



primary research

For primary research we conducted an in depth interview with a consumer as well as a survey with over 75 responses from individuals in our target audience of men and women ages 18-34. We also analyzed in store displays and any current campaigns that the Flip is involved in. From this research, we discovered a number of key findings.

The survey provided us with a number of important insights. The questions were strategically posed to find information that would aid us in creating a successful print ad campaign. The survey was specifically aimed at 18-35 year old individuals because they fit the audience we are trying to target. The majority of our respondents did not own a camera but did hear of the Flip camera by Cisco. This audience ranked video quality and price as the two most important qualifications in purchasing a video camera. They also answered enthusiastically about sharing videos via the internet and different sharing programs. Respondents also made it clear that they are mostly interested in filming silly moments and fun times with friends. The final question asked participants to explain why they would or would not be interested in purchasing a flip. The responses were about 50% yes and 50% no, with very similar reasonings. Many people felt that the price is right and the camera is perfect in its convenience factor. Many people also said they would not purchase it because their cell phone already provides the same function.

To get a perspective from someone from the older spectrum of our target audience, we did an in-depth interview with another individual who already owns a Flip camera. He was able to provide us with information about the functionality of the product and his reason for choosing this camera over others. Again, the price and convenience were the two leading factors in his positive experiences with the product.

The in store display of the Flip is consistent with the campaign they began in 2009. It features the "Do you Flip?" tagline and focuses on the product design and functionality. This product is also featured in its own display, separate from competitors to help gain the attention of prospective customers.

secondary research

For secondary research, we consulted current Flip campaigns, MRI reports, online reviews, competitors and their reviews, and industry research. This research gave us some great insights about how the online community is responding to the pocket-camcorder popularity as well as the current positioning of the Flip camera.

The current campaign tagline "Do you Flip?" has been featured on all of the Flip's promotional material. The 2009 awareness building campaign features Stevie Wonder, Usher, Samuel Jackson, Tony Hawk and many more and was aimed to maintain category leadership. It consisted of user-generated clips of everyday and unique moments that ran on national television spots, an outdoor campaign in major U.S. cities, and a digital push including video ads in banners and a microsite (www.doyouflip.com) that invites users to submit their own Flip moments. The Flip website is also now featuring a whole section for designing your own Flip with a complete design gallery, a personalized pattern generator, as well as an option to upload your own picture to be featured on your personalized Flip camera.

Some outdoor ads in city transit hubs:



The pocket camcorder industry is hot in today's market because of their low prices, small size, ease of use, and ability to shoot high-definition videos. Cisco is credited with pioneering this product line with its industry leading Flip cameras, which are ideal for those looking to shoot quick and simple videos, and are especially useful in various sharing services.

It was predicted that these devices would be doomed because of competition from the iPhone and other Smartphone's with video capabilities, however the pocket camcorders are still maintaining a great results in the industry and introducing new models with even more features. According to Forbes.com from April 2010, over four million Flip cameras have been bought and the category of camcorders below \$200 using Flash storage has grown 98% and revenue has grown 149%. They also credit Cisco having taken the biggest chunk of the growth with 25% market share by units sold.

These pocket camcorders are best for quickly shooting and uploading life's most embarrassing, amusing, or engaging moments. To upload and playback the videos, cameras come equipped with necessary software so that you can share videos from any machine The simplicity and affordability of these products are keeping them on the market. Although their future is still in question, they are making improvements every day.

According to MRI data, People who currently own camcorders are 35-44 year old individuals who earned college degrees and are in professional related occupations. They have a high income and married with children. This audience is not who we are looking to target in our campaign because they would not value the specific functions that are essential to the Flip camera. This camera is for younger users who want to share their funny moments with their friends instantaneously using social media, instead of creating home movies of children to hold on to for many years.

There are many competitors entering the pocket camcorder market. The competition is growing however, the Flip is still recognized as the market leader. It is expected that the Flip will face its fiercest competition from smart phone technology, specifically the iPhone. Below is a chart of current competitors on the market and some notes from online reviews of the product.



product	notes from online reviews	price range
Flip Mino HD	Most famous product, its strength is ease of use, and has a yellowish tint to video quality. The second-generation Flip MinoHD is the sexiest and most solidly built pocket camcorder seen yet, and it backs refinements up with very good video quality.	\$158.96 - \$229.95
Creative Vado HD	Widest lens and best overall video quality in good light. The third-generation Vado HD has the widest-angle lens of any HD pocket camcorder, as well as exposure controls, great low-light video quality, and a sub-\$200 price.	\$134.96
Flip Digital Ultra HD	Bulky product, uses double A batteries, and has good video quality. The Flip UltraHD improves an already excellent line of pocket camcorders with a wider-angle lens, better low-light footage, more storage capacity, and an HDMI-out port.	\$129.00 - \$199.99
Sony Webbie HD	Fanciest looking product, can shoot 5 mega pixel stills, and has control over modes.	\$124-\$135
Kodak Playsport	Excellent mini-camcorder that can take some rough treatment and capture solid HD video	\$100-\$135
Kodak zx1	Smaller, more rugged product, and microphone is a weak point. The Kodak Zx1 is a pocket-able HD camcorder for the snowboarder set, with a slick, durable design to go along with its decent performance.	\$70-\$133
Kodak Zi8 Pocket Video Camera	With the Zi8, Kodak finally surpasses Flip Video's video quality and feature set. The full-featured Zi8 captures the best HD pocket-camcorder footage seen, but its interface and digital zoom often get in the way.	\$69.99 - \$110.00
Kodak Zi6	Biggest LCD screen, frame rate control, best microphone. The Kodak Zi6's features and frame-rate options are superb for a pocket camcorder, but video quality is a shade below the competition.	\$90-\$100
Sony Bloggie MHS PM5 bundle	Sony gains ground against the mini-camcorder competition with the Bloggie MHS-PM5, but its software and overall video quality keep it from moving ahead	\$139-\$149
Convergence/Smartphone	Incorporating various features into a cell phone like camcorder options is becoming increasingly more popular as an industry standard. It is fair to say convergence could replace the single-function device.	n/a



questions and answers/key insights

1. Who buys video cameras?

-According to MRI research, most people who own digital camcorders are educated adults between the ages of 35-44 who have professional or related occupations and have a household annual income of over \$150,000. They are also married and have children. This audience represents a different demographic than the Flip is trying to capture. People who currently own digital video cameras have more disposable income and are not interested in filming the same types of events because they are in a different demographic than people who are in the Flip audience. The 2009 Flip campaign was aimed at young males 18-34 and a broader 25-54. This is why we decided to target our ads to 18-34 year old men and women.

2. Who buys/uses the Flip camera?

-People who buy the flip are 18-34 year old men and women who are looking for a convenient camera at a sub \$200 price. We like to call this group the "social videographers" because they want to be prepared for situations that they can share with their friends and family. They want a camera that is cheap, has good quality, easy to use, and most importantly has convertibility for easy sharing. These people are not interested in dealing with the complexities of a multi-function device.

3. Why do they use the Flip?

-According to our survey, the majority of our target audience likes to capture silly moments with friends so that they can share it with others. They use sites such as Facebook, Youtube, Twitter, Vimeo, Email and MMS to instantly post what they have to share. For our older demographic who are young parents with kids, they enjoy capturing funny things that their kids do and share them with friends and family as well.

4. Do they like the Flip?

-Many reviews on line still view the Flip as the market leader in the pocket camcorder industry, however they see rising competition from new products entering the market as well as smart phones, specifically the iPhone. As of now, the Flip still offers higher definition filming and more storage space than the Apple iPhone. Users agree that the Flip is perfect for "quick and dirty" video recording that is to be shared over the Internet. However, you are sacrificing good video quality for the low price you pay.

5. How is the product currently positioned?

-Currently, Flip is trying to recruit people to join the Flip world and become part of the movement to democratize video. It is priced very low for younger users, and some of the ads feature celebrities using the camera. However, we feel that using the celebrities diminishes the user-generated feel of the campaign, especially when they use the last five seconds of the ad to plug a product or a charity. The current tagline "Do you flip?" is trying to get users to use the product name as a verb, such as Google or Facebook. We think this is a smart strategy to get users to become more familiar with the term and increase its chances of becoming a household verb. Another important part of its positioning is the new personalization aspect of the product. This allows users to customize their product, which is always a popular option in today's market of personalized products.

6. Who are its major competitors?



-Right now there are many other similar products entering the market. Competitive products include the Kodak Zi8 Pocket Video Camera, Creative Vado HD, and the Sony Bloggie MHS PM5 bundle. However, smartphones are forecasted to give mini-camcorders a run for their money because many people think that consumers are more interested in an all in one product so that they only have to carry a single item. Already competition has increased; in June Apple added video to the iPhone, and in September they added video to the iPod Nano.

7. What is the online community saying about this product?

-The online community has many great things to say about the Flip, however many are wary of its future because convergence could replace the single-function device very easily.

8. What video sharing programs do they use?

-Most people share their videos with family and friends using Facebook, Twitter, Vimeo, MMS, Email, and Youtube. Youtube and Vimeo were the most popular among our survey respondents.

9. Have people heard of it?

-According to our survey of over 75 individuals 18-35, 70% have heard of the product before.

10. What are its key benefits?

-The key features of this product are its easy use, low price, and simple sharing capabilities.



creative brief

What has been recorded (background):

The Flip has been seen as the pioneer in pocket-camcorders since first introduced 4 years ago and will continue to hold the position as a the world's leader in shoot-and share video cameras. Flip Video has literally changed the way the world captures and shares video.

currently filming (present brand position):

It is currently working on a campaign of user-generated ads featured on their website and in television spots, with some featuring celebrities using the product. It is heavily recruiting in a movement to democratize video.

new footage (our objective):

Increase awareness and excitement among 18-34 year olds about the Flip sharing capabilities through print advertising.

the stars of the movie (target audience):

18-34 year olds who want to capture and share life's spontaneous moments. They are either thrill-seekers who are energized by the everyday thrills of life or new parents who find excitement in sharing the special and silly moments they have with their kids. This group is always looking for something new to share with their friends and family.

special effects (what makes our product stand out):

Flip Video features simplicity, enhanced HD video quality, hardware-based image stabilization, expanded product personalization options, and more ways to share video using pre-loaded FlipShare™ software.

genre (tone of the campaign):

Engaging and fun energy, featuring some of the shared interests of the target audience so that they can relate easily.

the storyline (message):

The flip is the perfect on the go camera to capture exhilarating, fun, and silly moments with friends and family. It also has easy to use sharing capabilities so that users can instantly show others the fun they are having.



strategy statement:

Who is my target? “Hi, I’m Matt. I am a twenty one year old college senior at Northwestern University. I am studying engineering design and I plan to go to graduate school next year for a master’s degree in engineering management. I live off campus in a dingy house with five of my closest guy friends. Although academics are very important, we also know how to have a good time on the weekends. We love to party and are in the middle of a giant prank war right now. For instance, yesterday my friends hacked onto my Facebook page and changed by birthday to today, so now I have all my friends writing on my wall to wish me a happy birthday, four months in advance. Right now, we are in the process of generating a top-secret senior prank that will go down in our schools history. I think it would be really cool if we could document this experience and create a Facebook group for people to follow and get involved.

Where am I now in the mind of this person? There are a lot of cool video cameras on the market right now, but I am a college kid and I don’t have much money to begin with. I saw the Flip camera in some TV commercials and they seem convenient and good quality, but as of now, I just use my cell phone to take short videos of things that I think are funny, but it is not easy to upload them to my Facebook account.

Where is my competition in the mind of this person? I think most video cameras are way over priced, that’s why I just use my cell phone’s video capabilities. This way I don’t have to carry around another gadget in my pocket and the quality is good enough to make out what is going on in the videos.

Where would I like to be in the mind of this person? I first though there was no need for an expensive video camera when I can just use my cell phone. Then I found out about the inexpensive Flip and gave it a try. Now all my friends think I am so cool because I bring it with me to parties and everyone wants to get on camera. The video quality is great and it holds just enough video storage, not to mention the convenience of just flipping the USB out of the camera and uploading the videos straight to my Facebook account for all my friends to see themselves on film.

What is the consumer promise, the big idea? The compact design and easy sharing capabilities make the Flip so easy to use. And I love being able to bring my Flip with me when I know my friends will be doing something silly so I can post it for our friends to see and comment.

What is the supporting evidence? The Flip camera pioneered the pocket camcorder movement and still holds the most market share in the industry. They are constantly coming out with new designs and functions making the product better each time .The new HD Flips have great video quality and the sharing capabilities are easier than ever. Celebrities like Tony Hawk and Usher even use the Flip for their own personal enjoyment. I learned all of this through the Flips different advertising executions.

What is the tone of voice for the advertising? Help younger people realize the easy sharing capabilities and affordable price of the Flip camera using humorous visuals that they can easily relate to, so that they know they can become an instant celebrity among their friends through one funny video.