**Andy Brown**

**Olly Deliverables**

**Website Content Strategy:**

**Branding:** Branding will be somewhat difficult since the brand will be selling products that are the opposite of each other. The Olly Day is for increasing brain activity while Olly Night is for slowing down brain activity. For branding, Olly will need to appear as professional but not elitist. Both products must appeal to the many middle class and 9-to-5 workers across the country. They should come across to their customers unique, knowledgeable and revolutionary, but also somewhat causal so potential customers do not think they are devoting extra time to these products. A friendly or acquaintance-like tone or personality would be good for Olly.

**Message: The primary message c**ustomers need to know is that this is a unique and revolutionary product, but it doesn’t require people to change their daily routines much at all.

The secondary message could focus on the benefits of the Olly versus coffee. It is a great investment and it doesn’t have the side effects that coffee does like growth stunting, crashes, addiction, etc.

The slogan for Olly Day is “Boost Your Brain!”

**Audience:** The audience are many middle class and 9-to-5 workers across the country that wish they could sleep better and/or wake up quicker in the morning. It can really be for everyone.

**Content:**The content would focus on how it solves a very common problem. It would also focus on the uniqueness of the product. It would show regular people using the Olly Day and Olly Night in their everyday lives. The Olly can use image, video, and review to promote the product. The product is unique but using typical ways of reaching people will make it easier for busy people to get on board. Luple (parent company) can use photographers, videographers, content creators, and copywriters to show off the revolutionary yet simple nature of the product.

**How will users find the website content:** Since the product is very new and unique, Olly would need a really strong SEO so it would be brought up in searches for the common problems it addresses. Good keywords to use would be Olly, Olly Day, Olly Night, light, natural, soft, wake up, better sleep, daylight, nightlight, cup, coffee, healthy coffee, boost, brain, bedside, desk light, and 480nm. Having a blog that comes up in searches about getting better sleep and waking up in the morning would be beneficial too.

**Brochure Copy:**

\*attached\*

**Print ad:**

\*attached\*

JPEGS – *Olly Day print ad UPDATED*, and *Olly Night print ad*

**TV spot:**

\*Dad gets out of bed\*

\*He walks downstairs, tiredly puts on a pot of coffee\*

\*Dad walks to mailbox to get the newspaper\*

\*Dad walks back in the house, is met with his wife and two kids happy as anything, speeding around the kitchen\*

Dad: Ugh honey! Did you let the kids have my coffee again!?

Mom: Nope! I got them an Olly Day, the thing I was telling you about!

Daughter: \*tosses the Olly Day to Dad\* It mimics natural sunlight to wake you up in the morning! I feel wide awake!

Dad: \*grunts but is intrigued\*

Son: It’s awesome! You should try it!

Dad: \*looks up from the Olly Day in his hands\* Are you saying I’m grumpy in the morning?

\*son, daughter, and mom look back and forth at each other in awkward silence\*

Son: I mean…

Dad: Alright, that’s it!

\*Dad smiles and starts chasing both his kids around the kitchen while the mom smiles/laughs\*

\*picture fades to blurry with Dad still chasing his kids in the kitchen\*

Narrator: Order an Olly Day to boost your brain!

\*graphic shows price and closeup of Olly Day in all colors\*

**Radio spot:**

Narrator: Everyone has had one of *those* mornings. You wake up late because you could not get to sleep. Or maybe the kids kept you up all night.

\*baby wailing in the background\*

Narrator: You are barely awake, but you don’t have time to start a pot of coffee. You rush to the car, just to remember you forgot your mask. You can’t stop for coffee because you’re stuck in traffic and you’ve been hitting every light red.

\*car horn\*

Narrator: Everyone has had *those* mornings. Maybe you are having one right now. You’re in luck though, because there’s a new product for you. Olly Day and Olly Night make natural light portable, allowing you get a better night’s sleep and skip your coffee run. It’s easy to use. Visit \*website\* “www.olly.com” to order yours and avoid having another one of *those* mornings.

**Email ad:**

\*attached\*

**Social Media ad:**

I would work out deals with a bunch of smaller social media influencers that focus on family. I want the large portion of their followers to be from ages 18-36. I would send both the Olly Day and Olly Night to the creators to try out and then ask them to give their testimony on their largest social media platform or two. This would give the impression that regular everyday people use Olly and incorporate it into their daily routine, and the audience should too. I think this would go over the best on Facebook, then Instagram, then YouTube since the credibility of the ad relies on the personal connection between creator and their followers.

**Online ad:**

Vertical rectangle ad (240x400)

\*attached\*

**Content Marketing – Blog spot:**

Tips to improve the quality of your sleep

A good night’s sleep is one of the most important things someone can do to be healthy. We spend over 25% of our lives sleeping, so we need to make it as good as possible. Here are a few tips to have a good night’s sleep.

1. Don't eat right before going to bed.

Eating late at night affects the natural release of HGH and melatonin and sleep quality. Try a light late-night snack, but do not eat a big meal within 3 hours of when you want to go to sleep.

1. Limit blue light exposure at night.

Exposure to blue light keeps your mind stimulated, which is harmful to a brain trying to go to sleep. Try to wear glasses that block out blue light. You can also refrain from using your smartphone and TV 30 minutes before going to bed.

1. Maintain a clean, organized bedroom.

Numerous studies find that external noise can cause poor sleep. Try to minimize external noise and light. Walking into a calm, organized, relaxing room right before going to bed will surely improve the quality of your sleep.

1. Have different lighting options.

Dimmers and bedside lights are good alternative from overhead lights. Just make sure the light is a soft white or soft yellow color. A great product is Olly Night. It emits light waves that produce melatonin for a better night’s sleep, and it is just $44.

1. Align your bed away from windows so you head is not in proximity.

There may not be a lot of options depending on your bedroom, but having your bed away from windows is preferable, not just because of light rays, but also because of temperature control.

It’s important to invest and make sleep a top priority in your life. We hope these tips help you improve your sleep! Subscribe and join our e-mailing list to get even more tips!

**Direct Mail:**

\*attached\*