

Omnichannel Marketing Campaign Design

Marshall Emberton III

Group_08

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01.

Target Definition & Audience Mapping

- Market Analysis & Target Segmentation
- Customer Persona & Journey Mapping

Key Market Trends

1. Convenience and mobility

Users choose wireless speakers for home, travel, outdoor usage.

2. Rise of music streaming

More listening by mobile devices boosts demand for portable speakers.

3. Smart features

App integration, multi-room setups, voice assistants enhance the premium segment.

4. Premium aesthetic

Stylish speakers with a strong design identity outperform generic products.



Marshall Emberton III

Key characteristics:

- TRUE STEREOPHONIC
- 32+ HOURS OF PORTABLE PLAYTIME
- DUST AND WATERPROOF
- BUILT-IN MICROPHONE
- BLUETOOTH LE AUDIO-READY

Convenience

Sound Quality

Design

Lifestyle

S

W

Strengths

- Distinctive vintage design.
- High-quality sound and premium materials.
- Strong brand heritage linked to music and live performance.
- Diverse speaker lineup.

Weaknesses

- Higher price point vs competitors.
- Limited smart features compared to Sonos or Bose.
- Heavier/larger models may reduce portability appeal.



Opportunities

- Expand into smart speakers (Wi-Fi, multi-room, voice assistants).
- Artist or fashion collaborations.
- Strengthening direct-to-consumer (D2C) sales.
- Emphasize sustainability and repairability.



Threats

- Intense price pressure from mainstream brands.
- Rapidly evolving wireless audio technologies.
- Consumer shift towards ultra-portable or smart-home devices.

Segmentation

Social Explorers



Demographic

Mixed Gender, Aging from 16-30.

University or Highschool students and early-career workers

Living in downtown shared flats, student communities like doorms or Commercial student apartments

Psychographic & Behavior

- Enjoy spending time with friends in gatherings, meals or trips
- Music to create a pleasant and fun atmosphere
- Like to share sweet moments with friends on social media
- Active on social media following trends

Lifestyle Aesthetes



Demographic

Mostly Female, Aging from 18 to 30.

Study or Working in Design, Art, Communication or other creative industry.

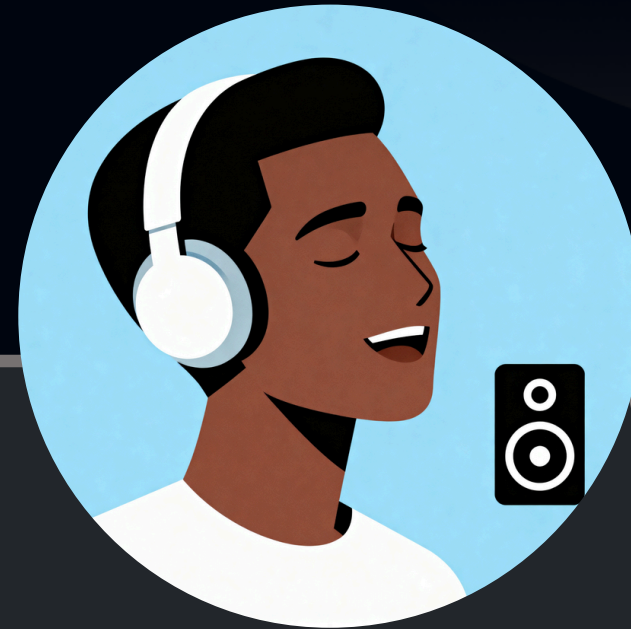
Living in downtown area, usually small-medium size apartment.

Psychographic & Behavior

- Attracted by design and visual feeling
- Enjoy decorating their surrounding with small objects they like
- Willing to pay for product with Emotional Value
- Artistic Lifestyle, love vintage

Segmentation

Sound Quality Enthusiasts



Demographic

Mostly Male, Aging from 20-38.

Students studying engineering or media related major or young professionals in related industries like listed above.

Middle-high family income.

Psychographic & Behavior

- Prioritize clear, powerful and well-balanced sound
- Compare brands carefully before purchasing
- Heavy daily users of music and media
- Willing to pay Premium Price

Sports Active Consumers



Demographic

Mixed Gender, Aging from 20 to 35.

Students or young professionals with active routines.

Have access to parks and sports facilities around home.

Gym members if living in city area.

Psychographic & Behavior

- Use while running, cycling or other sports activities
- Focus on portability, durability and water resistance
- Pay attention to stability in moving scenarios

Target Persona-Social Explorer

Basic Information

Name: Luca **Gender:** Man
Age: 23 **Identity:** University Student
Income Status: Limited disposal money, but willing to pay for trendy things
Technology: Using mobile Apps and social media frequently

Interest Background

- Social lover, primary likes to participant parties, outdoors activities and music festivals
- Trendy seeker, he pays attention to fashion designs that have special attitudes
- Enjoys the atmosphere when staying with friends

Behavioral Traits

- Makes decisions that heavily influenced by social media
- Likes to bring the portable products in the life

Needs

- To add the vibe in social settings
- To express his fashion taste and trendiness
- Easy to bring and share

Frustrations

- Limited budget
- Too much information online
- Complex purchasing channels



Social

price

convenience

design

quality



Customer Journey- Social Explorer



SCENARIO

Luca is organizing a hiking trip and wants to buy a portable Bluetooth speaker with powerful sound to liven up the atmosphere. He watched numerous videos about Marshall speakers but remains undecided about purchasing one.

GOALS & EXPECTATION

- Suitable for indoor and outdoor use
- Convenient, stylish design, long battery life
- Budget not exceeding 200 euros

Awareness

- ① Sees the experience using Marshall speakers from a favorite camping vlogger on YouTube.
- ② Notices the fashion design with retro style of Marshall speakers.

Touchpoints: Influencer video, Marshall official social media ad.

“I want to experience this feeling, not just a speaker.”

Consideration

- ③ Searches the reviews on IG.
- ④ Browses a range of portable speakers on Marshall website.
- ⑤ Compares prices of Emberton III across major e-commerce platforms

Touchpoints: IG review, Marshall web, E-commerce platform

“I require authentic and intuitive product descriptions and hope to get value for money.”

Purchase

- ⑥ Goes to MediaWorld to feel the sound of Marshall Emberton III
- ⑦ Purchases after knowing about the delivery status from customer service on Marshall official website

Touchpoints: Offline retail stores, E-commerce customer service

“I would like to pay for trendy and enjoy a smooth purchasing experience.”

Using & Sharing

- ⑧ Brings it to the hiking trip and earns favorable reviews from friends.
- ⑨ Posts videos on IG showing the vibe when use it at parties.

Touchpoint: Bluetooth on smartphone, Social medias

“I relish being an ambience creator.”

Customer Journey- Social Explorer

Awareness

- ① Sees the experience using Marshall speakers from a favorite camping vlogger on YouTube.
- ② Notices the fashion design with retro style of Marshall speakers.

Is the sounds loud enough and battery strong?

Consideration

- ③ Searches the reviews on IG.
- ④ Browses a range of portable speakers on Marshall website.
- ⑤ Compares prices across major e-commerce platforms.

What is difference between Emberton and Middleton?

Purchase

- ⑥ Goes to MediaWorld to feel the sound of Marshall Emberton II
- ⑦ Purchases after knowing about the delivery status from customer service.

Which platform offers the best value?

Using & Sharing

- ⑧ Brings it to the hiking trip and earns favorable reviews from friends.
- ⑨ Posts videos on IG showing the vibe when use it at parties.

How long do I need to wait?
What is the after-service?

OPPORTUNITIES

- Collaborate with music festivals and outdoor enthusiasts.
- Launch campaigns with vibe tags on social medias.

OPPORTUNITIES

- Provide portable speaker model comparisons on the Marshall official website.
- Offer student discounts on e-commerce platforms.

OPPORTUNITIES

- Set up pop-up stores.
- Optimize for a 2-step checkout process online.
- Create bundled sales.

OPPORTUNITIES

- Host Marshall offline community events.
- Run UGC activities with rewards.

02.

Content Creation & Distribution Strategy

- Content Ideation & Planning
- Content Distribution Approach

Content Theme “Vibe with Emberton”

— Makes the moments feel alive

What is a Vibe?

A vibe is not the music itself — it’s the feeling that music unlocks.

It’s the quiet spark in ordinary moments: a walk, a train ride, a late evening with friends. It’s atmosphere, emotion, presence.

Emberton & the Vibe

Emberton naturally is a Vibe creator. It’s portable, Well-branded, vintage appearance, and designed to make the sound instantly set the atmosphere around Luca. It simply turns whatever he’s doing into a moment that feels a little more alive.

Luka needs vibing

spontaneous hangs with friends, moving through the city, study breaks, and small emotional moments shaped by the music he plays. He chooses products that feel authentic, portable, and capable of setting the right atmosphere wherever he goes.



Topic & Message Framing

THE THEME

Vibe with Emberton——Makes the moments Alive

The campaign is about reshaping how Luca evaluates and chooses the products he buys. For him, a vibe is shaped by the music that surrounds him, and portable speakers are not accessories but mood setting essentials. By linking Emberton directly to the emotional payoff of feeling a moment come alive. The theme positions the product as an immediate enhancer of real-life experiences. This framing guides the entire campaign: every content piece shows Emberton in the moments where Luca is most likely to consider purchasing it, making the speaker relevant, desirable, and ultimately more likely to drive sales.

Luka. P

Customer persona



Topic

Message

Awareness	Interest	Desire	Action	Retention
How a portable music device can elevate your moment	Emberton as the best way to set the mood and show your style	The customer feels the joy and happiness that Emberton adds to thier moments	Buying Emberton unlocks the potential for everyday moments to turn into future joyful experiences.	Letting Emberton continue to enrich the small moments in your daily life
“Feel the moment” Portable music makes any moment feel more alive.	“The perfect sound for your moments” Emberton is the ideal portable speaker to shape your moments.	“Moments that dose feel better, have a try” Emberton brings joy and happiness to the moments you create.	“Start your vibe” Buying Emberton begins the possibility for future joyful experiences.	“that sounds good, your every day life” Emberton continues to enrich the small moments in daily life.

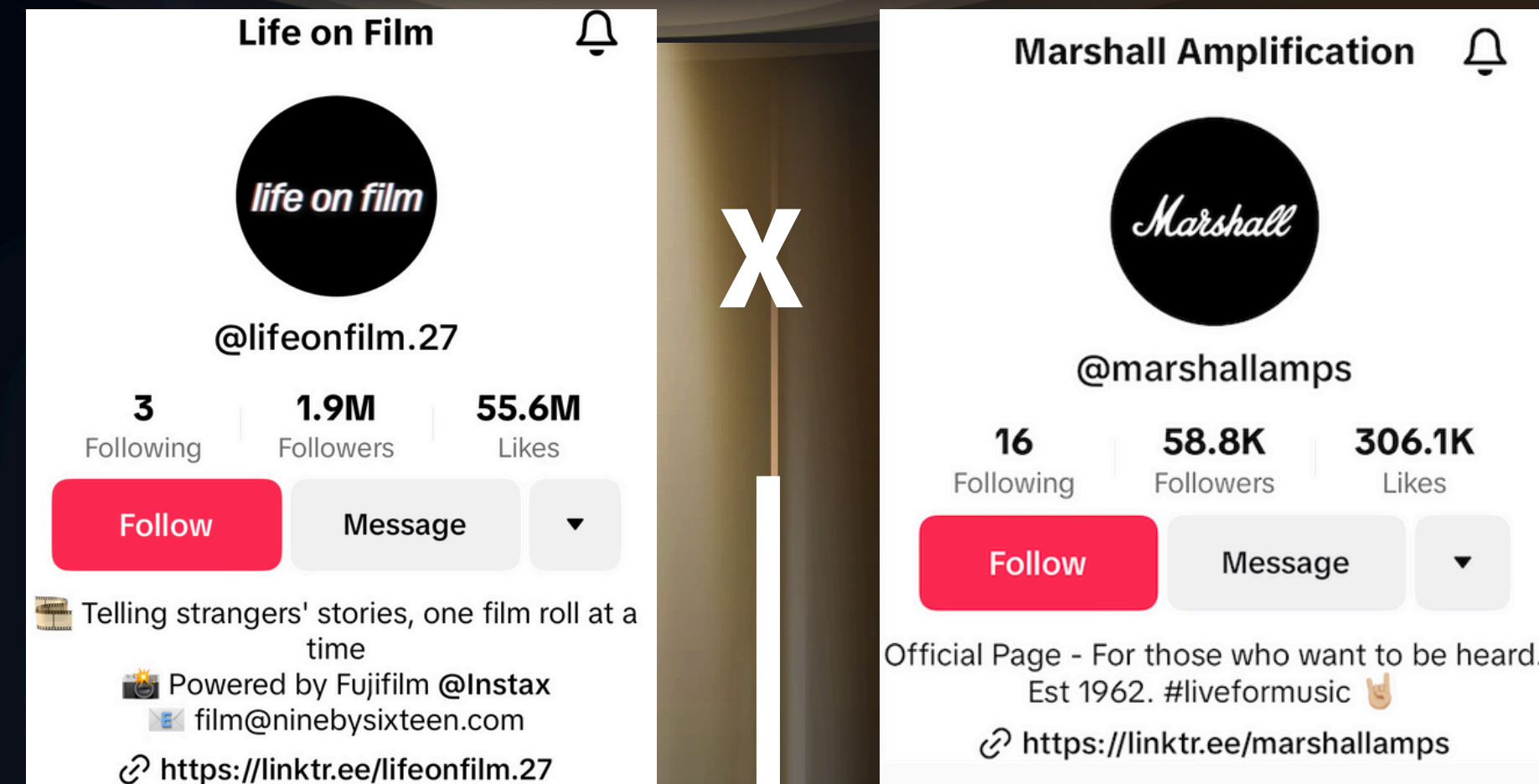
Content Creation-TikTok

“Life on Film” is known for his signature storytelling format: he approaches groups of friends at airports, streets, or events, gives them a **disposable camera**, and asks them to document their trip or day together. After the camera is returned, he develops the photos and turns them into a warm, nostalgic film style video. His content is loved for one reason: it captures the pure joy of real people sharing real moments.

Our co-created version elevates this format. Along with the disposable camera, **we also give each group an Emberton 3**. This gives us a perfect opportunity to show the real happiness and joy that our users experience in actual using scenarios, also in a vintage film style that perfectly aligns with our brand image, and strongly connected to the campaign theme “Vibe with Emberton.”

The co-creation can bring audience from @lifeonfilm who are also very much our targets to notice our brand to increase Visibility. And also could be a very good Kick-off for our later UGC activity once it get enough viewers

Co-create kick-off video with @lifeonfilm



Content Creation-UGC

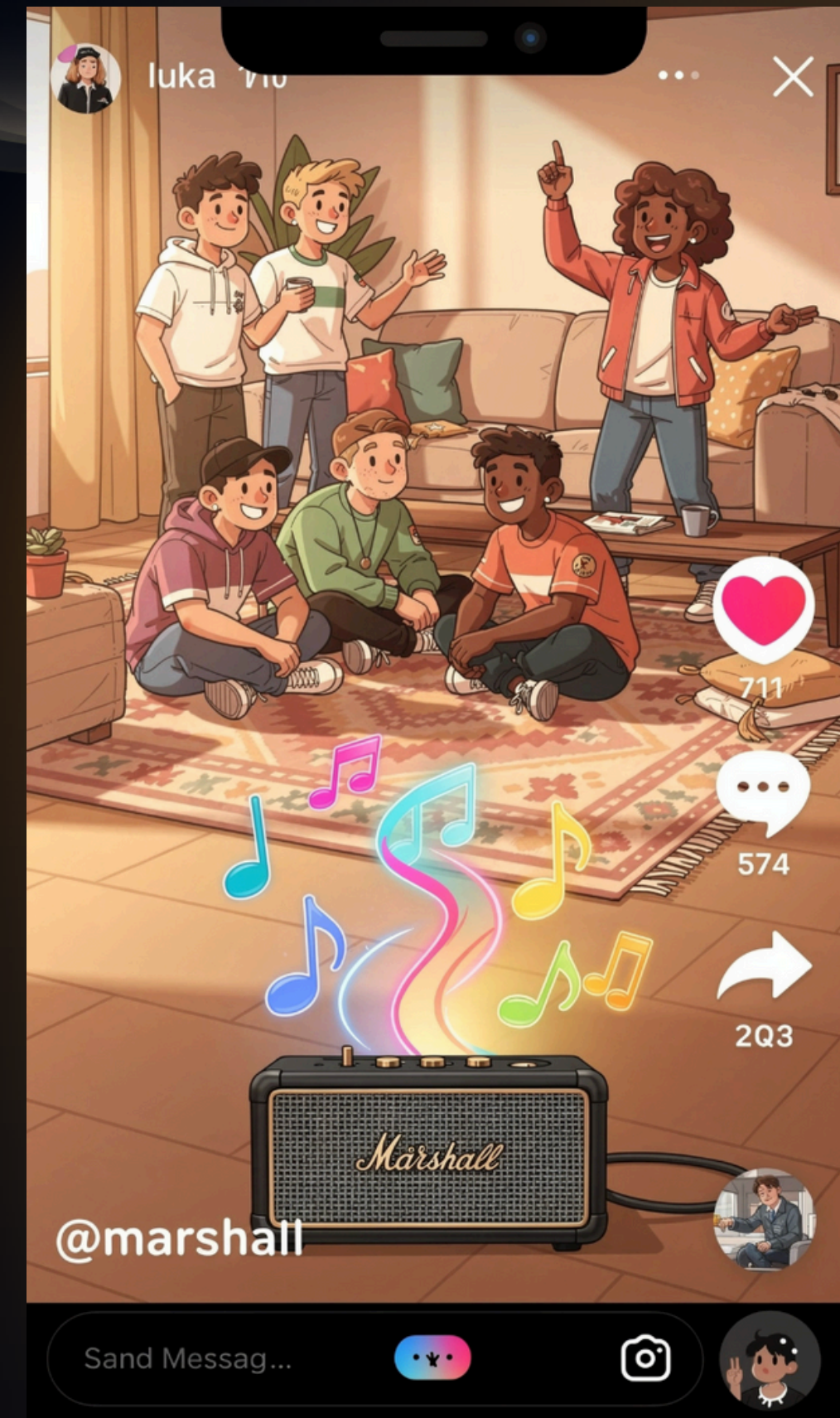
#VibeWithEmberton Challenge

Participants simply need to capture a moment that “comes alive” when they turn on their Emberton. Any everyday scene works: studying, cooking, hanging out, traveling, or walking at sunset. They post the video on TikTok or Instagram using the hashtag #VibeWithEmberton or tagging @Marshall.

To increase motivation, weekly winners are selected based on brand resonance. Rewards include limited-edition Marshall accessories, discounts and the chance for their clips to be featured on Marshall’s official social channels.

Kick-off

At the end of the previous co-creation video, we can add "Share your vibe with Emberton, @ us, or add a hashtag to participate in the challenge" and include a QR code or link for the challenge's official website. Visiting the website will be shown the challenge requirements and rewards. Meanwhile also publish the challenge content and information across all social media platforms and media channels to encourage users to participate.



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Content Creation-Pop-Up

To extend the campaign into real-life interactions, we host a pop-up activation in campus, where people naturally gather, socialize, and both are the starting point of creating memorable moments. The pop-up is divided into two immersive zones designed to experience and create the “Vibe with Emberton” .

Zone A – Product Experience Zone

In this zone, staff members introduce Emberton 3 and guide visitors through hands on testing. Students or travelers explore the speaker’ s sound quality, portability, and design in a relaxed, friendly mood. Staff will guide customers to create member accounts or subscribe to email or SMS notifications to receive gifts/discounts.

Zone B – DJ & Party Zone

A DJ booth, lounge seating and an open hangout area create a lively social space. People gather, chat, dance, and enjoy music together. Generating our Vibe.

Supply for Official Channel Content

Vintage style photos, short clips and candid group moments from both zones are continuously recorded and published on Marshall’ s social media (while with permission), feeding the UGC challenge and **keeping the campaign active**.



Marshall Vibe Sessions

Marshall Vibe Sessions is a series of small outdoor social experiences designed for young people like Luca, who use music to shape the atmosphere of their moments with friends. These sessions are not about performance or sports but creating effortless, memorable vibes in everyday outdoor settings.

Marshall is inviting sports stars and fitness influencers to merge music and movement into one powerful experience.

- **Mountain hike with a Marshall speaker:** participants head to the summit, creating an atmosphere of freedom, drive, and connection with nature.
- **Sea swim:** sun, waves, and Marshall sound turning the swim into a true summer vibe.
- **Paddle match on the court with music:** a dynamic game fueled by the rhythm of Marshall speakers.

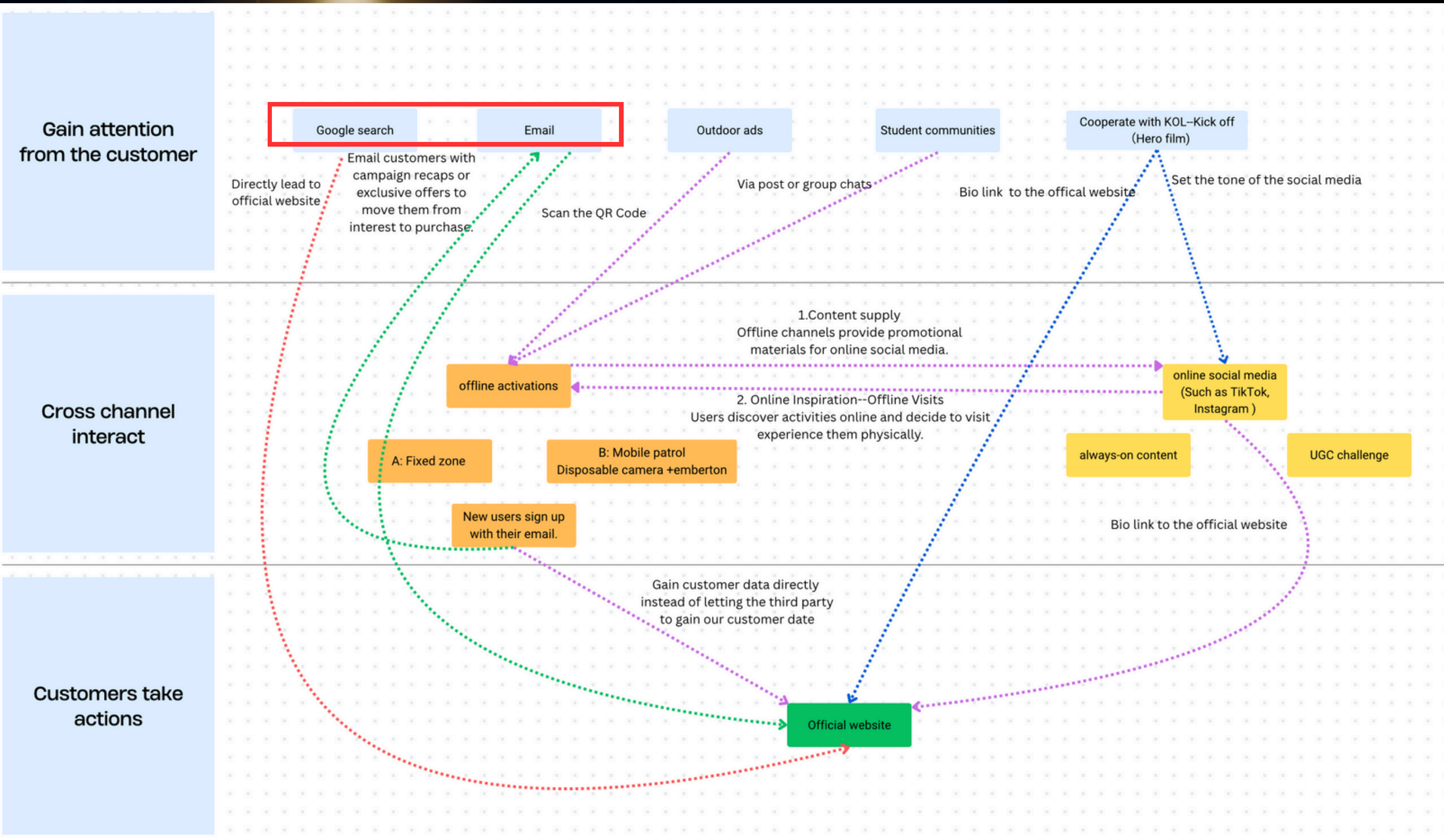
All activities are actively shared across social media, building a recognizable style and strengthening Marshall's presence in the lives of young audiences.

Marshall **OUTDOOR SESSIONS**



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Cross-channel interaction



1.The Direct Route (Red Line)

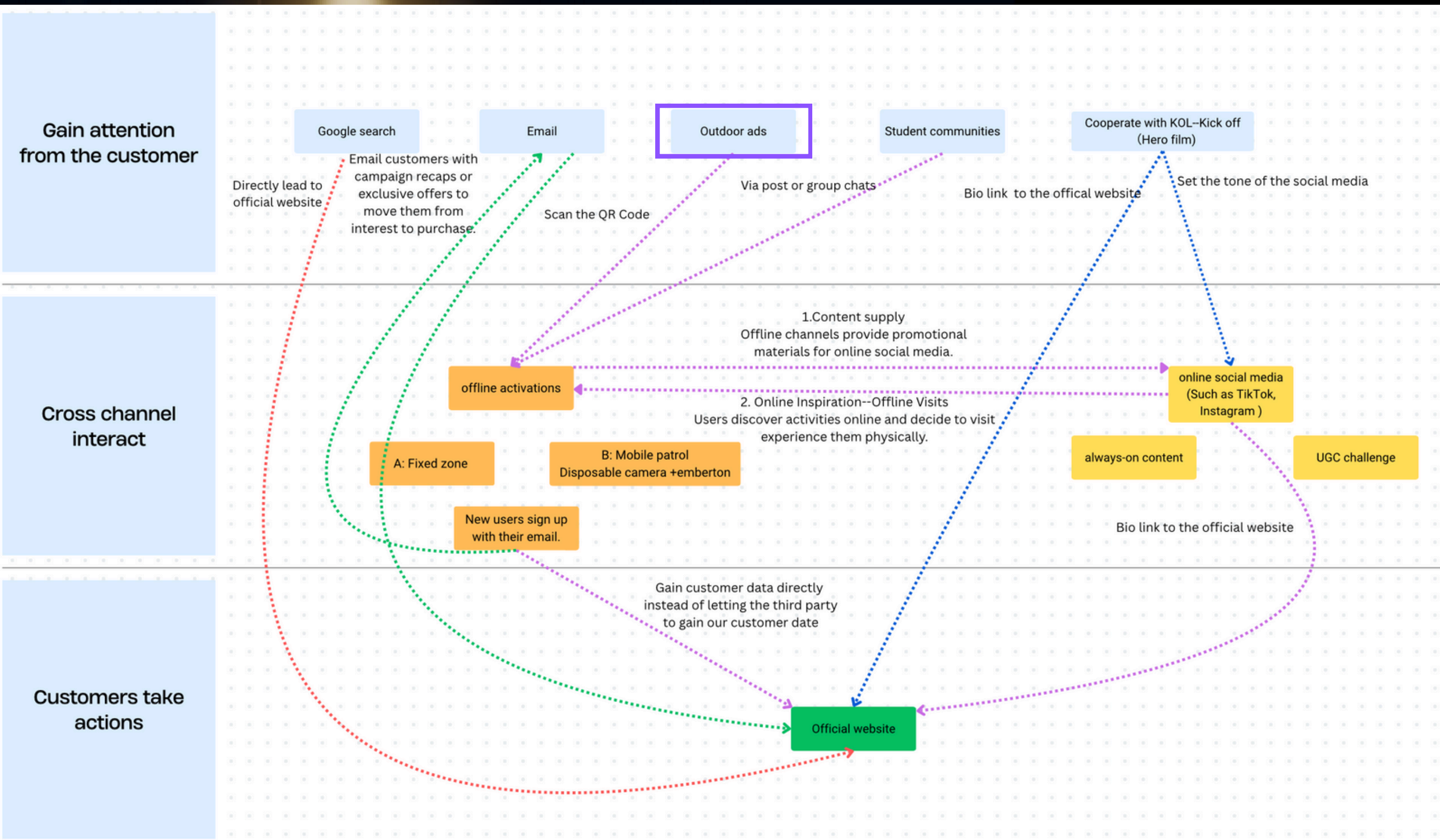
It begins with traditional top-of-funnel channels like Google Search. Here, the strategy is straightforward: customers are directly linked to the official website when they search on the internet.

2.The Nurturing Route (Green Line)

This path leverages email marketing for retention and conversion. Customers who register their email at offline and online events are nurtured with follow-up messages and exclusive offers. This ongoing communication is designed to push the customers from initial interest to making a actual purchase directly on the website.

Omnichannel Marketing Management

Cross-channel interaction



3.The Community & Experience Loop (Purple Line)

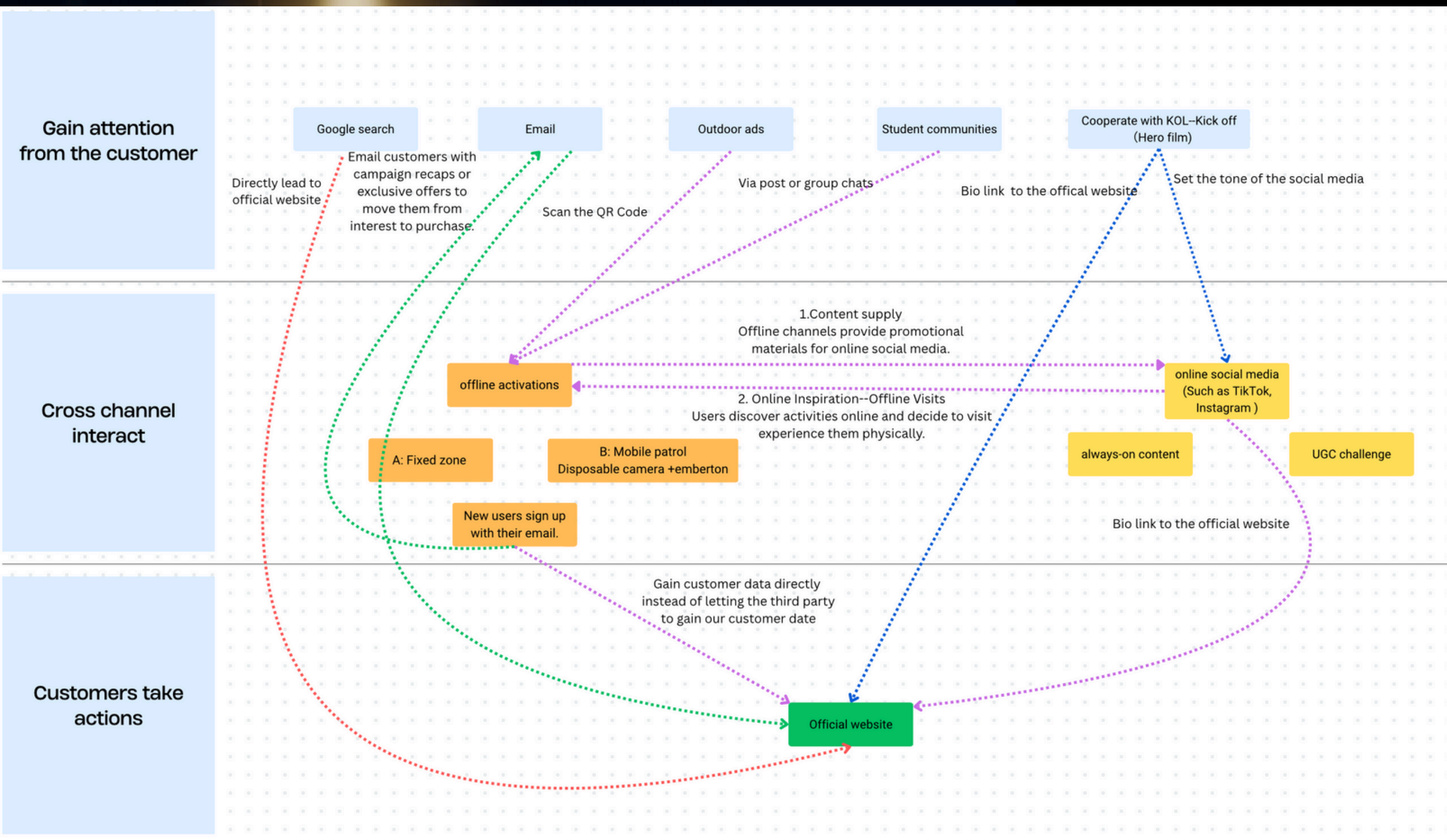
This journey starts with local engagement through outdoor ads or student community groups and posts. These channels promote our offline activations, encouraging customers to participate.

This creates a powerful synergy:

- Offline events generate authentic content (photos, experiences) that fuels our online social media campaigns.
- Simultaneously, this online promotion inspires more people to visit our physical events, forming a virtuous cycle.
- Crucially, when customers experience the brand offline and sign up with their email, they receive a new-user coupon, effectively funnelling them into the Green Line and onward to the website to redeem it.

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Cross-channel interaction



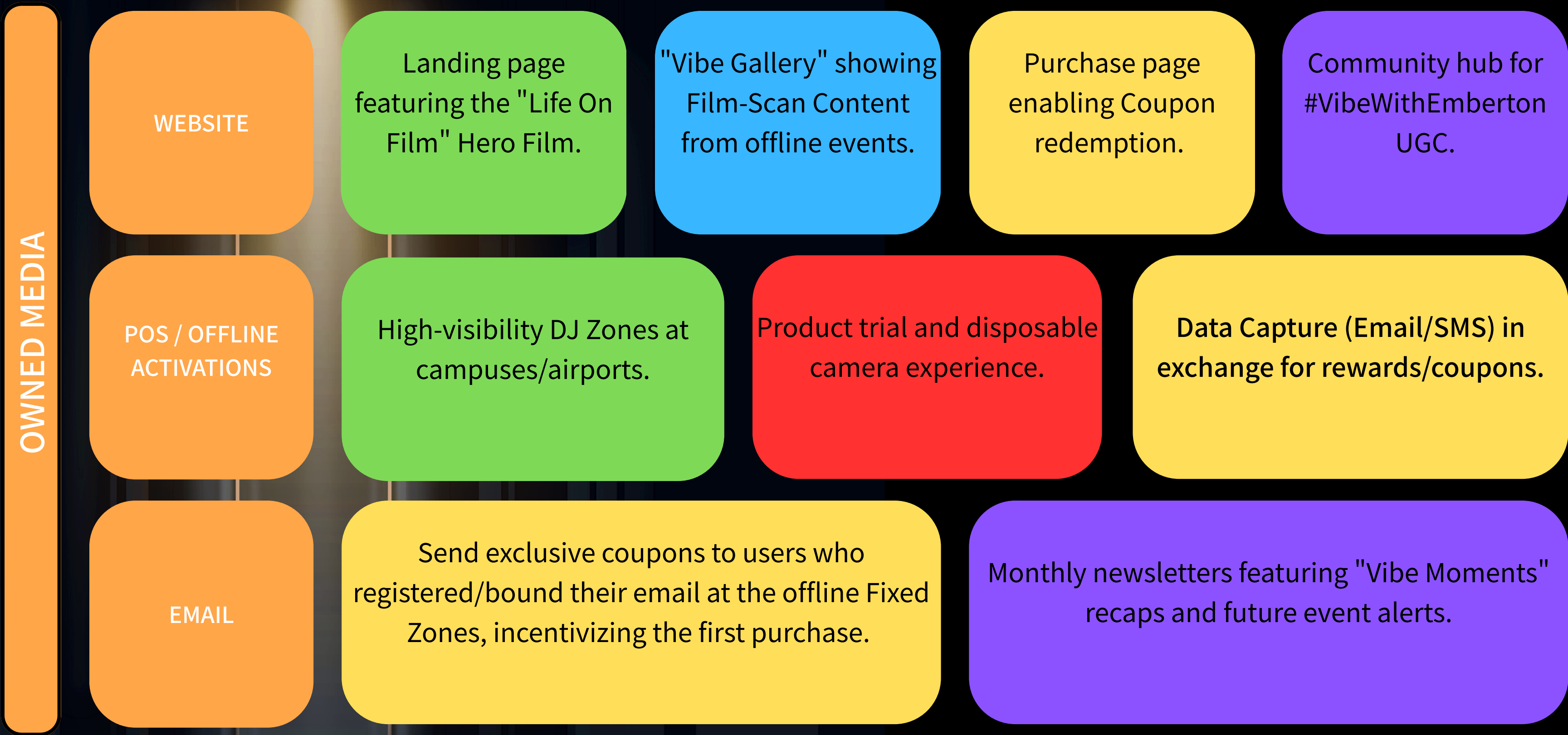
4. The Influencer Amplification (Blue Line)

Collaborations with KOLs act as a powerful amplifier. Directly attract their audiences to our official website,

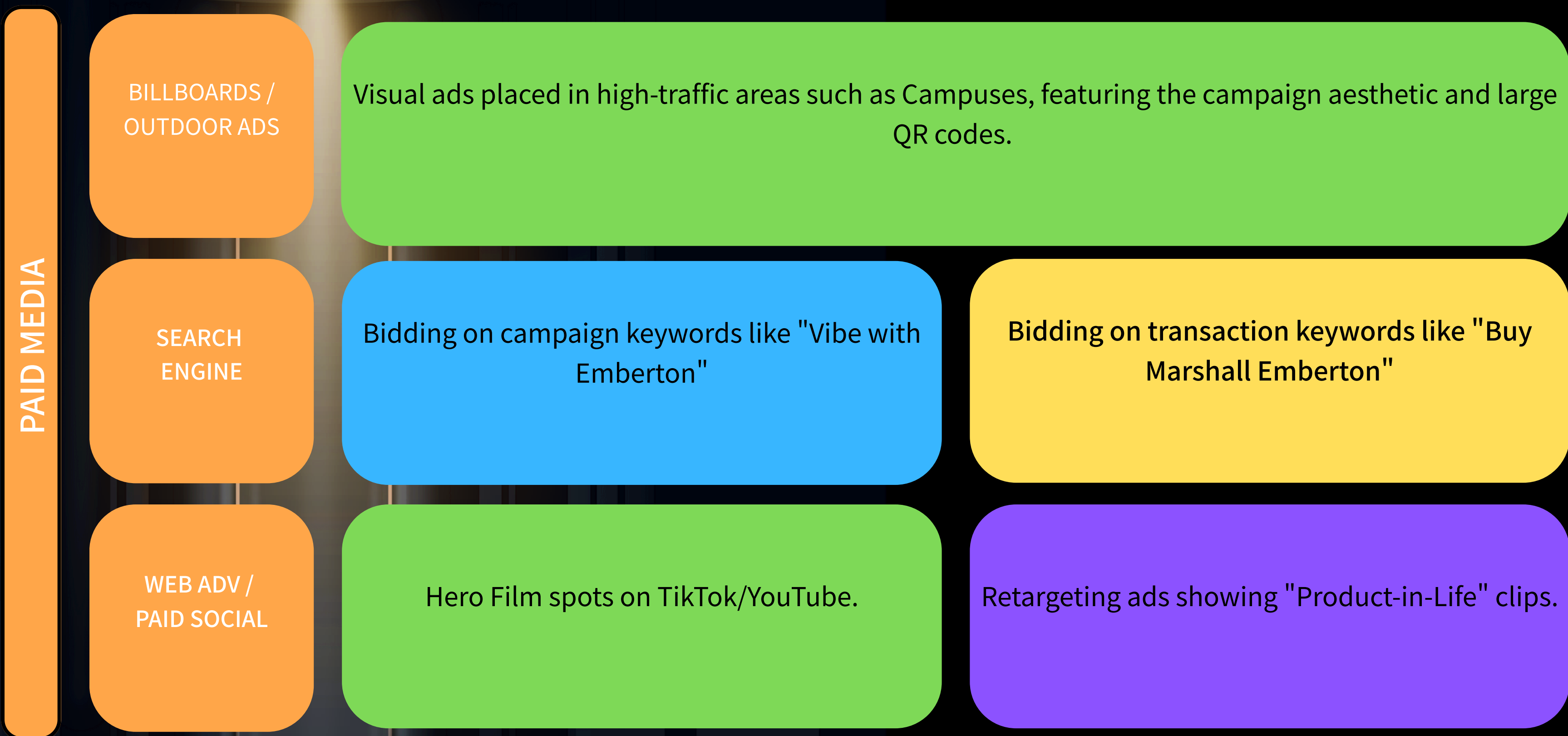
In conclusion, this multi-channel framework ensures that whether a customer discovers us through search, email, community, influencers, or live events, all paths are strategically designed to converge on the official website, maximizing conversions and building a owned customer database.

Campaign Touchpoints

AWARENESS INTERSET DESIRE ACTION RETENTION



Campaign Touchpoints



Campaign Touchpoints

 AWARENESS  INTERSET  DESIRE  ACTION  RETENTION

SOCIAL MEDIA AND ONLINE PR

COMPANY PROFILE

Daily Micro Vibe Clips (3-5s cuts)

Behind-the-Vibe footage from Mobile Patrols.

Reposting user content from the UGC Challenge.

KOLs/
TESTIMONIALS

"Life On Film" partnership video establishing the aesthetic.

Seeding discussions in Student Communities.

03.

Execution Plan & Content Evaluation

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Execution Plan

	Murch	April	May	June	July	August		
PR		Press release about future events, TikTok challenge annousment				Articles in the media		Awarness
Sites		Landing pages creation: for life on Film and TikTok Challenge, Pop-Up session, Vibe session.	launch all pages with ability to buy	ability to buy	ability to buy			Interest
SEO		SEO for life on Film and TikTok Challenge, Pop-Up session, Vibe session.	SEO support	SEO support	SEO support	Articles for Blog		Desire
SEM		SEM-support	SEM-support	SEM-support	SEM-support			Action
POSM		Outdoor advertising for Pop up session	Outdoor advertising for Pop up session					Retention
Digital advertising	Digital advertising setting	Start of Digital advertising for Film and TikTok Challenge	Start of Digital advertising for Pop-up	Start of Digital advertising for Vibe session				
SMM (Interior)		life on Film and TikTok Challenge Announcement	life on Film and TikTok Challenge	Pop-Up session supply	Vibe session supply	Last summer with Marshall posts		
SMM (External)		life on Film and TikTok Challenge Announcement	life on Film and TikTok Challenge	Pop-Up session supply	Vibe session supply			
Influencer Partnerships			Selecting influencers and establishing agreements	Selecting influencers and establishing agreements	Work with influencers on Vibe session	Last summer with Marshall posts		
Events	Preparation			Pop-Up session	Vibe session			
E-mails		E-mail chain before life on Film and TikTok Challenge	E-mail chain before Pop-Up session. E-mail chain after life on Film and TikTok Challenge	E-mail chain before Vibe session. E-mail chain after Pop-Up session.	E-mail chain after Vibe session.	Email chain about summer with Marshall + extra proposal		

Duration:

2 month pre-organization plan

3 month - duration of activities

Budget for Each Activities

1: Influencer Marketing Unit (KOLs)

Line Item	Amount (€)	Rationale & Notes
1. Hero Creator Fee	12,000	production and sponsor posting fee, Based on Shopify benchmark for 1M plus followers
2. Usage Rights	6,000	purchasing rights to run ads
3. Content Boosting	18,000	ad budget
4. Micro-Influencer Seeding	5,500	fees for ~15 micro-influencers, Based on Shopify benchmark for 10k-100k plus followers
5. Product Sample Costs	1,500	internal cost (COGS)

2: The UCG Activity

Line Item	Amount (€)	Rationale & Notes
1. Grand Prize: Travel Fund	3,000	2 winners x €1,500. Incentivizes users to capture "Vibe moments" on their travels. Also reposted by official account
2. 2nd Prize: Ecosystem	1,500	10 winners x €150 (Headphones). Encourages building a "unique ecosystem".
3. Participation Prizes	3,000	Accessories
4. Recruitment Ads	8,000	Ads
5. Logistics & Ops	1,000	Shipping costs for prizes and minor admin fees

Budget for Each Activities

3: Pop up

Line Item	Amount (€)	Rationale & Notes
1. Venue rental	1100/day	Based on A 200 sqm venue between UCL and the British Museum benchmark pricing
2.DJ Desk	500	Market benchmark for DJ equipment
3. Other setup	1000	food, drinks, decorations
4. DJ	600/day	Benchmark €100/h
5. Guard	180/day	Security staff cost €30/h
6.Staff bonus	300/day	Bonus per Internal sales temporarily reassigned to support the pop-up: €150/day*person
7.POS system	50	Market benchmark
8.Photo + Video	1500/day	1-day content production (shooting+editing)
Tot per day	5737/day	Sum

4: The UCG Activity

Line Item	Amount (€)	Rationale & Notes
Influencer fee (mid-tier IG creator)	7500/day	Based on Shopify benchmark for 100k–500k followers; includes opportunity cost of full-day availability
Influencer post	2500	Typical IG sponsored post rate
Photo + Video creator	1500/day	1-day shooting + editing benchmark
Activity materials	300/day	Props and materials
Transportation (3 cars)	540/day	Sixt benchmark transportation, 9-seater business van: 180/day*car
Location fee (only paddle)	144/day	€12 * 12 participants
Insurance	120/day	€10 per person \$\times\$ 12
Total per session	37524 for 3 sessions	(7500 + 2500 + 1500 + 300 + 540 + 144 + 120) * 3

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KPIs and ROI

Activities	Impressions	Clicks/Visits	CTR	CR	Conversions	Revenues	Budget Cost
Online							
KOL (TK)	3,400,000	28,560	0.84%	1.50%	428.40	€77,112	€43,000
UGC (META)	274,000	4,356.6	1.59%	3.26%	142.03	€25,565	€16.500
SEM	52,270	1,690	3.23%	3.50%	59.15	€10,647	€2,000
DEM	20,000	348	1.74%	0.20%	0.70	€125.00	€500
Offline							
Pop-Up	1,426	/	/	10.00%	142.60	€25,668	€17,190
Vibe Session	450	/	/	10.00%	45.00	€8,100	€37,524
Total						€147,217	€116,714

ROI= (Total Revenue - Total Cost) / Total Cost = (147,217-116,714)/116,714 = 26.13%

Omnichannel Marketing Management

KPIs and ROI

Online/Offline:

- Clicks = Impressions*CTR
- Conversions = Clicks *CR
- Revenue = Conversions * Price (€180)
- Budget cost: from the previous estimation “ Budget for each activities”

CTR & CR Data:

- Based on industry averages from online marketing benchmark reports.

Impression Data:

- KOL: Estimated using median video view counts for relevant influencer.
- Others: Derived from online search results and adjusted based on the specific nature of our campaign.

Source:

KOL(TK) : [tiktok-ads-benchmarks-for-ctr-cr-and-cpm](#) seo-industry-benchmarking.

META: <https://www.adamigo.ai/blog/meta-ads-benchmarks-2025-by-industry>.

SEM: <https://databox.com/google-ads-industry-benchmarks>

DEM: <https://mailchimp.com/resources/email-marketing-benchmarks/>

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Bullets:

- Total campaign ROI: +26.13% (expected)
- Main value drivers: KOL conversions & Pop-up sales
- Brand investments: Vibe Sessions (negative short-term ROI)

Overall Interpretation:

Hybrid brand-performance campaign with solid short-term profitability