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TIME

The smartwatch for children

1. Target Market



T!ME is for children, but parents are the ultimate buyers. Our marketing plan reaches out to both of these target markets.

Our end-users

Cindy - 10 years old

Creative, innovative, curious

Favorite Subject: Science
Loves school, especially participating in her school's science fair.

Hobbies: Astronomy Club, Swimming, Piano, hanging out with her friends at the local froyo shop. Loves to play online games at home.



Noel - 37 years old

Business woman, mother, trendy

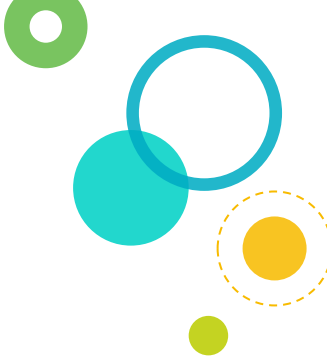
Married with 2 children
Creates a home environment for learning by downloading educational games on her iPad.

Stays busy, working during the day, and taking her children to activities in the evenings.

Favorite places to shop for her family: Costco, Target

A decorative graphic on the left side of the slide featuring several overlapping circles and rings in various colors: pink, orange, teal, light blue, and lime green. Some circles have dashed outlines. The graphic is positioned on the left side of the slide, partially overlapping the text area.

T!ME's advantages for entering a new market:

- ◎ Creates curiosity & excitement
 - ◎ Potential for high growth
 - ◎ Growing demands for educational technology
 - ◎ Sales advantage
 - Lower manufacturing costs due to simpler capabilities compared to adult watches
 - Price comparable to competitors
- 
- A decorative graphic on the right side of the slide featuring several overlapping circles and rings in various colors: green, teal, blue, yellow, and lime green. Some circles have dashed outlines. The graphic is positioned on the right side of the slide, partially overlapping the text area.

Segmentation

Middle-income families

Focus on:

The combination of education and entertainment for a cheaper price than the current products in the market.

High-income families

Focus on:

Unique catering towards children

Trend setting appeal

Placement of children ahead in education as well as technological skills

Possible future segments

Elementary schools

Middle schools

Customer Decision Process

Need Recognition

With the constant upgrade of technology, consumers want the latest gadgets that will allow them to enhance their daily lifestyles. The T!ME strategy is about making consumers aware of these needs as “technological trendsetters”.

Information Search

T!ME provides a watch that is kid-friendly, yet has the same technology behind smartwatches out in the current market. Consumers will be able to visit the highly interactive website to assist them in their purchase decisions.

Evaluation of Alternatives

There are no alternatives to what T!ME offers because of its focus on technology for children. However, buyers may look into Apple watches because they are the original smartwatches and may be a more popular and trusted brand for technology.

Purchase Decision

The buyers see the objective and quality of the T!ME smartwatch. They will invest in the technology because they see that its attributes suit their desires for their children: to be trendy, tech-savvy, and passionate about learning.

Reconciliation

Customers wear the watch and realize the educational benefits amongst other positives. Parents will see the great impact T!ME has on their children's lives, as well as their own, and would recommend it to their friends who are also parents.

2. Product



T!ME is wearable technology
for children with a passion for learning.



Comfortable. Sleek. Fun.

Product Features

Hardware

Flexible OLED display: allowing for a lighter, less bulky screen that better fits a child's wrist

- curved
- extra thin .45mm compared to LCD screens at 2.0mm

320x320 pixels and full 24-bit color to visually appeal to children

Fun color options for children to choose from, including **green**, **blue**, **yellow**, **pink**, and white!

Screen size is 2.5"x1.0": easily fits on child's watch while also large enough to display apps

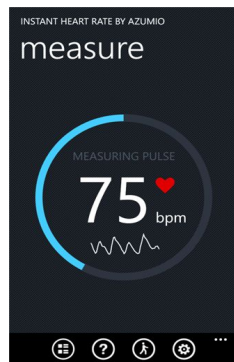


Adjustable strap that can fit different wrist sizes of children ages 8-11



Product Features Software

For the child:



Educational games cover elementary through middle schools levels in **reading**, **math**, **20 foreign languages**, **science**, and **history**!

Trivia and Word of the Day pop-ups:

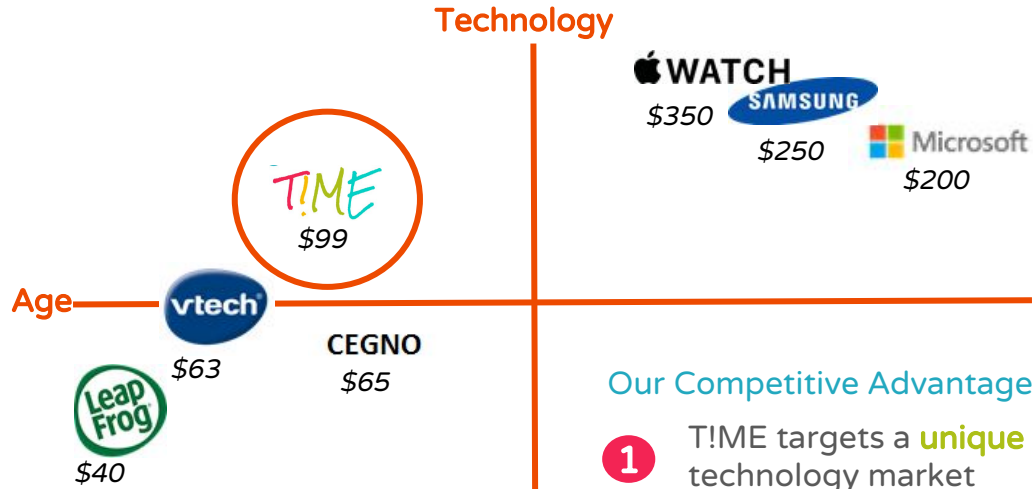
Optional app that requires child to answer trivia or dictionary questions to unlock the watch each morning.



For the parent:

- Optional parental app linked to child's watch and parent's phone to keep track of child's watch data
- Safety App - allows child to choose emergency contact, such as the parent or 911, to call for help
- Health App
 - measures child's heartbeat and steps, then sends data through parental app
 - Sets reminders for children with diabetes or other medical conditions

Position Map



Our Competitive Advantage:

- 1 T!ME targets a **unique age group** in the technology market
- 2 T!ME is **cheaper** than prevailing smartwatch brands
- 3 T!ME has **better user functionalities** and technologies than other children's watch brands

Brand

Value

T!ME is a children's smartwatch brand designed to **encourage learning** through the latest technological trends. It recognizes a valuable need that the target market was not aware of previously, by entering a **new market**.

Unique Features

5 fun **colors** for boys and girls, **sleek** look, accurate touch screen (**latest technology**), constantly updated **educational games**, applications for **parental monitoring** via smartphone applications.

Image

Children who wear T!ME are **trend-setters** who stay up-to-date with the latest technologies. They desire to be ahead of the traditional learning curve, always **curious** and **passionate** about furthering their education.

Moodboard



3. Marketing Strategy



Pricing. Distribution. Promotion.



Pricing



A Flat Rate Pricing Model

INCLUDES:

- 1 T!ME watch in a color of choice
- 3 Free consultations at the T!ME store to address any product issues



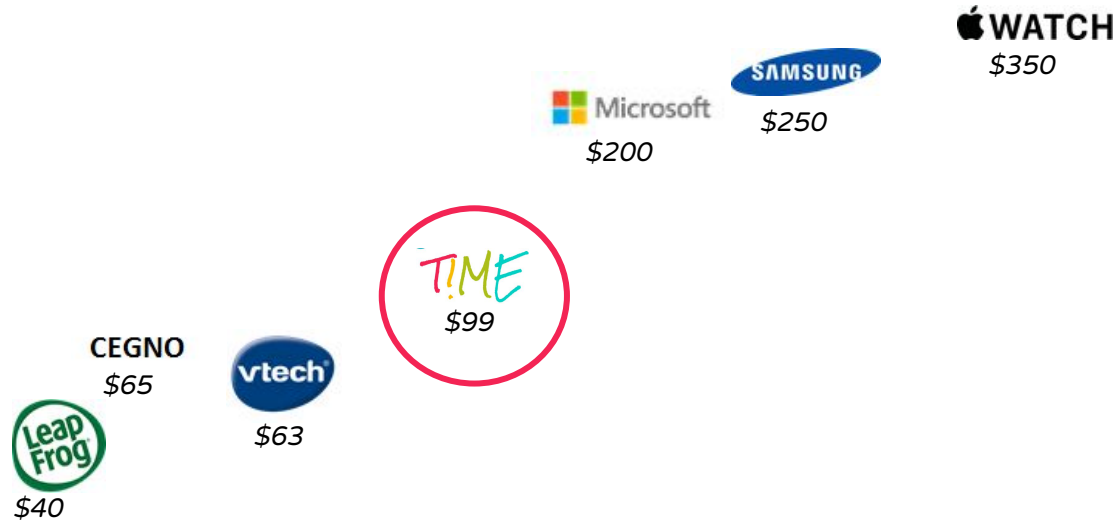
Brings customers to the physical store
More willing to buy additional features after being able to test them

IN-APP PURCHASES:

Specific expansions of current features
(ex: Health App→ send reminders for children to drink a glass of water at a certain time of day)
Updated based on what is currently trending or relevant to the market

Technology vs. Retail Map

Price



Technology



Price Discounts

- Three major promotions that include discounts on additional features:

Spring Sale (March)

Back to School Sale (August)

Holiday Promotion (late November-December)

- New updates and application features will be released consistently throughout periods that do not have the three major promotions.

T!ME will build loyalty throughout the year by appealing towards customers' desire to make their smartwatch, as well as their lifestyle, smarter and most up to date.



Distribution



Family-oriented Retailers: Wal-Mart, Target, Costco

For the customer:

Our shopper is a 30-40 year old parent. Although T!ME is a tech-savvy item, our target market shops at cost-friendly and family-oriented retailers, so we will best attract our market at these places. Sales may initially consist of on-the-spot purchases, particularly around the holiday season.

Perks:

Ease of access
Trust of carrier
Price-friendly outlet

For the retailer:

T!ME appeals to a market that frequently shops at these retailers, and it could potentially attract a greater volume of shoppers. These retailers have a high volume during the holiday season and can promote the product in their monthly catalogs .

Perks:

Variety Retailer
Fit to Customer
Regular Promotion



TARGET



Walmart



COSTCO
WHOLESALE



Technology-oriented Retailers: Best Buy, SkyMall

For the customer:

Best Buy is a trusted retailer that has been carrying great technology products over several years. This retailer reaches our more tech-savvy customers who are the “early adopters” of new products. Customers trust that Best Buy has high quality products and would not hesitate buying T!ME from here.

SkyMall Magazine is a special distributor that will be used as a test-run for T!ME. The in-flight catalog has several innovative products, similar to T!ME that will garner interest of both children and parents as they read it on their flights. Parents and children who read the magazine expect to see these kinds of products and are likely to make a purchase if marketed correctly.

For the retailer:

T!ME is a great device that **Best Buy** can benefit from selling. Because it is highly interactive, customers will want to touch and test the product if it is on display. This will bring more customers to the stores, and also encourage them to visit other areas of the store, likely to make more purchases.

As an innovative technology product, T!ME is a great fit for **SkyMall Magazine**. This catalog tends to carry more of the newer, unrecognized brands and help them in their initial stages of getting into the market. Including T!ME will allow SkyMall to diversify its portfolio as well as provide more products to match its target consumers: both parents and children who travel.



Sky
Mall



BEST
BUY



T!ME Website

The T!ME website will be both **parent and child-friendly**.

The website will contain:

- © a detailed explanation of the product and its features
- © an interactive, 3D view of the watch and its functions
- © demos of the games and applications offered on the device
- © tips for parents to incorporate T!ME and its functions into their daily lives

Through its interactive design, the website will create a memorable UX for customers - both adults and children. They will be able to experience the product before they purchase it - making the customer more likely to trust and enjoy the new brand.



Promotion



General Strategy

Objective 1:

Educate our customer and help them to recognize the need to purchase T!ME.

Method:

Advertising aggressively on television channels and magazines for both parents and children, targeting middle to high income families with children who are passionate about technology and learning.

Objective 2:

Gain recognition as the smartwatch that would support the learning desires of children.

Method:

Sponsoring academic competitions for children and partnering with elementary and middle schools of middle to high income school districts to use T!ME as an integrated part of their schools' daily education program.

Promotion-Overlook

TV, Magazine & Internet

Initial stage of promotion.

Educate our **customer** and help them to **recognize the need to purchase** such a product.

Sponsorship

Second phase of promotion.

Sponsor **academic competitions** for boys and girls.

Aim to be recognized as a great **supporter of education** for children.

Catalog

Continuous reminder.

Advertisement in **retailers' catalogues**.

Television

The television ad would feature parents and children. It would express the advanced technology and educational features of TIME.

For children:



- Nickelodeon
- Cartoon Network
- Disney

Time: run ad in the morning (before school) and afternoon (after school)

Why: These 3 channels are the most watched channels by this target market, and morning as well as afternoon are their prime viewing times .

For parents:

- HGTV
- Fox

Time: run ad in the evenings after dinner time

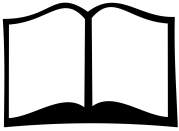
Why: These 2 channels are the top most watched channels by this target market, and evenings after dinner are their prime viewing times .



Magazine & Print

For children:

- Time for Kids
- Scholastic Kids
- National Geographic for Kids



Why: These magazines target children with intellectual curiosity in the same age range as our target market. We believe children who read these magazines will be most drawn to our product.

TIME
FOR KIDS

 **SCHOLASTIC**
open a world of possible


For parents:

- SkyMall
- Daily advertisements in Wal-Mart, Target, Costco, and Best-Buy catalogs



Why: Parents who read these magazines are looking for high quality products with advanced technology (SkyMall) or reasonable prices (Wal-Mart & Costco), which TIME could attract because its features match these attributes.

Mock Advertisements for Children: *Tech-savvy, trendsetting*

A photograph of three children lying on their backs on a green and red plaid blanket on a grassy lawn. They are positioned in front of a wooden fence. The child on the left is a girl with long dark hair, wearing a white t-shirt and black sandals, holding a yellow smartphone. The child in the middle is a girl with dark hair in a bun, wearing a purple shirt and purple Crocs, holding a black smartphone. The child on the right is a girl with long brown hair, wearing a pink shirt and pink sandals, holding a tablet. All three children are looking at their devices.

Use images of
children using
TIME as cool,
tech-savvy
trendsetters.

Goal: Children will see these ads
and want to be “cool” like the
children shown in them. TIME is
the newest technology product
that will set them apart from their
peers. The educational
component is an additional
benefit, but the technological
factor is the main driver.

Mock Advertisements for Parents: *Educational advantages*



Show the immense learning opportunities children have with the T!ME watch and applications. Also show the parental involvement with T!ME.

Goal: Develop need recognition for parents who would like to see their children excel academically through the latest technological trends.

Online Advertising

Website

Advanced technological features

Demos of applications

Easy to navigate



Google

Pay-per-click advertising

Google Adwords campaign

Search Engine Optimization

Make T!ME Website Search Engine Friendly

Create a T!ME blog and regularly post

Sponsorship

Discovery Education 3M Young Scientist Challenge

Discovery Education 3M Young Scientist Challenge

- Nation's premier science competition for grades 5-8.
- 3M is one of the world's most notable innovators.
- Media exposure-Young Scientist Challenge was covered by mainstream media such as U.S. News & World Report, Associated Press, and the Washington Post.

This will heavily increase brand awareness for the TIME smartwatch in the target market.

Promotion Spending Schedule

Objective:	Raise brand awareness and educate target customers about the product.		Maintain existing customers and acquire more through promotions.	
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Television	High	High	Medium	High (holiday season sales)
Print	Low	High (spring sale)	High	High (holiday season sales)
Online	High (high website development costs)	Medium	Medium	Medium
Sponsorship	Low	Low	Medium	High

Year 1 Promotions

TV
Online



High web-
development
costs, develop
brand image

Raise brand
awareness
Spring Sale
Promotion



TV
Print

Print



Back to School
Promotions

Holiday
Promotions



TV
Print
Sponsorship

Promotion Budget

Promotion	Year 1 Spend
Television	\$ 17,471,800
Magazine	\$10,480,000
Catalog	\$ 3,960,000
Online	\$2,928,000
Sponsorship	\$10,700,000
Marketing Research	\$30,000
Total	\$45,569,800

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