9/18 Meeting on XT7000

To be shared with Melissa, Alex, Zrinka Makovac, And Sara Davis

* ***Need to improve marketing push for ZT series in Asia***
  + Ideas for review
  + Re-Brand in China: Ads are old and out of sync with this season’s consumers
  + Japan: Release Molly Dempsey’s Billboard Ad
  + Indonesia: Emphasize modern and urban citizen
  + Photo shoot in Puerto Rico, and Istanbul, for 7 months.
  + Korea: New Market: Run “New Product, New Opportunity” ad
    - Recast with new actors
* New Markets: Northwest and California
  + Ideas:
    - Seattle: Proposal created by Alex Darrow, waiting on approval
  + Portland: Similar campaign as Seattle, craft it unique to the city
    - Portland: Capture Portland mindset. Additional Research?
  + California: Build off of our Midwest ads?
* Revamping our Mindset: What creates a connection?
  + Color
  + Shape
  + Symbols
  + Words?
    - Use Phrases that people Connect with
* Very specific ad targeting: by Region, by City
  + Emphasis on urban regions?
  + Limited Targeting of Rural Areas