

365  
WHOLESALE



MARKETING WITH  
**DRONES**  
*a race to the top*



Presented by





# Drone 101

The word drone is thrown around often, used to describe everything from multi-million dollar, high-flying military aircraft to the small, affordable quadcopters that have captured the imaginations of consumers young and old. Neither definition is wrong, as drones are any remotely controlled, unmanned aircraft. But where does our fascination with vicarious flight lead, and how can we leverage this trend in marketing?

Advances in technology and newly developed features are primed to make drones as commonplace as smartphones. From lightweight, auto-following 'selfie' drones to high-speed UAVs with built-in obstacle avoidance and autopilot, these technological wonders will continue taking flight in huge numbers. If you haven't already considered leveraging drones in your marketing, now is the time.

## The Sky's the Limit

Today, drones are fast fulfilling roles once confined to daydreams and science fiction. Companies like Amazon and UPS are testing drones for rapid parcel delivery. Many organizations are also using drones in agricultural applications, for surveying and even for safety and rescue missions.

Several top brands around the world have also begun using drones in a variety of ways to tell stories, promote special events and educate. GE recently conducted their intensive #droneweek social media campaign on periscope, using drone footage to give tours of several state-of-the-art facilities.

For the last two years, Drones have made the top of nearly ever gift list for tweens, teens, and adults, making them an excellent bet as a corporate gift of incentive. And because drone technology is rapidly improving, even consumers who already own a drone may welcome another.



**7 million**

drones anticipated to be registered by 2020.



**670,000 million**

drones registered in first year.



**\$12+ billion**

total anticipated drone sales by 2021.



A Sao Paulo clothing store promoted its Black Friday sales by hovering complete outfits from drones. They flew them past high-rises where office workers who couldn't shop were sitting at their desks.





# Drone Marketing

The Flower Council of Holland used small drones to distribute flowers to tourists in Verona.

A new segment of marketing companies, called "Dronevertisers" are popping up to offer drone based promotions. Dronecast and Hoovy are two examples.

Online brands like Tynker, The Next Web, and CNET run popular drone giveaways to encourage referrals and social media sharing.



Real estate companies everywhere are beginning to offer both interior and exterior drone photography to highlight a property's best features and give online browsers more context.

The tourism industry has also adopted drones for aerial property tours.

## How can I use this trend to elevate my brand?

One simple way is to offer branded hobby drones to key partners, employees and clients.

### DRONE-VR-001

\$149.95

#### Life streaming drone and viewer

The closest thing to flight may be the combination of a hobby drone and virtual reality viewer.



## Big (and small) Business

Beyond big business and the military, drones are major players in sports (think selfie drones), photography, videography, and in the new sport of drone racing. Online tech magazine, Inverse says that civilian drones are bought overwhelmingly by men, though they speculate this has less to do with the technology being male-centric and more to do with marketing and enthusiast meet-ups focused on the male demographic. Certainly, any company that could leverage drones for a female audience would be the first to open an entirely new market niche.

Business Insider expects drone sales across all sectors (military to consumer) to top 12 Billion by 2021 with consumer drone sales quadrupling over the next five years.

The two primary obstacles to drone growth are FAA regulations and the learning curve of piloting a drone. But the FAA has made its registration process and rules easier for consumers to access online. And new drone models are incorporating increasingly sophisticated autopilot software that makes flying (and recalling) a drone as simple as pushing a button.







# Demographics

Drone users tend to be:

- Mostly male
- Aged 18-44
- Living an active lifestyle
- Earning over \$100,000 per year
- College graduates
- Parents

**400%**

anticipated market growth in next 5 years.

## Registration Nation

In the months since the FAA implemented registration requirements, over 670,000 drones have been licensed, with an astonishing 7 million drones expected to be airborne by 2020!

**Lightweight Drones:** When flying for educational and recreational purposes, no special requirements are in place for drones weighing less than .55 lbs (250 grams), including mounted accessories like cameras.

**Enthusiasts & Professionals:** Unmanned aircraft weighing more than .55 lbs. up to a maximum of 55 lbs. are subject to the Federal Aviation Administration's Small Unmanned Aerial Aircraft (sUAS) rules and require registration.

Registration fee is \$5  
 Registration valid for 3 years  
 Registrater Online at FAA website



GE's #DroneWeek campaign used drones to showcase high security facilities.

Other brands that recently used drones in marketing campaigns:



INFINITI



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 Drone Trends 2017, Drone Life, 2017.  
 Complete Guide to Using Camera Drones for Real Estate Marketing, Best Drone for the Job, 2017.  
 Men Buy 90 Percent of Civilian Drones, Inverse, 2016,

