



VITAMIN Z
8.14.2020

Virtual Campus

FINAL PRESENTATION

8.14.2020



Tech Opportunity

28%

INCREASED SPENDING ON
TECH PRODUCTS

69%

OF STUDENTS EXERT INFLUENCE
OVER TECH PURCHASE DECISIONS

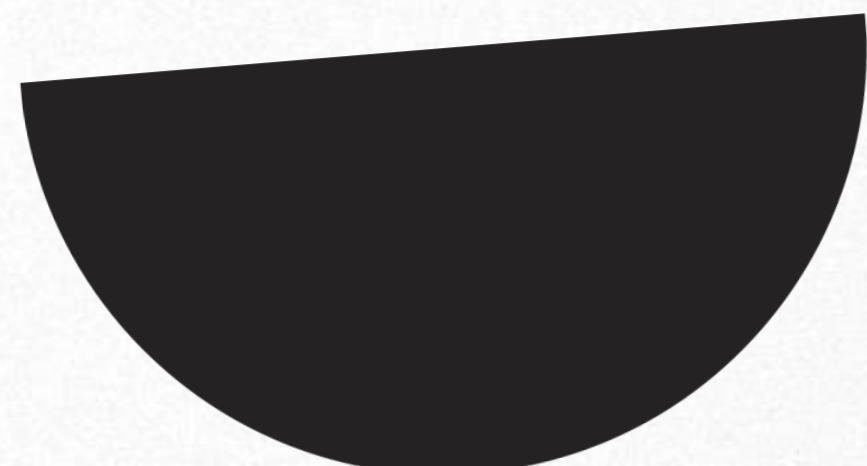
\$5.5B

UNTAPPED OPPORTUNITY FOR
RETAILERS

The Problem—

Increase tech sales from college students
by showing we *get* them.

—We're Solving



Category



- Geared towards K-12 students
- No focus on college students' needs or on tech
- This year is the same as any other in their eyes

Get everything on their list for less



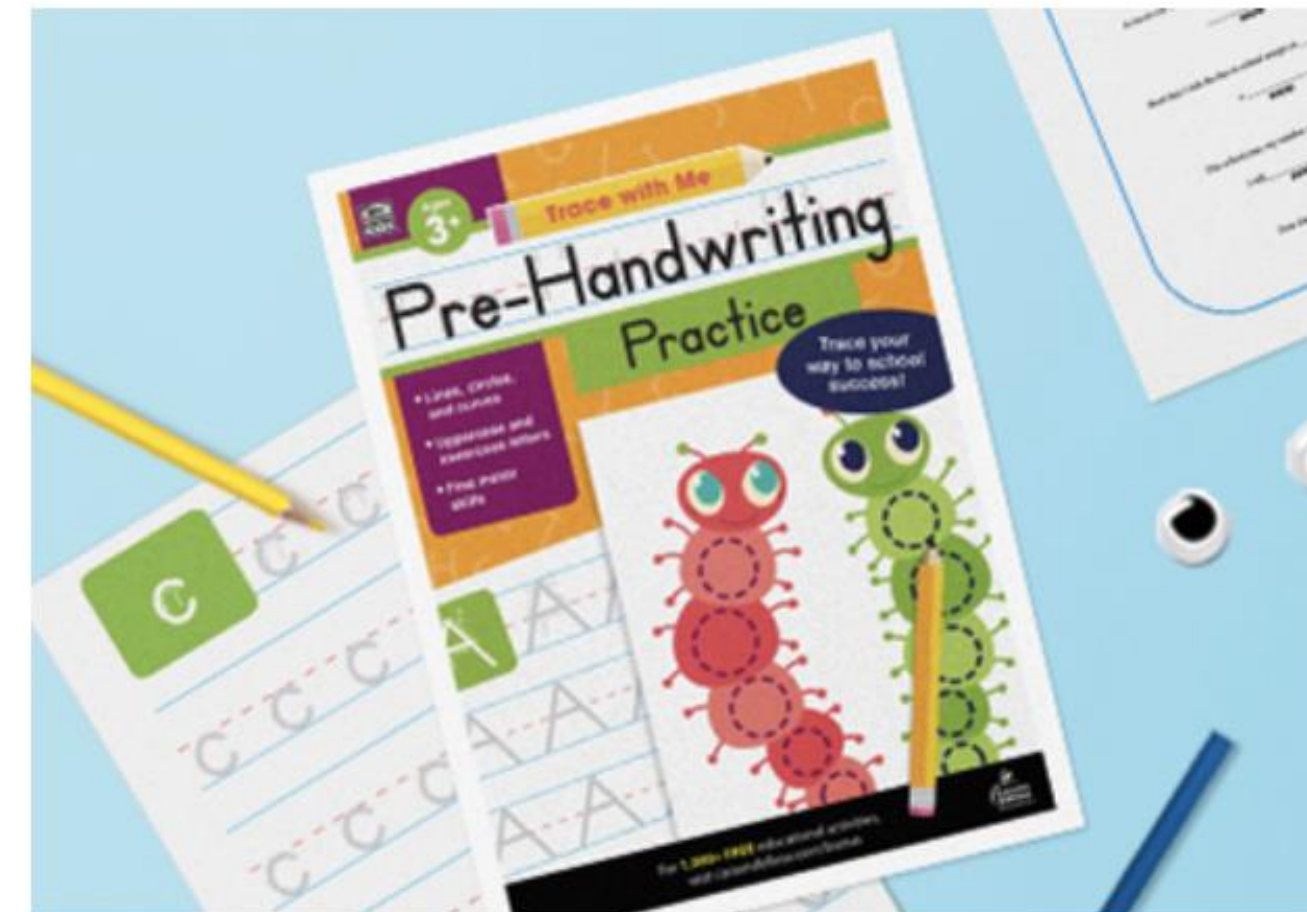
School Supplies Guide



Save on Sharpie, Expo & more



Backpacks & Accessories



Learning Materials



Electronics



- Knew that college students and tech was the move
- Looking to excite them with many cool offerings
- But students aren't in the mood to get excited...



Tech for your first apartment.

Get your new place ready for making new memories.

[Shop apartment tech](#)



Get ready for campus life.

Let's make sure you're good to go.

[See the back-to-school checklist](#)



Self-Care 101 is now in session.

The right tech can make all the difference.

[Shop self-care tech](#)



Tech for the gamer.

Graduate to a state-of-the-art gaming rig.

[Shop tech for the gamer](#)



Tech for content creators.

We've got you vloggers, bloggers, podcasters and creators covered.

[Shop content creator tech](#)



Back-to-School Computing Shopping Event.

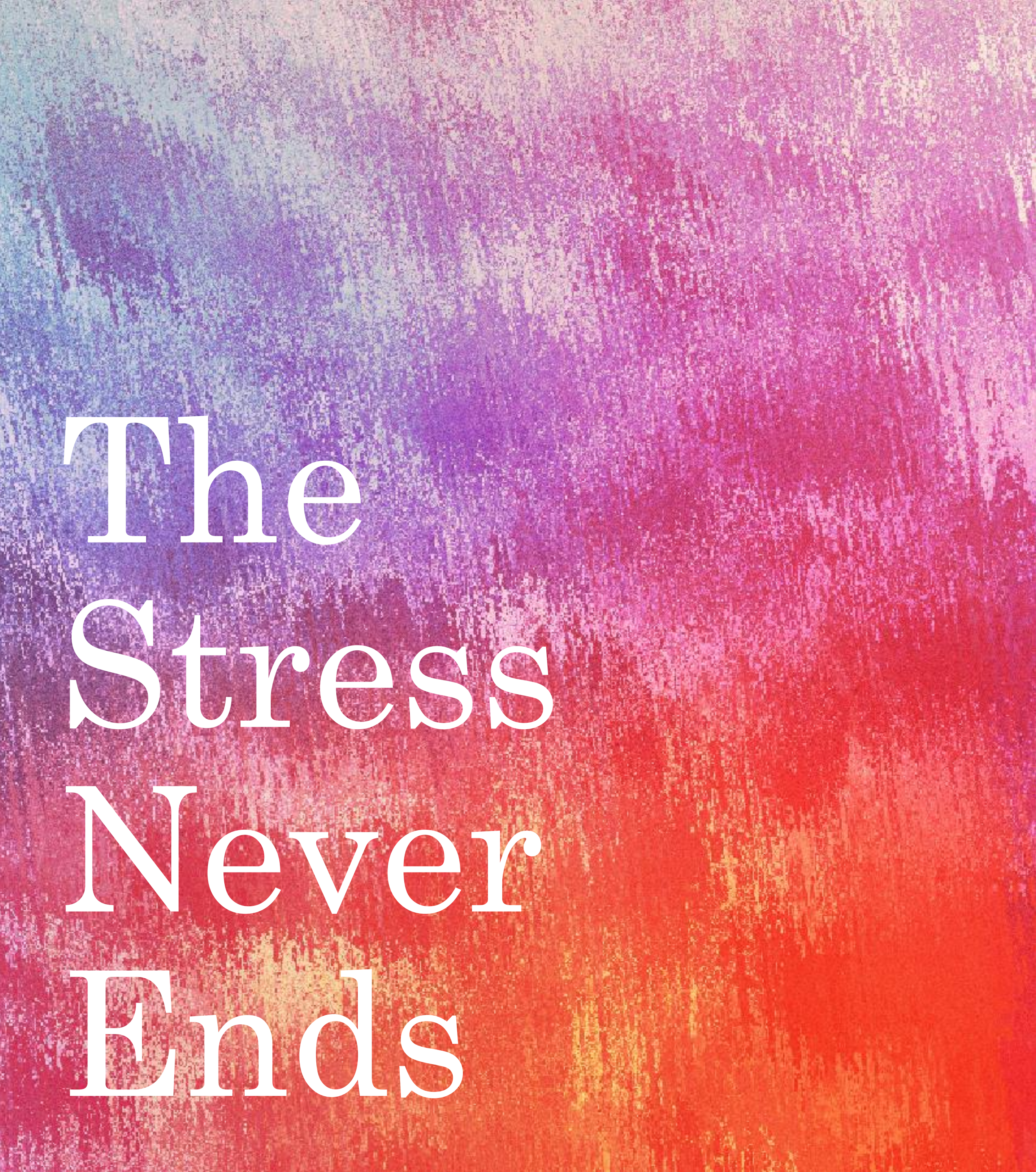
[Shop these deals](#)

CATEGORY CLICHE

Pretending like
nothing's wrong.



Consumer



The Stress Never Ends

80%

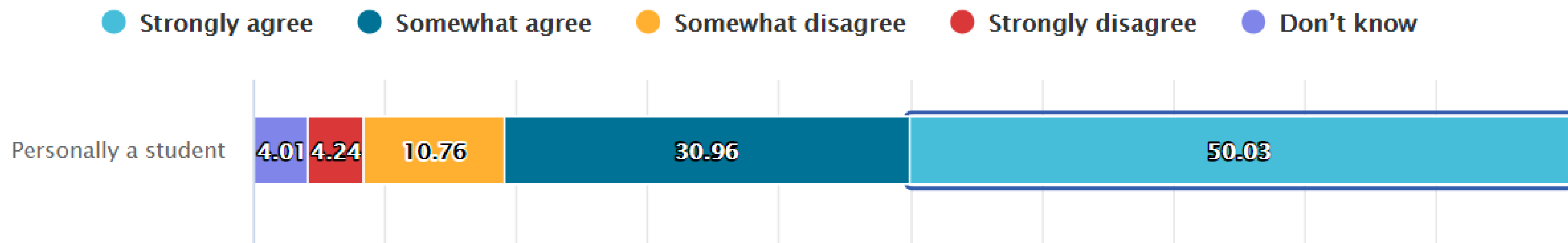
OF STUDENTS
EXPERIENCE FREQUENT
STRESS.

35%

OF STUDENTS
REPORT FEELINGS OF
DEPRESSION.

COVID Didn't Help—

"I am/the student(s) in my life are experiencing increased stress due to the coronavirus outbreak" ≡



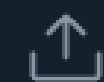
—Obviously.

anticipatory anxiety: increased levels of anxiety by thinking about an event or situation in the future.



alexa 🍷 @alexa_elsharrak · Aug 9

college hasn't even started yet n i'm already **stressed**



Leslie 🇵🇸 @legliesparkles · 1h

i'm so **stressed** cause do we pack as much as usual for **college**? do we anticipate leaving early?



Stressing All Summer Long

CONSUMER OPPORTUNITY

College students are
pre-stress stressed.



College Student @CollegeStudent · Aug 2, 2017

I'm pre-stress stressed, like i'm stressed about the stress that i will be stressed out about for school

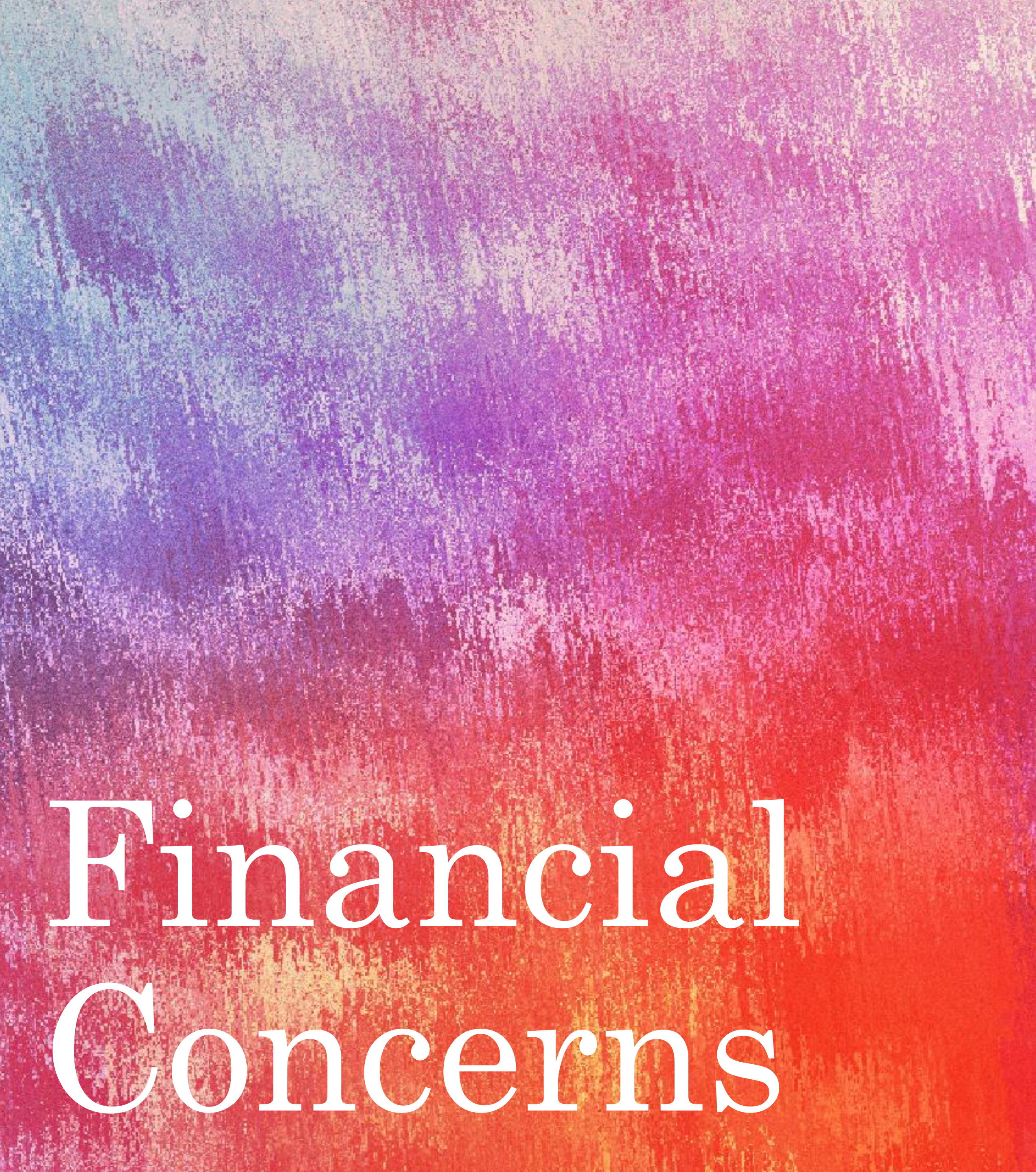
97

27.3K

51.6K



Culture



Financial Concerns

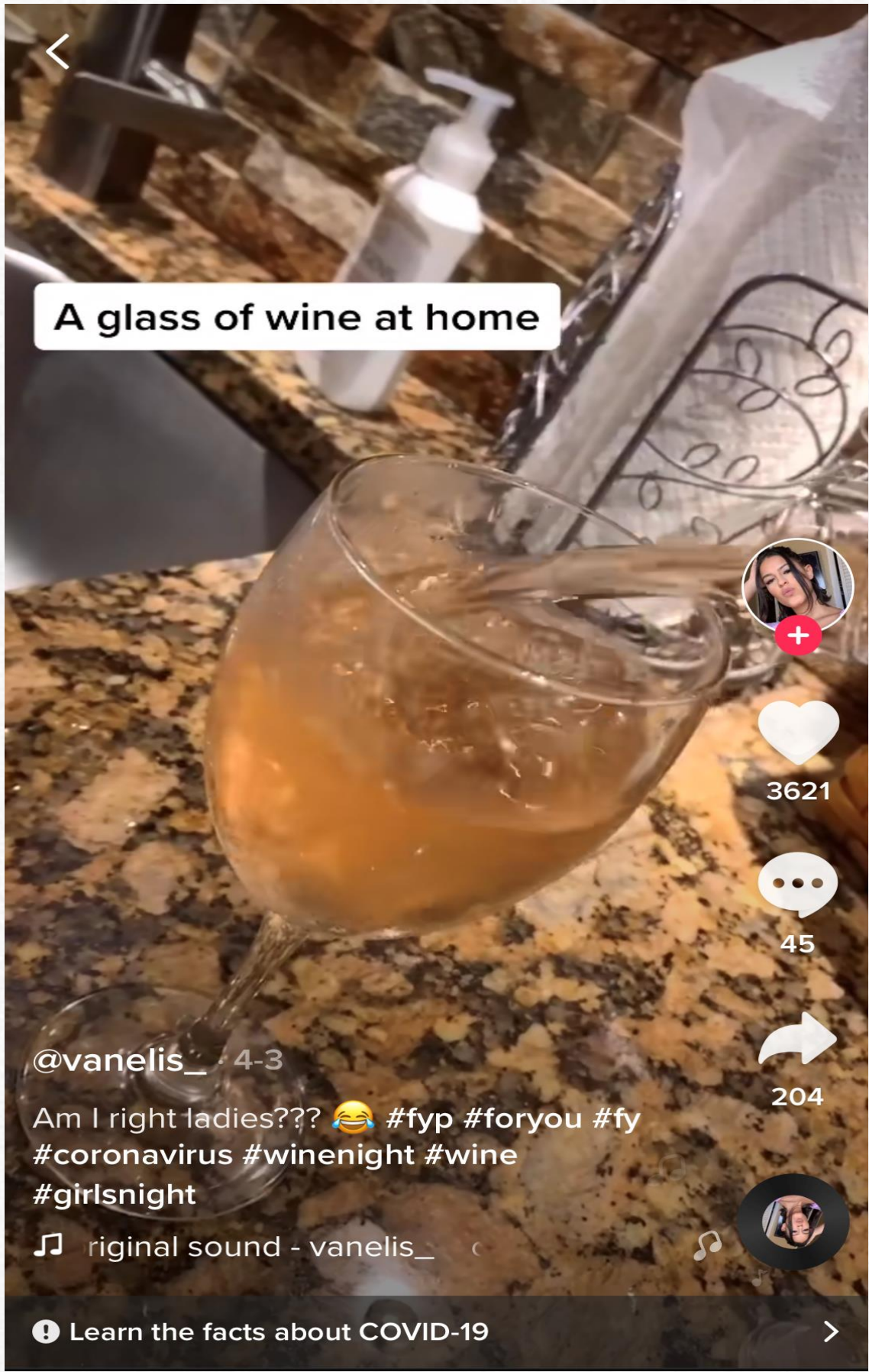
44%

OF CONSUMERS SAY
COVID IMPACTED PURCHASE
DECISIONS.

35%

OF CONSUMERS CUT
BACK ON SPENDING DUE
TO COVID.

But Spending Still Increased in Some Areas—



DIY & Budget-Friendly Indulgences

CULTURAL FUEL

Self-care is a fundamental coping mechanism.

People are spending **2x** more on self-care
in COVID times



BUSINESS PROBLEM – increase tech sales from college students by showing we get them.

CATEGORY

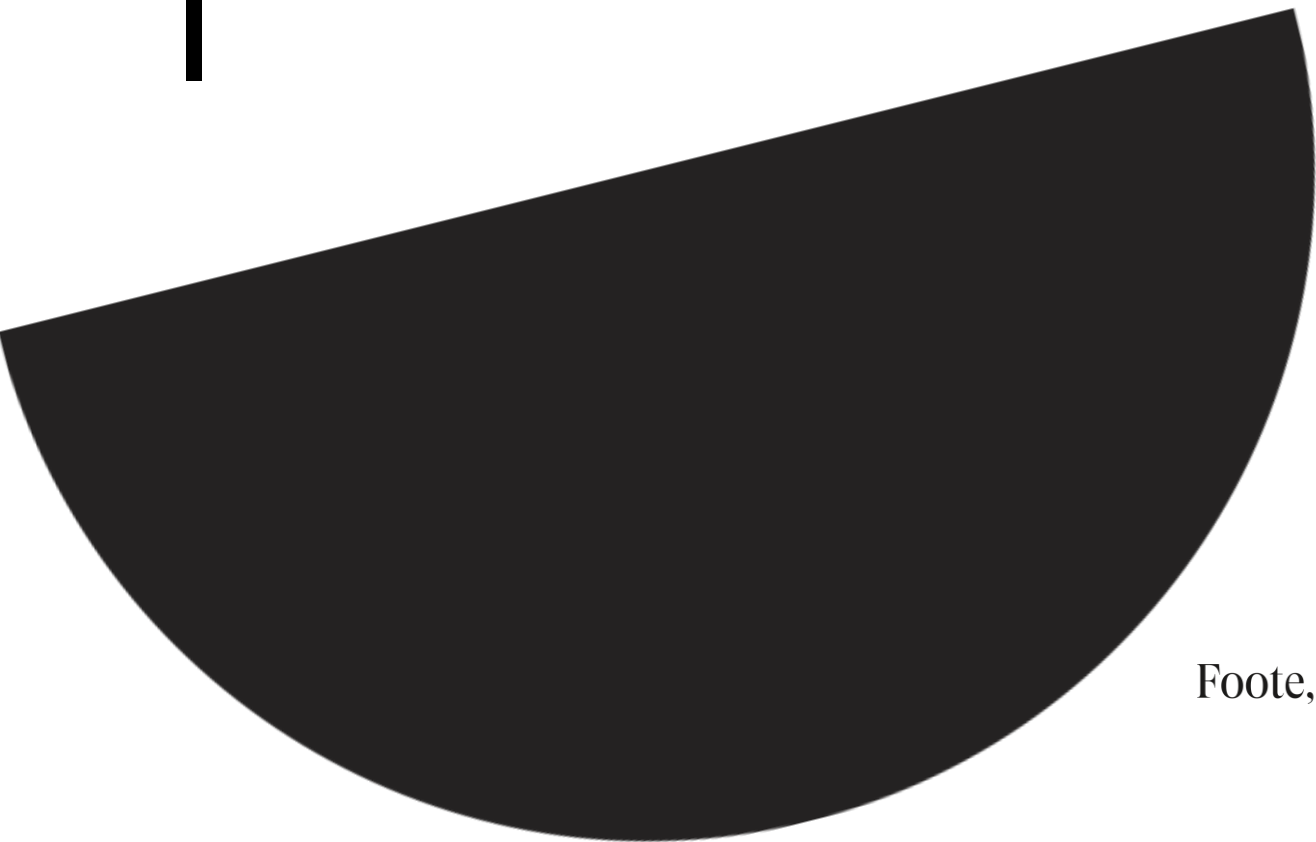
Pretending like
nothing's wrong

CONSUMER

College students are
pre-stress stressed

CULTURE

Self-care is a
fundamental coping
mechanism



INSIGHT

College was once a
physical haven,
now it's online hell.

Campus was always stressful, but it had its perks.
Now, there aren't any to return to.



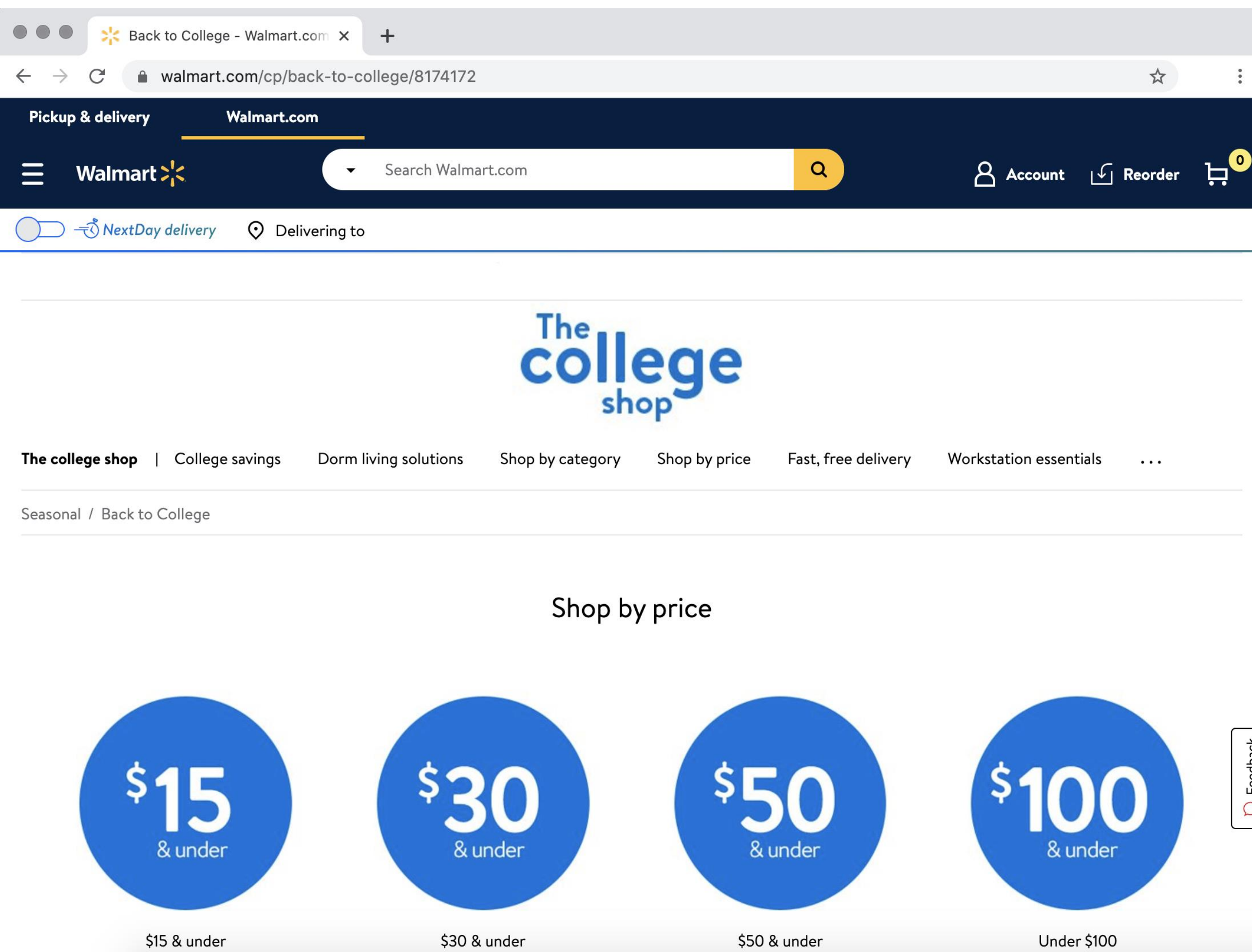
Our Strategy

Ease students into
their new virtual norm.



Welcome to your Virtual Campus





EXISTING WEBPAGE



NEW WEBPAGE

to the virtual campus



Fujifilm Instax
Camera \$59



Powerbeats Pro
\$199.95



Canon Color
Printer \$34.88



iPhone 11 Pro Max
\$39.97/mo



Fitbit Inspire \$99

EXECUTION 1

Virtual Campus Homepage

- An animated and interactive shopping guide for students (in place of the college store)
- Highlighting their tech offerings and self-care products, and the usual college essentials
- Offers resources for self-care in a digital world using cute characters to represent the college experience



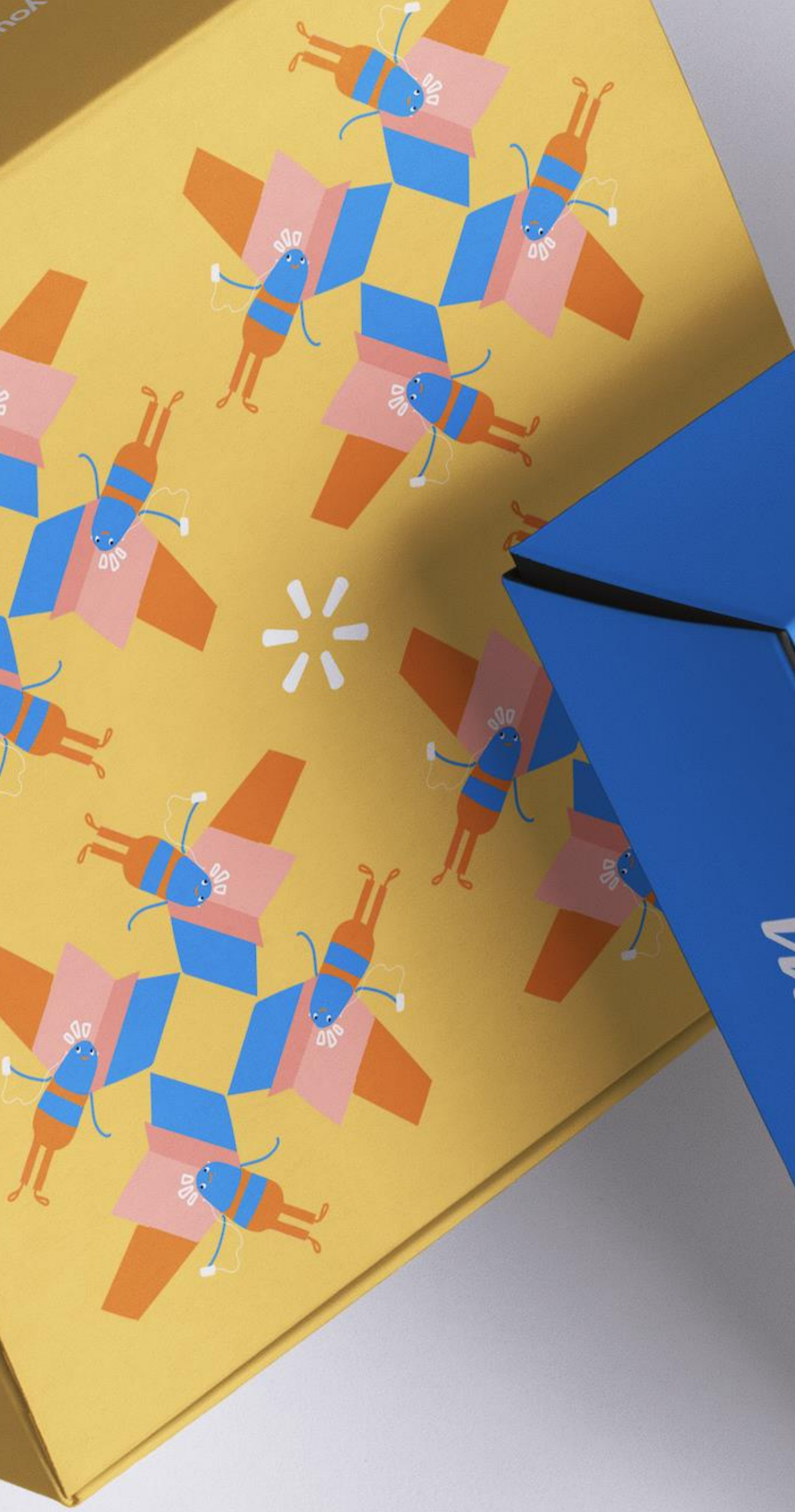


EXECUTION 2

Care Package

- All student tech orders arrive in a “care package” to support a new semester of online learning
 - Contains tasty snacks, tablet wipes, a virtual campus character stress ball, and hand cream*
 - With packaging designed to reflect the virtual campus page.
- *All scalable based on size of purchase







EXECUTION 3

Virtual Wellness Partnerships

- Extending the care beyond the package
- Upon checkout of larger tech items such as laptops, students will be able to choose from a variety of services to help make them be social and successful
- Jackbox for fun, Calm for Mindfulness. and Talkspace for on-demand mental health resources *

*Jackbox would be a gift-with-purchase, whereas Talkspace and Calm would be 1-year subscriptions





Right now,
we could all use a little
comfort and support.



Thank You!