

## USA NEW MARKETING STRATEGY



# MI POLIN

## Project Proposal

Prepared for: Mi Polin

Subject: USA Jewish community targeted marketing

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# INTRODUCTION

### Objective

Grow brand popularity and sales in US market.

### Goals

- Strengthen brand image
- Increase brand awareness amongst US based Jewish community
- Create “younger” and more dynamic brand image
- Grow brand popularity amongst younger generation (engage potential new clients)
- Grow business clients base
- Engage in local (US) Jewish community's events
- Increase brand presence in media and business partners channels



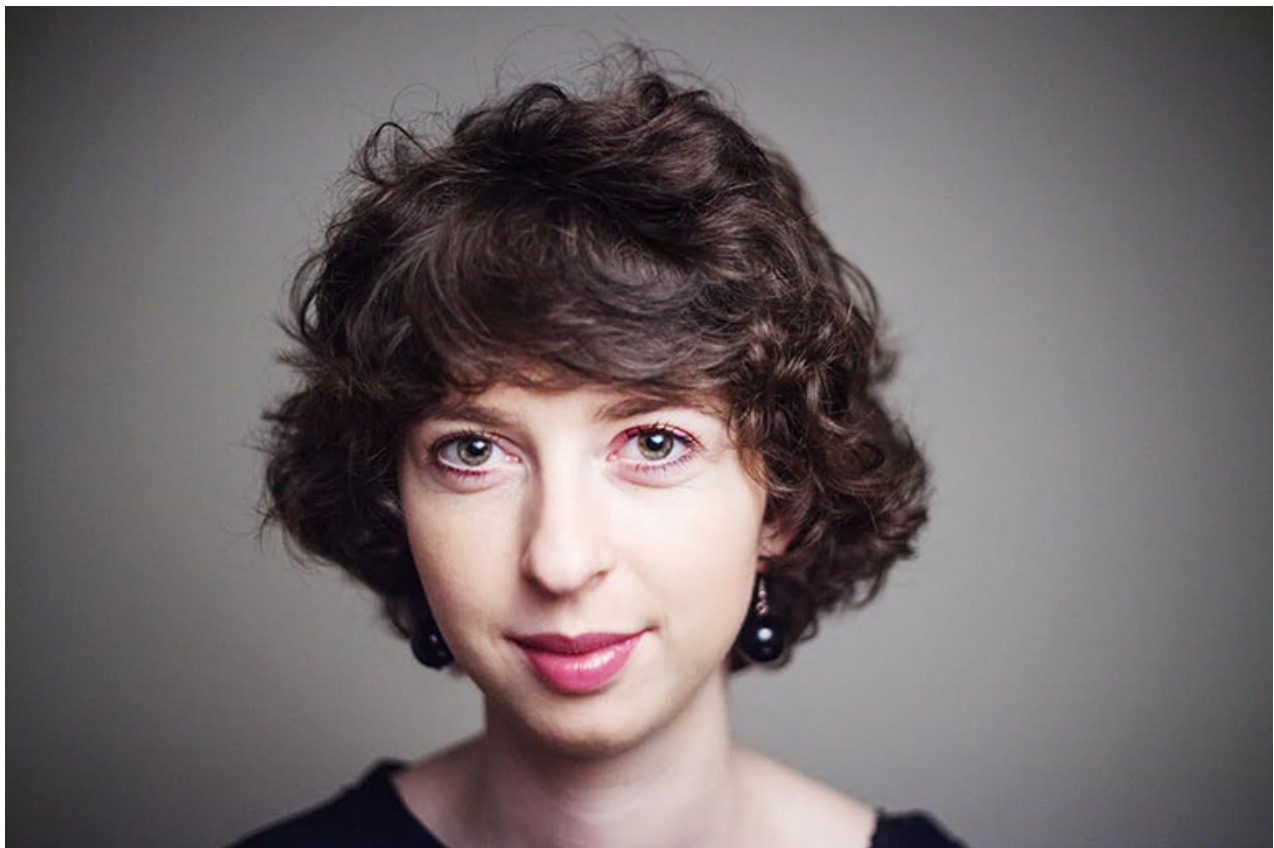
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### Brand

Mi Polin idea is to reinforce Polish-Jewish identity by delivering traditional yet modern products. As symbolism plays main role in Jewish culture, so it does in brand's story - all Mi Polin products are thoughtful, strongly rooted in religion and tradition as well as well designed and made out of precious materials, so important to the Hiddur Mitzvah ideology.

Brand specialises in decorative design, offering variety of jewellery items (necklaces), traditional Jewish ritual objects. as well as supporting accessories (candles, magnets). Mi Polin designer is Helena Czernek, awarded Warsaw born and based artists who uses various channels (graphic, product design, photography and sketches) to combine design with Judaism, modernity with folklore, past with the future.

Price range of Mi Polin products for all categories is quite broad, spreading from 5\$ for magnet to 450\$ for Mezuzah. However, larger amount of products fit in 40\$-220\$ range, which gives is average price of 130\$. Having in mind Mi Polin customers' buying power, product offered has good price-quality/design ratio.

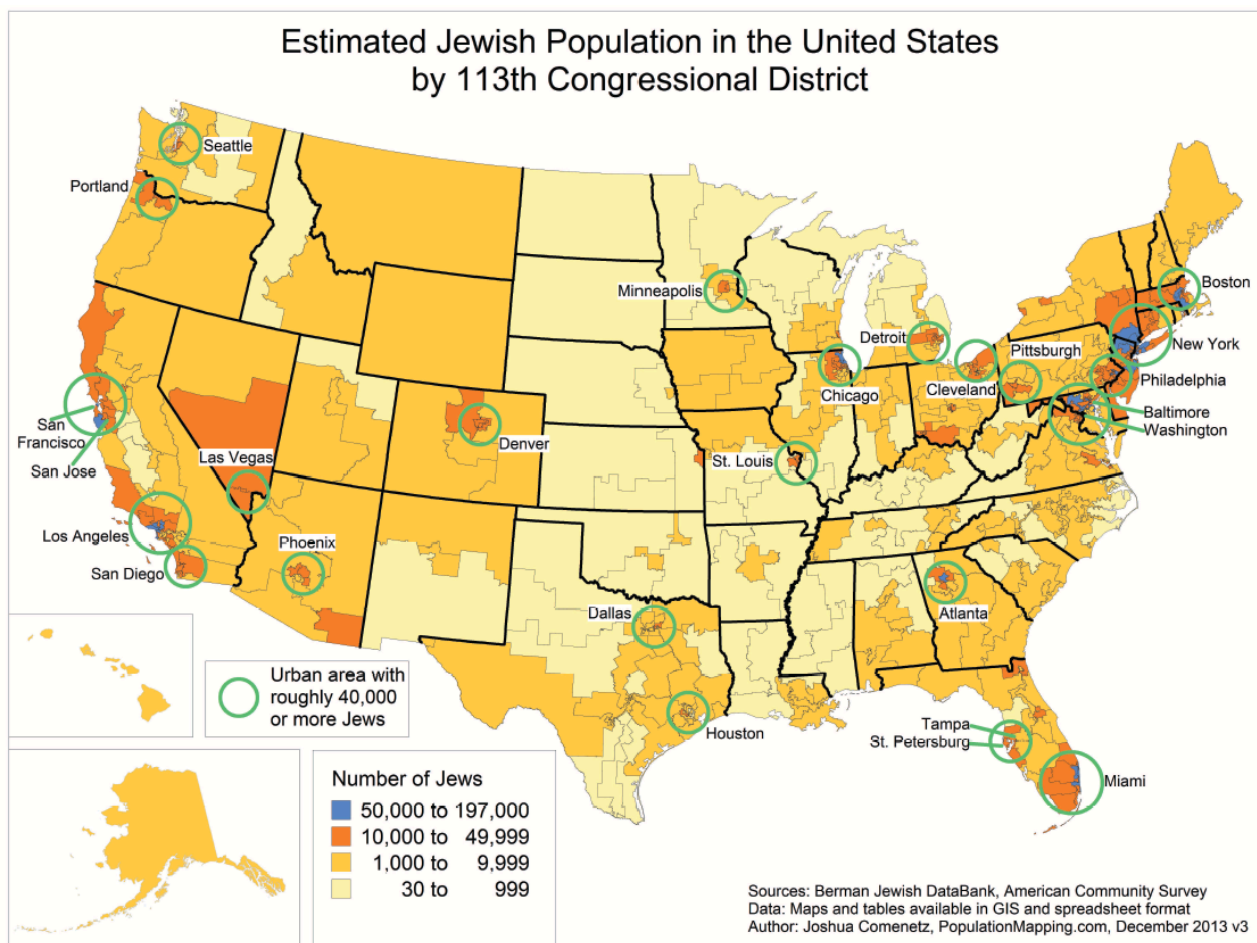


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# CUSTOMERS

### Demographics

From estimated world's Jewish population of 14.5 million, around 5.3 million live in the United States (around 2.2% of American adults, numbers vary in studies depending on Jew definition itself as some sources indicates 8.3M). Nonetheless, Jewish community has grown into one of the biggest and most influential group in the country, with its 30 congressmen, 9 senators and 3 justices of the Supreme Court out of total 8. Not to mention that US population is considered to be either the largest in the world, or second to that of Israel, again depending on sources, measurement methods and definitions.



Largest diasporas are located in New York City, Miami, Los Angeles, Philadelphia, Chicago, San Francisco, Boston and Baltimore-Washington.

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### Purchase habits

In general, Jewish population tends to have larger than average buying power, highly related to a higher education level of those consumers. As this fact is true for several decades, having larger buying power than other immigrant groups, allowed Jewish customers to sharpen their purchasing skills and develop shopping as group activity, where a ritual was formed in which groups shop together and discuss their purchases (or non-purchases). Jewish community rely heavily on information exchange: product or service quality and price, latest bargains, possible deals and claims. As word of mouth strongly influences their decision making, Jewish customers are not that receptive to advertising.

Mi Polin customers are no different: they are not using social media as source of information or shopping channel. They are mainly focused on locally based stationary shops, however, they are not opting out from using e-shops, already well known or recommended. Nonetheless, all purchase channels needs to be of high quality of service, design and products offered.

### Targeted medias

Media types:

- Printed newspapers and magazines
- Blogosphere and Vlogosphere
- Business partners' stationery shops medias (in-store TV, bulletins etc.)
- Facebook
- YouTube
- Instagram + Instagram Stories + IG TV

Media themes:

- News
- Home decor
- Lifestyle
- Modern Art
- Jewish community news / events (local and national)
- Popculture

## PROPOSED SOLUTIONS

### Solutions

- Target new, younger generation of Jewish population that is more into design and modern art, that still wants to cherish their heritage and rituals but religion does not determine them. Two important factors to remember here: studies show that majority of modern US-based Jews do not speak Hebrew therefore symbolism should be accessible and easy to relate to; the higher the degree of acculturation, the less likely the Jewish consumer will rely on word of mouth so that modern medias cannot be forgotten
- Build brand image around not only the product, but mostly around design: fresh, modern, dynamic, traditional but not conservative, openly Jewish but not aggressive in its statement
- Indirect marketing through freebies sent out to well-known Jewish personas, such as actors and actresses, directors, authors, entertainers, visual artists or bloggers (e.g. Jenna Marin, Rivki Silver, Yitzchok Mouilly, Natasha Lyonne, Ze'ev Chafets, Jonathan Safran Foer, Lynne Avadenka or Jill Nathanson)
- Target home decor medias by sending over press releases and gifted items for the staff to test out; medias to approach: Elle Decor, My Domaine, Refinery29, Remodelista, Houzz,,
- Link brand's image more closely with head designer and co-funder, Helena Czernek: as a brilliant new generation designer she is the power to attract younger, more "hip" customers, strongly interested in modern art world (main target locations: New York and Los Angeles)

### Project Outline

- Launch "blog" or "our story" section of Mi Polin internet site in order to match other medias used for marketing and post the same content; possible linkage with Bloglovin' or other blogosphere platforms
- Redesign Instagram account so that graphics and general feeling is more lean, clear, structured and modern (in line with brand's product);
- Vlogs - to be created by Mi Polin team; can be used by brand's business partners in stationery shops but also can be published in modern medias (YouTube, IG TV, home decor / lifestyle / Jewish community websites);
- Launch YouTube channel where Mi Polin vlogs can be displayed and brand's story can be built up and told as per brand's identity;
- Correct spelling and grammar mistakes on brand website as targeted audience is more likely highly educated and has higher expectations toward products and services;
- Redesign e-shop as currently is not particularly easy to use therefore older generation might be repelled and turn toward other channels;
- Give an opportunity for customers and fans to leave their comments on the website (or other medias) and encourage this channels as those can be then used as quotes in Mi Polin publications: as per studies, American Jewish consumers rely more heavily on word of mouth in terms of information gathering than Non-Jewish consumers;

- Create more content regularly published:

Type	Content	Frequency	Medias
Vlog	to be discussed with Mi Polin team, for sure has to be in line with other types of publications	once per month	<p>Full publication:</p> <ul style="list-style-type: none"> <li>- Mi Polin website</li> <li>- YouTube channel</li> <li>- Facebook site</li> <li>- Onshore business partners</li> </ul> <p>Teasers:</p> <ul style="list-style-type: none"> <li>- Instagram</li> <li>- Instagram Stories</li> <li>- IG TV</li> </ul>
Big publication	<p>Big blog post like publication; 1K-1,6K words, depending on how picture heavy publication will be; all long posts to be supported with short teasers for smaller medias like Instagram</p> <p>Possible series themes:</p> <ul style="list-style-type: none"> <li>- Brand story telling</li> <li>- Behind the scenes</li> <li>- Jewish culture, traditions and rituals - guide for modern Jews</li> <li>- Jewish history</li> <li>- Helena Czerniak: work, design, creating a brand, modern art, inspirations, interviews etc.</li> <li>- If possible, quotes from satisfied / popular customers (word of mouth) and many more</li> </ul>	<p>3 times per month - once per week, except for the week when vlog is posted;</p> <p>Posted in all medias at once, depending on highest activity ratio</p>	<p>Full publication:</p> <ul style="list-style-type: none"> <li>- Mi Polin website</li> <li>- Facebook</li> <li>- Printed bulletins for onshore business partners / publications on their websites / stationery TV or other medias used</li> </ul> <p>Teasers:</p> <ul style="list-style-type: none"> <li>- Instagram</li> <li>- Instagram Stories</li> <li>- IG TV</li> </ul>
Small publication	<p>Small informative, teasing post; around 300 words; mainly relaying on visual.</p> <p>Possible themes:</p> <ul style="list-style-type: none"> <li>- Jewish celebrations</li> <li>- Events (local or national range; fairs etc.)</li> <li>- Mentions in other medias</li> <li>- Decorative ideas</li> <li>- Links to Jewish blog posts (mutual recognition)</li> <li>- If possible, quotes from satisfied / popular customers (word of mouth) and many more</li> </ul>	<p>4 times per month (each week) depending on highest activity ratio for Mi Polin channels</p>	<ul style="list-style-type: none"> <li>- Facebook</li> <li>- Instagram</li> <li>- Instagram Stories</li> <li>- Onshore business partners websites / stationery TV or other medias used</li> </ul> <p>If containing video:</p> <ul style="list-style-type: none"> <li>- YouTube channel</li> <li>- IG TV</li> </ul>

Type	Content	Frequency	Medias
Press releases	300-600 word long publication containing: <ul style="list-style-type: none"><li>- Brand news</li><li>- Story telling</li><li>- Product information and pitch</li><li>- Events information</li><li>- Own photography / graphics / videos</li><li>- If possible, quotes from satisfied / popular customers (word of mouth)</li></ul>	Each 6 or 8 weeks, depending on brand-related news, new designs etc.	Themed printed and internet medias: <ul style="list-style-type: none"><li>- Home decor</li><li>- Lifestyle</li><li>- Jewish culture</li><li>- Modern art</li><li>- Local events (locations heavily populated with Jews/Israelis)</li></ul>

For all above mentioned types of publications own photography and graphics can be created, although existing internet databased to be used as well (especially for history-related topics). Also, quotes from satisfied users

## SUMMARY

In general, my main idea for Mi Polin brand is to acquire younger, more hip customer, still with strong Jewish identity although more modern. At the same time, current customers need to stay in the focus as brand's main source of income as well as great information channel (both ways, to and from customers).

Having in mind information received from the brand, I would still recommend to redesign and give more focus to the modern media as great story-telling channels.

I would appreciate your view on the proposed solutions, your ideas as well as corrections to the general plan.

If you are interested my way of thinking, you feel like we can really create something together (I really think we can), do not hesitate to challenge me, ask questions and just get in touch. If we are both willing to introduce the brand into the future, we can work this project out together, all its aspects (story, visual, image, budget).

As much as this is new for me, both Mi Polin being brand with great plans and big expectations but also the Jewish community / customers experience, I do believe it is all a learning curve and there is no better way to learn that working with talented, driven and interesting people that can teach us new things.

I hope you had a good read with my work and that you are pleased with at least part of it.

Looking forward to hearing from you!

Wero

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