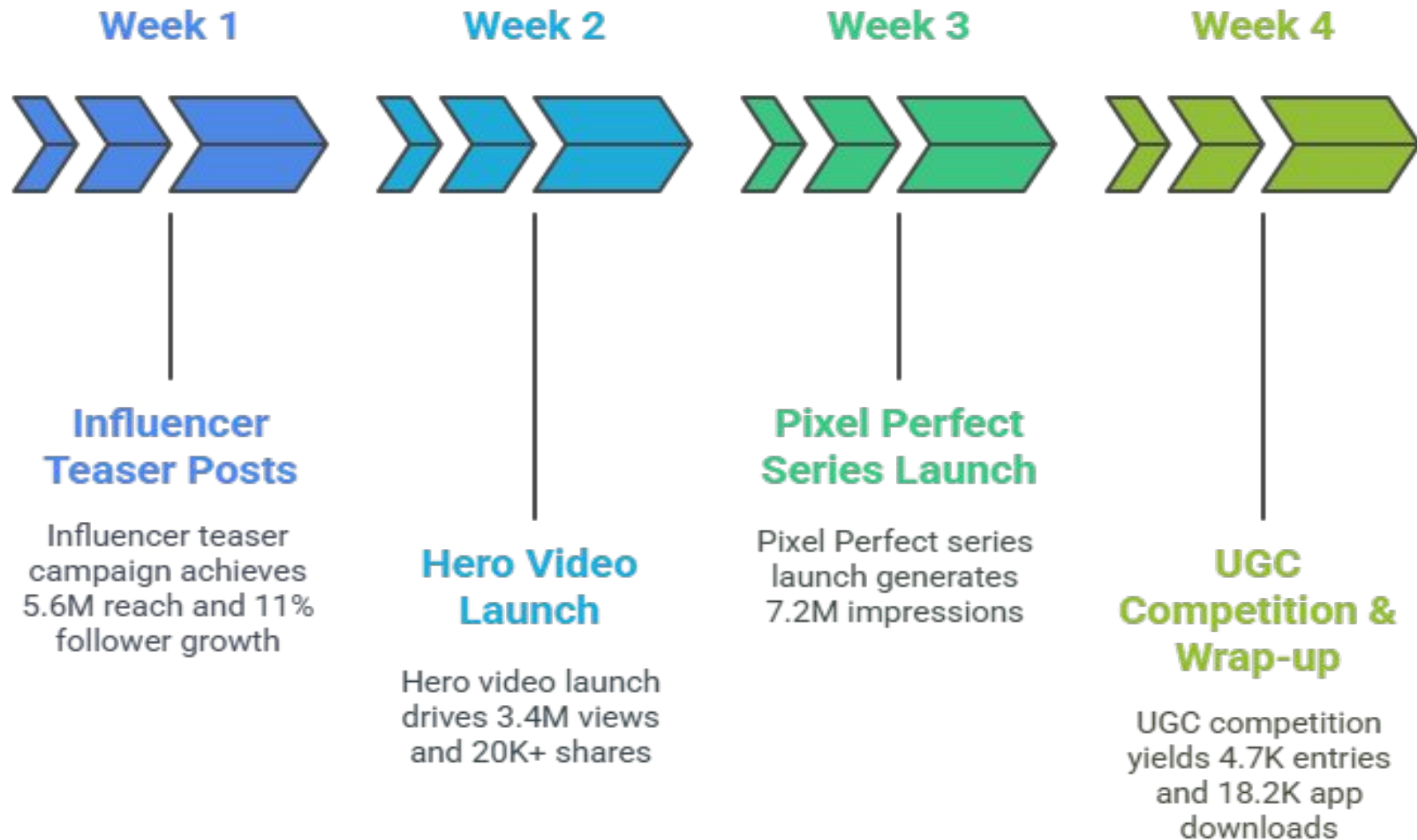
KEY KPI

ENGAGEMENT GROWTH

As we create community-building content, we would want to see progress in the % of which people engage with us
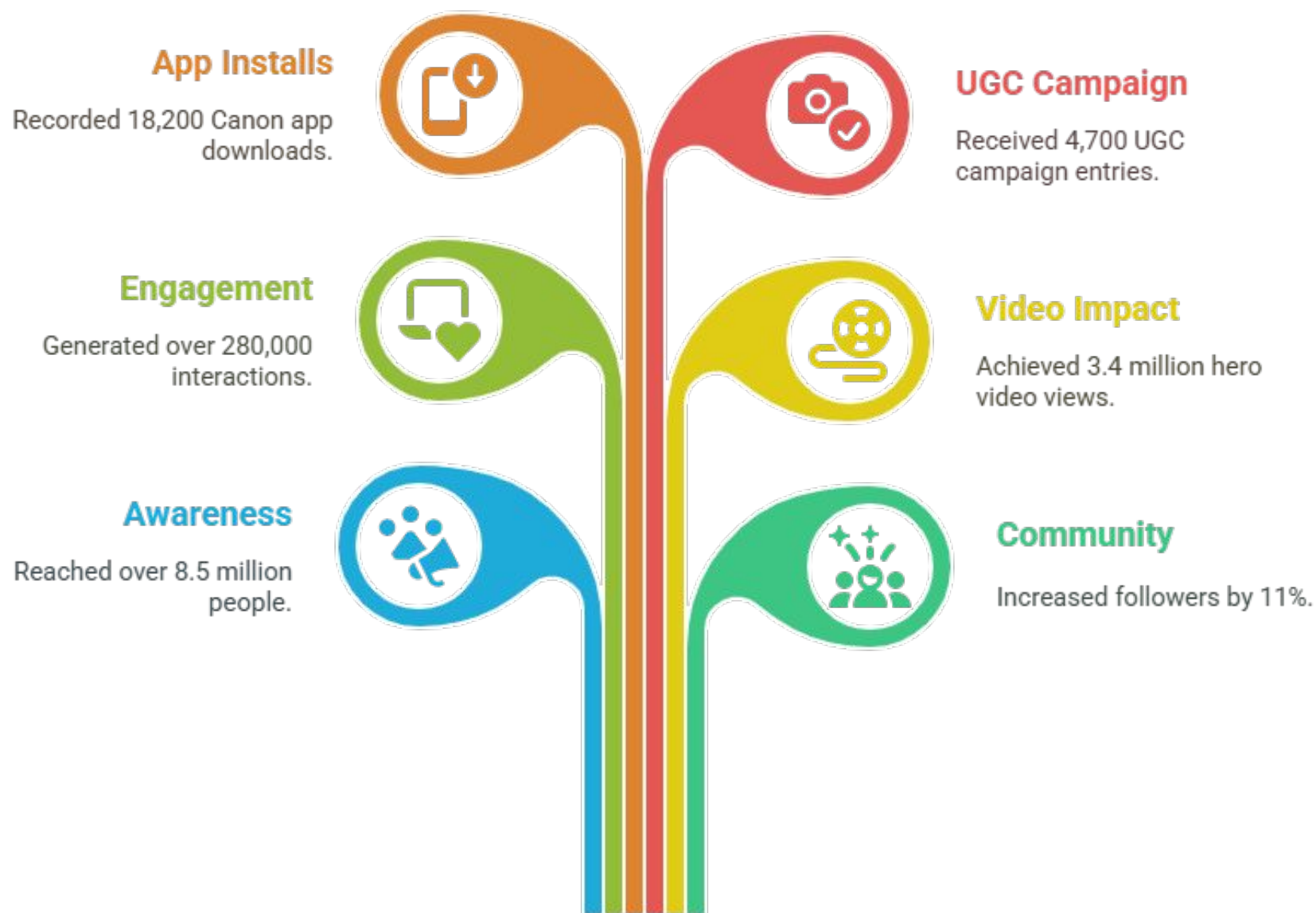
ADDITIONAL METRICS

COMMENTS

DMs

TAGS / MENTIONS

Tracking and Achieving Milestones

Campaign Timeline & Milestone Tracker

Week 1   **Week 2**   **Week 3**   **Week 4**

Influencer Teaser Posts

Influencer teaser campaign achieves 5.6M reach and 11% follower growth

Hero Video Launch

Hero video launch drives 3.4M views and 20K+ shares

Pixel Perfect Series Launch

Pixel Perfect series launch generates 7.2M impressions

UGC Competition & Wrap-up

UGC competition yields 4.7K entries and 18.2K app downloads

Unveiling the Impact of Canon's Social Campaign

App Installs
Recorded 18,200 Canon app downloads.

UGC Campaign
Received 4,700 UGC campaign entries.

Engagement
Generated over 280,000 interactions.

Video Impact
Achieved 3.4 million hero video views.

Awareness
Reached over 8.5 million people.

Community
Increased followers by 11%.

Canon Campaign Performance Overview

01

Extensive Total Reach

The campaign achieved a total reach of over 8.5 million, demonstrating widespread brand visibility and audience engagement across platforms.

02

Follower Growth Surge

A significant 11% increase in new followers indicates growing interest and relevance of Canon's content and community engagement strategies.

03

High Interaction Volume

Over 280,000 total interactions, including likes, comments, and shares, highlight robust engagement with Canon's social media content.

04

Hero Video Popularity

The hero video garnered 3.4 million views, showcasing compelling storytelling and attracting a large audience to Canon's visual content.

05

App Downloads Solidified

Canon app downloads reached 18.2K, indicating a strong user interest and utility in Canon's mobile application offerings.

06

UGC Campaign Success

With 4,700 entries submitted, user-generated content highlighted an active and engaged community contributing creatively to Canon's brand story.

07

Positive User Engagement

Strong community participation across multiple channels underscores the effectiveness of Canon's marketing campaigns.

08

Sustained Brand Momentum

Overall campaign success reinforces Canon's market presence and fosters ongoing relationships with both existing and new customers.

Canon PIXMA: Marketing Success

TIMELINE

Influencer Teaser Activation "Guess the Print" Challenge

Hero DVC Launch on Facebook, Instagram, YouTube

Pixel Perfect Mini-Series (Static + Short-Form Videos)

UGC Competition – "Virtual Print Challenge"

Overall Brand Growth & Awareness

Phase 1

Phase 1's "Guess the Print" challenge used influencers posting blurred images, creating buzz. The campaign reached 5.6 million, boosting Canon CNA page followers by 11%.

Phase 2

The regional 60-second video launch focused on emotional storytelling, generating 3.4 million views and a high 9.1% engagement rate across Facebook, Instagram, and YouTube.

Phase 3

Phase 3's short videos and animated posts demonstrated everyday PIXMA use, achieving 7.2 million impressions. One video, "Dad prints homework while on trip," hit 700k views.

Phase 4

The "Virtual Print Challenge" encouraged users to print images remotely via the Canon App. This drove 18,200 app downloads in just 6 weeks and resulted in 4,700 user-generated posts.

Outcomes:

Canon CNA's strategic, phased approach led to significant growth, driving engagement, increasing positive sentiment by 81%, and boosting brand visibility across key so

Engagement Metrics by Platform

Characteristic	Facebook	Instagram	YouTube
Video Views	1.5M	1.9M	750K
Comments	23.5K	26.8K	4.6K
Shares	14.2K	10.4K	1.3K
Likes	87.3K	94.1K	28.2K

THANK YOU!