

The logo for 'HOMATION' is a stylized graphic. It features a blue trapezoidal shape on the left and a green trapezoidal shape on the right, meeting at a diagonal line. The word 'HOMATION' is written in white, bold, sans-serif capital letters across the center of these shapes.

HOMATION

A solid green rectangular block is positioned at the top right of the page.

Assignment 3 -Creative Brief-

BSNS 6374 – Strategic
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1. Introduction

- The previous work - Target Market Analysis - gave the main impressions about the market and how the automation applied to houses is perceived by customers. So, through these results, this **Creative Brief will be based on the fulfillment of these identified gaps** the concept has.



Intro (cont.)

- The first, and maybe the most important, key noticed was about the low attention given to this market segment. It means **the concept is lacking of a broader awareness and knowledge**, let alone brands or companies. Thus, to finally reach consumers on their visceral needs and desires, the strategy should be attention-grabbing at its start.



Intro (cont.)

- Therefore for the company to be differentiated from the others, it will have three main tasks, which are:
 1. Educating people about this segment of business (Automated houses)
 2. Using this informational approach to attach the brand to it;
 3. Affordable prices;



2. Name

- By the name of **HOMATION**, the impact desired is more than just the perception the name is an abbreviation of Home automation. The idea behind is that the name comes firstly to clarify the concept of Home Automation and secondly as a way to simplify people's life.
- With the purpose of demystifying the concept and attaches **the clarification straight to the brand** or the usage of the product



Name (cont.)

- So through one of the slogans: **HOMATION – the easiest, cheapest and simplest way to bring automation to your home!** the company positions its name as a facilitator to consumers' lives , the same way as the name was abbreviated, making it all simple.



3. Logo

- The purpose of the two colors has a significant meaning along with what the company offers and how it would like to be perceived by consumers.



Logo (cont.)

- The **Blue color** basically symbolizes **technology** and **advance**. Some examples can be seen in the current market through the brands HP, IBM, Intel, Panasonic, etc., they all have blue in their Logos. But the color can also be correlated to these following feelings: **calm** and **relaxation** to counteract chaos or agitation, to open the flow of **communication**, to broaden your perspective in **learning new information**; solitude and **peace**; which are areas the company intends to work on

Logo (cont.)

- The **Green color** must be the most explored color nowadays, always being linked to **nature**, **ecofriendly** issues and **sustainability**. These are important components the company would like to be associated with because besides the highest quality of technological devices, the organization also wants to provide clean or reusable way of using resources.

4. Goal

- By being recognized as the corporation that enlightened the concept and position itself through this explanation, the consumers' **perception** towards it may be positive. In other words, the goal is to use this clarification as a way to promote the brand/company, keeping both as if they were one or at least the one more reliable to offer solution in this field.



Goal (cont.)

- As a result, the company has taken a position of an **aggressive** but **progressive** way of divulging and promoting its products/services. It means there will be noticeable impacts on consumers in a short term plus a continual campaign to reinforce its importance in a long term.



Goal (cont.)

- The short term impacts will be featured by tactics such as the **Demonstration Day**, **Non-Automated Day** and the circulation of bill boards and outdoors all over the city center



Goal (cont.)

- In regard to the long term strategy, it will be featured by its **website and blog info** as well as the usage of **social medias** and **TV ads** in form of the well-known **Infomercials**



4.1 “The Jetsons” Approach

- In order to expand people’s awareness towards the concept of Home Automation, the company will adopt the characters THE JETSONS, more specifically George, which is the family man. The allusion is to link George with the **target market – man at the age of 35, 40 years.**



“The Jetsons” Approach (cont.)

- In contrast, the image of The Flintstones will be screened to represent the partial proportion of people who still have not used the company or have not even adopted the concept of Home automation;



“The Jetsons” Approach (cont.)

- Associate the company and the benefits of applying its products and services with the futuristic life style the characters **The Jetsons** have. Apart from mentioning technology, the approach will be made in a very amusing and humorous way and it can certainly bring a lot of attention to the company;



“The Jetsons” Approach (cont.)

- Considering that the cartoons **The Flintstones** and **The Jetsons** were launched in the **60's**, these ads will probably have an **Emotional Appeal** on consumers who were in their childhood at that time and it might cause strong and good feeling about these characters;



“The Jetsons” Approach (cont.)

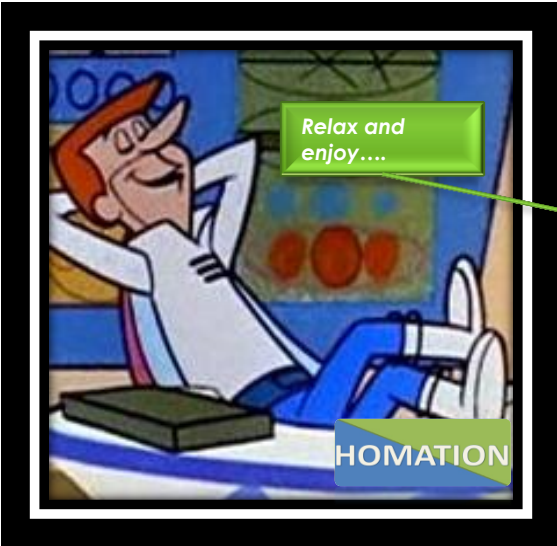
- Hence to illustrate this comparison, there will be many billboards/outdoors distributed throughout the city to reach people’s awareness of the product and at the same time hit them with the contrast **Jetsons vs. Flintstones** that might make them think of changing behavior towards the concept;



“The Jetsons” Approach (cont.)

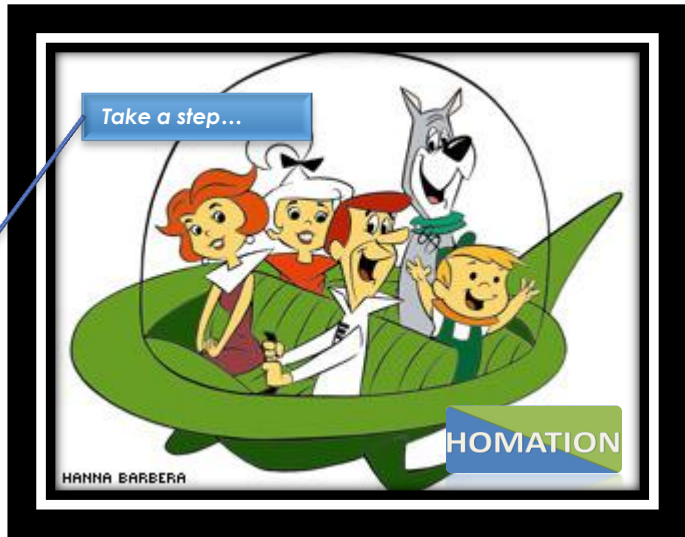
- These ads will encompass two categories of consumers the company wants to reach: other companies’ users and **new users**;
- Greater effort on the new consumers, regarding the new trend of Home automation identified in the Target Analysis.





Relax and enjoy your life with comfort and security. Call us or solicit an online quotation today.

Take a step forward into the future by acting like a "George". Ensure your family's comfort and safety





Do not get surprised if your closest friend does not have HOMATION in his house. Bring him to us and get a discount in any new product you purchase!

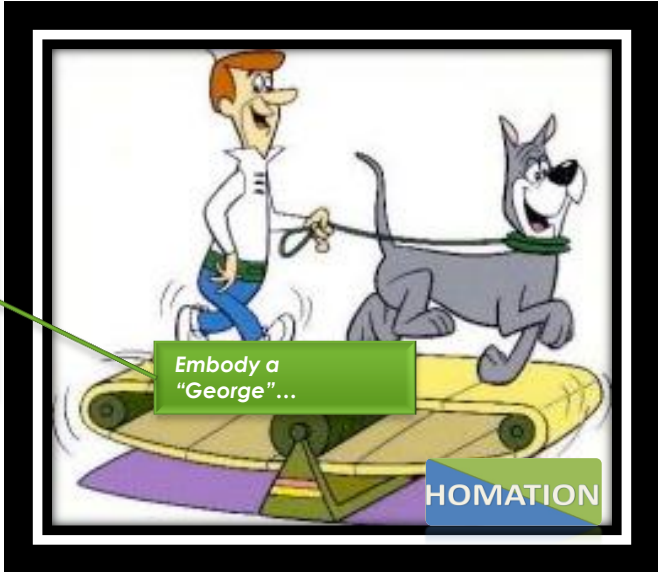
Call us and obtain our new line of products today... Take a step forward into the Future and let the Stone Age left behind!





Leave your children in complete security with HOMATION while you away!

Embody a "George" attitude and solicit a quotation of your desired products/services today





Worried
about....

HOMATION

Worried about how much your company will charge you for the next maintenance visit?

Obtain our new range of products and get a 2 year free maintenance included!



HOMATION

Don't get mad at...

Don't get mad at your old devices. Acquire one of our products and Take a step into the Future!

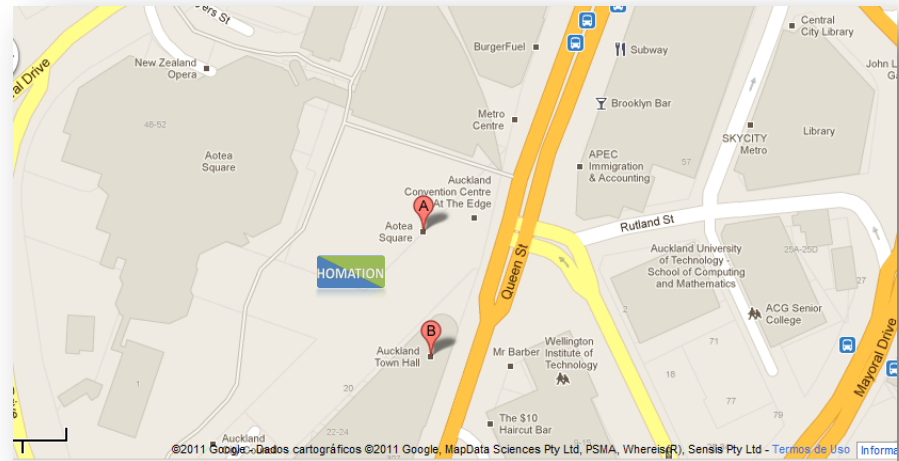
That is how we see your tomorrow, so don't stay behind it.....

Take a step forward into the Future!



4.2 Demonstration Day

- In order to promote and educate people about its offering, a replica of a house will be built and open for public in **Aotea Square** which has capacity of 20,000 people and is located in middle of Auckland - on one Saturday in November, 2011.



Demonstration Day (cont.)

- This is a special day for the company to show its range of products and services. This event intends to be huge and attracts as many consumers as it can.
- This demonstration will be grounded on **effectiveness** of these offerings. So customers will be able to see the **functionality** of the products/services live.
- The questioning will be freely stimulated by the guide (someone who will represent the company and will take action by showing customers what are and how the devices work);



Demonstration Day (cont.)

- To make the approach more appealing some representation of George Jetson and Fred Flintstone will be the hosts and entertainers, distributing souvenirs such as T-shirts, toys and giving autographs to the public in order to **create a positive and good environment** to consumers



Some samples of the T-shirts and gifts can be seen below:



4.3 Non-Automated day

- Based on the purpose of a **Guerilla Marketing**, which are campaigns with little usage of resources but great impact on consumers attention. On this specific day, the doors at **Britomart station** will be temporarily replaced by stone doors in allusion to the Stone Age - like The Flintstones. The idea is to demonstrate how the technology, especially automation, influences our routines. After getting into the station, people will see a big sign which says:



“When something is so important, that is not even noticed”

4.4 Social Medias, blogs, TV ads and other components

- These “tools” will be used in order to **inform and explain products/services** definition as well as **answering any kind of questioning** the customers might have and discussions will be stimulated in order to increase consumers interest
- On **YouTube** and **TV ads**, videos will be weekly uploaded to expose to customers how efficient and easy is to manage the control of their homes using the products.
- An association with the **deal-of-the-day websites** (such as Groupon) is also a way of promoting and also measuring the company's effort through a daily analysis of the sales



4.5 Interactivity

- Apart from the control inside the house, costumers will be able to control functionalities such as temperature, lighting and other aspects by distance using their mobiles. Besides, they also are able to learn more about the products and services the company will offer and solicit quotation of those.



5. Conclusion

- These ideas were formulated with the purpose of sharpening the crowd's curiosity towards the company as well as the concept. So the initial effort was focus on getting attention to this market. But other areas of the business must be also explored such as:
 - **Human Resources** approach (training, presentation, etc);
 - **Loyalty** aspects (card, discounts for long term consumers, etc);
 - **Budget** and **value** of its products/services;



Conclusion (cont.)

- So these are all **points that will be discussed in the next piece of work** to finally gather all the information collected plus the ideas of positioning and promoting the brand already seen in this Creative Brief;



6. Reference List

- 1. Fallacy Files (n.d) *Emotional Appeal*. Retrieved 2011 from <http://www.fallacyfiles.org/emotiona.html>
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- 3. Wikipedia (2011) *Aotea Square*. Retrieved from http://en.wikipedia.org/wiki/Aotea_Square
- 4. Assignment 2 (2011) - *Target Market Analysis*

