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-esteem 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:

1. Take photo of the photo
2. Upload photo to Instagram
3. 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

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

Deceptagram packs from just $19.99

Deceptagram.com

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

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

Deception is just one click away. Enter a new Deceptagram pack and gain hundreds of followers and likes. Order now and use the coupon code ENVYME for 30% off.

Use Now

10,000 people used Deceptagram.

NEW Deceptagram

Holiday Bonus Pack

Order one today!

Zero Dark Thirty Out Now

stames 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 Deceptagram.com 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-shape ‘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).

