

# SOCIAL MEDIA-BIG SKINNY Harvard Case Solution & Analysis



TheCaseSolutions.com



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The wallet that sells itself!

Go from **THICK** to **THIN**



Typical Wallet

vs.

Big Skinny

Both wallets are filled with the same amount of cards and cash.

Which would you rather carry?

# Solves 5 Top Wallet

Size

Weight

Card Pocket

Slipperiness of the Interior

Lack of Versatility



# Current Process

Street fair sales pitches

Retail Distribution

Print Advertising



# The Big Skinny's Objectives

- Effectiveness – achieving overall goal of the company ie maximal growth
- Efficiency – using limited resources to obtain higher output



# So What is Display Advertising?

Graphical advertising that appears next to content on

- Web Pages
- IM Applications
- Email
- Etc.

Commonly referred to as a “Banner Ad” and come in standard sizes. Content includes;

- Text
- Logos
- Pictures
- Rich Media or Interactive Multimedia





# So Really, What Are They?

The image shows a screenshot of the TechCrunch website. At the top, there is a navigation bar with links for Tech, Gadgets, Mobile, Enterprise, greenTech, CloudBase, TechCrunch TV, Disrupt 50, and More. A search bar is located on the right. Below the navigation is a large yellow banner advertisement for the American Cancer Society's "The Ride to Conquer Cancer" campaign, featuring a cyclist and the text "JOURNEY OF A LIFETIME".

The main article is titled "Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product" by MG Siegler, published 8 hours ago. It has 53 likes, 184 shares, and 277 tweets. The article text includes: "Twitter COO Dick Costolo has just taken over as CEO of Twitter from current CEO and co-founder Evan Williams, Twitter confirmed today. In a post on the matter, Williams writes the following: The challenges of growing an organization so quickly are numerous. Growing big is not success, in itself. Success to us means meeting our potential as a profitable company that can retain its culture and user focus while having a positive impact on the world. This led to a realization as we launched the new Twitter. I am committed while pushing product direction. Building things is my passion, and I've never been more optimistic about what we have to build. This is why I have decided to ask our COO, Dick Costolo, to become Twitter's CEO."

On the right side of the page, there is a sidebar with a "Got a tip? Building a startup? Tell us" section and a "Most Popular" section. A large red arrow points from the text "THESE ARE DISPLAY ADS" at the bottom to the banner advertisement at the top. Another red arrow points from the same text to a sidebar advertisement for "After that it PAYS YOUR BUSINESS." which features a black background with white text and a small image of a person's hand holding a pen.

**THESE ARE DISPLAY ADS**