Campaign Phases
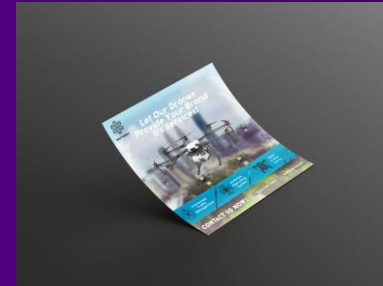
Mah Tze Wei Tp051683

Awareness

01

➢ Online / Offline Channels
✓ Google, Facebook

02
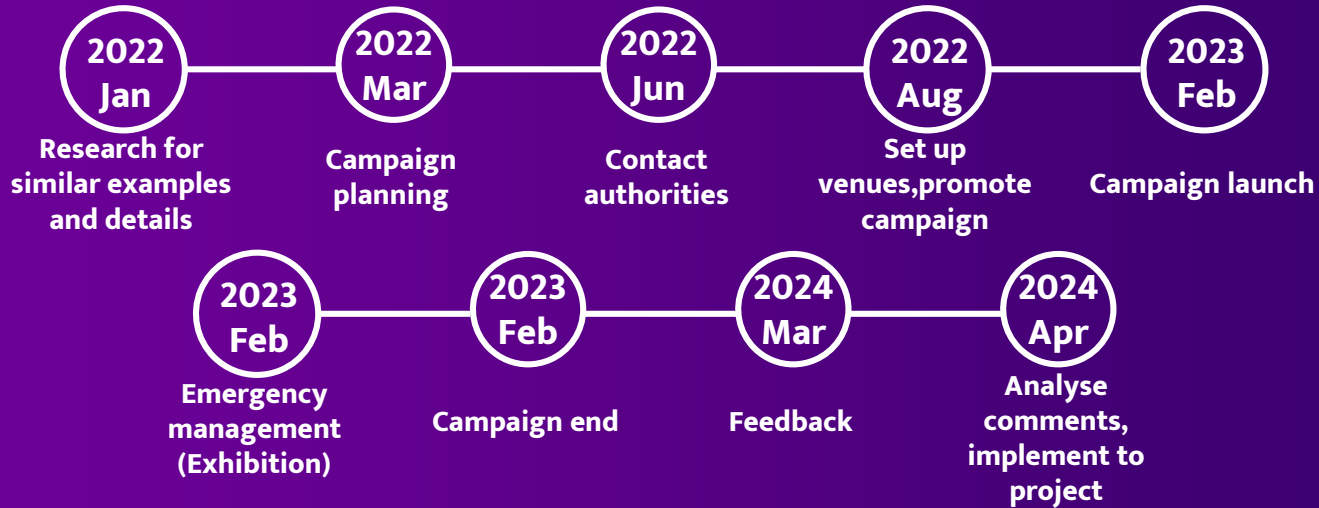
➢ Brand Communication
✓ Host Exhibition (WTCKL, Convention Centres)
✓ Drone usage awareness

03

➢ Digital VS Print
✓ Digital Poster on Google, Facebook
✓ Banner, Flyer, Bag Badge (Exhibition)

Timeline

2022 Jan
Research for similar examples and details

2022 Mar
Campaign planning

2022 Jun
Contact authorities

2022 Aug
Set up venues, promote campaign

2023 Feb
Campaign launch

2023 Feb
Emergency management (Exhibition)

2023 Feb
Campaign end

2024 Mar
Feedback

2024 Apr
Analyse comments, implement to project

Execution

01

➢ Product Development
✓ Deploy Centres, Drones
✓ Lost and Found (Insurance 50%)
✓ Data and OS (HQ supercomputer)

02

➢ Sales and Promotion
✓ General Maintenance and service
   (B2B, Delivery parties)
✓ Subscription fee discount

03

➢ Brand Recognition
✓ Drone Design (Color, Shape)
✓ Brand name on drone

4

➢ Cost and Budgeting – Average $450,000 (1 Week Exhibition minimum rate)
✓ Venue
✓ Setup
✓ Promotional Expenses
✓ Staff
✓ Miscellaneous Costs

Feedback

01
- ➢ Performance Research thru Data
- ✓ Statistics result after mission completion
- ✓ Pre-service test statistics (every)

02
- ➢ Stakeholder Opinions
- ✓ Internal / External or cross management board meeting

03
- ➢ Continuous R&D
- ✓ Hardware and Software upgrade
- ✓ Design innovation

4

- ➤ Market Testing
- ✓ Compulsory annual consumer feedback (10% subscription waive)
- ✓ Data analysis (supercomputer)
- ✓ Consumer 3 month trial result (recommend)
- ✓ Accuracy (GPS)

Reference

Smithsonian Institution. (2002). The Costs and Funding of Exhibitions. Retrieved from:
https://www.si.edu/content/opanda/docs/rpts2002/02.08.costsfundingexhibitions.final.pdf

Thanks