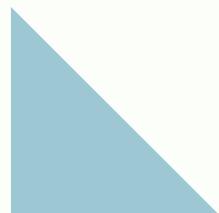
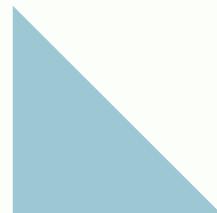


November 2020



Strategic Content Creation Final Portfolio



MECM 90024
Tjoa Hui Yun Karmy Widjaja (1023624)
Client Chosen: Garmin

Print Advertising (Magazine Ad)



Justification

Advertising Type

Brand-building and simplifies information and ideas.

Problem to be Solved

Garmin needs to solve its issue of weak brand awareness and brand knowledge.

Target Audience (Motivated Mandy)

Demographics: 36-year old, IT Manager

Psychographics: Wellness-focused individual that enjoys running, going on hikes and taking care of her overall health. She's busy and is looking for ways to improve her current lifestyle. She's heard of Garmin but is not familiar with the watch or the features offered.

Desired behaviour

Know more about Garmin's watches and the sophisticated features it has. Feel like the watch could be something that could help them with their current lifestyle. Head to the website to learn more about or purchase a watch.

KBC

A variety of watches with sophisticated metrics/ features that helps maximize your potential.

Ad delivers this through:

- Showcasing various watches and highlighting key metrics
- Showing individuals doing activities on the watch to showcase visually what the watch can help achieve
- The slogan on the bottom right hand corner

Justification

Conveyor

The conveyor of individuals maximizing their potential on the watch is effective as it is:

- Attention getting (not something normally seen)
- Perceived as remote, but there's also a balance between reality and fantasy
- Gets the key benefit across in a dramatic manner

Awareness & Preference Tactics (Rossiter & Bellman, 2005)

Brand recognition: Garmin watches and logo are used, category need is addressed through the various features and images of individuals exercising, resting etc.

Brand recall: Associating the category need and brand name. Uses an interactive picture (mnemonic device) to depict the category. Uses multiple watches, but not in an overwhelming way.

Brand preference: High involvement/transformational. KBC is not overclaimed, acknowledges the customer's neutral prior attitude and attempts to shift it, employs multiple benefit claims (with different watches) that interact.

Blog Post

3 Amazing Features From a Forerunner 745 That'll Help With Your Running Problems

Running's not only a brilliant way to stay fit and healthy, it's also a great way to push yourself beyond what you thought was possible. While running is great for you, it can also put a good amount of physical and mental strain on your body.

GARMIN

COMMON RUNNING PROBLEMS

Running has become increasingly popular as it's a great way to jumpstart your fitness and lead a healthy lifestyle. Whether you're new to running or have been a seasoned runner however, there are some running problems that you may encounter.

Below are 3 of the most common ones along with ways to mitigate them.

LACK OF MOTIVATION

Motivation is vital when it comes to running, but when the initial adrenaline fades, tough runs can be demotivating.

To keep motivated, it's best to **set small and achievable goals** before slowly working your way up. If you plan on running a 10k for example, start with a 2k before slowly increasing your distance.

SORE MUSCLES

If you haven't ran in a while, or given your body time to rest, there's a chance that you'll have acute muscle soreness.

The best way to deal with this is to ensure that you've given your **body ample time to rest**. Alternatively, you can also use **heat wraps, soak in a warm tub** or **book a massage**.

LOSING STEAM

It's happened to all runners before, you're hitting your stride and suddenly you feel fatigued or have a sudden loss of energy.

To combat this, you'll want to **balance your workouts, stick to a good pace**, and make sure you're **consuming the right amount of calories**.

While running comes with its own set of problems, above are some ways for you to mitigate these issues. If you're looking to take your running to the next level, check out Garmin's range of sophisticated feature-packed watches.

Learn more about Garmin's watch range at garmin.com.au

Sources:
<https://www.runnersworld.com/>
<https://www.dwfitnessfirst.com>
<https://www.verywellfit.com>

If you're looking for ways to keep these running problems at bay, the Forerunner 745 – Garmin's latest running watch is a great way to put performance at the top of your list. This Garmin sports watch was made for runners, and has numerous features that'll help with tackling those issues you'll face while training or during the big day.

Stay Motivated With The Race Predictor Feature



Motivation is key when it comes to running, but it can be difficult to stay motivated – especially when that initial rush and excitement has weaned. While you can set yourself smaller and more achievable goals along the way to maintain your drive, there's nothing like having tangible statistics on the impact of your training.

With the Forerunner 745 Race Predictor feature, it'll not only keep you motivated by helping you work towards your race goal, but you'll also be able to see the impact of training on your predicted finish time.

Perform at Peak With The Recovery Time Feature



Sore muscles are a common phenomenon amongst runners – especially beginner runners as you're not used to the intensity of the running and the unfamiliar movement. It's essentially caused by micro-tears in your muscles that occur when you put stress on them (Zickl, 2019), and overtraining can also be one of the most common causes.

To mitigate this problem, the Forerunner 745 comes with a recovery time feature that'll let you know when you're ready for another intense workout. It'll take into account the intensity of your training along with other factors such as stress, daily activity and sleep so you're not overdoing it and can find your training "sweet spot".

Overcome a Plateau With The Training Effect Feature



With running, it's only natural to lose steam and a plateau can be frustrating because we all want results. The Training Effect feature can help with that as you'll be able to coordinate and balance your workouts to improve your fitness level.

You'll be able to gain further insight into how each training session will impact your future fitness levels, and it'll also continue to build over the course of your workout and even updates in real-time. That means you're able to tailor the workout to your needs and push yourself harder and past the plateau when you're trying to improve.

Maximize Your Potential



Running can be hard, but the benefits reaped are endless. From being good for your heart to improving your mood and strengthening your joints (Fetters & Feller, 2020), it's truly one of the best exercises out there. With the Forerunner 745, you'll be able to take your running to the next level.

Purchase or find out more about the Forerunner 745's other countless features [here](#).

Justification

Problem to be solved

As customers currently do not have strong brand knowledge of Garmin, there is a need for Garmin to educate their customers by showcasing how their watches could benefit their customer's current lifestyle.

Target Audience (Athletic Amy)

Demographics: 33-year old business analyst

Psychographics: Extroverted, motivated, on-the-go, currently training for a half-marathon. Knows of Garmin, but isn't quite sure of how the watch can benefit her current training. Interested in maximizing her potential and taking her training to greater heights. Likes reading informative blog posts that are easy to digest. Has a healthy mindset and enjoys benchmarking her training with data.

KBC

The Garmin Forerunner 745 has sophisticated features that can help with running problems and take their running to the next level (maximize their potential). This KBC is unique to Garmin as it focuses on their product, and it's also important as the KBC is based on Garmin's latest running watch – the Garmin Forerunner 745.

The post effectively delivers the KBC by:

- Mentioning it in the title
- Mentioning each feature and how it solves a problem in the sub-heading and body
- Incorporating SEO keywords
- Adding images to showcase the features
- Utilizing easily digestible paragraphs
- Placing the infographic on problems faced by runners in the beginning of the blog to establish a connection and authority with the reader before delving into how the Garmin Forerunner 745 can help.

CTA

At the bottom – Encouraging the reader to click on the link to either purchase or find out more about the product.

Instagram Posts

Instagram

garminau

Sponsored



416 likes

garminau Always wanted to scale new heights? Take it to the next level like @Zac Efron with the Fenix 6 Pro Solar Edition. As he navig ... more

Full Caption:

Always wanted to scale new heights? Take it to the next level like @Zac Efron with the Fenix 6 Pro Solar Edition. As he navigates his next adventure – be it rock climbing, hiking or surfing, his Fenix 6 harnesses the power of the sun to stay on and performance-ready for weeks.

"The Fenix6 Pro is my go-to watch when I'm outdoors. Since its got a solar-charged battery, it gives me a couple of days of battery life – which is awesome"

A couple of his other favourite features:

- Unique design that holds up in harsh weather conditions
- ClimbPro feature – gives him real-time information on current and upcoming climbs
- Pre-loaded activity profiles for plenty of sports
- Data on how his body's holding up

Ready to maximize your potential? For more details, visit:

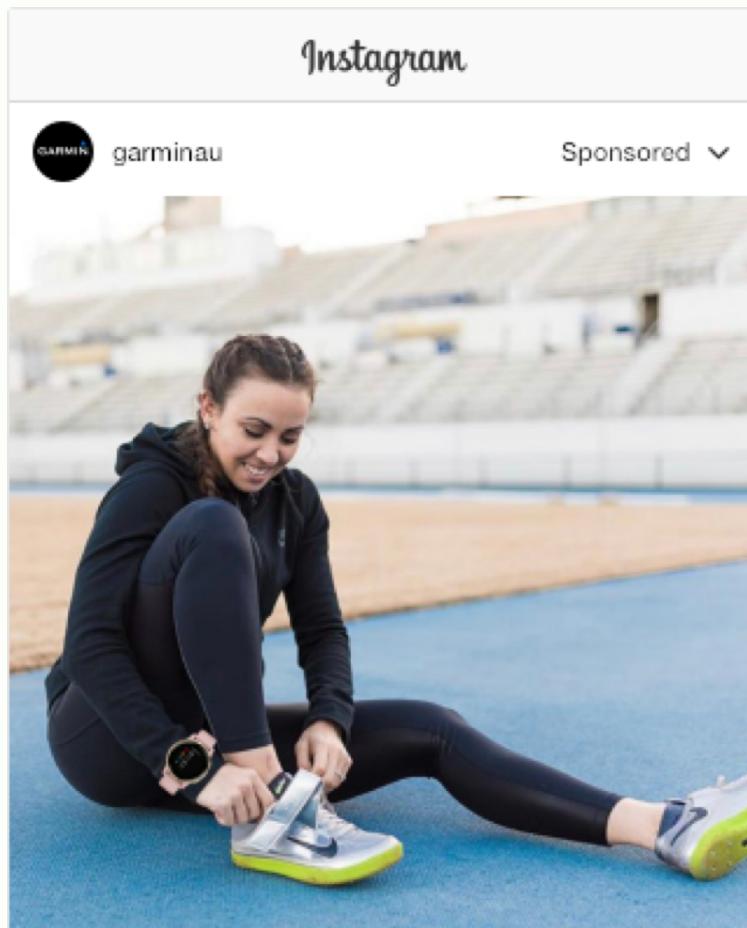
<https://buy.garmin.com/en-AU/AU/p/702902#garminpotential>

#garminfenix6 #garminwatch #garminau #adventure

Instagram Posts

Instagram

garminaau Sponsored



Since I'm always on the go from recording workouts to doing stuff around the house , I like the Body Battery Energy monitoring feature as it helps me find the best times for activity and rest."

200 likes

garminaau Looking for a smartwatch that's perfect for your overall well being? Designed for all aspects of your life, @sydneycummings_ ... more

Full Caption:

Looking for a smartwatch that's perfect for your overall well being? Designed for all aspects of your life, @sydneycummings_ rocks her Vivoactive 4S as she gets ready for her next run. As she runs, jumps and strength trains her way through life, the Vivoactive 4S is her companion through it all.

"Since I'm always on the go from recording workouts to doing stuff around the house , I like the Body Battery Energy monitoring feature as it helps me find the best times for activity and rest."

A couple of her other favorite features:

- Being able to track data like hydration and respiration levels, and even menstrual cycles (a bonus for women)
- Mindful breathing and stress tracking features when she needs a breather
- Great exercise features from sports apps to a personal running coach

Ready to tune into your body and tone up? For more details, visit <https://buy.garmin.com/en-AU/AU/p/643399/pn/010-02172-12>

#garminpotential #vivoactive
#garminwatch #garminaau #healthylifestyle

Justification

Target Audience

Those curious about Garmin watch's features and how it can benefit them, there are two different audiences for the posts:

(Adventurous Adam)

Demographics: 35-year old, Tech Analyst

Psychographics: Loves the outdoors and wants a watch that can keep up with him. He knows of Garmin, but isn't quite sure of how the watch can fit in with his current lifestyle.

(Health-Focused Helen)

Demographics: 32-year old, Digital Marketer

Psychographics: Helen has recently started to exercise (runs and uses YouTube). She is aware of Garmin and wants a watch that'll benefit her current busy lifestyle.

Rationale

Looking at the celebrity dimensions (Ohanion, 1990) of attractiveness, trustworthiness and expertise:

Zac Efron: Attractive (athletic), has high familiarity (especially those in their 20s-30s), and is experienced with fitness and outdoor adventures. He's also likeable, and men aspire to be like him.

Sydney Cummings: A YouTube fitness influencer that has garnered quite a following due to her expertise in physical and mental health. She's also incredibly sincere, and has high trustworthiness.

Desired Behaviour

Know more about Garmin's watches and how it benefits their lifestyle. Feel a connection with the celebrity and believe that the watch could be beneficial to them. Click the link to learn more or purchase a watch.

Justification

KBC

Garmin's watches have sophisticated features that take your fitness and health to the next level.

Conveyed through awareness, preference and attention tactics such as:

Using a celebrity/influencer (aspirational) with similar wellness lifestyles (personalisation) to highlight various features and evoke positive emotions in the target audience. As well as using hashtags and language that may be familiar to the audience.

YouTube Series Production



Garmin Potential: Will a Garmin Fenix 6 watch help an avid adventurer conquer his hike?

As Sam embarks on the Overland Trail, does the Garmin solar help him during his hike? Learn more at: <https://buy.garmin.com/en-AU/AU/p/641449>

Video Treatment

Status Quo: Sam introducing himself (how many hikes he's been on, what drives his adventure – setting the scene)

Disruption: Sam talking about problems he has faced when he's on his hike

Big Change 1: Sam gets handed a Garmin Fenix 6 to bring on his next hike

Midpoint: Sam videos himself embarking on the Overland Trail with his watch

Big Change 2: Talks through some of the features while on the hike

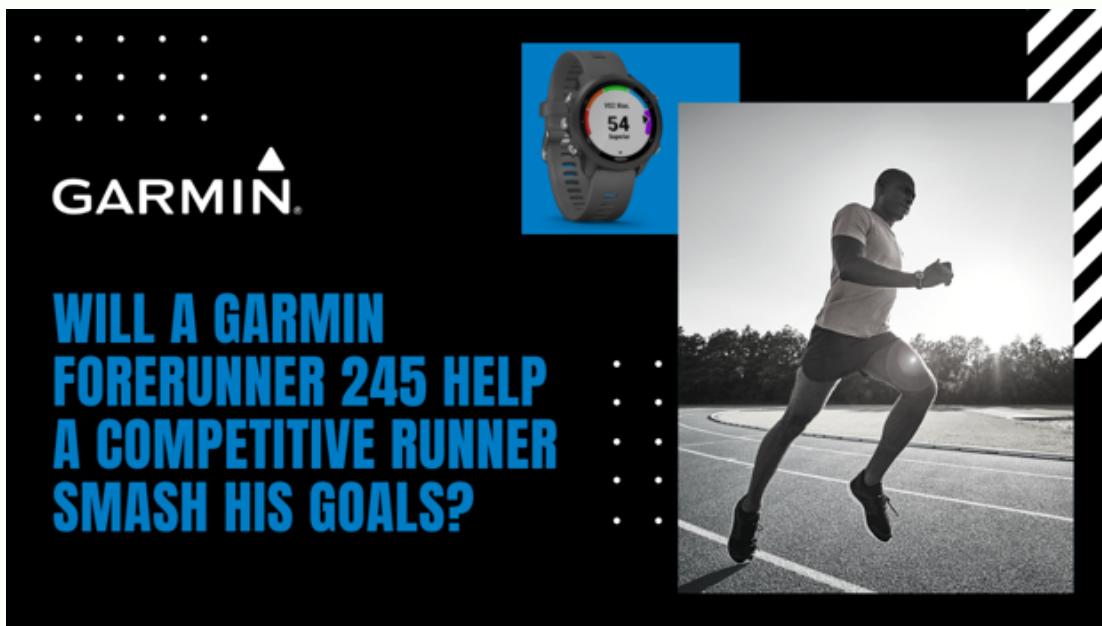
Climax: He's exhausted, but with the help of the Fenix 6's performance metrics and other features, he's able to complete his hike.

Resolution: Talks about how impressed he is with the features, and how it wasn't something that he was expecting. At the end, there'll be a CTA to purchase/ find out more about the watch.

Pain point: Problems he faced while hiking

Sweet Spot: The Garmin Fenix 6 helping him overcome it

YouTube Series Production



Garmin Potential: Will a Garmin Forerunner 245 help a competitive runner smash his goals?

As Alex looks to achieve his new running goals, does the Garmin Forerunner 245 help him with that challenge? Learn more at: <https://buy.garmin.com/en-AU/AU/p/628939>

Video Treatment

Status Quo: Alex introduces himself (how much he's ran, what he'd like to achieve – setting the scene)

Disruption: Alex talking about the running goals he'd like to achieve and what are his usual problems

Big Change 1: Gets handed a Garmin Forerunner 245 to help with his goals

Midpoint: Shows Alex starting to run with his new watch and what he discovers

Big Change 2: After a few weeks, it shows Alex running with the watch and being impressed

Climax: Shows him reaching his running goals with the help of the watch's features

Resolution: Talks about how impressed he is and what he recommends. At the end there'll be a CTA to purchase/ find out more about the watch.

Pain point: Issues with smashing his running goals

Sweet Spot: How the Garmin Forerunner 245 helped him with his goals

YouTube Series Production



Garmin Potential: Will a Garmin Venu watch help a fitness newbie with achieving her wellness goals?

As Alicia embarks on her fitness journey, does this Garmin smartwatch help her stay on track? Learn more at: <https://buy.garmin.com/en-AU/AU/p/643260>

Video Treatment

Status Quo: Alicia introduces herself (how she got into fitness and why, her current lifestyle)

Disruption: Alicia talking about the issues she's faced in keeping to her wellness goals while balancing her hectic lifestyle

Big Change 1: Gets handed a Garmin Venu to help with her goals

Midpoint: Shows Alicia starting to use the Garmin Venu and her initial thoughts

Big Change 2: Halfway through her using the watch, she talks about how the Garmin Venu has helped her so far with its features

Climax: Shows her balancing her lifestyle and staying calm and working out with the help of her Garmin Venu

Resolution: Talks about how happy she is with the features. At the end, there'll be a CTA to purchase/find out more about the watch.

Pain Point: Achieving her wellness goals and everything else

Sweet Spot: How the Garmin Venu helped her with her goals

Justification

Target Audience

Each YouTube video targets different audiences (catered content), but they all aim to provide knowledge to individuals that want to learn more about the watch (brand knowledge) and how it could benefit their current lifestyle. For example, for video 3 the target audience is:

(Wellness Whitney)

Demographics: 36-year old, Finance Manager

Psychographics: Whitney is an incredibly busy individual that has recently started her health journey. She's looking for a watch that can help her with her current busy lifestyle and is considering getting a Garmin but isn't sure what it would offer her. She's a motivated individual that's always on the go.

Video 1 and 2 on the other hand, would target a different audience that would resonate with the video's content.

Playlist Topic

About Garmin's Potential (specifically a Garmin watch) and how it can help an individual with achieving their wellness goals. Infotainment to educate and inspire while utilizing everyday individuals to make the content more organic.

5 Related Keywords for SEO

Used Google Trends and Google Keywords:

Garmin Venu Watch

Garmin Fenix 6

Garmin Forerunner 245

Garmin Solar Watch

Garmin Smartwatch

Desired Behaviour

Know more about Garmin's watches and how it benefits their lifestyle. Feel a connection with the individual in the video (as it's synonymous with their lifestyle and the problems they face), and believe that the watch could be beneficial to them. Click the link in the description/ go to the link at the end to learn more or purchase a watch.

Justification

KBC

Garmin's watches have sophisticated features that take your fitness and health to the next level.

Effectively conveyed through the use of:

- Various watches in the ad
- Individuals showcasing the various features of the watch
- The watches helping individuals in overcoming their pain points and achieving sweet spots

Conveyor

First-person story of individuals achieving their wellness goals. Effective as it's attention-getting and can be correctly identified by the target customer (Rossiter & Bellman, 2005) as it's a topic they're curious about.

References

Fetters, K.A & Feller, A. (2020). 13 Benefits of Running That Make You Healthier. *Shape*. Retrieved from <https://www.shape.com/fitness/cardio/11-science-backed-reasons-running-really-good-you>

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52. Retrieved from https://www.jstor.org/stable/4188769#metadata_info_tab_contents

Rossiter, J. R., & Bellman, S. (2005). Creative ideas. In *Marketing communications: Theory and applications* (pp. 123–177). Prentice-Hall. Retrieved from https://canvas.lms.unimelb.edu.au/courses/10629/external_tools/1188

Zickl, D. (2019). Why You Get Sore After Some Workouts and Not Others. *Runner's World*. Retrieved from <https://www.runnersworld.com/training/a25998598/what-causes-post-workout-muscle-soreness/>