





SHOEBOX STORIES // STRATEGIC DISCOVERY

AGENDA //



Introductions & Credentials	1-4
Target	5-11
Insight	12
Cultural & Market Analysis	13-15
Competitive Analysis	16-19
Brief	20-25
Product & Brand Analysis	26-29



Anecdote creates strong, *emotion-driven* work that achieves our client's goals and resonates with audiences through *human connection*.

GET TO KNOW US //



ACCOUNT MANAGER

Paula O'Beirne



STRATEGIC PLANNER

Payton Bieker



ART DIRECTOR

Grace Greiner



ART DIRECTOR

Blair Astrop



COPYWRITER

Valerie Lillo



PUBLIC RELATIONS

Claire Boman



SOCIAL MEDIA

Ky Caradonna

CREDENTIALS //



WARBY PARKER



Glossier.





Everyone has a story to tell, and we tell it best.



TARGET CONSUMER UNDERSTANDING



Shoebox Stories is a project dedicated to telling the moving stories of undocumented people by entrusting prominent Americans to stand in their shoes, and share their journey.



I've been reporting about immigration for more than 30 years... But it's very rare when I can go beyond that first encounter and that first talk about their legal situation in which I can get into their personal story. And this is just what happened. I think that if people in this country would listen to stories like this, and really just take a couple of minutes to digest everything that you said, it'll be a different story.

-Jorge Ramoz

PROBLEM //



Not many people know about Shoebox Stories.



SOLVING THE PROBLEM //

Expand Shoebox Stories listenership nationally, while maintaining community roots and paying respect to underrepresented voices by opening doors through storytelling.

TARGET CONSUMER UNDERSTANDING //



Educated Advocate

Linda

Linda is 38 years old and works as a sociology professor at CU Boulder. During her commute to and from Denver, she enjoys listening to podcasts and finding ones to share and discuss with her students. Linda is a strong human rights advocate that uses social media as a tool to get involved with activism events.

GROUNDING THE TARGET //



35.3% of women and **34.6%** of males
in the U.S. have completed four or
more years of college in 2018

Statista. Percentage of US population with a college degree 1940-2018, by gender. Erin Duffin. March, 3 2020.



25% of US podcast listeners have a
4-year college degree

<https://podcasthosting.org/podcasts-statistics/>



GROUNDING THE TARGET //

Overview of the Different Uses of Communication Tools in Immigrant Activism

Targets	Purpose	Communication Tools
General public	Raise awareness, recruit, mobilize, seek donations and signatures, share information, coordinate offline and online actions	Facebook, Twitter, YouTube, e-mails, blog, organizational website, text messaging, independent videos, TV and newspapers
Activist organizations	Build connections; share information	Facebook, Twitter, organizational website
Officials, authority & power holders	Influence legislation, work within the judicial system	E-mail, Skype, face to face conversation, conference calls
Immigrants or refugees	Share information; recruit, mobilize, involve them as activists	Word of mouth, face-to-face, fliers, radio, independent videos, Facebook



INSIGHT





Podcast listeners believe in **justice for all.**



CULTURAL & MARKET ANALYSIS

MARKETPLACE ANALYSIS //



94% of podcast listeners are active on at least one social media channel.

Nielsen Q1 2018 Podcast Insights



45% of monthly podcast listeners have household income over **\$75K**.

Nielsen Q3 2017 Podcast Insights



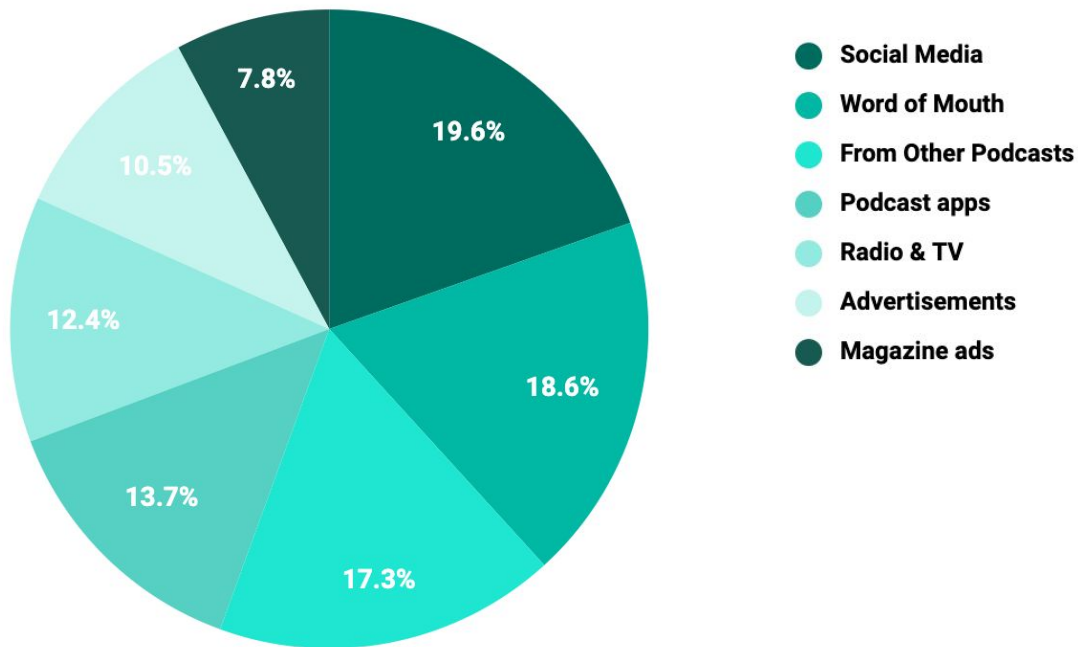
16 million people in the US are “avid podcast fans.”

Nielsen Q3 2017 Podcast Insights

MARKETPLACE ANALYSIS //



Discovering New Podcasts in the US (2018)



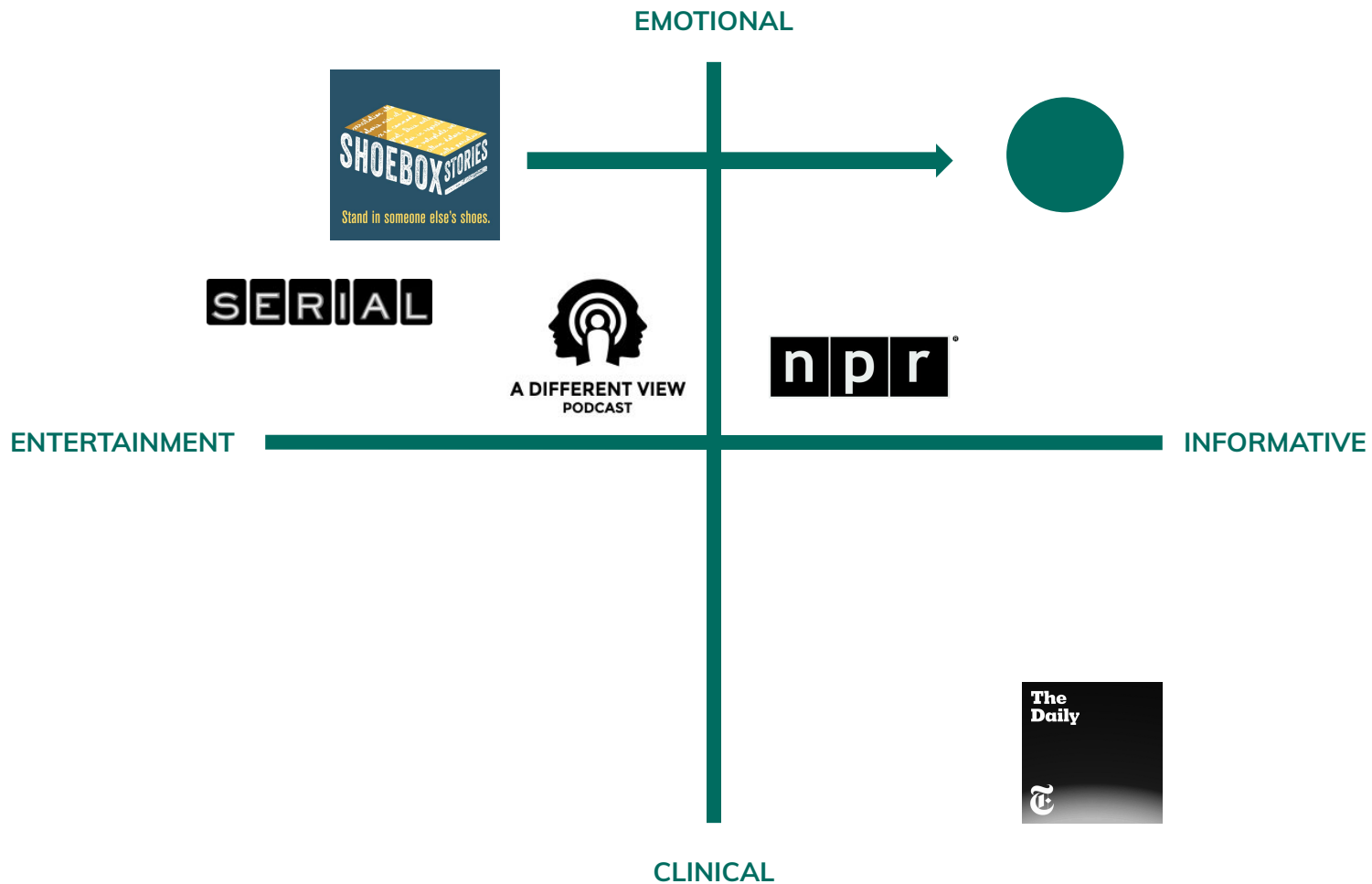


According to Edison Media Research, the average podcast listener is young, wealthy, educated, employed full-time, both using social media and following brands on it, subscribing to on-demand video services and nearly always completing the episode to which they start to listen—creating an appetizing opportunity for advertisers and an intimate bond between hosts... and their listeners.

-Mac King, Reporter at Fox 5



COMPETITIVE ANALYSIS

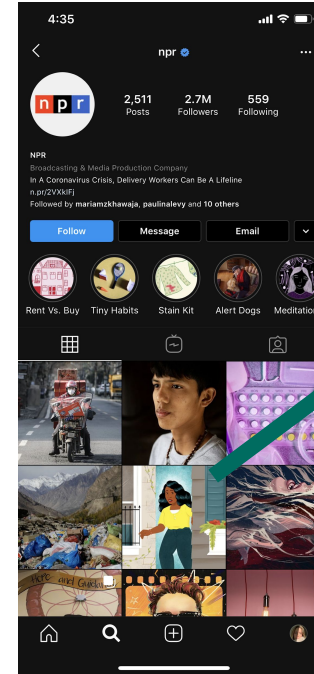


COMPETITIVE ANALYSIS // NPR



SOCIAL MEDIA

- Use of art and illustrations to storytell
- Eye-catching imagery
- Informative captions
- Politically and socially relevant
- Active highlight reels





COMPETITIVE ANALYSIS // WEB & SOCIAL TAKEAWAYS

Competing podcasts encourage listeners to **dive deeper** into the stories broadcasted on the show.

Additional **digital channels** allow these competitors to increase consumer **engagement** and **involvement** with their branded content.

Share **real-life photographs** from the stories and invite listeners to ask questions to the **hosts**.



COMPETITIVE ANALYSIS // BRAND TAKEAWAYS

Many competitors are powered by a **third party company** that is **well-established** in the marketplace. This helps create a **basis of listeners** before the series is well-underway. It also gives the podcast **credibility**, and consumers a **reason to trust** them as a source of information.

The New York Times X The Daily

This American Life X Serial

NPR X How I Built This



BRIEF



THE MOST IMPORTANT IDEA //

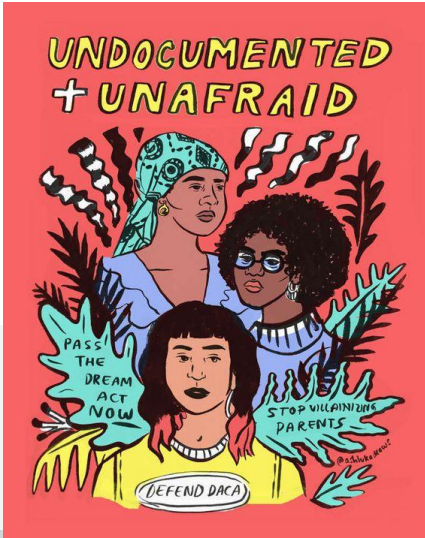


Shoebox Stories gives a voice to the voiceless.



**Shoebox Stories unites humans through
the act of story-holding.**

MOOD BOARD //





OBJECTIVES MOVING FORWARD //

1 // Grow overall brand awareness and increase listenership through:

- Doubling social media following & engagement → become verified
- Finding more prominent American voices to read stories
- Identifying & creating distinctive brand assets
- Gaining earned media coverage from accredited sources
- Find third-party partnership

2 // Be the #1 podcast representing undocumented immigrants

3 // Be prepared to re-launch Shoebox Stories by June for National Immigrant Heritage Month



You just need one person to listen. Get your message and pass it on to someone else. And, you've doubled your audience.

-Robert Gerrish

OUR VISION //



In order to make these objectives happen, we will launch a brand awareness campaign that involves using social media channels to spread knowledge about the Shoebox Stories podcasts.



PRODUCT & BRAND ANALYSIS



Strengths

- 1. Impactful dialogue highlighting critical issues of our time
- 2. Strong community involvement advocating for inclusivity of all people
- 3. Advocacy for human rights and political issues

Weaknesses

- 1. Sensitive subject matter
- 2. Lack of substantial brand awareness nationally
- 3. Dependability on donations for brand existence

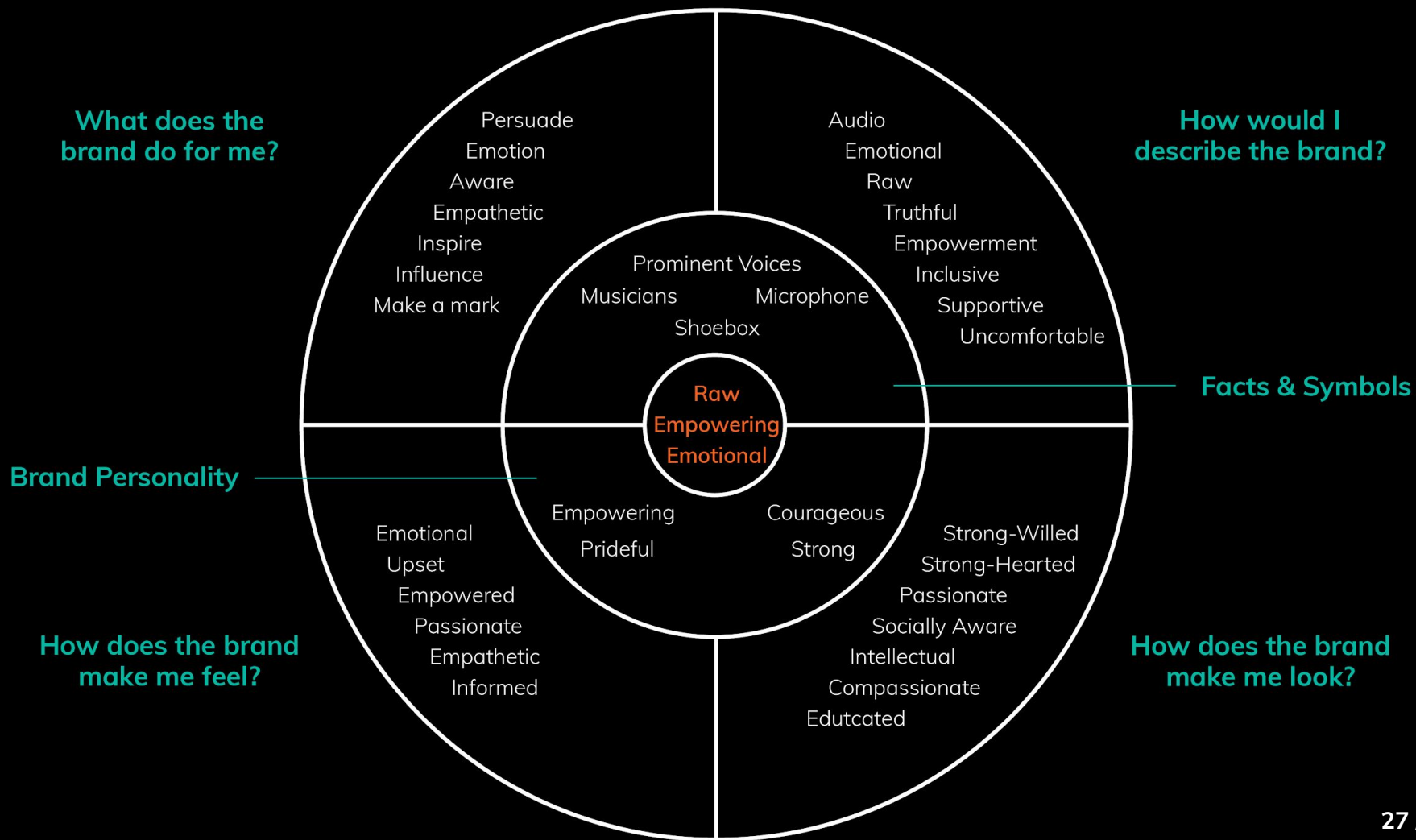
Opportunities

- 1. Become nationally recognized on a wider scale
- 2. Increase donations to grow as a brand in all aspects
- 3. Foster more partnerships with influential individuals to increase brand awareness and leadership

Threats

- 1. Lack of sufficient funds to achieve desired brand growth
- 2. Negative press or media coverage
- 3. Changing customer attitudes towards the brand





BRAND ESSENCE //



FROM



TO

Unknown

Known

Local

National

Taboo

Widely discussed

TAGLINE //



Giving a Voice to the Voiceless



QUESTIONS?