

Executive Summary

The purpose of this report is to prepare an integrated marketing communication (IMC) plan for Kinetics' product K-Band. K-Band is a smart watch that also works as a power supply to charge mobile devices, by the use of kinetic energy. This is an innovative product hence stands out in its competition. In this report is a detailed road map of how to tackle the weakness and the methods used to target the customer base both in the traditional and digital media.

Background summary

Kinetic was founded by students of Harvard's, to find an accessible means of sustainable charging for mobile devices. The product has the features of a smart watch; moreover it generates power through the use of movement, i.e., kinetic energy. That power is transferred wirelessly to the mobile devices.

There is no need of a battery as the generated power is directly transferred to the mobile devices. The device senses when to charge and does not have the issue of overcharging.

Manufacturing is outsourced to a Dutch company "HOLTEC" which we will then ship the finished product with our brand name worldwide. The company will sell through its website online by marketing the product through traditional and digital media.

Vision

Sustainable, productive and healthier future.

Mission

To bring innovation to the consumer grade power products by promoting kinetic based alternatives which promote a more sustainable future and healthier lifestyle.

Objectives

Creating brand awareness for consumers in the fitness and tech industry.

Target Audience

Fitness/Athletes, Travellers, Field workers, Tech savvy people

Age – 12 - 45

The above mentioned target audience includes individuals who are always on the go or live an active lifestyle while carrying an electronic device that allows them connection to their work. The product's aim is to provide a lighter means of power access as opposed to the bulky power banks which take up much space and can only hold charge for a limited amount of time.

The kinetic K-Band is designed to make life easier for the target audience by allowing them to charge their devices while on the go as well as provide the features of a smart watch for their day to day tasks and fitness requirements.

Income - White collar/middle class and upper class

Market Overview

Survey link –

SWOT Analysis

Strengths – First of its kind, sustainable charging (eco-friendly), unique selling point

Weakness – No credibility, new in the market, no physical stores, shipping issues/supply demand issues

Creating global awareness is expensive, online buyers are skeptical. Targets only wireless devices

Opportunities – Potential for growth through e-retail, partnership with influential names, first in the market edge of timing, digital marketing niche easy to target, money saved through online store, accessories market.

Threats - Big brands can copy or cheap knockoffs, manufacturers issues, shipping issues, fake reviews,

Product Profile

Product –Kinetic K Band

Features – Smart watch and wireless charger

Benefits – Charges devices while you move and easy to carry

USP – First of its kind in the market.

Marketing objective

Brand awareness through digital and traditional media. PR tactic includes launch party inviting the press.

Traditional Media Strategy,

TVC, Print media, PR launch party, sponsorships

Digital Media Strategy

Email marketing, Instagram, Twitter, Facebook, Tiktok, YouTube ads, Influencers (Fitness, tech, Construction), Content marketing (charge on the go), Website game.

Creative Brief

Client name: Kinetic

TVC AND DVC

Objective

To create brand awareness

Target Audience

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Income - White collar/middle class and upper class

Focus point

The kinetic K-Band is designed to make life easier for the target audience by allowing them to charge their devices while on the go as well as provide the features of a smart watch for their day to day tasks and fitness requirements.

Tone of video

Active, focusing on youth and hip hop culture, funny, fast pace, covering all target audiences.

Make them feel motivated to travel, be energetic and understand how productive and easy kinetic charging is. Making them understand how this is a necessity for the target audience, makes their life easier.

Reasons to buy product

- First of its kind
- sustainable charging (eco-friendly)
- unique selling point from competitors as it charges and is a smart watch
- Helps achieve fitness goals
- Helps travelers in their travel
- All smart watch capabilities

Schedule

Pre-production (21st feb 2023)

Production (26th-30th feb 2023)

Post production (3rd march-5th march)

Launch date (15th march)

Creative Brief

Client name: Kinetic

Print and Social Media

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Income - White collar/middle class and upper class

Focus point

The kinetic K-Band is designed to make life easier for the target audience by allowing them to charge their devices while on the go as well as provide the features of a smart watch for their day to day tasks and fitness requirements.

Core Messaging

Active, focusing on youth and hip hop culture, funny, fast pace, covering all target audiences.

Make them feel motivated to travel, be energetic and understand how productive and easy kinetic charging is. Making them understand how this is a necessity for the target audience, makes their life easier.

Poster and social media posts sample:

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Schedule

Brian storm session (5th jan 2023)

Submission date (5th march 2023)

Launch date (15th march)

Media Monitoring and Evaluation

Heat map

Google analytics

Social media visits

Monitoring tvc and dvc

Surveys

Website click rates

