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Writing for Media Professionals
Gyft'd Advertising Campaign
Prof. Dodge
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(Imaginary) Product: Gyft'd.

- App
- You enter information about people you need to buy gifts for--their interests, hobbies, etc. (you can also sync to their facebook profile if it's public). The app makes gift suggestions based on this information. You choose the gift, order it, and the app delivers them to you (or the recipient) wrapped in time for your holiday gathering.
- Target: millennial men who hate shopping or do things last-minute

(Imaginary) Product Description

Gyft'd is a smartphone app that makes picking out holiday presents quick and simple for busy shoppers. Users enter in traits, hobbies, and interests of the person whom they are shopping for, and Gyft'd gives them a list of suggested presents. Users can select, purchase, and ship wrapped gifts to their home, or straight to their recipients' door.

Ad Campaign Overview

For the Gyft'd ad campaign, I chose to do a print ad, banner ad, and radio spot. While I tried to make each one unique in its own way, I also wanted the same over-arching theme of the ads to predominantly speak to men who do not consider themselves to be good gift-givers and are looking for a way to "up their game" during the 2015 holiday season.

#1 Billboard

This billboard is meant to run during the holiday season (hence the coloring), and therefore implies that the gifts being shown are Christmas gifts given year-over-year.

The images above are stock photos and only are meant to suggest the ideas and who/what should be portrayed. Both images should be from the point of view of a man in his mid-twenties (the target audience) giving a gift to a girl that should be identifiable as his girlfriend. In the 2014 photo she should be visibly angry/disgusted by the gift, and in the 2015 photo she should be extremely happy because of the gift. Ideally both photos would be of the same "girlfriend" and not use different actresses.

The app store logos should also be prominently placed next to "Gyft'd" so someone in our target audience driving by can easily understand that Gyft'd is an app and to go to the store for more information about it that could not be displayed on the billboard.

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2014:

2015:

Find something she **actually wants** this year with

Gyft'd

Available on the App Store

Get it on Google play

#2 Radio Spot

This radio spot is also meant to run during the holiday season, most likely on a radio station or online music service that skews towards male listeners.

A couple discusses their first Christmas together. When the idea of holiday presents comes up, the girl has the perfect gift for the guy. The guy is not so certain... until he hears about a new website that can help him.

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(Christmas music in the background)

Girl: I'm so excited for our first Christmas together! *(Lovingly)* I've already got the perfect gift picked out for you!

Guy: Oh, Yeah! *(nervous)* The perfect gift... same...

(poof sound, like for a genie)

Voiceover (VO): You don't know what to get her, do you?

Guy: *(to VO)* Not really...

VO: Well then, I know what YOU need. Gyft'd! It's a new app that helps find the perfect gift for all your friends and loved ones. Just list some of their hobbies along with a price range, and it will find the perfect gift for them!

(Pauses) Or... you can just get her that necklace they show on all those commercials...

Man: I had actually been thinking about that necklace...

Girl: *(In the background, interrupting Man's thought)* Wow, It's that ugly necklace again! Did ya see that, honey?

Man: *(Back to girl)* Sure did cutie! *(To VO/Genie)* Yeah.. I think I'm gonna go with Gyft'd,

VO: Don't get re-gifted this holiday season, download Gyft'd - spelled with a Y and an 'apostrophe D' - for free in the Apple App Store or on Google Play today!

#3 Print Ad

This print ad is intended to run in magazines that skew heavily towards millennial male, middle-class readers. Some examples of this could be Maxim, ESPN the Magazine, Sports Illustrated, and Game Informer. The picture used in this ad is only a stock image meant to convey the type of person and emotion that the actual picture would be of. It should include a woman in her late-20s to mid-30s looking disappointed as she looks into a gift box that is big enough to hold a sweater.

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Need help finding that "perfect gift" this year to make up for last year? **Get Gyft'd today!** Instead of scouring the web for gift ideas yourself, just list some interests of the people you're shopping for, mention your price range, and let Gyft'd do all the hard work.

You'll receive a customized list of gift suggestions for each person you're looking for, and the ability to have the gifts you choose wrapped up and shipped right to your door. Your friends and family will get gifts they love, which means no new chew toy for the dog in 2016!

Download and sign up for free to become a Gyft'd shopper today. **Don't get re-gifted this holiday season, get Gyft'd.**