



# #ClickIntoFUJIFILM

# PLANBOOK

## PREPARED BY

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# THE GOLDEN GIRLS



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# EXECUTIVE SUMMARY

Qatar's photography industry has been growing steadily due to rising incomes, tourism, social media popularity, and government initiatives to support creative industries. This plan book presents key consumer insights regarding Fujifilm in Qatar based on a comprehensive situation analysis, including PESTLE, SWOT, consumer, market, and competitor analyses, and creative strategies to increase brand awareness amongst our target audience, attract new customers and establish brand loyalty with existing customers.

Within Qatar's competitive photography industry, Fujifilm faces competition from well-established brands like Canon, Sony, and Nikon. Key insights from our primary research reveal that Fujifilm cameras are perceived as high-quality but costly. Moreover, they are perceived as being suitable for beginners and enthusiasts, but not necessarily for professional broadcast or cinema use. Some consumers value Fujifilm's brand reputation and the prestige associated with using their products, while others prioritize factors such as price, quality, and practicality when purchasing cameras. Fujifilm's unique selling points include its film simulation technology, vintage-inspired design, and retro feel that can connect photography enthusiasts across generations and link the past with the present. Based on our research, we identified a primary and secondary audience: photography hobbyists and professionals.

Our comprehensive Integrated Marketing Campaign aims to highlight the connection between Fujifilm's core values and the essence of Qatar. Our campaign emphasizes the significance of a camera click as more than just a sound— a deliberate action, a decisive moment where composition, light, and patience converge to capture the essence of a scene. By the end of this campaign, our tagline, "ClickintoXXX", will become synonymous with Fujifilm, signifying that Fujifilm is the perfect choice for capturing any moment, regardless of the subject.

Our creative strategies include both traditional and digital media, wherein traditional includes a TV commercial and posters for print and billboards, while digital media includes social media, an email newsletter, and the website. Our social media strategy aims to increase traffic and engagement on key platforms such as Instagram, Facebook, X (Twitter), YouTube, and TikTok to enhance brand loyalty among existing customers.

Our campaign ensures an increase by 5% in the sales of Fujifilm cameras and increased customer engagement with the wide range of Fujifilm products within the first six months of the launch of our campaign. By focusing on key performance indicators such as sales revenue and market share and digital marketing metrics such as impressions, reach, and website traffic, we will be able to monitor and evaluate the success of our campaign.



# SITUATION ANALYSIS

## 1. PESTLE ANALYSIS

### POLITICAL FACTORS

Political factors play a key role in shaping Fujifilm's operating landscape. The Qatari government's regulations and policies concerning trade, taxation, and intellectual property rights significantly influence the company's operations. Additionally, political stability is essential for Fujifilm's supply and distribution networks to function seamlessly.

### ECONOMIC FACTORS

Economic factors such as interest rate, income, taxation rate, exchange rates, inflation rate, etc. influence the economic landscape of Fujifilm's financial outcomes. For example, during economic downturns, consumer spending on photography and imaging products may decline, impacting FujiFilm's revenue streams negatively.

### SOCIAL FACTORS

Social factors such as demographic trends, gender roles, spending patterns, and power distance are all important for Fujifilm to consider. FujiFilm must adapt to changing consumer preferences and demographic trends to remain relevant in the market. Shifts towards digital photography, smartphone cameras, and other imaging technologies change the demand landscape for traditional film products. Moreover, Fujifilm's commitment to sustainable products and production practices needs to align with societal expectations.

### TECHNOLOGY FACTORS

Technological advancements drive both opportunities and threats for FujiFilm. Continuous innovation in imaging technologies demands Fujifilm's proactive approach to staying up-to-date with industry trends. The shift from traditional film photography to digital imaging has significantly transformed Fujifilm's business model, compelling it to invest in digital solutions to meet evolving consumer preferences.



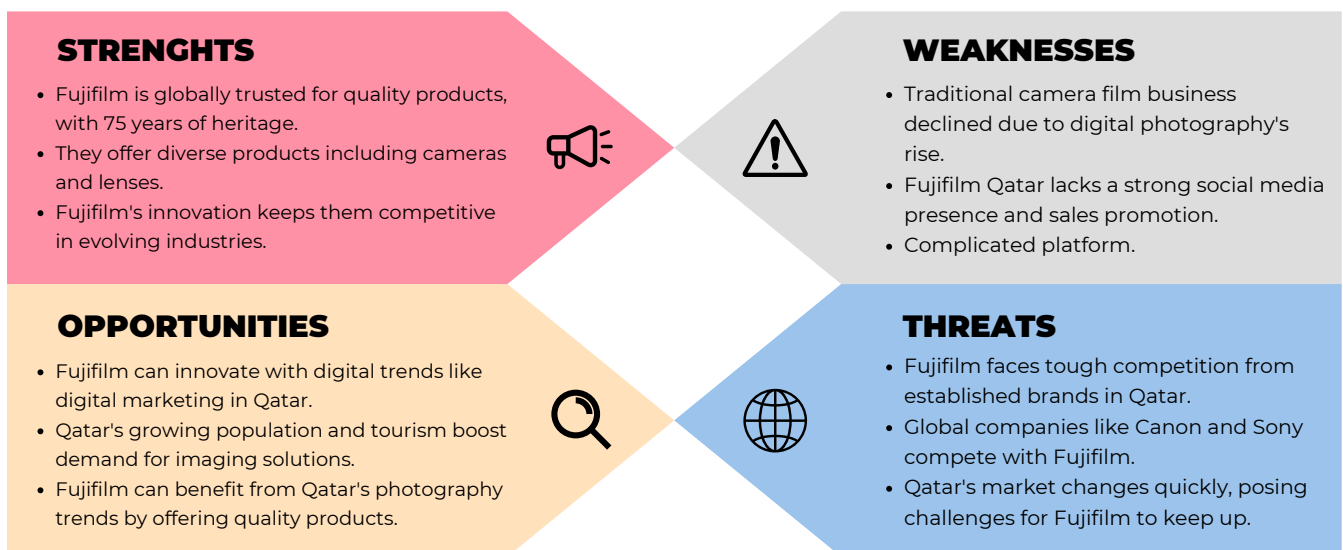
## LEGAL FACTORS

Fujifilm operates within a legal framework governed by intellectual property laws and regulatory compliance requirements. Protecting its patents, trademarks, and other intellectual property rights is paramount for Fujifilm to prevent unauthorized use of its technologies and innovations. Compliance with regulations across various jurisdictions ensures FujiFilm's adherence to industry standards and mitigates legal risks associated with non-compliance.

## ENVIRONMENTAL FACTORS

Fujifilm's manufacturing processes, product design, and material sourcing must align with environmental sustainability goals. The company faces increasing pressure to reduce its carbon footprint, minimize waste generation, and conserve natural resources. Implementing eco-friendly production practices, such as energy-efficient manufacturing processes and reducing greenhouse gas emissions, is critical for FujiFilm to mitigate its environmental impact.

## 2. SWOT ANALYSIS



# MARKET ANALYSIS

Qatar is a small but wealthy country in the Gulf region with a population of around 2.71 million. It has seen rapid economic growth and development over the past few decades thanks to its oil and gas reserves. Photography as an industry and hobby has been growing steadily in Qatar due to multiple factors including:

- **Rising incomes and living standards** - Qatar has one of the highest GDP per capita in the world. More Qataris can afford high-end cameras, accessories, and photography services.
- **Tourism** - Qatar aims to become a major tourist destination. This is driving demand for landscape, architectural, event, and tourism photography.
- **Social media** - Facebook, Instagram, and Snapchat have become hugely popular in Qatar, creating demand for great photos and photo-editing services. As of 2023, Qatar has 2.62 million Internet users, equating to 96.8 percent of the total population.
- **Government initiatives** - The government aims to develop Qatar's creative industries such as design, film and video, crafts, visual arts, fashion, TV and radio, advertising, literature, and the performing arts. It provides funding, venues, and events to support local photographers.

## INDUSTRY OVERVIEW

Fujifilm is a well-known and respected brand in Qatar, popular within the imaging and photography industries. Its significance relies on capturing and preserving moments, documenting events, and communicating visually. The company has a diverse range of products, such as cameras, lenses, printing services, and digital imaging solutions. Their high-end mirrorless cameras like the X-T and X-Pro series have a strong following. Competition is stiff from other brands like Sony, Nikon, and Canon who also offer advanced mirrorless cameras but Fujifilm is a leader in APS-C sensor mirrorless cameras. As there is an increasing emphasis on environmental sustainability within the imaging industry, Fujifilm is highly committed to creating sustainable products through a less carbon-emitting process.





# MARKET ANALYSIS

## MARKET TRENDS

There has been a growing demand for high-quality digital cameras, advancements in mirrorless camera technology, and the rise of smartphone photography in this industry. Trends have been an important factor when it comes to influencing consumer preferences, purchasing behavior, and product innovation within the industry. Within Qatar, trends come and go at a fast-paced speed. Hence, businesses have trouble keeping up with the trends. However, Fujifilm has been steadfast in keeping up such as its commitment to innovation and technology, evidenced by its development of cutting-edge cameras like the GFX series medium format cameras and X-Trans sensor technology.

Sales of higher-end Fujifilm cameras like the X-T3, X-T4, and medium format GFX system have been strong but slowed recently due to Covid-19. Demand for lenses remains high as people build out their Fujifilm mirrorless systems. The 33mm f1.4 and 16mm f1.4 lenses are very popular. Interest in Fujifilm's film simulation modes like Classic Chrome drives purchases from photographers who want that aesthetic. Used/refurbished Fujifilm cameras are also in demand by bargain hunters and new users.

## GROWTH POTENTIAL

Fujifilm deniably has a lot of growth potential, especially in Qatar. Many locals have been picking up photography as a hobby while many professionals carry on their passion for capturing moments. If we look at Fujifilm as a whole, they have great potential in opening branches internationally which they have done in Qatar already. There has been a growing demand for virtual reality, augmented reality, 3D imaging, and artificial intelligence, which trends Fujifilm can capitalize on. The company can also grow its social media presence by creating brand awareness through different platforms





# COMPETITOR ANALYSIS

Fujifilm is well known for following its film photography legacy, retro design elements, and film simulation technology in digital cameras that mimic traditional films. Fujifilm is also well recognized in the mirrorless camera category for its sensor technology, however, it does not hold a strong market share as compared to its competitors Sony, Canon, and Nikon. Here is an insight into the strengths and weaknesses of its competitors:

## 1. CANON

Canon is also considered one of the well-established and trusted brands in the digital camera industry and has a strong presence in the professional photography market. Like Sony, Canon is transitioning from DSLRs to mirrorless cameras to gain that market share as well. Unlike Sony, Canon offers a vast selection of lenses for all DSLRs and mirrorless cameras. Although Canon is shifting towards mirrorless cameras, it is considered less innovative in the field as compared to its competitors. Fujifilm's emphasis on film heritage contrasts with Canon's extensive lens ecosystem and broader imaging solutions.

## 2. SONY

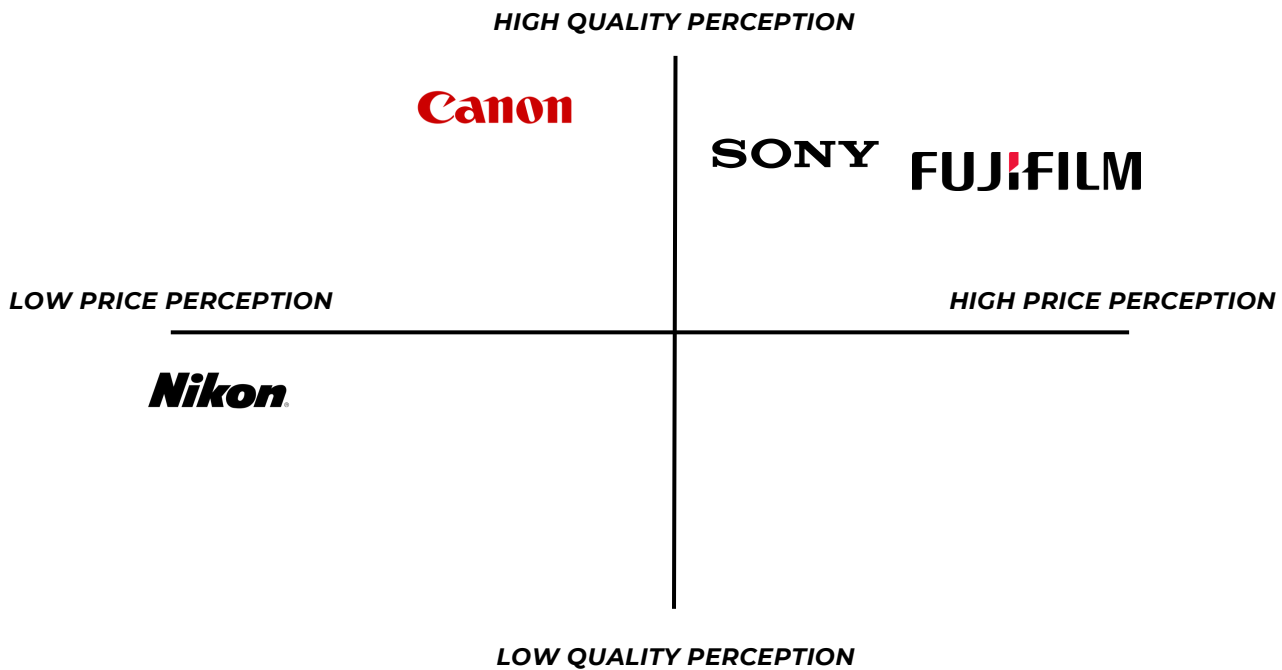
Sony is one of the leading brands and holds a significant market share in mirrorless camera technology. Its cameras are positioned for professionals and enthusiasts. Sony's mirrorless cameras are known for their industry-leading autofocus technology and on-sensor technology that contributes to their high performance, especially in low lighting. Although Sony's cameras are well positioned in the market, its lenses are less extensive as compared to the other competitors. Fujifilm emphasizes film simulation and unique design, while Sony focuses on sensor technology and diverse camera models.

## 3. NIKON

Nikon's DSLRs and mirrorless cameras are well known in the professional industry for their optics, lenses, and durable and robust quality. They put a special emphasis on their optical heritage, especially in lens technology. Like Canon and Sony, Nikon is also expanding its mirrorless camera lineup. However, Nikon holds less market share in the mirrorless category as compared to the rest. Fujifilm's innovation and film simulation contrast with Nikon's focus on traditional strengths.



# PERCEPTUAL MAP



## MARKETING OBJECTIVES

- To increase sales of Fujifilm cameras by 5% in Qatar after the six-month launch period of the campaign
- To increase customer engagement with Fujifilm's wide range of products

## ADVERTISING OBJECTIVES

- To create a positive emotional connection between Fujifilm and its target audience.
- To establish a unique and differentiated campaign that influences the consumers to respond positively to our creative IMC campaign.



# CONSUMER ANALYSIS

Fujifilm is a Japanese multinational conglomerate with a diverse range of products and services, including the business fields of healthcare, materials, and imaging. Traditionally, Fujifilm has been associated with photography and imaging products. Hence, the focus of this consumer analysis touches on its imaging products specifically.

## 1. DEMOGRAPHICS:

**Age:** Based on our first preliminary round of interviews, we believe that Fujifilm may target consumers ranging from young adults to older consumers, as different age groups have different preferences for photography and imaging products. However, the target audience of young adults to older adults can change upon our survey results.

**Income:** Considering that Fujifilm provides a wide range of products at different price points, its target audience can include consumers with various backgrounds and income levels.

## 2. PSYCHOGRAPHICS:

**Hobbies and Interests:** With photography being a central focus of the products that Fujifilm offers, it targets individuals with a keen interest in photography.

These individuals may be categorized as the following:

- Professional Photographers:
  - Seek high-quality cameras for commercial shoots, events, weddings, etc.
  - Appreciate Fujifilm's image quality and film simulations.
- Hobbyist Photographers:
  - Already invested in the Fujifilm X ecosystem.
  - Need new bodies or lenses.
  - Exhibit high brand loyalty.
- New Hobbyists:
  - Starting photography and looking for entry-level options like the X-A7.
  - View Fujifilm as an aspirational brand.
- Travel Photographers:
  - Value the compact size, low weight, and durability of Fujifilm cameras.

**Tech Enthusiasts:** Fujifilm's commitment to providing the latest technology in the market, the company may target enthusiasts who are interested in the latest cameras and imaging technologies.



### 3. BEHAVIOR GRAPHICS:

**Brand Loyalty:** Fujifilm may target an existing consumer base that is dedicated to purchasing the latest Fujifilm products and wishes to expand its collection. This is especially important for professional photographers who understand the unique offerings that a Fujifilm camera has to offer when compared to other camera brands in the market.

**Occasions and Events:** In terms of marketing efforts, Fujifilm may choose to target its audience on special occasions, such as holiday seasons or special events where consumers are highly interested in investing in imaging products.

### 4. TARGET AUDIENCE:

#### Primary Audiences

##### Persona#1:

Mariam, 28, Graduate Student



**Background:** Mariam holds a bachelor's degree in Electrical Engineering but is passionate about photography.

**Attitudes and Behaviors:** Mariam, breaking stereotypes and resistant to simplistic marketing, is ready to fight for what she believes in.

**Challenges:** As Mariam starts her freelance journey with limited funds, she requires portable equipment suitable for a one-person crew.

#### Key messaging:

- Highlight the accessibility and user-friendly features of Fujifilm's budget-friendly camera options.
- Emphasize the emotional journey of evolving as a photographer, focusing on fulfillment and growth
- Demonstrate the superior benefits of investing in Fujifilm despite cheaper alternatives.

**Social Media Channel:** Instagram would likely be a top choice for Mariam due to its emphasis on visual content and its popularity among photographers and creatives.



## Persona# 2:

Hasan, 18, High School Student



**Background:** Hassan, newly captivated by photography, currently relies on his phone for capturing moments but now seeks to elevate his craft with professional-grade cameras.

**Attitudes and Behaviors:** Hassan values camera features but may lean towards cheaper options due to his susceptibility to persuasive marketing tactics. He's highly budget-conscious.

**Challenges:** Although Hassan associates FujiFilm with professional-grade photography, he perceives it as too costly for his investment. He's aware that other brands provide cheaper camera options.

**Key Messaging:** Despite the availability of cheaper alternatives, investing in Fujifilm offers unparalleled quality and a unique photography experience. With Fujifilm, Hassan can expect superior image quality, innovative features, and a wide range of lenses and accessories to support his evolving skills.

**Social Media Channel:** Given Hasan's age, interest in photography, and budget-conscious nature, TikTok could be a great platform for him to explore and engage with photography short-form content that offer photography tips, editing techniques, and creative challenges that align with his passion for photography.

## Secondary Audiences

### Persona #1:

Ahmad, 38, Photographer



**Background:** With his seasoned expertise in photography and videography, Ahmad possesses a wealth of knowledge about cameras and various brands in the industry. His deep understanding allows him to discern quality and performance, enabling him to make informed decisions when selecting equipment for his professional endeavors.

**Attitudes and Behaviors:** Ahmad values top-notch camera quality over price and sees Fujifilm as a leading brand known for excellent cameras. Although he sometimes finds Fujifilm's approach gimmicky, he still acknowledges its reputation for delivering high-quality images and advanced features. He keeps up with Fujifilm's latest products and contests through their website and social media.

**Challenges:** Convincing someone like Ahmed, who already possesses extensive knowledge, can be challenging. Given his background as a videographer, he may doubt Fujifilm's suitability for his specific needs in videography.

### Key Messaging:

- Underscore Fujifilm's unparalleled quality to counter perceptions of gimmickiness.
- Highlight the diverse product range enabling creativity and innovation.
- Emphasize the community aspect, fostering support and collaboration beyond just purchasing a camera.

**Social Media Channel:** As someone who values top-notch camera quality and seeks to make informed decisions when selecting equipment, Ahmad can benefit from watching detailed reviews and comparisons of Fujifilm cameras and lenses on YouTube.

## Persona #2:

Name: Talal, 32, Accountant



**Background:** As Talal prepares to start a family, he recognizes the significance of preserving precious moments. He's seeking a reliable camera to capture the milestones and memories that lie ahead.

**Attitudes and Behaviors:** With a background in tech, Talal prioritizes the technical aspects of the camera, seeking one that offers exceptional quality. As he balances his professional endeavors with his family life, he values a camera that can seamlessly integrate into both aspects, enabling him to capture high-quality moments without compromising on efficiency or reliability.

**Challenges:** Given his reluctance to splurge on a camera, Talal faces the challenge of finding an affordable option that doesn't compromise on quality. Additionally, he values accessibility to services, such as customer support and maintenance, to ensure a seamless experience with his chosen camera.

### Key messaging:

- Fujifilm offers a diverse range of affordable products perfectly suited for capturing precious family moments, catering to Talal's budget-conscious mindset without sacrificing quality.
- Fujifilm's widespread presence ensures accessibility to services in multiple locations, providing Talal with convenient customer support, maintenance, and assistance wherever he may be.

**Social Media Channel:** Talal can turn to YouTube for comprehensive reviews and tutorials on various camera models that cater to his needs and budget. Moreover, Talal can find tutorials on photography techniques and editing tips to enhance his skills and create memorable family photos and videos.





# BIG IDEA

## CAMPAIGN BACKGROUND

In a world where countless camera brands compete for attention, Fujifilm stands apart as a beacon of innovation and tradition in the realm of photography. While others may focus solely on technical specifications, Fujifilm celebrates the artistry and craftsmanship that define the true essence of capturing moments. With a rich heritage that spans from pioneering film technology to cutting-edge digital imaging, Fujifilm has consistently redefined what it means to click and create. In Qatar's dynamic landscape, Fujifilm finds a natural fit. The country's vibrant culture, diverse landscapes, and rich colors provide the perfect backdrop for Fujifilm's cameras to shine. Whether capturing the bustling streets of Doha or the serene beauty of the desert, Fujifilm enables photographers to capture the essence of Qatar. Moreover, Fujifilm's community-driven ethos aligns with Qatar's values of collaboration and cultural exchange. Together, they create a narrative that celebrates both the art of photography and the unique spirit of Qatar.

In our campaign, we aim to spotlight the connection between Fujifilm's core values and the essence of Qatar. Through captivating storytelling, videos, posters, and activations, our campaign will illuminate how Fujifilm and Qatar converge in their embrace of tradition and advancement, creating a narrative that deeply resonates with photographers and enthusiasts alike in the region.

## MESSAGE STRATEGY

The sound of a camera click is not just a mechanical action but a symbolic moment that signifies the art of photography. Fujifilm's pursuit of making a perfect image resonates deeply with this sentiment. In our campaign, we'll emphasize the significance of the click as more than just a sound—it's a deliberate action, a decisive moment where composition, light, and patience converge to capture the essence of a scene. By fostering this association between "click" and "Fujifilm," we aim to instill in photographers the value of thoughtful, intentional photography over hasty, indiscriminate snapping.

Through our messaging and creative executions, Fujifilm encourages photographers to #ClickIntoXXXX, where every image becomes a journey into memories, sports, culture, creativity, or vibrant color. It's not just about the equipment; it's about the experience. Fujifilm's dedication to the craft of photography, coupled with its unwavering commitment to quality, makes it the ultimate choice for those who seek to elevate their photographic pursuits to new heights.



#ClickInto **XXXX**

#ClickInto **FUJIFILM**

Our campaign aims to create a strong association between the tagline #ClickIntoXXXX and #ClickIntoFujifilm, much like iconic brand taglines such as "Just Do It" for Nike or "Have a Break, Have a KitKat" for KitKat. In our tagline, "XXXX" can represent any subject or theme—from food to sports to memories to creativity. The goal is to make "Click Into" synonymous with "Fujifilm" in the minds of photographers, signaling that Fujifilm is the perfect choice for capturing any moment, regardless of the subject. By fostering this association, we aim to position Fujifilm as the go-to brand for all types of photography, empowering photographers to choose Fujifilm confidently for every click.

Building on this strategy, we have chosen to focus on traditional and digital media channels to execute the campaign effectively.



# TRADITIONAL MEDIA

## MEDIA MIX RATIONALE

For our traditional media strategy, we chose TV and Digital commercials (TVC), posters, and activations as mediums for our campaign. TV and Digital commercials offer us a wide-reaching platform to convey our message to a diverse audience, allowing us to visually showcase the versatility of Fujifilm cameras in capturing various subjects and themes. Meanwhile, posters serve as constant reminders of our campaign message in key locations frequented by our target audience, reinforcing the association between #ClickIntoXXXX and #ClickIntoFujifilm. Additionally, activations provide an interactive and immersive experience, allowing consumers to engage directly with the Fujifilm brand and its products. Through these mediums, we can effectively communicate our campaign message, drive engagement, and establish Fujifilm as the preferred choice for photographers across Qatar.

### 1. PRINT

In line with our campaign's goals of celebrating uniqueness and diversity, each of our posters will embody its own distinct theme. Just as every photograph captures a moment that is inherently individual and cannot be confined to uniformity, our posters will reflect this sentiment. Each poster will showcase a stunning image captured with Fujifilm cameras, representing a specific theme or subject. For example, one poster might feature a culinary creation with the hashtag #ClickIntoCulinary, while another might highlight the rich heritage of Qatari culture with #ClickIntoCulture. By embracing a variety of themes, our posters will not only showcase the versatility of Fujifilm cameras but also resonate with a wide range of audiences, reinforcing the overarching message of #ClickIntoXXXX and Fujifilm's commitment to capturing the essence of every moment.

### 2. TELEVISION COMMERCIAL

Our TV commercials (TVC) will delve beyond the technical specifications of Fujifilm cameras to capture the essence of the brand as more than just a camera. Our aim is to evoke a sense of emotional connection with the audience, conveying the idea that Fujifilm is not just a tool for capturing images but a companion in transforming moments into cherished memories. Regardless of the theme or occasion, our TVC ads will portray Fujifilm as the perfect choice for immortalizing every moment, reflecting the brand's commitment to capturing life's precious moments with authenticity and vibrancy.



## 2.1 TVC #1

#ClickInto**Connections**

#ClickInto**Fujifilm**

In the face of ever-evolving technology, how do we address the challenge of bridging the gap between generations, particularly when many elderly individuals struggle to keep up? Moreover, how can we overcome the disconnect between older and younger generations? The answer lies in the universal language of photography. Fujifilm offers a solution by providing a platform where individuals of all ages can connect through the simple act of capturing moments. With Fujifilm, photography becomes more than just a hobby—it becomes a shared experience that outshines age barriers and fosters genuine connections between generations.

In our TV commercial, we spotlight a Qatari family, reflecting the deep-rooted emphasis on family values and traditions in Qatari culture. The storyline follows a heartfelt exchange between a granddaughter and her grandfather. The granddaughter, fascinated by capturing moments with her phone, is noticed by her grandfather, who is reminded of his own youthful days spent behind the lens of a camera. Moved by the nostalgia and a desire to support his granddaughter's passion, the grandfather presents her with a Fujifilm camera. This moment encapsulates the timeless essence of photography and the enduring bond between generations, illustrating how Fujifilm connects the disconnected by bridging the gap between past and present while preserving cherished family traditions.

## 2.2 TVC #2

#ClickInto**YourFirsts**

#ClickInto**Fujifilm**

First experiences hold a special place in our hearts—from our first day at university to our first job, solo trip, and even our first heartbreak. Yet, human memory can fade, and details can be forgotten over time. That's where photos come in, immortalizing our cherished "firsts" and preserving them for eternity. In our TV commercial, we aim to inspire people to capture their first moments with Fujifilm. By embracing Fujifilm cameras, they can ensure that their most precious memories are forever preserved, ready to be revisited and cherished for years to come.

In our TV commercial, we share the journey of a new father, determined to capture every precious moment of his son's early days. With a Fujifilm camera in hand, he embarks on this journey of fatherhood, documenting every milestone and "first" with unwavering dedication. From the first smile to the first steps, from sleepy snuggles to playful giggles, every fleeting moment is carefully captured through the lens of his Fujifilm camera. Through this touching portrayal, we celebrate the power of photography to preserve the magic of parenthood and create lasting memories that will be treasured for a lifetime.



## BILLBOARD

To capture attention and add a touch of humor to the serious topic of speed cameras, our billboard will offer a lighthearted contrast. Positioned next to these traffic enforcement cameras at signals in Qatar, our Fujifilm camera ad will playfully poke fun at the speeding violations captured by these devices. The billboard's message will convey that while speed cameras capture infractions, Fujifilm cameras capture cherished memories.

With a witty slogan like "Capture memories, not speeding violations", and "ClickintoYourBreaks, Not speeding violations" we'll encourage drivers to slow down and savor life's moments instead of risking speeding tickets. By juxtaposing the purpose of speed cameras with the joy of capturing memories with Fujifilm cameras, we aim to leave a memorable impression on passersby and promote safe driving habits while reinforcing the Fujifilm brand.



# POSTER #1

**FUJIFILM**

#CLICKINTO  
#CLICKINTO  
**FUJIFILM**  
#CLICKINTO  
#CLICKINTO



**INTRODUCING THE FUJIFILM X-T2: CAPTURE EVERY MOMENT IN VIVID CLARITY WITH FUJIFILM'S ADVANCED IMAGE STABILIZATION TECHNOLOGY, ENSURING EVEN THE SLIGHTEST MOVEMENT DOESN'T BLUR YOUR MEMORIES.**





# POSTER #2



**FUJIFILM**

**FUJIFILM**

**X-S10**

**#ClickIntoCulinary**

**INTRODUCING THE FUJIFILM X-S10: UNLOCK ADVENTURES WITH FUJIFILM — WHERE EVERY FAMILY MOMENT SHINES BRIGHT.**





# POSTER #3



# POSTER #4



# POSTER #5



# TVC #1





## SCRIPT FOR TVC 1

A peaceful afternoon in an Arab household. Sara, a young woman, is standing by the window, snapping photos of a beautiful bird perched on a tree branch outside using her phone. Meanwhile, her grandfather, Mahmoud, watches from a distance, a fond smile on his face.

Dialogue: In the quiet moments of everyday life, connections can be found in the simplest of joys

He goes to his room, opens the drawer, and looks at his camera. Mahmoud's smile fades as he reminisces about his own Fujifilm camera, now old and broken. He holds it and sits on his bed, surrounded by framed photos taken with the same camera, each one a cherished memory.

Dialogue: But sometimes, the passage of time can leave us longing for the past.

Sara secretly notices Mahmoud's sadness as she walks past his room. Later, during iftar, the evening meal to break the fast during Ramadan, Sara surprises Mahmoud with a gift wrapped in festive paper.

Sara: Jiddo, I have something for you.

Mahmoud's eyes light up with curiosity as he unwraps the gift to reveal a brand-new Fujifilm camera.

Mahmoud: Sara, habibti, what is this?

Sara: It's a Fujifilm camera, Jiddo. I saw how much you loved taking photos, so I wanted to get you something special.

Mahmoud is teary-eyed, his heart swelling with gratitude.

Mahmoud: Oh, Sara, thank you. This... this means the world to me.

Together, Sara and Mahmoud sit at the table, as Mahmoud shows Sara how to use the camera, sharing his passion for photography with his granddaughter. As they bond over their shared love for capturing moments, the room fills with laughter and joy.

Dialogue: Fujifilm. Bringing generations together through the timeless art of photography.

End with the Fujifilm logo and tagline: "#ClickIntoConnections.....#ClickIntoFujifilm"



## SCRIPT FOR TVC 2

The nursery where Ali, a new father, gazes adoringly at his sleeping newborn. He cradles his smartphone, attempting to capture the delicate beauty of the moment. However, he can't shake the feeling that something is missing.

Ali's voice narrates over the scene, tender and filled with emotion.

Ali: "Hey there, kiddo. You're barely a day old, but already you've filled my heart with a love I never knew existed. But, you see, I know how quickly time slips away. Before we know it, you'll be taking your first steps, saying your first words, and embarking on your own adventures."

Ali's gaze shifts to his trusted Fujifilm camera, resting on the nearby shelf, a silent witness to countless cherished memories.

Ali: "And when that day comes, I want to be ready. I want to capture every precious moment, every milestone, every laugh, and every tear. I want to freeze these fleeting moments in time so that when I'm old and gray, I can look back and relive the magic of your childhood."

Determined to seize the perfect shot, Ali reaches for his Fujifilm camera, knowing it will faithfully capture the essence of this magical moment.

Ali: "That's why I chose Fujifilm. With its unmatched quality and reliability, I know it'll be there to preserve our memories for generations to come."

With his Fujifilm camera in hand, Ali tenderly captures the fleeting beauty of his newborn, each click of the shutter a testament to the love and joy that fills his heart.

Ali: "So here's to capturing every 'first' with you, my little one. With Fujifilm by our side, our journey together will be forever etched in time."

End with the Fujifilm logo and tagline: "#ClickIntoYourFirsts.....#ClickIntoFujifilm"



# STORYBOARD FOR TVC 1



**Scene: 1 | Shot: 1**  
Sara standing by the window, taking photos of a bird with her phone



**Scene: 1 | Shot: 5**  
Mahmoud sitting on his bed, holding the camera, surrounded by framed photos



**Scene: 1 | Shot: 2**  
Mahmoud watching Sara from a distance, smiling fondly



**Scene: 1 | Shot: 6**  
Sara noticing Mahmoud's sadness as she walks past his room



**Scene: 1 | Shot: 3**  
Mahmoud going to his room and opening a drawer



**Scene: 1 | Shot: 4**  
Close-up of Mahmoud's old, broken Fujifilm camera in the drawer

# STORYBOARD FOR TVC 2



**Scene: 1 | Shot: 1**  
ALI, a new father, gazes adoringly at his sleeping newborn. He cradles his smartphone, attempting to capture it



**Scene: 1 | Shot: 4**  
With his Fujifilm camera in hand, Ali tenderly captures the fleeting beauty of his newborn, each click of the shutter a testament to the love and joy that fills his heart.



**Scene: 1 | Shot: 2**  
Ali's gaze shifts to his trusted Fujifilm camera, resting on the nearby shelf, a silent witness to countless cherished memories.



**Scene: 1 | Shot: 5**  
so here's to capturing every 'first' with you, my little one. With Fujifilm by our side, our journey together will be forever etched in time.



**Scene: 1 | Shot: 3**  
Determined to seize the perfect shot, Ali reaches for his Fujifilm camera, knowing it will faithfully capture the essence of this magical moment.



# DIGITAL MEDIA

## SOCIAL MEDIA OBJECTIVES

In our campaign proposal for Fujifilm Qatar's online presence, our primary objectives revolve around increasing traffic and engagement, enhancing brand loyalty among existing customers, and attracting new customers. By concentrating our efforts on these goals, we aspire to establish a dynamic and interactive platform that not only deepens relationships with our current customer base but also extends our reach to new audiences. To achieve this, our strategy focuses on strategic content creation, fostering meaningful interactions, and presenting compelling offers. Through engaging tutorials, product showcases, and photography tips, we aim to captivate our target audience and cultivate a vibrant community of photography enthusiasts. By actively engaging with our audience and offering exclusive promotions, we seek to solidify Fujifilm Qatar's position as a trusted authority in the photography industry while continually expanding our customer base.

## SOCIAL MEDIA STRATEGY

#ClickIntoFujifilm aims to target both professionals and hobbyists, with the objectives of increasing traffic and engagement, improving brand loyalty with existing customers, and attracting new customers. Fujifilm Qatar endeavors to achieve these goals by providing valuable content, fostering meaningful interactions, and offering compelling incentives to its audience. Through this approach, Fujifilm seeks to create a vibrant online community of photography enthusiasts while expanding its reach and influence in the market. Additionally, all content will be posted in both English and Arabic languages to reach a wider audience.



# 1. SOCIAL MEDIA AUDIT

WHO	WHERE	WHAT	WHEN	WHY	OPPORTUNITY
COMPANY	<b>Facebook</b>  39K followers	Covering events.  Sharing upcoming workshops.  Promoting new and current cameras.	1-2 per post per month on average.  Mostly pictures and posters along with a few videos are posted.	Creating brand awareness of FujiFilm.  Increasing knowledge of product methods and usage.  Informing followers of upcoming workshops, increasing brand loyalty.	Encourage and motivate audience engagement.  Highest followers compared to other platforms.  Yet, very low engagement compared to the number of followers.
	<b>Instagram</b>  11.1K followers	Covering events.  Sharing upcoming workshops.  Promoting new and current cameras.	1-2 posts per month.  6-7 posts per week.  Mostly pictures and posters along with a few videos are posted.	Creating brand awareness of FujiFilm.  Increasing knowledge of product methods and usage.  Informing followers of upcoming workshops, increasing brand loyalty.	Has the most engagements.  Lots of positive feedback.  Posts range in different formats such as reels and pictures.
	<b>TikTok</b>  41 followers  <b>FujiFilm Middle East:</b> No mention of Qatar  178.8K followers	Camera Tutorials Videos.  Featuring different cameras.  Introducing new products.  Behind the scenes with FujiFilm.	Only posted 6 times in 2020.  Low-resolution videos.	Creating brand awareness of FujiFilm.  Increasing knowledge of product methods and usage.	Incorporate official company branding, such as the logo and color theme.  Post more often with higher-quality resolution and use trending music.  Participate in trends.





## 1.1 SOCIAL MEDIA AUDIT

	<b>YouTube</b>  <b>FujiFilm Middle East:</b> No mention of Qatar  6.47K subscribers	Videos of professional photographers using FujiFilm cameras.  Product introduction and demonstration.  Video series.	Stopped posting 1 year ago.  3-5 videos per year.	Creating brand awareness of FujiFilm.  Increasing knowledge of product methods and usage.	Provides in-depth tutorials on how to use different FujiFilm cameras.  Features great results from their products.
	<b>LinkedIn</b>  <b>FujiFilm Middle East &amp; Africa:</b> focuses on Dubai  13K followers	Videos celebrating various holidays and international days.  Pictures of new employees.  Event recap pictures.	2 posts per month.	Having the latest updates in terms of employees.  Giving FujiFilm an emotional appeal.	Not only talks about products and employees but also connects it to something much bigger.  Adding emotional and comedic appeal.
<b>CONSUMER</b>	<b>Facebook</b>	Likes, comments, and shares.	Queries regarding events.  Queries regarding the product being promoted.	Complaints: None  Praise: None	Low amount of comments.  Less engagement.
	<b>Instagram</b>	Likes, comments, and shares.	Queries regarding events.  Queries regarding the product being promoted.  Event appreciation.	Complaints: None  Praise: Positive	Higher amount of comments than on Facebook even with more followers.  Higher engagement than on Facebook.

## 2. SOCIAL MEDIA ANALYTICS

### 2.1 INSTAGRAM

**Importance:** The importance of leveraging Instagram in our campaign strategy cannot be overstated, especially considering its significant user base and extensive ad reach in Qatar. With 1.65 million users in early 2024 and an ad reach equivalent to 60.5 percent of the total population at the beginning of the year, Instagram presents a valuable opportunity to connect with a vast audience. By harnessing the power of this platform, we can effectively promote Fujifilm Qatar's products and engage with our target demographic in a meaningful way.

**Objective:** Our campaign aims to enable storytelling while connecting various target professionals and hobbyists, fostering a sense of community and shared passion for photography. By facilitating meaningful interactions and encouraging the sharing of experiences, we seek to create a platform where individuals can engage with Fujifilm Qatar's brand on a deeper level. Additionally, we prioritize the collection and analysis of analytics to measure the effectiveness of our campaign efforts, allowing us to make data-driven decisions and continually optimize our approach for maximum impact.





## 2.1.1 REEL #1

A 30 second Instagram reel that explores the different themes one can photograph with using a FujiFilm XT5 camera.



## 2.1.2 REEL #2



An 18 second Instagram reel that explores the different themes one can photograph with using a FujiFilm camera.

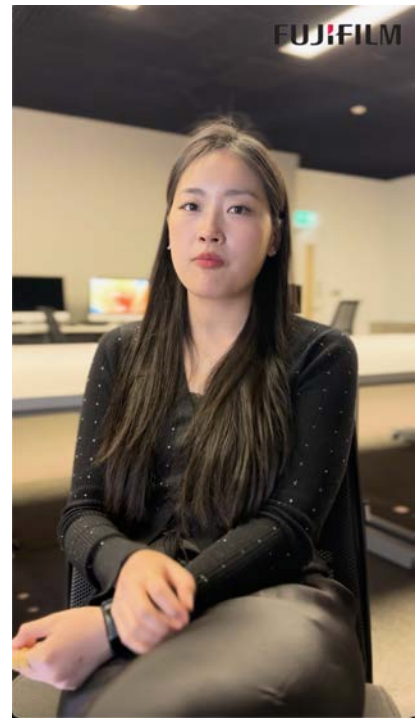
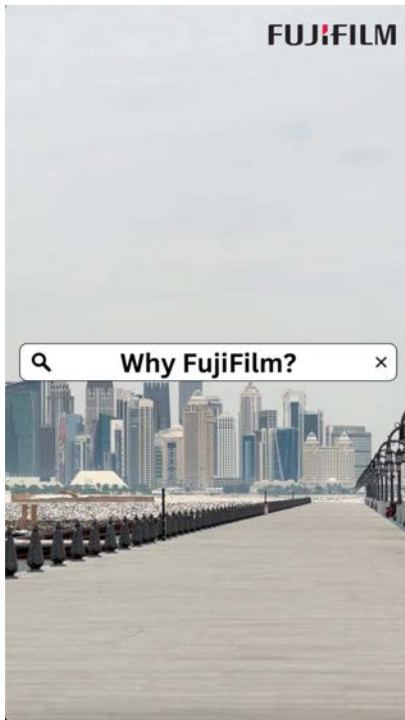






## 2.1.3 REEL #3

A 1:30 sec reel featuring a photographer who uses FujiFilm's XT5 camera. She discusses how and when she got the camera. As well as, the stories behind her pictures taken with the camera.



## 2.1.4 POST / CAROUSEL - #CLICKINTOFUJIFILM:

**Caption:** Dive into the captivating world of storytellers with #ClickintoFujifilm! Share your favorite shot using this hashtag and don't forget to tag us @FujiFilmQatar for a chance to be featured. #photography #FujifilmFansQatar #Fujifilm #Qatar

خلد روح قطر المفعمة بالحياة مع كل التقاطة

ادخل على عالم فوجي فلم في مجتمع مليئ برواة القصص



## 2.2 FACEBOOK

**Importance:** Incorporating Facebook Messenger into our campaign strategy holds significant importance, given its wide user base and substantial ad reach in Qatar. With 1.65 million users in early 2024 and an ad reach equivalent to 61.1 percent of the local internet user base, Facebook Messenger presents a valuable opportunity to connect with a vast audience. By leveraging this platform, we can effectively engage with users in a more personalized and direct manner, delivering tailored messages and promotions to drive engagement and conversions. This substantial reach underscores the importance of including Facebook Messenger in our campaign efforts, allowing us to reach and resonate with a diverse audience in Qatar and ultimately achieve our campaign objectives.

**Objectives:** Our Facebook campaign aims to achieve several key objectives essential for enhancing Fujifilm Qatar's online presence and engagement with the audience. Firstly, we aim to increase brand awareness by expanding Fujifilm Qatar's reach and recognition among users in Qatar. Through compelling visual content and informative posts, we will showcase the unique features and benefits of Fujifilm cameras and imaging products, educating users and positioning Fujifilm Qatar as a trusted resource in the photography community. Additionally, we will drive engagement by encouraging active participation with our content, fostering a sense of community and connection with the brand. Furthermore, our campaign will promote offers, discounts, and events to incentivize purchases and drive traffic to Fujifilm Qatar's website or physical stores, ultimately aiming to generate leads and increase sales conversions. Through strategic content creation and targeted advertising, we aim to achieve measurable results and establish Fujifilm Qatar as a leading authority in the photography industry on Facebook.

## 2.3 TWITTER

**Importance:** The significance of incorporating X into our campaign strategy cannot be overlooked, given its substantial user base and considerable ad reach in Qatar. With 802.1 thousand users in early 2024 and an ad reach equivalent to 29.4 percent of the total population, X provides a valuable opportunity to connect with a sizable audience. Additionally, its capability to offer real-time updates enhances our ability to engage with users promptly and keep them informed about Fujifilm Qatar's latest developments, promotions, and events. This real-time feature enables us to stay relevant and responsive, ultimately contributing to the success of our campaign efforts.

**Objective:** Our campaign is designed to achieve several key objectives that are essential for the success of Fujifilm Qatar's online presence. Firstly, we aim to analyze post-performance meticulously, gathering insights into the effectiveness of our content and engagement strategies. By understanding what resonates most with our audience, we can refine our approach and optimize future content for maximum impact. Additionally, we prioritize building a loyal customer base by fostering meaningful interactions and delivering valuable experiences that strengthen the bond between Fujifilm Qatar and its customers. Moreover, our campaign seeks to drive traffic to Fujifilm Qatar's website, providing users with easy access to information about our products, services, and promotions. Finally, we aim to increase awareness of Fujifilm's presence in Qatar, reaching out to more people and solidifying our brand's position in the market. These objectives collectively form the cornerstone of our campaign strategy, guiding our efforts to achieve long-term success and growth for Fujifilm Qatar.





Posts will closely resemble those on Instagram, with minor alterations. However, the captions will be unique.

**Caption:** Click Into Fujifilm and immerse yourself in a world filled with storytellers! Post your favorite shot using this hashtag and tag us at @FujiFilmQatar. #Fujifilm #Qatar

## 2.4 TIKTOK

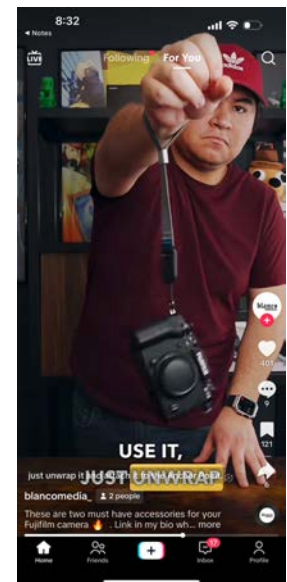
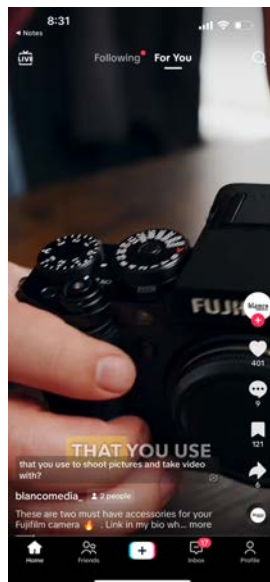
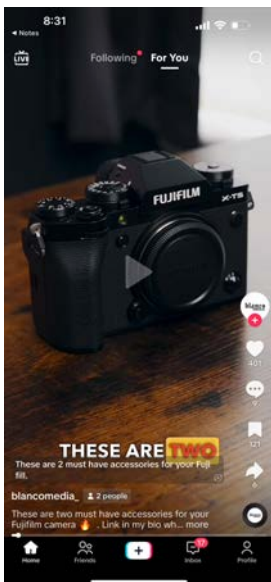
**Importance:** Incorporating TikTok into our campaign strategy is paramount, considering its significant user base and impressive reach among adults aged 18 and above in Qatar. With 2.60 million users in this demographic in early 2024, and TikTok ads reaching 116 percent of all adults aged 18 and above in Qatar at the start of the year, TikTok presents a valuable opportunity to connect with a wide audience. By leveraging this platform, we can effectively showcase Fujifilm Qatar's products and engage with our target demographic in an impactful manner. This substantial reach underscores the importance of including TikTok in our campaign efforts, allowing us to reach and resonate with a diverse audience in Qatar.

**Objectives:** Our campaign aims to achieve several key objectives that are essential for the success of Fujifilm Qatar's presence on TikTok. Firstly, we seek to reach a wider audience in Qatar, leveraging TikTok's extensive reach and popularity among users of all demographics. Additionally, we aim to utilize TikTok's unique format to creatively showcase Fujifilm's cameras and imaging products, capturing the attention of viewers with engaging and visually appealing content. Moreover, our campaign endeavors to educate TikTok users by sharing valuable content about photography, including tips, techniques, and insights, thereby positioning Fujifilm Qatar as a knowledgeable authority in the field. These objectives collectively form the foundation of our TikTok campaign, guiding our efforts to effectively engage with users, drive brand awareness, and foster a vibrant community of photography enthusiasts on the platform.

### 2.4.1 SAMPLE #1 - FUJIFILM CAMERA TIPS:

Fujifilm can create short, informative TikToks to help hobbyists learn about Fujifilm cameras. **#ClickIntoTips**

**Source:** @blancomedia\_, <https://vt.tiktok.com/ZSF7UtwA7/>



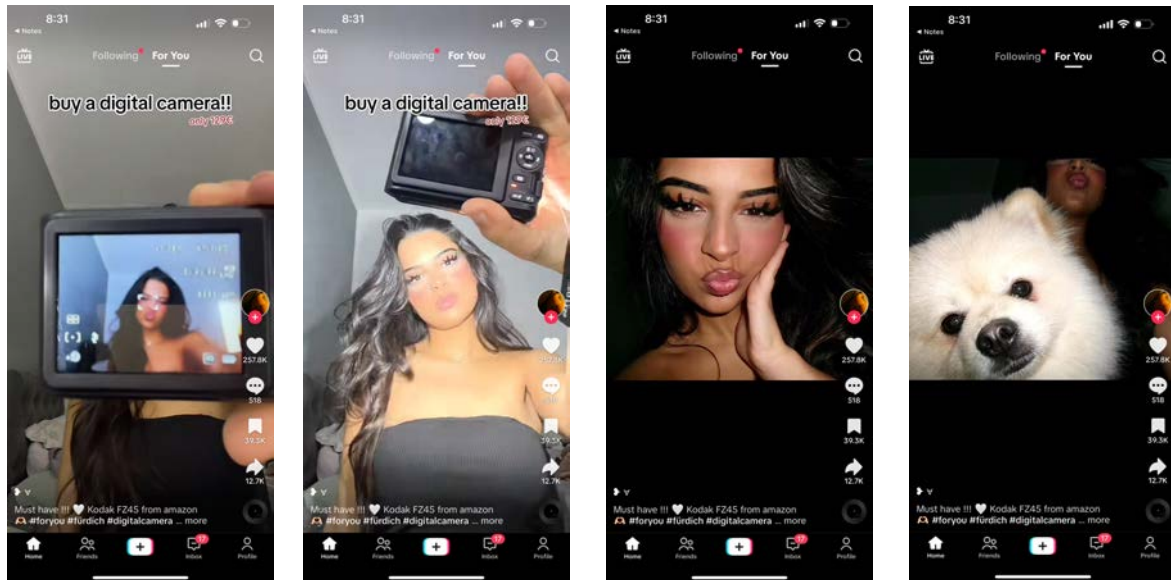


## 2.4.2 SAMPLE #2 - FASHION TRENDS:

For a trendy idea, we can collaborate with influencers to start a trend of people posting their photos taken with the FujiFilm camera following this type of structure.

### #ClickIntoTrends

**Source:** @axminx, <https://vt.tiktok.com/ZSF7UW7S7/>



## 2.5 YOUTUBE

**Importance:** The significance of integrating YouTube into our campaign strategy cannot be overstated, given its substantial user base and extensive ad reach in Qatar. With 2.57 million users in early 2024 and YouTube ads reaching 95.2 percent of Qatar's total internet user base, YouTube presents a valuable opportunity to connect with a vast audience. By harnessing the power of this platform, we can effectively showcase Fujifilm Qatar's products and engage with our target demographic in an impactful manner. This substantial reach underscores the importance of including YouTube in our campaign efforts, allowing us to reach and resonate with a diverse audience in Qatar.

**Objectives:** Our campaign on YouTube is guided by several key objectives essential for the success of Fujifilm Qatar's online presence. Firstly, we aim to share captivating videos highlighting Fujifilm's cameras, showcasing their features and capabilities to viewers. Additionally, we endeavor to provide informative tutorials tailored for hobbyists, offering valuable insights and guidance on using Fujifilm products effectively. Moreover, our campaign aims to make content more relevant to the Qatar audience by incorporating local context, trends, and preferences into our videos. Furthermore, we prioritize advertising Fujifilm cameras through YouTube ads, leveraging the platform's extensive reach and targeting capabilities to effectively reach our desired audience. These objectives collectively shape our YouTube campaign, guiding our efforts to engage viewers, drive brand awareness, and foster a strong presence for Fujifilm Qatar on the platform.



## 2.5.1 SAMPLE #1 - FUJIFILM CAMERA TUTORIALS:

FujiFilm can produce comprehensive 10-15 minute tutorials for each of their camera models, providing in-depth guidance on their features and functionalities. Additionally, collaborating with professional photographers and influencers to create tailored tutorials further enriches FujiFilm's educational content offerings.

### #ClickIntoGuide

**Source:** @Wai Lam, [https://www.youtube.com/watch?v=Te16Se-j\\_4Q](https://www.youtube.com/watch?v=Te16Se-j_4Q)



## 2.6 NEWSLETTER

The newsletter plays a crucial role in our campaign, serving as a direct communication channel to engage subscribers with personalized content and updates from Fujifilm Qatar. It aims to increase engagement by delivering compelling information, driving traffic to our online platforms, building brand awareness, fostering customer relationships, and ultimately generating leads and sales. The newsletter strengthens brand loyalty and keeps our audience informed about the latest products, promotions, and events, contributing to the overall success of the campaign.



# FUJIFILM QATAR



## 📷 Introducing the New Fujifilm X-Series Camera! 📷

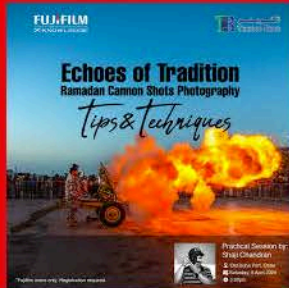
Capture life's moments with precision using our latest digital camera. Sleek, compact, and packed with advanced features, it's perfect for enthusiasts and professionals alike.

Unleash your creativity and elevate your photography experience. Explore more now!

Dive into the captivating world of storytellers with #ClickintoFujifilm!

Share your favorite shot using this hashtag and don't forget to tag us @FujiFilmQatar for a chance to be featured.

#photography  
#FujifilmFansQatar #Fujifilm  
#Qatar



## Workshop Alert!

Join us for the Canonfire photography tips and techniques practical session workshop by Shaji Chandran.

Date : Saturday, 6th April 2024

Location: Old Doha Port, 5pm

Wanting to get into photography?  
Start your journey with a FujiFilm camera!

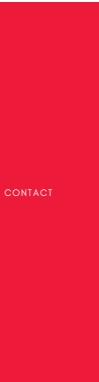
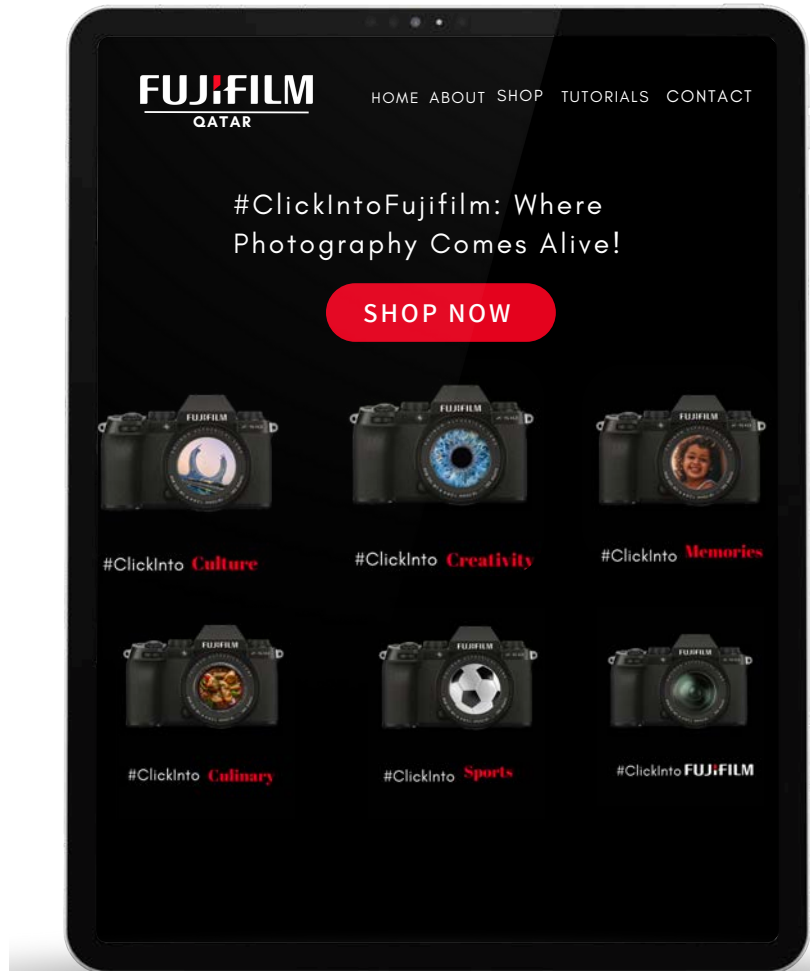
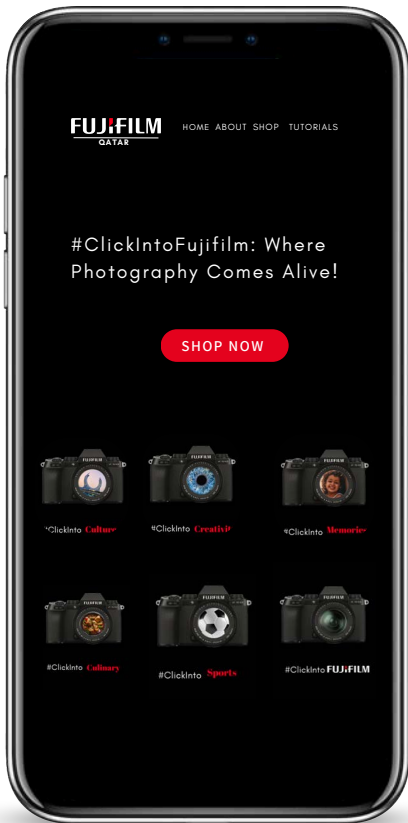
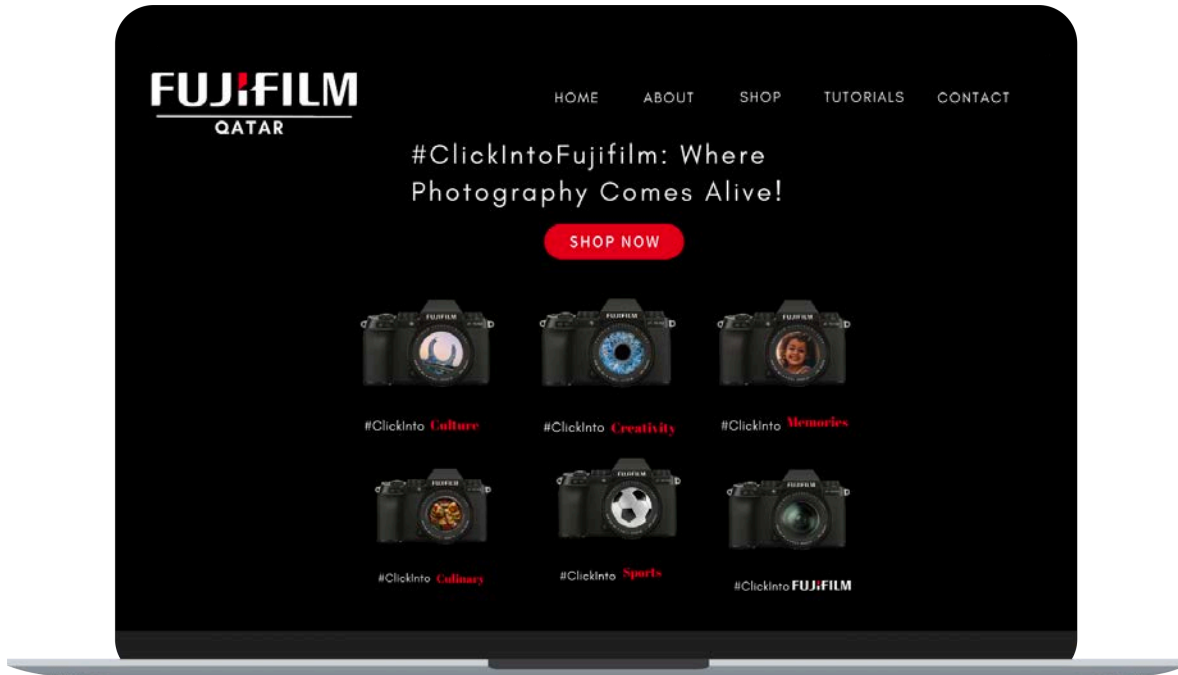


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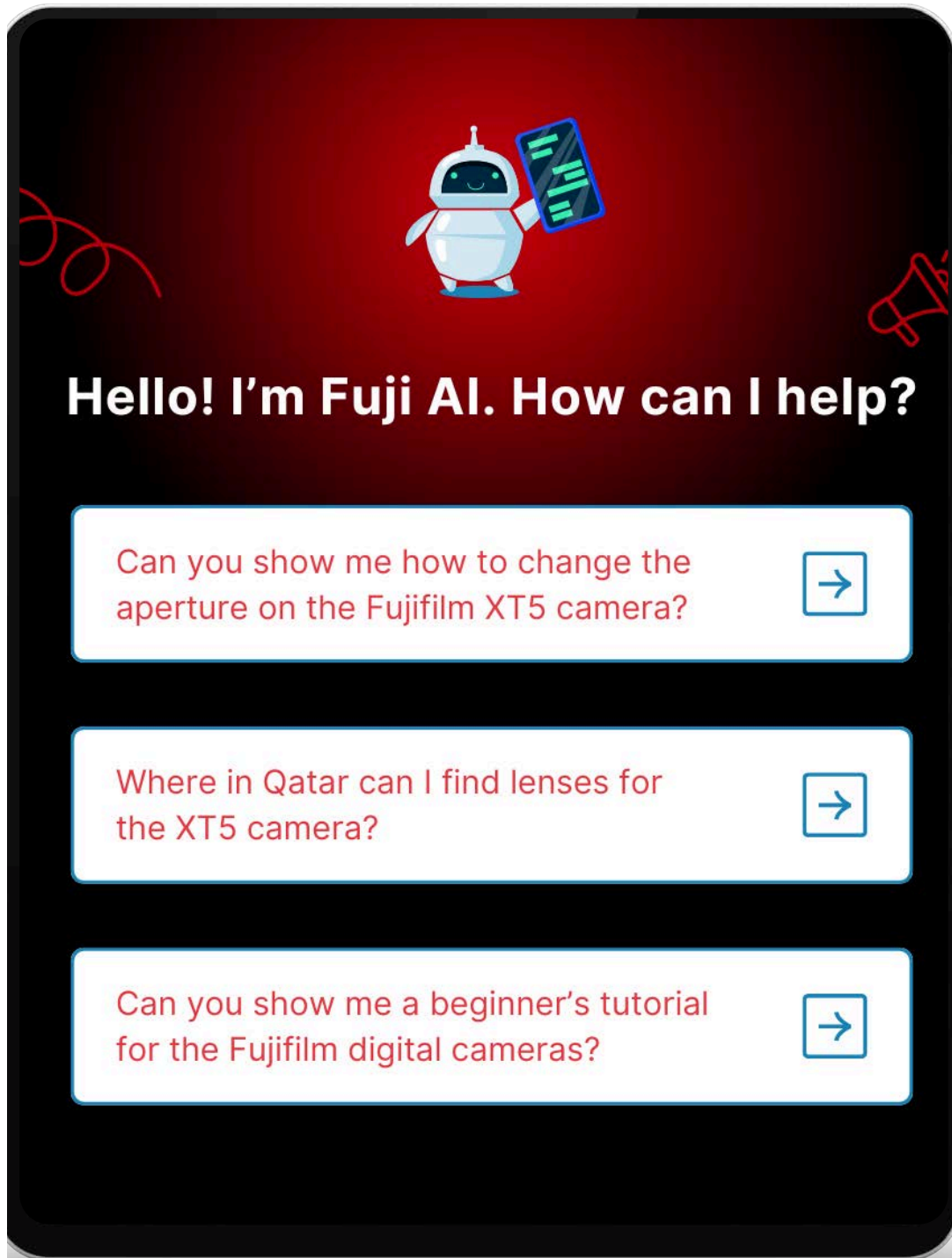
If you do not wish to receive further communication like this, [unsubscribe here](#).



## 2.7 WEBSITE



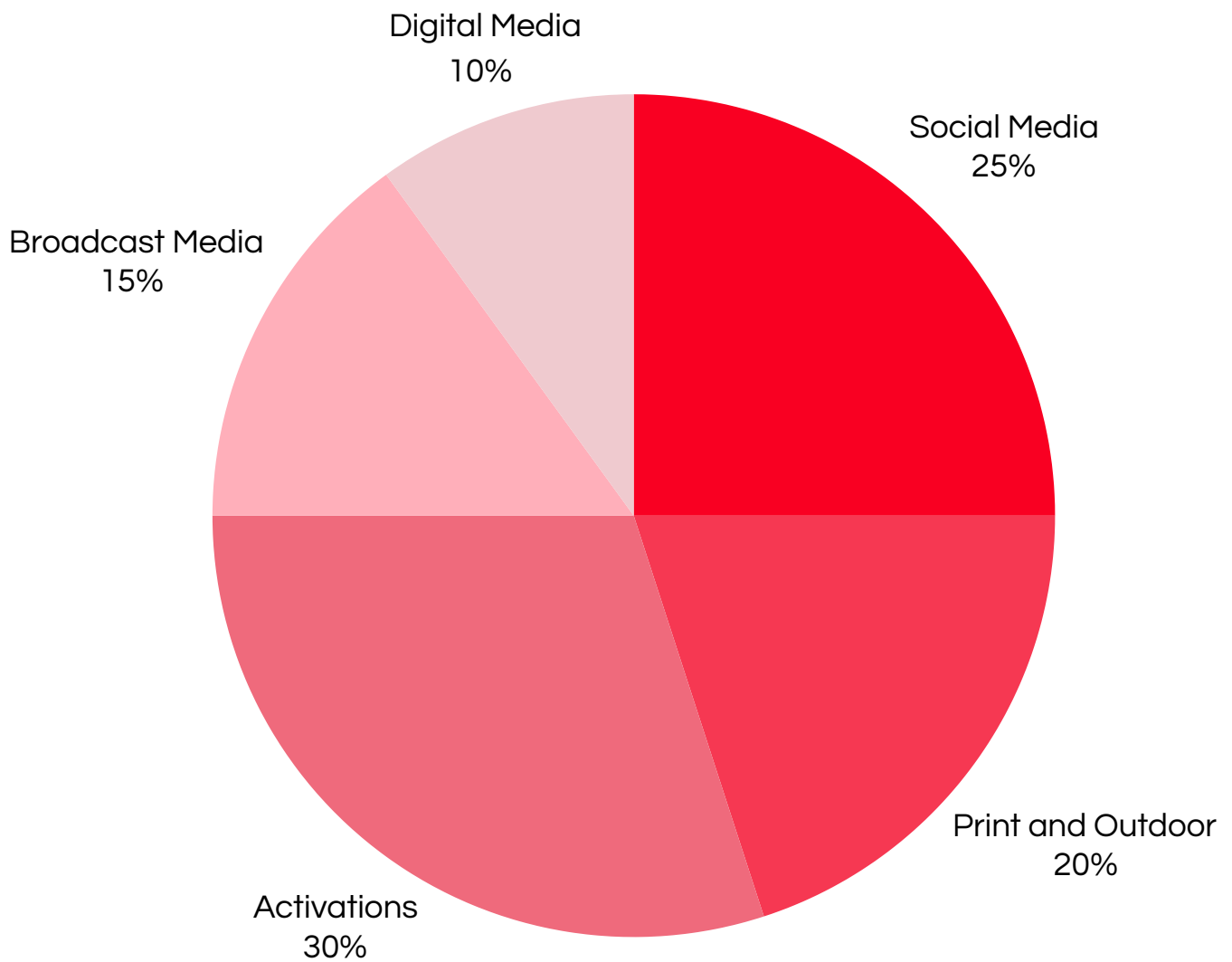
## 2.7 WEBSITE





# CAMPAIGN BUDGET

**Campaign:** #ClickIntoFujifilm  
**Total Budget:** 500,000 QAR



# CAMPAIGN BUDGET

**Campaign:** #ClickIntoFujifilm

Total Budget: 500,000 QAR

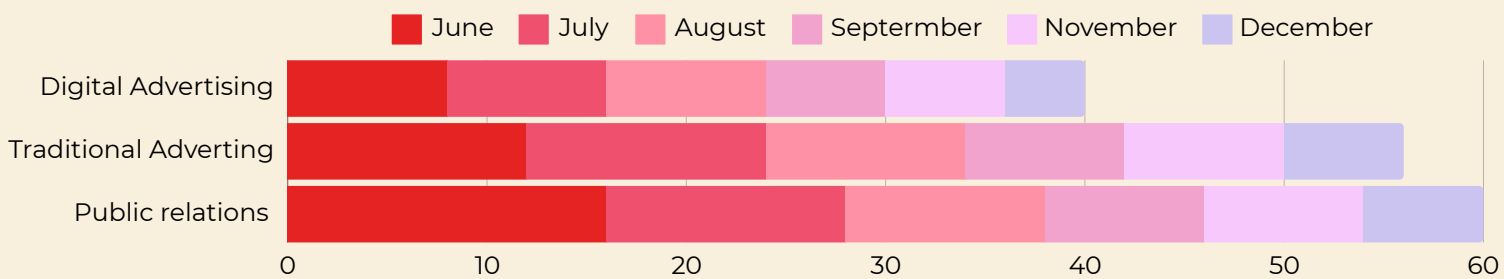
Channel	% Budget allocation	Total Spending (QAR)	Description	Allocation	Impresions	CPM	Estimated Reach	Reach	Frequency	Notes
Social Media	25%	125,000	Instagram Ads	25,000	300000	83.3	8333.33	50,000	6	High-quality visuals and sponsorships of ads
			TikTok Ads	20,000	300000	66.7	8333.3	50,000	6	High-quality visuals and sponsorships of ads
			YouTube Ads	30,000	250000	120.0	10000	50,000	5	High-quality visuals and sponsorships of ads
			Facebook Ads	25,000	200000	125.0	12500	50,000	4	High-quality visuals and sponsorships of ads
			Twitter Ads	25,000	200000	125.0	12500	50,000	4	High-quality visuals and sponsorships of ads
Print and Outdoor	20%	100,000	Posters	50,000	200000	250.0	12500	50,000	4	Multiple posters with visuals
			Billboards	50,000	200000	250.0	12500	50,000	4	
Activations	30%	150,000	Influencer Marketing	50,000	250000	200.0	10000	50,000	5	A paid sponsorship between three influencers based in Qatar.
			Competition	50,000	250000	200.0	10000	50,000	5	Nationwide competition to raise awareness for the campaign
			Workshops	50,000	250000	200.0	10000	50,000	5	Multiple workshops for both hobbyist and professions
Broadcast Media	15%	75,000	T.V Commercial	75,000	250000	300.0	10000	50,000	5	Executing two TVC commercials requiring a production set and actors.
Digital Media	10%	50,000	Website	25,000	200000	125.0	12500	50,000	4	Official Fujifilm website to be made that guides camera users through AI tools.
			Newsletter	25,000	200004	125.0	12500.25	50,001	4	A bi-weekly E-newsletter sharing Fujifilm's latest products and news.
<b>TOTALS</b>	<b>100%</b>	<b>500,000</b>					<b>141666.9</b>			



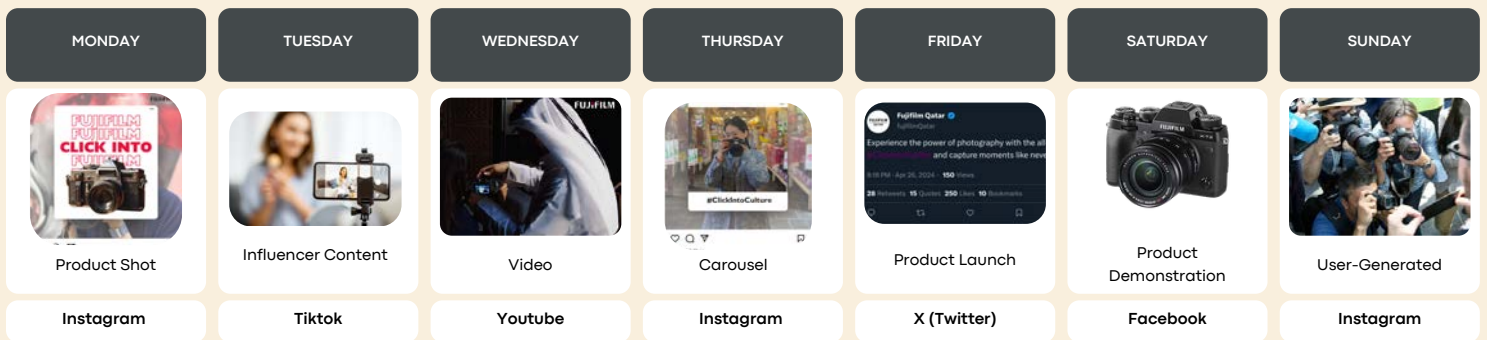
# MEDIA CALENDAR

## MEDIA FLOWCHART

Campaign Length: 6 Months



## WEEKLY CONTENT CALENDAR



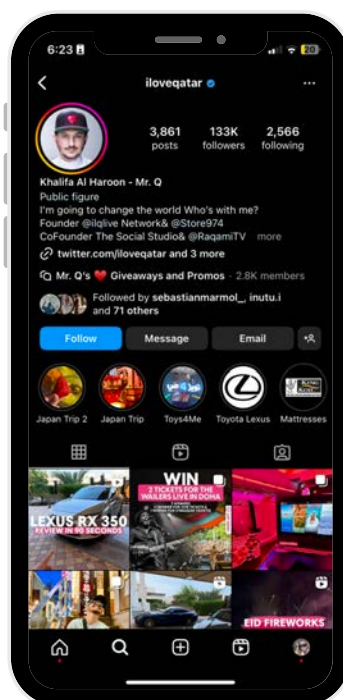
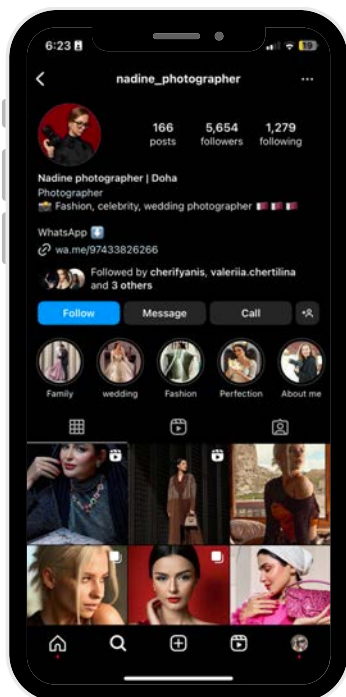


# CAMPAIGN ACTIVATION

**Hobbyists:** We want to target educational institutions in Qatar such as universities and schools. Students could participate in competitions, where they are required to take meaningful pictures around the campus. Afterward, a judging community will decide on winners who shall receive prizes. Additionally, for media students, FujiFilm can hold workshops where they give product demonstrations and students can receive certification upon completion.

**Professionals:** Fujifilm ambassadors will showcase Fujifilm and their photography work through a series of social media posts. They'll share their experiences and creations, demonstrating the quality and versatility of Fujifilm cameras. By partnering with ambassadors, we'll reach a wider audience and inspire them to consider Fujifilm for their photography needs.

**Influencers:** FujiFilm has the opportunity to collaborate with local content creators and influencers in Qatar by loaning or gifting its cameras to them. Through sponsorship, these influencers can authentically promote a certain lifestyle while speaking highly about FujiFilm cameras, showcasing their features and benefits to their audiences. This approach allows for diverse representation, as influencers can range from mommy bloggers to chefs, catering to various interests and demographics within the Qatar market. By leveraging the influence of these individuals, FujiFilm can effectively reach and engage with a wider audience while establishing its cameras as essential tools for capturing life's moments in Qatar's vibrant community.



# CAMPAIGN ACTIVATION

**Competition:** FujiFilm can organize a recurring contest, held weekly or monthly, using the hashtag #ClickIntoXXXX, encouraging various target audiences to participate by posting pictures taken within a specific category. In each contest period, one winner will be selected based on criteria such as creativity, composition, and relevance to the theme, and they could receive exciting gifts as rewards. These gifts could range from exclusive experiences like a tour of the FujiFilm office to practical incentives such as discounts on their next purchase of FujiFilm products. This contest initiative not only engages the community but also incentivizes participation and promotes brand loyalty among participants, further solidifying FujiFilm's presence and connection with its audience in Qatar.



# EVALUATION STRATEGY

## Key Performance Indicators

We will be using different key performance indicators to monitor the success of our campaign and evaluate the financial efficiency of our strategies. By the six month milestone, we'll evaluate if we have reached our marketing objective to increase sales of Fujifilm cameras by 5%.



### Market Share:

Measure the percentage of the camera market in Qatar that Fujifilm holds before and after the campaign. This helps in understanding the impact of the campaign against our competitors, Cannon, Sony, and Nikon.



### Sales Revenue:

Tracking the total sales revenue generated from the campaign is a primary KPI. This includes the increase in sales of Fujifilm cameras during and after the campaign period compared to a baseline period.



### Demographics:

This metric can help tailor the messaging and content strategy to suit the preferences of specific demographic groups within the audience (location, age, gender, etc).



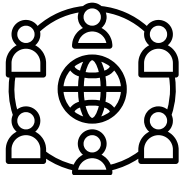
### Website Traffic:

Analyzing pageviews, traffic sources, and the balance between new and returning visitors, can reveal the most effective aspects of the campaign strategy. Metrics such as pageviews, average session duration, bounce rate, and conversion rate provide insights into visitor engagement and content relevance. Additionally, we will monitor the cost per click (CPC) and cost per acquisition (CPA) in relation to site traffic.

# EVALUATION STRATEGY

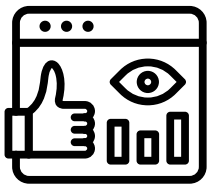
## Digital Metrics

The following digital metrics will help us gather quantifiable data that can be analyzed to understand campaign performance and customer engagement. As our campaign is in its launch phase, we will be aiming for maximum reach.



### Reach

This metric measures the number of unique viewers who view the content. It shows the actual audience size and ensures that the message is not just circulating among the same group of users.



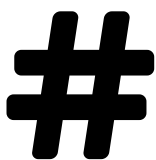
### Impressions:

Tracking the total sales revenue generated from the campaign is a primary KPI. This includes the increase in sales of Fujifilm cameras during and after the campaign period compared to a baseline period. This metric reveals the number of times content appears on someone's screen. It's vital for gauging the potential audience size and the spread of the campaign's message.



### Engagement:

This includes interactions with the content including likes, comments, shares, and saves. Engagement rates are essential to assess how relevant and compelling the content is to the audience.



### Hashtags:

Monitoring our specific hashtag associated with the campaign, #ClickIntoFujifilm, will help us track their spread and usage. Hashtags can increase the visibility and discoverability of your content and are used to monitor conversations around specific topics, providing insight into the reach and popularity of the campaign.



# CONCLUSION

Fujifilm faces robust competition from industry giants like Canon and Sony in Qatar's photography market, particularly in mirrorless cameras. Despite this, Fujifilm maintains its strength in APS-C sensor mirrorless technology. Consumer perceptions of Fujifilm cameras highlight qualities such as high quality, user-friendliness, and appeal to beginners and enthusiasts rather than professionals. In response, our campaign aims to challenge negative perceptions and emphasize Fujifilm's strengths through strategic marketing initiatives.

Drawing upon the shared values between Japanese culture, where Fujifilm originates, and Qatari culture, our campaign seeks to spotlight the parallels between Fujifilm's core values and Qatar's traditions. Through captivating storytelling across various mediums such as videos, posters, and activations, we showcase how Fujifilm and Qatar converge in their celebration of tradition and innovation. This narrative resonates deeply with photographers and enthusiasts in the region.

Under the banner of #ClickIntoXXXX, our campaign invites individuals to embark on a journey where every image captures memories, sports, culture, creativity, or vibrant color. It's not just about the equipment; it's about the experience. Fujifilm's dedication to photographic craft and commitment to quality positions it as the ultimate choice for elevating photographic pursuits.

Our comprehensive creative strategy spans both traditional and digital channels. Traditional avenues include a TV commercial and print and billboard advertisements, while digital initiatives encompass social media, email newsletters, and website enhancements. Through platforms like Instagram, Facebook, X (Twitter), YouTube, and TikTok, we aim to boost engagement and loyalty among our customer base.

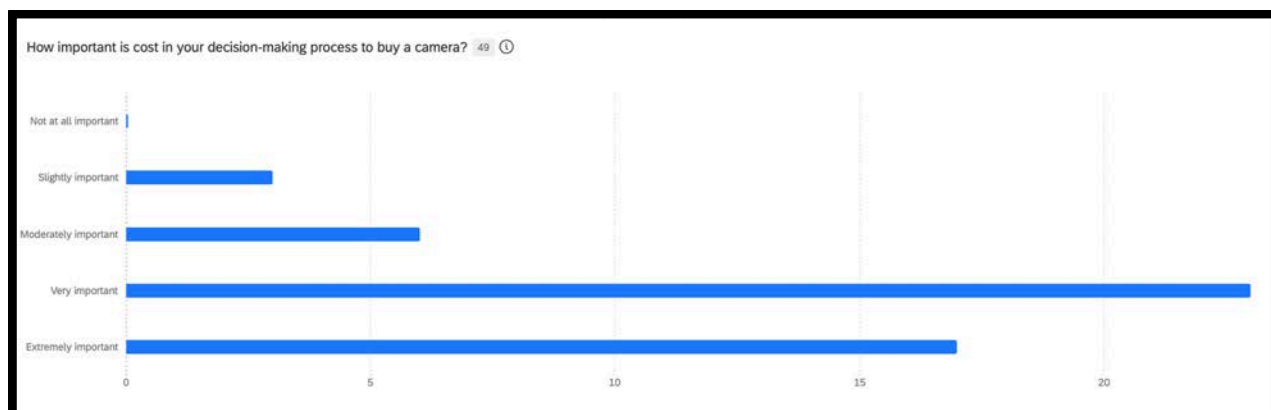
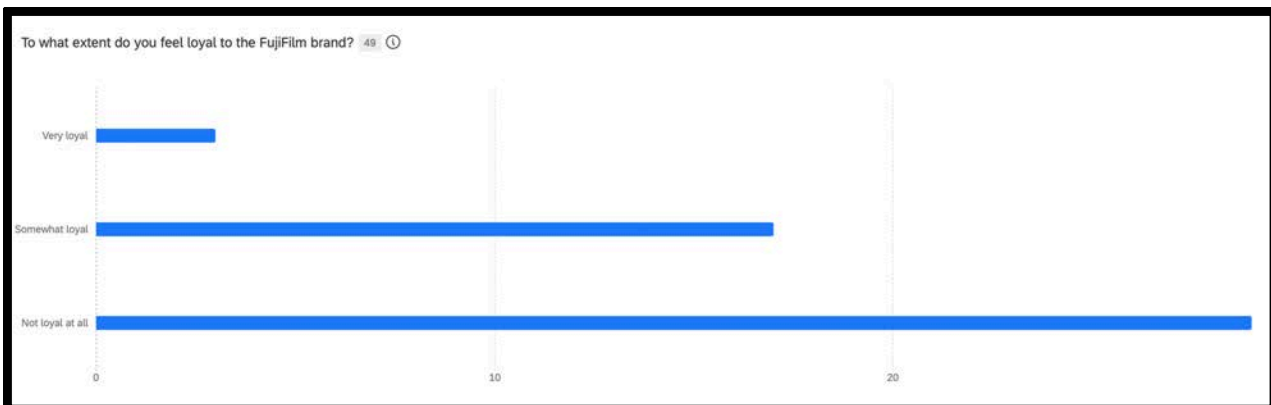
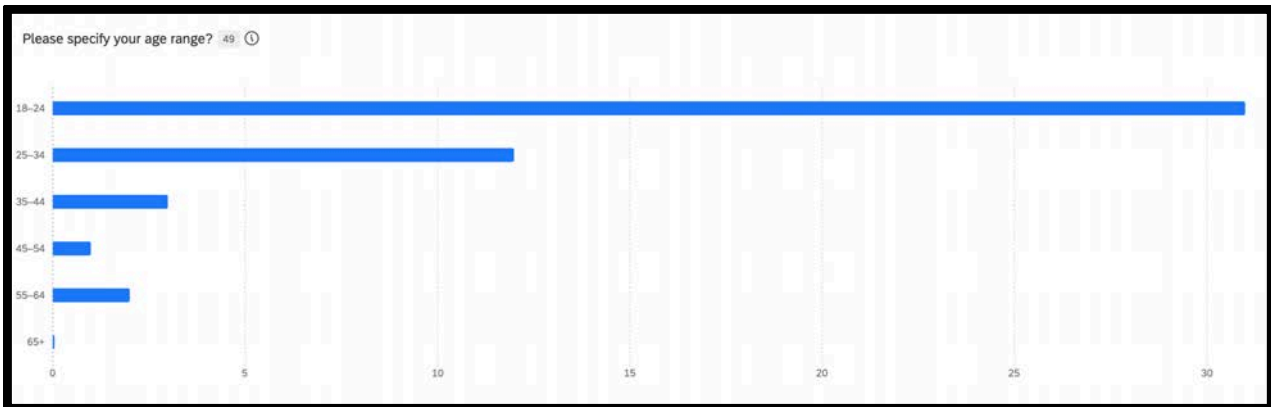
We have set ambitious yet achievable goals for the campaign, including a 5% increase in Fujifilm camera sales and heightened customer engagement within the first six months of launch. To measure success, we will track key performance indicators such as sales revenue, market share, website traffic, and digital marketing metrics. These metrics will enable us to assess campaign effectiveness and make data-driven adjustments as needed.

By aligning our efforts with the preferences and behaviors of our target audience and continuously monitoring performance against established benchmarks, we are confident in achieving our objectives and solidifying Fujifilm's position as the go-to choice for capturing unforgettable moments.



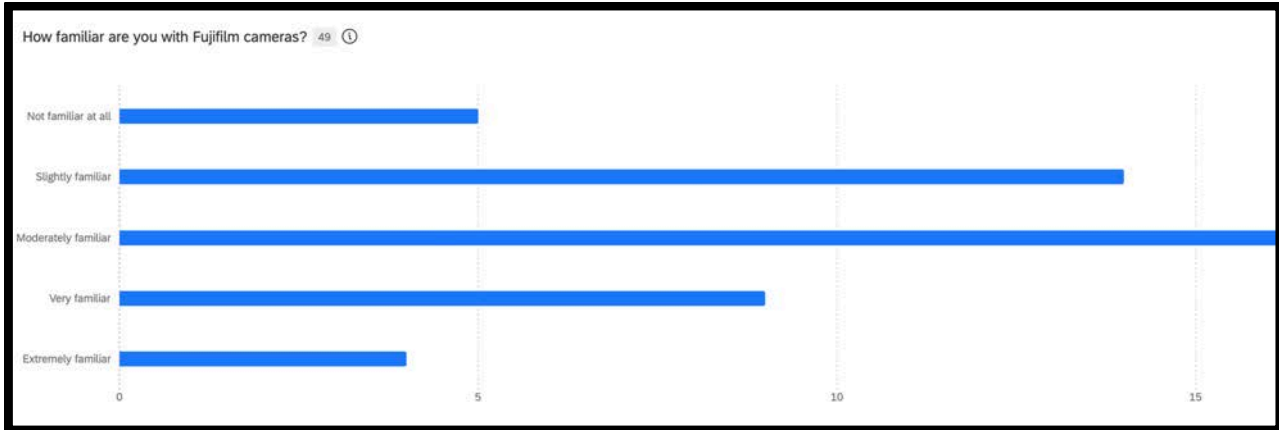
# APPENDICES

## SURVEY RESULTS





# APPENDICES



To what extent do you agree with the statement: "The FujiFilm cameras are only for advanced photographers?" 49 ⓘ

Q19 - To what extent do you agree with the statement: "The FujiFilm cameras are only for advanced photographers?"

	Percentage
Strongly disagree	0%
Somewhat disagree	31%
Neither agree nor disagree	55%
Somewhat agree	10%
Strongly agree	4%

To what extent do you agree with the statement: "FujiFilm cameras are more expensive than other brands?" 49 ⓘ

Q18 - To what extent do you agree with the statement: "FujiFilm cameras are more expensive than other brands?"

	Percentage
Strongly disagree	0%
Somewhat disagree	6%
Neither agree nor disagree	47%
Somewhat agree	41%
Strongly agree	6%



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## INTERVIEW QUESTIONS

1. What is your preferred brand for photography and film equipment?
2. What do you look for before buying a camera? What features are important to you?
3. Are you familiar with Fujifilm as a brand?
4. Have you ever used Fujifilm products (e.g., cameras, lenses, instant cameras)?
5. What factors influence your decision when purchasing photography equipment?
6. How would you rate the quality of Fujifilm products compared to other brands?
7. Which Fujifilm products have you used, and what was your overall experience with them?
8. How likely are you to recommend Fujifilm products to others?
9. What features do you consider most important when choosing a camera or photography equipment?
10. Have you ever attended Fujifilm-sponsored events or workshops? If yes, please describe your experience.
11. How do you typically stay updated about new Fujifilm products or promotions?
12. What improvements or additions would you like to see in Fujifilm's product lineup?
13. How important are brand reputation and trust when purchasing photography equipment?
14. Would you be interested in participating in Fujifilm-sponsored contests or challenges?
15. Do you follow Fujifilm's social media channels or visit their website for photography inspiration or information?
16. How satisfied are you with the customer service and support provided by Fujifilm?
17. What are your thoughts on Fujifilm's commitment to innovation and technology in the photography industry?

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## Interview 1 notes- Professional Wedding Photographer

1. Despite not being loyal to a single-camera brand, I often find myself gravitating towards brands like Canon, Nikon, and Sony for their extensive product range and their overall proven track record in the industry that promises to deliver trust and high-quality images.
2. Before investing in a camera, I carefully research factors such as image quality, low-light performance, autofocus capabilities, and durability. My work generally requires me to use cameras that offer a wide selection of lenses and are compatible with a variety of accessories.
3. My experiences using Fujifilm cameras have been positive, and I generally opt for using their cameras when working with a certain wedding aesthetic that would allow me to experiment with their film simulations and color science. It usually depends on the type of photography aesthetic that couples prefer.
4. I rarely come across Fujifilm Qatar's social media posts. I would love to participate in workshops and learn from other photographers across the country.

**Quote:** Despite not owning one, I think Fujifilm cameras are of the highest quality in the market

## Interview 2 notes- NUQ Student

- a. It would be nice for them to start selling film cameras and older editions of their digital cameras from the early/mid 2000s.
- b. Brand reputation and trust are important to me when purchasing photography equipment. I usually purchase my photography equipment from only 2-3 specific brands that are well known and have a solid brand reputation.
- c. Quote: I think it's important to be innovative especially when it comes to technology & photography but it's also important to preserve the past products made by Fujifilm that are discontinued.



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## Interview 3 notes: NUQ Student

- a. For photography, usually canon and my preferred film equipment is always Kodak or Fujifilm.
- b. When looking for a camera, I usually look for whether it's manual or automatic, flash settings, and camera/image quality. I also personally prefer older digital and film cameras as opposed to modern and advanced cameras.
- c. When it comes to purchasing a camera, the factors that influence my decision are Price, quality, and practicality (ex; if it's easy to move around with).
- d. Quote: "Fujifilm is known as a very high quality brand especially when it comes to film rolls." I would say it's one of the best film products in comparison to other brands.
- e. I've used a Fujifilm film roll in the past and It was very high quality and

## Interview 4 notes: CMUQ Student

- a. **Quote:** I find Fujifilm cameras easier to use for beginners compared to Canon.
- b. Prefers Fujifilm for a camera purchase due to ease of use and personal experience.
- c. Appreciates the lightweight design and wide range of lenses offered by Fujifilm.
- d. Values the availability of Fujifilm stores in Qatar, such as the one in DFC, for convenient repairs and support.
- e. Overall, prefers Fujifilm cameras over other options for their user-friendliness, variety of lenses, and local support options.

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## Interview 5 notes: NUQ Student

- a. **Quote:** Fujifilm is sentimental because my dad used it in university.
- b. Recently observed a trend of people using digital cameras from 2009-2010.
- c. Found and started using an old Fujifilm digital camera, FinePix 30, for its vintage aesthetic rather than high quality.
- d. Prefers Fujifilm due to brand loyalty instilled by father, who is a Fujifilm brand ambassador in the Middle East.
- e. Believes all cameras are essentially the same in capabilities; it's more about how you use them.
- f. Views Fujifilm as more professional-looking compared to beginner-friendly brands like Canon.
- g. Recognizes Fujifilm as less known publicly but sees it as a sign of serious photography interest when someone uses it.
- h. Believes choosing a camera brand is about prestige, loyalty, or trying something new rather than technical differences.
- i. Suggests Canon as a safe option for beginners due to accessibility and abundant online resources, while Fujifilm represents a deeper dive into the photography world.

## Interview 6 notes: NUQ Student

- o **Quote:** I really love Fujifilm, especially their film stocks like Fujicolor 35mm. That's what I think of first when I hear Fujifilm.
- o Right now, I use a Harman reusable film camera. I'd love to have a Fujifilm camera, but it's just too expensive for me.
- o If I had the money, I might go for a Canon AE film camera instead.
- o The closest I've come to owning a Fujifilm camera is using my sister's Instax Polaroid camera.
- o In Qatar, our options for Fujifilm products are limited. Most shops here sell experimental films like expired Kodak or Konica, which I prefer for my experimental photography.



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- Fujifilm has sentimental value for me because my dad used it a lot when he was in university. I feel like I should get a Fujifilm camera too, as a sort of connection to him.
- I recently found out about Fujifilm's Golf Snap camera, which tracks movement for things like golf swings. I think it's really cool, but unfortunately, it's not available here in Qatar. I'll have to figure out how to get one from the US.
- If I do end up getting a Golf Snap camera, it'll be because I put in the effort to find one. Otherwise, it's just because I couldn't find one here. It's frustrating because I don't think any stores in Qatar sell it, even though it's rated as the weirdest film camera in the world.

## Interview 7 notes: NUQ student

- **Quote:** Fujifilm cameras seem to be cool and they have different filters but I would still prefer sony over Fujifilm because of their resolutions and rich colors.
- I researched cameras when I was interested in buying one and after everything, I watched tutorials, TikToks, and I found small differences that made me lean towards more than Fujifilm. I think the main one was the resolution, and not being weather sealed, and in Qatar we have a lot of dust.
- My friend has one, more than one friend has one, and they seem interesting. It's very similar to this one, so I really like this one. trying a Fujifilm is cool. And also they have different filters, I heard, for their cameras. And they also look fun to play with. Yeah, because I know they have a camera just like that one.
- Yes, I think it's an easy camera to use and to start with.
- I would choose Sony over Fujifilm as it just has a different coloring. I like how the colors look, it's more cool. Fujifilm, I think it's more on the greenish side, I'm not sure though. But I like how Sony, how it's used, and the mechanics of everything.
- I've tried the film cameras, the disposable ones. I really like them, they had good quality and the colors were nice.





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## Interview 8 notes: NUQ student

- a. **Quote:** I use a Fujifilm camera because it has film simulations in it. So it's a hybrid between film and digital.
- b. I use a Fujifilm camera because one of the special features it has, especially in my camera, it has film simulations in it, so you can edit as soon as you take the picture, it's just edited already for you. So it's kind of like a hybrid between film and digital.
- c. So far I've only tried Sony and I think, I prefer Fujifilm because of the quality of the hardware itself. It feels really nice when holding it and the quality of the images, it's really easy to take pictures with over other cameras.
- d. My opinion is based on the camera that I used, it's a really old Sony, and it's not the best quality, it's digital zoom as well. I think you should choose Fujifilm because of the quality and the well-known image it has over Sony.
- e. Sony is more day-to-day life and Fujifilm is more artistic, so if you're into artistic and creative images, like stunning colors, the colors of Fuji are really well known. So if you're into that stuff, choose Fujifilm.
- f. Based on the software, like the settings and that kind of stuff, maybe for beginners it can be hard, but as soon as you know the basics of a camera, it's not that hard to use. It's just navigating the interface.
- g. I would recommend Fujifilm or maybe if you're a beginner, maybe not Fujifilm because it's a bit pricey. Sony would be a good alternative actually, Sony and Canon.
- h. I think price matters, especially how much you use the camera, and if you take photography seriously, then you have to take into consideration, like am I going to use this a lot? Make the best out of it? Could I have the same thing?
- i. My dream camera is a Leica, the Disney version.

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## Interview 9 notes: DFI Staff

- a. **Quote:** I think Fujifilm has a variety of lines of cameras like medium cameras, crop cameras, and full-frame cameras, so it fits both advanced and beginners.
- b. I used FujiFilm cameras years ago and I used the most advanced ones at that time but I did not like them a lot.
- c. What they do better is that they have their own niche, they have cameras that look vintage, they have full packages and bags that look vintage, so it fit that style.
- d. They have different simulations like presets on the camera that give you different styles of old camera films, photography, and videography. These stuff they do better than other competitors.
- e. I think Fujifilm has a variety of lines of cameras like medium cameras, crop cameras, and full-frame cameras, so it fits both advanced and beginners.
- f. If budget wasn't an issue, I wouldn't buy a Fuji camera for several reasons. I'm a pro cinema videographer, and cinematographer, this doesn't suit me because their cameras don't have built-in fans, they're not dedicated to cinema mainly, they don't have like XLR handles, cameras with this stuff. It's more for photography and basic basic videography

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## Interview 10: Head of Productions NUQ:

- a. **Quote:** They are a pro-consumer product; good quality for consumers but not for professional use.
- b. Northwestern uses Canon and Sony cameras and equipment because they are standard across broadcast studios, while Fujifilm does not make broadcast cameras.
- c. Fujifilm cameras do not have a cinematic quality and are not used on professional sets like shows and films made for Netflix or Hulu.
- d. In the Summer of 2024, Northwestern will be installing new Fujifilm lenses to switch from HD to 4K in the newsroom.
- e. Fujifilm cameras have good glass and create a good print. They remind people of print cameras.
- f. They are a pro-consumer product; good quality for consumers but not for professional use.
- g. To shift from cameras like Canon or Sony, you need to make a significant amount of investment as Fujifilm uses different mounts, has different camera and lens specifications, and a gimmicky configuration which is not preferred.
- h. Even if they had no funding restrictions they would not use Fujifilm cameras.

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**THANK YOU**





# NOTES



