



# Rally





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

— Sunday Adelaja

# Our Team

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# Agenda

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Opportunity

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New Product  
Concept

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Competitive  
Solutions

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Consumer Validation

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Financial Analysis

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IMC Launch Plan

# Opportunity

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



# Category and Competition

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## 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

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# 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

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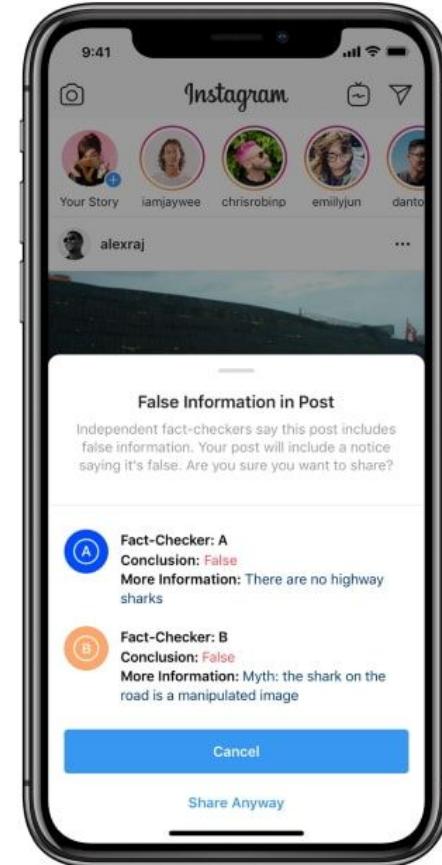
# From Instagram's Website

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](#).

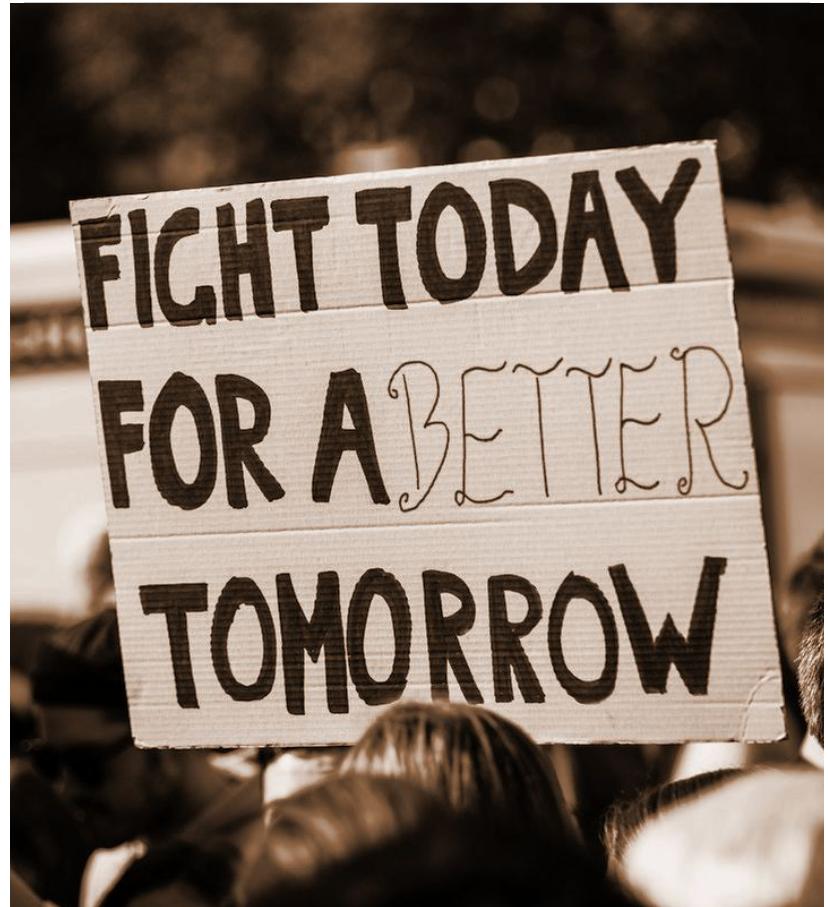


(AdWeek, 2019)

## Consumer Validation

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

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# Qualitative

## Key Learnings

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



# Main Benefit

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“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

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“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

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## 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

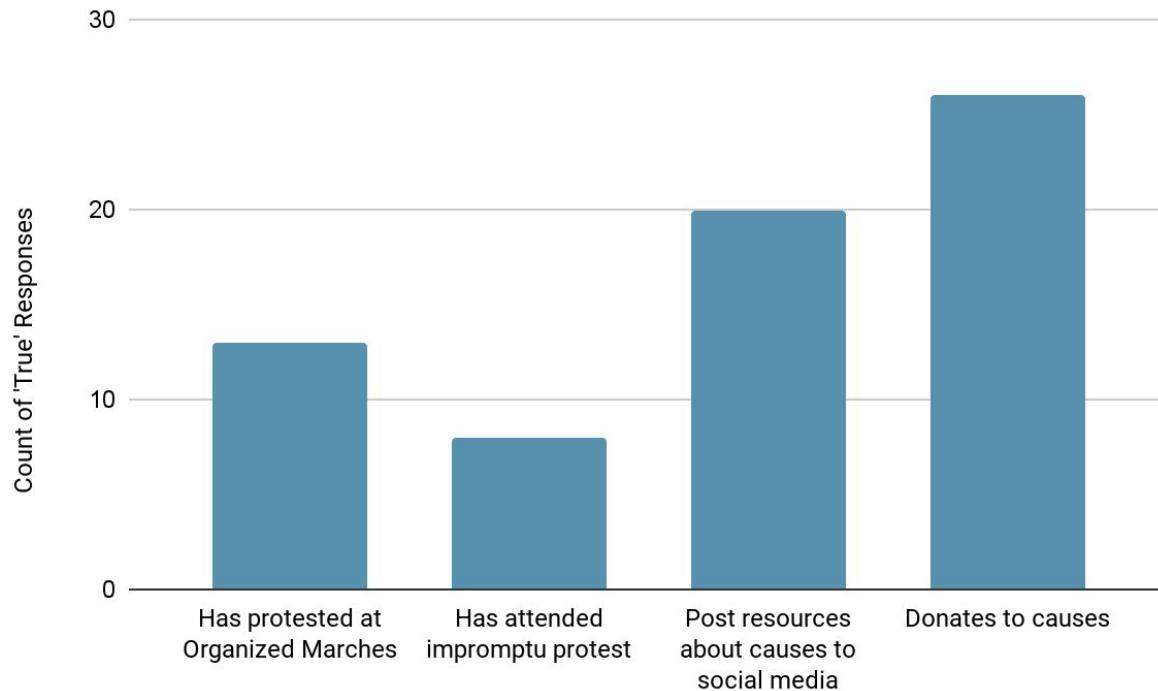
61%

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

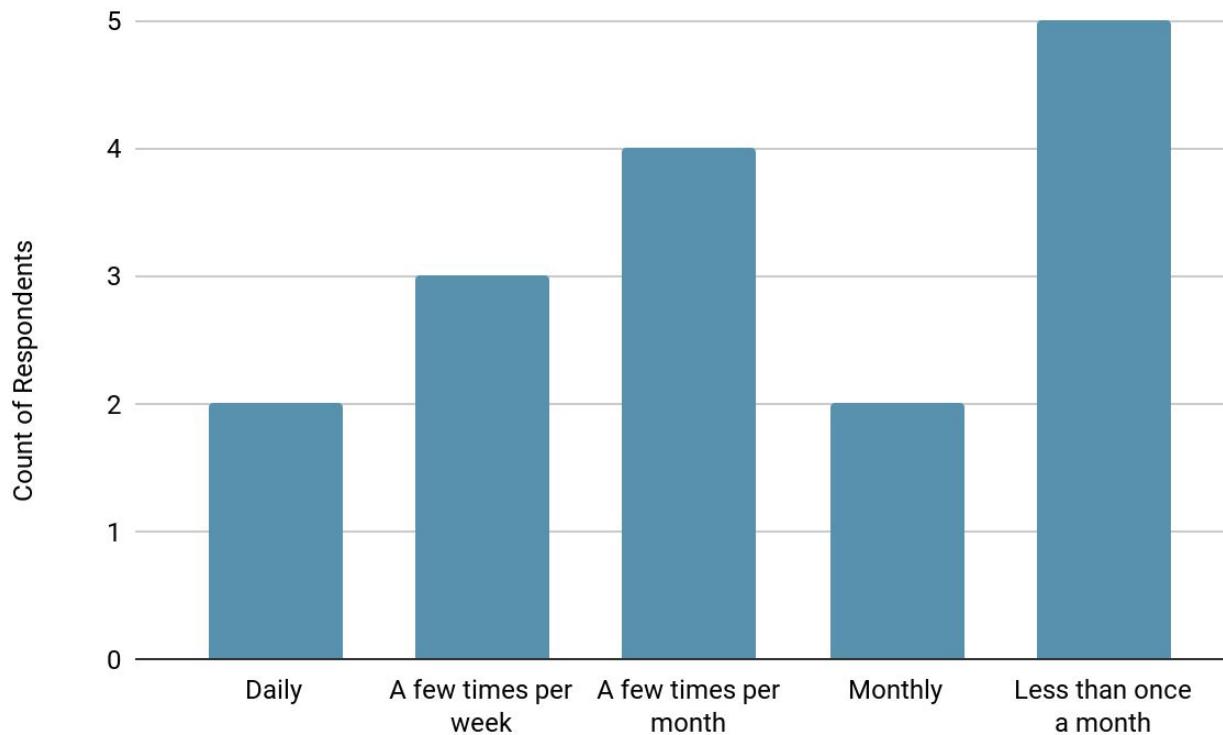


# Features Consumers Disliked

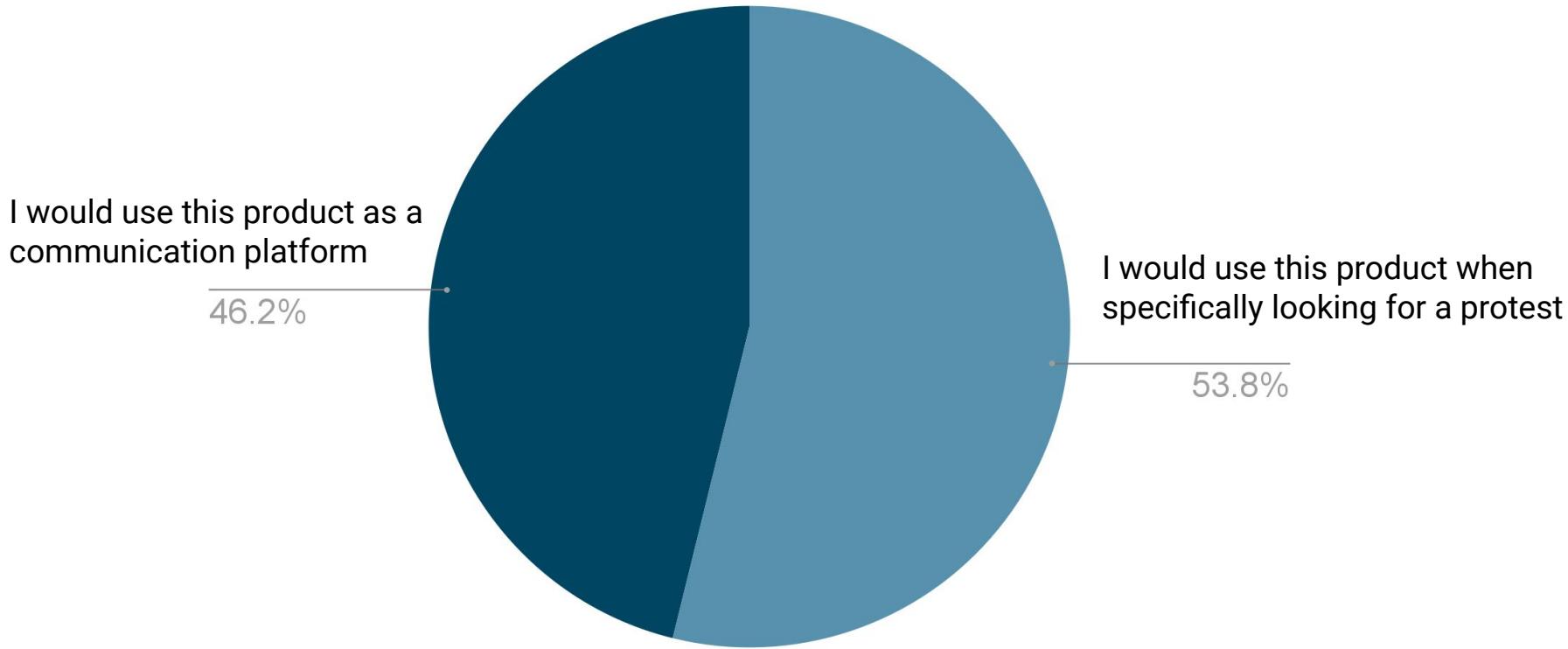


- Platform that could encourage hate speech
- Community discussion could lead to negativity
- Rally furthers political division and political polarization

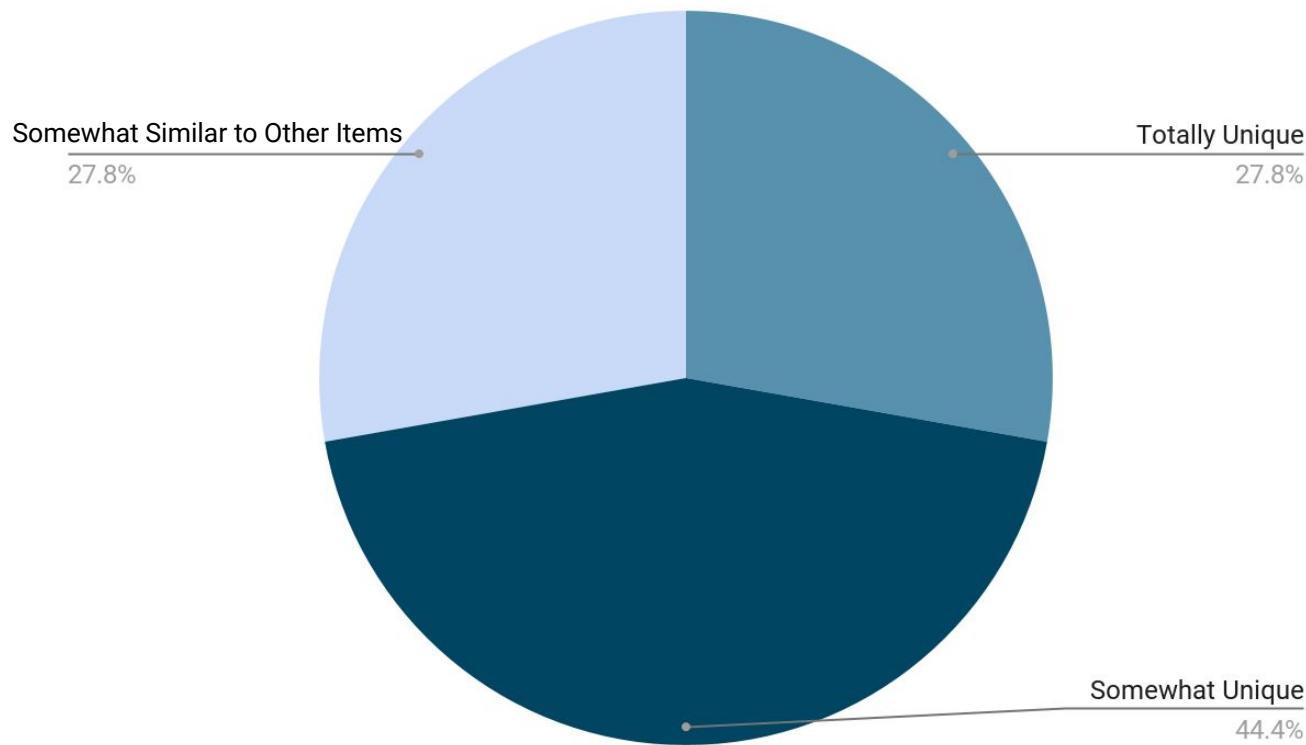
# Usage Frequency



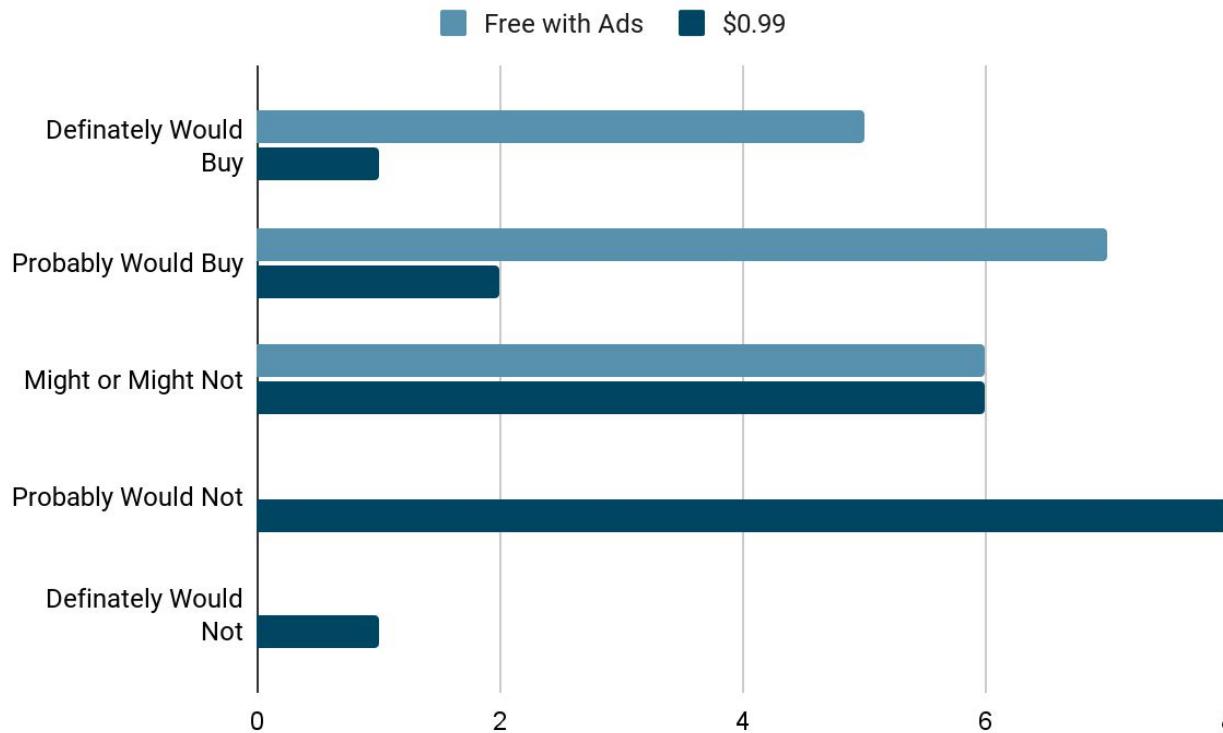
# Usage Occasions



# 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

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## 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

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**\$3,900,000 Revenue**

\$83,200 Software Engineers

— \$300,000 Software Development

\$1,500,000 Data Storage

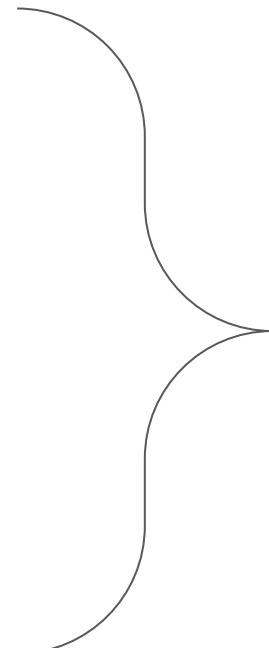
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**\$2,016,800 Gross Profit**

— \$3,030,799 SG&A

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**(\$1,013,999) Net Income**



**Return on Investment**

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

# IMC Launch Plan



# IMC Launch Plan



Budget: \$3,030,799

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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.”

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## 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

1:30

5G

Instagram



#### Announcing Rally

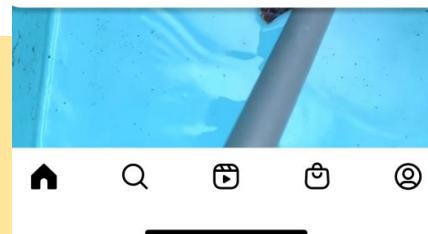
Instagram is excited to announce a new feature for Instagram: Rally.

In 3 months Instagram plans to integrate this new feature specifically for activism and community building.

In Rally, you will be able to communicate locally with community members to inspire change. Be on the lookout for the new feature, as we will be rolling it out in waves to random accounts.



Watch this announcement video from spokesperson Kate Michaels from popular activist account: @so.informed



## 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



New Feature for Instagram



Rally  
by  
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

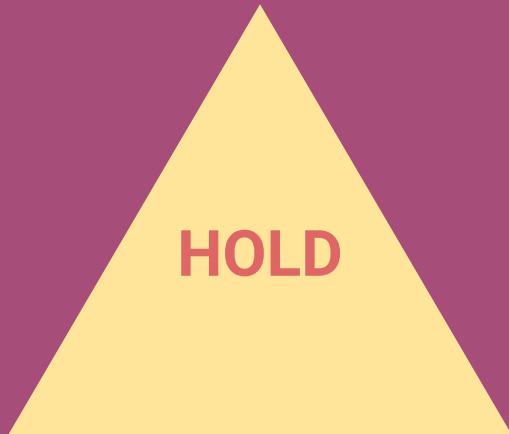


# 360 Touchpoints



# Ultimate Decision

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- 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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