

## **Béis Luggage—Convertible Weekender Bag**

### **Background Information**

The company we chose for our project is Béis, which is a company that specializes in affordable and practical baggage such as luggage, work totes, backpacks, and more. Béis offers the unique ability to have functional products that are designed with fashion-forward style to keep you looking effortlessly chic at a reasonable price.

The specific product we chose from Béis is the Convertible Weekender Bag which is a spin-off from the original Weekender Bag and is perfect for college students who love to travel or are just going home for a long weekend. The Convertible Weekender Bag has a width of 48.5cm, height of 40cm, and diameter of 25cm which means there is more than enough room for days' worth of packing. The difference between the two bags is that the Convertible Weekender Bag features a fully removable bottom compartment that doubles as a packing cube, with a mesh zip-cover. The Convertible Weekender Bag also includes a removable padded laptop sleeve which allows for easy access when going through airport security and eliminates the need to search through your bag.

Our campaign name is "Race to the Weekend" and will be incorporated into the event activation.

### **Event Activation**

Our goal would be to have college students realize how many items fit in the Béis bag for a weekend trip. We want to make students aware and interested in the brand, and emphasize the bag is worth the investment due to high quality material, easy-access openings, and unique features you can't find in other weekend trip bags. Our goal is to increase sales amongst college students by a certain percentage throughout the summer months as it is a prime time for travel. In our event, we are giving away small Béis items to all participants with hopes to make students more aware that we sell other travel items.

### *Venue*

Our activation should take place in high traffic outdoor areas on college campuses. These areas will depend on each campus and will require some research and mapping prior to the event to determine said location. We chose this area because we are hoping the weather will be nice enough for attendees to enjoy it and more people will see the event when walking by. As for which college campuses we will visit, we are going to host a raffle or competition between the 5 main conferences (ACC, Big10, Big12, Pac-12, and SEC) where two schools from each conference will win. Therefore, we will host this event at 10 schools in total. The backup plan for our event in case of poor weather will be the memorial union of each university. For example, we would plan to set up on T Anne Cleary walkway at the University of Iowa and have a reservation in the Iowa Memorial Union main ballroom in case weather is poor.

### *Guests and Target Audience*

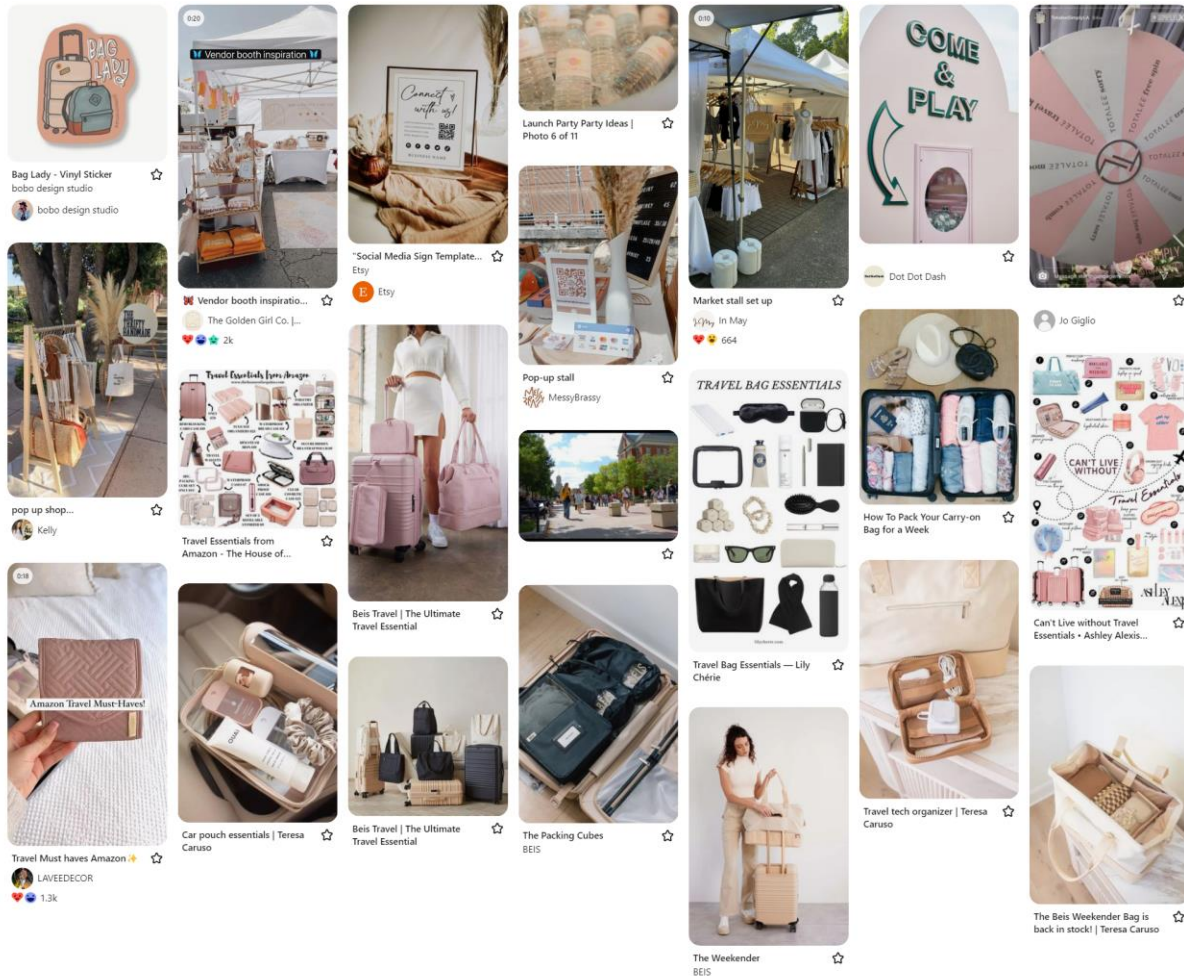
The target audience for this event is females on college campuses, ranging from 18-22. This bag in particular is very practical for weekend trips and longer trips assisted with luggage; therefore, we would be targeting individuals who enjoy travel or who commute to and from their college campuses on weekends. This includes visiting friends at other campuses, family members, or any other short trips. We are planning to have four preliminary rounds of our activation followed by a final round to determine the overall winner. Each round will consist of ten participants, meaning we will have a total of 40 participants, four of whom will compete twice. Along with the attendees directly taking part in our main activation we will have giveaways and a QR code for attendees who will watch, and hangout rather than directly participate. This number will vary by each campus, the time of day, and the promotion prior to the event. We are estimating 75-100 observers for each round.

### *Vendors*

We will ask Target to sponsor our event and provide travel-sized items needed for the competition. Target has engaged previously with the college-aged market to show that Target isn't just for middle aged women. That campaign was a success and now college students are much more comfortable going to the nearby Target. Targets on and near college campuses are intentionally stocked with college necessities with a heavy focus on affordable, travel-sized items. Once you have the bag, you can stop at Target and fill it up! We will bring our own tables and bags. For food, we will also ask for travel snacks from Target—peanuts, trail mix, crackers. The staff will consist of us and some Béis representatives. We will also have an emcee along with the University's mascot (e.g., Herky the Hawk from University of Iowa) that will keep the event moving. We will also have some speakers connected to a Spotify playlist to attract more people walking by.

Our proposed menu consists of travel snacks that are often provided by airlines during the flight, such as peanuts, trail mix, dried fruit, granola bars, and pretzels. We will also have bottles of water available.

### **Decoration Vision**



<https://www.pinterest.com/gracej771/beis-luggage-vision-board/>

Our decoration vision intends to use the colors of the host university to match the area surrounding our event space. At the booths themselves, we will have black tablecloths branded with the Béis logo. A branded tent will cover the tables and also provide shelter from the sun or wind. The competition winners will have their photo taken and that photo will be showcased at Béis headquarters alongside the winners from the other campuses.

These are the requirements for our space set up:

1. 8-foot table = 5 (2 participants per table)
2. 1 table for check-in
3. 1 table to sell Béis products
4. 1 table for observers / giveaway / snacks

And these are our staffing needs and the tasks they would complete:

1. Mascot / emcee
2. 2/3 staff members taking photos/videos for social media content
3. 2 staff members helping with check-in

4. 1 staff member with mascot between rounds to help with attracting possible participants walking by
5. 1 staff member with emcee during rounds to help with timing and logistics of competition

## **Product Story**

### *Engagement Backstory*

We want to host an event on college campuses where students will compete against each other to pack as many travel-sized items as possible in their weekender bag in 2 minutes. Whoever packs the most items in a logical way (no throwing stuff in there without care) wins their bag and all items inside! Everyone will leave with some sort of prize. We will have our original line of colors and we will have a line of bags that are the color combinations specific to the college/university that we are at.

### *Setting*

We are going to host this event on college campuses from mid-April to the end of April, on a Wednesday or Thursday so that the winners can use their bags for the upcoming weekend. We would set up tables in the main areas of college campuses (such T-Anne Cleary Walkway at Iowa) to host this event and get more of an audience from students walking to classes.

### *Branded Characters*

We would like to have the mascot of each college at their events. Having Herky the Hawk at the Iowa events would be a great way to promote school spirit and our college theme bag collection. He could wear the UIowa-themed bag as part of promotion and advertising.

### *Experience Plot*

We want the people participating in this competition to have fun while also figuring out and exploring all of the features of the convertible bag. We hope they will tell their friends to attend the event or after the event they will share their experience. This would then convince people to look up the bag, which would create more traffic on our website, with the chance of also increasing our online sales.

### *Sequence*

Prior to our first step in promoting the event, we will host a social media competition to identify which two schools from each of the five main conferences will win and see our event hosted at their respective schools. Then, our first step is to promote the event with social media campaigns and outreach to female-dominant student organizations. We would start this about a month before the event and continuously post reminders weeks and days leading up to the event. Second, students will join the competition the same day when they are walking by, there are 10 spots per round. The event will take place during peak hours of the day – 10am, 11am, 12pm, 1pm, and 2pm. We will move to various spots across campus to reach as many participants as possible. Then towards the end of the day we will have all the winners from each round compete against each other for a Béis gift card or luggage set provided on site (winner's choice).

The main activity is going to be a competition between 10 people trying to pack as many travel items (efficiently and systematically, not just shoving stuff in the bag) as possible in our Convertible Weekender Bag in 2 minutes. We will have a table set up with hundreds of travel-sized items that are used when traveling. These people will pack the weekender bag as quickly as possible, and whoever has the most items in their bag wins the weekender bag and all of the items inside. The people who don't win will also be able to pick a few of the items they packed in their bag to keep as a reward for participating. We will go to multiple high-traffic areas around campus and repeat this competition. We will then have the winners from each location compete against each other for the ultimate prize—a gift card for Béis or a luggage set that we have at the event, again winner's choice for their grand prize.

### **Marketing and Promotion**

We will reach our potential guests mainly through social media. We will collab with the university's main social media accounts that we will be visiting to reach the students on campus. To spread the word about the event and attract guests, we will host social media competitions between schools in order to determine what schools we are going to. Our event will also be located in heavily trafficked areas; therefore, it will reach students who are walking by.

Attendees will fill out a form attached to a QR Code as they arrive at the event. The form will ask them their name, their contact information, if they are a new or current customer, etc. Attendees will be motivated to fill out the QR code because once they complete it, they will be able to spin the wheel to receive incentives.

### **Social Media**

We will have a social media contest between the 5 Power Conferences. Students at every school will compete for the most amount of reposts of their school's post. So, for example, we will focus on the Big 10 competition first, and we will make 14 posts on the Béis Instagram, once post per school. The contest will be for 24 hours, and the top 2 posts with the most reposts will win the competition, and we will host our bag packing event at their campus! The reposts will create awareness for the event and increase the traffic on our social media accounts.

At our event, we will have Béis employees taking photos and videos, and we will have someone livestreaming the event from the Béis Instagram account. The Béis Instagram will be actively posting and streaming during the event to drive traffic and number of attendees. This will also help with promoting the Convertible Weekender Bag and other Béis products on our online shop.

After the event at one school ends, we will use the content to promote the event at the next school we are hosting the event. Students seeing other students participating in this event are inclined to at least stop by and see what is happening at the event. Our generation is motivated by what others do, and tends to be followers, and like to follow the crowd. In summary, our content posted after the event will highlight the winners and will be used to excite the next school we are hosting the event at.

### **Campaign/Marketing Strategy**

### *Connect*

We will create an informational connection by showing visually how much can fit into the Weekender bag. Attendees will be impressed and will remember the Convertible Weekender bag when packing for spring/fall break and summer break. With our bag-packing contest, an emotional connection will be formed because the surprise and delight aspect of the fast-paced event will create good tension. The event will be pop-up style, so it will be fast, new, and will draw people in.

### *Control*

We will provide the structure of the event and the various “booths” that attendees can visit (bag-packing contest, informational table with stats about the bag [sizing, use, warranties], table to buy bags, etc.), but attendees can visit the booths in any order.

### *Content*

We will have promotion before the pop-up events that are deliberately open-ended to create excitement (“coming to campuses across the country” instead of saying which specific campuses). We can also take photos and videos of the college mascots with the bags beforehand and post those to social media to attract student interest and engagement.

### *Currency*

We will use trial, information, and social currencies. Attendees will be trialing the bag during the bag-packing contest. They would also receive information about the bag, which creates information currency. Finally, our social media presence and the specific hashtag would create social currency.

### *Conversion*

We will be using sales, mention, retention, and awareness techniques. Bags will be available for purchase at the event and online anytime with more styles and colors. During the event we would use a specific hashtag to allow attendees to mention the bag and the event. We’d also want attendees to remember the Convertible Weekender Bag and its useful stats. Finally, this event would raise awareness that this product exists.

## **The 11 Pillars**

### *Remarkable*

Our event will be remarkable because some attendees will win lots of travel items, ranging from travel items to the actual Convertible Weekender Bag. The fast-paced environment will draw people toward the event because it will be filled with bright colors and noise. There will be an emcee at the event along with today’s hit music playing.

### *Shareable*

We will have a specific hashtag and a booth for people to take themed photos with our bags. We will rely on social media for sharing. At the information booth we would have the specs

of the bag listed, with a QR code for people to scan so they can go directly to the site and the Convertible Weekender Bag. People who post with the hashtag will be entered to win a gift card to Béis so they can purchase the Convertible Weekender Bag or any other luggage that they prefer.

### *Memorable*

Our event will be memorable as every attendee will come away from the event with a mini-item such as makeup bag, luggage tag, or wristlet. We'll make sure to have gender-neutral items so people don't automatically assume that Béis is for female-identifying individuals. These items will be branded with the Béis logo so people will continually associate those useful items with the Béis brand and may return to the website to buy larger items such as luggage. To make the event engaging for everyone, we will have a wheel that each attendee can spin to see what type of gift they can win.

### *Measurable*

This event will be measured with qualitative and quantitative components. For quantitative, we will measure the sales/sales lead (how many sales we make during and immediately after the event, website traffic), the social media buzz (attendees tagging Béis and using the specific hashtag), and the unpaid media (campus newspapers reporting on this event). For qualitative we will measure message retention. We will measure how many attendees come to our event based on how many people filled out the form attached to the QR code.

### *Remarkable*

This event will be relatable because college students do a lot of packing and traveling, and most have experienced the panic of packing at the last minute and throwing stuff into a bag. The fast-paced activity of packing a bag will correlate with that experience and create engagement with the audience. Everybody also loves free stuff, especially college students, so allowing engagement through bag packing and mini giveaways through the wheel and check in would relate to the audience and create excitement.

### *Personal*

Our event will have customizable bags that are catered to each campus' school colors to personalize the experience for each location. To personalize the experience for each participant, we will have them write their names on premade sticker name tags in the shape of the Convertible Weekender Bag. Crowd members will be able to cheer on their participants by name, and it will make the event more engaging. The stickers can be customized and ordered on Canva. In addition, the selfies and name stickers will be personal to the attendee, but the hashtag and social media posting will reach a larger, more general audience.

### *Targetable*

We are targeting the 18–25-year-old, travel-minded college student demographic. To appeal to them we'll have mini activities that they're used to engaging in during their personal lives (social media posts and selfies) and quick information sessions that last less than a minute, so their attention spans don't wander.

### *Connectable*

We will have multiple points of connection with the various tables/booths that the attendees can interact with. Some will be more hands-on than others (bag packing contest versus learning the stats of the bag) so there will be opportunities to engage at every level.

### *Flexible*

This event will feel hyperlocal because we will be interacting with specific attendees. It will also feel more personalized because the people who participate in the contest will have nametags. We can then use the content generated from these small events (photos, videos, etc.) on our larger social media platforms to entice people to visit the website to get their bag just like everyone else.

### *Engageable*

Our event will be a hands-on experience, so the participants can work directly with the product. Attendees will be engaged through music, our emcee, their school's mascot, and through the wheel they will spin to win prizes. Attendees will have customizable name tags, so all attendees can engage with each other.

### *Believable*

Students will pack the bag and learn how to use it during the competition. Our brand's mission is to give people a bag that is functional, affordable, and chic that can be used for everyday needs. This competition will give participants a chance to learn more about the bag and believe our brand's mission of functionality and chicness.

## **Creating Live Stories**

### *Engagement Backstory*

Béis is a travel bag company that started in 2018. Their main purpose as a company is to give travelers functional and chic bags that are at a reasonable price and are of great quality. Béis relies primarily on social media to promote their products. They focus on Instagram and TikTok (the TravelTok niche) and partner with influencers to promote their products further. There is very little physical promotion, so our pop-up booth is a unique way to engage a new audience and re-excite the current market. Competing luggage brands rely on physical promotion at department stores like Kohl's and T. J. Maxx. Even then, consumers are more likely to look at the functionality and price of the bags rather than the brand. With our generation, the name of the brand is often a key factor in the purchasing decision. Béis is the only luggage on the market that utilizes online promotion *and* promotion specifically for a younger (18-26) audience. This works for the market because the target audience is chronically online and that's how they discover products, compare them to similar products, and purchase them.

There are many bags on the market that can be used as travel bags and the audience is aware that the market is very crowded. We will distinguish our bag as the best by showing that it is the most practical for packing necessary items and, while expensive, it is also long lasting. In



addition, the bag-packing contest has been implemented before with other brands (for example, there are contests for packing a paper grocery bag with food and boxes within a certain time limit) so attendees will be familiar with the contest and will be excited that the “grocery game” is being used with a travel bag.

In terms of changing audience dynamics, younger people are more willing to spend a little more money on a quality product and use it for longer rather than continually purchase poorer quality goods. We will iterate that the Convertible Weekender Bag is a quality bag that will pay for itself over time because of its features.

Our future engagement strategy will be to use the content (videos, photos, social media posts, etc.) to show that this bag can be used by anyone at any time, whether you’re a person who plans their weekend trip (as indicated by those who listen to the stats of the bag) or someone who throws everything in a bag and runs out the door (as indicated by the bag packing contest).

### *Setting*

The setting of heavy traffic areas on college campuses will be used to connect with the audience through bringing a need to them rather than them needing to seek out the product. This is the best setting for this type of event because high-traffic areas on campus draw large crowds and the effect of this large crowd is a lot of energy and excitement about the contest and giveaways. Even those on the outside of the crowd would be excited due to the proximity of everyone else’s excitement. Our event will present our attendees with the opportunity to experience the product, learn about it, and purchase if desired in an area where they are familiar and comfortable. For example, students walking to or from classes at the University of Iowa passing through T Anne Cleary walkway will be presented the opportunity to experience a quality product for free with the chance to win in their familiar space. This leaves the impression on attendees that we as a brand care about our attendees and our product is for convenience in packing/traveling.

### *Branded Characters*

The people attending this event will be excited to learn how to use the bag. The competition will create intense emotions as the attendees are focused on trying to win. Our brand creates products that people want so much that they compete for it. Competition creates emotion among the competitors which will be all centered around our brand. Our brand communicates its functionality to the audience through the competition.

Our theme is “Race to the Weekend,” and the strongest connection between that and the actual experience is the bag-packing contest, which can be defined as a race. The product itself is the Convertible Weekender Bag, and the common word “weekend” creates another connection. These explicit connections will foster the implicit connections that the Convertible Weekender Bag is the best bag for a spontaneous weekend getaway and is the bag that you use for day trips during the week.

### *Experience Itself*

Our audience and brand will come together to create an experience that will benefit both. Our audience is seeking a durable and quality bag for their money, and our goal is to portray the stats that show that the bag is the best on the market. The brand wants to increase awareness of their products and the audience needs a convenient travel bag. We recognize their need for a quality, aesthetically pleasing bag that is worth the money. We also want to increase brand recognition, and because the brand is so popular with college-aged students right now the audience wants to show off their Béis-branded luggage.

### *Sequence*

The audience is already connected to our experience as they have already struggled with packing a bag for the weekend. It's a hassle to empty out your school bag to use for the weekend, and some bags are bulky and difficult to store when you aren't using them. The Convertible Weekender Bag is the solution for our audience's packing problems. The audience will be connected to the experience as they will be actively participating in the bag packing activity. Those who don't participate in the contest will still win a free mini-item determined by a prize wheel. Finally, audience members will be able to listen and learn about bag statistics to be further connected.

To go into specific detail, one of the first touch points that will connect our audience to this experience is as follows:

1. As we cannot visit every college campus to host this event, we needed a fair solution in choosing which campuses to attend. Therefore, we are going to host a social media competition among the five main conferences (B1G, SEC, Big 12, ACC, Pac-12) where schools in those conferences will compete against each other to have our event held on their campus. For each of the five conferences, 2 college campuses will win which means we will host this event 10 times in total.
2. This is a touchpoint as we are connecting with our audience before our event to get them excited about the possibility of bringing our event to their college campus and spreading awareness of our event and brand.

Other specific touch points that will connect our audience to this experience during the event include:

1. 40 contestants participate in four rounds (10 per round) to see who packs the Convertible Weekender Bag the fastest and most efficiently.
2. The winners of each of those 4 rounds will get to keep the Convertible Weekender Bag and all other contestants will be able to keep a small mini-item for participating in the contest.
3. Those four winners will compete against each other for a grand prize, which would be either a luggage set we have on site or a gift card (winner's choice).

To engage observers, we also have the following various touchpoints to connect our audience to this experience:

1. Prize wheel for observers to attempt to win something.
2. Table with products to purchase along with free travel inspired snacks.

3. Emcee/mascot engaging with audience during lulls and bringing energy to our event.
4. Observers and contestants can learn about stats and features of the bag as well as see options in person to help persuade them to purchase the bag once they realize how convenient it is.

## **Analytics**

To measure the success of our goals and objectives, we will use a variety of measures. For example, to count the number of attendees at our event we can record the number of registered participants in our competition as well as count the number of attendees who participate in our prize wheel.

As for sales, we can measure the number of items sold at our event and on our website by gifting attendees with a specific code to enter when they checkout online. This way we know who attended our event and then chose to purchase a product from our website after.

We will also have a QR code that takes you directly to our website for more information. Therefore, we can analyze our website traffic to see if there is an increase in page views, average time spent on website, bounce rate, and any other relevant tracking metrics.

Another measure of success deals with social media. Since we will have multiple social media connections, there are going to be many different measures of success. For the original contest, we are going to measure the number of reposts as that will determine the two winners from each conference. From there we can measure the interactions with our posts, stories, and live videos to see what kind of interaction we get with our audience, and this can be done through counting likes, comments, saves, mentions, etc.

## **Other Details**

We will ensure that the venues we pick will be accessible with ramps, places to sit, shade, and booths spaced wide enough that a wheelchair and other mobility aids can easily pass through. Any videos that are posted to social media will include captions.