



Ana

Noun | \a-n, ä-, ā-\

1. Grace; Favor
2. A collection of anecdotes or interesting information.

Paz

Noun | \pahz; Spanish pahs\

1. Freedom from disturbance; quiet and tranquility

**TAKE RISKS:
If you win,
you will be happy.**

**If you lose,
you will be wise.**

Anonymous

1 SPOTON **2** MYSTIKO

3 MIDTOWN GARDEN

4 FRUTOX

5 L'AUTOMNE



SPOT^{ON}

Overview

There are 2.4 million of people abducted today. According to the U.S Department of Justice Reports, there are more than 800,000 child abductions each year. Spot On is the new hope for parents and children. It is a security system that incorporates innovative new technology with the fusion of smart-fashion and technology.

Background

Spot On was created to bring awareness to parents and help them protect their children from the new threats that can easily happen during their childhood. Spot On consists in an app with information about human trafficking, kidnapping and tips on how to act in a situation of danger, real life stories, a tracker system that generates fast alerts. The tracker consist in a innovative technology which is connected to a piece of jewelry that can be activated by touch and the distance between the app owner and the chip implanted into the jewelry to send a fast alert to the Spot On center which starts an investigation with the child's location of device activation, first calling the person to see if it is a mistake, then contacting the police and family to create a wave of fast response. The chip implanted will always show where the child is in the Spot On map in the app.

Competitors



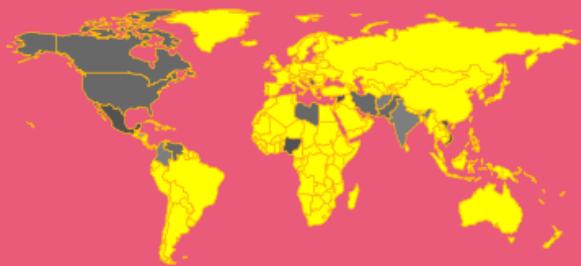
Characteristics

Secure Tracking
Educational Content
Innovative technology
Fast and effective



Be The Light

Micro technology
Safe cover partition from skin
Safe for babies and kids



USA
2.4 million of people abducted today.
vs
The World
an average of 2,185 children being reported missing each day

Fast response
Hot line
High Tech



Spot On

Gps tracker
Distance Alert
Disguised



Strengths

Non-profit organizations for national awareness (NCMEC/Istand),

Growth of educated parents
The scale of awareness growing.

The heavy usage of social media an internet Technology growing.

Weaknesses

Organized crime
Non-aware parents
Growth Child abduction cases

Opportunities

A great space to provide parents with information about human trafficking.

A continuous growth in child security.

Continuous growth in Social Media usage

More parents with smartphones

Heavy trend of accessories

Threats

Parties where children are easily exposed
Desinformed parents
Huge naval traffic. Ports with easy ocean access.

Target Market

Primary target audience

Millennial Parents 25-39

They are well educated and technologically savvy. They are professionals and busy most of the time. They care about their children, they believe that education and security is fundamental. That is why they encourage their children to study and to follow rules for their safety within the first period of childhood.

Secondary target audience

Children between 6 weeks to 12 year old.

Marketing Goals

Create awareness and guaranty parents security for their children while they use the app and accessory.

Big Idea
“Be The Light”

Marketing Strategy

Create bright posters with information about real statistics and with social media. It will also be feature in apps like instagram and snapchat showing how it works and how it can save many lives using a trendy accessory.







••••• TAB 09:41 am

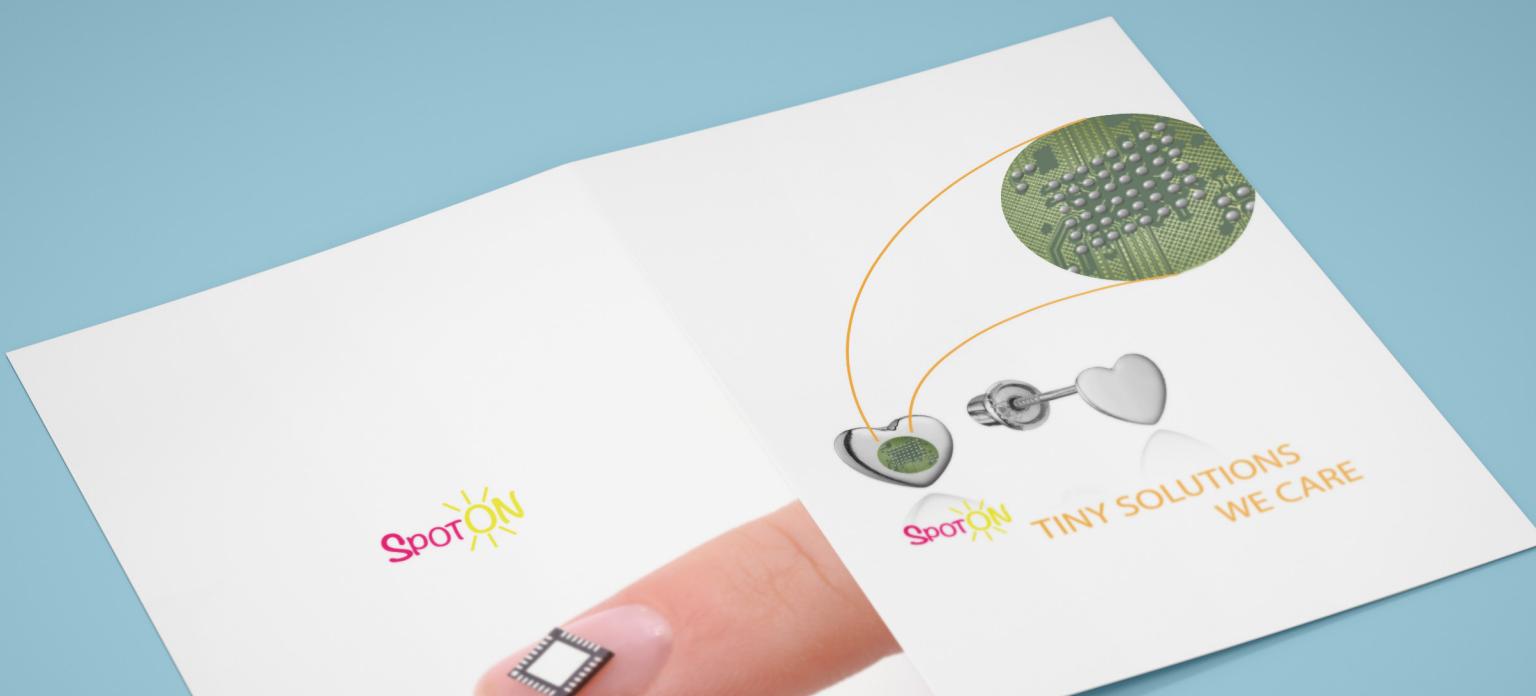
Featured

SpotOnApp 4+
Spot On
Offers In-App Purchases

★★★★★ (49) + FREE

Details Reviews Related

Awes...





M

Overview

MYSTIKO is the transcendence of 200 years of artisanal tradition. Experience and heritage materialize in its unique smoky flavor with roasted undertones. Recreating the real soul of liquor. Mystiko is made with 100% of Tobala agave with a 45% of alcohol and aged for 21 years to create the exquisite flavors and quality that represent it. It is consume in its purest form to stimulate your palate in a unique way.

Background

Mystiko Mezcal is originally from the heart of mezcals native ground Oaxaca in Mexico. It is made through the distillation of the cores of the agave plant. Its distinctive smoky flavor comes from the unique distillation. It is a rich artisanal process in which Mescalero's roast the cores of the agave over flaming hot rocks into earthen piles, merging their history and tradition into this exquisite real spirit.

Competitors



Characteristics

Agave: Tobala

Alcohol Volume: 45%

Stage: 21 years old aged.

Color: light Brown

Nose: crisp and mature aroma

Taste: Smoky undertone, dry finish, roasted undertones



Mystiko Mezcal

South Florida, United States.

\$126.00 per bottle



Agave: Tobala

Alcohol Volume: 45%

Stage: 21 years old aged.

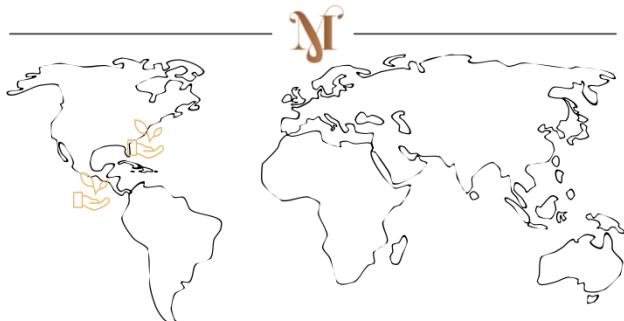
Color: light Brown



100% Agave

Nose: crisp and mature aroma
Taste: Smoky undertone, dry finish, roasted undertones

Multicultural product & Organic



Strengths

New to market
Over 200 years of product knowledge
Smoky flavors
Big market
Product trend growing

Opportunities

Product awareness
Image desired
International market
Intercultural place

Weaknesses

Product awareness
International product

Threats

Direct competitors
Not stable economy

Target Market

Gender: Male

Age: 26 - 55

HHI: \$60.000K

Education: College graduates and higher

Ethnicity: MultiCultural

He is a man that perceives luxury as his lifestyle, and mystery as fun.

Bold, with thirst of the world, experimented and centered. He always goes for new experiences and exquisite adventures.

Marketing Goals

Introduce new brand of Mezcal to the South Florida market

Marketing Strategy

Magazine ads: There will be a total of 3 ads in 2 different magazines. 2 of them will be showcasing the product in Cigar Aficionado, and the other two will be promoting the event en Vizcaya in Ocean Drive.

Promotional Events: there will be one main event at the museum of Vizcaya located in Miami where the guests invited will represent the ideal client for the product in South Florida. There will be invited to the event with a special invitations handed to them directly to their homes.

Exposure Events: there will be two events located through South Florida. One in Vibe Club located in Fort Lauderdale, and the other one is located Miami in SET in Miami Beach. These Events will be to increase the promotional force of word of mouth in these two cities. There will be strategic invitations to the Elite of the cities, but it will not be as exclusive as the others.

Sponsorship presence: There will be a beautifully decorated booth in the Sony Ericsson tennis championship and Gulfstream horse race. The drink will be served to the public and the atmosphere of the booth will be set to represent the exclusiveness of the product. Furthermore, The promotional video of Mystiko will be showcased.

Promoting presence: during the Fort Lauderdale International Boat Show (FTIBS) and the Miami International Boat show there will be a boat with the Mystiko logo, which at night will project the product promotional video around the event to a flying screen, and the boat will have the sound of it. In addition, the boat inside will be a reserve bar where the drink will be served.

Big Idea
“The Real Spirit”







MYSTIKO

MYSTIKO

MYSTIKO is the transcendence of 200 years of artisanal tradition. Experience and heritage materialize in its unique smoky flavor with roasted undertones. Recreating the real soul of liquor.





Overview

Established in 2013, Midtown Garden is a family owned and operated small local business located at the center of Wynwood district in Miami, FL. An unique up-cycling store with a raw and organic feel features a variety of indoor and outdoor plants, succulents, bonsai, re-purposed wood furniture, fresh flowers, produce and more. Now, after two years of developing in the nursery and gardening market, Midtown garden is seeking to establish its brand among the Wynwood community by positioning themselves as Miami go-to up-cycling store for purchasing exotic plants with a unique space to escape the city noise and connect with nature. Paradise has a new meaning with Midtown Garden.

Problem

Midtown Garden is a family owned and operated up-cycling store located at the center of Wynwood district in Miami, FL. Seeking to establish a brand identity among the local residents and its visitors.

Competitors

THE
ALTON ROAD NURSERIES

PLANT *the* FUTURE
by PALOMA TEPPA



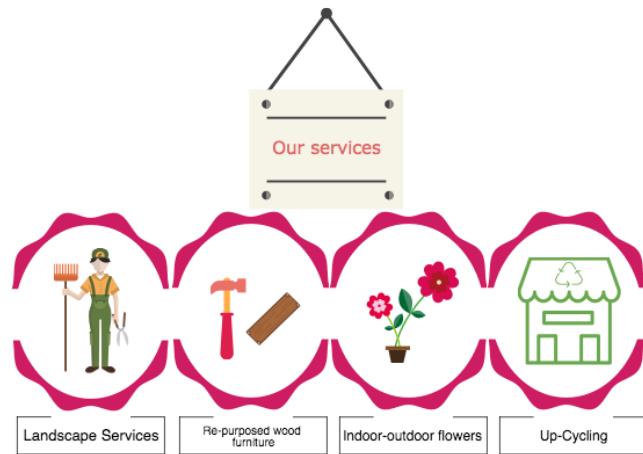
Solution

Midtown Garden can expand their business, by establishing their brand identity and defining their target audience. As well as, incorporating an integrated marketing campaign to introduce the Midtown Garden as a unique upcycling store, creating awareness through social media platforms and creating public relations events to promote brand identity awareness.



Midtown Garden, is a unique up-cycling store with a raw and organic feel.

A place to escape the busy street and screen, trade it for nature and creativity.



More
Advantages



Strengths

The first Garden in the Midtown area

A Garden that will host events and house a variety of local plantation

Rent space for future clients
Neighborhood continues to growth

Weaknesses

A limited marketing budget to develop brand awareness
No brand identity
Competitive area

Opportunities

Outgrowing services and products

A customer base with a want that is as if yet unfilled
Multicultural consumers

Threats

Limited parking space
Competitors in neighboring cities around Miami

Target Market

Gender: Female, Male

Age: 25+

HHI: 30,000+

Education: Some college, college educated

Marital Status: Single, Married, Divorced

Ethnicity: MultiCultural

This target market loves to be social, outdoors, enjoys gardening as a hobby and the beauty of landscaping.

Marketing Goals

Maintain steady growth each month.

An increase in new customers who are turned into long-term customers.

Generate brand equity.

Reach a 3% increase in gross profit margins by the end of the campaign.

Marketing Strategy

Midtown Garden roots are plants but their passion is upcycling. The Garden holds repurposed items, from the wood floors to furniture, all saved from the Miami Beach boardwalk. Midtown Garden will advertise on flyers and posters, various media platforms and offer classes for community members and children to best reach the target audience.

Big Idea

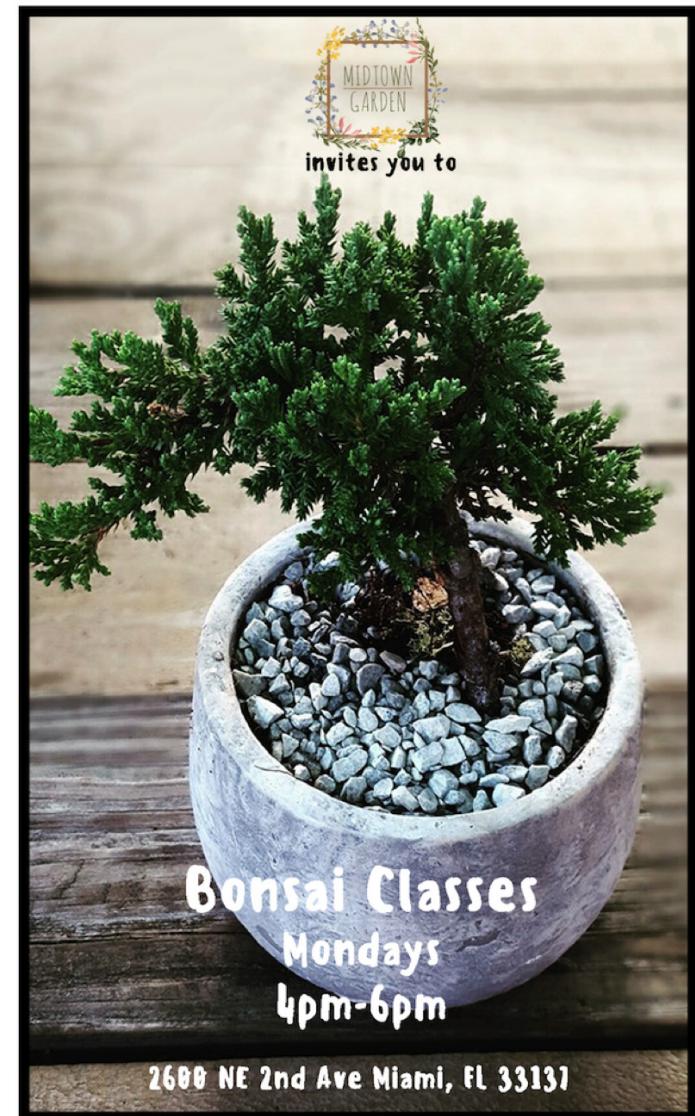
“Garden In The City”





The image displays three vertical screenshots of the Midtown Garden website, each featuring a header with the logo "MIDTOWN GARDEN" in a floral frame.

- Home Page:** Shows a large banner with the text "YOUR ZEN ZONE" over a background of various succulents. Below the banner are navigation links: Home (orange), Store, Services, Events, and Contact.
- Services Page:** Shows a large image of a garden at night with string lights. Below the image are navigation links: Home, Store (orange), Services, Events, and Contact.
- Products Page:** Shows a grid of four product categories: Yellow Bougainvillea, Red Bougainvillea, Purple Bougainvillea, and Succulent. Each category has a small image, the name, and a price of \$49.99. Below these are two more rows of products: Succulent (pink flowers) \$49.99, Succulent (green leaves) \$49.99, Red Flower Cactus \$49.99, and Pink Mussaenda \$49.99. The page also features a "SALE" badge.





Overview

Humans are constantly surrounded by toxins in the environment according to the Department of Health over time toxins are extremely dangerous and may lead to dangerous diseases like cancer, diabetes and heart malfunction. The human body is made up to 60% of water. Our brain and heart are composed of 73% water, and our daily intake of vitamins and nutrients is not enough to fight against toxins and prevent such diseases. Frutox infused waters is the solution to maintain a healthy body and prevent the long term harmful toxins intake.

Background

Frutox was created to provide a solution that will bridge the gap between a healthy and fast paced lifestyle. There are 10 recipes that will lead to healthy benefits that will eventually assist in improving the overall welfare of the consumers. Frutox uses natural and organic ingredients that come in the Frutox thermos specially designed to separate the ingredient of the water by a distillation filter, that will let thru all the nutrients and vitamins of the ingredients without affecting the quality of the water.

Competitors



Characteristics

- Secure Tracking
- Educational Content
- Innovative technology
- Fast and effective



Everyday toxins = bad health



Detox
Need to detoxified body



Work with Local farmers
Supports local economy
Non GMO- Organic
Fresh ingredients



Mass production
the product

Frutox

Design and create **Frutox**
Unique Filter
Natural body cleanser



3 delivery plans
\$20 - 10 days 1 Frutox a day
\$25 - 2 weeks 2 Frutox per day
\$55 - 4 weeks 2 per day



Choose your plan
Order Online



Enjoy it everywhere
and detoxify your routine

Strengths

Strong delivery services
Growth of healthy lifestyle
Environmentally friendly product
Variety of product flavors
Cost effective

Opportunities

Customization
Health conscious consumer
Good value pricing
Fresh - local farmers
Eco Friendly packaging

Weaknesses

Customer perceived value
Perishable
Quantity of recipes

Competitive environment
Natural disasters and disease outbreaks can affect supply and demand

Target Market

Millennials

Adults 25-39

Income of 40k a year

Millennials consist in people born between 1982 and 2000. According to the Census Bureau they represent more than the 25% of the U.S population. with 83.1 million surpassing baby boomers. Millennials medium income is \$25k, it is the most diverse generation with 19% being Hispanics, 14% African-American, and 5% Asian in the United states. Almost, 38% of them are bilingual according to Nielsen's millennials report. According to MDDA In the Miami Downtown the 46% of the population are millennials. 58% have or pursue a college degree. The 51% of the county are immigrants from around the world.

Marketing Goals

Create awareness and provide a solution to liberate the body from harmful toxins using naturally enhance water.

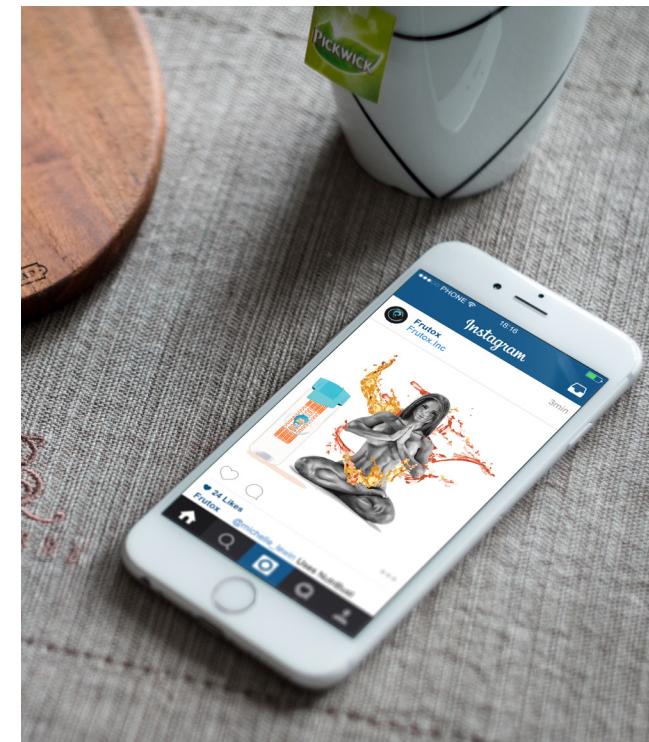
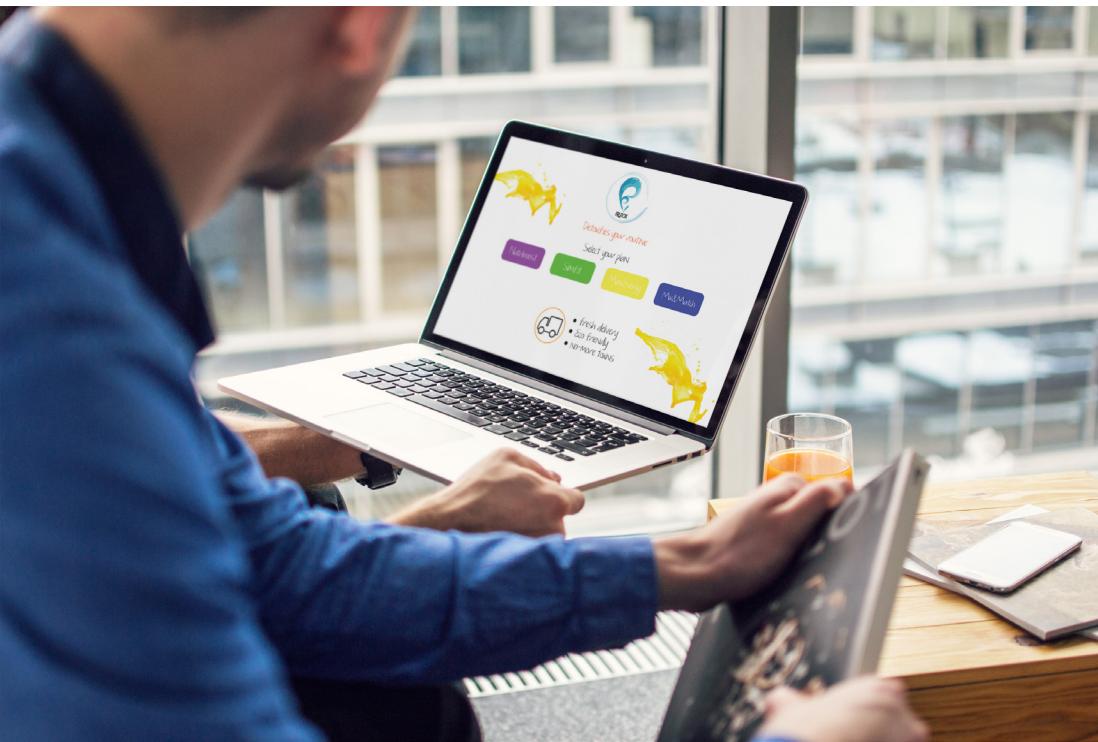
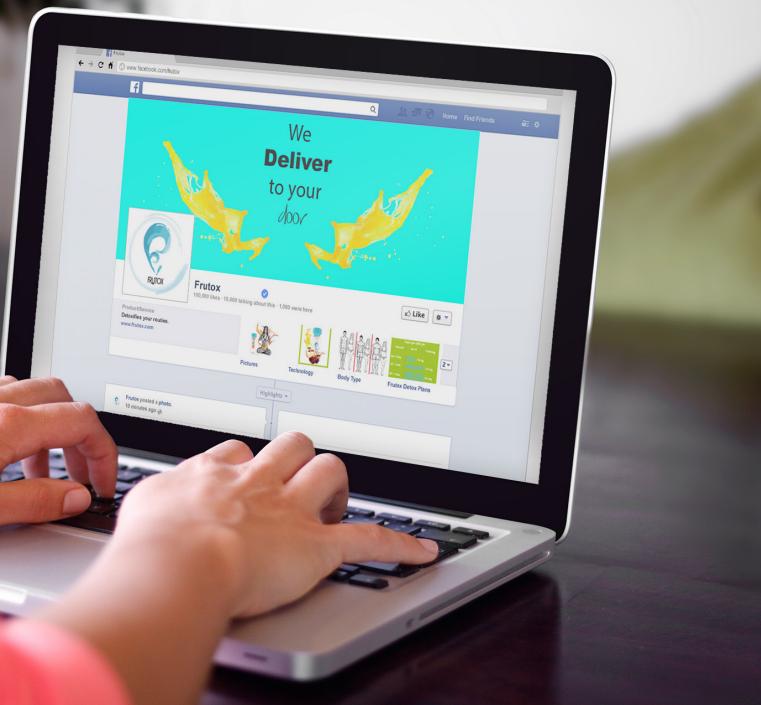
Big Idea
"Detoxifies Your Routine"

Marketing Strategy

Create clean and colorful ads in social media, endorsing health bloggers and influencers in Miami, leave flyers at offices, dance academies, publish an ad in the new times and give a newsletter to magazines in Miami to inform about our new product and how it works. Simple website with the different affordable options according to an specific delivery plan.









L'Automne

Overview

L'Automne will be an exclusive stylish and luxurious online store located in United States. L'Automne will offer its online customers the opportunity to explore a unique experience by acquiring garments with a fusion between fashion & technology.

Background

Innovation is happening everywhere, however fashion and technology have always been part of constant integration, specially in the textile creation segment. Technologically infused ready to wear to major fashion retailers. Garments that move and change in response to noise, sound, motion or light. wearable technology to design cutting-edge pieces for clients.

Competitors

YING GAO

CUTECIRCUIT



Characteristics

L'Automne will be an exclusive stylish and luxurious online store located in United States. L'Automne will offer its online customers the opportunity to explore a unique experience by acquiring garments with a fusion between fashion & technology textile. Use social media platforms and specific online ad placements to promote brand identity and aware our target market about the new chamaleon skin like line.

Smart Fabrics



Intelligent Garments

Bright Idea

Made with either passive electronics such as conductors and resistors or active components like transistors and solar cells that allow sensing for both physiological and environmental monitoring that has been integrated into textiles.

It changes with your mood and environment.



How it works ?



In 2020 USA is expected to be the largest market for Smart fabrics with a worth of USD 289.5 MILLIONS



Strengths

North America is expected to be the largest regional smart fabrics market segment over the next five years.

Smart fabrics are recently generating a great demand from fashion & entertainment industry.

The sport & fitness industry are looking for wearable devices that drive wellness monitoring.

Weaknesses

Big designer houses competitors

No brand awareness

Competitive area

Opportunities

Outgrowing services and products

A customer base with a want that is as if yet unfilled

High end and unique consumers

Threats

Government technology regulation

Competitors cities around the world

Target Market

Gender: Female

Age: 23 - 52

HHI: 40,000+

Education: College educated

Marital Status: Single, Married, Divorced

Ethnicity: MultiCultural

They are stylish individuals, fashion-conscious persona, tech savvy, comfortable with attention, creative, eccentric, they mark and keep up with the trends making them unique and not being afraid to use something new.

Marketing Goals

Launch an awareness campaign to introduce L'Automne's technologically design fashion and textiles. Increase sales and increase hype for technological fashion.

Big Idea
"Changes With You"

Marketing Strategy

L'Automne awareness campaign aim to increase brand recognition using social media and online ads showing high fashion interactive images and videos providing information about a product that allow customers to express themselves in a refreshing and unique way with a twist of technology in it.



General Info

Spotify Premium

dieuwer - (Private Session)

BORN: 23-05-1989

LIVES: Amsterdam

EDUCATION: Media & Entertainment Management

CURRENTLY: A&R Manager MassiveTalent, New Business MassiveMusic, 22Tracks Curator

Curriculum Vitae

Dieuwertje Heuvelings

Created by: dieuwer • Spotify user since 2010

Available from 01-2015

FOLLOWERS: 369

EXPERIENCE	COMPANY	TIME	ONLINE
A&R Manager	MassiveTalent	4:00 Years	Website
+ New Business	MassiveMusic	4:00 Years	Website
+ Alternative Amsterdam Curator	22Tracks	6:00 Months	Website
+ Professional 'Muzikantendag'	Grap	1:00 Year	Website
+ Music Writer	SSBA Salon	1:00 Year	Website
+ Radio Host	Cortonville	6:00 Months	Website
+ Music Writer	Smile In Your Face	2:00 Years	Website
+ Music Programmer	Bacardi Visita	3:00 Months	Website
+ Intern content	Rooms of RedBull	6:00 Months	Website
+ Co-Owner & Interviewer	Rassion Magazine	4:00 Years	Website

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