

RANDOMS CHALLENGE

Marketing campaign for Rowntree's Randoms

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Link to Info Website:

<http://5kcreations.com/rowntrees/>

Link to Web Application:

<http://5kcreations.com/Randoms/>

Alternative links:

<http://adelahrdlicka.com/randoms/>

<http://adelahrdlicka.com/Randoms/>

Special Data Entry Requirements

Note: Please use the alternative links if the primary ones are not working.

The web application features a registration page. If you want to skip the registration process, you can login by using the following - Username: **Peter5k** and Password: **123** . When uploading a profile image or video please use **compressed files** since the server provider has a limitation on file size which we could not change. The prototype was tested and works with photos and shorter videos downloaded from Facebook, Instagram and Snapchat.

Table of Contents

Special Data Entry Requirements	1
Table of Contents	1
Problem Area	2
Problem Formulation	2
Analysis	3
Sender Analysis	3
Market Analysis	4
Statistics on Candy Consumption	4
PEST Analysis	5
Stakeholders	6
Competitors Analysis	6
HARIBO	6
TOMS	8
CLOETTA	9
Target Group Analysis	10
Market Segmentation	10
Pre-segmentation	10
Target audience	10
Persona	12
SWOT Analysis	13
Competitive Communication	16
Porter's generic strategies	16
Communication and Campaign Plan	16
Purpose, message and effect	16
Campaign Plan	17
Web App	17
Promotional Videos	17

Informational website	18
USP	20
ESP	21
Customer Journey	22
Design Process and Documentation	22
Design Brief	22
Design Program	23
Design Process	27
Usability Testing	31
STORYBOARDS	33
Technical Documentation	35
Conclusion	40
Appendix	40
Process Documentation	40
Surveys	42
Survey on Jelly Candy	42
Survey on Challenges/Dares	45
Survey on Danish Teenagers	49
Target Group Interview	56

Problem Area

Danish residents are known to be candy lovers, in fact, they have the second highest consumption of sugar confectionery in the world.¹ Eating candy is associated with sense of joy and social activities of all levels, from partying and chatting with colleagues after work to cozy evenings with family and friends.

As a result of the great demand and sales, a very large and rich confectionery market has developed in Denmark over the years attracting not only local but also international confectionery companies and brands.

In 2017, the UK brand Rowntree's is going to launch one of its latest products in Denmark. Rowntree's has a long history of confectionery production and is very popular among the British. It is known and recognized for both its high quality delicious products made by well-treated workers and for its influence on social welfare problems like poverty and unemployment.

¹ <https://www.thelocal.dk/20150302/danes-are-worlds-second-biggest-candy-consumers>

Problem Formulation

We are tasked to develop a digital promotional campaign for the launch of Rowntree's Randoms in Denmark in 2017. To introduce a confectionery product like this one it is necessary to tackle a few problems.

First, the Danish market is already saturated with many different kinds of candy and a large number of confectionery companies. What's more, there are a few companies that have very large share of the market and dominate with their product lines. This makes it difficult for a new alternative to find its place on the shelves of supermarkets.

To address this, building brand recognition is necessary. Consumers have to be presented with Rowntree's qualities, values and properties to learn about the brand. Traditional advertising is not sufficient and a combination of approaches should be used to build brand recognition for Rowntree's. Online presence is key - from social media and viral content to interactive and engaging campaign website. It makes information easily accessible, allows reviews and feedback and can be interactive.

Second, Danes are accustomed to the dominating companies. They have been on the market for decades and generations have grown up consuming their products. Their qualities and values are widely known. Therefore, a new unfamiliar brand with a new product might have trouble reaching its potential consumers.

Another problem is finding and choosing the right focus group to communicate to. The campaign has to target an audience, which is willing to be a first mover and to try out a new and different product. What is more, the campaign should stick to tone of voice and content that are appealing and engaging to the specific focus group.

Analysis

Sender Analysis

Rowntree's was a successful confectionery company founded in 1862 in York, England by Henry Isaac Rowntree. A century after it was founded, Rowntree's was the 4th largest confectionery business in the world. In 1988 Rowntree's was bought by the Swiss food and drink company Nestlé. However, Rowntree's still exists as a brand and Nestlé uses it when marketing a range of products.²

The Rowntree family was very influential and its values were passed on to generations. They worked towards solving important social welfare problems like poverty, low income and unemployment. The successful confectionery business fueled those ideas by providing thousands of people jobs and funding extensive research on poverty. Rowntree's employees were treated well and valued. The Rowntrees were also involved in charity activities and projects like the York Adult School and York's city library.

Until 1930, Rowntree's did not rely on advertising to sell their products and believed that high quality products speak for themselves but then market research and adverts were utilized.

²<https://en.wikipedia.org/wiki/Rowntree%27s>

This led to the development of the Black Magic Box which was one of the first affordable chocolate boxes and the iconic products Kit Kat, Aero and Smarties which are popular around the globe up to this day.³ Consequently, the company expanded greatly between 1930s and 1960s.⁴

Nowadays, the brand is best known for Rowntree's Fruit Gums, Rowntree's Fruit Pastilles and Jelly Tots⁵, all of which contain no artificial colours, flavours or preservatives.⁶

Rowntree's has been one of the favourite confectionery among British families for decades, but in 2009 the brand decided to reach out for younger consumers with the Rowntree's Randoms - encouraging spontaneity and excitement.⁷ Making use of TV ads, outdoor ads and presence on the internet, Rowntree's Randoms launch turned out to be one of the most successful confectionery launches.⁸

The conducted research and the sender analysis gave insight into what Rowntree's stands and strives for. As a result, we managed to develop appropriate values, mission and vision for the brand.

Rowntree's values:

- Quality
- Recognition
- Affordable price
- Good treatment of employees
- Social welfare

Rowntree's mission:

Providing its customers with high quality sugar confectionery using natural ingredients at low cost and maintaining great working conditions for employees.

Rowntree's vision:

Improving social welfare by making the pleasure of sugar confectionery available to the people, spreading positive ideology through its campaigns and increasing social welfare.

Conclusion

Rowntree's is a brand with long and successful history and recognized products. However, it has values that go way beyond delicious candy and drive positive change in society. Therefore, our forthcoming campaign which aims to introduce Rowntree's Randoms on the Danish market, puts emphasis on these values to ensure the deeper understanding of Rowntree's as a brand and its corporate identity.

³<http://www.mirror.co.uk/news/uk-news/secrets-black-magic-chocolate-box-2194003>

⁴<http://www.hatads.org.uk/catalogue/corporate-marketing/47/Rowntree>

⁵<https://en.wikipedia.org/wiki/Rowntree%27s>

⁶<https://www.rowntrees.co.uk/content/Range/>

⁷<http://www.talkingretail.com/products-news/confectionery/rowntrees-randoms-nestle-lets-its-random-side-out/>

⁸ <http://www.1hq.co.uk/rowntrees-randoms/>

Market Analysis

Statistics on Candy Consumption⁹

Research shows that nowadays more than four out of five Danish adults have eaten candy in the past 24 hours revealing that children are not the only ones having a sweet tooth. The annual sugar confectionery consumption of Danes has been gradually increasing over the years to reach 8,18 kg per individual in 2013. Currently, Denmark has the second largest consumption of candy per capita in the world only surpassed by Finland. However, Denmark is projected to take the lead with 8.51 kg in 2018. It is important to note that chocolate and chewing gum is excluded from this research. The other fact is that households with children consume more sweets than households of older couples who do not live with children.

According to research on confectionary consumption, age and gender are factors. In general, women consume more candy than men. Surprisingly, men above 75 years of age eat the highest amount of sugary treats, followed by the 35-44 years bracket. On the other hand, women aged 25-34 and 35-44 have the sweetest tooth. Teenagers and young adults also have a very high consumption of confectionary.

In contrast to most other nationalities, Danes prefer jelly candy over chocolate. Compared to the average European they eat twice as much candy. The reason behind this is often associated with the Danish culture or more specifically “hygge” meaning moments of happiness and coziness. Such moments are described as spending quality time with friends and family while having sweets. Even though Swedes have hygge, as well, candy consumption is not as involved. What is more, the idea of having candy with the children on Friday is very popular among Danes and they call it “fredagsslik” (Friday Candy).

Another interesting finding is the fact that consumers in Denmark prefer mixed candy. The most sold bags of candy in supermarkets and smaller stores are mixed candy. What is more, the pick and mix candy shops are growing. They are responsible for 18-23% of the confectionary consumption in Nordic countries.

⁹ <http://navisen.dk/blog/vi-tager-solvmedalje-i-at-spise-slik/>
<http://www.foodculture.dk/foedevare/sundhed/2013/danskerne-vaelger-slik-over-groentsager#.WRDQ7lh95PY>
<https://www.thelocal.dk/20150302/danes-are-worlds-second-biggest-candy-consumers>
<http://mentalfloss.com/article/73314/most-popular-candies-20-countries>
<https://coopanalyse.dk/analyse/voksne-slik>
<http://www.icenews.is/2015/03/09/sweet-toothed-danes-love-their-candy/#ixzz4gTxZQrwg>
<http://group.candyking.com/en/about-candyking/market-overview/>
<http://www.cloetta.com/en/about-cloetta/market-overview/cloettas-markets/denmark/>

PEST Analysis¹⁰

Political Factors

In 2013 the Danish government set the taxes on sweet foods like chocolate and candy higher. The “sugar tax” is based on the weight or volume of the product and was introduced in order to reduce sugar consumption in the country. This led to drops of sales and increase in prices of sweet products.

In 2016 two documentaries revealed problems with the sugar confectionery businesses regarding hygiene, repackaging expired products and avoiding taxes. As a result, the government has taken measures by strictly checking hygiene and combating illicit trade.

Economic Factors

Since Danes consume plenty of sweets the sugar confectionery market is very well-developed. The demand is growing and so is the economy. Furthermore, the variety of products is great and they are all easily accessible at every supermarket, convenience store, gas station and small shop. There are a few companies that are well-established and dominate the economy like Haribo, Toms and Cloetta.

On consumer level, price and affordability is also a factor. In the survey our team conducted more than 80% of respondents said they can afford buying candy. However, 53% of them would take the price of the products into account.

Social Factors

Eating candy is part of the Danish culture. As stated earlier, people of all ages consume and enjoy them regularly.

However, there are 2 large communities that have specific preferences when it comes to diet. These are the muslims and vegetarians/vegans who don't consume kinds of meat or meat and animal products altogether. Therefore they avoid certain foods like candy that is made with pork gelatine.

Technological Factors

When producing candy, most of the successful companies try to stick to their original flavours and ingredients while improving quality and following regulations. Some pledge to contain no artificial coloring and/or flavours.

Candy is largely distributed everywhere around Denmark. It is easily accessible at every supermarket, convenience store, gas station and small shop. Pick & mix shops specialized in candy are also popular.

¹⁰ <http://www.euromonitor.com/confectionery-in-denmark/report>
https://en.wikipedia.org/wiki/Vegetarianism_by_country#Denmark
https://en.wikipedia.org/wiki/Islam_in_Denmark
<http://cphpost.dk/news/illegal-trade-of-confectionery-products-and-soft-drinks-on-the-rise-in-denmark.html>

Communication has evolved to be not only on physical level but digital as well. Candy is often advertised on TV but nowadays social media can have greater reach and efficiency. Companies are present on Facebook, Instagram and other social media platforms and have entertaining content and websites.

Conclusion

There are multiple factors that affect the Danish confectionery market and its development. The concept of the campaign has to be shaped in a way that corresponds with as many of these factors as possible, however our focus is going to be on the social and technological aspects since they matter the most when our goal is to reach potential consumers.

Stakeholders

The sugar confectionery market is large and well-developed and involves many stakeholders. Key stakeholders range from supermarket chains to individual consumers.

To begin with, there are all the large **supermarket chains** in Denmark which sell great amount of sweets and strive to provide their customers with quality at low price. Another key stakeholder are the **specialized candy stores** which have great variety of sweets. **Convenience stores** and **gas stations** also have interest in sugar confectionery and make candy available to consumers 24 hours a day, 7 days a week. Finally, the **confectionery consumers** are a large number and look for the best taste, the best brand and the best price.

Competitors Analysis

Haribo

One of the biggest competitors on the wine gummy market in Denmark is Haribo, which in 2016 represented 23% of the market.¹¹

History¹²

Haribo appeared in Denmark in 1926. Since then HARIBO LAKRIDS A/S COPENHAGEN was established and the company has been growing up to this date.

HARIBO LAKRIDS A/S KOPENHAGEN started with it's own production of liquorice and their goal was to produce healthy and attractive products with a steady high quality. In 1947 Haribo launched more lines of the products, which name and recipe has not changed since.

Haribo was a first mover and was the first company on the market, selling wine gummies in a cellophane bags and using display stands in shops.

In 1980's Haribo introduced lines of mixed-bags such as Matador Mix, which became popular and has represented the best-selling and best-known Haribo products since.

¹¹ <http://www.euromonitor.com/confectionery-in-denmark/report>

¹² <https://www.haribo.com/daDK/virksomhed/historie-haribo-danmark.html>

Nowadays Haribo are the biggest confectionery producer in Denmark. The company continues with development and modernization of its lines, but stick to the tradition of products, which is based on product-quality, competitiveness and dedication.

Haribo sets a high importance on the quality of ingredients of its products. Nowadays the company uses gum arabic (aka acacia gum) and agar-agar, so the products can be consumed by vegetarians and people with islamic beliefs. Since the 1990's Haribo is also using natural colorants for its products.

Strategy¹³

Haribo is mainly targeting families with children between 4 till 14 years old, and above all so called "buying managers" of the family (family member buying the products). The recognition rate for 24 year oldc represents 64%.

The company was the first on market introducing the **mini-pack** of candies in order for them to be listed into the healthy market approach. Advertizing of a Haribo products is therefore linked with healthy lifestyle, sports etc. in order to fight obesity.

Every year, Haribo is investing 10% of their turnover into advertising and communication. The company is using multiple diverse media such as:

- TV
- Radio
- Newspapers (for children)
- Cinema (fx. 3D ad)
- Website
- Facebook page
- Twitter
- Instagram

Haribo is also involved in many sponsoring and partnership promotion activities, fx. Le Tour de France, McDonalds, Haribo Club etc.^{14 15}

Haribo's slogan is very distinguished and well-known - "Haribo makes children happy – and adults as well"

Controversies

Haribo had to pull out of the Danish and Swedish market part of the Skipper Max salty blend candies of shape of ethnic masks and those with resemblance of primitive African, Asian or Native American art, since they were found to be offensive.¹⁶

BERT test

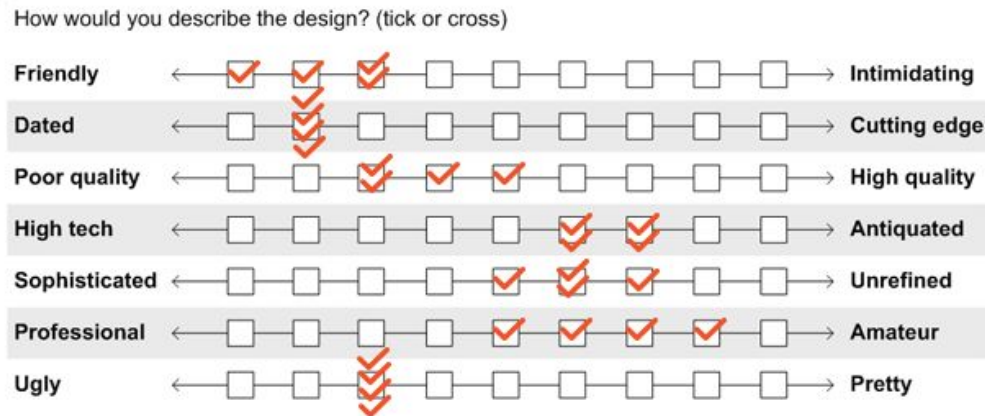
In order to make Rowntree's stand out from Haribo in the digital environment, our team had to understand the strong and weak sides of the dominating company. Therefore, a BERT testhari was completed on Haribo's company website.

¹³ <https://haribolutti.wordpress.com/2014/11/24/how-do-these-two-brands-market-their-products/>

¹⁴<https://haribolutti.wordpress.com/2014/11/24/how-do-these-two-brands-market-their-products/>

¹⁵<https://www.haribo.com/daDK/virksomhed/historie-haribo-danmark.html>

¹⁶<http://www.telegraph.co.uk/finance/newsbysector/retailandconsumer/10580389/Haribo-stops-selling-racist-sweets.html>



The responses indicated that even though the company has great resources they did not invest in developing a website that is appealing to younger audience. The website keeps a friendly tone of voice but does not boast a modern high quality look and functionality.

Toms¹⁷

Toms Gruppen is a Danish company founded in 1924 and it's products including chocolate bars, wine gummies, liquorice, marzipan etc. are popular and traditional on danish market since then. The company has also appeared on Swedish, German and other market. Toms Gruppen holds the second position in the segment of candy in bags and represents the value share of 19% in Denmark.

The wine gummies endorsed brand is known under a name "Pingvin" and has 11 different wine gummy lines. The company is setting a value on natural coloring and flavoring as well as sustainability of the production. Wine gummy products are shaped as Pingvin figure and like icebergs, fish, polar bears, etc.

Strategy

In 2015 Toms introduced the cross-media campaign "Husk Hyggen" covering the whole range of Toms products. The campaign was using multiple diverse media such as:

- TV
- online/social media
- cinema
- in-store

The campaign also supported the Summer Olympics in Rio, when the company launched a limited edition in national colors. Toms Gruppen has a sponsorship agreement with the Danish Olympic team.

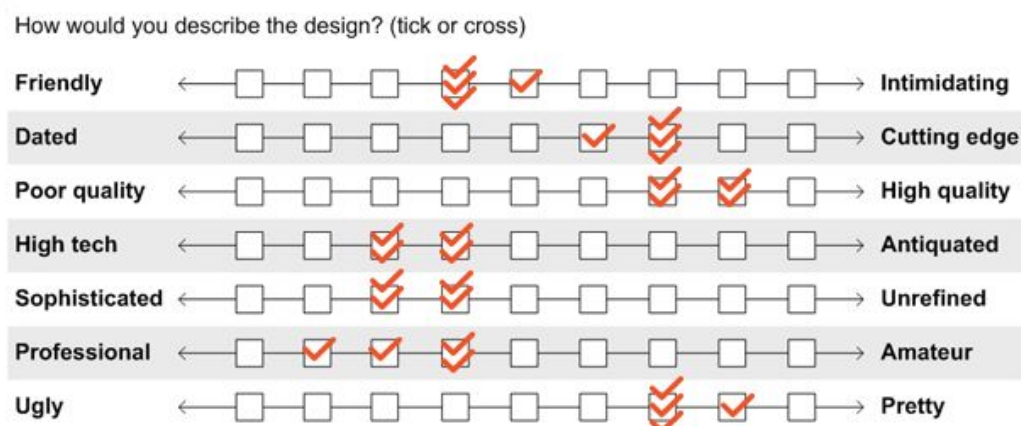
The Toms Gruppen's revenue for 2016 amounted to DKK 1.729,8 million.¹⁸

BERT Test

As with Haribo, feedback and responses on Toms company website were valuable, so one more BERT test was conducted.

¹⁷ <http://tomsgroup.com/globalassets/annual-report/toms-annual-report-2016.pdf>

¹⁸ <http://tomsgroup.com/globalassets/annual-report/toms-annual-report-2016.pdf>



In contrast to Haribo's, Toms' website was rated as rather high quality and cutting edge and certainly appealing to younger audience. However, it lacks the friendliness that for instance Haribo's website possesses.

Cloetta

The third leading company on a Danish confectionery market is Cloetta Danmark ApS which holds the value share of 14%.¹⁹ The company was founded in 1862 in Copenhagen and was mainly founded as a chocolate factory. After merging with a Netherlands company Leaf International, Cloetta became the largest confectionery company in the Nordic countries.

Cloetta, as a umbrella company to many brands, has multifarious products, fx. chocolate products, pastilles, chewing gum and wine gummies. One of Cloetta's endorsed brands of wine gummy is fx. Malaco, Ahlgrens, and many others.

In 2017 Cloetta acquired one of the leading concept supplier of pick and mix candy in the Nordic countries - Candyking Holding AB, which has strengthened Cloetta's position within pick and mix.²⁰

Cloetta is launching new products of it's sub-brands and is trying to rebrand the products according to buyers needs and demands. The company is relying on its strong brand awareness and local tradition. Therefore is more open to constant changes.

The company and its endorsed brands are active on diverse social media channels such as Facebook, Instagram, Twitter, YouTube etc.

¹⁹ <http://www.euromonitor.com/confectionery-in-denmark/report>

²⁰ <http://www.cloetta.com/en/files/cloetta-interim-report-q1-2017-report.pdf>

Target Group Analysis

Market Segmentation

Pre-segmentation

Geographical - The marketing campaign is taking place in Denmark.

Nationality - Danish citizens.

Age - Our potential target group is young people between 13 and 25 years of age.

Habits - Candy consumers

Segmentation

In order to segment the market well, 3 different criterias were used - age, gender and social media behavior.

Segmentation criteria	Categories	Number
Age	13 - 19 20 - 25	2
Gender	Female Male	2
Social Media Behaviour	Primarily online Primarily offline	2

2 x 2 x 2 = 8 Segments

Evaluation of the Segments:

By evaluating all segments and conducting our initial surveys²¹ on Danish teenagers and young adults into account we were able to appoint the most suitable target audience as Danish teenagers (13-19 years of age) who spend a lot of time online regardless of gender.

Target audience

This promotional campaign is targeted at Danish teenagers. Two main points reason this decision. First, teenagers is the group of consumers that strive to be different and individual. In other words, they are the ones that go against established traditions and look for alternatives. Second, they are big consumers of digital content and use social media platforms on a daily basis to communicate, to learn, to interact, to entertain themselves, to follow trends and more.

²¹ Appendix - Surveys - Survey on Challenges
Appendix - Surveys - Survey on Danish Teenagers

This makes them the perfect target audience for the objective of this campaign which is introducing Rowntree's Randoms to the Danish market by using digital solutions. Teenagers are the open-minded individuals who are curious and excited about new products and are willing to try them. At the same time, they have the power to make a product go viral and to greatly increase its popularity through their social media networking.

Through online research, surveys and interviews on teenagers and Danish teenagers, in particular, the above statements were confirmed. Research showed that teenagers are adventurous. They seek excitement and are willing to take risks. During their teen years people grow intellectually but their impulsiveness takes a toll in most cases.²²

Even though they try to be individual teenagers are very dependant on their parents which are responsible for them and their finances. However, they have freedom when buying food and clothes and this is what 41% of teengares' income is spent on²³. This further supports our idea of promoting Rowntree's Randoms to youngsters.

Teenagers also like socializing and engaging in various activities with friends. They invest more time in their relationships and friends than in their family. During adolescence people develop their social skills and become more extroverted.²⁴

It is a well-known fact that technology is native to teenagers nowadays. They spend hours every day exploring the internet and scrolling through social media. In fact, 24% of teenagers consider themselves to be online constantly. This is due to the development of mobile devices which eases access to the internet.²⁵

The numbers for social media consumption are also astonishing. According to research teenagers spend up to 9 hours a day on social media and 60% of social media time is spent on a mobile device.²⁶ It is also evident that 3 major platforms dominate among teenagers - Facebook, Instagram and Snapchat.²⁷

To get more detailed insights about social media habits of Danish teens, a survey was conducted (viz. Appendix). One interesting finding was that Facebook is the most used platform but it's not the most liked one. Young Danes prefer the functionality of Snapchat. For them, Facebook and Instagram are platforms where one builds their personal image, while Snapchat is the place where they can share and express themselves freely.

The survey responses also indicated that they share photos, videos or stories of themselves most often. They also share a lot of content that includes their friends and more than 20% of respondents said they tag their friends in various posts daily.

Danish teens also follow many social media celebrities. More than 66% of the respondents in the survey follow up to 50 bloggers/vloggers. 44% said their opinion on products was influenced by such public figures.

When bored, 73% of respondents said they use social media apps to entertain themselves. 40% would play mobile games and an equal amount would watch videos from YouTube, Vimeo or similar.

²² <http://oureverydaylife.com/10-typical-characteristics-teenagers-12960.html>

²³ <https://www.forbes.com/sites/steveolenski/2015/05/26/5-things-your-brand-needs-to-know-about-marketing-to-teens/#62489c976248>

²⁴ <http://www.livestrong.com/article/1001615-personality-characteristics-teenagers/>

²⁵ <http://www.pewinternet.org/2015/04/09/teens-social-media-technology-2015/>

²⁶ <http://www.socialmediatoday.com/marketing/how-much-time-do-people-spend-social-media-infographic>

²⁷ <http://www.pewinternet.org/2015/04/09/mobile-access-shifts-social-media-use-and-other-online-activities/>

Persona

User profile

Sex	Male
Country	Denmark
Name	Christian Larsen
Age	16 years old
Town	Copenhagen, Vesterbro
Occupation	Student
Education	Rysensteen Gymnasium
Status	Single
Children	None

Family and background

Christian Larsen is 16 years old and is in his first year in Gymnasium. He lives with his parents and older brother in Vesterbro. He has lived there since he was born, his parents always had stable income and they live well.

Social life

Christian has friends from school he hangs out with. He is in a friend group with 8 other boys from his class he spends the most time with. They meet after school to play video games, watch movies, skate and hygge. In the weekends they meet other youngsters from school. They like to party both indoors and outdoors in parks, dancing, playing games and drinking. Christian and his friends recently started to party in clubs and bars.

Routine and Responsibilities

Christian goes to school from Monday - Friday from 8 - 13:30. After school he uses his time to study at home, go skateboarding or meet his friends. The weekends are for partying and having fun. On Sunday evenings Christian meets his family for a traditional dinner.

Christian's parents take care of his expenses and finance but he is searching for a summer job because he wants to be more independent.

Social media

Christian also spends a lot of his spare time on social media and uses it to communicate with his friends. His favourite platforms are Facebook, Instagram and Snapchat. He likes to share photos and videos of him and his friends especially on Instagram and Snapchat.

Christian also tags his friends in posts and shares content from his favourite pages on a daily basis.



SWOT Analysis

(Product level)

Rowntree's *Randoms* has a **unique concept** - selling bags of candies with random combination of textures shapes and flavours. It gives product a unique and quirky brand identity. And as research shows "generation z", which *Randoms* are aiming to, is more interested in unique products as well as those that make them feel unique²⁸.

Product in its commercial and advertisement promotes behaviour like being spontaneous and unexpected - means being playful, have fun with friends and generally make everyday life exciting. This is the things to which young people in Denmark are attracted. And as our survey shows, that 57.4% of respondents are more willing to buy products which in their advertisement promote **values** they believe in²⁹.

Nestlé, which owns Rowntree's, is **one of the largest food and drink producers** in the world and is widely recognized which can be very attractive to many people. Those who know some products from the company have more trust for its others products.

Randoms have **never been present on Danish market**, so it will be a challenge to introduce it on a new market and reach as many potential customers as possible.

Also the product itself is more **adjusted to the British market**, by using the candies in shapes familiar to the British. But as *Randoms* had some special editions before, it could be a good idea to create danish special edition with candy shapes known in Danish culture.

Denmark has second highest consumption of confectionery in the world³⁰. So even though country has a small population, it has **relatively big market**.

Candies is the product that is generally affordable to buy, so it can be aimed to people with different incomes. 82.2% of danish teenagers consider it as **affordable**³¹.

²⁸<http://www.adweek.com/brand-marketing/what-brands-need-know-about-gen-z-reach-new-generation-consumers-175745/>

²⁹ See Image 1

³⁰ <https://www.thelocal.dk/20150302/danes-are-worlds-second-biggest-candy-consumers>

³¹ See Image 2

The brand stands for a **good quality** of its products and makes effort in reducing obesity. It uses only natural ingredients and decreases amount of sugar used in it³².

However in product is used pork gelatin which makes it **unsuitable for muslims or vegetarians/vegans**. This narrows down its market since plant-based diets are gaining popularity³³ and the number of muslims in Denmark is large.³⁴

On the Danish market, there are already present strong **competitors**, which are familiar and popular to the public. Therefore, to create interest in *Randoms* among Danes, focus should be put on product's strength and meeting the expectations and preferences of young people.

Are you more willing to buy products which in their advertisement promote values you believe in?

54 responses

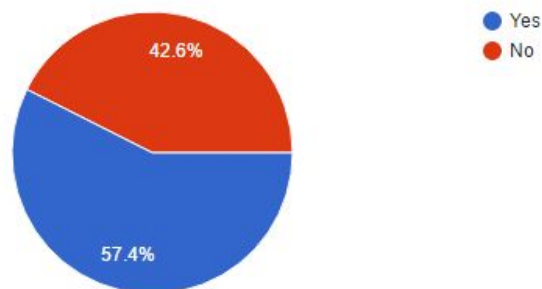


Image 1.

Can you afford buying candy?

45 responses

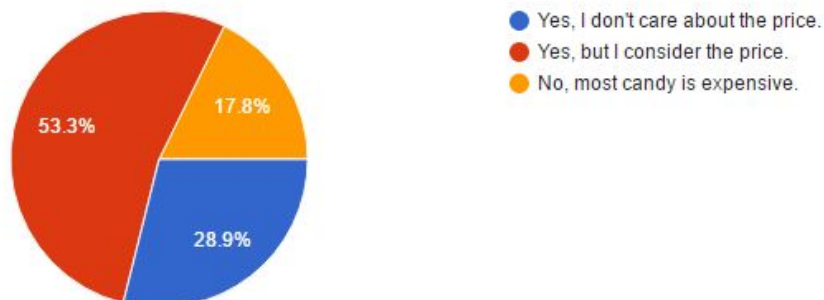


Image 2.

³² <http://www.nestle.co.uk/media/pressreleases/Rowntrees-Less-Sugar-range>

³³ <http://www.clearlyveg.com/blog/2016/08/04/denmark-30-sales-increase-veganvegetarian-products>
<http://ecosalon.com/dr-oz-just-called-veganism-the-single-biggest-movement-of-2017/>

³⁴ https://en.wikipedia.org/wiki/Islam_in_Denmark

SWOT Matrix

Strengths	Weaknesses
<p>Unique concept; Promotes values attractive for young people; Big company's name; Affordable price; Good quality.</p>	<p>Not suitable for vegans either Muslims; Products are adjusted only for british market; Not known on the danish market;</p>
Opportunities	Threats
<p>Danish market with high confectionery consumption; Young Danes consuming a lot of candies; Young Danes looking for values that company promotes; Target young Danes in digital form.</p>	<p>Many strong competitors on the market; Target audience could get more open attitude towards local or familiar products; Danes will start consume less candies.</p>

TOWS Matrix

Strengths + Opportunities MAX/MAX	Weaknesses + Opportunities MIN/MAX
<p>Unique concept of the product appealing for Danish market;</p> <p>Name of the company evoking trust and interest for the product;</p> <p>Affordable price and good quality will boost sales.</p>	<p>Target more Danes by creating Danish special edition with agar substitute and shapes present in danish culture;</p> <p>A chance to make a big entrance to the danish market;</p> <p>A chance to make a big entrance to the danish market;</p>

Strength + Threats MAX/MIN	Weaknesses + Threats MIN/MIN
<p>Attracting target audience from other competitors by delivering product with a unique concept;</p> <p>Product can become as trustworthy as the local competitors after revealing the big name of the company;</p> <p>Keeping a good quality and making product healthier in order to keep people consuming them;</p>	<p>Put focus on promotion of product on the market and that way make it more familiar;</p> <p>Make product more attractive for consumers with different marketing strategy;</p>

Competitive Communication

Porter's generic strategies

Since one of the objectives of this marketing campaign is to make Rowntree's Randoms stand out on the Danish market making use of the differentiation strategy would be the most beneficial. The key to this strategy is uniqueness which would be achieved by providing emotional customer value and creating a bond in customers' mind between the product and fun, spontaneity, excitement. The campaign's message and tone of voice encourage the audience to stand up and to be more unconstrained, because this has the power to enrich one's lifestyle and routine. The target audience, which is danish teenagers should find themselves right at home.

We also see our campaign as a way to contribute to solving depression among teens - a developing national problem³⁵, as the campaign stands for freedom from social judgement and joyful experiences. Such effort aligns with the higher values and vision for increasing social welfare that Rowntree's has and is known for.

³⁵

<https://www.thelocal.dk/20160309/antidepressants-60-per-cent-increase-in-danish-children-on-meds>
<http://cphpost.dk/news/more-youth-in-denmark-diagnosed-with-depression.html>

Communication and Campaign Plan

Purpose, message and effect

The root objective of this campaign is to **promote Rowntree's Randoms**, yet, it greatly exceeds this goal. The campaign strives to build a connection and relationship with its consumers and to impact the lifestyle of its audience positively. Thus, the strategy focuses not only on promotion but on **engagement** and **involvement** of the target audience. It has an emphasis on **interaction** between the brand and the consumer and encourages interaction between the consumers themselves. Another important aspect is creating a long lasting **memory** associated with Rowntree's which would increase brand recognition and loyalty in the long run.

The message of this campaign is not about the product itself or any of its qualities, instead it is all about the audience. It is somewhere along the lines of "Be random, be spontaneous, be alive and challenge yourself." and aims to **inspire** and **motivate**. Nevertheless, to make consumers change their habits and try something new this campaign goes beyond strong and unique message.

It stresses on interactions which challenge individuals in an entertaining and interesting way and puts them out of their comfort zone. As a result, a memory is created. Such memory potentially leads to connection between the product/brand and brand recognition. Eventually, it turns into loyalty.

This was one side of the coin, the audience also benefits from these interactions. On one level they are a source of fun and joy, but on a deeper level they improve individuals' routines by adding in irregular activities that push their boundaries.

Campaign Plan

The whole concept of the campaign is centered on "challenging yourself and your friends in random ways". Its primary elements are a web application and a promotional video which encourage users and viewers to challenge their ordinary lifestyles and be more spontaneous with Randoms. Social media presence is also a key aspect because it is one of the best ways to reach the target audience of teenagers. An information website giving information about the campaign itself and the campaign web application was also developed.

Web App

The main function of the application is to provide challenges to its users. It randomly picks funny dares for users that they have to complete, film and share online with friends. It also allows users to challenge one another once they have completed a challenge. Users can see the videos of dares they have completed and uploaded as well as what their friends have posted in the friends feed section of the application. This creates a platform where one can not only see entertaining and funny content but also create such content.

More Key Features

- Levels - user can level up their profiles and unlock more difficult challenges which encourages progression into more and more exciting dares.
- Scoring system - the completion of each dare is granted with a number of points based on difficulty and every user has total personal score. This further increases motivation to take challenges and creates feeling of rivalry and competition among users.
- Integrated camera app - users can record videos of dares without closing the app.
- Sharing options - integrated buttons for sharing completed challenges on the most popular social media platforms are available.
- Push notifications - these make users aware that they have been challenged by their friends immediately.

Links to web app:

<http://5kcreations.com/Randoms/>

<http://adelahrdlicka.com/Randoms/>

Promotional Videos

The video production for this campaign is targeted at social media. Instead of creating a long and sophisticated story, the team focused on producing multiple short videos that will be posted on social media platforms throughout the campaign. This would keep viewers interested and excited about seeing more. The promotional videos aim to inspire randomness and freedom of act while being funny, appealing, interesting to the target audience and having the potential to go viral. They emphasise on humour and slight confusion followed by an explanatory twist.

Another reason why the promotional videos are short and simple conveying the message as early as possible is because teenagers are known for their short attention span and this trait is further magnified when browsing the internet or social media. A video on that shows up in Facebook Feed has only 3 seconds to capture the attention of the viewer.³⁶

An interesting finding that most video on social media is watched without sound was taken into account during the development of video concepts.³⁷ The promotional videos of course have sound and sound effects but they are also fully comprehensible without it since they show emotions and reactions. Subtitles are also featured when speech is present.

Apart from telling a short funny story, videos also include product placement and a slogan/hashtag of the promotional campaign. Viewers are also encouraged to register and use the Randoms Challenge web app in order to experience the joy of being free and acting random.

Watch videos:

<https://www.youtube.com/watch?v=cD2zdDnvdzk>

<https://www.youtube.com/watch?v=qyp9FM2KoPo>

Informational website

The informational website was designed for those who want to learn more about the campaign and the web application. It gives an overview of the features of the app and

³⁶ <http://www.socialmediaexaminer.com/9-tips-for-better-facebook-video-ads/>

³⁷ <https://digiday.com/media/silent-world-facebook-video/>

presents its look in an appealing and modern way. The website also includes links to the web application prototype.

Links to info website:

<http://5kcreations.com/rowntrees/>

<http://adelahrdlicka.com/randoms/>

Social Media Strategy

Being online 24/7, having profiles on multiple social media and getting information **fast**, **easy** and **right now**. That's what represents nowadays young generation. Especially teenagers' and young adults' social life is happening within multimedia platforms. Even if they are spending a qualite real-life-time with friends or family, their most loyal companionship is a mobile phone or more precisely - social media.

According to research, our survey and interview (viz. Appendix), the most used platforms are 1. **Facebook**, 2. **Snapchat** 3. **Instagram**. The first website that young adults open when visiting internet is Facebook. But nowadays, the dominant emphasis is on **social networking** rather than social network (i.e. social media)^{38 39}. Teenagers are most keen on Messenger and Snapchat, because for them it represents more personal connection with their close friends. According to our interview, teenagers are not posting their photos and videos very often on Facebook. They prefer to use Snapchat, where they can share their photos and videos just with their closest friends and without fear of judgement. Whereas Instagram impersonates for teenagers a way of presenting themselves and creating their "public" persona in the best light, or a source of inspiration while sliding through posts of people they are following.

Therefore the goal of our campaign is to cover both; **social network** (i.e. social media) as well as **social networking**.

Main goals of our social media strategy:

- spread **awareness** about Rowntree's Randoms in Denmark (with main focus on teenagers and young adults)
- create a **chained connected traffic** of Random's Challenge by using hashtags - **#randomschallenge**, **#challengemyrandomness**
- create a **comunity** of people using hashtags **#randomschallenge** **#challengemyrandomness**

³⁸ <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

³⁹

<http://www.socialmediatoday.com/social-business/peteschauher/2015-06-28/5-biggest-differences-between-social-media-and-social>

- generate a healthy **competitive environment** which would help people be more active, spontaneous and adventurous by creating a **week-challenge** contests with prizes
- **provoke** users to **engage** with Rowntree's Randoms in a fun way

Time-bound

The Rowntree's Randoms Challenge campaign is going to be running **during summer holidays** for 2 months. This period is considered to be a slow time of the year for many businesses⁴⁰. But social media (mainly via mobile device) is experiencing a boom during summer time⁴¹, especially within our target audience. During the summer break they have more time to spend with family and friends and they have the need to share those moments which is one of their distinctive traits. Therefore summer season is the best timing for launching the campaign especially through the social media and thus boost the awareness of Rowntree's Randoms product itself. Posts on social media as well as challenges are covering a **seasonal content** and have a connection with summer activities.

Facebook

Even though Facebook is used by our target group mainly passive, it still represents the most visited SoMe platform and is a good tool for offering general information about the campaign and the product as well as for connecting other SoMe platforms and websites.

Randoms Challenge Facebook site serves as an **umbrella platform** for other Randoms Challenge SoMe. On this Facebook site is posted general information about the campaign, links (to info website, instagram, etc.) and challenge competition as well as announcing week-challenge task and their winners. This Facebook site is also used as a closer connection of the campaign and Rowntree's Randoms product itself, by posting photos and videos of challenges using Randoms candies (fx. Chubby Bunny with Randoms instead of marshmallows). Furthermore, users can send their ideas for challenges to Randoms Challenge Facebook site and therefore engage themselves in our social media campaign.

Part of our campaign is also **events**, such as Randoms' launching party and sport events and sponsoring of some, fx. skateboarding contests and other outdoor activities. Facebook is a very suitable platform for announcing and sharing those events.

Users have an option, when completing the challenge on the app, to share the video of their challenge on their own Facebook profile and add Randoms' hashtags to it. They can also **tag** their friends, even those not familiar with Randoms challenge app, in their own posts or in Randoms Challenge Facebook site posts to **pass on** the challenge, which would spread the buzz around the campaign and product itself. Tagging friends in comments on Facebook is a very popular trend within our target group and used on daily basis (see Appendix - Interview).

⁴⁰

<http://blog.marketo.com/2015/07/3-actions-for-marketers-to-take-during-the-dog-days-of-summer.html>

⁴¹

<http://www.socialmediatoday.com/social-business/facebook-releases-data-usage-trends-over-summer-infographic>

Snapchat

Snapchat represents the **most popular social networking platform** within our target group. Our Snapchat channel hence needs to be **dynamic**. Therefore on the channel there are daily posts of a series of top videos of the day. It is also announcing new week-challenge.

Instagram

Randoms' Challenge Instagram posts are very similar to those on Snapchat. We post **winner videos** of a week-challenge. This form of posting is not just a way of announcement and collection of winner videos, but is also **entertaining** and **encouraging** for users to use the app and share their Randoms challenges.

It is optional for users, when completing and uploading their challenge on the app, to share it on their own Instagram profile. When using the hashtag **#randomschallenge**, users create traffic and a community of people using the app and therefore spreading the buzz around the campaign and product. Every day, some of those tagged posts are randomly selected videos and reposted on Randoms Challenge Snapchat channel. When using the hashtag **#randomschallengeoftheweek** in their posts, users are also joining the competition for the best week-challenge video. For our campaign, very useful tool of Instagram is also **tagging friends in posts**, which spreads the awareness of the challenge app and Randoms candies even within people not so far familiar with the concept.

Prizes

Prizes will be given away every week to the winners of the competition for the best challenge video of the week. These prizes will be small and in the form of multiple Randoms candy packages. They would serve as tool to increase popularity of the product both in the digital environment and in real life.

At the end of the Randoms Challenge campaign, a big prize will be awarded to randomly chosen participants in the campaign. Hype around the prize will be generated through posts on social media. In one of the conducted surveys on young danes we found that they would be most attracted by the idea of winning a trip to a nice location. To make such a prize more related to our campaign we will promote it as a trip to the United Kingdom - the origin of Rowntree's.

USP

Danish confectionery market offers to consumers many options and the main competitor brands are powerful not just by their well-known name and products, but particularly by their **long tradition**. For Rowntree's, which has no tradition in Denmark, it is therefore more important to find the uniqueness of Rowntree's products.

The fact, that Rowntree's has no tradition on the Danish market may seem as a weakness, but we see it more as an **unique selling proposition**, especially within our target group. Segment of teenagers and young adults is the most **forward-thinking** segment. They do

like to **try new things and products** and above all **offshore** products. According to our interview ⁴², teenagers tend to prefer trends and products from abroad rather than Danish. At the same time, quite common specificum for teenagers is **to counteract** traditions. They want to be different and **progressive**.

Another uniqueness of our campaign is the actual **engagement** of users in the campaign. By providing its potential customers with a free web application which involves them into fun activities instead of only promoting its products, the brand can create way more value for its customers and expect loyalty and trust in return.

Since in Denmark there is a non negligible amount of **vegetarians** or **vegans** as well as **muslims**, part of our concept is also usage of **agar-agar** as an alternative to pork-fat based gelatine. Rowntree's is putting a big stress on a **high quality** of the products and therefore Randoms can even out to other brands e.g. Haribo or Toms. But the **selling price** of Randoms candies is **lower** than mentioned brands. Further variation of Randoms for Danish market is an integration of **shapes** of candies, which resemble **danish attributes**, such as Dannebrog (i.e. danish flag), mermaid, queen's head etc.

ESP

Emotions are strongly influencing people's decision making. Therefore it is very important to create an emotional association with a product which would create a reminiscence of the product itself.

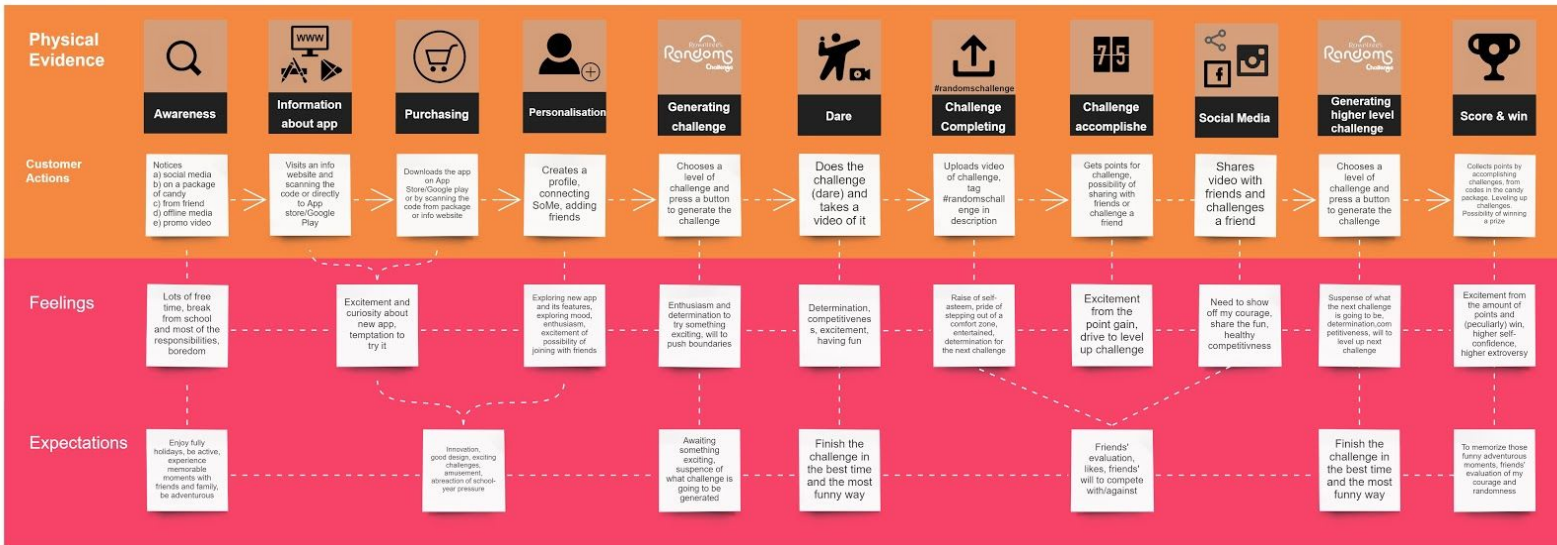
The Randoms Challenge campaign is generating this emotional connection via the challenges/dares and therefore an active engagement with the campaign. Through the app users can have fun with their friends, family and create a **memorable moments** linked to Randoms product. The competitive part of the campaign (e.g. challenge competition and week-challenges) provokes and **motivates** users to go out of their **comfort zone**.

Teenagers and young adults are feeling pressured by society, school and expectation. The **depression** rate of young Danes is increasing every year⁴³. Randoms Challenge campaign can be seen as tool which helps young people to be more random, to abreact from the daily pressure and realize, that even small unpredictable activity such as a funny challenge can create an exciting and pleasant experience.

⁴²Appendix - Interview

⁴³ <http://cphpost.dk/news/more-youth-in-denmark-diagnosed-with-depression.html>

Customer Journey



Design Process and Documentation

Design Brief

Company profile

Rowntree's is a big confectionary British company with a long and strong tradition. They started with production of chocolate, but nowadays, their main focus is production of candies. The company relies on the quality of their products and the well-known name of the company and therefore the advertisement of their product is not their priority. In 2009 Rowntree's introduced a new line of wine gummies - Rowntree's Randoms, which was targeting more on younger audience with an emphasis on spontaneity and excitement.

Project Objectives

The main objective within this project is to develop a **digital campaign** for Rowntree's Randoms line, which is supposed to be introduced to a Danish market. Part of the campaign needs to be a database-driven website and also creating a Randoms identity for Danish customers. The prime purpose of the project is to generate a **connection** between the product and the target group with a focus on communicating the message of the product to the focus group.

Our target audience are teenagers and young adults. They are known to be a digitized demographic. They use internet on daily basis and 96% consider their phones as the most

important product of their daily life⁴⁴. Furthermore they spent about **14.5 h per week** on using their mobile devices⁴⁵. This generation uses social media more than any other before. Our survey shows that for using social media, playing videos or playing games Danish teenagers prefer apps over websites⁴⁶. Therefore our strategy is to focus on developing a mobile app with a connection with the product.

Young people, on the other hand, prefer **person-to-person interaction** over digital option⁴⁷. Hence, the goal of the campaign is to develop a campaign which would have a socializing feature and would encourage users to **interact with people** in real life. Our main product for the campaign is an app, through which values of *Rowntree's Randoms* will be promoted. It will create a platform where young people generate challenges. The main goal will be promoting *Randoms* as a product which encourages to be "Random", act unpredictably, and will bring fun and excitement to their life.

Project Management

In the process of development of this project we used SCRUM method and Karban chart. Every group meeting started with an open discussion of new ideas and every step was discussed with all members of the group.

Design Program

Rowntrees Randoms launched in 2009 and there hasn't been any changes to its visual identity since. It is characterised by vivid, friendly design with prevailing green color (#2C8E41). This determines both website's and the product's appearance. However, according to the responses we got in our interview⁴⁸, the appointed target audience finds it outdated and childish.

What's more, in order to make design appealing for the target audience it has to be modern, straightforward and simple.⁴⁹ To suit our marketing strategy it has to be bright, associated with fun and encourage to act. As the target audience doesn't like to read massive amounts of text, content should not be overloading.

Therefore we make a decision to change existing visual appearance of digital part. As the product does not have history in Denmark, most Danes are not familiar with its visual identity. The new design could become Danish addition design. In order to connect it with the original product and have better recognition we chose to keep the existing logo. We are also making buttons and shapes in similar style.

⁴⁴<https://www.usnews.com/news/blogs/data-mine/2014/07/01/millennials-choose-mobile-phones-over-toothbrush-and-deodorant-sort-of>

⁴⁵ <https://blogs.wsj.com/cmo/2014/07/02/millennials-spend-14-5-hours-per-week-on-smartphones/>

⁴⁶ See Appendix Nr 1.1.

⁴⁷ <http://www.adweek.com/digital/surprising-study-millennials-prefer-human-interaction-over-digital/>

⁴⁸ Appendix - Target Group Interview

⁴⁹ Appendix - Surveys - Survey on Danish Teenagers

Logo



The existing logo is a products name written in a specific way surrounded with stroke, applied on bright background. We decided to keep the logo in order to have connection with the original product and have better recognition. But we also improve it to achieve more modern and simple appearance and therefore to make it more appealing for the target audience. We keep the company name text, but not using it with the stroke any

more. The new logo can be applied in color reproduction as well as in black and white. As a secondary logo we use one with additional text 'challenge' to point out the idea of the campaign.



Typography

The font used on Rowntrees Randoms website is Nunito bold, which is used both for headers and paragraphs. Nunito is a well balanced sans serif typeface.

(<https://fonts.google.com/specimen/Nunito>)

In our campaign we use font Lato, another sans serif font. It is a modern, simple, widely used font, which goes well with the design. It resembles Nunito by its simplicity, but is more harmonical and elegant.

Colors

Existing design applies a range of bright colors, with prevailing green color (#2C8E41). Other widely used colors are yellow (#ECEF00), used for background, and purple (#BD21A8), used for emphasizing important elements. Colors like red (#F43A2B), orange (#FF5731), and pink(#CD51A7) are also present in the design and represent a wide choice of candies.

For typography white and dark purple colors are used.

We changed color palette for our campaign to match the target audience color choice. Orange is appointed as the main color and its different shades (#f68941) (#f66754) are used for backgrounds and navigation. Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the summer. Orange represents enthusiasm, happiness, creativity, determination, success, encouragement, and strength. It encourages activity. All this suits our campaign well. Orange color is also known to be appealing for both genders.⁵⁰ We use red (#c62547) for details to support the main color and green (#40b5af) for contrast, to archive more interesting design. These colors also allow emphasising important elements. White is used in the new design to improve readability, achieve contrast

⁵⁰ <http://www.color-wheel-pro.com/color-meaning.html>

and make elements stand out. White is also widely used in the existing Rowntrees Randoms web page design.

For typography white color on orange, dark red on white and black on white background are used. By this we aimed to archive a harmonical look and keep it comfortable for reading.

Design Manual

Primary logo














Secondary logo



Color Palette

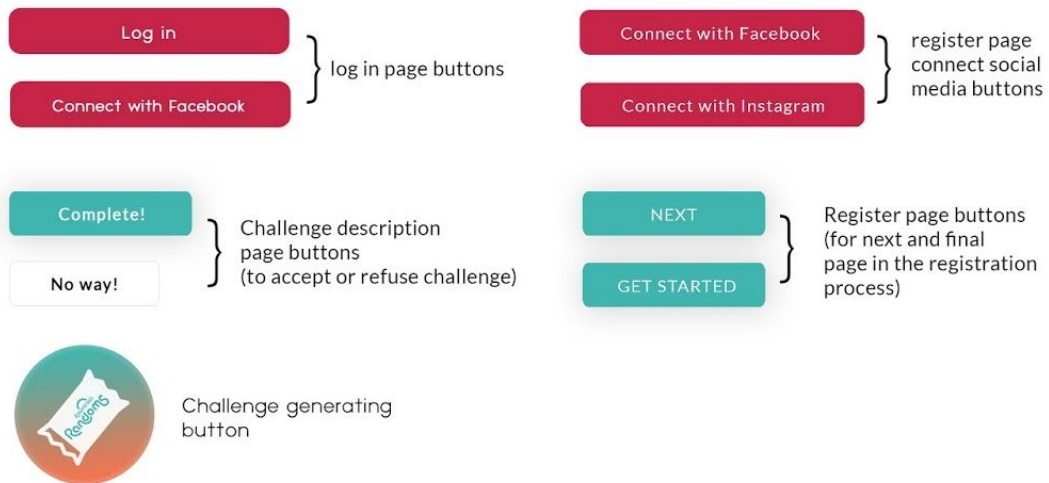


Typography

Style name	Lato	Use	Colors
Headline Large	Bold, 20pt	User name in profile, Exclamations' headlines	 
Headline Small	Bold, 14pt	Challenge name, exclamations' text, level selection, points	   
Body text	Regular, 12pt	Body text, descriptions, points in feed	 
Button Text	Regular, 14pt	Buttons	 
FORM TEXT	Light, 14pt	Form text	

Design Manual

Buttons



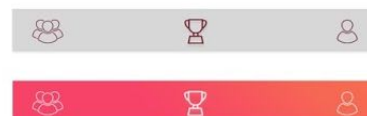
Icons



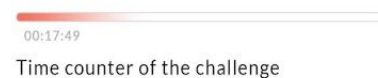
Top Navigation Bar



Bottom Navigation bar

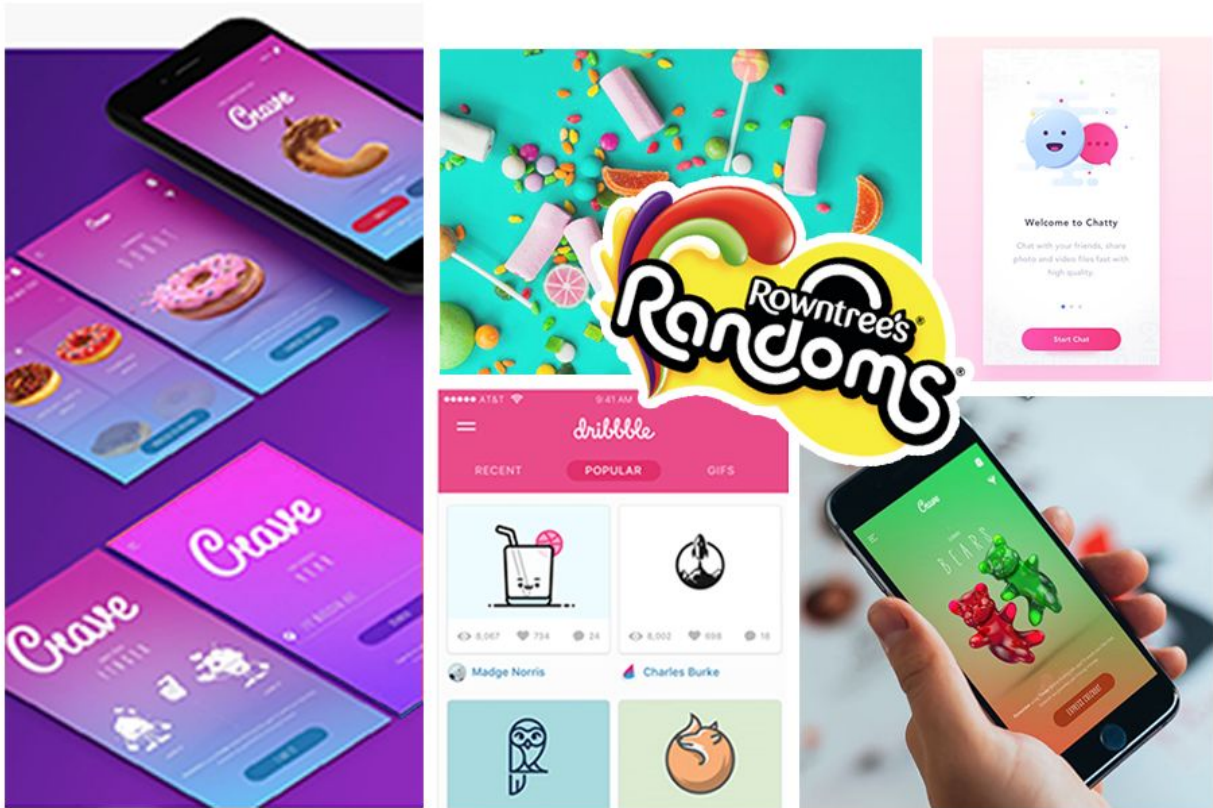


Secondary Elements



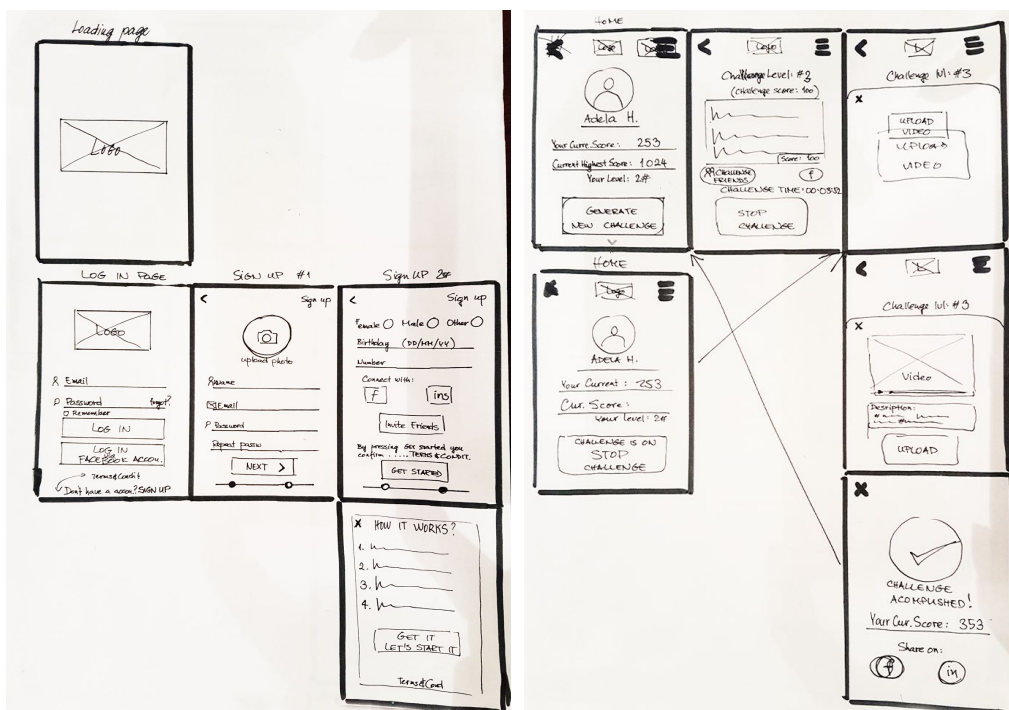
Design Process

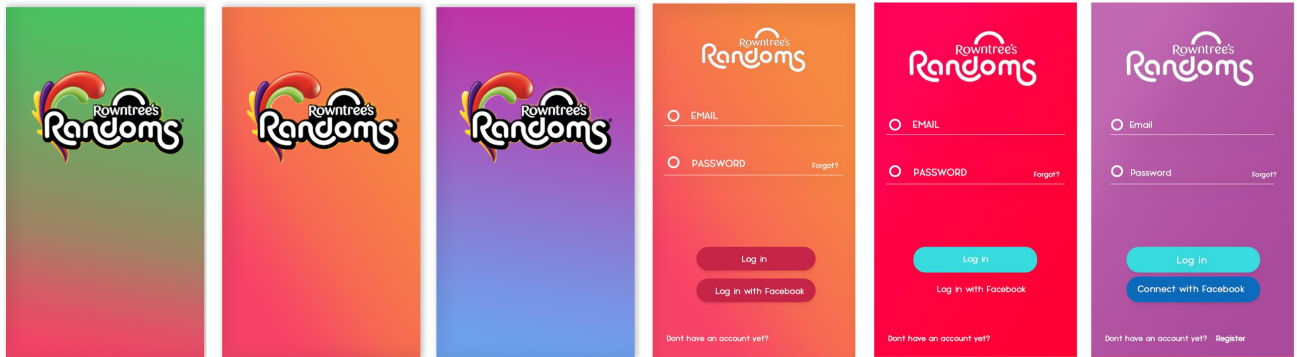
Inspiration



Development of ideas

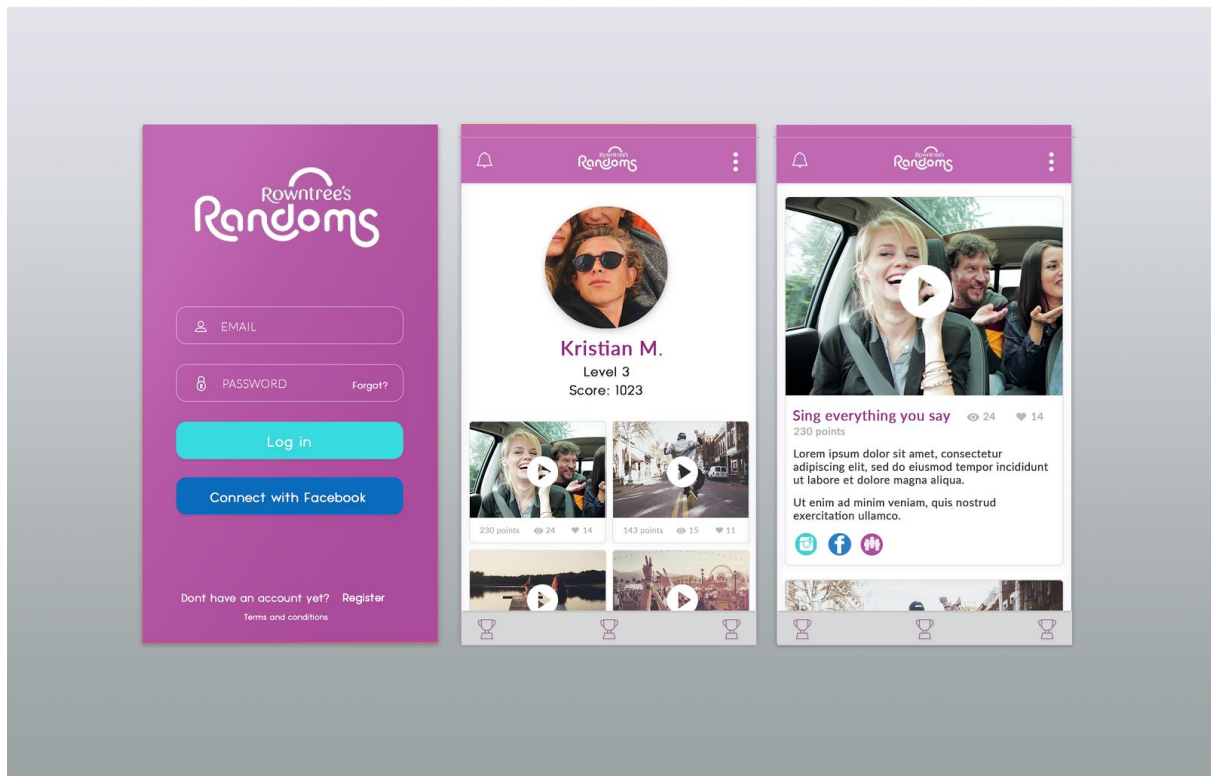
In order to be appealing to the target audience and suit the concept the design had to be fun, modern, with use of bright juicy colors. It had to be straightforward and address user experience. At the stage of ideas development we experimented with colors and layouts.

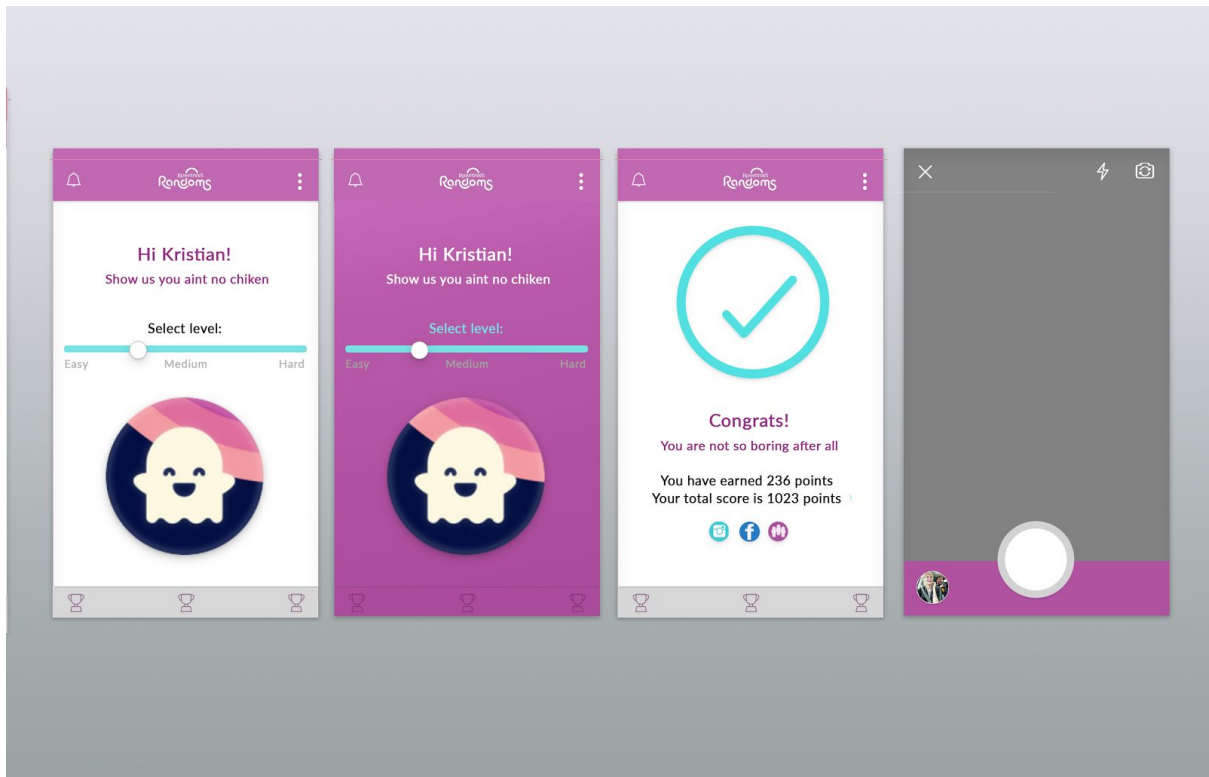




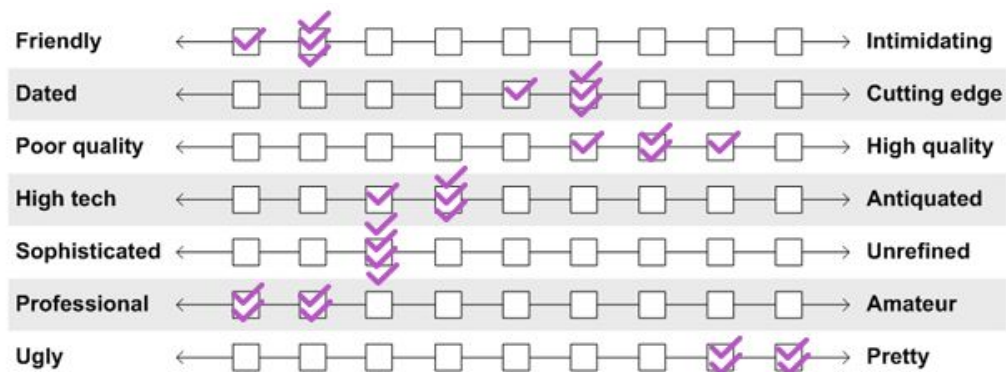
First iteration

In order to make the design straightforward and easy to use we divide layout on clearly visible areas and create visual hierarchy of elements. We chose purple color as the main color as it is appealing for our target audience and it is on top of popularity right now. Purple suits the campaign as it is a bright and juicy color. Blue and green are used for highlighting important content and making design more dynamic.





Results of conducted BERT test:



Conducted BERT test showed that target audience overall liked the design of the app, however some work should be done to make the design more modern.

Focus group interview⁵¹

Through interviewing our focus group we learned that they find the design clear and straightforward.

We also got several suggestions on improving of the look:

- The group in question sees purple color as feminine and not cutting edge. Orange color is more appealing to them, as it is trendy, suits both genders and associated with fun.

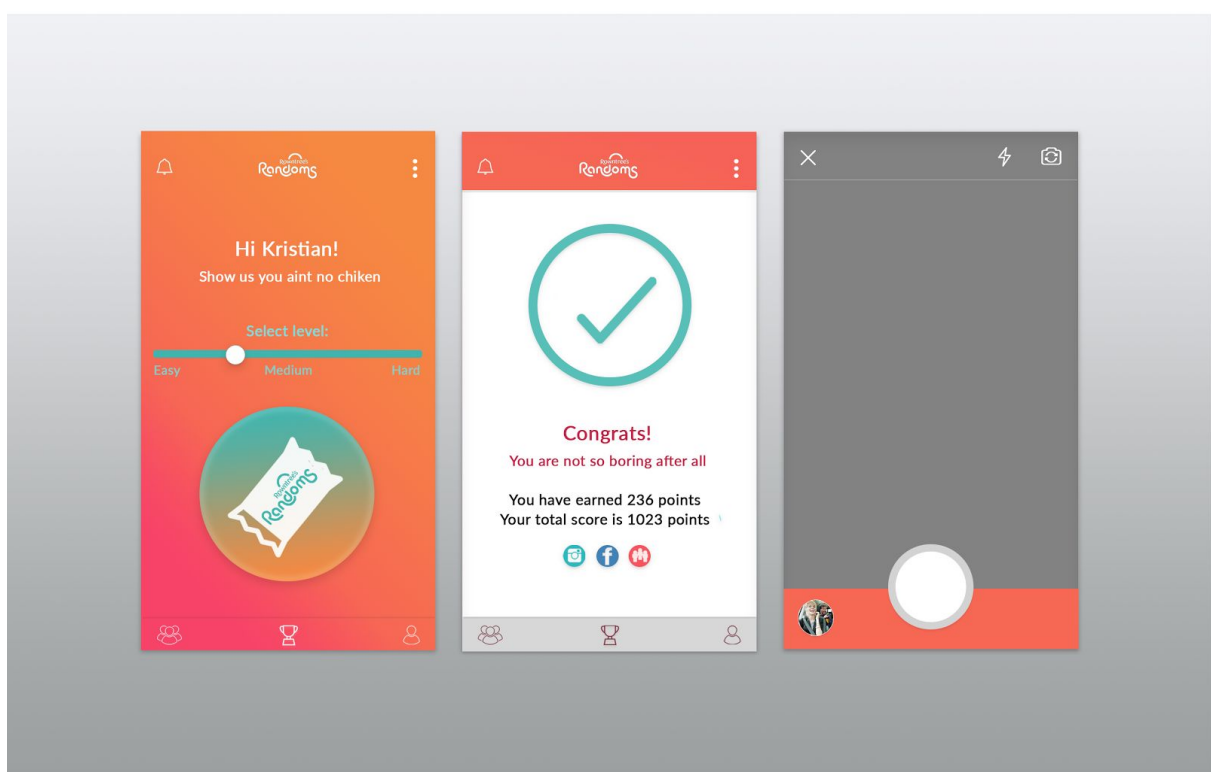
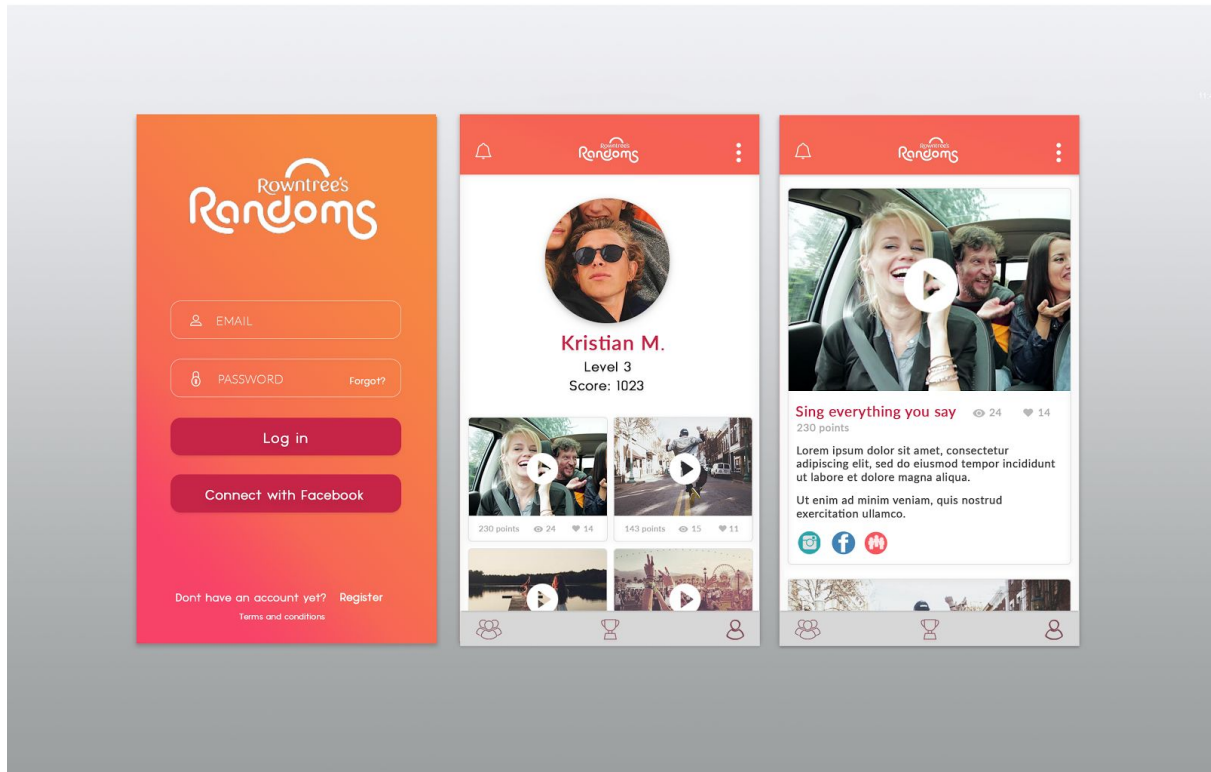
⁵¹ Appendix - Focus Group Interview

- The ghost on 'Take a dare' button is associated with chat apps, some candy shape would suit the campaign better.

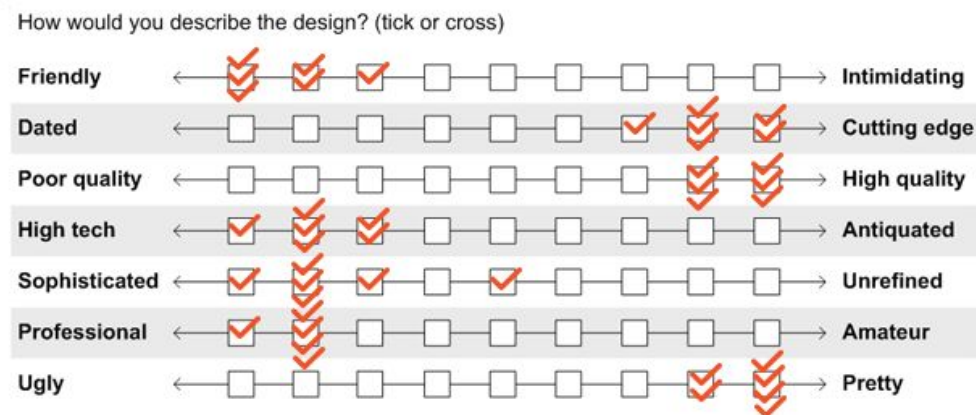
Second Iteration

After having analysed results from BERT test and focus group we concluded that the color palette should be changed. We made orange the main color and supported it with red. To make the design more interesting we introduced turquoise color.

Instead of the ghost we are using an image of package of Randoms. By that we also get to advertise the product.



Results of conducted BERT test:



The test illustrated that the target audience finds new design more cutting edge, sophisticated and overall appealing than the previous version.

Usability Testing

To get an objective opinion and feedback on the usability of our application, we conducted a test which focuses on core functionality. Testers were asked to complete tasks while thinking aloud. We observed them and drew insights about the application design and its user friendliness. We also asked our testers to suggest potential improvements.

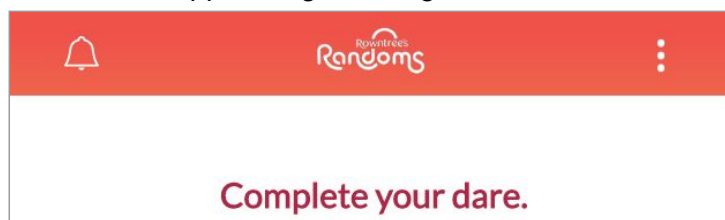
Task Scenarios and observations

1. Find Register page
2. Login with Peter5k / pass: 123
3. Take a dare
4. Cancel dare
5. Take another dare
6. Complete dare/Upload video
7. Find your profile
8. Play one of your videos
9. Find news feed
10. Play a video from news feed

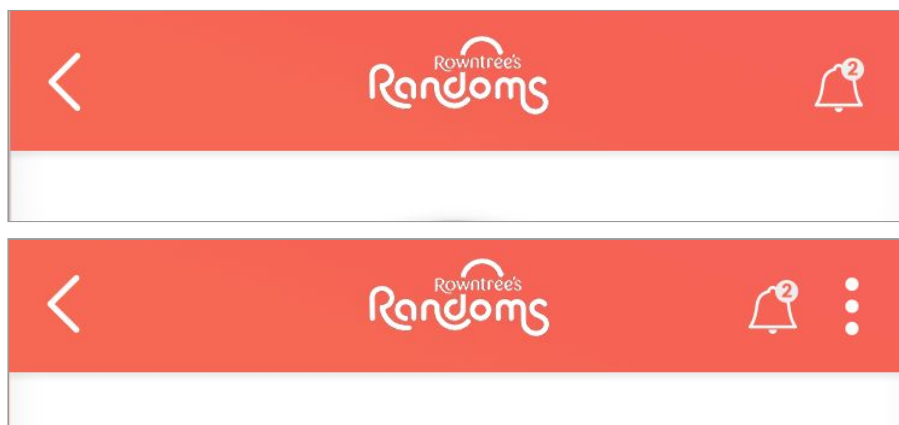
Even though the participants in the test said the design was friendly and appealing. We identified a few issues. The first one was the length of the input field which was shorter than the element which contains it. This confused some testers. However, the problem is easy to resolve.

A login form with a red background. It features two input fields: the first is labeled 'USERNAME' with a person icon, and the second is labeled 'PASSWORD' with a lock icon. Below these fields is a red button with the text 'Log in'.

The second issue was the lack of back button within the app which caused trouble for some tester while they were navigating through the application. What is more, the 3 dots menu icon in the top right corner of the screen was relevant only on in the My Profile page since it allows users to access app settings and log out.



To address this we decided to remove the 3 dots menu from the top navigation on all pages and display it only in the admin page. What's is more, we moved the bell icon for notifications to the right corner of the screen and added a back button on the left corner.



The biggest issue as appointed by our testers was the bottom navigation. First, because of its paler colour, it was not drawing enough attention and it blended with the white background of the app.



This was fixed by adding a darker border on the top of the navigation.

Furthermore the 2 of the icons were found to lack the right semantics. For the testers the trophy icon indicated achievement and was not relevant to the “take dare” page of the app. They also suggested that we make it larger and more attractive to the eye. To address this

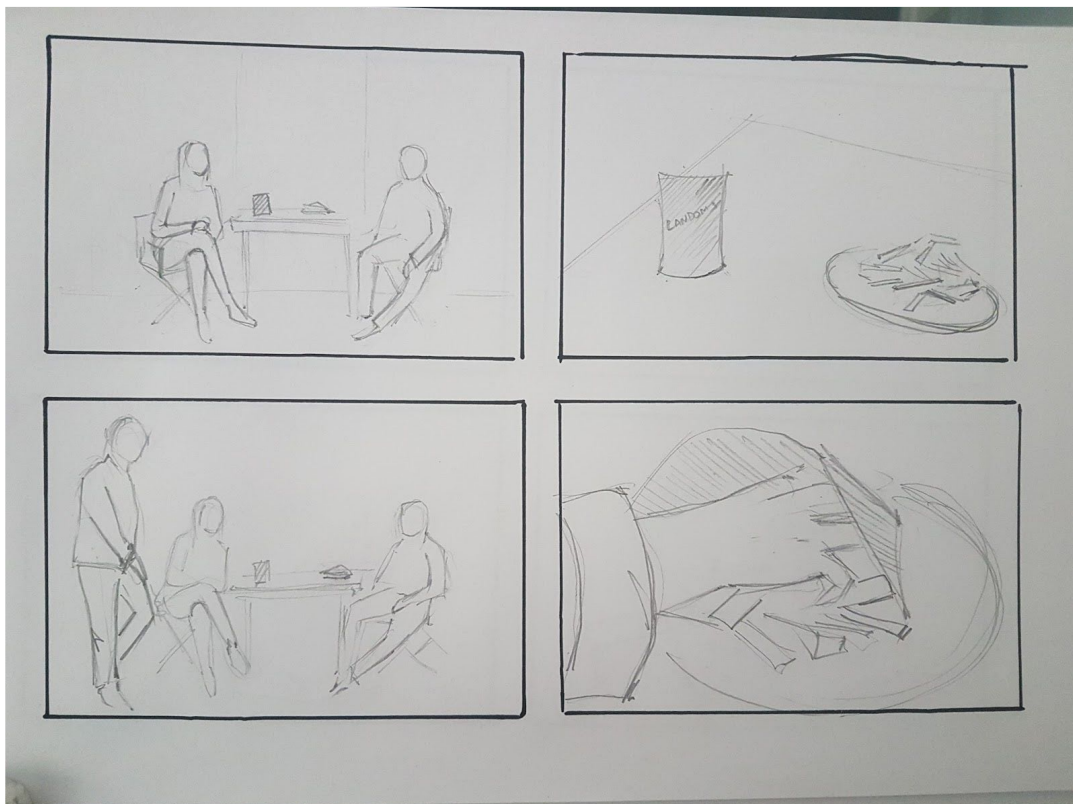
we decided to replace it with an icon similar to the take dare button which resembles a package of candy and increase its size compared to the other two icons.

The icon with the 3 individuals was also not fully comprehensible for some testers. They commented that to them it was related to groups or friends rather than feed. To resolve this we replaced the icon with an icon similar to the news feed icon of Facebook since it is familiar to our focus group and resembles the actual shape of the feed elements in our app.



To sum up, the usability test helped us to find design issues that hinder the user-friendliness and ease of navigation within the app. What is more, this test was very valuable since recognizing those problems would be very difficult through the eyes of the team which is very familiar with the concept of the app. Thus, we would not have been able to resolve them.

STORYBOARDS

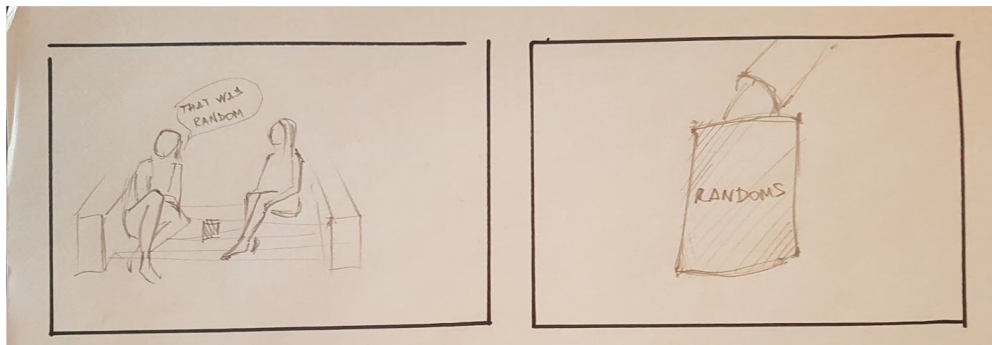




A boy and his date are sitting outside eating. The girl has a package of Randoms and is enjoying eating the candy while the boy is having some french fries. An unknown girl walks to their table and grabs a handful of the fries, and walks away eating them. The boy looks after the girl in a puzzled manner and says out loud "That was random!". His date keeps eating Randoms with a funny look on her face. She is already familiar with Randoms Challenge and knows what that incident was about.

Watch video: <https://www.youtube.com/watch?v=cD2zdDnvdzk>





Two girls are sitting outside in the sun chatting and one of them is having some Randoms candy. A guy passes by wearing suit and with a rose in his mouth he starts to dance tango with a mop for cleaning. He shows of his dance moves and walks away. One of the girls reacts confused and surprised saying “That was random!”. The other girl has a content reaction and keeps on eating candy.

Watch video: <https://www.youtube.com/watch?v=qyp9FM2KoPo>

Both stories are followed up by an animated screen with Rowntree’s Randoms logo, the slogan “Dare to be random!”, mockup of the web application and incentive for joining the Randoms Challenge campaign.

Technical Documentation

The most technical knowledge was applied during the development of the prototype web application for the campaign. Coding it required HTML5, CSS3, PHP, SQL and JavaScript. We made effort to include the main functionality of the app in the prototype:

- Registration Form with profile image upload
- Login Form
- A button that generates random challenges/dares
- Difficulty selection
- Video files upload
- Video capture
- My profile overview + my uploaded videos
- Video feed

Database Structure

To implement such functionality a database was needed. The current database consists of 5 tables:

- Users

	user_id	username	email	password	first_name	last_name	image	score
	17	Peter5k	peter@gmail.com	40bd001563085fc35165329ea1ff5c5ecbdbbeef	Peter	Beier	Peter.jpg	1080
	18	TrinyXO	trine@gmail.com	40bd001563085fc35165329ea1ff5c5ecbdbbeef	Trine	Larsen	Trine.jpg	40
	19	Karoline03	karoline@gmail.com	40bd001563085fc35165329ea1ff5c5ecbdbbeef	Karoline	Hansen	Karoline.jpg	30
	20	MattyN	matty@gmail.com	40bd001563085fc35165329ea1ff5c5ecbdbbeef	Matthias	NÃ_rgaard	matty.jpg	100

- Dares1 - Level 1 challenges

	dare_id	dare_name	dare_desc	points	dare_level
	1	Jump!	Jump very high!	30	1
	2	Squat!	Squat 20 times in the classroom.	50	1
	3	Twerk!	Twerk in Lidl for 30sec!	40	1

- Dares2 - Level 2 challenges (Using the same structure as Dares1)
- Dares3 - Level 3 challenges (Using the same structure as Dares1)
- Videos

	video_id	video_name	user_id	dare_table	dare_id
	28	video-6.mp4	19	dares1	1
	29	video-2.mp4	17	dares1	2
	30	video-5.mp4	20	dares2	1

Relations between the tables are established by the use of IDs:

- user_id
- dare_id
- video_id

Registration Form and Login Form


Those elements combine HTML5 forms with PHP and SQL. *POST variables* are used to save the submitted data from the forms. When registering, the data from the variables is added to the database table *users* with SQL queries. When logging in, the variables are used in an if statement which looks for a match of username and password in *users* table. Then, it either rejects the entry or gives access to the user.


<pre> 1 <?php 2 session_start(); 3 4 5 6 if(isset(\$_POST['first_name'])){ 7 \$username = \$_POST['username']; 8 \$first_name = \$_POST['first_name']; 9 \$last_name = \$_POST['last_name']; 10 \$email = \$_POST['email']; 11 \$pw = \$_POST['pw']; 12 \$incpw = sha1(\$pw); 13 if(\$_FILES['myimage']['name']!=""){ 14 \$image=\$_FILES['myimage']['name']; 15 \$path= "../images/".\$image; 16 move_uploaded_file(\$_FILES['myimage']['tmp_name'], \$path); 17 } 18 \$image = "i.jpg"; 19 } 20 21 require_once('dbConnection.php'); 22 23 \$sql = "INSERT INTO users (username, first_name, last_name, email, 24 password,image,score) VALUES('\$_username','\$_first_name', '\$_last_name', 25 '\$_email', '\$_incpw', '\$_image', 0) "; 26 27 \$result = \$dbConnection->query(\$sql); 28 header ('Location: ../index.php'); 29 30 ?> </pre>	<pre> 1 <?php 2 session_start(); 3 4 5 6 if(isset(\$_POST['username'])){ 7 \$username = \$_POST['username']; 8 \$pw = \$_POST['pw']; 9 \$incpw = sha1(\$pw); 10 11 require_once('dbConnection.php'); 12 13 \$sql = "select * from users where username = '\$username' and password = 14 '\$incpw' "; 15 16 \$result = \$dbConnection->query(\$sql); 17 \$row = \$result->fetchObject(); 18 19 if(\$row){ 20 \$_SESSION['id'] = \$row->user_id; 21 \$_SESSION['username'] = \$row->username; 22 \$_SESSION['first_name'] = \$row->first_name; 23 \$_SESSION['last_name'] = \$row->last_name; 24 \$_SESSION['email'] = \$row->email; 25 \$_SESSION['image'] = \$row->image; 26 \$_SESSION['score'] = \$row->score; 27 \$username = \$_SESSION['username']; 28 29 if(isset(\$_COOKIE[\$name])){ 30 setcookie(\$username, \$_COOKIE[\$name]+1, time()+60*60*24*30, '/'); 31 } 32 setcookie(\$username, 1, time()+60*60*24*30, '/'); 33 } 34 \$username = \$_POST['username']; 35 \$pw = \$_POST['pw']; 36 header('Location: ../takeDare.php'); 37 } 38 else { 39 header ('Location: ../index.php?rejected'); 40 } </pre>
---	--


Generating Random Challenges and Difficulty Selection

Under the hood, this functionality is mostly about *if statements* in PHP and SQL queries. Before the app generates a random challenge, the user is asked to fill in a form in where he/she selects the difficulty for the challenge.

Select difficulty:


Easy


Medium


Hard

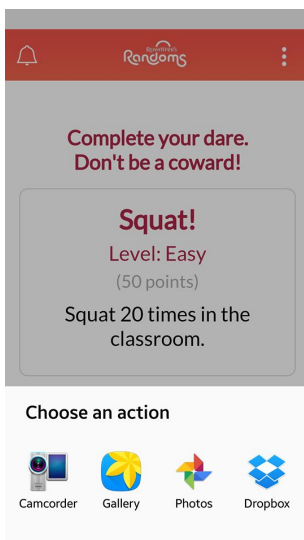
The selection is then saved in a *POST variable*. This variable is then used in an *if statement* which checks what the desired difficulty is and selects the right table - dares1, dares2 or dares3. SQL queries are used to select a challenge from the database. In order to select a row from the table randomly the *ORDER BY RAND ()* function was used in the query - `$sql = "SELECT * FROM dares1 ORDER BY RAND () LIMIT 1 ";`

generateDare.php

```
1  <?php
2  $title= "Your Dare";
3  include_once('inc/head.php');
4  require_once('inc/dbConnection.php');
5  $level= $_SESSION['level'];
6  ▼ if($level==1){
7      $sql = "SELECT * FROM dares1 ORDER BY RAND () LIMIT 1 ";
8          $result = $dbConnection->query($sql);
9          $row= $result->fetchObject();
10         $_SESSION['points']=$row->points;
11         $_SESSION['dare_name']=$row->dare_name;
12         $_SESSION['dare_desc']=$row->dare_desc;
13         $_SESSION['dare_table']='dares1';
14         $_SESSION['dare_id']=$row->dare_id;
15
16         header ('Location: dare.php');
17     }
18  ▼ else if($level==2){
```

Video Upload and Video Capture

To allow the users to upload or capture video (and upload video) with their mobile devices, HTML5 Media Capture was used (*input specification accept = "video/*"*). In this way, when submitting a video, users are given the option to either upload a video from gallery or to use the native camera app of their device to record a video. When the video is selected/captured the form for uploading is automatically submitted with the use of inline JavaScript - `onchange="this.form.submit();"`. Afterwards, PHP code is executed as well as SQL query which ads all necessary data about the uploaded video to the videos table in the database.



```
<form id="complete" action="unsetMyDare.php" method="post"
enctype="multipart/form-data">
  <input id="complete1" type="file" name="video" accept="video/*"
  onchange="this.form.submit();">
  <label class="complete" for="complete1">Complete Dare</label>
</form>
```

```
if($_FILES['video']['name']!=""){
  $video=$_FILES['video']['name'];
  $path="videos/".$video;
  move_uploaded_file($_FILES['video']['tmp_name'], $path);

  $sql2 = "INSERT INTO videos (video_name, user_id, dare_table, dare_id)
VALUES('$video','$id','$dare_table','$dare_id')";
  $result2 = $dbConnection->query($sql2);

  header ('Location: completed.php');
}
?>
```

My Profile and Video Feed

Both My Profile and Video Feed pages display videos previously uploaded by the users of the app. In Video Feed an SQL query that selects all rows from videos table is executed and looped with a *while loop* in order to display all rows from the videos table. In the while loop there is another query which selects the data about the user who uploaded each of the videos.

```
feed.php
9  <?php
10
11  $sql="SELECT * FROM videos";
12  $result = $dbConnection->query($sql);
13  while ($row = $result->fetchObject()){
14      $video_id=$row->video_id;
15      $dare_table = $row->dare_table;
16      $dare_id = $row->dare_id;
17      $user_id = $row->user_id;
18
19      $sql1="SELECT * FROM $dare_table WHERE dare_id = $dare_id";
20      $result1= $dbConnection->query($sql1);
21      $row1 = $result1->fetchObject();
22      $dare_name = $row1->dare_name;
23      $dare_desc = $row1->dare_desc;
24      $points = $row1->points;
25      $level = $row1->dare_level;
26
27      if($level==1){
28          $level1= "Easy";
29      }
30      else if($level==2){
31          $level1= "Medium";
32      }
33      else{
34          $level1= "Hard";
35      }
36
37
38
39      $sql2="SELECT * FROM users WHERE user_id = $user_id";
40      $result2= $dbConnection->query($sql2);
41      $row2 = $result2->fetchObject();
42
43      $username = $row2->username;
44      $image = $row2->image;
```

On the other hand, the SQL query in My profile includes a condition which checks the `user_id` of the user in order to display only his/her submissions. A while loop is used again so that all the submissions from the user are selected and displayed.

```
admin.php
35 <?php
36 $sql="SELECT * FROM videos WHERE user_id = $id";
37 $result = $dbConnection->query($sql);
38 while ($row = $result->fetchObject()){
39     $video_id=$row->video_id;
40     $dare_table = $row->dare_table;
41     $dare_id = $row->dare_id;
42     $sql1="SELECT * FROM $dare_table WHERE dare_id = $dare_id";
43     $result1= $dbConnection->query($sql1);
44     $row1 = $result1->fetchObject();
45
46     $dare_name = $row1->dare_name;
47     $dare_desc = $row1->dare_desc;
48     $points = $row1->points;
49     $level = $row1->dare_level;
50 }
```

JQuery was involved in making the videos in the Feed play and pause when the user taps them. Once a video element is tapped an *if statement* performs a check and one the functions *play()* or *pause()* is executed. There is also a play button which fades in and out by adding and removing the class `.playf` from it.

```
$('.video.feed').parent().click(function () {
    if($(this).children(".video").get(0).paused){
        $(this).children(".video").get(0).play();
        $(this).children(".playf").fadeOut();
    }else{
        $(this).children(".video").get(0).pause();
        $(this).children(".playf").fadeIn();
    }
});
$('.video.feed').on('ended',showPlay);
function showPlay(e) {
    $('.video').parent().children(".playf").fadeIn();
};|
```

Navigation

jQuery was also used for the bottom navigation in the application in order to make the icons active based on the url of the current page.



```
$(function() {  
    // this will get the full URL at the address bar  
    var url = window.location.href;  
  
    // passes on every "a" tag  
    $("#nav a").each(function() {  
        // checks if its the same on the address bar  
        if (url == (this.href)) {  
            $(this).addClass("active");  
        }  
    });  
});
```

Conclusion

To conclude, this marketing campaign aims to promote Rowntree's Randoms and to establish a bond between the sender - Rowntree's, and the consumers. It is targeted at teenagers and intends to involve and engage them into the campaign through providing them with customer value and appealing, interesting and fun digital products. In this way, an effort to positively impact the target audience's lifestyle is made. The campaign also strives to create memories associated with Rowntree's and Randoms and as a result, build loyalty and recognition in the long run.

Even though the campaign duration is limited to 8 weeks, the digital products would still be freely available. The web application can continue to generate interest as a social media platform where one can test and show the more spontaneous and random side of their character. Furthermore, the web application could be used later on when the brand decides to introduce more products, as a channel to reach consumers and potential consumers which are already familiar with Rowntree's and its values.