

Polaroid Advertising Campaign

Abigail Jokela & Carlene MacGregor

Dr. Gabriel Warren

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Introduction

Polaroid was founded September 13, 1937 by Edwin H. Land. Polaroid was the first company to invent the instant picture process in 1947 making them the pioneer of instant photography. They have been a trusted global brand for over 80 years.

Target Market

We will focus on the camera division of Polaroid, excluding their other manufactured products. Polaroid's current U.S. target market shows their primary audience is the 25-34-year-old demographic. We intend to expand this. Polaroid's chief target markets should be Nielsen's Beltway Boomers¹⁷⁰ and Young Digerati¹⁴⁸. For online shoppers, Polaroid should concentrate on Huseynov and Sevgi Özkan's Shopping Lovers segment, while incorporating several website upgrades to more fully access some of the other three segments.

Product / Service

Polaroid OneStep Plus is perfect for Polaroid brand enthusiasts. Polaroid Lab, a newer product, is a desktop mini darkroom which introduces printing from a digital camera or smartphone.

Situation Analysis & Advertising Objectives

The Digital Camera market volume is expected to amount to 3.92 m pcs. by 2023 compared to 4.16 m pcs. in 2020. Revenue in the Digital Cameras segment amounts to US\$1,648m in 2020. The average revenue per person in the market for Digital Cameras amounts to US\$4.98 in 2020. (Note: Here we use the statistics from digital cameras, not analog cameras which had not industry statistics.) The industry is growing globally, however, the current Coronavirus crisis is negatively affecting all markets. Polaroid's prime competition is Fuji Films.

Creative Brief

Our big idea is, "A moment, in a moment, in a moment." We will bring Nielsen's Beltway Boomers 170 into focus by advertising nostalgia while still staying attractive to the Shopping Lover's segment and the Young Digerati 148 segment. We will encourage customers to know and remember how fun and easy Polaroid instant cameras are.

Advertising objective: We intend vigorous advertising in print, on television, on billboards, on buses and in retail stores. Our major focus is on social media with weekly paid Facebook ads to gain 3% CTR. Twitter should see 2% increase in ad sales with weekly paid ads. Tweeting will remind customers Polaroid cameras are fun, portable and easy to use. Creation of Polaroid Pinterest boards would gain loyalty and repeat sales. They would show our followers creative ways to take, display, and use Polaroid photos. SMS will be sent out at the start of the photo contest, half-way through the contest, and at contest end to remind our followers to enter their photos. After the 6-month period, the winner will be announced.

Print Ads and Support

Print advertisements will range from flyers, brochures, posters, banners, newspaper articles, to magazine advertisements. Because Polaroid is an image intensive product, we felt that investments in print media would support the established brand image.

Radio and TV Ads and Support

We intend to introduce a television commercial as well as a radio ad. The television commercial is 30 seconds long and will run in geographic regions where our target markets are heavily concentrated. The radio ad is 60 seconds long and will run in the top 10 heavily leveraged demographic cities. We wanted to bring attention to the product as well as promote brand identity.

Digital Interactive Media

We chose to do a photo contest tying in Facebook, Twitter, and Pinterest paid advertisements. We also created an SMS text advertisement in support of the photo contest. All our social media would have the same contest-based strategy over a 6-month period. We felt that a contest was a way to create more interest and customer interaction with the brand.

Out-of-home, Direct Mail, and Promotional Products

We chose the most popular outdoor advertisement, a billboard, which is a great way to reach travelers, travelers seek memories, Polaroid helps people cherish those moments. The benefit to billboards is that they are displayed on large highways that are connecting people to their destinations. The second out-of-home advertisement is a full-wrap bus advertisement. They

cannot be ignored, and all the target segments use city buses or drive past them daily during their commute. The benefits of the bus advertisements are that they draw attention.

Integrative Marketing Communication Plan

Marketing objective: To increase advertising awareness by seeing a 3% rise in sales in a 6-month period. We will bring Polaroid Originals to the forefront of the instant camera market and promote the original version of Polaroid. We plan to increase Millennial and Gen X engagement and keep Baby Boomers and Online Shoppers interested in the products. The campaign slogan is “A moment, in a moment, in a moment”. We will also use the Polaroid vintage colored rainbow, and its original slogan, “Think Big, Print Bigger.”

Advertising objective: We intend vigorous advertising in print, on television, on billboards, on buses and in retail stores. Our major focus is on social media with weekly paid Facebook ads to gain 3% CTR. Twitter should see 2% increase ad sales with weekly paid ads. Tweeting will remind customers Polaroid cameras are fun, portable and easy to use. Creation of Polaroid Pinterest boards would gain loyalty and repeat sales. They would show our followers creative ways to take, display, and use Polaroid photos. SMS will be sent out at the start of the photo contest, half-way through the contest, and at contest end to remind our followers to enter photos into the contest. After the 6-month period, the winner will be announced.

Conclusion

Consumers view print media as more trustworthy and believable, so it is important to incorporate it into advertising. TV can show action rather than describe it and radio can

provide a voice backdrop and tell a story vocally. Digital Interactive Media provide real-time customer advertising and feedback and real-time social sharing and exposing of promotional or other media content. Out-of-Home reaches a wide range of audiences. Direct mail allows pinpoint demographics based on geography. Promotional Products help the consumers become engaged with culture of business.

Portfolio/appendix – *Present sample promotional pieces (print ads, radio, TV ads, event, interactive, social media pieces, billboard / out-of-home, and direct mail pieces).*

Poster



Flyer

A moment
in a moment,

in a Moment

Fun.
Easy to use.
Your special moment.
In your hands...
In a Moment.

Polaroid
Think Big. Print Bigger.

The advertisement features a vibrant background with diagonal rainbow stripes in shades of purple, blue, green, yellow, and red. Three Polaroid photographs are arranged in a cluster: the top-left shows a woman and a child, the top-right shows a man and a young girl, and the center shows a man and a woman kissing. At the bottom, several Polaroid camera models are displayed, including a white instant camera, a black instant camera, a blue 'Color Print Flash' camera, and a silver 'Print & Share' camera. The Polaroid logo and slogan are positioned at the bottom left.

Polaroid Advertising Campaign

Newspaper Ads

**A moment
in a moment,**

in a Moment

Fun.
Easy to use.
Your special moment.
In your hands...
In a Moment.

Polaroid
Think Big. Print Bigger.

**A moment
in a moment,**

in a Moment

Fun.
Easy to use.
Your special moment.
In your hands...
In a Moment.

Polaroid
Think Big. Print Bigger.

Magazine Ad

A Moment,
in a Moment,

in a Moment.


Polaroid
Think Big, Print Bigger

Brochure Front & Back

Attention!
Grandparents and Parents!
Your children will love getting
Polaroid accessories for any
special occasion!



Spent more than \$40 and get
one free accessory, more than
\$50 to get 2, and \$120 for 3
free gifts.

Get our latest updates
and 10% off your first order
when you sign up for
our newsletter. Easy.

Impossible America Corp.
PO Box 4665 #21379,
10163-4668 New York,
United States

Call us: (212) 219-3254
Email: [usa@polaroid-
originals.com](mailto:usa@polaroid-
originals.com)





**THINK
BIG.**

**PRINT
BIGGER.**

**NEW
INSTANT CAMERAS**

The OneStep 2 is a new
Polaroid camera that
blends classic
design with
innovative
technology.



**INSTANTLY
TRANSFORM ANY
MOMENT INTO
A TREASURABLE
MEMORY.**

An evolution of
the OneStep 2,
the OneStep+
connects to the
Polaroid
Originals app via
Bluetooth®
wireless tech-
nology, unlock-
ing its creative
tools. \$129.99



Whether you're
an analog enthus-
iast in tracing a
casual photograph,
or even an avid
collector, you'll
have everything
you need to show
them out of the
box. \$79.99

Polaroid One-
Step One
Switch is an
instant, even a
chilling, could see
it. But now you
can do a thing
they've never
done before.
\$129.99



This Polaroid
OneStep is one of
the most famous
cameras in the
world. Perfect for
those seeking an
instant. \$129.99



EXTRAS



**TAKE PICTURES
MAKE PICTURES**

Print your memories from the
cloud and bring them into the
real world with the Polaroid
Lab



\$129.99

**VINTAGE
INSTANT CAMERAS**

Polaroid Advertising Campaign

Direct Mail Newsletter

Direct Mail Post Card Front & Back

XL Digital Ad Banner



Billboard



Polaroid Advertising Campaign

Full Wrap Bus



Promotional Products

Polaroid Advertising Campaign



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