

ADV613



# Amazon Echo Show 15

## Media Planning



Aletta Ren  
Alina Ovcharenko  
Holly Rooney  
Megan Pieczonka  
Samara Sanders

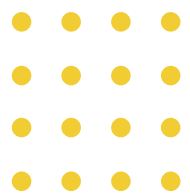


# Situation Assessment

## The Echo Show 15 is Amazon's biggest Alexa smart display

It works just like Amazon's other Alexa smart displays.

- Answers questions
- Sets timers
- Controls smart home devices
- Shows feed from Ring doorbells
- Display photos
- Plays music, movies, etc.



# Situation Assessment

69% 

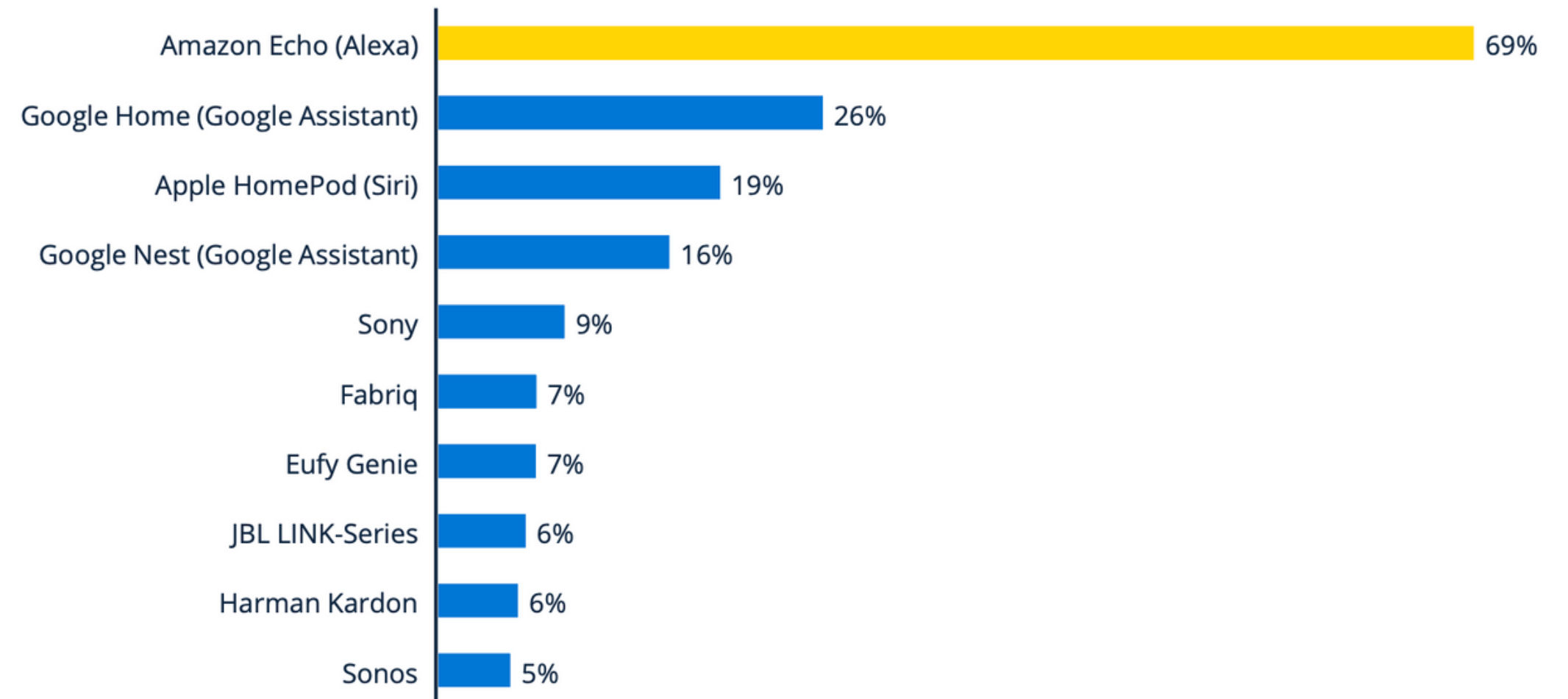
**With a user share of 69%, Amazon Echo (Alexa) is the most owned smart speaker brand.**

# Situation Assessment

The Echo Show 15 was released in 2021 with a new 15.6-inch design that's made to be mounted onto a wall.

Consumers can purchase the Amazon Echo Show 15 from stores like Best Buy and Kohl's.

Top 10 most owned smart speaker brands in the U.S.



# Situation Assessment

## Amazon Echo Show 15 SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Strong brand name</li><li>• Easy-to-use</li><li>• Big screen</li><li>• Camera cover</li><li>• Versatile</li><li>• Amazon Alexa</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Privacy concerns</li><li>• Must be wall-mounted</li><li>• Bad camera quality</li><li>• Voice detection isn't accurate</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• The screen makes it possible to create many new features</li><li>• Big screen makes it more inclusive for people with disabilities</li><li>• International markets</li><li>• Many people shop on Amazon</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• More affordable devices from competitors</li><li>• Threats of data breaches</li><li>• Reduced budget for the development of the device</li></ul>

# Situation Assessment

## Google Nest Hub Max

- Costs \$229.99
- Sold through Google's Store at Target, Walmart, Kohl's, and Best Buy.
- *Allied Market Research* predicts Google will grow in the smart display business.
  - They are predicted to hit \$18.25 billion by 2028, with a CAGR of 21.6% during 2021-2028.

### Strengths

- High quality speakers
- Connects to Zoom
- Displays Google Photos
- Personalized
- Easy set up & user friendly
- Google Assistant is conversational

### Weaknesses

- Can't purchase on Amazon
- No physical camera shutter
- Can't connect to Amazon Prime Video

### Opportunities

- Can access various Google services
- Can connect to Google Search

### Threats

- Might be replaced by devices that have camera shutters
- Susceptible to competitors who connect to different streaming services



# Situation Assessment

## Meta Portal Plus

- The Meta Portal Plus was released in fall of 2018 and costs \$279.99. It varies in size and is sold through Meta's official website, Target, Walmart, and Best Buy.
- The device is specifically marketed to those that work from home, offering popular work applications.
- Meta will no longer produce consumer versions of the Portal to focus on business applications.

### Strengths

- Better speakers than competitors
- Better display resolution and camera
- Smart camera, AR masks
- Camera cover for privacy
- 14 inch tilting screen

### Weaknesses

- Only call via Facebook, Zoom, WhatsApp
- Can only connect with people you are connected with on those platforms
- More expensive (\$299)
- Not compatible with other smart home products/devices

### Opportunities

- With the rise of remote working, people may need a device to keep them organized at home
- Integrates to desktops (second display for Mac or PC devices)

### Threats

- Less overall app selection
- Limited amount of office platforms
- Only marketed to the working crowd as a way to increase productivity



# B a r r i e r s



## **Questionable Perception**

People generally don't think Amazon is a socially conscious brand and is not seen as trustworthy or ethical

## **Privacy Concerns**

There's concern over how Amazon may use someone's personal information

## **Usability Issues**

Won't connect seamlessly to every device; need to have ample wall space to mount it; hard to fix

# Drivers



## **Life Simplifier**

Helps manage chores; family calendars make keeping the family on track simple

## **Leisure**

Creates a sense of nostalgia by displaying your pictures; can stream music and entertainment

## **Personalized Gadget**

Convenient for multi-person households; allows to control smart home; can identify someone individually

# Business & Marketing Objectives and the Business Challenge

## Business Objectives

*Deepen market penetration*

- Grow the U.S. user base from 2% to 5% in the next 12 months
- Make the Echo Show 15 a crucial part of consumers' everyday life, even more so than the past smart devices

## Marketing Objective

The brand should drive awareness while trying to create a more positive brand perception in order to grow the audience for the Echo Show 15.

## Business Challenge

Amazon is already the leader in smart devices. Of the 100M smart speaker owners, 60-70% of them own an Amazon device, therefore finding a target without an Amazon device who wants to purchase one will be a challenge.

## CONSIDER

- Sees commercials on websites, TV, and apps
- Sees ads on Twitter, Instagram, and Facebook
- Sees ads on the Amazon app

## EXPLORE

- Explores the Amazon website
- Reads the customer reviews on the product pages
- Looks at websites comparing smart home display devices

## COMPARE

- Reads the reports of different Echo Show models
- Talks to trusted individuals who own Echo Shows
- Browses other brand's home assistant products

## TEST

- Goes to Best Buy to try the Echo Show 15
- Visits a friend to try out their Echo Show 15
- Discuss with customer service about usage instruction

## NEGOTIATE

- Decides to buy Amazon Echo Show 15
- Waits for deals and discounts
- Prepares apps and software for the smart home

# Customer Journey

# Customer Journey



## CONSIDER

I want the Echo Show 15 for my home.  
But wait... Do I actually need it?

## EXPLORE

I like the large screen and the smart home idea.  
Maybe I only need the cheaper Echo Show 8.

## COMPARE

Echo Show 15 is wall mounted! That's unique.  
How about Google Nest Hub?

## TEST

I like the operating system and the functions!  
The sound quality could be better.

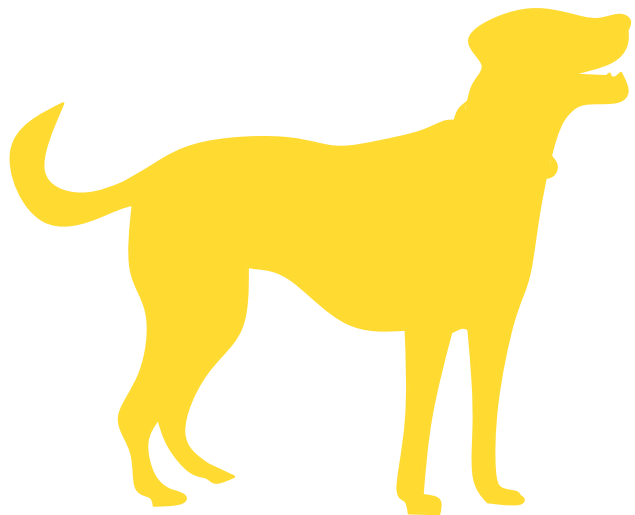
## NEGOTIATE

Can't wait to install my Echo Show 15!  
I hope I can get a better deal.

# Target Audience Analysis Insights

## Passionate Pet Parent

Women ages 35–44 who are workaholics without kids that devote themselves to loving their pets



## Target Audience Analysis Insights



### Passionate Pet Parents

- **Own at least one pet** (61.2% own at least one dog and 39.2% own at least one cat)
- **Well off with a full-time job**
- **Homeowners**
- **Shop primarily online** (I=148)
- **Spend extra money on technology**
- **Appreciate the arts** (I=114)

**This audience is happy spending money to stay updated on technology products that enhance their life.**

## Target Audience Analysis Insights

# Passionate Pet Parents

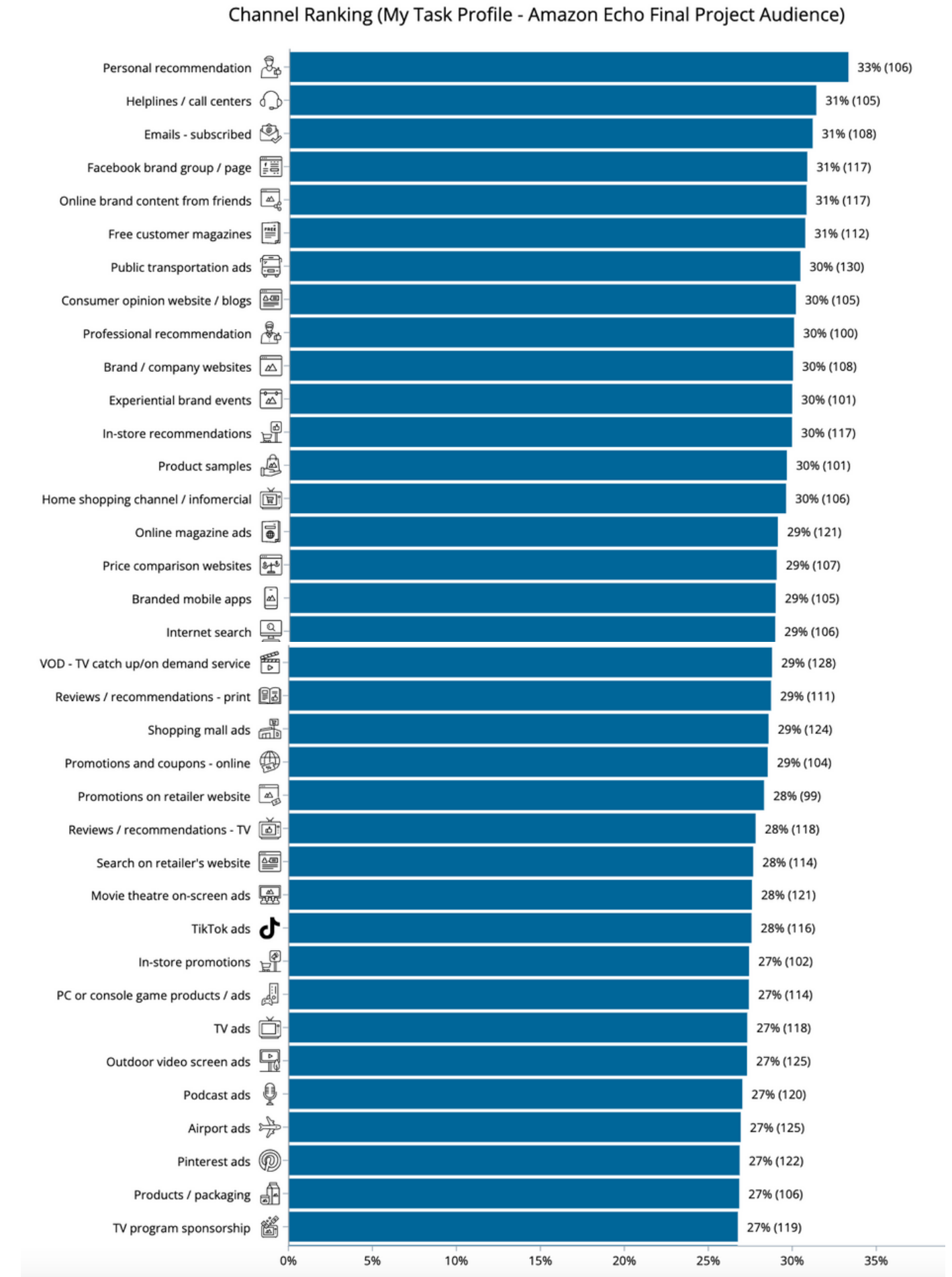
- Love buying new gadgets and appliances (I=116)
- Like products that easily connect to products they already own (I=119)
- People often ask their opinion before buying new tech products (I=115)
- Intelligent and organized
- Thorough researchers
- Like to get as much information as possible about an electronic before purchasing it (I=113)
- Care about satisfaction and whether or not a new technology device will fit their lifestyle



# Target Audience Media Habits

## Top channels suggested for Passionate Pet Parents

- Personal and professional recommendations
- Review sites
- Consumer opinion website/blogs
- Brand/company website
- Facebook brand group/pages
- VOD - TV catch up/on demand service
- Online brand content from friends
- Facebook and various social media platforms
- PC or game console products/ads
- Internet search
- Online magazine ads

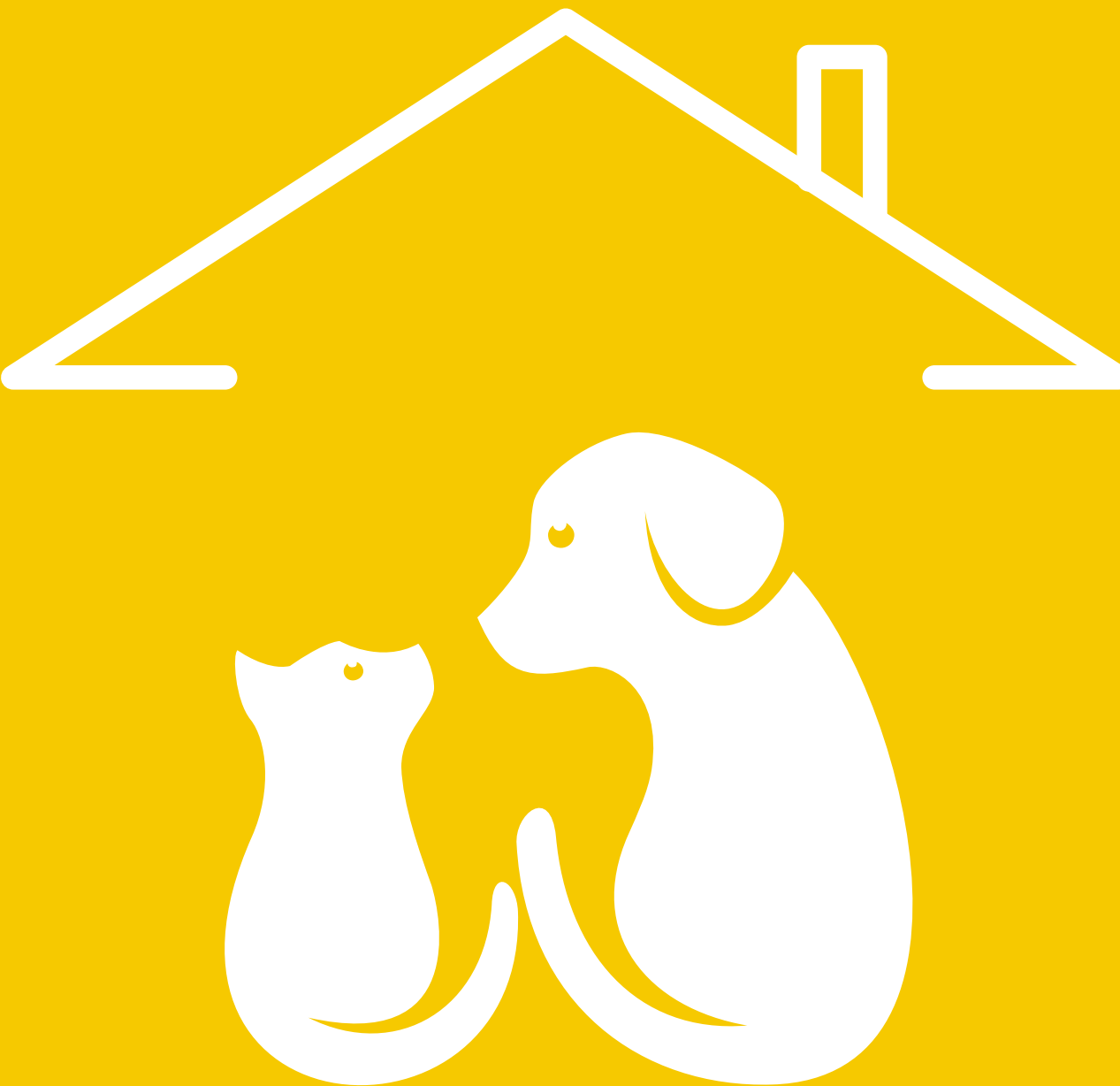


# AMAZON ECHO SHOW 15 IDEAL CLIENT

## Passionate Pet Parent

*Brilliant Business Woman by Day,  
Devoted Dog Mom by Night.*

- Simmons shows they look at their work as a career rather than just a job. (I=114)
  - This shows that our ideal target is intelligent and hard-working.
- According to GWI Core, 61.2% of respondents own at least one dog.
  - Based on our ideal target's dedication to their work, we can infer that they carry that same devotion to providing their pets with plenty of love and affection.
- Simmons also shows that our target strongly agrees that they like to buy technology products that connect to products already owned (I = 119).
  - Combining the 'pet-lover' finding with the 'career woman' insight, we see that **Passionate Pet Parents need technology devices that can help balance their busy work-life balance and that connect seamlessly from one area of their life to the next.**



# TARGET PERSONA



## Diligent Dog-lover Diane

**Age:** 35

**Work:** Product Manager

**Location:** San Diego, CA

**Income:** \$149,000

**Career-focused**

**Responsible**

**Busy**

*"I feel financially secure" (I = 123)*

*"Spending time with my family is important to me" (I = 120)*

*"I buy new tech products as soon as they are available (I = 138)*

Diane has lived in San Diego for a long time together with her husband Jack. Diane started her career more than ten years ago, so she's on solid footing today. She has recently been offered a new job position, and her schedule has become much busier.

Diane's dog Charlie has been with her for over seven years. She is very fond of Charlie and tries to give him lots of attention. Now she needs to organize more care for Charlie while she is at the office.



**7 am check email**  
(I=118 and 18%)



**8am social network**  
(I=115 and 28%)  
Facebook (I=131)



**9am social network**  
(I=113 and 30%)  
Twitter (I=119)



**10am check email**  
(I=116 and 25%)  
Gmail (I=143)



**11am websites**  
(I=111 and 30%)  
Youtube.com (I=129)



**1pm check email**  
(I=118 and 26%)



**4pm play games**  
(I=111 and 13%)



**5pm download apps**  
(I=119 and 8%)



**6pm social network**  
(I=110 and 35%)  
Pinterest (I=176)



**8pm watch TV**  
*The Marvelous Mrs. Maisel* (I=143)



**8pm play games**  
(I=117 and 16%)

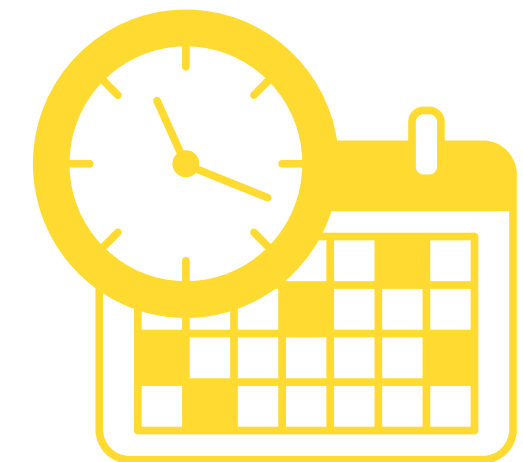


**8pm websites**  
Walmart.com (I=155)  
Amazon.com (I=110)



**9pm check email**  
(I=115 and 20%)  
Gmail (I=143)

# Media Usage During the Day



# How is our target different from competitors' targets?

## Google Nest Hub Max

- This audience is young families with busy, varying schedules
- This audience uses their device to keep track of their kids' schedules, get reminders, leave notes, etc.
- Google also offers security features to monitor house activity, which benefits parents with younger children

## Meta Portal Plus

- This audience is professionals that are working from home
- They use the device to keep their work schedule and projects organized, get reminders, connect with colleagues, etc.
- It offers a tilting screen, an HD Smart Camera, and impressive speakers to ease Zoom calls

# Media Objectives and Communications Strategy

**Get**

Career driven individuals  
with pets



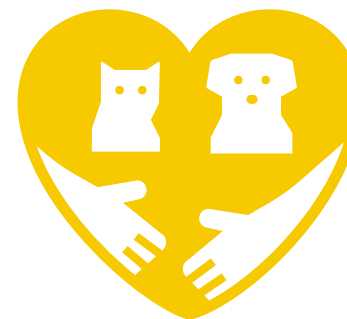
**To**

Consider purchasing an  
Amazon Echo Show 15



**By**

Reaching them emotionally with  
a campaign about adopting pets



## Media Objectives

- Raise awareness of Amazon Echo Show 15
- Increase consideration among non-users
- Create a more positive brand image of Amazon

# Media Insight



**Passionate Pet Parents appreciate media forms that they feel an emotional connection to. The best way to emotionally connect with our target is with an in-person brand event that ties their love of pets with their interest in new technology.**



**Amazon Echo Show 15 will sponsor several animal adoption events in five major cities**

# Media Insight

## Before the events

- The five major cities: New York City, Los Angeles, Miami, Denver, and Seattle.
- This event would be publicized in local news and on Amazon's owned platforms.
- Amazon would also reach out to individuals in those cities who have purchased pet supplies in the past year as well as influencers who own pets.

## During the events

- The event would have Amazon Echo Show 15's for people to try out and pets to adopt.
- At each event, the first 100 people to adopt a pet would receive an Echo Show 15 for free.
- Amazon would be recording the reactions of people gifted the Echo Show 15.

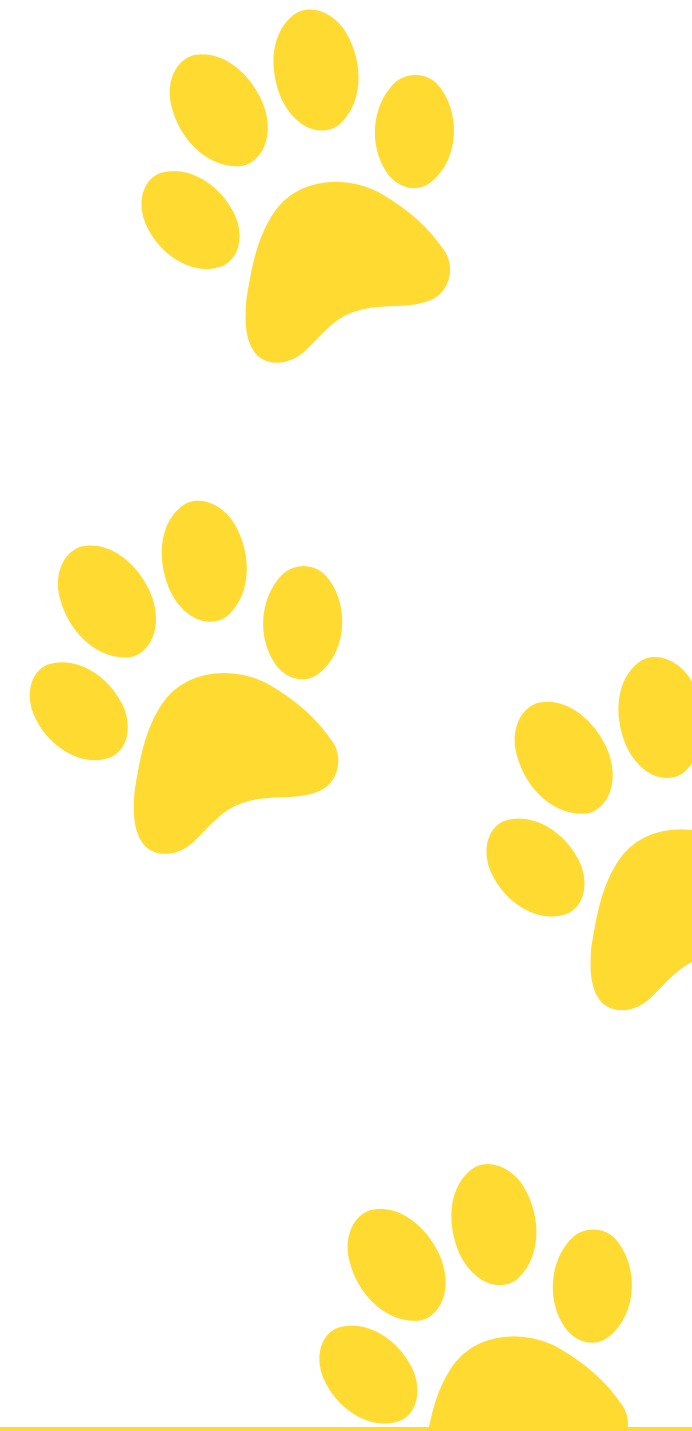


# Media Insight

## After the events

- A video will be compiled of clips from the reactions of the new pet parents who were gifted the Echo Show 15.
- The video would be circulated on Amazon's owned media.
  - The video would pop up at the top of Amazon when someone searches for pet-related items.
- This ad would also run on TV.
- There would also be earned and shared media.
  - We expect attendees will post about the event and share their success stories of adopting a pet.

**This event would help us reach the objective of awareness and increase consideration among pet owners who currently do not own a smart home device. This campaign would also create a more positive brand image for Amazon.**



# Communications Plan



## Paid Tactics

### Brand Event

Amazon will sponsor five animal adoption events around the country. They will give away Amazon Echo Show 15s to the first 100 unsuspecting adopters at each event.

### Geotargeting

Amazon will also geotarget places that Passionate Pet Parents may frequently visit. This includes places like PetSmart, Petco, local veterinarians, groomers, popular dog parks, etc.

### In-app Ads

We will reach Passionate Pet Parents where they already are through in-app advertising. We will target apps that provide services such as pet sitting, dog walking, and pet boarding resorts for out-of-town owners.

### TV Ads

We will utilize TV ads. Like the geotargeting ads, we will use footage from our brand event dedicated to increasing consideration.

### Instacart

We will use sponsored search ads and shoppable video ads through Best Buy's storefront on Instacart.

# Owned Media

## Facebook

We will use Amazon's official account to post photos and videos.

## Instagram and Twitter

We will promote the project with images and videos on our Amazon official accounts and create a sticker and hashtag *#EchoShowMeansLove* unique to the project.

## TikTok

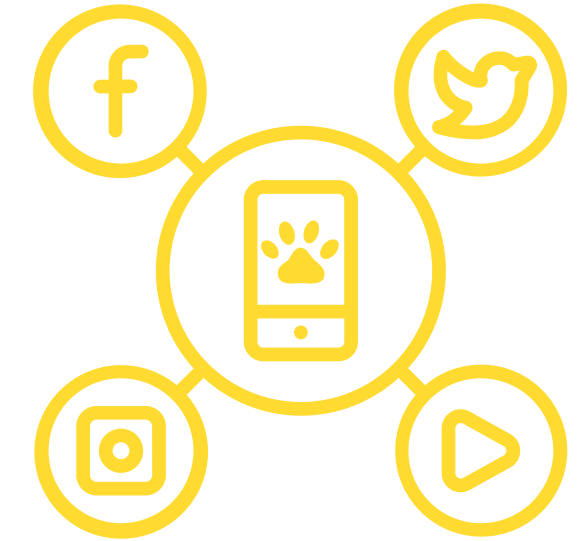
We will use the official account on TikTok for advertising in the form of short videos to tell people about the event.

## Amazon Website and App

We will promote the adoption event with the main banner on the Amazon webpage and shopping app home page to make it a day to look forward to.

## Onsite Giveaways

We will be giving away free Amazon Echo Show 15s to some participants at the event as part of the product promotion. We will also set up an Amazon Echo Show experience area at the event so that potential users can try the product on-site.



# Earned Media

## SEO

We will address more pet-related keywords in the Amazon Echo Show 15 and adoption campaign to boost SEO search frequency.

## Customer Posts and Blogs

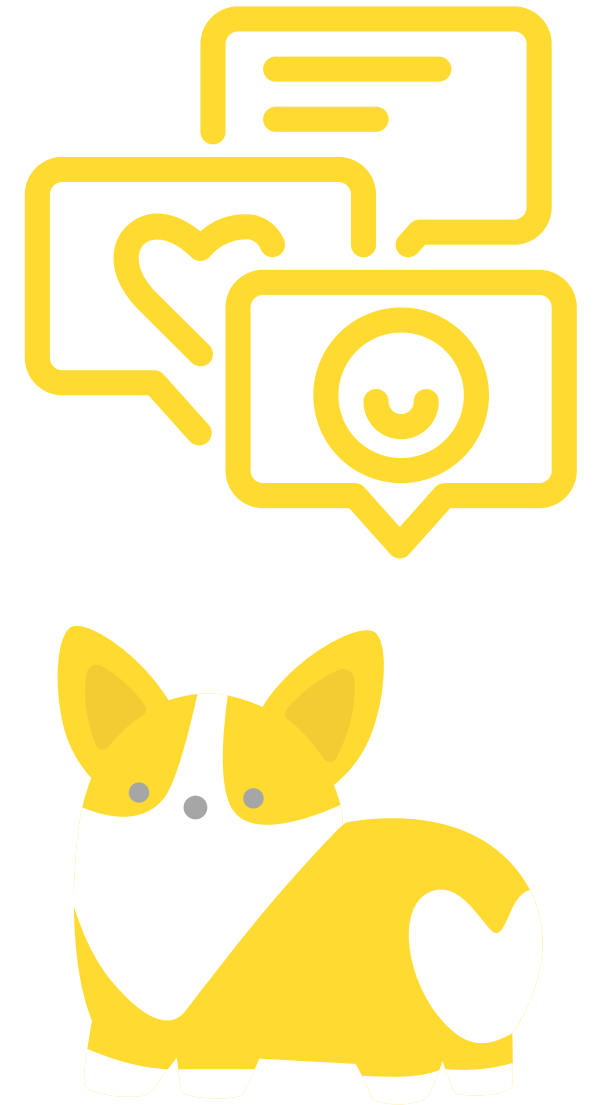
We expect existing Amazon Echo Show customers to mention their Echo Show experience in reviews and on their social media and blogs and to encourage their followers to attend our events actively.

## Influencer Shoutouts

We expect pet and family life influencers across social platforms to take an interest in our advertisement and mention the Amazon Echo Show and our onsite events in their videos and live streams.

## Content Sharing

We expect users across social media to actively use features such as stories, hashtags, and topics to join the online promotion of our campaign and communicate the benefits of the Amazon Echo Show to their friends and families.



# Commspoint Analysis

In building our media strategy, we relied on the findings that Commspoint offered us.

- **Brand events (30%)**

Five animal adoption events

- **Facebook brand page (31%)**

Posting materials from the event

- **Consumer opinions (30%)**

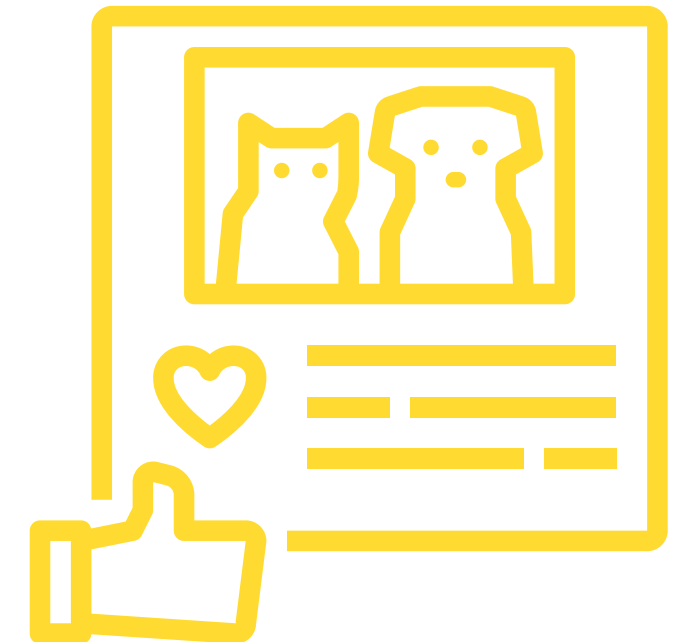
Reviews of the event

- **TV program sponsorship (27%)**

Advertising on the *National Dog Show*, the *Kitten Bowl*, and the *Puppy Bowl*

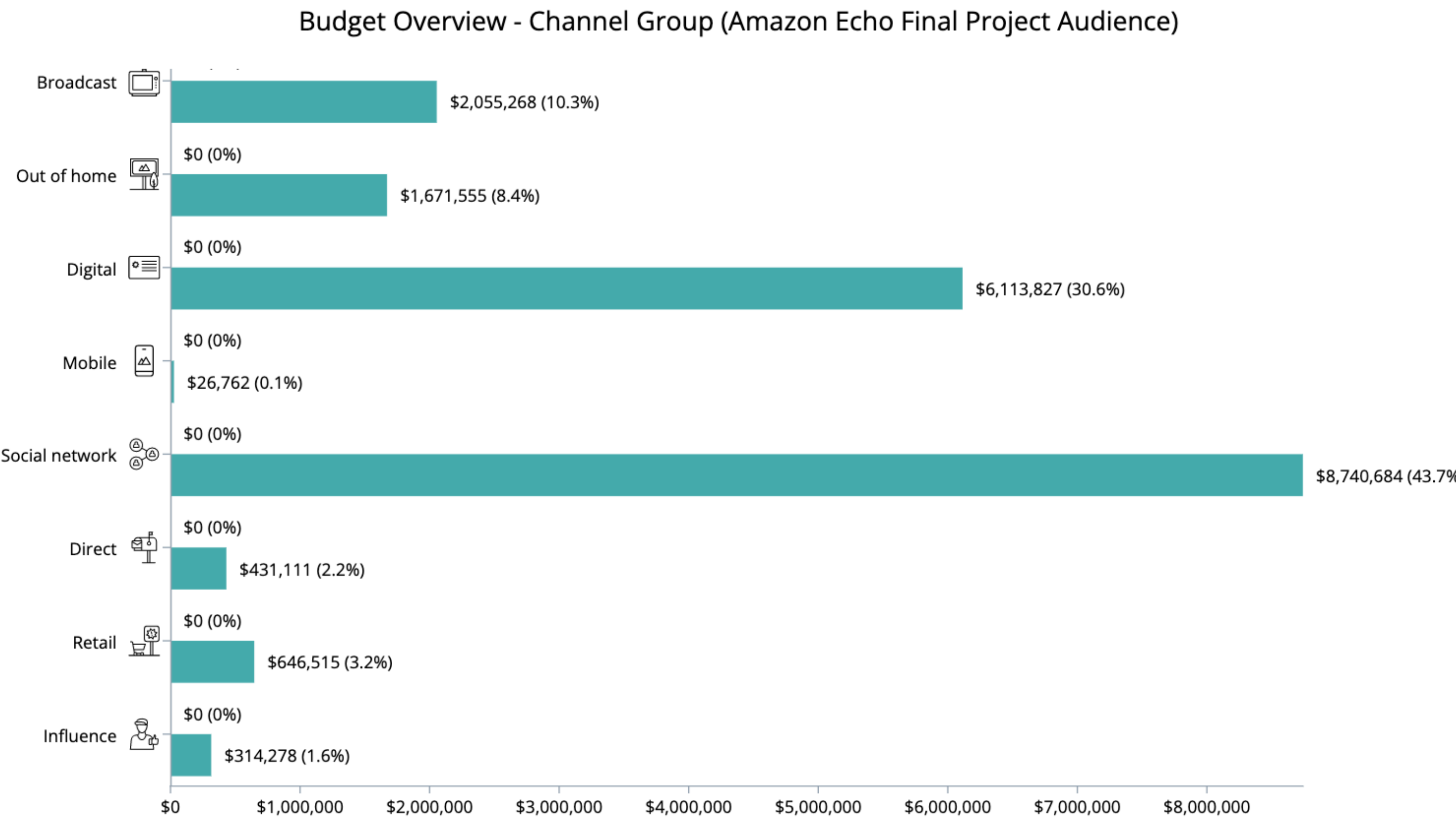
- **Branded mobile apps (29%)**

PetSmart/Petco



# Budget Summary

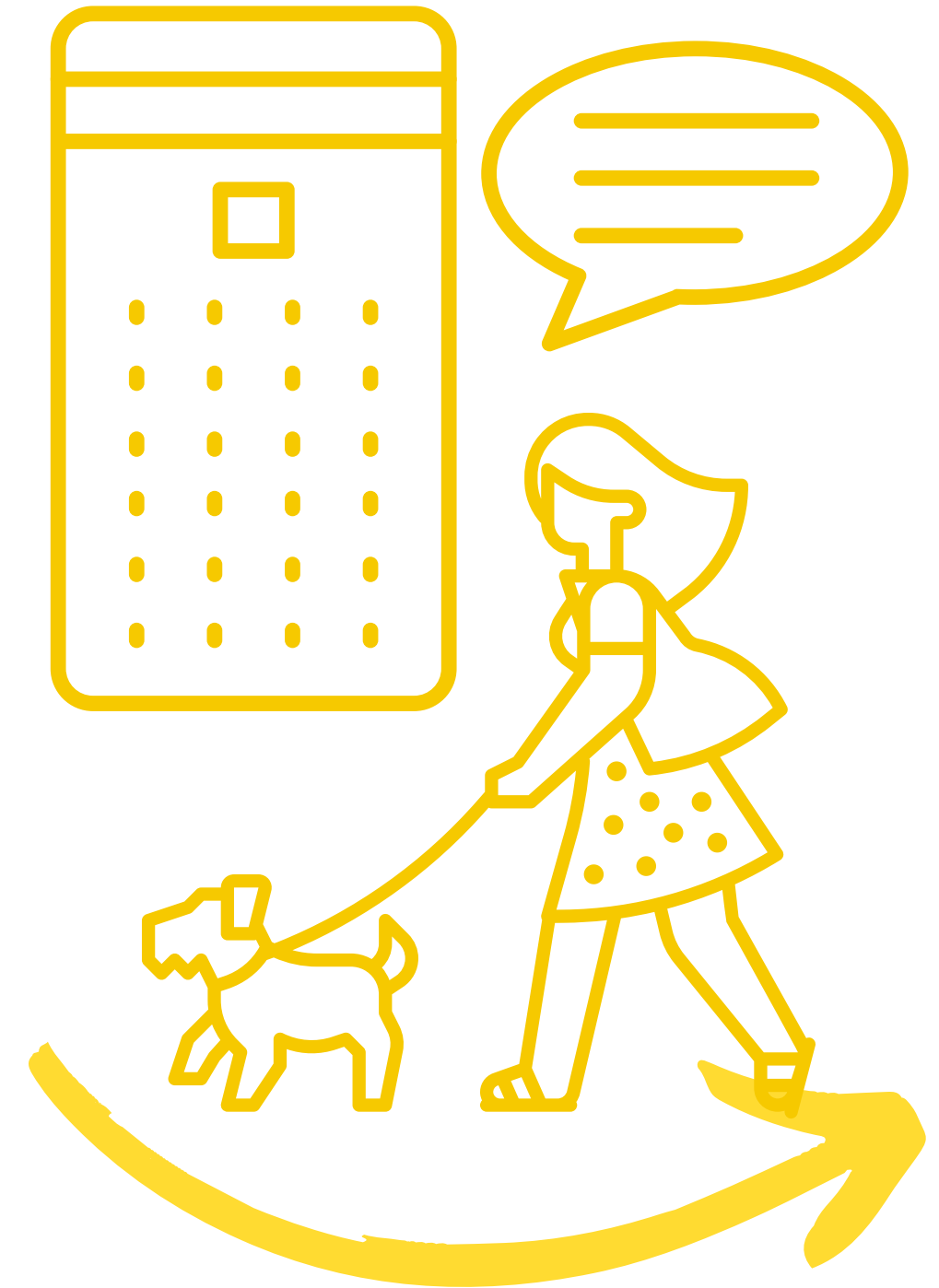
This budget split will produce a net campaign reach of 97%



# Conclusion

Our adoption event and the resulting video helped guide our communications plan. With every type of media we used, we wanted to make sure that we could emotionally connect with pet owners.

Overall, we developed a plan for the Amazon Echo Show 15 to reach a new audience that would be highly interested in their product. Our media plan was uniquely developed to fit the needs and desires of our Passionate Pet Parent audience by focusing on pet adoptions and improving lives with technology in order to reach our objectives of awareness and creating a positive brand perception.





### Today

8:45 a.m.

• Breakfast with Mum

11:00 a.m. - 12:00 p.m.

• Dentist appointment

4:00 p.m.

• Grocery delivery scheduled

7:15 p.m.

• Pick up Anna from swimming

### June 2022

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

### Recently Played Music



Easy Pop  
Amazon Music



Mellow Pop  
Spotify



Top Pop  
Amazon Music

Welcome your  
Echo Show 15!



### What To Eat?



Vegan Chili

*More Food Options*

# Sources

*Alphabet (GOOGL) Boosts Nest Hub Max With Innovative Feature.* (2022, May 16). <https://www.nasdaq.com/articles/alphabet-googl-boosts-nest-hub-max-with-innovative-feature>

Amazon Official Site: Echo Show 15 | Full HD 15.6" smart display for family organization with Alexa. (n.d.). [https://www.amazon.com/echo-show-15-smart-display-with-alexa/dp/B08MQLDFF6/ref=asc\\_df\\_B08MQLDFF6/?tag=hyprod-20](https://www.amazon.com/echo-show-15-smart-display-with-alexa/dp/B08MQLDFF6/ref=asc_df_B08MQLDFF6/?tag=hyprod-20)

*AMERICA'S PET OWNERS US.* (2021). Mintel. <https://login.libezproxy2.syr.edu/login?qurl=https://reports.mintel.com%2fdisplay%2f1044551%2f%3ffromSearch%3d%3ffreetext%3dpet%2520owners%26resultPosition%3d1%2b-%2bPet%2bOwners%2bUS>

Andersen, R. J. (2022, October 10). *Amazon's Echo Show 15 is a nice smart hub for connected homes.* Mashable. <https://mashable.com/review/amazon-echo-show-15>

*As Amazon's Alexa unit faces layoffs, insiders describe a department in crisis.* (2022, November 21). Business Insider. <https://www.businessinsider.com/amazon-alexa-layoffs-insiders-describe-a-crisis-within-the-department-2022-11?international=true&r=US&IR=T>

Gebhart, A., Priest, D., & Price, M. (2022, October 21). *Best Smart Displays of 2022.* CNET. <https://www.cnet.com/home/smart-home/best-smart-displays/>

Gibbs, S. (2022, April 25). *Amazon Echo Show 15 review: bigger Alexa is good, but not yet better.* The Guardian. <https://www.theguardian.com/technology/2022/apr/25/amazon-echo-show-15-review>

Giordano, M., & Camp, J. van. (2022, February 18). *The 7 Best Smart Displays (2022): Google Assistant, Alexa, Portal.* WIRED. <https://www.wired.com/gallery/best-smart-displays/>

# Sources

*Google Assistant or Alexa?* (2019, May 3). <https://medium.com/>. <https://medium.com/@tinnazhang0/google-assistant-or-alexa-swot-analysis-e07fd1dbd2a>

Google Store. (n.d.). Google Store voor Google-apparaten en -accessoires. <https://store.google.com/nl/?hl=nl>

Greenwald, W. (2022, June 28). *Amazon Echo Show vs. Google Nest Hub: Which Smart Display Should Be in Your Home?* PCMAG. <https://www.pcmag.com/news/amazon-echo-show-vs-google-nest-hub-smart-display-showdown>

Kozuch, K. (2022, November 15). *The best smart displays in 2022*. Tom's Guide. <https://www.tomsguide.com/best-picks/best-smart-displays>

Lacoma, T. (2022, September 30). *The history of the Amazon Echo*. Digital Trends. <https://www.digitaltrends.com/home/history-of-amazon-echo>

*Meta Is Killing Off Consumer Versions of the Portal Video-Calling and Streaming Device*. (2022, June 9). Variety. <https://variety.com/2022/digital/news/meta-portal-consumer-video-calling-phased-out-1235289891/>

*Smart home in the US*. (2022). Statista. <https://login.libezproxy2.syr.edu/login?qurl=https://www.statista.com%2fstudy%2f66079%2fsmart-home-in-the-us%2f>

*Smart speakers: Amazon Echo (Alexa) owners in the United States*. (2022). Statista. <https://www.statista.com/study/103346/smart-speakers-amazon-echo-alexa-in-the-united-states-brand-report/>