



Power Plus Co. (Pvt.) Ltd.

# **DIGITAL STRATEGY**



**WAY FORWARD**

**BRIEF**

**INSIGHT**

**OBJECTIVE**

**BIG  
IDEA**

**EXECUTION**

**RESULT**

**POWER  PLUS**

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# BRIEF

Idea focused on Shoe Polish Category

3 month long digital strategy

See Digital as an opportunity to capitalize

Enhancement of the brand on Digital Platforms

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**SEC**  
**A, B & C**

**TREND**  
**FOLLOWERS**

**GENDER**  
**MALE & FEMALE**

**SHOE**  
**LOVERS**

**SMARTPHONE**  
**USER**

**WELL**  
**DRESSED**

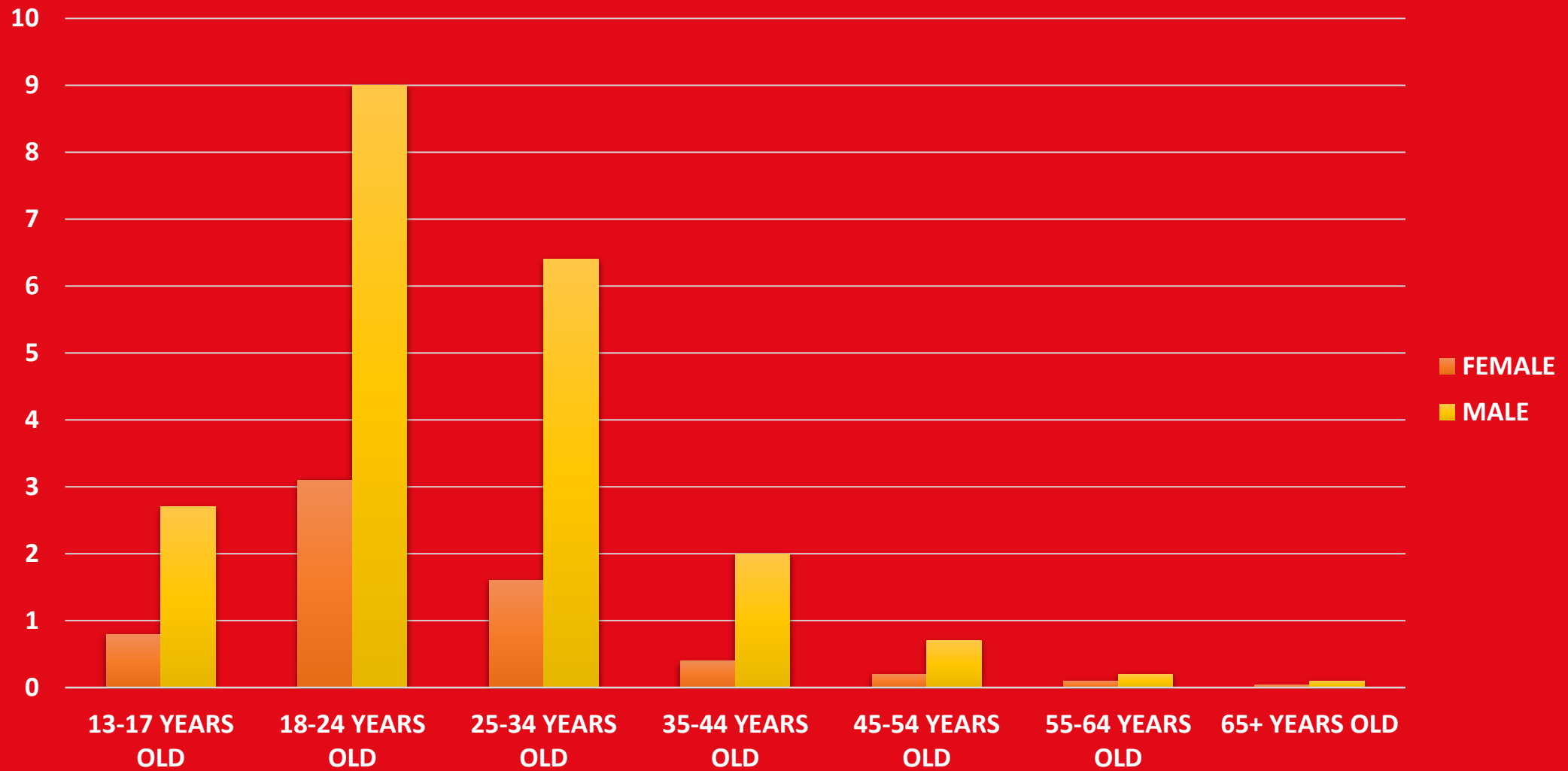
**EMPLOYED/**  
**HOUSEWIVES**



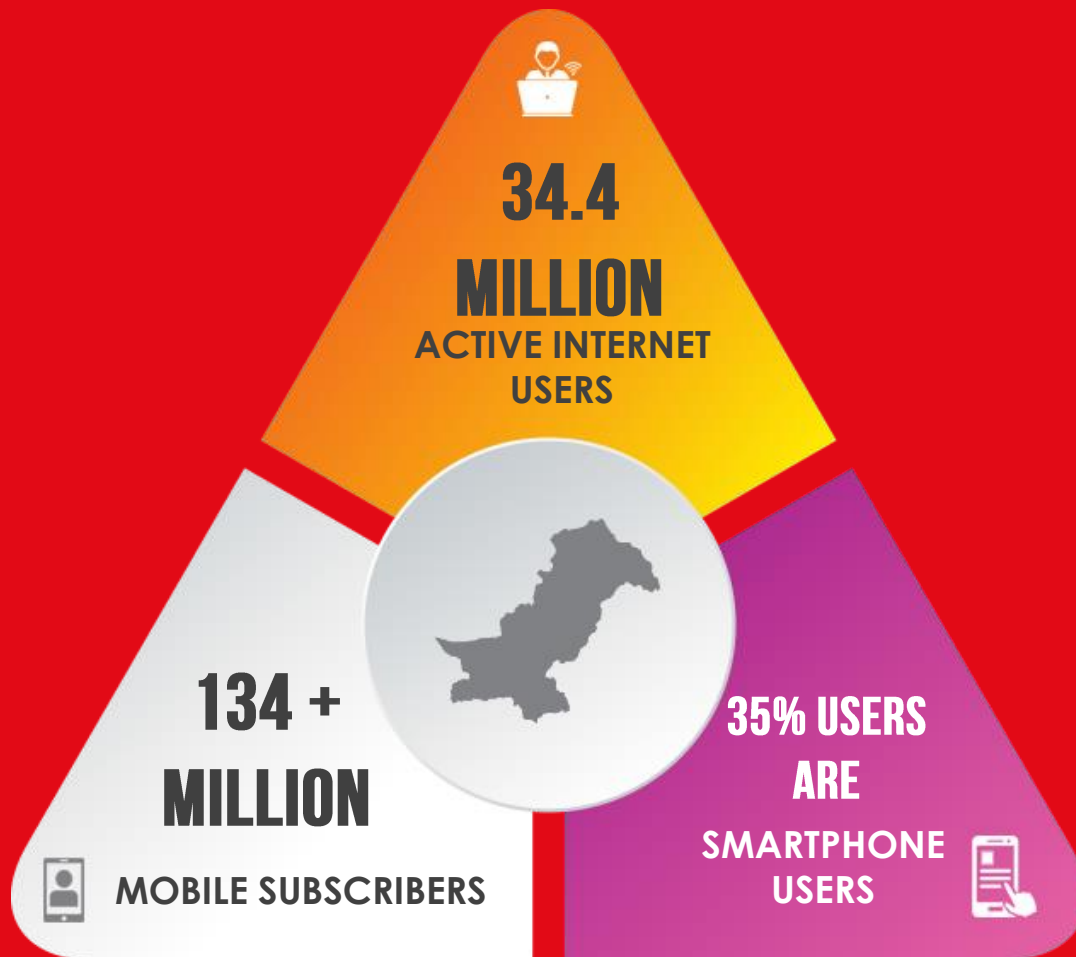
**TARGET MARKET**

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## DIGITAL LANDSCAPE



**12%**

POPULATION USES SOCIAL MEDIA  
FROM MOBILE DEVICES



**1 OUT OF 10**

PAKISTAN IS AN ACTIVE SOCIAL  
MEDIA USER



**36%**

SINCE 2015  
**GROWTH IN SOCIAL MEDIA**  
USAGE FROM MOBILE

**in** **2.5**  
MILLION

**ig** **1.6**  
MILLION

**tw** **03**  
MILLION

**yt** **10**  
MILLION

**f** **27**  
MILLION

22% LHR

20% KHI

14% ISL

7% QTA

12% KPK

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## DEMAND & USAGE

**Current value sales of polishes rose by 13% in 2015 in Pakistan**



**Rapid urbanisation, inclination towards a modern lifestyle, Media awareness campaigns  
All helped drive growth of polishes in 2015.**



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# OPPORTUNITIES

The growth is expected because of rising employment and literacy rate due to which there is a higher demand for formal shoes

- EuroMonitor

The growth will also be observed due to rapid urbanisation and growing income of middle-class consumers.

- EuroMonitor



## COMPETITORS

Reckitt Benckiser Pakistan retained the lead in polishes with a 31% retail value share in 2015.  
- EuroMonitor

Available Product line:  
Solid, Liquid, and leverages its strong distribution network throughout the country

its brand Guerlain Cherry Blossom shoe polish is widely available in the country  
- EuroMonitor

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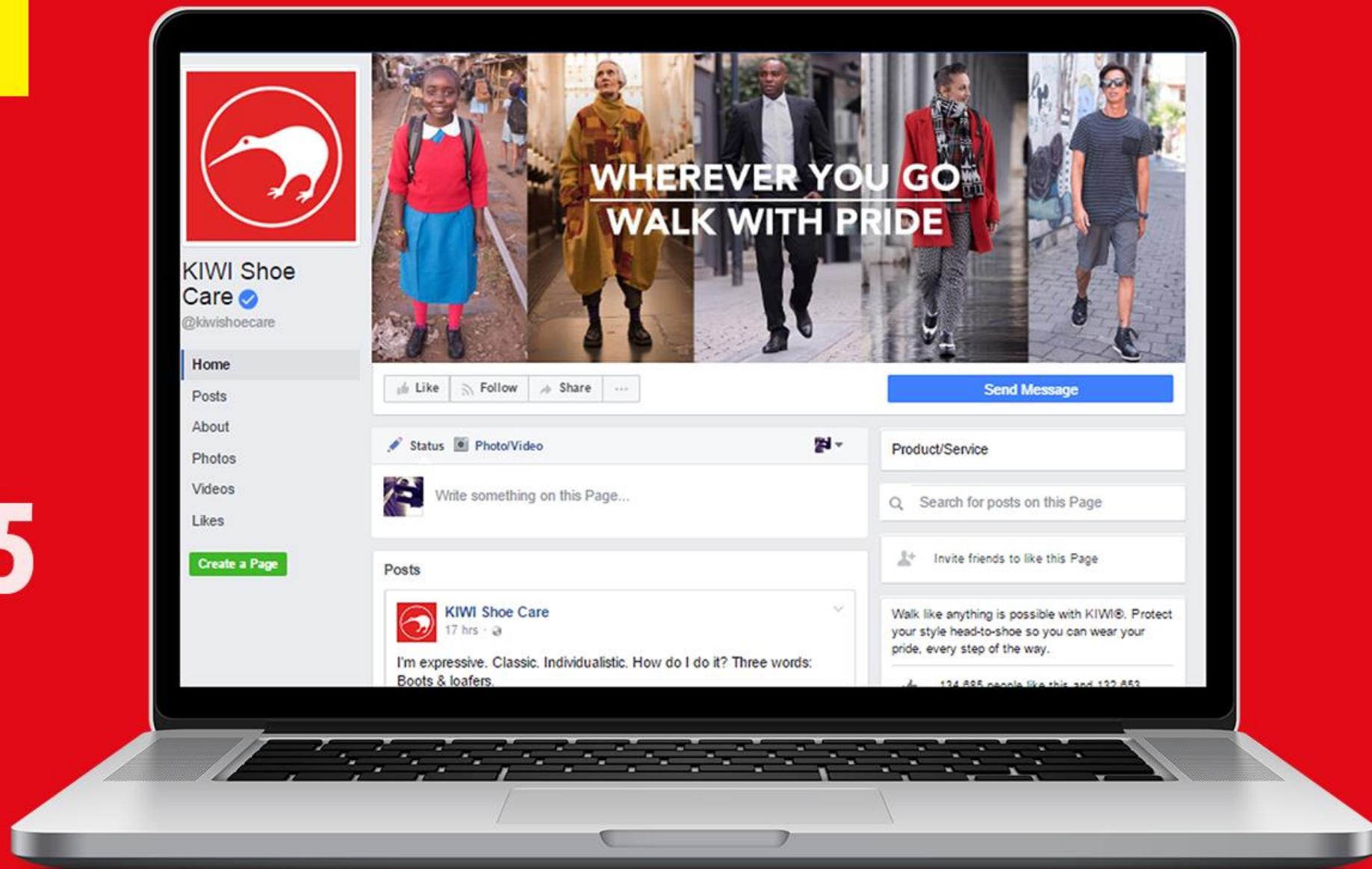
# KIWI

## LIKES

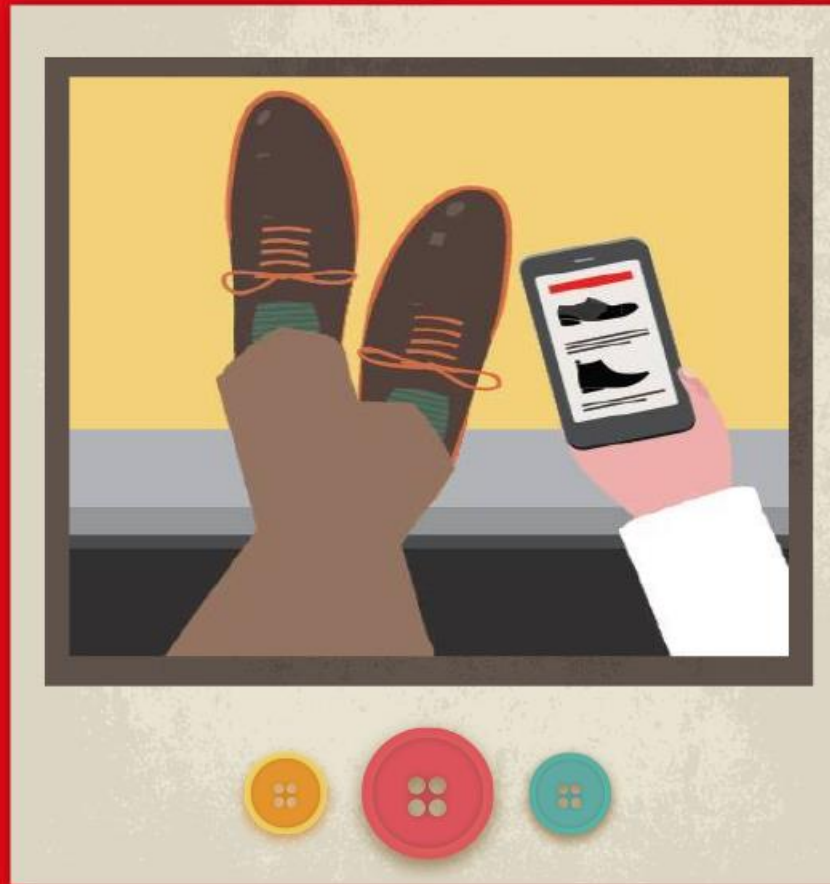
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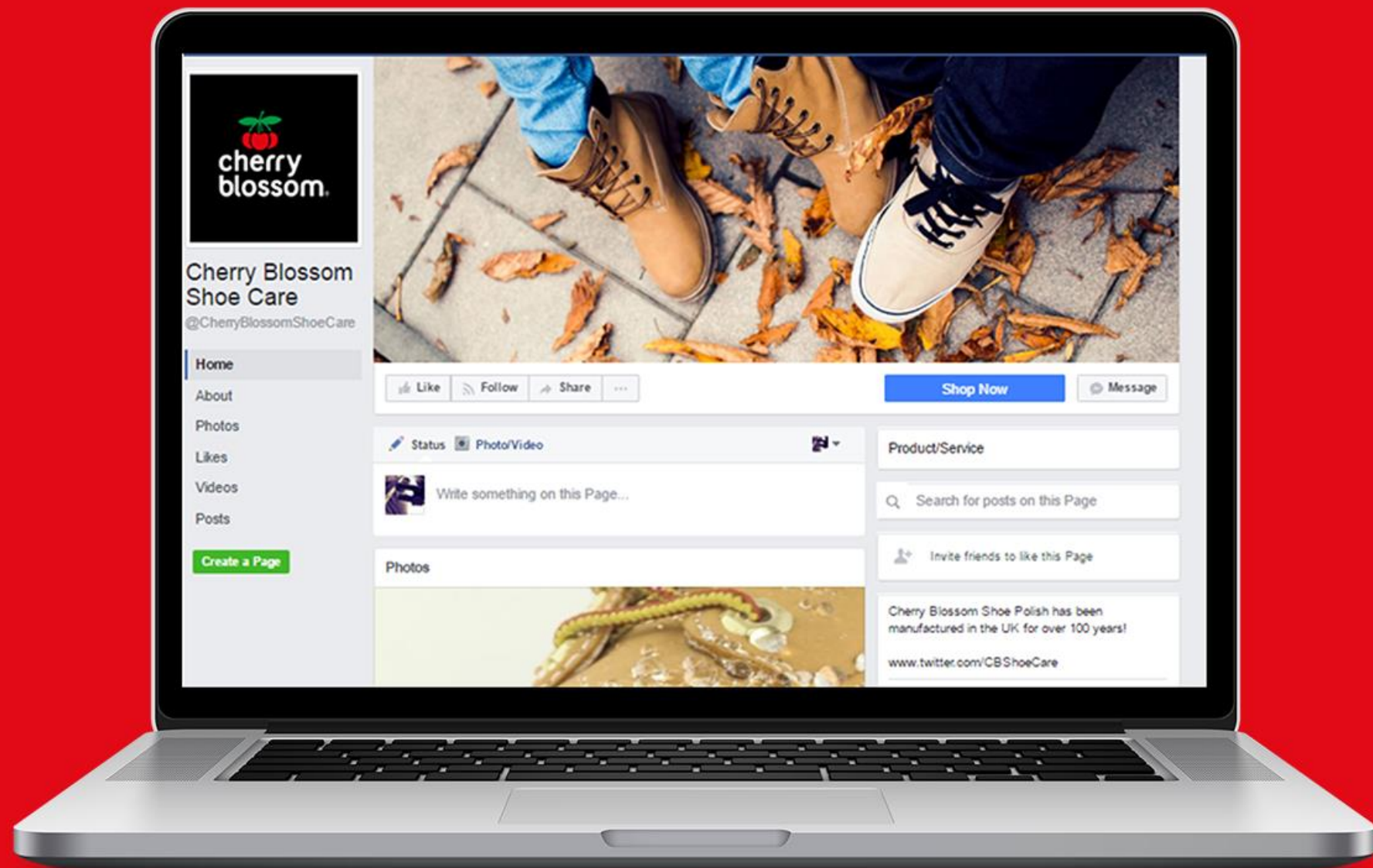
## FACEBOOK POSTS





**CHERRY BLOSSOM**

**LIKES**  
**275**



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## FACEBOOK POSTS

Expecting rain today? Make sure you're protected with #CherryBlossom Ultra Repel! Find out how at [cherryblossom.co.uk](http://cherryblossom.co.uk)  
#OrderToChaos



Like Comment Share

2

1 share



Cherry Blossom Shoe Care

December 8, 2016 · 🌐

Nobody keeps your suede and nubuck shoes looking their best like Cherry Blossom...

Head online now and grab one of our Suede and Nubuck Erasers to keep on top of the muck this winter!



Suede and Nubuck Eraser - Cherry Blossom Shoe Care

The experts in footwear cleaning, polishes, and protection products since 1905....

[CHERRYBLOSSOM.CO.UK](http://CHERRYBLOSSOM.CO.UK)

Like Comment Share



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## PROBLEMS



## OBJECTIVES



REACH THE POTENTIAL USERS  
PRESENT ON SOCIAL MEDIA  
IN SIGNIFICANT NUMBER



MEET THE KPIS



TO INCREASE  
SALES  
VIA DIGITAL  
PROMOTION  
OF THE BRAND.



TO MAKE  
THE  
BRAND GO  
DIGITAL

**NEED**



**Utilize Digital  
as an effective  
medium to re  
create a better  
brand equity**

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# #LetYourShoeSpeak

Define your personality  
with some well polished shoes!

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# #LetYourShoeSpeak



A

Highlighting  
how cleaned/  
polished  
shoes can  
define  
personality



B

Differentiating  
personalities  
based on the  
shoe care



C

Virality  
through  
shoe  
memes



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 **FACEBOOK**

 **INSTAGRAM**

 **YOUTUBE**

**SOCIAL  
MEDIA**

**WEBSITE  
DEVELOPMENT**



**WEBSITE**



**MOBILE APPLICATION**

**Branded SMS  
IVR  
Scratch Code**



**MOBILITY**

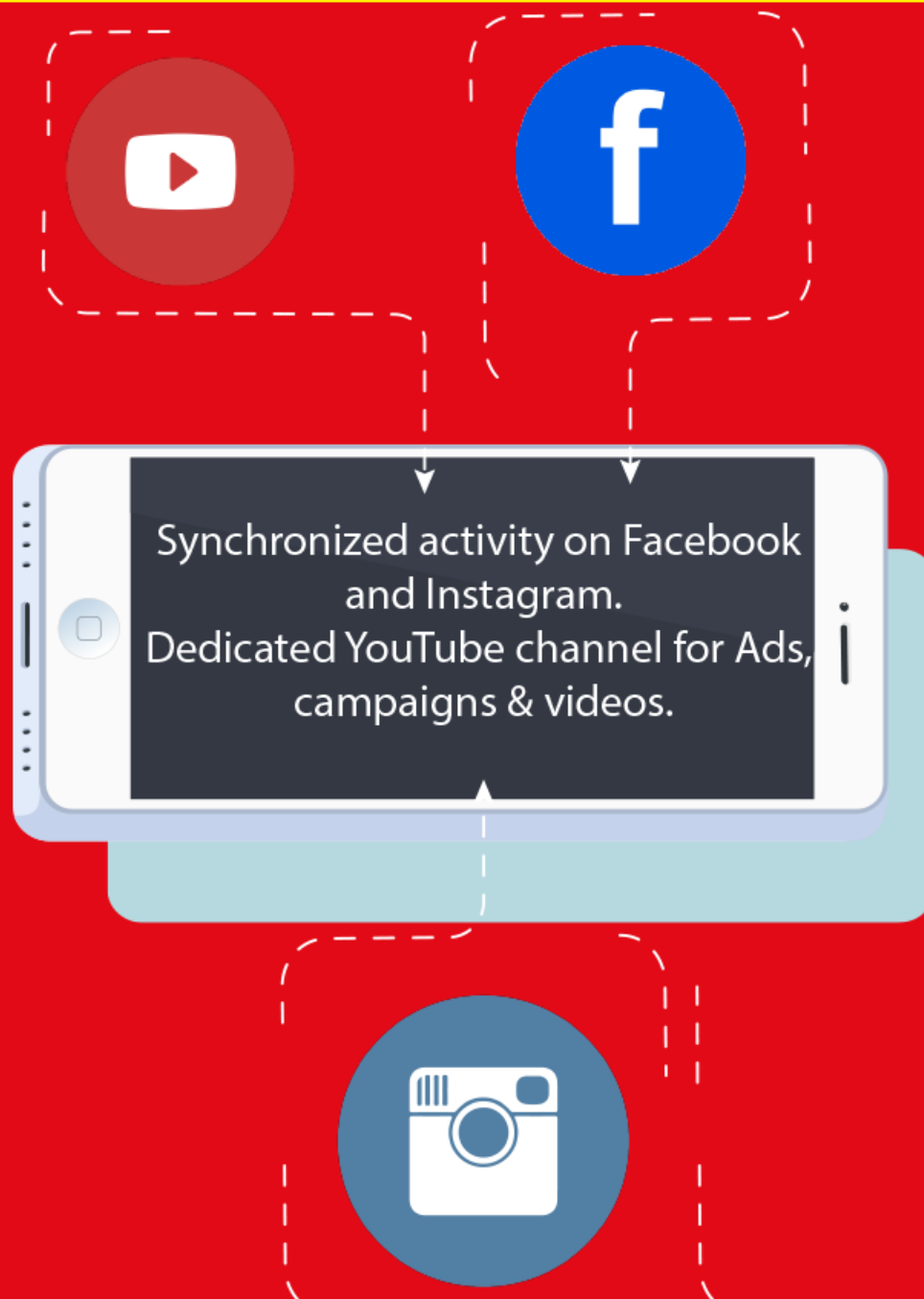
# DIGITAL TOUCHPOINTS

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## SOCIAL MEDIA



## CATEGORIES



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## PAGE PROMOTION

**Launch (First  
15 days)**

**Incentivized like banners  
to promote the page.  
Startup content –  
Product introduction**

**Post Launch  
(15th day  
onwards)**

**Engaging content.  
Comic memes,  
Product Promotion,  
Shoe Tips**

**Maturity  
(After 1st  
month)**

**#LetYourShoeSpeak  
Campaign  
Competition posts, Campaign  
posts.**



## SAMPLE POSTS

### Memes

#### Product Post



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#### Competition

How many variants does  
**PowerPlus** polish have?



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## SAMPLE POSTS



#Letyourshoespeak



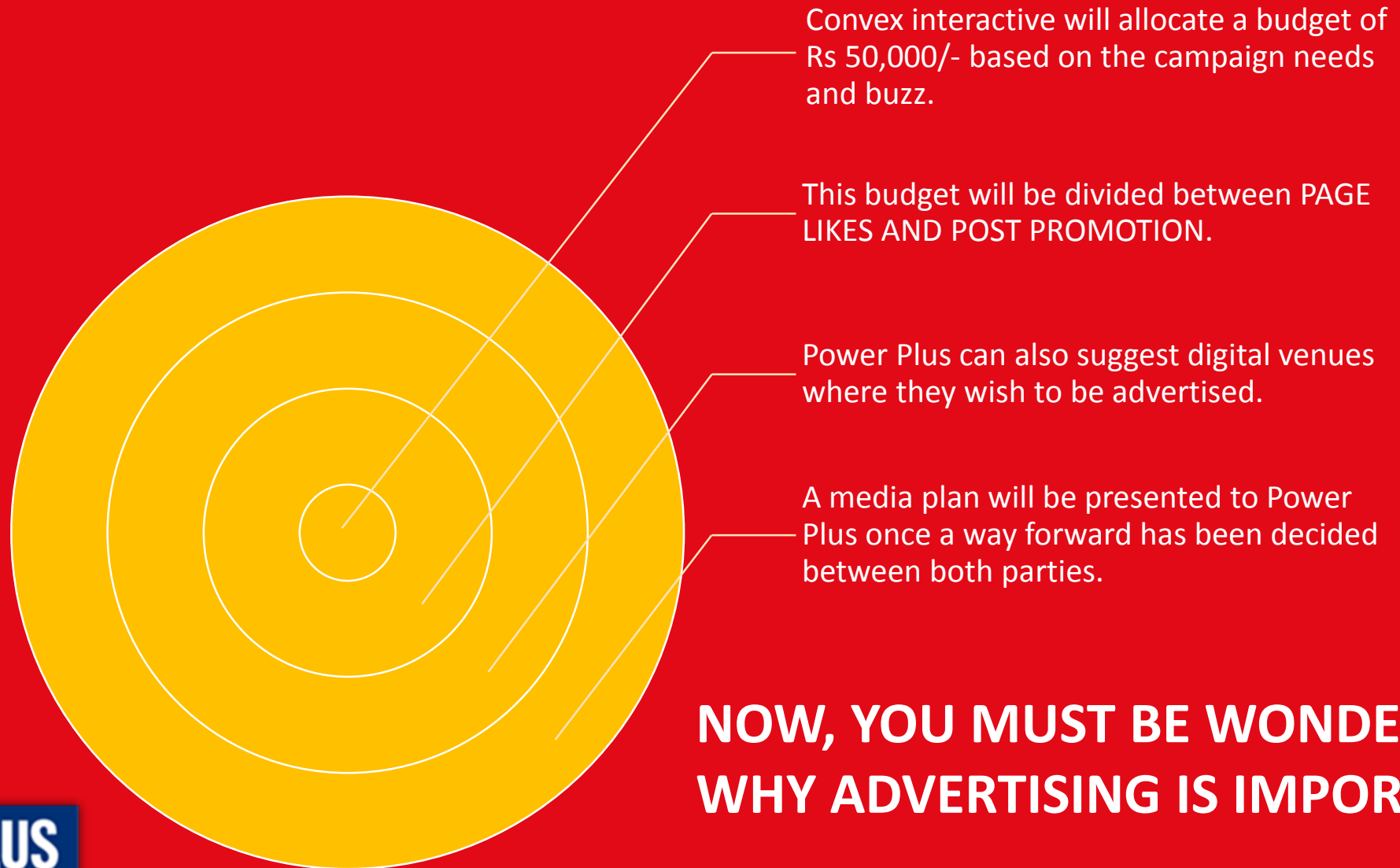
Shoe Tips

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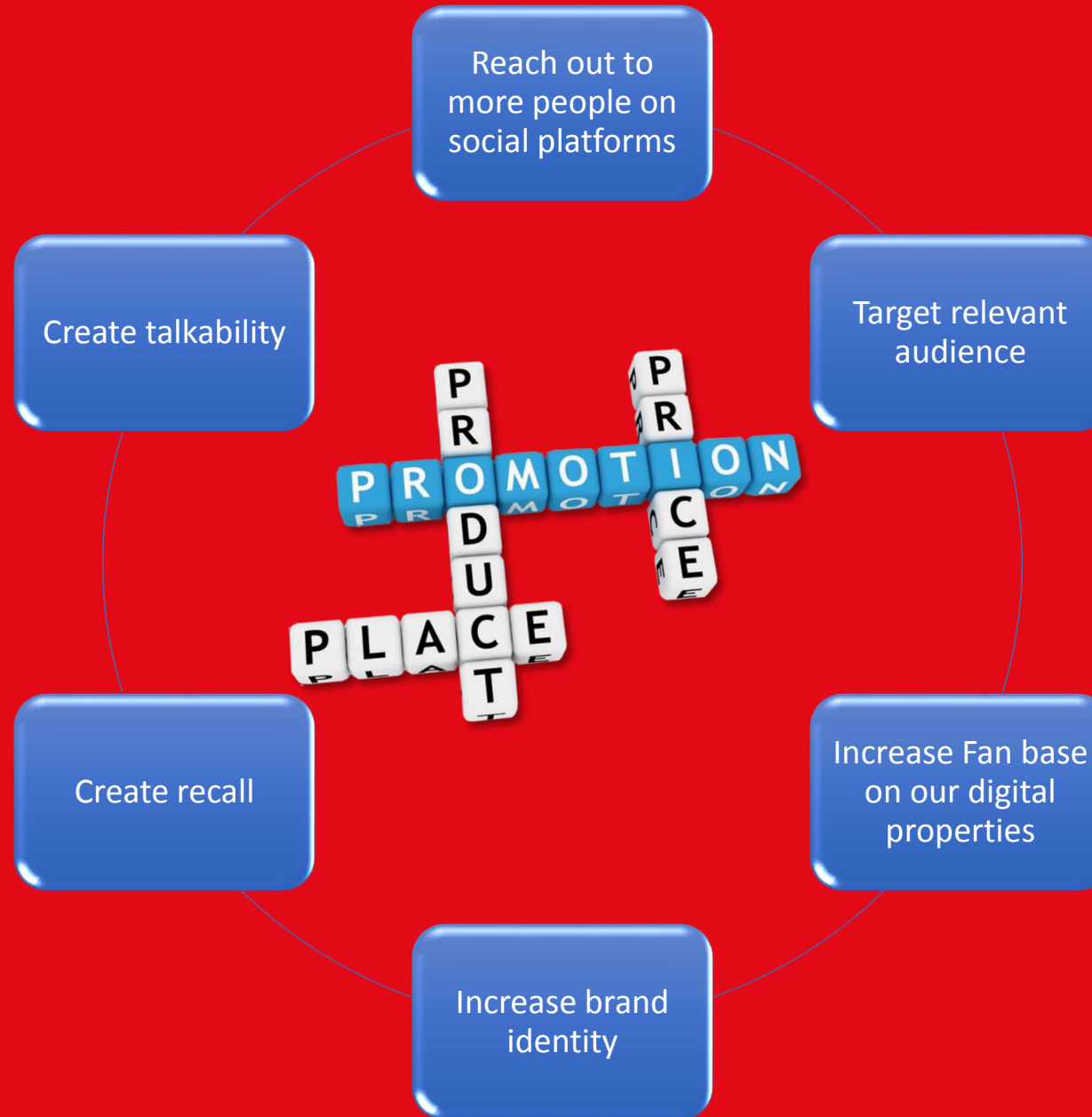






**NOW, YOU MUST BE WONDERING  
WHY ADVERTISING IS IMPORTANT!**

IT IS BECAUSE...



**THANK YOU**



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