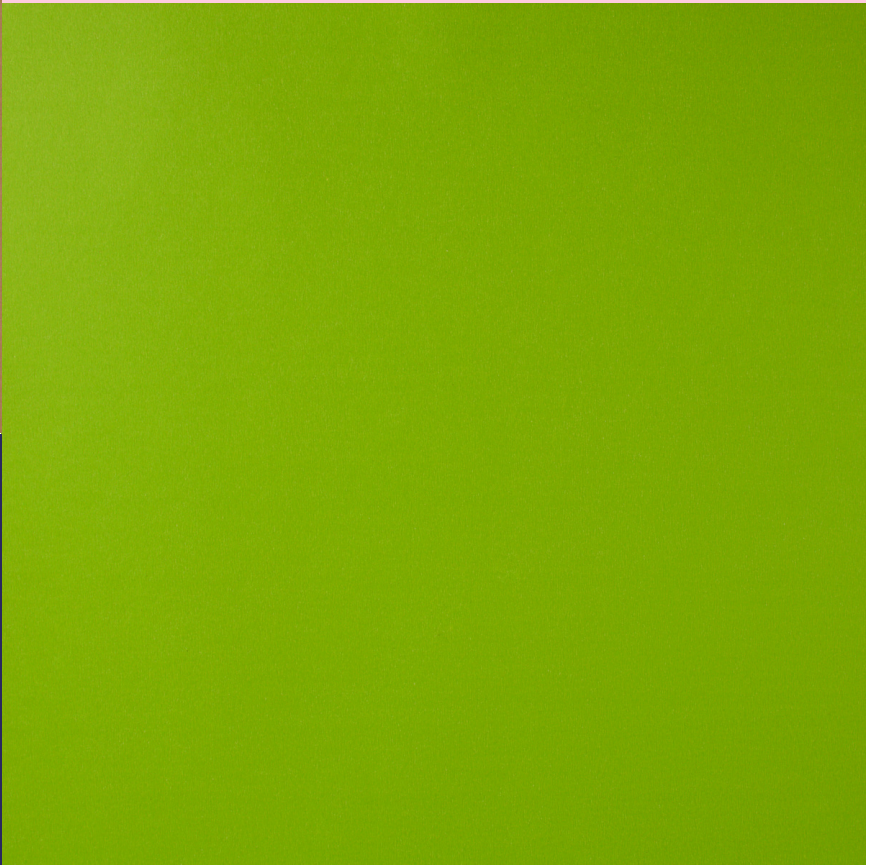
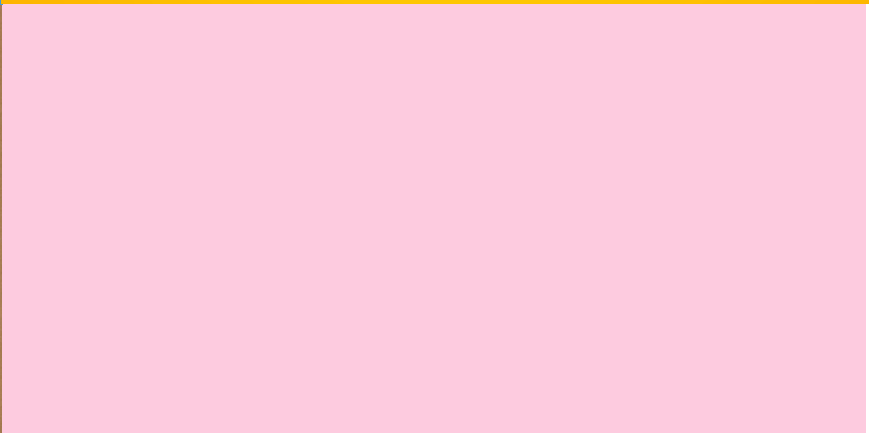
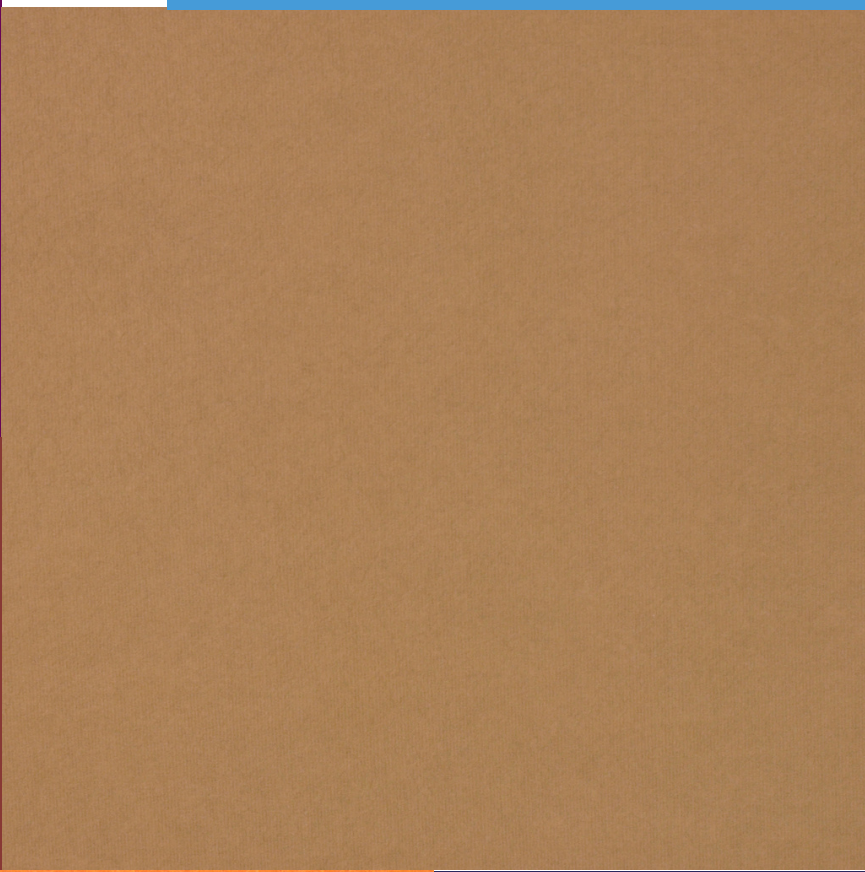
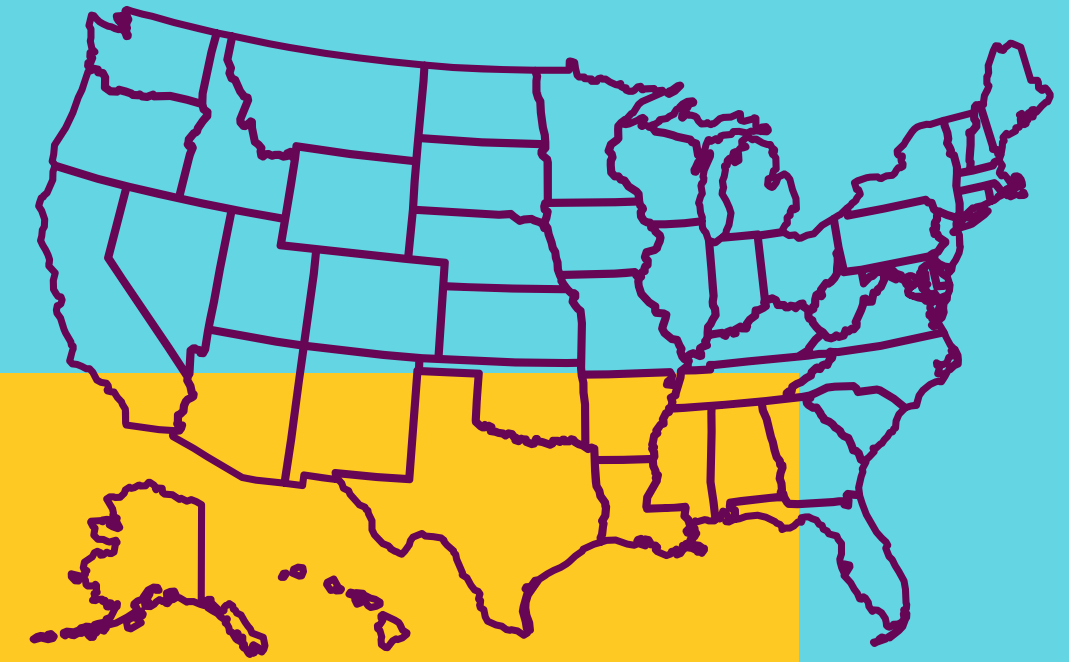


# DeNA



# 3-Month General Strategic Communication Plan



## **GOAL**

Increase American paid subscriptions to 50K in Q4.

# Nationwide Efforts

- **Press Releases and Media Alerts**
  - Shared via wires + targeted pitching to local, regional and national media outlets/journalists
- **Adverts in digital, print and radio/podcasts**
  - Ex: Adweek, Variety
- **Influencers**
  - Finding distinct voices and building strategic and authentic-presenting relationships with Nano, Micro, Mid-Tier, Macro and Mega influencers
    - Ex: Cosplay community, Music bloggers, Fan Pages

**\$15K - \$75K+**

# City Efforts

- Los Angeles, San Francisco, Seattle, Washington DC, New York, Chicago, Houston and Honolulu
  - Amplifying national press efforts in these eight cities
    - Or others depending on data received
  - Creating street teams and flyering
  - Partnering with non-profits geared towards youth and young adults
  - Building relationships with Asian/Asian-American owned businesses and other BIPOC businesses
  - Sponsoring cultural events/fairs
  - Working with collegiate students to create self-led activations on campus through clubs and cultural centers
  - Spreading information through Asian/Asian-American districts
  - Flyering relevant festivals

\$8k-\$20K+

# Live Activations (COVID safe)

**Partnering with an agency to create one-three in-person experiences with 20-35 journalists and 15-20 monthly users**

**Potential Cities: New York, San Francisco and Honolulu**



**Sharing exclusive content  
Performance from artist(s)  
Interviews with artist(s)  
Audience feedback from users  
Catered food + drinks from Asian/Asian-American businesses  
Swag bags, pamphlets, etc.  
Transition to DJ'd event**

**\$25K+ each**



# Artists/ Influencers

\$10K-40K+

Selecting a key spokesperson(s) (influencer, artist/etc) to speak on behalf of SMASH in the states for press/publicity



Booking interviews with signed artists across media mediums

- Ex of press variety: TV, Radio, Instagram live, Twitter spaces



Coordinating digital campaigns with signed artists



# Thoughts, Suggestions & Q's

- Market as exclusive short-form content (in addition to other media released)
- Revamp US socials and create content calendar
  - Include editorials, repost users, QnAs and more
  - Utilize as home base for social media efforts
- Question: Are there artists outside of musicians? Dancers? Anime writers/voice actors?

