

**BeReal.**

# Meet the Team



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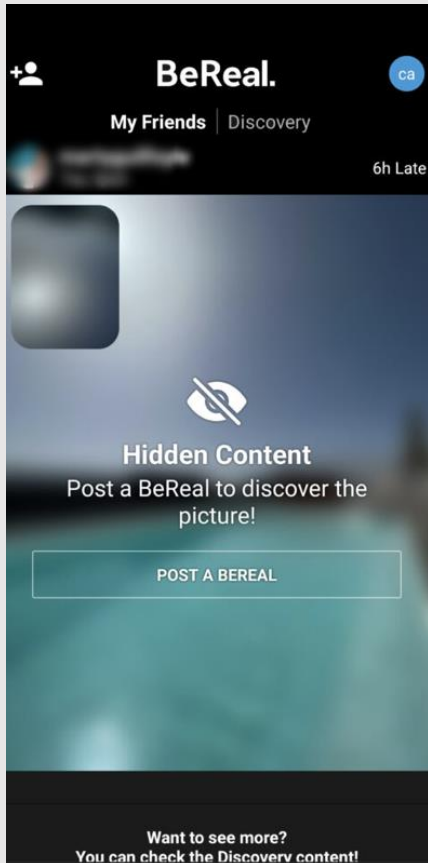
# Group Bonding Selfie



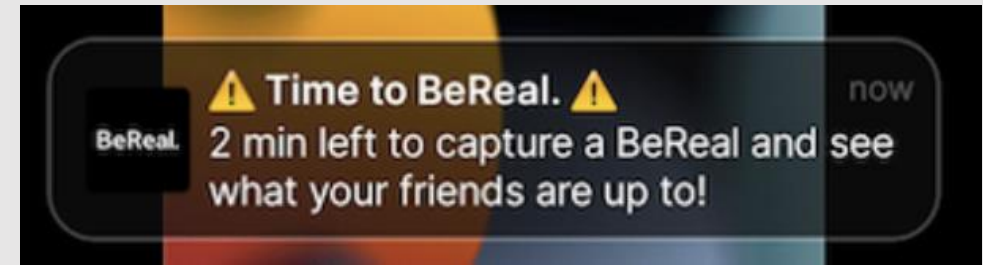
The background of the image is a dark, textured surface with a faint, light-colored financial chart. The chart features a candlestick pattern in the upper half and a bar chart in the lower half. Several dotted lines, likely representing moving averages or trend lines, are drawn across the chart. A solid line with a downward-pointing arrow is also visible. The overall aesthetic is professional and analytical.

# Company Analysis

# BeReal



- Photo-sharing application that allows users to **only post one picture per day** to share their current whereabouts in real-time.
- The brand was **founded by Alexis Barreyat** in December of 2019 and only has one application and is available to be downloaded through the App Store and Android Store.

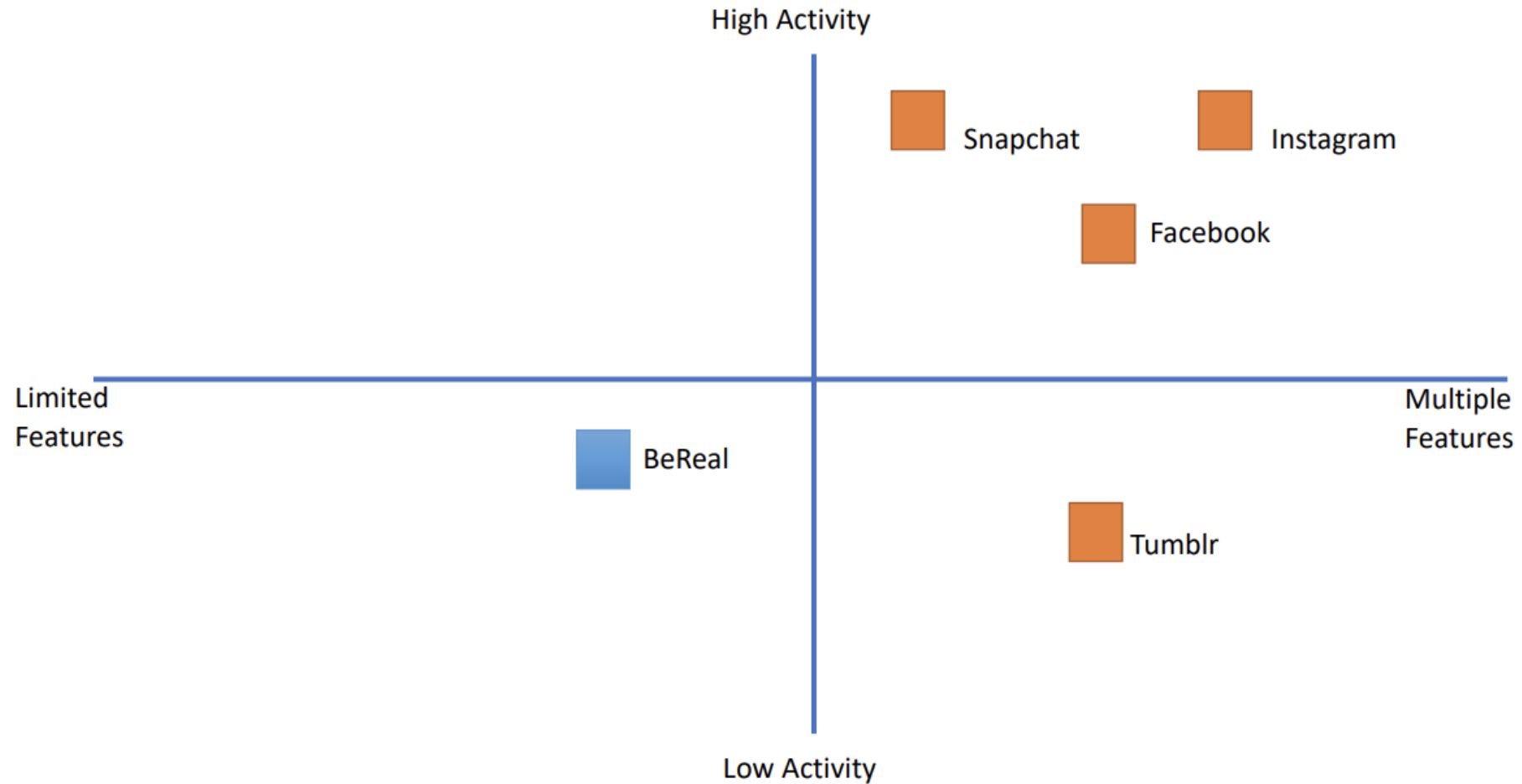


## Differentiating features of BeReal

- One photo per day
- Meant to display reality
- No filter options for photos
- Unexpected posting schedule
- Can not view posts till user posts
- Simultaneous front and back photo posts

Four key competitors consist of Snapchat, Facebook, Instagram, and Tumblr

# Perceptual Map

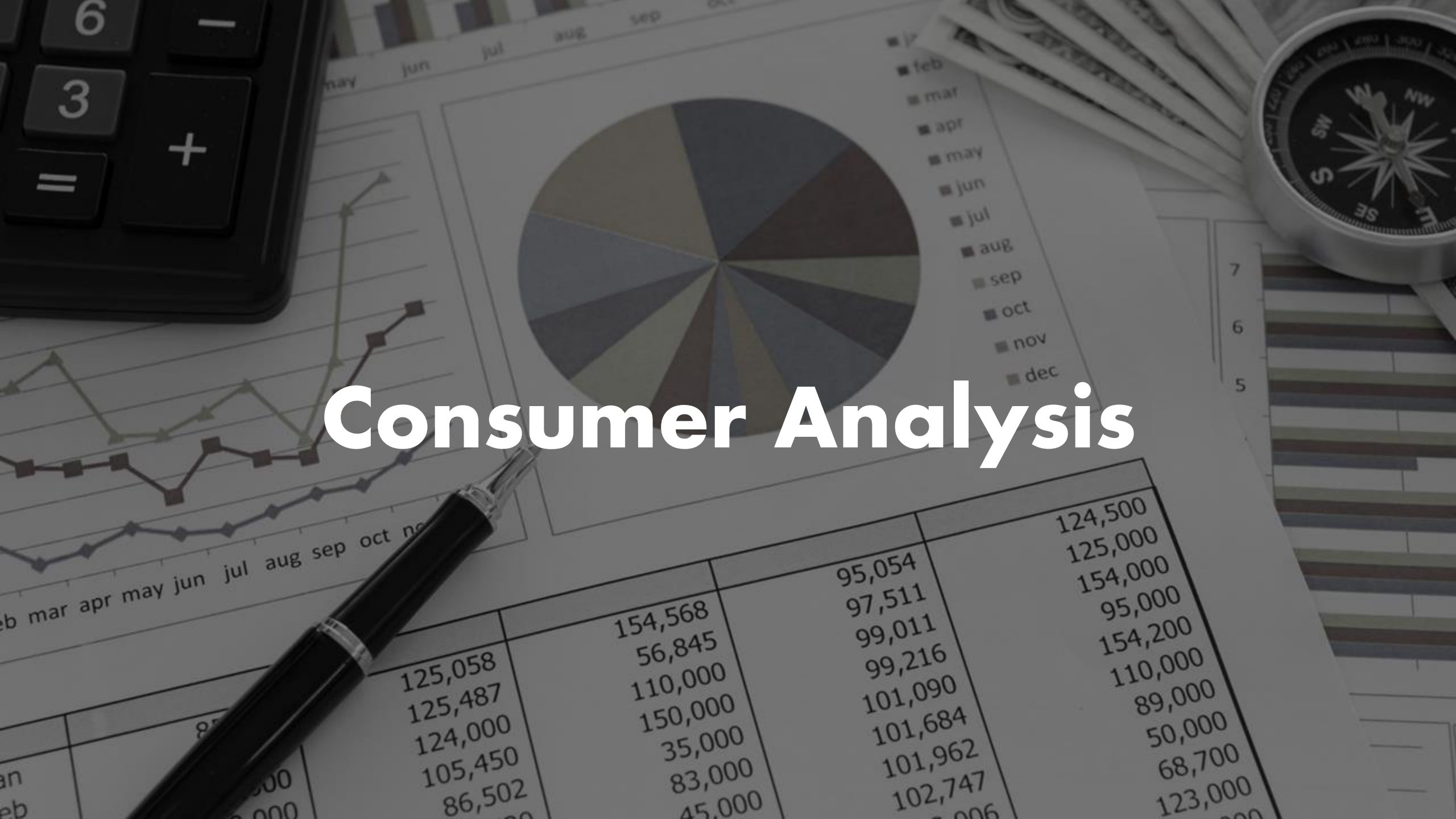


Attribute 1: Average amount of activity spent on app (Low vs. High)

Attribute 2: Limited/Multiple Features



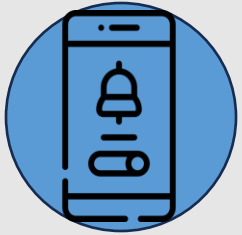
# Consumer Analysis



# Target Customer Segment

## College Students

Targeting consumers seeking to stay connected with hometown friends and new friends on college campus



Allows users to share what they are doing in that very moment



Only close friends who must request to follow you



Photo memory for what they did each day



Simple, quick, no competition, and easy way to check in with friends



BeReal helps maintain old and new relationships as it is a uniquely intimate social media experience that fosters authenticity.



# Meet Emily the College Student



## Demographics

- 18-year-old college student
- Little to no income
- Female
- UIUC
- Hispanic

## Personality Traits

- Extrovert
- Risk taker
- Amicable

## Background

- Large family
- Like to hang with friends
- Business major
- Works at Chipotle
- Very up to date with pop culture
- Loves shopping

## Goals/Motivations & Challenges

- Stay up to date with long distance friends
- Curious as to how other people spend their days
- Wants to use an app everyone is using
- She likes attention/letting people know what she is doing
- Wants to be able to look back on her memories
- Wants to be able to react to her friends post

## What can we do?

- This will help our persona maintain her goal of keeping long distance friendships and relationships
- This app will help Emily keep a memoir of all her memories
- This app will help Emily show interest in her friend's lives, even if she is not near them.

## Marketing Messaging

- With this app, you can keep connected with your long distance friends
- With this app, you can react on others posts and they can react to yours
- Keeps people socially aware
- See "real life" of your friend without filters and personal branding

# Target Customer Segment Travelers

Targeting consumers who are exploring the world and want to continue to keep everyone updated about their whereabouts.



STRENGTHENS  
COMMUNICATION BETWEEN  
FRIENDS WITH ABILITY TO  
COMMENT REACT



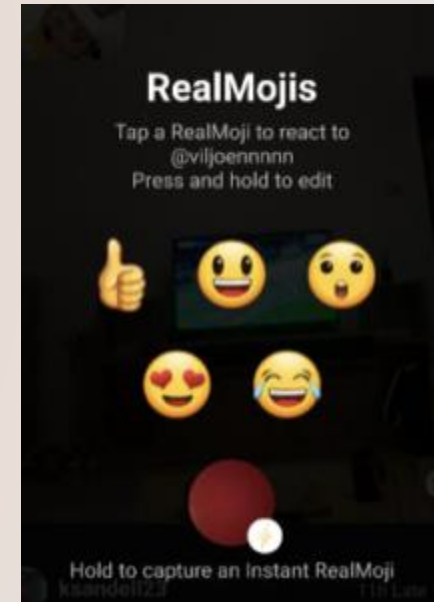
REAL TIME SHARING OF PHOTO  
WITH LOCATION AND CURRENT  
MUSIC PLAYING



LAYOUT AND UI/UX IS SIMPLE  
AND EASY



TIME OF POST TAKEN IS  
UNEXPECTED, INTERESTS  
FRIENDS



BeReal allows individuals to connect in real-time creating an experience unique to other social media platforms.

# Meet Shawn the Traveler



## Demographics

- 28-year-old
- \$80,000 per year
- Single
- Male
- Currently traveling around Europe

## Personality Traits

- Introvert
- He makes last minute decisions
- Adventurous
- Ambitious and hardworking

## What can we do?

- We want Shawn to learn more about our platform and how unique it is compared to other social media websites.
- He will discover the interesting features of being able to post on-time to show his friends and family where he is at the given moment.
- He will be able to communicate with all who post that day and inform individuals about upcoming activities and his current status.
- His friends will be able to comment and react to his posts showing Shawn that they have viewed his whereabouts that day.

## Marketing Messaging

- Share his whereabouts with his grad school friends
- Enjoys discovering new areas
- Dreamt of traveling the world
- Share the foods of different regions
- Saving pictures for photo album
- Connect to his friends and family members at hometown

## Goals/Motivations & Challenges

- Meet new people
- Share traveling experience
- Be able to add pictures to his photo album
- Stay updated with friends and family

## Background

- Currently unemployed
- Recent Graduate School Grad
- Speaks multiple languages
- Saved to travel since college
- Family orientated
- Curious about the unknown

# Target Customer Segment Searching for Connections

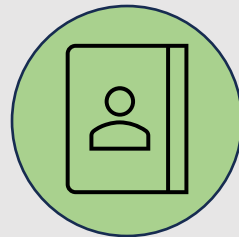
Targeting consumers seeking to expand their social circles in a new city after graduating from college or moving to a new place



Allows users to share their daily lives to their connections



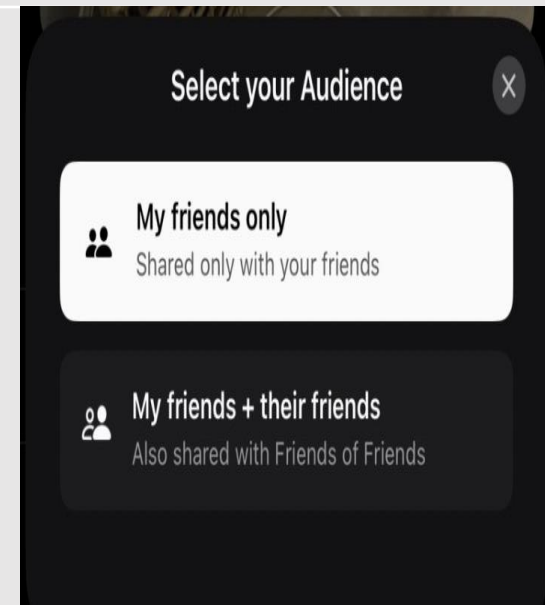
Showcase highlights through the Pin Feature



Connect with new people using the Friends of Friends Feature



React feature allows for easy communication between users



BeReal not only helps strengthen relationships with friends and family, but helps users meet new people through innovative features with the consumer in mind.

# Meet Max the New Grad Looking to Connect



## Background

- Any entry-level or medium level position, first real job
- Tight spender, but splurges on social events and self care
- Small/Medium family, some live in-state some are far away
- Healthy and balanced lifestyle on weekdays, looking to party on weekends

## Demographics

- Just graduated College, early/mid 20's
- Any gender identity
- Moved to a big city or big suburb town
- First job out of college, making around \$40-\$60k per year
- Middle/High class

## Goals/Motivations & Challenges

- Better connections with friends
- Finding new friends
- Conversation-starters with casual friends to make them closer
- Feeling like a part of a deeper community/close knit

## What can we do?

- Make them come out of their shell a little and interact with friends more often with BeReal
- Making them open to more frequent discussions and making new friends in a possible new city they moved to after college
- Encourage them to use the mutual friends feature to find a new circle or feel more comfortable with different groups of people

## Personality Traits

- Extrovert, very social and friendly
- Wants to form deeper and long lasting connections
- Wants a close-knit community of good friends

## Marketing Messaging

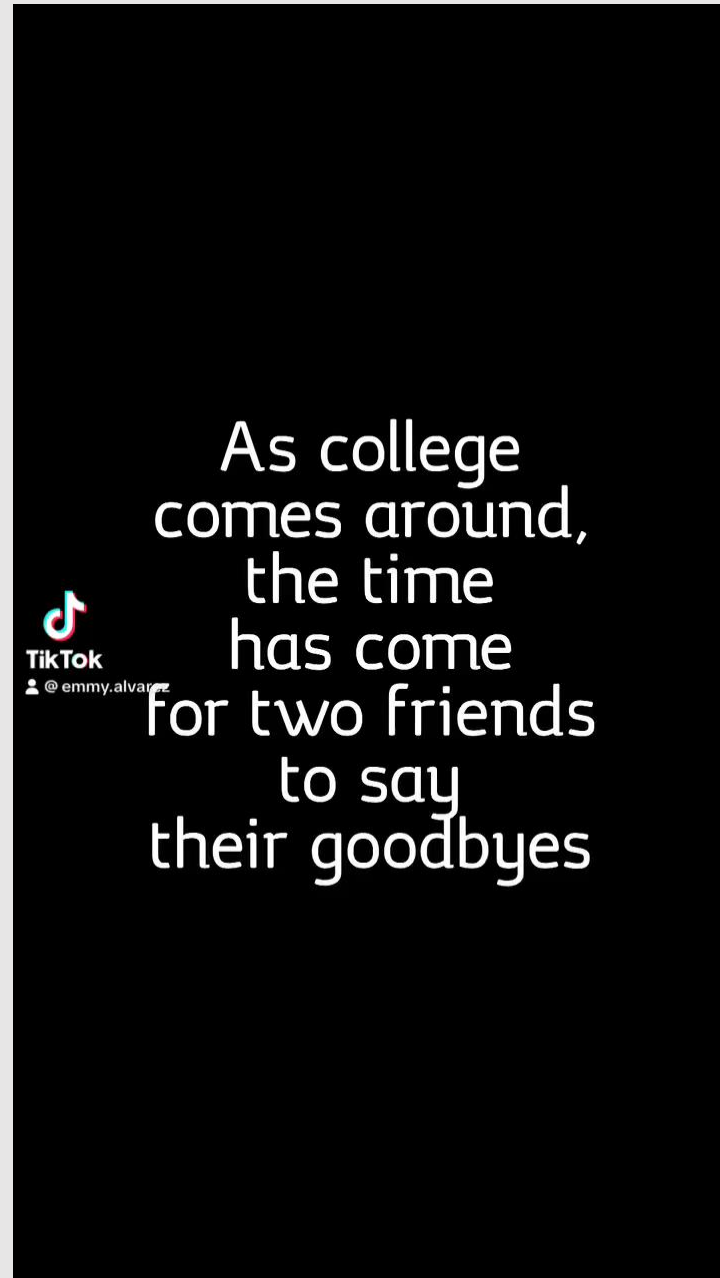
- Expanding their connections with BeReal's reaction feature to notify a friend you are thinking of them and encourage conversations
- Mutual friends feature, meet friends of friends and see their day to day life
- Understand your current friends on a deeper level- see how they go about their days too
- My persona will resonate most with both these features, it helps them to deepen current connections and form new ones to expand their circle



# Promotion Proposal



# TikTok #1: College Student



As college  
comes around,  
the time  
has come  
for two friends  
to say  
their goodbyes

## Emily's Advertisement:

- In this advertisement, we highlighted BeReal as the perfect companion for individuals like Emily who aim to maintain connections with friends from their hometown, even after relocating. Our focus revolves around college freshmen, acknowledging the emotional challenge of parting ways with old friends.
- With BeReal, the solution is simple—capture and share a moment each day at a random time, effortlessly staying connected and up-to-date with your cherished circle, regardless of the distance.



**TikTok #2: Traveler**

**BeReal**



# Traveler Shawn's Ad

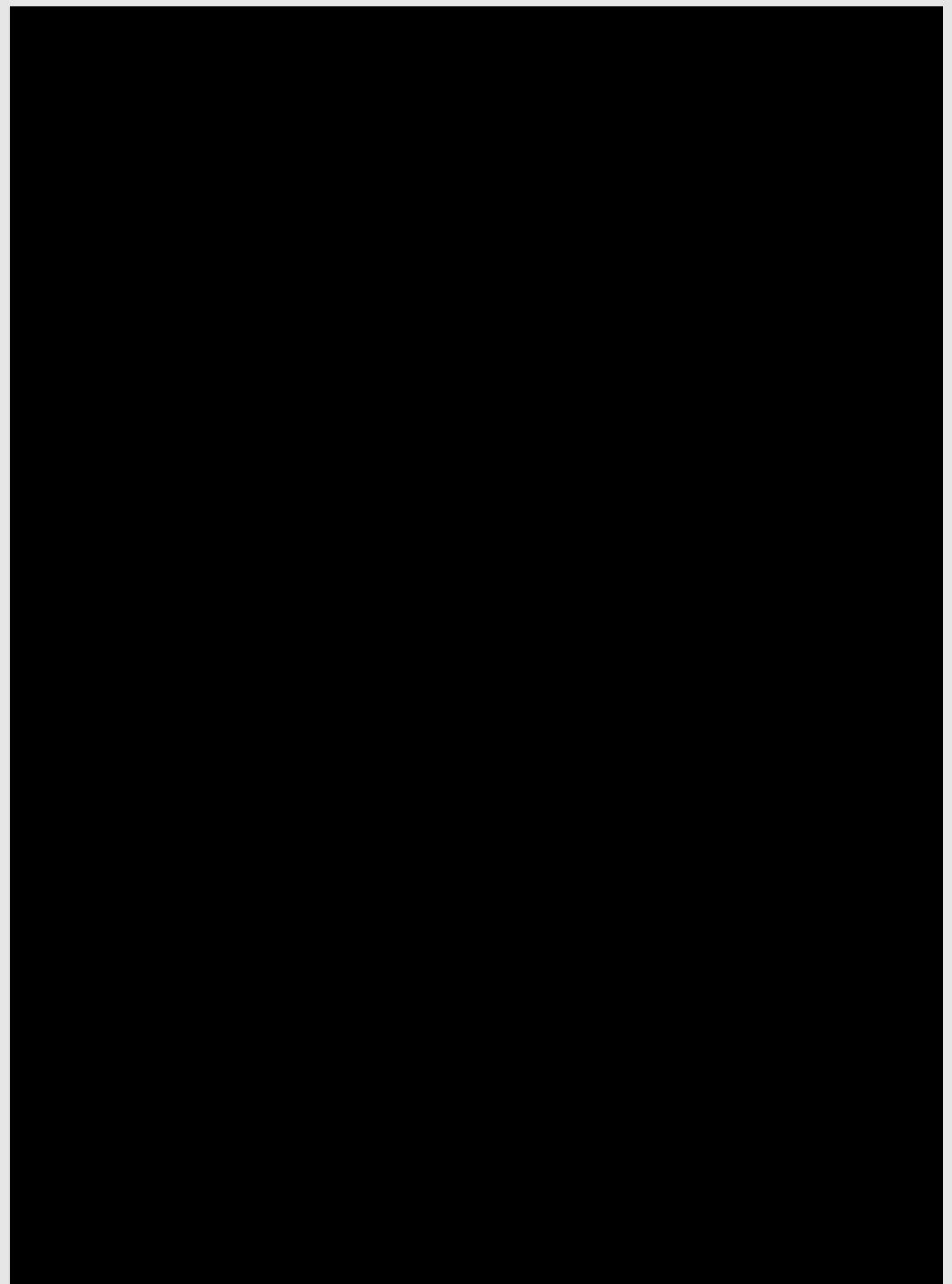
- **Facilitates Need Recognition Framework**
  - Increase Desired State through educating about possibilities
    - "Do you wish there was a way to stay connected?"
  - Decrease the Awareness Threshold
    - Including the notification sound in the ad to form familiarity of taking action to take a BeReal
  - Highlight the **Need of Love and Belonging**: 3rd class of Maslow's Hierarchy of Needs
- **Use of sensory cues** = Brand logo and sound logo
- **Increase Branding** = BeConnected and StayConnected Campaign

Product Attribute	Product Benefit	Customer benefits	Values
Notification, front and back camera	Share current "real" situation	Post and view situation with close ones	Belonging and connection





# **TikTok #3: New Graduate**



# Max's Advertisement:

- Appeals to multiple consumer groups, such as post-grad students, people moving to new cities, and new hires
  - "Don't be late, Just BeReal" creates urgency and a memorable end tagline for viewers to recall
  - Aesthetically pleasing visuals shot in Chicago
    - Displays relevance to viewers
- Highlights ease of use and benefits
  - The Ad showcases features such as React, Friends of Friends, and Pin to establish reasonable ways users can achieve their desired state



A man in a dark suit is seen from the back, holding a smartphone up to take a photo. The phone's screen shows a group of people. In the background, a woman with long dark hair in a green patterned top and another man in a suit are visible but out of focus. The scene appears to be an indoor social gathering.

**Thank you!**