



**MARKETING BSMM - 8140  
FINAL PROJECT**

**Submitted to: Dr. Dave Bussiere**

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## **REPORT PART A --- CONSUMER BEHAVIOUR (15%)**

**Using information from the Check-On Technology Company case (see next page), explain which Motivation model would help explain the need or want that is potentially being addressed with this product. Please be specific about the need or want.**

A - The Biogenic vs. Psychogenic model is great for representing the need or want that this product may satisfy. This is because this model encompasses the vast majority of reasons.

- a. To care for their parents in real time (Psychogenic, Approach) (Psychogenic, Approach)
- b. To remove distractions while working. Sometimes children are anxious about their parents while working, which may generate distractions and make them less productive. (Psychogenic, Avoidance)
- c. Children who are physically separated from their parents because of employment or education. (Psychogenic, Approach)

- **Identify a specific Target Market**

- Customers who are physically separated from their parents are the target market.
- Customers who have physically or mentally unwell parents.
- Customers with parents who are adult children.

- **Identify a specific Positioning Statement**

Unique positioning statement was identified as the customer's parents' age.

Example: Parents over the age of 50 and 65 may have a real-time monitoring system, which reduces the item's cost. Parents over the age of 65 may buy a little more expensive add-on device that automates customer requirements.

## **REPORT PART B: PRODUCT & PRICE (20%)**

**Explain the core and extended products that are being sold (in the Check-On the Parents system)**

**Core product:** The core product is the Drone which helps to keep the check on parents through the system of sensors.

**Extended:** The extended products can be divided into two parts: Tangible and Intangible.

- **Tangible:** The tangible products include the physical things and softwares that are required for the functioning of the core product. These include Batteries, Softwares, user manual etc.
- **Intangible:** The intangible products are the ones that are sold with the core product in the form of feelings. These include Feeling of care, sense of responsibility, happiness, feeling of satisfaction etc.

**What product or service is a direct competitor to this product (and why you believe it is).**

The direct competitor of this product can be a voice listening feature with an alarm button and speech recognition.

There are devices that keep on recording voice and even some words like “help”, “Oh no” etc are spoken out or if some sound of breaking something comes up then they send SOS messages out to the people.

Reasons why they can be a perfect competition:

1. The price would be really low as it is just recording voice and using speech recognition.
2. It can be really handy
3. It will not disturb the privacy as it is not recording the video
4. It can be really silent as compared to the drone
5. There is no risk of it colliding with walls or other decoration in the house but drone always have a risk of colliding with something

### **Explain your suggested price point for the system**

The suggested price point for this product can be around \$500. The estimation is based on various factors as listed below:

- The cost of a normal drone with a camera is about \$150. The reference for this is taken from bestbuy( <https://www.bestbuy.ca/en-ca/category/drones/317061>)
- Since the drone can be controlled by the voice and the fingers this means there are some audio and visual sensors that are there. Adding that cost up,it can take another \$80 for all these hardware.
- The drone also records and learns the geography of the house which means there is integration of proper artificial intelligence algorithms in it. This software unit and algorithms can cost about \$50.
- Apart from this, for the working of software and hardware integration, the software must be written by a software developer and tested so cost for that can be around \$50 per product.
- Since, all the recordings and data can be seen in real-time, it means that there is a real-time cloud database where it goes. This can have a setup cost of \$50. It can even have a cost per month or year associated with it for storage on server and cloud maintenance.

Based on all the above materials the cost comes out to be:

$$\$150+\$80+\$50+\$50+\$50 = \$380$$

Now apart from all this material cost, there is cost associated with the manpower and labor involved in developing these parts and assembling them. This adds another \$70 per piece which leads to \$450. Adding profit of \$50 on each piece further gives \$500.

So \$500 is the end cost that is most appropriate for the product

### **REPORT PART C --- PLACE (15%)**

#### **Explain where this new Check-On the Parents system will be sold (and why)**

This new check-on the parents system can be sold online and by physically visiting stores.

- The Online selling:** Selling the product online can help in many ways. If the product is sold online then it can have more coverage in a short amount of time. People can buy the product from the comfort of their home. This is especially important in these covid times as people can avoid unnecessary travel. Moreover, it would be possible to buy these products even in backward or rural areas just by using the internet on mobile.
  - Selling In-stores:** Selling the products in-store may take time in sending the product to the local dealers but it also has many advantages. A customer can physically see and test the product. There would be no waiting for delivery as you can get the product as soon as you make the payment. There might be some in-store benefits or flash sales that are provided by some stores.
- **If it is through traditional stores (bricks and mortar), list sample stores**  
Selling the product through stores has many advantages as stated above. Some of the examples of selling the product in the market include: Selling in walmart, bestbuy, local shops, source etc. Even local stores can be set up in dealership that can sell these products
  - **If it is through online retailers, list sample sites**  
In today's world selling the product online has a huge advantage because anyone can order the product just from a mobile, tablet or laptop. Some sample sites for selling products online include: Amazon, bestbuy, walmart online, posting ads or creating instagram pages.

## REPORT PART D -- PROMOTION (40%)

**Promotional Strategy: Explain what type of Attitude change model best explains how potential customers would evaluate the Check-On the Parents system.**

The Balance theory would best explain how potential customers would evaluate the Check-On the Parents system.

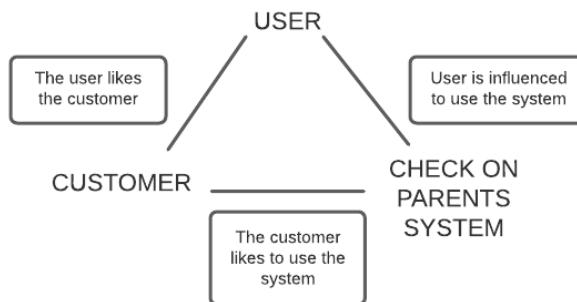


Fig 1 Balance Theory

**Ad Creation: Prepare two ads that promote the launch of the Check-On the Parents system that is consistent with the selected Attitude model and stated Target Market. Your ads should deliver the messaging needed to achieve your Positioning Statement through the selection of images and words.**

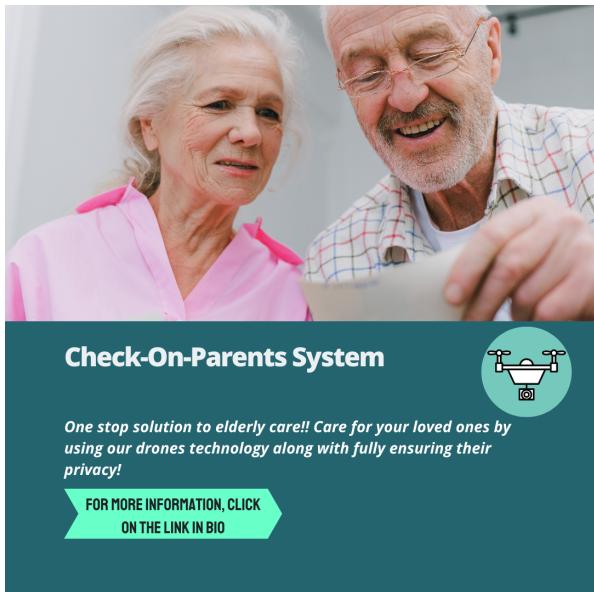


Fig 2 Instagram advertisement

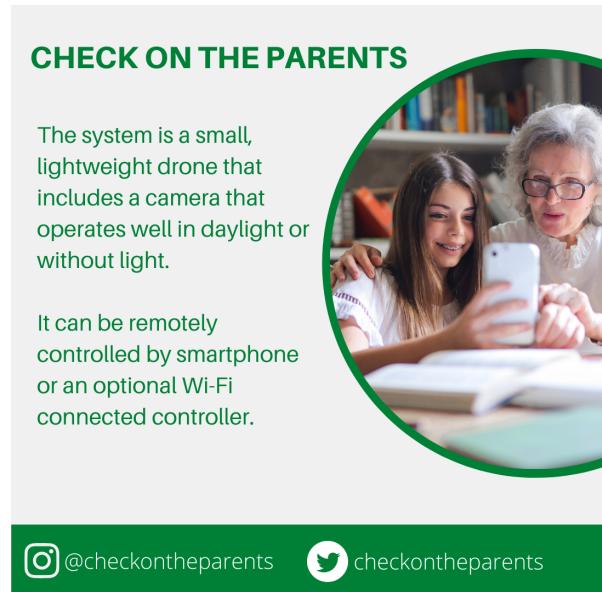


Fig 3 Instagram advertisement

*The above image (Fig 2) is an Instagram advertisement. It intentionally provides very little information about the product, in order to increase the curiosity of the viewer to know more about the product. The Check-On-Parents System's website link would be given in the bio. When the user clicks on the link, he/she gets redirected to the website which has all the necessary information about the product and its pricing.*

**Media Selection: Explain where you would run the ads (TV, Radio, print, billboards, online, social media). Be specific.**

The ads would majorly run on Online, Social media.



Fig 4 Instagram Logo

Instagram is the chosen advertising social media platform. Instagram is majorly chosen because of its growing number of users. Other factors for choosing Instagram as the social media advertising platform :

1. Instagram's ad platform has the most advanced targeting option.
2. Instagram provides special features for business accounts to grow the business.
3. Instagram platform is majorly photo-centric. This allows us to post colorful ads that people might remember for very long when compared to text.

The following strategies would be used by the Check-On-Parents system's Instagram handle for reaching the necessary audience through Instagram platform :

1. By starting a new Instagram account for the Check-On-Parents system. [Fig 3] This account will be a business account. The business account option can be chosen in the Settings section. This option will allow instagram handles to view insights on their followers.

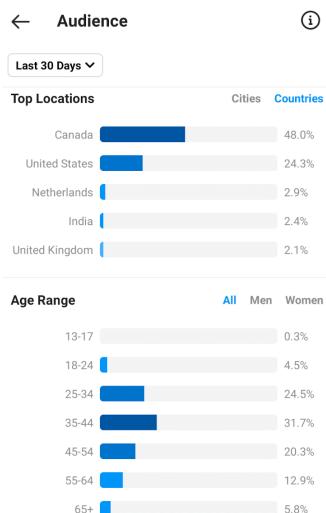


Fig 5 Instagram Insights

2. The Check-On-Parents system's Instagram handle would post product teasers. Product teasers include product images, customer reviews and flash discounts that are for a limited period.
3. The Check-On-Parents system would use Instagram stories as a major weapon in order to keep the viewers in regular touch with the brand. Polls in the Instagram stories are the most fun way to make the audience engage with the brand along with knowing their point of view.

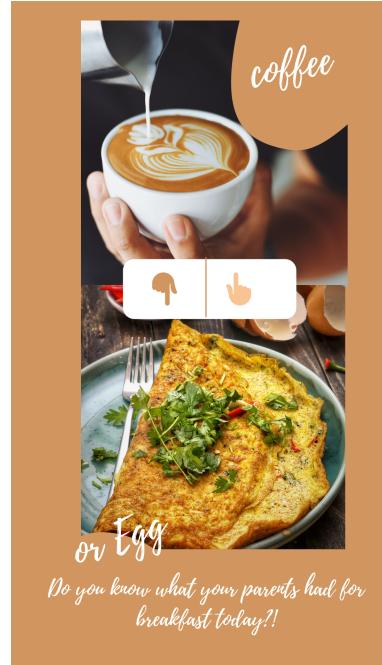


Fig 6 Instagram Story Poll

The above Instagram Story poll (Fig 6) would make the viewers re-think if they are having proper checks on their parents. If the viewer does not know the answer, he/she would definitely consider buying the Check-On-Parent system.

4. Over a period of a few months, after the Check-On-Parents system gains an amount of expected targeted audience, the brand might partner with Influencers online for a wider reach.
5. The Check-On-Parents system would also use hashtags to promote the product. The hashtags will be used in order to allow the users to search content relating to the brand more easily and also expose the brand to new viewers by using the hashtag for user generated content. The hashtag will be #CheckOnParents .
6. The Check-On-Parents Instagram handle would use Instagram Insights to find out when the followers are highly active and post only during those times. The Instagram handle will also strictly follow the rule of not over posting content and making the followers feel irritated.