



Fender Guitars



01 / **Why am I here & Story**

Exploring Iconic Influence in Mexican Music Culture

02 / **Product & Customer Information**

Highlight Fender and how it can affect Mexico's guitar players

03 / **Campaign & Channels**

Strategic Marketing Channels that will Amplify the Mexican Music Scene

04 / **Pathing map & Logistics**

The efficient pathing and logistics in Mexico

01 /

Why am I here

- Provide new campaign for expansion
- Provide more information on Mexico's guitar culture





Guitars in mexico

- Central instrument in Music of Mexico
 - Corridos
 - Banda Norteñas
 - Mariachi
- Soulful melodies and rhythmic versatility in majority of genres
- Guitar serves as a symbol of storytelling



The Guitar center of the world

Paracho, Mexico

- 90% of locals who work create guitars
- Population - 35,000
- Produce 1,000,000 guitars per year
- Around $\frac{3}{4}$ of guitars made in Mexico from here

What are the objectives



Market Penetration

Increase Fender's market share



Competitive Prices

Develop strategies to be competitive in the market



Cultural Integration

Embrace Mexican culture and traditions



Long-Term Growth

Establish a solid foundation in Mexico

02 /

Product & Customer Information



Fender Guitars

Classic Aesthetics



Iconic body shapes with vintage-style finishes



Versatility

Capable of producing wide ranges of tone for any musical style



Customers know Fender has...

Established Heritage

Trusted by generations of
artists and performers
worldwide

Quality

Guitars made with love,
ensuring superior
playability and durability



With the upcoming rise in corrido style music, we want to target Gen Z (12-27)



Provide high end guitars for serious musicians, primarily focus on the average income citizen and young adults

Customers Targeted

\$16,685

Average annual salary Mexico (2022)

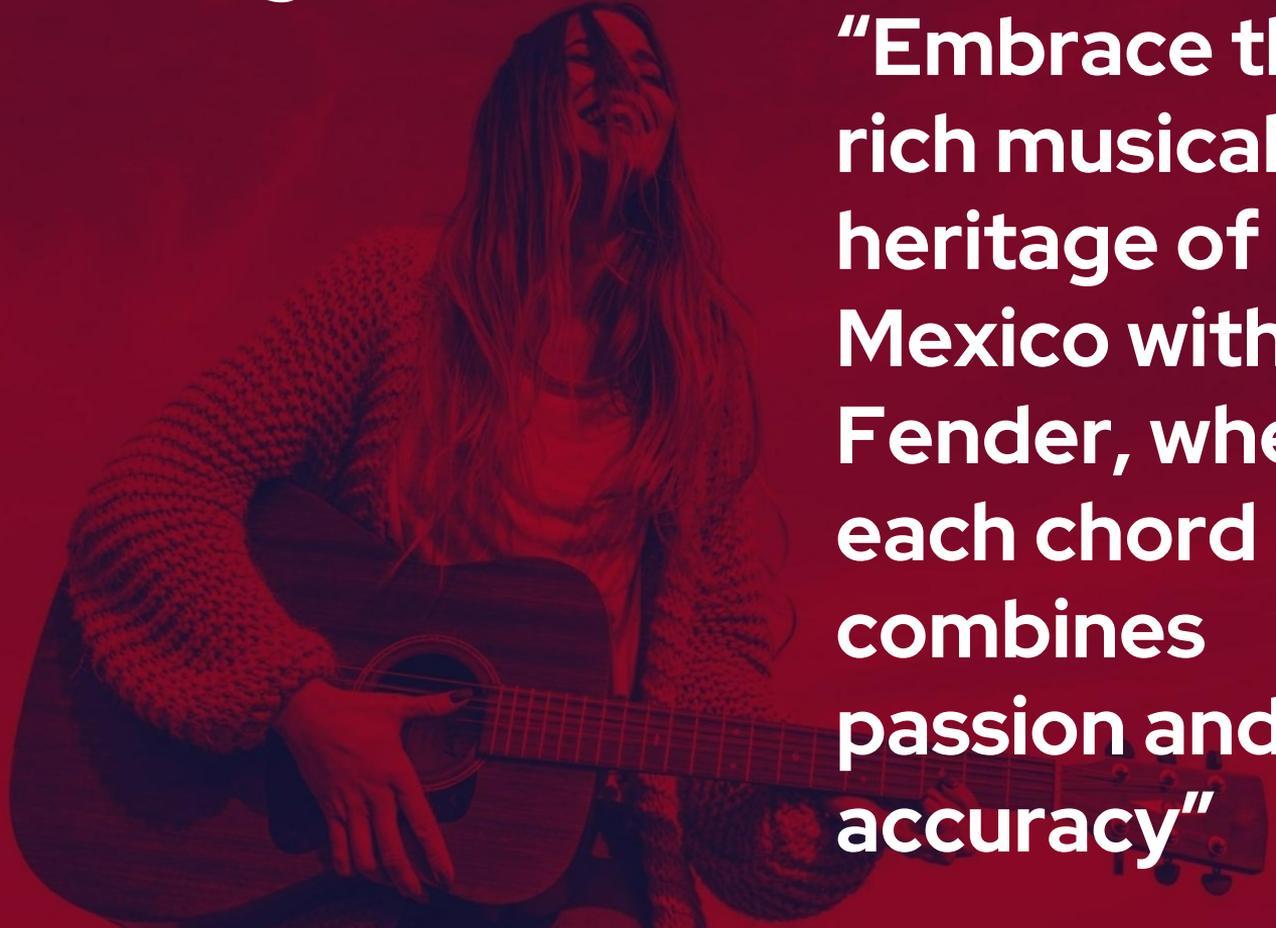
\$200

Perfect entry level guitar

\$3000

For serious musicians

Key message:



“Embrace the rich musical heritage of Mexico with Fender, where each chord combines passion and accuracy”

03 /

Campaign & Channels



Marketing

- Focus on large video sharing media platforms (TikTok, Instagram)
- Shoot for \$5 million budget
- Leverage Fenders legacy in the social media space



Advertising

- Introduce campaign showcasing teens aspiring to be music's next stars.
- Highlight Mexican culture with Fender's iconic guitars

Pathing Map: Keep it simple.



Step 01

- Customer clicks on advertisement/ link they see

Step 02

- Based on the advertisement, guitars will be showcased

Step 03

- Customer can find and choose various colorways & add to cart

Step 04

- Customer can create an account and purchase. (Sent an email right after purchase)

CD-60 DREADNOUGHT V3 CON ESTUCHE

Modelo #: 0970110221



COLOR

Natural



MATERIAL DEL DIAPASÓN

Nuez



Fender **PLAY** Suscripción anual

Obtenga un 10 % de descuento en equipos Fender al inscribirse en un plan anual. [Aprende más](#)

(i) Las transacciones de suscripción se procesan por separado.

+ Add to order — \$149.99

4 pagos sin intereses de \$49.99 con **Klarna**.
[Aprende más](#)

\$199.99

EN STOCK

Disponible para envío

AÑADIR A LA CESTA

BUSCAR EN LA TIENDA

PERFECTA PRIMERA GUITARRA... O SEGUNDA

Si eres un guitarrista principiante, la mejor elección que puedes hacer es conseguir una guitarra con un sonido y una sensación que te inspiren a seguir tocando. El CD-60 es un Fender auténtico, asequible y disponible en tres acabados de gran apariencia que se adaptan a tu estilo. Proporciona un tono muy equilibrado y mucho volumen gracias a su cuerpo estilo acorazado y su tapa de abeto con refuerzo en "X" festoneado. El CD-60 también es una excelente opción para los músicos veteranos que necesitan un segundo modelo dreadnought económico e incluye un estuche rígido para un transporte seguro y conveniente (sólo en Norteamérica).

Channel Slide: “La nueva forma de tocar”

- Ad showcases bands playing in different cities across Mexico
- Diverse culture will be shown, entry level guitars
- Played by young adults to have sense of relatability with target market
- Once advertisement is tapped, sent to Fender.com
 - Shown guitars in advertisement, can add to cart



Channel Slide: “Next Up Mexico”

- Continue the “Next Up” advertising campaign
- Ad showcases upcoming stars from Mexico
- Brief 15-30 sec video
- Run primarily on TikTok & Instagram for quick access
- Embed link of guitar in description of video



6 Month Content Calendar



November

Launch “La Nueva Forma de Tocar” campaign on TikTok & Instagram

February

Leverage customer postings for challenge as free advertising

December

Launch “Next UP: Mexico” on TikTok and Instagram
Prepare for Christmas peak

March

Announce Winner on Social Media, reach out to large social media stars to collaborate

January

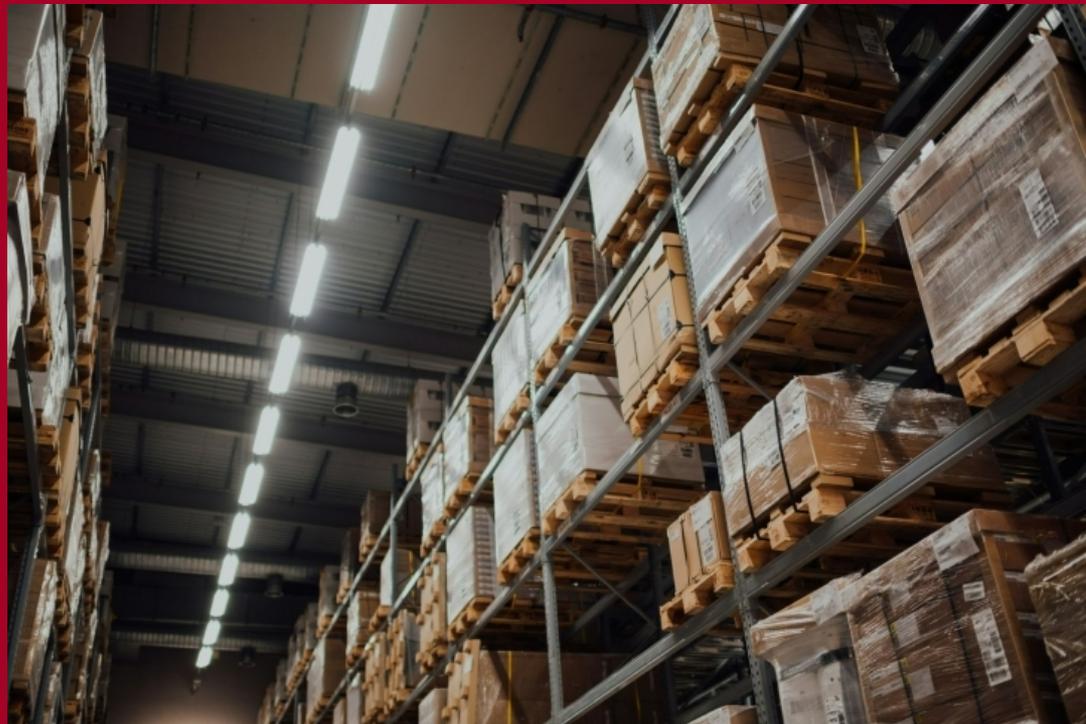
Create challenge for Mexico guitar players, winner wins \$3000 Fender Guitar

April

Begin to incorporate new campaign to television

04 /

Logistics



Customer Journey

Interest & Awareness	Search	Research	Purchase	Experience
<ul style="list-style-type: none">• Social Advertising• Television Advertising• Word of mouth• Email Marketing	<ul style="list-style-type: none">• Organic search engines• PPC• Recommendation• Key words	<ul style="list-style-type: none">• Product Reviews• Social Media• Local store• Word of mouth	<ul style="list-style-type: none">• Official Website• Purchase Via app• In-store purchase• Salesperson (Guitar center, etc)	<ul style="list-style-type: none">• Write a Review• Create video on social media• Blog guitar journey• Word of mouth

Managing Logistics

Manage POS

- Targeted advertising
- Interactive Content
- Customer service

Inventory Management

- Operate multiple warehouses in Mexico
- Forecast planning
- Safety Stock

Delivery

- Partner with reliable carrier in Mexico (TNL)
- Monitor shipping performance to optimize delivery process

How to keep customers engaged?

Interactive Content

- Challenges on social media
- Quizzes & polls
- Periodic surveys

Social media engagement

- Continuously post and reply to comments
- Provide exclusive offers (Mexico only)

Marketing ROI Example

- \$5,000,000 budget
 - Total sales = \$20,000,000
 - COGS = \$10,000,000
 - Additional costs = \$1,500,000
-
- Net profit = \$20,000,000 - \$10,000,000 - \$1,500,000
 - Net profit = \$8,500,000
-
- $ROI = (\$20,000,000 / \$5,000,000) * 100$
 - ROI = 400%

Marketing OKR

Key objective: Drive Sales Growth

- Key result 1: Increase guitar sales revenue in Mexico by 40%
- Key result 2: Increase web traffic from Mexico by 30%
- Key result 3: Conversion rate of at least 20% on digital advertising

Key Objective: Increase brand awareness

- Key result 1: Attain a 40% increase in social media following
- Key result 2: Secure 7 prominent Mexican artists in two months
- Key result 3: Become one of largest guitar brands in Mexico

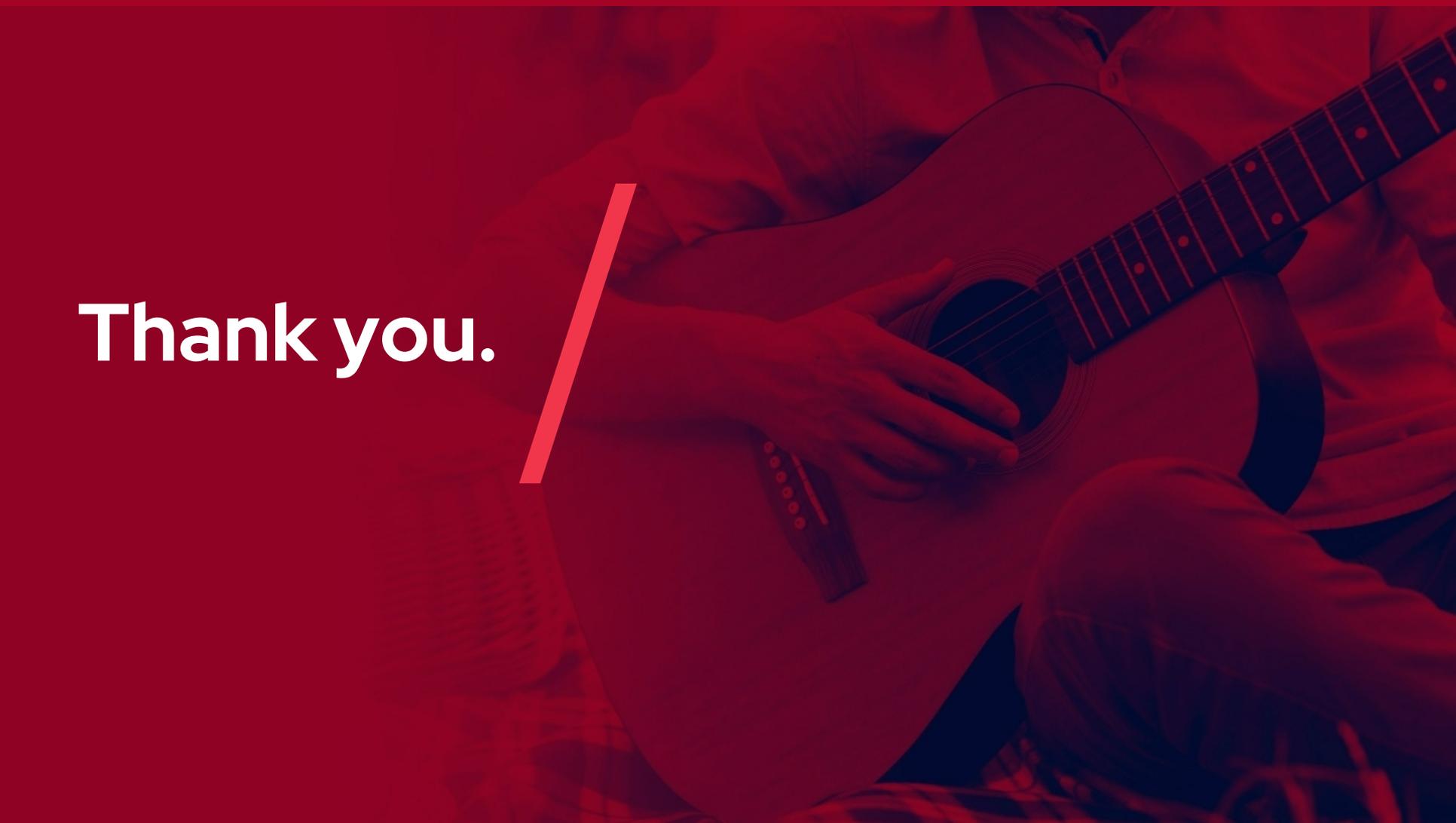


Overview

- Mexico is a great candidate for expansion
 - Great local delivery
 - Beautiful culture to match with guitar styles
- Key performance indicators
 - Increase brand awareness
 - Expand Market
- Proposed budget: \$5,000,000

Please review this campaign. If approved, we will proceed to implementation phase.

Thank you.

A person is shown from the chest down, sitting and playing an acoustic guitar. The image is heavily filtered with a red color. A thick white diagonal line runs from the top left towards the bottom right, passing behind the text. The person's hands are positioned on the guitar's strings and body. The background is indistinct due to the red overlay.

References

- <https://craftsmanship.net/mexicos-master-guitar-makers/>
- <https://www.fender.com/en-US/start>
- <https://www.pexels.com/>
- <https://advertisers.mediaradar.com/fender-advertising-profile>
- <https://www.dnb.com/products/dnb-hoovers.html>
- <https://clutch.co/mx/logistics/trucking-companies/truckload>