



CREATIVE CHALLENGE 2020



**POCKET
HERO®**

PART I: Advertising Brief



Your team name: Dynam-IIT-e

Advertising Brief



Overview:

1. What is the main social problem that „Our Pocket Hero“ deals with?

There is a general biased behaviour of people towards kids with type-1 diabetes. "Our Pocket Hero" helps fight this and also helps make their lives slightly easier.

2. What main difficulties could „Our Pocket Hero“ face along the way?

Any advancement in technology can lead to the insulin pumps to be replaced. This will stop the requirement of the pocket-tees. Also "Our Pocket Hero" may face competition from other competitors with the same product.

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3. Make a SWOT Analysis for brand launch in USA.

SWOT stands for Strength , Weaknesses, Opportunities and Threats.

- Strength: The product is one of its kind in its field and is based on a social cause that affects people emotionally. Further, it is a viable solution for diabetic patients, which they might require in their daily life.
- Weaknesses : It is a new company in a foreign land with a new market. The outreach of the product among the masses is low which can hamper the revenue generated and create an obstruction in the path of growth.
- Opportunities : As this is a new product in USA, they face minimal competition in the market. The product also appeals to the emotions of social workers and NGOs.
- Threats : The success of the product may lead to emergence of other similar start-ups thus giving competition to "Our Pocket Hero",

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Goal:

4. What is the goal of your communication campaign?

The goal of our communication campaign is to raise awareness among people about the difficulties that a child suffering from Type-1 diabetes faces in his daily life and how our product can help ease their situation.

Target audience:

5. Who is your target audience?

Our target audience includes the kids with type-1 diabetes as well as their parents.

Tone:

6. What emotions would you like to appeal?

We aim to create a sense of sympathy among the parents so that they are able to make their children understand what challenges diabetic children face and be friendly and have a warm and welcoming attitude towards them.

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Focus:

7. What is the most compelling reason for your audience to get involved?

Our campaign mainly aims to appeal to the emotions of the people and to also engages both the parents and the children diagnosed with type-1 diabetes. It helps create a holistic environment for the diabetic children.

8. What is the main message of your communication campaign?

The main message of our communication campaign is that people need to understand what challenges diabetic children face and create an environment where in these children aren't ridiculed.

9. How to emphasize the social problem the initiative is dealing with?

The initiative of our campaign emphasizes to make people aware of the struggles that a diabetic child faces in his daily life through engaging them in interactive programs and fun activities by placing them in their shoe.