

Rally





The human voice is still the most
paramount vessel or weapon to use, to
uphold justice and to protest against
injustice.

— Sunday Adelaja

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Opportunity

Gap in the market for
an easy-to-use
product with a
narrow scope



Category and Competition

COMMUNITY ENGAGEMENT PLATFORMS

\$530 million industry

Predicted to grow to \$2.38 million
by 2032

COMPETITION

Signal

Mobile Justice



The Young and Influential

- Young
- Tech savvy
- Diverse



Insights

INFORMATION

Protests are intimidating and require prior knowledge. I need to be able to gather necessary information before attending a protest, but there is a lack of consolidated information in the community.



CHANGE

I am passionate about social causes, but am frustrated by the lack of measurable results. I want to feel emboldened by change that fulfills my values.

Rally

- Instagram Add-on Feature
 - Meet people with similar passions and build communities
 - Find protests to join in your area or plan your own
 - Consolidated information for issues you're curious about
 - Safety practices
-



Rally



Instagram

Social-media platform where users share photos and videos to followers

- 9.66% Market Share in 2022 and rising
- **Core Value:** being the servant of users for connecting and coming together
- **Marketing:** Target people who want to share their life moments with others
- Generated about \$47.6 billion revenue in 2021



Concept Outline

- **Target:** Activists in the young and influential segment
 - Ages 18-19
- **Consumer Need:** Increase human connection through activism
- **Insight Statement:** “I am passionate about social causes and wish to feel emboldened by change that fulfills my values, but it is hard to find a community I stand with during times of social and political unrest.”
- **Description:** A feature for Instagram in which users will be alerted of upcoming protests in the cities near them and connect with those who are passionate and believe in the same social topics.
- **Benefit:** Be a part of a community
- **Reasons to Believe:** As the only interface of its kind with 200,000 users already signed up, Rally is the number one platform for community building rooted in personal ideologies and values.
- **Call to Action:** Join the Rally. Find your community.

Concept Statement

"I am passionate about social causes and wish to feel emboldened by change that fulfills my values, but it is hard to find a community I stand with during times of social and political unrest."

Introducing Rally by Instagram, the page for protesters. Through the optional add-on platform, you can build a community that shares common values and inspires change. You will be alerted of upcoming protests in your area, communicate with other like-minded individuals, and have the ability to create and join protest groups. By answering a short survey, you will have a separate Rally profile that reflects your beliefs and Rally will recommend groups for you to join to connect with in your area. Centered in the value of peaceful assembly, users can create groups where they can communicate, discuss or organize events with intentions of informing others and making a positive impact.

From sit-ins, to walkouts, to full scale marches, join Rally. Find your community.

Concept Evolution



Safe Protest Spaces

Just the Platform

Narrowing it Down

Rally by Instagram

Qualitative and Quantitative Testing

Concept Rationale

- No existing technology for local community building based in social change
- Increase in Instagram as a platform for activism

“Finding your community – coming together to stand up against something.”

“It’s a great extension of social media for a great cause.”

“Filling a hole in social media to create a community.”

Competitive Solutions

- Integrate with Instagram
 - ◆ No new learning required, utilize network users already have, already has fact checking structure in place
- Easy to navigate
- Multifunctional



From Instagram's Website

At Instagram, we're committed to [reducing the spread of false information](#).

You may come across a post on Instagram that's been marked as false information by an independent third-party fact checker. We work with [third-party fact-checkers](#) across the globe who review content in over 60 languages and [are certified](#) through the non-partisan [International Fact-Checking Network](#) to help identify, review and label false information.

When third-party fact checkers identify false information, altered content or content with missing context on Instagram, we may make it harder to find by filtering it from Explore and Hashtags, and reducing its visibility in Feed and Stories. We also help people to decide for themselves what to read, trust and share by giving them more information on posts with false information warnings.

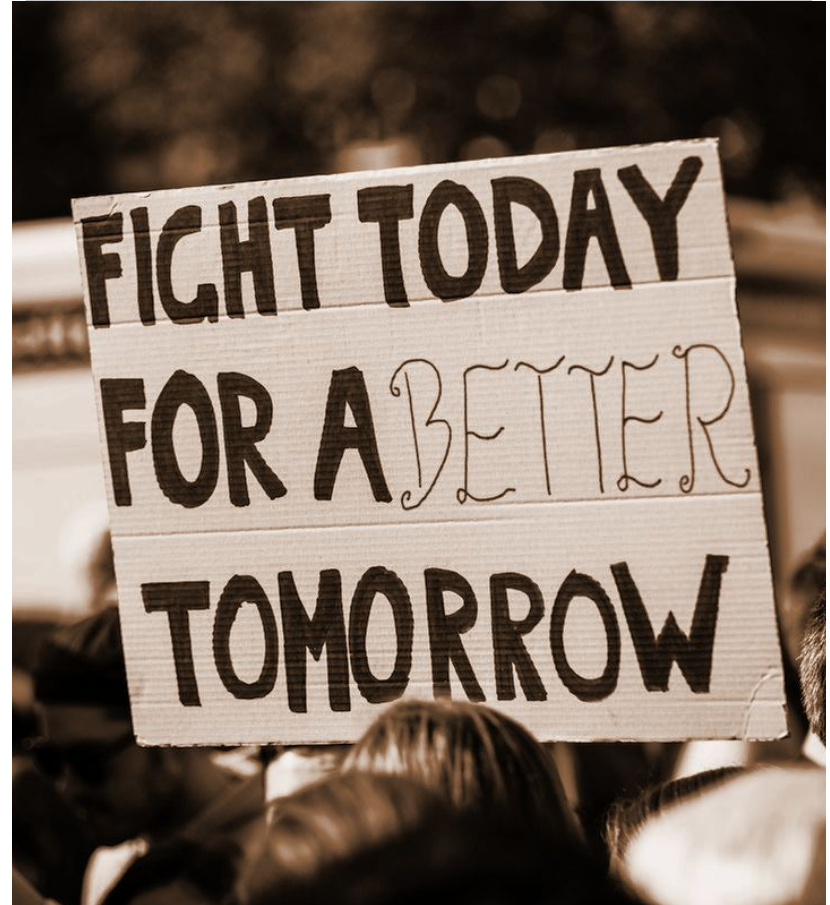
Keep in mind that the original content of politicians is not sent to third-party fact checkers for review. You can learn more about [how Facebook and Instagram fact-check political speech](#).



(AdWeek, 2019)

Consumer Validation

- ★ Qualtrics Survey
 - ★ One-On-One Interviews
-



Qualitative

Key Learnings

- ★ Receptive of main benefit
- ★ Unique
- ★ Name
- ★ Too many social media platforms
- ★ Reduce biases
- ★ Lack of need



Main Benefit

“App that allows people with like-minded social justice beliefs to meet and find resources to **come together** to stand up for something.”

“An app that allows you to **find social justice information** so that the community can come together and stand up to stuff they’re passionate about.”

Uniqueness

“Nothing out there
already that
specifically caters
to bringing power
to people and this
fills a hole by
creating a
community for
change.”

“This is centered
around social
change and
uplifting the
community
whereas most
social media is
about yourself.”

Consumer Concern

Feasibility

The average user already interacts with groups on multiple social media platforms.

Rally as an independent app would have to compete in an already saturated market.

Security and Politics

Consumers raised concern for sharing their beliefs with friends and felt unsafe regarding potential backlash.

Rally could contribute to the polarizing political spectrum and create negativity between communities.

Quantitative

Top 2 Box Usage Intent

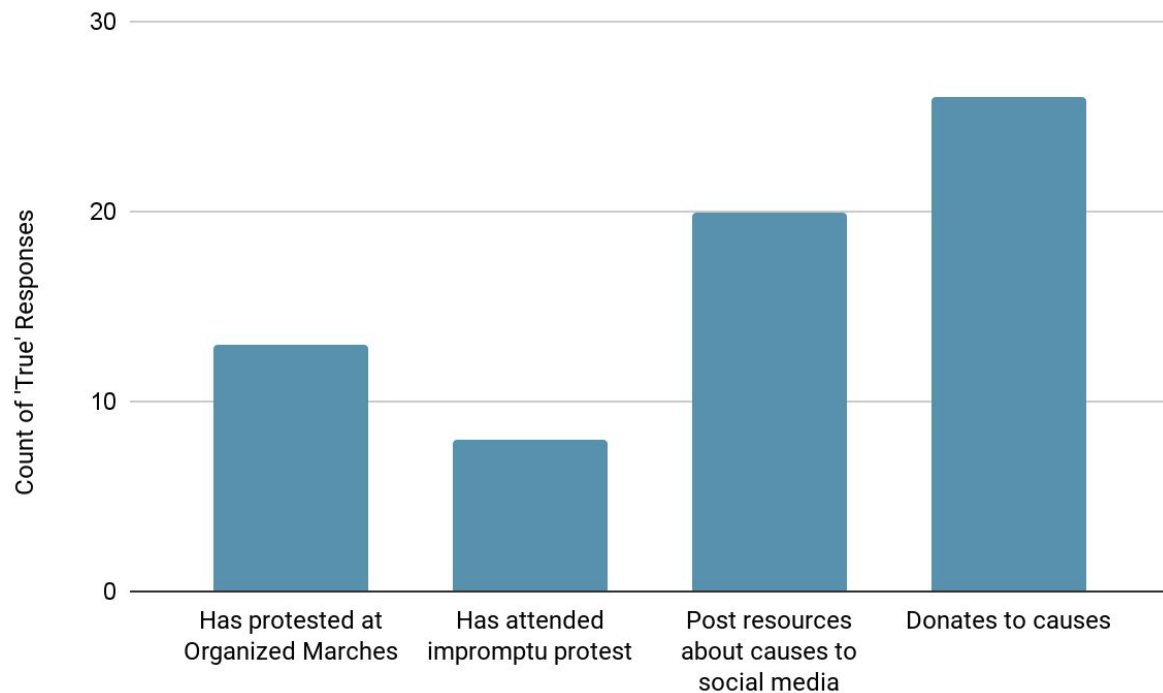
61%

11% Definitely Would Use

50% Probably Would Use



Consumer Participation in Activism

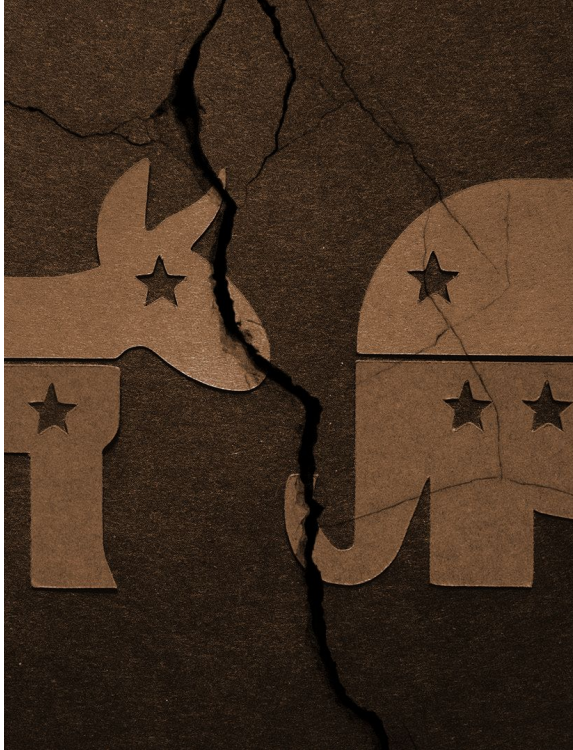


Features Consumers Like

- ★ Focus on activism, social causes, and real action
- ★ Easy to make groups and communicate a discussion
- ★ Separate from the normal Instagram account but still mimics social media
- ★ Unity and togetherness with similar values
- ★ Recommended feature to find new protests and events near you

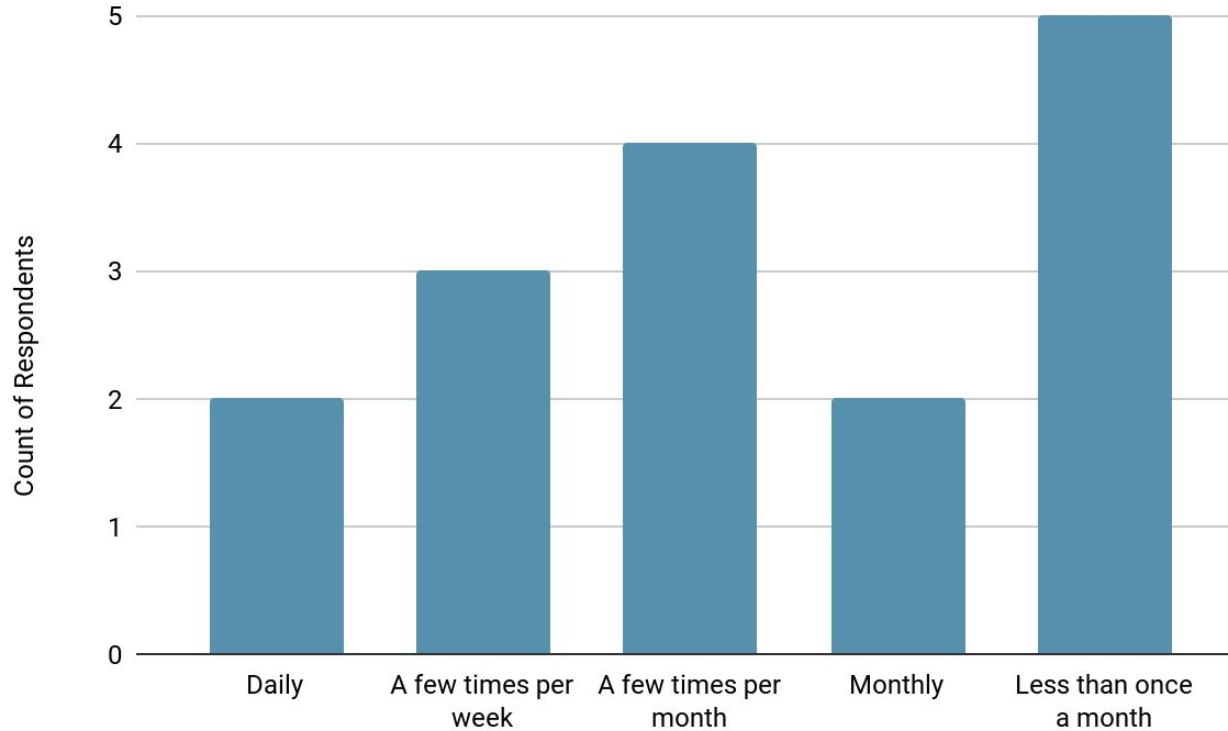


Features Consumers Disliked

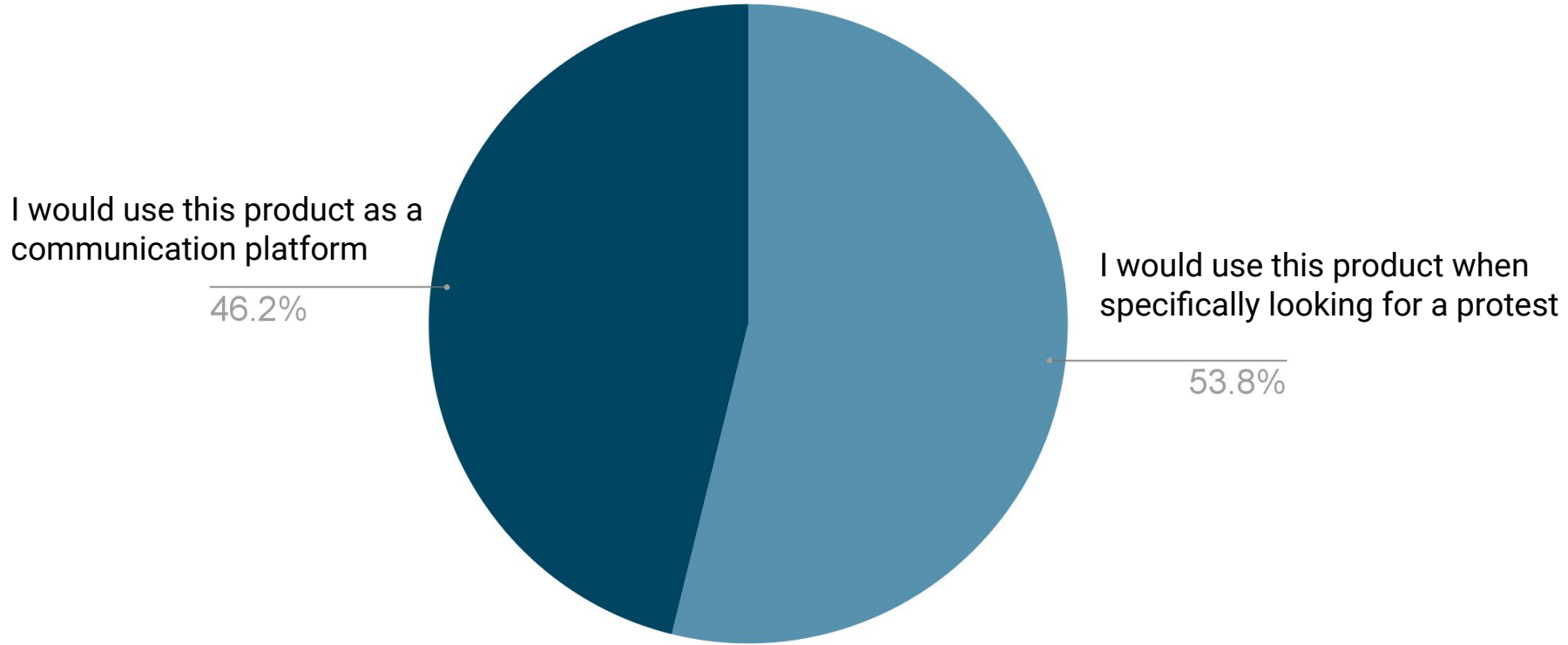


- Platform that could encourage hate speech
- Community discussion could lead to negativity
- Rally furthers political division and political polarization

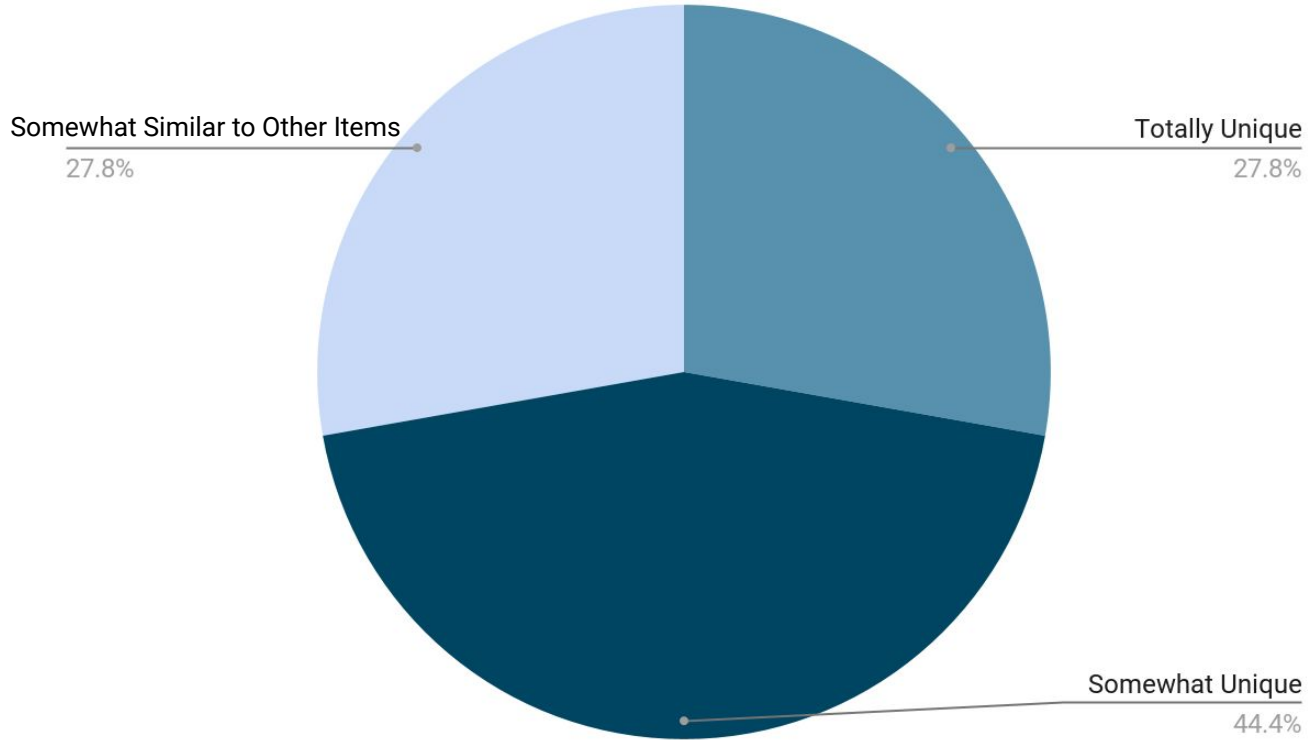
Usage Frequency



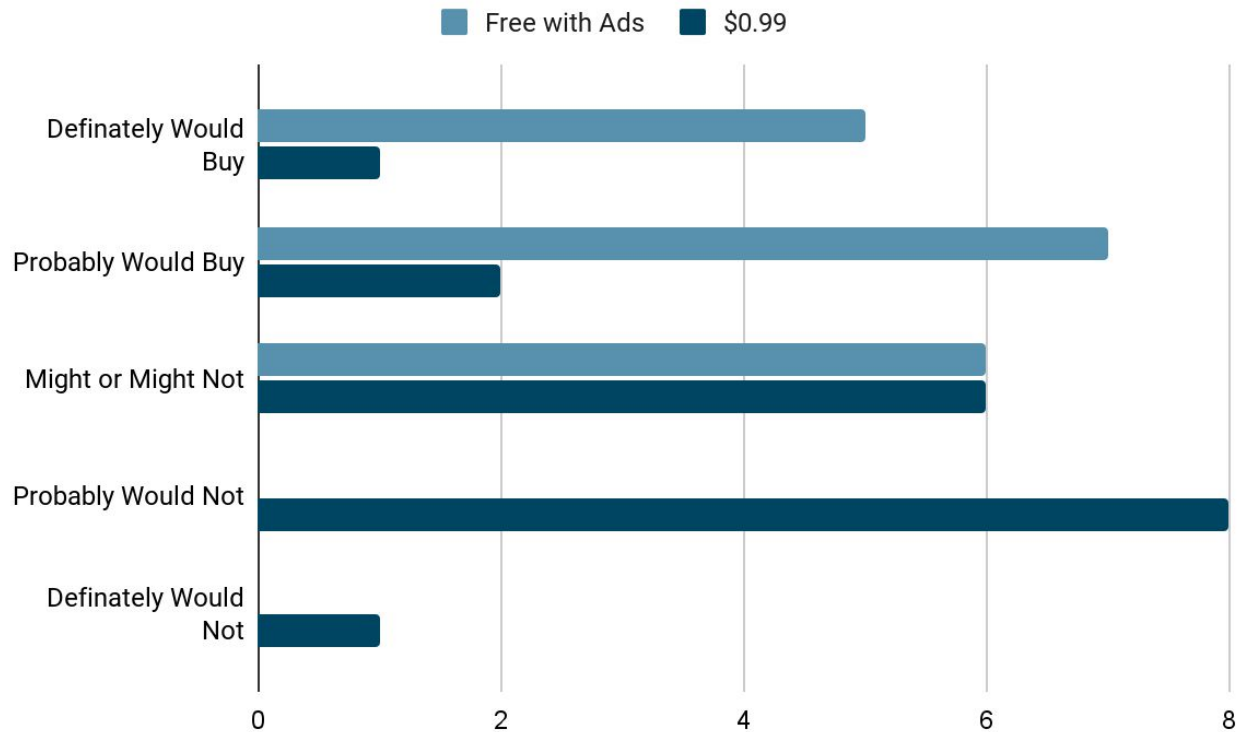
Usage Occasions



Uniqueness



Pricing



Financial Projections

- Used Bottom-Up Projection
 - Built upon Instagram's user #'s and revenue
 - Compared with how many users use it for social justice
-





Sales Projections



Costs

\$1.88 million

Sales Projection

\$3.9 million

Margin

51.7%

Year 1 Profit and Loss Statement

100,000 new users

✖ \$39 of profit per user/yr

\$3,900,000 Revenue

\$83,200 Software Engineers

— \$300,000 Software Development

\$1,500,000 Data Storage

\$2,016,800 Gross Profit

— \$3,030,799 SG&A

(\$1,013,999) Net Income

Return on Investment

$$\frac{(2,016,800 - 1,883,200)}{1,883,200} = 7\%$$

1,883,200

IMC Launch Plan



IMC Launch Plan Budget: \$3,030,799

Traditional Advertising: Billboard in Times Square	\$300,000
PR: Launch Party	\$750,000
Digital: Search Engine Optimization	\$20,000
PR: Partner with Influencers	\$2,500,000
PR: Go to protests and give away water/snacks/etc.	\$10,000

Positioning Statement

“For passionate individuals who want their voice heard, Rally is a community building activism platform that offers space for constructive communication and organization. As the only platform of its kind, join the Rally, find your community.”

Marketing Objectives

- ★ 150,000 new Instagram users
- ★ Increase Instagram's social media market share from 9.66% to 12%

Communication Objectives

- ★ Instagram cares about its consumers by providing resources for unbiased information and a way to collaborate with groups to create social unity
- ★ Differentiate Instagram's brand compared to other social media platforms

Distribution Plan

Private Alpha

- Internal testing
- Activists

Beta

- Influencers
- Activists

Feature Roll-Out

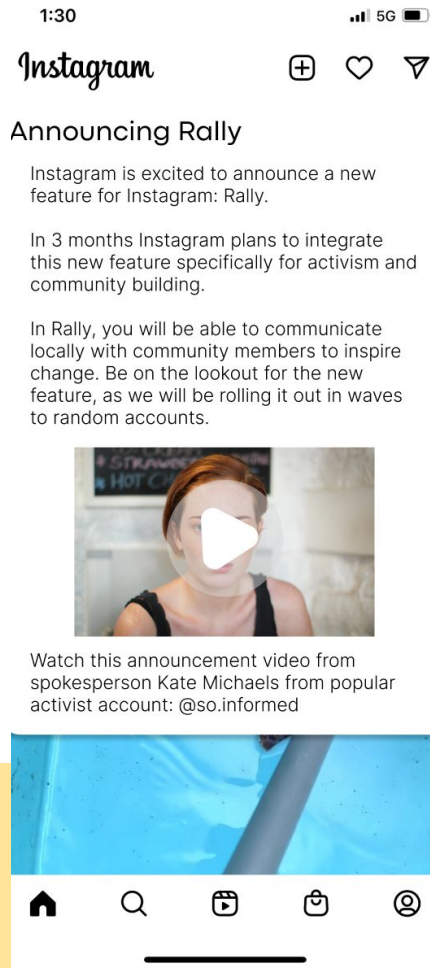
- Incremental waves: 6 months
- Full integration

Buzz Generation

Creative Launch Idea

Announcement

- 3 months
- Display at the top of everyone's Instagram feed, our announcement for Rally
- Work with existing activism accounts



Buzz Generation

Creative Launch Idea

Facebook & Instagram Campaigns

- Advertising Rally on Facebook and Instagram

Search Engine Optimization

- Searching “Rally” will bring you to Instagram’s Rally page, and other press surrounding the feature



Like Page

New Feature for Instagram



Introducing Rally

For passionate individuals who want their voice heard, Rally is a community building activism platform that offers space for constructive communication and organization. As the only platform of its kind, join the Rally, find your community.

YOUR CAPTION HERE

[Learn More](#)



736

562 Comments 311 Shares



Like



Comment



Share

Buzz Generation

Creative Launch Idea

PR: Launch Party

Attendees will be able to select from a variety of causes they support and donate



360 Touchpoints




Ultimate Decision



HOLD

-
- Potentially skewed data
 - More consumer testing needed
 - Worried about negative response from general public
 - Gut feelings



**Join the Rally.
Find your community.**

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