AGENDA

1. Primary Objectives
2. Survey Results
3. Market Analysis
4. Target Persona
5. Guerilla Tactics
6. Impact

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MAIN OBJECTIVES

1. Brand recognition

1. Customer retention

1. Customer Interaction

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SURVEY RESULTS

91%

Uses food delivery services

61%

Has heard of GoPuff

88%

Has never used GoPuff

Interviewed 82 People

MARKET RESEARCH

SWOT

STRENGTHS

- Convenience: Fast Delivery
- Requires little social Interaction
- Offers variety: (snacks, alcohol, home essentials, etc.

WEAKNESSES

- Less noticeable brand image compared to competitors, eg. uber eats or postmates
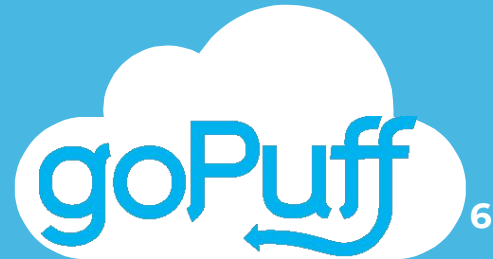- Encourages unhealthy eating
- Limited customer ratings

OPPORTUNITIES

- Expansion of product range/target cities

- Premade kits/packages

THREATS

- Low barriers to entry
- Specific restrictions on where delivery services can operate
- Competitors with more infrastructure (Amazon)

Who is our market?

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Josh

- Age: 20
- Occupation: College Student majoring in Computer Science
- Enjoys playing video games and streams with Twitch

Goals
- Excel in school
- Build up his Twitch and become famous

Needs
- Food/Snacks
  - Convenience
  - Fast
  - Variety

Sarah

Age: 24
Occupation: Journalist

Story: Workaholic with an
active social life

Goal: A successful career
balanced with a close network
of people

Need: Convenient and time
efficient delivery services

Guerilla Tactics

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PUFF UP A SNACK

What:

- Public stand with phone
- Sign that reads "puff up a snack"
- Phone has gopuff app open
- Allows person to request one snack
- Fires from cannon with a "puff"

Where:

- High traffic open area (Ex. Boston Common)

Why:

- Gets people to engage with app
- Visibility

Costs:

- Food (~$100), Stand (~$500), Phone (~$200),

All Signs Point to GoPuff

What:

- Utilize a small path of signs that lead towards a convenience store, ending up at a sign along the lines of "you could have been lying in your bed and had these snacks delivered to you using GoPuff"

Where:

- Central streets within cities

Why:

- Show the ease and the convenience of using GoPuff

Cost:

- The price to design and print signs with a stand (~$50)

Note: Would need to get the approval of any cities involved (Possible Additional Cost)

Go Vending

How:

- Person distributing snacks (attached with a small flyer that includes a Promo code) through a Vending Machine costume (GoPuff Branding)

Where:

- Densely Populated Areas such as Commonwealth Ave

Goal:

- Spread Brand Recognition

Cost:

- Employee (minimum wage salary), flyers, costume~$750
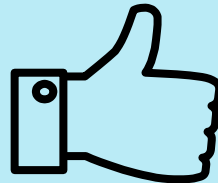
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THE IMPACT

Brand Recognition

- More people exposed to Go Puff
- Recognizable logo and company

Customer Retention

- Customers appreciate effort in establishing relationships
- All mentioned plans create an intimate relationship with consumers.

Customer Interaction

- Have customers engaging with GoPuff
- Help people understand the strengths of GoPuff

Thank you!

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GUERRILLA
MARKETING SOCIETY