



saioda

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launch program

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Bucharest + Ilfov

Total population 2.28M

Target

People aged between 18-64 yo – 67% out of total population Bucharest + IF

More accurately, 1.36M – of which 70% are smartphone users = 800K people (iOS 200K, Android 500K, N/A 100K).

We are targeting in

Bucharest + IF roughly 700k people, out of which 170k are students

Out of the 700K

approximately 30% are interested in shopping and discounts

Potential users

for the area segment - 235K people

ST Objective installs

10k installs / 90 days

KPI installs

50-100 installs / day

ST Objective Issuers

40 new issuers /90 days

KPI Issuers

3-5 new issuers / week



Digital / Direct



1. **Hiring sales agents in Bucharest**
2. **Contracting sampling agency** - 1-2 promoters / Metrorex station/week
3. **Outbound - Pre-launch TV spot (10-15") announcing the app.**
 - Production time: 2 - 3 weeks
 - Dissemination period: 2 - 4 weeks
4. **Inbound - Overwhelming presence on dedicated websites/tech blogs**
 - lthat.ro
 - Gadget.ro
 - Buhnici.ro
5. **Inbound - Social Media presence**
 - FB + Instagram - minimum 200 RON/day
 - Share&Win FB campaign with prizes from partnering - 7 days minimum
 - Invite a friend campaign with loyalty points giveaway - 30-60 days
6. **Outbound** - Marketing materials present in all partner retail locations, preferably with promoter handing flyers and introducing the app
7. **Inbound** - launch video/explainer in social media
8. **Outbound** - Full decoration RATB City bus x 2
9. **Outbound** - Metro station decoration
10. **Outbound** - Metro train decoration on/off screen
11. **Inbound** - Possible creativity contest asking people over social media to come up with genius advertising idea for the app with great cash prize
12. **Outbound** - Pre-launch and launch party in the Old City Centre and favorite spot for students and fans
13. **Inbound** - Contracting influencers to add to campaigns

