

Ronin-S Integrated Marketing Communications Campaign

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Alex Hughes

Rochester University

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Part I - Executive Summary & Situational Analysis

1. Company Review

DJI was founded in 2006 by Frank Wang in his dorm room while at university in Hong Kong. After finding some success selling electronics and custom-built flight technology to companies and universities, Wang hired his first few employees and officially began expanding DJI. Beginning as a single office before exploding with success and expanding worldwide, now DJI is located in many countries including the United States, Germany, the Netherlands, Japan, South Korea, Beijing, Shanghai, and Hong Kong.

DJI is now the industry leader on professional and consumer-based drone technology for photography and videography, as well as a top competitor for other creative technology products such as camera gimbals and stabilizers. DJI's most successful line of products includes the Phantom drone series, the Mavic drone series, the Inspire drone series, and the Ronin gimbal series. DJI also creates drone and flight technology for agriculture uses (such as crop management) and infrastructure inspection/planning.

More recently, DJI has been expanding the uses of its drone, stabilizer, and general flight technology even further by introducing products for energy, public safety, and construction industries. DJI has found consumers in many categories including the general public, hobbyists, professional creatives, film, small businesses, large corporations, law enforcement, government institutions, military, and education.

Possible Issues

DJI has faced recent scrutiny in certain markets (mainly the United States and India) for the possibility of using its software technology for spying due to DJI being a Chinese-based company. This has the potential to gain traction due to the recent controversies surrounding another Chinese-based company, ByteDance, which owns the application Tik Tok. Tik Tok has been banned in certain locations (such as India) over fears of privacy breaches and

data mining by China. It is plausible that DJI could be grouped in with Tik Tok simply for being a fellow Chinese-based company. Fortunately, DJI has a long-standing track record and proven credibility, dating many years prior to even Tik Tok's conception. Additionally, DJI has a strong brand loyalty among consumers as well as many headquarters based outside of China. Though some US military bases have banned the use of DJI products, DJI is still a very trusted brand among consumers. Should a response be deemed necessary, a candid and authentic statement dismissing any possibility of collusion with the Chinese government will be the most effective.

2. Product Analysis

- Product** - The product of focus for this analysis will be DJI's Ronin-S. The Ronin-S is a handheld camera stabilizer known as a gimbal. The design of the Ronin-S is meant to adequately handle any camera about the size and weight of a traditional DSLR--though has powerful enough motors and precise enough sensors to handle both heavier video/cinema cameras and lighter mirrorless bodies respectively. The Ronin-S is the successor to the Ronin, though not to be confused with the Ronin 2 which was designed for a heavier payload and therefore has a different target market which is more strictly professional and commercial based.
- Target Market** - Videographers and filmmakers seeking to make any type of video project that requires smooth movement. The target includes hobbyists, short film creators, web content creators, YouTubers, social media influencers with video content, prosumer video creators, professional videographers, media/video production companies, and young aspiring video creators (those who want to be like any of the prior mentioned demographics). The age range for the target market is 16-55. The common denominator among all listed demographics will be that they are

owners, or soon to be owners, of mirrorless, DSLR, or lightweight cinema cameras used for video creation.

- **Product Positioning** - The Ronin S is considered the strongest, fastest, and most reliable gimbal in its class with a mid-level class payload capability. This allows the Ronin S to effortlessly maneuver the mounted camera even under less-than-perfect conditions--this is the key benefit for consumers. This is due to the feature of having DJI's most powerful motors operating each axis. Another feature is the Ronin S's rugged design which makes it more durable to wear and tear and slight bumps. The additional benefit is the motors are less likely to wear out due to slight imbalances or overcompensation.

The primary competing product is the Zhiyun Crane 2. The Zhiyun Crane 2 is less expensive offering an easier entry for beginners or lower budget creators. The Zhiyun Crane 3 is lighter, not meant to exceed a DSLR sized camera - appealing to creators looking for more portability or ease of use. The positioning of this product is more affordable and lightweight while near identical in capabilities.

Both are considered entry-level gimbals.

- **Competitors**
 - Primary Competitor - Zhiyun Crane series
 - Secondary Competitor - Moza AirCross series (competes through Amazon ads, company website, and tech reviews. Currently not a strong competitor or considered a better option than DJI or Zhiyun products.
- **Communication Objectives**
 - Defining a need the Ronin-S can fulfill *dependability*
 - Displaying what can be accomplished with the Ronin 2
 - Guide target to <https://www.dji.com/ronin-s>
 - Ultimately encourage to make a purchase

- **Budget Request** - A budget of \$250,000 is requested to implement an effective integrated marketing communications campaign.

Part II – Integrated Marketing Communication Strategy

3. Creative Strategy Statement:

Target Audience Profile:	<p>Demographics:</p> <ul style="list-style-type: none"> • Age: 18-55 years old • Gender: Any • Income: \$35,000+ • Education Level: High School or above <p>Psychographics:</p> <ul style="list-style-type: none"> • Videographers and filmmakers • Creatives by trade or hobby • Social media enthusiasts and YouTubers • Excited about the new and best camera gear <p>Geographics:</p> <ul style="list-style-type: none"> • The United States, Europe, Australia • Urban and Suburban areas • High concentration near major cities <p>Behavioristics:</p> <ul style="list-style-type: none"> • DJI brand loyal consumers • Consumers with DSLR and Mirrorless size cameras • Consumers that purchase whatever is considered best • Consumers that require a certain feature or benefit
Secondary Audience Profile	<p>Online influencers, opinion leaders, and tech/tech-rumor sites. Ex. Tony & Chelsea Northrup, Jarad Polin, CanonRumors.com, camerajabber.com/dji/, etc.</p>
Communication Objectives	<ul style="list-style-type: none"> • Defining a need the Ronin-S can fulfill *dependability* • Displaying what can be accomplished with the Ronin 2 • Guide target to https://www.dji.com/ronin-s • Ultimately encourage to make a purchase

Product Features and Benefits	<p>Feature: 3-axis motorized gimbal head</p> <p>Benefit: Provides stabilization in all dimensions of movement</p> <p>Feature: Auto-tune feature for quick gimbal calibration</p> <p>Benefit: User-friendly and quick on-the-go setup prevents delays</p> <p>Feature: <u>3.6kg (7.9 lbs) load capacity with powerful motors</u></p> <p>Benefit: High weight class load capacity allows for a wide range of compatibility and margin for error compensation in balance</p> <p>Feature: Integrated follow focus knob</p> <p>Benefit: Allows operator to pull focus while smoothly tracking shots</p> <p>Feature: Remote camera control</p> <p>Benefit: Hands-free operation and creative modes from mobile device</p> <p>Feature: Button to switch between three sets of custom settings</p> <p>Benefit: Quick access to preset setting and modes for alternate shooting methods on the fly</p> <p>Feature: Fully configurable using smartphone app</p> <p>Benefit: Easy operation and customization from the user's daily driver device</p> <p>Feature: 12-hour battery life</p> <p>Benefit: Allows for long video productions with no stoppage</p>
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Product Position	<p>The Ronin S is considered the strongest, fastest, and most reliable gimbal in its class with a mid-level class payload capability. This allows the Ronin S to effortlessly maneuver the mounted camera even under less-than-perfect conditions--this is the key benefit for consumers. This is due to the feature of having DJI's most powerful motors operating each axis. Another feature is the Ronin S's rugged design which makes it more durable to wear and tear and slight bumps. The additional benefit is the motors are less likely to wear out due to slight imbalances or overcompensation.</p> <p>The primary competing product is the Zhiyun Crane 2. The Zhiyun Crane 2 is less expensive offering an easier entry for beginners or lower budget creators. The Zhiyun Crane 3 is lighter, not meant to exceed a DSLR sized camera - appealing to creators looking for more portability or ease of use. The positioning of this product is more affordable and lightweight while near identical in capabilities. Both are considered entry-level gimbals.</p> <p>Secondary Competitor - Moza AirCross series Competes through Amazon ads, company website, and tech reviews. Currently not a strong competitor or considered a better option than DJI or Zhiyun products. Uses similar strategies as Zhiyun. Is slightly cheaper than Ronin S. Similar appeal as the Zhiyun 2 for lightweight, cheaper build.</p>
Key Consumer Benefit	<p>High load capacity of 3.6kg and durable build of motors. Allows for the Ronin-S to easily handle any DSLR or Mirrorless class camera body as well as smaller cinema class cameras such as the Canon C200. This powerful design outclasses the direct competitor product the Zhiyun Crane 2.</p>
Creative Strategy	<p>A product-oriented approach focusing on the superior design of the Ronin-S. The objective is to continue to reinforce DJI's position as the premiere handheld gimbal brand. DJI's brand identity is strong, the logo should be highly utilized. The approach will be mostly rational, focusing on what the Ronin-S can deliver, but there will be some emotional appeal in how the Ronin-S allows consumers to create at the highest level (the need to be respected and accepted).</p>
Tone	<p>Technical, demonstration, and educational. The tone of the campaign will be inspired, excited, and ambitious. Much like the Ronin S's premium build quality, consumers are looking to be considered to have the most professional gear and high-quality gear that delivers the best-proven results. The campaign/ads must match this excitement.</p>

Promotional Mix List	<ul style="list-style-type: none"> • Internet: Tech-savvy consumer base, highly researched product. Advertising on the Internet to frequented sites and social media of target market • Mobile: High social media use on mobile dominant platforms such as Instagram • Advertising in camera tech magazines.
Support Statement	3.6kg (7.9 lbs) load capacity with powerful motors provide a high weight class load capacity allows for a wide range of compatibility and margin for error compensation in balance
Slogan	"Dare To Move"
Logo	DJI Logo and the Ronin-S

4. Promotional Media Mix

The media mix chosen was for the purpose of delivering the desired messages of the DJI brand to consumers in the most cost-effective and immediate way. Choosing the most frequently visited media sites and coveted magazines based on core demographics, psychographics, geographics, and behavioristics, the media mix is as follows:

I. Internet and Mobile

The Internet is the primary medium by which the campaign will run. Due to the high technical ability of the consumer base, the internet is the most frequently visited source for information about the newest and best camera gear. Sources such as YouTube, B&H

Photo Video, online shops, Tech Rader, Reddit, Rumor sites, Facebook, and Instagram are all utilized by consumers. Internet ads are highly trackable and all engagement and insights taken from sponsored posts can be monitored for effectiveness.

YouTube

YouTube will be the source of greatest reach to audiences. Review channels with an audience centered around videography will be capitalized on. By providing Ronin-S products to trusted tech reviewers, DJI will spread the message of its premium build and updated firmware features that better synergize with mobile devices to audiences.

B&H Photo Video, Adorama, Amazon

Sponsored listings of the DJI Ronin-S to site users that fit video creator demographic will be purchased. The listing will highlight the Ronin-S's standout features and what need it can fill for the consumer.

Reddit, Facebook, Instagram, Tech Sites, Video Forums, and Social Media

By focusing on platform users with an interest in cameras, video, video tech, and content creation targeted sponsored ads can be delivered to audiences that visit these sites. SubReddits with a niche of the target demographic are highly desirable. This will be performed for mobile consumers as well, allowing DJI to reach a wide range of target consumers.

Camera Magazines

This is the secondary approach to the campaign and will focus on reaching older members of the key demographic in the age range of 35-55. Camera magazines and catalogs such as B&H Photo Video and Digital Photo Magazine are still frequently

consumed by audiences. Delivering the message in print ad space of the key consumer benefit in a seasonal/monthly publishing of the top 5 rated magazines and catalogs will help push the campaign reach to the most audience possible.

5. Media Schedule

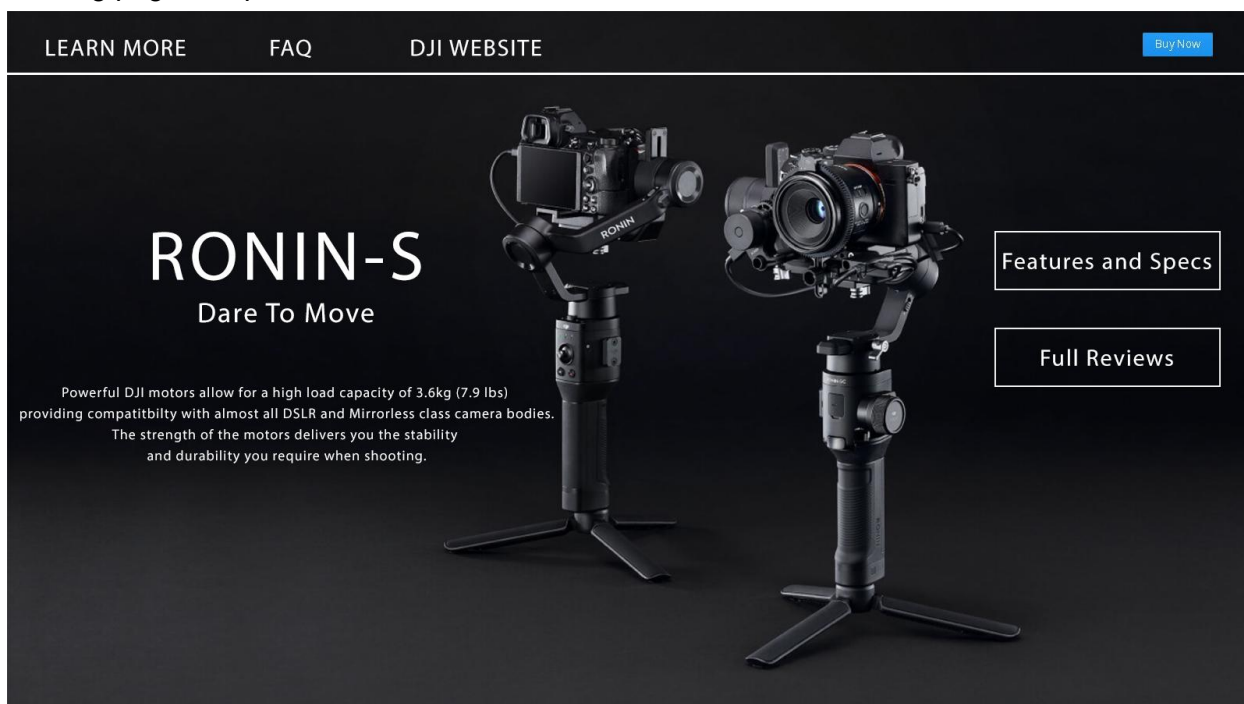
The campaign will run from early September to early November. The early stages of the campaign will begin with setting up landing pages for internet and mobile ads, followed by sending review products to opinion leaders. The final goal is to drive audiences to the official DJI Ronin-S product page, however, most consumers will seek out reviews once sponsored ads have reached them. This is why both landing pages and current/relevant reviews are necessary for consumers who are seeking information from ads. Once a strong series of reviews on both YouTube and tech websites are established, the middle of the campaign--around early October--will see the strongest push in online ads and the purchase of a seasonal catalog spot for October releases. Consumers can now find an abundance of information on why the Ronin-S is the desired product and how it fulfills their needs. The campaign will end in early November setting up the transition into the following Black Friday, Cyber Monday, and Holiday DJI ad campaigns.

Part III – Creative Samples and Evaluating Effectiveness

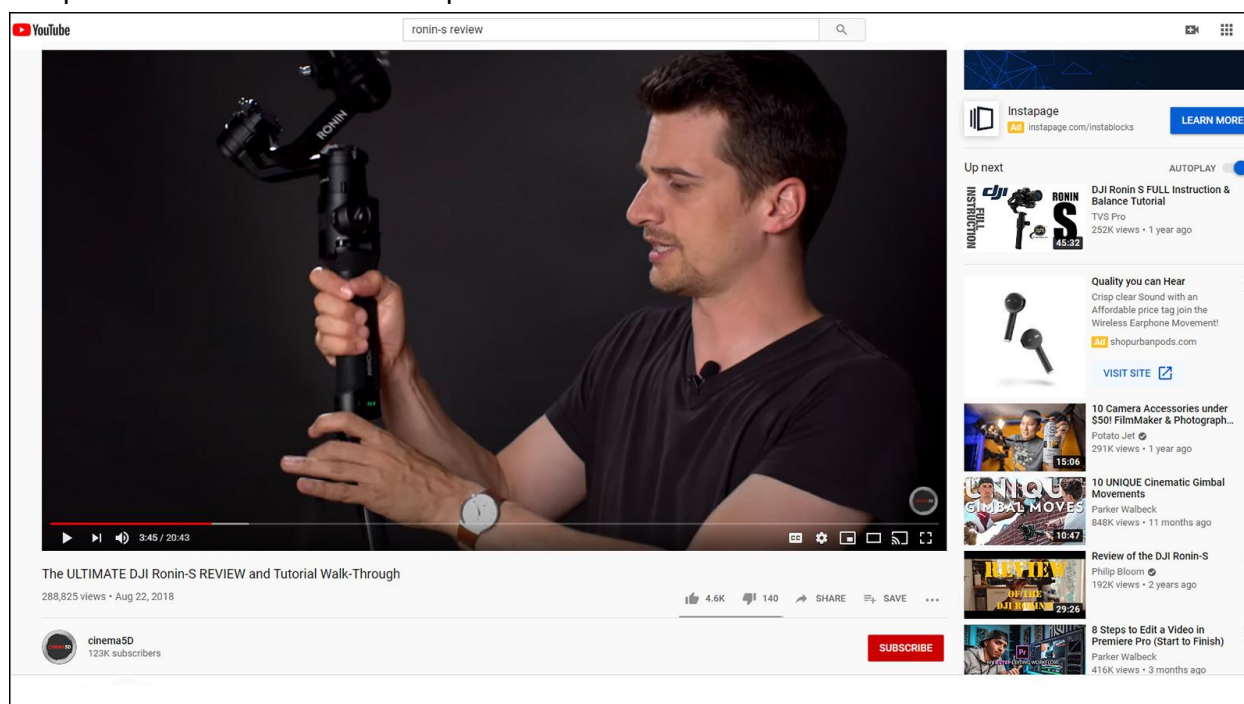
[Continue to next page](#)

6. Creative Samples:

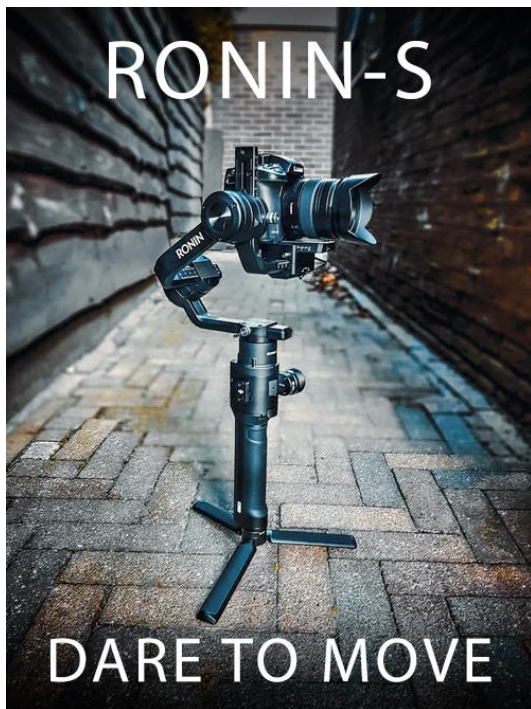
- Landing page sample



- Sample of online review from an opinion leader:



- Sponsored social media post sample:



Post caption:

“Powerful DJI motors allow for a high load capacity of 3.6kg (7.9 lbs) providing compatibility with almost all DSLR and Mirrorless class camera bodies. The strength of the motors delivers you the stability and durability you require when shooting. Tap the image or visit <https://www.dji.com/ronin-s> to learn more.”

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Sponsored social media posts will have a “learn more” button by default.

7. Evaluation of Effectiveness

Measurements of success - The success of this campaign is determined by the ability to accomplish the listed communication objectives:

- Defining a need the Ronin-S can fulfill *dependability* The Ronin-S’s motors and load.
- Displaying what can be accomplished with the Ronin-S

- Guide target to <https://www.dji.com/ronin-s>
- Ultimately encourage to make a purchase

8. Objective 1

Due to the majority of the campaign being through digital media methods, tracking of success will be done constantly with monitoring of insights, engagements, and click-through rates (CTR).

With all media advertising focused on the integrated marketing message of the Ronin-S's dependability and motor strength, the CTR of sponsored posts will be a telling sign if the message is being efficiently delivered. A CTR of about 1% for unique users reached will be considered a successful delivery. Alternatively, a CTR of less than .8% will be considered a mediocre result. Any CTR lower than .6% will be considered a failure of efficiency.

9. Objective 2

Displaying what can be accomplished with the Ronin-S will be delivered through the abundance of online media content by online reviewers and opinion leaders. Additionally, DJI's official Ronin-S page, <https://www.dji.com/ronin-s>, provides high-quality samples. The measurement for this success will be the amount of audience traffic that can be delivered to these videos and online reviews. View counts on videos as well as the consumer reaction to the video content (such as likes and dislikes and comment feedback) will be monitored. Delivering at least 10 products for review to top opinion leaders should yield a cumulative viewer count of over 1

million. At least one million views will be considered an effective delivery and a success of the message.

10. Objective 3 & 4

The final two objectives can be measured from three areas. The landing page, affiliate links such as Amazon and Bhphotovideo, and the official DJI store. The landing page will provide multiple links to the official website. All traffic will be monitored. The desired result is that at least 10% of landing page visitors interact with the page and move to the storefront page. The tracking of purchases will be monitored through the official site and sales from affiliate links (links given to reviewers and brand ambassadors). The focus of the monitoring on sales is to see if there is an increase due to the campaign. An increase of 15% in sales directly from the campaign would be a success, however, the primary objectives of this campaign are to inform and spread awareness.

Resources used:

Blakeman, R. (2018). *Integrated marketing communication: Creative strategy from idea to implementation. Third Edition*. Lanham, MD: Rowman & Littlefield

DJI Ronin-S (2020) Ronin-S Store Page. Retrieved from <https://www.dji.com/ronin-s>

Media from creative commons resources: www.unsplash.com