

# VYSOKÉ UČENÍ TECHNICKÉ V BRNĚ

BRNO UNIVERSITY OF TECHNOLOGY

## FAKULTA PODNIKATELSKÁ

FACULTY OF BUSINESS AND MANAGEMENT

## ÚSTAV MANAGEMENTU

INSTITUTE OF MANAGEMENT

## MARKETINGOVÁ KOMUNIKACE

MARKETING COMMUNICATION

### BAKALÁŘSKÁ PRÁCE

BACHELOR'S THESIS

### AUTOR PRÁCE

AUTHOR

David Maroši

### VEDOUCÍ PRÁCE

SUPERVISOR

Ing. David Schüller, Ph.D.

BRNO 2023

# Assignment Bachelor's Thesis

Department: Institute of Management  
Student: **David Maroši**  
Supervisor: **Ing. David Schüller, Ph.D.**  
Academic year: 2022/23  
Study programme: Entrepreneurship and Small Business Development

Pursuant to Act no. 111/1998 Coll. concerning universities as amended and to the BUT Study Rules, the degree programme supervisor has assigned to you a Bachelor's Thesis entitled:

## Marketing Communication

### Characteristics of thesis dilemmas:

Introduction  
Work objectives, processing methods and procedures  
Theoretical background  
Current status analysis  
Author's proposal of solutions  
Conclusion  
Bibliography  
Attachments

### Objectives which should be achieve:

The objective of the bachelor thesis is to propose pay-per-click advertising for the selected brand.

### Basic sources of information:

BREN, B., 2019. Facebook Marketing Step by Step: The Guide on Facebook Advertising That Will Teach You How To Sell Anything Through Facebook, USA: KDP Print US. ISBN 9781071107836.

BUREŠOVÁ, J., 2022. Online Marketing: od Webových Stránek k Sociálním Sítím, Praha: Grada Publishing. ISBN 978-80-271-1680-5.

JANOUC, V., 2014. Internetový Marketing 2. vyd., V Brně: Computer Press. ISBN 978-80-251-4311-7.

Marshall, P., 2020. Ultimate Guide to Facebook Advertising Second edition., Legal Department, 18061 Fitch, Irvine, CA 92614: Entrepreneur Media. 2020. ISBN 978-15-991-8430-2.

SEMERÁDOVÁ, T. & WEINLICH, P., 2019. Marketing na Facebooku a Instagramu: Využijte naplno organický dosah i sponzorované příspěvky, Brno: Albatros media. ISBN 9788025149683.

Weintraub, M., 2011. Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques: Master cutting edge advertising techniques, Indianapolis, Indiana: John Wiley. ISBN 9781118022511.

Deadline for submission Bachelor's Thesis is given by the Schedule of the Academic year 2022/23

In Brno dated 5.2.2023

L. S.

---

doc. Ing. Robert Zich, Ph.D.  
Branch supervisor

---

doc. Ing. Vojtěch Bartoš, Ph.D.  
Dean

## **Abstract**

This work focuses on designing a pay-per-click advertising campaign through Facebook Ads for the young outdoor brand Flipky., of which I am a co-founder. The work is divided into three parts: theoretical, analytical and proposal. The theoretical part aims to provide a brief overview of the necessary information for understanding marketing, paid advertisements, specifically focusing on marketing on Facebook. The second analytical part focuses on analyzing the current state and identifying opportunities for improvement of marketing for Flipky. The final proposal part takes into account findings of the previous sections and proposes a solution for the summer campaign 2023 for the brand Flipky.

## **Keywords**

Marketing, Marketing Communication, Facebook Ads, Pay-Per-Click Ads, Qualitative research

## **Abstract**

Táto práca sa zameriava na navrhnutie reklamnej kampane typu pay-per-click prostredníctvom reklám na Facebooku pre mladú outdoorovú značku Flipky., ktorej som spoluzakladateľom. Práca je rozdelená na tri časti: teoretickú, analytickú a návrhovú. Teoretická časť má za cieľ poskytnúť stručný prehľad nevyhnutných informácií pre pochopenie marketingu, platených reklám, s osobitným zameraním na marketing na Facebooku. Druhá analytická časť sa zameriava na analýzu súčasného stavu a identifikáciu príležitostí na zlepšenie marketingu pre značku Flipky. Posledná návrhová časť zohľadňuje predchádzajúce časti a navrhuje riešenie pre letnú kampaň 2023 pre značku Flipky.

## **Kľúčové slová**

Marketing, Marketingová Komunikácia, Facebook Reklamy, Pay-Per-Click reklamy, Kvalitatívny výskum

## **Bibliographic Citation**

MAROŠI, David. *Marketingová komunikace* [online]. Brno, 2023 [cit. 2023-05-13]. Dostupné z: <https://www.vut.cz/studenti/zav-prace/detail/151599>. Bakalářská práce. Vysoké učení technické v Brně, Fakulta podnikatelská, Ústav managementu. Vedoucí práce David Schüller.

## **Declaration of Originality**

I declare in the text and they are referenced in the list of references. I also declare that I did not breach any copyright in the sense of the Act. No. 121/2000 Coll. on Copyright Law and Rights Related to Copyright and on amendment of Certain Legislative Acts.

Bratislava, May 14<sup>th</sup> , 2023

.....

David Maroši

## **Acknowledgment**

I would like to thank my supervisor Ing. David Schüller Ph.D for his professional and very helpful guidance throughout the writing of this bachelor thesis. I also thank to respondents who were willing to take part in my research.

# Table of Contents

<i>Introduction</i> .....	<i>10</i>
<i>Aim of The Thesis</i> .....	<i>12</i>
<b>1. THEORETICAL PART</b> .....	<b>10</b>
<b>1.1. Marketing</b> .....	<b>10</b>
1.1.1. What is Marketing .....	10
1.1.2. Marketing Mix.....	11
1.1.3. Marketing Communication.....	12
<b>1.2. Social media</b> .....	<b>12</b>
1.2.1. Introduction .....	12
1.2.2. Old Media .....	13
1.2.3. Digital Marketing .....	13
1.2.4. Disadvantages:.....	14
<b>1.3. Pay-Per-Click Ads</b> .....	<b>15</b>
1.3.1. Advantages .....	15
1.3.2. Disadvantages.....	16
1.3.3. Basic terms .....	17
<b>1.4. Facebook</b> .....	<b>18</b>
1.4.1. Introduction .....	18
1.4.2. Fundamentals.....	18
1.4.3. Campaign Objective .....	19
1.4.4. Ad Sets.....	20
1.4.5. Targeting.....	21
1.4.6. Placement.....	21
1.4.7. Budgeting and Bidding.....	21
1.4.8. Bid Strategy:.....	22
1.4.9. Types of Bid Strategy .....	23
1.4.10. Testing and Continuous Optimization .....	29
1.4.11. Retargeting.....	30
<b>1.5. Persona</b> .....	<b>31</b>
<b>1.6. Research</b> .....	<b>32</b>
1.6.1. Quantitative Research.....	32
1.6.2. Qualitative Research.....	32
<b>1.7. STDC</b> .....	<b>33</b>
<b>2. Analytical part</b> .....	<b>35</b>



<b>2.1. Flipky.....</b>	<b>35</b>
2.1.1. Introduction .....	35
2.1.2. Flipky. Product Line .....	36
2.1.3. Target Group.....	39
2.1.4. Facebook & Instagram Audience .....	41
2.1.5. The Analysis of Previous Facebook Ads Campaigns.....	43
<b>2.2. Focus Group Analyses .....</b>	<b>46</b>
2.2.1. Goal, Target group, Method, Data Collection .....	46
2.2.2. Focus group scenario, data processing and analysis in the survey .....	47
2.2.3. Data analysis.....	48
2.2.4. Overall conclusion.....	59
<b>2.3. Chat GPT-4 interview .....</b>	<b>60</b>
2.3.1. Goal, target group, method, data collection.....	60
2.3.2. Interview scenario, data processing and analysis of data .....	60
2.3.3. Limitations (and advantages) of the research .....	61
2.3.4. Data analyses .....	62
2.3.5. Overall conclusion.....	65
<b>2.4. Analytical part - conclusion.....</b>	<b>66</b>
<b>3. Proposal part.....</b>	<b>67</b>
<b>3.1. STDC .....</b>	<b>67</b>
Optimalisation.....	68
3.1.1. See phase .....	68
3.1.2. Think phase.....	72
3.1.3. Do phase .....	74
3.1.4. Care face.....	75
<b>3.2. Proposal conclusion.....</b>	<b>77</b>
<b>Conclusion .....</b>	<b>83</b>
<b>Sources.....</b>	<b>84</b>
<b>List of Tables.....</b>	<b>I</b>
<b>List of Pictures.....</b>	<b>II</b>
<b>List of Appendix.....</b>	<b>III</b>

## **Introduction**

In the rapidly evolving digital era, businesses are capitalizing on innovative marketing strategies to establish their presence and engage with their target audience. Facebook Ads, a prominent part of digital marketing, have become indispensable for businesses seeking to gain exposure, engage customers, and drive growth. This bachelor's thesis is centered on the conceptualization, design, and execution of a strategic summer Facebook Ads campaign for Flipky., a brand where I hold the position of co-founder.

Flipky. has consistently been committed to delivering superior quality in its offerings since its foundation. However, harnessing the immense potential of digital marketing, specifically Facebook Ads, to propel the brand forward has been a complex task. This thesis seeks to address this challenge, offering a solution in the form of a summer Facebook Ads campaign.

The primary objective of this bachelor theses is to craft a Facebook Ads campaign that can elevate Flipky. online presence during the summer season, a time known for its heightened consumer engagement.

As a co-founder of Flipky., I possess an intrinsic understanding of the brand's ethos, aspirations, and obstacles. This unique perspective has provided me the necessary insight to develop a Facebook Ads campaign that resonates with Flipky. identity and addresses its specific requirements. Consequently, this thesis is not just a theoretical exploration of Facebook Ads marketing, but also a practical demonstration of these principles, tailored specifically for the brand.

This research delves into the complexities of digital marketing tactics, focusing on Facebook Ads, and their role in contemporary business operations. The aim is to contribute to a broader understanding of efficient digital marketing, and to serve as a valuable guide for those seeking to enhance their brand's online presence through strategic Facebook Ads campaigns.

Employing the See-Think-Do-Care model as the foundation for the proposed campaign, this bachelor theses aims to capture the entire customer journey, from awareness to advocacy. This model provides a more nuanced approach to audience targeting, allowing for more personalized, engaging and effective ad campaigns.

In the forthcoming chapters, I will explore the theoretical underpinnings of Marketing, Pay-Per-Click Ads and Facebook Ads Marketing, assess its relevance in today's marketing landscape, and I will zoom in the process of designing a Facebook Ads campaign for Flipky. using the See-Think-Do-Care model in summer season 2023. By the conclusion of this thesis, a comprehensive Facebook Ads campaign for Flipky. will be proposed. Through this journey, I will focus on highlighting the potential of Facebook Ads marketing as a powerful tool for brand visibility and growth.

## **Aim of The Thesis**

The main goal of the bachelor's thesis is to propose a summer pay-per-click campaign for the brand Flipky. based on the conducted analyses and qualitative research (focus group), combined with interview of artificial intelligence. This will be achieved by utilizing Facebook ads.

## **Methods Used**

The bachelor's thesis consists of three parts: theoretical, analytical, and proposal.

In the theoretical part, all the necessary basic concepts are explained, including marketing, pay-per-click advertising, Facebook ads, research methods, and the see-think-do-care marketing model.

The analytical part evaluates the current state and previous campaigns of the Flipky. It also evaluates the focus group and interview with artificial intelligence. All the conducted analyses are based on the expertise summarized in the theoretical part.

The analytical part of the thesis also reserves space for the final proposal part, which focuses on creating a custom design for Flipky. summer campaign, utilizing the see-think-do-care marketing model.

# 1. THEORETICAL PART

## 1.1. Marketing

In today's world, marketing permeates every corner of the globe, proving vital to the prosperity of organizations both large and small. At first, its growth was driven by people who owned businesses that made consumer goods and industrial machinery. But in recent years, businesses that provide services to consumers, like insurance companies and airlines, have also started using marketing strategies. Marketing has become popular in many different fields, including architecture, accounting, law, and primary care medicine (Kotler & Keller 2012).

The ubiquity of marketing ensures that individuals encounter it daily in various formats. Commercials on TV, ads in newspapers, marketing campaigns, informational brochures, and online presentations are all common examples. (Kotler & Keller 2012)

### 1.1.1. What is Marketing

Many people think about marketing that it is only about propagation and sales of company. However, those are important parts of marketing, Kotler says that marketing is about recognizing and satisfying people and social needs. Marketing is defined by him as:

“It is the process of planning and implementing the concepts, pricing, promotion, and distribution of ideas, products, and services to create change that satisfies the goals of individuals and businesses. Businesses, as well as individuals, get what they want and need by creating, offering, changing finished products with others” (Kotler & Armstrong 2012).

Later on in following book Kotler defined marketing as:

*“Marketing is the science and art of discovering, creating and delivering value that satisfies the needs of a target market.” (Kotler & Armstrong 2012)*

Otherwise said marketing is about identifying target clients and developing efficient strategies to meet their requirements and wants while optimizing operational efficiency are the primary responsibilities of marketing. Assessing and defining consumer

expectations, then developing products that meet those needs, is what marketing boils down to. Building trusting, lasting partnerships with clients is a top priority (Přikrylová & Jahodová 2010).

In addition, marketing is seen as a process that includes coming up with products, evaluating them strategically, helping with sales, promoting them, and distributing them through a system

The scientific fields of economics, psychology, sociology, statistics, and organizational theory all work closely with marketing professionals. The growth of these pillar disciplines helps push marketing forward (Hradiská & Letovancová 2007).

### **1.1.2. Marketing Mix**

Marketing mix, also known as “4P”, which stands for:

- product,
- price,
- place,
- promotion

is one of the fundamental concepts in marketing management which Kotler mentions in his book as

*"marketing mix is a set of marketing tools that the company uses to achieve marketing goals in the target market." (Kotler & Armstrong 2012)*

According to Jakubíková (2012), the marketing mix in the context of marketing management is successful when it meets the requirements of the target market in terms of needs, wants, and issues. Every company has a plan for the future that includes setting marketing goals and identifying marketing possibilities.

Foret (2010) considers marketing mix to be the most important part of marketing management. According to him, marketing mix has everything a firm's need to succeed on a market. The big advantage of this tool is its flexibility which can be tailored to fit the needs of any business. For the purposes of this thesis, I will focus only on promotion part of marketing mix.

### **1.1.3. Marketing Communication**

Marketing communication describes the means by which companies offer, inform, and persuade customers to purchase their products or use their services in domestic or foreign markets. Marketing communication can answer a multitude of questions that consumers may have in various ways, such as how to use a product, the reason for its use, its price, the target audience for the product or service, and the location and timing of its sale.

According to Cibáková & Bartáková (2007) marketing communication serves as a dialogue between customers and businesses, as well as between the business itself and its micro and macro environment. It is a process of providing information from the manufacturer to the customer through distribution channels. Psychology also plays an essential role in understanding communication, leading to a proper interpretation of the transmitted information.

Marketing communication consists of five basic tools:

Advertising

Sales promotion

Public relations

Personal selling

Direct marketing (Labská et al. 2009).

## **1.2. Social media**

### **1.2.1. Introduction**

Social media platforms are the new giants in the game of advertising. The biggest platform of them is Facebook. It allows firms both communicating with their target audience and advertise to them at the same time. Companies can collect data like never before, giving them a way better options to develop more value for its customers (Ahmad & Naved Khan 2019).

Another huge advantage of social media platforms over traditional advertising like television or newspapers is that customers can take actions based on opinions of other users of the platform. This new form of multidimensional way of communicating has

been slowly overtaking the old one-way communication. Businesses can gain more credibility and interest in their product when consumers see that the service or a product is getting an approval of their peers. This cannot be achieved in traditional advertising.

This trend has been recognized by marketing departments of many of all fastest-growing companies. It has become clear that the key to success in advertising today's is to gather as much initial favorable perception about your product or service on social media with big attention to viral marketing (Bençis 2016).

### **1.2.2. Old Media**

A wide variety of media predating the rise of digital technology are collectively referred to as "old media." Since new forms of media have arisen as a direct result of technological progress, it is crucial to have a historical perspective in order to fully appreciate the background of today's media environment.

- Print Media
- Radio
- Television

### **1.2.3. Digital Marketing**

Digital marketing is a relatively young marketing industry that refers to the promotion of products, services, or brands through digital channels and platforms such as search engines, social media, email, mobile apps, and websites. Digital marketing allows for a wide range of strategies, tactics, and tools that can be used to communicate with target audiences, generate potential customers, or build brand awareness (Ryan 2014).

#### **Advantages:**

- **Cost-effectiveness:** Thanks to the ability to precisely target audiences, digital marketing is a cost-effective choice compared to traditional marketing communication methods such as radio, television, or print.
- **Precise targeting:** Digital marketing allows businesses to target specific audience groups based on demographic data, interests, behavior, and other criteria. This ensures that marketing efforts are focused on the right audience, leading to more effective campaigns and better conversion rates.



- **Measurable results:** The ability to measure and analyze campaign performance in real-time is one of the key advantages of digital marketing. Metrics such as click-through rates, conversion rates, and return on investment can be tracked, allowing for continuous optimization and data-driven decision-making.
- **Flexibility and scalability:** With the ability to make simple adjustments, desired outcomes can be scaled based on performance, budget, or goals. This allows for quick reactions to market changes or to capitalize on new trends.
- **Global reach:** The ability to reach a global audience is one of the other significant advantages of digital marketing. By utilizing digital channels, it is possible to expand the customer base and penetrate new markets without the need for physical presence (Chaffey & Ellis-Chadwick 2022).

#### 1.2.4. Disadvantages:

- **Competition:** Due to the ease of use and efficiency of digital marketing tools, this environment is highly competitive and businesses compete for consumer attention, which means that it can be very challenging for a business to be heard or to attract attention.
- **Skill requirements:** Despite its relative simplicity, digital marketing requires a specific set of professional knowledge and skills in areas such as search engine optimization (SEO), content creation, social media management, and data analysis.
- **Constantly evolving environment:** With today's rapidly changing times, digital marketing platforms and technologies are also evolving, requiring constant monitoring of trends, new tools, and proven practices.
- **Privacy and data security concerns:** With increasing focus on privacy and data security, it is important for digital marketing activities to comply with applicable regulations, such as the General Data Protection Regulation (GDPR).
- **Ad fatigue and ad blocking:** In today's fast-paced digital era, consumers are exposed to a countless number of ads, which can lead to "oversaturation" of consumers and the use of ad blockers, making it more difficult to reach target audiences (Chaffey & Ellis-Chadwick 2022).

### 1.3. Pay-Per-Click Ads

PPC ads (which stands for pay-per-click) is one of the most effective form of marketing communication. Big advantage of PPC ads is precise targeting on the preferred target group which can be seen on it's great the results. PPC ads works on principle that advertisers only pay if a user clicks on their PPC ad, whether in search engines on a Facebook page or anywhere else on the web.

Basically said advertiser pays only for visitors of webpage, not just for viewing the ad. Therefore it is recognized as one of the most effective marketing communication channels, which can be found and used on internet. PPC advertising also allows monitoring of return on investment (Kapoor et al. 2016).

PPC advertising therefore works on the pay-per-click principle, which means advertisers only pay for actual visitors which were brought to their website through the ad and not for ad impressions. Payment is charged only after a viewer clicked on the ad. PPC advertisement can be any kind of text, responsive, banner, product or a video ad paid per click. PPC ads are displayed in Internet search engines, partner search engines, websites that offer space for this advertisement or social networks (Mahdian & Tomak 2007).

Such a method of payment for advertising is very widespread these days, because there is low cost, but also precise targeting of specific users and the measurability of advertising. The high efficiency has one reason - when searching on the Internet, people stop distinguishing between advertising and natural search results and click on the first link that the search engine displays. PPC advertising is always displayed above organic search results (Janouch 2014).

#### 1.3.1. Advantages

- **Appear at the top of search results** – it is possible to set the specific position where on the page should ad show up (if as first option or in lower parts of the web). The advantage is that the price is not only criteria influencing where ad is displayed, which means that even with smaller budget it is possible to showcase ad on top ranks, above organic listing (if done correctly).

- **Enables specific targeting** – It is possible to target specifically on the wished target group, words. Specific targeting higher the chances that people will click on the ad and will get to see what is wanted.
- **Easy to set up and turn off** – PPC ads are very easy and intuitive to set up. ...of course, for optimal results there is some kind of knowledge necessary to know, but overall PPC ads can be set up from couple minutes up to few hours. Systems usually approves these ads in the time range of one day. As easy as it is to set up PPC ad it is to turn it off if necessary.
- **Drives instant traffic** – thanks to that PPC ads are easy to set up, it's very quick way how to market product, services, etc. If user decides to leave product, the ad will show up again to him in few hours range.
- **Total control over campaign** – the advertiser has maximum control over its PPC ads, from target group, place, time, to budget he / she wants to spend.
- **Easy to measure results** – thanks to the fact that PPC ads are paid on pay-per-click bases, it's very easy and precise to measure it.
- **Financial flexibility** - big advantage of PPC ads is that it is possible to charge there as well as huge amounts of money so smaller amounts. This insures maximum control over the ads. If there is any problem with ad (such as low conversion rate, too high CPC [cost-per-click], etc.) it is possible to pause the ad (Mahdian & Tomak 2007).

### 1.3.2. Disadvantages

- **Paid traffic** – disadvantage of PPC ads is that it's necessary to pay for the traffic, which can get expensive, since advertiser pay for each click on the ad. However, until the conversion rate price is accurate to the needs, PPC campaigns always is worth it.
- **Competitors can overtake the top positions** – in oversaturated market, bigger competitors can easily overtake top positions due to bigger budget.
- **Can be hard to set up correctly** – in oversaturated markets, it can get difficult to set up PPC ads correctly, due to this lot's of companies pay experts or external marketing agencies to set up PPC ads for them.

- **The necessity of constant control** – The PPC ads have to be checked on all the time to be able to react to occasional fluctuations in the market, which costs time. It is also necessary to optimize PPC ads on regular bases, on which can be look as disadvantage due to cost of time but also as advantage due to maximum control over the outcome of campaign (Mahdian & Tomak 2007).

### 1.3.3. Basic terms

As every other tool PPC ads have as well their own terms which are used, related with usage of this tool.

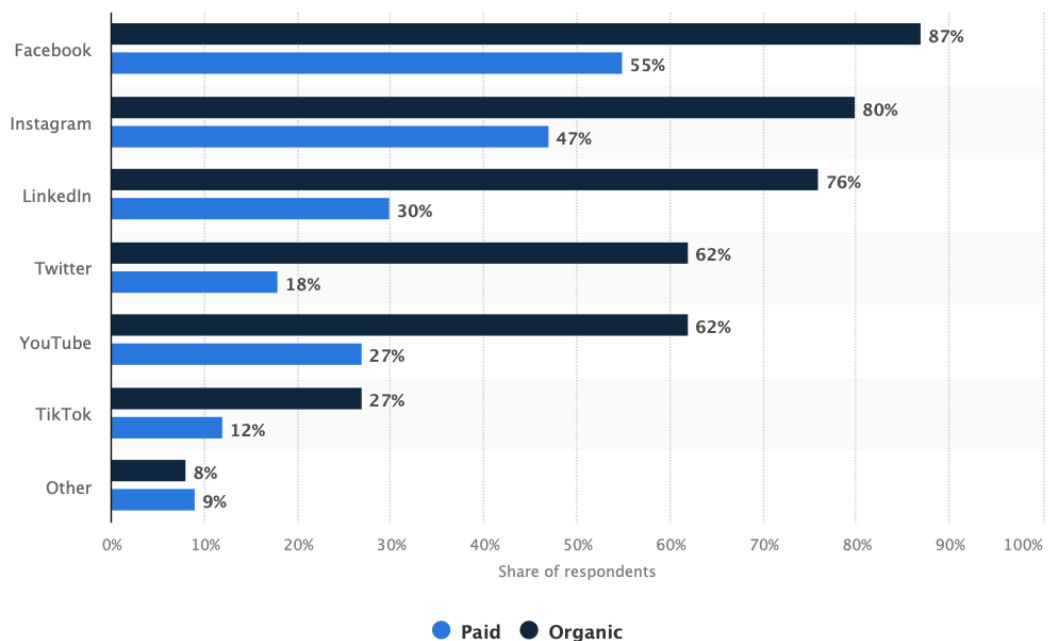
- **Account** – each company which wants to advertise through PPC ads has to have account with consists of email, password and also information about account holder for the purpose of invoicing.
- **Campaign** – Each campaign should have goal.
- **CTR** – click-through-rate - percentage expression of the number of clicks on the ad against the number of ad impressions
- **CPC** – cost-per-click -
- **CPT** - cost-per-thousand – if advertiser doesn't want to pay for each click but pays for thousand views
- **Average position** – expresses average position on which the ad is showcased
- **Conversion** - measurable action on the advertiser's website. The process when a site visitor becomes a customer.
- **Cost per conversion** – price per brought customer (total investment divided by the number of conversions)
- **Conversion ratio** - Percentage expression of the number of users who became customers.
- **Value of conversion** - The measured value of the selected action. It informs the advertiser about the profitability of advertising.
- **RTG** – retargeting - it is a function designed to reach users who have already visited the website once. It will make it possible to target ads depending on what action the visitor took on the site.
- **Search engine** - Advertisements are displayed on one of the most used Czech search engines and in the results of selected services.

- **Content network** - It consists of a group of the most visited websites of the Czech Internet and several thousand other partner websites that display advertising on their pages (Burešová 2022).

## 1.4. Facebook

### 1.4.1. Introduction

Facebook, a social network founded by Mark Zuckerberg, first saw the light of day in 2004 and has since grown to become one of the largest social networks in the world. Initially starting as a medium for universities, it has now evolved into one of the best and most widely used platforms for digital marketing. (Marshall 2020) According to statistics, Facebook is the most popular social network for promoting B2C (Business to Customer) products, followed by Instagram, which falls under Facebook's umbrella since its acquisition in 2012.



Picture 1 - Social Media Usage by Marketers (Statista 2023)

### 1.4.2. Fundamentals

The sections mentioned below are essential components that comprise best practices for creating and managing effective advertising campaigns. Proper understanding and

subsequent adjustment of these components is key to maximizing returns on investment (ROI) and achieving the desired results. Key elements include:

### 1.4.3. Campaign Objective

At the very beginning of creating an advertisement, it is important to determine the objectives of the advertisement, which will determine the primary goal of the campaign. There are six main general outcomes/objectives of campaigns, as listed by (Meta 2023)

- **Awareness:** Create awareness of your business, this objective helps reaching the largest amount of Facebook users
- **Traffic:** Traffic campaigns increase the number of visitors to your specified location. It can be your Facebook page, your website or app.
- **Engagement:** This objective drives an engagement from people interacting with the ad. The commonly used engagement driving tool is messenger where the advertiser sends people to his messenger chat to engage with him or his company.
- **Leads:** Perfect objective for collecting leads for your business usually with signups or phone calls.
- **App promotion:** Great way to get people to install your new app or take a specific action within the app.
- **Sales:** Helps you find people who are most likely going to purchase your product or service (Meta 2023).

Table 1 - Marketing Objective (Meta 2023)

Marketing Objective		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

As stated previously, it is important to choose the objective that will best help achieve overall goal. Since my goal is to bring new costumers and raise the sales, I will focus on the main objectives that are applicable for this purpose.

#### 1.4.4. Ad Sets

Ad sets allow marketers to target ads to a specific audience, placement, budget, and also plan the ads. To optimize the display of ads and effectively reach the desired audience, it is essential to create well-defined ad sets. Understanding each of these ad groups and their functions is beneficial for effective campaign creation and better optimization (Weintraub 2011).

### 1.4.5. Targeting

Targeting Facebook ads / Meta ads allow you to define the audience to which the ad will be shown. Facebook offers several options:

- **Demographic targeting:** allows you to select your audience based on age, gender, location, language, and other demographic factors.
- **Interest targeting:** allows you to target advertising to people who have shown interest in specific topics or interacted with content related to products or services marketed by marketers.
- **Behavioral targeting:** allows you to target advertising based on their online/offline activities such as devices used, travel habits, and shopping habits.
- **Custom audience:** allows you to target advertising by uploading a list of customers or people who have visited a given website or application.
- **Lookalike audience:** allows you to target advertising to people with similar characteristics to existing customers or your own audiences (Bren 2019).

### 1.4.6. Placement

Placements Ad sets allow you to define where ads will be displayed within Facebook, Instagram, Messenger, and Audience Network. It is possible to choose specific placements such as:

- Messenger Inbox,
- Instagram Feed,
- Instagram Stories
- Facebook News Feed

or it is also possible to choose the option of automatic placement, where the Facebook algorithm will evaluate where the best placement of the given ads is based on the set goals of the campaign and audience targeting (Semerádová & Weinlich 2019).

### 1.4.7. Budgeting and Bidding

Budgeting and Bidding Ad sets allow you to define a daily or lifetime campaign budget and also choose a bidding strategy. The bidding strategy includes:

- Cost per click (CPC),



- Cost per thousand impressions (CPM),
- Cost per action (CPA).

Adjusting the bidding strategy is important for achieving optimal advertising costs and at the same time maximizing the performance of ads (Marshall 2020).

#### **1.4.8. Bid Strategy:**

Scheduling Ad sets also allow you to have control over when ads are displayed. The campaign can be set to run:

- continuously,
- started/ended on the given dates
- according to a specific schedule (selected days of the week or times of the day).

Adjusting the time your ads appear can help reach your audience when they are most likely to be active and interactive (Weintraub 2011).

#### **Optimization for Ad Delivery**

Optimizing ad delivery is a crucial aspect of advertising on Facebook as it ensures that ads are shown to users most likely to perform the desired campaign objective. Tuning the ad optimization process can increase ad performance, engagement rates, and therefore achieve higher return on investment (Semerádová & Weinlich 2019).

#### **Objective-based optimization**

Facebook optimizes ad delivery automatically based on the campaign objective set beforehand.

#### **Conversion window**

The conversion window is the time frame during which Facebook tracks user actions after interacting with a particular ad. The tracking period can be set between 1 to 28 days based on the company and typical customer journey. Choosing the correct conversion window is essential for optimal ad optimization, which ensures that users who are most likely to convert within the designated time frame are prioritized (Semerádová & Weinlich 2019).

#### **Ad delivery optimization option**

Ad delivery on Facebook can be optimized in several ways:

- **Link clicks:** Optimizing for this option is suitable for increasing website or landing page visits. (Optimizing for users most likely to click on the ad link)
- **Landing page views:** Optimizing for this option is suitable for users most likely to visit a particular website or landing page after clicking on the ad, ensuring higher-quality visits.
- **Impressions:** Optimizing for this option is suitable for increasing brand awareness. For maximum exposure and ad display to the largest number of users within the target audience.
- **Daily unique reach:** This option displays ads to users only once a day. Optimizing for this option is suitable to avoid excessive exposure and ensure wider reach.
- **Conversions:** Optimizing for this option is most suitable for campaigns focused on supporting specific actions or sales. It optimizes ads for users most likely to complete a specific action (purchase, newsletter sign-up) (Weintraub 2011).

#### 1.4.9. Types of Bid Strategy

Bid strategy is one of the fundamental components of advertising on Facebook, as it defines how much the marketer is willing to pay for a specific action or result, such as impressions or conversions. Choosing the right bid strategy can maximize the performance of the ad and manage campaign costs. We have the following bid strategies:

- **Lowest Cost (formerly Automatic Bidding):** This bid strategy allows for the automatic setting of bids for ads, aiming to achieve as many results as possible for the lowest possible cost. Facebook's algorithm evaluates the optimal spending of the budget over the duration of the campaign while targeting the most relevant users.
- **Target cost (formerly Manual Bidding):** This bid strategy allows for the setting of bids based on specific criteria such as:
  - Cost per click (CPC)
  - Cost per thousand impressions (CPM)
  - Cost per acquisition (CPA)

Facebook's algorithm evaluates the optimal approach to achieving results as close as possible to the target costs, providing greater control over campaign costs (Marshall 2020).

- **Cost cap (formerly Manual Bidding):** With this bid strategy, it is possible to set a maximum price for an action such as a click or conversion while still optimizing for the highest number of results. This bid strategy allows for greater control over costs and ensures that the average cost per action remains below the predetermined amount (Meta 2023).
- **Bid cap:** This bid strategy allows for setting a maximum bid for each auction in which the ad participates. The Facebook algorithm will not offer a higher price than the set limit, ensuring that the ad placement is not overpriced. The disadvantage of this bid strategy is that if set incorrectly, it may not be competitive enough to win some auctions (Meta 2023).
- **Value Optimization:** This bid strategy allows for optimizing ads based on the predicted value that each user will bring to the company. By providing data on customer lifetime value or setting custom conversion events, the Facebook algorithm can target users with a higher likelihood of creating long-term revenue (Meta 2023).

Table 2 - Bid Strategies (Meta 2023)

Performance goal	Available bid strategies	Best for...	Watch out for...
Maximize number of results for your budget	Automated bidding	<p>Getting the most volume of results possible and do not have strict CPA needs</p> <p>Spending your full budget is a high priority</p> <p>Advertisers who may not have a clear goal/KPI in mind</p>	Higher costs (e.g. CPM, CPA) than what you might tolerate
Maximize conversion value	Highest value (uses automated bidding)	Spending your budget while focusing on higher value purchases.	<p>Requires a good distribution of values across different products.</p> <p>Requires pixel to pass back purchase values.</p>

Table 3 - Bid Strategies 2 (Meta 2023)

Performance goal	Available bid strategies	Best for...	Watch out for...
Control your return on ad spend (ROAS)	Minimum ROAS	<p>Breaking even on your ad spend and reaching a certain return.</p> <p>More control over the purchase value you generate from ads than highest value bidding.</p>	<p>If Meta cannot reach your ROAS floor, then delivery may stop; does not aim to deliver your budget in full.</p> <p>If you care more about spend than generating a specific ROAS, consider using highest value bidding.</p> <p>Requires pixel to pass back purchase values.</p> <p>Requires ability to calculate bids based on projected conversion rates and marginal cost.</p>

Table 4 - Bid Strategies 3 (Meta 2023)

Performance goal	Available bid strategies	Best for...	Watch out for...
Control the cost of your results	Cost cap	Keeping CPA at or below a certain amount regardless of market conditions.	<p>Spend may be slower than when using lowest cost; if you do not have strict.</p> <p>CPA goals and care more about spending your budget, try lowest cost.</p> <p>Learning phase may take longer to exit than other bid strategies, during which costs may exceed your cap; however, delivery should stabilize after exiting learning.</p> <p>If you typically observe conversions over a much longer window than 7 days post-click, you may observe stronger fluctuation in spend and CPA, but performance should stabilize over time.</p>

Table 5 - Bid Strategies 4 (Meta 2023)

Performance goal	Available bid strategies	Best for...	Watch out for...
[Advanced] Manually cap how much Meta bids in auctions	Bid cap	Advertisers who use internal bidding or LTV models.  Controlling how much Meta can bid in auctions.	Does not control for the CPA you see in reporting and requires more frequent bid changes.  Requires ability to calculate bids based on projected conversion rates and marginal cost.

#### 1.4.10. Testing and Continuous Optimization

Testing and continuous optimization are one of the most important aspects of achieving successful advertising campaigns on Facebook. It is essential to monitor the performance of the campaign and make adjustments on a regular basis to ensure efficiency, relevance, and ultimately better results and higher return on investment (Meta 2023).

- **A/B Testing (Split Testing):** A/B testing is a process that involves comparing the performance of different ad variables to identify the most effective combination. In the ad manager, it is possible to create multiple variations of an ad set, with different elements such as headlines, ad text, images, videos, and call-to-action buttons, as well as targeting options. Facebook's algorithm evenly distributes the budget and ad impressions among these variations, making it possible to analyze which version works best based on predefined campaign goals. After identifying the ad with the most potential and best performance, it is possible to allocate more budget to it and also pause ads with insufficient performance (Meta 2023).
- **Analyzing Campaign Metrics:** Regularly monitoring campaign data and performance for continuous optimization is a critical factor for success or failure. Facebook Ads Manager provides a range of metrics, such as click-through rate (CTR), cost per click (CPC), cost per thousand impressions (CPM), cost per action (CPA), and return on ad spend (ROAS). Analyzing these metrics helps understand ad performance and identify areas that need improvement. With this analysis, informed adjustments can be made to ads, such as refining targeting, increasing/decreasing budget, or updating creatives (Meta 2023).
- **Ad Frequency Monitoring:** The average number of times an ad is shown to a user is called ad frequency. Monitoring ad frequency is important because if an ad is shown too frequently to a user, it can lead to ad fatigue and decreased interaction with the ad. If ad performance begins to decline despite high ad frequency, it may be worth considering updating ad creatives, rotating ad sets, or expanding the target audience (Meta 2023).
- **Performance Breakdown:** The Facebook Ads Manager allows for the breakdown of campaign performance based on various criteria such as age, gender, device, placement, and time. Analyzing these dimensions is necessary to identify trends, opportunities, and areas for improvement (Meta 2023).



- **Ongoing Learning and Adaptation:** Since the advertising environment and user behavior are constantly changing, ongoing learning and adaptation are necessary to maintain successful advertising campaigns on Facebook. Regular testing of new ad formats, targeting options, and bidding strategies can help discover new ways to optimize campaigns and achieve better results (Meta 2023).

#### **1.4.11. Retargeting**

A person must hear or see a marketing message at least seven times before making a decision, according to research. (Kruse 2021) Facebook allows advertisers to display advertisements to users who have previously interacted with a website, app, or other online content. This Facebook ad feature is known as retargeting. Retargeting aims to re-engage potential consumers who have shown interest in a product or service (interaction with online content) but have not yet completed an action, such as a purchase or newsletter subscription (Sutton 2022).

Retargeting on Facebook has numerous benefits, including a high return on investment (ROI) due to the fact that it targets individuals who are already familiar with and interested in the brand. Retargeting also enables businesses to target specific user behaviors and interests, thereby increasing conversion rates. With average e-commerce conversion rates of 1.62% as of August 2022 (IRP, 2022), retargeting ads aimed at shoppers who abandoned their purchasing carts or did not complete the checkout process can help businesses recover lost revenue and boost conversion rates (Sutton 2022).

#### **How does retargeting work?**

The Meta Pixel is an integral code element embedded within a website that facilitates a comprehensive understanding of advertising effectiveness and user behavior on the platform. This includes monitoring particular actions, such as visiting a website or adding an item to a shopping cart. By implementing the Meta Pixel, it is possible to identify instances in which users interact with a Facebook or Instagram advertisement and then take the desired action. This beneficial insight enables advertisers to maximize the effectiveness of retargeting strategies (Meta 2023).

In addition, when used in conjunction with the Conversions API, the Meta Pixel establishes a robust and reliable connection that improves the delivery system's ability to

reduce advertising costs. Through the integration of these tools, digital marketing campaigns can achieve a greater degree of precision and cost-effectiveness (Meta 2023).

### **1.5. Persona**

Understanding the target audience is essential for effective communication, marketing, product development, and ultimately, customer satisfaction. One of the most commonly used tools for defining the target audience or ideal customer is the persona. A persona is a fictional character or archetype created to represent a specific segment of the target audience. Personas typically include demographic information such as:

- age,
- gender,
- education,
- and income level,

as well as psychographic characteristics such as:

- interests,
- motivations,
- pain points,
- goals,
- and preferred communication channels (Revella 2015).

The more detailed the ideal customer is defined in the persona, the deeper the understanding is possible, which allows for a better understanding of the needs, desires, and behavior of the target audience. This understanding enables more effective communication and adaptation of product/service offerings. To create a persona, several surveys and analyses are necessary, such as customer interviews, surveys, website analyses, and market research. These analyses allow for precise definition of the ideal customer and identification of common patterns and themes, enabling more precise and informed decision-making in marketing, sales, and user experience processes (Pruitt & Adlin 2006).

## 1.6. Research

In the broadest sense, research is conducted whenever specific information is sought to answer a particular question. In other words, research is a systematic process of collecting information and subsequently analyzing and interpreting the gathered information/data with the aim of answering specific questions or solving problems. Various methods and techniques are employed in research for data collection, testing hypotheses, and drawing conclusions. Research methods can be divided into two main groups: quantitative and qualitative (Colomb et al. 2016).

### 1.6.1. Quantitative Research

Quantitative research involves the collection and analysis of numerical data with the aim of drawing conclusions about a specific phenomenon, which often involves statistical processing, and the ultimate goal is to create generalized relationships and formulas. Common methods of quantitative research include:

- **Surveys:** Systematic collection of data from a sample of respondents through questionnaires or interviews.
- **Experiments:** Controlled studies in which variables are manipulated to observe their impact on the outcome. Experiments are often used to determine cause-and-effect relationships.
- **Observational studies:** It involves collecting data through direct or indirect observation of participants. It can be used in a structured or unstructured manner (Colomb et al. 2016).

### 1.6.2. Qualitative Research

Qualitative research focuses on methods that involve the collection and analysis of non-numerical data to understand basic meanings, opinions, motivations, and experiences. This is often used to study nuances of human behavior and social interactions. Emphasis is placed on interpreting the phenomena being studied from the perspective of the individuals involved, resulting in a detailed description of individual cases. Common qualitative research methods include:

- **Interviews:** In-depth, individual interviews with respondents aimed at gaining an overview of their perspectives, opinions, and experiences.

- **Focus groups:** Small group discussions facilitated by a moderator with the aim of exploring a specific topic or problem in depth, allowing participants to share their ideas and experiences.
- **Ethnography:** The study of people in their natural environment, interviews, and artifact analysis are often used to understand culture, behavior, and social dynamics (Colomb et al. 2016).
- **Case studies:** Detailed examination of an individual, group, or event using multiple data sources to provide a comprehensive understanding of the subject.
- **Content analysis:** Systematic examination of texts, images, or other media to identify patterns, themes, and meanings (Silverman 2013).

### 1.7. STDC

The See-Think-Do-Care model is a marketing and content strategy framework developed by Avinash Kaushik, a Google Digital Marketing Evangelist. STDC (See, Think, Do, Care) describes the customer journey through four phases in which a potential customer may be in during the purchasing process. It deviates from traditional marketing models that primarily focus on conversion and instead aims to involve the audience more holistically, focusing on their needs and desires in each phase of the journey (Kaushik 2015).

The STDC model consists of four phases:

- **See:** The See phase focuses on the widest possible audience to increase brand awareness, with the aim of making the customer think of the company when they are next in the purchasing phase for a particular product. In other words, this phase is about improving the brand image through sharing useful, engaging, and informative content. The activities in this phase may include blog posts, infographics, videos, as well as social media updates that appeal to the interests and pain points of the target audience (Kaushik 2015).
- **Think:** The Think phase targets an audience in which potential customers are already actively seeking solutions to their problems. In this phase, it is necessary to provide content that helps evaluate options and learn as much as possible about the company's products and identify the benefits of the product or service. The activities in this phase may include product comparisons, case studies, references,

or detailed descriptions of products/services that represent a unique competitive advantage (Kaushik 2015).

- **Do:** The Do phase targets potential customers who are ready to make a purchase or take the desired action. This phase aims to facilitate conversions as much as possible by providing clear calls to action through incentives or promotional actions and ensuring a seamless user experience throughout the entire purchasing process. The activities in this phase may include targeted advertising, time-limited offers, detailed instructions for completing transactions, or personalized recommendations (Kaushik 2015).
- **Care:** The Care phase focuses on caring for customers who have already made a purchase and supporting loyalty by offering good customer service, after-sales support, and personalized engagement. The goal is to create loyal and returning customers (brand advocates) who will continue to recommend products or services to others. The activities in this phase may include personalized communication, timely customer support, exclusive offers for existing customers, or positive reviews created by users (Kaushik 2015).

## 2. Analytical part

### 2.1. Flipky.

#### 2.1.1. Introduction

Flipky. is outdoor fashion clothing brand located in Slovakia focused on **multi-purpose clothing**. Flipky. aims to reduce the impact of fast fashion on the environment by using sustainable materials such as recycled PET bottles and fishing nets. Their mission is to make multipurpose products that save space and are comfortable enough for outdoor adventures while also being stylish for urban settings. Flipky's values of **sustainability, joyfulness, adventurousness, and friendliness** reflect their commitment to preserving nature and promoting an active and fulfilling lifestyle (Lipták 2022).

Flipky. adopts an approach that diverges from the prevailing trend of fast fashion, which is frequently characterized by non-ecological and inhumane large-scale production. The company continuously strives to strike a balance between nature and human activity by ensuring that each clothing item serves multiple purposes and is manufactured from natural and recycled materials. Their commitment to high-quality and ethical production practices enables them to reduce their environmental impact by more than 50% compared to conventional fashion companies (Lipták 2022).

Flipky. emphasizes the importance of maintaining favorable working conditions and superior production standards. By producing their garments in Slovakia, they not only support local manufacturers and contribute to their nation's prosperity but also guarantee fair labor practices. Their emphasis on quality serves as a powerful counterforce to fast fashion (Lipták 2022).

The environmentally friendly materials employed by Flipky. consist of recycled polyester and natural substances. Recycled polyester, which has 14 times less adverse environmental impact than silk, is a comfortable, functional, and quick-drying fabric with properties comparable to regular polyester. Furthermore, its production requires 90% less water and 70% less energy than conventional polyester. Derived from PET bottles, industrial polyester waste, and discarded clothing, recycled polyester facilitates the preservation of our planet for future generations (Lipták 2022).

As proponents of slow fashion, Flipky. advocates for multipurpose clothing items and limited production runs to minimize waste. The company aims to design garments that can replace multiple items in one's wardrobe, focusing on quality, functionality, and versatile style. In addition, they offer a clothing rental service for select items and organize clothing swap events, further promoting sustainable fashion practices (Lipták 2022).

### 2.1.2. Flipky. Product Line

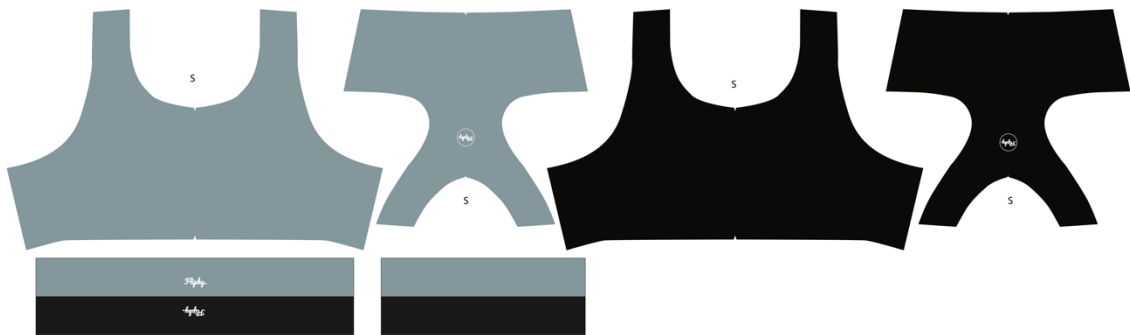
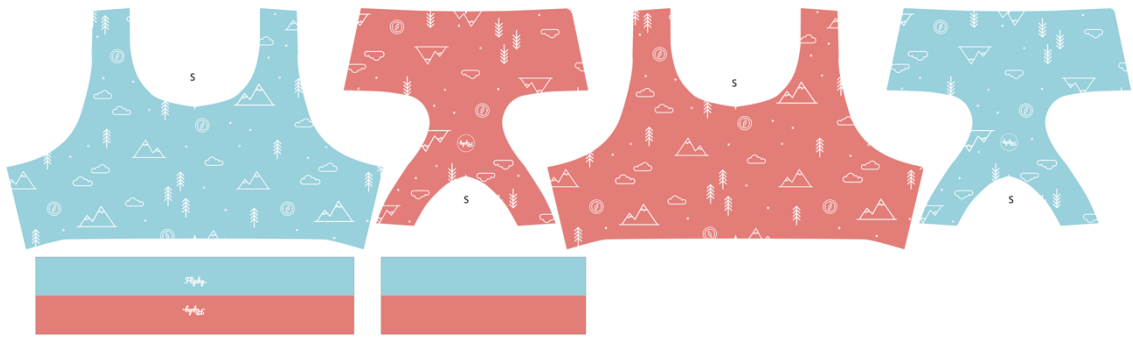
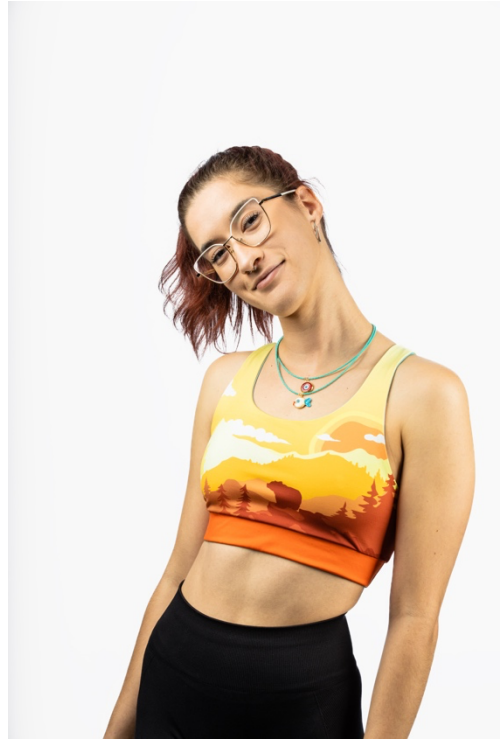
As the Flipky brand is still young, it currently has only two products for sale:

- The Flipky. Scarf (double-sided scarf for the neck),
- The Flipky. Bra (double-sided bra).

Each product is currently available only in one design, but as a co-founder of Flipky., I know that Flipky. are preparing several new designs (the new designs can be seen below) and new products such as the outdoor spoon/fork/knife for the summer 2023. Given this information, I will be proposing a marketing solution for these two products with multiple color options in my bachelor's thesis.

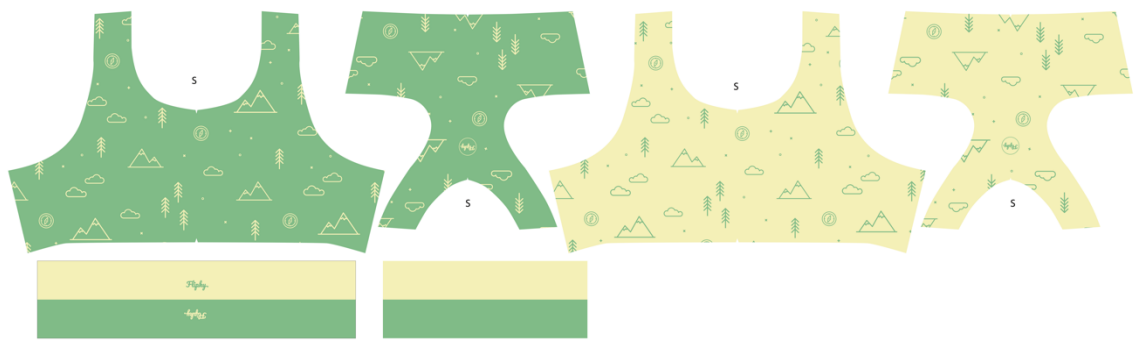


Picture 2 - Flipka Neck-gaitor (Own proceeding)



Picture 3- Flipky Bra 1 (Own proceeding)





Picture 4 - Flipka Bra 2 (Own proceeding)

### 2.1.3. Target Group

I will present two archetypes of people within the target group of Flipky. :

#### 1. Betka

Betka, a 26-year-old project designer, works in a small, friendly architectural studio, valuing the congenial environment over the higher financial gains. She is passionate about the outdoor activities and incorporates them into her daily routine. She has been engaging in climbing, running, working out, or hiking. Betka also enjoys cooking as a creative outlet.

At work, she focuses on her project responsibilities, preferring a manageable workload to avoid undue stress. Betka is driven by her love for travel and outdoor activities, and she seeks quality, functionality, style, and ecological considerations in the products she uses. To meet her expectations, products must be comfortable and aligned with their intended purpose.

#### Key Profile Attributes:

Table 6 - Betka Key Profile Attributes (Own proceeding)

<b>Age</b>	26
<b>Gender</b>	Female
<b>Relationship status</b>	In a relationship
<b>Occupation</b>	Project designer
<b>Common titles</b>	Ing.
<b>Annual income</b>	11,000 €
<b>Location</b>	Rajec / Žilina / Slovakia
<b>Company size</b>	4 Employees (architectural studio)
<b>Interests / Hobbies</b>	Climbing, Biking, Hiking, Travel, Cooking
<b>Decision making behavior</b>	Quality, Functionality, Style, Ecological considerations
<b>Special skills</b>	Drawing

Since Flipky. is brand for both male and female, they have persona also for male potential clients.

## 2. Rast'o

Rast'o is a 28-year-old freelance bike mechanic who prioritizes personal fulfillment over a higher corporate salary. He is particularly passionate about outdoor activities and eagerly uses every free moment for adventures outside of the bike shop, including mountain biking, trail running, climbing, and camping.

With an annual salary of €20,000, Rast'o invests in high-quality, durable, and functional products as he realizes that he cannot afford to constantly buy new equipment. He values sustainability and style, ensuring that the products he uses are comfortable and effective in various conditions.

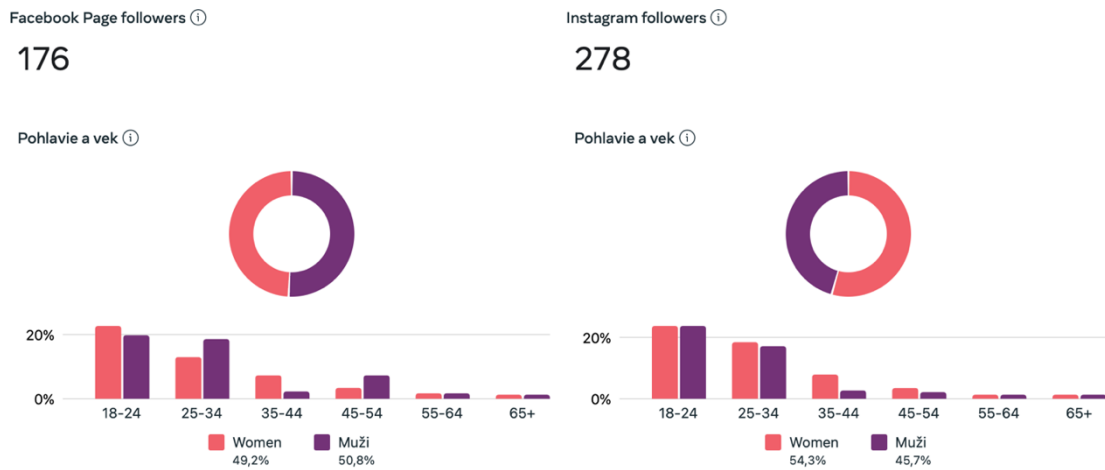
### Key Profile Attributes:

Table 7 - Rast'o Key Profile Attributes (Own proceeding)

<b>Age</b>	28
<b>Gender</b>	Male
<b>Relationship status</b>	In a relationship
<b>Occupation</b>	Bike mechanic
<b>Common titles</b>	Ing.
<b>Annual income</b>	20,000 €
<b>Location</b>	Rajec / Žilina / Slovakia
<b>Company size</b>	Freelance
<b>Interests / Hobbies</b>	Climbing, Biking, Hiking, Travel, DIY
<b>Decision making behavior</b>	Quality, Functionality, Style, Ecological considerations
<b>Special skills</b>	Troubleshooting technical problems

## 2.1.4. Facebook & Instagram Audience

A good indicator of potential customers might be current followers of Flipky. Therefore I have decided to analyze the current followers.

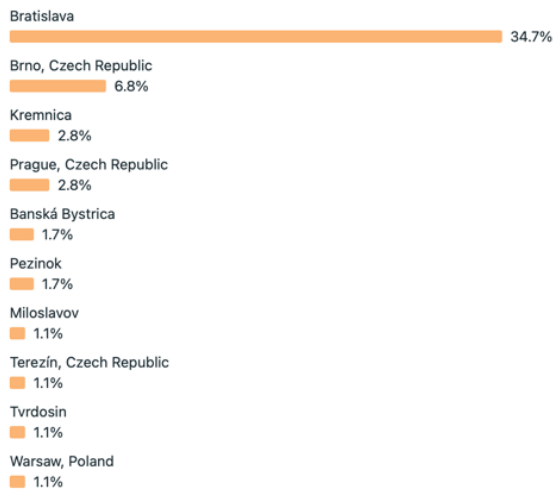


Picture 5 -Flipky. Social Media Following 1 (Own proceeding)

In both social networks Facebook and Instagram Flipky. have the biggest following from people in age range from 18 to 24 years followed with the age range of 25 to 34 years old. In terms of gender on Flipky. have more male followers in Facebook than in Instagram where women slightly dominate. But it has to be said that the percentage difference is so small that it doesn't make any major difference.

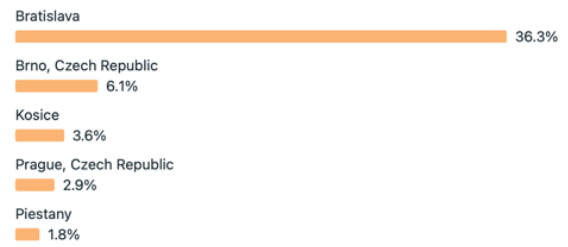
## Facebook

### Najčastejšie mestá



## Instagram

### Najčastejšie mestá

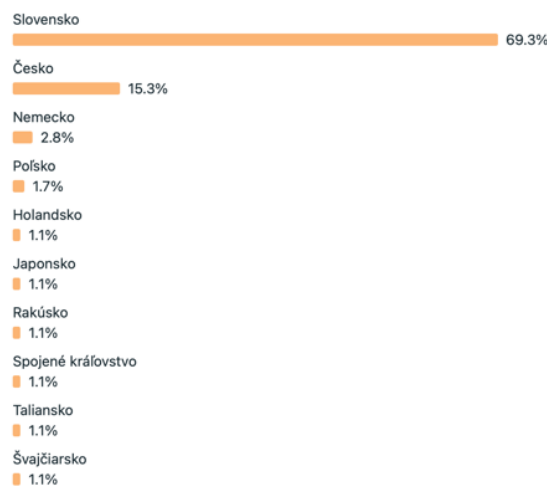


Picture 7 - Flipky. Social Media Following 2 (Own proceeding)

Most of the followers both on Facebook and Instagram are located in Bratislava (Facebook 34,7%, Instagram 36,3%) followed with people located in Brno, the Czech Republic (Facebook 6,8%, Instagram 6,1%).

## Facebook

### Najčastejšie krajiny



## Instagram

### Najčastejšie krajiny



Picture 8 - Flipky. Social Media Following 3 (Own proceeding)

Most of followers both on Facebook and Instagram are located in Slovakia (Facebook 69,3%, Instagram 74,5%) followed with people located in the Czech Republic (Facebook 15,3%, Instagram 13,3%).

### **2.1.5. The Analysis of Previous Facebook Ads Campaigns**

Flipky, in the past, conducted two Facebook campaigns, one in December 2022 and another in February 2023. Both campaigns aimed at selling the Flipky Bra product and raising awareness. The campaigns were set up similarly, with the only difference being the content. The first campaign's content consisted of a short 20s video featuring dancing girls (tested during a focus group), while the second campaign's content was an excerpt from a podcast where the host described her impressions and feelings about the new bra. Both campaigns were deemed unsuccessful by the co-founders (own proceeding).

The goal of this analysis is to evaluate what was good and bad about the previous Facebook campaigns.

#### **Limitations**

Both campaigns had a very small budget, resulting in running for too short a time (approximately 7 days) to effectively optimize and potentially find the right audience. Another limitation related to the short duration is that a person needs to see an advertisement/hear a message at least seven times to decide to take the desired action. One of the other limitations of the previous campaigns, according to the co-founders, was the poor content, which made it difficult to understand the product/service at first glance. One of the biggest limitations of this analysis is that the ads were run twice with the same settings, with the only difference being the change of content, resulting in the deletion of data from the first campaign and merging data with the second campaign (own proceeding).

#### **Campaign Setup**

The exact campaigns setup can be viewed in appendix 2.

## 1. Ad Analysis

Ads were set up based on the funnel principle, targeting the largest audience first and subsequently narrowing and retargeting the audience.

## 2. Demographics

According to the results, women clicked on the ads more (3661 clicks) compared to men, who clicked on the ad only 297 times. Another 13 people with unidentifiable gender clicked on the ads. All these people were located in Slovakia.

Regarding age, the ads were clicked mostly by people aged 35-44 years (880 clicks), followed by the age group 45-54 (745 clicks), in the third place was the age group 55-64 (722 clicks), in the fourth place was the age group 25-34 (634 clicks), in the fifth place was the age group 65+ (595 clicks), and in the last place was the age group 18-24 (395 clicks).



Picture 10 - Flipky. Campaign 1 (Own proceeding)

## The Results of Analysis

The total amount spent on the ads during the campaigns was €310.78. The campaigns had a total of 185,000 impressions, with 3,971 clicks, and Facebook ads (2,976 clicks) had a higher click-through rate than ads displayed on Instagram (995 clicks). The average cost per click (Average CPC) was €0.08, with a click-through rate (CTR) of 2.15%.

The average viewing time of the ad was 0.05s, which transforms to €0.01 for 0.03s of viewing.

## Facebook Ads - Campaigns

<p>Facebook Ads Amount Spent</p> <p><b>€310.78</b></p>	<p>Website Purchases</p> <p>—</p>
--	-----------------------------------

<p>Clicks <b>3,971</b></p>	<p>Clicks</p> <table border="1"> <tr> <td>traffic na insta cez flipky bra</td> <td>2,423</td> </tr> <tr> <td>podcast - purchase</td> <td>1,273</td> </tr> <tr> <td>awarness cez flipky bra</td> <td>275</td> </tr> <tr> <td>Flipky. bra conversion</td> <td>0</td> </tr> </table>	traffic na insta cez flipky bra	2,423	podcast - purchase	1,273	awarness cez flipky bra	275	Flipky. bra conversion	0	<p>Publisher Platforms</p> <p><b>3,971</b> Clicks</p> <ul style="list-style-type: none"> <li>Facebook 2,976</li> <li>Instagram 995</li> </ul>
traffic na insta cez flipky bra	2,423									
podcast - purchase	1,273									
awarness cez flipky bra	275									
Flipky. bra conversion	0									

<p>Clicks</p> <p><b>3,971</b></p>	<p>Impressions</p> <p><b>185 K</b></p>	<p>Average CPC</p> <p><b>€0.08</b></p>	<p>CTR</p> <p><b>2.15%</b></p>
-----------------------------------	--	--	--------------------------------

Showing 4 of 4 Rows

CAMPAIGN	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR
traffic na insta cez flipky bra	2,423	35,503	€0.03	6.82%
podcast - purchase	1,273	39,316	€0.15	3.24%
awarness cez flipky bra	275	109,987	€0.16	0.25%

Video Average Watch Time

**00:00:05**

Cost 3s Video View

**€0.01**

Picture 11 - Flipky. Campaign 2 (Own proceeding)



## **The Overall Conclusion**

The ads were set up based on the funnel principle, gradually narrowing and retargeting the audience. Women in Slovakia clicked on the ads more (3,661) compared to men (297) and another 13 people with unidentifiable gender. The highest number of clicks was from the audience aged 35-44 years (880), while the age group 18-24 (395) showed the least interest. In total, €310.78 was spent on ads with 185,000 impressions and 3,971 clicks. Facebook had a higher click-through rate (2,976) than Instagram (995), with an average cost per click of €0.08 and a click-through rate of 2.15%. The average ad viewing time was 0.05s, representing €0.01 for 0.03s of viewing.

Due to a lack of big differences between age groups it cannot be said what specific target group is the best to focus on when choosing target audience, but it can be said that the ads located on Facebook page probably works better than on Instagram.

## **2.2. Focus Group Analyses**

### **2.2.1. Goal, Target group, Method, Data Collection**

The aim of the survey was to find out how to implement effective marketing on Flipky. customers, specifically how to prepare effective advertising to increase sales and brand awareness.

I posed the following research questions:

1. What type of outdoor activity-related advertising (products/services for outdoor activities) do young people like the most?
2. Whether and how does advertising in this segment affect their purchasing behavior?
3. What should a good ("ideal") outdoor advertising communicate in terms of content and visual aspects (important attributes)?
4. How do young people perceive the existing advertising from Flipky.? What does it communicate (or not communicate) and what should it (potentially) communicate better?
5. (Also situationally examine) How do young people usually proceed when purchasing products/services in this segment? Does it differ when it comes to different products in this segment?

I conducted the survey using a qualitative approach in the form of an online focus group on April 17, 2023. The target group consisted of six randomly selected young people aged 18-28 from various parts of Slovakia who are currently studying at a university and living/working in Slovakia, Austria, and Switzerland. The focus group comprised three women and three men. All respondents met the selection criteria - they were active enthusiasts of outdoor activities such as hiking, climbing, cycling, skiing or ski mountaineering, running, or motorcycling.

The specificity of the survey was my personal participation in the survey and conducting the survey for the Flipky. brand, of which I am a co-founder. Also, all participants in the focus group were to some extent familiar with Flipky. Such a survey thus acquired the attribute of a participatory (market) survey.

I conducted the survey anonymously, meaning I guaranteed anonymity and protection of personal and all data provided by the respondents for the purpose of the survey. I committed to treating all data as confidential during and after the survey.

The respondents filled out a registration form including a short questionnaire and consent to provide personal data (GDPR) when signing up for the focus group. (Appendix no. 2 excerpts from graphs and note that 7 signed up in the questionnaire, but only 6 participated)

The focus group was conducted using the method of group semi-structured interview in an online format. It was an online video transmission via the Zoom platform, and a video recording was made of the focus group. I moderated the focus group, which lasted 120 minutes. (The video recording is available for viewing in David Maroš's archive.)

### **2.2.2. Focus group scenario, data processing and analysis in the survey**

The focus group followed a scenario that consisted of 4 parts:

- a) Advertising in general, in relation to outdoor products/services, and brands in that segment
- b) Advertising in the outdoor industry and its impact on purchasing behavior.
- c) Evaluation of advertising types of known brands in the outdoor industry - video clips,

- d) Evaluation of Flipky. advertising - video clip, and brand attributes Conclusion and, thanks

The complete scenario is attached to this bachelor's thesis as appendix 3.

The data were processed using qualitative data analysis with an inductive approach, according to the standards of social research.

### 2.2.3. Data analysis

**Good advertising**, from the point of view of respondents, is one that tests products based on real reviews. It is truly convincing if the advertisement is associated with a well-known face in a given field of interest. The added value is if the advertisement not only catches attention but also amuses. There seems to be a significant difference in how women and men perceive good advertising. According to female respondents, they expect a visual experience and emotion from advertising, particularly paid advertising. People who are "in the mountains and enjoying it", for example, should emphasize both. When watching a good advertisement, they either want to literally experience or imagine the same things people experience in the advertisement. According to respondents, advertising should primarily focus on the product and present its parameters, technical details, and so on, based on which they can rationally decide to purchase the product.

*"For me, the best advertising is when someone tests the products and I know they were satisfied with them." (Female respondent Do)*

*"I need to be sure it's a good product. When someone well-known, like a famous climber, uses it, I feel assured that it's probably good. At the same time, I'm mostly interested in functionality, whether it meets my needs. For me, the most important thing is to convince me that it meets my requirements." (Male respondent Ma)*

*"...it's not just a photo, there are also people there who enjoy and use those products in some way. ... I can put myself in the shoes of the person and imagine what they're doing and how they're experiencing it. That's what works for me, even on Instagram." (Female respondent Pe)*

*"When I'm at home in front of the computer... there's a beautiful photo of some people outside enjoying themselves, and there are also some products there, so it works quite well for me." (Female respondent Zu)*

*"I really like it when the advertisement focuses directly on the product and doesn't try to sell me something I can experience with the product (which is not guaranteed and not directly related to the product), but I'm interested in technical things, some details. For outdoor products, it might be nice (experience advertisement) because most of these products are associated with experiences, which is okay, but at the moment, if I were buying, say, ski touring skis or a ski touring backpack with an airbag, I would want to see not how a person skis with them, but how it works...; things that I can rationally decide on and not have my head filled with emotions that are not at all valid."  
(Male respondent Ti)*

**Interim conclusion:** Good advertising correctly targets what people love and desire (movement in nature, in the mountains) - consciously and in different ways for women and men.

**Good advertising for outdoor gear** should be set in an environment that captures the viewer, "the environment can play a significant role", for example, when there is a well-known mountain peak in the advertisement. Advertising increases persuasiveness even when there is a face/personality that is above average, for example, in a particular sport. Technical parameters such as a high-quality camera, editing, and music selection are necessary given.

*"When it (the advertisement) is in a famous climbing area, famous mountains, it probably has more of an impact on people than on some random hill that no one knows." (Ma)*

*"When there are really nice shots of nature or a place in the advertisement, it's definitely a big plus." (Ti)*

*"When Adam Ondra (The Czech climber) promotes something, I'm more likely to look at it than when I find something at Decathlon."  
(Pe)*

**Interim conclusion:** Good advertising for outdoor products relies on perfectionism, which is inherent in some respects to outdoor enthusiasts - from the demand for exceptional mountain/nature settings to people who are known in the respective field (sport) for their above-average performance; to the camera, editing, and music in the video.

**How do people buy outdoor equipment?**

Young and active outdoor enthusiasts devote a lot of attention and time to buying their equipment. They rely on recommendations or references from their acquaintances, mountain leaders, and other experts whom they trust because they are more experienced than they are. They also consider the brand – it should be well-known and of high quality (usually more expensive, but reliable). They carefully consider functionality, special durability, especially durability vs. product weight since they not only use the product themselves but also have to carry it on long hikes. They then consider price vs. performance/quality. They specifically look for products with the same parameters and better prices. They conduct their own research on the market, using comparison engines or online bazaars, where some respondents wait for the product to be on sale (paraphrasing) for half the price or 33% off the display model (in-store). Lastly, before purchasing any outdoor equipment, they seek an opportunity to try out the equipment in real-life situations (e.g., skiing various brands on the slopes, trying e-bikes while cycling off-road, hiking shoes should fit well regardless of the recommended brand).

*"Since I have many acquaintances in the area who are more experienced with outdoor activities, I ask them a lot about their experiences with brands. (If it's just a friend, I'll do some research and decide for myself)... Ultimately, I always try to buy as cheaply as possible, either through friends who work in outdoor stores or by searching the entire internet to find the cheapest option that suits me and is most worthwhile." (Ma)*

*"I usually buy something that I've been thinking about buying for at least six months. In the outdoors, I usually have a basic overview already. I know the most expensive and best brands, and I know the cheaper alternatives. When a new product comes out, I see an advertisement for it on social media. And then gradually, when it comes to it, or when I have money... I do some market research..." (Ti)*

*"When I was buying avalanche gear, I focused mainly on quality because it's a matter of life for you or your friends, and the mountain guide recommended Mammut (an outdoor brand) to me, and my friends also used the Mammut BarryVox (avalanche set), so I decided on it, not Pieps (avalanche set of another brand)... Price didn't play much of a role in that choice." (Pe)*

*"I try to choose wisely - price vs. quality. I work in marketing and people often pay for that brand... Before buying any sports item, whether it's hiking clothes, hiking shoes, or something for cycling, I do a little research by looking at various portals, price comparison*

*websites, and also looking at retail chains, from larger well-known ones to smaller stores. I do a quick search and then decide. I don't do it with everything. When I buy an ordinary thermal shirt that costs me up to 20 EUR, I don't do that research. But when I buy hiking boots that cost 240 EUR, I tried to find something that suits me best. When I spend a higher amount of money, I care about it." (Ja)*

**Interim conclusion:** Consumers of outdoor equipment who are active athletes are demanding in their selection process. As they are young and usually not financially secure (when it comes to all their needs), they carefully plan their purchase in advance, consider the product parameters, recommendations, and also closely monitor the price. They use all their digital skills to do so. If they are just starting with the sport or it is not literally a matter of life and death, they buy branded goods second-hand (such as used hiking poles or bicycles). They do not apply such a precise approach to lower-priced items such as T-shirts.

#### **Does "sustainability" play a role in the purchase of outdoor equipment?**

For most respondents who are active outdoor sports enthusiasts, the sustainability of a brand does not play a significant role in their decision-making process when it comes to buying outdoor products, except for clothing. Quality - functionality and (low) weight - which is determined by the limited range of materials available, is what decides their purchase. Some respondents believe that brands often engage in so-called greenwashing, i.e. pretending to be sustainable (especially in the fashion industry), so they don't focus on this aspect when making a purchase. Instead, they prefer to buy from the local/Slovak brands such as Zajo, Northfinder, or the Czech brand Hannah. Another important aspect of sustainable products is durability or the lifespan of outdoor products.

*"I might pay more for a sustainable tent, but since I try to pack light, I haven't found any sustainable products that are also ultra-lightweight. The same goes for backpacks; when I looked at sustainable options, they were one or two kilos heavier. That's a lot for me." (Zu)*

*"When I think 'maybe I want something from Patagonia' (an outdoor brand with a focus on sustainability), the price is so high that I say to myself 'I don't need anything from Patagonia', I'll just take something from Zajo, which might be similarly sustainable and have the shorter journey to my home, as it comes from a warehouse in Poprad." (Pe)*

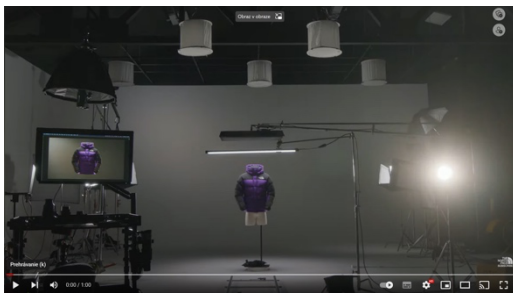
*"A lot of those (outdoor) products that don't use textiles or recycled plastics are very limited in terms of materials. It's up to the brand itself to finance or replace sustainability. Unfortunately, I see it as a small, insignificant plus; I'm more concerned about where it was made - in which country, what materials were used, and the distribution chain. That seems much more important to me for outdoor products." (Ti)*

*"I also look at the fact that I don't have the time or money to buy another version in the future... I prefer to buy something that may not be sustainable but is made from materials that replace sustainability, so that, for example, my kids can use it and won't have to buy something else." (Ti)*

**Interim conclusion:** In the context of sustainability, the origin or country of production of outdoor products and associated transportation costs, along with the materials used (particularly recycled materials in clothing), are the most important factors for young active outdoor enthusiasts. They prefer the local brands from Slovakia or the Czech Republic and prioritize functionality over fashion, as well as durability that can withstand the test of time.

Further follow three video clips of famous outdoor brands' ads 'evaluated by respondents - The North Face, Patagonia, Columbia.

### 1. THE NORTH FACE: It's more than a jacket



Picture 12 - The North Face Ad (The North Face)

<https://www.youtube.com/watch?v=WU1HbZDvvJ0>

This is a one-minute advertisement targeting customers' emotions by telling stories about experiences that had while wearing different jackets from the given brand. The advertisement combines mountain experiences with strong emotions during outdoor activities. Respondents perceived the ad through emotions, had a pleasant visual experience, and overall liked it, averaging **7.4 points** out of a 10-point scale (1 = I don't

like it at all, 10 = I really like it). They noted that the advertisement took them somewhere (to the country of experiences: to the mountains, to the peaks, to winter nature). Respondents identified footage from documentary mountain films with famous people who gave exceptional sports performances.

For some, the advertisement evoked mixed feelings - as the creators offer footage of a jacket on a mannequin without any specifications, and other footage is already "from action", where people dressed in winter jackets from this brand experience emotional moments on their journey (in nature). They also noted that the advertisement was **memorable** and **motivating** to carry out these activities, even with clothing from THE NORTH FACE. They mostly agreed that it was more of a **brand awareness** advertisement than a product advertisement with information on which someone would buy a specific jacket from this brand.

*"I liked the adventurous undertone, or the motif that radiated from it. The experience and beautiful scenery. What I didn't understand was the focus on one jacket, the purple/black one, I don't know why, maybe it's their new collection. But at the same time, I didn't learn anything about that jacket ... And for brand awareness, it would be enough for me to see where THE NORTH FACE has reached." (Pe)*

*"I was very impressed that I knew a lot of people and footage. I would remember that 'yes, THE NORTH FACE', I would have it associated with it, but I didn't have any need to go buy THE NORTH FACE jacket now, nor did I learn anything about the jackets, just that it's not just a jacket, it's more." (Ma)*

*"As for the brand - an excellent advertisement. It could certainly be used very well on some official website, where this video would automatically play. They showed people who don't know this brand that they're famous, what they produce, and what those people were able to do with it. ... It was very motivating for people who like these activities to go do them. And when they do it and realize that they're missing something or will need a product, they'll already have those activities associated with THE NORTH FACE and maybe look at their products." (Ti)*

*"(The advertisement wanted to say) that they're partners in the mountains and with all the activities they presented." (Do)*

**Interin conclusion:** When it comes to advertisement aimed at brand awareness, the well-known people dressed in outfits of given brand and a footage from the well-known documentary mountain films with these people works well for both, male and female



outdoor enthusiasts. They mainly appreciate the notion that a particular brand's product is a good choice to be equipped with when undertaking the outdoor adventure.

## 2. Patagonia: What's Next?



Picture 13 - Patagonia Ad (Patagonia)

[https://www.youtube.com/watch?v=eV\\_753wIUzo](https://www.youtube.com/watch?v=eV_753wIUzo)

This is a two-minute advertisement that targets customers' values while presenting the current mission of an outdoor brand with a 50-year history. The advertisement does not showcase any products but deliberately draws attention to the urgent need to save the planet from complete plunder. The owner of Patagonia, Yvon Chouinard, indirectly tells the story of his company in capitalism, in which his company profited for decades and which brought humanity to the brink of a destroyed environment. The video is a call to change unsustainable consumer behavior, a statement from an influential figure who has been ranked among the world's richest people (Forbes 2017). This advertisement combines the rational side with the emotional side.

Respondents had different feelings about it, from a pleasant visual experience to a supposed tangle of various thoughts, on average they liked it at **6.8 points** (on a 10-point scale: 1=I don't like it at all, 10=I really like it). Some considered the length of such a video ad to be incredibly/very long. One respondent stated that she learned a lot from the advertisement, which s/he appreciated, even though it could have been less because it was long. Another respondent did not know that Patagonia had taken on such a global challenge until watching the video.

The concept of the advertisement was considered similar to the ad #1 (THE NORTH FACE) with the aim of building brand awareness, but with the ad #1, it was a simple connection of products to people with certain interests in a typical environment where they can be used. However, this ad allegedly presented too many different ideas, as if

they were collecting political points, pointing to social activism, and so on, and some of them were not even captured. Respondents generally agreed that instead of a challenge presented in this form, the authors could have focused on information about what the brand had done for the planet in the last 50 years.

*"This ad was too long for me, halfway through I can say I wasn't interested." (Me)*

*"...it seemed like it was aimed at a relatively narrow audience, and they were only promoting their own sustainability. It works for loyal customers..., but if they wanted to target a wider audience, people would definitely evaluate it negatively, or at least not understand it." (Ti)*

*"This campaign seemed more about scoring political points than trying to appeal to people to buy a product, and that's not something that really appealed to me." (Pe)*

*"Neither of the ads (1 and 2) made me want to go to their website to 'buy something'. They are not sales ads. When you say advertisement, I imagine something else entirely than this. This wouldn't sell me anything right now, at this moment." (Do)*

*"With THE NORTH FACE, I had at least a connection that said 'we provide adventure', and here it was a political message, and that's not something I want to hear from a sports brand. I want sports clothing from them." (Ma)*

*"If they showed their ecological processes, their materials, all the things they provide that are truly extremely sustainable, and put it in there as raw facts, it would be much more descriptive, than when there were protests..."(Ti)*

### **Interim conclusion:**

Despite some critical feedback from respondents about this form of outdoor brand advertising, the creators have succeeded in fulfilling their goal - not just selling products, but informing people about the company's primary message after 50 years of successful market growth, which is a call for action and activism (culminating in the company's radical commitment to non-profit purposes) to contribute to environmental protection and the salvation of the planet.

Patagonia is a trendsetter in the outdoor industry with its emphasis on moderate consumption and genuine efforts to contribute to the restoration of natural, not individual,

wealth, which presents a significant but honest challenge for Flipky. to avoid being grouped with other "fashionable" and indirectly harmful producers of environmental pollution.

### 3. Columbia: Hear the great outdoors



Picture 14 - Columbia Ad (Columbia)

<https://www.youtube.com/watch?v=tTqb2kQk24g>

This is a 30-second product advertisement for the outdoor brand Columbia, showcasing their wide range of outdoor gear. The ad targets the rational side of consumers.

Respondents had a predominantly positive response to the ad, enjoying the dynamic editing and music as well as the clear message of offering outdoor gear. On average, they rated it **8.4** out of 10 on a scale of 1 (I don't like it at all) to 10 (I really like it). In their verbal feedback, they considered it the most successful, memorable, and catchy of the three ads presented. The ad did not communicate the brand concept but instead focused on the fact that Columbia produces a diverse range of outdoor products. One respondent commented that the ad lacked a strong emotional appeal, unlike the previous two ads, but another respondent saw emotion in the camaraderie and friendship of the people on the mountain. There was also a comparison made to Coca Cola commercials, but with outdoor clothing.

*"I was very interested in the dynamics of the advertisement... It gave me a positive feeling, while in the previous two ads (advertisement #1 and #2) there was always something that also triggered negative emotions in me. When I see Columbia next time, I will immediately associate it with this ad... If I had to choose where to shop among these three brands, it would be this one... By showing the products, during the ad, I could say 'I see, I need a new thermos!...' (Do)*

*"I saw what this brand offers specifically, what it focuses on, that it has shoes, bags, jackets, hats, bottles... there was a lot of it. As a*

*customer, if I want to find something from this brand, it will just come to mind." (Ja)*

*"This ad was not as amazing as the one from THE NORTH FACE - that one I liked the most and did not have any famous faces (it's a smaller brand than Patagonia, and does not have the famous background of the Himalayas like the first two ads). ... This ad seemed to me the most 'advertising' in a positive sense - it was positive, in a good rhythm, and made me think 'okay, they have all these things, and this is something I could buy.' " (Ma)*

*"(This ad) instead of wasting time on brand-building, they just packed it into a short time and showed their best, newest products." (Ti)*

*"(The message 'we have outdoor clothing, buy it'...) and you will have beautiful experiences with your friends." (Pe)*

**Interim conclusion:** Young people who are active in outdoor activities appreciated the simple and understandable message in Columbia's brand advertisement, reinforced by people in nature experiencing the products, dynamic cuts, and rhythm that associated with what they currently need and could purchase from the brand's assortment. In a playful way, they were drawn into the situation/game of what they could buy. Columbia presented itself as a universal brand for a wide group of customers (not just "fanatics") that could potentially appeal them.

Further follow the two flagship products of Flipky. and Flipky. ad evaluated by respondents.

### **Flipky. bra**

Women do not consider the range of products such as bras (underwear) as a typical part of outdoor clothing. They have specific criteria for this item, especially in terms of functionality and (usually muted) color.

Regarding the specific features that a sports bra should have, women in the presence of men (peers) did not spontaneously discuss them. However, it can be inferred that it was mainly about the quality of the cut and material. They only addressed the visual aspect while emphasizing the idea, that sports bra is not typically exposed to others during outdoor activities.

*“(Flipky. bra) I probably don't want to say anything about that so that I don't say anything stupid.” (Me respondent - male)*

The product apparently has more of a lifestyle vibe than a sports one, as one respondent described that a sports bra should be a basic product, in black, that you wear under your clothes that no one normally sees. The two-sidedness emphasized by the colorful design is not functional if it is not made from materials such as Merino, as it will not wick away sweat/odor and moisture.

The respondents suggested the following regarding the product after they saw the short video clip of Flipky. ad:

They mentioned that short expressions or text do not always achieve the desired result.

The phrase "**Our Slovakian**" featured in the ad does not necessarily carry a positive meaning for the respondents, especially since some of them had experienced situations where "Slovakian" products were being manufactured in Bangladesh. Instead, they proposed using "Made in Slovakia."

They suggested emphasizing how the product is **sustainable**, for instance, by highlighting that it is made from sustainable materials.

The attribute of being **double-sided** should be displayed better in the video to make it stand out more.

The term "**bra**" should be replaced by "podprsenka" (the Slovak word for bra), especially since the product is being sold in the Czech and Slovak markets.

Women respondents were particularly interested in the functionality of the bra, and if it is functional, the advertisement should focus on this attribute.

Regarding the **setting of the advertisement**, the women wearing the Flipky. bra could be filmed in places such as Green Lake in the High Tatras.

In the initial part of the advertisement, some respondents found the content to be too scattered, with images of girls, jeans, sneakers, and two different designs of the bra, because of the short texts running across the screen. One proposal was to film the girls from the waist up in a closer shot.

The design and advertisement of Flipky bra reminded some respondents of Dedoles, a brand that is not often associated with quality, so it would be appropriate to differentiate Flipky. more from this brand.

#### **Šatka Flipky. (scarf/neck-gaiter)**

Respondents who did not have/know the Flipky. scarf tended to consider it a regular "buff" that anyone can make. However, those who tested the Flipky. scarf found that they had a very good experience with the product. They especially appreciated its **multifunctionality**, which they believed needed to be emphasized more in communication.

*"(Regarding the positives of the Flipky. scarf) I had the opportunity to use your Flipky. scarf several times and even lent it to a friend of mine - for a motorcycle ride. (It is very suitable) when it's windy and someone has a sensitive neck, or when the temperature drops, the sun goes down, or someone moves from a dirt road to a forest..." (Ti)*

#### **2.2.4. Overall conclusion**

In conclusion, successful advertising in the outdoor industry hinges on understanding and targeting the specific needs and values of its audience. This includes recognizing the unique appeals to different genders, as well as the perfectionist tendencies of outdoor enthusiasts who demand high-quality production and genuine expertise in their advertisements. The consumer base, typically comprised of young, active athletes, is discerning and tech-savvy, conducting thorough research before making purchases and often opting for second-hand branded goods for more expensive equipment.

Importantly, sustainability plays a crucial role in their purchasing decisions, prioritizing locally sourced brands and recycled materials, while valuing functionality and durability over mere fashion. Brands that not only sell products but also effectively communicate their commitment to environmental conservation, like Patagonia, set industry trends. For emerging brands such as Flipky, it is a challenge to maintain authenticity and to avoid being categorized with environmentally harmful producers, necessitating a balance between consumption and preservation of natural wealth.

## **2.3. Chat GPT-4 interview**

### **2.3.1. Goal, target group, method, data collection**

The aim of this part of research was to find out in a quite new digital databank as GPT-4 might be considered how to implement effective marketing on Flipky. customers, specifically how to prepare effective advertising to increase sales and brand awareness.

I posed the following research questions:

1. What is the best target audience for new outdoor brand focusing on multipurpose clothing?
2. How should the ad for reversible outdoor sport bra should look like?
3. What type of outdoor activity do young people like the most?

I conducted the research using a qualitative approach in the form of an online interview on April 27, 2023. I did interview with artificial intelligence (AI) through chat.

### **Method**

At the very begging of interview, I have defined to the AI that I want to roleplay as the Facebook ads specialist, who seeks for the precise closed answers. After confirmation from the AI that it understands what I intend to achieve by this interview want from it and that it is capable of it, I have shared with it Flipky. personas so it can count with them. After second confirmation the interview begun.

### **2.3.2. Interview scenario, data processing and analysis of data**

The interview with Chat GPT-4 followed a scenario that consisted of 3 parts:

- a) What is a target audience for the new outdoor brand?
- b) How should the ad for reversible outdoor sport bra look like?
- c) What type of outdoor activity do young people like the most?

The data were processed using qualitative data analysis.

### **2.3.3. Limitations (and advantages) of the research**

The first limitation is that the current AI systems are not capable of adapting common sense reasoning to the novel circumstances. They are unable to apply their expertise in a flexible way to novel situations since they can only forecast and decide based on the data they have been trained on. This limitation can be taken as advantage as well, since numerous data it works with can be huge added value. Another limitation of the interview can be the set of my questions. I'm not professionally trained on operation of AI systems, which could have led to using a set of questions which was not optimal to the AI model.



## 2.3.4. Data analyses



1. What do you think that is the best target audience for new outdoor brand focusing on multipurpose clothing? Note: Outdoor brand is located in Slovakia. Include in you answer precise target audience (demographics, interests, etc.)



The best target audience for a new outdoor brand focusing on multipurpose clothing in Slovakia would be:



1. Age: 18-40 years old
2. Gender: Both male and female
3. Location: Slovakia, specifically urban areas with proximity to outdoor activity locations
4. Interests: Outdoor activities (hiking, climbing, mountain biking, camping), fitness, travel, sustainability, and adventure sports
5. Occupation: Professionals and freelancers in fields related to design, sports, or nature (e.g., architects, designers, mechanics, photographers)
6. Annual Income: €10,000 - €30,000, seeking quality and functionality in products

This target audience would likely appreciate the brand's focus on comfortable, functional, and sustainable multipurpose clothing for their outdoor and adventure-oriented lifestyle.



2. Create target audience fro male and female separately.



For the new outdoor brand focusing on multipurpose clothing in Slovakia, here are the separate target audiences for males and females:



Male Target Audience:

1. Age: 18-40 years old
2. Gender: Male
3. Location: Slovakia, primarily urban areas near outdoor activity locations
4. Interests: Outdoor activities (hiking, climbing, mountain biking, camping), fitness, travel, sustainability, adventure sports, and DIY projects
5. Occupation: Professionals and freelancers in fields like design, sports, nature, or technical jobs (e.g., mechanics, engineers, photographers)
6. Annual Income: €10,000 - €30,000, valuing quality and functionality in products

Female Target Audience:

1. Age: 18-40 years old
2. Gender: Female
3. Location: Slovakia, primarily urban areas near outdoor activity locations
4. Interests: Outdoor activities (hiking, climbing, running, camping), fitness, travel, sustainability, adventure sports, and creative hobbies (e.g., cooking, photography)
5. Occupation: Professionals and freelancers in fields like design, sports, nature, or creative industries (e.g., architects, designers, artists)
6. Annual Income: €10,000 - €30,000, valuing quality and functionality in products

These separate target audiences will allow us to create more focused and relevant ad campaigns for each gender, while still maintaining the overall brand values and messaging.

Picture 15 - Chat GPT-4 Interview 1 (Own proceeding)

The best target audience for new Slovak outdoor brand according to chat GPT-4 are people both male and female in the age of 18-40 located in urban areas with interests in activities such as hiking, climbing, camping but also fitness, travel, sustainability, and adventure sports in general. Annual income of a target audience of an outdoor brand such as Flipky. should be somewhere between 10 000€ - 30 000€. These people should also value more quality and functionality over the lower price.

Chat GPT-4 also suggests separating target audience on male and female, which should allow to create more focused and relevant ad campaigns.



3. What do you think that the ad for reversible outdoor sport bra should look like? Include in your answer: what message should the ad say, how should it look on visual bases. You might even give me multiple ideas.



Ad Idea 1:

Message: "Experience Comfort & Style: The Reversible Outdoor Sports Bra You'll Love"

Visuals: Show a female model engaging in an outdoor activity like hiking or climbing, wearing the sports bra with one side visible. Then, show the same model in another scene, wearing the bra reversed, showcasing the different pattern or color. Use contrasting colors and natural backgrounds to make the bra stand out.

Ad Idea 2:

Message: "Two Looks, One Bra: Meet Your New Favorite Outdoor Sports Bra"

Visuals: Split the ad into two parts, with a female model on each side wearing the sports bra in both its reversible designs. Include action shots of the models participating in different outdoor sports (e.g., trail running and yoga), highlighting the bra's versatility and comfort in various activities.

Ad Idea 3:

Message: "Elevate Your Outdoor Adventures with Our Reversible Sports Bra"

Visuals: Use a collage or a sequence of images to showcase different outdoor activities like climbing, running, and hiking, featuring women wearing the sports bra in its two reversible designs. Incorporate bold, dynamic typography and a mix of close-up and wide-angle shots to emphasize the product's adaptability and style.

These ad ideas can be used to create an engaging and visually appealing campaign that highlights the versatility, comfort, and style of the reversible outdoor sports bra, attracting the target audience and encouraging them to try the product.

Picture 16- Chat GPT-4 Interview 2 (Own proceeding)

Chat CHPT-4 suggested three ad ideas. Each idea is unique even though all ideas share message of showcasing reversibleness of product. The ad messages chat GPT-4 suggested are:

1. Experience Comfort & Style: The Reversible Outdoor Sports Bra You'll Love
2. Two Looks, One Bra: Meet Your New Favorite Outdoor Sports Bra
3. Elevate Your Outdoor Adventures with Our Reversible Sports Bra



4. What type of outdoor activity-related advertising (products/services for outdoor activities) do young people like the most?



Young people typically resonate with outdoor activity-related advertising that:



1. Showcases authentic experiences: Ads that feature real people enjoying outdoor activities, rather than overly staged or unrealistic scenarios, are more relatable and appealing to young audiences.
2. Highlights adventure and exploration: Ads that emphasize the thrill of discovering new places, pushing personal boundaries, and connecting with nature tend to be popular among young people who seek excitement and novelty in their outdoor pursuits.
3. Focuses on sustainability and eco-friendliness: Younger audiences are more environmentally conscious and appreciate products and services that prioritize sustainability and minimize their impact on the environment.
4. Demonstrates the versatility and functionality of products: Ads that show how a product or service can be used across various activities and conditions can be more attractive to young people who want to maximize their investment in outdoor gear.
5. Encourages social connections and community-building: Ads that promote group activities, shared experiences, and the formation of communities around outdoor hobbies can appeal to young people who value social connections and a sense of belonging.
6. Utilizes user-generated content: Young people enjoy seeing their peers featured in advertisements, as it adds authenticity and relatability. Including user-generated content like photos, videos, or testimonials from real customers can help make an ad more appealing.
7. Leverages social media influencers: Collaborating with popular influencers in the outdoor and adventure niche can help reach young people who are more likely to trust and engage with content from personalities they follow and admire.

Picture 17- Chat GPT-4 Interview 3 (Own proceeding)

Based on my own experience I think that the best ad idea is the second option with slight adjustment of changing second part of message to message from the first ad idea, so the message of ad would be “Two Looks, One Bra: The Reversible Sports Bra You’ll Love”.

On the visual side of ads all of ideas include showcasing outdoor activities such as trail running, yoga, hiking, climbing. Chat GPT-4 also suggested to implement bold, dynamic typography and a mix of close-up and wide-angle shots to emphasize the product’s adaptability and style.

According to Chat CHPT-4 young people typically resonate with outdoor activities which showcases the authentic experiences, highlights of adventure and exploration, sustainability / eco-friendliness, encouragement for social connections (community building), ads showcasing young people at their best and also presented by social media influencers.

### **2.3.5. Overall conclusion**

In conclusion, Chat GPT-4 suggested to focus ads both on male and female people with interests in outdoor activities. Chat GPT-4 also came up with three ad ideas all of which included showcasing experience in outdoors and also at the same time showcasing functional style of products. It also recommended to use bold, dynamic typography and a mix of close-up and wide-angle shots to emphasize the product’s adaptability and style. Chat GPT-4 also identified several ways how to influence young outdoor enthusiasts.

Based on Chat GPT-4 good advertisement of new outdoor brand should include:

- Separate target audiences for males and females to create more focused and relevant ad campaigns.
- To create engaging and visually stunning ads that showcase versatility, comfort, and style of the products.
- To highlight real-world encounters, discovery, adventure, and the product's suitability for diverse outdoor activities.
- To use eco-friendliness and sustainability as major selling elements to appeal to the younger audience's concern for the environment.
- To promote interpersonal relationships, community development, and sharing of experiences in the advertising material.

- To boost relatability, trust, and engagement, apply user-generated content and to work with relevant social media influencers.

By considering all of these factors, the outdoor brand should be able to create a Facebook ad campaign that resonates well with target audience.

#### **2.4. Analytical part - conclusion**

In my analytical part, I analyzed the current state of the Flipky. company and its past campaigns. Since the data from previous campaigns were not sufficient, I conducted qualitative research in the form of a focus group. The aim was to find out what kind of advertising has the best impact on people and how such an advertisement should look. Finally, I decided to use the latest artificial intelligence (AI) technology for an interview. At the beginning, I trained the AI model to act like a marketing expert, and then I conducted an interview with GPT-4 regarding its perspective and its ideas on how for the young outdoor brand Flipky. to capture a summer campaign 2023. All these analyses provided me with enough information to design for Flipky. confidently a successful summer campaign 2023.

### **3. Proposal part**

In my proposal, I have decided to use the STDC model (See - Think - Do - Care). Using this model, I will design a specific plan for Flipky. summer campaign for the year 2023. Estimated budget for this campaign is 15000€ from which 5500€ should be used in the initial phase.

Since the data from previous campaigns of Flipky. were insufficient, my approach to campaign design will be as if targeting a new audience. I will proceed in a funnel-like manner, starting with the broadest and most general audience and gradually prioritizing based on Flipky. persona analysis. The advertising creatives will be designed specifically for the target audience.

#### **Limitations**

Since the summer campaign is for 2023 and I have to submit my bachelor's thesis on May 15, 2023, I didn't have a chance to execute the campaign. Another limitation due to the lack of time is that the advertising content is not prepared, however I provide at least example for see phase how ads for Flipka neck-scarf should look like.

#### **3.1. STDC**

##### **Timeline + Financial Plan**

The campaign should start in June and run until the end of August. The specific phases will be launched in sequential order, with each phase starting one week after the previous one:

1. Week -> SEE PHASE (800€)
2. Week -> SEE PHASE (500€) + THINK PHASE (800€)
3. Week -> SEE PHASE (500€) + THINK PHASE (500€) + DO PHASE (800€)
4. Week -> SEE PHASE (500€) + THINK PHASE (500€) + DO PHASE (500€) + CARE PHASE (100€)

Starting from the fourth week, all phases should run simultaneously. The financial plan for each initial phase is approximate, and everything depends on real-life data and subsequent optimization. By gradually launching ads in this manner, it should ensure the

gradual accumulation of necessary data and thereby increase the likelihood of campaign success.

### **Optimalisation**

I propose initially optimizing the intensity of monitoring and optimizing the ads on a weekly basis. After the first three weeks, I suggest optimizing the ads every three days or based on inventory levels and ad performance. It is also possible that the ads will acquire such precise data that their optimization may not be nearly necessary after a certain period of time, in that case I suggest checking on ads once a week.

### **Key Performance Indicators (KPI)**

The price for the sold product should not exceed 50% of the product's margin. Flipky. anticipate that this campaign could even not be profitable. For Flipky, in this phase, it is more important to increase its brand awareness and sales, even at the expense of direct profits, as they expect it to pay off in the long run through acquiring loyal, returning customers.

Overall, I suggest keeping eye on these metrics:

- Return on Ad Spend (ROAS): should be at least 1,5
- Click-Through Rate (CTR): should be at least 3,45%
- Cost per Acquisition (CPA): shouldn't be higher than 5€ when purchasing Flipky Bra and shouldn't be higher than 3€ when purchasing Flipka neck-gaiter
- Revenue: should be at least 27000€
- Average Order Value (AOV): should be at least 36€
- Return on Investment (ROI): should be at least 180%

#### **3.1.1. See phase**

In the first phase, I will focus on reaching the widest possible audience with the goal of "making an appearance" and showcasing Flipky. as something unique in the market. Direct sales are not the primary objective in this phase, but rather increasing awareness by presenting values and the #flipkyspirit (the essence of the Flipky. brand), as it is necessary to attract like-minded individuals at this stage.

## **Demographics**

The target audience for this phase can be simplified as people with an active lifestyle who love outdoor activities, aged between 18 and 65, located in Slovakia. This group of people can be referred to as tourists, outdoor lovers, mountains, climbers, nature lovers, sustainability, camping, runners, yoga, travelers. All of these attributes will be tested and optimized based on performances.

## **Message**

The message in this phase will focus on presenting Flipky. values and #flipkyspirit. In the "see" phase, it is crucial to attract like-minded people who enjoy outdoor activities. The campaign in this phase will convey a message of sharing an active lifestyle, fun outdoors through captivating images, videos, and stories that align with Flipky. values.

## **Content**

The message of this phase will be communicated through photos and videos depicting a lifestyle associated with outdoor activities, where people are using Flipky. products. The photos should capture the interest of viewers by showcasing specific activities and evoke a sense of "I want to experience what I see" and subconsciously connect this experience with Flipky. products (in other words, the photos and videos should target the emotional aspect).





*Picture 19 - Flipka Neck-gator Ad 1 (Own proceeding)*



*Picture 18- Flipka Neck-gator Ad 2 (Own proceeding)*



Picture 21- Flipka Neck-gator Ad 3 (Own proceeding)



Picture 20- Flipka Neck-gator Ad 4 (Own proceeding)

## **Stories**

The stories in this phase will include narratives from travelers, people in the ecological sphere, and Flipky. itself. We will share stories related to Flipky. values that are interesting to our potential customers.

## **Website**

Upon clicking on the advertisement, customers will be directed to Flipky. homepage, where they can find all the necessary information about the brand and its products. From this page, customers will have the opportunity to explore other sections such as About Us, #Flipkytrip, or the online store.

## **Channels**

In this phase, advertisements will be displayed on all possible placements except for Messenger, meaning ads will be shown on both Facebook and Instagram. Placements include feeds, reels, stories, search results, apps, websites, as well as in-stream ads for videos and reels.

### **What to measure?**

In this phase, I will measure brand awareness for Flipky. and its channels through the reach of ads and the increasing number of website visitors, as well as assisted conversions. As the secondary metric, I will measure the growing number of followers, likes, comments, and shares on social media posts.

### **How to measure it?**

I will measure all these metrics using statistics from Squarespace (the platform on which Flipky. website is hosted), Google Analytics, and Facebook Business Manager, utilizing Agency analytics (an online software for data analysis from Facebook Business Manager).

### **3.1.2. Think phase**

In the second phase (Think phase), I will retarget the audience that has already seen the ads from the first phase. The goal of this phase is to stimulate the consideration process for purchasing Flipky. products by showcasing the product range to customers.

### **Target audience**

Bounce Through Rate:

- a) People who visited the website and spent at least 15 seconds on it.
- b) People who watched at least 25% of the entire advertisement.

### **Message**

In the Think phase, the goal is to introduce Flipky products and their benefits, as well as explain the environmental issues that Flipky addresses and the solutions the brand applies to their products.

### **Content**

The message of this phase will be communicated through photos and videos depicting:

- a) A lifestyle associated with outdoor activities, where people are using Flipky. products. The photos should capture the interest of viewers by showcasing specific activities and evoke a sense of "I want to experience what I see" while

subconsciously associating this experience with Flipky. products (in other words, the photos and videos should target the emotional aspect).

- b) Products and their features – advantages / benefits. The photos and videos should showcase and communicate more technical information about the products, such as material details (quick-drying, recycled, etc.), usage methods, and reversible design.

In this phase, it would also be beneficial to incorporate the face of a well-known personality/influencer with the products, as it could significantly increase the credibility of the Flipky brand, considering Flipky is still a relatively young and unknown clothing brand. Therefore, I suggest including visual graphics of endorsements from current customers in the ads, as it is another way to increase brand credibility through the perspectives and opinions of others.

### **Website**

In the Think phase, customers will be directed to the "Shop" subsection of the Flipky. website upon clicking on the advertisement, where they can browse the entire Flipky. product range.

### **Channels**

In this phase, advertisements will be displayed on all possible placements except for Messenger, meaning ads will be shown on both Facebook and Instagram. Placements include feeds, reels, stories, search results, apps, websites, as well as in-stream ads for videos and reels.

### **What to measure?**

In this phase, I will primarily measure click-through rates and subsequently the length of interaction with the product page on website. As the secondary metric, I will measure the growing brand awareness for Flipky. and its channels through the reach of ads, increasing website visitors, and assisted conversions.

### **How to measure it?**

I will measure all these metrics using statistics from Squarespace (the platform on which Flipky's website is hosted), Google Analytics, and Facebook Business Manager, utilizing

Agency analytics (an online software for data analysis from Facebook Business Manager).

### **3.1.3. Do phase**

In the third phase (Do phase), I will retarget people who have interacted with the ads from the previous Think phase. The goal of this phase is to increase the sales of individual products.

#### **Target audience**

Bounce Through Rate

- c) People who visited the website and spent at least 15 seconds on it.
- d) People who watched at least 50% of the entire advertisement.
- e) People who interacted with the product page on website for more than 25 seconds.

#### **Message**

In the Do phase, the goal is to encourage and motivate people to make a purchase.

#### **Content**

The message of this phase will be communicated through photos and videos depicting:

- a) A lifestyle associated with outdoor activities, where people are using Flipky. products. The photos should capture the interest of viewers by showcasing specific activities and evoke a sense of "I want to experience what I see" while subconsciously associating this experience with Flipky. products (in other words, the photos and videos should target the emotional aspect).
- b) Products and their features - advantages. The photos and videos should showcase and communicate more technical information about the products, such as material details (quick-drying, recycled, etc.), usage methods, and reversible design.
- c) Specific activities such as climbing, hiking, running, camping, yoga, rollerblading, where people are using Flipky. products.

#### **Website**

In this phase, after interacting with the ad, customers will be directed to a specific product page (the product featured in the ad) to simplify the purchasing process. Customers will

also be redirected to special offers such as clearance sales, limited editions, last pieces, etc.

### **Channels**

In this phase, advertisements will be displayed on all possible placements except for Messenger, meaning ads will be shown on both Facebook and Instagram. Placements include feeds, reels, stories, search results, apps, websites, as well as in-stream ads for videos and reels.

### **What to measure?**

In this phase, I will primarily measure the conversion rate, number of purchases, order volume, bounce rate, and cost per acquisition (CPA), add to card items.

### **How to measure it?**

I will measure all these metrics using statistics from Squarespace (the platform on which Flipky. website is hosted), Google Analytics, and Facebook Business Manager, utilizing Agency analytics (an online software for data analysis from Facebook Business Manager).

### **3.1.4. Care face**

In the final phase (Care face), I will retarget customers who have made purchases. The goal of this phase is to promote customer loyalty and build a fan base.

### **Target audience**

Customers who have made purchases from the Flipky. brand.

### **Message**

The goal of this phase is to support customer loyalty and create a fan base by sharing supportive messages with the undertone that Flipky. cares about its customers.

### **Content**

The message of this phase will be communicated through photos and videos depicting:

- a. Satisfied customers and their experiences with our products.
- b. Our messages/educational content (sustainability, tips & tricks, etc.).
- c. Motivational/inspirational stories.

d. Flipkytrip (outdoor event organized by Flipky.)

**Website**

After interacting with the ad, customers will be redirected to the Flipky. account on one of the social networks (Facebook, Instagram).

**Interaction**

After purchasing a product, it is suggested to send a thank-you email, inquire about their satisfaction, and possibly request a review.

**Channels**

In this phase, advertisements will be displayed on all possible placements except for Messenger, meaning ads will be shown on both Facebook and Instagram. Placements include feeds, reels, stories, search results, apps, websites, as well as in-stream ads for videos and reels.

**What to measure?**

In this phase, I will primarily measure the growing brand awareness for Flipky. and its channels through the increasing number of followers on social networks, as well as the reach of ads and their assisted conversions. Plus engagement with the content.

**How to measure it?**

I will measure all these metrics using statistics from Facebook Business Manager, utilizing Agency analytics (an online software for data analysis from Facebook Business Manager).

### 3.2. Proposal conclusion

Below, you can see the summarized proposal section for Flipky in the tables.

Table 8 - Proposal Conclusion Basisc (Own proceeding)

<b>Time duration</b>	3 months – > June - August
<b>Budget</b>	5000 – 15000€
<b>Financial plan</b>	<p>June – 5500€</p> <p>July – based on data and optimisation.</p> <p>August – based on data and optimisation</p>
<b>Optimalisation</b>	<p>&lt; 3 week – Once a week</p> <p>&gt; 3 week – Every third day</p>
<b>KPI</b>	<p>The price for the sold product should not exceed 50% of the product's margin.</p> <p>Return on Ad Spend (ROAS): should be at least 1,5</p> <p>Click-Through Rate (CTR): should be at least 3,45%</p> <p>Cost per Acquisition (CPA): shouldn't be higher than 5€ when purchasing Flipky Bra and shouldn't be higher than 3€ when purchasing Flipka neck-gaiter</p> <p>Revenue: should be at least 27000€</p> <p>Average Order Value (AOV): should be at least 36€</p> <p>Return on Investment (ROI): should be at least 180%</p>



Table 9 - STDC Conclusion 1 (Own proceeding)

	SEE	THINK	DO	CARE
<b>Target audience</b>	<p>18- 65</p> <p>Slovakia</p> <p>tourists, outdoor lovers, mountains, climbers, nature lovers, sustainability, camping, runners, yoga, travelers</p>	<p>Slovakia</p> <p><b>Bounce Through Rate</b></p> <ul style="list-style-type: none"> <li>- People who visited the website and spent at least 15 seconds on it.</li> <li>- People who watched at least 25% of the entire advertisement.</li> </ul>	<p>Slovakia</p> <p><b>Bounce Through Rate</b></p> <ul style="list-style-type: none"> <li>- People who visited the website and spent at least 15 seconds on it.</li> <li>- People who watched at least 50% of the entire advertisement.</li> <li>- People who interacted with the product page on website for more than 25 seconds.</li> </ul>	<p>Customers who have made purchases from the Flipky brand.</p>

Table 10 - STDC Conclusion 2 (Own proceeding)

	SEE	THINK	DO	CARE
Message	share an active lifestyle, fun outdoors	introduce Flipky. products and their benefits, as well as explain the environmental issues that Flipky. addresses and the solutions the brand applies to their products	encourage and motivate people to make a purchase	support customer loyalty and create a fan base by sharing supportive messages with the undertone that Flipky. cares about its customers

Table 11 - STDC Conclusion 3 (Own proceeding)

	SEE	THINK	DO	CARE
<b>Content</b>	lifestyle photos and videos associated with outdoor activities, where people are using Flipky products	<ul style="list-style-type: none"> <li>- lifestyle photos and videos associated with outdoor activities, where people are using Flipky products</li> <li>- photos and videos showcasing products and their features - advantages</li> </ul>	<ul style="list-style-type: none"> <li>- lifestyle photos and videos associated with outdoor activities, where people are using Flipky products</li> <li>- photos and videos showcasing products and their features – advantages</li> <li>- Specific activities such as climbing, hiking, running, camping, yoga, rollerblading, where people are using Flipky products</li> </ul>	<ul style="list-style-type: none"> <li>- Satisfied customers and their experiences with our products.</li> <li>- Our messages/educational content (sustainability, tips &amp; tricks, etc.).</li> <li>- Motivational, inspirational stories</li> <li>- Flipkytrip (outdoor event organized by Flipky.)</li> </ul>

Table 12 - STDC Conclusion 4 (Own proceeding)

	SEE	THINK	DO	CARE
<b>Web</b>	Flipky. homepage	Shop	Shop - directed to a specific product	Facebook, Instagram
<b>What to measure?</b>	Reach, number of website visitors, conversions	Primarily: click-through rate, length of interaction with the website,  Secondary: reach of ads, increasing website visitors, and assisted conversions	conversion rate  number of purchases  order volume  bounce rate  cost per acquisition  add to card items	number of followers on social networks  reach of ads  assisted conversions  engagement with the content

Table 13 - STDC Conclusion 5 (Own proceeding)

	SEE	THINK	DO	CARE
How to measure?	statistics from Squarespace, Google Analytics, and Facebook Business Manager, utilizing Agency analytics	statistics from Squarespace, Google Analytics, and Facebook Business Manager, utilizing Agency analytics	statistics from Squarespace, Google Analytics, and Facebook Business Manager, utilizing Agency analytics	Google Analytics, and Facebook Business Manager, utilizing Agency analytics

## **Conclusion**

The main goal of the bachelor's thesis was to propose a summer pay-per-click campaign for the brand Flipky. based on the conducted findings from analyses and qualitative research (focus group), combined with interview of artificial intelligence.

In the theoretical part, all the necessary basic concepts were explained, including marketing, pay-per-click advertising, Facebook ads, research methods, and the see-think-do-care marketing model.

The analytical part evaluated the current state and previous campaigns of the Flipky. It also evaluates the focus group and interview with artificial intelligence. All the conducted analyses are based on the expertise summarized in the theoretical part.

The proposal is based on the results of all the analyses conducted in the analytical part. Based on these results, a summer Facebook campaign has been designed for Flipky., aiming to increase brand awareness through increased product sales. The proposal has been developed using the marketing model "See – Think – Do – Care," which ensures comprehensive communication with customers from the point of expressing interest to purchase and subsequent customer care.

## Sources

- Ahmad, A. & Naved Khan, M., 2019. Factors Influencing Consumers' Attitudes toward Social Media Marketing. *Journal of Retailing and Consumer Services*, 2019(46), p.46.
- Beňkšis, J., 2016. *NEW TRENDS IN SOCIAL MEDIA*, Riga: NATO Strategic Communications Centre of Excellenc.
- Bren, B., 2019. *Facebook Marketing Step by Step: The Guide on Facebook Advertising That Will Teach You How To Sell Anything Through Facebook*, USA: KDP Print US.
- Burešová, J., 2022. *Online marketing: od webových stránek k sociálním sítím*, Praha: Grada Publishing.
- Cibáková, V. & Bartáková, G., 2007. *Základy marketingu*, Slovenská republika: Wolters Kluwer (Iura Edition).
- Colomb, G.G. et al., 2016. *The Craft of Research* Fourth Edition., Chicago: University of Chicago Press.
- Foret, M., 2010. *Marketing pro začátečníky 2.*, aktualiz. vyd., Brno: Computer Press.
- Hradiská, E. & Letovancová, E., 2007. *Psychológia v marketingovej komunikácii 2. vyd.*, Bratislava: Univerzita Komenského.
- Chaffey, D. & Ellis-Chadwick, F., 2022. *Digital marketing* Eighth edition., Harlow, England: Pearson.
- Jakubíková, D., 2012. *Marketing v cestovním ruchu: jak uspět v domácí i světové konkurenci 2.*, aktualiz. a rozš. vyd., Praha: Grada.
- Janouch, V., 2014. *Internetový marketing 2. vyd.*, V Brně: Computer Press.
- Kapoor, K.K., Dwivedi, Y.K. & Piercy, N.C., 2016. Pay-per-click advertising: A literature review. *The Marketing Review*, 2016(2nd), pp.183-202.
- Kaushik, A., 2015. See, Think, Do, Care Winning Combo: Content +Marketing +Measurement!. , 2015. Available at: <https://www.kaushik.net/avinash/see-think-do-care-win-content-marketing-measurement/> [Accessed May 12, 2023].
- Kotler, P. & Armstrong, G., 2012. *Principles of marketing* 14th ed., One Lake Street, Upper Saddle River, New Jersey 07458: Prentice Hall.

- Kotler, P. & Keller, K.L., 2012. *Marketing management* 14th ed., One Lake Street, Upper Saddle River, New Jersey 07458.: Prentice Hall.
- KRUSE, K.A.T.H.I., 2021. Rule of 7: How Social Media Crushes Old School Marketing. *KRUSE Control Inc.* Available at: <https://www.krusecontrolinc.com/rule-of-7-how-social-media-crushes-old-school-marketing-2021/> [Accessed April 23, 2023].
- Labská, H., Tajtáková, M. & Foret, M., 2009. *Základy marketingovej komunikácie*, Eurokódex.
- Lipták, Š., 2022. Flipky. *Flipky*. Available at: <https://www.flipky.sk/> [Accessed April 24, 2023].
- Mahdian, M. & Tomak, K., 2007. Pay-per-action model for online advertising. *Proceedings of the 1st international workshop on Data mining and audience intelligence for advertising*, 2007(1st), pp.1-6. Available at: <https://dl.acm.org/doi/10.1145/1348599.1348600>.
- Marshall, P., 2020. *Ultimate Guide to Facebook Advertising* Second edition., Legal Department, 18061 Fitch, Irvine, CA 92614: Entrepreneur Media.
- Pruitt, J. & Adlin, T., 2006. *The Persona Lifecycle: Keeping People in Mind Throughout Product Design*, San Francisco: Morgan Kaufmann.
- Přikrylová, J. & Jahodová, H., 2010. *Moderní marketingová komunikace*, Praha: Grada.
- Revella, A., 2015. *Buyer Personas: How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business*, New Jersey: Wiley.
- Ryan, D., 2014. *Understanding digital marketing: Marketing strategies for engaging the digital generation* 3rd edition., Great Britain and the United States: Kogan Page.
- Semerádová, T. & Weinlich, P., 2019. *Marketing na Facebooku a Instagramu: Využijte naplno organický dosah i sponzorované příspěvky*, Brno: Albatros media.
- Silverman, D., 2013. *Doing Qualitative Research: A Practical Handbook* Fourth Edition., SAGE Publications.



Sutton, M.R., 2022. The Complete Guide to Facebook Retargeting in 2023. , 2022. Available at: <https://www.shopify.com/blog/facebook-retargeting> [Accessed May 12, 2023].

Weintraub, M., 2011. *Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques: Master cutting edge advertising techniques*, Indianapolis, Indiana: John Wiley & Sons.

Anon., 2023. Meta: Business suite. Available at: <https://www.facebook.com/business/> [Accessed April 16, 2023].

Anon., 2023. Ecommerce market data and Ecommerce benchmarks, Ecommerce Market Data and Ecommerce Benchmarks for March 2023. Available at: <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx> [Accessed May 12, 2023].

Anon., 2023. Leading social media platforms used by marketers worldwide as of January 2022. Available at: <https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/> [Accessed April 16, 2023].

## List of Tables

Table 1 - Marketing Objective (Meta 2023).....	20
Table 2 - Bid Strategies (Meta 2023) .....	25
Table 3 - Bid Strategies 2 (Meta 2023) .....	26
Table 4 - Bid Strategies 3 (Meta 2023) .....	27
Table 5 - Bid Strategies 4 (Meta 2023) .....	28
Table 6 - Betka Key Profile Attributes (Own proceeding).....	39
Table 7 - Rast'o Key Profile Attributes (Own proceeding) .....	40
Table 8 - Proposal Conclusion Basisc (Own proceeding).....	77
Table 9 - STDC Conclusion 1 (Own proceeding) .....	78
Table 10 - STDC Conclusion 2 (Own proceeding) .....	79
Table 11 - STDC Conclusion 3 (Own proceeding) .....	80
Table 12 - STDC Conclusion 4 (Own proceeding) .....	81
Table 13 - STDC Conclusion 5 (Own proceeding) .....	82

## List of Pictures

Picture 1 - Social Media Usage by Marketers (Statista 2023).....	18
Picture 2 - Flipka Neck-gaitor (Own proceeding).....	36
Picture 3- Flipky Bra 1 (Own proceeding).....	37
Picture 4 - Flipka Bra 2 (Own proceeding) .....	38
Picture 5 -Flipky. Social Media Following 1 (Own proceeding).....	41
Picture 6 - Flipky. Social Media (Own proceeding)Facebook.....	42
Picture 7 - Flipky. Social Media Following 2 (Own proceeding) .....	42
Picture 8 - Flipky. Social Media Following 3 (Own proceeding) .....	42
Picture 9 - Flipky. Campaign (Own proceeding)Facebook.....	42
Picture 10 - Flipky. Campaign 1 (Own proceeding) .....	44
Picture 11 - Flipky. Campaign 2 (Own proceeding) .....	45
Picture 12 - The North Face Ad (The North Face).....	52
Picture 13 - Patagonia Ad (Patagonia) .....	54
Picture 14 - Columbia Ad (Columbia) .....	56
Picture 15 - Chat GPT-4 Interview 1 (Own proceeding) .....	62
Picture 16- Chat GPT-4 Interview 2 (Own proceeding) .....	63
Picture 17- Chat GPT-4 Interview 3 (Own proceeding) .....	64
Picture 18 - Flipka Neck-gator Ad 1 (Own proceeding) .....	70
Picture 19- Flipka Neck-gator Ad 4 (Own proceeding).....	71
Picture 20- Flipka Neck-gator Ad 3 (Own proceeding).....	71
Picture 21- Flipka Neck-gator Ad 2 (Own proceeding).....	70

## List of Appendix

### Appendix 1:

Flipky. campaign set up

#### Názov zostavy reklám

[Vytvorit šablónu](#)

#### Awareness

**i Set a performance goal** ×

When promoting a Page with your ads, you can also set a performance goal. Your performance goal, formerly called optimization for ad delivery, helps us understand how you measure success for your ads. [About Ad Delivery](#)


Changing the performance goal for this campaign will make certain placements unavailable.

**Performance goal** **i**

Maximize ad recall lift ▼

To help us improve delivery, we may survey a small section of your audience.

**Stránka na Facebooku**

 Flipky.sk ▼

**Cost per result goal**

Meta will aim to spend your entire budget and get the most ad recall using the highest volume bid strategy.

---

[Zobrazit ďalšie možnosti](#) ▼

III

## Celkový rozpočet ⓘ

45,00 €

EUR

## Lokality

- Slovensko

## Vek

18 - 65+

## Pohlavie

All genders

## Podrobné zacielenie

Ľudia, ktorí zodpovedajú kritériu:

- Zájmy: Hory

## Jazyky

All languages

### Identita

#### Podrobnosti kampane

##### Typ nákupu

Aukcia

##### Cieľ kampane ⓘ

Zvýšenie povedomia

[Zobraziť ďalšie možnosti](#)

## Nastavenie reklamy

Vytvoriť reklamu 

### Formát

Vyberte, akú štruktúru má mať vaša reklama.


- Jeden obrázok alebo video**  
One image or video, or a slideshow with multiple images
- Karusel**  
2 alebo viac rolovateľných obrázkov alebo videí
- Collection**  
Skupina položiek, ktoré sa v mobile otvoria na celú obrazovku

 **Instant Experience option has moved** 

Now you can add an Instant Experience for your ad in the new destination section below.

## Placements

[Viac informácií](#)

- Advantage+ placements (recommended)**   
Use Advantage+ placements to maximize your budget and help show your ads to more [ľudí](#).  
Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manuálne umiestnenia**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.


## Devices

All devices

## Platformy

- Facebook
- Instagram
- Audience Network
- Messenger

## Placements

- Kanály**   
Get high visibility for your business with ads in feeds
  - Facebookový kanál
  - Kanál Instagramu
  - Instagram profile feed
  - Facebook Marketplace
  - Videokanály na Facebooku
  - Pravý stĺpec na Facebooku
  - Preskúmať na Instagrame
  - Domovská stránka Preskúmať na Instagrame
  - Obchod na Instagrame
  - Prijaté správy v Messengeri
  - Prieskumník firiem na Facebooku

## Vizuál reklamy

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Viac informácií](#)

### Médiá

9 umiestnení



#### Kanály

4 Placements



#### Stories and Reels

5 Placements



### Primárny text

Dievčatá, máme pre vás novinku! 🥰 Vyskúšajte si našu novú pohodlnú športovú podprsenku Flipky. bra. Je ako stvorená pre vás, ktoré žijete svoj život naplno, no napriek tomu máte rady svoje pohodlie.

Flipky. bra je:

👱‍♀️ Pohodlná

🏊‍♀️ Funkčná

💕 Obojstranná

A vyrobená z recyklovaných materiálov ♻️ u nás na Slovensku.

👉 Určite si prečítajte viac o novej Flipky. bra na našom webe [www.flipky.sk](http://www.flipky.sk)

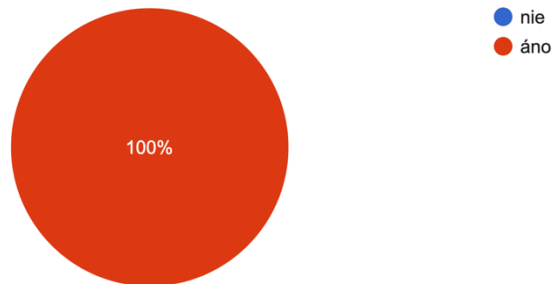


## Appendix 2

### Focus group selection

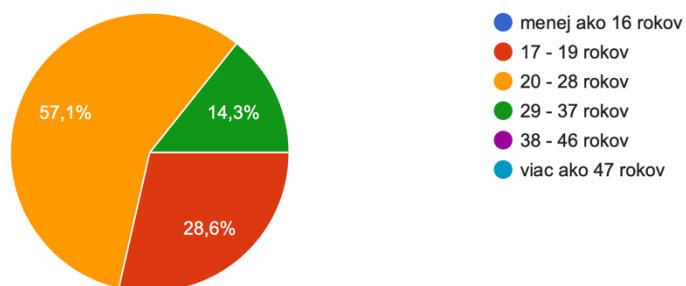
Súhlasíš s účasťou na online skupinovej diskusii v rámci vyššie uvedeného prieskumu, ktorá sa uskutoční v pondelok 17.4. od 16.00 do 17.30 hod. ...dí s moderátorom/-kou a (tento) krátky dotazník.

7 odpovedí



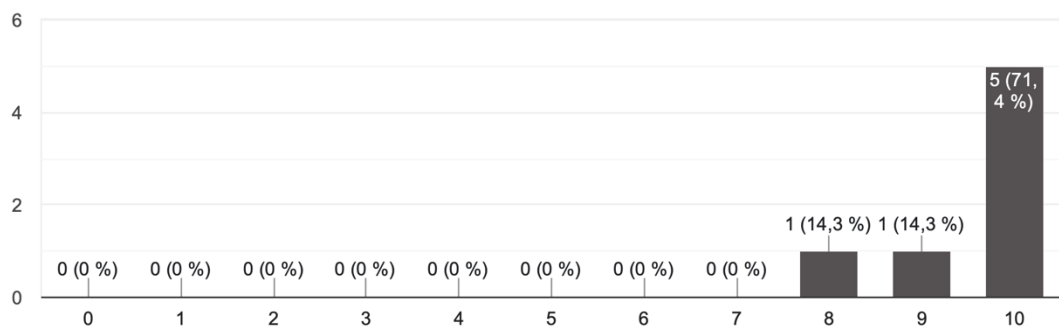
Máš:

7 odpovedí



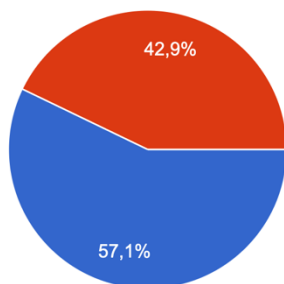
Ako veľmi máš rád/rada outdoor-ové (športovo-relaxačné) aktivity vonku, zvlášť v prírode ako je turistika, lyžovanie, lezenie... ?

7 odpovedí



A ako často tieto aktivity vonku... realizuješ?

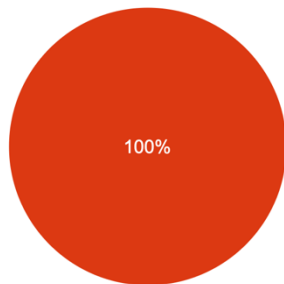
7 odpovedí



- viac ako 4-krát do mesiaca
- jeden-dva razy do mesiaca
- raz za tri mesiace
- raz za pol roka
- raz za rok, prípadne aj menej

Počul/-a si o značke Flipky. alebo jej výrobkoch?

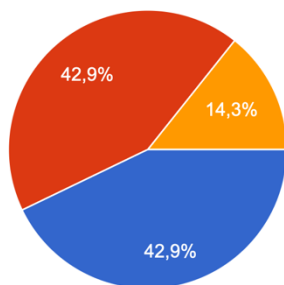
7 odpovedí



- nie
- áno

Do akej miery poznáš Flipky. ?

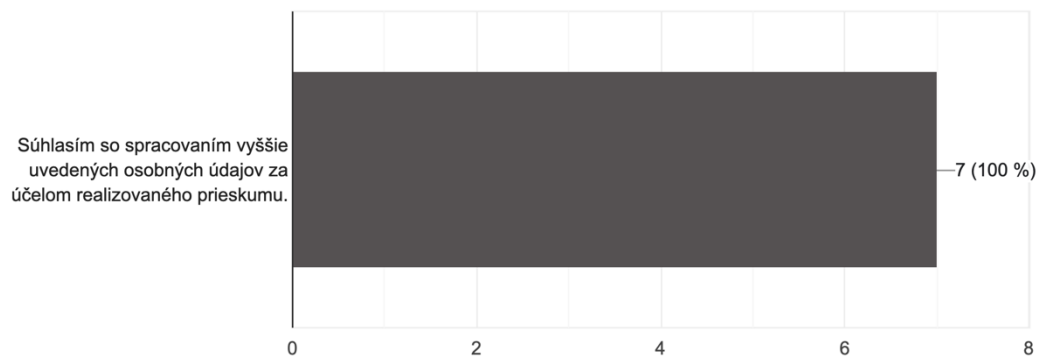
7 odpovedí



- poznám veľmi/celkom dobre
- poznám, ale (skôr) len zbežne
- počul/-a som o nich, ale to je tak asi všetko

**BEZ UDELENIA SÚHLASU NIE JE MOŽNÉ SPRACOVAŤ FORMULÁR.**

7 odpovedí



## Appendix 3

### Focus group scenario

#### Prieskum o reklame

Scenár focus skupiny

17.4.2023

- Metóda zberu:** **focus skupina** (online)
- Cieľová skupina (CS):** všeobecná populácia mladých ľudí vo veku 17 – 28 rokov
- Počet respondentov:** spolu **n= 6 - 8**
- Špecifikácia CS:** náhodne oslovení respondenti/-ky, ktorí obľubujú (radi realizujú) outdoor-ové aktivity, cez sociálne siete David Maroš+  
mix ženy a muži  
celé SK
- Dĺžka trvania:** **90 min**
- Termín zberu dát:** 17. apríl 2023
- CIEĽ:** Prieskum má prispieť k lepšiemu cieleniu a účinnejšiemu marketingu pre Flipky., v oblasti reklamy, s cieľom zvýšiť predaj a povedomie značky.
- VÝSKUMNÉ OTÁZKY:**
1. Aký typ reklamy v oblasti outdoor-ových aktivít (produktov/služieb na realizáciu outdoor-ových aktivít) sa najviac páči mladým ľuďom?
  2. Či a ako reklama v danom segmente vplýva na ich nákupné správanie?
  3. Čo má dobrá („ideálna“) reklama „v outdoore“ komunikovať po obsahovej a vizuálnej stránke (atribúty dôležitosti)?
  3. Ako vnímajú doterajšiu reklamu od Flipky. ? Čo a ako (všetko ne)komunikuje a čo má (prípadne lepšie) komunikovať?

+	ÚVOD a predstavenie	12 min	16.00 – 16.12
---	---------------------	--------	---------------

#### Info pre respondentov/-ky:

- dĺžka trvania diskusie **90 min**
- **anonymný** prieskum
- **nahrávanie videozáznamu** kvôli spracovaniu dát
- **riadená diskusia** - naplňame zámer prieskumu, mapujeme pohľady a názory ľudí ako ste Vy
  - **moderuje: ja (David)**
  - odpovede si prípadne poznamenať ...
  - **môžete na seba reagovať**

#### **Predstavenie**

- Uvedte (**krstné**) **meno / pseudonym**, ktorým vás môžem osloviť počas diskusie + odkiaľ ste / **kde trávite väčšinu roka** + čo z outdoor-ových aktivít (zvyčajne) robíte + kde ste naposledy boli / na akom výlete (tripe)

A. REKLAMA všeobecne, vo vzťahu k <u>outdoors</u> , príp. značkám v danom segmente	6 min	16.12 – 16.18
--	-------	---------------

**1.1. Vraví sa - 100 ľudí, 100 chutí... Aká reklama sa vám páči? Celkovo, odhliadnuc od toho na čo je zameraná...**

Aká má byť podľa vás dobrá reklama?

Uveďte 3 slová, pocity alebo myšlienky, ktoré vám napadnú, keď premýšľate o dobrej reklame?

Ešte niečo, čo robí dobrú reklamu vynikajúcou?

Spomínate si na nejakú veľmi vydarenú reklamu? Čím vás zaujala?

**1.2. Aká reklama sa vám páči keď ide o sortiment pre outdoorové aktivity?**

... čo všetko má mať vynikajúca reklama v outdoor-e?

Čo ešte...? Aký z nej chcete mať pocit?

B. REKLAMA v <u>outdoors</u> a <u>nákupné správanie</u>	16 min	16.18 – 16.34
---	--------	---------------

**2. Z dotazníka v prihlasovacom hárku vyplynulo, že nielenže radi trávite čas vonku, ale že outdoor-ové (športovo-relaxačné) aktivity vonku, zvlášť v prírode ako je turistika, lyžovanie, lezenie... realizujete zvyčajne každý mesiac. Z času na čas pravdepodobne potrebujete kúpiť potrebnú výbavu...**

**Ako zvyčajne postupujete, keď si kupujete niečo pre vaše outdoor-ové aktivity?**

**Uveďte príklady, prosím, aj pre rôzny sortiment produktov.**

Hľadáte priamo produkty konkrétnej značky, príp. konkrétnom obchode?

Ako radšej tento tovar nakupujete – online alebo v kamennom obchode?

Líši sa váš postup podľa (druhu) produktu, ktorý hľadáte?

Pri oblečení? **Ako nakupujete oblečenie pre vaše outdoor-ové aktivity?**

Hľadáte daný produkt na internete a porovnávate (produkty, ceny, pozriete si reklamy...)?

Predtým ako si kúpite vybraný produkt z internetu, pozriete / vyskúšate si ho v kamennom obchode?

Zájdete do nákupného centra, obídete obchody s outdoor-ovým tovarom a vyberiete si na mieste a aj tam kúpite daný produkt, či vytipujete si / vyskúšate na mieste, ALE kúpite cez internet?

3.1. Kúpili ste si niečo do svojej outdoor-ovej výbavy na základe referencie ~ odporúčania niekoho (z rodiny, známeho) či reklamy?

Čo si si takto kúpil/-a? Ešte niečo?

Čím to je (podľa teba), že si takto nič nenakúpil/-a...?

3.2. Je niečo, čo je pre vás v reklame v rámci „outdoor-u“ dôležité? ... natoľko dôležité či špecifické, že by ste sa pre danú značku rozhodli, reklamovaný výrobok si kúpili?

3.3. Do akej miery je pre vás dôležité, aby outdoor-ová značka bola „udržateľná“, podporovala tzv. „udržateľnosť“?

Ako chápete „udržateľnosť“ značky?

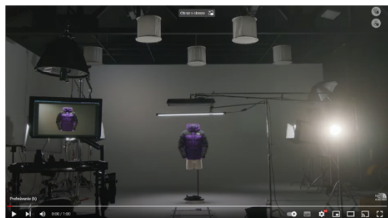
Je podľa vás nejaký rozdiel v udržateľnosti medzi outdoor-ovým sortimentom v/značky Lidl a renomovanou značkou?

C. HODNOTENIE TYPOV REKLAMY známych značiek v <u>outdoors</u> ~ ukážky	36 min	16.34 – 17.10
--	--------	---------------

Teraz sa podme pozrieť na niektoré konkrétne reklamy. Postupne si pustíme 3 reklamné videá troch známych outdoor-ových značiek. Sú po anglicky...

4.1. Podme na prvú reklamu. Pozorne si ju pozrite, potom sa o nej porozprávame.

(189) [It's more than a jacket. - YouTube](#) (1 min)



Začnime **číselným hodnotením**, ohodnoťte na škále 0 – 10, pričom 0=vôbec sa mi to nepáči, 10=milujem to – premyslite si, zapíšte si prípadne na papier a keď Vám dám pokyn – ukážte NARAZ číslo na prstoch

Z akých dôvodov ste uviedli číslo ...?

Čo špecificky sa vám na tejto reklame páči a čo nepáči?

Boli v tom videu nejaké scény, ktoré sa vám naozaj páčili? Vďaka čomu?

A naopak niečo, čo sa vám naozaj nepáčilo? Z akých dôvodov?

Ako na vás táto reklama/námet zapôsobil? Ako ste sa cítili, keď ste to sledovali?

produkt / texty / hudba / vizuál

Čo si myslíte, že tu (1.) The North FACE hovorí / (2.) Patagonia, (3.) Columbia/, ako by ste túto myšlienku zhrnuli vlastnými slovami?

4.2. Podme na druhú reklamu. Pozorne si ju pozrite, potom sa o nej opäť porozprávame.

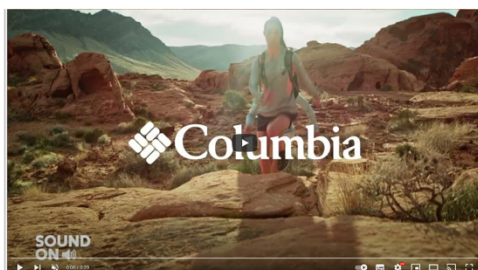
[\(189\) What's Next? - YouTube \(2 min\)](#)



*detto otázky ako v 4.1.*

4.3. Podme na poslednú, tretiu reklamu. Budeme rovnako postupovať...

[\(189\) Hear the great outdoors | Columbia Sportswear - YouTube \(30 sek\)](#)



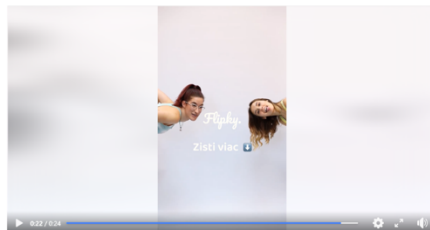
*detto otázky ako v 4.1. a 4.2.*

5. Ktorá z týchto reklám sa vám najviac páčila? **(1.) The North FACE, (2.) Patagonia, (3.) Columbia/?**

Teraz sa podme pozrieť na konkrétnu, kratšiu reklamu značky Flipky.

### 6.1. Pozrime si ju...

<https://fb.watch/jYLK30frkD/> (24 sek)



Začnime **číselným hodnotením**, ohodnoťte na škále 0 – 10, pričom 0=vôbec sa mi to nepáči, 10=milujem to – premyslite si, zapíšte si prípadne na papier a keď Vám dám pokyn – ukážte **NARAZ** číslo na prstoch

**Z akých dôvodov ste uviedli číslo ...?**

**Čo špecificky sa vám na tejto reklame páči a čo nepáči?**

**Ako na vás táto reklama/námet zapôsobil? Ako ste sa cítili, keď ste to sledovali?**  
produkt / texty / hudba / vizuál

**Čo si myslíte, že tu (značka) Flipky hovorí, ako by ste túto myšlienku zhrnuli vlastnými slovami?**

**V čom podľa vás spočíva „udržateľnosť“ značky Flipky. ?**

**A čo obojstrannosť? Všimli ste si „na prvú“ v čom spočíva?**



Niektorí poznáte Flipky. viac, iní menej...

7.1. Ako by ste charakterizovali značku Flipky. ?

7.2. Čo je podľa vás pri značke Flipky. a jej výrobkoch najdôležitejšie komunikovať?

vysoká kvalita a (podmanivý) módny design  
funkčnosť, v outdoor-e v prírode, aj v meste, 2v1 design (v dvoch farebných designoch/prevedeniach na každej strane)  
udržateľnosť - recyklovaný materiál, vyrobené na SK  
pre mladých ľudí, ktorí „žijú“ v outdoor-e

7.3. Do akej miery vás značka Flipky. , prípadne daná reklama Flipky. presvedčila o atribútoch, ktoré sú pre Flipky. príznačné (typické) a zároveň dôležité?

7.4. Napokon... Čo myslíte, aká je pravdepodobnosť, že by ste si (niekedy) kúpili výrobok značky Flipky. ?

... a ako by tomuto - osobne - vášmu rozhodnutiu mohla prispieť dobrá reklama?

+	ZÁVER	2 min
---	-------	-------

odmena - voucher v hodnote 10 EUR na nákup Flipky. Vám pošlem najbližšie dni e-mailom

