

## **PART 1: SYNOPSIS**

### **Product**

The product that is being advertised in this native advertising campaign are the unique designs of phone cases offered by Casely. With a wide array of styles to choose from, Casely's phones cases have a design to fit anyone's aesthetic. Casely collaborates with independent artists in addition to the Metropolitan Museum of Art.

Casely's tagline on their website is "Cases built for the bold," a tagline that encourages self-expression through one's smartphone case. Recent case collections from Casely include "Garden Party," "Monet's Work," and "Coquette Girlie." These collections range from hyper specific aesthetic targeting to painting a broad brush with artwork by some of the Greats. This flexibility of product gives Casely the ability to make phone cases for a wide audience. Their specific collections can be adopted by specific audience niches, which is an advantage of using Casely's collections for native advertising.

### **Organization**

Casely is a phone case company that focuses on e-commerce. Their cases are sold exclusively online and target smartphone users as their base. Starting in 2017, Casely has produced smartphone cases that fit a plethora of consumer needs. The organization is well known for offering a variety of cases that fit personal styles and dynamic uses. From MagSafe to drop

protection, Casely's diverse portfolio of cases has made the company a leader in the \$26 billion phone case industry.

## **Publishing site**

For this native advertising campaign, Pinterest will be the social media site of choice. Pinterest is a highly-personalized app that uses both photo and video content on a wide spread feed. The layout of the site allows for users to see multiple pieces of content at once in a vertical scrolling format. Both videos and photos are laid out against a solid white or black backdrop.

Pinterest users can create "boards" that contain content they find and then "pin" on the platform. The content is organized by the user at their personal preference. The content that appears on users' feeds is run through an algorithm that presents users with content based on their searches and pins.

Pinterest is a major platform for lifestyle, fashion and beauty. Users customize their feeds for the content they want to see. Many posts include bolded captions to indicate the primary focus of the picture or video.

Native advertisements on this platform appear in the regular feed of a user. The ads are typically the same size as other posts on the platform. A consumer would encounter the ad while scrolling through search pages as well as their curated homepages. The advertisements always include a tag that says "promoted by" and the organization's name. Advertisements also include a link to "shop now" or "learn more" which leads the user away from the app and to a new browser.

## **Target Audience**

The target audience for this native advertising campaign is Gen Z and millennial women who are interested in fashion. According to Medium, younger generations use style to show the world their personal style and individualism. Casely's dynamic collections of phone cases will target the niche and individual styles of young women who want all of their accessories to be a part of their self-expression.

Pinterest has a user base that is 72% women. According to TIDO, women are more likely to shop online for fashion and accessories. Pinterest users love the highly personal experience they get on the platform, with curated content directed in their feeds. This includes advertisements. Pinterest's covert native advertising strategy allows content to blend in. Users who see something they like, advertisement or not, can add a pin to their personal boards.

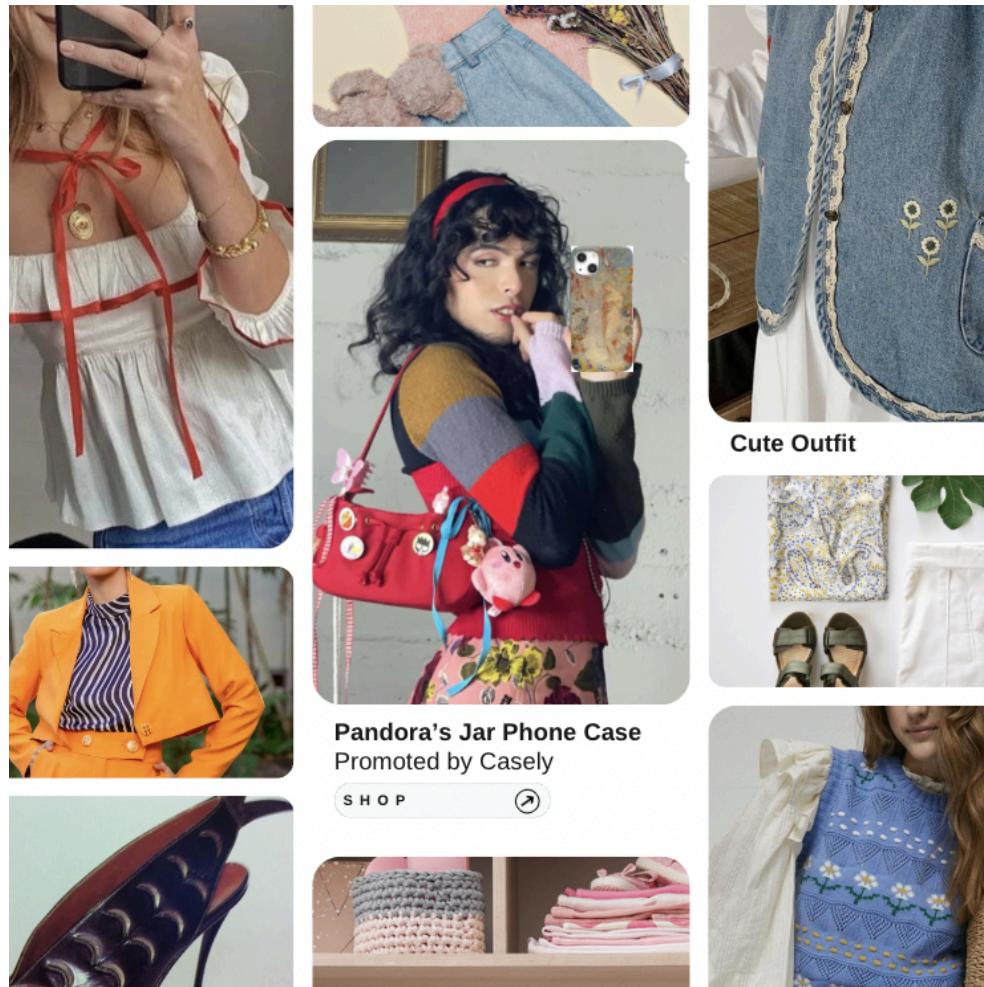
Generation Z and millennials have delved into subcultures because of the internet. Casely's Pinterest native ad campaign will target these niches by using influencers and style niches that drive Gen Z and millennial purchasing behavior.

## **PART 2: MARKUPS**

### **Figure 1.**

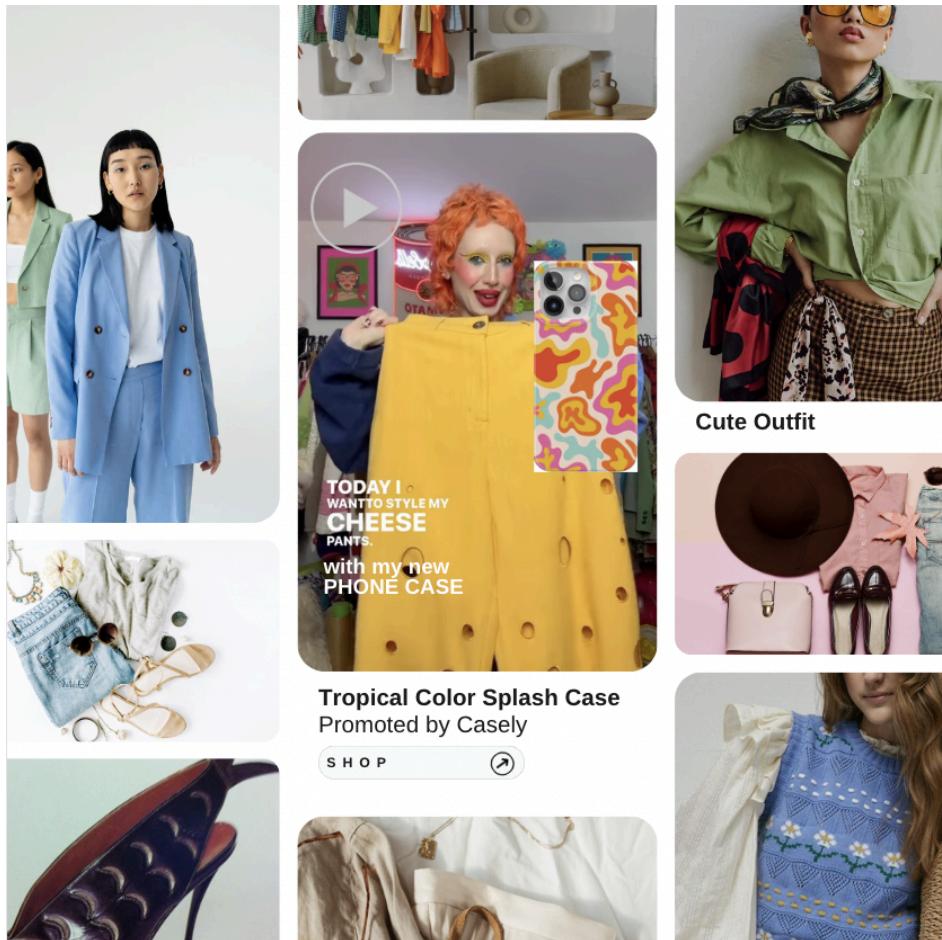
This advertisement targets Gen Z women who are attracted to trendy feminine fashion. This ad utilizes the well-known fashion influencer Seann Altman who has 200 thousand Instagram followers in a simple post that includes Altman taking a mirror selfie with his Pandora's Jar phone case. Altman was the perfect choice to highlight Casely's MET collaboration collection. His audience of Gen Z women love "girl-core" fashion. This artsy subculture likes ribbons, color and art.

This advertisement works for Pinterest because it appears as a normal mirror selfie taken by an influencer who is showing their outfit. Users will be attracted to the style presented in the ad. Users who are interested in the content of the picture will find themselves taken to the Casely website when tapping on the image.



**Figure 2.**

This advertisement includes a “get-ready-with-me” video by popular maximalist style influencer Sara Campo. The video follows Campo matching her outfit for the day with her Casely phone case from their colorful collection. Campo’s videos have gone viral because of her eccentric and out-of-the-box style. This video will blend into the feeds of Pinterest users who will want to watch how Campo uses color with her unique style. Users who are interested in the content of the picture will find themselves taken to the Casely website when tapping on the image.



## Video Storyboard for figure 2.



**Figure 3.**

The final ad is a “what’s in my bag” picture from popular “Clean-Girl Aesthetic” influencer Tara Milktea. This photo will flow well in the feed of users who enjoy lifestyle content for their boards. The focus of this ad is the collection of items Milktea has in her tidy aesthetic. The “what’s in my bag” content takes the spotlight off of the phone case but includes it

as a piece of the picture-perfect layout. Users who are interested in the content of the picture will find themselves taken to the Casely website when tapping on the image.



Cute Outfit



**Natural Checkerboard Case**  
Promoted by Casely

SHOP

