



Headwalk

Whitepaper & Business Concept

14th of April 2024

Introduction

A communication concept is the coherent derivation of a communication campaign. It is the basis for current and also future communication measures. The concept is the basis of the corporate identity and gives the personality to the company that is necessary to establish itself in the market. The concept always takes account of the competition- and SWOT-analysis.

Headwalkers are smart people

Target group analysis

By the description of the target group a clear picture of the persons in the target group shall be conveyed. It will be statistically discussed, which people are eligible for the product/project. In this context, great attention is given to psychographic and demographic characteristics as well as to consumer behavior and also to the behavior in leisure time.

Debit target group in the Sinus-Milieu

Post-materialists:

- High to top formal education (A levels, study)
- Qualified personnel and executives, civil servants, freelancers, pupils and students
- A high level of income
- Mainly highly educated, cosmopolitan and tolerant

- Accustomed to think in global contexts, with a critical eye on the effects of technologies and globalization
- They have great confidence in their own abilities and deal sovereign with professional challenges
- They seek for professional success – but not at any price
- At large extent interested in literature, art and culture
- Continuing education is a lifelong subject
- They identify themselves rather through intellect and und creativity than through property and consumption

Modern performers:

- The young and unconventional performance elite
- Multimedia enthusiasm
- Age emphasis under 30 years
- A high level of education
- Among the working people a high share of (smaller) independents and freelancers as well as qualified personnel and executives
- High household net income (well situated parental home); among the working people a substantial income of their own
- Exploring professional and sporting performance limits
- The modern performers have grown up with multimedia
- the modern communication technologies they are using intense and with relish, in both professional and private life
- Their style of consumption is characterized by desire for the extraordinary, the integration of influences from other cultures and other scenes

Further possible target groups

- digital natives
- hobby journalists, Meme Coins -Token & Crypto Traders and Junkies
- people who are interested in politics
- people who are interested in sports, economics and tabloid
- bloggers

- authors
- copywriter

Communication objectives

The communication objectives are the starting point for the communication strategy. they describe, which objectives in detail will be reached by the strategy.

Copy Strategy:

The Copy Strategy is the core of the communication concept. It is based on the aspirational positioning and contains information, which are important for actual creative implementation

USP:

The absolute unique selling position of Headwalk will be the innovative and intuitive design. By appearance, layout, functionality and usability it sets new standards. Thereby, the combination of real newspaper and application plays a central role.

Reason Why:

Users are continuously informed according to their wishes and through handling and the concept they become cleverer fast.

Main idea:

„We want to shape free, independent and specific news and archive them for all generations.“

- Blog (starting even before launch, early insights, documenting development, arouse curiosity)
- Sales promoting measures -> e.g. merchandising
- Viral marketing
- The own print magazine (I design my own magazine)
- Facebook page
- Viral spot (high quality and aspiration -> YouTube, Vimeo, Facebook)
- Viral success by design and innovation (blogs like Fubiz.net, Smashing Magazine and the like)
- cooperation, synergies with other online media or blogs
- Beta phase in all planned languages

- Recruitment of professional and talented authors to ensure authenticity
- Journalists motivate to write (prize, compensation)
- Direct advertising per e-mail (e-mail marketing and newsletter campaigns)
- Own individual magazine daily as PDF files for download / per e-mail
- Blog for specific areas of interest (German start-ups, Tech Crunch...)
- Facebook ad-manager (note age of the target group, location, education targeting)

WHAT IS Your benefit trading, buying and holding Headwalk Coins?

First we had in the 90's Google Facebook

then 2000 - 2010 Twitter

from 2010 - 2020 Instagram / Telegram

and 2020 - 2030 TicToc

and now we will have soon from 2025 to 2225 Headwalk

It's time for a totally different Content Tool - Our Meme Coin will be our Rocket to the moon.

The First 3,333 subscribers get 10,000 each - Coins AirDrop for Free

