



*Everyone starts somewhere.*

A browser window with a blue header bar containing standard window controls (minimize, maximize, close). The main content area is white and features the Dell logo (the word 'DELL' in blue, with the 'E' stylized as three slanted lines) centered within a blue circular outline. Below the logo, the text 'Everyone starts somewhere.' is written in a blue, italicized serif font.



**Budget:** \$10,000,000

**Duration:** July 2022 - December 2022

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## Executive Summary

**Choose Dell and receive a versatile device that can mend, mold and grow with you.**

Dell was founded in 1984 to **deliver technology solutions to help drive human progress** around the world. Dell achieves this by being **collaborative, authentic, reliable and bold**. By 2000, Dell was able to establish their position as the leading supplier for PCs.

As the youngest generation of adults, **Young Metropolitan Students (YMS)** are more pressured than their predecessors to figure out **who they are** and **what they want to do**. **Parents greatly influence short-term purchase decisions** of this target when large investments are involved, even more so with the uncertainty from the COVID-19 pandemic. Whether it is leaving home for the first time or starting their careers, Dell will be the tool to help YMS **express themselves, feel a sense of belonging, and find a reliable tool to help them succeed** in the long run.

YMS are **digital natives** and have lived their whole lives with technology, causing them to feel **digital fatigue** in an era where information is primarily shared online. Dell will meet the target market where they are at by doing a primarily social campaign on the pillars of **community, flexibility and beginnings**. Dell has to position their campaign in a genuine way that encourages our target to start something without pressure. Dell's XPS and Inspiron computers will be the product that is reliable and versatile, **perfect for any person with a big idea**.

Next Collective has produced a multi-faceted campaign to change Dell's brand perception by embodying the interests, values and attitudes of the target audience while also building meaningful relationships with Young Mets pursuing their passions. The campaign will address YMS' **need for community interactions** and showcase how the XPS and Inspiron lines **serve as tools** to start their stories. This campaign will be evaluated through specific metrics that will measure the success of **increased brand awareness, change in brand perception and stronger brand loyalty**.

At the end of the day, we want the target to feel represented, understood and encouraged to start their journey with Dell because **everyone starts somewhere**.

# Setting the Foundation

# Research Insights

## Young Metropolitan Students don't think Dell is cool.

The Dell XPS and Inspiron brands are struggling to engage with Young Metropolitan Students (YMS), indicated by low awareness rates and resonance in messaging within the group.<sup>1</sup> While Dell laptops are perceived as durable and good value for money, two traits that are important to YMS, many are deterred from purchasing a Dell laptop due to brand loyalty and costs of switching operating systems.

#2

most used laptop brand<sup>2</sup>

64%

reported low or no awareness of the Dell XPS brand<sup>1</sup>

73%

reported no consideration of the XPS after seeing the Dell ad<sup>1</sup>

S

W

O

T

**Name recognition.** Dell has been established since 1984 and is recognized as one of the largest PC sellers in the U.S.<sup>3</sup>

**Innovation.** Dell positions itself as a brand that drives human progress through technology and is known for continuously working towards greater innovation.

**Customization.** Dell's products are customizable and allow individual part purchases rather than a whole new product.

**Declined brand value.** Due to continuous discounting in the past, the perceived value of Dell as a brand have declined.<sup>4</sup>

**Dependence on PC line.** Dell is successful with their PC line but needs to establish itself as a laptop competitor.<sup>5</sup>

**Media interactions.** Although Dell has a strong social media presence, their audience interaction can be improved.<sup>6</sup>

**YMS are the future.** With consumer loyalty established between 50-64 year-olds, Dell can focus its future efforts on building the next generation of loyal customers.<sup>7</sup>

**Corporate social responsibility.** YMS have a strong sense of purpose and values, seeking brands that resonate with the social issues they are passionate about.<sup>7</sup>

**WFH demands.** Increases in remote work during the COVID-19 pandemic have increased demand for laptops.<sup>8</sup>

**Stiff competition.** Apple is the biggest competitor due to their popularity with YMS.<sup>9</sup>



**Supply chain issues with COVID.** The target market likes convenience and consumers are expecting products faster than before.<sup>7</sup>

**Cancel culture.** The ongoing Child Labor in Congo suit may influence YMS and their perception of Dell before getting the chance to learn about what the brand has to offer.<sup>10</sup>

# Target Audience

**Young Metropolitan Students (YMS) are part of the most diverse generation, valuing authenticity and self-expression.**<sup>11 12</sup>

Aged 17-24, YMS are found on high school and university campuses. Being digital natives, they have highly attuned detectors for genuine organic content.<sup>13</sup> Within our target market, YMS, we have separated the group into two smaller segments called the Pathfinders and Trailblazers.

Segment	Definition	Attributes
 Pathfinders	YMS <b>ages 17-20</b> that are transitioning from high school to college	<ul style="list-style-type: none"> <li>▶ Financially dependent on parents who hold most of the purchasing power</li> <li>▶ Looking for a laptop to use for school and personal interests</li> <li>▶ Exploring who they are, what they like and who they want to be</li> </ul>
 Trailblazers	YMS <b>ages of 21-24</b> that are transitioning out of college or getting ready to experience serious jobs and internships for the first time	<ul style="list-style-type: none"> <li>▶ Have some professional experience</li> <li>▶ More independent than Pathfinders</li> <li>▶ Have more purchasing power but parents exert influence on short-term purchase decisions</li> </ul>

## Top 3 Qualities

When making purchase decisions, these qualities were considered very/extremely important<sup>1</sup>

**82.98%**  
Durability

**74.15%**  
Value

**63.13%**  
Price

## Research Highlights


**401**  
initial responses

**45+**  
secondary resources

**5**  
in-depth interviews

**1**  
focus group

**71%** of students bought their first laptop before 18 years old<sup>1</sup>



After conducting a primary research survey with 401 respondents that were part of our target market, it showed that the target audience believed Dell's previous ads seemed too creative and **did not seem to demonstrate the capabilities and features of their devices.**

In order to resonate better with YMS, Dell also needs to consider the impact of its competitors; the **convenience of the Apple product ecosystem** and the **high cost to switch operating systems further deters YMS.**<sup>1</sup>

# Geographic Profile

## Mid-Sized Cities

### Austin, Madison & Champaign-Urbana

These growing cities range in population from 200,000-1 million residents and are home to multiple universities.<sup>14</sup> Students make up a significant portion of the population, and they are developing rapidly with growing opportunities.

## College Towns

### College Station, Ann Arbor & Ithaca

These smaller communities have under 200,000 residents and are defined by their dominant student populations. They have 1-2 major universities and offer high exposure opportunities to reach YMS at low rates.<sup>15</sup>

## Major Cities

### New York City, Los Angeles, Boston & Miami

These cities boast populations greater than 1 million and have at least 3 large universities with at least 20,000 students enrolled.<sup>16</sup> They are diverse and have large industries with major student populations, making them cultural hotspots with many career opportunities.

YMS are concentrated in three types of cities: Major Cities, Mid-Sized Cities and College Towns. Dell will leverage their campus ambassador program network in 33 college campuses to inform OOH activations and targeting.<sup>17</sup>

Meeting YMS where they are at allows Dell to directly build relationships with the target, further increasing brand awareness and top-of-mind.

# Everyone Starts Somewhere

The moment Michael Dell began building desktops in his humble dorm room at The University of Texas at Austin was the moment Dell's story began. Success does not happen overnight and everyone needs the right tools and support to begin their chapters. Inspired by the themes of **community, flexibility and beginnings**, Dell XPS and Inspiron laptops will be the additions that help propel YMS because **everyone starts somewhere**.

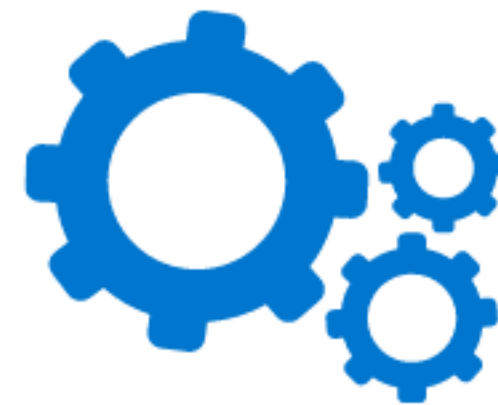


## Community

YMS feel immense pressure as they **navigate periods of transition**, such as moving away for college or starting their careers.

During these times, YMS are exploring new passions and working out who they are.

The complex feelings surrounding self-discovery define YMS and this campaign reassures them **it is okay to not have everything figured out**.



## Flexibility

Research shows that 1 in 3 students change majors, and young professionals are changing career paths more than ever before.<sup>18</sup>

Messaging will demonstrate this flexibility by showcasing the capabilities and diverse features of the XPS and Inspiron laptops.

This campaign demonstrates Dell's laptops have the capabilities to **support the start of any new journey**.



## Beginnings

This campaign presents the significance of taking the first steps to discovering a passion.

The following executions highlight moments of beginning – not perfect, not world-changing, but simple small steps people take to grow.

With the unique origin story of Dell as a company, we will **empower people to take the first step in discovering themselves, their passions and what they have to offer the world**.

# Campaign Strategy

Acting as a continuation of the existing Dell XPS Youniverse campaign, the "Everybody Starts Somewhere" campaign increases brand awareness for the XPS and Inspiron laptops among YMS. Emphasis will be placed on continuous digital media efforts, heavy-ups in social and streaming, among additional flighted media tactics. Students will also have the opportunity to interact with the Dell brand through projections, influencers, audio, streaming and experiential efforts focused on large cities and college campuses across North American students.

Dell plans to be with these students along every step of their journey in purchasing a laptop with heavy up periods during **back-to-school (July-August)** and the **holiday season (November-December)**.

This campaign will pinpoint the **niche passions and interests** of the target audience. Over the course of the last two quarters of 2022, Dell will reach students nationwide in unique ways to continue building Dell brand awareness by **showing how Dell's premium, customizable laptops are fit for the start of any story.**

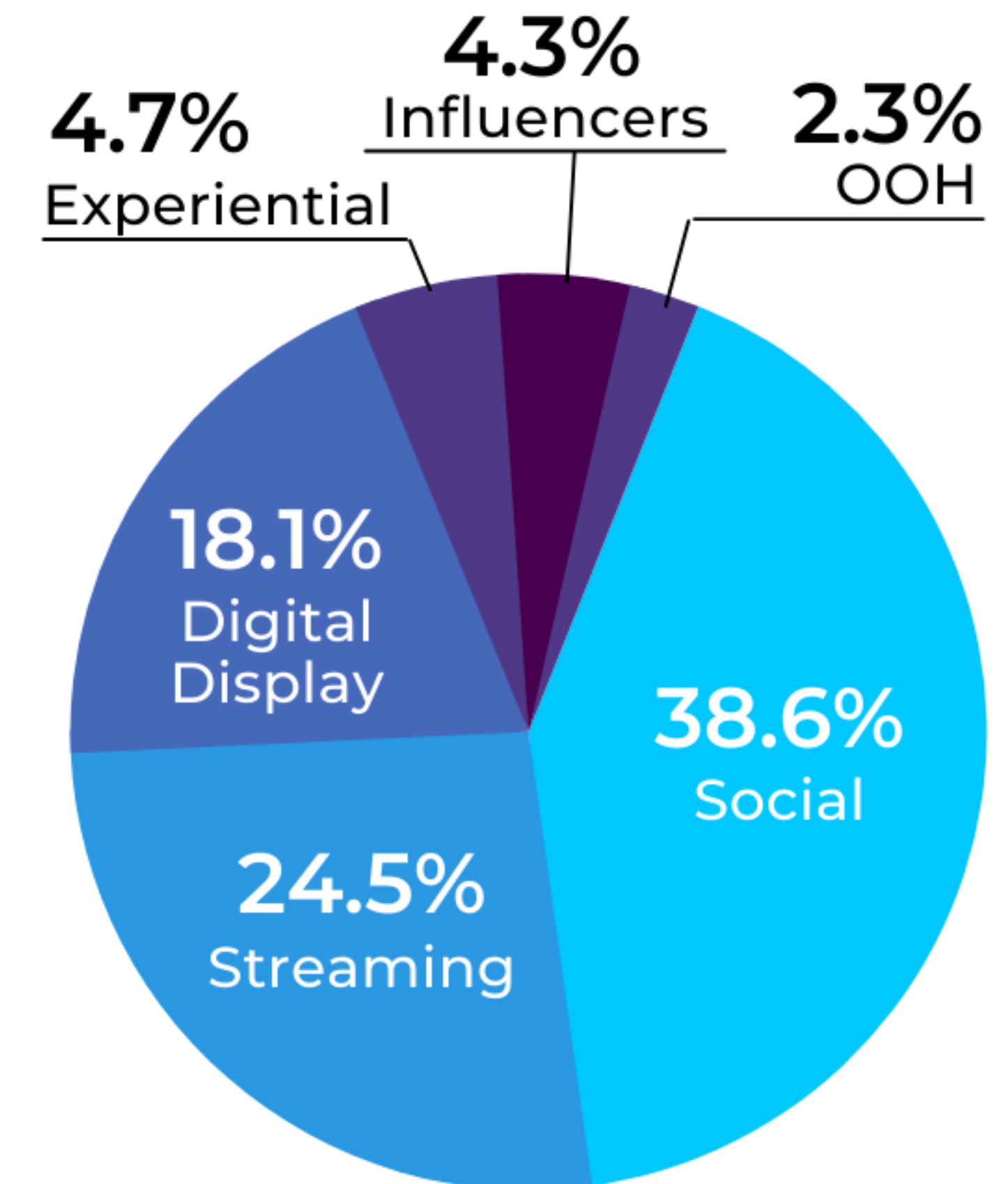


## OVERALL

Total Cost: \$10,000,000

Total Impressions: 924,834,937

## Media Mix



The majority of the allotted budget will be allocated towards digital platforms, as this is where our target audience is most active.<sup>19</sup> YMS are part of Generation Z, the first generation to have grown up in a digital world.<sup>20</sup> Therefore, a digital-heavy approach is vital for achieving Dell's goals.

# Campaign Flights

## Flight 1

July 1 - September 4  
Back to School

The first flight kicks off the campaign with **back-to-school**, a pivotal time where YMS will be considering laptops most. Therefore, Dell will employ **heavy digital media content** and **experiential events** to **generate initial buzz** around this new campaign.

### SOCIAL

TikTok Hashtag Challenge  
Twitter  
▸ Sponsored Trend

### STREAMING

Hulu  
Twitch Video Game Promo  
Originator Series

### OOH

Point of Purchase Display

### EXPERIENTIAL

Package Redesign  
FreeWater College Handout

## Flight 2

September 5 - November 6

Flight 2 will continue to build digital presence, coupled with OOH projections. With the initial buzz around the campaign, the projections will tie in new touchpoints to keep Dell on the target's **top-of-mind**.

### SOCIAL

Twitter  
▸ Sponsored Trend

### STREAMING

Roku  
Originator Series

### OOH

Projections

## Flight 3

November 7 - December 13  
Holidays

Flight 3 is the **holiday season**, marking another pivotal time period YMS will be considering laptops and subsequent purchases. Digital media again will be playing a prominent role in generating **brand awareness** and **emotional connections**.

### SOCIAL

Instagram  
▸ Display Ads  
Twitter  
▸ Display Ads  
Pinterest  
YouTube  
▸ Display

### STREAMING

HBO Max  
Originator Series

### OOH

Point of Purchase Display

**Heavy Ups:** Flight 1 & Flight 3  
**Continuous:** Digital

## Continuous

July 1 - December 31

### SOCIAL

Instagram  
▸ Display Ads  
▸ Sponsored Posts  
Twitter  
▸ Display Ads  
Pinterest  
YouTube  
▸ Display  
▸ Video  
Snapchat Display  
Influencer Posts

### STREAMING

Twitch  
Crunchyroll

### AUDIO

Spotify  
Soundcloud

### DIGITAL DISPLAY

Google Display Network  
Google Search  
Amazon DSP  
Amazon Sponsored

### EXPERIENTIAL

Twitch Video Game

# Paid Social



## Twitter

YMS gravitate to brands that support the causes they are passionate about.<sup>21</sup> Dell has a longstanding partnership with a nonprofit, Girls Who Code, and has pledged to have 40% of their global leaders be women by 2030.<sup>22</sup>

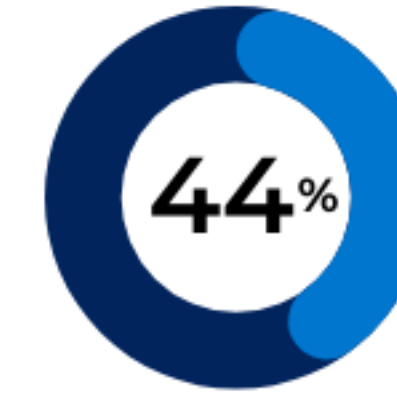
### Activations

Dell will collaborate with Girls Who Code to sponsor boosted trends on Aug. 26, Women's Equality Day, and Sept. 13, Programmers' Day. The brand will share stories from women in STEM and programmers.

@DellCares will become a landing page where consumers find both tech support and moral support, humanizing the Dell brand.



## Insights



of college-aged students use Twitter§



## Snapchat

Located on their story feeds, users are able to browse through advertisements and content that aligns with their passions.

### Activations

Dell will place digital ads on the users' story feeds to seamlessly integrate the promotion amidst similar content and advertisements.

## Insights



## PAID SOCIAL

**Total Cost:** \$3,858,600

**Total Impressions:** 332,847,937

**Total Clicks:** 6,858,598



## Pinterest

Pinterest creates a strong sense of community through their trending topics feature, which provides insight into what other users are searching and pinning.

## Insights



**459** million monthly users, with the **fastest** demographic growth coming from YMS & men<sup>24</sup>



YMS are **more likely** to interact with native ads on social media than banner display ads<sup>25</sup>

## Activations

Dell will place ads on Pinterest using the platform's interest targeting features to reach YMS as they scroll through their main feed.



## Instagram

YMS prefer having a range of accounts to refer to for specific product or project information.<sup>26</sup>

However, focus group respondents found the messaging on @dellxps unclear.<sup>26</sup>

### Insights

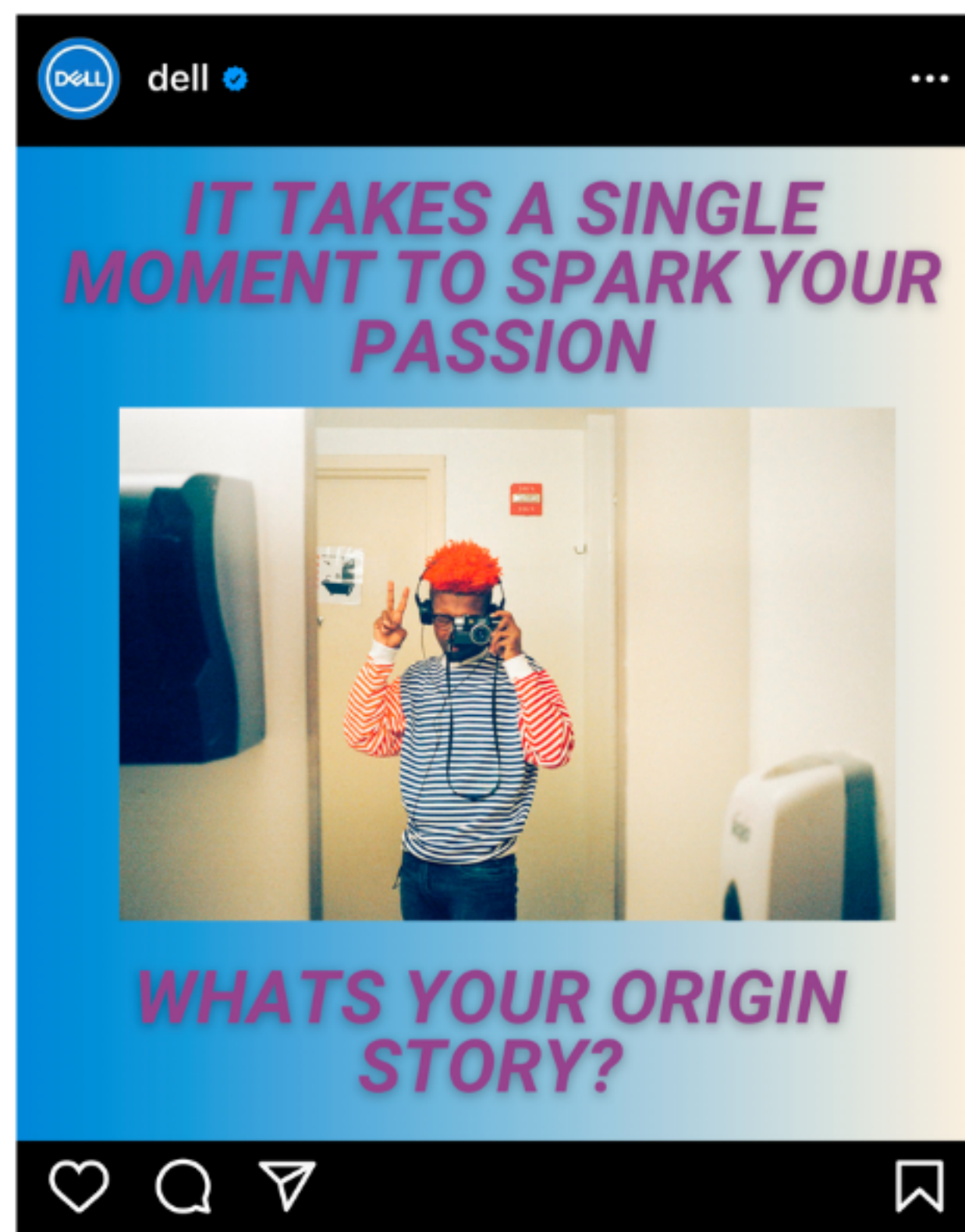
**82%**  
of YMS use  
Instagram<sup>27</sup>

**320+**  
million users in  
the age range  
18-24<sup>28</sup>

**73%**  
of teens say Instagram is the  
best way for brands to reach  
them about new products<sup>29</sup>

### Activations

Dell will pivot @dellxps to highlight the product line and its features while continuing to communicate the overarching brand narrative on @dell. This will include story takeovers and boosted posts from "Originator" influencers as well as display ads.



## TikTok

TikTok is a rapidly growing social media platform hosting short-form content for ever-shortening attention-spans.

### Insights



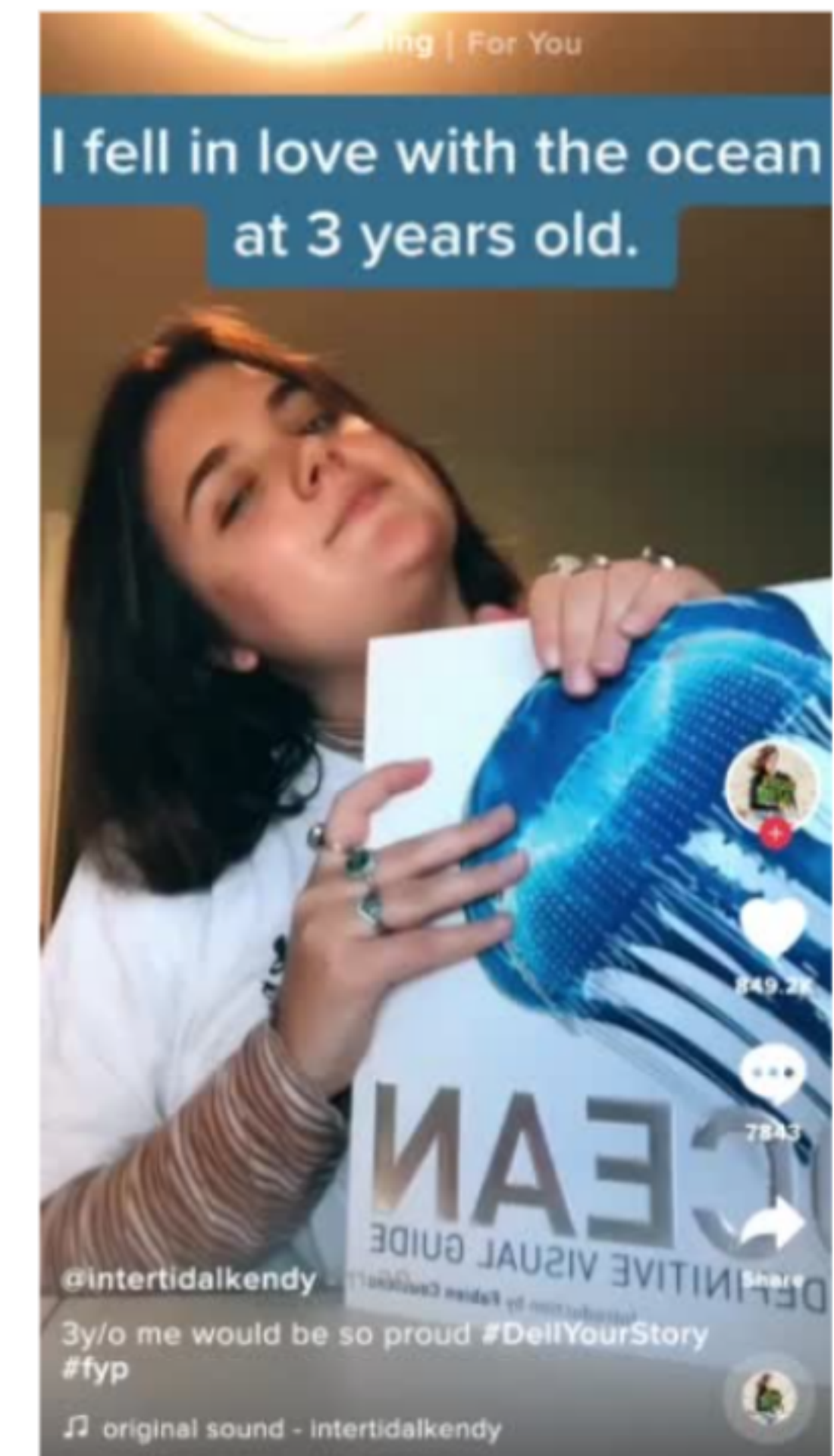
**83%** of all users  
have created a TikTok<sup>30</sup>



2 in 3 TikTokers  
are YMS<sup>30</sup>

### Activations

Dell will launch the hashtag challenge #DellYourStory on TikTok, inviting users to post their origin stories. This creates an opportunity for Dell to directly engage with YMS and give audience a chance to feel a sense of community and support amidst the struggle of beginning their journeys.

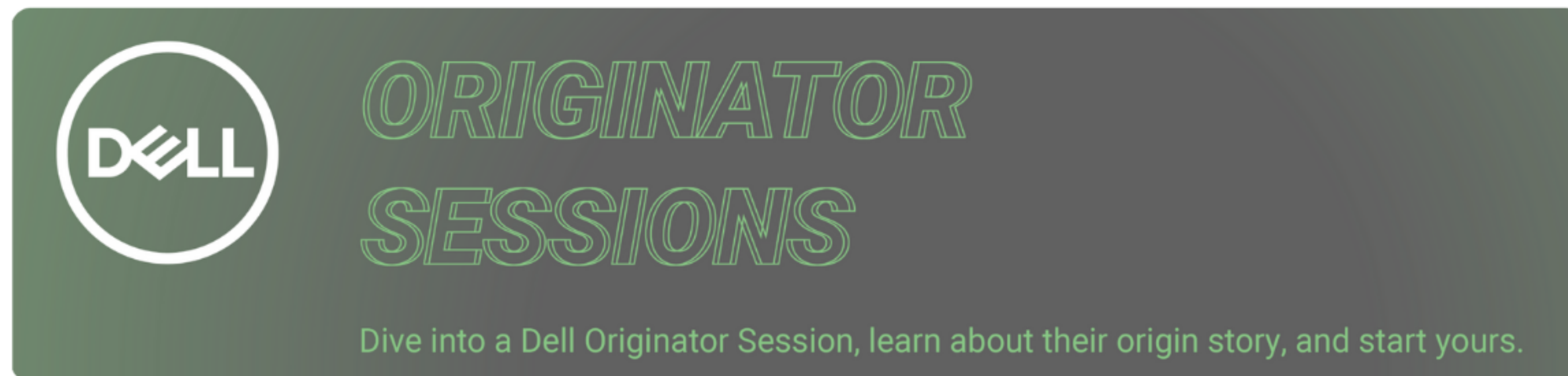


# Influencers

Dell will partner with five influencers that span all of YMS' passion territories, dubbed "Originators". This group's niche reach allows the long-term partnership to feel more authentic than that of a mega influencer who frequently moves between sponsors.<sup>31</sup>

Originators will work with the brand to create a variety of original content. They will regularly perform Instagram story takeovers and publish promoted posts offering audiences a glimpse into their lives. They will show how they each use their XPS and Inspiron laptops to follow and expand their passions, connecting them with their communities and demonstrating the capabilities of the devices most relevant to YMS.

Each Originator will create 24 posts throughout the course of the campaign. Dell will provide them with an influencer kit with guidelines for posting and messaging.<sup>32</sup> These posts will **build authentic relationships** and **brand awareness** with Pathfinders.



Dell will work with the group to create and publish the Originator Sessions, a video series inviting Originators to share their stories of how they launched their careers, detailing their setbacks and how they overcame them. These 10-minute videos will be released once a month on Dell Virtual University, the Dell website and the Dell YouTube channel.

## INFLUENCERS

**Total Cost:** \$425,000

**Total Impressions:** 57,200,000

**Total Production Cost:** \$180,000



**Myles Loftin**

@mylesloftin

Art & Design

IG Followers: 75K

**Bianco**

@itsbianco

Popular Music

IG Followers: 24K

TikTok Followers: 15K



**Ziwe**

@ziwef

Entertainment

IG Followers: 257K

TikTok Followers: 173K

**Abigail Harrison**

@astronautabbyofficial

Science & Technology

IG Followers: 257K

TikTok Followers: 173K



**Sarah Paiji Yoo**

@spaiji & @blueland

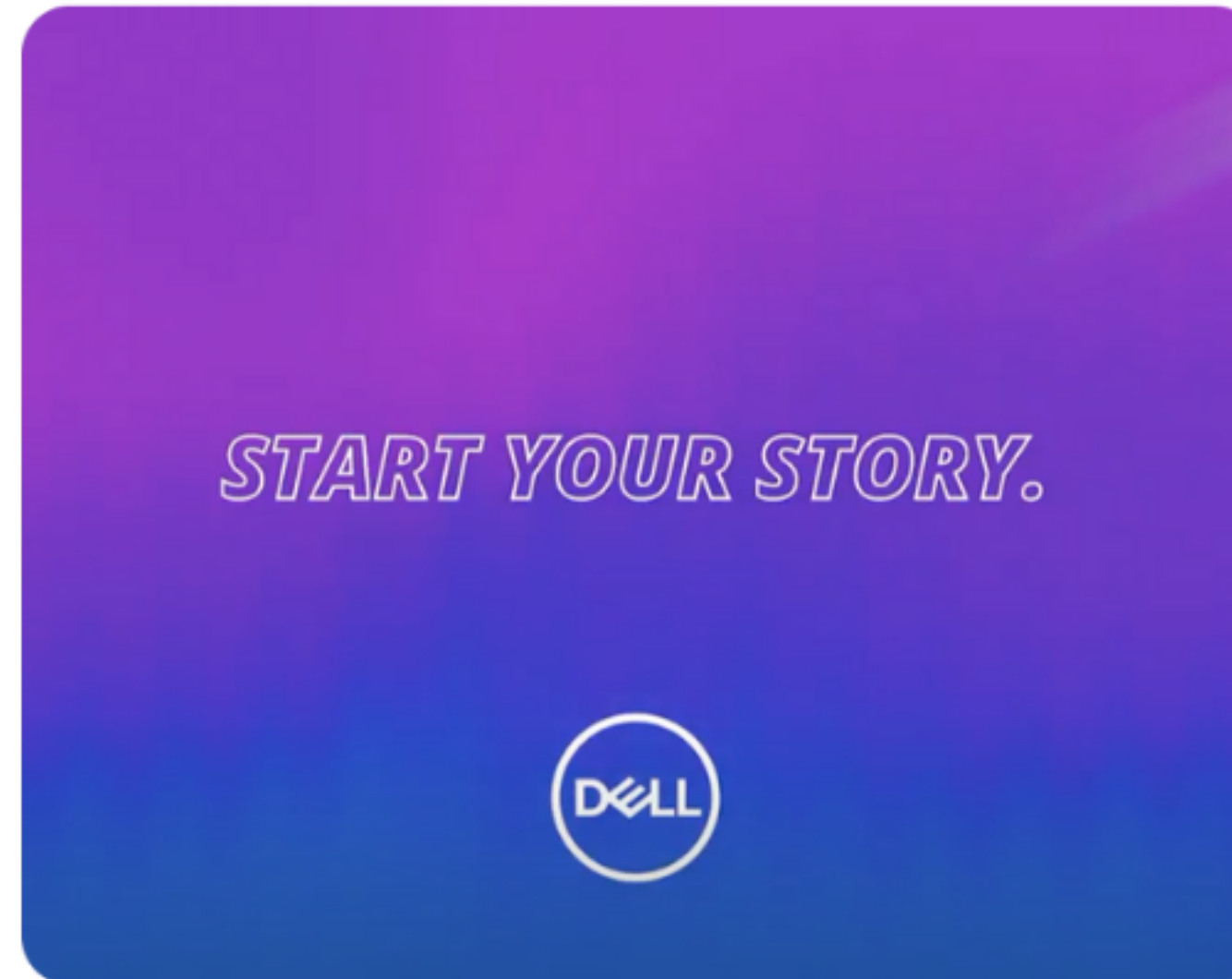
Sustainability

IG Followers: 20K

# Streaming

Cord Nevers are individuals who have never paid for traditional TV connections such as cable or satellite.<sup>33</sup>

**To connect with the Cord Never YMS,** Dell will place pre-roll and mid-roll ads on Hulu, Roku and HBO Max, **three top-ranked ad-supported connected TV platforms,** as well as Twitch and Crunchyroll, two niche lifestyle companies focused on gaming and anime that align with YMS' interests.<sup>34</sup>



## STREAMING

**Total Cost:** \$2,450,880

**Total Impressions:** 93,815,000

## Insights



**#1** rated gaming entertainment<sup>35</sup>



**18** is the median age for free users<sup>36</sup>

# Audio

Most YMS stream music or listen to a podcast on a daily basis.<sup>37</sup> Dell will place non-skippable ads between songs on Spotify and Soundcloud, two of the most used audio streaming platforms by YMS, to reach them while they're walking to class, getting in a workout at the campus gym, or driving home for the weekend.

Running Spotify podcast ads both pre-roll and mid-roll will keep Dell top-of-mind as YMS move through the purchase funnel. This effort reaches our audience in a unique way by meeting them in the podcast shows most relevant to them and their passions.

## Insights



**120+**  
million podcast listeners monthly<sup>38</sup>



**81%**  
report having taken action after hearing a podcast ad<sup>39</sup>

## Music Spot

*OPEN WITH POORLY PLAYED RECORDER. RECORDER FADES INTO THE BACKGROUND AS THE NARRATOR SPEAKS.*

**NARRATOR:** Your favorite artist probably didn't start out a musical genius. They didn't reach the top charts or write their hit song the first try. They wrote the music because they loved it. Dell laptops are flexible, so you can explore the things you want to do, even if you don't get it right the first time. Visit us at [dell.com/xps](http://dell.com/xps) or tap the banner to start your story.

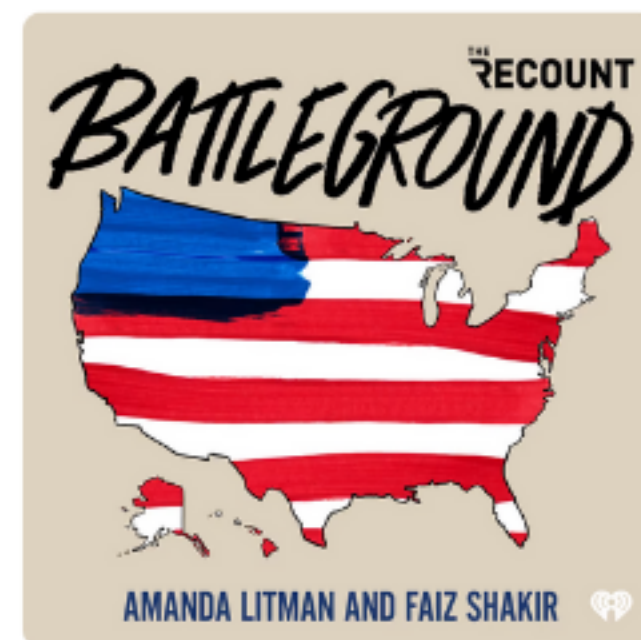
### Music



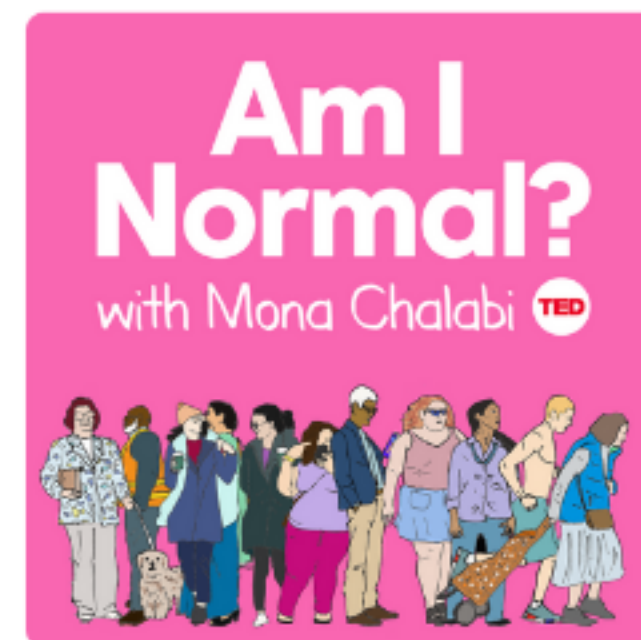
### Technology



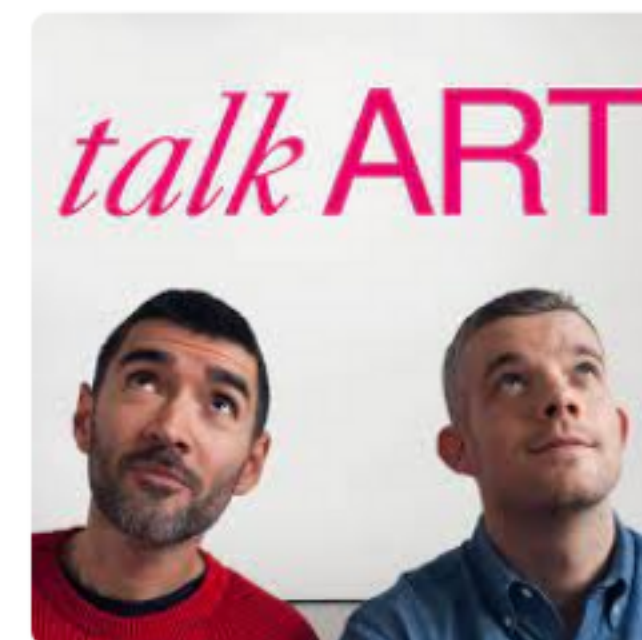
### Social Action



### Entertainment



### Art



# Search

Search ads will **maximize reach** throughout the consumer journey stages and can be custom tailored for distinct consumers. To **achieve brand awareness**, a low-end bid for search ads will be present throughout the duration of the campaign. During flights one and two, Dell will take a heavy-up approach for search ads with a high-end bid since this quarter is a key sales period.

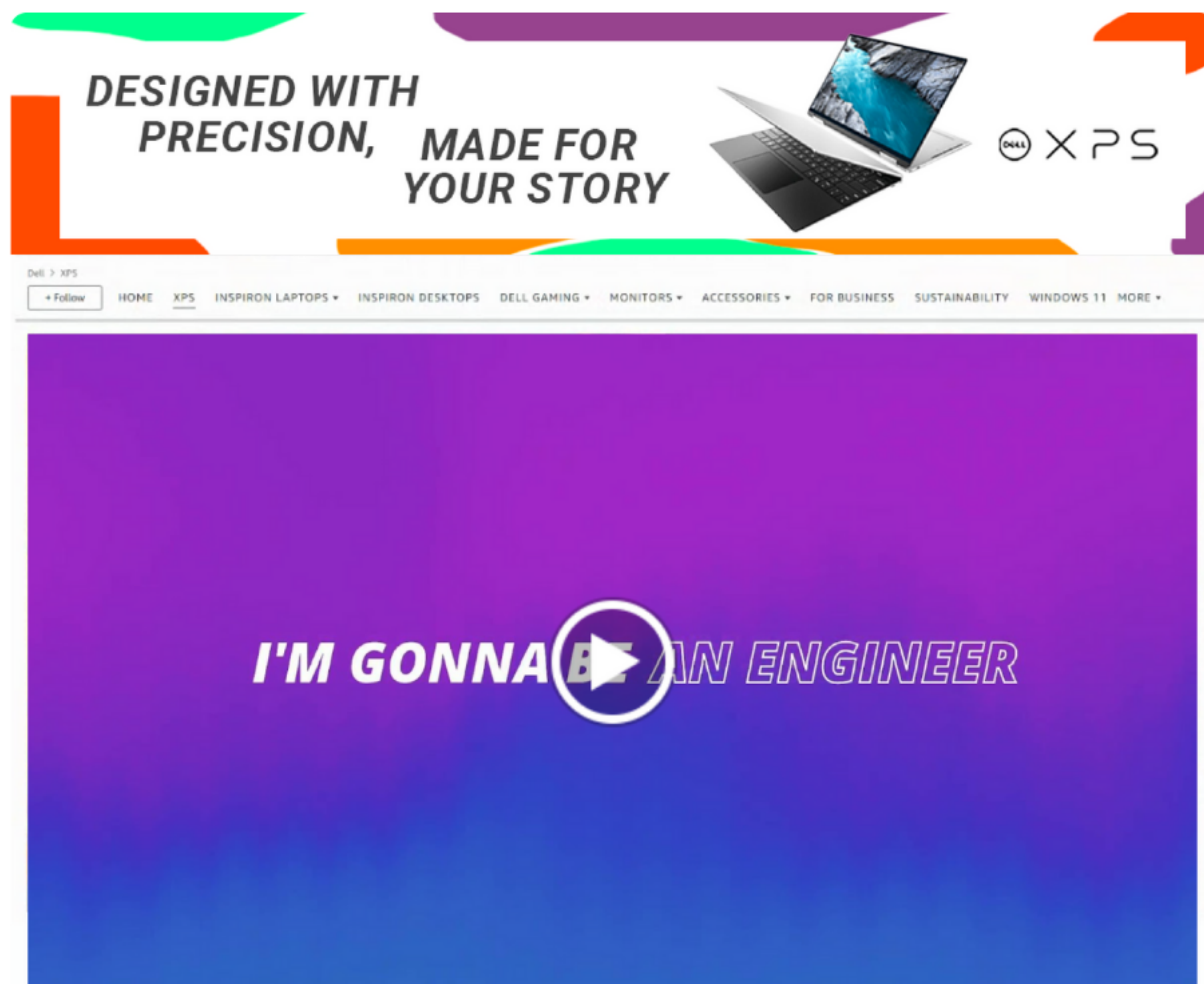
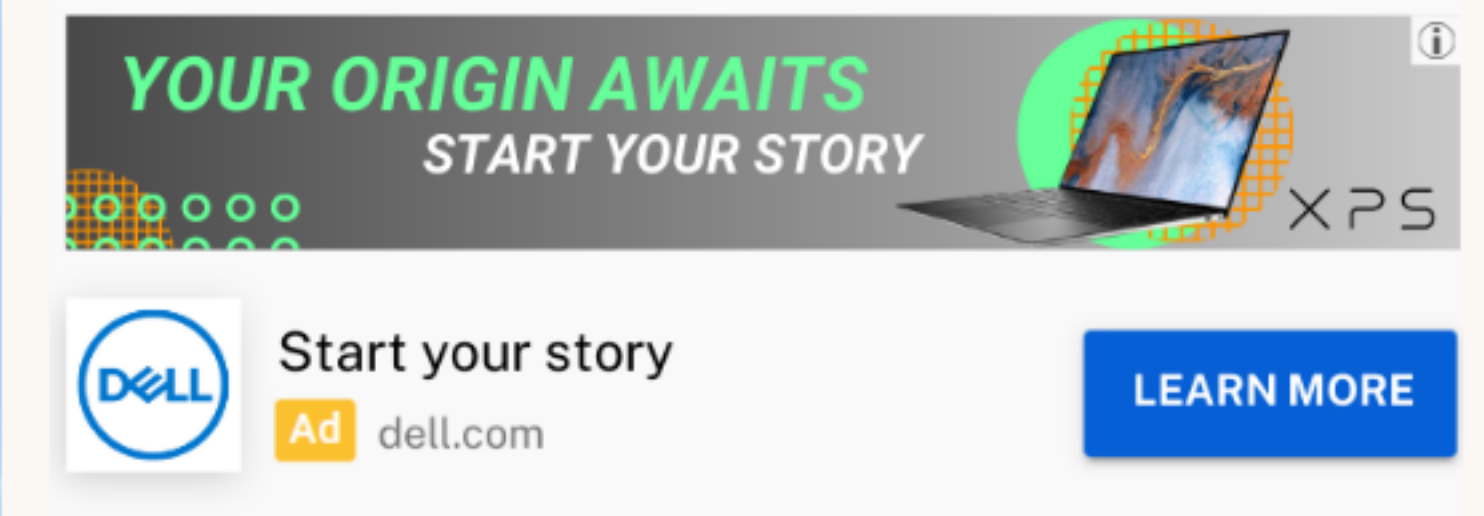
The target audience frequently watches YouTube videos about passions they are interested in exploring. Creating eye-catching display ads with Dell's tagline and products will help viewers **associate their interests with the campaign**.

## DIGITAL DISPLAY

**Total Cost:** \$1,809,320

**Total Impressions:** 162,000,000

**Total Clicks:** 1,322,000



# Digital Display

Google Display Network allows for targeting based on affinity, demographics, and in-market audiences. It also retargets those who have already shown interest in Dell.<sup>40</sup>

Amazon DSP allows Dell to take a programmatic ad method through bidding. This approach is **most cost-effective** as it charges based on customer value across Amazon and other sites.<sup>40</sup>

At the top of Amazon's search page, the XPS and Inspiron are to be highlighted as "sponsored products" in order to **increase laptop sales**. Dell's page on Amazon will also be updated to match the campaign, which **fosters a consistent brand image**.

# Projections



Projection mapping gives the campaign the last touchpoint opportunity to **generate brand awareness**. The projections will also live online as people share photos of them on social media.<sup>41</sup> This tactic will also drive web traffic by directing audiences to the Dell.

Dell will place projections in Coral Gables, Florida, Santa Monica, California, Upper Westside, Allston Brighton, Massachusetts, and Camelback East, Arizona, all of which host significant YMS populations.<sup>42 43 44</sup>

## OOH

**Total Cost:** \$225,000

**Total Impressions:** 7,500,000

**Total Production Cost:** \$190,000

## Point of Purchase

Dell will implement point of purchase display advertisements from August-December, capturing two critical conversion periods in the campaign: **back-to-school and holiday season**.

Ads in Best Buy, Walmart, Target and campus computer stores throughout these four months will **generate awareness and influence consideration** by placing Dell products at the **top of YMS' mind**. These displays will feature XPS and Inspiron laptops, showing off their features.

The ads also serve as a **bottom-funnel** approach to reach consumers directly while in the purchase stage.

## THIS YEAR, YOUR FOCUS WAS ON...

### COLLEGE

45% of your time was spent on college-related studies.

### GAMING

20% of your time was spent relaxing through gaming.

### MED SCHOOL

35% of your time was spent applying to medical schools.

Share With  

### Experiential

**Total Cost:** \$471,200

**Total Impressions:** 233,472,000

**Twitch Video Game Downloads:** 15,000

**Package Contest Submissions:** 5,000

**Total Production Cost:** \$130,000

## Your Passions Powered

Your Passions Powered is a software update that will appear on all Dell laptop users' devices. Graphs and short animations illustrate how users have worked on their laptops throughout the past year. Social media logos are placed on each personalized summary page to facilitate sharing the captures on social media. This will offer YMS simplicity and nostalgia.<sup>45</sup>

This feature **connects users to their laptops** while providing an opportunity for **brand awareness** as users can download their Dell "Passions" summaries and share them on social media. Insight into others' summaries **enhances community** which, coupled with easy sharing to social media, sparks organic conversation about Dell online and offline.

## THIS YEAR, YOU HAD 3 SCREENSAVERS...



Share With  

## Water Can Giveaway

At the start of campuses' fall semesters, brand ambassadors will give students free water bottles that feature a Dell advertisement. This **expands the ambassadors' involvement** with their campus communities while launching the back-to-school campaign.

Using FreeWater Inc. for this execution promises consistency with Dell's corporate ideals of **seeking innovative solutions to help others and promote sustainability**.<sup>46</sup> By supporting FreeWater Inc, a small start-up, Dell will echo the concept that everyone starts somewhere. Furthermore, it is a niche marketing platform that creates **brand awareness** during the campaign.



## Package Redesign Contest

Dell will host a laptop packaging redesign contest to invite YMS to interact with the brand and express their creativity. Winning designs will be printed on the Dell laptop boxes, and the five winners will also be gifted \$10,000 to be used for school tuition or for pursuit of a passion project.

The digital contest will be promoted in July and open for submissions the first three weeks of August. The final week of August, Dell will select 10 finalists (two per passion territory) and put them up against each other for public voting on social media. The contest will **generate buzz** for Dell by giving YMS a chance to directly and publicly engage with Dell. It will also **amplify the brand's mission of investing in younger generations to build a better future**.



# Start Your Story

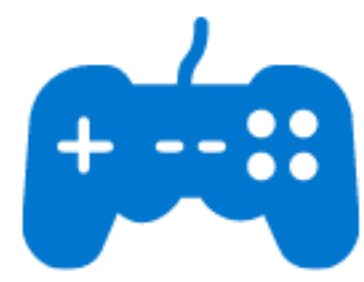
**Start Your Story** is a choose-your-own-adventure visual novel game. The game follows the player who has recently graduated high school and is now entering the college of their choice. Players navigate their first year at university making decisions about joining various clubs, finding friends and experiencing campus life. Every player receives a unique ending based on the choices they made playing through the story.

To showcase this game and to gather attention, Dell will sponsor streamers to be featured on the front page of Twitch to play this game. Twitch demographics are heavily male-skewed, so the streaming partnerships will focus on male streamers.<sup>47</sup> Not only will this garner almost 30 million impressions, but it will also increase the download rates of the game and spread campaign awareness. This will take place the first week of July with three different streamers every day. Viewers will watch the streamers explore their story throughout the game and download the game to explore for themselves. They can also stream their own personal gameplay and share their results.

## Insights



**73%**  
of 25.5 million  
daily Twitch  
users are  
under 35<sup>48</sup>



**gaming**

is prioritized by young  
people & they engage  
by watching and  
creating content<sup>49</sup>



**84.6**

minutes spent  
daily playing video  
games for age  
group 20-24<sup>50</sup>



**Ashley**

*You enter her apartment, shocked at how much nicer it is than your dorm room!*

Welcome to my apartment! Sorry about the mess, do you want to continue studying or we can watch something on my laptop?

Study & earn an  
A on your exam

Watch the latest  
drama movie

Go home & sleep

# Flowchart

	Flight 1		Flight 2		Flight 3		Impressions/Actions	Cost	Budget %
	July	August	September	October	November	December			
							<b>924,834,937 Imps.</b>	<b>\$10,000,000</b>	<b>100%</b>
<b>OOH</b>							7.5M Imps.	\$225,000	2.5%
Projections							7.5M Imps.	\$225,000	2.5%
Point of Purchase							—	-	-
<b>Paid Social</b>							<b>333M Imps./6.8M Clicks</b>	<b>\$3,858,600</b>	<b>38.59%</b>
Instagram Display Ads							70M Imps./300K Clicks	\$179,200	1.79%
Instagram Sponsored Posts							2M Imps./30K Clicks	\$18,000	0.18%
TikTok							105M Imps./3.2M Clicks	\$300,000	3.00%
Twitter Sponsored Trend							123M Imps./1.1M Clicks	\$800,000	8.00%
Twitter Display Ads							20M Imps./300K Clicks	\$129,200	1.29%
Pinterest							14M Imps./285K Clicks	\$420,000	4.20%
YouTube Display							20M Imps./1M Clicks	\$193,600	1.94%
YouTube Video							8M Imps./400K Clicks	\$1,600,000	16.00%
Snapchat Display							20M Imps./300K Clicks	\$218,600	2.19%
<b>Digital Display</b>							<b>162M Imps./1.3M Clicks</b>	<b>\$1,809,320</b>	<b>18.9%</b>
Google Display Network							20M Imps./76K Clicks	\$97,440	0.97%
Google Search							40M Imps./836K Clicks	\$942,480	9.42%
Amazon DSP							82M Imps./328K Clicks	\$329,400	3%
Amazon Sponsored							20M Imps./82K Clicks	\$440,000	4.40%
<b>Audio</b>							<b>38M Imps./500K Clicks</b>	<b>\$760,000</b>	<b>7.60%</b>
Spotify Podcast							19M Imps.	\$570,000	5.70%
Soundcloud							19M Imps./500K Clicks	\$190,000	1.90%
<b>Streaming</b>							<b>93.8M Imps.</b>	<b>\$2,450,880</b>	<b>24.51%</b>
Hulu							19.5M Imps.	\$487,500	4.88%
HBO Max							19.5M Imps.	\$975,000	9.75%
Roku							18.5M Imps.	\$407,000	4.07%
Twitch							18.2M Imps.	\$364,000	3.64%
Originator Sessions							2.4M Views	-	-
Crunchyroll							18.1M Imps.	\$217,380	2.17%
<b>Influencers</b>							<b>57.2M Imps.</b>	<b>\$425,000</b>	<b>4.25%</b>
Myles Loftin							6M Imps.	\$50,000	0.50%
Ziwe							16.6M Imps.	\$100,000	1.00%
Bianco							8M Imps.	\$75,000	0.75%
Abigail Harrison							16.6M Imps.	\$100,000	1.00%
Sarah Paiji Yoo							10M Imps.	\$100,000	1.00%
<b>Experiential</b>							<b>233.5M Imps.</b>	<b>\$471,200</b>	<b>4.71%</b>
Twitch Video Game							28M Imps./15K Downloads	\$210,000	2.10%
Package Redesign Reward							5.5M Imps./5K Submissions	\$50,000	0.50%
FreeWater.io							200M Imps.	\$211,200	2.11%
<b>Production</b>								<b>\$500,000</b>	

## Start Your Story



This campaign marks the beginning of a new chapter for Dell of where **building connections** with Young Metropolitan Students is the focus of the brand. The audience is embarking on new journeys and is looking for **support and comfort** in an ever-changing world. The Dell XPS and Inspiron laptops stand out in the crowd by enabling these individuals to **start their own unique journey**.

Dell ultimately satisfies a need in the market. The XPS and Inspiron lines defy the norm and allow people to feel supported no matter their passion. Whether they are focused on entertainment, sustainability, technology or something else, they will have the tools necessary to **start their story** and succeed.

This strategy will build emotional bonds. It will challenge the status quo and empower the audience to see Dell in a new light. It will positively change brand perception and foster **new connections**.

This campaign creates over **900 million impressions** nationwide, from large urban cities to small college towns, integrating digital and physical channels to present a cohesive message:

"Wherever you are in life and whatever you want to pursue, your Dell will be there for you now and every step moving forward."

*Everyone starts somewhere.*

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