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**Proposal
for
Solidifying
Moneual's
Babble Baby Monitor
in the U.S. Market**

Year of 2018

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I. Summary

The following is a proposal of a marketing plan for the Babble baby monitor's initial rollout year.

It represents a comprehensive IMC platform & strategy for solidifying The Babble baby monitor in the U.S. market and is based on my researching of your company's specific needs.

It features a positioning statement, SWOT and PEST evaluations, as well as measurement/ evaluation tools for gauging success.

Also discussed are the Comm. & Sales objectives for The Babble's initial (projected) launch year and the tactics that will be used to achieve them.

Of special importance to you—the client—is the special attention given to the rollout's timeframe and overall budget considerations which can be found on pages 9 and 10.

Moreover please note my fee for all strategizing/ media planning & placement, also on page 10.

II. Needs/ Challenges

As it is the first time being launched in the U.S., the **most immediate need** for The Babble is to gain brand recognition among this consumer base.

The Babble will have to sell (at least) 4,000 units to fund the marketing platform proposed here, make a significant impression on the minds of consumers, and adhere to its **percentage of sales budget**.

Given the current ratio of Moneual brand recognition to competitors' brand recognition 4,000 units is an ambitious figure.

Samsung's presence in the baby monitor category poses a particularly acute challenge thanks to their power and resources; however there are other noteworthy competitors in the **baby care category** which will be competing for marketshare.

I'm confident that, given The Babble's momentum (which will increase exponentially over the roll-out year), the needs mentioned above will all be able to be successfully met; especially given my company's track record of bringing similar efforts to fruition over the course of its 15 year existence.

III. SWOT Analysis

- + Strengths (Internal):** Luxurious European image/ name which evokes prestige, a company known (internationally) for producing innovative technologies, recipient of many CES innovation awards, past press coverage of Moneual's humanitarian efforts of assisting the hearing impaired through world-class facilities can be leveraged.

- **Weaknesses (Internal):** Being a relatively young company with negligible name recognition (in U.S.), Moneual only has 10 patented items, spreading the company too thin i.e. over its 15 markets worldwide.

- + Opportunities (External):** Option to create multiple "level" offerings of different product features which can vary pricing points, the possibility of using recognition gained in U.S. markets to strengthen product's image in non-U.S. markets, additional marketing opportunities which involve securing hearing-impaired niche audience(s).

- **Threats (External):** A competitive market means less chance of gaining top-of-mind awareness, research shows a correlation between sluggish economy and declining birth rate— a trend that hurts Moneual's ability to gain business from its primary target audience of 25-34 year old parents.

IV. PEST Analysis

Political

The Consumer Product Safety Act (signed into law in 2008) was designed to give the Consumer Safety Product Commission more power in enforcing safety standards for consumer products— particularly those related to children.

As long as the Babble does not exceed the limit of lead and phthalates (a family of chemical compounds used in toys and many other products to soften plastics) allowed by the Consumer Product Safety Act— and also does not violate concurrent health standards— the product should experience a roll-out free from legal issues.

Economic

The current sluggish U.S. economy poses some concern, as does data indicating that the purchase frequency of baby monitors is on the decline.

Social

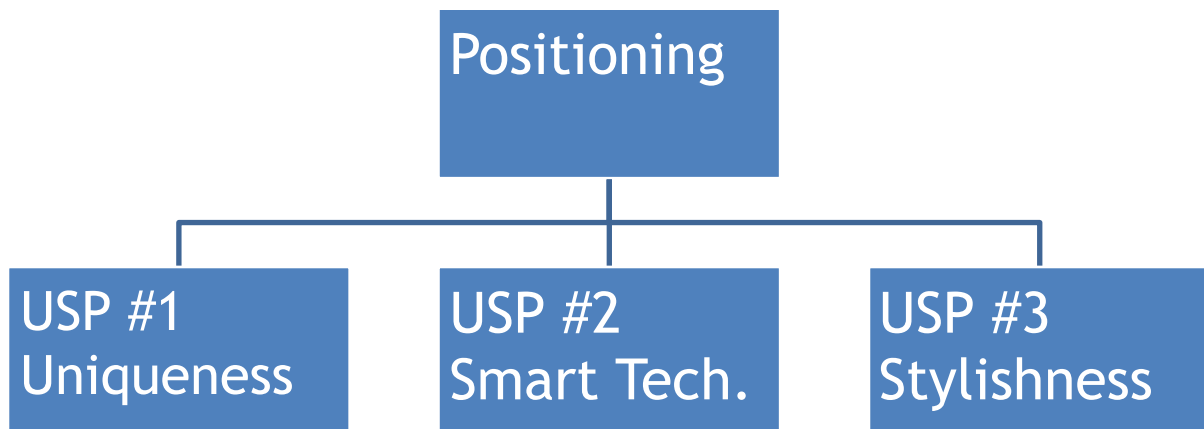
Research suggests a steady decline in U.S. birth rates since 2007; in 2011 it dipped to the lowest ever recorded. This hurts the potential for both parents and grandparents to purchase the Babble baby monitor for newborns as there are now less in the total population than there have ever been.

Technology

Considering the strong sales/ consumer interest attributable to the technology-based products category, The Babble is in a secure position. Its smart technology features (particularly Bluetooth) enable it to capitalize on existing consumer awareness and also to sustain their seemingly insatiable interest.

V. USP/ Positioning

The positioning strategy i.e. differentiating the Babble from its competitors will be centered on its 3 USP's (all of which represent a competitive advantage over competitors):



VI. Branding

At this point in the life of the product branding is still a fluid concept. However there are some preliminary tactics that can be executed in order to raise the profile of the Babble brand/ establish greater visibility among consumers.

These involve utilizing a calming pastel color palette and logo (in order to nurture trust & comfort); also engineering positive associations for the Babble baby monitor through tactics involving the four categories of IMC mentioned below

(i.e. Advertising, Public Relations, Sales Promotion, & Social Media).

VII. Comm. Objectives

As The Babble is being introduced to the U.S. market the greatest comm. objective for the the roll out year of 2018 is **gaining awareness** in the minds of consumers. Here is a complete breakdown of Comm. objectives for 2018:

Awareness:	75% or 1,275,000 people
Understanding:	50% or 850,000 people
Preference:	25% or 435,000 people
Consider:	7% or 119,000 people
Purchase:	.02% or 4,000 people

VIII. Sales Objectives

4,000 units for the first year, or 1,000 per Quarter.

IX. Timeframe

Will consist of the initial roll out year of 2018.

X. Budget/ Cost of Tactics Breakdown

Will utilize a **percentage of sales approach**—specifically 40% of the total (projected) monitor sales for The Babble's roll out year are to be utilized as marketing expenditure.

As the projected sales figure for the roll out year is:

4,000 units x \$400 per unit= **\$1,600,000**

\$1,600,000 will go toward the first year's mktg. budget; the breakdown for how this will be spent is annotated in the chart below.

Note: Should these sales figures turn out to be too optimistic the marketing budget will be downsized accordingly.

Tactic	% of Budget	Amount of Money
Advertising	50%	\$800,000
Public Relations	35%	\$560,000
Sales Promotion	5%	\$80,000
Social Media	10%	\$160,000
Total	100%	\$1,600,000

Note: My fee will be a flat rate of \$45,000.

XI. Measurement & Evaluation

Pre Testing: Our pre-testing yielded the following results. Respondents reported that they were not familiar with the Babble. Upon familiarization with the campaign they noted that the product appeared to be for helping moms and that the product was one strong in mart technology.

Q1-Q4 Testing: The majority of testing will be done throughout the launch year i.e. 2018.

What will be tested: Key to the success of the campaign are **1. The audience becoming familiar with the product (Awareness) and 2. Associating it with their lifestyle (Positive Association).**

Awareness is relatively easy to gauge and can be done via questionnaires and focus groups.

Determining whether or not the target audience associates the product with their lifestyle is a more subjective. Nevertheless there are multiple methods that can help to achieve this objective. For instance targets can be given adjective checklists, brand character scaling lists, and brand character personality tests in order to determine what associations they make with the brand; they can also be given surveys toward this end.

What constitutes success:

Awareness

Our model assumes that **target audience awareness of the Babble is at zero** prior to the 2018 campaign. Based on our marketing research we believe that utilizing a quarterly approach to gauge success will work best.

We will consider the following percentages as a success:

15% Awareness after Q1

30% Awareness after Q2

50% Awareness after Q3

70% Awareness after Q4

Note: Setting quarterly goals allows for quick adjustments, thus decreasing the chances of campaign failure.

Positive Association

Once again, getting the target audience to make a positive connection between the Babble and their (modern) lifestyle is the major comm. objective of the

campaign. Whether or not we're achieving this goal will also be tested on a quarterly basis.

What will be tested is whether or not **the audience sees the product as being compatible with their lifestyle.**

Based on the quantity of advertising in each quarter, the following percentages of target audience who associate the Babble with their own personal lifestyle constitutes success:

60% after Q1

70% after Q2

85% after Q3

100% after Q4

Post evaluation/ Testing: To reiterate— when evaluating the overall effectiveness of the campaign (upon completion), a 70% awareness level and a 100% positive association level among targets exposed to the campaign will be considered a success.

Note: If these numbers aren't achieved an extensive amount of focus groups will be conducted to attempt to determine the reason(s) why.

XII. Next Steps

The following are the actions required of you, the reader(s) of this document:

- Decide whether or not amendment need to be made to the above document.
- Decide whether or not to accept the above marketing proposal.
- Notify my office of your decision within 7 business days. We can be reached at (626) 826-9419.

Note: I can have a letter of intent template sent to your office as early as tomorrow.

