



**OPPO Reno5 F**

**Marketing Strategy & Content Plan**

**March 1, 2021**

# Role of the Reno5 F in the ID Market

1.



To capture the entry level mid-segment market and expand the share of the Reno series

2.



To support (flank) our hero product Reno5 without cannibalizing it

3.

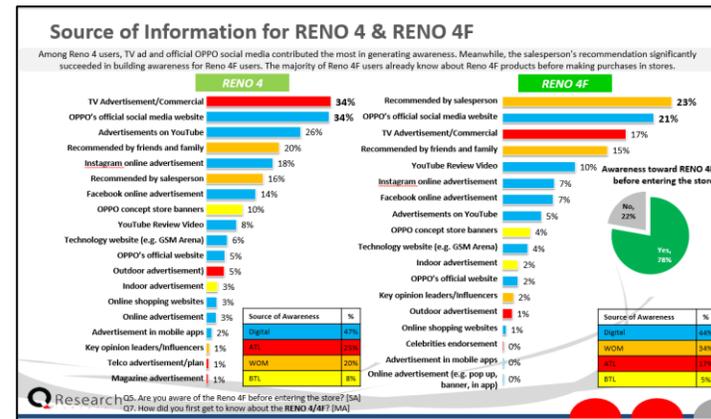
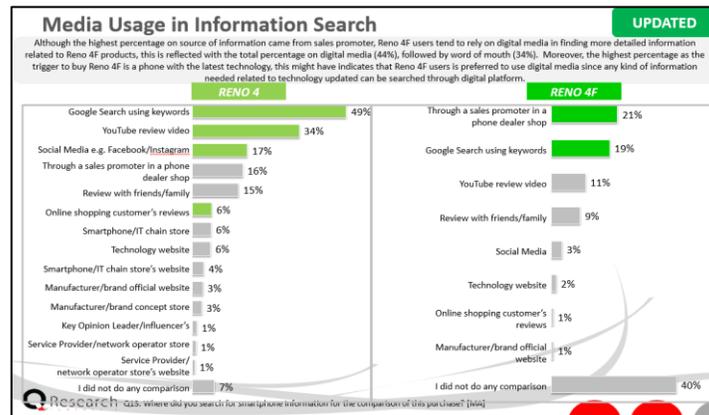


Address the unique needs of the TG at the given price point

# Learnings from the Reno4 F

- Create clear differentiation from the hero product to maintain consumer & media interest while retaining the DNA of the Reno series
- Optimize budgets by creating fewer but effective contents vs creating a full campaign to avoid dilution of hero campaign
- Define the role of each consumer segment to successfully target & drive brand imagery and build sales volume
- Decrease dependence on sales promoters to push the product. Create pull for the product through positive WOM, strategic influencer marketing and relevant communication for the TG.
- Focus on PR & digital media to build awareness & consideration for the product before the consumer enters the store

	INDONESIA
PRIMARY CREATIVE AUDIENCE 主要创意人群	DREAM CHASERS
SECONDARY CREATIVE AUDIENCE 次要创意人群	BLESSED MOTHERS
FIRST SALE MEDIA TARGET 首销媒介人群	18 TO 29
SUSTAIN MEDIA TARGET 持续期媒介人群	30+
ASSUMED AUDIENCE 假设人群	VALUE MAXIMISERS



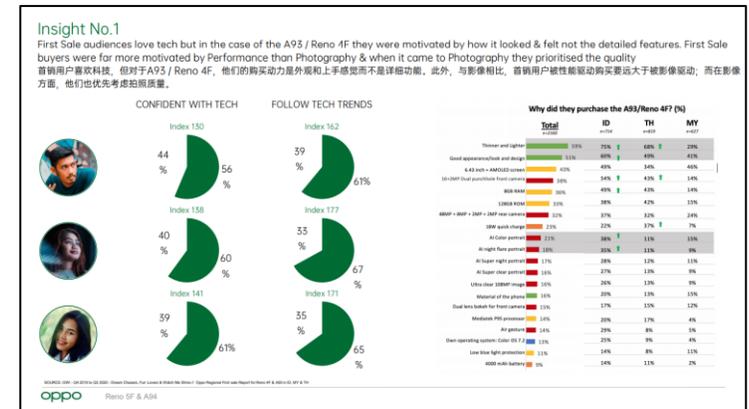
# Key Challenges

- No unique advantage over competitors
- No unique differentiation from Reno5 in either photography/video or performance
- Need of the TG is not aligned with the DNA of the Reno series

竞争产品 Competitive Products Overview

Reno4F Reno5F (Darwin) PK 三星A51 三星A52 PK Realme7 PK Vivo V20SE

	Reno4F	Reno5F	三星A51	三星A52	Realme7	Vivo V20SE
价格	3999K	4299K	4399K / 4099K	4916/4699K	3999K	3999K
CPU	Mediatek P95	Mediatek P95	Exynos 9611	Dimensity 720 5G	Mediatek G95	Snapdragon 665
屏幕	OLED双孔	OLED单孔	OLED单孔	LCD水滴	LCD单孔, 90Hz	OLED水滴
相机	前置	前置	前置	前置	前置	前置
前置	16+2	32	32	13	16	32
后置	48+8+2+2	48+8+2+2	48+12+5+5	48+8+5+2	64+8+2+2	48+8+2+2
内存	8+128	8+128	6+128	4/6/8 + 64/128	8+128	8+128
电池	4000 mAh	4310 mAh	4000 mAh	5000 mAh	5000 mAh	4100 mAh
充电	18W	30W	15W	15W	30W	33W



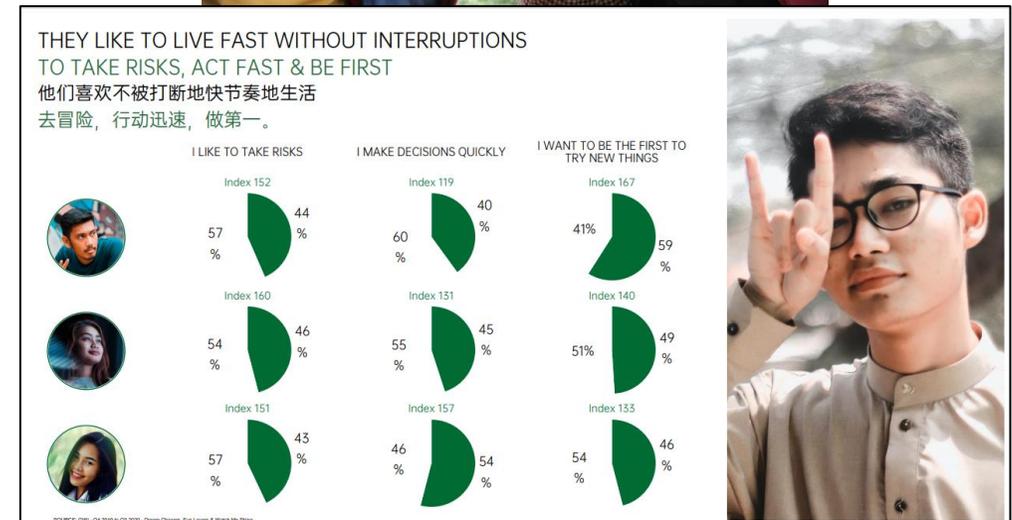
# Marketing Strategy

	Challenges/Learnings	Strategy
1.	Create clear differentiation with the hero product + address need of the TG while retaining the essence of the Reno series	<ol style="list-style-type: none"> <li>1. Maintain 'creativity &amp; creation' as the platform of the communication while highlighting the performance features of the device</li> <li>2. Invest behind building the design story</li> <li>3. Tap into specific passion points &amp; media touchpoints of the core TG of this price segment</li> </ol> <p><b>The positioning of 'performance' will differentiate from hero product and the platform of creativity will maintain alignment with Reno series</b></p>
2.	Optimize budgets by creating fewer but effective contents vs creating a full campaign	<ol style="list-style-type: none"> <li>1. Contents mapped to consumer decision journey to evaluate role and requirement of each asset</li> <li>2. More comprehensive use of influencer marketing to drive awareness and WOM</li> </ol>
3.	Define the role of each consumer segment to successfully target & drive brand imagery and build sales volume	<p>Target consumers based on the objective to achieve</p> <ol style="list-style-type: none"> <li>1. Dreamchasers are the creative communication TG to drive WOM &amp; engagement</li> <li>2. 18-29 year-old, blue-collar demographic drives volume during first sale</li> <li>3. Value Maximisers sustain sales during the latter half of the product cycle</li> </ol>
4.	Focus on PR & digital media to build awareness & pull for the product before the consumer enters the store	Premium digital buying + product & brand PR + celebrity usage early on in the campaign

# Understanding the core communication TG better

## Dreamchasers

- They are 18-25 years young college students & first jobbers who are entering the new stages of life.
- Have an AHHI of 60-85mn
- Seek adventure, are driven to succeed, confident in themselves and highly social.
- **They are in a hurry** to experience, share, create and live life to the fullest.
- They are trend-setters, not just trend-followers.
- They value the performance & efficiency of their smartphone over just the camera functions to help them get things done fast



# Aspect of the TG we want to tap into

## Living life at full speed



### 8-second filters

*They've grown up in a world where their options are limitless but their time is not.*

Gen Z has adapted to quickly sorting through and assessing enormous amounts of information. They rely heavily on trending pages within apps to collect the most popular, recent content.

Source  
<https://www.mintel.com/blog/consumer-market-news/through-the-filtered-lens-of-generation-z>  
<https://www.readyeducation.com/blog/three-gen-z-myths-debunked>  
<https://www.generationy20.com/retail-generation-z.PDF>  
<https://www.forbes.com/sites/mattmiller/2012/07/03/why-you-should-be-hiring-millennials-infographic/?sh=5ae4c0e84740>



### Prepared to stay ahead

Always 'the first to know & be part of'

**Clubhouse app has been trending on Twitter with 2 million users in 10 months**

60% Gen M & Z make purchases because they want to be early to experience before the rest..



### Incubator for creativity

Isolation has spurred creativity in this TG and video platforms like TikTok & IGTV have promoted it further. Content creation is no longer only for professionals.

# Aspect of the TG we want to tap into

## Speed of Creation is at the Speed of Imagination

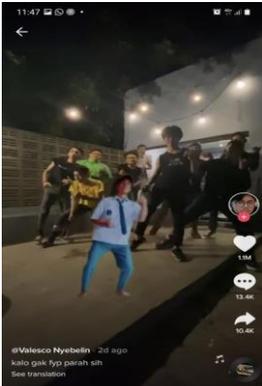
Our Dreamchasers want to be creators. They create, evolve, destroy, recreate stories and trends at the speed of their imagination.



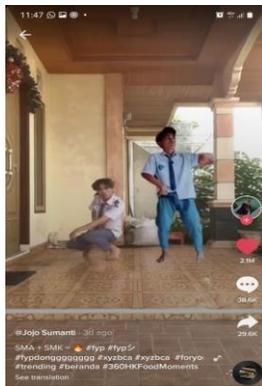
235K Views



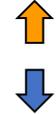
1.1M Views



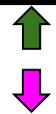
2.1M Views



308K Views



69K Views



An example of how Dreamchasers build on each others' content to create viral trends non-stop.

## Role for the OPPO Reno5 F

More than just a device with great features, it is a powerful tool of 'creativity'.



### Fast Charging Battery

Keeps your creativity  
flowing non-stop



### Ultra Slim Design

Inspires your style



### Fast Response Processor

Keeps pace with your  
imagination



### Creative camera features

Executes your creativity to  
perfection

### Picture Life In Speed

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With the fast performance of the OPPO Reno5 F bring to life your unique creative ideas, as fast as you can imagine them.

Approved KV

oppo



# OPPO Reno5 F

Ultra Slim & Flowing Light Design · 30W VOOC Flash Charge 4.0  
MediaTek Helio P95 Processor for smoother gaming & camera experience

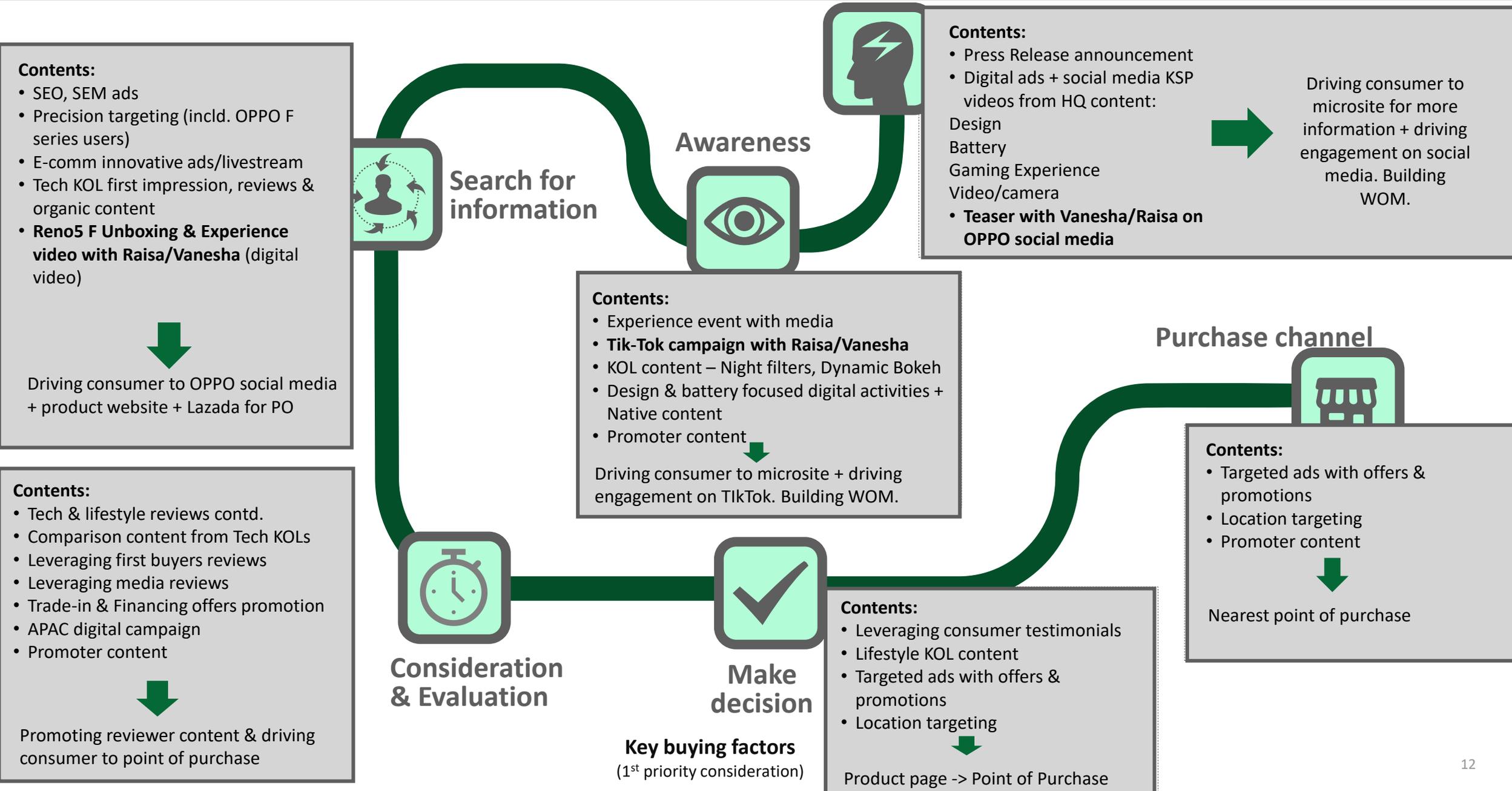
**Picture Life in Speed**

PICTURE LIFE IN SPEED  
PICTURE LIFE IN SPEED

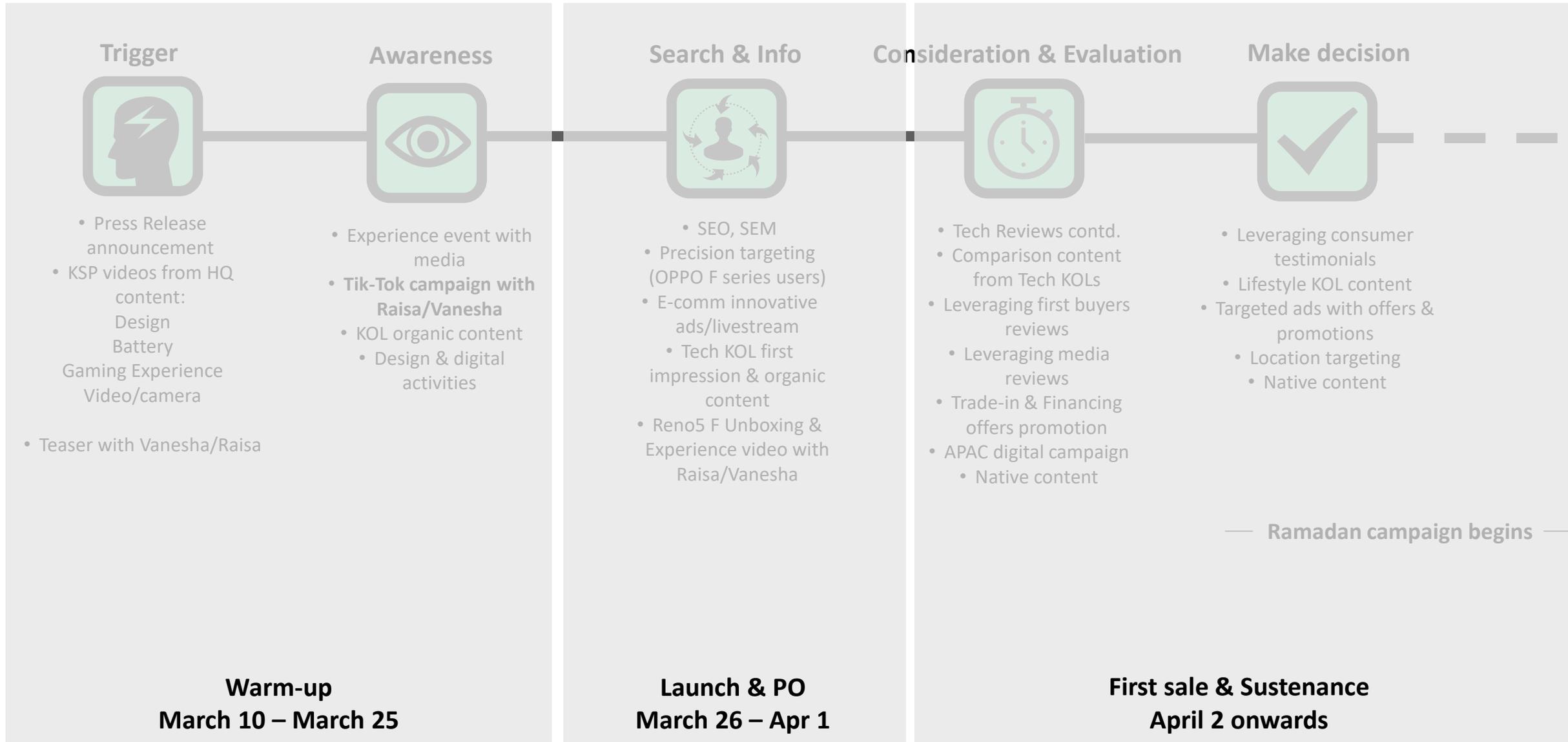
Remark: Product pictures are for reference only. Please refer to the actual product.

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# Dreamchaser: Purchase Journey & content mapping



# Purchase Journey & campaign phase



## Creating Buzz with Vanesha Prescilla

- Actor/Singer + long-time OPPO BA on A Series
- Followers on IG: 4.8M
- Will be in the news soon for a movie she is starting to shoot. Movie details pending.

### Activities for Reno5 F:

- Teaser on social media
- TikTok Branded Effect Challenge: March 20- 25, 2021 (Awareness phase)
- Unboxing & Experience Video: First week of April (First Sale)



# TikTok Branded Effect Challenge with Vanesha | Awareness Phase

The TikTok challenge will highlight the AI Color Portrait Video feature as well as fast charging through the concept of instant mood boosting.

**1**

**2**

**3**

**4**

**5**

#INSTANTMOOD BOOSTER

#INSTANTMOOD BOOSTER

#INSTANTMOOD BOOSTER

#INSTANTMOOD BOOSTER

#INSTANTMOOD BOOSTER

Ikuti salah satu gerakan ini!

Mood Charged

Reno5F

AI COLOR PORTRAIT

AI COLOR PORTRAIT

AI COLOR PORTRAIT

User starts the challenge (in monochrome). Vanesa profile appears at the start in video format saying: "Lagi bosen? Yuk bikin hari kita lebih ceria!"

Three hand gesture options will appear. User then choose to do one of the gestures. Each gesture will trigger an object corresponding to the gesture. The 3 gestures:

1. Peace sign → Chocolate
2. Korean love sign → Money
3. OK sign → Gold bar

Flash transition

Trigger then activates a graphic object to appear as the surprise gift for user.. Then the AI Color Portrait effect also started to change the video from monochrome to color

At the final frame, Vanessa appears again as a static picture with happy expression with her VO saying : "Segera ceriakan harimu dengan AI Color Portrait from OPPO Reno5 F"

**YT videos with Jessica Jane  
(Battery & Processor activity)  
Awareness – Launch Phase**

**The Objective:** To showcase the fast charging capability, large battery & power optimizing modes of the Reno5 F + its processor & video capability through a Youtuber who is popular for her casual, non-stop content.

**The Idea:** Jessica will shoot her YT video only with the Reno5 F having charged it only 1 time in the morning. Through the video she will talk about the fast charging, battery capacity and power saving modes along with processor & video features.

Content to be shared by Jessica on her YT channel and re-shared on OPPO IG Stories.

YouTube followers: 8.1M | IG followers: 4.7M



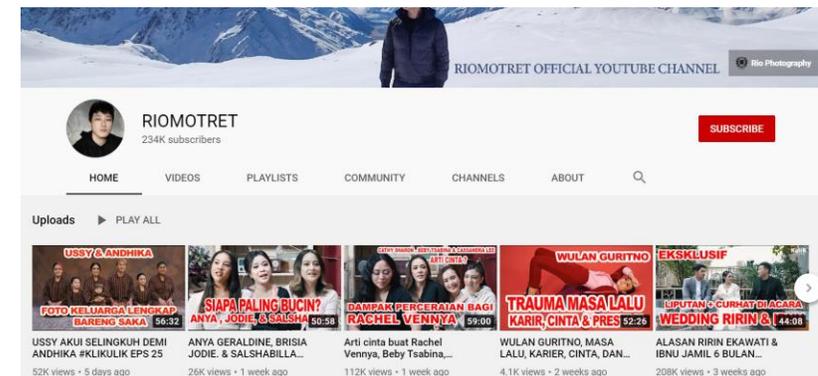
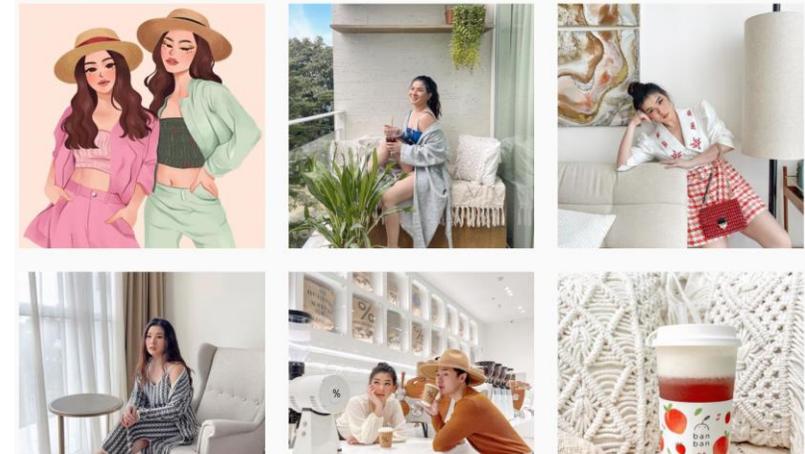
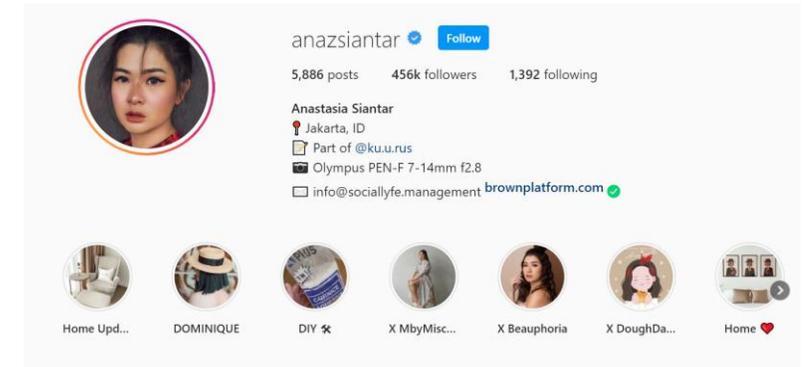
# Reno5 F inspired OOTD looks with fashion experts (Highlighting design)

## Awareness – Launch Phase

**The Objective:** To showcase how Reno5 F design, light weight & trendy colors are an inspiration for fashion experts & enthusiasts for fast fashion tips.

**The Idea: 1)** Get top fashion influencers to create OOTD styles with clothes & accessories that are inspired by the Reno5 F design – as speedy fashion reference for the youth who want to stay in style. **2)** Tap into Rio Motret’s YT fashion makeover show and integrate the Reno5 F in it through design inspiration and video features.

The content will be hosted on the KOL social media platforms and re-shared on OPPO platforms



# Rapid Unboxing with Vanesha

## OPPO Reno5 F & OPPO Band

PO Activity (March 26)

In this unusual unboxing video we will ask Vanesha 50 rapid questions about her recent activities, projects and life and get to know her and the OPPO devices better. Each question will lead to an answer related to the Reno5 F features/campaign or the smartband features as she unboxes the two.

Promotion : Throughout the PO period on  
OPPO digital platforms



## **Livestream with Vanesha and GadgetIn (Tech influencer)**

**First Sale Activity with Dealers & select audience**

In preparation of First Sale Day, on April 1 we will organize a livestream session for our dealers, employees and select guests for an entertaining and informative interaction with Vanesha & GadgetIn about the Reno5 F & OPPO Band. While GadgetIn will answer all questions related to the tech aspects of the phone, Vanesha will present a lifestyle usage POV. Guests can ask questions to both Vanesha & GadgetIn and learn more about the devices for a enthusiastic selling period ahead.



# APAC Digital campaign: First Sale - Sustain Phase

Digital assets after first sale to showcase key video + performance features

Hero Launch Video (30s)

## SuperVOOC Flash Charge



Scene opens to the phone alarm ringing. Our hero wakes and discovers that his phone is low on battery. We then see different match-cuts of him getting ready hurriedly — he charges his phone, brushes his teeth, changes clothes and checks his phone again. In that short span of time, his phone is fully charged.

**Supers:** Flash Charge

## Sleek Design



He slides his phone into his back pocket smoothly and steps out of his bedroom — which transits to him stepping onto a skateboard in the streets where he takes his phone out with ease again to take videos.

**Supers:** Ultra-Sleek Design

## Dual-View Video



He fist bumps/high-fives some of his neighbours, friends and even fellow skateboarders along the way with the Dual-View Video function.

**Supers:** Dual-View Video

## High Performance



Transits to him fist-bumping his band mates at band practice. He starts taking individual recordings of his bandmates, before switching to Soloop (an OPPO built-in video-editing app). We see a glimpse of how easy and fast he stitches the recordings together — showcasing the phone's high performance.

**Supers:** High-Grade Performance

## Sleek Design



He rises to the surface and finds himself at a bustling rooftop party. He retrieves his phone and we see quick match-cuts of fun shots taken by him from various angles as the phone rotates in the centre.

## Product Shot

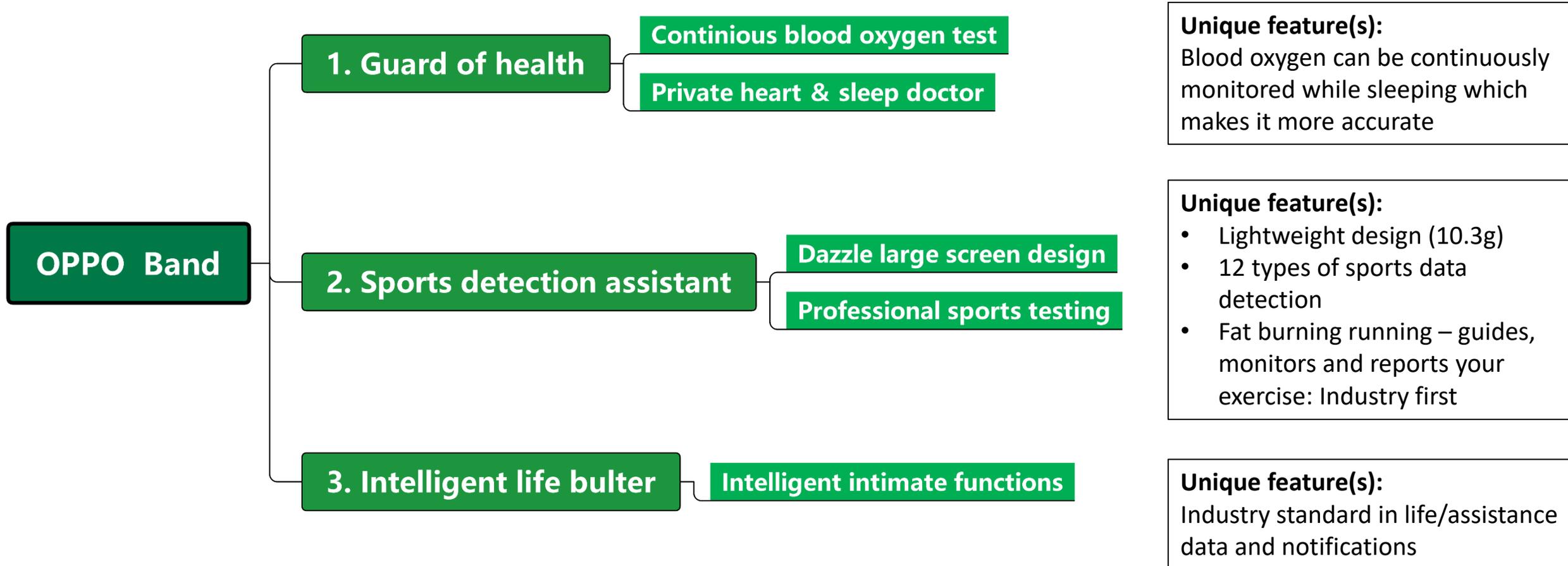


Cuts to product shot and slogan: **OPPO A94.**  
**Live life at full speed.**

## OPPO Band

# Value Proposition & Key Features

Fashionable fitness band with a large color display that fits perfectly into your daily life as a health, exercise and lifestyle companion – *Can sharpen this further with research results*



# Competition Scan

Smartband	Product Specification	Features	KSP	Highlight Features	Slogan	Activity Campaign	
OPPO			AMOLED Screen, 40+ fashionable watch faces. Customizable watch faces, SpO2 Monitoring, Sleep & Heart Rate monitoring, 12 Workout Modes, Fat Burning running and Water Resistance with rating of 50 meters and 5 ATM certification				
Xiaomi MI Smart Band 5	Screen size with 1,1 inch 450 nits, AMOLED screen, resolution with 126 x294, compatible on iOS & Android, connectivity with Bluetooth 5.0 BLE, sensor with 6-axis sensor, PPG heart rate, Digital MEMS microphone, memory with RAM 512 KB/ROM 16MB, weight with 11.9gr	Heart rate monitor, sleep monitoring, women's health tracking, stress monitoring, breathing exercises, PAI vitality index assessment, idle alerts, step counter, goal setting, remote photo taking, music playback, find my phone, phone mute, unlock phone, incoming call notification, do not disturb, WhatsApp notification, app message alert, calendar reminder, event reminder, weather forecast, timer, countdown timer, alarm, Bluetooth broadcasting, online calls, special calls, preset calls, screen locking, charging	<b>Large 1.1" dynamic color-display</b> , Dynamic display with more than 65 dial themes <b>24-hour heart rate monitoring</b> , Real-time monitoring heart rate alerts <b>11 Sports Modes</b> - Rowing machine, jump rope, yoga, elliptical <b>24-hour Sleep Monitoring</b> , Rapid Eye Movement (REM), naps <b>50 m Water Resistance</b> , Water when showering or Swimming <b>14-day extra-long battery life</b> , Battery-saver mode for extended battery life <b>All-new women's health tracking</b> , Menstrual cycle tracking and notifications <b>Magnetic Charging</b> - Removal-free, direct charging	<b>Deep breathing, PAI (Personal Activity Intelligence), Stress Management, &amp; Female Health Tracking, 5 ATM Water Resistance &amp; 6 the colors of straps</b>	<b>Go Smart, Live More</b>	MI Band 5 officially launched in Indonesia on August 13 2020 with the price Rp 449.000 with 6 variant colors of straps such as Yellow, Navy, Black, Orange, Mint, Green, Teal.	
		On socmed MI Band 5 only push about how to activate Strees Management feature, Stay connected on-the-go with Smartphone Xiaomi, Sleep Tracking feature and women health tracking					
		Officially launched on November 2020 with the price Rp 649.000. The colors are Black & Red					
		there's no have content about Galaxy Fit2 on Social Media Samsung Indonesia, Samsung only focus with Smart Watch Series.					
		<a href="https://www.samsung.com/id/watches/galaxy-fit/galaxy-fit2-black-sm-">https://www.samsung.com/id/watches/galaxy-fit/galaxy-fit2-black-sm-</a>					
Samsung Galaxy Fit2	Screen size with 1,1 inch, AMOLED screen, resolution with 126 x294, compatible on iOS & Android, connectivity with Bluetooth v5.1, sensor with Accelerometer,Gyro Sensor,Optical Heart Rate Sensor, memory with RAM 2 GB/ROM 32MB, weight with 21gr	1.1 inch Display with AMOLED Screen	Thin design for all-day comfort	<b>Auto Workout tracking, Sleep score and stres level</b>	<b>Focus on yur health with Galaxy Fit2</b>		
		Water-resistant up to 50m with SAT	Built to fit your active lifestyle				
		Up to 21 days of battery to outlast your longest sessions	5 Automated features to optimize workouts				
		A friendly reminder to wash your hands	Cool life hacks, right on you wrist				
		Log your sleep patterns for a better night's rest					
		Take a positive step towards a stress-free life					

# Competition Scan

HONOR Band 5	AMOLED Screen with 0.95 inch, battery cappacity with 100 mAh, connectivity with Bluetooth 4.2 & NFC, Optical Blood oxygen sensor, Water Resistant with 5 ATM certification,	Screen with full-color AMOLED touch-screen with 0.95 inch	24/7 Heart Rate Tracking	-	Fit to The Beat	Officially launched on October 2019	
		Heart rate tracking with AI Algorithm and breath tracking with SpO2 feature	Fitness & Sleep Tracking			Colors: Navy Blue, Meteorite Black, Dahlia Pink and Olive Green	
		Water-resistant up to 50m with 5ATM certification and Swim tracking	10 modes workout				
		10 Modes Workout with outdoor running, indoor running, outdoor walking, indoor cycling, swimming pool, free training, indoor walking, rowing machine dan elliptical machine					
Amazfit Band 5	Dimensions 47.2 x 18.5 x 12.4mm, Weight 24g (with strap) and 12g (without strap), Body material with Polycarbonate, Strap material with Skin friendly TPU, Strap length with 162-235mm, Strap width 15.55mm, Waterproof rating with 35 ATM, Display 1.1 inch full color AMOLED, resolution 126x294, Touch screen 2.5D glass + anti-fingerprint coating, Sensors BioTracker, PPG Bio-Tracking Optical Sensor, 3-axis acceleration sensor   3-axis gyroscope sensor, Bluetooth BT 5.0/BLE, Battery 125mAh lithium-ion polymer battery, and Support on iOS 10.0 & Android 5.0	Water-resistant up to 50m with 5ATM certification and Swim tracking	Outstanding Battery Life of 15 Days	-	Stay Active, Stay Young	<a href="https://www.amazfit.com/en/band5.html">https://www.amazfit.com/en/band5.html</a>	
		15-Day Battery Life, for Typical usage scenario	Sleep Quality Monitoring			Availability for color are Olive, Orange, Midnight Black	
		25-Day Battery Life, for Power-saving scenario	Blood-Oxygen Saturation Measurement				
		HD Color Display with brand-new 1.1" full-touch color AMOLED screen provides bigger and clearer viewing experience	PAI - Health Assessment System				
		45+ Watch Faces, 2 Customizable Watch Faces, upload your own picture	11 Sport Modes and 5 ATM Water Resistance				
		Amazfit Band 5 incorporates a professional health assessment system — PAI (Personal Activity Intelligence)	Bio Tracker - Heart Rate Monitoring				
		11 Modes Workout with outdoor running, walking, cycling, treadmill, freestyle swimming pool, indoor cycling, elliptical, jump rope, yoga, rowing machine	Strees Monitoring and Breathing Exercise				
		SomnusCare for Sleep Monitoring	Women's Health Tracking				

Most of the products offer similar benefits and OPPO Band doesn't have any distinct competitive advantage. We can claim overall lifestyle, fitness & health benefits as the rest and focus on selling as a **'complete package of performance devices'** with Reno5 F.

# Target Audience

- 20-30 years college student and white-collar workers
- Live a positive life with less stress
- Focus on exercise and health
- Love sports
- Willing to try new things while paying attention to product cost vs performance and quality

Why do they use/want a smartband? - *Awaiting research report*

What are the key features they use/desire? – *Awaiting research report*



Points of similarity between Dreamchasers & Smartband users:

- 1) Demographically similar
- 2) Experimental yet practical
- 3) Positive attitude and optimistic outlook to life

## Combined

### **Live Fast, Live Smart.**

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For a generation that is always on the move, OPPO Reno5 F and OPPO Band create a winning combination of speed, efficiency and limitless possibilities to power up their many adventures. *Life becomes not just fast & free but smarter too.*

## Individual

### **Activate your Life**

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OPPO Band gives you the opportunity to not just monitor, assess and improve your health but also to showcase your unique style and enhance your efficiency. *It supports all aspect of your life – elevating your lifestyle to a whole new level.*

# Marketing activities

## Combined

Integration with Reno5 F key assets to showcase combined functioning

- Video assets during warm-up for Reno5 F & smartband KSPs
  - Combined KV
- Combined usage scenario images

Platforms: OPPO social media + digital ads

Combined press release

Media event for product experience

Combined tech reviews with top reviewers & media + organic content on usage

GadgetIn  
Wisnu Kumoro  
SobatHAPE  
Tek.id

Platforms: Reviewer platforms & media + OPPO social media

## Additional

Lifestyle photoshoot/15s video content to depict various scenarios of usage for precision targeting to identified media TG

Platforms: POR coverage, OPPO social media & targeted ads ads

### Virtual KOL challenge

The smartband would be given to 5 KOLs from different genres – fitness, sport, lifestyle and a content creator to use and showcase the key features of the smartband including bloody oxygen monitoring, fat burn exercise + sports modes and lightweight & sleek design.

For a week the KOLs will create content to report the usage of the smartband and it's efficacy & convenience.

Platforms: KOL + OPPO social media

# Campaign timeline

