

VERSION 1.1

DATE 01/04/2024



FBW APRIL FOOLS 2024

MARKETING PLAN

PRESENTED BY: 2CAS
FLYBYWIRE SIMULATIONS

FBW APRIL FOOLS 2024

PLAN OVERVIEW

	NAME
NAME OF CAMPAIGN:	FBW April Fools
CAMPAIGN MANAGER:	N/A
SUBJECT MATTER EXPERT:	FBW Team + FBW Devs

OBJECTIVE

Create awareness, generate interest, and explain that April 1st is a joke. Ideally to showboat that even in idiocy we are in a class of our own.

TARGET MARKET

Metrics used: Facebook / Discord

PRODUCT DEMOGRAPHICS

Age: 80+

Countries: Only aussies will find this funny (maybe not even them)

Interests: Planes

Attitude: Excited for future progress updates. High expectations. Probably won't be happy that a dev (apparently 2Cas is one) wasted half an hour writing this up for April 1.

TARGET CONTACT DEMOGRAPHICS

Same age bracket + all countries

Mostly developers

Attitude: Flight Simmers who happen to see the github PR and who 2Cas annoys/instigates in chat

MESSAGE SUMMARY

I honestly have no clue what the point of this is other than to meet a weird cultural expectation that on the first of April, everything is a joke.

POSITIONING**MARKET**

Market. it's big. People buy/sell ~~money~~ stuff there.

BRAND

Our brand is usually well regarded across different social media platforms. We usually embody the concept of top notch organization in terms of product quality, documentation, inclusiveness, and being volunteers doing all this out of our love for aviation and we essentially know what we are doing.

Except for 2Cas. He should probably go work for the carebears at DFD or something instead.

SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Free	<ul style="list-style-type: none">• Freeware = Bad
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Tomfoolery	<ul style="list-style-type: none">• People take the joke seriously as a real progress update• Leaving 2Cas in charge of anything is always a threat

USER PERSONAS

<p>2Cas</p>	<p>Yapper. (Physically can't STFU.) Actually a huge moron! Self-confidence of a brick. (aerodynamic profile...) Wildcard of wildcards. Court Jester. Moron. Are all people from Westralia like this? (Yes) OK seriously wtf this guy not only is not funny, and he actively tries to NOT be funny, who let him be in charge of this? (idk idc)</p>
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<p>CONTRIBUTORS / DEVELOPERS</p>	<p>Doesn't even want us to do an April Fool's joke this year (or any). Getting dragged into it under significant duress. Are probably all drunk and/or asleep on a public holiday which is why 2Cas managed to sneak this one past code review. At best, have had only 2 cups of coffee and it's already too late to stop him.</p>
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<p>USERS</p>	<p>A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly. A380X go brrrrrrr. Plene fly.</p>
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MARKETING PLAN AND IDEAS

Everyone forgot it was April 1 until the week before, nobody else came up with a plan. The guy doing the plan right now is making it up and winging it hard.

The good news is 2Cas is banned from posting this in #progress or #server-announcements, but the loophole with #github-updates is still open.

This definitely won't be a corporate april fools, nor a "haha funny" millennial one.

PROCESS

CHANGES

N/A

PRE-EVENTS MARKETING

2Cas having a stupid idea in chat and running with it.

POST-EVENTS MARKETING

Hopefully I don't get banned by the mods.

PROJECT RESOURCES

NECESSARY RESOURCES

Resource	Role	Notes
Airtable	Val	schedule = do it on april 1
Videos	Video Team - On Availability mahpol/lederp/settuka (team approval)	Note: I doubt anyone will go along with it
Graphics	On Availability - Kevin/Val/Mahpol/Lederp 2Cas	K is going to be VERY angry

REVISIONS

Listed revisions below from initial authorship of document

- Made it more readable for people from the wrong hemisphere of Earth (North)