

Xolo Marketing Plan

Proposed Demographic

- Smokers
- Vapers
- Intellectuals *



* Marketing this product as an intelligent choice creates a product superiority over other brand. As Intelligence is, in some ways, speculative, buying into the product creates some form of self validation in the consumer. Other product examples include Apple computers, Dyson, Tesla.

You don't need to be smart to think you are...

Marketing Strategy

The marketing strategy is 3 fold.

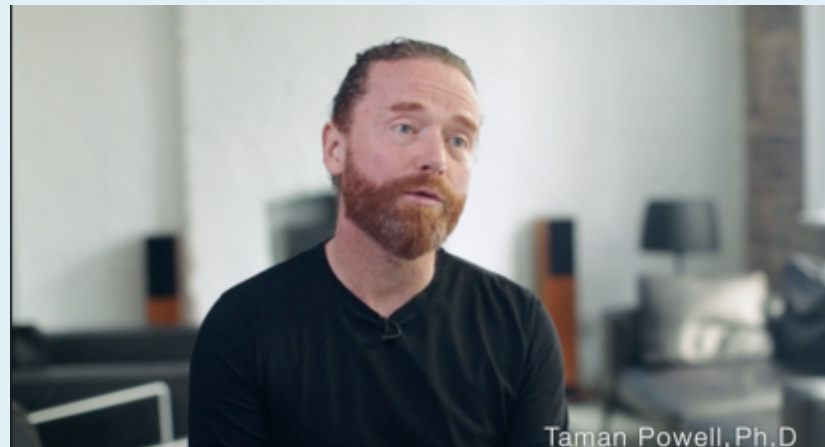
Phase 1: Hammer home the idea that Xolo is far superior than other e-cigs on the market. Superior in component quality, ease of use, convenience, design and affordability.

Phase 2: Identifying the brand as cool, slick and good fun. It rebels against the norm. Create a hype around the advertising.


Phase 3: Allow social mediaries to take on board the marketing and push for trends... Make it into a contest between consumers as to who is most original.

Phase 1

With Xolo's sleek look and attractive design it shouldn't be difficult stirring up interest, and not mentioning the fact we have the worlds largest e-cigarette forum at our disposal. Create a buzz on the forum, spark conversations about Xolo. Phase 1 is prominently about bringing Xolo to the world. Release a short infomercial(s) via the Xolo website, e-cig forum, YouTube, vimeo, and all other social media facilities. This video strongly highlights the positives of the product comparing to the standard low power pod e-cigarettes and the more powerful liquid, self assemble e-cigarettes. A very honest advert basically saying that this product just works better and this is why... The advert should remain cool but not seem pretentious or smug.



Phase 2

Phase 2 should occur shortly after Phase 1 whilst interests are rising. Picture campaigns through various media outlets (Social, Newspapers, Posters, etc.) These picture show a leaky old e-cigarette side by side with a new shiny Xolo (on the right). Underneath the Xolo picture is the logo . Release maybe 5 or 6 different picture highlighting all the points that Xolo is better. For example:

1. An e-cigarette leaking onto the white background.
2. An e-cigarette with it's battery light in the red.
3. An e-cigarette smoking from the heating element.
4. An e-cigarette surrounded by a red circle with a line through it.
5. An e-cigarette in pieces, disassembled.
6. An e-cigarette on fire!!!

Be as subtle or as obvious but keep it looking slick.

Phase 2



Phase 2



Phase 2



Phase 2

After a short period of floating these pictures start releasing mock type pictures with the Xolo logo attached. Start off with similar styles of pictures that resemble the original ads so maybe replace the cars or buildings or mobile phones.

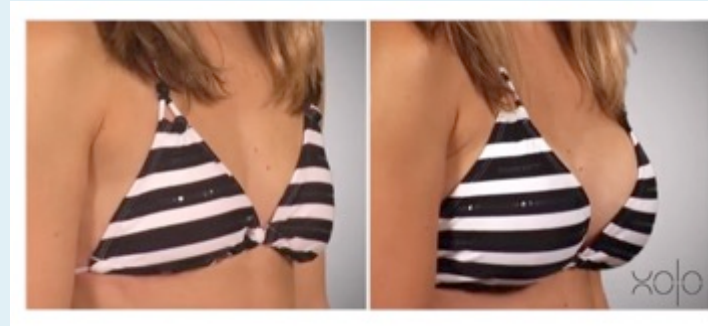


Phase 2

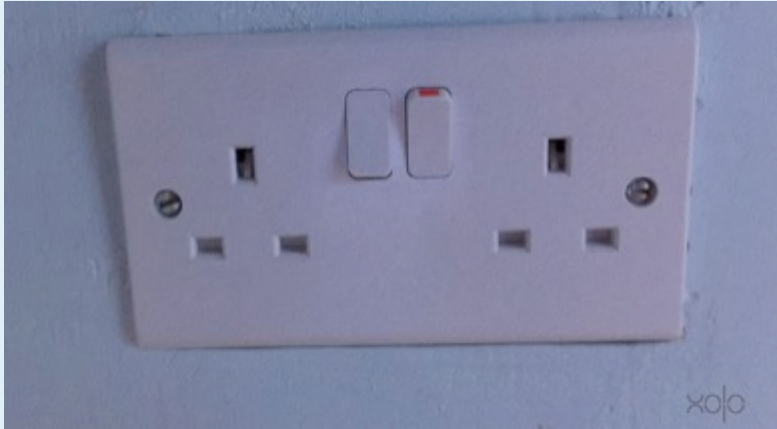
After another short period of time start flooding social media with more abstract picture. Make them cool and make them funny. Release them through non associated accounts and encourage forum users and friend to do the same. The beauty of this is that literally 100's of pictures can be created and released in a short period of time. Create a hype and trend. Make it funny and clever, and as obvious or subtle as you like. Sell the ethos of Xolo through common feelings.

*Xolo should always be on the right.

Phase 2



Phase 2



#Xolo

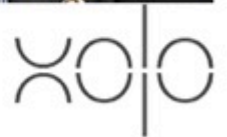
Phase 2



Phase 2



Phase 2



Phase 3

Phase 3 belongs to the public. After hammering the images online and creating a trend, encourage the making of more funny, clever and interesting pictures. Offer prizes for the best ones. Monthly competitions. Spots on website gallery.

#xolo.

Conclusion

The beauty of this idea is there are infinite amounts of possibilities. It could become a common practice. It's human nature to compare things, cars, phones, computers, girlfriends/boyfriends, houses, food, alcohol, cigarettes, etc... even if we do it in secret. Making it ironic makes it fun, and posting ironic pictures on facebook can make you feel "cool and smart" an association with Xolo.

Imagine if Xolo could have that status of always being the best. The symbols X O I O could have a kind of cult status like Playstation or Fender, Gibson, Nike, or Apple.

Social media works so well with an idea like this because you reach millions of people instantly who are inspired, entertained and willing to contribute by posting their own pictures, free advertising, all at no cost.