



Versatile Synergy

CONSULTING AND MARKETING PROPOSAL

Raayi

March 2021



Project Proposal



Background & Goal Statement

In one of our previous conversations, we established that Raayi will soon launch and that the company is surveying for marketing-launch activities to drive significant user-adoption within the first few months.

However, we also noted that although significant user-adoption is ideal, a much more important metric to track would be the Monthly Active Users (MAU); which would indicate user-retention, parallel organic growth, and the development of brand loyalty.

Versatile Synergy understands that a proper user-retention strategy is being formalised.

Therefore, as prospective marketing intelligence partners, our mission will be to research, plan, and execute a launch strategy that will advance the key goals of significant user-adoption and user-retention.



Research: Brand Discovery in the UAE

Consider the following points taken off the 2021 UAE State of Digital Report.

Sources of New Brand Discovery

(% of internet users aged 16 to 64 that discovers new brands or products through each channel)

Source	%
Search Engines	34.6%
Ads on Social Media	32.8%
Retail Websites	30.0%
Word-of-mouth Recommendations	29.4%
Brand or Product Websites	28.8%
Ads in Mobile or Tablet Apps	28.5%
Recommendations or Comments on Social Media	27.5%
In-store Displays or Promotions	25.9%
Ads on Websites	25.5%
Consumer Review Websites	24.8%

Number one on the list of sources for how users discover new brands is Google. The report states that 35% of users will find brands and products they will like via the search engine (search or maps).

Directory/review/ratings aggregator apps do not show up on the top 10, however a similar source called Consumer Review Websites came in at no. 10, stating that 25% of users will find brands and products they will like through this source.

However because people tend to Google first, and then conceivably go through the other 8 sources of information before landing on a consumer review app, then the chances of a user preferring to use the app diminishes on an exponential level regardless of the success rate.



Research: The Apps Industry

There are 5 known app verticals, across both major operating systems, that lead mobile transformation:

- Gaming
- Finance
- Retail
- Video Streaming
- Social

However, from research, there needs to be a key distinction made with regards to regional app markets: Matured and Emerging app markets.

Emerging app markets

Characterised by dynamism. Major apps, trends, and attitudes have not yet taken hold and the population is seen as generally open to seeking out new apps. Mobile-first emerging markets such as Indonesia, Brazil, and India continue to spend the most time in mobile each day as well.

Matured app markets

Characterised as stable; with preferred apps, trends, and attitudes possibly ingrained into the population. This market tends to prioritise the known major apps and publishers, but is still susceptible to disruptive applications and innovations. Mature markets like the US, Japan, and Korea have seen download growth plateau from the heights of 2013-2015.

For further elaboration, please see the next chart:



Research: The Apps Industry

Growth in app downloads by country, 2016 – 2019 (App Annie)

Region	Growth%
Global	45%
China	80%
India	190%
US	5%
Brazil	40%
Indonesia	70%

App and game downloads by month, July 2019 - June 2020 (billions)

	Apps	Games	Total
Jun-19	6.6	4.1	10.7
Aug-19	6.4	4.1	10.5
Sep-19	5.8	3.7	9.5
Oct-19	5.5	3.4	8.9
Nov-19	5.3	3.2	8.5
Dec-19	5.4	3.6	9
Jan-20	5.8	4	9.8
Feb-20	5.4	3.7	9.1
Mar-20	6.4	4.5	10.9
Apr-20	7.1	4.9	12
May-20	6.7	4.5	11.2
Jun-20	6.4	4.3	10.7

Analysis:

App downloads have been leveling-off to a mean of about 9.3 billion downloads per month up until the institution of pandemic lockdowns which generated a mean of about 11 billion.



Analysis: The UAE Market

Question: Is the UAE an Emerging or Mature App Market?

There is no formal research to back an assertion for one or the other, however we polled 10 people of different age groups, genders and asked them a simple question:

“How many mobile apps, regardless of function or motivation, did you download over the past 12 months?”

Gender Breakdown	Age Group	Demo Tag	Answer
1 female	18 - 22	Gen Z	More than 10 apps
4 female, 1 male	23 - 40	Millenials	Less than 10 apps
2 female, 1 male	41 - 56	Gen X	Less than 10 apps
1 male	57 - above	Baby boomers	Less than 5 apps

To frame this further, here is a reliable demographic mix in the UAE based on social media audience:

Age Group	13-17	18-24	25-34	35-44	45-54	55-64	65+
% Population	1.6%	16.5%	47.4%	23.6%	7.6%	2%	1.3%

As referenced in the charts above, it is quite possible that the UAE can be classified as a Matured app market, owing that majority of the poll said they downloaded less than 10 apps over the past 12 months.

Also, Dubai is a city of expats, and so it is conceivable that the respondents may have already filled their app needs in their home country before coming to the UAE.

The caveat here is that we were only able to find 1 Gen Z and 1 Baby boomer respondent.

Sources:

The State of Digital UAE 2021 - Datareportal

App Download and Usage Statistics (30 Oct 2020) - Business of Apps

State of Mobile 2020 - App Annie



Summary of Findings

Our research has uncovered that Google might be the top competitor for Raayi, and that it's also not classified within the top app verticals globally (and locally as we found during anecdotes from the informal poll). Raayi might also be looking to compete in a seemingly matured market where apps, trends, and attitudes might be established already.

Marketing Challenge

The clear challenge would be to: Develop a market penetration strategy for Raayi, and can it be cost-efficient?

As your prospective marketing intelligence partners, we believe that both challenges have their solutions, in fact we are confident of one strategy but would need your support in testing out the theory.

This of course will be contingent on the forthcoming user-retention strategy that was mentioned during the last meeting.

Please see our pre-launch survey proposal, and marketing consultation proposal on the following pages.



Pre-launch Survey

This pre-launch survey should be undertaken a minimum of 6 weeks before product launch with the main goal being to discover a winning market launch/penetration strategy.

Key Actions:

1. Prepare a research instrument
2. Prepare a user profile
3. Invite 10-20 users and survey them as individuals, groups of 2, and groups of 3
4. Have the respondents answer a pre-questionnaire before beginning of the survey
5. Conduct the surveys in a relaxed space, where the noise and distractions can be kept at a minimum
6. Have the surveys conducted by an individual unconnected to the client to avoid leading biases
7. Document the surveys via video
8. Collect all information and prepare analysis report

The users will be asked to sign a release form and will preferably be compensated with a small token or small cash compensation.

Mechanics:

The users will be given time to explore the closest-competitor app and the Raayi app. They will be given tasks to perform and afterwards will be asked their thoughts and comments.

Estimated time per individual/pair/group: 30 mins to 1 hour



Marketing Consultancy Service

It is highly likely that the success of the campaign will hinge on finding insights from the pre-launch survey and fully **exploiting the aforementioned, upcoming user-retention strategy**.

Therefore Versatile Synergy is proposing a Marketing Consultancy agreement in order to develop a fully-realised marketing plan and then execute said plan.

As Marketing Consultants, Versatile Synergy can become involved in your operations, find solutions to the many upcoming marketing challenges, and generally become your reliable partner during this crucial phase of the app's life.

As Marketing Consultants, we will also include ASO, the handling of social media content development and SEO of the website.

We will also be providing considerable discounts on our other services to give you more value (please see page 18 for a breakdown of our services).