

Ilma Chairani

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Search

I'm Feeling Lucky

Account Planning Portfolio

ABOUT ME

I Google things that interest me, from the brain cancer that eventually killed my mom to comparing recipes, from finding nice places to spend the weekend to how to heal a broken heart. With every topic searched, I get information not only from professionals but also regular people. It's fun to read various opinions about what people like, what their expectations are or how they handle their problems.

I am often inspired by comments from other people's experiences. Google is the tool that connects me to raw and uncensored information out there. At the beginning of a Google search, I often find the vast amount of information received overwhelming but I eventually end up with information specific to my needs. All of the information that I filter-through has a huge effect on my decision making.

ABOUT THIS PORTFOLIO

This portfolio will show you how I have searched through an abundance of information until I finally found key insights which could lead to an authentic connection with people.

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**Combining two different sources of MRI data and primary research to
examine the positioning of Zune in the MP3 market.**

MRI Analysis

Non iPod users are more frugal than iPod users

	Mp3 owners Index	iPod users Index	Mp3 users, non iPod users
Relaxation & Information · Internet · Media Attitude Segments	95.6	81.4	1.174447174
Buy/lease vehicle type: Motorcycle · Somewhat Likely · Intent To Purchase	117.9	100.7	1.170804369
Penny Pinchers · Buying Styles Segments	81.5	70.2	1.160968661
Remodel your home: Add rooms · Exterior Additions · Somewhat Likely · Intent To Purchase	128.6	114.4	1.124125874
Relaxation & Information · TV · Media Attitude Segments	102.4	91.1	1.124039517
Green But Only If · MRI Green Attitudes & Behavior Segments	111.8	98.0	1.140816327
Ads at Events · MRI Responsiveness To Ads Across Media Segments	117.1	107.4	1.090316574
Tour Groupies · Preferred Vacation Types	86.2	78.4	1.099489796
Buy/lease vehicle type: Truck · Somewhat Likely · Intent To Purchase	115.9	106.5	1.088262911
Remodel your home: Remodel Kitchen · Very Likely · Intent To Purchase	116.4	107.0	1.087850467
Lifestyle & Ads · MRI Newspaper Reader Segmentations	89.5	80.1	1.117353308
Lifestyle (you personally): Start or buy a new business · Very Likely · Intent To Purchase	111.5	103.2	1.080426357
Home Cooking Virtuosos · Cooking/Food Shopping	98.3	91.5	1.07431694
Segment II · TV-Entertainment · Dimension Segments	96.5	90.2	1.069844789
Buy electronics: Home theater system · Very Likely · Intent To Purchase	125.1	117.9	1.061068702
Product placement in video games · Some Interest · Alternative Advertising Places	107.2	101.9	1.052011776
Furniture refinishing · Participated in last 12 months · Leisure Activities	120.9	98.4	1.228658537
Photo Album/Scrapbooking · Less than once a month · Leisure Activities	162.9	135.2	1.204881657
Chess · 2-3 times a month · Leisure Activities	162.1	112.4	1.442170819

Non iPod users remodel their homes more than iPod users.

Non iPod users are more likely to prepare home cooked meals.

Non iPod users are more likely to create home based entertainment.

Media Recommendation

Media strategies for Zune can be concluded by analyzing the MRI data indexes of a segment's attitudes and activities. Zune's segment demand the best deals when buying something; this group likes to spend leisure time around the house, especially watching TV, browsing the internet, playing video games and chess.

Media recommended accomplishing Zune's objectives:

1. Use television during Prime time (8-11PM) and Late fringe (11.30 P.M-1.00 A.M), both times are going to reach 35-55 years old demographics
2. Internet advertising.
3. Product placement in the video games and big screen movies.
4. Print ad at Home Magazine and Good Housekeeping.
5. Direct mail brochures with coupons attached.

Why does our client need to advertise?

The first thing that people have in their mind when it comes to MP3 players is iPod. People have little interest in the Zune Player because everybody is on the iPod bandwagon.

What is the Advertising going to accomplish?

Capture and focus people's attention to Zune HD and its unique features.

Who are we going to connect with?

Adults who are ages 35-55. This target market is focused on their career and social life but they also enjoy being at home. They live in suburban areas and might have children. This group maintains a balance between work and family.

What are the most insightful things we know about them?

Home is the place this audience finds comfort and safety to relax and to get privacy. In order to maintain the comfort of home, they like to do home improvements such as adding an extra room, making a music room, remodeling the kitchen or changing the color of the curtains. They do anything to keep excitement around the house and will complement their home with a comfortable couch, a convenient workspace, a nice quiet bedroom or a sophisticated home theater. They use PC as their computer at home, They like PC for their lap top and home computer due to quality, more universally used and more effective on cost. This group relies upon the use of their home computer for many tasks. They are more likely to purchase PC's over Macs's because PC's are less expensive, are more universally compatible to software, hardware, peripherals, and are easy to find at competitive prices. While lap top computers are popular, this group is also interested in desk top versions, particularly if they decide to have multiple computers in the home. As an avid buyer, they want both value and quality for their dollar seeking products that are crafted well and long lasting; this group does research before making purchases.

What is the positioning statement?

Home MP3 player

What supports that message? Why should we believe it?

Zune HD has a built-in radio receiver that plays music in higher quality sound than traditional radios. By plugging Zune into an audio deck, one can listen to the radio and music while cleaning, spending time with family and entertaining guests.



The Loop

Determining the Loop brand essence through different brand and consumer strategies for USA and Hong Kong.

Consumer Comparison

USA

Business professionals, ages 35 to 55, who are paid to influence others through their multi-media visual presentations. They are early adopters and will not hesitate to invest money in a product that will bring peak performance to the job. They rely on their hard work to keep their family happy.

Hong Kong, China

They are “contemporary business women”, ages 28-45. They can be described as materialistic, fashionable, competitive and restless. Most are married with one child. Hard work is highly valued and the measure of happiness is measured by having the financial means to indulge family with both basic as well as luxury comfort items. This group demands that their home interior is attractive, modern and well equip with high tech items. The culture of this group dictates that a measure of love and care for one’s family is expressed by the ability to purchase high quality items for them

Make their best contribution to the family

Brand Comparison

USA

Hong Kong, China

Have more confidence with your presentations.

Transforming the ordinary into extraordinary

Balance is reflected in home electronics. Style and function meet luxury and practicality.

The Loop is dual functional as a universal remote and presentation tool. The Loop is not like other universal remotes. Beside the unique and sleek design, the Loop will impress family as well and prove very useful. As a universal remote, the Loop offers interesting and unique features for both individual and family use. The Loop also works as a presentation tool that helps presenters be more successful in reaching their career goals.

Hong Kong Consumer:

Hong Kong consumers are women who are recently married or are married with at least one child. They love to provide their family with fancy and high tech gadgets. Their way of taking care of family is by giving them top quality items. The Loop might interest this segment because it has a dual use for both business and home that is high tech for work yet sleek and decorative for the home

USA Consumer:

US consumers are people who often work as presenters. In their personal life, they are married with one or two children. The Loop with its unique design brings an advantage to presenters who demonstrate more style and confidence when using the loop. With its sophisticated design, the Loop impresses audiences, making a regular presentation a more exciting presentation.

Brand perception:

Magician Brand. One touch, of The Loop and magic happens. As a sleek presentation tool and practical enhancement to the home, The Loop inspires people to actualize their potential.

Main Idea

The Loop is your magic wand.



Going deep about veganism segmentation and defining how Peet's coffee is going to attract each segment.

Segmentation

What is veganism?

A diet and lifestyle that seeks to completely exclude the use of animals for food, clothing, or any other purpose.

People become vegan for different reasons; these reasons reflect personal intention and beliefs. Vegans are divided into four segments that represent common intentions and beliefs which support the decision to become vegan.

Animal rights reason vegan:

They are seeking a lifestyle free from cruelty toward animals.

Environment reason vegan:

They believe the raising farm animals for consumption is very expensive and environmentally damaging. It causes pollution of both surface and groundwater.

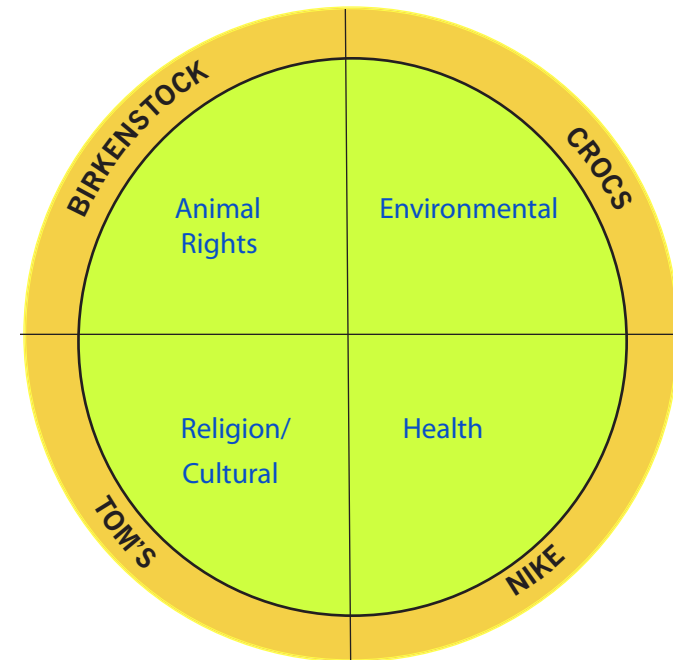
Religious/spiritual reason vegan:

Their self esteem and humble attitude leads them to minimize damage to the environment or any other living creature.

Health conscious reason vegan:

Their vegan lifestyle supports the premise that consumption of animal fat and protein is linked to heart disease, cholesterol, diabetes and various cancers.

Shoe Brands



Animal rights reason vegan:

Birkenstocks were created for people who spend more time outside and are physically active.

Environment reason vegan:

Crocs claim their brand as an earth friendly shoe.

Religious/spiritual reason vegan:

Tom's brand creates a sense of accomplishment by helping others.

Health conscious reason vegan:

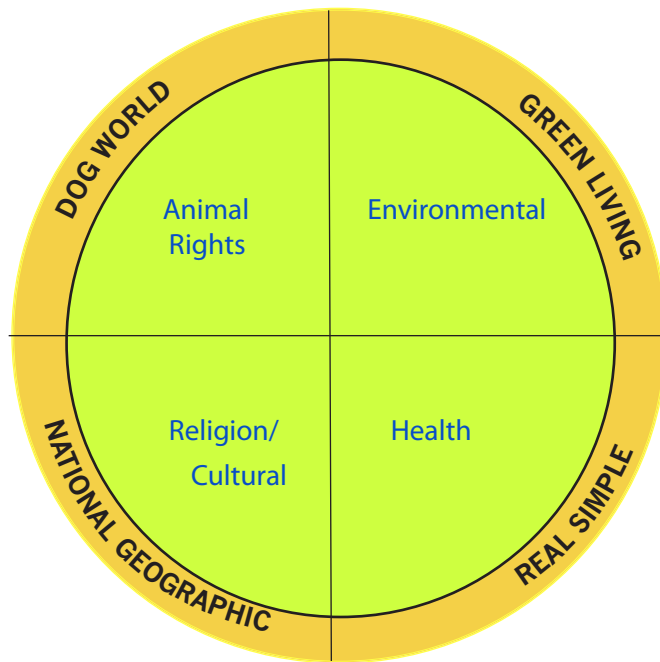
These are active people who also want to look good. They care about what they wear; and therefore, might wear shoes manufactured by Nike.

Segmentation

Peet's Coffee and Tea

Search

Magazine



Animal rights reason vegan:

The magazines they read support the humane treatment of animals.

Environment reason vegan:

They broaden their knowledge by reading magazines which inform them about environmental issues.

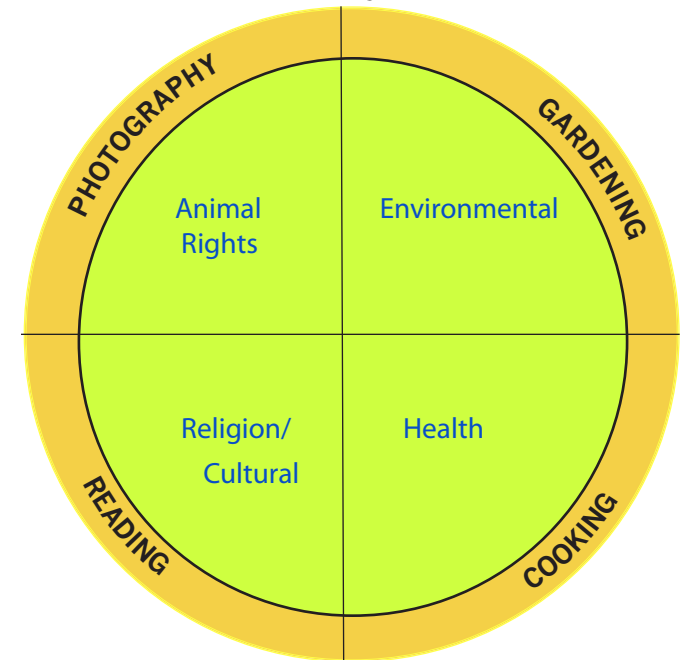
Religious/spiritual reason vegan:

They care about anything related to humanity, nature and spirituality.

Health conscious reason vegan:

This group reads magazine which focus on striking a balance between nutrition and fitness.

Hobby



Animal rights reason vegan:

They love to take photographs of animals or nature.

Environment reason vegan:

They relax by gardening and planting fruits and vegetables in their yard.

Religious/spiritual reason vegan:

Meditation enables them to soothe their body mind and spirit; reading philosophy books supports spiritual education and well-being.

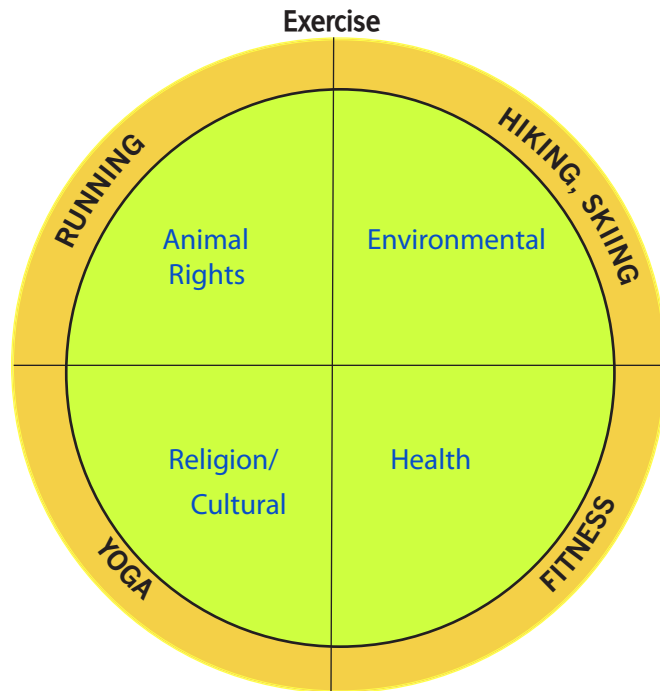
Health conscious reason vegan:

They care about how food tastes and good nutrition.

Segmentation

Peet's Coffee and Tea

Search



Animal rights reason vegan:

They choose sports and activities that include their dog.

Environment reason vegan:

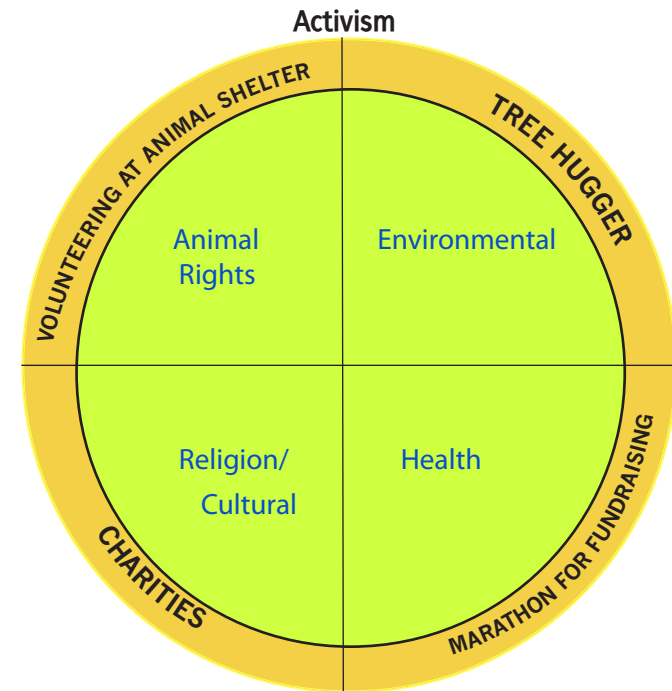
Nature is everything. Going hiking and skiing connects them with nature.

Religious/spiritual reason vegan :

They clear their minds and relieve stress practicing yoga and meditation

Health conscious reason vegan:

Diet and daily exercise is important in order to maintain their body weight.



Animal rights reason vegan:

They want to show their love and concern for animals.

Environment reason vegan:

They show a passion and commitment to save the environment.

Religious/Spiritual reason vegan:

They believe in Karma. Do the right thing now, and you'll be rewarded down the road.

Health conscious reason vegan:

They feel good being involved with fundraising for a good cause.

Many brands try to appeal to the large and growing vegan population by speaking, exclusively, to their Veganism. What they don't consider is that Veganism is a reflection of numerous philosophical, spiritual, and environmental concerns. Peets should seek appeal to vegans as individuals who happen to share a common goal, yet are driven by diverse motivations, belief systems, influence and desires.

Recommended marketing activities to help Peets attract vegans customers:

Environmental vegan:

- Provide bicycle parking next to the store.
- Provide an option of ceramic mugs instead of coffee cups.

Animal rights vegan:

- Creating cup holders with animal themed pictures.
- Providing outdoor dog pillows and leaving bowls of water in front of the store for customers that have animal travel companions.

Religious/ cultural vegan:

- For every gift card purchase, Peet's donates 1 % of net proceeds to organizations that help hungry children.
- Peet's should consider opening a new store in a quiet, peaceful community where like-minded customers dwell.

Health reason vegan:

- Healthy vegans seek fresh, whole, organic foods, so Peet's should consider selling more organic fresh healthy foods to customers.
- Peet's is likely to attract the vegan target market and gain customer loyalty if they feature vegan friendly edibles and products for vegans at local farmer's markets. Offering customers free samples of vegan snacks along with coffee and tea samples is a sure way to spark the interest of vegan consumers as well as advertise to already established clientele. This will increase overall sales at the farmers markets as well as drive customers to frequent local Peet's stores.

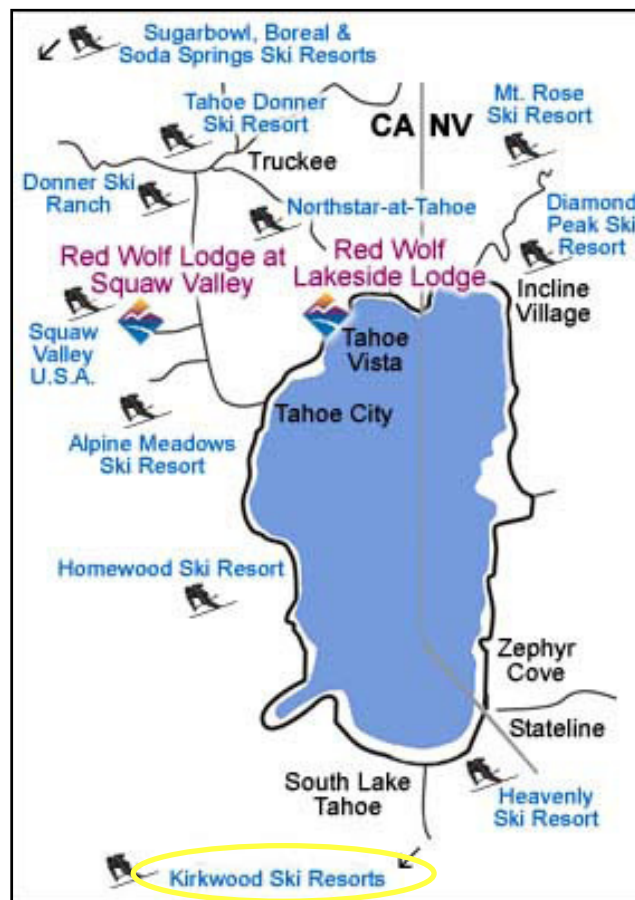


**Primary research conducted to help position Kirkwood over other local resorts in this extremely competitive regional market.
(For Creative Planning Course)**

Location

Kirkwood Ski Resort

Search





“Great for beginners and intermediate skiers and snowboarders. They have lots of easy black runs too. A few harder runs for those that who like to fly off rocks and stuff “ - Jin I, Oakland, CA -

“Kirkwood may be best known for it’s steeps and deep snow, that’s why I love it, however it has plenty of beginner and intermediate level slopes too, so don’t let all the “Expedition Kirkwood” marketing hype scare you away, it’s a perfect place to learn and improve your skiing or snowboarding skills. Featuring mostly open uncrowded beginner slopes with a softer fluffier snow surface to learn (and fall on) than other resorts” - Brandon B, South Lake Tahoe, CA-

“ Kirkwood = BIG STEEPS. BIG CLIFFS. BIG RUNS. Best snow in Tahoe. Best place to ride in Tahoe. My experience at Kirkwood was spectacular (it helps that I met some hotties from So-Cal) but the runs were amazing, snow was deep and fresh and the terrain was unlike anywhere else I had ridden. “ - Benji Zimmerman, 31 years old -

A common thread identified during one-on-one interviews is that both beginner and intermediate skiers or snowboarders are afraid of sustaining injury. Safety is equally as important as fun; Therefore, a noted feature Kirkwood offers is fresh, light, deep powder; this distinction supports the desired benefit of safety.

[Why do we need to advertise?](#)

Lake Tahoe is famous for their ski resorts. Each ski resort emphasizes various features which differentiate themselves and help them stand out in the market. Kirkwood is located in the south shore ski area which gets more snow than any other ski area in Tahoe. Kirkwood is also the hardest resort to get to which might be off putting for some. However, the location, though remote, reportedly offers a ski experience like no other mountain

[What do we want to accomplish?](#)

Our goal is to convince potential visitors, who might be put off by Kirkwood's out of the way location, that this ski resort features the best and deepest powdered snow in the Sierras.

[Who are we connecting with?](#)

Beginners thru intermediate skiers and snowboarders, both genders, between the ages of 18-35, who travel with family and/or friends.

[What are the most insightful ideas?](#)

For avid snowboarding and skiing enthusiasts, there is no substituting the sensation experienced when gliding down an unfamiliar stretch of fresh powder and carving lines on a canvas of a spectacular scenic snowy mountain. While the popularity of a ski resort does factor into the decision process of selecting where to ski or snowboard, it is often not the main determinant. What is found to be more of a deciding factor in customer selection is the quality and variety of ski experiences a resort can offer; a variety of runs and trails to choose from, powder quality and diversity of the scope of the land outweighs consumer brand/location loyalty.

[What is the single main idea?](#)

Natural cushion to crash on.

[What else is there to supplement the main idea?](#)

With a base elevation of 7,800 feet, Kirkwood is the highest starting point of any major resort in Lake Tahoe. Both locals and tourists say Kirkwood catches the best snow storms streaming in to the Sierras. There are 2,300 acres for skiing and riding, 65 trails, two high speed quads and top to bottom snowmaking on four runs. When it comes to ski adventures, Kirkwood is a complete package: super steep cornices, narrow chutes, cliff jumps, large natural half pipes, a lot of bumps, and the best tree skiing in Tahoe. Kirkwood's runs challenge skiers and snowboarders of every level.

These Ads are featured at the AAU School of Advertising- 2009 Winter Show



The bus takeover will give people a taste of what they can expect at Kirkwood.



These snow globes are stuffed with snow to represent the large amount of snowfall Kirkwood receives.



The bus shelter ad would house fake snow that would change each week to represent the amount of snowfall at Kirkwood during given year week.

Art Director : Megan Harder
Copywriter : Brian Pike



Vitamin World leads consumers to a healthy life fueled by the guidance and knowledgeable of an experienced customer service team

[Why do we need to advertise?](#)

Vitamin World (they are cheaper than GNC but still are more expensive than internet retailers)

[What do we want to accomplish?](#)

We are trying to increase the number of both offsite and onsite customers

[Who are we connecting with?](#)

35-55 years olds who care about their health and their looks. They have middle to upper income level (30K-100K).

[Who are they?](#)

People who are just beginning to think about taking care of their health and body by taking supplements. They believe that taking supplements will promote better health. Most are uninformed about the type of supplements they need to meet their health needs and requirement. For products like vitamins, most people are influenced by people they trust who are already taking supplements and they also search the internet for self help information. This population's typical daily routine includes going to work, spending time with family or doing exercise. Being healthy is a priority and a lifestyle. For these reasons, this group is critical and careful when selecting supplements. They are concerned about choosing safe products that won't yield adverse reactions and are dedicated to maintaining their weight by eating right, consuming more fruits and vegetables and avoiding junk foods. This group has the ability and inclination to influence friends, family and others to choose a healthy lifestyle.

[What is the single main idea?](#)

Guide you to health.

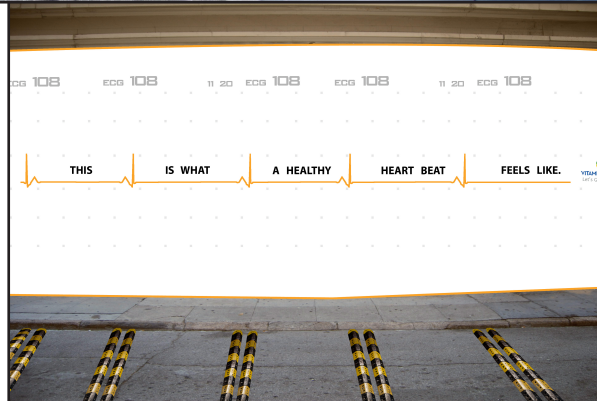
[What would they like about the product?](#)

In general, people are usually unsure about what vitamin they should be taking. People take vitamins for different reasons. There are many vitamin shops that sell various kinds of vitamins from different manufacturers. People should be careful when choosing vitamins. Taking vitamins in the right amount is recommended as vitamin overdose can be toxic and physically harmful. Vitamin World employees are well informed consumers of vitamin supplementation who answer nutrition and health related questions for customers. Since people have different dietary requirements, it's Vitamin World's job to assist their customer in selecting vitamins with proper ingredients and in proper dosages. Vitamin World is much more than a vitamin shop; it is more like a nutritional health care center staffed with experienced people who are available to help customers attain health and wellness.

Creative Executions

Vitamin World

Search



Speed bumps in the alley simulate how heart beat feels



Bus shelter

Art Director : Andri Reynaldi



People take vitamins for different reasons. Different circumstances such as medical history, diet, current medical conditions or geographic location are going to effect their decisions in choosing vitamins. There are many vitamin shops out there that sell various kinds of vitamins from different manufacturers, but people should be more careful in choosing vitamins.

Consumers are struggling to make the right decisions as to what kind of vitamins and daily dosage. Taking vitamins in the right amount is recommended for the reason that vitamin overdose can be toxic and can harm you physically. Vitamin World helps their customers by trying to eliminate their confusion so as to be more confident in determining what kind of vitamins they need to consume.

Thank you