



Media and Consumer Behavior- Midterm Project

A301 - 21417

Fall 2021

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Introduction/Situation:



Tangerine pedicab is a reliable and dependable line of bicycle transportation. The brand is extremely popular in urban/city areas. The pedicabs allow consumers a new way to transport amongst several other services, such as Uber, Lyft, Lime, etc. Tangerine is an eco-friendly form of transit which provides a global benefit to the world.

Tangerine is planning to take its business to the next level. In order to target the biggest and best audience, this company wants to focus on an audience that spends a majority of their time walking, hence, their focus on college students. Due to the busy nature of college students walking to and from class, Tangerine is hoping to increase their sales and profits. Specifically, they want to integrate into college communities and become a vital part of operations on campus. Hopefully, surpassing the competitors such as Lime, Bird, Veo, and other slower forms of transportation.



Summary of media objectives:

Audience Objectives:

Tangerine's primary target audience is university students ages 18–24, both male and female, at Big Ten schools. More specifically, it is for individuals that reside on and near their university campus. Multiple times a day, these pedicabs travel to and from campus *and* to businesses and other residential areas. The targeted students are those who want to use eco-friendly transportation that is easily accessible to them. People would rather have their transportation come to them than having to find it, like Lime or Bird scooters. It is also cash-free, which many students do not necessarily carry. Tangerine pedicabs are efficient, sustainable, and convenient. Our average Tangerine consumers are in the middle or high-class

income bracket. They are more than likely a student or affiliated with the campus. Tangerine will be a common tool used to go long distances, which are uncomfortable for walking. In addition, vehicular transportation is unnecessary or unwanted for those same distances. Consumers may enjoy a natural experience as they are allowed to glimpse at nature while riding. It is important to acknowledge Tangerine's consumers are not in a hurry. They pay for the experience as well as the benefit of transportation; therefore, consumers in a rush are more likely to take motorized scooters or vehicles.

Distribution Objectives:

Consumers are easily reached through social media platforms such as Twitter, Instagram, and Facebook. They may find Youtube advertisements and other streaming services advertisements attractive. The most influential portion is the company logo on the pedicabs, which portrays the brand's promise to the

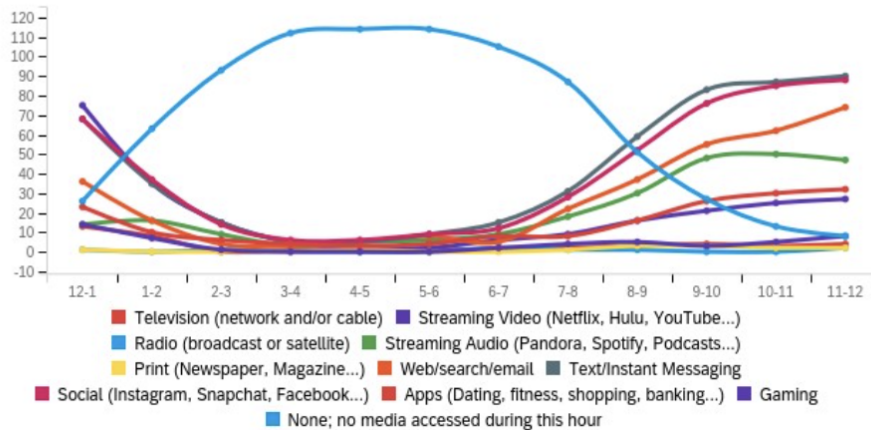
public. Also, it is crucial to create awareness through school newspaper advertisements, school emails, paper print advertisements, etc. Consumers may even feel further compelled to use Tangerine with promotional discounts or incentives.



Quantitative Analysis:

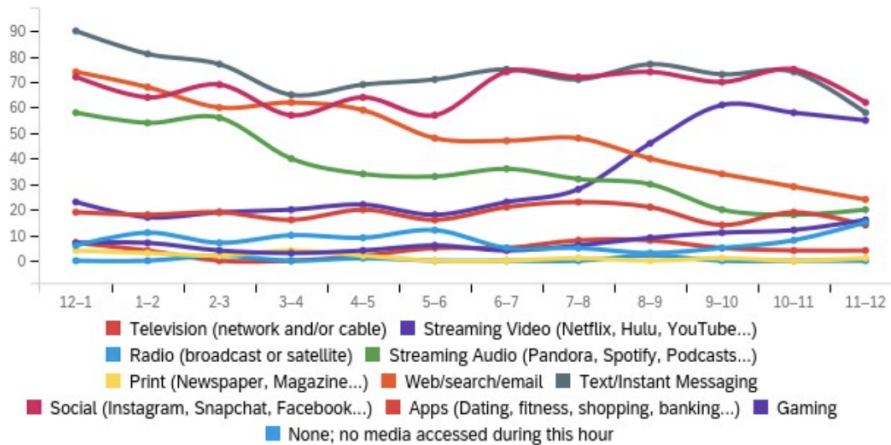
AM Midnight until Noon Usage:

Reported Media Use: Midnight–Noon



Earlier in the course, we tracked our media usage over several mediums such as television, streaming services, social media, etc. Our survey directly reflects the target audience of Tangerine's pedicabs, on-campus college students

PM Noon until Midnight Usage:



We discovered social media and text messaging were at an all-time high throughout the daytime. Music streaming and web search mediums were also being used regularly during the day; however, print and radio were at a

low. Gaming spikes in the evening, largely due to the school day being over. We see a decline in all forms of media at 1:00 AM when students are going to sleep, and then in the morning, the cycle continues.

Qualitative analysis:



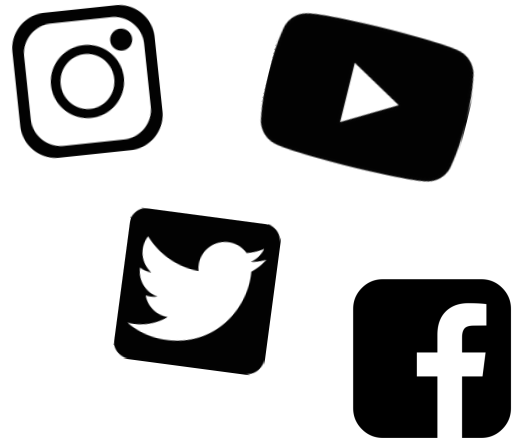
Social Media:

Social media websites and apps would reach the target audience the best. College students have displayed heavy social media usage at all hours of the day unless they are asleep. Students could see an ad for the pedicabs on their phones and decide to download the app. Social media advertisements would give Tangerine pedicabs the most exposure.



Television Commercials:

Few college students seem to be interested in television advertisements. College students do not necessarily have resources to use cable networks. We recommend no cable television advertisement unless special promotions or events take place within the brand.



Radio ads:

Radio has low engagement amongst students; however, there is a vibrant radio community at the Big10 campuses.

Perhaps a small, inexpensive advertisement may be useful for Tangerines special events or discounts; however, efforts should be focused elsewhere for the brand's success.



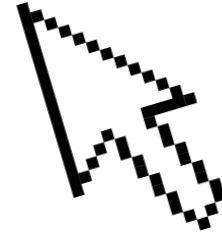
Print ads:

Print advertisements such as fliers may not be influential to brand success. However, print advertisement billboards, bus advertisements, and taking out ads in the student newspaper may have a major effect on the brand's growth. Bus advertisements and billboards around campus will definitely ignite curiosity within our target audience. For example, students may be riding a packed hot bus and catch a glimpse for a better line form of transportation, Tangerine.



Audio ads (Spotify, Pandora, Podcasts):

Having advertisements in audio streaming platforms would be beneficial to reach the target audience because apps such as Spotify, Pandora, and other podcast platforms are used throughout their days. Students are listening to music and podcasts throughout their day, whether it is when they are in their cars, walking on campus, or doing homework.



Website ads:

When looking at our data web page advertisements are crucial. Students are constantly searching for topics and concepts. A simple google advertisement would have a large reach in order to get exposure for Tangerine.



Media Strategy & Media Mix:

Our media strategy will primarily focus on 18-24 year old, male and female, Big-10 University students. Our goal is to spread brand awareness through a calculated media rollout.

We will target students primarily through social media accounts and ads; we have found this will be the most effective route in spreading awareness. Ads on social media sites would include accounts that interact with students and banner ads on platforms, such as YouTube.

Secondly, we will focus on website ads, primarily on Google, when students near campus are searching for ride options.

Lastly, we will work on student engagement by involving them in our campaign. Promoting ads circulating on student radio and the university's newspaper will give us direct exposure.



Dynamic Ads:

Dynamic ads allow us to optimize ads specifically for each viewer. For Tangerine, this would be best implemented on search engines and social media. College students have such a wide variety of interests and passions so being able to create and tailor ads specifically for them would be more engaging than a generic message. Using geolocation, we can also advertise to students who live too far from campus to walk to class. This will allow for our advertisements to be the most effective and is known to produce high levels of engagement.

