

diving
dawgs



buddy



Meet the Diving Dawg Presenters



Audrey
Account Planner



Ellie
Account Executive



Sam
Media



Jim
Account Executive



Morgan
Creative



Austin
Creative

Campaign

Our Task

To drive app downloads and build brand awareness among non-divers.

Our Solution

To inspire first-time divers by invigorating their sense of adventure and positioning diving as a bucket list item.

Research

Objectives

- To **examine factors that make non-divers hesitant**
- To **understand the appeal of diving** to our target audience
- To develop an **understanding of dive culture**
- To explore **what motivates and inspires people to dive**
- To **recognize what brands divers are buying from most frequently**



Objectives

- To examine the driving factor that **converts a first-time diver into a lifetime diver**
- To assess the parallels between **diving and other water sports/activities**
- To identify **where divers are located and how far they will travel**
- To identify **what online services are preferred by divers to book**



Research Methodologies

Secondary Methodologies

- Mintel Report
- Grand View Research Diving Tourism Report
- PADI Adventures
- Surfer Magazine

Primary Methodologies

- Targeted surveys
- In-depth interviews
- Personal anecdotes
- Observations from social media (TikTok, Instagram Reels)

Industry Trends

- The U.S. diving tourism market dominated by scuba diving (77.8% market share)
- Diving industry is projected to grow 10.8% from 2023-2030

(Grand View Research Diving Tourism Share & Trend Analysis Report)

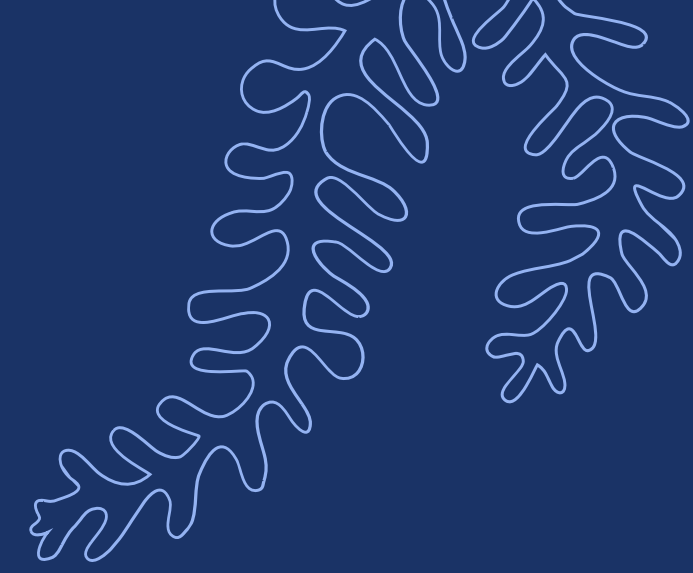


Industry Trends

- Marine sports brands are reaching wider lifestyle audiences
 - Focus on product expansion, brand storytelling, and influencers
- Travel rebounds, but rising hospitality costs expected due to policy shifts



Competition



PADI[®]



STRAVA[™]



Audience Analysis

- Adventure & experience seekers
- Wellness & sustainability focused
- Motivated by progress & achievement
- Active on social media
- Curious & open to learning

Consumer Profile



Kayla

28-year-old woman living in Miami, Florida

- Remote graphic designer*
- Solo traveler always planning her next trip*
- Recently added scuba diving to her bucket list*
- Finds inspiration through TikTok and Instagram*
- Wants a beginner-friendly, photo-worthy dive*

Consumer Profile

Marcus

35-year-old man living in Atlanta, Georgia

- Works in tech
- Travels with his partner for quick getaways
- Loves hiking, snorkeling, and trying new things
- Uses Reddit & YouTube for travel research
- Wants to dive for an anniversary trip

Consumer Profile

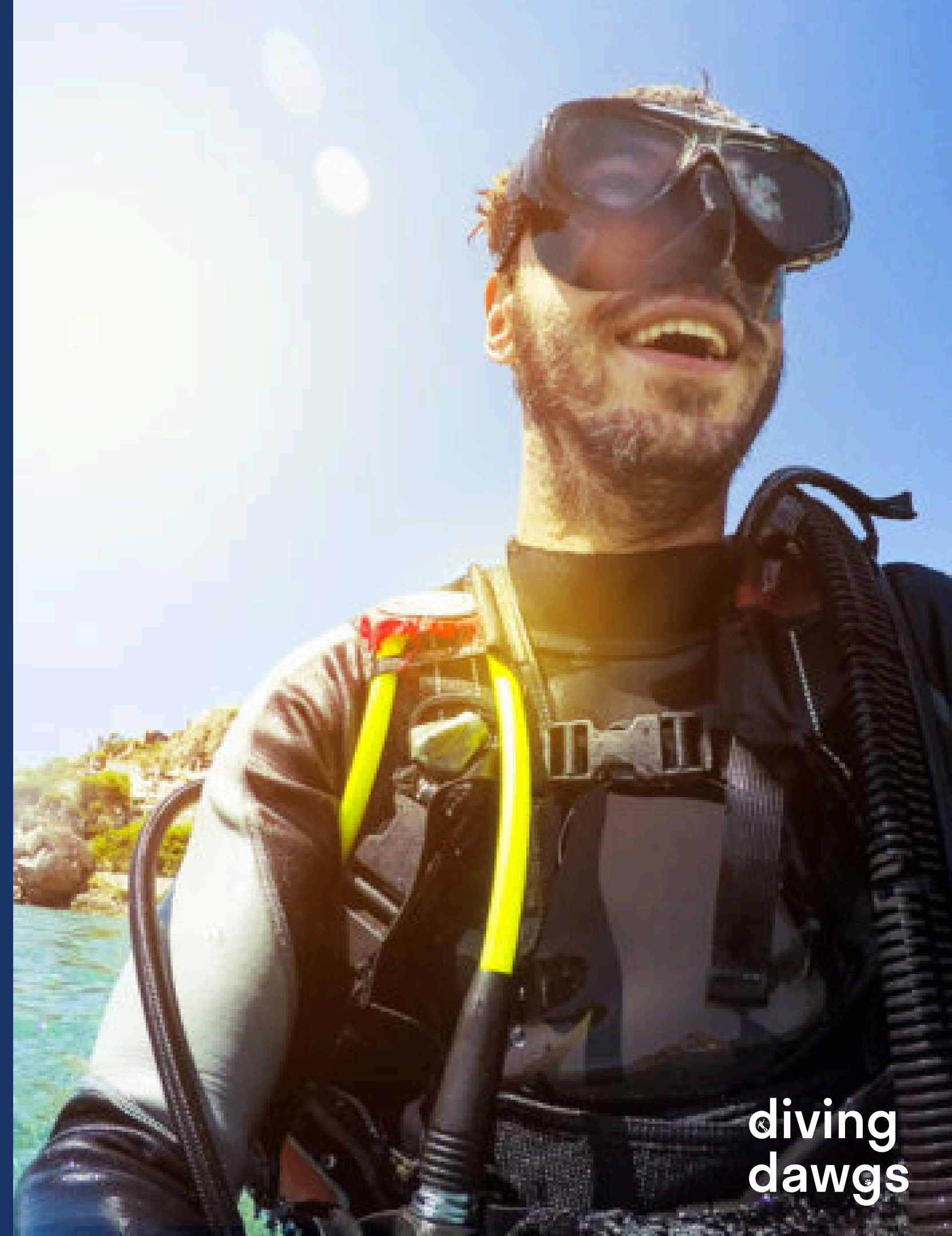
Clementine

21-year-old college student in California

- Studies art history and environmental studies at UCSB
- Surfs, journals, and shoots film
- Comes from wealth but leans anti-mainstream
- Loves nature, micro-creators, and slow travel
- Curious about diving for its beauty

Insights

"Diving is intimidating. I'm scared of the ocean, I don't know how you would even begin the process and I feel like it would take a lot for me to go diving for the first time. But then again, **you only live once.**"



The Campaign

diving
dawgs



life is short.

seize the dive.

diving
dawgs

Strategy

1

To encourage non-divers to be ready to seize the dive with the support of a buddy.

2

To employ digital advertising and influencer marketing to inform consumers.

3

To engage potential divers through experiential marketing such as pop-ups and referral programs.

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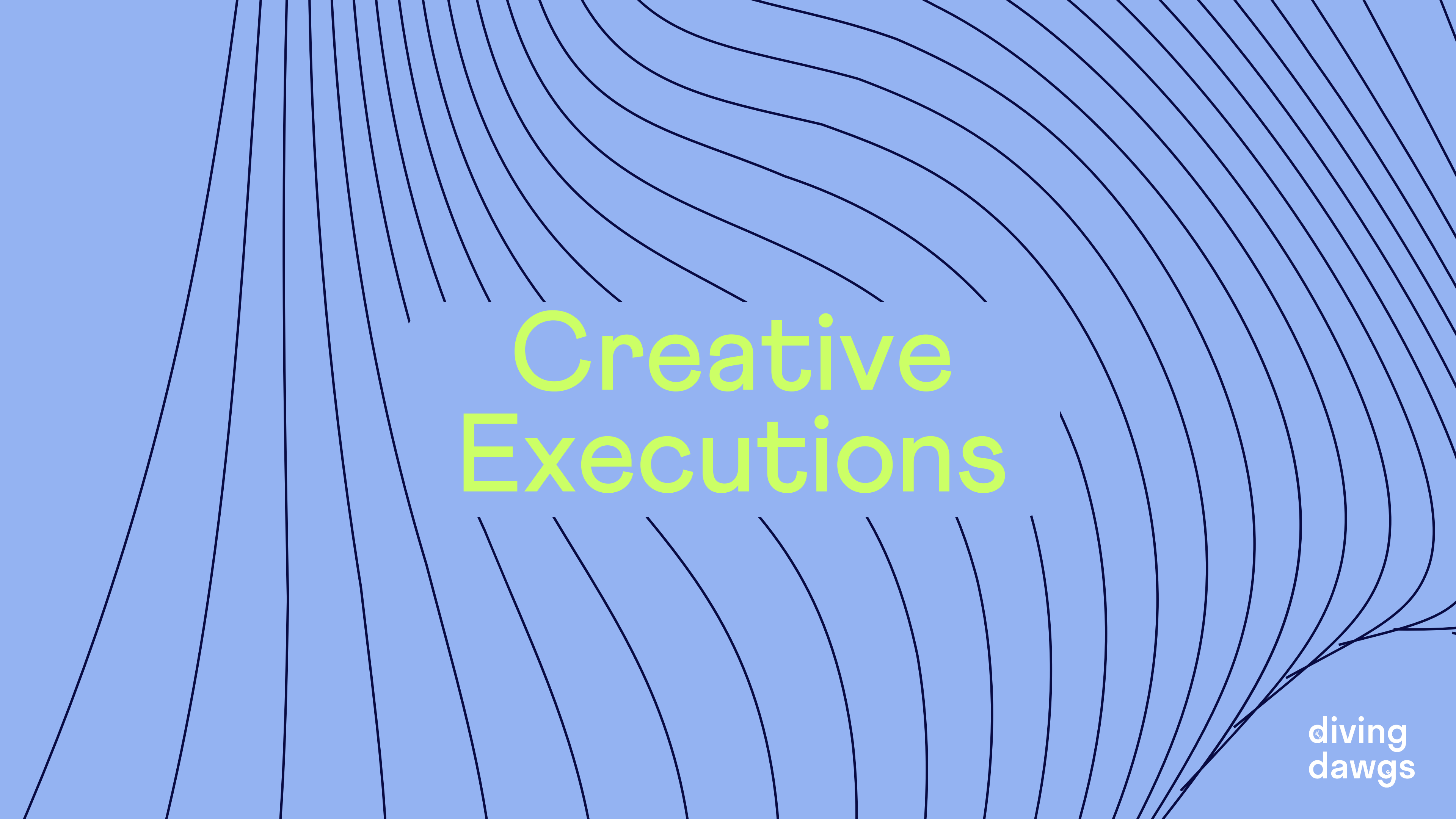
2

To employ digital advertising and influencer marketing to inform consumers.

3

To engage potential divers through interactive marketing tactics such as pop-ups and referral programs.

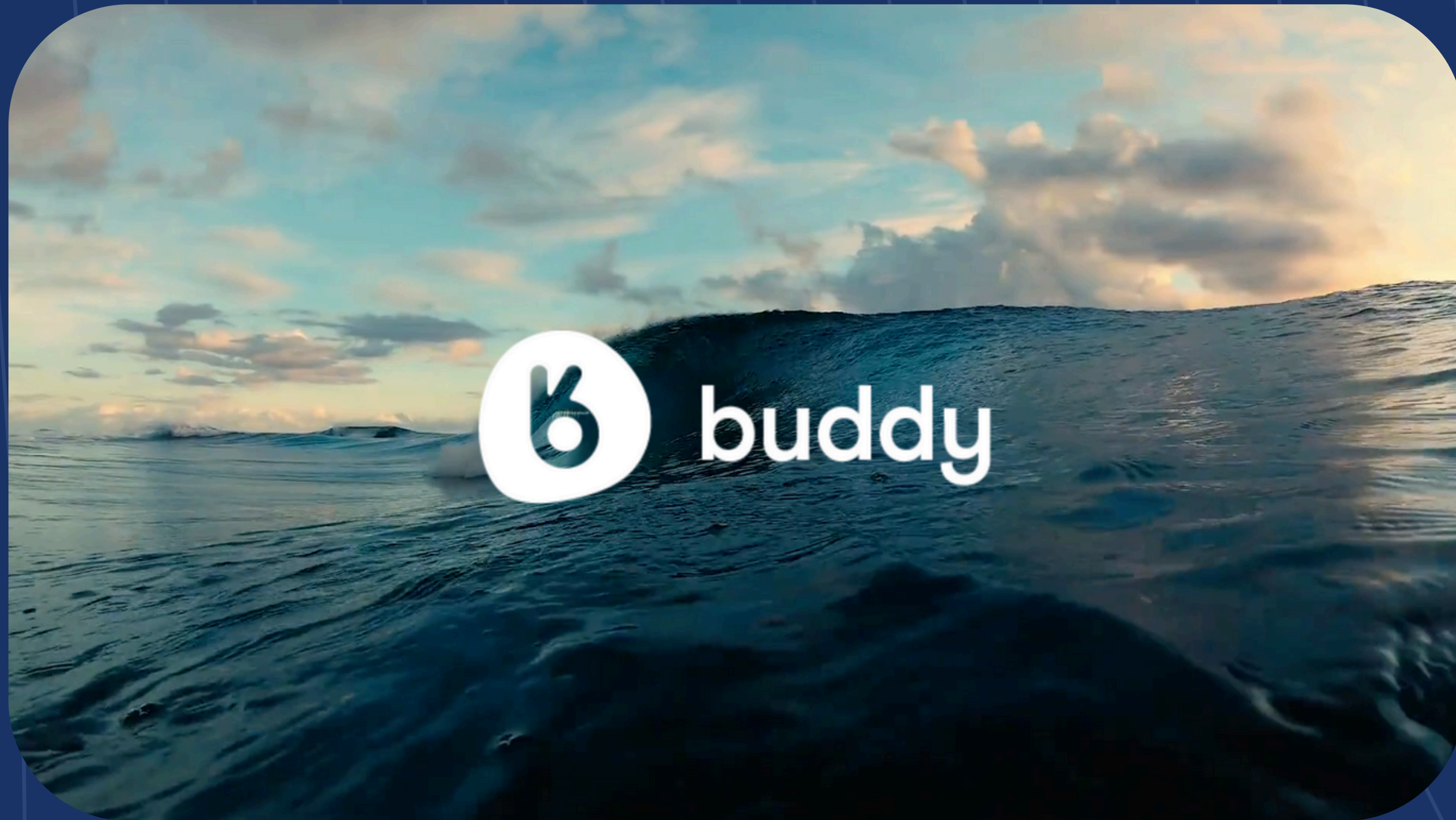
**diving
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seize the dive.

The background of the slide is a solid light blue color. It is decorated with numerous thin, dark blue, curved lines that sweep across the frame from the top and bottom, creating a sense of movement and depth. These lines are more densely packed on the right side and become sparser towards the left.

Creative Executions

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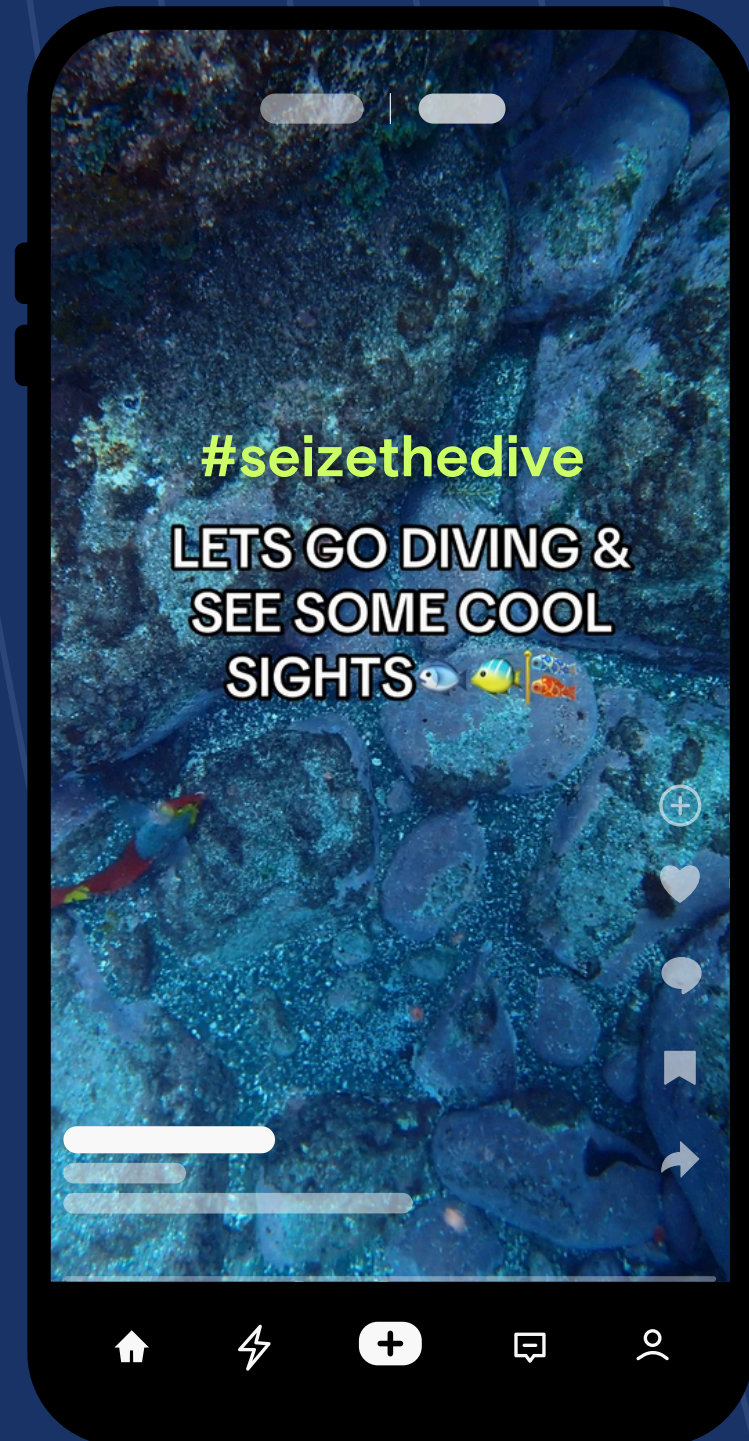
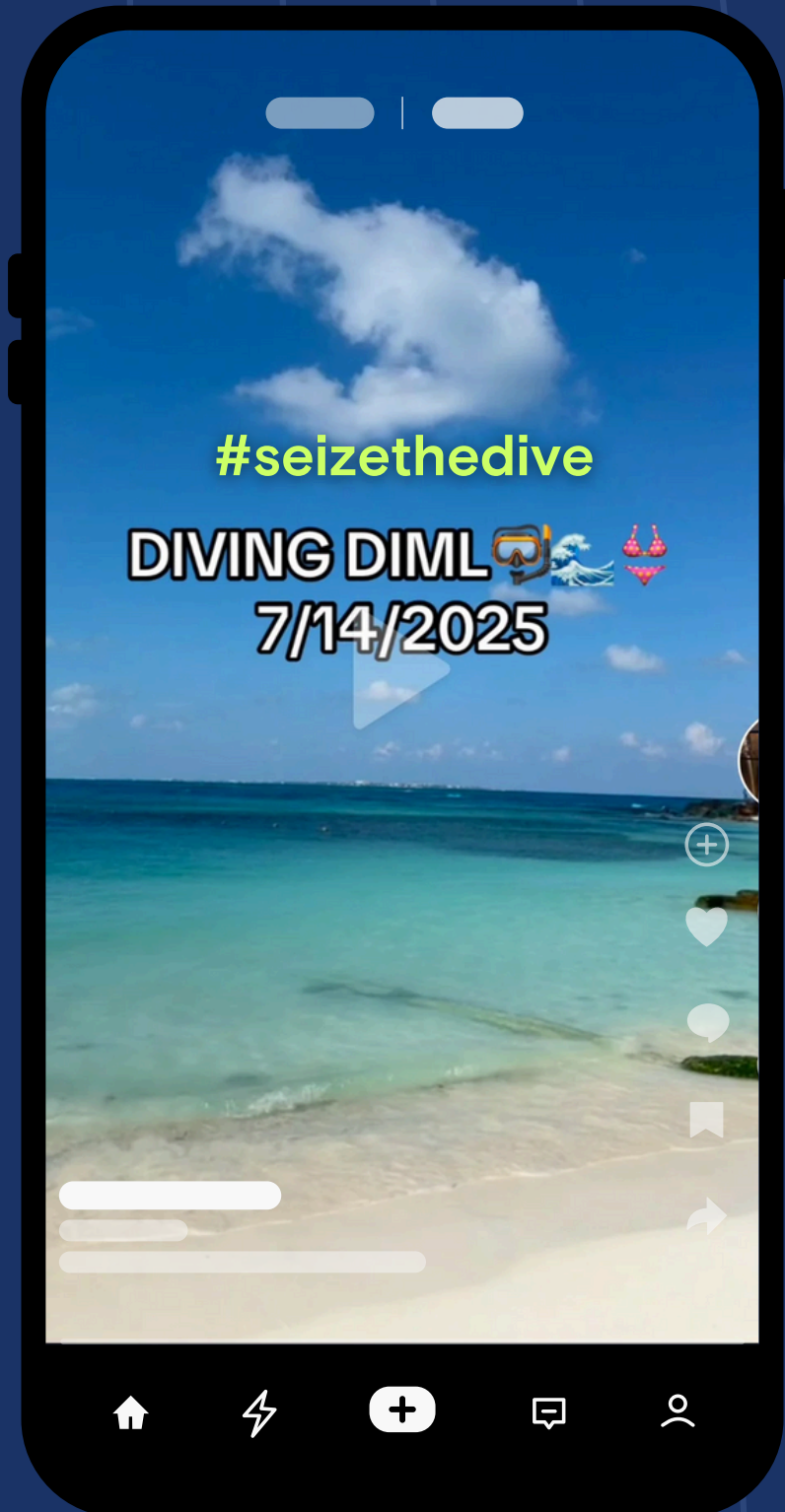
Brand Video



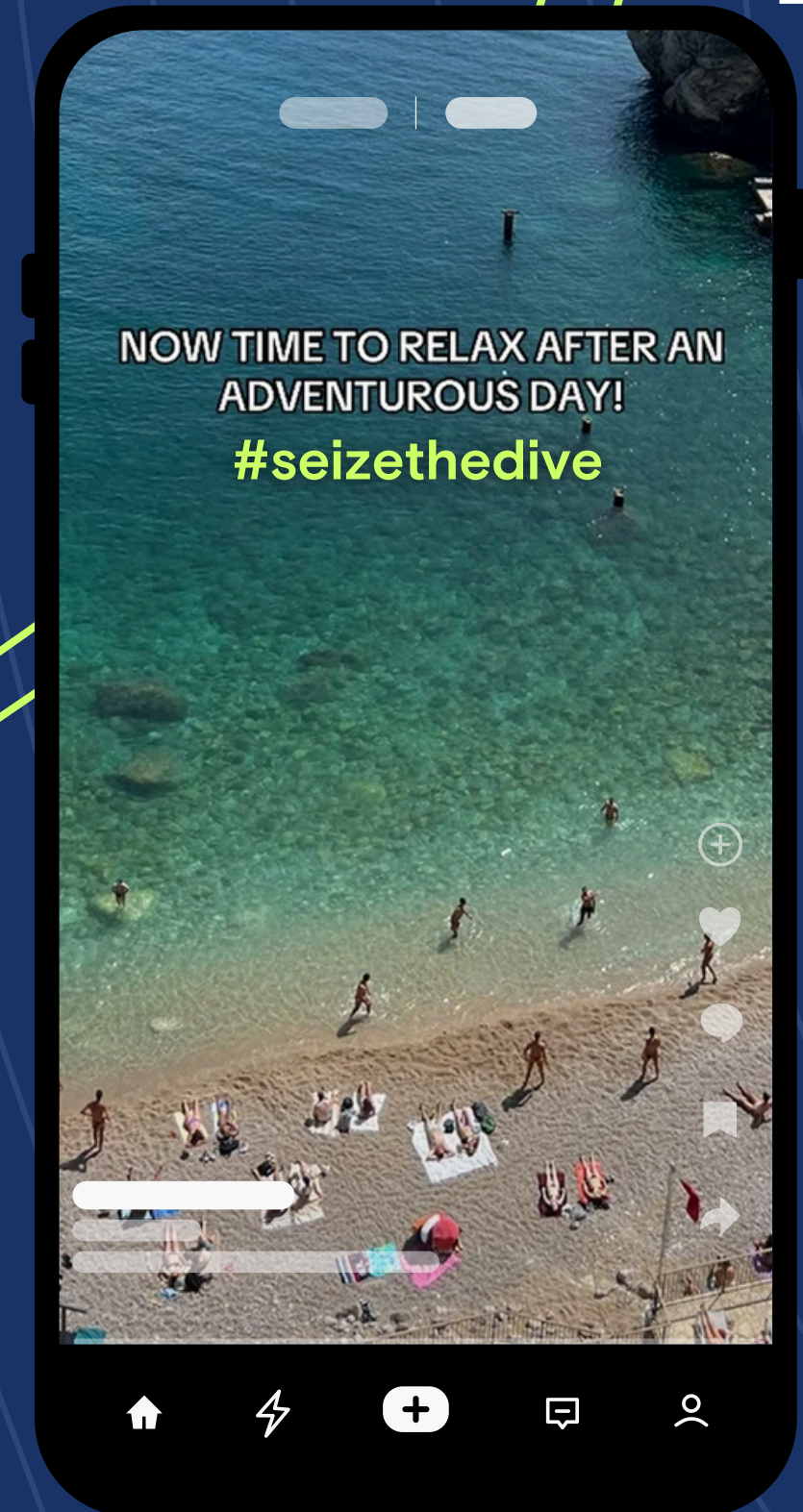
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TikTok

Diving day in the Life



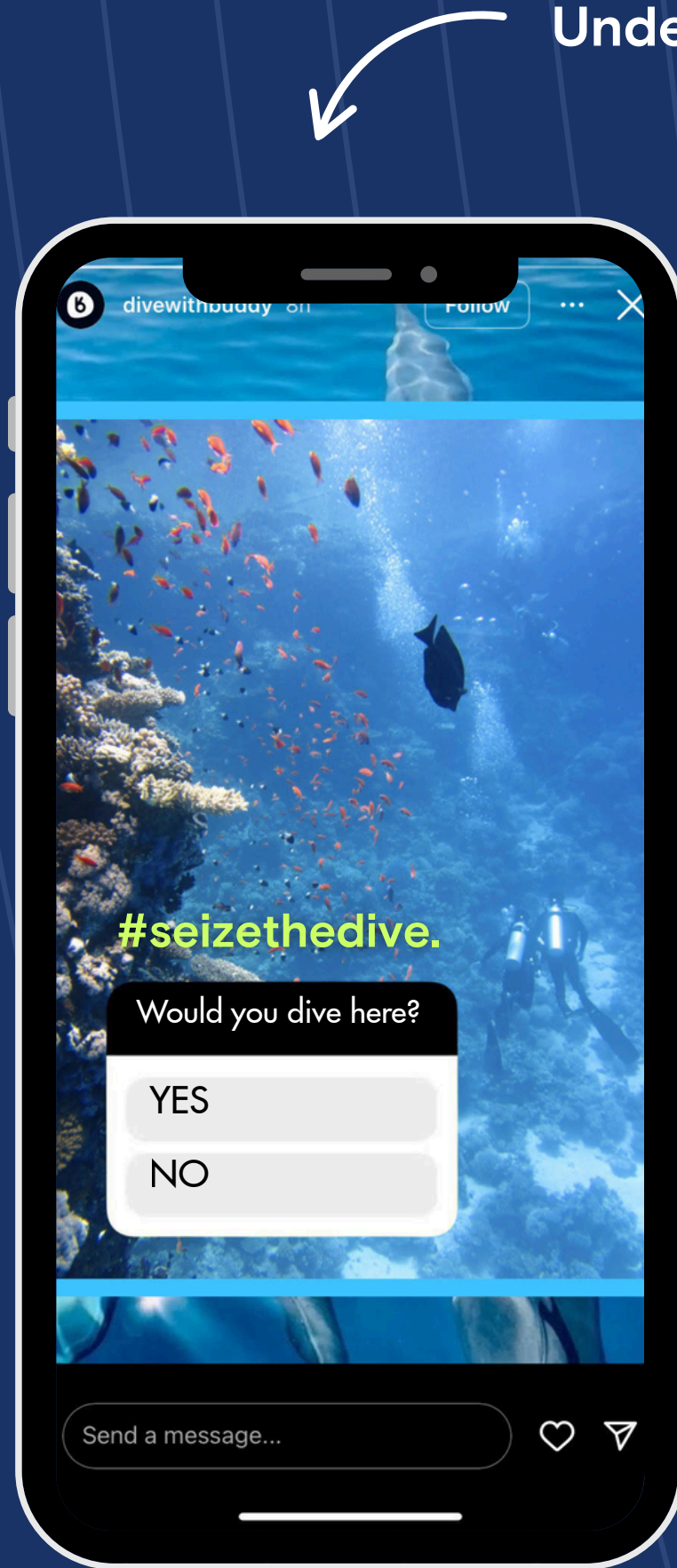
Behind-the-scenes footage



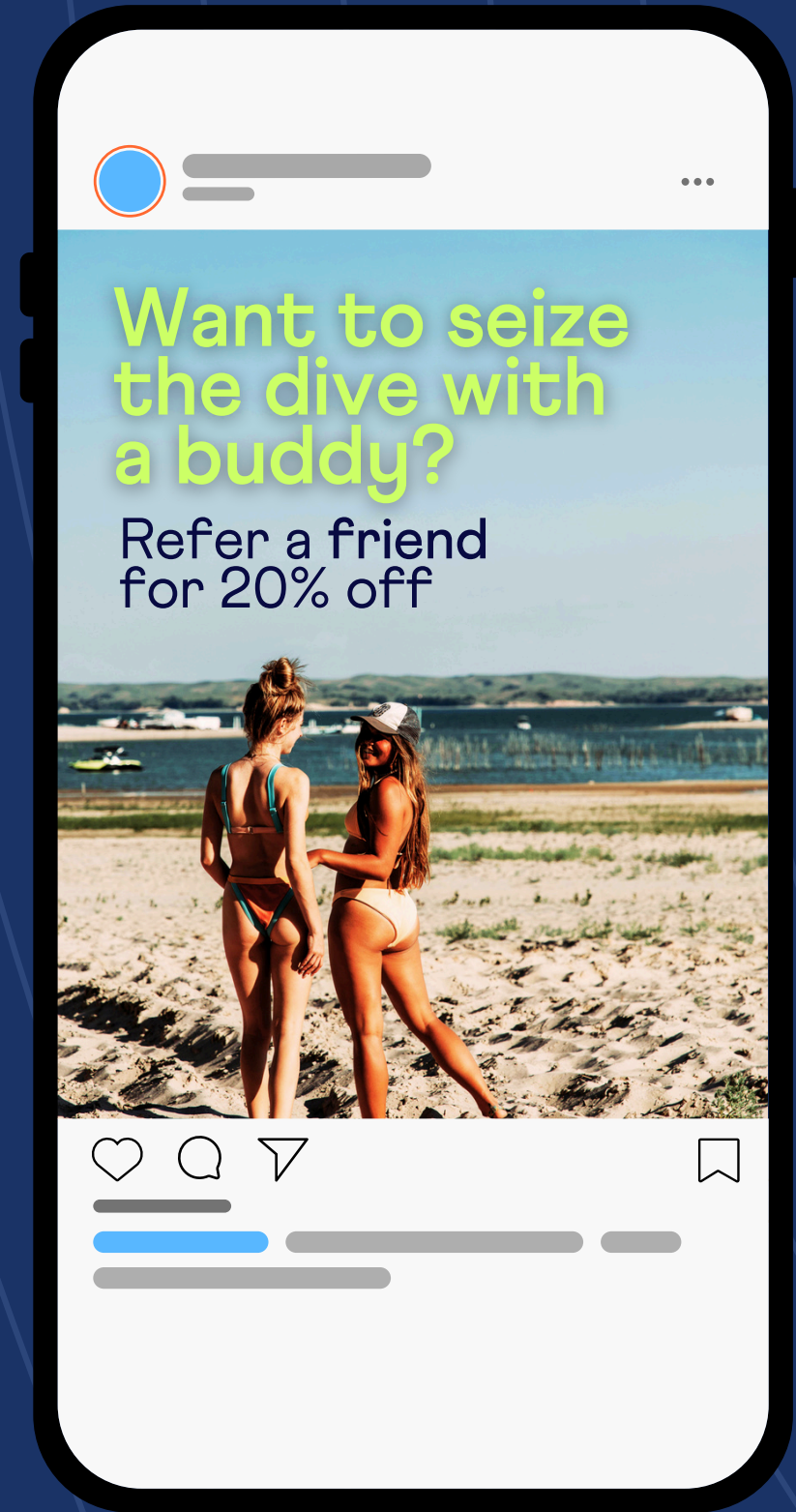
Engaging travel review vlogs

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Instagram



Underwater Photography



High-quality professional photography

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Google Ads



Brand Experience

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DIVE WITH BUDDY!

HOLLYWOOD DIVERS
TRAINING CENTER
LOS ANGELES, CA



JUNE 2, 2025

FOR ANY QUESTIONS & TO RSVP, PLEASE CONTACT
JANEDOE@DIVEWITHBUDDY.COM

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Influencer Marketing



Pop-Up Events



buddy

seize the dive.



seize the
dive.

Pop-Up Shop This Way



buddy

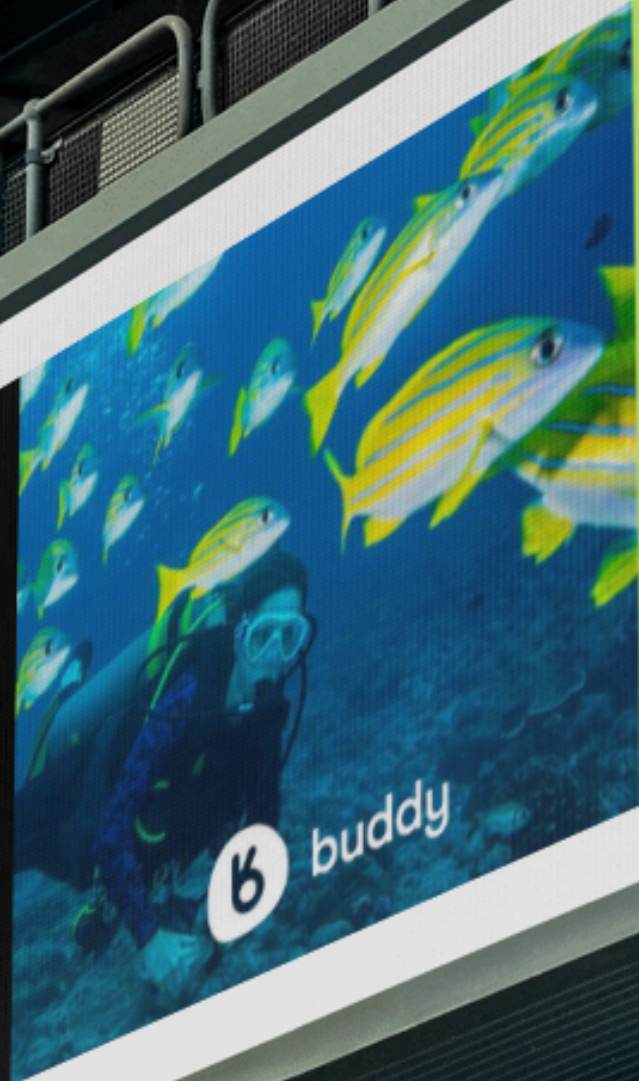


Merch



Billboards

life is
short.



b buddy

seize
the
dive.

Billboards

life is short.
**seize the
dive.**

An underwater scene with a diver in the foreground and a shark swimming towards them. Several other fish are visible in the background. The scene is set against a blue background with light rays filtering through the water.

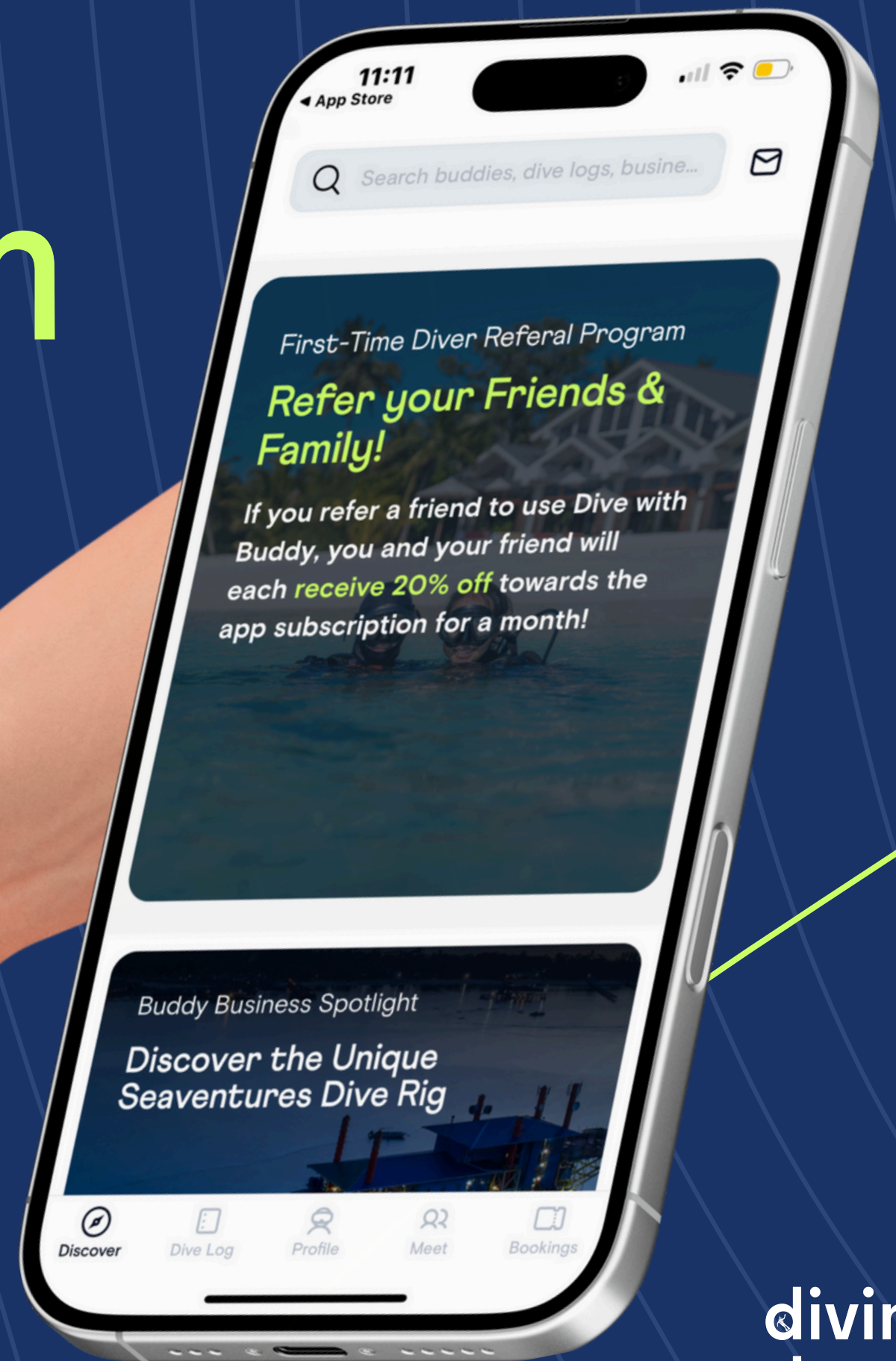
 buddy

Vacation Sweepstakes

#seizethedivesweepstakes



First-Time Diver Referral Program



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Media

Media Objectives

1

To use Dive with Buddy's Instagram, Facebook, and TikTok pages to maximize audience engagement with the brand.

2

To use Out-of-Home tactics to drive awareness of Dive with Buddy in coastal and inland areas.

3

To increase customer engagement and drive purchases by utilizing content tailored to specific audience behaviors and preferences through Instagram, Facebook, and TikTok

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Media Strategy & Rationale

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YouTube

Media Plan:

- Release Brand video on our YouTube channel

Rationale:

- YouTube is a powerful channel for storytelling, which can create a recognizable visual story for Dive with Buddy

TikTok

Media Plan:

- Launch a diving “Day in my life” video series with #seizeTheDive to encourage other users to participate and create a trend

Rationale:

- TikTok is the most influential social media app for our target to find travel activities and excursions; use of hashtag can encourage participation and increase chances of virality

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TikTok

Media Plan:

- Launch a short-form video campaign showcasing the sweepstakes prize (tropical dive trip) with bold visuals and voiceover:
- Use hashtag #seizethedivesweepstakes

Rationale:

- TikTok's visual, fast-paced format
- Builds buzz, drives app downloads, and encourages user participation through sharable, aspirational content.



Instagram

Media Plan:

- Use Instagram story polls, reels, and static content

Rationale:

- Visual platform
- Our target audience is Instagram's largest user base
- Polls enable the audience to engage and interact with our brand

Google Ads

Media Plan:

- Target non-divers on adventure travel sites, lifestyle blogs, water sport sites, and fitness blogs
- Each ad will link to the locations where our audience can download the app in the App Store & Google Play Store

Rationale:

- Increases brand awareness
- Highly targeted
- Drives traffic to download the app

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Email

Media Plan:

- Use email to update subscribers
- Use to market Dive With Buddy's ongoing campaigns including the Pop-Up event, vacation sweepstakes, and referral program

Rationale:

- Cost effective
- Highly targeted and personal
- Increase brand awareness



Owned Media

Media Plan:

- Utilizing in-app notifications and landing pages to target app users and inform audience on unique opportunities
- Entice audience with vacation sweepstakes & referral program

Rationale:

- Boost app downloads, website visits and conversions
- Establish trust



Brand Experience

Media Plan:

- PR package to publicize brand and invite influencers on brand experience

Rationale:

- Influencers will post on Instagram, TikTok about brand experience
- Micro-influencers have a loyal following who trust their opinions on products/services more so than larger celebrities
- Target audience platforms

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Merchandise

Media Plan:

- Feature merch in influencer PR packages and at pop-up events.
- Promote through Instagram Reels, TikToks, and story giveaways.

Rationale:

- Branded items spark conversation and curiosity.
- Giveaways encourage social sharing, boost brand visibility and engagement.



Billboard

Media Plan:

- Place billboards by coasts in San Diego, California, West Palm Beach, Florida, and Sydney, Australia

Rationale:

- Billboards offer high reach and frequency
- High recall rates



Print Materials

Media Plan:

- Use of various print materials to capture audience's attention and encourage app downloads with referral offers, vacation sweepstakes, etc.

Rationale:

- Builds trust with audience + brand recognition through WOM advertising

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Media Flow Chart

Social Media

Instagram



Tiktok



YouTube



Digital Media

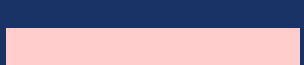
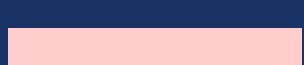
Google Ads



Email MKTG



Owned Pages



Print Media

Billboard



Flyers/Posters



PR Events

Influencer PR



Pop-up Events



Intensity

Heavy



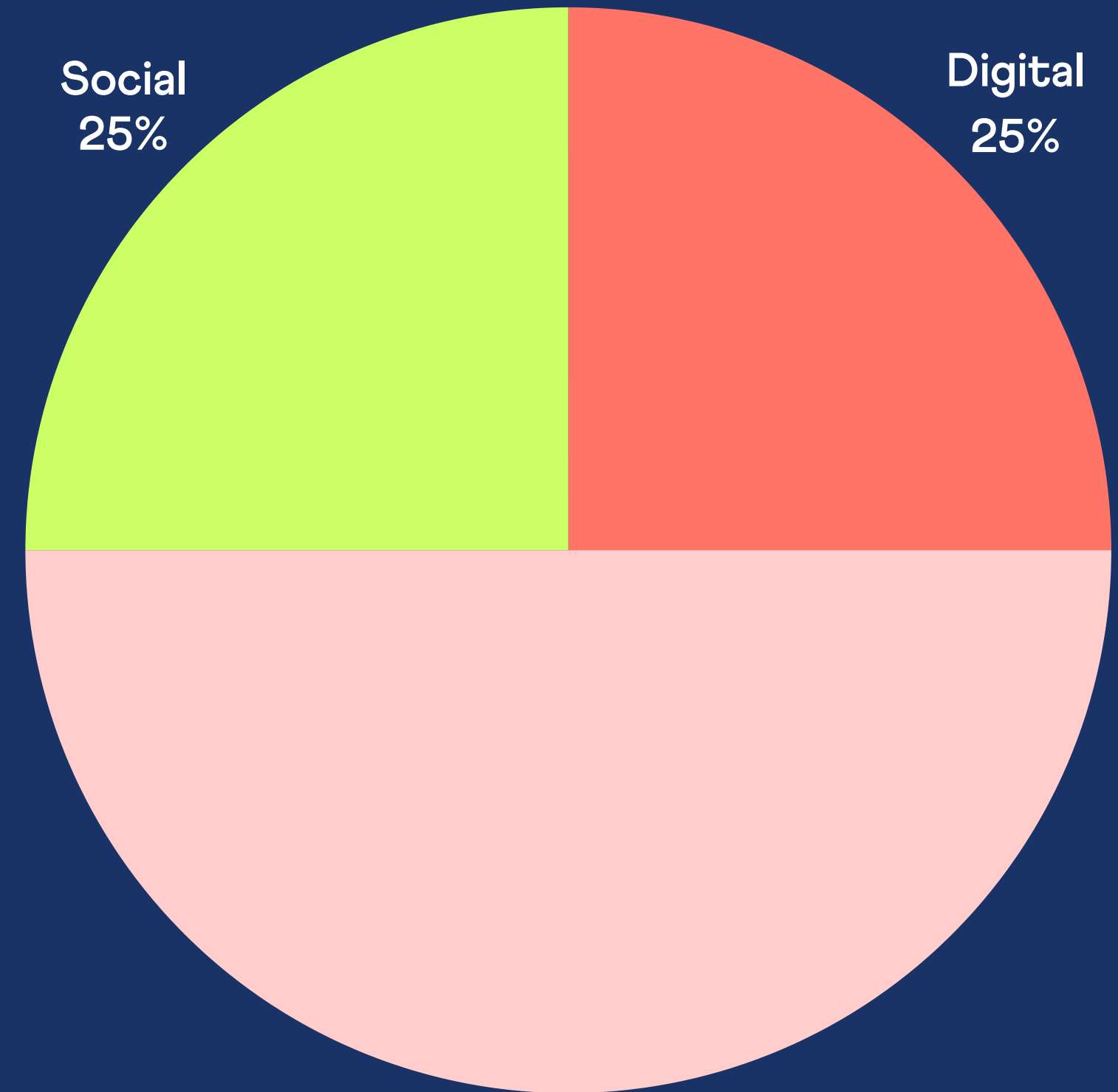
Medium



Light



Media Budget



OOH/Experiential
50%

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Evaluation

INSTAGRAM

- Follower growth
- Engagement rate
- UGC via sweepstakes & referrals
- CTR to app

YOUTUBE

- Watch rate
- CTR
- Sub growth
- Engagement on videos

INFLUENCER MARKETING

- Impressions
- UGC from PR packages & brand experience
- App downloads via link
- Engagement rate

SWEEPSTAKES/ REFERRALS

- Entries
- Downloads
- Referral shares
- Hashtag mentions

TIKTOK

- Views & reach
- Hashtag usage
- UGC creation
- Follower growth

POP-UPS / EVENTS

- Attendance
- App downloads
- UGC from events
- Referral shares

Evaluation

OOH (BILLBOARDS)

- Reach (DEC)
- Web traffic lift
- Cost per impression

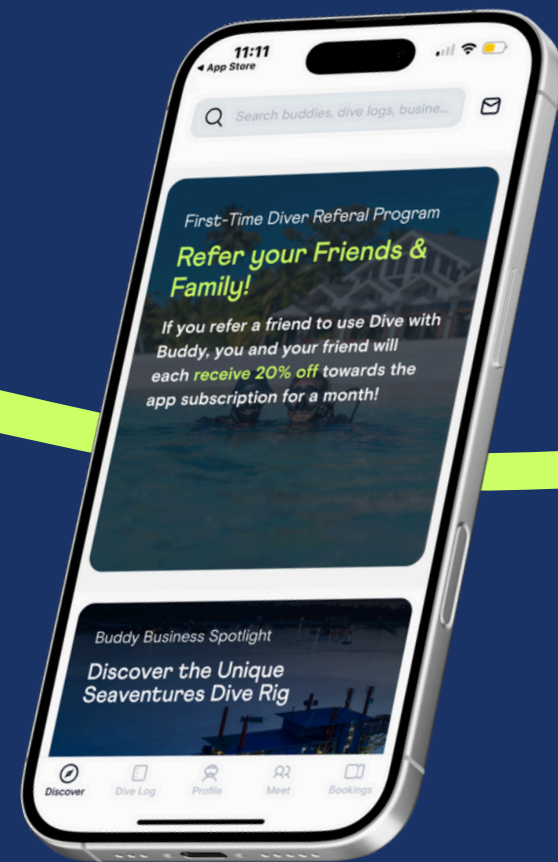
EMAIL MARKETING

- Open rate
- CTR
- Conversion
- Subscription rate

GOOGLE ADS

- CTR
- Conversion rate
- Bounce rate

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The Diving Dawgs Team



Account Executive



PR



Media



Media



Creative



Account Executive



Account Planner



PR



Media



Creative



Thank you!