



When you think BIC, you're probably reminded of office supplies, razors and lighters at the check counter of Walmart. That's the problem- people just see cheap pens, razors and lighters. What they don't know is that BIC is a historic brand built on innovation, art, hard work and so much more! So, we set out to create a campaign that would show people a side of BIC they had never seen before.

Our research led us to the perfect target audience for BIC- side hustlers. People don't realize how much is going on behind the scenes when they see a side hustler, which is a feeling the BIC brand can relate to. In our campaign, BIC expresses its respect for side hustlers through bright neon signs, innovative guerilla and encouraging messages.

Group Members:

Brittany Lyden, Leah Behling, Sara Harper, Annelise Meador

My Role:

In this campaign, I played a big role in writing the target audience brief and conducting the research for the creative brief. I also designed one of our out of home executions, the Illumination Station, and wrote the rationale. In addition, I helped to design the neon signs used in all of the executions and created the mock ups for the guerilla execution.

Campaign Adjustments:

Throughout the campaign there were minor errors left and right. For example, grammatical mistakes throughout the target audience as well as misconceptions about indirect support. The key consumer benefit was revised to target the audience rather than about BIC itself. In the executions we adjusted font to maintain consistency as well as spacing adjustments.

The major changes we made involved the big idea and tone. Originally, the tone sounded more like a big idea so we adjusted the language to give the personality of the campaign an explanation. On the big idea we showed that same personality while giving an overarching idea of the campaign as a whole. Along with this, we included additional support to align our creative strategy statement with the key consumer benefit.

We also made adjustment issues to each of our magazine advertisements and some of our guerilla executions. We went back and made sure all the typefaces and neon signs used in executions was consistent. In the magazine advertisements, we fixed alignment and made sure the logo was present at all times.

Key Insight

More than 44 million Americans have a side hustle (Bahney, 2017).

Advertising Problem

Consumers view BIC® as being ordinary, offering nothing more than a basic need. (Amazon, 2016).

Advertising Objective

Convince side hustlers BIC® supports them in pursuing their passions.

Target Audience

The target audience for BIC® consists of people who have side hustles. A side hustle is a job someone pursues outside of their main career. This is FortySix (2017) defines side hustles as “mixing passion and income”. Therefore, a side hustle can be any kind of passion or skill one turns into business. However, the most popular side hustles are landscaping, home repairs, online sales, and crafts (Kline, 2018). Moreover, becoming an artist, consulting, baker, or musicians are also popular options for side hustles (Dixon, 2018).

The target demographic includes those who value unique experiences allowing them to follow their passions. Since one in three Americans have a side hustle, it’s no surprise that the age of side hustlers is so wide (Wolfson, 2018). Side hustlers can be 16 years old to 60 years old (Bahney, 2017). This age range represents young adults that may be restless in their current job positions and are looking for a change. Millennials still remain the key target audience for most industries, so they will be a big chunk of BIC’s as well. They make up a quarter of the population so there is no question why they remain important (Mintel: American Lifestyles: Markets in Motion-US-2018). In addition, research proves that 50 percent of millennials have a “side hustle”, which is a job they make for themselves based on their passions in addition to their full-time career (Southwest News Service, 2017). One of millennial’s top priorities include working in a field they are passionate about (Burnett, 2018). The target audience wants to make an impact (Burnett, 2018). They tend to focus on themselves and desire to be happy and successful in their own way (James, 2017). Although the majority of side hustlers are young millennials between the ages of 18 and 26, members of the baby boomer generation and generation z also have side hustles (Perimutter, 2016). Generation z is committed to their side hustles and plan to pursue them as they grow up (Bahney, 2017). All generations agree the side hustle must be lucrative and be something that helps them learn a new skill or is a current passion for them (Arya, 2018). Side hustles, however, don’t earn people enough to quit their full-time job (Southwest News Service, 2017). On average, side hustles can bring an extra \$686 to a household in a month (Wolfson, 2018). The majority of side hustlers are using their extra money as disposable income (Dixon, 2018). Many start side hustling because they are tired of the daily grind and they want to be fulfilled by the work they do (Taylor, 2015). The target audience does not have a high position in their workplace but is looking to be influential in some part of their life, whether that be their community or hobby (Claritas, 2018). They make sure to balance their time between work and what they like doing in their free time (Claritas, 2018). The target audience is willing to forgo a bit of pay to work in an environment that they will feel happy and valued (Alton, 2017). Most side hustlers dedicate anywhere from 5 to 12

hours a week to their passion project outside of their main job (Southwest News Service, 2017). These consumers live in bigger cities. The typical cities our target audience resides in are New York and Los Angeles, but are moving to cities like Virginia Beach and Riverside, California (Johnson, 2017).

The target audience's lifestyle and behavior identify with the Claritas Prizm segment of Young and Influential (Claritas, 2018). Although the age ranges vary, the attitudes and psychographic behavior remain the same within our side hustle audience. The Young and Influential segment is young, midscale households, a mix of single individuals and couples (Claritas, 2018). The segment is mostly college graduates and has a high usage of technology (Claritas, 2018). Side hustlers have a "get more done with less" mind set (Loper, 2013). Naturally, technology is important to them since opens up "the flexibility of when and where you can get work done" (Southwest News Service, 2017). Technology has also created an entirely new set of side hustlers, such as bloggers and online sellers (Southwest News Service, 2017). Smartphones are the most important piece of technology to the target audience as they use them for product reviews and online purchases (Forer, 2017).

As consumers, the target audience is very aware of brands and like to invest in brands that reflect their personal lifestyle choices. These consumers hold values that represent authenticity, uniqueness and honesty. Their interests include engaging in content on the web and staying up to date on current trends (James, 2017). The motivation behind side hustling changes depending on the side hustler's age. Baby boomers, for example, use side hustles to bring in some extra money for retirement (Lake, 2018). Some millennials, on the other hand, start a side hustle with the intention to turn it into a full business one day (Dixon, 2018). They enjoy the freedom of setting their own work schedule and following their passions, but also value the stability of their full-time job (Stringfellow, 2018). In order to successfully balance the workload, Nick Loper (2013), the founder of Side Hustle Nation, claims side hustlers must have an "optimistic, can do, make-something-happen attitude." Side hustlers are organized and hard working, but they also have big dreams (Taylor, 2015). Their entrepreneurial spirit urges them to believe their side hustle will be their "lottery ticket" in life one day (Baab-Muguria, 2016). In fact, over one third of Americans claim they have found success through their side hustles (Fisher, 2018). Needless to say, side hustlers aren't ashamed of their side hustle. In fact, 41 percent of Americans who have side hustles are comfortable discussing it with their boss (Dixon, 2018).

When it comes to buying behaviors, the majority of the target audience values trends that coincide with authenticity (Kleinschmit, 2015). Because they believe being "true to themselves", they value products and brands that do the same (Black, 2015). The more a brand is able to incorporate their story into the target audience's life the more it becomes a part of who they are. It's not about the product - it's about the invest value, story, and community a brand delivers (Petrusa, 2018). Likewise, they are naturally drawn to personalized marketing techniques such as targeted blog posts, social media and online conversations (Petrusa, 2018). It's important to note a multitude of side hustling blogs are active on the internet. Perhaps one of the reasons behind their popularity is due to the fact that the target audience seeks out brands with a distinct personality and drive (James, 2015). Because they want to connect with brands on a personal level, the majority of the target audience discovers and interacts with their favorite brands through social media (Square, 2018). The target audience age range is

board, but the majority of side hustler' are most active on Facebook (James, 2015). Moreover, they find videos particularly enticing (Kleinschmit, 2015).

The VALS consumer group associated with the target audience is Experiencers (VALS, 2018). They are motivated by self-expression and are very likely to adopt trends they find interesting (VALS, 2018). Over half of millennials are more likely to shop at a store that offers experience (Mintel: Category Overview - Millennials). 82 percent participate in live experiences including concerts, festivals, 69 percent experience "fear of missing out" (Forer, 2017).

62 percent would try a product suggested by a YouTuber. Millennials believe in personal extension through brands. Millennials are looking for instant gratification. In fact, when it comes to what they're "passionate about, we want it to happen *yesterday*" (Black, 2015).

Meet Tolan. He is 25 years old and has a job in Virginia Beach working as a marketing analyst for Geico. He attended the University of Virginia. Tolan lives by himself in an apartment downtown. He enjoys a very fast paced, active lifestyle where he attends concerts and festivals with his friends from college. Tolan values experiences more than anything and has trouble doing something if it does not align with his passions. His dream in life is to travel the world and explore as many different cultures as possible. Although he is mostly content with his job now, as it pays the bills, he would love to change his career path to partake in something more meaningful. Tolan has a side hustle building furniture. He goes to local markets and culture fests to show off and sell his handmade furniture. His dream is to one day quit his job and open up his own furniture business. As of now, his furniture sales bring in a couple hundred bucks a month, but it is not enough to live off of.

The persona depicted above is to give an idea of a side hustler. Age, location and specific hustle varies but Tolan is just one potential person to give a visual of the target audience.

Competition

Direct Competitor #1: PaperMate®

- PaperMate® is a well known company that has been a leading competitor in the pen market (Papermate, 2018).
- Their most recent campaign focuses on the shared experiences that ultimately revolve around handwriting (Papermate, 2018).
- Recently, their Stop Smears, #SpreadJoy campaign won the SABRE award for marketing to youth in 2017 (Newell Brands, 2017).
- Paper Mate has 89 percent unaided consumer brand awareness (Plan B, 2018).

Direct Competitor #2: Scripto®

- Aim N' Flame lighters is a leading brand next to BIC® in the lighter market (Amazon, 2018).
- Scripto lighters have been around for over 800 years and featured the first utility lighter (Calico Brands, 2018).
- The brand itself does not have much of an image and also do not spend much money on advertising (Amazon, 2018).
- Overall, the brand is just an inexpensive lighter company that has been relevant due to the practical usage and reasonable price (Amazon, 2018).

Direct Competitor #3: Gillette®

- Although the brand offers razors for women, they dominate the market of razors for men (Gillette, 2018b).
- The new campaign for Gillette® is “An irresistible close, smooth shave in just one stroke” (Gillette, 2018b).
- The brand is very masculine and has cool tones (Gillette, 2018a).
- The company has built up an image for themselves and are at the top of the razor market, specifically male razors (Gillette, 2018b).

Indirect Competitors:

- Pencil
- Computer
- Typewriter

Key Consumer Benefit

When you use BIC products, you feel inspired to continue to pursue your side hustles.

Support

- BIC® products are made to last (BIC®, 2017).
- BIC® has in depth knowledge of its products, which allows them to create innovative products (BIC®, 2017).
- BIC® has a bold and energetic brand image by using bright colors (BIC®, 2017).
- BIC® maintains a strong balance of continuity in marketing activities and the kind of change needed to stay relevant (Keller, 2012).
- The BIC® Foundation promotes education, social entrepreneurship and innovation (BIC®, 2017).
- BIC® has a shared corporate culture that goes beyond expectations (BIC®, 2017).

Tone

BIC® is a playful, colorful brand and the tone should uphold that same feeling throughout the campaign. The campaign's tone will be unapologetically bold and will demand the target audience's attention. However, once we have their attention, they'll stick around because they feel supported and inspired by what BIC has to say. Our campaign's confident, bold and passionate voice will be reflected in visual's dark colors accompanied by glowing elements.

Mandatories and Limitations

All executions must include the current BIC® logo. The brand name should always be in all caps. No body copy is allowed for any of the executions. The tagline must be included. No celebrity endorsements. Must sell the BIC® brand, not any particular product or product line.

Creative Strategy Statement

Convince side hustlers that BIC® offers inspiration and support for their individual passions by portraying a bold and energetic brand image.

