

WORK SAMPLE



Intern Project Presentation 2020 Summer Internship Performance Marketing Team

THE MULTIPLYING POWER OF QVC & HSN
PART OF QURATE RETAIL GROUP





Intern Project: Creating A Mock Media Buy Plan

Anoo Vaddi

THE MULTIPLYING POWER OF QVC & HSN
PART OF QURATE RETAIL GROUP



INTRODUCING...

AFFILIATE PUBLISHER



CONTENT PUBLISHER



UNiDAYS



Mission: To give students the power to make every experience more valuable and rewarding.

Target Market: Older Gen Z and Young Millennials
a great affiliate site to grow new customers within this demographic

How They Align With QVC:

UNiDAYS Audience

Cares about your story

Informed about many topics such as social good

Liz

Inspired Storytelling

Curiously Informed

UNiDAYS AUDIENCE STATS



5.5 million verified users



809K likes | 803K followers



86.4K followers | ~500-6000 likes per post



9K followers | ~0-20 likes per post

HOW UNiDAYS WORKS

Offers a way for students to explore and be exposed to brands

In order to sign-up for a UNiDAYS membership, they must have student status and a “.edu” email account. All memberships are FREE! Membership is valid till graduation date.

Path 1: Browsing on Retailer’s Site

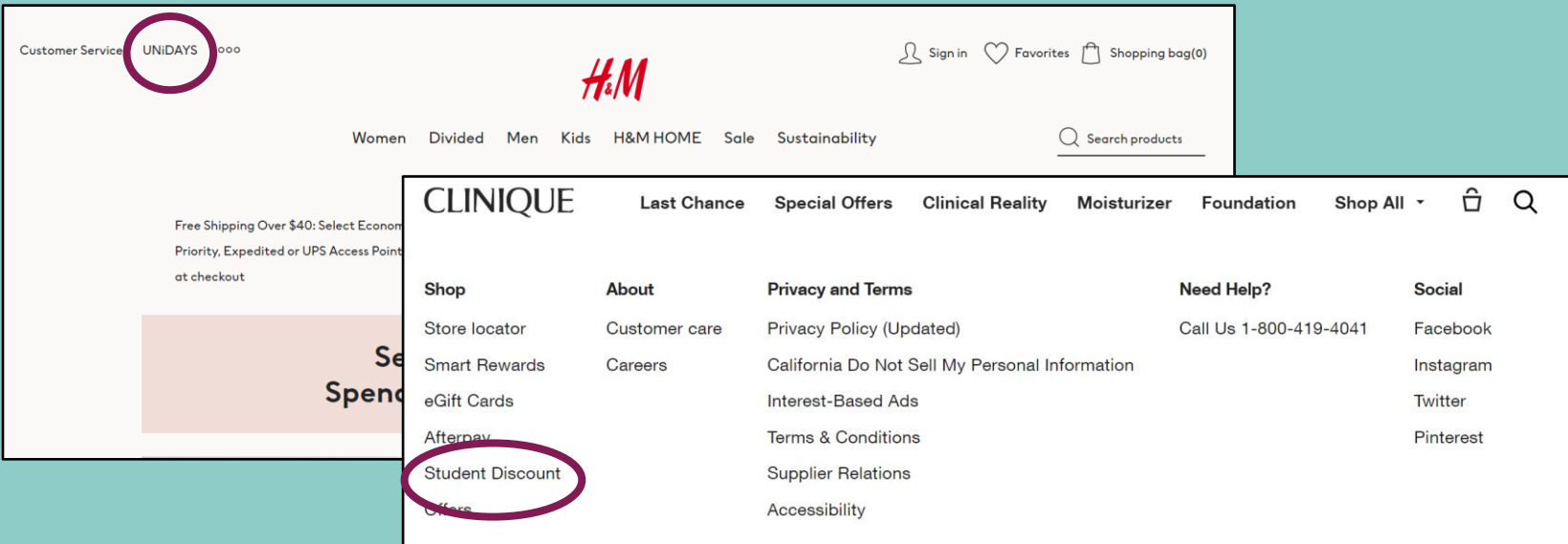
Retailer → Discover Student Discount Button → Get UNiDAYS Code → Use Code at Checkout

Path 2: Students Already Know What They Want

UNiDAYS → Get Code → Shop → Use Code at Checkout

NOTE: Codes are unique to the user

Examples: Retailer Websites Supporting UNiDAYS



HOW UNiDAYS GROWS WITH THEIR AUDIENCE

undergrad or graduate school student discovers UNiDAYS through a retailer link or friend/family (WOM)

↓
use retailer student offers on UNiDAYS

↓
Student continues to use UNiDAYS throughout their schooling & helps retailer build relationship with them

↓
continue to be a loyal customer even after their student status

HOW UNiDAYS WORKS

Types of Offers by Retailers

10% Off

\$10 Off

Save \$10 Off [Product Name]

Up to 10% off Select Products

10% off Summer Sale

Other Retailers They Work With

American Eagle

ASOS

RayBan

M.A.C

Amazon

Examples of Offers

The screenshot displays the UNiDAYS mobile application interface. At the top, there is a navigation bar with categories: Fashion, Beauty, Food & Drink, Health & Fitness, Lifestyle, Technology, Sports & Media, and All. A search bar on the right contains the text "e.g. Apple Music". Below the navigation bar is a red banner with the text "Offers on the go. Download the UNiDAYS app." The main content area is titled "Code Craze!" and features a grid of six offer cards. Each card includes a "Limited time only!" label, the retailer's logo, and the offer details. The offers are: MyProtein (Up to 60% Off), NASTY GAL (62% Off), adidas (20% Off), motorola (Save \$200 on Moto Edge), amazon music (Get an Echo Dot for \$0.99), and UGG (10% Off). A "View all >" link is located to the right of the offer grid.

UNiDAYS PLACEMENT PLANNING PROCESS

Top Popular Categories:

- Fashion*
- Beauty*
- Electronics

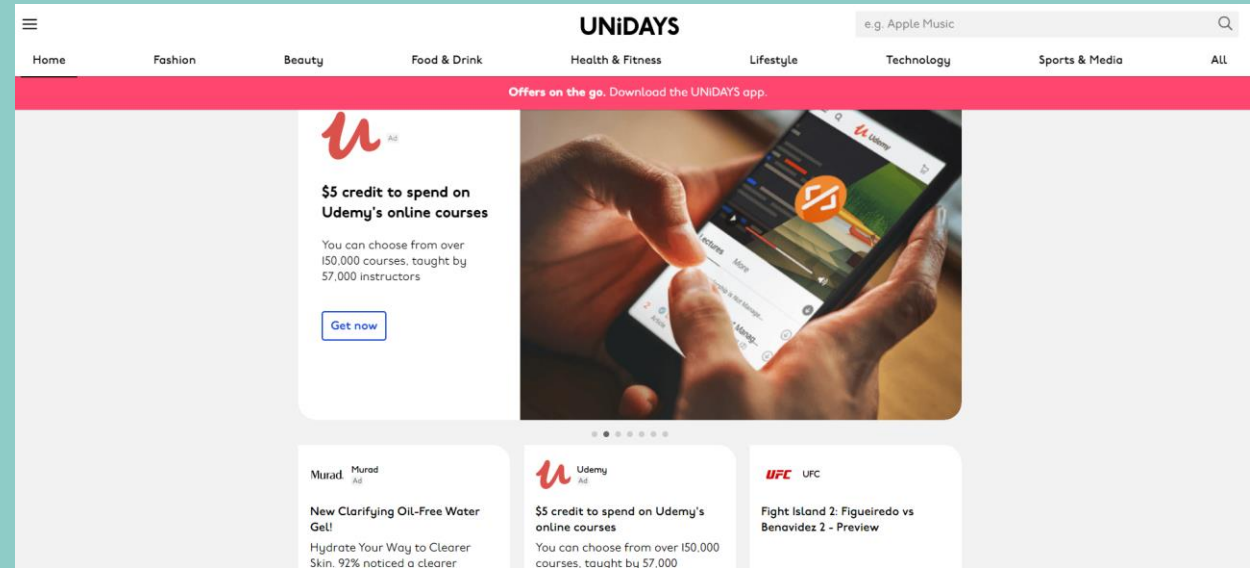
Recommended Categories:

- Beauty
- Lifestyle (Home & Kitchen)
- Electronics

Types of Placements:

- Homepage: Carousel Banner
- Homepage: Mini Banner
- Homepage: Extra Savings Banners
- Content: Dedicated Article
- Multi-Merchant Newsletter
- Social: Facebook Post
- Social: Twitter Post
- Social: Instagram Post

Placement Examples:



OTHER OPPORTUNITIES

Being able to engage with customers with direct messages

Rewards:

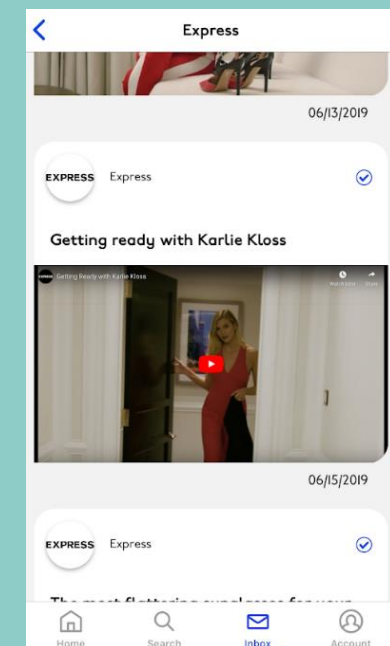
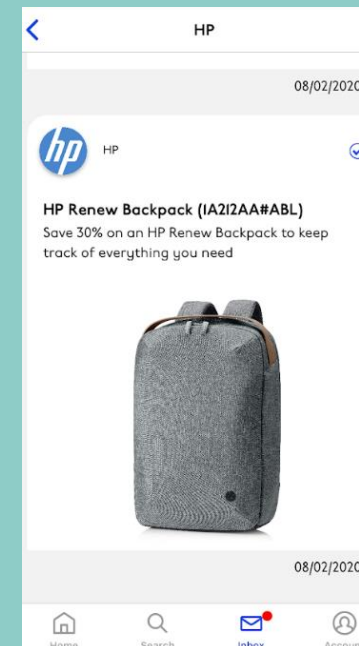
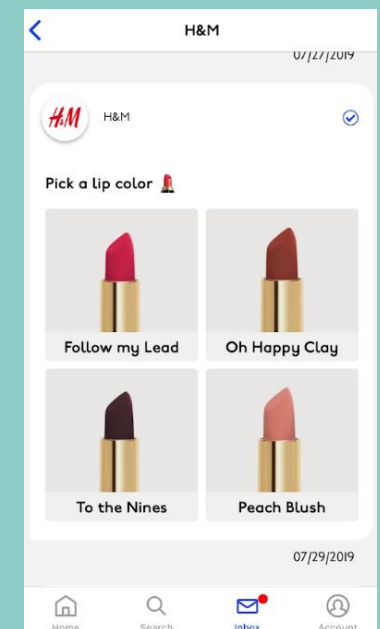
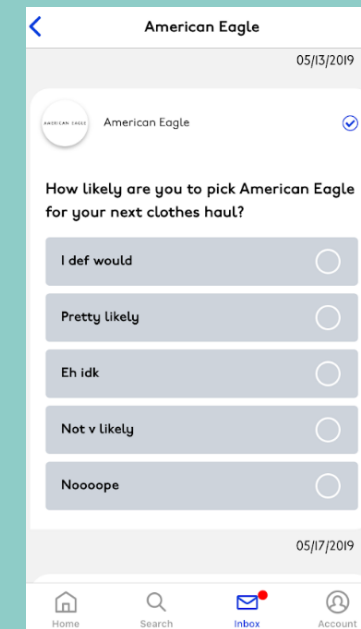
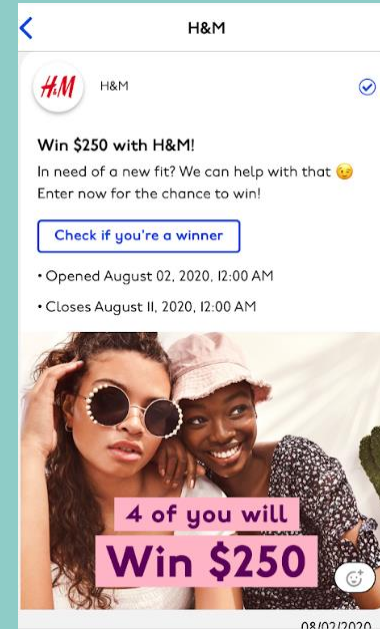
- Giveaways
 - EX: “Win \$XXXX” QVC Gift Card by posting a pic of you [doing something] using #hashtag
- Offers – exclusive discounts to free delivery, member offers
- Scholarships

Engagement:

- Videos – educate and inspire students
- Polls – real-time feedback via text or image-based polls to gain valuable insights and optimize your brand program

Exclusive meaning member-only promoted messages or they must be following the QVC page

Examples:



UNiDAYS PLACEMENTS

- 8/1 Month Long Beauty Event
- 8/3 TSV Prive Revaux The Show Off Set of 2 Blue Light Readers
- 8/5 Storage & Organization Event
A448783 Sorbus Makeup and Jewelry Organizer w/6-Drawers Display Case
- 8/9 Cook Event
K49474 Cook's Essentials 10-Piece Shimmer Cookware Set
- 8/15 Farmhouse Fresh Brand Launch
- 8/26 Beauty Digital Event
- 8/28 WSV Apple AirPods with Charging Case &
& 8/29 Accessories Bundle

AUGUST TRENDS

Back to College & Student Apartments

Organization

Kitchen

Technology



Clean Beauty & Beauty Deals



8/5 Storage & Org. Event



8/9 Cook Event

UNiDAYS PLACEMENT CALENDAR | AUGUST 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Homepage: Carousel Banner  Month Long Beauty Event
2	3 Multi-Merchant Newsletter TSV 8/3 Prive Revaux The Show Off Set of 2 Blue Light Readers	4	5 Homepage: Mini Banner Storage & Organization Event	6	7	8
9 Homepage: Mini Banner Food Event	10	11	12	13	14	15 Homepage: Carousel Banner  Farmhouse Fresh Brand Launch
16	17	18	19	20	21	22
23 	24	25	26 Mobile Notification Beauty Digital Event Twitter Post & Instagram Post Beauty Digital Event	27	28	29 2-DAY Homepage: Carousel Banner WSV 8/28-8/30 Apple AirPods with Charging Case & Accessories Bundle
30 	31					

UNiDAYS RFP

Screenshot of the Excel Document

Publisher / Sub-Affiliate Name	Package Name NA IF IRRELEVANT	Placement Name	Placement Type CHOOSE FROM DROP DOWN	Start Date	End Date	Flat Media Cost to QVC PLEASE INCLUDE INDIVIDUAL PLACEMENT	Commission to Publisher	Cash Back to Customer	Total Commission SUM OF COLUMNS H & I	Message Type CHOOSE FROM DROP DOWN	General Notes / Recommended Offer to Promote
UNiDAYS	N/A	Homepage Banner	Homepage	8/1/2020	8/1/2020	\$ 2,000.00	2%	2%	4%/1%	Product Promotion	Month Long Beauty Event highlight product: First Aid Beauty (BeautyQSteal)
UNiDAYS	N/A	Multi-Merchant Newsletter Listing	Multi-Merchant Newsletter Promotion Event	8/3/2020	8/3/2020	\$ 1,500.00	2%	2%	4%/1%	Product Promotion	TSV 8/3 Prive Revaux The Show Off Set of 2 Blue Light Readers
UNiDAYS	N/A	Homepage Mini Banner	Homepage	8/5/2020	8/5/2020	\$ 1,000.00	2%	2%	4%/1%	Company Promotion	Home Organization Event Product: A448783 Sorbus Makeup and Jewelry Organizer w/6-DrawersDisplay Case
UNiDAYS	N/A	Homepage Mini Banner	Homepage	8/9/2020	8/9/2020	\$ 1,000.00	2%	2%	4%/1%	Company Promotion	Cook Event Product: K49474 Cook's Essentials 10-Piece Shimmer Cookware Set
UNiDAYS	N/A	Homepage Banner	Homepage	8/15/2020	8/15/2020	\$ 2,000.00	2%	2%	4%/1%	Product Promotion	Farmhouse Fresh Launch
UNiDAYS	N/A	Mobile Notification	Mobile	8/25/2020	8/25/2020	\$ 1,000.00	2%	2%	4%/1%	Company Promotion	Beauty Digital Event
UNiDAYS	N/A	Twitter Post	Social	8/25/2020	8/25/2020	\$ 500.00	2%	2%	4%/1%	Company Promotion	Beauty Digital Event
UNiDAYS	N/A	Instagram Post	Social	8/25/2020	8/25/2020	\$ 500.00	2%	2%	4%/1%	Company Promotion	Beauty Digital Event
UNiDAYS	N/A	2-Day Homepage Banner	Homepage	8/28/2020	8/29/2020	\$ 4,000.00	2%	2%	4%/1%	Product Promotion	WSV 8/28-8/30 Apple AirPods with Charging Case & Accessories Bundle
						TOTAL					
						\$ 13,500.00		% discounted for customer			
						NOTE: average amount 10-15k					

QVC TO COMPLETE		
Paid Placement? CHOOSE FROM DROP DOWN	Budget Bucket CHOOSE FROM DROP DOWN	Promo Handle CHOOSE FROM DROP DOWN
PP	Affiliate	Event
PP	Affiliate	TSV
PP	Affiliate	TSV
PP	Affiliate	TSV
PP	Affiliate	Launch
PP	Affiliate	Event
PP	Affiliate	WBV
PP	Affiliate	WSV
PP	Affiliate	WBV

UNiDAYS ESTIMATED PERFORMANCE

Placement	Estimated Sales Ranges	NN
8/1 Month Long Beauty Event	\$5K - \$15K Based on Beauty Events in the past 3 months (Airtable)	N/A
8/3 TSV Prive Revaux The Show Off Set of 2 Blue Light Readers	\$1K-\$5K Based on Prive Revaux LY's sales in Tableau	<2 Based off LY's NN in Tableau
8/5 TSV Periea Set of 4 Collapsible Storage Boxes (2) Small & (2) Large	\$2K - \$10K Based on LY's sales in Tableau	<5 Based off LY's NN in Tableau
8/9 TSV Vitamix Pro Series 750 2.2HP 64-oz Blender w/ 5 Presets	\$5K - \$10K based on LY's sales in Tableau	<10 Based off LY's NN in Tableau
8/15 Farmhouse Fresh Brand Launch	\$10K - \$20K Based off Beekman Sales on their August 2019 TSV	<30 Based off Beekman NN on their August TSV
8/26 Beauty Digital Event (Mobile Notification)	\$5-10K Based on Beauty Events in the past 3 months (Airtable)	N/A
8/28-8/29 WSV Apple AirPods with Charging Case & Accessories Bundle	\$2K - \$10K Based on LY's sales in Tableau	<10 Based off LY's NN in Tableau

ESTIMATED IMPRESSIONS

Based on Type of Placement

Homepage Carousel Banner

>50K

Homepage Mini Banner

>30K

Multi-Merchant Newsletter

>100K

Mobile Notification

>100K

Twitter

>4K

Instagram

>10K

SHEFINDS



Mission: the destination where women are inspired to treat themselves. We are committed to making women feel good with fun, approachable editorial coverage of fashion & beauty news, daily finds, life hacks and style tips, and more.

Target Market: Millennials, Gen X
Ages: 25 – 50

How They Align With QVC:

SHEFINDS Audience
Wellrounded

Elizabeth/Liz
Curiously Informed

Household decision maker Takes the Lead

Other Similarities: independent, good income stream, may have children, socially active

SHEFINDS AUDIENCE STATS



4.5 million monthly unique visitors



239K likes | 224K followers



46.6K followers | ~70-1000 likes per post



34.5K followers | ~0-5 likes per post



55K followers | 4.5 million views



10+ million monthly views | 169.9K followers

SHEFINDS CONTENT PLANNING PROCESS

Top Popular Categories:

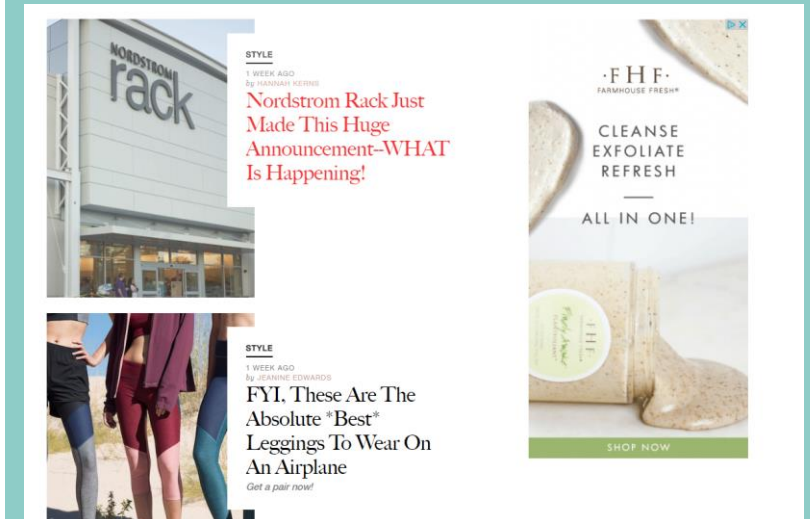
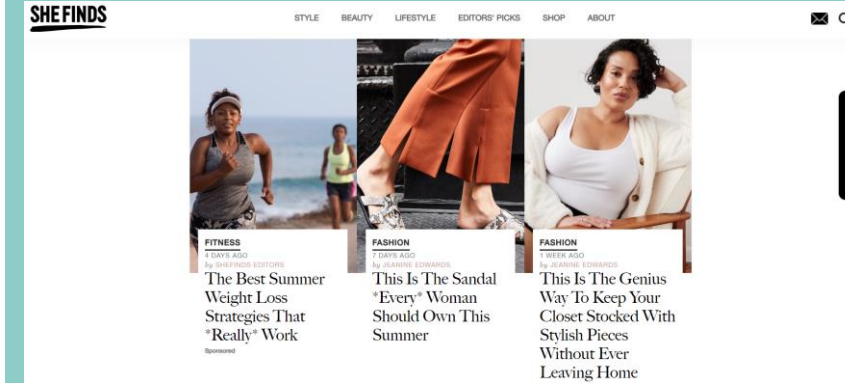
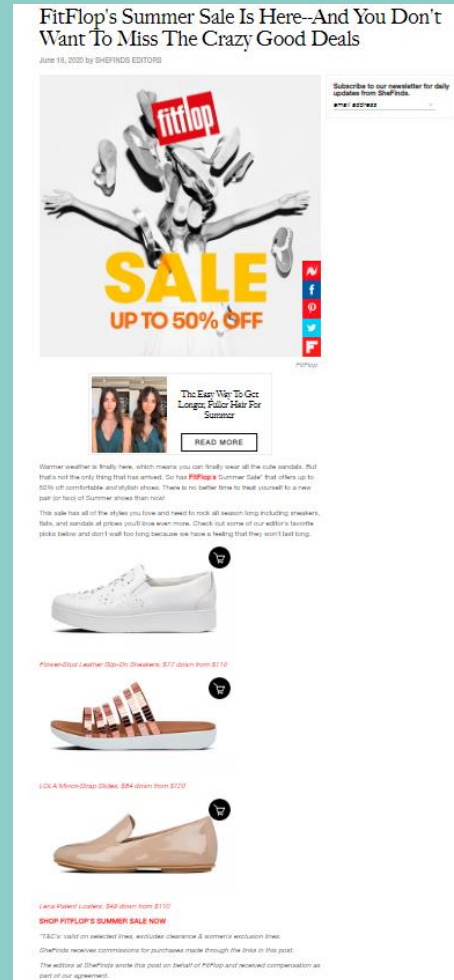
- Fashion
- Beauty
- Lifestyle

*would recommend the same category content as well

Types of Placements:

- Homepage: Article Support
- Intended Targeted Media Banners
- Content: Native Article
- Content: Custom Article
- Shop: Product Placement
- Dedicated Email
- Social: Facebook Post
- Social: Twitter Post
- Social: Instagram Post

Content Placement Examples:



SHEFINDS CONTENT PLACEMENTS

8/15

1X Custom Article

8/25

1X Native Article

8/15

Shop Page: Product Listings
Dedicated Email

8/15

Social Media Posts:

1X Pinterest

1X Facebook

1X Instagram

8/15 – 8/30

Targeted Media:

2X Leadership Boards

2X Medium Rectangles

FOCUSED ON:

Farmhouse Fresh Brand Launch



CUSTOM ARTICLE & NATIVE ARTICLE

CUSTOM ARTICLE THEME

Creating Your Own At-Home Spa Experience

ARTICLE INCLUDES

- Writer's experience using the products and their benefits
- Highlight their fresh ingredients, how they are used by thousands of spas around the world, and their awards

NATIVE ARTICLE THEME EXAMPLE

Natural Beauty Products Under \$50

Product Featured: Mighty Tightly® Turmeric & Banana Tightening Mask

Best Selling Products to Promote

Based on FHF's website

Mighty Tightly® Turmeric & Banana Tightening Mask

Green Tea Milk Wash

Three Milk Ageless Moisturizer

Finely Awake™ Plantfoliant™ Silkening Face Cleansing Polish

Honey Heel Glaze®



SHEFINDS RFP

Screenshot of the Excel Document

PUBLISHER TO COMPLETE										
Publisher Name	Start Date	End Date	Possible Launch Date	Package Name	Placement Name	Placement Type CHOOSE FROM DROP DOWN	Impression / View Guarantee	Cost Structure CHOOSE FROM DROP DOWN	Rate	Flat Media Cost to QVC
SheFinds	8/1/2020	8/31/2020		1 Custom Article						
				Custom Article	the custom article will be an editorial review by one of the writers and their experience with the product	Content	10,000	CPV	\$1.40	\$14,000
	8/1/2020	8/31/2020	15-Aug							
	8/1/2020	8/31/2020		Distribution Package						
	8/1/2020	8/31/2020	25-Aug	Native Article	Native Article	Content	700,000	Added Value	\$0	\$0
	8/1/2020	8/31/2020	15-Aug	Dedicated Email	Dedicated Email	Content	see above	Added Value	see above	see above
	8/1/2020	8/31/2020	15-Aug	Shop: Product Placements	Shop: Product Placements	Content	see above	Added Value	see above	see above
	8/1/2020	8/31/2020	15-Aug	Social: Pinterest Post (1)	Social: Pinterest Post (1)	Content	see above	Added Value	see above	see above
	8/1/2020	8/31/2020	15-Aug	Social: Facebook Post (1)	Social: Facebook Post (1)	Content	see above	Added Value	see above	see above
	8/1/2020	8/31/2020	15-Aug	Social: Instagram Post (1)	Social: Instagram Post (1)	Content	see above	Added Value	see above	see above
	8/1/2020	8/31/2020		Intended Targeted Media		Content				
	8/1/2020	8/31/2020	aug 15 - aug 20	Leaderboard Board	Leaderboard Board	Content	150,000	CPM	\$15	\$ 2,250.00
	8/1/2020	8/31/2020	aug 15 - aug 20	Medium Rectangle	Medium Rectangle	Content	see above			
	8/1/2020	8/31/2020	aug 25 - aug 30	Leaderboard Board	Leaderboard Board	Content	150,000	CPM	\$15	\$ 2,250.00
	8/1/2020	8/31/2020	aug 25 - aug 30	Medium Rectangle	Medium Rectangle	Content	see above			
						Total Impressions	1,010,000			
						Impressions CPM	\$18.32			
								TOTAL		\$18,500
										NOTE: avg for new content is 10-20K

Flat Commission Rate: 8%

NOTE: Used the Brydie Media Plan as a reference

Assets Needed PLEASE INCLUDE AS MUCH DETAIL AS POSSIBLE	Where does this click through to? CONTENT ON PUBLISHER SITE OR QVC PAGE?	Notes
asset pack, logo	QVC	Farmhouse Fresh Launch
asset pack, logo	QVC	Top 5 Article (Beauty) other retailers will be featured - 1 Farmhouse Fresh Product
asset pack, logo	SheFinds	Farmhouse Fresh Launch
asset pack, logo	QVC	Farmhouse Fresh Launch - Products featured in Articles
asset pack, logo	SheFinds	Farmhouse Fresh Launch
asset pack, logo	SheFinds	Farmhouse Fresh Launch
asset pack, logo	SheFinds	Farmhouse Fresh Launch
html5, jpeg	QVC	Farmhouse Fresh Launch
html5, jpeg	QVC	Farmhouse Fresh Launch
html5, jpeg	QVC	Beauty Event
html5, jpeg	QVC	Beauty Event

SHEFINDS ESTIMATED PERFORMANCE

Performance Factors to Measure Brand Exposure, Traffic, and Sales

Est. Performance Goals



Reach
~ 2.5 million
from start to end date



Impressions
~ 1 million
from start to end date



**Time Spent
on Article**
~1 min
Based on Brydie's RFP



CTR
~0.7%
Based on Brydie's RFP

How We Will Drive Traffic To QVC

Amplification through social media

Adding affiliate links within articles

Product integration within the dedicated article

Increase brand awareness/exposure through this partnership

FINAL THOUGHTS

UNiDAYS

PROS:

- Opportunity to rebrand towards Gen Z to have a new and positive brand perception to QVC & be able to bring NN
- Platform only allows people who have student status

CONS:

- Gen Z audience (QVC & HSN seen as a “boomer” brand)
- Due to new target market, unknown profitable market and may not be a successful driver in Sales or NN
- Unique coupon codes (QVC would not be able to use it)

OVERALL THOUGHTS:

Great affiliate partner that does a lot of research on Gen Z, and they would be a good test to see if we can reach out to a younger audience. But looking at our current products, we won't appeal to that demographic or generate profitable sales.

GOOD FIT FOR QxH?



SHEFINDS

PROS:

- Millennial target market where our core customer can read relatable content
- Has a shopping tab where they list their recommended products with affiliate links

CONS:

- Doesn't have their own app to display their content
- Not a big social media presence compared to our current content publishers

OVERALL THOUGHTS:

A growing content platform targeted toward older millennial women that has a space where readers can shop for products. They are a good partner for us, because many of their readers are like our core customer (Liz) and based on their content, our products will appeal to their readers.

GOOD FIT FOR QxH?



Thank You
Questions?