

facebook

MKT 445 Brand Audit

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brand positioning: 4 steps

1. **Target Market:** Socially-oriented 18-25 year internet users who want to stay connected with the world
2. **Nature of Competition/Category:** Social Media Network



Positioning

Brand
Mantra

4 P's

Brand
Elements

Secondary
Sources

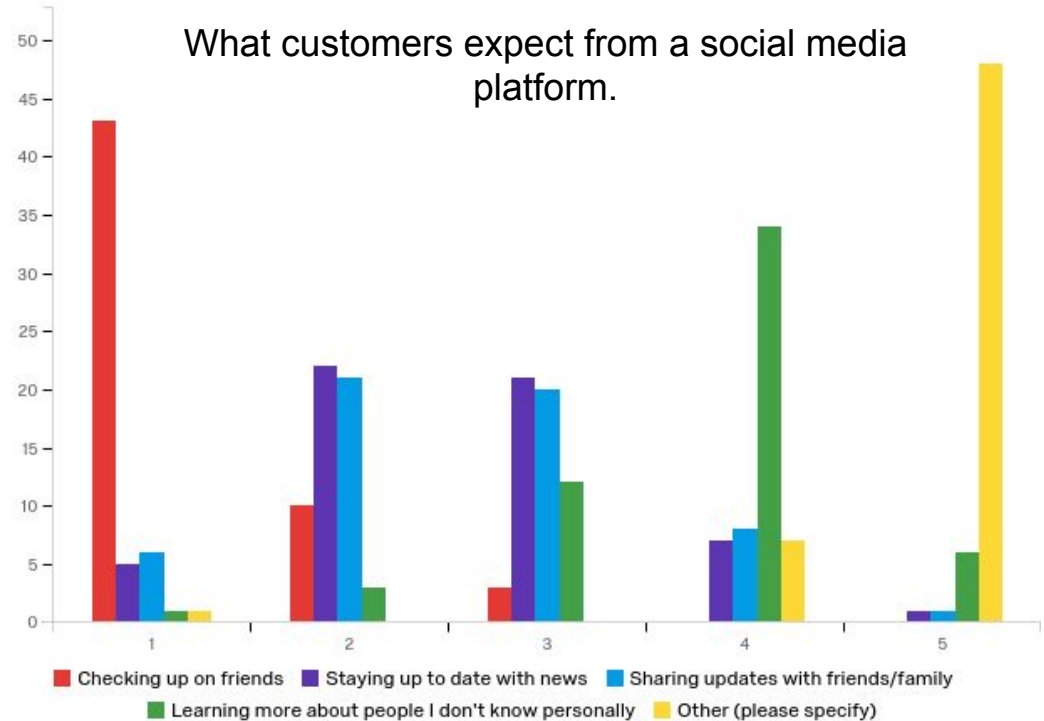
BRP

Equity
Rating

f brand positioning: 4 steps

3. POPs :

- Free
- Functions :
 - Checking up on friends
 - Sharing updates with friends and family
 - Staying up to date with news
- Easily accessible via internet



Positioning

Brand
Mantra

4 P's

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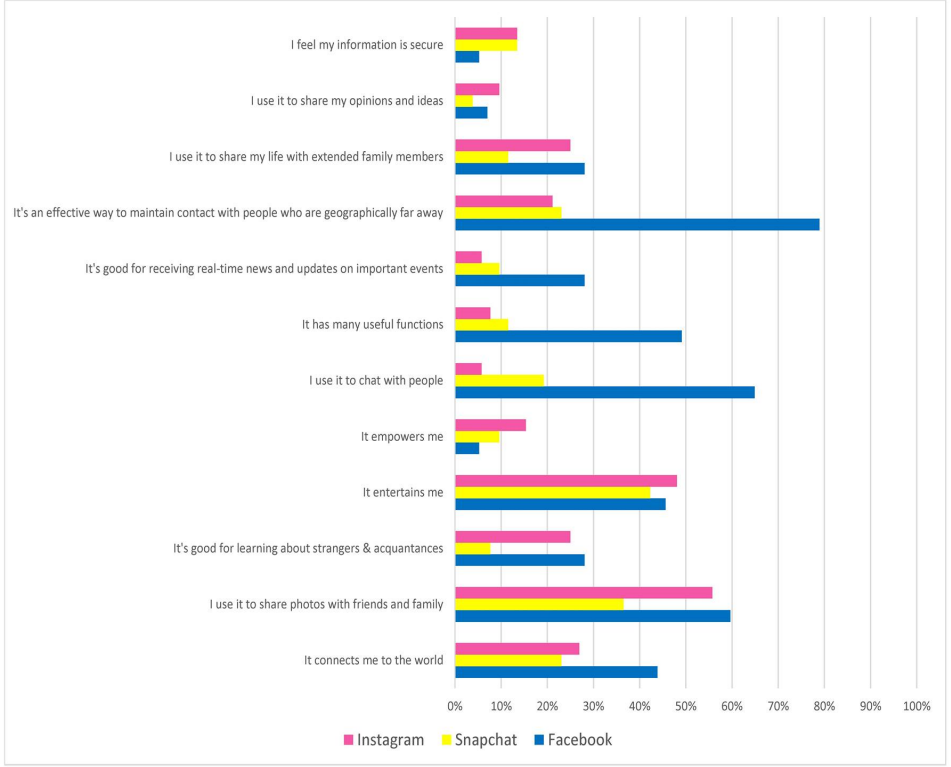
f brand positioning: 4 steps

4. PODs:

Facebook is perceived as best in class for the following benefits:

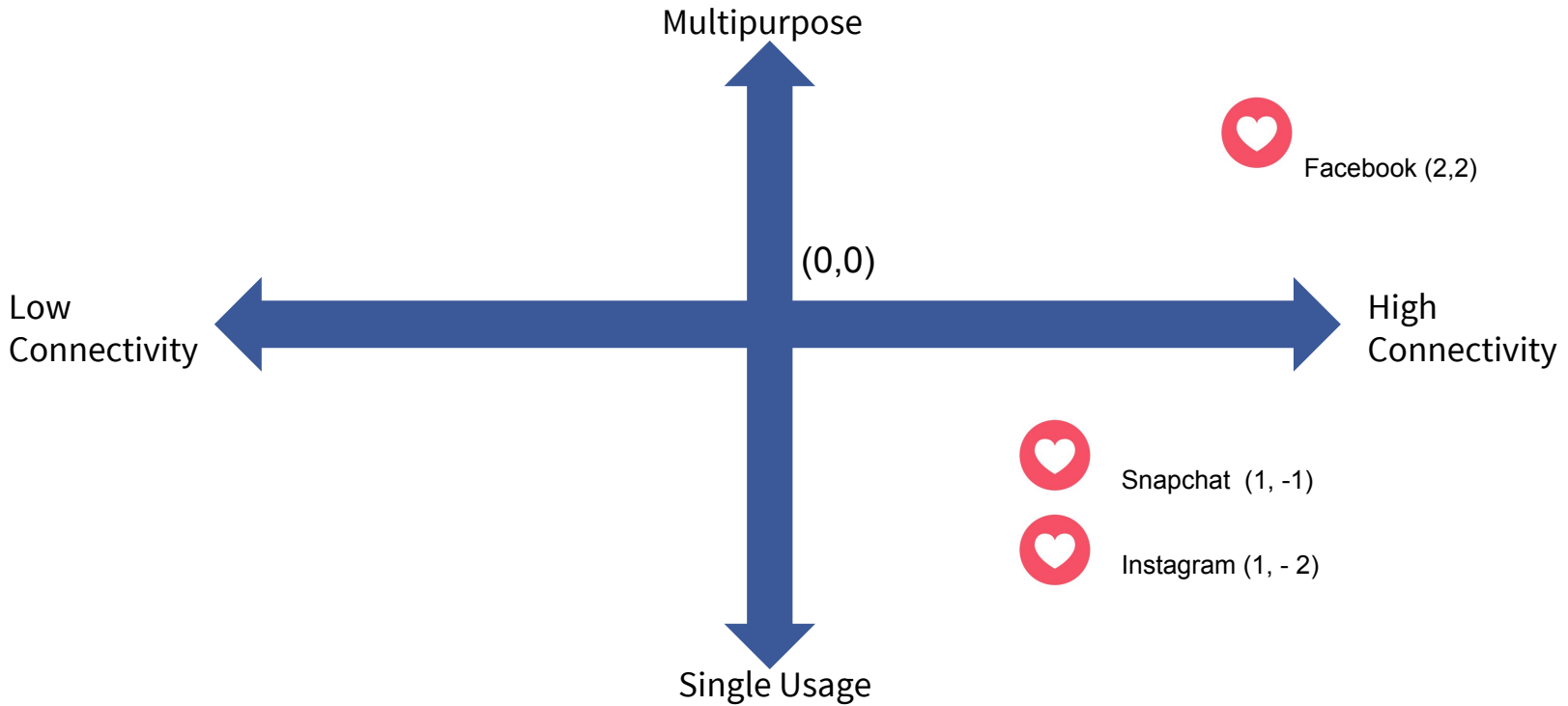
- Maintaining contact
- Chatting with people
- Having multifunctionality
- Sharing life events (photos & opinions) with extended family members
- Connecting to the world

This graph shows how customers associate benefits to facebook, snapchat or instagram. We compared the results to find out where facebook is superior and thus find our POD's.





brand positioning: perceptual map



brand positioning: positioning statement

“Facebook is the only **social media platform** that offers **socially-minded internet users** a diverse **array of features** to **stay connected with all networks around the world**”

Positioning

Brand
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4 P's

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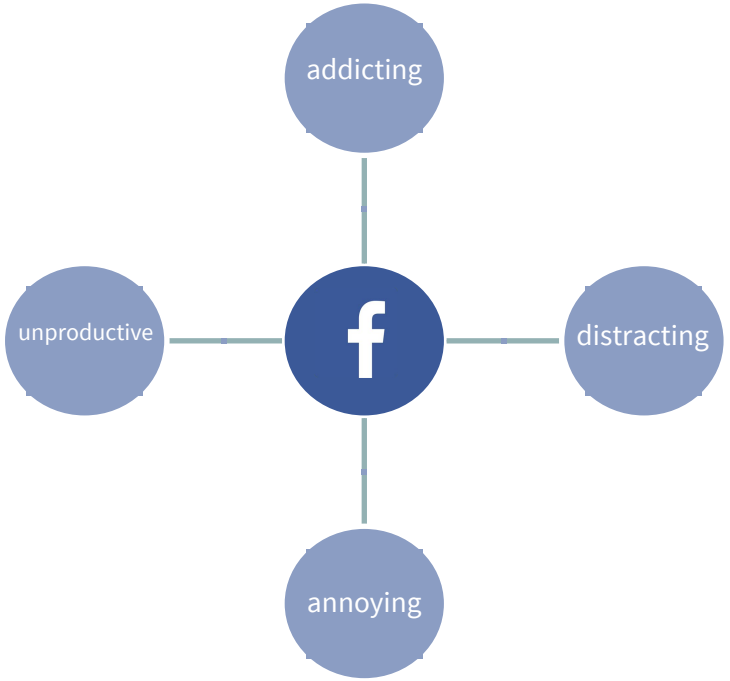
Equity
Rating

f brand mantra: associations

MENTAL MAP - POSITIVE



MENTAL MAP - NEGATIVE





brand mantra: key ideas and core values

KEY IDEAS

innovative	knowledgeable	distracting	likable
addicting	connecting	annoying	diverse
social network	unproductive	multifunctional	social



CORE VALUES



Emotional Modifier	Descriptive Modifier	Brand Functions
Connecting	Diverse	Networks

80% said they could rely on **Facebook to stay connected to the outside world.** Only 46% and 50% said they felt the same about Snapchat and Instagram, respectively.

86% said that Facebook has many useful functions

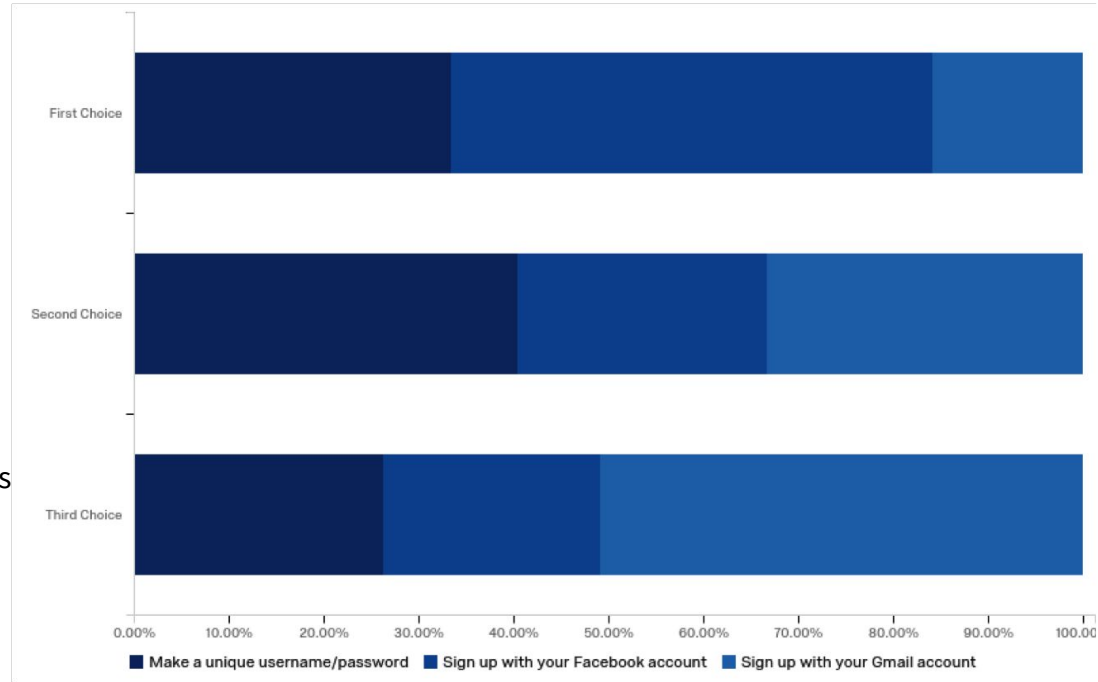
92% said it is an effective way to stay in touch with people who are geographically far away

76% said that if they could only use one social network, it would be **Facebook.** Only 8% and 10% said the same for Snapchat and Instagram, respectively.

f 4P's: product

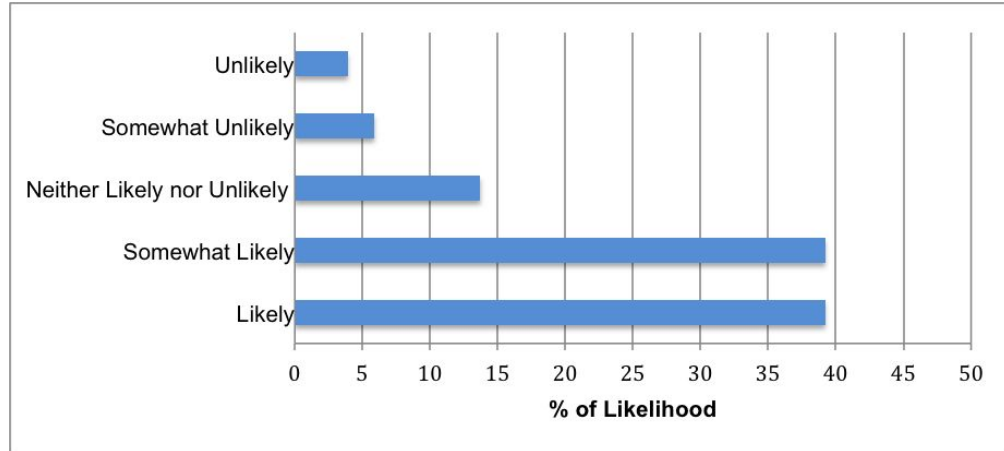
- Facebook provides a **diverse** array of services to consumers as a:
 - News source
 - Messaging Device
 - Gaming platform
 - Money transfer service (a la Venmo)
 - Fundraising application
 - Advertising tool
 - In-app product purchases
 - Sign in to other online applications
- **Packaging** - not a physical product
 - Easily recognizable app icon functions as packaging for smartphones

For online account registrations that have the option of registering via Gmail, Facebook, or creating a unique account, **50%** would register with Facebook.



f 4P's: promotion

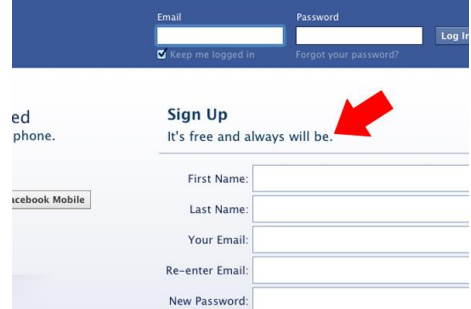
- Heavily reliant on **word of mouth** recommendations
 - WOM drove early growth amongst Ivy league universities in mid-2000s
 - **80% of respondents** said they were somewhat likely/likely to recommend Facebook to friends and family
- **Corporate social responsibility** initiatives also promote brand to public
 - Internet.org provides people in developing countries with free basic wi-fi
 - Expands target audience to increase user base



f 4P's: price and placement

Price: Facebook is free for users.

Some Facebook games have in-app purchases, and companies may pay for advertising services.



Placement: Direct and Indirect

Direct: sign up on facebook.com through a computer, tablet, or smartphone

Indirect: download the Facebook app from the App Store, Google Play, Galaxy Apps, etc. Facebook, Snapchat, and Instagram consistently rank in the top 10.



f brand elements pt. 1



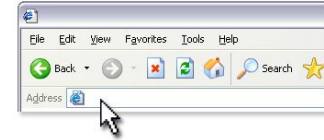
LOGO

Facebook's logo has only undergone one minor change since launch. **100% of survey respondents correctly identified the logo**, proving its **memorability** and **likability**.



"REACTIONS"

Originally only a "like" button, users can now express a reaction to content with "wow," "sad," "love," "haha," and "angry" as well.



URL

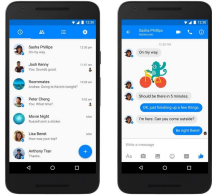
www.facebook.com is **memorable** and **transferable** across different languages.

Facebook's brand elements are **protected** by trademarks and by the guidelines set forth in their Brand Resource Center.

Facebook's brand elements have retained their core purposes since the platform's launch, and small improvements over time reflect their **adaptability**.

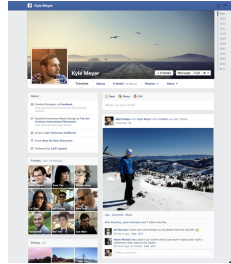
Because Facebook offers a wide range of translations, all brand elements are **transferable** across all regions.

f brand elements pt. 2



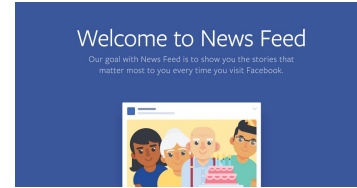
MESSENGER

Facebook messenger allows for easy and instantaneous communication. **62% of survey respondents said it was Facebook's most important feature**, demonstrating its **meaningfulness**.



TIMELINE

The reverse chronological display of a user's history. The use of the word "timeline" often denotes a connection to Facebook. **8% ranked it as the most important feature**.



NEWS FEED



Real time updates of news, friend activity, and advertising. The term "news feed" also connotes a reference to Facebook.






"FB" ABBREVIATION

Due to strong brand awareness, the abbreviation "fb" in colloquial conversation almost always refers to Facebook.

f Secondary sources

Path	Type	Secondary Brand/Source	Types of equity created	How does it impact Facebook?
People	Employee	Mark Zuckerberg 	Imagery - "Innovative", "Entrepreneurial", "Geeky", "Minimalistic/simplistic"	Not only is Mark Zuckerberg the CEO of Facebook, he is also a memorable and iconic symbol for the company. Although he has achieved huge success, he maintains a simplistic and approachable personal style. His unintrusive and likeable image reinforces these qualities of Facebook itself.
	Related people	Priscilla Chan - wife of Zuckerberg	Imagery - Philanthropic	After the birth of their daughter Max, Mark and his wife, Priscilla Chan, established the Chan Zuckerberg Initiative, committing to create a more equitable world. Priscilla's increasing profile and philanthropic efforts create a positive brand image.
Places	Country of origin		Imagery - History & Heritage Resonance - Attachment	Facebook's founding story at Harvard University creates the sense of history and an association with the Ivy League. The movie "The Social Network (2010)" also spread the unique and controversial story of the brand's origins in popular culture.
	Other "places"	Harvard University		

f secondary sources

Path	Type	Secondary Brand/Source	Types of equity created	How does it impact Facebook?
Things	Events	Election	Imagery - Usage situation Resonance - Community, Engagement	Users increasingly turn to Facebook to receive real-time news and dialogue following Presidential Debates and other notable election moments.
		Paris Attack 	Imagery - Usage situation Resonance - Community, Engagement Feeling - Warmth	Facebook users worldwide displayed the colors of the French flag in their profile pictures to express support for and solidarity with the victims.
	Causes	Ice Bucket Challenge for ALS	Imagery - Usage situation Resonance - Engagement Imagery - Philanthropic	Facebook users uploaded videos where they dumped a bucket of ice and water on themselves. The resultant outpouring of support for ALS research exemplifies user engagement for a good cause.
Other brands	Company		Imagery - Usage situation (Photo sharing)	Facebook users can use their accounts to sign up for Instagram. Facebook aims to become a place to share well-crafted photos directly from Instagram.
	Alliance/Ingredient Branding		Imagery - Usage situation (Sharing music/pop culture) - User profile (Music fans, Spotify subscribers)	The Facebook Messenger app has the option to share songs and playlists directly from a Spotify account. This makes Messenger an attractive solution for sharing music.

brand resonance pyramid: salience

DEPTH OF BRAND AWARENESS:

Brand Recall

- **100%** of the respondents thought of Facebook when thinking about social media platforms.
- For **86%** of the respondents, facebook was the first brand to come to mind when thinking of social media platform.

Brand Recognition

- **100%** of the respondents recognized Facebook's logo and correctly named it.



Very strong brand recognition and recall. Purchase and usage consideration are very high. However, several functions are being underutilized.

BREADTH OF BRAND AWARENESS:

Purchase consideration

- **95%** of our respondents registered on Facebook.






Usage consideration

- **> 50%** of the respondents are very likely to use facebook for:
 - sharing photos with friends and family
 - chatting (Facebook Messenger)
 - maintaining contact with people who are far away
- **> 50%** of the respondents are very unlikely to use facebook for:
 - sending money
 - purchasing items online
 - donating money to charity
 - taking notes
 - playing games





brand resonance pyramid : performance

PRIMARY CHARACTERISTICS

Chats and Messages 	Respondents ranked it as most important feature by 62% , compared to 2% and 16% for Snapchat and Instagram, respectively
Photos 	Ranked most important feature by 12%
News Feed 	Ranked most important feature by 8%
Timeline 	Ranked most important feature by 8%
Events 	Ranked by most important feature by 8%

SECONDARY FEATURES

Reactions (like button, love button, etc.) 	Ranked as 4th most important feature by 10%
Groups 	2nd most important Facebook feature by 4%

PRICE

Facebook, Snapchat, and Instagram are all **free** social media platforms



brand resonance pyramid : performance

SERVICE

Empathy	<p>80% said Facebook is reliable</p> <p>60% felt happy with their last Facebook experience</p>
Effectiveness	<p>52% felt satisfied with their last Facebook experience</p> <p>84% feel Facebook is innovative</p> <p>84% feel Facebook is likable</p> <p>60% feel Facebook is knowledgeable</p> <p>34% feel Facebook is admirable</p> <p>30% feel Facebook is trustworthy</p>
Efficiency	<p>94% feel they can conveniently access Facebook</p> <p>92% feel Facebook is efficient</p> <p>82% feel Facebook is user-friendly</p>

STYLE AND DESIGN

User-Friendly	82% feel Facebook is user-friendly
Visually Appealing	74% find Facebook to be visually appealing



OVERALL Facebook demonstrates **strong performance**, and survey results show that the platform serves a diverse set of user needs.



brand resonance pyramid : imagery

User Profile	Socially-minded individuals Our survey data showed that there is no specific user profile associated with Facebook, as the user base is so diverse.
Purchase & Usage Consideration	Time situation: “Anytime, any moment” Type of channels: smartphone, computer
History, Heritage, & Experience	History: Facebook’s founding story, focusing on founder Mark Zuckerberg, expressed through films such as the Social Network 63% of respondents feel they grew up with Facebook 44% said they consider Facebook as old friend
Personality & Values	Personality: Easily accessible (95%), Visually appealing (72%), Likable (82%), Family-friendly (60%), Youthful (67%) Values: Innovative (81%), Connectivity (42%), Multi-functional (45%)

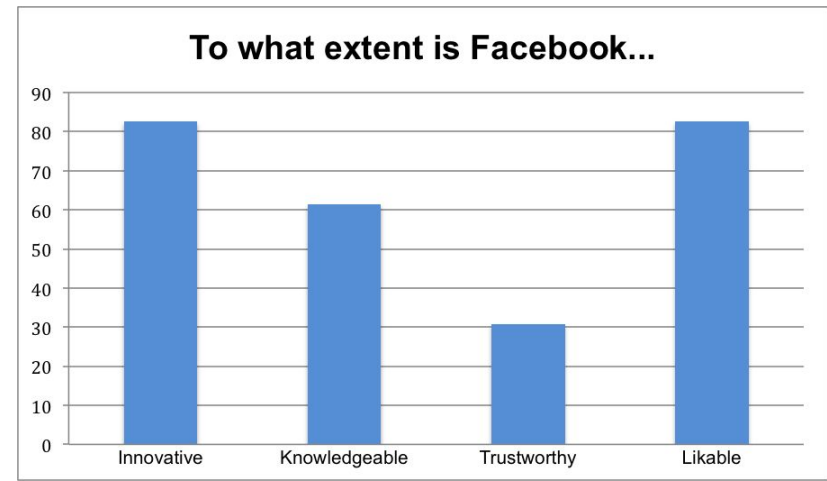
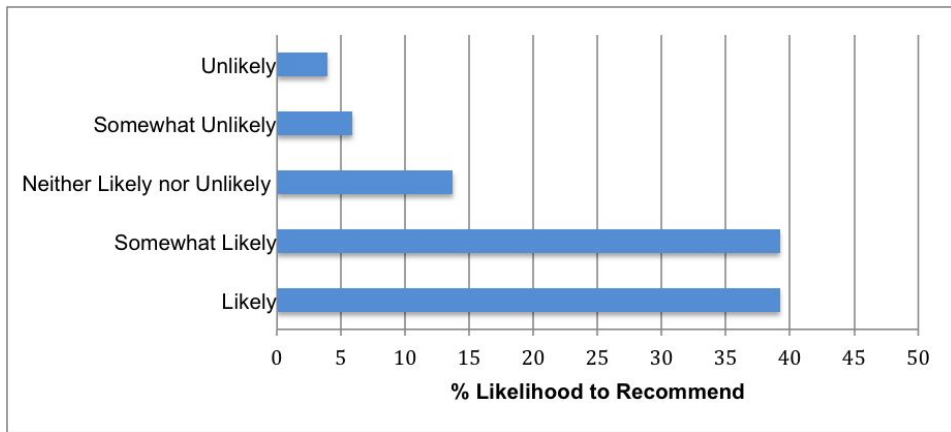




brand resonance pyramid : judgments

Consideration - Nearly 80% of respondents said they were somewhat likely or likely to recommend Facebook to friends and family.

Credibility - 30% of respondents felt that Facebook was trustworthy, while 46% and 19% felt Instagram and Snapchat respected their privacy, respectively.





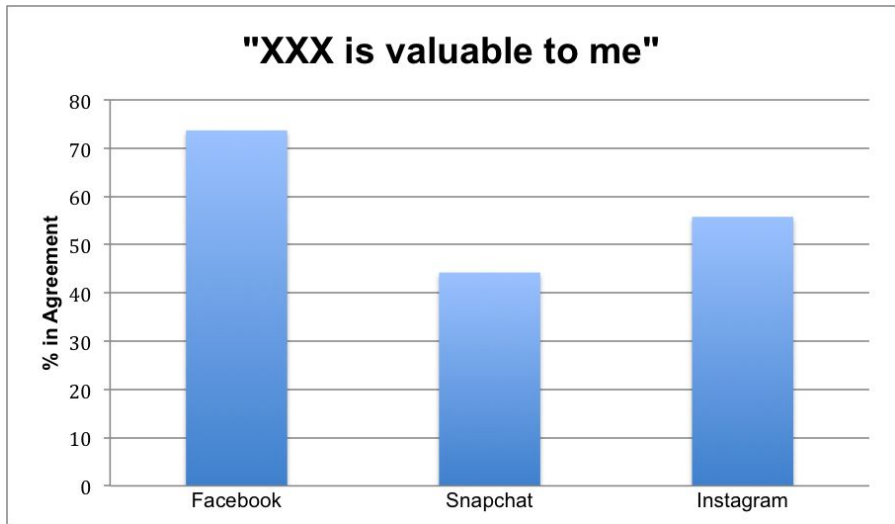
brand resonance pyramid : judgments

Superiority - Facebook offers various features that neither of the two main competitors offer, and as a result has numerous advantages over its competitors including, but not limited to, its role as a:

- News source
- Promotional platform for events
- Messaging device
- Fundraising platform
- “On This Day” function
- Gaming device

This **multifunctionality** is unique to Facebook relative to its competitors, making it a “one-stop shop” for people’s social wants and needs.

Quality - Nearly 20% and 30% more respondents feel Facebook is valuable to them, compared to Snapchat and Instagram respectively.

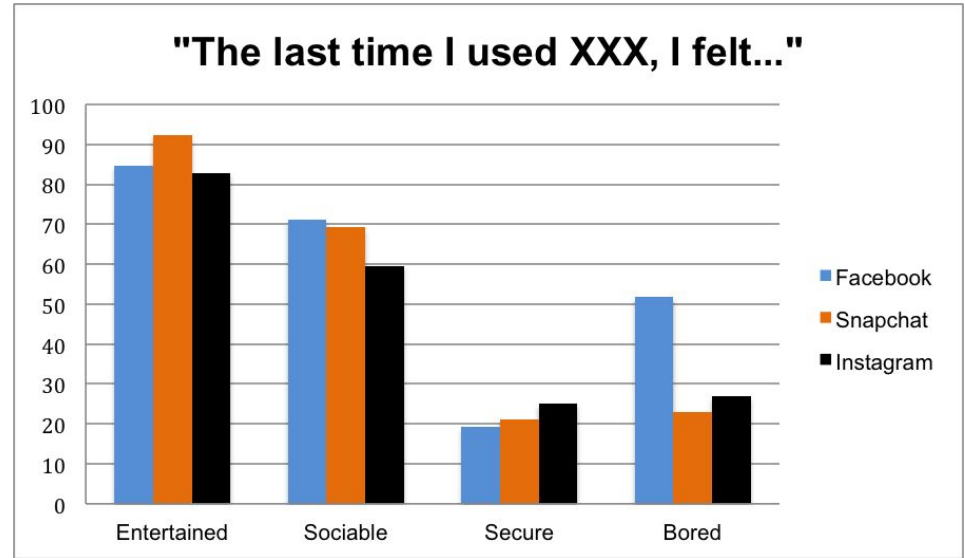


f brand resonance pyramid : feelings

Amongst the key differences between the three brands assessed was that a substantially larger portion of respondents felt Facebook is more **boring** than Instagram or Snapchat.

The closeness with which respondents generally held opinions about the three brands shows that the three platforms are **not currently differentiated enough** in these ways for users to come to distinct conclusions.

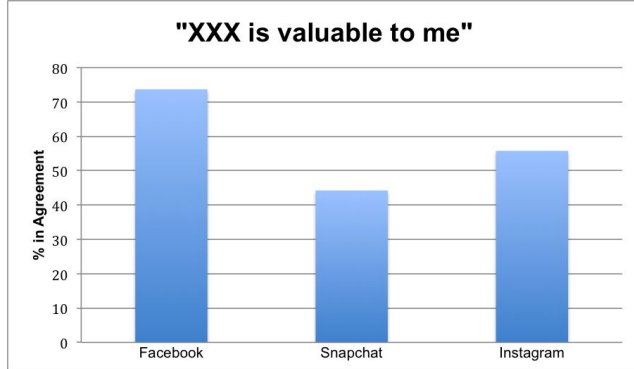
In other words: users think of these three brands more in terms of general social media rather than as distinct entities and as a result, rank them all in a similar fashion.



brand resonance pyramid : resonance

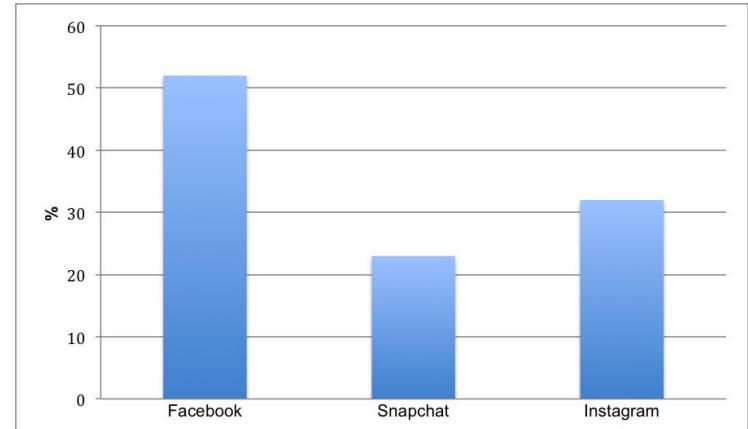
Attachment - High perceived overall value

- 71% say Facebook is valuable to them
 - VS. 44% for Snapchat & 56% for Instagram
- 76% of respondents would choose Facebook over others if they could only use one social network.



Engagement - High engagement relative to competitors

- 52% feel personally connected to Facebook
 - VS. 23% for Snapchat & 32% for Instagram



brand resonance pyramid : resonance

Loyalty - High loyalty

High usage frequency

- 85% use multiple times per day
 - VS. 54% for Snapchat & 40% for Instagram

Low brand switching intention

- 35% would likely switch to another brand if Facebook stopped working
 - VS. 42% for Snapchat & 32% for Instagram

High perceived active usage

- 85% consider themselves to be active users
 - VS. 75% for Snapchat & 65% for Instagram

Community - High sense of community

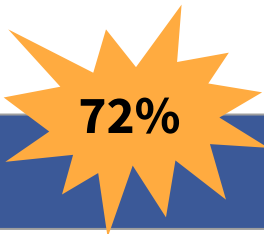
- 77% of respondents would recommend Facebook to their community of friends and relatives
- 53% of respondent feel personally connected to facebook.



OVERALL Facebook demonstrates **strong resonance**, and survey results outlined that facebook consumers are particularly loyal.



equity rating



Equity block	Rating	Reasoning	
Positioning	65%	<ul style="list-style-type: none"> Target market is really well established and extremely large Category membership is well defined in consumers' mind. 	<ul style="list-style-type: none"> Facebook has all necessary POP's to compete in it's market. POD's are strong but really vulnerable. (Best in class but not unique in its literal sense)
Brand Mantra	75%	<ul style="list-style-type: none"> Core brand promise is well communicated 	
4 P's	68%	<ul style="list-style-type: none"> Product : Easy to use, Convenient, all-in-one application but some unused functions Promotion : Little promotion; Highly effective word of mouth 	<ul style="list-style-type: none"> Placement : Convenient. Directly and indirectly Price : Free
Brand elements	80%	<ul style="list-style-type: none"> Highly Memorable & Highly Transferable : Logo, "FB" abbreviation, URL Highly Adaptable: Logo, Newsfeed 	<ul style="list-style-type: none"> Protectable: "Facebook" brand name Highly Appealing: Reactions Highly Meaningful: Timeline, Newsfeed, Reactions
Secondary sources	75%	<ul style="list-style-type: none"> Facebook leverages on numerous external sources e.g. events, campaigns, official corporate, celebrity, political party pages 	<ul style="list-style-type: none"> Due to highly recognised key people and the place of origin, Facebook has successfully established its identity and is also highly differentiated from its competitors
Brand Resonance pyramid	70%	<ul style="list-style-type: none"> Identity: Deep and broad identity (High recall & recognition, Well-established multi-category product) Meaning: Strong, favorable, and unique association (High performance and broad imagery) 	<ul style="list-style-type: none"> Responses: Overall high judgement and highly flexible imagery Relationship: Well established brand-users relationship, indicated as high loyalty and attachment. Moderate active relationship due to moderate community and engagement

Positioning

Brand Mantra

4 P's

Brand Elements

Secondary Sources

BRP

Equity Rating

Appendix - Research Overview

Exploratory Interviews

10 total respondents

- a. 19 year old female
- b. 20 year old female
- c. 20 year old male
- d. 24 year old male
- e. 23 year old male
- f. 21 year old female
- g. 21 year old female
- h. 21 year old female
- i. 25 year old male
- j. 20 year old female

Survey

125 responses, **52 qualified, completed surveys**

1. Marketing students and non-target market members screened out

Supplementary Online Research

Documented in References section

Appendix - Interview Questions

1. What are the primary activities you do online?
2. What are the primary ways you (**change this according to the previous answer** e.g. stay in touch with people)?
(If the answer to Q1 is to post pictures, then ask the primary ways in which he/she does that. This way, we can get to the competing brands for FB)
3. Name three social network platforms you use most in a day.
4. What comes to mind when I say Facebook ?
5. What three things (adjectives) come to mind when I say Facebook?
6. Imagine Facebook was a person. Can you describe its characteristics and personality?
7. What do you like (dislike) about Facebook? → Why is it important for you? (What are the reasons/core values behind their answers)
8. Look at the list of five smartphone applications on the following three people. Could you describe their personalities and characteristics?
 - **Person #1:** Spotify, Gmail, Netflix, **Facebook**
 - **Person #2:** Spotify, Gmail, Netflix, **Snapchat**
 - **Person #3:** Spotify, Gmail, Netflix, **Instagram**



Appendix - Interview Major Takeaways

- There is strong link between **social network - Facebook** in the interviewees' mind
- Two strong competitors: **Snapchat** and **Instagram** (Some other potential competitors: WhatsApp, Twitter, etc)
- Main activities done online include: having daily conversation, catching-up with friends and families who are physically far away, entertainment purposes (photo sharing, watch videos), reading news
→ Underlying need / core value : **staying connected with the world and people**
- Positive associations: Multifunctional, Innovative, Knowledgeable, Likable, Diverse, Social, Connecting
- Negative associations: Addicting, Annoying, distracting, unproductive
→ Both positive and negative associations build upon the **easy-to-access nature** of Facebook, and significant number of interviewees commented on their **high usage frequency** that could potentially be problematic if exceeds certain level
- Brand personification question revealed that users could virtually be "**anyone**"
→ Facebook serves various basic needs that users look for on social medias
→ Facebook has **gender-neutral**, **occupation-neutral** and **personality-neutral** brand image (Although it is limited to the people who are active on social media to some extent)



Appendix - Survey Questions 1

Q1 Thank you in advance for your participation in our survey! Please make sure to complete until the end! Your responses are very valuable and will solely be used for our MKT 445 class. Once more, thank you and fight on!

Q2 What social media platforms are you aware of?

Q3 Check all social media platforms that you use.

- Facebook (1)
- Snapchat (2)
- Instagram (3)
- MySpace (4)
- Twitter (5)
- Tumblr (6)
- LinkedIn (7)

If Facebook Is Not Selected, Then Skip To End of Survey. If Snapchat Is Not Selected, Then Skip To End of Survey. If Instagram Is Not Selected, Then Skip To End of Survey

Q13 Are you pursuing a business degree or do you have marketing experience?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To End of Survey

Q4 Check which age range you fall within.

- Under 18 (1)
- Between 18 and 25 (2)
- 26-40 (3)
- 40-60 (4)
- 60+ (5)

If Between 18 and 25 Is Not Selected, Then Skip To End of Survey

Q33 Tick the social media icons you recognize. Please specify what they are in the box provided.

- Image:fb_icon_325x325.png (1) _____
- Image:Instagram_App_Large_May2016_200.png (2) _____
- Image:main-qimg-2d573567c4c9c8277f03f97bb4d8583c.png (3) _____
- Image:Twitter_bird_logo_2012.svg (4) _____
- Image:LinkedIn_logo_initials.png (5) _____



Appendix - Survey Questions 2

Q14 What do you want to be able to do on social media platforms? Please rate their importance.

- Checking up on friends (1)
- Staying up to date with news (2)
- Sharing updates with friends/family (3)
- Learning more about people I don't know personally (4)
- Other (please specify) (5)

Q7 How frequently do you use Facebook?

- Multiple times per day (1)
- Daily (2)
- 2-3 times per week (3)
- Once per week (4)
- Once or twice per month (5)
- Infrequently (6)

If Multiple times per day is Selected, Then Skip To If you are using Facebook multiple ti...

??? If you are using Facebook multiple times per day, check all times that you use it.

- 6-9 AM (1)
- 9AM-12PM (2)
- 12PM-5PM (3)
- 5PM-8PM (4)
- 8PM-2AM (5)

Q35 How long have you been an active user of Facebook?

- Less than 6 months (1)
- 6 months - 1 year (2)
- 1 - 3 years (3)
- 3-5 years (4)
- 5-7 years (5)
- 7+ years (6)



Appendix - Survey Questions 3

USAGE CONSIDERATION To what extent do you agree with the following statement with regards to Facebook?

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)						
It connects me to the world (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
I use it to share photos with friends and family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
It's good for learning about strangers & acquaintances (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
It entertains me (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
It empowers me (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
I use it to chat with people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
It has many useful functions (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
It's good for receiving real-time news and updates on important events (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
...											
						It's an effective way to maintain contact with people who are geographically far away (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
						I use it to share my life with extended family members (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
						I use it to share my opinions and ideas (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
						I feel my information is secure (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
						Other (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 4

Primary Charac. Please rank the features of Facebook that are most important to you.

- _____ Chats and Messages (1)
- _____ Photos (2)
- _____ News Feed (3)
- _____ Timeline (4)
- _____ Facebook Reactions (the like button, the love button, the sad button, etc.) (5)
- _____ Groups (6)
- _____ Events (7)

Q24 To what extent do you agree with the following statements?

	Strongly Disagree (1)	Somew hat Disagree (2)	Neutral (3)	Somew hat Agree (4)	Strongly Agree (5)
I can rely on Facebook to stay connected to the world. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical issues are easy to resolve. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find Facebook's design to be visually appealing. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook allows me to efficiently interact with friends group. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is user-friendly. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can conveniently access Facebook. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook respects my privacy. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 6

Q62 To what extent do you agree with the following statements?

	Strongly disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
I think of Facebook like an old friend (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of Facebook like a new friend (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I grew up with Facebook (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is for my parents' generation (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is for young professionals (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is for highly educated people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is a hub for popular culture (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is valuable to me (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel personally connected to Facebook (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Feelings Think of the last time you used Facebook. To what extent do you agree with the following statements?

	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly Agree (5)
I felt bored (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt angry (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt overwhelmed (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt entertained (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt sociable (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt secure (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt satisfied (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 7

Consideration How likely would you be to recommend Facebook to friends and family?

- Highly unlikely (1)
- Somewhat unlikely (2)
- Neutral (3)
- Somewhat likely (4)
- Highly likely (5)

Q36 Facebook is...

	Strongly Disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Innovative (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likable (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Admirable (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerned about society as a whole (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family-friendly (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Controversial (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youthful (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Attachment If you could only use one social network, which one would it be?

- Snapchat (1)
- Instagram (2)
- Facebook (3)
- Twitter (4)
- LinkedIn (5)
- Other (6) _____

Loyalty If Facebook was not working for a day, how likely would you switch to another social media platform?

- Likely (1)
- Slightly likely (2)
- Neutral (3)
- Slightly Unlikely (4)
- Unlikely (5)

Q42 To what extent do you agree with the following statement? I consider myself an active user of Facebook*

- Strongly agree (6)
- Somewhat agree (7)
- Neither agree nor disagree (8)
- Somewhat disagree (9)
- Strongly disagree (10)

Q81 Imagine you're making an account for some website (such as Spotify, Yelp). You have three ways to complete your registration. Rank how likely it is that you would sign up through the following methods.

- _____ Make a unique username/password (1)
- _____ Sign up with your Facebook account (2)
- _____ Sign up with your Gmail account (3)



Appendix - Survey Questions 8

Q67 How likely would you use Facebook to do the following things?

	Extremely unlikely (29)	Somewhat unlikely (28)	Neither likely nor unlikely (27)	Somewhat likely (26)	Extremely likely (25)
Sending money (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing items online (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertise (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donate money to charity (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play games (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take notes (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fundraise for a cause (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote an event (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message people (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q54 How frequently do you use Snapchat?

- Multiple times per day (1)
- Daily (2)
- 2-3 times per week (3)
- Click to write Choice 4 (4)

Answer If How frequently do you use Snapchat? Multiple times per day Is Selected

Q55 If you are using Snapchat multiple times per day, check all times that you use it.

- 6-9 AM (1)
- 9AM-12PM (2)
- 12PM-5PM (3)
- 5PM-8PM (4)
- 8PM-2AM (5)

Q58 How often have you been an active user of Snapchat?

- Less than 6 months (1)
- 6 months - 1 year (2)
- 1 - 3 years (3)
- 3-5 years (4)
- 5-7 years (5)
- 7+ years (6)

Q68 Check all features of Snapchat that you use.

- Snaps (1)
- Chats (2)
- Stories (3)
- Memories (4)
- Discovery (5)

Q22 Now please rank the features of Snapchat that are most important to you.

- _____ Snaps (1)
- _____ Chats (2)
- _____ Stories (3)
- _____ Memories (4)
- _____ Discovery (5)



Appendix - Survey Questions 9

Q68 To what extent do you agree with the following statement with regards to Snapchat?

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
It connects me to the world (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to share photos with friends and family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's good for learning about strangers & acquaintances (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It entertains me (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It empowers me (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to chat with people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has many useful functions (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's good for receiving real-time news and updates on important events (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's an effective way to maintain contact with people who are geographically far away (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I use it to share my life with extended family members (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to share my opinions and ideas (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my information is secure (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 10

Q68 To what extent do you agree with the following statements?

	Strongly disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
I think of Snapchat like an old friend (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of Snapchat like a new friend (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I grew up with Snapchat (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is for my parents' generation (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is for young professionals (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is for highly educated people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is a hub for popular culture (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 To what extent do you agree with the following statements?

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
I can rely on Snapchat to stay connected to the world. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical issues I have with Snapchat are easy to resolve. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find Snapchat's design to be visually appealing. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat allows me to efficiently interact with my social networks. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is user-friendly. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can conveniently access Snapchat. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat respects my privacy. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat is valuable to me (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel personally connected to Snapchat (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 11

Q27 Think about the last time you used Snapchat. To what extent did the following statements apply to you?

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
I felt bored (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt exasperated (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt angry (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt overwhelmed (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt entertained (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel sociable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel secure (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28 Rate the following traits as they apply to Snapchat.

	Strongly Disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Entertaining (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overwhelming (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincere (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connected (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empowering (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respectful (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 12

Q50 If Snapchat was not working for a day, how likely would you switch brands?

- Extremely likely (8)
- Somewhat likely (9)
- Neither likely nor unlikely (10)
- Somewhat unlikely (11)
- Extremely unlikely (12)

Q52 To what extent do you consider yourself an active user of Snapchat?

- Strongly agree (8)
- Somewhat agree (9)
- Neither agree nor disagree (10)
- Somewhat disagree (11)
- Strongly disagree (12)

Q56 How frequently do you use Instagram?

- Multiple times per day (1)
- Daily (2)
- 2-3 times per week (3)
- Once per week (4)
- Once or twice per month (5)
- Infrequently (6)

Answer If How frequently do you use Instagram? Multiple times per day is Selected

Q57 If you are using Instagram multiple times per day, check all times that you use it.

- 6-9 AM (1)
- 9AM-12PM (2)
- 12PM-5PM (3)
- 5PM-8PM (4)
- 8PM-2AM (5)

Q59 How often have you been an active user of Instagram?

- Less than 6 months (1)
- 6 months - 1 year (2)
- 1 - 3 years (3)
- 3-5 years (4)
- 5-7 years (5)
- 7+ years (6)

Q71 Check all features of Instagram that you use.

- Direct Messages (1)
- Stories (2)
- Explore Tab (3)
- Filters and Posting (4)

Q23 Please rank the features of Instagram that are most important to you.

- _____ Direct Messages (1)
- _____ Stories (2)
- _____ Explore Tab (3)
- _____ Filters and Posting (4)



Appendix - Survey Questions 13

Q69 To what extent do you agree with the following statements?

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
I think of Instagram like an old friend (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think of Instagram like a new friend (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like I grew up with Instagram (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is for my parents' generation (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is for young professionals (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is for highly educated people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is a hub for popular culture (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q69 To what extent do you agree with the following statement with regards to Instagram?

	Strongly Disagree (1)	Somewhat Disagree (2)	Neutral (3)	Somewhat Agree (4)	Strongly Agree (5)
It connects me to the world (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to share photos with friends and family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's good for learning about strangers & acquaintances (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It entertains me (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It empowers me (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to chat with people (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has many useful functions (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's good for receiving real-time news and updates on important events (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 14

It's an effective way to maintain contact with people who are geographically far away (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to share my life with extended family members (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use it to share my opinions and ideas (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my information is secure (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel personally connected to Instagram (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is valuable to me (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q65 Think about the last time you used Instagram. To what extent did the following statements apply to you?

	Strongly disagree (11)	Somewhat disagree (12)	Neither agree nor disagree (13)	Somewhat agree (14)	Strongly agree (15)
I felt bored (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt exasperated (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt happy (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt angry (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt overwhelmed (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt entertained (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt sociable (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I felt secure (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Appendix - Survey Questions 15

Q26 To what extent do you agree with the following statements?

	Strongly disagree (11)	Somewhat disagree (12)	Neither agree nor disagree (13)	Somewhat agree (14)	Strongly agree (15)
I can rely on Instagram to stay connected to the world. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical issues I have with Instagram are easy to resolve. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find Instagram's design to be visually appealing. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram allows me to efficiently interact with my social networks. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram is user-friendly. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can conveniently access Instagram. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram respects my privacy. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q64 I find the Instagram to be...

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
Entertaining (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overwhelming (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincere (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connected (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empowering (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respectful (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q51 If Instagram was not working for a day, how likely would you switch to another social media platform?

- Extremely likely (8)
- Somewhat likely (9)
- Neither likely nor unlikely (10)
- Somewhat unlikely (11)
- Extremely unlikely (12)

Q53 To what extent do you consider yourself an active user of Instagram?

- Strongly agree (8)
- Somewhat agree (9)
- Neither agree nor disagree (10)
- Somewhat disagree (11)
- Strongly disagree (12)

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Facebook Brand Resource Center
<https://en.facebookbrand.com/>



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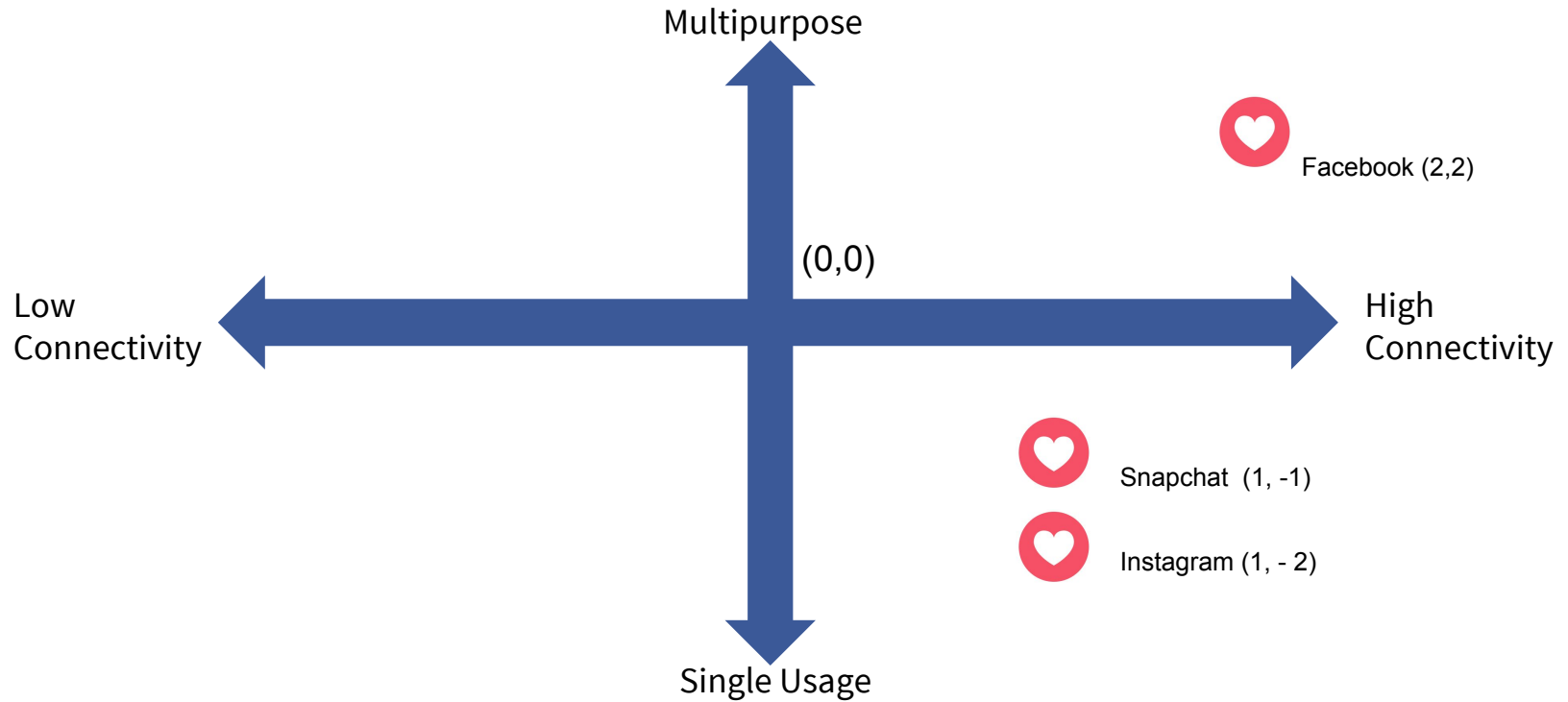
MKT 445 New Product Proposal

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Emily Moneymaker

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Positioning



Positioning

Category	Social media platform
Competitors	Instagram & Snapchat
Target Market	Socially-oriented 18-25 year old internet users who want to stay connected with the world
POPs	Free, easily accessible via internet, functions (checking up on friends, sharing updates with friends/family, staying up to date with news)
PODs	Facebook is perceived as best in class for its numerous benefits: <ul style="list-style-type: none">● Maintaining contact with individuals● Chatting with people● Having multifunctionality● Sharing life events (photos & opinions) with extended family members● Remaining connecting to the world

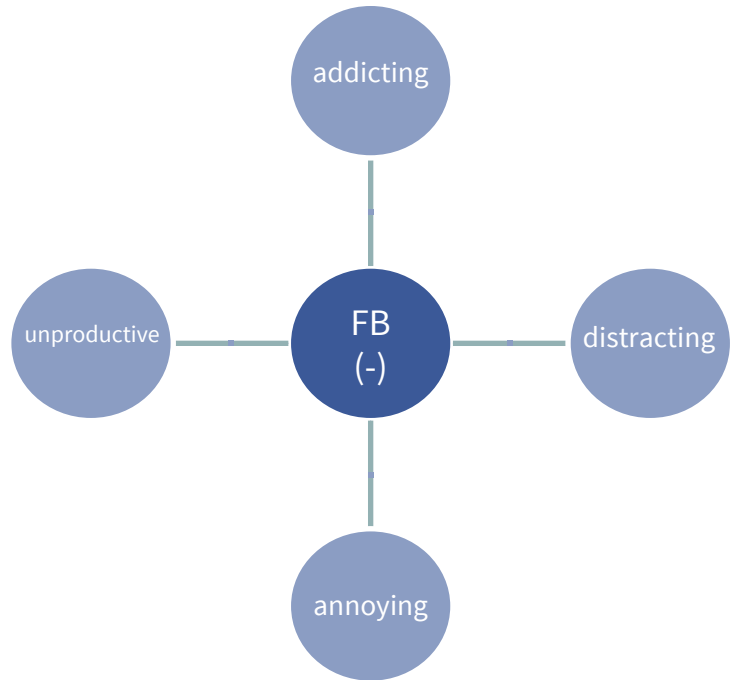
“Facebook is the only **social media platform** that offers **socially-minded internet users** a diverse **array of features** to **stay connected with all networks around the world**”

Brand Mantra

MENTAL MAP - POSITIVE



MENTAL MAP - NEGATIVE



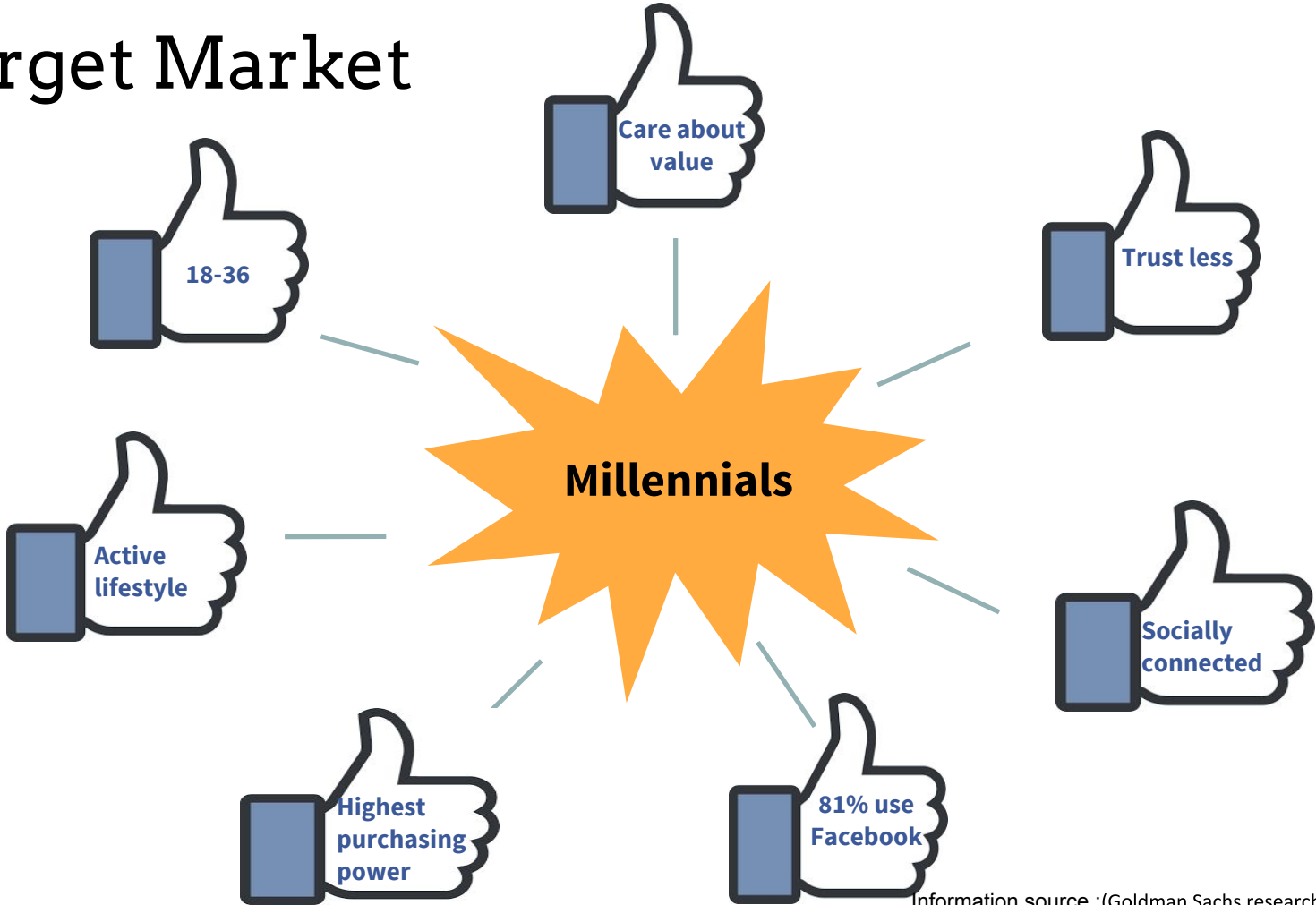
Brand Mantra

innovative	knowledgeable	distracting	likable
addicting	connecting	annoying	diverse
social network	unproductive	multifunctional	social



Emotional Modifier	Descriptive Modifier	Brand Functions
Connecting	Diverse	Networks

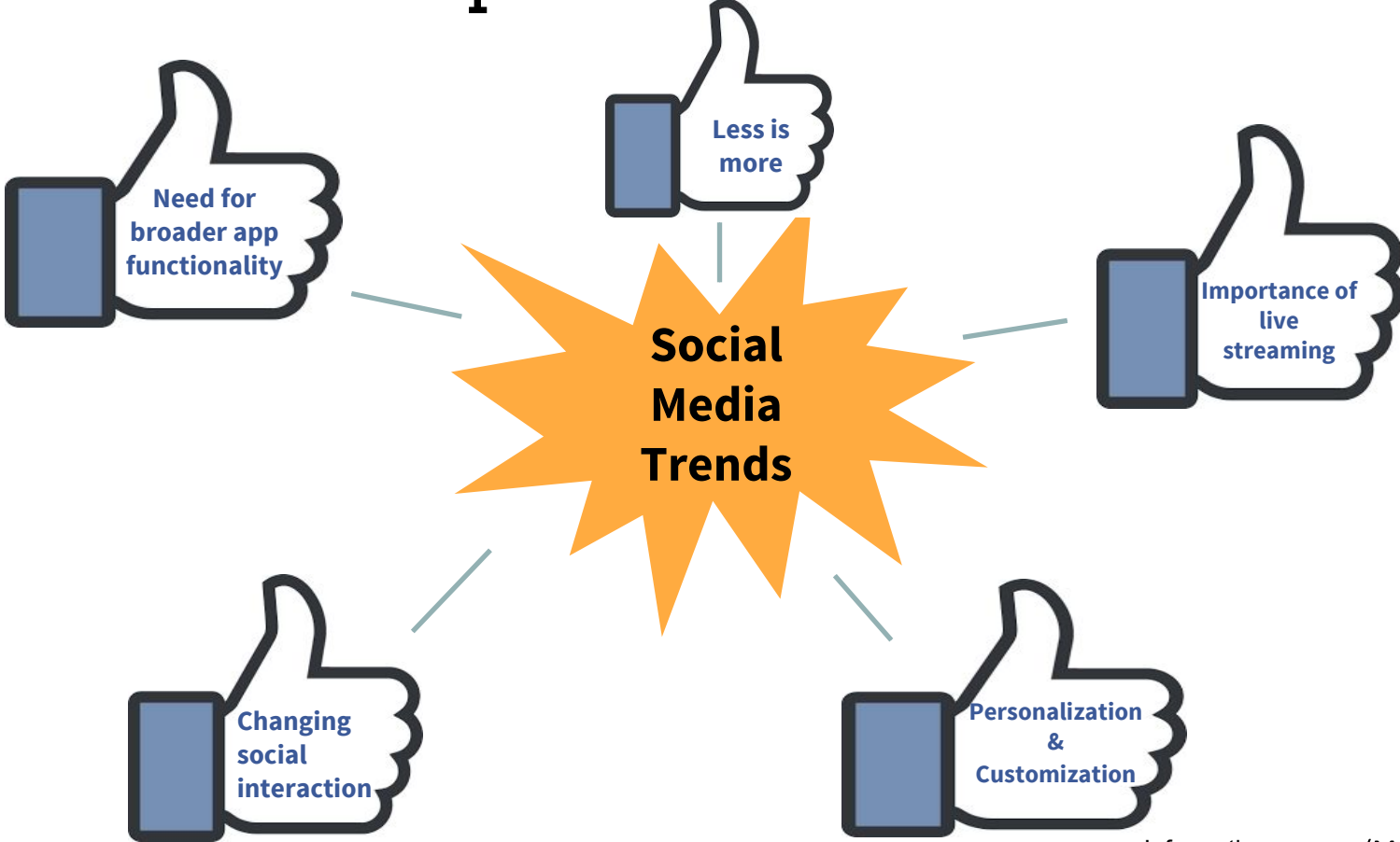
Target Market



Information source : (Goldman Sachs research center, 2016) &⁷
(Nielsen 2013) & (PEW research center, 2016)



Media Consumption Trends



f

New Product Proposals

Trends & Insights Pt. 1

15% of US adults report that they have used online dating websites or applications

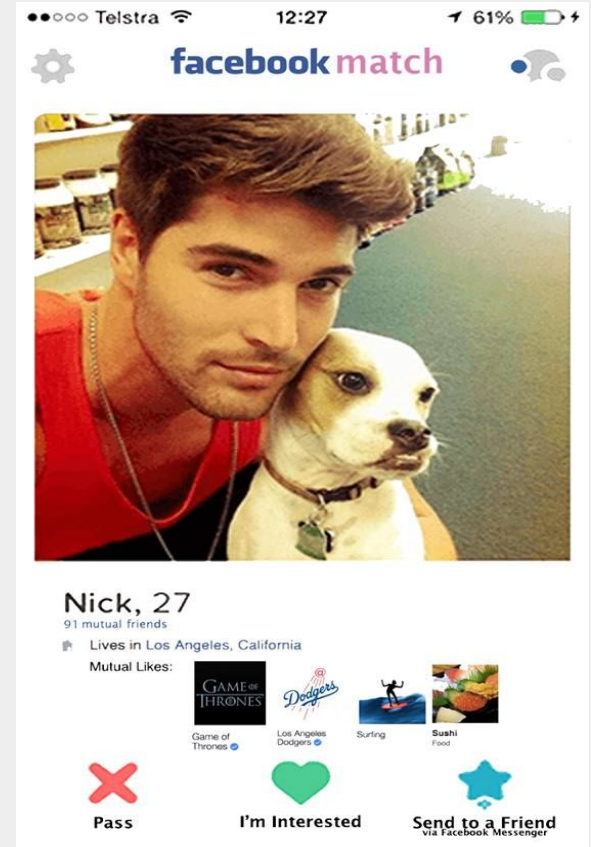
Online dating has **lost much of its stigma**, and a majority of Americans now say online dating is a good way to meet people

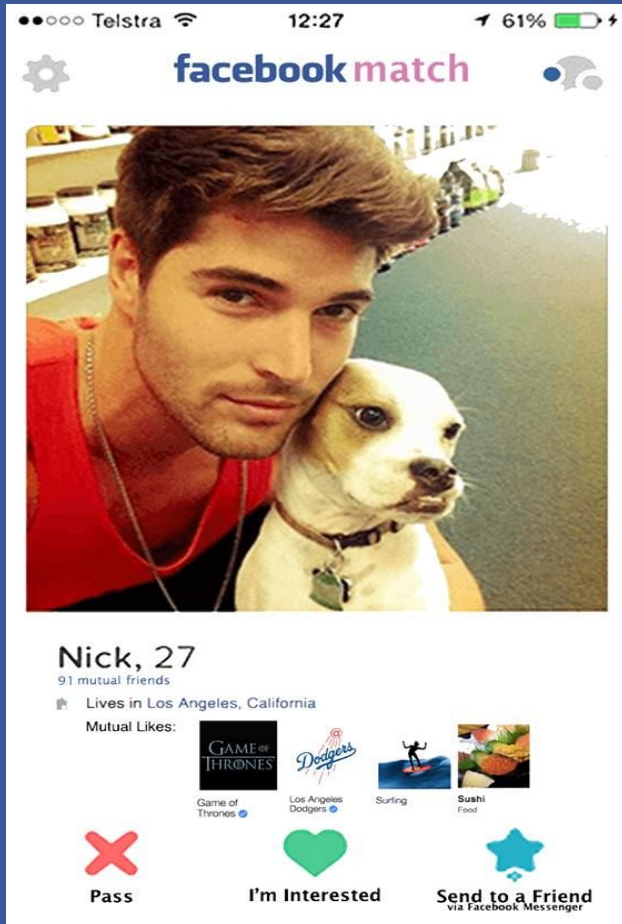
5% of Americans who are married or in committed relationship say they met their significant other online



Facebook Match

A Sophisticated Dating Platform





"Facebook Match gives you the chance to connect with future partners that perfectly match with your personal characteristics"

BENEFITS

- Easily connects individuals to people with **similar personal characteristics and interests**
- **Ensures the safety and security of your information** because you will be only matched when you and the other party have a mutual (direct or extended) connection
- **Enables you to provide more information** if (and only if) you think you want the other person to know more about you

Trends & Insights Pt. 2

16 billion digital coupons were used in 2014

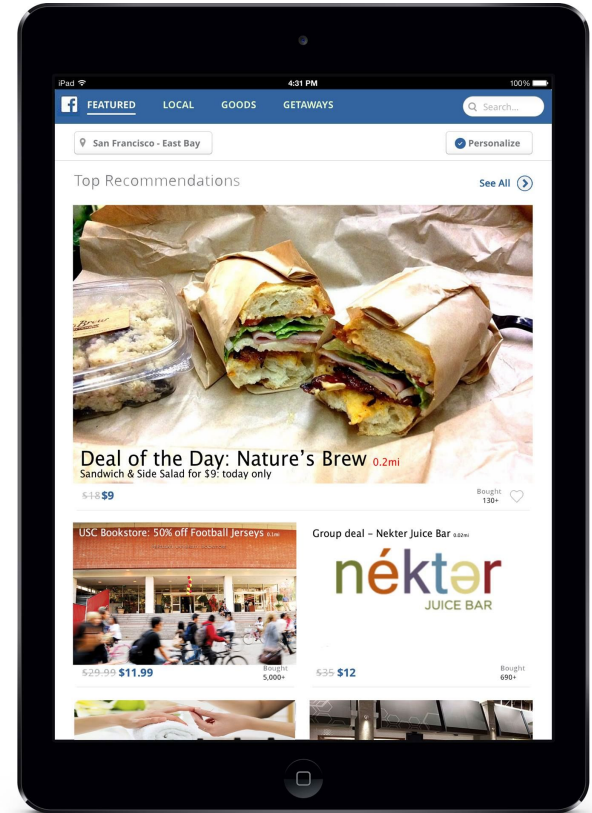
This number is projected to grow to **31 billion** by 2019

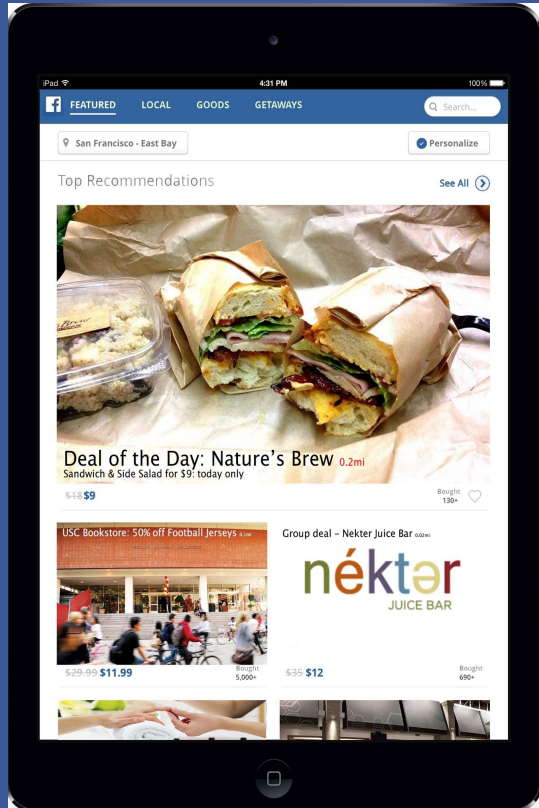
Mobile commerce is on the rise with **1.7 mobile devices** used
this year



Facebook Deals

Coupon Search & Purchase
Platform





"Facebook Deals offers the best coupons and discounts you can find. It is an easy-to-use, one-stop platform that helps you save money!"

BENEFITS

- Provides access to coupons/discounts that **match the interests of the Facebook user**
- Easy-to-use platform that **automatically directs individuals to the discounted items' platform**
- Repeated purchases on Facebook Deals will make it easier for individuals to **find the deals that they need and want**

Trends & Insights Pt. 3

Over **100 million** people own a personal digital calendar

Customer experience is now the 5th “P”; there’s a need for **personalization** and **customization**

Millennials, more than every other generation, have an **active lifestyle**



Facebook Life

Personal & Public Digital Calendar

Search for people, places and things

Home Bob

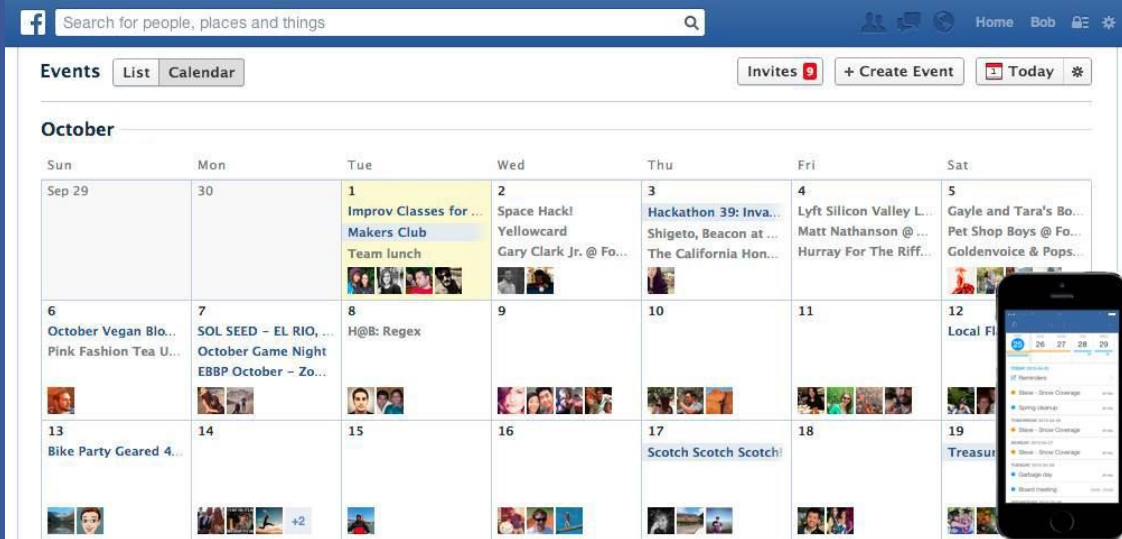
Events **List** Calendar Invites 9 + Create Event Today *

October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sep 29	30	1 Improv Classes for ... Makers Club Team lunch 	2 Space Hack! Yellowcard Gary Clark Jr. @ Fo... 	3 Hackathon 39: Inva... Shigeto, Beacon at ... The California Hon... 	4 Lyft Silicon Valley L... Matt Nathanson @ ... Hurray For The Riff... 	5 Gayle and Tara's Bo... Pet Shop Boys @ Fo... Goldenvoice & Pops...
6 October Vegan Blo... Pink Fashion Tea U... 	7 SOL SEED - EL RIO, ... October Game Night EBBP October - Zo... 	8 H@B: Regex 	9 	10 	11 	12 Local Fl...
13 Bike Party Geared 4... 	14 +2	15 	16 	17 Scotch Scotch Scotch! 	18 	19 Treasur...

Smartphone display: 26 27 28 29

- Spring cleanup
- Garbage day
- Board meeting



BENEFITS

*"Facebook Life is an easy way to manage your schedule. It is for everyone who wants to organize both their **social** and **personal** lives."*

- Organize your calendar **based on your Facebook Events**
- **Share your schedule** or make it "private"
- Ability to see friends' **public calendars**
- **Receive notifications** for important events

Product Relevance

Facebook Life

- **Less is more:** Combine your personal and public agenda.
- Responds to need for personalization and customization: **You make your own agenda**
- Broader app functionality: keeps users involved
- Responds to active lifestyle of millennials: helps them organize
- Affinity for digitization: replacement for paper calendars

Facebook Match

- Millennials get married later: **increasing need** for dating apps
- Social and connected
- Increased personalization and customization compared to other dating apps
- Responds to the consumer need for broader app functionality

Facebook Deals

- Millennials search for value
- Less is more: diversity of functions concentrated on one platform
- Responds to the need for broader app functionality
- Affinity for technology



Consumer Evaluation - Focus Group

Facebook Match

“It implies a conceptual change in Facebook’s offering in my opinion, so I’m not sure it is super consistent with what they already have”

“Seems like this would cause more issues than it would solve”

“Sounds much safer (than other dating apps)”



“This is **basically Tinder**”



Consumer Evaluation - Focus Groups

Facebook Deals

“My impression of Facebook would improve with this.”

“I **love** it!”

“I don’t like searching for deals, **I want deals to find me**”

“I think it has a certain advantage because it’ll **encourage businesses to develop their Facebook pages**”



“I think Facebook has a name and network big enough to differentiate it from other websites”



Consumer Evaluation - Focus Groups

Facebook Life

“I’m actually surprised this doesn’t already exist.”

“Seems **redundant**”

“I probably wouldn’t share my schedule with the public.”

“Just another way for Facebook to **better include itself in your life.**”



“Sounds like a good idea for Facebook to continue to grow.”



Consumer Evaluation - Survey Responses

Facebook Match	Facebook Deals	Facebook Life
<p>“Swipe left”</p> <p>“Trashy, worried about privacy”</p> <p>“Another opportunity for Facebook to learn more about me...I’ll pass”</p> <p>“Tinder clone, but probably more effective”</p>	<p>“Great idea for students on a budget”</p> <p>“Really smart idea, can combine all the things that Facebook knows about you”</p> <p>“Another opportunity for Facebook to learn more about me... I’ll pass”</p>	<p>“Good way to combine Facebook existing features and be useful”</p> <p>“Sounds more convenient and organized than the current list format for events”</p> <p>“Redundant. Facebook events already populate iCal and Google Calendar”</p>



Consumer Evaluation - Survey Responses

Facebook Life

Favorability	More than 50% of the respondents really liked/liked the proposed features of Facebook Life
Uniqueness	44% of respondents though Facebook Life was the most unique product surveyed
Compelling	New associations were created with the introduction of Facebook Life
Relevance	38% of respondents would rely on Facebook Life to organize their schedule
Consistency	64.29% of respondents felt it makes sense for Facebook to introduce Facebook Life
Strength	56% of respondents stated their perception of Facebook would positively change if Facebook Life were introduced





Consumer Evaluation - Survey Responses

Facebook Deals



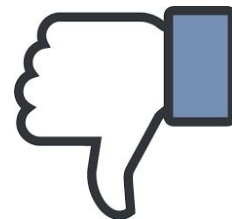
Favorability	More than 50% of respondents really liked/liked the proposed features of Facebook Deals
Uniqueness	48% of respondents thought Facebook Deals was the most unique product surveyed (highest of all products)
Compelling	New associations were created with the introduction of Facebook Deals
Relevance	66.67% of respondents would rely on Facebook Deals to find discounted goods and services in the area
Consistency	66.67% of respondents felt it makes sense for Facebook to introduce Facebook Deals
Strength	68.63% of respondents felt their perception of Facebook would positively change if Facebook Deals were introduced



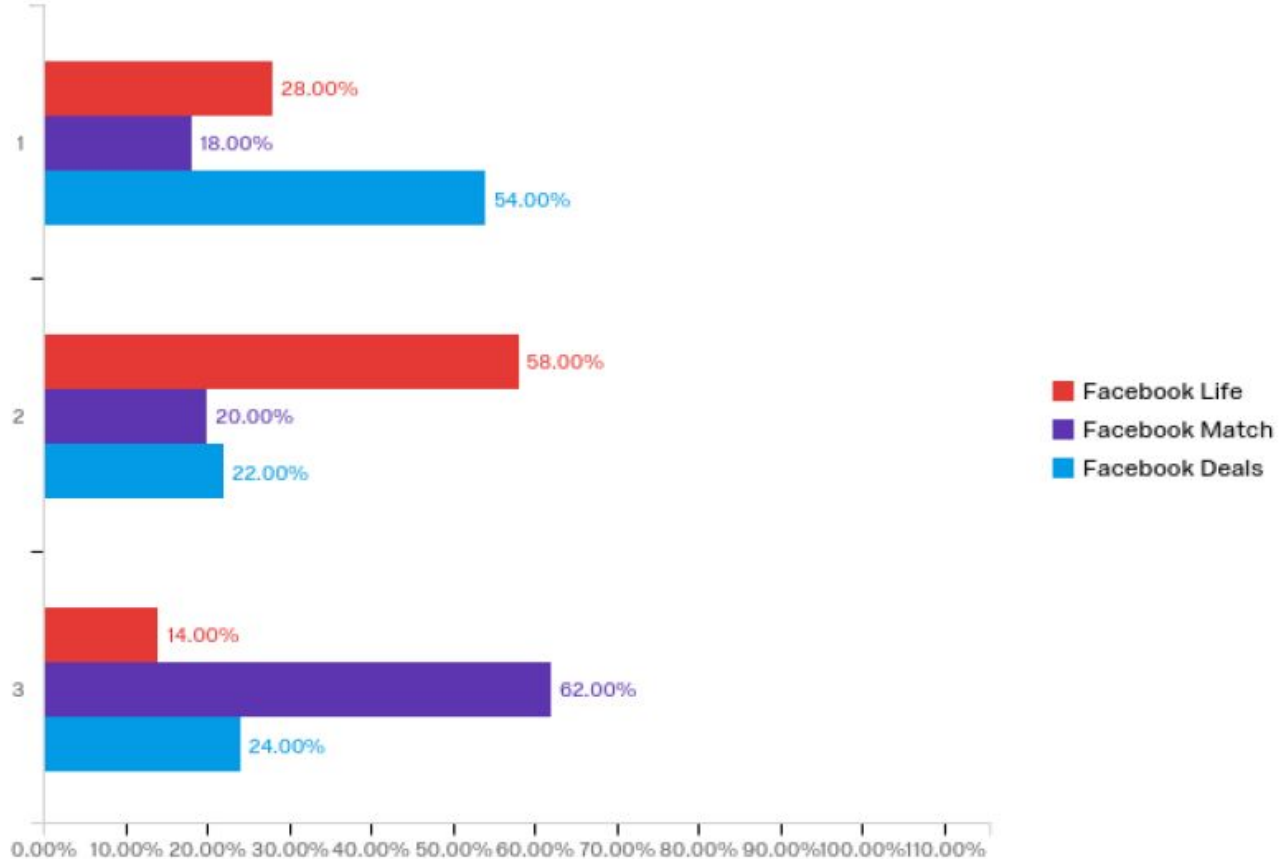
Consumer Evaluation - Survey Responses

Facebook Match

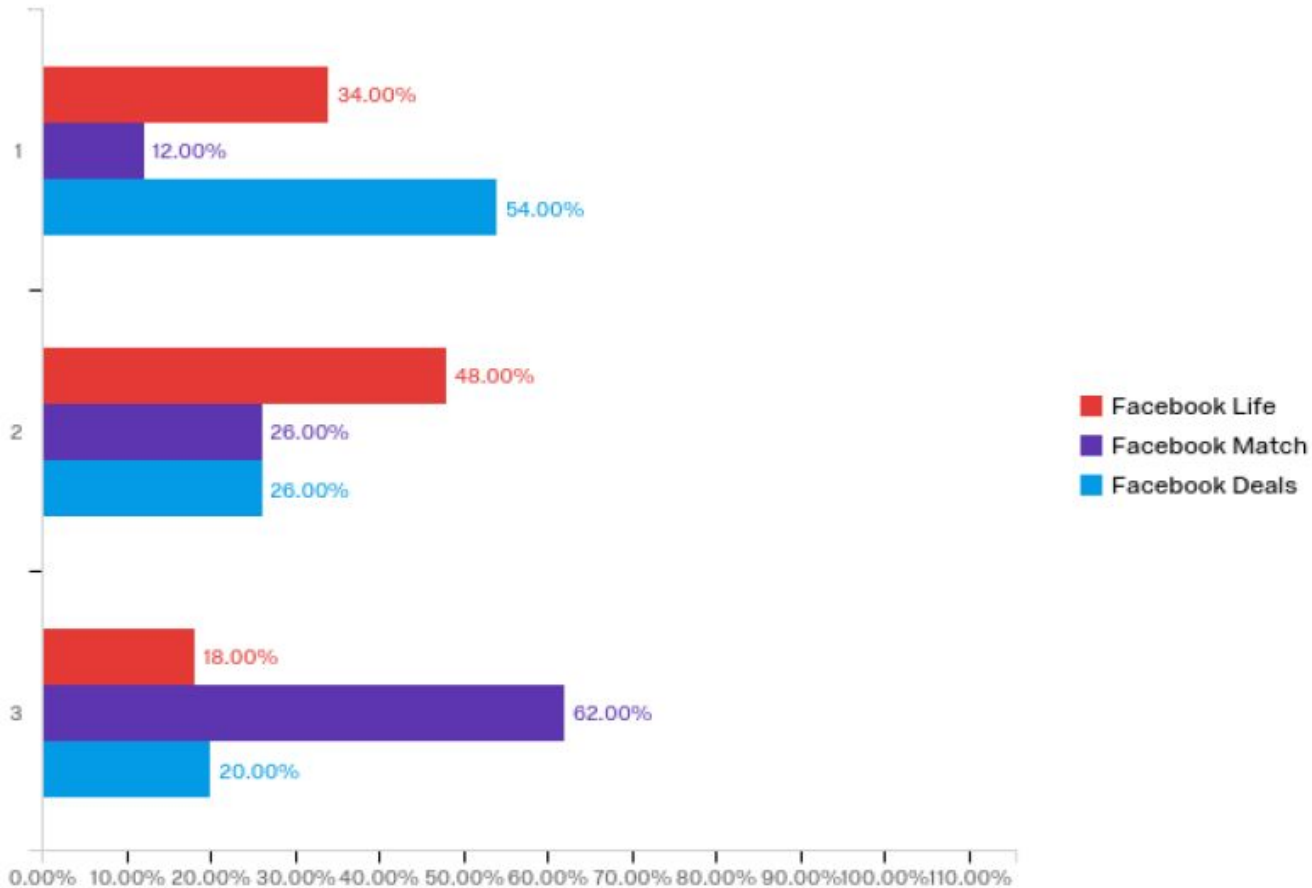
Favorability	Facebook Match was ranked the least likeable concept by 62% of respondents
Uniqueness	62% of respondents thought Facebook Match was the least unique concept
Compelling	Only a few new associations were created with the introduction of Facebook Match
Relevance	22% of respondents would rely on Facebook Match to find a significant other
Consistency	30% of respondents felt it makes sense for Facebook to introduce Facebook Match
Strength	46% of respondents stated their perception of Facebook would negatively change if Facebook Match were introduced















Consumer Evaluation - Likeability



Consumer Evaluation - Purchase Intent



f New Product Evaluation

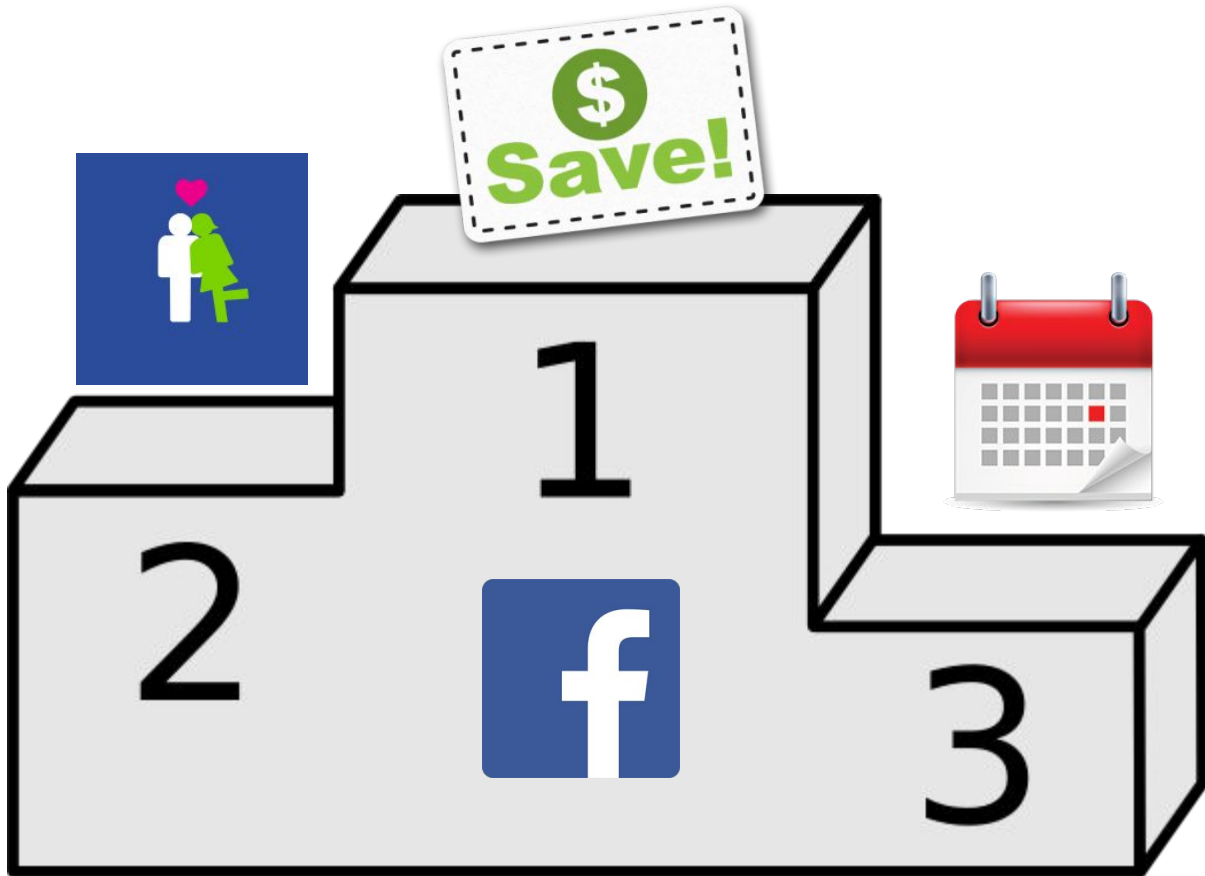
	Facebook Match	Facebook Deals	Facebook Life
Does it fit the brand?	 “trashy”, “unsafe”	 creates additional equity	
Is it likeable?	 62% ranked it least likeable	 54% ranked it most likeable	 28% ranked it most likable
Is it unique?	 62% ranked it least unique	 48% ranked it most unique	 44% ranked it most unique
Is our target market interested?	 52% would be uninterested	 80% would be interested	 54% would be interested



**And the winner
is...**

drumroll

Final Recommendation



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