Scahill Design

Marketing Plan for AR /VR game

Our Objective
Overall strategy outlined in the pages that follow, I aim to develop an interactive experience for the use of people with Anxiety.

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Table of Contents

Business Summary

Our Company

Scahill Design is a company headquartered in North Hampshire. The company's mission is to involve themselves in

Our Marketing Leaders

Tina Scahill is the business owner and marketing collaborator.

SWOT Analysis

As Scahill Design's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2021

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our difference-maker.	What we think could hinder our growth. What/who we think could take our customers.
Honesty Creative Planning Ideas Value for money	Develop into new creative areas New business goals New skills	Virtual reality Augmented reality 3D walk through	Time Lack of money Agency offering Too big a project

Business Initiatives

Scahill Design has the ambitious goal of future proofing the business and its skills. To help the business do that, our marketing team will pursue the following initiatives in 2021:

Initiative 1

Description: development of an App/game in AR or VR space

Goal of initiative: to make a useable app that can help people with Anxiety, not simply a breathing app but one where you can connect yourself out to others, and saty within the space. A safe place to escape.

Metrics to measure success: Creation within Vuefora and Unity of a playable design which looks and feels interactive to a *play using their mobile phone or ipad.*

Initiative 2

Description: To become Adobe Accredited in InDesign, Illustrator and Photoshop.

Goal of initiative: to be able to promote myself as proficient in the leading industry software

Metrics to measure success: attending the software skills course each week at UoW, building my hours and knowledge.

Target Market

Industries

In 2021, we're targeting the following industries where we'll sell our product and reach out to customers:

Anxious and Axiety profiled customers on social media

This includes written articles about the benefits of emersive therapy and the connections we can have with the VR world. Example: Psychology, doctors, occupational therapy, app store.

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:

Natasha - Anxious person female but able to operate in the wider social sphere

Natasha is 18-45 years old. She works in administration/ online/digital marketing for a living and spends her free time: juggling lots of commitments, family, business, home, older relatives. Her life is making her anxious and she is exhausted by this constant bombardment. She has other apps for self-help, healing and breathing, self-actualization and is happy to use these items to enhance her life in some way, but she needs a deeper connection. Her lifestyle is one where technology is helpful. She is connected to social media via apps in her phone, her watch and TV, she needs a simple method of instinctual interaction.

Her lifestyle is one where she needs time for herself but she never finds it. She desires and escape but cannot physically leave due to young family. Ultimately, Natalie wants to overcome her anxiety through emersion into a safe space where she can visit and fill with her happier self, the App will help her organize her thoughts and her emotions in a way that will make her feel satisfied with the small amount of free time she can take. Scahill Design will aim to assist people like Natalie in using technology that can solve her emotional needs that are not being met by her day-to-day lifestyle.

Jesse – young person male or female anxiety from teenager threats and society needs

Jesse is 16-20 years old. They are college/school leaver and have part time employment and spends his/her free time on social media, trying to break from it from time to time, but feels addicted to the need to know what's happening FOMO, they could be only child or part of a larger family, a young person still developing ideas about how their emotions seem to lead them and not them being able to control them. 5 minutes away from the threat of expectation, is what this app will give them. Ultimately, Jesse wants to be able to develop better understanding of themselves , and connect better with their peers in personal or professional challenge(s) Scahill Design will aim to assist Jesse in finding her way, help them deal with life's pressures and how their anxiety can be muted for a while by using the app.

Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

1. **Calm App**

Products we compete with: award winning Apple App Store app 2017. They have diversified to phone app, apple watch and Apple TV. So a broad market approach. It is based on affirming techniques. And talks from recognized Drs and psychologists.

My project would be for a different mindset available on laptop and mobile phone for people to interact with. My App will be self-driven, people decide where they want to go – what path to choose and how they wish to interact.

Other ways we compete: the same market, same tech savvy people, but there are also motivated to try other similar things so this could work in my favour.
I would boost my promotion of the app by inviting others to write about the benefits of handling emotions well.

2. **Mindshift CBT – Anxiety relief**

Products we compete with: they have a psychological approach using Cognative Behavourial Therapy, way to help anxiety. A proven discipline and backed by Anxiety Canada Association, using exercises that reframe thoughts and stay grounded.

Other ways we compete: Same interested parties who would use this app and mine too. I think people who are motivated to use this would be the type of person to target with marketing of my own App.

3. **Dare: Anxiety and Panic relief**

Products we compete with: best mobile app award 20-20, best anxiety app 2019.
Uses audio encouragement and ways to help ease a panic attack, reducing stress and worry, and negative thinking. Yearly subscription $59.99.

Other ways we can compete: there SOS button gives help within the app – my idea is where you could link through to national support services, Samaritans, CAMHs, NHS direct. Creating a better safety net. Particularly for the Jesse profile. Vunerable young people*

*Stat: **Self-harm and suicide** A quarter (25.5%) of 11 to 16-year-olds with a mental disorder had self-harmed or attempted suicide at some point, compared to 3.0% of those who were not diagnosed as having a mental disorder. In 17 to 19-year-olds with a mental disorder, nearly half (46.8%) had self harmed or made a suicide attempt https://digital.nhs.uk/news-and-events/latest-news/one-in-eight-of-five-to-19-year-olds-had-a-mental-disorder-in-2017-major-new-survey-finds)

4. **Healium VR and AR solutions.** *https://www.tryhealium.com/#stories*

This software is the closest thing I have found to my initial idea, it has VR applications through the Oculus Headset and an AR application App for mobile devices. The background reading from the website illustrated the points I have been researching about the benefit of VR on Anxiety problems and the health benefits. This program is my biggest competitior.

Market Strategy
Product

How will this product solve the challenges described in your buyer persona description(s)? *The use of the AR design would provide competition to the Healium App, the personas of Natasha and Jesse, would be motivated to download an App to provide quick top level help and with more time spent in the app deeper levels of discovery could be made.*

What makes this product different from the competition?
My app will encourage more interaction in the scene, seeking out answers and not passively participating.

Price*

Pricing for the mental health apps range from $9.99 per month (AR Healium), to £59.99 per year for Calm app. I would pitch my App at the £5 per month or £59.99 per year approach as per Calm… I think being able to add content along the way, will keep the product fresh and ability to provide feedback in the app would ensure that the users tell us what feels right, what works. A 360 approach would be beneficial – just like a therapy meeting – progress needs to be marked, and the user can play a part in their own journey.

*The market for XR technology is growing, with projections for 2023 valuing it at over 18 billion U.S. dollars. https://www.statista.com/topics/6072/extended-reality-xr/

Promotion

How will I promote this product?

Social media… Instagram (Jesse) and Facebook (Natasha), market segmentation is easy to gain the right audience. I would also see additional content being created and uploaded to the app. New paths, new questions to be asked and interacted.

Process

How will the product be delivered to the customer?

Download through the Apple store or Google play store.

Is it an ongoing service? How will you support their success with your product?

A yearly subscription, perhaps an initial few questions to find out where the player is in the App and a way of checking progress of helping the anxiety.

Physical Evidence

Where is the product displayed?

Online advertising, on social media, endorsements and snippets of the app views.

Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software	*£196,000 (Cost approx. via web search)*
Event 1 [Hosting]	*£232 (Cost approx. via web search)*
Content Sponsorship [time period of campaign]	*….?*
Pay-per-click - *Facebook*	*96p per 1000 cusotmers*
Advertising on Instagram	For CPM, or **cost**-**per**-impressions, advertisers **pay** £4.88 **per** 1000 impressions

Marketing Channels

Over the course of 2021 we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website

Purpose of channel: Brand Awareness
Metrics to measure success: 50,000 unique page views per month

App store

Purpose of channel: sales tool
Metrics to measure success: 50,000 downloads

Instagram

Purpose of channel: engagement through images and to target audience 16-20
Metrics to measure success: 50,000 click throughs to app

Facebook

Purpose of channel: engagement with target audience
Metrics to measure success: 50,000 click throughs to app