

Case Study

Work on a holistic plan to market our flagship gaming product “ONMO” in Thailand.

<https://www.onmo.com/>

- **Business model:** The product is launched on B2B2C model where ONMO is partnered with mobile operator **Truemove Thailand** and marketing happens directly reaching out to customers through digital modes
- **Monetization:** Billing happens through user mobile balance and on a monthly subscription model with renewals. Eg: Monthly billing is \$1 and renewals happen every month
- **Objective of the campaign:** Work on a marketing plan to generate maximum gross adds on subscription at a minimal CPA or CAC rate.
- **Budget for the campaign:** 50k USD per month

- 1) What is the GTM plan to promote ONMO in Thailand?
- 2) What is the targeting strategy?
- 3) Creative and communication plan
- 4) What are the channels to promote the service and how do you evaluate the effectiveness of the campaign?

Request to make the plan in presentation format and you are expected to present the deck.

Thanks,