



YAMAHA

Revs Your Heart™

PRESENTED BY

muse
MEDIA

DECEMBER 2015



ABOUT US

Muse (n.): a force that is a source of inspiration for a creative artist.

At Muse Media, we are a collective group of creatives ready to spark any campaign that comes into our hands. If your team needs some inspiration, consider us your muse.

Muse Media. Inspiration **powered by** innovation.





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EXECUTIVE SUMMARY

Yamaha Motorsports' WaveRunner line is by far considered the most reputable and reliable assortment of personal watercraft available today. The WaveRunner brand has long been distinguished by its low-maintenance requirement and overall value as a personal watercraft against competitors with awards to lend additional credibility. With the introduction of Yamaha's new low-cost WaveRunner, Muse Media plans to increase awareness of the product in a new, younger, and less saturated market. We believe this will help boost company sales.

After sending out a survey and conducting a focus group, we at Muse Media discovered that there is not a great amount of brand recognition for the Yamaha WaterCraft division. Most people in our target market do not know that WaveRunner belongs to Yamaha, and they believe Yamaha only makes dirt bikes and pianos. Our target market also loves customization. However, they do not like to make big purchases.

Our idea for this new WaveRunner, which we would name the Moray, consists of a campaign that crosses multiple platforms. We named our campaign the "Life isn't Waterproof" campaign. Muse Media wants to show millennials how life happens in real-time, outdoors, and not on a tiny screen. Living life to the fullest will be associated with the new product.



We would like to align it with brands relevant to our 18-30-year-old target market, such as GoPro and the Mad Decent label. This will give us an easier path to reaching our consumer base due to their already established following. Cross-promotional ideas will give both companies a strong partner to help further push their products in ways not explored before. Having our new Moray featured at the Mad Decent Block Parties and Mad Decent Boat Party can give us a backdoor approach for a social media push by giving attendees an activity, such as a photobooth, that they would want to publish on their Facebook, Twitter, and Instagram accounts.

We will also focus on traditional advertising, such as print and television, to introduce the product. Providing loyal dealers with dealership kits will help spread local awareness as well. Promotional items, such as water bottles and sunglasses, will be given out at dealerships as well as our promotional events in order to leave consumers and prospects with a memorable impression of the brand.

Overall, we want to position the new WaveRunner as an experience where one can escape from the digital world and have fun with their friends. These shared moments happen in real life, and life isn't waterproof.

SITUATION ANALYSIS



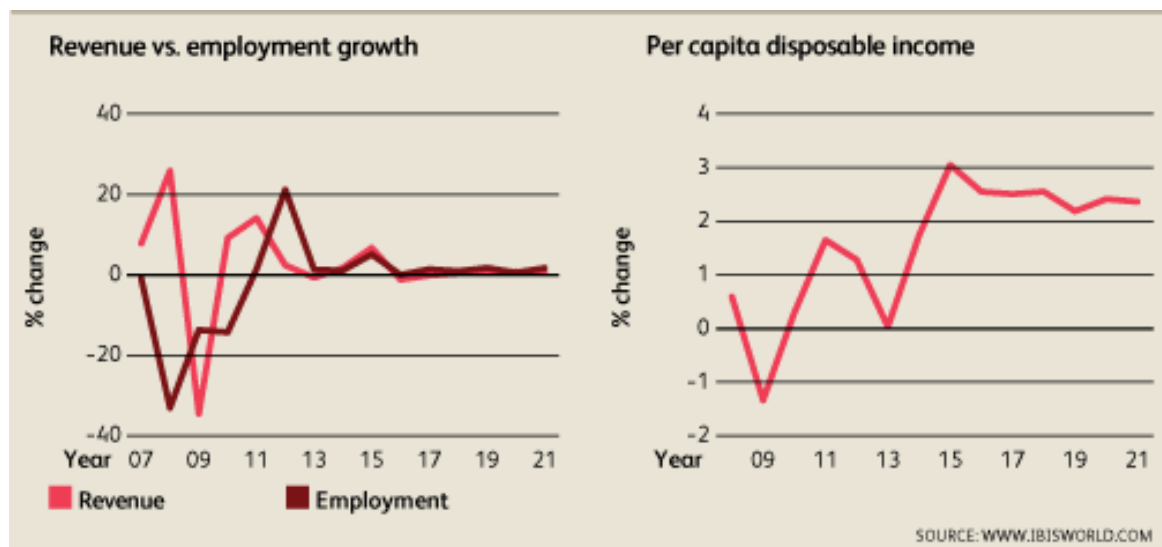


SITUATION ANALYSIS

Industry Review

Yamaha WaterCraft is a division of Yamaha Motor Corporation, USA. The Yamaha WaveRunners competes primarily in the personal watercraft industry. Yamaha Waverunners are known in the industry as being the most reliable and fuel efficient PWC requiring little maintenance and even fewer trips back to the dealership for service issues.

As a whole, the personal watercraft (PWC) industry is a \$612.6 billion operation with two main businesses in competition for product dominance: Yamaha and Bombardier. The industry has been steadily increasing in revenue as the United States has come out of its economic slump; however, revenue is expected to increase at a rate of only 0.1% annually over the next five years. Key external drivers of the industry include per capita disposable income, time spent on leisure, and world price of crude oil,



Product Analysis

One of the most storied motorsport franchises in the world, Yamaha has had a presence in everything that goes fast for over 60 years. Initially developed in 1955, Yamaha released their first motorcycle, the YA-1, in Japan. Later on, the SL350, Yamaha's first Snowmobile, was introduced showing their dedication to venture into new areas as a brand. Not content on just road and snow, Yamaha developed their first 4-wheel ATV, the YFM200, in 1984. Only three years removed from launching all-terrain vehicles, Yamaha finally created its first PWC (personal watercraft), the WaveRunner, in 1987. Throughout this constant development of new projects and frontiers, Yamaha quickly went from recognition of building great pianos to the forefront of an entire motorsport industry.

In their 2015 catalog, Yamaha unveiled the new "RiDE" feature for 11 of its 16 WaveRunner models. With RiDE's dual handlebar throttle system, the user can decelerate and maneuver more precisely. The other five WaveRunners that did not feature RiDE seemed to be more cost friendly models. Yamaha breaks down their lineup to four specific WaveRunner types: versatility, performance, luxury, and racing. Yamaha's versatility line, the VX and V1 editions, had an average cost of \$9,159 with a far less powerful engine and lack of other features. The performance line, FX SHVO and cruiser, had a mean expense of \$15,049 with a powerful 1812cc engine and RiDE with traction control. More of a natural product for its target market, Yamaha's luxury group boasted nearly every available feature with an average cost of \$14,024. With great power comes great race-ability, and with Yamaha's racing line you can do just that with an average cost of \$13,174, not including stand-up model, the Superjet, which sits at a mere \$8,499.



Yamaha's overall line costs an average of \$11,642 per WaveRunner model they feature. Having a plan such as developing a product that will cost nearly half is quite ambitious and can be a great success for their brand. As people who belong in the new target demographic, we at Muse Media believe that \$5,000 sounds a lot more appealing than an opposing \$11,000. If the new product is a success, we do believe Yamaha will look more closely at their overall line and decide whether or not to continue their current pricing structure. As always, the cheaper the unit, the more you must sell of them to cover operating expenses to which we believe we will see a significant change in the future for Yamaha Motorsports.




Target Audience

With the release of their new WaveRunner, Yamaha hopes to target a younger demographic and create a new consumer of their product. When it comes to purchasing a PWC, many factors come into play in the mind of a consumer. Yamaha plans on reaching consumers between the ages 18 to 30, in order to do that, Yamaha needs to get a sense of what does and does not appeal to the millennials.

Like many companies, Yamaha is struggling to connect with this demographic. A major reason is that traditional methods of advertising are becoming obsolete and ineffective at capturing their attention.

One of Yamaha's biggest challenges in making customers out of this target market is the fact that a large portion of this demographic lacks large discretionary income or the established line of credit needed to finance a personal watercraft. Even with that challenge, it is still possible to bring awareness to the mind of this consumer and get them talking about a new product.

A key factor about millennials is how plugged in they are, Technology plays an integral role in the lives of 18 to 30 year old consumers. 87 percent of millennials use between two and three tech devices at least once on a daily basis. With that being said, the Internet and social media now play a larger role, more so than traditional media, in reaching this demographic.



With social media now coming into play when it comes to a company's media plan, it is important to know what sites and apps can be used to best engage consumers. 62 percent of millennials say that if a brand engages with them on social networks, then they are more likely to become loyal customers. Millennials are no longer only expecting brands to just be present on social media; they are expecting them to be actively engaging and interacting with them. Recent studies on consumer behaviors of millennials discovered that unlike previous beliefs that they lack brand loyalty, results showed that when presented with quality products and actively engaged by brands, millennials were prone to develop strong brand loyalty.

Competitive Analysis

With a market share of 42%, Yamaha already is a leader in the personal watercraft industry. Two main competitors exist in this industry: Bombardier and Kawasaki. Bombardier currently has a market share of 50%, thanks to the introduction of its lower price model, the Sea-Doo Spark, in 2014. Kawasaki currently has a market share of 8%, as its models are comparatively expensive and used mostly by professional racers than by consumers. With the introduction of the new, lower-priced model of WaveRunners, Yamaha can expect to see a regain of the market share percentage that it lost from Bombardier.



Bombardier Sea-Doo

“Reinventing the way you ride.”

Company

Headquartered in Québec, Canada, Bombardier has been a world leader in the production of motorized recreational vehicles and powersports engines since 1942. They paved the way for the personal watercraft industry with the launch of the Sea-Doo in 1968. In 1988, the new generation of Sea-Doo was launched, paving the way for the modern personal watercraft. Under the Bombardier Recreational Products, Inc. division, the Sea-Doo has had continued success, as its products are more accessible than those of their competitors.

Product

There are 19 models of Sea-Doos that can be divided into five segments: Rec Lite, Recreation, Tow Sports, Luxury, and Performance. Each segment boasts many features, such as the powerful and efficient Rotax engines, ergolock seats to reduce fatigue, and both the suspension and the iBR (intelligent brake and reverse) systems, which are the first in the industry. Most models only come in two colors, except for the Spark, which comes in 5 bright options. All seat 3, except for the RXP-X 300.

SPOTLIGHT ON: Sea-Doo Spark

Introduced in 2014, the low-priced Sea-Doo Spark has changed the personal watercraft industry. Its accessibility to the younger audience as well as beginners has been a huge part of the 20% increase in North American PWC retail sales for 2015. It is still the most affordable and fuel-efficient 4-stroke personal watercraft available, thanks to the Rotax 900 ACE engine and use of lightweight polytec material. Their exoskel architecture adds to the lightweight, minimalist structure. Consumers can also personalize their Spark with different Attitude Graphic Kits. This craft can seat up to 3, depending on the consumer's preference.



Price

As stated previously, Sea-Doos are moderately priced and accessible to entry-level users. The lowest price starts at \$5,199 for the Spark, with more advanced luxury models reaching over \$17,499.

Place

BRP uses a dealership network to distribute their Sea-Doos. There are 4,200 dealerships across the world. Previously owned Sea-Doos can be purchased on e-commerce websites such as Ebay, Boat Trader, and PWC Trader. They can also be rented from rental services across the country.

Promotion

Sea-Doo is fairly active on social media, with 288,996 fans on Facebook, 10,600 followers on Twitter, 23,400 followers on Instagram, and 11,364 subscribers on YouTube. On Facebook and Twitter, Sea-Doo posts about their sponsored events and interacts heavily with fans. On YouTube, Sea-Doo posts videos of professional athletes doing tricks on their models, as well as videos of the new model designs and features. On Instagram, they post pictures of their events and watercrafts, as well as inspirational pictures. They do have a Tumblr, but it has not been updated in 2 years.



Last year, BRP launched its #SparkSomeFun campaign to introduce the new low-cost model, the Sea-Doo Spark. The street team took over the waterways and roads in Miami, showcasing the new watercraft. The event ended with a free concert by electronic artist deadmau5. Murals were painted in the Wynwood Arts District, and light projections of the hashtag were placed around Miami. This partnership helped kick off sales and introduced the fun, new model to millennials who were fans of such a popular artist.



Kawasaki Jet Ski

"Let the good times roll."

Company

Kawasaki Motor Corporation, U.S.A, was established in 1966 and is now headquartered in Irvine, California. It is a division of the Japanese company Kawasaki Heavy Industries, LTD. Kawasaki introduced their first Jet Ski in 1973, which became the first successful stand-up personal watercraft. Since, then they have dominated the watercraft racing industry. The term Jet Ski is often mistakenly used as a generic term to refer to any brand of personal watercraft.

Product

Kawasaki currently has six models of Jet Skis, which are divided into the Ultra 310 series and two lower priced options, the Ultra LX and the STX-15F. The Ultra 310 series has an extensive amount of features, including a supercharged engine, storage, and adjustable handlebar. Most have a Deep-V hull that enable the watercraft to handle choppy water. More advanced models include the JetSound audio system, which is the first audio system in the personal watercraft industry. The lower-priced option, the Jet Ski Ultra LX, has a SLO-mode key that helps beginners have a safer and smoother ride. Each Jet Ski seats up to three riders. All the models only come in two colors, ebony or a metallic green, silver, or orange, depending on the model.

SPOTLIGHT ON: Jet Ski STX-15F

The Jet Ski STX-15F is Kawasaki's lowest price model, making it the direct competitor of both Yamaha's new model and the Sea-Doo Spark. This PWC has Kawasaki Smart Steering for beginners. It still is considerably way more expensive than the competition.

TopSpeed



Price

The price of Jet Skis is considerably higher than those of Sea-Doos or WaveRunners. The lowest price starts at \$9,699 for the STX-15F, with more advanced models reaching over \$18,000. Each of the six models has a 12-month limited warranty.

Place

Kawasaki has over 1,500 dealers across the United States who sell their Jet Skis. Previously owned Jet Skis can also be purchased on e-commerce websites such as Ebay, Boat Trader, and PWC Trader. They can also be rented from rental services across the country.

Promotion

The Jet Ski does not personally have its own social media accounts. Instead, Kawasaki has an umbrella account meant for all of its products. Kawasaki USA has 1,300,845 fans on Facebook, 43,400 followers on Twitter, 125,000 followers on Instagram, 56,846 subscribers on YouTube, and an up-to-date Tumblr account. Jet Skis do not seem to be the emphasis on these channels, as the last Jet Ski post on Facebook is from August 30, 2015. Kawasaki uses Twitter and Instagram to post updates and pictures of professionals from various racing events, with only a few in the past few months featuring Jet Skis. YouTube only had one Jet Ski video within the past year, which was a short clip showing an athlete using the craft in dangerous waters. The Tumblr also does not seem to have anything tagged in the Jet Ski section.



Since 2013, the Kawasaki Jet Ski has been sponsoring the Never Quit Challenge, a 600-mile adventure that benefits veteran-supported charities. Using the Kawasaki Jet Ski Ultra LX, military personnel ride for 4 days on water in Morro Bay, California, and raise money with their teams. Their support of this event has given the product a patriotic image; however, the event is not heavily publicized.

RESEARCH







RESEARCH

Quantitative

Objectives

The objectives of this research are to figure out how millennials perceive Yamaha, WaveRunners, and personal watercraft. Discovering the main opinions the target market has is important, as this information will aid in discovering a new positioning for the new lower cost Yamaha WaveRunner. The resulting information will help the research team decide on how to expand the market for the Yamaha WaveRunner from a niche one to a wider one. Informational needs include finding out the target market's opinions on personal watercraft, demographics, and their perceptions of Yamaha.

Procedures

We decided that an online survey through Qualtrics was the best method of obtaining quantitative information. The questionnaire consisted of 20 questions about demographics, perceptions, and opinions about personal watercraft and the Yamaha brand. We distributed the survey link online through Facebook, and received a total of 114 respondents, aged 18-30, 38% male, 56% female, and 6% other. The survey results can be found in Appendix A.

Findings

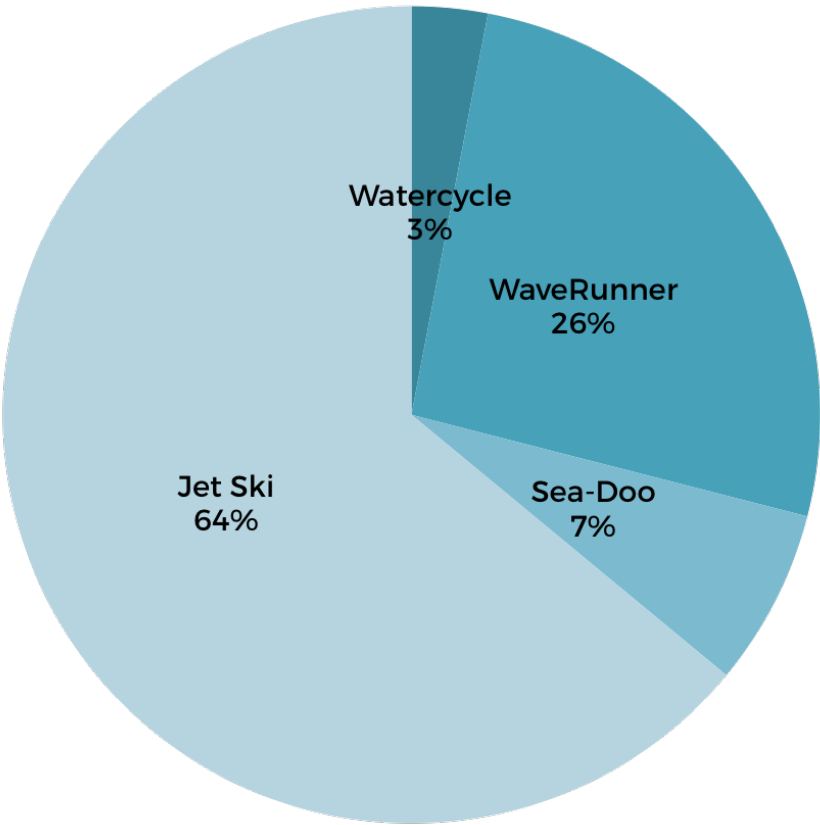
Product Differentiation

In the survey, we asked respondents to tell us the difference between a Jet Ski and a WaveRunner. Most responses we received were "I don't know," "Nothing," and "They are the same." Only 8 respondents knew different companies made the products. A few respondents also believed that only one of the personal watercraft has seats while the other is for standing.



When shown a picture of a WaveRunner, 64% of the respondents said it was a Jet Ski, while 26% knew that it was a WaveRunner. Only 7% thought it was a Sea-Doo.

Q3: What do you call this? (shown picture of a WaveRunner)



Yamaha Brand

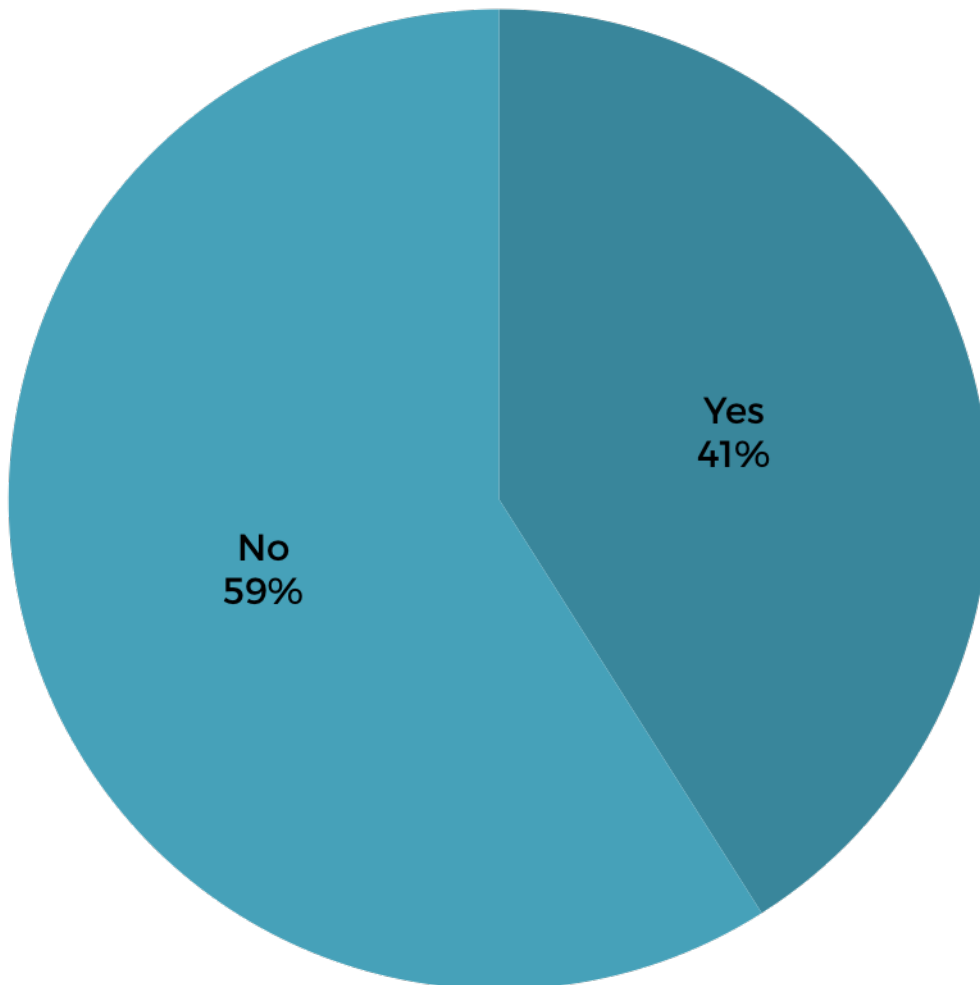
When asked if they knew if WaveRunner fell under the Yamaha brand, 69% of respondents said no. When asked what they associated Yamaha with, a majority of respondents answered “Motorcycles.” A few responses also included “Pianos” or “Musical instruments.” “Jet Skis” was also an answer that came up often.



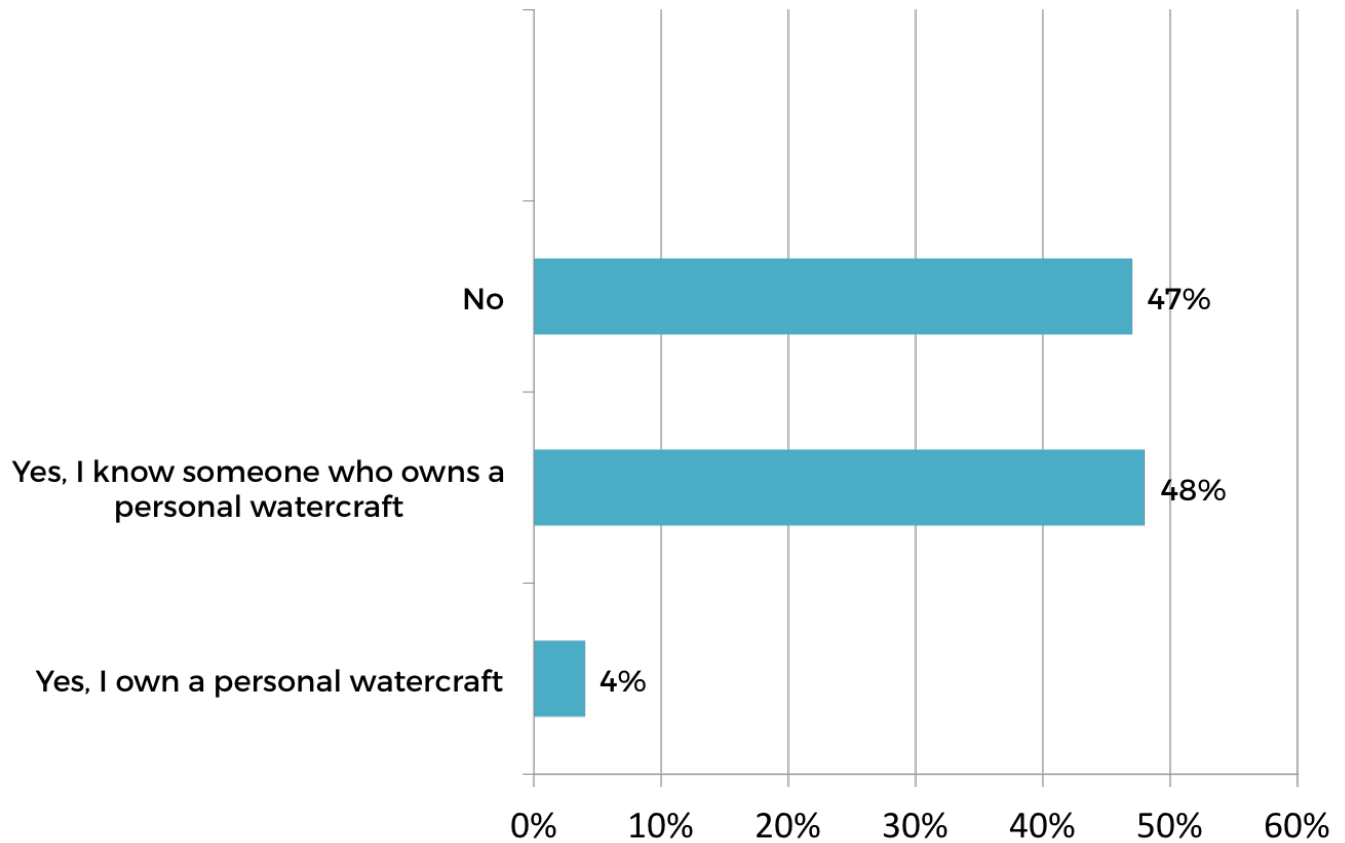
Personal Watercraft

59% of our respondents said they would not purchase a personal watercraft, with the majority citing the reason that it is too expensive for them. They went on to guess that the average personal watercraft costs an average of \$13,610. Another main reason cited was that they do not live near water. 68% of the respondents said that they have used a personal watercraft, and when asked to describe the experience, the majority said “fun” and “exciting.” Others stated “thrilling” and “scary” as well.

Q7: Would you consider buying a personal watercraft such as a WaveRunner?



Q12: Do you or anyone you know own a personal watercraft?





RESEARCH

Qualitative

Objectives

The objective of the qualitative research was to gain further insight on how our target market thinks, as well as the dealership's point of view of our product and the Yamaha brand. Gaining more understanding of how our audience and dealerships think will allow us to position the new Yamaha WaveRunner to its best ability. The outcome of this information will allow Muse Media to make this product more intriguing to the new younger market.

Procedures

We decided to host a focus group that consisted of 10 people on campus with different majors, with ages ranging from 19-24. All participants were asked to sign a consent form before participating in the focus group so that we could use the information they provided to us. Everyone collaborated on their ideas and thoughts on WaveRunners while we, Muse Media, guided the conversation. For the dealership, we researched different places around Alachua county that had a Yamaha dealership. We thus found Polaris-- a dealership that sells Yamaha products, including personal watercrafts. We spoke to one of the sales representatives who gave us more information on the brand and products.

Findings

Yamaha Brand

During our focus group, many of the participants were unaware that Yamaha carried personal watercrafts. Similar to our Qualtrics survey, half of the focus group thought that Yamaha carried only instruments, dirt bikes, and motorcycles.



Expensive

One of the main concerns for the focus group was the price tag on the WaveRunner. When asked what prevented them from purchasing this product, all the participants agreed that the monetary expense was on the top of the list. The focus group also agreed that if the newer model were less expensive, they would most likely buy it within a four to five year span.

Maintenance

The participants of the focus group also spoke about the maintenance of WaveRunners. “Maintenance is something to think about when purchasing a WaveRunner,” said one of the participants. “People are more knowledgeable about working on cars, [WaveRunners] are a whole nother animal.” The focus group believed that maintaining a personal watercraft would require a lot of time and money to take care of it. All participants agreed that if there was a maintenance guarantee, as well as including the trailer, the chances of buying a WaveRunner would be higher.

Customization

Another topic that arose in the focus group was the idea of customizing their own personal watercraft. All participants agreed and highly suggested five colors: black, blue, purple, green, and pink. Half of the focus group also said they would like to purchase decals relating to their personal preference to add to their WaveRunner.

SWOT ANALYSIS







SWOT ANALYSIS

STRENGTHS

- Price is lower than most personal watercraft
- Yamaha brand requires low maintenance
- Yamaha's brand positioning is very high
- RiDE System allows riders to reverse and maneuver easily

WEAKNESSES

- Target market does not know that WaveRunners belong to the Yamaha brand
- Still an expensive product
- Some people do not have access to water



OPPORTUNITIES

- Only one main low-priced competitor
- New audience with possible disposable income
- Millennials enjoy experiences

THREATS

- Sea-Doo Spark already on the market
- Other personal watercraft manufacturers
- Limited financial resources of younger demographic



MARKETING







MARKETING

Marketing Objectives

Our overall marketing objective is to increase awareness of the product among our target market by 20% from June 2016 to May 2017.

Positioning Statement

To millennials aged 18-30 with access to bodies of water and discretionary income, who are active, educated, hardworking and adventurous, the new Yamaha WaveRunner is committed to providing a vacation-like experience. The “Life Isn’t Waterproof” campaign will encourage consumers to escape a world full of digital distractions and enter a world where it’s okay to get a little wet.

Target Market

The campaign target market consists of millennials aged 18-30, who are just entering the job market and have gained a decent amount of discretionary income, either from their jobs or their family. They are full of energy and love to live life on the edge. They like to hangout with their friends and partake in outdoor group activities such as kayaking, hiking, and going to the beach. They love tailgating before the big game and can be found at clubs on the weekends. Like most millennials, they love shared experiences such as concerts, music festivals, and sporting events. If Yamaha can target them at these peak moments, they can surely make an impact with their product.

Strategies

Product

The new Yamaha WaveRunner is low-cost, lightweight, and specifically made for the first-time buyer. WaveRunners are niche products and many millennials see them as a luxury that they just do not need. We suggest marketing the product as an experience: a way to escape the digital world that we live in. As something affordable and for everyone--you don't have to aspire to have one.

Price

The new WaveRunner costs considerably lower than the average personal watercraft, with its only true price competition being the Sea-Doo Spark. We suggest keeping the price on the lower end of the spectrum of \$5k-\$7k. We also recommend a financing model aimed at college students through Wells Fargo.

Place

Like all WaveRunners, the new one should be sold through Yamaha's vast dealership network. We suggest that marketing strategies should begin in 5 cities: Miami, FL, Chicago, IL, San Diego, CA, Tampa, FL, and Virginia Beach, VA. These cities are near large bodies of water with young populations that participate in outdoor activities. Our advertising efforts will focus in these main areas, but we will also reach the rest of the country with our dealership efforts and social media campaign.

Promotion

We suggest that using promotional events is the best way to provide an exceptional experience to the target market. In order to drive awareness of the product, events such as music festivals and the ensuing social media uproar they cause will create curiosity and interest. Muse Media also recommends continuing use of dealer kits, as well as adding contests, incentives, and other promotions to help fuel awareness.

New Name

MORAY

For the new WaveRunner, we suggest naming it the “Moray.” The Moray is the name of a sleek marine eel. Eels evoke the image of a fast-moving and slender sea-creature, which is the perfect fit for the new lightweight model. The name is short and sweet, rolling right off the tongue. When we asked our focus group names what they would want to hear, most responded with some type of sea-creature. We believe this one has a memorable name with a favorable connotation. The font we chose gives the appearance of electric neon lights, which will help give our ads an exciting, fresh, and young feel.

Customization

Because customization was a popular request among our focus group, Muse Media suggests that many options be available to the consumer. The top five colors suggested by our millennial focus group were black, blue, purple, pink, and green. Muse Media believes these five shades would be perfect for the new model:



Another great way for consumers to customize their Moray would be through decals. Yamaha's dealerships can offer a variety of decals for the model relating to colleges, sports teams, musical artists, or custom-made ones.

In relation to the GoPro partnership we will mention in a later section, Muse Media suggests having retractable mounts available for consumers that want to use their GoPro while riding the WaveRunner. Having this option will allow consumers to further customize and make their riding experience a unique one.



“Life isn’t Waterproof” Campaign

Our main theme throughout our marketing and advertising is the “Life isn’t Waterproof” campaign. This campaign aims to show millennials that the most important moments in our lives are not on a screen. They are shared, personable experiences that happen in the moment: in real life. We developed this theme because the WaveRunner provides the consumer with an experience that is just that: shared, outdoors, and fun. We feel that these are important benefits offered and are thus integrated into our strategy.

IMC PLAN







INTEGRATED MARKETING COMMUNICATIONS

Creative Brief

BACKGROUND: The Yamaha WaveRunner brand is a well-established name in the motor vehicle world. The brand has been producing different types of WaveRunners since 1986. We hope to continue the ongoing history of Yamaha's WaveRunner line and move their campaign strategy towards a younger crowd.

PROBLEM STATEMENT: Yamaha WaveRunners has shown strong engagement among older generations, specifically those who are Baby Boomers and Generation Xers. They have not tapped into the younger audience, who are becoming dominant consumers.

OBJECTIVES: Muse Media's main objective is to boost awareness by 20%. We would also like to market the brand in different platforms in hopes of relating to the younger population.

TARGET MARKET: The campaign will aim directly towards millennials aged 18-30, who recently entered the job market and have gained a decent amount of discretionary income, either from their jobs or from their family.

COMPETITORS: The major direct competitors for Yamaha WaveRunners are the Bombardier Sea-Doo and Kawasaki Jet Ski.

KEY CONSUMER BENEFIT: Yamaha WaveRunner is a brand full of authenticity. Similar to our slogan, "Life isn't waterproof", Yamaha WaveRunner is dedicated to memorable experiences out in bodies of water. Consumers can enjoy life without the pressure of an expensive price tag--Yamaha is a brand you can depend on.

Advertising

Objectives

We hope to gain additional exposure to our campaign with the power of advertising. We will utilize traditional advertising, such as TV, print, and radio, as well as non-traditional, specifically within social media.

Strategies

Dealership Kits

Muse Media suggests creating dealership kits for Yamaha's nationwide dealership network, in regions near bodies of water. The kit would include a radio script, point-of-purchase displays (a banner building hype for the Moray), ad slicks (which the dealerships can add their own logo to) and some promotional items mentioned later in our Sales Promotion section.

Radio Script

Yamaha Motorsports
Subject: Moray WaveRunner
Duration: 30 seconds

Music: Tropical House playing

MVO: "Tired of feeling connected with the Internet but not real life?"

MVO: "Come on down to *insert dealership name* and try the new Yamaha Moray WaveRunner."

MVO: "Now offering special financing for college grads and others who qualify."

MVO: "Find out about the new 2016 Moray at YamahaWaveRunners.com."

MVO: "The Yamaha Moray, disconnect and run-a-wave."

POP Banner



Ad Slick



Television

While experiential marketing and social media is more of our focus, we still suggest using TV ads. Instead of focusing on an expensive national ad, Muse Media recommends placing ads on local affiliate stations in the top 5 cities mentioned before (Miami, Tampa, San Diego, Chicago, and Virginia Beach). The ad would revolve around first-person footage of having fun on a WaveRunner in order to hype up consumers about the product.

30-Second Spot

Production Name:

Page No:



MVO: It's easy to feel disconnected in this electronic world

Sound/Title:



Music: Electric Eel by MGMT starts playing
MVO: To see everyone posting this or sharing that



MVO: Looking at photos of beaches rather than visiting them. One has to ask, when will it end?

Sound/Time:



MVO: Introducing the new Yamaha Moray WaveRunner, built for those looking for less Wi-Fi and more Wi-Fun

Sound/Time:



MVO: With built-in RiDE control, it's easy to refresh your mind instead of your web browser.

Sound/Time:



MVO: The new Yamaha Moray. Disconnect and run-a-wave

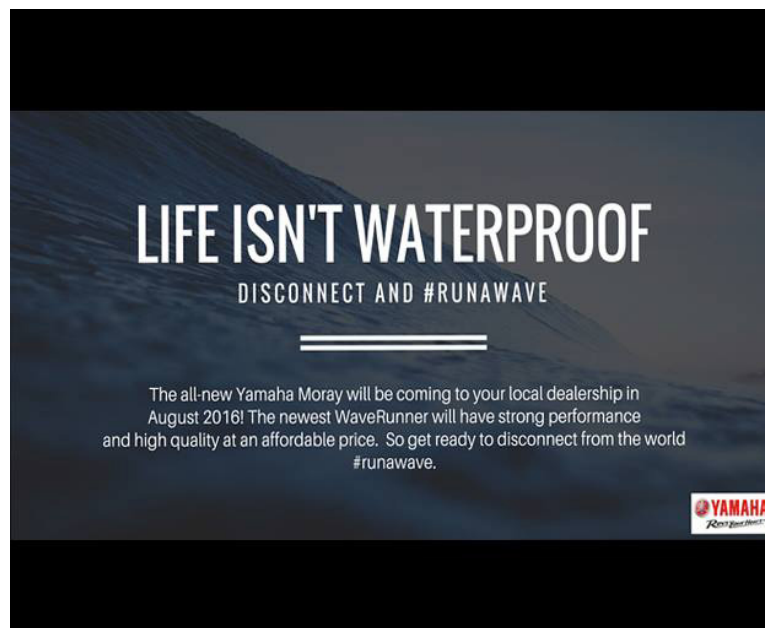
Sound/Time:

Social Media

As for nontraditional media, we will use social media networks such as Facebook, Twitter, and Instagram. Since the majority of millennials within our target market are constantly on social media, we have decided to create the hashtags #Wavecation and #RunaWave in order for these young people to tag pictures of themselves enjoying a day with their WaveRunner.

Buzzfeed has quickly become a major online presence in the lives of millennials through their website, Youtube channel, and social media pages. Constantly releasing content that is witty and original, their sites generate over 200 million unique visitors monthly. With 60 percent of BuzzFeed's traffic being mobile and 75 percent of it coming from social sources, we feel that partnering up with them would be an effective way for Yamaha to reach their target consumer. By allotting some of the ad budget to BuzzFeed, their team could then come up with clever ads disguised as content to put on their websites and social media pages that will appeal to their followers and fans.

Twitter





Facebook

LIFE ISN'T WATERPROOF
DISCONNECT AND #RUNAWAVE

YAMAHA WAVERUNNER
Product/ Service

Timeline About Photos Videos More ▾

Like ▾ Share ...

See more from YAMAHA WAVERUNNERS.

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37,606 people like this

Invite friends to like this Page

ABOUT >

Status Photo / Video ▾

Write something on this Page...

YAMAHA WAVERUNNERS 6 hrs · 🌐

NEWS: Yamaha WaveRunners will be introducing a new personal watercraft in August 2016. Named after a swift underwater eel, the Moray will offer both wonderful performance and high quality at an affordable price. The Yamaha Moray will also come in new colors including blue, green, pink, purple and black. To learn more, visit www.yamahawaverunners.com.

Recent

- 2015
- 2014
- 2013
- 2012
- 2011



Instagram



Rationale

We believe that by using a mix of traditional and nontraditional media for the ad campaign, Yamaha will be able to effectively increase brand awareness among consumers ages 18-30. Our methods are based on our findings in both our qualitative and quantitative research. The level of awareness of Yamaha WaveRunners among millennials is significantly low. These chosen methods will make our proposed objectives attainable and reach a large proportion of our target market in a cost-efficient way.

The goal is to not only create awareness of Yamaha, but to remind consumers the importance of taking the time out to disconnect from the lull of social media and the digital age and go out and engage life to the fullest. Catching them on social media will make them think about how they are living their life. We hope to convince them that the best way to engage in life is on the back of a WaveRunner.

Sales Promotion

Objectives

We hope to gain brand recognition through promotional items and discounts. We will utilize promotional items and bonus incentives to put Yamaha at the top-of-mind of millennials. Free items are always a good way to attract attention from younger consumers, especially ones that have valuable use. Discounts are always welcome, too, as our focus group and survey showed that millennials are always looking to save.

Strategies

With many of our sales promotions we hope to get the target audience engaged with Yamaha and get them viewing the brand as relatable, edgy, and current. To increase brand awareness among millennials, we recommend promoting Yamaha by using promotional items at events and customer packages with trailers included. While some promotions are aimed to solely create brand awareness, others serve to drive consumers to purchase through incentives and deals. We believe that using these tactics will help consumers recognize Yamaha and interact positively with the brand while creating demand for Yamaha Watercraft amongst the target market.

“Waterproof” Water Bottle Promotion

The “Waterproof” water bottle will be passed out at our sponsored music festivals, mentioned later in Public Relations) to encourage party-goers to stay hydrated. On the bottle there will be Yamaha’s logo and the quote “Life Isn’t Waterproof”. This is a simple and inexpensive way for Yamaha to increase brand recognition among their target market, as water is the most in-demand necessity at the events.



Moray Sunglasses Promotion

At the music festivals, we suggest that Yamaha also pass out sunglasses that will come in handy for festival-goers and continue increasing brand awareness. The Wayfarer-like style is very popular among the millennial crowd. As these events are during hot summer months, the target market will gladly wear these. Even long after the event is over, sunglasses in a classic style never go out of fashion.



“The Burrow” Promotion

When purchasing a personal watercraft many people forget that the purchasing of a trailer to transport it is also necessary. This adds about a minimum of \$500 to what is already an expensive purchase to most to begin with. Because the demographic that Yamaha is trying to reach on average does not have a large discretionary income, this extra expense could be the difference between selling a unit or losing a buyer. We suggest that Yamaha manufacture a trailer that is made specially for the new WaveRunner and sell it as a packaged deal. In our qualitative research we discovered that when it comes to incentives, consumers would be more inclined to make a purchase based on the prospect of receiving a bonus (the trailer) for a discounted rate than having dollars taken of the sales price of the actual item (the WaveRunner) they are purchasing.

Because we have marketed the WaveRunner as the “Moray” we thought that it would be clever to market the trailer as the “Burrow” which is the hole a Moray eel lives in. We feel as though the Burrow would be a great asset to Yamaha’s product line and has great selling potential beyond the Moray.





Rationale

We believe that sales promotions will create increase brand awareness and form positive relationships with consumers. Our research revealed that our target market responds positively to promotions and incentives that are centered around packaged-deals and discounted add-ons. Our tactics such as the “Waterproof” water bottle and Moray sunglasses are aimed specifically at creating brand recognition among the target market. The Burrow promotion is meant to encourage consumers to purchase the new Yamaha WaveRunner. We believe that these promotions will expose our target market to Yamaha and put the brand and its product at the top-of-mind when it comes to purchasing personal watercraft.



Public Relations

Objectives

With the help of public relations, we hope to gain more exposure through media outlets in order for our audience to see Yamaha's new personal watercraft. By interacting with our target in experiential events, we hope to increase engagement among consumer prospects.

Strategies

Press Release

Muse Media suggests sending out a press release in the beginning of the year at boat shows in order to get the word out about the Yamaha Moray. With the press release we hope to gain buzz and exposure from different media outlets.



For immediate release
January 1st, 2016

Yamaha Introduces its Newest WaveRunner for 2016

ATLANTA, GA.—Yamaha, a division of Yamaha Motor Corporation U.S.A, announced it's new WaveRunner for August 2016. The all-new personal watercraft will be unlike any other, with a variety of colors to choose from, as well as GoPro mounts and a one-of-a-kind trailer for purchase.

The new Yamaha Moray will have a younger feel, compared to its precedents. The vehicle will have a lower price tag, with prices starting at \$5,000, making it affordable for anyone. The WaveRunner will also have GoPro mounts available for purchase, which you can attach to the front or the back, making every experience memorable. Added to the price will be the Burrow, the Yamaha Moray's own personal trailer. This personal watercraft will be available in a variety of colors: blue, pink, green, purple and black.

This personal watercraft will have a younger feel, compared to its precedents. The vehicle will have a lower price tag, with prices starting at \$5,000, making it affordable for anyone. The WaveRunner will also have GoPro mounts for purchase, which can attach to the front and the back, making every experience memorable.

Founded in 1953, Yamaha is the worldwide leader in motor vehicles. Yamaha WaveRunners are known in the industry as being the most reliable and fuel-efficient personal watercraft, requiring little maintenance and even fewer trips back to the dealerships for service issues. For more information about Yamaha WaveRunners and the New Yamaha Moray, visit www.yamahawaverunners.com

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Special Events

Mad Decent Boat Party

Extremely popular among the millennial generation, The Mad Decent Boat Party is essentially a block party on a boat, with performances by popular artists and DJs. The event, which started in 2014, takes place in November every year. Muse Media suggests that the party will have a photo booth sponsored by Yamaha Motor Corporation to gain awareness for the brand. The photobooth would be a model of the new Yamaha Moray and would have a green screen behind it. Once the picture is taken, you can choose what you want as the background. This allows a level of customization, and also allows the target market to test the look and feel of the new model. The photo would then instantly share to the social media network of their choice, allowing even more people to see. Promotional items mentioned before, the “Waterproof” water bottle and the Moray sunglasses would be given out here to everyone, as they are much needed during hot outdoor events.

Mad Decent Block Party

A precursor for the Mad Decent Boat Party, the Block Party also has performances by popular artists and DJs; however, this event is nationwide. Muse Media suggests doing the same as above: giving away sales promotional items during the block party to generate buzz for the Yamaha Moray and its special appearance at the Mad Decent Boat Party. The photobooth would have an appearance as well. The 2015 Mad Decent Block Party included 18 U.S. dates, with cities by bodies of water such as Fort Lauderdale, Los Angeles, San Diego, Chicago, and Austin. Muse Media believes that shows in these cities will be repeated because of their success this year.



yamahawaverunners.com

Your
Photo
Here

 **YAMAHA**
Revs your Heart™

MORAY

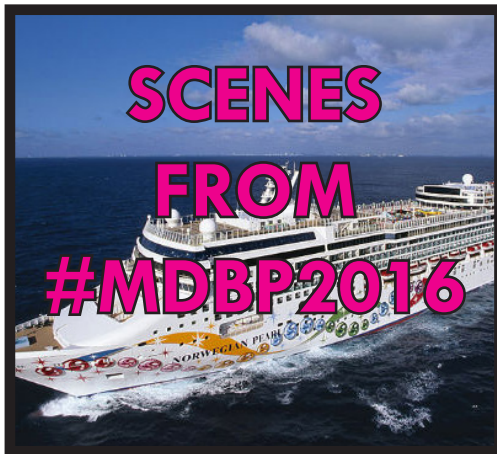


Yamaha's #Wavecation Sweepstakes

By sponsoring at Sixthman's biggest event, The Mad Decent Boat Party, we believe Yamaha could have a great opportunity to create a contest that will allow the brand to fully engage and interact with their target market. The Mad Decent Boat Party gathers about 2,700 millennials together on a 5-day cruise to party with some of the biggest names and talents of the EDM community. We believe that by inserting themselves into Mad Decent's lively, unpredictable environment, Yamaha will connect perfectly with event-goers and form a positive brand image among their target demographic. Before the Mad Decent Boat Party begins, the Yamaha WaveRunner brand would put the word out about the contest and of their promoting at several stops on the Mad Decent Block Party tour (the land equivalent of the boat party). Yamaha could then promote the contest via outlets such as Yamaha's and Mad Decent's Facebook pages and the Mad Decent Block Party and Mad Decent Boat Party websites. Contestants of the sweepstakes will be able to enter to win a chance to spend personal time interacting and riding waverunners with the headlining act of whichever cruise they are attending.

Viral Video

Our viral video comes directly from our contest and the footage of the winner interacting with one of the headliners of the cruise. We believe that compiling the footage into a short, high-energy video and posting it on Youtube and Yamaha's and Mad Decent's social media accounts will appeal to millennials and will be shared by them across social media sites.



VIDEO: Festival ship leaves dock. Text overlay “Scenes from #MDBP2016”

AUDIO: “Runaway (U & I)” by Galantis plays throughout the ad.



VIDEO: Flash to scenes of festival goers and DJs partying on the boat.



VIDEO: Flash to scenes of DJs throwing water out of their “Life isn’t Waterproof” bottles.



VIDEO: Flash to GoPro footage that DJ and contest winners take while riding the new WaveRunners.



VIDEO: Flash to DJ and contest winner.

AUDIO: “That was awesome!”



VIDEO: Image of logo, website, and “Disconnect and #RunAWave.” appear on screen.

AUDIO: Male VO-“Life isn’t waterproof. Disconnect and run-a-wave. Check out more at yamahawaverunners.com”



Partnerships

GoPro

GoPro, a camera company often used for extreme-action videography, would be an ideal partner to work with. With the partnership, Muse Media hopes to sell GoPro accessories at dealerships (such as mounts to attach to the WaveRunner), as well as creating a viral video with a GoPro camera for YouTube, which would be given to a DJ during the Mad Decent Boat Party.

Wells Fargo

Wells Fargo, a multinational banking and financial service handling company, is popular among college campuses (such as the University of Florida). The partnership will allow college students, graduates, and new entry-level employees a financing program. The program will make it easier to purchase a WaveRunner with monthly payments, and it would also help build credit, which many young millennials are trying to do.

Rationale

We believe that sponsoring events and partnering with brands that have successfully tapped into Yamaha's target market will not only increase brand awareness but also form a positive brand image in the mind of consumers. Mad Decent, GoPro, and Wells Fargo are brands whose names have become synonymous with millennials. By aligning themselves with these brands, Yamaha will in essence have the foundation set on which to build brand awareness. Because these brands have already gained the loyalty and trust of millennial consumers, Yamaha can use this to their advantage when building their relationship with them.

MEDIA PLAN





MEDIA PLAN

Key Media

Advertising

- Social media (Instagram, Twitter, Facebook, Buzzfeed)
- Business-to-Business (Dealership kits: radio script, POP banners, print ad slicks)
- Television

Sales Promotion

- Promotional items (Water Bottles, Sunglasses)
- Customer Packages

PR

- Events (Mad Decent Block Parties, Mad Decent Boat Party)
- Partnerships (GoPro, Wells Fargo)
- Contest (#Wavecation Sweepstakes)
- Viral Video

Objectives

Because Yamaha Motorsports is entering a younger, untapped market, we hope to effectively increase awareness of our new product by 20% from June 2016 to May 2017. We discovered our market enjoys riding WaveRunners but also have not felt they were affordable, attainable, or necessary. Due to this, we hope to show our product as one that is a great value and not a watered-down version of a higher-end model.

Strategies

For Yamaha's media plan, we at Muse recommend a continuous media plan that focuses on raising awareness among millennial consumers. Our target market is diverse and is spread out across the United States, but for our campaign we will be focused among specific regions of the country.

The key media begins with Yamaha's presence on social media sites. Since the PWC industry's current average consumer is around middle-age, focus on social media is not much of a priority for the top PWC brands. However, in order for Yamaha to successfully reach its target market, it is vital that some of our media budget be delegated to social media to ensure that the Yamaha name reaches millennials. Although nontraditional media is our main focus, we will still use traditional media in our campaign such as local TV ads.

Another major medium that we've based Yamaha's media plan and budget around are events. Yamaha and other PWC makers reach their current consumer through events like boat shows and tradeshow. Since millennials aren't necessarily attending these events in droves we suggest that Yamaha take its product to events their target market frequent such as music festivals. By inserting themselves into an environment their target consumer is comfortable in Yamaha can better attract the attention of a younger demographic and facilitate conversation about their brand and product. By passing out promotional items to attendees at these events, the Yamaha name and logo will be in the eyes of consumers constantly thus increasing brand recognition.

By using media that encourage engagement and interaction between Yamaha and the consumer and partnering up with brands who have already gained the loyalty and trust of the target market Yamaha can successfully attain its goal of increasing its brand awareness among consumers.

Challenges

The Yamaha WaterCraft brand has utilized strong media presence in the past; however, social media is not their strong suit. With the younger generation constantly moving from platform to platform on the web or on their mobile devices, Yamaha needs to be able to have a stronger voice and influence in this Internet-filled world. In addition, Yamaha has never been a part of special events catered to their audience besides boat shows. Being a part of an event with a strong target market following will boost awareness and drive sales. Along with sponsoring special events, partnerships with different companies can also boost awareness and drive sales. It would spread buzz about the brand to different audience that have never been tapped before. Partnering with a bank (Wells Fargo), would benefit the company and the consumer by making transactions run smoothly and also help build credit for college student and college graduates (target audience).

Rationale

Online

- Can drive users to point of purchase website
- Drives attention to brand and product
- Cost effective
- Compel consumers to share content

Social media

- Target market is heavily involved
- Creates discussion and interaction with consumers
- Allows the consumer to identify the brand on a personal level, as well as sharing the experience with friends
- Highly measurable with built-in analytics

TV

- Can reach audiences within local areas
- Offers specific exposure
- One of the most effective types of advertising
- Compliments other mediums



Dealership kits

- Radio script is universal and can plug any dealership name
- POP banner and print ad both carry similar themes
- Consistency amongst ads helps build brand recognition
- Promo items like sunglasses and water bottles are things people would use during a music festival or beach concert

Partnerships

- Tap into different subcategories within our target market
- GoPro is a trending brand and fits well with our product
- Mad Decent helps focus our marketing effort
- Wells Fargo can give students payment plans to build credit

Events

- Generate media coverage
- Partnering with Mad Decent naturally segments our market
- Most fans of EDM are 18-30 year olds
- The Mad Decent Boat Party gives us a platform to show our product in action

Promotional items

- Increase product and brand awareness
- Lengthen brand exposure
- Promotes differentiation among competitors
- Fosters word-of-mouth opportunities

Plan

We suggest spending \$36,000 per month on local TV ads in our 5 top cities (Miami, Tampa, San Diego, Chicago, and Virginia Beach) for 5 months from June 2016 to October 2016. This will build hype before the product comes out and continue hype for after it comes out. A one time investment of \$50,000 in June 2016 for Buzzfeed will ensure that they create evergreen content to be shared through the months.

For the Mad Decent Block Parties, \$15,000 per each party from July 2016 to September 2016 would be paid. The Mad Decent Boat Party is \$100,000 for sponsorship and can be paid in monthly installments from June 2016 to November 2016. All payment for Mad Decent would cover the photobooths and social media hyping up Yamaha's involvement on their social media accounts. The sunglasses and water bottles for the events would be made and purchased before they start in the beginning of July 2016 (\$170,000 to make 126,000 sunglasses and \$180,000 to make 120,000 water bottles).

Media Plan

	June	July	Aug	Sept	Oct
ADVERTISING					
Dealership kits					
TV					
Social Media					
SALESPROMOTION					
Sunglasses					
Water Bottles					
PUBLIC RELATIONS					
Promotional Events					

BUDGET





BUDGET

Budget	
Medium	Total
Advertising	
Dealership kits	\$0
Television	\$180,000
Social Media	\$50,000
Sales Promotion	
Sunglasses	\$170,000
Water bottles	\$180,000
Public Relations	
Promotional Events	\$370,000
Contingency (5%)	\$50,000
Total	\$1,000,000

EVALUATION








EVALUATION

Since the main objective of our campaign is to increase brand awareness amongst the target market, measuring the effectiveness of our campaign will be centered on the analytics, traffic, and engagement occurring on Yamaha's social media sites. This evaluation has been proven to be reliable and effective in displaying a brand's online presence. Because the hashtags #RunaWave and #Wavecation will be present throughout all of our ads, engagement on Yamaha's social media pages is still an effective way of measuring the brand awareness and recognition generated by our traditional ads.

Sites like Buffer and Hootsuite offer analytics to track the amount of engagement and interaction received by social media pages and profiles. Using these tools is an effective way of seeing how and when people are engaging with a brand's social media sites and what content generates the most traffic (i.e. likes, reposts, favorites, retweets, comments, tags). Data measured can include weekly total reach and frequency as well as demographics on followers and fans such gender, age, and location. With Twitter and Instagram the use of custom hashtags is another great way for Yamaha to measure brand awareness. Yamaha can track all mentions of their hashtags on both sites as well as see what consumers are saying about their brand and product.



By the viral video being posted on Youtube, Yamaha will be able to see how many views it receives as well as the ratio of likes to dislikes it generates. The comment section of the video will also be a great way for Yamaha to collect qualitative data on what consumers think of them as a brand as well as views on PWC in general. Along with data generated on the actual video post, Yamaha can track how many shares the video receives, what sites it appears on in addition to Youtube, and the likes and comments it receives on those platforms.

With a campaign based on creating awareness, measurement of effectiveness is based on the changed perceptions in consumers' minds. Unlike a campaign based on unit sales where the numbers are perfectly laid out, measuring a consumer's thoughts and recognition of a brand is a little more complex, but overall with the use of analytics sites like Buffer and Hootsuite as well as Yamaha's own tracking of traffic on their social media pages, evaluating the success of our campaign should prove to be efficient.



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THANK YOU

Muse Media would like to thank the team at the Yamaha WaterCraft division for giving us the opportunity to create this campaign. The experience was a challenge, but it was equally exciting, rewarding, and, of course, beneficial for our futures as advertising professionals. We are grateful that you chose us to share our ideas about this exciting new product with you. We can truly say that we are now advocates for the Yamaha WaveRunner.

Wishing you all the best,



APPENDIX





APPENDIX A.

SURVEY RESULTS

1. Welcome! Thank you for agreeing to participate in this study. In this study we will ask you about your attitudes toward personal watercraft and your personal watercraft usage. Remember, there are no right or wrong answers to any questions —just tell us your honest opinion. All of your answers will be confidential. This survey should only take 5-10 minutes to complete. Check "Agree" if you understand and agree to the terms and wish to continue with the survey.

#	Answer	Bar	Response	%
1	Agree		114	100%
2	Disagree		0	0%
	Total		114	

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	114





2. What's the difference between a Jet Ski and a WaveRunner ?

Text Response
I don't know
One you sit on, the other has adjustments to raise the steering wheel and stand up.
jet ski is registered with Kawasaki and wave runner is registered with yamaha
Is a jet ski like skiing and a waverunner is like a motorized sit down thing
I didn't know there was a difference
I don't know
nothing
ㄟ(ˉ▽ˉ)ㄟ
No idea
A jet ski is the thing pulled by a wave runner
You sit in a wave runner and you sit on a jet ski
Nothing, they are the same thing
one is used for sport
The name
I don't know what a WaveRunner is.
Manufactured by different companies
No clue
I dont know, they are both miniture boats that can hold up to two people.
Manufacturer
No idea
I don't know
Idk
You sit on a Jet Ski?
One is a brand name of jet ski
Nothing
I have no idea
no idea
Nothing
Ones sit down others stand up
I thought they were the same
I don't know
WaveRunner is also the name of a producer
nothing just the name
There is no difference
The same
Jet Ski is made by Kawasaki while WaveRunner is made by Yamaha. A Jetski is larger and stores more fuel. These are the reasons that Jetskis are usually more expensive.
Jet ski has a motor?
No idea
Brand
A jet ski has seats
Nothing
No idea
The name
no idea
Brand name
no idea
Nothing
No idea
Standing vs sitting
I didn't know there was a difference
I don't know
Don't know

Jet ski has higher power??
No idea
No idea
Jet ski are more fun
nothing :)
No idea
the type of water mobile
Different brands
Stand on a Jet Ski, sit on WaveRunner. Different companies.
size
I don't know.
Brand name
Jet ski you sit on wave runner you stand on
Brand vs item
There is no difference, just two different brands.
don't know
Names of specific products owned by separate companies.
Different proplers
One of them you can stand on.
A jetski is bigger?
It's the same thing
Waverunners are for shallower waters
None
Stand up and stuff
Not sure
Brand
They are the same
The brand
Nothing
Not sure
Waverunner is a brand if Jet Ski
Don't Know
No idea
The engines are different
No idea
One is more high-tech
I don't know
the names
a jet ski is the the vessel type, while the waverunner is made by yamaha
A jet ski is powered by gas and a wave runner isn't.
Seats
No clue
no idea
they are the same thing

Statistic	Value
Total Responses	99

3. What would you call this?

#	Answer	Bar	Response	%
1	Jet Ski		65	64%
2	WaveRunner		26	26%
3	Sea-Doo		7	7%
4	Watercycle		3	3%
	Total		101	



Statistic	Value
Min Value	1
Max Value	4
Mean	1.49
Variance	0.57
Standard Deviation	0.76
Total Responses	101

4. Match the brand with their personal watercraft.

#	Question	Jet Ski	Sea-Doo	WaveRunner	Total Responses	Mean
1	Kawasaki	64	7	29	100	1.65
2	Bombardier	9	69	19	97	2.10
3	Yamaha	37	10	47	94	2.11

Statistic	Kawasaki	Bombardier	Yamaha
Min Value	1	1	1
Max Value	3	3	3
Mean	1.65	2.10	2.11
Variance	0.82	0.28	0.89
Standard Deviation	0.90	0.53	0.94
Total Responses	100	97	94

5. Did you know WaveRunner falls under the Yamaha brand?

#	Answer	Bar	Response	%
1	Yes		31	31%
2	No		70	69%
	Total		101	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.69
Variance	0.21
Standard Deviation	0.46
Total Responses	101

6. What brands/products do you think of when you think of Yamaha?

Text Response
Pianos
Motorcycles
Water supplies
Keyboards??
Motorcycles
Electric keyboards and jet skis
cars
Vocaloids like Hatsune Miku, Keyboards and Scooters
Jet skis and motorcycles
Motorcycles
Boats and motorcycles
Motorcycles
sports
Dont know the brand
I don't know.
Electric keyboard
Motorcycles, waverunners
Guitars
Vehicles
Motorcycles
Motorcycles, tires, Toyota, Suzuki, Honda
Motorcycles and Jet Skis
Motorcycles
Motorcycles
Dirt bike
Motorcycles, boat engines
BMX
Dirk bikes
Stereo components, motorcycles
dirt bikes
Motorcycles jet boats wave runners
Music instruments
The products seem to be solid but have fewer bells and whistles. They tend to be well made and less expensive
Motorcycles and jet ski
Jet skis
motorcycles
Motorcycle
Television, stereo
Music equipment, such as boom boxes
Piano's and motorcycles
Dirt bikes. Broken legs.
Keyboards, ATVs, etc
Boats, pianos, wave runners
Piano
Motorcycle dirt bikes
I think of old technology products people won on Legends of the Hidden Temple in the 90s
Motorcycle
Nature stuff
Motorcycles
Motorcycle
Music?
motorcycles, waverunners

Motorcycle
Sport bikes
watercraft, motorcycles, musical instruments
Recorder
motorcycle
Jetskis
Motorcycles
Street bikes and atvs
Motorcycles
electronics
Dirt bikes, motorcycles, jet skis
Motorcycles
Dirtbikes
Speakers
It sounds familiar but I couldn't name a specific product
Jet ski
Motorcycles
Motorcycles
Waverunner
Motorcycle
□
Motorcycle
Motorcycles
Cars
4 wheelers
motorbikes
Musical instruments, motorcycles
Speakers
Motorcycle waverunner
Motorcycle
Jet Skis
Motorbikes
motorcycles
Jet Skis, music instruments, marine motors
Dirt bikes, jet skis.
Motorcycles and jetski
Jet skis
boat and motorcycle engines, electronics
Pianos

Statistic	Value
Total Responses	96

7. Would you consider buying a personal watercraft such as a WaveRunner?

#	Answer	Bar	Response	%
1	Yes	<div></div>	41	41%
2	No	<div></div>	59	59%
	Total		100	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.59
Variance	0.24
Standard Deviation	0.49
Total Responses	100

8. If you answered no, what is stopping you from purchasing one?

Text Response
Price
Money and lack of free time to enjoy it.
I don't have money
Expensive ?
The expense
I can't afford one
finances
i dont want to die and im not interested in going fast in large bodies of water (also money??)
Its expensive
I have no desire for extreme water sports
They are expensive
I don't go out in the water that much
I don't live by the water anymore.
Price/lack of access to coastal areas
I'm afraid of operating one, and they are expensive
I am a college student that does not have the time or money to purchase one at the current time.
Maintenance, inaccessibility, storage/transportation
Don't care to have one. Not worth the cost for me.
Unnecessary purchase
I can't swim.
-
Too expensive, don't have access to a lake to use it
My bank account
I don't want one lol
The expense
No time in my life to use one
The price is not compatible with my lifestyle and budget.
Money
Money
I don't have anywhere to store it
No interest
Money
no storage room
Danger.
I don't live near water / or have those kinds of expenses
I'm a broke college student
I answered yes but I live in the mountains
I don't frequent the beach
I have no money.
I'm broke
Too much money
Too expensive and I don't live by water!
Not interested in water activities
N/A
They're so expensive, I'm a student. I also don't live near the water, or have the means to upkeep one.
Not interested.
money, don't live near water
Money and easy proximity to the water.
No need for one.
Nothing
Never once have I thought to myself, Man, I could really use a waverunner right now.
Not interested in watercraft

No
I can't swim
N/A
Don't live near water
Cost
no ocean near me, and too expensive
Financial reasons
Access to water
N/a
Dangerous and I can't swim
I don't do any water activities
im broke
Money
N/A
They don't make it down rapids

Statistic	Value
Total Responses	71

9. How much do you think a personal watercraft costs?

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	In thousands	0.00	100.00	13.61	18.76	100

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	In thousands	0.00	100.00	13.61	18.76	100

10. In the near future, how much would you be willing to spend on a personal watercraft?

Text Response
1,000
\$0
10000
100.00
\$0
500?
10,000
zer0 〰_(ツ)_〰
2k
600 dollars tops
Nothing
\$5
1000
5,000
\$25
N/A
0
I would not buy one in the near future.
\$1500
\$5
\$500
0
10,000
2,000
3,000
0
0.00
1000
6k
0
Only if I won it. Wouldn't buy it
5000
5,000
\$5,000
8-12 thousand in the next 5 years.
8000
\$100
Depends on my purchasing power
\$5,000
2,000
\$0
0
0
\$5,000
0
5k
2000
Not very much, not upwards of \$500
Not much I can't swim.
If i have money a couple G's
1500

Nothing
9,000
Nothing waiting for kids to buy one
4,000
Willingly? \$1. But 3-5k begrudgingly.
5,000
0
0
4,000
0
Zero
less than 5000
N/A
8-10k
900
100
Zero dollars because I don't want one
5,000
Zero
7000
1,000,000
Not much
7500
\$2000
4000
Nothing
0 dollars
Wouldn't buy one
0
\$0
1000
None
Nothing in the near future
Nothing
0
\$8,000
3,000
0
Yes
i'm poor, not near term but maybe about 10k
\$1.50

Statistic	Value
Total Responses	94

11. How would you describe a personal watercraft?

#	Question	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total Responses	Mean
1	Affordable	16	42	24	13	1	96	2.39
2	Fun	6	1	7	34	46	94	4.20
3	Environmentally friendly	5	21	52	13	4	95	2.89
4	Safe	4	31	31	27	3	96	2.94
5	Thrilling/ adventurous	6	0	1	55	33	95	4.15
6	Dangerous	8	17	26	43	2	96	3.15
7	Expensive	4	2	20	52	18	96	3.81
8	Boring	43	44	6	1	2	96	1.70
9	A good investment	20	29	33	10	4	96	2.47
10	A necessity	53	35	6	1	1	96	1.56

Statistic	Affordable	Fun	Environmentally friendly	Safe	Thrilling/ adventurous	Dangerous	Expensive	Boring	A good investment	A necessity
Min Value	1	1	1	1	1	1	1	1	1	1
Max Value	5	5	5	5	5	5	5	5	5	5
Mean	2.39	4.20	2.89	2.94	4.15	3.15	3.81	1.70	2.47	1.56
Variance	0.91	1.15	0.73	0.90	0.91	1.03	0.83	0.66	1.14	0.56
Standard Deviation	0.96	1.07	0.86	0.95	0.96	1.02	0.91	0.81	1.07	0.75
Total Responses	96	94	95	96	95	96	96	96	96	96

12. Do you or anyone you know own a personal watercraft?

#	Answer	Bar	Response	%
1	Yes, I own a personal watercraft	<div></div>	4	4%
2	Yes, I know someone who owns a personal watercraft	<div></div>	47	48%
3	No	<div></div>	46	47%
	Total		97	

Statistic	Value
Min Value	1
Max Value	3
Mean	2.43
Variance	0.33
Standard Deviation	0.58
Total Responses	97

13. Have you ever used a personal watercraft?

#	Answer	Bar	Response	%
1	Yes	<div></div>	66	68%
2	No	<div></div>	31	32%
	Total		97	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.32
Variance	0.22
Standard Deviation	0.47
Total Responses	97

14. If yes, how was the experience?

Text Response
N/A
Fun
Phenomenal
N/a
So much fun
fun, but not worth the cost
n/a
Dope
I didnt use one
It was very exciting and fun
Fun
fun and scary at the same time
Very thrilling.
Takes some getting used to, but very enjoyable.
A lot of fun but scary at the same time
I have never used one.
Fun 10/10
Scary at first, then fun. Driver wouldn't listen.
Fun!
Very fun
A lot of fun
Good
Enjoyable
Fun
Great
loved it
It was fun
Great
It was a fun experience.
No
It was a rather thrilling experience
Fun.
N/a
N/a
Sweet as hell
Fun
It was fun.
n/a
Have you ever seen someone on a wave runner who isnt smiling?
Awesome
Fun
It was great, I want to do it again
Fun
N/A
It was extremely fun and it made me want one.
Fun but scary
Fun, adrenaline, adventurous
Awesome
Fun
great, fun
Fine. Rental. Not worth buying my own.
Enjoyable

Amazing
exciting, fun, scary
Very fun.
Sick af
Decent
Awesome
It's was a lot of fun
Not applicable
Great
<input type="checkbox"/>
<input type="checkbox"/>
Fun and thrilling
Fun
Great
So much fun
Very fun
Fun
Awesome, and life threatening, will do it again :)
Fun
Fantastic
Very fun, wanting to get one of my own
pretty awesome

Statistic	Value
Total Responses	77

15. Have you ever seen any advertisement for the Yamaha WaveRunner?

#	Answer	Bar	Response	%
1	Yes	<div></div>	20	21%
2	No	<div></div>	77	79%
	Total		97	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.79
Variance	0.17
Standard Deviation	0.41
Total Responses	97

16. What is the highest level of education you have completed?

#	Answer	Bar	Response	%
1	High school graduate/ GED		7	7%
2	Some college		29	30%
3	Associate's degree		18	19%
4	Bachelor's degree		32	33%
5	Completed some postgrad		4	4%
6	Master's degree		5	5%
7	Other		2	2%
	Total		97	

Statistic	Value
Min Value	1
Max Value	7
Mean	3.21
Variance	1.85
Standard Deviation	1.36
Total Responses	97

17. What is your yearly income?

#	Answer	Bar	Response	%
1	Less than \$10,000		44	45%
2	\$10,000 to \$14,999		9	9%
3	\$15,000 to \$19,999		5	5%
4	\$20,000 to \$29,999		7	7%
5	\$30,000 to \$39,999		7	7%
6	\$40,000 or more		25	26%
	Total		97	

Statistic	Value
Min Value	1
Max Value	6
Mean	2.99
Variance	4.64
Standard Deviation	2.15
Total Responses	97

18. What is your marital status?

#	Answer	Bar	Response	%
1	Single	<div></div>	72	74%
2	Married	<div></div>	10	10%
3	In a relationship	<div></div>	15	15%
	Total		97	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.41
Variance	0.56
Standard Deviation	0.75
Total Responses	97

19. Gender

#	Answer	Bar	Response	%
1	Male	<div></div>	37	38%
2	Transgender male		0	0%
3	Female	<div></div>	54	56%
4	Transgender female	<div></div>	1	1%
5	Other	<div></div>	5	5%
	Total		97	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.35
Variance	1.33
Standard Deviation	1.16
Total Responses	97

20. What is your ethnicity/race?

#	Answer	Bar	Response	%
1	White	<div></div>	48	50%
2	Black or African American	<div></div>	7	7%
3	Hispanic or Latinx	<div></div>	29	30%
4	Native American or American Indian		0	0%
5	Asian or Pacific Islander	<div></div>	5	5%
6	Other	<div></div>	7	7%
	Total		96	

Statistic	Value
Min Value	1
Max Value	6
Mean	2.25
Variance	2.40
Standard Deviation	1.55
Total Responses	96

21. What is your age?

#	Answer	Bar	Response	%
1	Under 18		0	0%
2	18-21	<div></div>	28	29%
3	22-24	<div></div>	45	46%
4	25-27	<div></div>	11	11%
5	28-30	<div></div>	4	4%
6	Over 30	<div></div>	9	9%
	Total		97	

Statistic	Value
Min Value	2
Max Value	6
Mean	3.19
Variance	1.38
Standard Deviation	1.18
Total Responses	97

APPENDIX B.

Informed Consent Form

Informed Consent Form

What is the research about?

The purpose of this research is to identify how young people between the ages of 18-30 perceive Yamaha and personal watercraft. The goal is to find a new positioning for Yamaha WaveRunners that will allow the brand to reach a younger market.

What do you have to do?

You will answer 15-20 questions we have regarding your knowledge of personal watercraft and what you think about Yamaha. The entire focus group should take between 30 to 60 minutes.

How will the information be used?

Your opinions will be used by the research team to determine what kind of positioning will work best for the brand.

Are your answers confidential?

Your personal information will remain confidential. The results of this study will be presented to a small group, but your identity will remain anonymous.

Is your participation voluntary?

Your participation is voluntary in this study. Please inform one of the researchers if you would like to stop your participation at any time throughout the process.

More information? Questions?

If you have any questions about the focus group or would like more information about the study's purpose, please contact the research team's leader, Nicole Parra, at nicole.parra@ufl.edu.

Consent

Please sign and print your name and today's date below if you wish to participate in the research focus group.

Signature: _____

Printed Name: _____

Date: _____

APPENDIX C.

Focus Group Moderator Guide

Moderator Guide

The objectives of this research are to figure out how the target market views Yamaha WaveRunners and their opinions on personal watercraft. Discovering the main opinions the target market has as well as their opinions on various marketing strategies is important, as this information will aid in discovering a new positioning for the new lower cost Yamaha WaveRunner. The resulting information from the focus group will help the research team decide on how to expand the market for the Yamaha WaveRunner from a niche one to a wider one.

Informational needs include finding out the target market's opinions on personal watercraft, marketing strategies, and their perceptions of Yamaha. This guide is a roadmap for discussion about the product. Please make sure all participants know their information is confidential so they can speak freely about their opinions.

I. Muse Media

a. Introduction

- i. Welcome. Explain the purpose of the research. Participants answer questions as they can. There are no right or wrong answers, and full confidentiality.

b. Logistics

- i. Conducting a focus group where participants express their opinions about certain topics relating to personal watercraft.

c. Moderators explain and conduct the focus group with the participants.

II. Personal Watercraft

- a. Do you know what a personal watercraft is? What do you associate with them?
- b. Have you ever ridden a personal watercraft? If so, how was the experience? If not, what is preventing you from trying one?
- c. Do you know the difference between Jet Ski, WaveRunner, and Seadoo?

III. Yamaha

- a. What do you think of when you hear Yamaha?
- b. Did you know that Yamaha makes WaveRunners?
- c. Would you consider purchasing a personal watercraft like a WaveRunner? Why or why not?
- d. A new lower cost WaveRunner is coming out in the near future. It will cost less than half the price of an average personal watercraft. Would this entice you more?
- e. If you had to give a name to the new lower cost Yamaha, what would you name it?
- f. Are you familiar with GoPro? Would you use it while on the new WaveRunner?
- g. Do you like going to festivals (e.g. music, food, boat)?
- h. What would you think of Yamaha partnering with a music festival? What would you want to see them do there (e.g. rentals, shows, sponsoring a water tent)?
- i. What kind of sponsorships would you want to see with Yamaha?

