

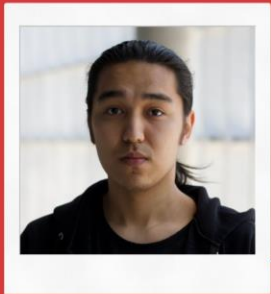
FALCON AD



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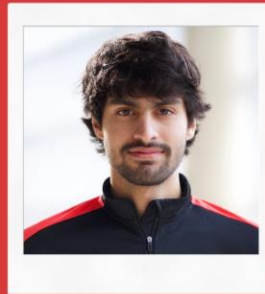


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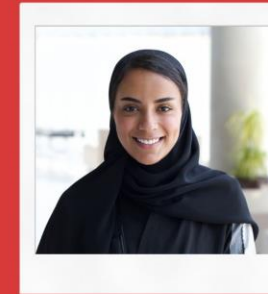
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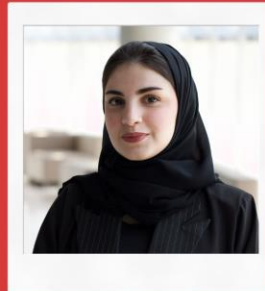
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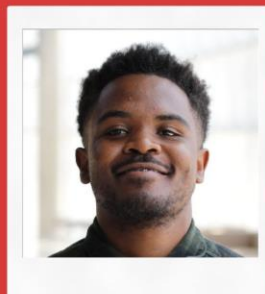
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1. Executive Summary

In this document, we outline a six-week campaign for Fujifilm aimed at increasing its brand recognition and market share in Qatar. Through surveys, interviews, and secondary research, we discovered that although Fujifilm offers a wide range of highly innovative cameras, most people do not perceive it as a professional brand. Instead, Fujifilm is often viewed as suitable only for old-school enthusiasts. This campaign will highlight and communicate Fujifilm's ability to blend vintage appeal with high capabilities, demonstrating that Fujifilm is the perfect choice for photography enthusiasts looking to take their photography to the next level.

2. Situation Analysis

2.1 PESTLE Analysis

1.1 Political Analysis

Qatar's political environment is characterized by its stability and strong international relations, which is marked by the country's significant role in regional diplomacy and the presence of U.S. military bases. This environment is acknowledged to provide a degree of stability and protection, which can be advantageous for businesses like Fujifilm looking to operate and market in the region. The strategic partnership between Qatar and the United States, for example, enhances the political and economic stability of the region, making it a favorable environment for investment and growth. (The Peninsula, 2023)

1.2 Economic Analysis

Qatar's high Gross National Income per capita (World Bank Open Data, 2024), positions it as a lucrative market for premium products like Fujifilm cameras. In addition, the infrastructure developed for the FIFA World Cup, such as enhanced accommodations and transport systems, has provided a sustainable foundation for consumer markets. This infrastructure development is expected to boost economic activities, including retail and leisure, which all heavily intersect with photography consequently benefiting the Fujifilm brand.

1.3 Social Analysis

Qatar's ethnically diverse population and its efforts to project a more open image enhances its appeal as a cosmopolitan destination. This diversity is crucial for Fujifilm, as it allows for targeted marketing strategies that cater to various cultural backgrounds and preferences. With a growing interest in digital content creation and social media among the Qatari population, (Kemp, 2022) Fujifilm can promote its cameras as tools for creating high-quality content, tapping into the lifestyle and aspirations of a younger, tech-savvy audience.

1.4 Technological Analysis

Qatar's robust digital infrastructure and high internet penetration, reaching nearly 99% of the population, provide an excellent platform for Fujifilm to engage with customers online, leverage e-commerce for sales, and utilize social media for marketing efforts (Kemp, 2022). In addition the market's openness to new technology can be advantageous for launching advanced camera models and photography technologies, appealing to tech enthusiasts and professional photographers.

1.5 Legal Analysis

Qatar's legal framework, which incorporates both civil and Islamic law, is a significant factor of consideration and which is essential for Fujifilm to adhere to for a successful campaign. This includes meeting the advertising standards, consumer protection laws, and respecting cultural sensitivities in all our marketing content.. It's essential that all marketing content respects cultural sensitivities and adheres to these standards to avoid legal repercussions (Ministry of Commerce and Industry, 2024).

1.6 Environmental Analysis

We will consider incorporating sustainability in our Fujifilm campaign to ensure it aligns with Qatar's focus on sustainable development, possibly highlighting environmental-friendly features of the brand as well. For instance, making sure our posters are environmentally friendly or connecting “our redefine your photography journey” campaign with a sustainability themed ad campaign will satisfy the environmental approach the country presents (Qatar Government Communications Office, 2024).

2.2 Market Analysis

The Qatar Digital Camera Market is expected to expand from 2023 to 2029, fueled by the rising demand for high-quality video content by social media users. This demand is leading to continuous investment by manufacturers in developing innovative cameras to cater to customer needs (6Wresearch, 2024).

The digital camera market in Qatar features a range of key players including Canon, Nikon, Sony, Fujifilm, Panasonic, Olympus, Leica, and Samsung. These companies are continuously investing in advancements to ensure high-quality images and videos, thereby shaping the market's development (6Wresearch, 2024). In terms of products, non-reflex cameras, known for their compact size and embedded smart features, are

predicted to gain market shares in the coming years, driven by increasing customer demand for such cameras. Further, the adoption of mirrorless cameras is increasing due to their compactness and superior image stabilization, offering new opportunities for market growth (6Wresearch, 2024).

The Qatari digital camera e-commerce market was predicted to reach US\$1.4 million by 2023, accounting for 52.3% of the camera e-commerce market in Qatar (ECDB, 2022). However, it is expected to experience a decline over the next few years. Nevertheless, the online share of the total Digital Cameras market in Qatar is significant (50.6%), which indicates an openness towards online retailing in this sector (ECDB, 2022).

2.3 Competitive Analysis

Fujifilm's competitiveness in the Qatar market spotlights major competitors like Canon, Nikon, Kodak, and Sony. By examining their media strategies, target demographics, flagship products, and media budgets, we can extract valuable insights into Fujifilm's standing in the Qatari market.

3.1 Main Competitors

Canon: As a global leader in imaging solutions, Canon competes directly with Fujifilm, offering a diverse range of cameras, lenses, and imaging accessories (Laricchia, 2023). Canon holds a significant market share of 46.5% among leading digital camera manufacturers worldwide by sales volume (Nikkei, 2023).

Nikon: Known for precision and innovation, Nikon is a formidable main competitor, particularly among professional photographers seeking advanced technology. Nikon's market share among leading digital camera manufacturers worldwide is 11.7% (Nikkei, 2023).

3.2 Secondary Competitors

Sony: With a focus on immersiveness and cutting-edge camera technologies, Sony is a notable secondary competitor, shaping the competitive landscape for Fujifilm. Sony holds a substantial market share of 26.1% among camera manufacturers worldwide (Nikkei, 2023).

Kodak: Renowned for its emphasis on film photography and strategic partnerships, Kodak stands as a significant secondary competitor to Fujifilm in Qatar.

3.3 Competitors' Media Budget and Strategies

Canon strategically capitalizes on its global brand presence, utilizing widespread recognition to bolster its position. In contrast, **Nikon** takes a more technical route, investing significantly in showcasing its technological prowess through educational content and technical demonstrations.

Sony distinguishes itself through immersive storytelling, creating captivating narratives that resonate with the audience on a deeper level.

Meanwhile, **Kodak**, on the other hand, adopts a unique strategy by tapping into nostalgia, connecting emotionally with consumers, and forging strategic partnerships to enhance its market influence.

3.4 Competitors' Media Budget

Canon maximized its extensive global reach with a strategic allocation of less than \$100 million in advertising across digital and print platforms last year. The brand's focus on premium ad units extended across over 50 Media Properties, encompassing a diverse range of media formats (MediaRadar, 2024a).

Nikon, dedicated to showcasing technical expertise and delivering educational content, invested under \$100 million in digital and print advertising last year. Emphasizing premium ad units, Nikon effectively reached audiences through placements on over 250 Media Properties across various media formats (MediaRadar, 2024b).

Sony adopted a dynamic online strategy, allocating a substantial \$2.67 billion in advertising during the 2022 fiscal year (Laricchia, 2024). With an annual spend exceeding \$100 million across digital, print, and national TV, Sony prioritized premium ad units, engaging audiences through placements on over 250 Media Properties across multiple formats (MediaRadar, 2024c).

Kodak, known for its nostalgic advertisements and sponsorships, allocated \$15 million on promotional activities, including digital and traditional advertising across major media channels last year (DCF.FM, 2024).

To differentiate itself, **Fujifilm** must distribute its media budget across diverse channels for effective market competition. With an advertising spend of less than \$100 million in digital and print last year, Fujifilm, while currently not investing in premium ad units, reached audiences through placements on over 100 Media Properties across various media formats (MediaRadar, 2024d).

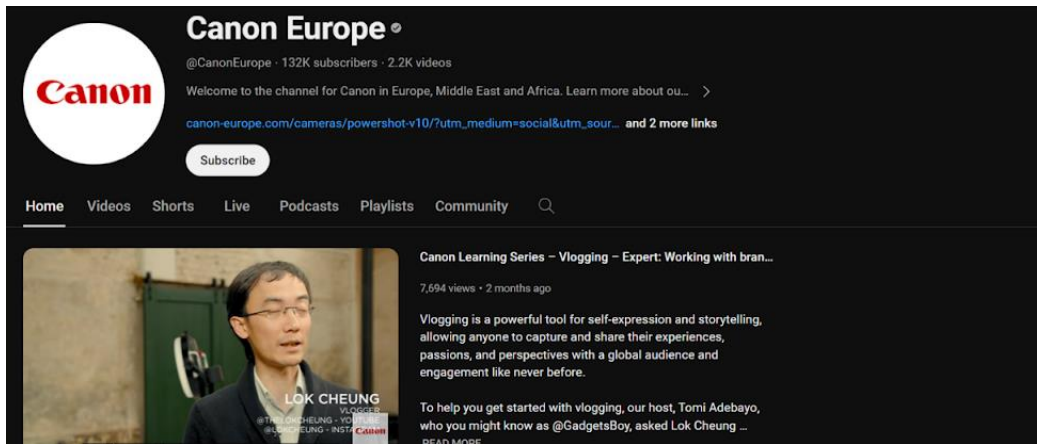
3.5 Competitors' Media Channels

Canon: In terms of advertising, Canon chooses all types of traditional media as well as digital platforms using platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn to provide users with engaging and visually appealing content related to photography, imaging, and storytelling. With official accounts for CanonAsia, Canon Europe, and Canon USA, to mention a few, Canon has also adopted a specialized strategy for its media channels.

Nikon: Nikon's advertising campaigns reach a wide audience through print media, TV, and online channels. Nikon leverages social media platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. Nikon has multiple social media accounts for different regions and uses different sets of influencers to handle those accounts to maintain a great platform to display the camera's high-quality and versatile features.

Sony: Sony employs a pull strategy, favoring TV advertising along with other channels such as newspapers, billboards, magazines, and web marketing to attract customers. Additionally, the company leverages social media platforms like Facebook, Twitter, Instagram, YouTube, and LinkedIn, with region-specific accounts (Brand Vision, 2024).

Kodak: Kodak maintains an active presence on various social media platforms, including Twitter, Facebook, YouTube, and Instagram, with a notable focus on the latter as its most active channel. The company also utilizes a combination of digital and TV to run commercials and film medium campaigns.



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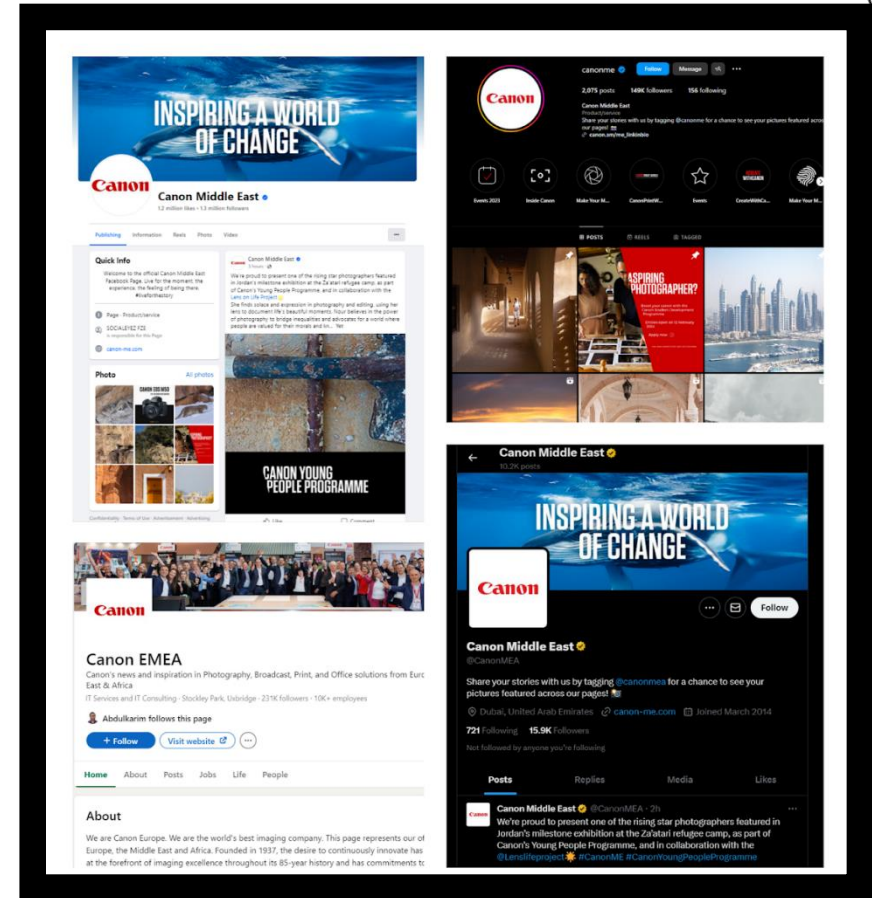
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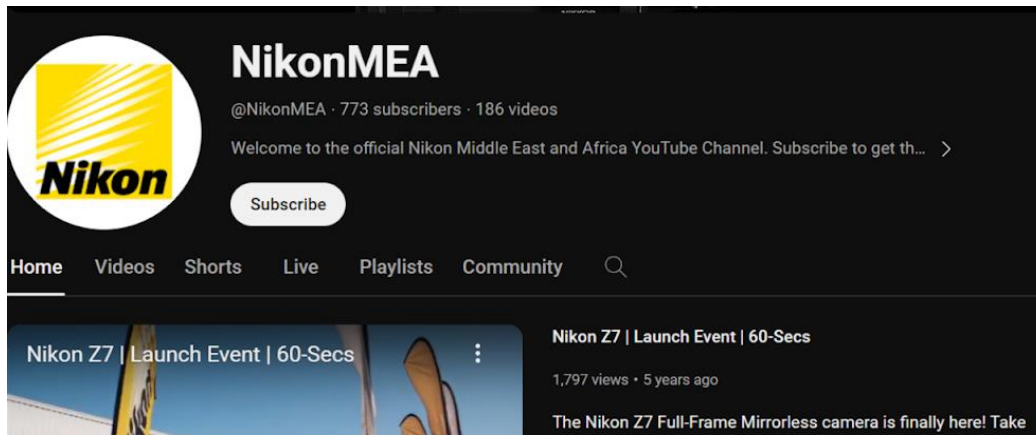
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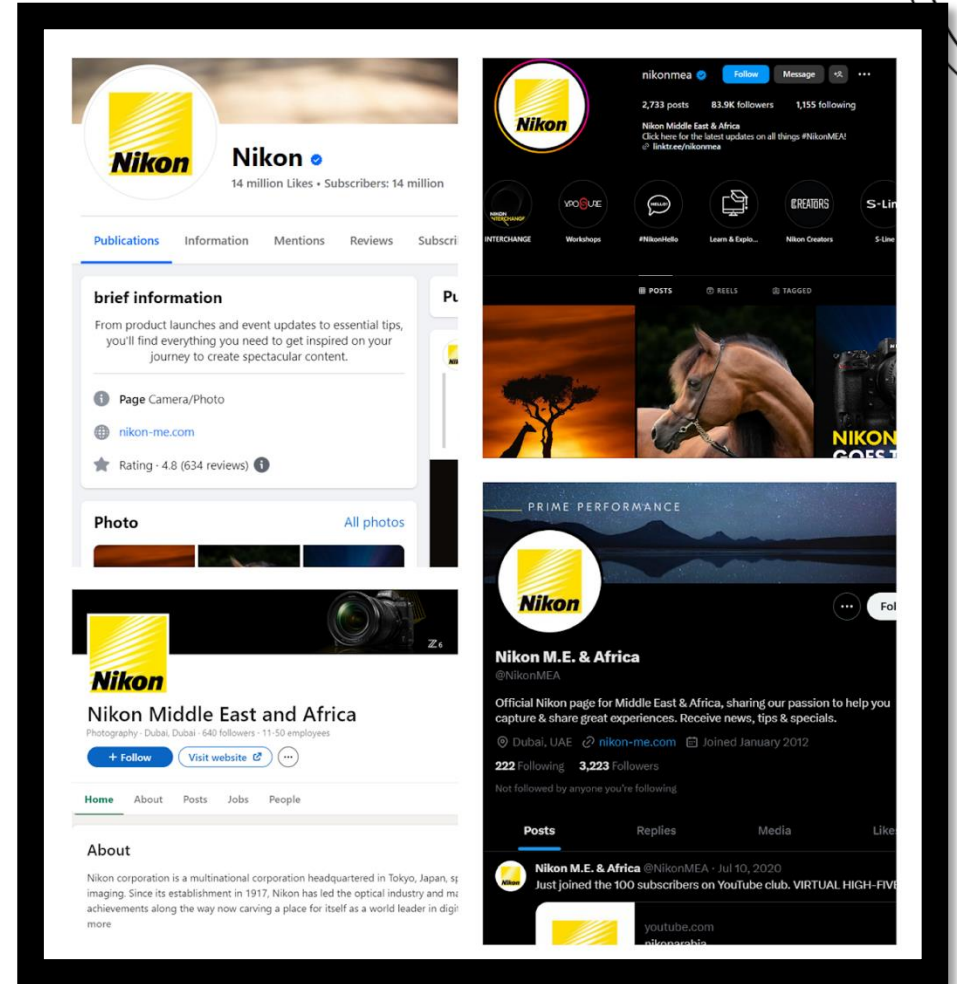
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About
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3.6 Competitors' Target Audience

An analysis of competitors' target audiences illuminates segmentation within Qatar's photography and imaging market.

Canon casts a wide net, aiming to capture a **broad** consumer base that values reliable and versatile imaging solutions. This approach positions Canon as a go-to choice for individuals ranging from casual photographers to professionals, emphasizing the universal appeal of its products.

In contrast, **Nikon** hones in on a more specific demographic—**photography enthusiasts** who seek advanced technical features and capabilities. By tailoring its messaging and product offerings to this group, Nikon establishes itself as a brand synonymous with innovation and excellence in the eyes of photography enthusiasts.

Sony, recognizing the preferences of the tech-forward generation, aligns its target audience with those who seek cutting-edge technology and immersive experiences. By focusing on this demographic, Sony positions itself as a **trendsetter** in the industry, catering to consumers who prioritize innovation and the latest advancements in imaging technology.

Kodak takes a unique approach by targeting individuals driven by **nostalgia**, capitalizing on the emotional connection people have with the brand and its historical significance. This deliberate strategy seeks to resonate with consumers who value a sense of tradition and heritage in their imaging choices.

In navigating the competitive landscape, Fujifilm must carefully strategize to position itself within this diverse audience spectrum. Whether by emphasizing reliability, technical innovation, emotional connection, or cutting-edge technology, Fujifilm can carve out its unique space in the Qatar market by aligning its offerings with the preferences of its consumer segments.

3.7 Competitors' Top Products in Qatar

An examination of competitors' top products in the Qatar market reveals a wide range of options, each contributing to the diverse landscape of imaging solutions.

Canon: Canon asserts its dominance with a diverse product range, featuring well-known digital cameras like the Canon EOS series which includes the popular Canon EOS 5D Mark IV, Canon EOS 6D Mark II, and Canon EOS Rebel T7i known for their reliability and versatility. Additionally, Canon's professional-grade lenses and high-quality printers further solidify its comprehensive presence in the market.

Nikon: Nikon stands out for its commitment to precision, with flagship products such as the Nikon D850 and Nikon D7500 DSLR cameras, celebrated for their exceptional image quality and advanced features. Nikon's versatile range includes high-performance lenses and compact cameras, catering specifically to the needs of photography enthusiasts seeking top-tier equipment.

Sony: Sony's innovative strength is evident in products such as the Sony Alpha series mirrorless cameras, known for their cutting-edge technology, autofocus capabilities, and exceptional video performance. Sony's commitment to pushing the boundaries of imaging technology positions it as a key player in the market.

Kodak: Kodak, with a nod to its legacy, emphasizes film photography with products like the Kodak Ektar 100 film and Kodak Professional Tri-X 400 black-and-white film. This strategic focus on film resonates with consumers seeking a nostalgic, analog experience in the digital age.

2.4 Product Analysis

Fujifilm has structured its product line-up in Qatar to suit the various photography enthusiasts, emphasizing technological innovation combined with artistic freedom. For instance, this concept is best illustrated by the “Wonder Showroom” of Fujifilm in Doha which acts as a creative center where they showcase their latest products along with room for experimentation and interaction associated with photography.

The Fujifilm **X-T30II Mirrorless Digital Camera** is one of the flagship products in their lineup, known for its compact design, advanced imaging capabilities, and ease of use. This camera represents Fujifilm’s reputation for quality and versatility, which features high-resolution still images and 4K video recording, making it a favorite in the market among both amateur users and professionals undertaking their daily activities in Qatar. With a price of 4499.00 QR, the X-T30II’s features include standing out at 26.1M APS C X Trans BSI CMOS Sensor with exceptional image quality. The camera has a 2.36m-Dot OLED Electronic Viewfinder, a tilting touchscreen LCD image, and an autofocus system with about 425 phase-detection points.

Fujifilm’s product strategy in Qatar is also well reflected with their **Instax** line which has been one of the company’s best-selling products. The attention of the younger demographic to instant photography is addressed by Instax cameras and printers as they combine nostalgia for Instamatic film with modern features. These products are well received by customers who want a fun and vintage experience that produces instant physical

prints. Fujifilm reported a significant increase in revenue and operating income, with the Imaging segment doubling its operating income compared to the previous year, largely thanks to the strong sales of the Instax series (Fujifilm, 2023).

Beyond the cameras, Fujifilm Qatar's product ecosystem extends to many lenses and photography accessories that target various shooting styles. This provision of professional-grade lenses and accessories becomes an indication that Fujifilm wants to become a one-stop shop for photographic equipment in Qatar, providing the right gear for professionals and casuals alike who need high-performance tools for their specified purposes. Other measures taken by Fujifilm Qatar that reveal their dedication to fostering a photographic culture in the region are workshops, seminars, and competitions organized together with local photography clubs and organizations. These programs besides serving as an effective channel for learning and development enable Fujifilm to directly interact with its potential consumers in Qatar, and collect feedback from them regarding the company's services and consumer preferences (Marson, 2018).

The product strategy that has been chosen by Fujifilm for Qatar is quite complex. It has a wide variety of high-quality imaging technology, with various models of cameras, lenses as well and accessories in the market which target both amateur and professional photographers. Fujifilm's most popular products are the X-T30II and Instax series highlight not only technological innovation but also artistic creativity, which could potentially make it a favored brand among photography lovers in Qatar.

2.5 Company Analysis

Originally Dainippon Celluloid Co., Ltd., Fujifilm started in 1933 at the Ashigara factory, becoming Fujifilm in 1934. It expanded into film, X-rays, and optical glass. Post-WWII, it introduced FUJI COLOR FILM and ventured into electronics, creating Fuji Xerox Co., Ltd., and the

NEOPAN Series. In the 1970s Fujifilm is on a mission to drive business innovation by continuously pushing the boundaries of what's possible. Fujifilm's dedication to providing outstanding products, services, and solutions empowers businesses to thrive (Fujifilm Business Innovation Hong Kong, n.d.). By optimizing customers' business processes across all work environments, Fujifilm enables greater efficiency and effectiveness. They implement workflows that facilitate the seamless sharing of information and knowledge, empowering customers to leverage their organizational strengths fully. Innovation isn't just a goal at Fujifilm; it's their commitment to helping businesses succeed and grow (Fujifilm Holdings Corporation, 2021). Fujifilm's values are deeply rooted in utilizing cutting-edge technology to produce top-quality products and services, contributing to the advancement of culture, science, technology, and industry, and improving health while protecting the environment. Their positioning is dedicated to sustainability and corporate social responsibility, utilizing their proficiency in imaging, healthcare, and high-tech sectors to provide unmatched value to customers and society (Fujifilm Holdings Corporation, 2023a). Through ongoing innovation, they develop new technologies, products, and services that serve as a source of inspiration and excitement for people worldwide, aiming to empower the potential and enhance the possibilities for future businesses and lifestyles. Since its inception in 1934, Fujifilm has leveraged its core technologies to diversify into pharmaceuticals and cosmetics, embracing digitalization and societal needs. The company's strategic acquisitions and innovation have fostered expansion into new markets, including digital imaging and Bio CDMO, reinforcing its industry leadership (Fujifilm Holdings Corporation, 2023b).

5.1 Technologies for a competitive advantage

Fujifilm has focused on eco-friendly and energy-saving technologies, including advanced optics and material chemistry, to produce high-quality functional films and products (Fujifilm Holdings Corporation, 2023b). Their expertise in precision imaging and coating technologies supports their robust manufacturing capabilities. Diversifying into areas like ultrasound diagnostics, life sciences, AI, and cloud services for healthcare, Fujifilm continues to drive market leadership and societal value, reinforcing its growth and competitive edge.

5.2 Key technologies and products

Fujifilm has been a trailblazer in introducing pioneering technologies to the market. Notable milestones include the development of the world's first digital X-ray diagnostic imaging systems in 1983, the introduction of the recyclable one-time-use camera, and the release of the fully digital still camera. Additionally, the company's foray into the Bio CDMO business and the pharmaceuticals market has further strengthened its influence on society and industries.

5.3 Company opportunities

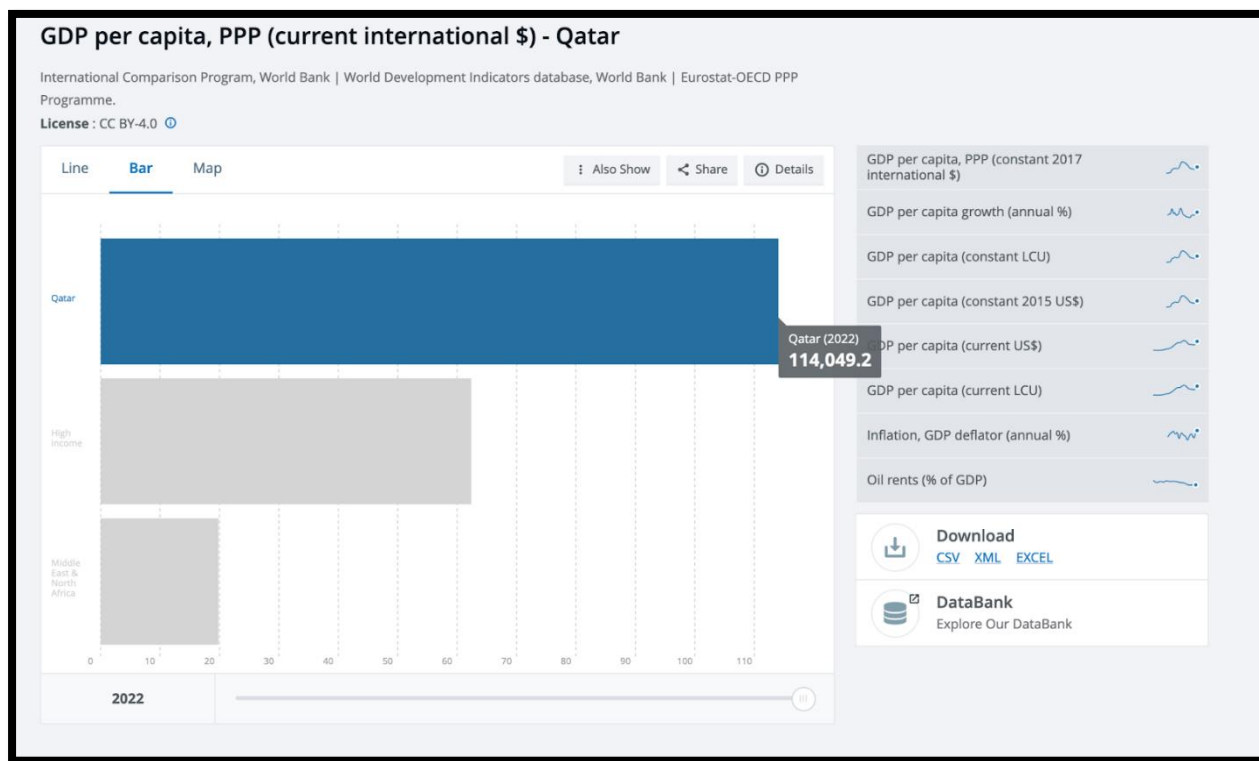
Fujifilm aims to innovate and expand its presence in imaging and photography by developing new camera technologies, lenses, and imaging-related products (Fujifilm North America Corporation, 2023). In the medical imaging field, the company provides solutions and seeks further advancements in medical imaging technologies and healthcare solutions (Fujifilm Healthcare Americas Corporation, n.d.). Additionally, Fujifilm can continue offering document management, printing, and office solutions in the document sector (Fujifilm Business Innovation Singapore, 2023). Moreover, the company can explore aligning its business strategies with environmental sustainability by developing eco-friendly products, adopting sustainable practices, and addressing environmental challenges (Fujifilm Holdings Corporation, 2023).

2.6 SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Offers cost-effective, user-friendly cameras in Qatar which appeals to photography enthusiasts and beginners. • Fujifilm's blend of vintage style and high-tech features captures niche appeal in Qatar, leveraging 'value from innovation' for competitive advantage. • Fujifilm's reputation for quality and innovation enhances market entry and consumer loyalty. • Fujifilm's commitment to operational efficiency and consistent revenue position it as a resilient market player 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Fujifilm's limited brand awareness in Qatar restricts its market presence and growth potential. (Primary research to confirm) • Fujifilm Qatar's social media engagement is low on popular platforms like Instagram and Twitter (inactive, last post in 2016)
<p>Opportunities</p> <ul style="list-style-type: none"> • Fujifilm's appeal in Qatar's social media-driven market with user-friendly, high-quality cameras targets the growing photography community. Leveraging social media influencers and embracing these trends can be a key strategy for Fujifilm to effectively tap into this market. • Qatari customers are increasingly favoring high-end products, offering Fujifilm a prime opportunity. With rising incomes and a preference for premium electronic goods, there's a positive outlook for Fujifilm, leveraging its strong brand recognition and previous positive customer experiences to potentially boost profits. • As photography grows in the MENA region, the demand for digital cameras is rising (The Insight Partners, 2021). Fujifilm can seize this opportunity in Qatar by focusing on lightweight, high-quality cameras, and utilizing social media influencers to appeal to the market's evolving preferences. 	<p>Threats</p> <ul style="list-style-type: none"> • The rise of smartphones in photography significantly threatens Fujifilm by diminishing sales of standalone cameras and related equipment, with the challenge heightened by the competition from premium smartphones and the high cost of digital cameras. • Very high competition from market giants such as Canon and Sony, which can gain consumers' loyalty as they are more popular, unlike Fujifilm. When conducting a GoogleTrends comparison, it is shown that in the last 3 months in Qatar, Fujifilm is ranked the lowest compared to Canon and Sony (Appendix 1). • AI technologies like Midjourney and OpenAI's DALL.E, capable of creating realistic images, might reduce dependence on traditional photography thus affecting Fujifilm's photography products.

2.7 Consumer Analysis

The population of Qatar is predominantly made up of high-income segments. According to the (World Bank, 2023), GDP per Capita stood at \$87,661 in 2022, ranking 5th highest globally. In addition, Qatar's unemployment rate was one of the lowest in the world at 0.1% (Williams, 2023). These factors combined suggest an availability of a high purchasing power.



According to national census numbers provided by (State of Qatar Open Data, 2023), as of November 2023, the population between ages 15-24 was 311, 015 representing 12% of the total population, and those between 25-34 made up 28%. While those between 35 and 44 made up 29% of the population. Such a large young population can present opportunities, given that young demographic preferences and behaviors drive significant changes in consumer trends.

Qatar Monthly Statistics Population By Age Group

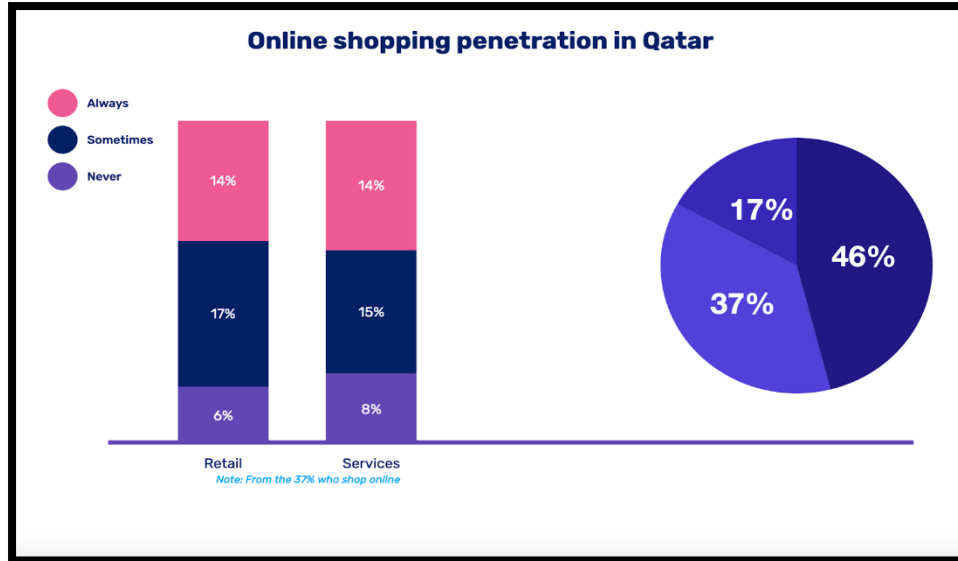
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Information Table Analyze Export API

Month	15 أقل من 15 - less than 15	15-24	25-64	65 فأكثر - more than 65
1 November 2023	425,231	331,015	2,285,323	43,338
2 October 2023	423,988	328,249	2,289,430	43,420
3 September 2023	420,732	325,162	2,268,923	42,690
4 August 2023	400,937	320,787	2,206,420	41,293
5 July 2023	290,727	290,146	2,083,704	39,395
6 June 2023	294,516	287,663	2,034,520	39,333
7 May 2023	413,556	320,676	2,224,590	42,959
8 April 2023	409,424	316,566	2,187,248	43,023
9 March 2023	412,852	319,908	2,228,069	44,240
10 February 2023	412,601	318,967	2,208,170	42,893
11 January 2023	410,431	320,177	2,181,614	42,725
12 December 2022	396,966	318,414	2,151,378	42,376
13 November 2022	371,104	309,310	2,171,159	39,772
14 October 2022	414,039	315,886	2,249,247	40,908
15 September 2022	409,265	308,804	2,226,921	40,039
16 August 2022	403,882	306,012	2,188,814	39,092
17 July 2022	299,894	273,870	2,047,557	36,990
18 June 2022	307,295	268,950	2,043,143	37,945
19 May 2022	402,365	285,924	2,123,962	40,635
20 April 2022	387,221	279,933	2,064,898	41,546

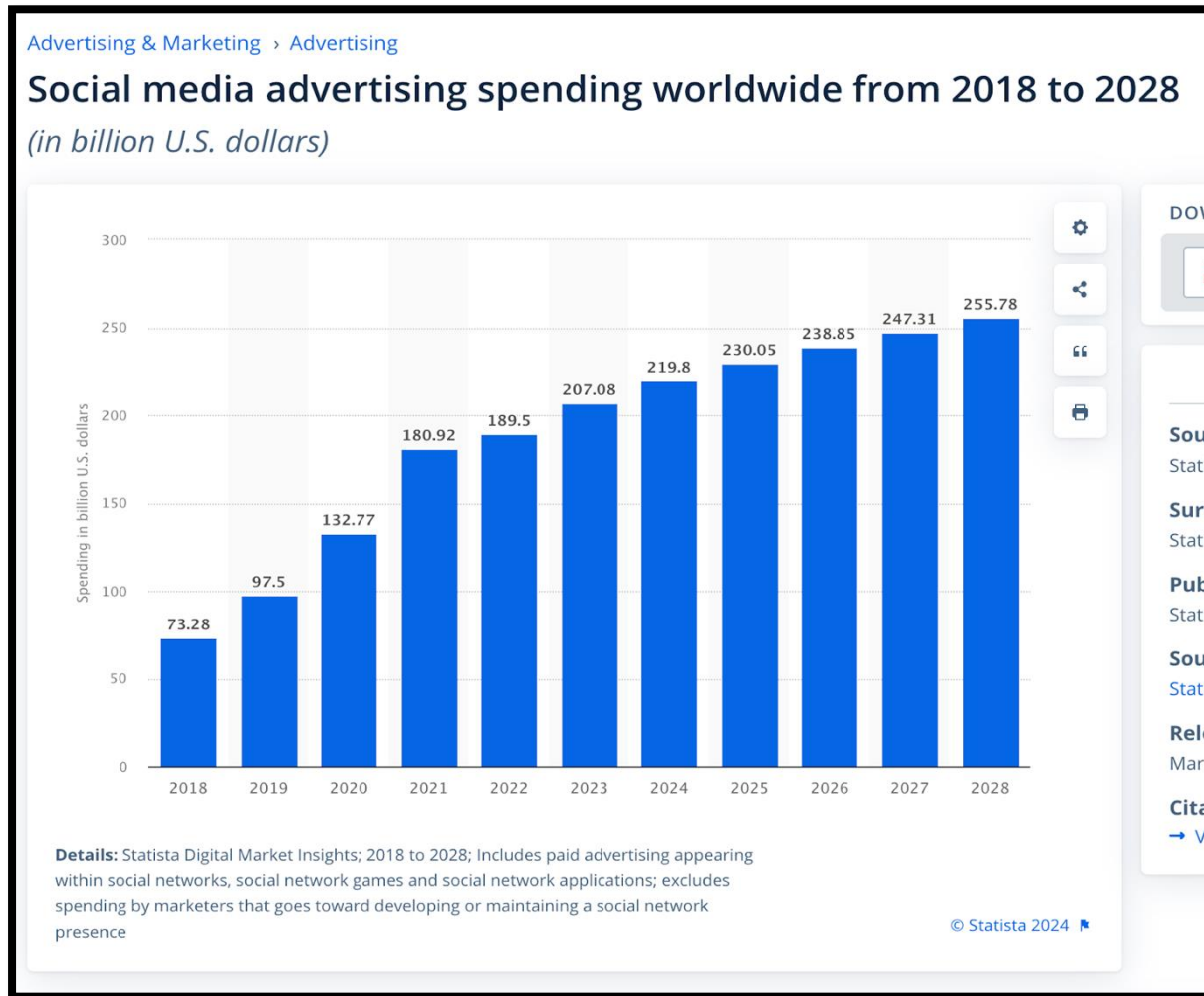
While the GDP per Capita is high, the high population of low-income migrant workers is a significant consideration. According to the International Organization for Migration, Indian migrants make up 21.7% of the total population in Qatar 700,000 followed by Bangladesh and Nepal at 12.5%, with 400,000 migrants each. Other migrants include Kenyans 30,000, making up 1%, and Pakistan 180,000, making up 5% of the total population. A critical question is whether the spending habits of migrants match those of typical high-income nations or do they match their home countries' spending habits. Our primary research is expected to answer this question.

Regarding consumer behavior, we compare existing online shopping preferences with in-person shopping. According to the Qatar Ministry of Communications and Information Technology, their e-commerce report indicates that at least 54% of the population is willing to make online purchases, and 37% of the total population has made an online purchase within the past 12 months (MCIT, 2019). This suggests that a sizeable population of consumers are willing to make purchases online. However, 46% indicated they have not made any purchases online and indicated they have no future plans to do so either. This is a critical consideration in our consumer analysis, noting that the consumer has a split preference between online and in-person shopping.



According to Statista, global social media ad spending was 203 billion USD in 2023, and it was further projected to hit 255 billion by 2028, making social media a significant medium for businesses and consumers (Dencheva, 2023). This compelled us to analyze the prevalence of social media in Qatar. Datareportal indicates that in 2023, Facebook users in Qatar were 1.95M, YouTube at 2.62M, Instagram at 1.1M, TikTok at 2.14M, and Snapchat at 0.975M.

Given the volume of global social media ad spend, these numbers suggest a high social media presence among the population and potential businesses to market their products (Kemp, 2023).



2.8 Primary Research

8.1 Interview

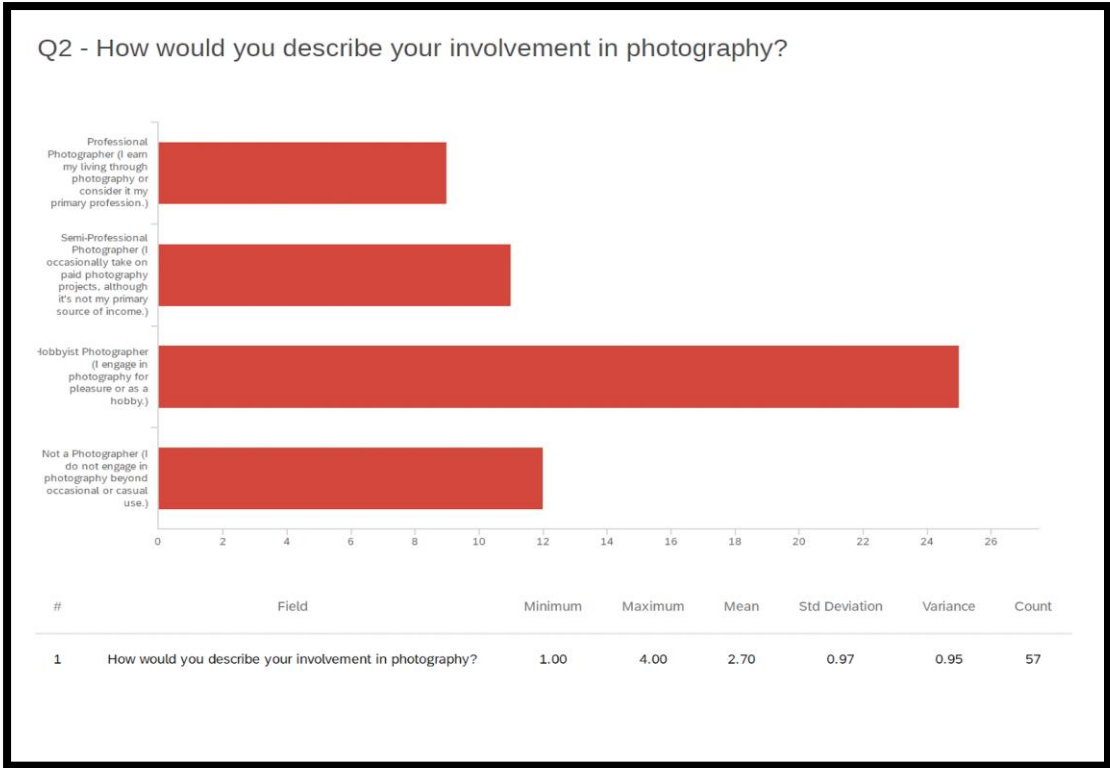
We conducted interviews with six individuals; 3 males and 3 females, based in Doha whose profiles included hobbyists, semi-professionals and professionals. The participants expressed the following sentiments during the interviews:

- There is a noticeable lack of local training and educational resources specifically tailored for Fujifilm equipment. This includes a scarcity of YouTube tutorials and beginner guides which makes it difficult for Fujifilm users to fully master their equipment.
- Respondents highlighted the absence of a community like platform for Fujifilm users, which limits opportunities for collaboration, mentorship, and idea exchange within the photography community.
- When it comes to hobbyists, they indicated that Fujifilm cameras are perceived as expensive and for those starting a photography career, additionally there was a perceived additional costs associated with scarcity of compatible accessories such as lenses.
- Some respondents are only familiar with Fujifilm's Instax line and are not aware of the brand's professional or advanced camera models. This indicates a need for better marketing of the full product range which we address with our marketing campaign
- For videographers, they expressed concerns that video taping was not seamless using Fujifilm especially with projects that require “strong videography capabilities” as expressed by Farouk ElSahli, a professional videographer.

Our marketing campaign will present a creating Fujifilm-specific workshops for tutorials, and to cater to the concerns of those lacking training and educational resources on Fujifilm. Using our website and social media platforms, we will grow a community by promoting a series of events that bring Fujifilm users together. This will include photo walks, contests, and exhibition opportunities that would help build a sense of community and provide networking opportunities. We will launch a multimedia marketing campaign that highlights the versatility and quality of Fujifilm cameras, not just for photography but also for videography to address the wrong belief that Fujifilm is not as capable when it comes to videography. In support of this we will use real-life testimonials of videographers who use Fujifilm while displaying user generated high quality videos made by Fujifilm to further illustrate the cameras' performance.

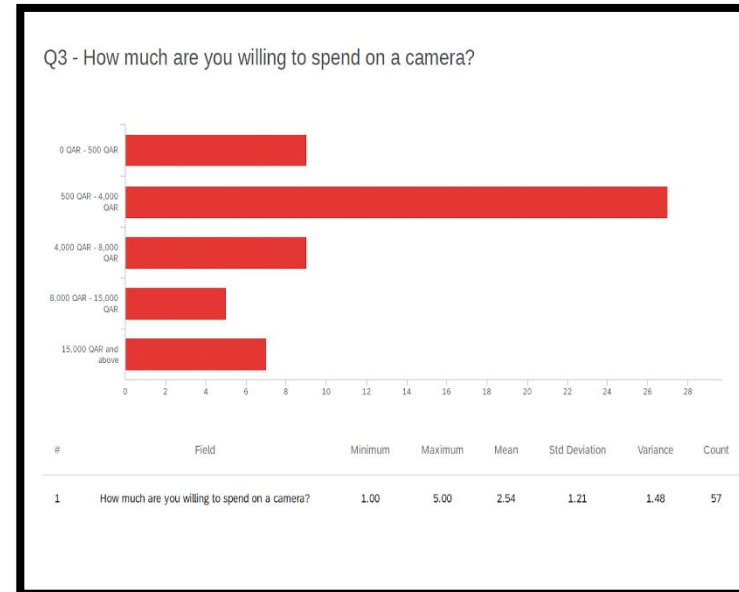
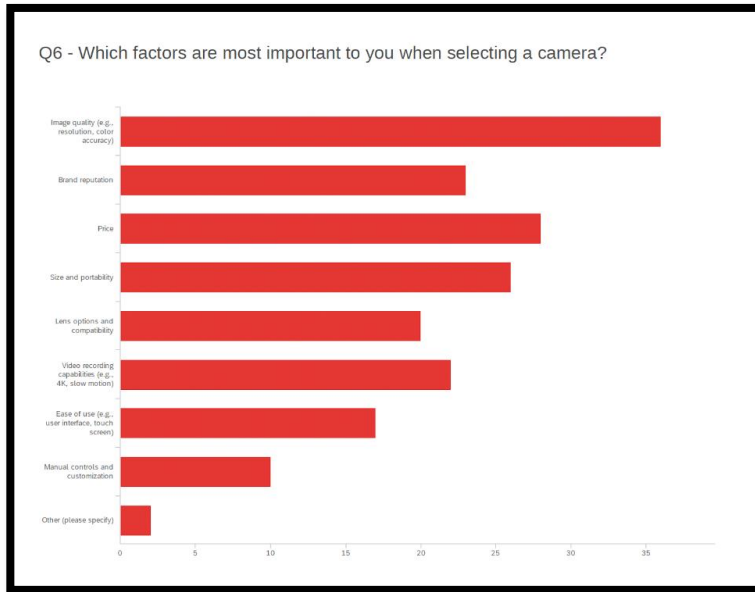
8.2 Survey

We conducted a survey of 57 respondents, who included 61 percent male and 39 percent female. The survey included some of the following questions:



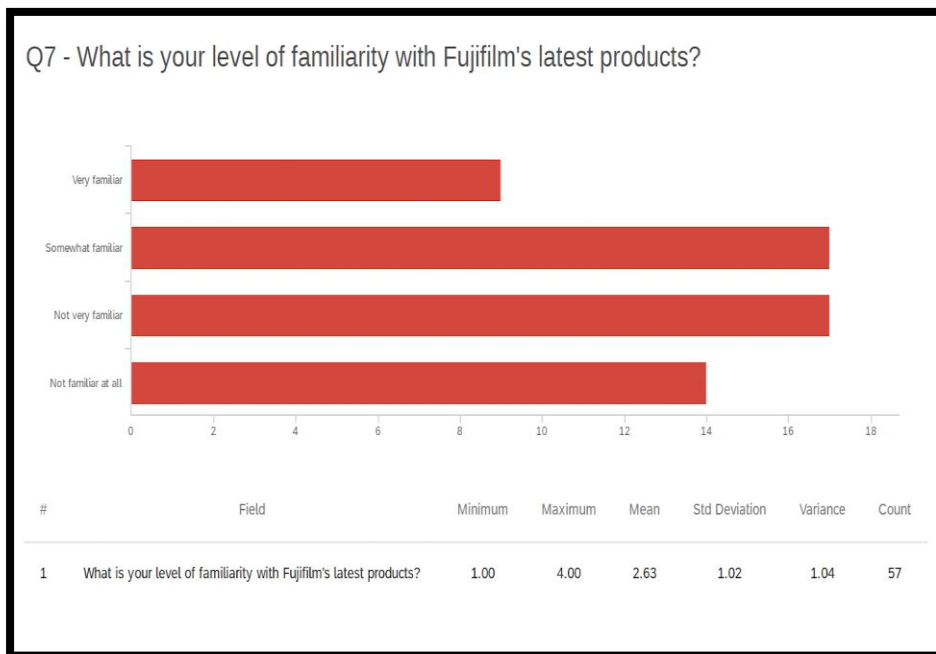
Hobbyists, semi-professionals, and professionals made up 78% of respondents who indicated that they engage in photography beyond occasional casual photo-taking

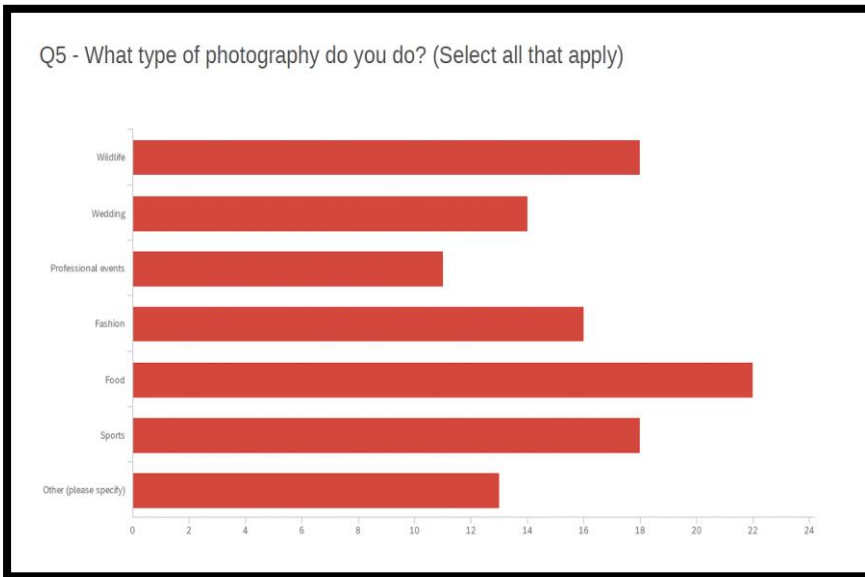
In terms of affordability, 37% of respondents were willing to pay above QAR 4000 for a camera.



The top consideration factors when it came to the choice of camera included image quality at 19%, price at 15%, size, and portability at 14%, and brand reputation at 12%.

76% of our respondents indicated familiarity with Fujifilm's latest products.





While the type of photography that our respondents participated in was fairly balanced, food and wildlife photography emerged top with 20% and 16%, respectively.

3.9 Consumer Insights

From our Primary Research, which included interviews and surveys, we got the following insights:

9.1 Opportunity for Market Expansion

A notable 42.19% of respondents do not own Fujifilm products, yet there's a considerable interest (32.14%) in future purchases. This gap represents a significant opportunity for market expansion. Focusing on converting this interest by leveraging targeted marketing campaigns will enhance product visibility and emphasize unique selling propositions that align with consumer needs.

9.2 Popular Products Among Current Owners

Among existing customers, digital and film cameras are the most popular, each owned by 17.19% of respondents. Capitalizing on this popularity, perhaps by introducing new features or models that cater to evolving consumer preferences in these categories, should be considered.

9.3 Spending Trends Based on Engagement Level

Our survey reveals a direct correlation between the level of engagement in photography and spending on camera equipment.

- **Hobbyists:** Most hobbyist photographers (59.3%) are inclined to spend between 500 QAR to 4,000 QAR, suggesting a preference for mid-range equipment.
- **Semi-Professionals:** This group shows diverse spending intentions, with some (33.3%) willing to spend 4,000 QAR to 8,000 QAR and a significant portion (60%) ready to invest in higher-end equipment.
- **Professionals:** Reflecting professional requirements, 60% of professionals are willing to invest 8,000 QAR to 15,000 QAR, indicating a market for high-end products in this segment.
- **Non-Photographers:** The majority in this segment are not inclined to spend more than 500 QAR, indicating limited interest in high-value camera gear.

9.4 Marketing Channels and Effectiveness

Social media (30.66%) and online reviews (24.82%) emerged as the primary channels for information on camera equipment, while the low impact of TV (2.92%) and Outdoor (5.11%) advertising starkly contrasts with the high reliance on digital channels, emphasizing the need for a digital-first marketing strategy.

9.5 Camera Selection Factors

- **Image Quality:** Top priority for 19.57% of respondents.
- **Price:** Significant for 15.22%.
- **Brand Reputation:** Influential for 12.50%.

The emphasis on image quality (19.57%) and price (15.22%) indicates that consumers are looking for high-value products that offer superior performance without being prohibitively expensive. Brand reputation (12.50%) also plays a significant role, suggesting that our Fujifilm campaign should encapsulate these factors, including the image quality you will get, the affordability, and a positive brand image in order to influence our target audience positively.



3. Objective

3.1 Marketing Objectives

Increase Market Share: The primary marketing objective is to increase Fujifilm's market share in the MENA region, specifically targeting Qatar, from the current 1% to the 5-6% that the brand could potentially achieve.

Establish a Strong Digital Presence: Strengthen Fujifilm's online presence in the region by leveraging various digital marketing channels, including social media, digital campaign videos, influencer collaborations, and user-generated content.

3.2 Advertising Objectives

Increase Brand Awareness in Qatar: Increase brand recognition among the target audience in Qatar by 10%, measured through pre- and post-campaign surveys.

Enhance customer engagement and interaction: Increase active participation and interaction with Fujifilm's brand and products by 15%, measured through metrics such as website dwell time, social media engagement rates, and customer feedback responses.

4. Target Audience

4.1 Segmentation: How the target market is segmented

For our campaign, the ~~target~~ target market is segmented based on demographic, geographic, psychographic, and behavioral factors to effectively reach and engage both primary and secondary audiences.

Demographic Segmentation: The primary audience consists of a broad demographic of photography enthusiasts of all ages and genders, with the primary focus being hobbyists. Although diverse in their professions and interests, they represent the campaign's core audience of dedicated audience. The secondary audience includes professionals, who are deeply invested in their craft regardless of their demographic backgrounds.

Geographic Segmentation: While our campaign is nationally focused across Qatar, specific interests lead to certain geographic preferences. Hobbyists often explore local natural reserves and urban settings within Doha, whereas professionals might look for picturesque or significant sites like wedding venues throughout Qatar for their photography.

Psychographic Segmentation: Our primary audience, the hobbyists, are driven by personal passion and a sense of advocacy and involvement in society. They value creativity, precision, and have a keen interest in showcasing and protecting their surroundings. On the other hand, our secondary audience, the professionals, are motivated by career advancement, industry recognition, and the desire to mentor or expand their professional networks.

Behavioral Segmentation: Hobbyists demonstrate behaviors like spending weekends on photography trips, participating in local conservation efforts, and sharing their work in exhibitions or online platforms to raise awareness. Professionals, however, are characterized by their entrepreneurial spirit, managing client relationships, and continuously learning new techniques to stay ahead in a competitive market.

4.2 Targeting: Criteria for selecting the target segments

Upon analyzing the brief, survey results, and interview feedback, we've concluded that our primary focus will be on hobbyists within the photography sector. Nonetheless, we acknowledge the significance of professionals and regard them as a secondary target audience. Our preference for hobbyists is rooted in the survey data, which highlighted their greater representation, notably in Qatar. Furthermore, conversations with individuals affirmed the prevalence of hobbyists in the area. By directing our efforts towards hobbyists, we aim to efficiently capture them as Fujifilm customers, recognizing that professionals may have already established brand loyalties.

4.3 Primary Audiences - Photography Hobbyists



3.1 Persona 1

Background - Michael, 43, a British expat raised in Qatar, developed a deep appreciation for Middle Eastern ecosystems, which drove him to become an environmental scientist. On weekends, you would find him documenting rare species in places like Jordan's Dana Biosphere Reserve and Oman's Hajar Mountains.

Work Ethic - Michael dedicates himself to his work and photography, conducting thorough research and fieldwork in remote environments to capture rare species. Informed by his environmental science background, he combines nature's beauty with the urgency of conservation issues like habitat loss and water scarcity.

Goals - Michael's main goal is to use his photography for environmental advocacy. He collaborates with local groups and agencies to raise awareness about areas like the Arabian Desert and Red Sea coral reefs. Through exhibitions, presentations, and online platforms, he aims to inspire appreciation and protection of Middle Eastern landscapes, hoping to preserve them for future generations.



3.2 Persona 2

Background - Fatima, 35, a Qatari architect alumni of Qatar University, is deeply fascinated by urban landscapes and street scenes in Doha City. Since childhood, she has been surrounded by diverse architecture and bustling streets, and she captures urban life with a keen eye. Her architectural background fuels her passion for exploring built environments and understanding people's interactions.

Work Ethic - Fatima, an architect, blends precision and creativity in urban exploration and photography. She carefully plans her photo trips, studying locations for unique angles. Always eager to try new things, she enjoys experimenting with different techniques to enhance her creativity.

Goals - Fatima aims to document Qatar's urban landscape, preserving its architectural heritage through photography. She captures the essence, from skyscrapers to historic neighborhoods, conveying stories within its streets.

4.4 Secondary audiences



4. 1 Persona 1

Background - Dareen, 35, from Lebanese but a resident in Qatar for the past 10 years, holds a Fine Arts degree in Photography from University of Arts London. She runs a successful wedding and portrait photography business full-time, driven by her passion for the craft. Her work is known for its creativity and attention to detail.

Work Ethic - Dareen approaches each project with dedication, maintaining high standards for herself and her team. She juggles various responsibilities, from client management to staying ahead of industry trends.

Goals - Her primary goal is to grow her business and establish herself as a leading figure in wedding photography, possibly branching out into teaching or mentoring.

4.2 Persona 2



Background - Hamad, 28, Qatari, studied Business Administration at Carnegie Mellon University in Qatar but found his passion in photography. He works in marketing full-time while pursuing landscape photography and nature shots on weekends.

Work Ethic - Despite his busy schedule, Hamad dedicates evenings and weekends to honing his skills and exploring scenic locations for photography. He's committed to improving his craft and dreams of transitioning to full-time photography.

Goals - Hamad aims to build his portfolio, expand his network, and position himself for future success as a full-time photographer, ultimately traveling the world capturing stunning images.

4.5 Positioning

5.1 Positioning Statement

Embark on a photographic adventure that redefines tradition with FujiFilm Qatar. Elevate your craft with our innovative range of cutting-edge cameras and services, designed specifically for the discerning hobbyists and professional photographers in Qatar. Say goodbye to outdated perceptions – our fusion of traditional craftsmanship and modern technology ensures every shot encapsulates true artistry and authenticity.

Redefine your photography journey with FujiFilm Qatar.

5.2 Value Proposition

FujiFilm provides photographers in Qatar with unparalleled imaging solutions that harmonize tradition and innovation, empowering them to unleash their creativity and capture moments with unmatched clarity, depth, and emotional resonance. Our commitment to excellence, combined with a rich heritage of craftsmanship, ensures that every product and service we offer embodies the pinnacle of quality and reliability, making FujiFilm the premier choice for discerning photographers who demand nothing less than perfection. In essence, our positioning statement and value proposition embody the core ethos of FujiFilm – to inspire, innovate, and empower photographers in Qatar.

5. Creative Strategy

5.1 Message Strategy

Our central message highlights that FujiFilm transcends its reputation as a favorite among collectors and aesthetes. It's a brand that boasts a robust lineup of professional-grade cameras, tailored to meet the diverse needs of photographers across different levels of expertise. Our emphasis on hobbyists reflects our commitment to showcasing the accessibility and versatility of FujiFilm cameras, ensuring that enthusiasts can find the perfect model that fits their purposes. Our message also highlights that even hobbyists, our primary target, will find FujiFilm cameras intuitive and user-friendly, enabling them to capture stunning images effortlessly. Whether they're exploring photography as a leisure activity or taking their photography a step up, FujiFilm offers a range of options that cater to diverse needs.

We aim to maximize our media coverage to reach a broad audience across the region, particularly in Qatar. Utilizing videos and posters, we intend to showcase our offerings effectively. By strategically placing these posters in various locations throughout Qatar, we aim to ensure that our brand remains top-of-mind when individuals consider purchasing a camera. Adhering to the "7 times rule," which suggests that individuals need to encounter a message at least seven times before taking action, we will reinforce awareness of FujiFilm through repeated exposure in diverse settings (Sigl Creative, 2023). While repetition is important, it's not essential for individuals to see the exact same content seven times. Therefore, we'll diversify our advertising approach by utilizing various posters for displays and billboards, alongside TV commercials (TVCs) and videos tailored for social media platforms.

Additionally, we recognize the significance of social media in engaging with the community. By leveraging different social media platforms popular in Qatar, we aim to not only promote our products but also foster a sense of belonging among FujiFilm users. These platforms will serve as a hub for the FujiFilm community, facilitating ongoing interactions and support. Our multifaceted approach to social media will address the feedback from our target audience, who expressed a desire for greater brand presence and community involvement in Qatar.

5.2 Creative Strategy and Execution

1 Tagline

“Redefine your Photography Journey”

"Redefine your Photography Journey" will be our Fujifilm Campaign messaging strategy in Qatar to entice our target segment with a clear path toward nurturing a long-term customer base that evolves from hobbyists to professionals. By positioning Fujifilm as a facilitator of this journey, our campaign will connect with consumers' desires to upskill their hobbies or professional skills, thereby increasing the likelihood of them investing in high-quality photography equipment, and our messaging will ensure they are convinced that Fujifilm is their best option for their photography equipment.

Our tagline will also resonate with our target segment as an invitation for personal growth and exploration through photography. It aligns with the aspirations of our target segment here in Qatar, who value photography quality in their hobbies and professional photography pursuits, as indicated by our survey and interviews. This tagline suggests a transformative experience, appealing to beginners, intermediates, and seasoned photographers, encouraging everyone to enhance their photography journey, leveraging a brand that makes that possible: Fujifilm.

2.2 Posters

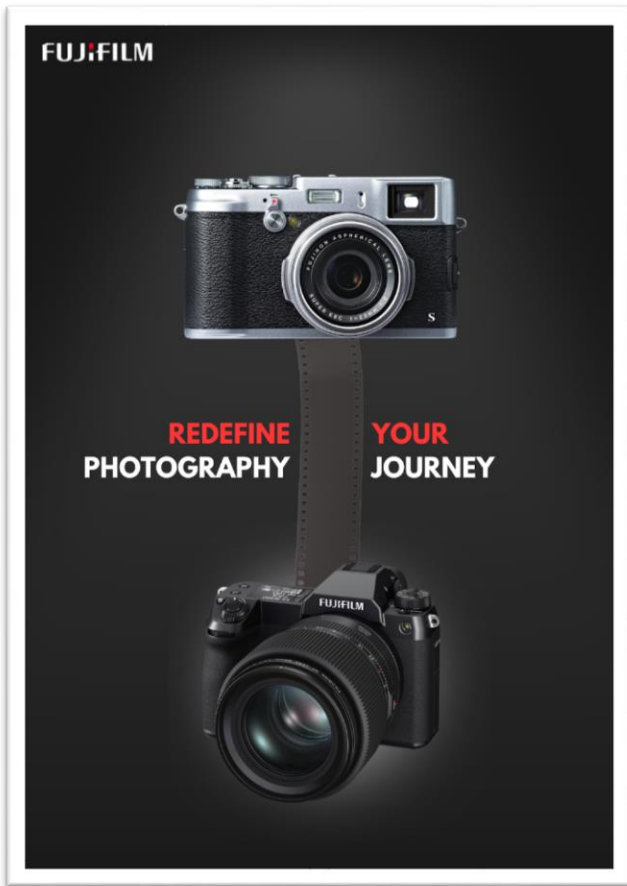
Regarding the posters, we opted for three designs, each highlighting distinct aspects of FujiFilm. The first poster aims to appeal to our primary audience by showcasing the versatility of FujiFilm, whether one prefers vintage or professional aesthetics. It conveys the message that FujiFilm accompanies individuals through every stage of their photographic journey.

The second poster showcases the evolution of FujiFilm cameras, arranged chronologically from the oldest at the top left to the newest at the bottom right. This visual journey emphasizes the wide range of camera options available from FujiFilm, demonstrating to consumers the breadth of choices within the brand.

Lastly, we incorporated an Arabian theme into our campaign with the third poster, recognizing the significance of desert landscapes in Qatar. This poster illustrates that even in the most beloved destinations like the desert, FujiFilm remains a reliable companion for capturing memorable moments.

The posters will be multifunctional, serving as eye-catching displays in various settings such as storefronts and public areas, as well as prominent billboards along key thoroughfares. Additionally, they will be shared across different social media platforms to maximize reach and engagement with our audience.

In conclusion, FujiFilm's poster campaign in Qatar presents a comprehensive and thoughtful approach to engaging with consumers. By highlighting the brand's versatility, product evolution, and compatibility with local landscapes, the campaign aims to resonate with a wide range of audiences. Through these posters, FujiFilm demonstrates its commitment to providing innovative photography solutions that cater to individual preferences and needs. As the campaign unfolds, we anticipate further strengthening of the brand's presence and connection with the Qatari community, solidifying FujiFilm's position as a trusted companion in capturing life's moments.



2.3 Radio

Following an in-depth analysis of our primary research, which encompassed interviews and a survey, a clear trend emerged: our target audience predominantly relies on sources such as social media and online reviews for information, rather than radio. Moreover, consistent with Fujifilm's foundational values, which prioritize progressive and contemporary communication avenues, radio doesn't resonate with our brand identity. Considering budget limitations, allocating funds to radio advertising would not be a judicious investment. Thus, after meticulous evaluation, we have opted not to incorporate radio into our campaign strategy.

2.4 TVC

The TVC opens in a camera store where a young, aspiring photographer purchases their first Fujifilm camera. As they step out of the store and start using the camera, the scene transitions smoothly, symbolizing the transformation from a caterpillar to a butterfly. This change is depicted through vibrant, cinematic sequences showing the enthusiast using the Fujifilm camera across various beautiful landscapes. Each frame showcases their growing confidence and evolving skills, paralleling a caterpillar's metamorphosis into a butterfly. The final scenes reveal stunning photographs taken by the enthusiast, now a skilled photographer, displaying their artistic growth and newfound freedom in creativity, embodying the empowerment Fujifilm brings to its users.

6. Media Mix Strategy

6.1 Print (rationale)

Incorporating print into our media mix strategy for the Fujifilm brand campaign in Qatar allows us to leverage its unique strengths. Print media still holds significant relevance and reach, especially among demographics less digitally inclined, expanding our audience reach effectively. In the Northwestern University Qatar survey conducted in 2016, nearly half (48 percent) of Qatari respondents reported reading newspapers (Fanack, 2021).

Additionally, print materials offer a tangible presence, enhancing brand recall and leaving a lasting impression on consumers. Leveraging print reinforces credibility and trust, particularly when featured in reputable publications, further establishing Fujifilm as a trusted player in the photography industry.

Moreover, print allows for highly targeted messaging, ensuring alignment with the interests of photography enthusiasts and hobbyists. By complementing our digital efforts, we create a cohesive brand experience across both online and offline touchpoints, maximizing the campaign's effectiveness. Print's longevity extends exposure, amplifying the impact of our messaging over an extended period.

Lastly, print media provides opportunities for creative expression, captivating audiences with compelling visuals and storytelling, effectively reinforcing Fujifilm's brand identity and message. Integrating print into our media mix ensures a comprehensive approach to engaging with our target audience in Qatar, maximizing brand awareness, credibility, and ultimately driving sales.

The Gulf Times

The Gulf Times, being the first English daily in Qatar and established in 1978, holds significant credibility and reach within the country. It covers extensive local affairs and provides current content on the home countries of many expatriates, including India and the UK. Advertising Fujifilm cameras in The Gulf Times would allow Fujifilm to reach a broad audience, including both locals and expatriates, who are interested in staying updated on local news and events. Additionally, its online edition expands the reach further, catering to digital-savvy readers. This would provide Fujifilm with a platform to showcase its camera offerings to a diverse audience, enhancing brand awareness and engagement.

Harper's Bazaar

Harper's Bazaar, published by Hearst Communications, is a luxury lifestyle publication catering to affluent readers in Qatar. Since Fujifilm cameras are often associated with quality and style, advertising in Harper's Bazaar would enable Fujifilm to target an audience that appreciates luxury and high-end products. The magazine's focus on luxury lifestyle aligns well with Fujifilm's brand positioning, allowing the company to showcase its premium camera range and features effectively. Moreover, by associating with a prestigious publication like Harper's Bazaar, Fujifilm can enhance its brand image and appeal to discerning consumers who value both functionality and aesthetics in their camera choices.

6.2 TV (rationale)

Incorporating TV into our media mix strategy for the Fujifilm brand campaign in Qatar is essential for several key reasons.

Firstly, TV remains a dominant medium in Qatar, ensuring broad exposure across diverse demographics. Television stands out as the predominant medium in Qatar, as highlighted by a 2016 survey from Northwestern University Qatar. The study revealed that a significant 75 percent of respondents, consisting of 1,000 Qatari residents with 504 nationals among them, indicated their regular viewership of television (Fanack, 2021).

Almost every household tunes in to television regularly, with adults typically dedicating slightly more than three hours each day to watching TV (Dennis et al., 2013). This widespread reach allows us to effectively showcase Fujifilm's brand and products to a large audience base.

Additionally, TV offers a powerful visual platform to highlight the unique features and benefits of Fujifilm cameras. Through high-definition visuals and compelling storytelling, we can capture viewers' attention and leave a lasting impression. Appearing on TV screens in households across Qatar enhances Fujifilm's brand image, conveying prestige and authority in the photography industry. This helps instill confidence and credibility among consumers, further solidifying Fujifilm's position as a trusted and respected brand.

Moreover, TV advertisements have the potential to evoke emotions and foster a deeper connection with viewers. By crafting emotionally resonant narratives that celebrate the art and joy of photography, we can engage audiences on a personal level, inspiring them to consider Fujifilm cameras for their photography needs.

Lastly, TV complements our digital campaign efforts by providing broad, mass-market exposure. By adopting a multi-channel approach, we can reinforce key campaign messages and ensure consistent brand visibility across various touchpoints, maximizing the overall impact of our marketing efforts.

In summary, integrating TV into our media mix allows us to leverage its wide reach, visual impact, brand prestige, emotional engagement, and complementarity with digital channels, ultimately driving awareness, consideration, and preference for Fujifilm cameras among consumers in Qatar.

Qatar Television (QTV)

Qatar Television (QTV), established in 1970, holds a revered position in Qatari media. Offering a diverse range of programming, including news, documentaries, and entertainment, QTV enjoys widespread viewership and trust. By advertising Fujifilm cameras on QTV, Fujifilm gains access to a captive audience deeply invested in the channel's content. With QTV's reputation for reliability and extensive reach, Fujifilm can effectively showcase its products to a broad audience, bolstering brand visibility and recognition. Moreover, aligning with QTV's esteemed status reinforces Fujifilm's commitment to excellence and innovation. This strategic partnership presents an opportunity for Fujifilm to strengthen its foothold in the Qatari market and enhance its appeal to consumers seeking quality imaging solutions.

Al Dawri & Al Kass Sport Channel

With sports programming being among the most popular genres on television in Qatar, Al Dawri & Al Kass Sport Channel offers a targeted platform to reach sports enthusiasts. Originally focused on Qatari domestic football, the channel has expanded its coverage to include sports across the Gulf and world football, attracting a dedicated audience of sports fans. By advertising Fujifilm cameras on Al Dawri & Al Kass Sport Channel, Fujifilm can target a specific demographic interested in sports and outdoor activities, showcasing the capabilities of its cameras for capturing sporting events, action shots, and adventure photography. This targeted approach ensures relevance and effectiveness in reaching potential customers who value performance and quality in their camera gear.

6.3 Outdoor (rationale)

Billboards occupy prominent locations across Qatar's urban landscape, ensuring extensive visibility among both residents and visitors (Primary Media Outdoor Advertising, n.d.). With strategic placements in key areas such as busy highways, commercial districts, and popular tourist destinations, billboards offer unparalleled exposure to our target audience (Primary Media Outdoor Advertising, n.d.). By prominently featuring the Fujifilm brand name, logo, and captivating imagery on billboards, we can enhance brand visibility and recognition among consumers in Qatar. Consistent exposure to our brand messaging on billboards reinforces Fujifilm's presence in the local market, fostering brand loyalty and trust among potential customers. Billboards can be strategically positioned in specific neighborhoods or districts within Qatar to target distinct demographic groups or consumer segments. Whether it's showcasing Fujifilm's latest camera models in upscale shopping districts or promoting photography workshops in cultural hubs, billboards allow us to tailor our message to resonate with local preferences and interests. While digital marketing channels play a significant role in reaching modern consumers, billboards offer a tangible and memorable brand experience that complements our digital efforts (Primary Media Outdoor Advertising, n.d.). By synchronizing our billboard advertising with online promotions, social media campaigns, and experiential marketing initiatives, we can create a cohesive and immersive brand experience that resonates with consumers across multiple touchpoints.

Regarding the billboards, we opted for three locations chosen based on their prominence among local residents in Qatar. Our strategy involved a mix of outdoor and mall placements to maximize exposure. For the outdoor setting, we selected Msheireb, a popular spot frequented by locals

and photographers. Its proximity to Souq Waqif ensures a steady flow of tourists, while its appeal for architectural and automotive photography makes it an ideal location for billboard advertising.

For mall placements, we targeted two highly trafficked venues to reach a broad audience. The first is Place Vendôme in Lusail City, a prestigious development supported by Qatari investors, featuring luxury accommodations, upscale shopping, and entertainment options inspired by Parisian sophistication. The second mall is Doha Festival City attracts a large number of visitors, both local and international. We aim to reach out to as many people as we can, especially considering the presence of a Fujifilm branch, which provides an opportunity for us to leverage its presence for our benefit. These mall placements ensure extensive exposure for FujiFilm's campaign, effectively reaching our local target audience while also appealing to a diverse range of potential customers.

6.4 Digital Strategy Rationale

Our digital media campaign will integrate a mix of online and offline tactics to promote the Fujifilm brand presence in Qatar under the tagline "Redefine Your Photography Journey." Through targeted social media efforts on our select platforms that include Youtube, Instagram, Snapchat, TikTok and X, we will use our creative assets in form of posters and videos and leverage user generated content to showcase the unique capabilities of Fujifilm cameras.

Our public relations strategy will involve publishing press releases on our newly launched website informing our target segment of Fujifilm's newest equipment and accessory offerings. We plan to enable our website to be automatically bilingual with both English and Arabic offerings to offer effective communications, comprehensive product details, user testimonials for our website visitors. We plan to use influencer marketing

involving partnerships with key Qatari photographers whom we have identified as Fujifilm users. The influencers will create and promote Qatari content using Fujifilm cameras, effectively aimed at appealing to their followers. Our campaign will also include activation events such as photography workshops and exhibitions. These events will provide hands-on tutorials on how to use our cameras, enabling participants to directly engage with the Fujifilm technology in a creative setting.

6.5 Display (rationale)

Display advertising allows us to precisely target specific demographics, interests, and behaviors, ensuring that our ads are seen by the most relevant audience segments (Heitman, 2022). Through advanced targeting capabilities offered by digital ad platforms, we can tailor our messaging to reach individuals who are most likely to be interested in Fujifilm products and services. Display ads provide valuable visibility for the Fujifilm brand across a wide range of digital channels, including websites, social media platforms, and mobile apps (Heitman, 2022). By strategically placing our ads on high-traffic websites and popular online destinations, we can increase brand awareness and exposure among our target audience. Display ads leverage compelling visuals, graphics, and multimedia elements to capture the attention of viewers and convey our brand message effectively. Eye-catching ad creatives featuring Fujifilm products, photography inspiration, or special promotions can attract clicks and drive engagement, ultimately leading to increased brand recall and customer interest. Digital display advertising offers robust analytics and tracking capabilities, allowing us to monitor the performance of our campaigns in real-time. Through metrics such as click-through rates, impressions, and conversion rates, we can evaluate

the effectiveness of our ads and make data-driven optimizations to maximize return on investment (ROI) and campaign success (Adobe Experience Cloud Team, 2023).



6.6 Website

Our website is dedicated to Fujifilm to target all individuals who indicate an interest in photography and camera products in Qatar by redirecting their online searches to our website, which in turn gives them information about the quality of photography products that Fujifilm provides and where to get them in Qatar. The website takes the approach of our tagline, “Redefine your photography journey,” and intelligently uses a narration pattern and takes the visitors through the process from discovery of different products to how to experiment with various shot techniques to the diverse beauty in Qatar that they can capture.

The website has been designed to attract a wide range of visitors, from beginners looking to purchase their first camera to professionals seeking advanced camera equipment. Utilizing SEO strategies, such as targeted keywords and high-quality content, we have ensured that the site ranks high in search engine results for relevant queries.

For AdWords, we focus on specific, high-intent phrases that potential customers are likely to use when searching for photography equipment in Qatar. Examples include:

1. "Buy Fujifilm camera in Doha"
2. "Fujifilm X-T4 Qatar price"
3. "Best Fujifilm lenses in Qatar"
4. "Fujifilm photography courses Doha"
5. "Latest Fujifilm camera models 2024 Qatar"


For the website's meta tags, which are crucial for search engines and attracting users from the search results page, we use:


- Title Tag: "Fujifilm Qatar - Your Ultimate Source for Cameras & Photography Gear in Doha"
- Meta Description: "Discover the latest Fujifilm cameras, lenses, and photography accessories in Qatar. Expert reviews, guides, and exclusive deals await you in Doha!"

Our targeted keyword list includes terms like:

1. "Fujifilm Qatar"
2. "Photography equipment Doha"
3. "Professional cameras in Qatar"
4. "Fujifilm mirrorless cameras Qatar"
5. "Best photography store Doha"
6. "Fujifilm accessories in Qatar"

These AdWords, meta tags, and keywords align with common web searches, ensuring that our website attracts traffic and does so from individuals with a strong interest in products photography in Qatar and the Fujifilm brand.







Ad · preview.shorthand.com/2-Descriptions ▼


Fujifilm Qatar | Explore Our Range of Cameras Today

Discover our wide range of cameras and accessories designed to capture every moment in extraordinary detail. Experience the power of Fujifilm cameras and lenses to redefine your photography journey.





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Descriptions

Fujifilm Qatar | Explore Our Range of Cameras Today

Discover our wide range of cameras and accessories designed to capture every moment in extraordinary detail. Experience the power of Fujifilm cameras and lenses to redefine your photography journey.

6.8 Digital Marketing Objectives

Higher traffic on Fujifilm website landing page: Increase the number of visitors to the Fujifilm website landing page by 20% during the campaign period.

Drive clicks to view/read/consume further content: Increase the click-through rate (CTR) to the Fujifilm website landing page by 30%, specifically driving clicks to view, read, or consume additional content about the brand and its products.

6.7 Social Media Strategy



7.1 Youtube

YouTube's user base in Qatar, reaching 2.57 million users in early 2024, presents a significant opportunity for our Fujifilm campaign (Kemp, 2024). Despite a slight decrease in potential ad reach by 1.9% between 2023 and early 2024, YouTube's ad reach in early 2024 was still equivalent to 94.2% of Qatar's total population, showcasing its potential to connect with a vast audience.

Moreover, YouTube's ad reach in early 2024 was equivalent to 95.2% of Qatar's total internet user base, highlighting its engagement and reach among internet users (Kemp, 2024). The platform's ability to reach a significant portion of the population and internet user base in Qatar makes it an ideal choice for our campaign.

By leveraging YouTube's unique features and engaging content, we can effectively communicate Fujifilm's brand message to a broad and receptive audience, driving brand awareness and loyalty. In conclusion, YouTube's user base and extensive reach in Qatar make it a powerful tool for our Fujifilm campaign.

For our campaign, we will utilize YouTube in two primary ways. Firstly, in response to feedback gathered during interviews indicating a desire for more information about the camera and its capabilities, we will provide tutorials demonstrating how to use the camera effectively. These tutorials will cover various settings and their relevance depending on the shooting location or intended use. This approach aims to underscore Fujifilm's commitment to maintaining a connection with consumers beyond the initial purchase, fostering ongoing support and engagement. Secondly, we will feature videos showcasing individuals who use Fujifilm products. These videos will highlight diverse user experiences, such as wildlife photography, serving to inspire and foster a sense of community among Fujifilm users. By sharing these stories, we aim to demonstrate that Fujifilm values and supports its customers beyond mere transactions, establishing a deeper connection between the brand and its user base.

7.2 Instagram

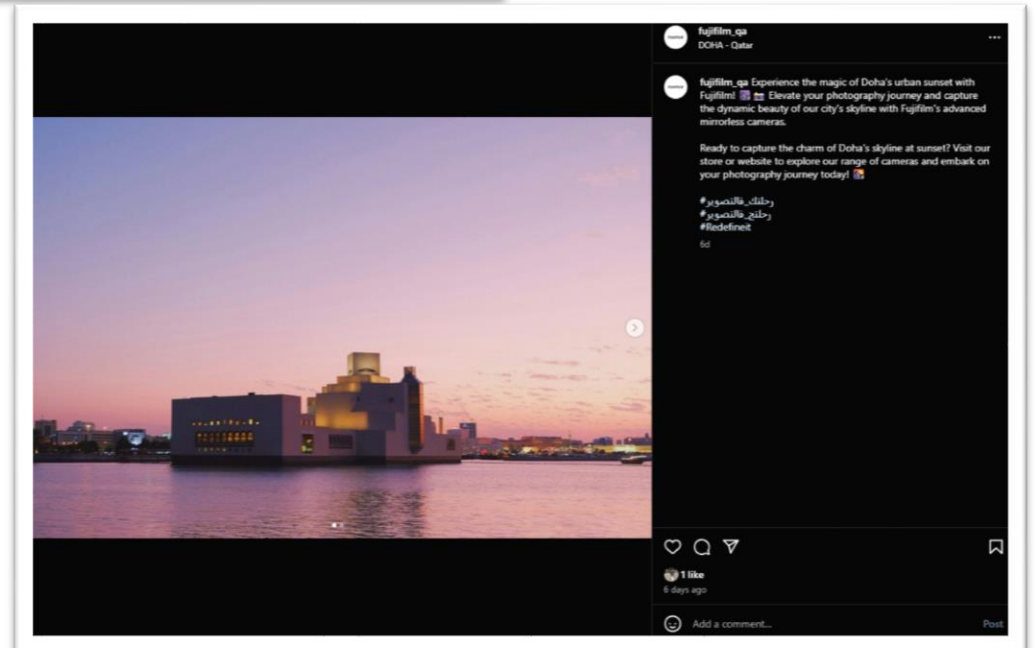
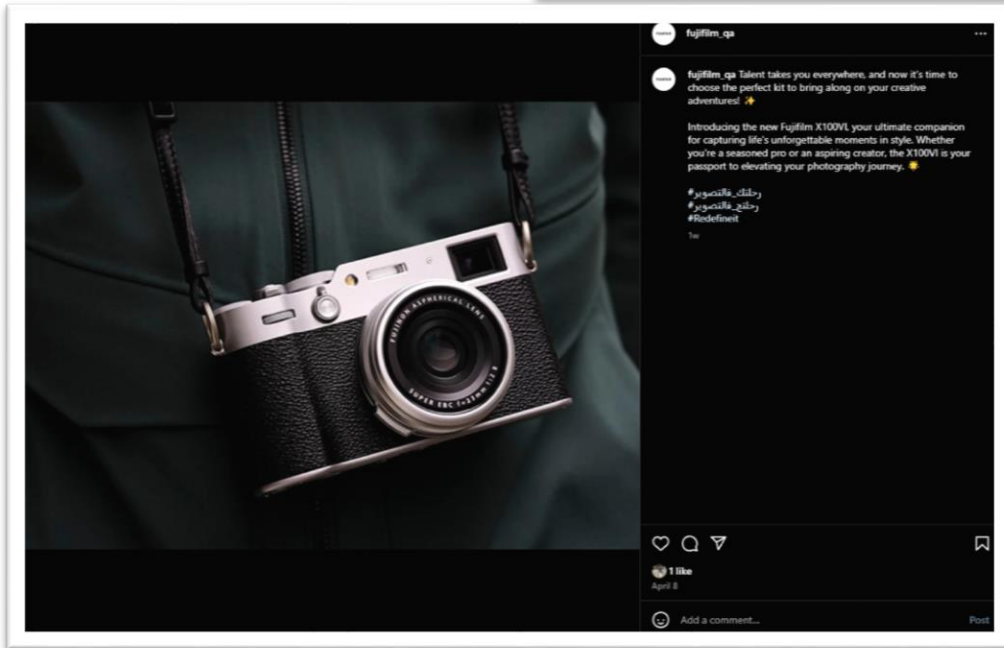
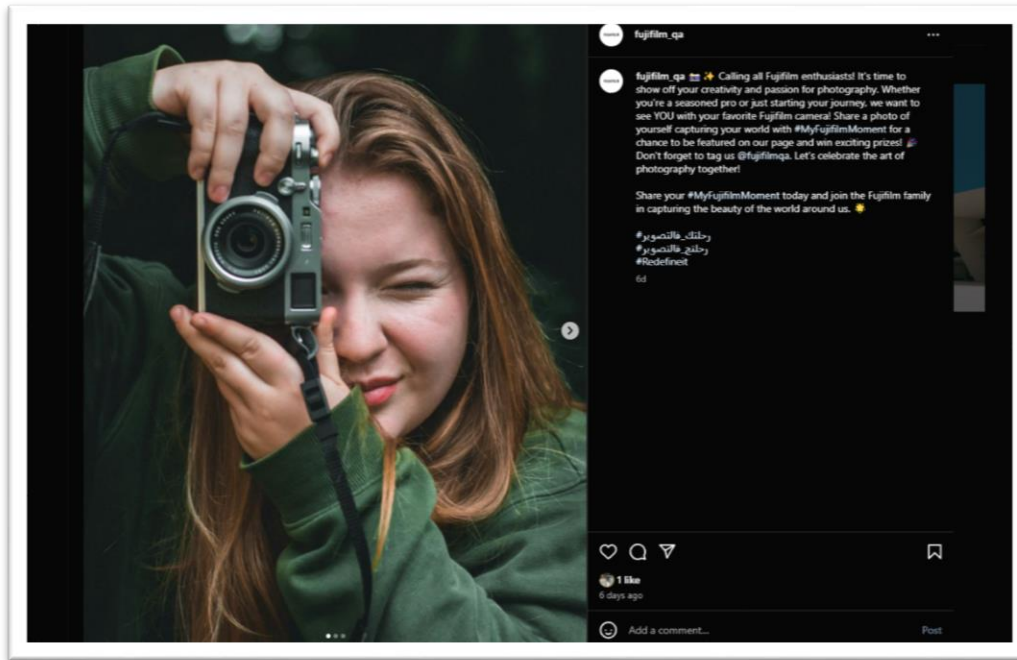
Instagram's 1.65 million users in Qatar, representing 60.5% of the population and 70.0% of the eligible audience, provide a strategic platform for our Fujifilm campaign in 2024(Kemp, 2024). With an ad reach of 61.1% of the local internet user base, we can engage a highly active digital audience (Kemp, 2024).

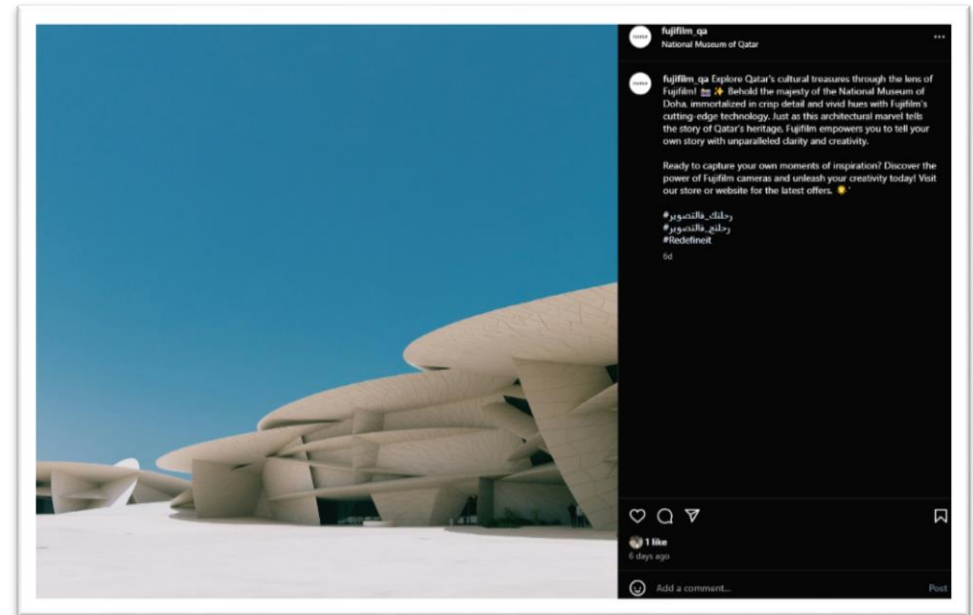
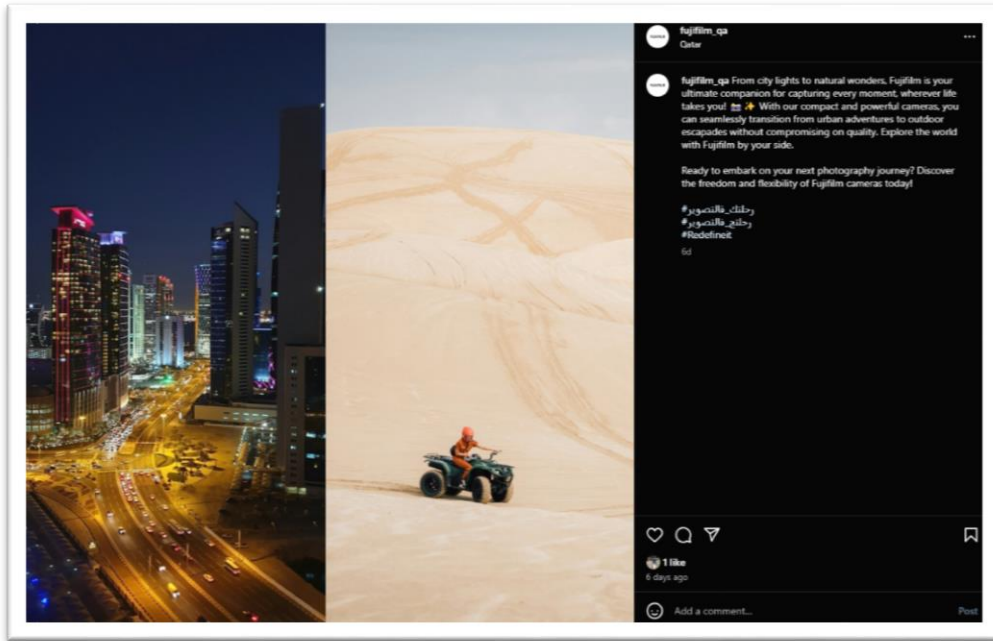
The platform's balanced gender demographics, with 35.9% female and 64.1% male users, offer a dynamic environment to reach new and existing customers (Kemp, 2024). The rapid increase in Instagram's user growth in Qatar, with a 50% increase in users between January 2023 and January 2024, highlights its expanding appeal.

In summary, Instagram's large, growing, and engaged audience makes it an ideal platform for our Fujifilm campaign in Qatar in 2024, enabling us to effectively communicate our product benefits and features to a highly targeted audience.

One recurring challenge highlighted in numerous interviews is the absence of a cohesive photography community. Both hobbyist and professional photographers expressed a desire for a supportive network to enhance their skills and connect with like-minded individuals. In response, we propose leveraging Instagram's recently introduced channel feature. Fujifilm can create a dedicated channel where users can join to receive updates and announcements about the brand, upcoming events, and opportunities. Although only Fujifilm can post on the channel, it serves as a central hub for community engagement and information sharing.

Additionally, we can harness Instagram's tagging functionality to foster interaction among users. By encouraging individuals to tag Fujifilm in their posts, we can repost their content, creating a platform for user-generated content and community interaction. Furthermore, this approach opens avenues for organizing competitions, where participants submit photos or videos based on specific themes or criteria. Winners can be selected based on likes or other predetermined criteria, further incentivizing engagement and participation within the Fujifilm community.





7.3 Snapchat

Snapchat's user base in Qatar, with 1.07 million users, offers a strategic platform for our Fujifilm campaign in 2024 (Kemp, 2024). This represents 39.1% of the total population and 45.2% of the eligible audience, providing a significant reach for our products.

The ad reach of Snapchat, equivalent to 39.5% of the local internet user base at the start of the year, allows us to engage with a highly active digital audience. With a balanced gender demographic and a growing user base (+9.2% in the past year), Snapchat offers a dynamic platform to reach new and existing customers (Kemp, 2024).

The increasing number of users reachable with ads by 90,000 (+9.2%) between October 2023 and January 2024 underscores Snapchat's engagement and appeal among Qatari users (Kemp, 2024). This growth presents a unique opportunity for our Fujifilm campaign to connect with a tech-savvy and visually oriented audience, driving brand awareness and sales.

In summary, Snapchat's large, growing, and engaged audience makes it an ideal platform for our Fujifilm campaign in Qatar in 2024, enabling us to effectively communicate the benefits and features of our products to a highly targeted audience.

Regarding Snapchat, we plan to provide diverse content throughout the day to keep the audience engaged. One potential strategy is to attend events and demonstrate how to capture videos or photos using Fujifilm cameras, offering valuable insights to attendees while showcasing the camera's capabilities to a wider audience. Additionally, we aim to collaborate with influencers, encouraging them to exclusively use Fujifilm cameras for their Snapchat content. This approach would not only align the influencer's content with Fujifilm but also expose their audience to

the brand. Furthermore, Snapchat can serve as a platform to promote Fujifilm-hosted or sponsored events, fostering a sense of community and unity among participants. Through these initiatives, we seek to leverage Snapchat as a dynamic tool for engagement and brand promotion.

7.4 TikTok

TikTok's user base in Qatar, reaching 2.60 million users aged 18 and above in early 2024, presents a significant opportunity for our Fujifilm campaign (Kemp, 2024). Despite ByteDance's advertising tools only showing audience data for users aged 18 and above, TikTok ads reached an impressive 116% of all adults in Qatar, showcasing the platform's extensive reach.

Moreover, TikTok's ad reach in Qatar was equivalent to 96.2% of the local internet user base, highlighting its potential to connect with a vast audience (Kemp, 2024). The platform's user growth, with a 21.3% increase in potential ad reach between 2023 and early 2024, further emphasizes its rising popularity and engagement (Kemp, 2024).

While it's important to note that ad audiences may only represent a subset of TikTok's total users, the platform's ability to reach a significant portion of the adult and internet-using population in Qatar makes it an ideal choice for our campaign. By leveraging TikTok's unique features and engaging content, we can effectively communicate Fujifilm's brand message to a broad and receptive audience, driving brand awareness and loyalty.

In conclusion, TikTok's user growth and extensive reach in Qatar make it a powerful tool for our Fujifilm campaign. By incorporating TikTok into our multi-platform strategy, we can tap into its vast and engaged user base, ensuring our campaign reaches a wide audience and achieves its objectives.

In the current landscape, TikTok serves as a hub for emerging trends, making it imperative for us to stay abreast of these trends and incorporate them into our page. By doing so, we foster interaction and bridge the gap between our brand and the customer base. Additionally, the reposting feature on TikTok holds significant importance, as it facilitates user interaction and enables individuals with shared interests to come together. Leveraging this feature not only encourages engagement with the brand but also cultivates a sense of community among like-minded users.

7.5 X

X, with its user base of 802.1K in Qatar, offers a significant opportunity for our Fujifilm campaign in 2024 (Kemp, 2024). However, it's crucial to approach this platform with caution due to potential anomalies and fluctuations in the reported figures.

While X's ad reach of 29.7% of the local internet user base is substantial, the platform's demographic data, particularly regarding gender, requires careful analysis. The platform's predominantly male audience (65.7% male) could be advantageous for campaigns targeting male consumers (Kemp, 2024).

Despite these challenges, X provides a unique opportunity to engage with a visually oriented audience through its emphasis on visual content and features. This can be leveraged to showcase Fujifilm's products in an engaging and interactive way.

To ensure the effectiveness of our campaign, it would be prudent to combine X with other platforms that offer more reliable demographic data and user engagement metrics. This multi-faceted approach will help reach and resonate with our target audience in Qatar more effectively.

Additionally, given the potential for inaccuracies in X's inferred gender data, it's essential to complement our campaign with consumer research and other data sources. This will ensure that our messaging is targeted inclusively and effectively.

In summary, X presents a significant opportunity for our Fujifilm campaign in Qatar, but it requires a nuanced approach that takes into account the platform's unique characteristics and potential limitations. By leveraging X's strengths while mitigating its potential challenges, we can effectively engage with our target audience and achieve our campaign objectives.

X has long been a hub for authentic expression, allowing users to share their candid thoughts and opinions with the world. It's renowned for fostering cultural trends, including the creation of memes, which have propelled numerous brands into the spotlight. Given X's extensive reach and interactive features like tweeting and retweeting, we have a prime opportunity to engage with audiences in meaningful ways. By incorporating catchy phrases and leveraging popular memes, we can not only capture people's attention but also cultivate genuine interest in our brand. Through creative content and active participation on X, we aim to solidify our presence and establish meaningful connections with our audience.

6.8 Social Media Objectives

- **Boost Brand Awareness and Traffic:** We aim to enhance brand visibility and drive significant traffic to our website by strategically leveraging social media platforms to engage a broader photography community.
- **Enhance Community Engagement:** Our goal is to provide responsive customer support, enhancing user interaction and fostering a vibrant community of photography enthusiasts.

6.9 Influencers (rationale)

For Fujifilm's campaign in Qatar, involving influencers is a key plan because the target audience often uses social media for inspiration and advice. By teaming up with influencers, Fujifilm can set up online tutorials and workshops that highlight the features and benefits of their cameras and lenses. These online sessions will be led by skilled photographers and will help teach people different photography skills while also showing Fujifilm as a leader in the photography world.

Furthermore, Fujifilm will encourage people to share their own photos taken with Fujifilm cameras on social media using the hashtag #QatarThroughYourLens. Influencers will start this campaign by posting their photos and featuring great photos from others. This will help create a community feel and encourage more users to participate.

Finally, the campaign will include storytelling projects where influencers use Fujifilm cameras to tell interesting and unique local stories through photos. This effort will help connect the audience emotionally with the brand and showcase the quality of Fujifilm cameras. This strategy aims to make Fujifilm a well-known name in Qatar's photography scene, linking the brand closely with local culture and creativity and also giving a new meaning to our tagline "redefine your photography journey", in which photography will not only be seen as an activity but as a force of change.

6.10 PR (rationale)

For Fujifilm's public relations campaign in Qatar, we are choosing to use PR as a promotional strategy because we believe it is essential for ensuring widespread awareness and engagement. A major part of our approach includes enhancing our relationships with the media. This means we will regularly release news updates and feature stories to magazines and online platforms, as well as actively share high-quality, user-

generated content on social media. Such efforts are designed to showcase the capabilities of our cameras through the lens of local talent, which helps connect with more people and demonstrate real-world use.

6.11 Activation (rationale)

During our interviews, respondents emphasized their desire to perceive a brand's commitment and community cohesion. To address this, we devised an activation plan centered around hosting an event at Barahaat Mesherib, strategically situated in the heart of Mesherib within Doha. The venue itself holds inherent appeal, drawing interest from the community. Our event will feature participation from the FujiFilm team, alongside renowned photographers like No.Signal, enhancing brand visibility within the Qatari community. We also plan to invite influential bloggers to experience FujiFilm cameras firsthand, sharing their live reviews on various social media platforms.

The event aims to unite the photography community and enthusiasts, fostering mutual benefits and connections. Additionally, we intend to announce a competition with an enticing prize, stimulating conversation and engagement with the FujiFilm brand, serving as the launchpad for our campaign.

Furthermore, we plan to unveil our popup locations during the activation event. These pop ups will offer a variety of cameras for on-the-spot testing, creating a communal space for photography enthusiasts under the FujiFilm banner. By rotating locations weekly, starting with Mesherib and expanding to Place Vendôme, Mall of Qatar, Doha Port, Doha Festival City, and West Walk, we aim to maximize exposure and engagement while facilitating community interaction and potential collaborations.

The proposed activation plan for the FujiFilm campaign is strategically designed to enhance brand perception, increase visibility, and foster community engagement. By hosting an event at Barahaat Meshrib and inviting renowned photographers and influential bloggers to experience FujiFilm cameras firsthand, the brand can solidify its presence within the Qatari community and amplify its reach on social media platforms. Additionally, the event aims to unite photography enthusiasts, stimulate conversation through a competition announcement, and establish pop-up locations for hands-on interaction with FujiFilm products. This comprehensive approach not only cultivates a sense of brand commitment and community cohesion but also generates excitement, participation, and sustained interest in FujiFilm among consumers.

7. Tactics and Execution

7.1 Content Plan

We will run our social media campaign by following this content plan to guide us on the platforms, timings and content to publish. Each week we will revise the content calendar and adjust according to our social media analytics.

Falcon Ad Content Calendar					
Day	Time	Platform	Content	Caption + Hashtags	Content to Repost
Sunday	11:45	Instagram, Snapchat & TikTok	Reel Creative Asset 1 (The caterpillar video)	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	Im bringing this camera everywhere I go #fujix100v #fyp #fujifilm #x10... TikTok
		X	Reel Creative Asset 1 (The caterpillar video)	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
	17:45	YouTube	Reel Creative Asset 1 (The caterpillar video)	Redefine your photography journey with Fujifilm!	Keep Running the Ad on Youtube
Monday	11:45	Instagram	Poster 1	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
		TikTok	Poster 1	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	Replying to @jesse_cornelius The fujifilm x100v settings I used for th... TikTok
	17:45	Snapchat	Poster 1	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
Tuesday	11:45	X	Creative Asset 2 (Passing the camera in different landmark positions around Qatar)	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
		Instagram	Creative Asset 2 (Passing the camera in different landmark positions around Qatar)	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
	17:45	TikTok	Creative Asset 2 (Passing the camera in different landmark positions around Qatar)	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	The Fujifilm x100v is one of the BEST pieces of tech I've ever owned.
Wednesday	11:45	Website	Press Release 1	Talk about upcoming exhibition where all FujiFilm cameras will be on show with expert tutorials	
	17:45	Snapchat	Poster 2	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
		TikTok	Poster 2	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	The most convenient camera to bring with me on trips is the X100V. #fu... TikTok
Thursday	11:45	X	Poster 3	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
	17:45	Instagram	Poster 3	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	
		TikTok	Poster 3	Redefine your photography Journey! #redefineit #fujifilm #fujifilmqatar #fujifilmxseries	Fuji x100v results by @nestorpoold #fujifilm #fujix100v #photoexamples... TikTok
Saturday	11:45	Website	Press Release 2	An event that will be covered by Fujifilm with public access to the Fujifilm team of professionals covering the event for apprenticeship	

The decision to post in the morning and the evening (11:45 AM and 17:45 PM) will take advantage of peak social media usage time, which aligns with user behavior patterns in Qatar. Morning posts reach users starting their day or taking a first break at work, while evening posts match the downtime post-work or school, thus maximizing visibility and engagement. This dual timing will ensure continuous engagement across the day, keeping the brand top-of-mind.

The decision not to post on Fridays aligns with local cultural practices, where Friday is a day of worship and family time. Respecting these practices not only prevents the brand from pushing content on a day when engagement is likely to be low but also shows cultural sensitivity, which can enhance brand image and loyalty among the local population.

To ensure that our social media posts will be published at the most effective times based on real-time data and audience engagement patterns in Qatar, we will use SocialBee to support our content calendar. SocialBee, which is AI powered, will use algorithms to determine the optimal posting times during our chosen morning and evening windows by analyzing user engagement, which can vary depending on the day and specific audience behaviors. This tool will also support our content generation over the six weeks campaign, including captions and images, by automatically adjusting posting schedules based on real-time analytics to maximize engagement and reach.

8. Media Plan and Budget

8.1 Medigap Plan

1.1 Gap Analysis

Limited Visibility: Fujifilm Qatar's brand presence and messaging might not be reaching the desired audience segments effectively.

Insufficient Engagement: The current communication channels may not be fostering sufficient engagement or interaction with the target audience.

Lack of Differentiation: Fujifilm Qatar's messaging may not sufficiently highlight its unique value proposition compared to competitors.

1.2 Medigap Strategies:

Enhanced Digital Presence:

- Develop a comprehensive digital marketing strategy encompassing social media, search engine optimization (SEO), and targeted online advertising.
- Create engaging and informative content across digital platforms to increase brand visibility and attract potential customers.

Interactive Customer Engagement:

- Implement interactive elements such as live Q&A sessions, polls, and contests on social media platforms to encourage audience participation and feedback.

- Launch a customer feedback program to gather insights and improve customer satisfaction.

Brand Storytelling and Differentiation:

- Develop a compelling brand narrative that highlights Fujifilm Qatar's unique history, values, and commitment to innovation.
- Showcase success stories and case studies to demonstrate the real-world impact of Fujifilm products and services.

Strategic Partnerships:

- Identify potential strategic partners in the photography and technology sectors to amplify Fujifilm Qatar's reach and credibility.
- Collaborate on joint marketing campaigns, events, or product integrations to leverage each other's strengths and target new market segments.

Community Engagement and CSR Initiatives:

- Engage with local communities through sponsorships, workshops, and educational programs related to photography and environmental sustainability.
- Communicate Fujifilm Qatar's corporate social responsibility (CSR) efforts to enhance brand reputation and foster goodwill among customers and stakeholders.

1.3 Implementation and Evaluation

Assign responsibilities and timelines for the execution of each Medigap strategy.

Regularly monitor key performance indicators (KPIs) such as website traffic, social media engagement, and brand sentiment to assess the effectiveness of the strategies.

Iterate and refine the Medigap plan based on ongoing feedback and performance data to ensure continuous improvement.

8.2 Media Objectives

2.1 Main Objectives

- **Increase Brand Visibility:** Elevate Fujifilm Qatar's visibility across relevant media channels to strengthen brand recognition and market presence.
- **Drive Product Awareness and Education:** Disseminate comprehensive information about Fujifilm Qatar's products and services to educate the target audience on their features, benefits, and applications.
- **Position as Industry Thought Leader:** Establish Fujifilm Qatar as a respected authority and innovator in photography, imaging technology, and healthcare solutions through thought-provoking content and active participation in industry discourse.
- **Generate Leads and Conversions:** Drive qualified leads and conversions through strategic media campaigns, ultimately contributing to sales growth and revenue generation.

2.2 Secondary Objectives:

- **Boost Engagement and Interaction:** Foster meaningful interactions and dialogue with the audience through media channels to encourage feedback, collaboration, and community engagement.

- Enhance Customer Relationships and Loyalty: Cultivate enduring relationships with customers through personalized communication and targeted engagement initiatives, fostering loyalty and advocacy.
- Optimize Media Efficiency and ROI: Maximize the efficiency and return on investment of media expenditures by meticulously planning, executing, and measuring media activities to drive sustainable growth and success.

8.3 Media Budget

3.1 Google Ads and Display Ads

- Display Ads 100,000 QAR

Explanation: Our Ads will be running on Google's Display networks. We will employ Real Time Bidding (RTB) and we are relying on Google Ad's effectiveness in its ability to match our display Ads only to our target segment. In addition to our display campaigns we want to ensure geographical targeting and relevant keyword themes and Google Ads will offer this using the smart campaigns option. Allocating 20% of our budget to Google Display Ads ensures that one of our main campaign objectives for brand awareness is achieved which we will measure by the impressions reach and frequency generated.

3.2 Print:

- Gulf Times: 40,000 QR
- Harper's Bazaar: 25,000 QR
- Total Print Budget: 65,000 QR

Explanation: Print media still holds relevance in Qatar, and both Gulf Times and Harper's Bazaar reach different segments of the population.

Allocating funds to print ensures visibility among audiences who prefer traditional media.

3.3 TV:

- Qatar Television: 60,000 QR
- Al Dawri & Al Kass Sport Channel: 40,000 QR
- Total TV Budget: 100,000 QR

Explanation: TV channels like Qatar Television have a wide viewership, providing exposure to a broad audience. Sports channels like Al Dawri & Al Kass cater to sports enthusiasts, aligning with Fujifilm's potential market, especially for sports photography.

3.4 Outdoor:

- Billboards: 50,000 QR
- Total Outdoor Budget: 50,000 QR

Explanation: Outdoor advertising, particularly billboards, offers visibility in key locations across Qatar, reaching commuters and pedestrians effectively.

3.5 Website:

- Fujifilm Qatar Campaign Website: 15,000 QR

Explanation: Investing in a campaign website allows for a centralized hub for information and engagement, enhancing Fujifilm's online presence and providing a platform for showcasing products and services.

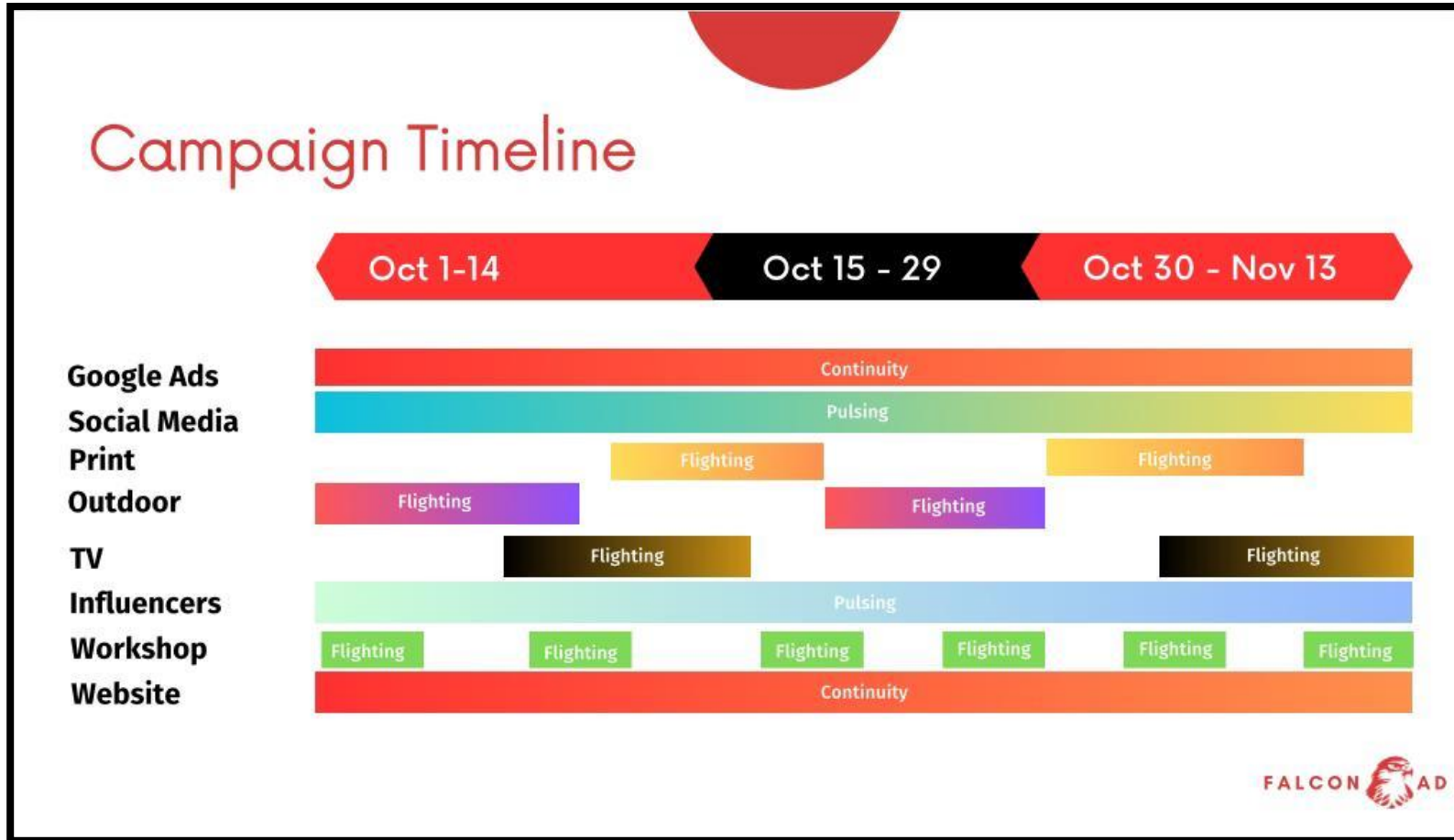
3.5 Social Media:

- Instagram: 40,000 QR
- Snapchat: 25,000 QR
- YouTube: 45,000 QR
- TikTok: 35,000 QR
- X: 30,000 QR
- Total Social Media Budget: 175,000 QR

Explanation: Social media platforms are crucial for engaging with Qatar's younger demographic. Allocating a significant portion of the budget to social media enables targeted advertising, influencer partnerships, and interactive content creation across various platforms.

Total Budget Allocation: 100,000 + 65,000 + 100,000 + 50,000 + 15,000 + 175,000 = 505,000 QR

8.4 Campaign Timeline: Media Flow Chart



9. Measurement and Evaluation

Media Performance Indicators

- Awareness KPIs: These include metrics like impressions, clicks, website visits, and page views which help in determining the reach of the campaign.
- Engagement KPIs: Metrics such as click-through rates (CTR), shares, likes, comments, and retweets will evaluate how engaging the content is for the audience.
- Conversion KPIs: Includes registration on the website and other forms of lead generation which indicate the effectiveness of the campaign in driving action.

Social Media Specific KPIs

- Posts/Tweets/Pins/etc.: Tracking the number and quality of social media posts related to the campaign.
- Likes/Re-tweets/etc.: Monitoring these will help in assessing the virality and engagement of the campaign content.
- Average time on site: Evaluating the engagement level further by analyzing how long visitors stay on the campaign's landing pages.
- Use of campaign-specific hashtags: This will help in tracking user-generated content and engagement from the community.

Conversion Metrics

- Number of new consumers per month: This will indicate the growth in the customer base as a direct result of the campaign.

- Sales conversion rates: Tracks the percentage of leads (from all campaign sources) that convert into sales, providing a direct measure of campaign ROI.

Customer Feedback and Satisfaction

- Post-campaign surveys: To assess changes in brand perception and product awareness.
- Customer feedback collection: On product satisfaction and any improvements seen from the consumer's perspective.

Market Share and Sales Volume

- Increase in market share: Measured by comparing pre and post-campaign data.
- Sales volume comparison: Year-over-year and month-over-month sales data to evaluate the direct impact of the campaign on sales.

Digital Engagement Metrics

- Website analytics: New vs returning visitors, bounce rate, and interactions per visit.
- Social media growth: Follower growth rate on platforms such as Instagram, Snapchat, YouTube, and TikTok where campaigns are active.

ROI Calculation

- Media Spend vs Sales Generated: Analyzing the cost of the campaign against the sales generated to determine the return on investment.
- Cost per acquisition (CPA): The cost spent on the campaign divided by the number of customers acquired.

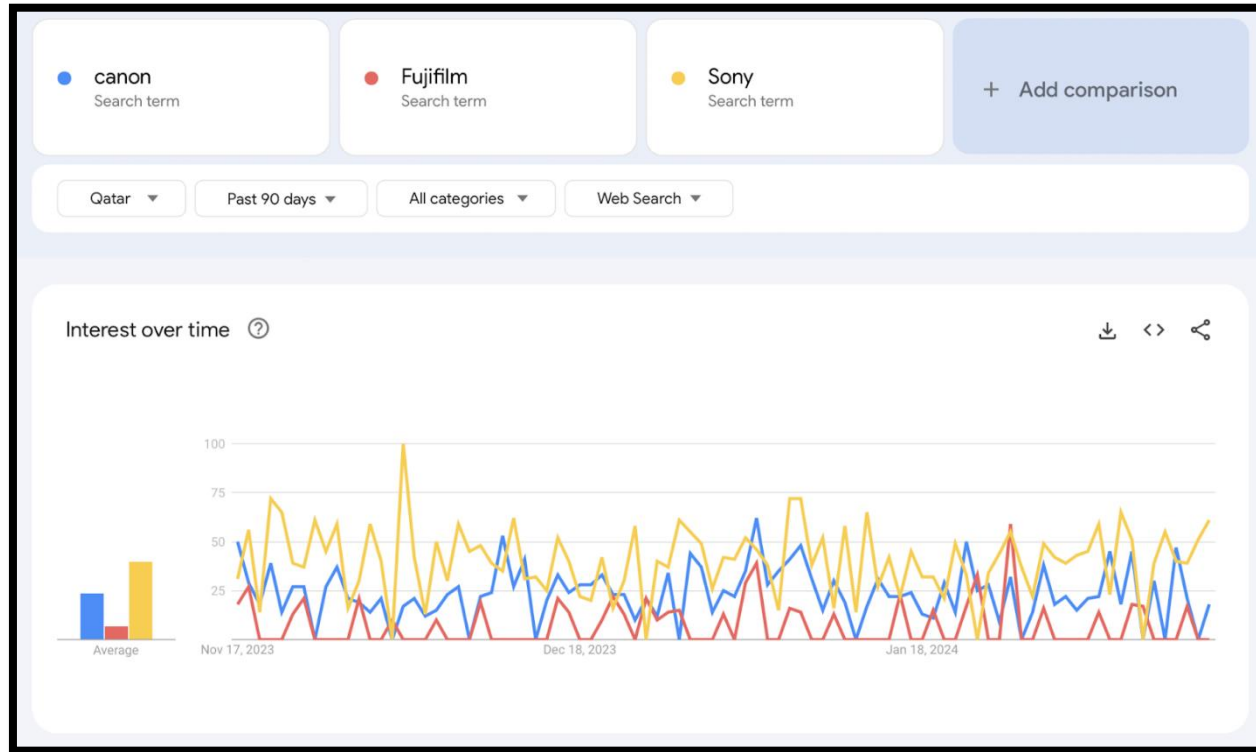
Brand Perception Metrics

- Pre and post-campaign brand perception studies: These studies will help in understanding how the campaign has shifted public perception of Fujifilm in Qatar.
- Competitive benchmarking: Comparing Fujifilm's campaign performance against main competitors like Canon, Nikon, and Sony in similar metrics.

Appendices

Appendix 1

Google Trends Analysis showing Fujifilm as the least popular word compared to similar brands in the market



Appendix 2

Survey Questions:

1. What is your gender?

- Male
- Female
- Prefer not to say

2. How would you describe your involvement in photography?

- Professional Photographer (I earn my living through photography or consider it my primary profession.)
- Semi-Professional Photographer (I occasionally take on paid photography projects, although it's not my primary source of income.)
- Hobbyist Photographer (I engage in photography for pleasure or as a hobby, not as my main source of income.)
- Not a Photographer (I do not engage in photography beyond occasional or casual use.)

3. How much are you willing to spend on a camera?

- 0 QAR - 500 QAR
- 500 QAR - 4,000 QAR
- 4,000 QAR - 8,000 QAR
- 8,000 QAR - 15,000 QAR
- 15,000 QAR and above

4. When exploring camera equipment, where do you get your information? (Please select all applicable sources)

- Social Media
- Television (TVCs)
- Out of Home (Outdoor)
- Online Reviews
- Blogs
- In-Store Displays
- WOM (Recommendations from Friends or Family)
- Other (please specify)

5. What type of photography do you do? (Make it a multiple-choice question)

- Wildlife
- Wedding
- Professional events
- Fashion
- Food
- Sport
- Other:

6. Which factors are most important to you when selecting a camera?

- Image quality (e.g., resolution, color accuracy)
- Brand reputation
- Price
- Size and portability
- Lens options and compatibility
- Video recording capabilities (e.g., 4K, slow motion)
- Ease of use (e.g., user interface, touch screen)
- Manual controls and customization
- Other (please specify)

7. What is your level of familiarity with Fujifilm's latest products?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all

8. Which Fujifilm products do you use or own? (make it multiple choice)

- Digital cameras
- Film cameras
- Lenses
- Film (e.g., Instax film, Fujicolor)
- Other (please specify)
- I don't own any Fujifilm products

9. From where do you typically purchase Fujifilm products?

- Online (Fujifilm website, e-commerce platforms)
- In-store (Fujifilm store, retail stores)
- Both online and in-store
- Other (please specify)

10. Have you faced any issues with purchasing FujiFilm products in Qatar?

- Yes
- No
- If yes, please briefly describe your experience.

11. How likely are you to consider purchasing FujiFilm products in the future?

- Very Likely
- Neutral
- Very Unlikely
- Undecided

12. What factors could positively influence your future purchasing decision? Please select all that apply:

- Improved Product Information
- Enhanced Availability
- Positive Brand Perception
- Other (please specify)

13. Do you believe the recent marketing campaigns for FujiFilm products are impactful in Qatar?

- Yes
- No

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