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CREATIVE BRIEF



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ENGLISH 204



Impede-aCell® Design Team:

Dennis Santarinala - Lead Creative Director/ Account Manager

Dino Wong- Creative Director

Henry Diaz- UX/UI Web Designer

Tito Sotto- Graphics Designer

Mike Hanopol- Lead Programmer

Kenny Bayless- Programmer

Tina Smith: Copywriter

John Woo- Content Editor

Overview of the Problem:

Because of the technology that surrounds us, it is hard to be a teenager these days. People expect more from you because they know you have a cell phone and they can contact you and you have to pick up. Back then you didn't really have that obligation."

Teenagers weren't there when September 11, 2001 happened. They weren't aware of the financial recession crisis in 2008 either. The parents of today are your Generation X population who witnessed it all, when the economy was great and majority of immigrants thought America was the land of milk and honey, until the war in Iraq and Afghanistan erupted and the effects in the economy of September 11, 2001 was felt and jobs are tougher to keep. Kids these days does not have to endure that until they graduate college but the target users that kept committing majority of distracted driving are the teens of today. Their parents are the ones that knows the value of hard work, the value of what used to be theirs and now lost because of today's financial crisis.

About Teens

Teenagers these days are always on their mobile phones, either checking on text messages, even if that person is sitting next to them. But there's also the anxiety of having the most experimental years of their lives documented online for all to see. They know that mistakes can live forever on the Internet. But statistics says it does not matter. They like their cellphones and it's not going to change for awhile. But the digital lifestyle can take its toll when it comes time for real-life threatening interactions.



According to the most recent numbers:

- *11 teens die every day as a result of texting while driving*
- *According to a AAA poll, 94% of teen drivers acknowledge the dangers of texting and driving, but 35% admitted to doing it anyway*
- *21% of teen drivers involved in fatal accidents were distracted by their cell phones*
- *Teen drivers are 4x more likely than adults to get into car crashes or near-crashes when talking or texting on a cell phone*
- *A teen driver with only one additional passenger doubles the risk of getting into a fatal car accident. With two or more passengers, they are 5x as likely*

A quick 5-second glance on your cellphone may seem to sound harmless but when traveling at 55mph, this is enough time to cover traveling a whole football field blindfolded. This quick summary are the ones that were reported. We expect this to be twice as much to include unreported scenarios as well.

Objective:

The dangers of texting and driving are obvious — especially since most of us have done it and realized the danger on a few close call personal events. These numbers are very alarming and so this is where Impede-aCell® comes in to make a change. The software company has developed a mobile application that temporarily “impedes” all mobile phone activities after sensing motion. This is activated through GPS movement and is password protected by an enforcing party or sponsor. This temporary halt prevents the drivers from picking up phone calls, replying to text messages and just focus on the road. Impede-aCell® needs a strong agency that can carry out the tasks to introduce their product to the public market and entice them in purchasing the mobile application to benefit from. An overall purpose of this advertising is to promote Impede-aCell® as an industry standard when it comes with common safety practices for drivers with cellphones.

The objectives of Impede-aCell® campaign for 2016 include boosting monetary intake to \$2.75M on the third month of sale, providing service to an initial average of 7,500 clients on the first month, increasing the number by doubling this number per month, increasing the number of advertising and online presence through blogs and online forum traffic. The increasing awareness level by 75% from the original survey, generating monthly media coverage, obtaining 150 to 200 unique visitors per day to the website, and obtaining 50 new fans on Facebook each month.



The objectives will be achieved through the creation of a corporate identity to include logo design, business cards, letterhead, and brochures, television commercial, radio presence during rush hour traffic, conventions and link exchanges with affiliated business with motorists and organizations. A strategic combination of all these promotional elements will yield measurable positive results for Impede-aCell®.

Audience:

Parents: They are our number one target audience. One of the most compelling strategies that we can use to reach them is playing up the emotion of guilt. There is no other way but to increase the level of emotion to attract them. These parents are aged 30-50 years old, employed and makes approximately \$40k and up. The generation X population that knows the value of dollar.

Company CEOs: Big companies that issues company cars and trucks to its employees that depends on transportation to move their products will benefit from Impede-aCell® services. Insurance Agencies: Premiums go up because of vehicle accidents relating to distracted driving. Promoting rewards system to their customers have been proven very effective just like All-State Insurance. An added Impede-aCell® feature to be added to an Insurance agency's customer package will benefit them in acquiring more sales.

Advertisement:

Print: Print advertising has been around for too long and its been proven its effectiveness. Impede-aCell®'s target market and message are in great relation with the roads. Big banners will be utilized to be installed in strategic areas around the city highways, schools, commercial establishments. Print media on magazine advertisements that belong to automotive and mobile technology genres are also considered.

Television and Radio: Casting of actors and actresses will be done prior to shooting a campaign. Location scout, film permits, photographers, videographers, gaffers and supplies will be needed to suffice this type of campaign. Air time for selected network will be put into consideration.

Online link exchanges/ Banner ads: The use of social media banners will be used to distribute online content throughout the world wide web. Selected time slots will also be scheduled for Google and Yahoo pay-per-click marketing.



Website: Online sole presence is a huge must. Creation of logos, wireframes, UX/ IU design, and content building will be commenced as soon as possible. Blogging and online forum is an increasingly popular form of content sharing that can be influential in marketing products, goods, and services. We would identify the right blog writers who has been heavily involved with distracted driving to create social online awareness and positive experience about Impede-aCell®'s technology. This tactic would follow traditional word-of-mouth marketing; we will allow our agency brand ambassadors to work in tandem with traditional marketing tactics to influence a wider, and potentially new, audience, the up and coming generation of new teen parents. We would include the blog link in all e-mail marketing, and even encourage our potential blog subscribers to participate. Another use of a blog would be to have real-time coverage at the online forum. This will help to build a stronger brand awareness of the Impede-aCell® and could help with getting unfiltered feedback that can help create the continuing success of this new technology.

A 1-800 number should be available at the website and a small window to chat with a company representative should be in place on the event that the visitor doesn't want to use their phones. A contact page should be available as well for users to leave their questions in case it isn't included in the FAQ provided in the products' page. We can also set up a small forum for users to sign up and chat with other Impede-aCell® subscribers. That way the company can have this as an added source of feedback to improve the product.

Budget and Timeline:

With approximately 50 percent of marketing funds going towards building brand awareness, companies that have established a strong brand in their given markets have a competitive edge when it comes to how much they will have to spend to maintain their brand awareness. If a company's target market is not familiar with either the company itself or the brand of products or services that company offers, the percentage of sales revenue budgeted towards marketing will need to be higher.

(please see attached PDF Impede-aCell® projected expenses and ROI spreadsheet)

Tone:

There is a time constraint on our advertisements. Since Impede-aCell® is the first to develop this type of service, We should push this product quick before a competition comes up with something similar but with added services.



We should push this product quick before a competition comes up with something similar but with added services. We will trigger emotion in a few advertising campaigns. We will tie up to the upcoming Thanksgiving and Holiday season to promote it. This product is a one-time purchase for each cell phone in a household. However, Impede-aCell® can offer a discounted rate if additional lines of subscription are to be purchased.

Key Message: "Impede distracted driving, Impede an accident."

Secondary Message: "Im sure mommy can afford it. 'Til you get in an accident."

Possible Objections from the Audience:

Impede-aCell® is a software. It is not a physical material that can be seen from outside your window or office. It exists in a mobile phone secretly installed. A window for a word of mouth opportunity is very slim because once this is installed, it will not be appearing in the user's' cell phone window for them to uninstall. A product that cannot be seen or touched means it will never sell unless be promoted by an entity or an influential character.

What reaction do you want your target audience to have when exposed to the messages and visuals?

The target audience should immediately make the connection with Impede-aCell®'s objective, to have a realization that the unexpected road accident will never happen because of the software's bullet proof solution to distracted drivers, and to visit the marketing website and mobile app store to learn more and make the purchase. We want our audience to be excited about the software, to convince them that Impede-aCell® really works.

What do you want the target audience to do?

The main task is to visit the marketing website site, learn the installation procedures and purchase the application. Once the purchase is complete, the secondary task we would want is to pass the marketing piece along to a friend, a colleague and hopefully gain and additional registrations. Impede-aCell® is expected to spread like word of mouth from the decision makers in the head of households.



What is the tone of the campaign or the piece?

First and foremost, the design should evoke both technology and the personal benefits offered from Impede-aCell®. From there, the 'tone' of the design and campaign should have a "sense of urgency", satisfaction, reality awareness based on accident statistics, and cutting-edge technology like no other. We would like to incorporate bright colors such as Red, White and Grey as the carrying brand colors for a signal of "Stop" and White for "Fresh and young", Grey for "Concrete and Solid" theme.

Call to Action:

Creating communications to build the 'bridge' for the Impede-aCell® brand to travel between where it is now and where it wants to be is the key role for our agency.

Our main focus is to get Impede-aCell® available to be sold on Apple app stores, Amazon and through the company's website.

Apple and Android App Stores: Offer a 30-day demo. The application will start downloading when user clicks on the icon and start downloading it.

We can create an advertising campaign for insurance agencies. We will provide an insurance agency affiliate with all the advertising materials they will need to include Impede-aCell® in all their clients' cell phones. We can suggest the company to come up with marketing strategies to win more insurance agencies to sign up to target bulk clients.

Conclusion:

Ed Boretz founded Impede-aCell® for the sole purpose of changing the disappointing statistics of distracted driving by removing the mobile phone distraction from the driving teenager. Impede-aCell®'s mission is to decrease the fatalities and make itself as a technology standard in the future of motoring. But great technology still needs to be packaged and marketed properly. This Creative Brief addresses all necessary strategies and tactics to overcome all marketing issues and achieve measurable results. The creation of Impede-aCell®'s corporate identity will ensure that all communication that comes from the company has the same look and feel, which will emanate into a brand image.



Through continued public relations, web initiatives and public service announcements, Impede-aCell® will become a recognized brand not just in the United States but in neighboring big countries like Europe, New Zealand, Japan and Australia. The implementation of this plan will undoubtedly achieve the overall goal of increasing sales through future distracted driving statistics. We look forward to working with you in executing this plan and helping Impede-aCell® reach its full potential.

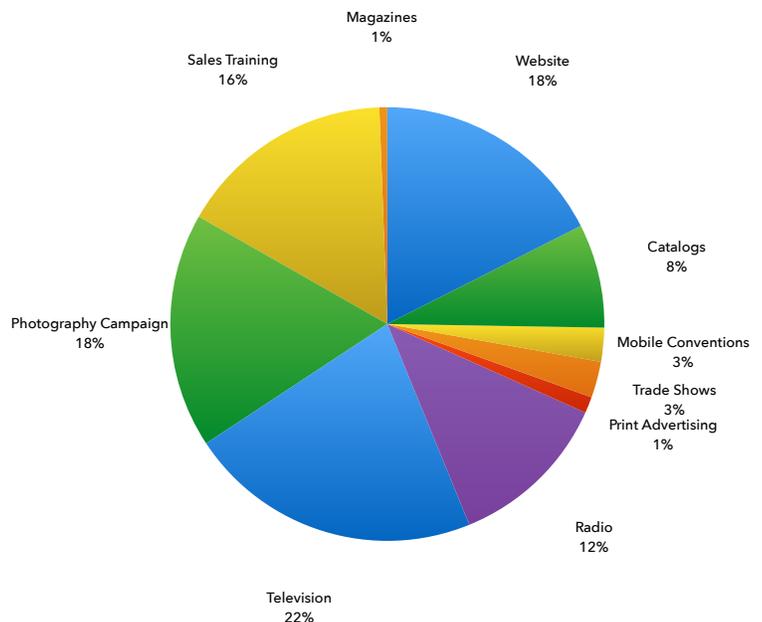
Impede-aCell® Advertising Expenses for January - March 2016

| Marketing Expenses | January | February | March | Total |
|----------------------------------|----------------------|----------------------|------------------------|------------------------|
| Website | \$ 35,000.00 | \$ 8,500.00 | \$ 8,500.00 | \$ 52,000.00 |
| Catalogs | \$ 8,000.00 | \$ 7,500.00 | \$ 7,500.00 | \$ 23,000.00 |
| Mobile Conventions | \$ 1,500.00 | \$ 2,500.00 | \$ 3,500.00 | \$ 7,500.00 |
| Trade shows | \$ 5,000.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 8,000.00 |
| Print Advertising | \$ 1,000.00 | \$ 1,350.00 | \$ 1,250.00 | \$ 3,600.00 |
| Radio | \$ 12,000.00 | \$ 12,000.00 | \$ 12,000.00 | \$ 36,000.00 |
| Television | \$ 35,000.00 | \$ 15,000.00 | \$ 15,000.00 | \$ 65,000.00 |
| Photography Campaign | \$ 22,000.00 | \$ 15,000.00 | \$ 15,000.00 | \$ 52,000.00 |
| Sales training | \$ 18,000.00 | \$ 15,000.00 | \$ 15,000.00 | \$ 48,000.00 |
| Magazines | \$ 700.00 | \$ 350.00 | \$ 700.00 | \$ 1,750.00 |
| Total Expenses (Monthly) | \$ 138,200.00 | \$ 78,700.00 | \$ 79,950.00 | \$ 296,850.00 |
| Estimated Sales (Monthly) | \$ 150,000.00 | \$ 475,000.00 | \$ 1,450,000.00 | \$ 2,075,000.00 |
| Marketing as a % of Sales | 92.133% | 16.568% | 5.514% | 14.306% |

*The first month will project a lot of initial expenses from the ground and 2nd and 3rd month shows majority of all advertising avenues as maintenance fees.

Advertising Expenses Breakdown

| Total marketing expenditures expresses in % | 100% |
|---|------|
| Website | 18% |
| Catalogs | 8% |
| Mobile Conventions | 3% |
| Trade Shows | 3% |
| Print Advertising | 1% |
| Radio | 12% |
| Television | 22% |
| Photography Campaign | 18% |
| Sales Training | 16% |
| Magazines | 1% |





I'M SURE MOMMY CAN AFFORD IT

Just wait 'til you kill someone





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LOGO STUDY V.01

