

# NOTES FROM KATE'S PRESENTATION

WHAT ARE THE BEST <sup>CONTENT</sup> ~~CONTENT~~ AREAS WHERE YOU  
LEVERAGE ECLIPSE?

- CARD ECLIPSE MIGHT INTO A NEW BRAND  
THAT IS A FLOW IDEA

- DESIGN 'KIDLY' FURNISH

- FOR HEARTY - CONSIDER SMOKELESS

- PREMIUM PRICE

- SOLD IN THE NIGHT ~~OUTLETS~~ <sup>OUTLETS</sup>

- WHAT IS THE KILLEN AP ON ECLIPSE?

→ HOW BIG IS THIS AUDIENCE / OPPORTUNITY?

- YOU HAVE TO BE WHERE THE NEED IS IN ACCORDANCE  
W/ THE CONTENT

## DIFFUSION OF NEW TECHNOLOGY

- DURABLE GOODS VS. NON-DURABLE GOODS (CPG)

### 3 QUESTIONS FOR DIFFUSION OF NEW TECH

① DO PEOPLE WANT IT?

② WILL THEY PAY FOR IT?

③ WILL THEY USE IT?

### - THE THRESHOLD EFFECT

- A CONFLUENCE OF EVENTS THAT YIELDS CRITICAL MASS

- \* KILLEN AP POINT OF DIFFERENCE

- \* CRITICAL MASS

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## DIFFUSION OF NEW TECHNOLOGY

WHAT ARE EXTERNAL INFLUENCES / ENDORSES

- Good Housekeeping Seal of Approval
- Fabric Counsel
- Fine Chairs
- Air Quality
- Environmental Groups
- Restaurant & Bar Trends Assoc
- New Technology Approval Authorities / Bodies
- Clothing Industry
- Furniture Counsel

THERE IS A NEED TO TARGET MULTIPLE "BEST PROSPECTS" EARLY / AT THE SAME TIME

NO PSYCHOGRAPHIC PROFILE / PREDICTION FOR EARLY ADOPTERS

\*ALTERNATIVE FORMATION FOR SALE & USE OF EUROPE

- REINVENTED SMOKING EXPERIENCE IS NICE / FINE
- THIS MAY BE HARD b/c EUROPE IS CURRENTLY CATEGORIZED AS A CIGARETTE

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