

Deceptagram

"Deception has never been so easy"

Sydney Loew

Studio/Seminar: Fake



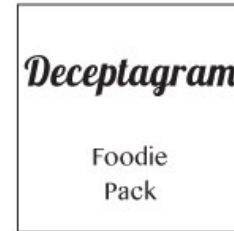
Executive Summary:

- Now introducing, Deceptagram
- An Instagram based product consisting of packs of 8 photographs that you upload as your own posts to Instagram
- Targeted towards young women, this product helps those with lowered self-esteems to feel content through gaining what matters-“likes” and followers

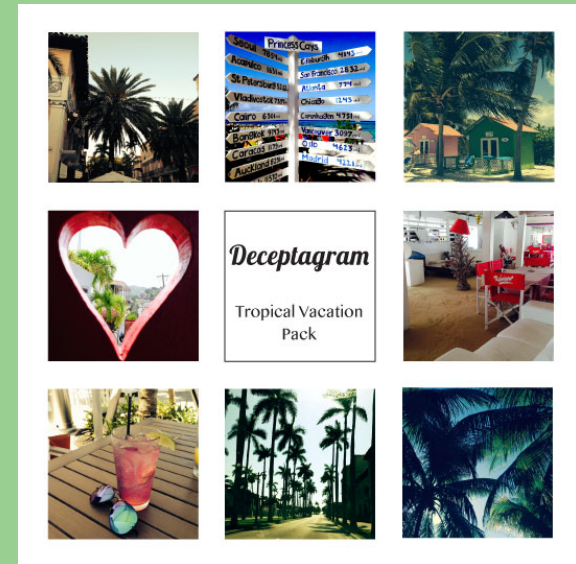


Deceptagram Product:

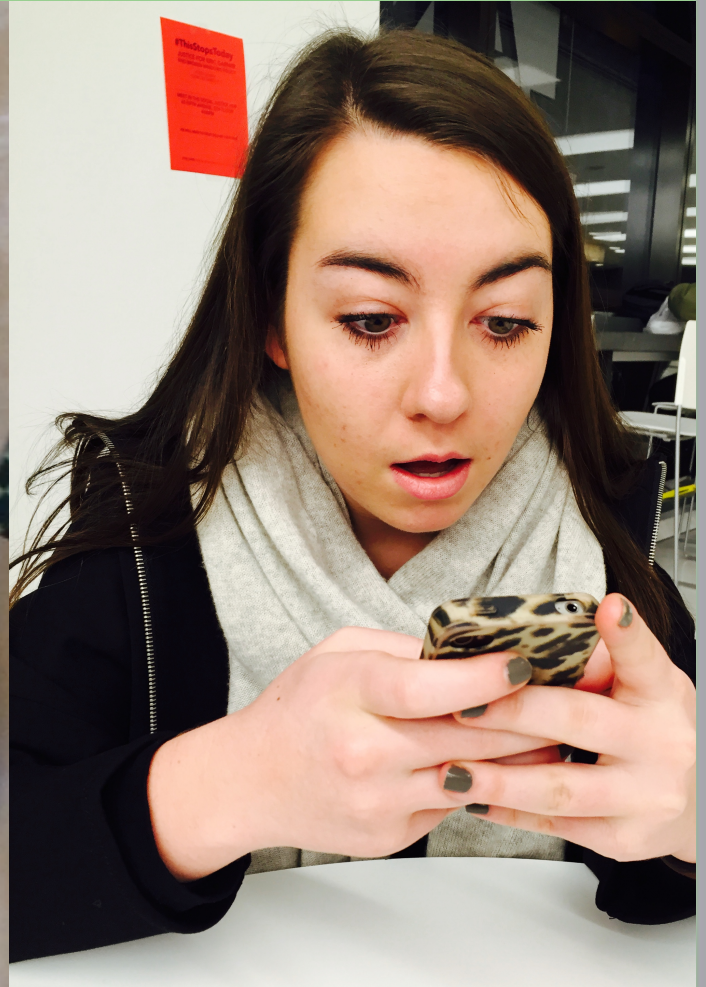
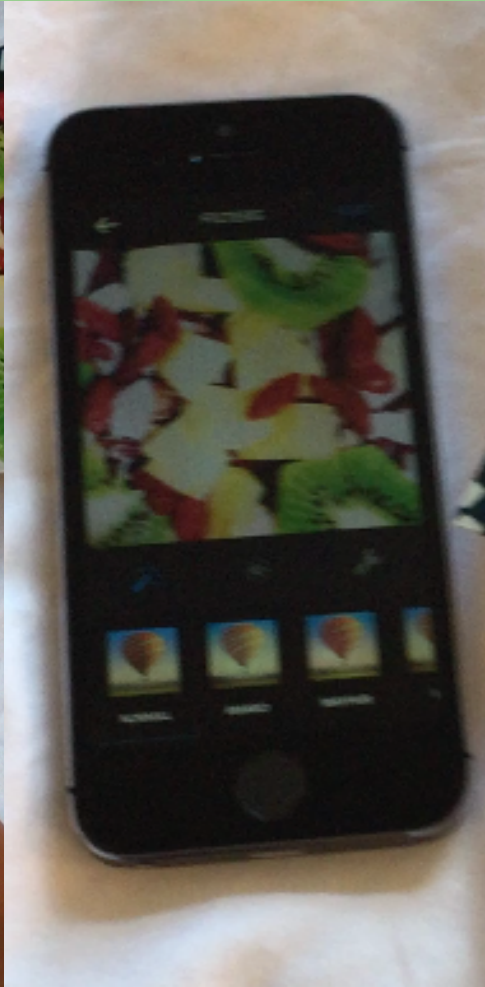
- Each pack consists of 8 photographs from a specific category
- You can now gain followers and likes from posting pictures of food you never even ate
- Let's face it, it's not about the food, it's about the "Insta"



- Now, pretend you went on fabulous vacations
- The views and the settings are what matters
- Who cares that you didn't actually get to experience an awesome getaway as long as there are likes—that's all that matters



How it works:



Take photo of the photo

Upload photo to Instagram

Make everyone envy you

Target Customers:

- Anyone who answers yes to the following questions:
 - Do you constantly scroll through your Instagram feed and ask yourself why your photographs can't compare to famous bloggers'?
 - Do you feel like staying in bed, but still want to appear like you have an interesting life?
 - Do you want to get more likes and followers and maintain a certain appearance for your followers through social media?
- Mostly women
- Ages: preteen to young adult

Unique Selling Proposition:

- Slogan: “Deception has never been so easy”
- This product allows the consumer to deceive their Instagram followers into believing they have a life that is different than their reality.
- With Deceptagram, people can fake their lives through various pictures and receive instant satisfaction through the likes and followers that these pictures guarantee.
- Without having to stage photographs themselves, deception has never been so easy than it is with Deceptagram.

Pricing and Positioning Strategy:

- Pricing: One custom Deceptagram pack costs \$19.99
- Price breakdown:
 - Two packs cost \$25.99
 - Each pack of 8 photographs costs \$10.99 to produce
 - Each photograph costs \$1.50 and the packaging costs \$5.00.
- The bonus pack is a special offer to get consumers to purchase four packs

Marketing Materials:

- Television commercials
 - Target consumers by playing commercials during television shows they are likely watching
 - Pretty Little Liars
 - American Horror Story
- Web advertisements
 - Facebook ads
- Phone number included in ads
 - Call to order: 1-800-DECEPTAGRAM

Marketing Copy: Commercial



Marketing Copy: Facebook Ads

Search for people, places and things

Home Find Friends Post

on Monday

Like Comment Share

likes this.

Write a comment...

Press Enter to post.

shared ABC 7 Chicago's photo.

ABC 7 Chicago
K-9 END OF WATCH: Members of the Plymouth, Mass. police department salute their K-9 companion as he's walked into the vet's office to be put down... [See more](#)



on Sunday

Like Comment Share

News Feed



House of Fraser
houseoffraser.co.uk
Woven wrap front dress.
Free Delivery when you spend £50 or more.



Deceptagram packs from just \$19.99
Deceptagram.com
Make Instagram followers jealous of your life with the Parisian Getaway Pack or the Date Night Pack.



Real Sniper?
Play now and show us your skills. 100% free!



Deception is just one click away. Order a new Deceptagram pack and gain hundreds of followers and likes. Order now and use the coupon code ENVYME for 20% off.

[Use Now](#) 10,000 people used Deceptagram.



NEW Deceptagram
Deceptagram.com
Holiday Bonus Pack.
Order one today!



Zero Dark Thirty Out Now
itunes.apple.com
The story of history's greatest manhunt. Available on iTunes before Blu-Ray and DVD

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**Deceptagram packs
from just \$19.99**

Deceptagram.com

Make Instagram followers jealous
of your life with the Parisian Getaway
Pack or the Date Night Pack.



Deception is just one click away.
Order a new Deceptagram pack
and gain hundreds of followers
and likes. Order now and use the
coupon code ENVYME for 20% off.



**NEW Deceptagram
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Holiday Bonus Pack.
Order one today!**

Rationale:

- Deceptagram satirizes:
 - The social phenomenon of the need to create a false image through Instagram
 - “Likes” which are a main incentive that drive this need to feel acceptance and the fact that we want “likes” to feel better and improve self-esteem
 - The idea that we have to constantly make our lives seem better than they actually are through deception of image

Supporting Evidence:

- “Viewers, meanwhile, are expected to let the sumptuous photos wash over them and chip in with comments (“Gorgeous Sunset!”) and heart-shaped “likes,” which function as a form of social currency, reinforcing the idea that every shot is a performance worthy of applause.”
- “The result is an online culture where the ethic is impress, rather than confess.” Alex Williams “The Agony of Instagram (New York Times).
- “For a young kid, clout comes in the form of a high number, which makes you look like you’re really important. It’s a more innocent and more straightforward way about getting the attention they’re craving.”-Caroline Moss (Business Insider)
- “Maslow’s hierarchy of needs model states that esteem through status cannot be met until one is satisfied through love and belongingness of actual friendship.” - Sam McLeod (Simply Psychology).

Works Cited

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