

TEAM 3

X



retap[®]

NADIA ABRAHAM
RANIA JEANBEYH
SYLVIA JENKINS

Campaign: GROUP 3, long version

<https://youtu.be/ItYA60AC2q4>

Campaign-short:

<https://youtu.be/HaEIMTgEya8>

Testimonial:

<https://youtu.be/aX3L-g7be9U>

Cinemagraph:

<https://youtube.com/shorts/9Fz3BUh292E>

Website link: <http://ndesigns.dk/third/exam>

Content portfolio link:

<http://ndesigns.dk/third/exam/index.php/content/>

Login to wordpress

Username: teacher **Password:** RETAP1234

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	1
PROBLEM AREA.....	1
PROJECT MANAGEMENT	2
TEAM CANVAS	2
PROBLEM FORMULATION:	2
CHAPTER 2: Description & documentation of process.....	3
RESEARCH	3
IDEATION	5
PROTOTYPING & TESTING	7
5-SECOND TEST	7
TECHNICAL DOCUMENTATION.....	8
WP PLUGINS:.....	8
DIGITAL MARKETING	10
Appendix/Literature List	19



CHAPTER 1: INTRODUCTION

Retap is a Danish hydration company founded in 2009. Retap Drinkware offers reusable bottles, carafes and water glasses especially designed to drink tap water from. What makes them unique from other reusable bottles on the market is that they are made exclusively from borosilicate glass, which makes them exceptionally strong and BPA free. Their products are designed in Denmark and produced in EU, predominantly Portugal, therefore having a responsible radius for production. Retap is focused on three SDGs; 6-Clean Water and Sanitation, 12-Responsible Consumption & Production and 14-Life Below Water.



figure 1: UN Sustainable Development Goals

PROBLEM AREA

In our initial client debrief with Retap we came to understand that approximately 80% of their sales come from B2B. This is mostly to restaurants and hotels who are bulk buying their products as to have aesthetic and sustainably Danish designed bottles which are hardy enough for everyday use. From this we saw that B2C was somewhat neglected and therefore a worthy area for us to exploit.

The focus of our campaign is to increase sales to private customers. We aim to achieve this by creating content for a variety of SoMe platforms which is more focused on the individual and personal lives. This will widen the current audience that Retap is influencing, in turn driving more website traffic from private customers.

PROBLEM FORMULATION:

How might we create a digital campaign that attracts private customers and increase website sales?

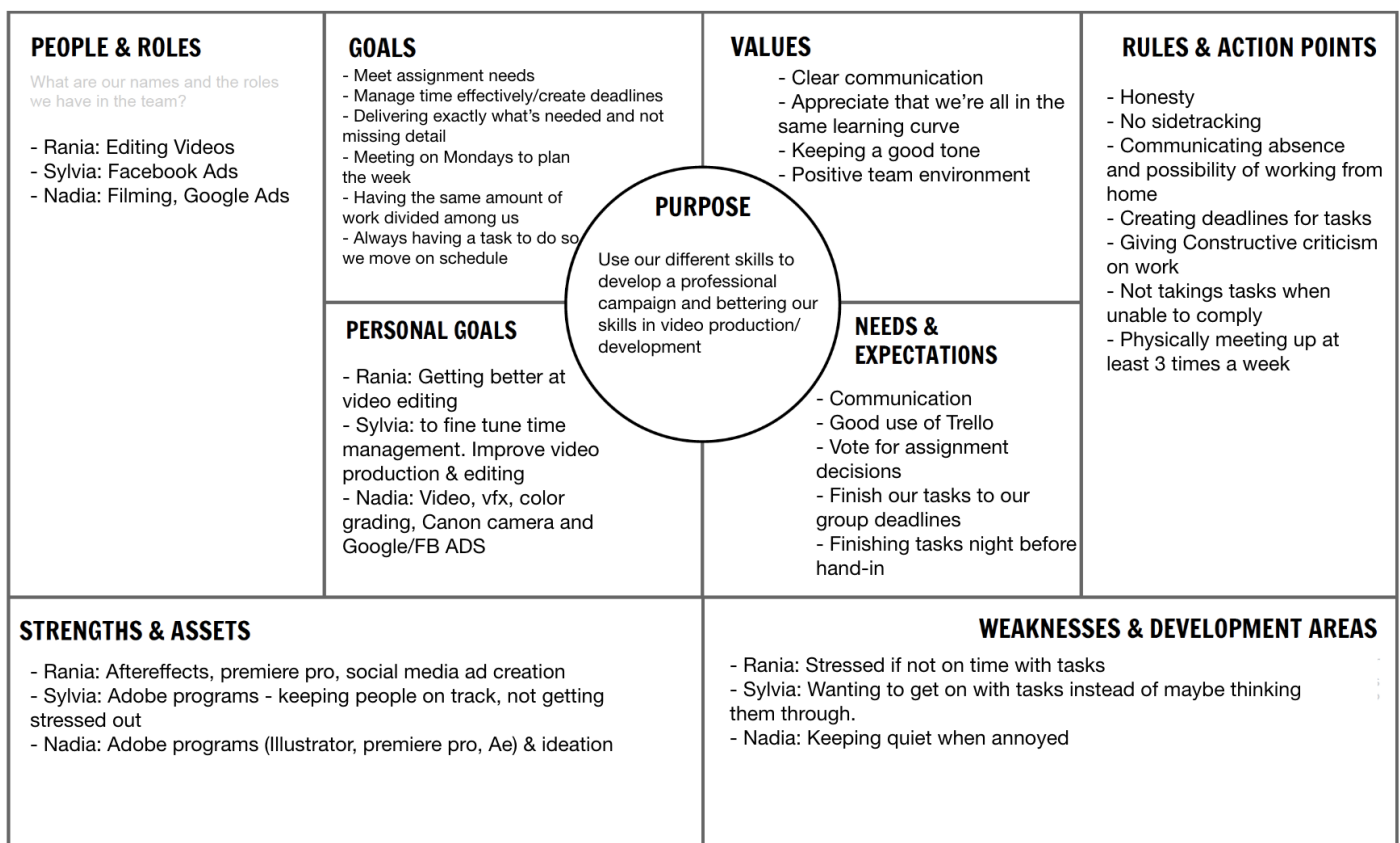
PROJECT MANAGEMENT

For team management and a way of keeping on top of the project, we created an excel spreadsheet listing the tasks required, splitting them into weeks and delegating them to individual members. These members oversaw the task but not alone, as we shared workload and responsibilities. For organizing all the files (documents, images, spreadsheets etc.) we collected them in a shared ONE DRIVE and used Slack¹ as a professional messaging board.

	tasks	duty	status
WEEK ONE	Finding a company	SYLVIA	
May 9-15	Problem formulation	ALL	
	Digital Marketing customer journey	NADIA/SYLVIA	
	SEO/Keywords	NADIA/SYLVIA	
	Web - moodboard & styletile	ALL	
	Web - choose a theme & generate child	NADIA	
	Web - download plugins	SYLVIA	
WEEK TWO	Explainer - idea generation	ALL	

figure 2: screenshot from our excel work flow.

TEAM CANVAS



CHAPTER 2: DESCRIPTION & DOCUMENTATION OF PROCESS

RESEARCH

1. SURVEY

- 64% said sustainability was a deciding factor when choosing a reusable water bottle

- Top 5 priorities for choosing a water bottle: 1. Size, 2. Material, 3. Durability, 4. Design and 5. Dishwasher safe. Therefore, we focused on creating icons for durability/material and dishwasher safe, and made sure to include Retap design awards on all pages. As size was top priority, all sizes of the bottles are clearly displayed next to the bottle so that the relevant information is always accessible and obvious.

- Instagram was the top SoMe platform (65%), double the number of the second (Facebook 27%), making us understand that much of our content should be with Instagram in mind. For example, the explainer was produced in 4:5 dimensions and organic Instagram content is consistent in our content strategy plan.

Which platform do you use the most?

63 responses

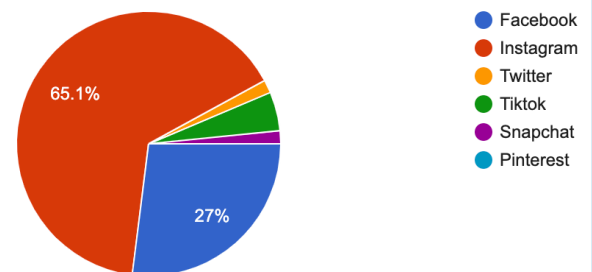


FIGURE 3 :a graph from our survey, showing the most popular SoMe platform.

2. ANSWER THE PUBLIC

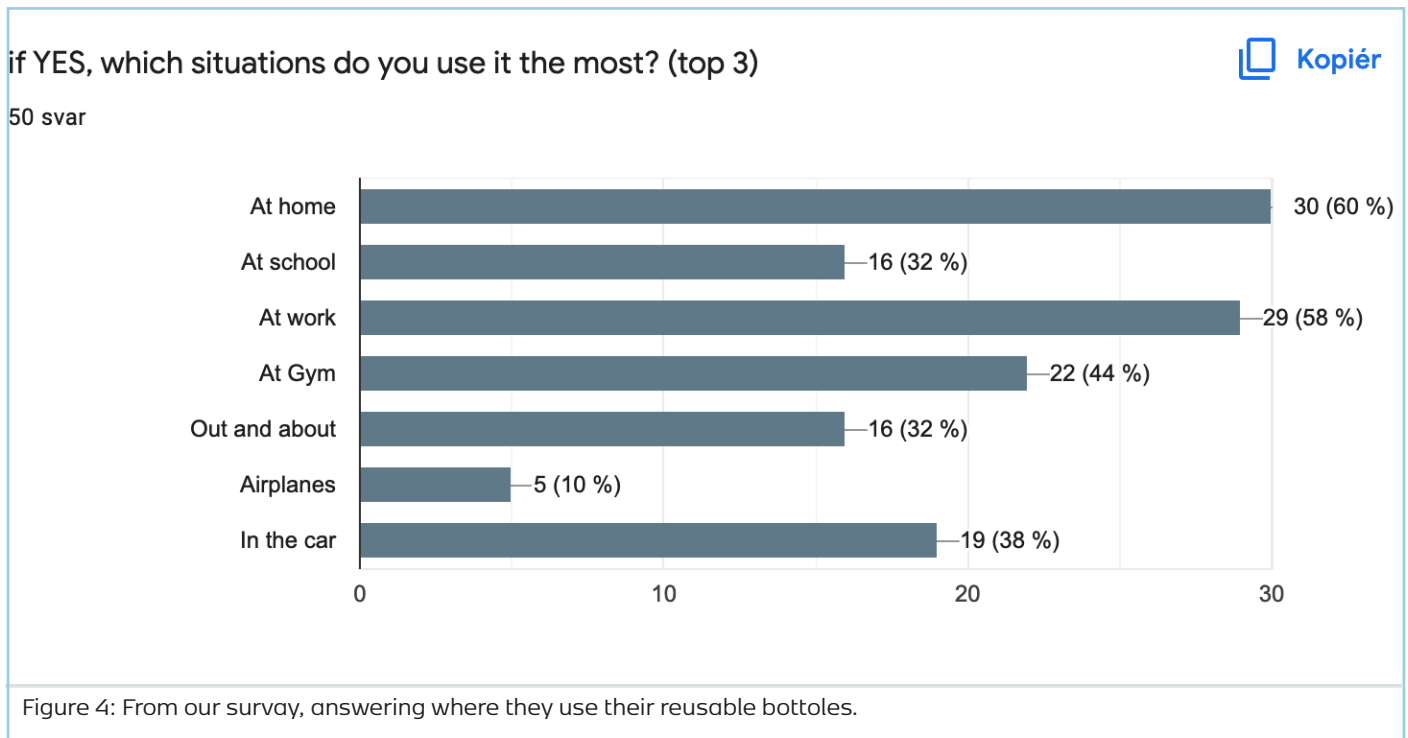
“AnswerThePublic listens into auto complete data from search engines like Google then quickly cranks out every useful phrase and question people are asking around your keyword.” By using ATP, we were able to efficiently understand the common questions relating to water bottles. Common phrases related to sustainability, dishwasher safe, bpa free which tied in with the top priorities in our survey².

TRANSLATION

2. CONCEPT DESCRIPTION & CAMPAIGN

In our survey we found most people use reusable bottles when they are out and about (See figure). Therefore we wanted to utilize these insights into our campaign, which made us focus the campaign video around activity, sports, and the outdoors, naming our campaign “Everyday bottle for everyday activities”.

Our website concept refers back to the outdoors, giving it a beachy calming vibe, with a lot of negative space.



3. User/target group

The insight about the audiences on Facebook and Instagram which we received from the company appeared to be around 80% women between 25-44 of age³. When doing our own survey, we found the same results; concluding our target audience being women between 20-39⁴.

IDEATION

1. Visualization of Digital Customer Journey

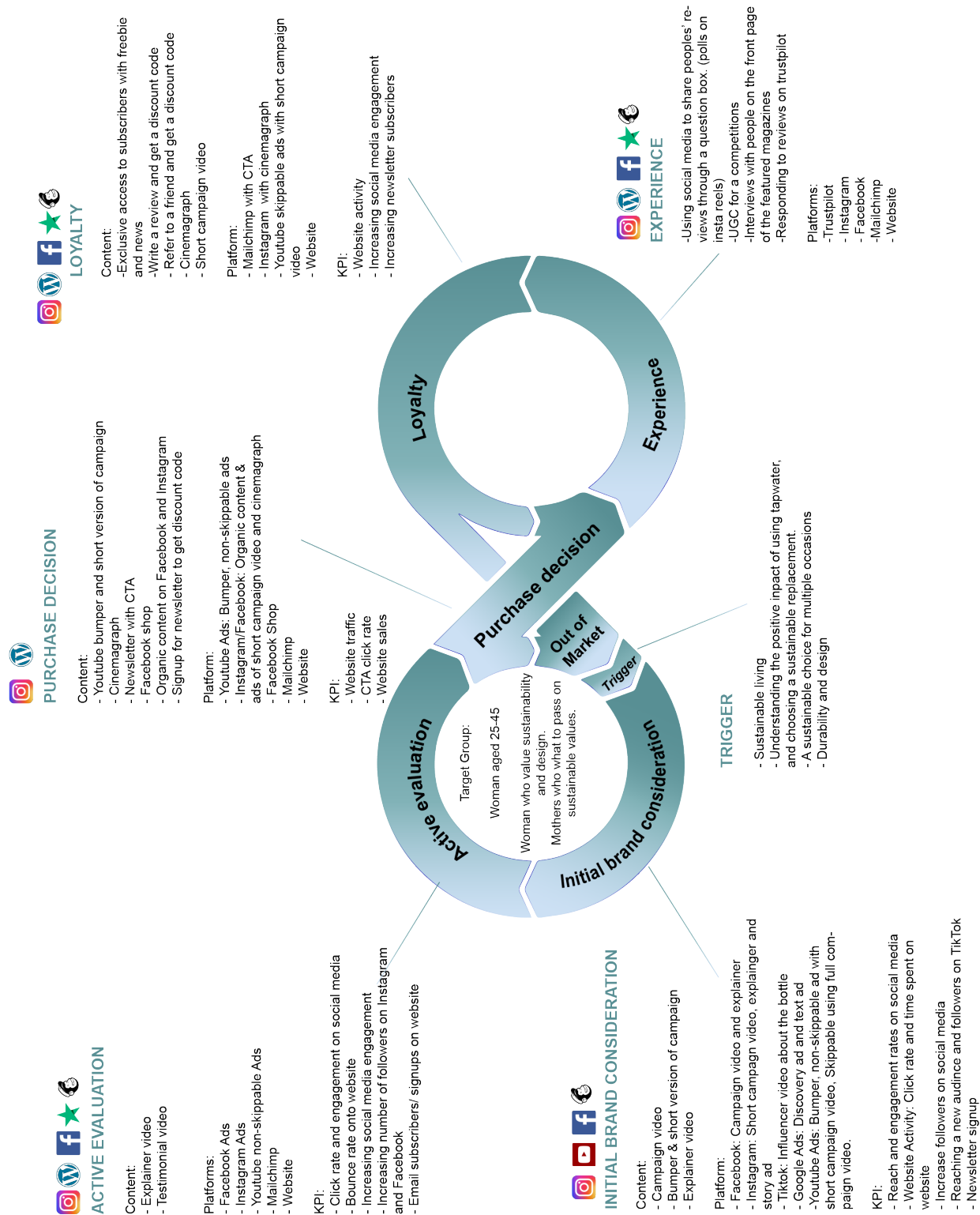


FIGURE 5 OMD
ECO Model: This customer journey is the complete experience a customer has with an organization. It encompasses all customer interactions across all channels, devices and touchpoints throughout every stage of the customer lifecycle – from awareness to loyalty (OMD, 2014)

2. Deskresearch on website trends

During our ideation week, we all did individual deskresearch on website trend 2022 to gather inspiration for our website design⁵. We decided to use the use the gradient and the horizontal text animation.

3. Description of concept for explainer and marketing videos.

Explainer:

For the explainer we gained inspiration for the images below (see figure).

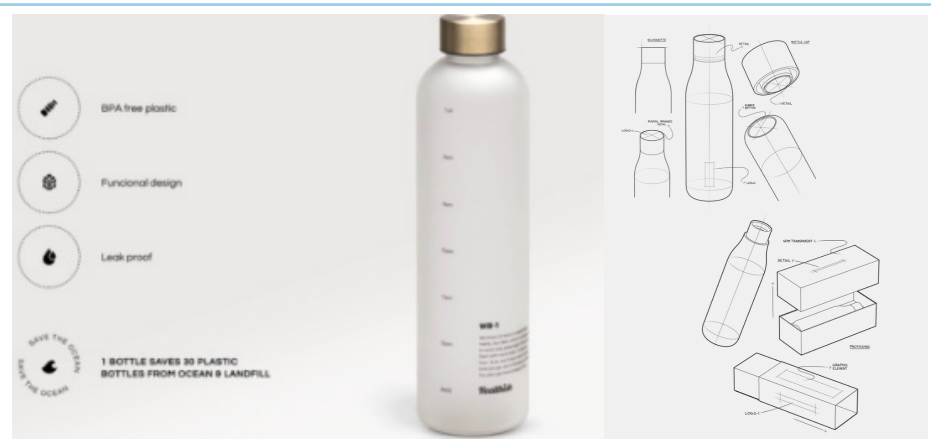


Figure 6: Inspiration for our explainer video.

We wanted to create an explainer which was investigating the Retat bottle as well as their mission, taking the audience through a journey as if they are looking through the perspective of a detective in a crime.

Synopsis:

With the eye of a sniper we want to know every detail, discovering the Retap bottle!

Campaign video:

As previously explained, our **campaign video** was based upon the insight from our survey about **using your reusable bottle 'on the go.'** Our first version of the storyboard⁶ featured a family, which we ended up changing, because of challenges in finding the characters for our videoshoot.

We created another concept where we wanted to create different scenarios in the outdoors, capturing scenes with the bottle in multiple locations and multiple context. All the scenes would be featuring our target audience (women 25-44) .

Synopsis:

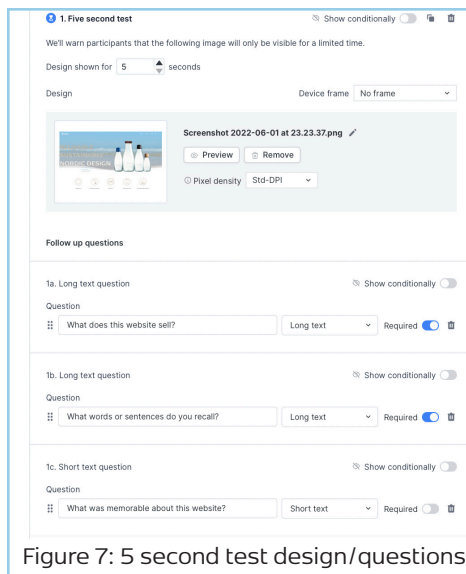
3 women get ready for the day. They each grab one bottle on the go, as a companion for their day. One woman goes running on the beach, the second one has a boxing session in the park, and the third one goes outdoor swimming, each one with a different Retap bottle. We see how the women garnish their water, and enjoy their clean tap water in their own retap bottle.

PROTOTYPING & TESTING

5-SECOND TEST

Method Explanation:

For our 5 second test we wanted to see if people could figure out what our webshop sells from looking at our landing page for 5 seconds, but also see what was eyecatching/what they remember most. We asked 3 questions: What does this website sell, What sentence can be recalled & What was memorable about this website (Test Structure can be seen in fig. 7)



The screenshot shows a web-based design tool interface for a 5-second test. At the top, it says "1. Five second test" and "Show conditionally" with a toggle switch. Below this, a warning message states: "We'll warn participants that the following image will only be visible for a limited time." There is a "Design shown for" field set to "5 seconds". Under the "Design" section, a "Device frame" dropdown is set to "No frame". A preview of a website design is shown, featuring a header with "Sustainable Design" and three water bottles. To the right of the preview, the file name "Screenshot 2022-06-01 at 23.23.37.png" is displayed, along with "Preview" and "Remove" buttons. Below the design, the "Follow up questions" section contains three questions: "1a. Long text question" with the question "What does this website sell?", "1b. Long text question" with the question "What words or sentences do you recall?", and "1c. Short text question" with the question "What was memorable about this website?". Each question has a "Show conditionally" toggle, a "Required" toggle, and a "Long text" or "Short text" dropdown menu.

Figure 7: 5 second test design/questions

TEST FINDINGS:

The most common answer to our first question was “Water bottles” and to our second question were “sustainable/nordic design”. This shows that our design is clear enough for people to figure out what our webshop sells by looking at the picture for 5 seconds, but also sheds light on the sustainability & nordic design of the bottles which has been our goal from the start.⁷

TECHNICAL DOCUMENTATION

After doing some research on how bottle companies have their homepages, we gathered our ideas and created a moodboard⁸ on how we want to tackle this webshop. We noticed that webshops are doing more of a modern take which can be seen in fig.8 which brings us to why we wanted to do a modern take for this webshop and recreate something similar(can be seen in fig. 9)⁹.

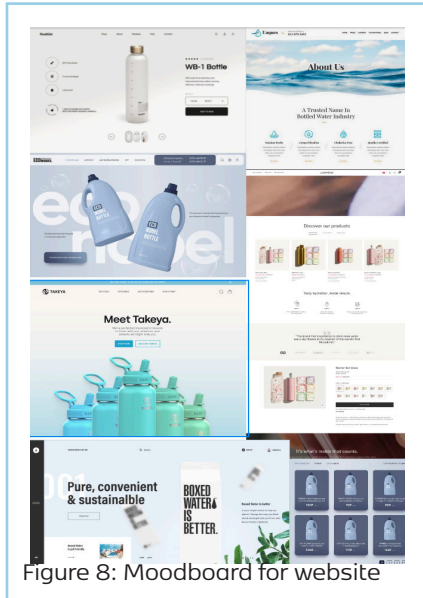


Figure 8: Moodboard for website



Figure 9: Our Recreation Prototype

We wanted to show the importance of Retap, and “retaping your bottle” which is why we used their drop from the logo that has become our key element in many places throughout this campaign, most importantly on our website which can be seen in fig.10.



Figure 10: Waterdrop as our key element

WP PLUGINS¹⁰:

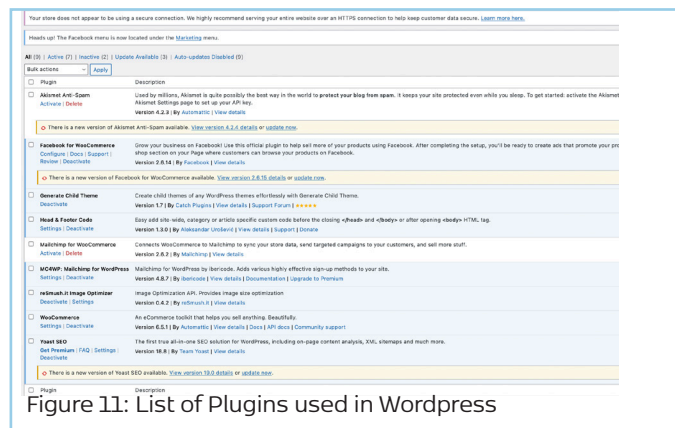


Figure 11: List of Plugins used in Wordpress

EXTRA CUSTOMIZATION:

To be able to create the horizontal scrolling(Fig. 12) , we have used the <marquee> Tag which allows scrolling from either side of the screen, with a speed chosen by us. The higher the scrollamount number, the faster the speed. And we wanted the highlight “making the sustainable choice”, which is why we highlighted that in our horizontal scrolling tag(Fig. 13).

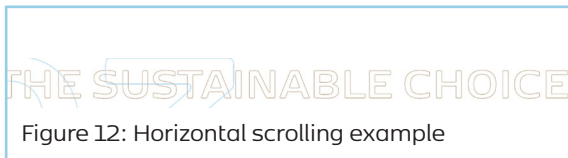


Figure 12: Horizontal scrolling example

```
<marquee direction="left" scrollamount="20"
loop="infinite">
</marquee>
```

Figure 13: Marquee HTML Tag implemented

Theme Used:

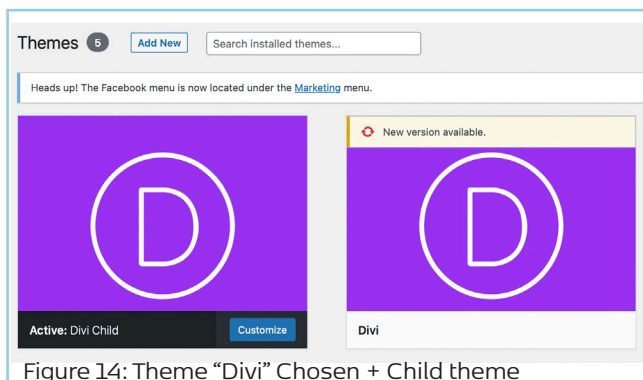


Figure 14: Theme “Divi” Chosen + Child theme

SEO Keyword Analysis¹¹:

YOAST Implementation¹²:

Keyword	Avg. monthly searches	Three month change	Year change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
1 liter water bottle	10 - 100	0%	0%	High	--	--	--	
drink bottle	10 - 100	+100%	0%	High	--	DKK2.75	DKK12.84	
flask bottle	10 - 100	0%	0%	High	--	--	--	
glass bottle	100 - 1K	0%	0%	High	--	DKK6.15	DKK29.79	
glass water bottle	10 - 100	0%	0%	High	--	DKK2.43	DKK12.39	
gym bottle	10 - 100	0%	0%	High	--	--	--	
large water bottle	10 - 100	0%	0%	High	--	--	--	
personalized water	10 - 100	0%	0%	High	--	DKK4.42	DKK11.89	
reusable water bot.	10 - 100	0%	0%	High	--	DKK2.67	DKK12.43	
water bottle	1K - 10K	0%	0%	High	--	DKK2.47	DKK13.50	

Figure 15: Google Keyword Planner

Name	SKU	Stock	Price	Categories	Tags	Date	Facebook sync
Retap Canale - Divi	DKK199.00	In stock	DKK199.00	Canale	Canale, design, retap, sustainable, tapwater, walnut	Published 2022/05/20 at 10:48 am	Sync and show
Retap Bottle 08 - Divi	DKK149.00	In stock	DKK149.00	08	design, retap, reusable, sustainable bottle, tapwater	Published 2022/05/20 at 10:38 am	Sync and show
Retap Bottle 05 - Divi	DKK199.00	In stock	DKK199.00	05	design, retap, reusable, sustainable bottle, water bottle	Published 2022/05/20 at 10:21 am	Sync and show
Retap Bottle 03 - Divi	DKK99.00	In stock	DKK99.00	03	03, retap, reusable, sustainable	Published 2022/05/20 at 10:04 am	Sync and show

Figure 16: YOAST Status on one of the Product pages

Performance Optimization¹³:

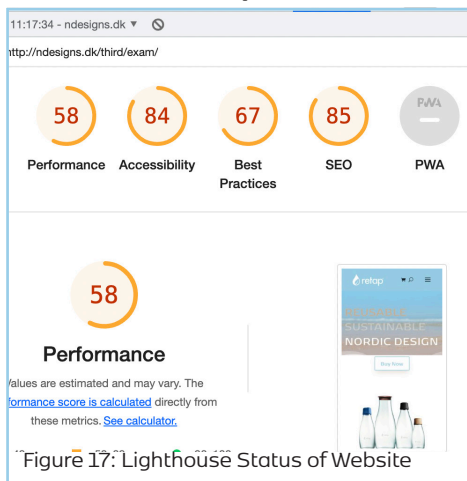


Figure 17: Lighthouse Status of Website

DIGITAL MARKETING

For our campaign, we decided to have it running for one week, and by using the ad scheduling in Facebook, we were able to choose specific days and time within them. Astrid Haug notes “a content strategy is developed on the basis of the users’ everyday practices and intends to provide them with relevant knowledge and content” and for this we have spread a variety of content across multiple platforms. From our survey and from the SoMe demographics received from Retap, we found Instagram to be the top platform, and therefore created paid and organic content.

PLATFORM	PUBLISH	TITLE	ORGANIC/ PAID	CONTENT	CUSTOMER JOURNEY	TARGET AUDIENCE	KEYWORDS	KPIs
instagram	6,06	instagram post	organic	image	trigger	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, new followers, comments, shares
google	7,06	display ad	paid	text + images	Trigger	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	Traffic, bounces/ctr/traffic
youtube	7,06	video ad	paid	campaign	Initial Brand Consideration	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	views, bounces/ctr/traffic
instagram	8,06	instagram post	organic	product media	Initial Brand Consideration	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, new followers, comments
facebook	8,06	video ad	paid	short campaign	Initial Brand Consideration	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	CTR, impressions, shares, likes, followers, views/engagement
mailchimp	9,06	newsletter	organic	newsletter with discount code	Active Evaluation	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	subscriptions, impressions, cancellations, opened views
instagram	10,06	reels	organic	short testimonial	Active Evaluation	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, new followers, comments, CTR, shares
facebook	10,06	video ad	paid	testimonial	Active Evaluation	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, views, bounces/traffic/ CTR, shares
youtube	11,06	video ad	paid	explainer	Active Evaluation	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, views, bounces/traffic/ CTR, shares
instagram	11,06	instagram post	organic	cinemagraph	Purchase Decision	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, new followers, comments, shares
mailchimp	12,06	newslettter	organic	newsletter with trustpilot link	Purchase Decision	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	subscriptions, impressions, cancellations, opened views
instagram	12,06	instagram post	organic	trustpilot reviews	Experience	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, new followers, comments, shares
mailchimp	13,06	newsletter	organic	newsletter	Experience	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	subscriptions, impressions, cancellations, opened views
instagram	13,06	live instagram stories	organic	short video	Active Evaluation	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	likes, live engagment, new followers, comments, shares
mailchimp	13,06	newsletter	organic	newsletter with new products	Loyalty	Women, 25-45.	eco friendly, clear water bottle, glass, original bottle, dishwasher safe	subscriptions, impressions, cancellations, opened views

Figure18:Conent Plan¹⁴

FACEBOOK ADS CAMPAIGN LEVEL

☐	Off/On	Ad ↑	Delivery	Ad set name	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach
☒	☒		cinemagraph	▲ Setup error	short campaign 0 active ads	Highest volume Link clicks	kr.500.00 Lifetime	—	—	—
☐	☒		explainer	▲ Setup error	short campaign 0 active ads	Highest volume Link clicks	kr.500.00 Lifetime	—	—	—
☐	☒		short campaign	▲ Setup error	short campaign 0 active ads	Highest volume Link clicks	kr.500.00 Lifetime	—	—	—
Results from 3 ads ⓘ										

Figure 19: Facebook Campaign Overview

Choose a campaign objective
Learn more

☐ Awareness
☐ Brand Awareness
☐ Reach

☒ Consideration
☐ Traffic
☐ Engagement
☐ App Installs
☐ Video Views
☐ Lead Generation
☐ Messages

☐ Conversion
☐ Conversions
☐ Catalogue Sales
☐ Store Traffic

☒ Traffic
Send people to a website, app or Facebook event, or let them tap to call you. Learn more

Figure 20: Facebook Campaign Objective

AD SET LEVEL

Budget & schedule

Budget

Lifetime budget ▼ kr.500.00 DKK

You won't spend more than kr.500.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Schedule

Start date

5/6/2022 🕒 06:00
Copenhagen Time

End

12/6/2022 🕒 23:59
Copenhagen Time

Figure 21: Budget Schedule

Ad scheduling

☒ Run ads on a schedule

Use this ad account's time zone (Copenhagen Time) ▼

We'll schedule your ads based on Copenhagen Time

	12 am	3 am	6 am	9 am	12 pm	3 pm	6 pm	9 pm
Monday				■	■	■		
Tuesday				■	■	■		
Wednesday					■	■	■	
Thursday					■	■	■	
Friday							■	■
Saturday							■	■
Sunday							■	■
Every Day								

■ Scheduled hours

Figure 22: Ad Scheduling

TRAFFIC

Location:
Denmark

Age:
25-45

Gender:
Female

Language:
English (UK), Danish or English (US)

People who match:
Interests: Sustainable fashion or Water bottle

And must also match:
Interests: Georg Jensen, Royal Copenhagen, Danish design or Danish modern

Figure 23: Audience

Ad setup 💡 See recommendations

Create Ad ▼

Creative source
Choose how you'd like to provide the media for your ad.

☒ Manual upload
Manually upload images or videos.

☐ Catalogue
Automatically use media from your catalogue. We'll show each person the catalogue items that they're most likely to engage with.

Format
Choose how you'd like to structure your ad.

☒ Single image or video
One image or video, or a slideshow with multiple images

☐ Carousel
Two or more scrollable images or videos

☐ Collection
A group of items that opens into a full-screen mobile experience

Full-screen mobile experience

☐ Add an Instant Experience

Figure 24
Ad Setup

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed ☒

Instagram feed ☒

Facebook Marketplace ☒

Facebook video feeds ☒

Facebook right column ☒

Instagram Explore ☒

Instagram Shop ☒

Messenger inbox ☐

Facebook groups feed ☐

Stories and Reels

Tell a rich, visual story with immersive, full-screen vertical ads

Instagram Stories ☒

Facebook Stories ☒

Messenger Stories ☐

Instagram Reels ☒

Facebook Reels ☒

In-stream

Quickly capture people's attention while they're watching videos

Facebook in-stream videos ☒

Instagram in-stream videos ☐

Reels overlay

Quickly capture people's attention while they're watching videos

Facebook Reels overlay ☒

Figure 26: Ad Placements

Figure 25: Final Explainer Facebook Ad

Ad creative
Select the media, text and destination for your ad. You can also customise your media and text for each placement. [Learn more](#)

Media

Add media ▼ Create Video

Primary text
Find out what it takes to create a sustainable, strong and award winning water bottles.

Headline
The Retap Files

Description - Optional
Why should people visit your website? Try up to five options

Optimise text per person
Disabled

Destination

☒ Website

☐ Facebook event

Website URL
<https://www.youtube.com/watch?v=yhbDnIP1FU> Preview URL

Build a URL parameter

Display link - Optional
www.retap.dk

Verifying your changes

☒ Ad preview Share Advanced Preview

Facebook Feeds

Test Drop Sponsored

Find out what it takes to create a sustainable, strong and award winning water bottles.

www.retap.dk The Retap Files Learn More

Feeds

Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.

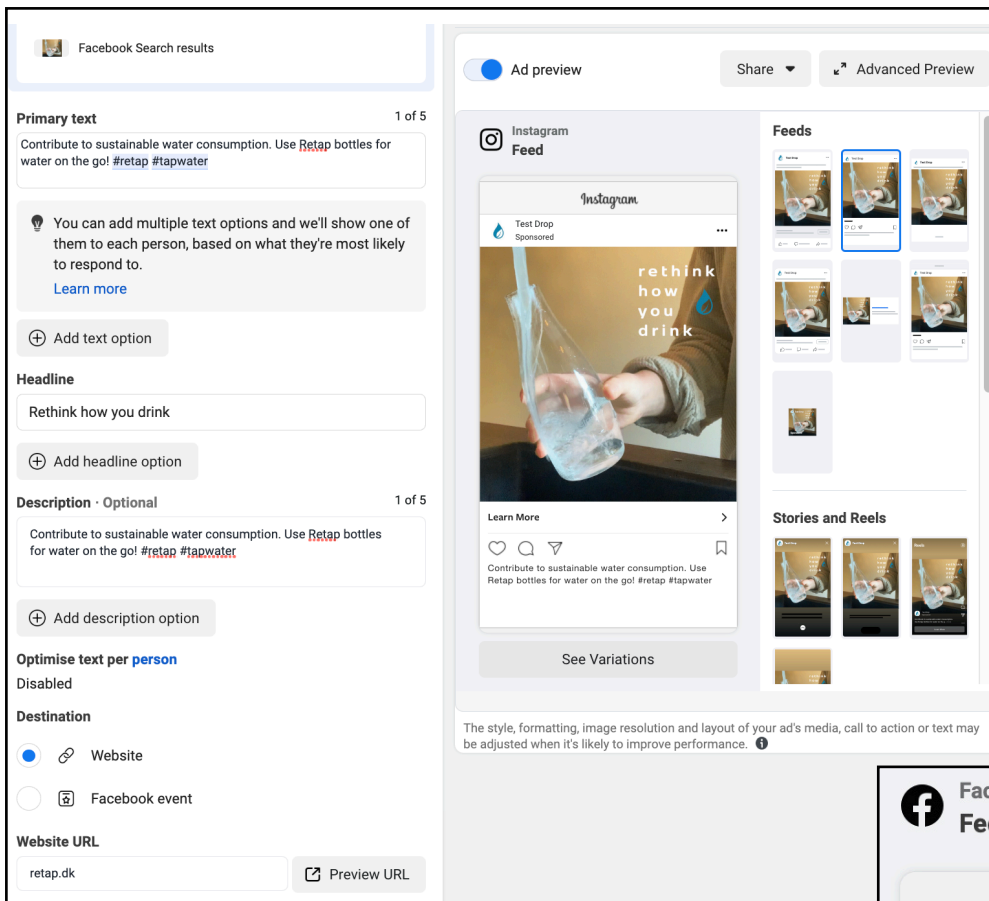
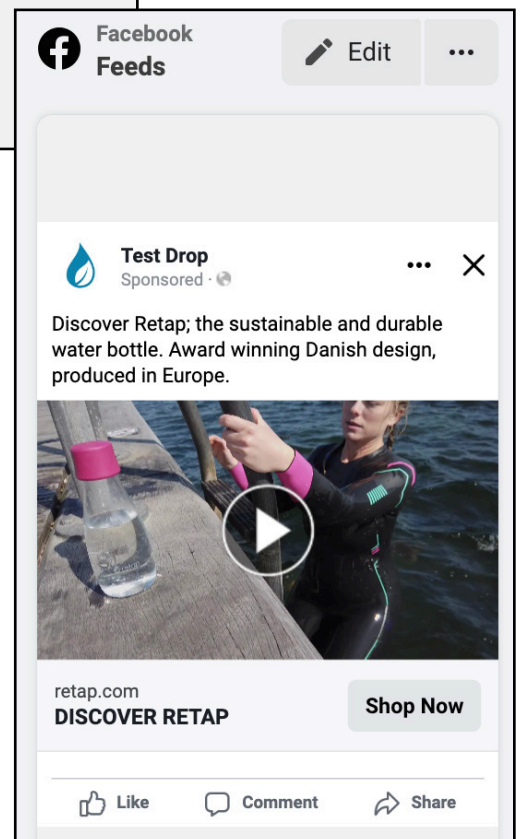


Figure 27:
Final Cinemagraph
Facebook Ad

Figure 28:
Campaign Video



GOOGLE ADS DISPLAY

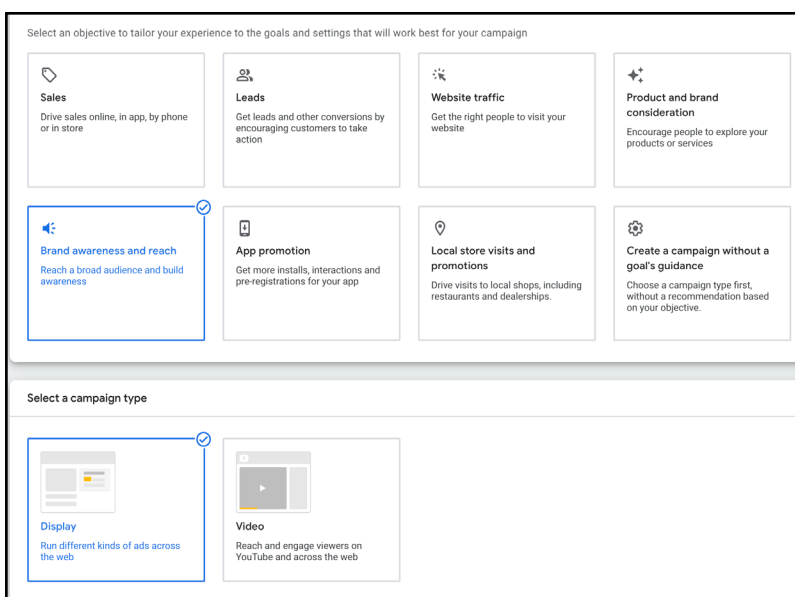


Figure 29: Google Campaign Level

Locations

Select locations to target

☐ All countries and territories
 ☒ Denmark
 ☐ Enter another location

Location options

Languages

Select the languages that your customers speak

English

Danish

Start and end dates

Start date

6 Jun 2022

End date

☐ None
 ☒ 13 Jun 2022

Your ads will continue to run unless you specify an end date.

Figure 30: Google Ad Criteria

Select the ways you'd like to reach your goal

☒ Efficient reach (Bumper, Skippable in-stream or a mix)

Reach more unique users at a lower cost with bumper ads, skippable in-stream ads or a mix of both ad types.

☐ Non-skippable in-stream

Share your entire message with up to 15-second non-skippable in-stream ads.

Figure 31: Google Ad Bumper

Frequency capping

Limit how many times that ads in this campaign can show to the same user

☒ Cap impression frequency

Limit how many times that ads in this campaign can show to the same user

Impressions cap

2

Frequency

per day

☐ Cap view frequency

Limit how many times that ads in this campaign can get a view or interaction from the same user

Figure 32: Frequency Capping

Topics

Select topics to show ads on content about specific subjects

Search by word, phrase or URL

☐ Pets & Animals
 ☐ Property
 ☐ Reference
 ☐ Science
 ☐ Shopping
 ☐ Sports
 ☐ Travel & Transportation
 ☐ World Localities

5 selected

Science > Ecology & Environment

Climate Change & Global Warming

Business & Industrial > Energy & Utilities

Waste Management

Beauty & Fitness

Fitness

Shopping

Green & Eco-Friendly Shopping

People & Society > Social Issues & Advocacy

Green Living & Environmental Issues

Figure 33: Google Topics

/13

www.retap.dk

Required

Business name

RETAP

Required

5 / 25

Images

Add up to 15 images

At least 1 landscape image is required

At least 1 square image is required

Logos

Add up to 5 logos

Videos

Optional (portrait and landscape around 30 seconds work best)

+ Videos

Headlines

Add up to 5 headlines

Suggested headlines

+ Browse Our Categories

+ To Truly Act Sustainable

Key ad formats

< > ▶

Example of your image ad at 320x568

Figure 34:
Full Google Display Ad

Figure 35:
Objective Video

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

Sales

Drive sales online, in app, by phone or in store

Leads

Get leads and other conversions by encouraging customers to take action

Website traffic

Get the right people to visit your website

Product and brand consideration

Encourage people to explore your products or services

Brand awareness and reach

Reach a broad audience and build awareness

App promotion

Get more installs, interactions and pre-registrations for your app

Local store visits and promotions

Drive visits to local shops, including restaurants and dealerships.

Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

Select a campaign type

Display

Run different kinds of ads across the web

Video

Reach and engage viewers on YouTube and across the web

Your YouTube video

Team03 explainer The retap files

by Mmd Copenhagen · 2 views

Video ad format

Skippable in-stream ad

Final URL

https://

ndesigns.dk/third/exam

Display URL

ndesigns.dk

11 / 255

Call-to-action

Call-to-action

SHOP NOW

8 / 10

Headline

Retap

5 / 15

Ad URL options (advanced)

Companion banner (computers only)

Auto-generate using your channel banner (recommended)

Upload an image

YouTube

Google video partners

Example of your skippable-in-stream ad on YouTube

Preview ad on YouTube

Copy link

To preview your ad on YouTube mobile, copy the link and share it to a mobile device.

Figure 36:
Full Youtube Ad

147

Email Marketing

For our email marketing, we had a 3-step marketing flow which greets the user first at our website with a pop-up, then a welcome email after sign-up, and finally the campaign email.

The pop-up¹⁵ that comes as soon as you arrive at our campaign page which gives the customer a freebie¹⁶ 10% off your order if you sign up for our newsletter.

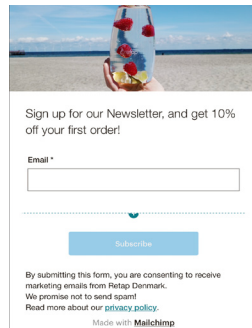


Figure 37: Newsletter Pop-up

After signing up, you will get the following welcome email¹⁷ with the headline : “Welcome to the Retap family”, we hope for the user feel as if part of a family/community after signing up, but also rewarding the user with a 10% discount code that can be used for the next order.

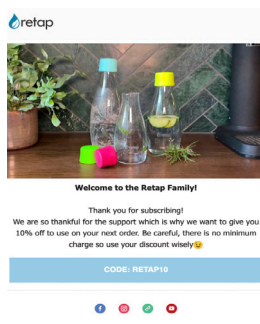


Figure 38: Welcome

By giving customers a freebie, we would get their emails which would come in an advantage when we want to send out the “A bottle for every occasion Campaign” as we would be sending out the email campaign¹⁸ to potential loyal customers which includes a brief description of the campaign, the campaign itself and the products to be able to look, and furthermore shop them on our website.

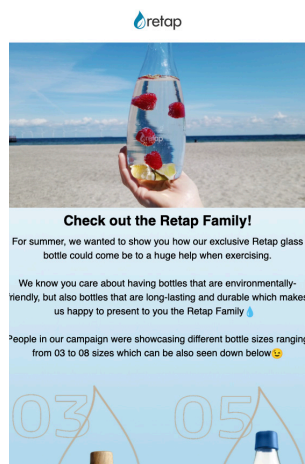


Figure 39: Campaign Email

Conclusion

“How might we create a digital campaign that attracts private customers and increase website sales?”

Retap is a company which caters to both private customers and companies. B2B is their most popular revenue as businesses can customize their bottles within the companies' logo. Retap has managed to establish themselves in the professional market, which is why we have chosen to focus on the private customers.

We wanted to create a digital platform catering to the private customer, and a campaign which would inform of the mission of the company, as well as display the bottle in different settings showing the versatility of the bottle, hopefully creating enough buzz to get the costumers engaged, invested and ending with a purchase on the website.

In our website solution we implemented Robert Cialdini's Principle of Persuasion¹⁹. Hopefully the customer has had a first meeting with Retap through our video campaign, or explainer, which would take them to our website. Here they would be met by a email-signup with a 10% discount freebie which refers to “Reciprocity”, as we are giving them a gift. Through “Authority” we are displaying the fact that Retap is catering to 3 of the UN Goals of Sustainability, which has a high standard of authority for the demographic which has sustainability as a high priority. Another concept we implement, which can also refer to authority, is the icons we created for the website. These display the different sustainable factors Retap has implemented in their products and its production. This specific authority is referred to as trust-symbols. Another principle of persuasion we have implemented in our website design is “Social Proof” in terms of customer reviews. By reading how other costumers are pleased with the products, future customers can be confident buying their own.

For our video campaign we choose to use “Insights for Storytelling”²⁰, as it is an easy and simple way to create an overall theme of the video, connecting to human behavior. The insight we choose for our campaign video is “You always get thirsty on the go or during activities”. In the “Context” we want to encourage people to bring their Retap bottle with tap water. The “Dilemma” is people have a tendency to buy single-use plastic bottles when out, which is a huge burden on the environment. We can to communicate to bring the bottle, before thirst finds you. The reason “Why” is important, because we tend to go out and about, forgetting the thirst on the way. And instead of always buying water in the form of a plastic bottle, we want to remind of the durable and sustainable Retap bottles. The “motivation” would be to be environmentally aware, and wanting to individually contribute to sustainable initiatives which Retap also stands for. In the “Ideal insight” we want the purchase to create a feeling of satisfaction for the customers. The fact they can get a sustainable aware glass bottle, which also has a high ranking in the Nordic Design esthetics.

The OMD ECO Model²¹ was a tool that is used to visualize a customer's journey within a company when buying their products. This tool was a template we referred to many times throughout our project to ensure that our campaign was moving in the right direction. By completing the OMD, we were able to put ourselves in the shoes of the customers and better understand what kind of content was applicable to that stage in the journey. Although we did communicate with Retap at the start of the project and acquired statistics from their social media, we did struggle understanding exactly what a customer might do or where they might be (which platform) through the model. However, it must be noted that Retap primarily deals with B2B and are less informed with private consumers, and therefore we were exploring an audience less knowledgeable to Retap.

TEAM WORK

For this exam, we wanted to use a Wordpress theme that would help us achieve prototypes we had in mind rather than having problems when implementing our prototype in code. Seeing that we had been introduced to Divi in the beginning of the semester, we decided to go with that for our exam project because we had a bit of experience with that theme. Using plain Wordpress blocks in previous assignments did not help us achieve what we had in mind. Using Divi, we were able to create blocks in pages and instead of having to redo the whole block in another page, we could "Save the block to library" and then go to the other page and paste it. It was very helpful because we didn't have to lose time recreating the whole block onto another page. Moving on to product list/product pages, we had to integrate "Woocommerce" into Divi, which would give us an already pre-made product page which we did not want. With Divi, we were able to create a customized body layout for each product in "theme customiser", and able to implement the numbers of the bottles as a background image per product page which made our product pages more unique. When integrating Mailchimp with Wordpress, Divi already had a Mailchimp option built in, so that made it easy to connect our newsletter & add the pop-up that encourages newsletter subscription. Moving on to plugins, one of the most useful plugins we had was "YOAST" as we would know what exactly to improve to make our SEO score higher.

Overall we were able to create a website concept which has less of a business look, and more inviting and customer friendly. We were able to implement almost everything which was in our original prototype

For this assignment, we wanted to shift the roles that we had during previous assignments to each discover our own abilities with roles we hadn't taken before. Nadia & Sylvia wanted to tackle OMD & Social Media, Rania wanted to tackle Wordpress & Email-Marketing. Creating/editing videos was a shared role among all members. We wanted to collaborate ideas in order to create fun & up-to-date/professional content that could be used by the company itself.

The work was divided in a way that everyone got an equal amount of hours put in. So Nadia worked on creating the explainer, creating a draft of the campaign, creating the OMD, and collaborating on ads.

Sylvia worked with creating all the illustrations in Adobe, creating the second draft of the campaign video, creating the landing page, the cinemagraph, SoMe content planning & also collaborating with Nadia on the ads. Rania worked on email-marketing , testimonial editing, but also website product list & product pages & responsivity. After being done with the project, we noticed that in hindsight we should've had contacted the company earlier as we lost most of our first week. We could've used these days to maybe have completed ideation, created the story board, testing or make changes we can't do now.

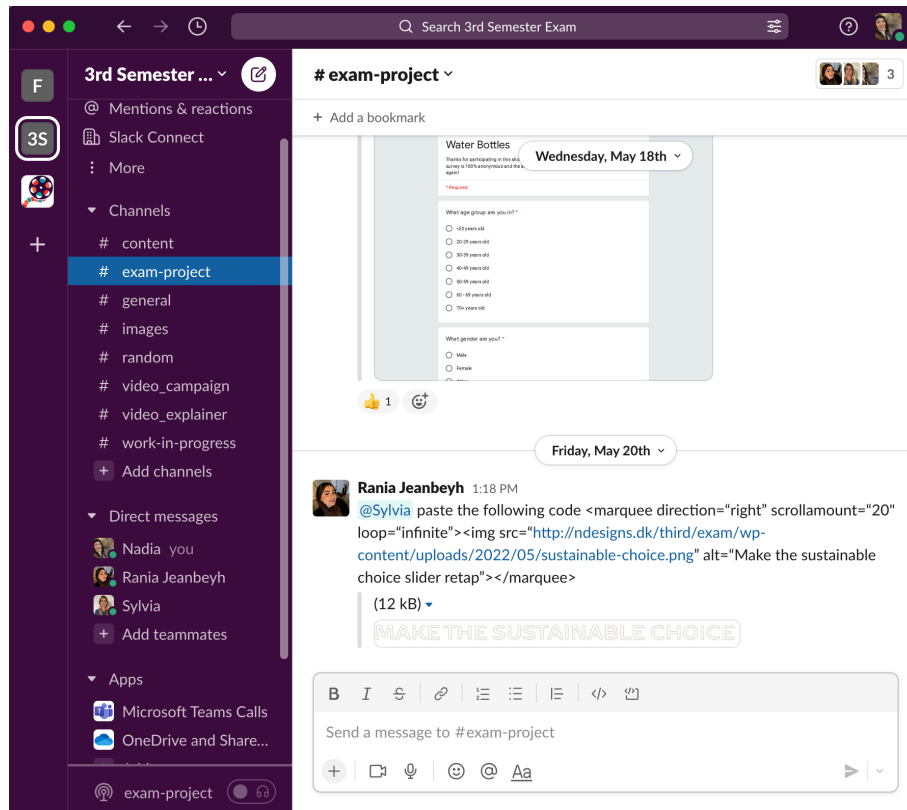
FINAL NOTE

We believe that we should've given deadlines to ourselves in everything. If we had a deadlines for the website, we could've gotten the chance to do more types of testing, or even reach more people and been able to make changes that we don't have enough time too now. If we had a deadline with the campaign, we could've shot more scenes that we know could be added after editing now.

What we would've also done is start early with the documentation, or at least have done it along the way instead of having to do all of it the last week. However, we believe we have a good case to present, we believe our content looks professional compared to what we've produced in previous semesters. Nevertheless, there's always things that can be improved, but we all put in our 40hours+ per week and looking at how far we've come through we're proud of the work we've done.

Appendix/Literature List

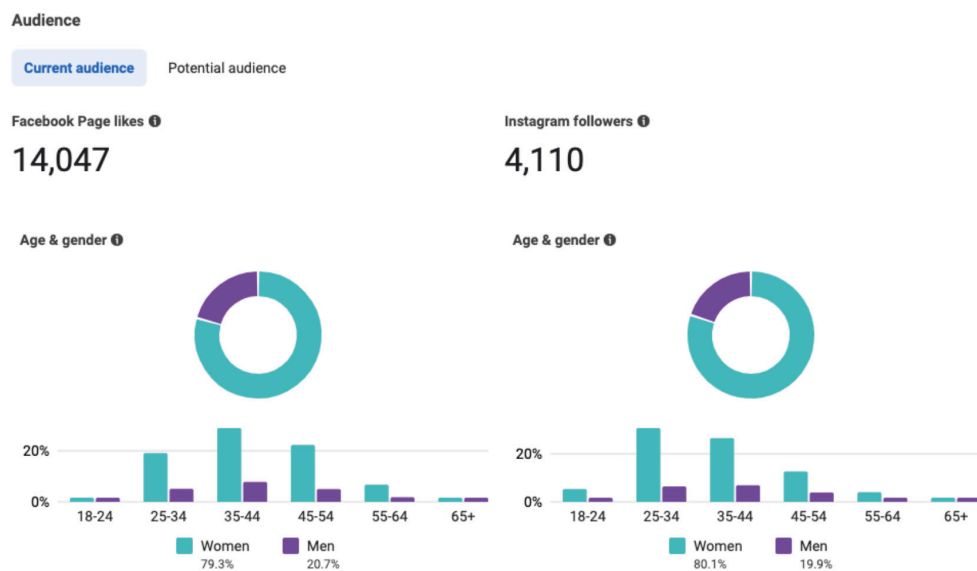
1 **Project management tool:** Slack is a professional project management tool, used in many different companies. It's easy to communicate across different project channels, keeping all conversations in order, and without confusion. It is possible to integrate different apps, such as Microsoft Teams and One Drive, making it easy to start calls during a conversation, or share documents in our shared folder from One Drive.



2 Answer to the public
Keyword-planner



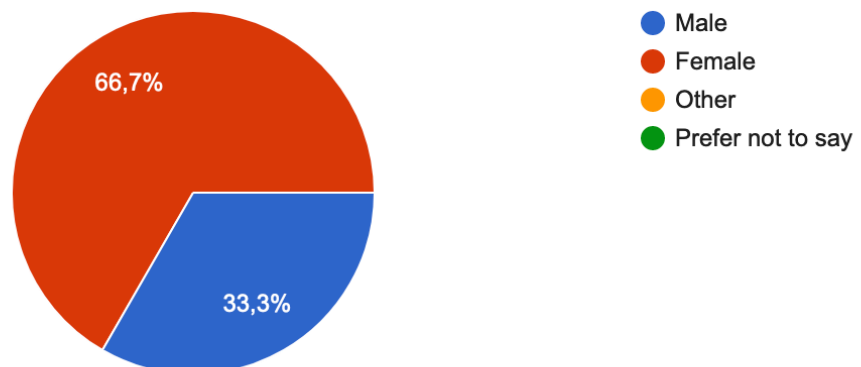
3 Insights about target group



4 Insights about target group

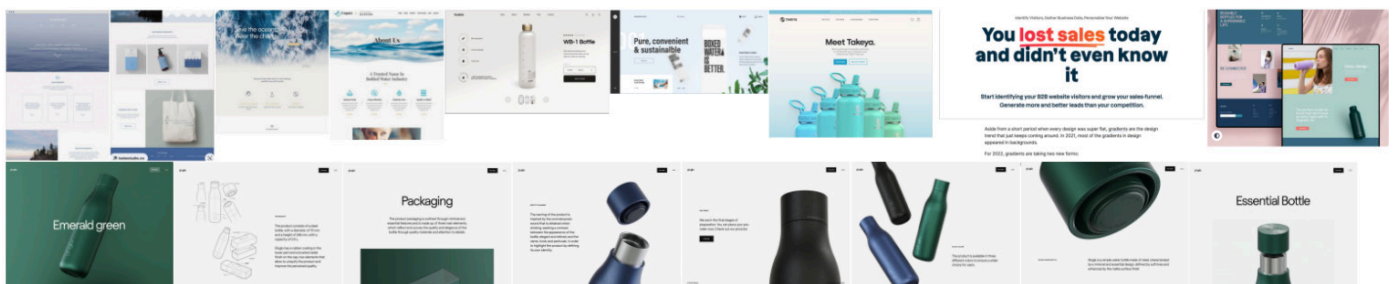
What gender are you?

63 svar

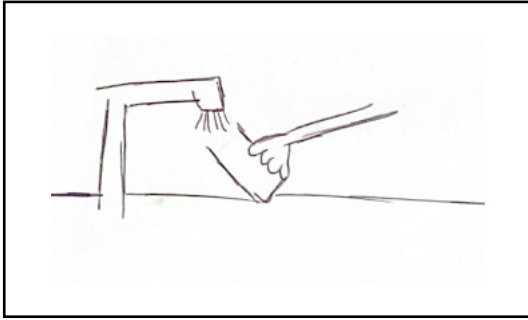


5

Website trend benchmark



6 Storyboard

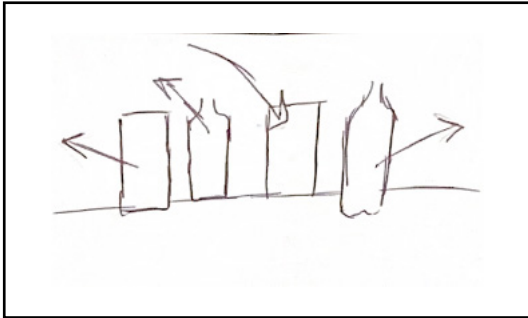


Location: Sink in the Kitchen

Description: Mom is getting ready for the day by filling up water bottles for her kids

Transition: As soon as the mom's done with the bottle fill up, she places the bottle among the others on the kitchen counter.

Camera Angle: Medium or Close up (to be tested while filming)

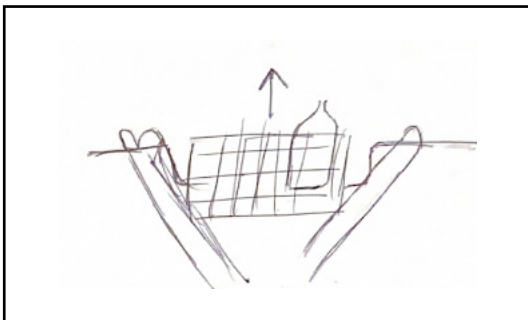


Location: Kitchen Counter

Description: Different hands take away bottle to get a start on their day

Transition: Person who takes bottle places it in the bike basket getting ready to head off to day's task

Camera Angle: Medium Shot

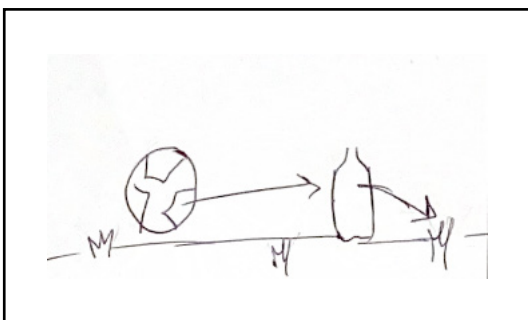


Location: Bike Basket

Description: Girl is biking with bottle in her basket.

Transition: Bottle is taken from basket and placed in football field

Camera Angle: Close Up

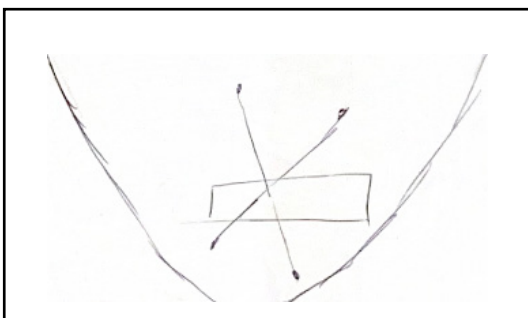


Location: Football Field

Description: Soccer Ball is shot, and hits the ball. The camera follows the ball's fall onto the ground.

Transition: Just before the bottle hits the ground, the background scene becomes the kayak scene

Camera Angle: Close Up

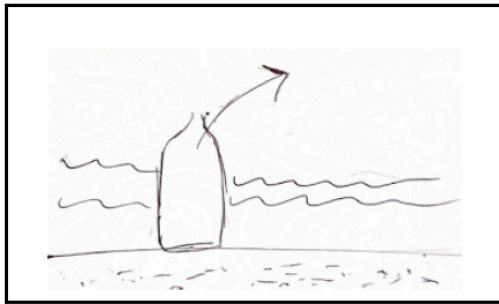


Location: Kayak

Description: Kayaking with bottle strapped on the boat

Transition: To be decided

Camera Angle: Medium Shot



Location: Beach

Description: Bottle winds up on the sand, is then taken to go to water & fruit fill up

Transition: Hand takes bottle, then camera shows the girl doing next scene.

Camera Angle: Close up

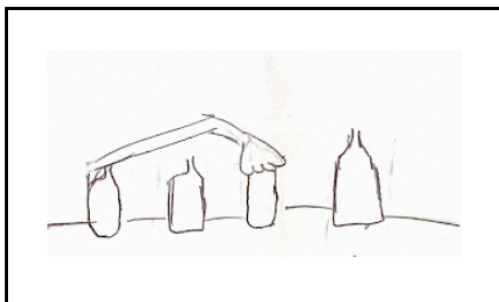


Location: Beach

Description: Girl puts fruits in her water bottle and drinks the water

Transition: Girl picks bottle up to drink, when she's done the placement of the bottle back would be to the kitchen counter

Camera Angle: Extreme Close up



Location: Bottle Meetup in kitchen

Description: The character places the last bottle among the others on the kitchen-counter

Transition: (To be Decided)

Camera Angle: Medium Shot

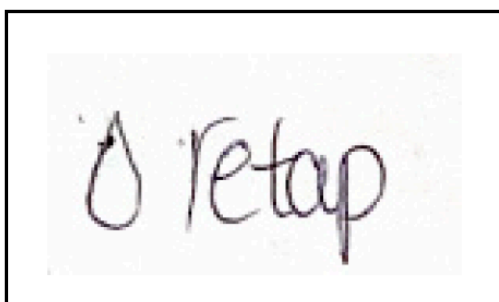


Location: Dishwasher

Description: Bottles are placed in dishwasher to get cleaned after long adventures of the day

Transition: The dishwasher closes and the scene goes to black

Camera Angle: Close up

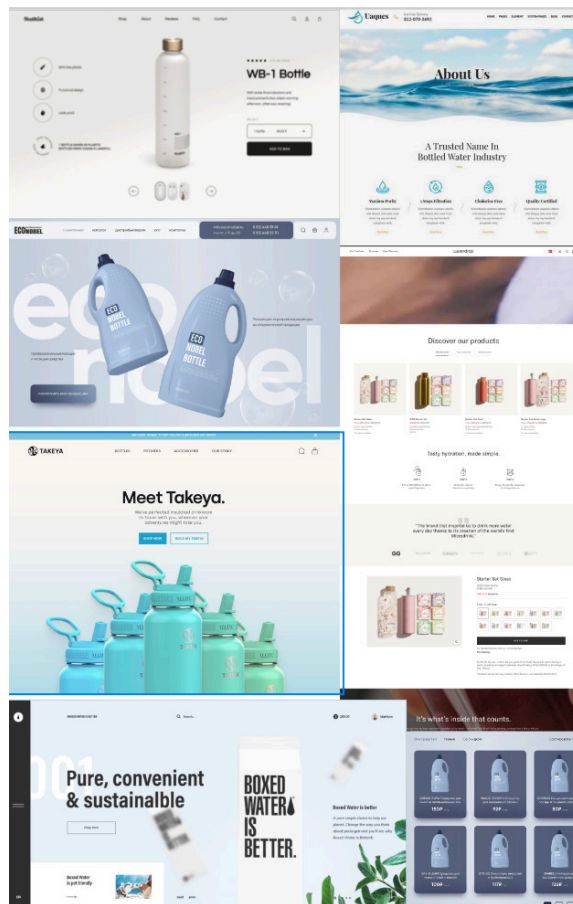


Closing Scene:

Description: Logo Animation + SLogan

7 5 second test: <https://app.usabilityhub.com/tests/467b7082fb23/results>

8 Website moodboard



9 Website prototype in XD <https://xd.adobe.com/view/d3cd744c-6a80-4687-8f65-d576dec507f2-869e/>

10 Wordpress plugins

Plugins Add New			Search installed plugins...	9 Items
Your store does not appear to be using a secure connection. We highly recommend serving your entire website over an HTTPS connection to help keep customer data secure. Learn more here.				
Heads up! The Facebook menu is now located under the Marketing menu.				
All (9) Active (7) Inactive (2) Update Available (3) Auto-updates Disabled (9)				
Bulk actions	Plugin	Description	Automatic Updates	
☐	Akismet Anti-Spam Activate Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while you sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key. Version 4.2.3 By Automattic View details	Enable auto-updates	
There is a new version of Akismet Anti-Spam available. View version 4.2.4 details or update now.				
☐	Facebook for WooCommerce Configure Docs Support Review Deactivate	Grow your business on Facebook! Use this official plugin to help sell more of your products using Facebook. After completing the setup, you'll be ready to create ads that promote your products and you can also create a shop section on your Page where customers can browse your products on Facebook. Version 2.6.14 By Facebook View details	Enable auto-updates	
There is a new version of Facebook for WooCommerce available. View version 2.6.15 details or update now.				
☐	Generate Child Theme Deactivate	Create child themes of any WordPress themes effortlessly with Generate Child Theme. Version 1.7 By Catch Plugins View details Support Forum ★★★★★	Enable auto-updates	
☐	Head & Footer Code Settings Deactivate	Easy add site-wide, category or article specific custom code before the closing <head> and </body> or after opening <body> HTML tag. Version 1.3.0 By Aleksandar Urošević View details Support Donate	Enable auto-updates	
☐	Mailchimp for WooCommerce Activate Delete	Connects WooCommerce to Mailchimp to sync your store data, send targeted campaigns to your customers, and sell more stuff. Version 2.6.2 By Mailchimp View details	Enable auto-updates	
☐	MC4WP: Mailchimp for WordPress Settings Deactivate	Mailchimp for WordPress by ibericode. Adds various highly effective sign-up methods to your site. Version 4.8.7 By ibericode View details Documentation Upgrade to Premium	Enable auto-updates	
☐	reSmush.it Image Optimizer Deactivate Settings	Image Optimization API. Provides image size optimization Version 0.4.2 By reSmush.it View details	Enable auto-updates	
☐	WooCommerce Settings Deactivate	An eCommerce toolkit that helps you sell anything. Beautifully. Version 6.5.1 By Automattic View details Docs API docs Community support	Enable auto-updates	
☐	Yeast SEO Get Premium FAQ Settings Deactivate	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more. Version 18.8 By Team Yoast View details	Enable auto-updates	
There is a new version of Yeast SEO available. View version 19.0 details or update now.				
☐	Plugin	Description	Automatic Updates	

11

Google Keyword Planner

1 / 3

ⓘ

Your account cannot show ads - To start running your ads, enter your billing information.

Hide

Learn more

Fix it

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Draft plan

Retap Keyword Planner

Just saved

Create campaign

📍 Denmark

🌐 All languages

🔍 Google

📅 May 2021 – Apr 2022

+

COLUMNS

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
1 litre water bottle	10 – 100	0%	0%	High	—	—	—	
drink bottle	10 – 100	+900%	0%	High	—	DKK3.75	DKK12.84	
flask bottle	10 – 100	0%	0%	High	—	—	—	
glass bottle	100 – 1K	0%	0%	High	—	DKK6.13	DKK29.79	
glass water bottle	10 – 100	0%	0%	High	—	DKK3.63	DKK12.59	
gym bottle	10 – 100	0%	±	High	—	—	—	
large water bottle	10 – 100	0%	0%	High	—	—	—	
personalized wate...	10 – 100	0%	0%	High	—	DKK4.42	DKK11.89	
reusable water bot...	10 – 100	0%	0%	High	—	DKK3.67	DKK7.40	

12

Yoast Website Scores

NAME

SKU

Stock

Price

Categories

Tags

★

DATE

sync

	Retap Carafe — Divi ID: 139 Edit Quick Edit Trash View Duplicate	—	In stock	DKK199.00	Carafe	Carafe, design, retap, sustainable, tapwater, walnut	☆	Published 2022/05/20 at 10:48 am	Sync and show	●	●
	Retap Bottle 08 — Divi	—	In stock	DKK149.00	08	design, retap, reusable, sustainable bottle, tapwater	☆	Published 2022/05/20 at 10:35 am	Sync and show	●	●
	Retap Bottle 05 — Divi	—	In stock	DKK199.00	05	design, retap, reusable, sustainable bottle, water bottle	☆	Published 2022/05/20 at 10:21 am	Sync and show	●	●
	Retap Bottle 03 — Divi	—	In stock	DKK99.00	03	03, retap, reusable, sustainable	☆	Published 2022/05/20 at 10:04 am	Sync and show	●	●

 Name

 SKU

 Stock

 Price

 Categories

 Tags

 ★

 Date

 Facebook sync





Analysis results

^ Problems (3)

- **Outbound links:** No outbound links appear in this page. [Add some!](#)
- **Keyphrase in introduction:** Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)
- **Text length:** The text contains 58 words. This is far below the recommended minimum of 300 words. [Add more content.](#)

^ Improvements (1)

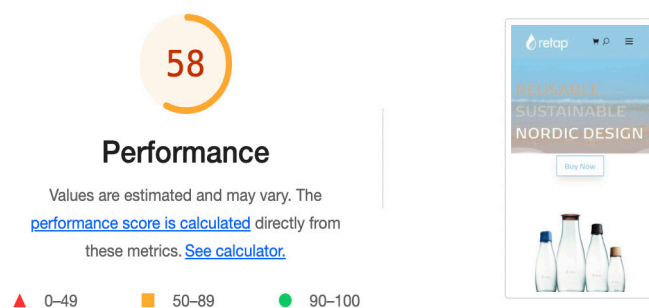
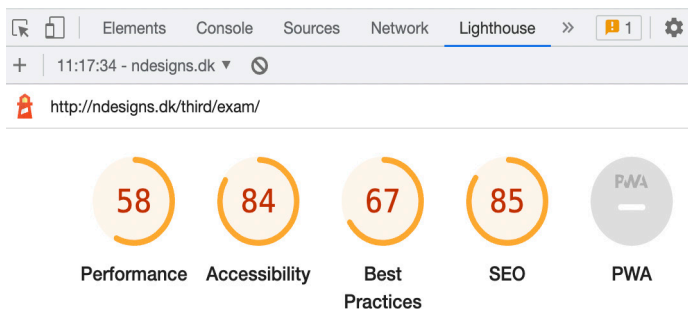
- **Meta description length:** The meta description is over 156 characters. To ensure the entire description will be visible, [you should reduce the length!](#)

^ Good results (9)

- **Image Keyphrase:** Good job!
- **Images:** Good job!
- **Internal links:** You have enough internal links. Good job!
- **Keyphrase length:** Good job!
- **Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!
- **Previously used keyphrase:** You've not used this keyphrase before, very good.
- **Keyphrase in title:** The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
- **SEO title width:** Good job!
- **Keyphrase in slug:** Great work!

13

Performance Optimization Score



14

Full resolution Content Plan in XD <https://xd.adobe.com/view/d3cd744c-6a80-4687-8f65-d576dec507f2-869e/>

15

Newsletter Pop-Up on Website



Sign up for our Newsletter, and get 10% off your first order!

Email *

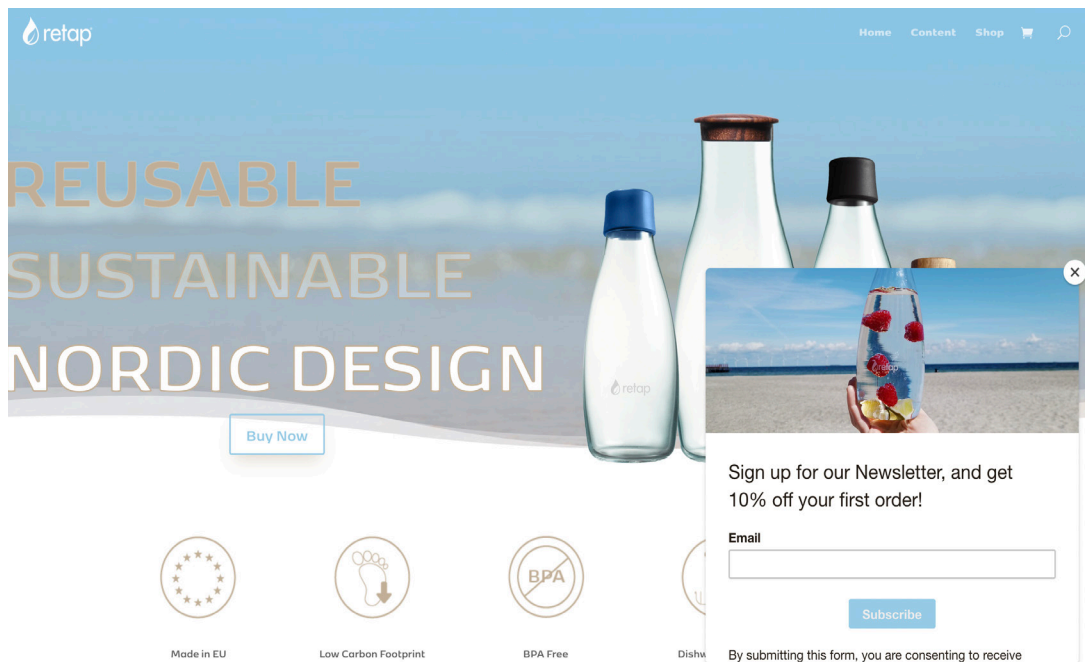
Subscribe

By submitting this form, you are consenting to receive marketing emails from Retap Denmark.

We promise not to send spam!

Read more about our [privacy policy](#).

Made with [Mailchimp](#)



16

Freebie theory explanation

<https://www.theodmgroup.com/freebie-marketing-strategy/>

17

Welcome Email



Welcome to the Retap Family!

Thank you for subscribing!
We are so thankful for the support which is why we want to give you 10% off to use on your next order. Be careful, there is no minimum charge so use your discount wisely 😊

CODE: RETAP10



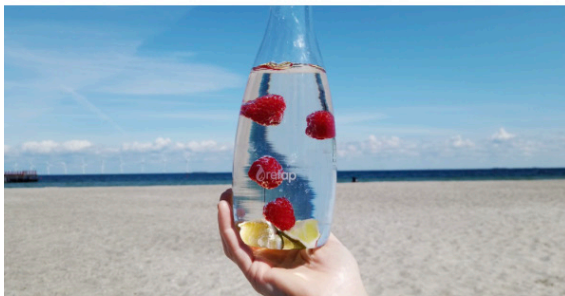
©Retap 2010-2022, All rights reserved.

Our mailing address is:
info@retap.com

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

18

Campaign email



Check out the Retap Family!

For summer, we wanted to show you how our exclusive Retap glass bottle could come be to a huge help when exercising.

We know you care about having bottles that are environmentally-friendly, but also bottles that are long-lasting and durable which makes us happy to present to you the Retap Family 💧

People in our campaign were showcasing different bottle sizes ranging from 03 to 08 sizes which can be also seen down below 😊



Now that you've had the time to see our Retap family, you can choose to visit our shop, or check out our campaign which you can find further down in this email. 🛒

[Visit Shop](#)



[Watch Campaign](#)



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Our mailing address is:
info@retap.com

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

- 19 **Principle of Persuasion** <https://www.influenceatwork.com/7-principles-of-persuasion/>
- 20 **Insight for storytelling** <https://thrivethinking.com/2016/03/28/what-is-in-sight-definition/>
- 21 **OMD ECO Model** <https://comastories.dk/nybr1/>