



CREATIVE CHALLENGE 2020



**POCKET
HERO®**

PART I: Advertising Brief



Your team name: Team Braniacs

Advertising Brief



Overview:

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

Pocket Hero deals with the discrimination and bullies faced by its users in their Schools and Colleges due to the “so-called” disparity between its users and the other people due to the extra Insulin Pump which they carry to regulate the insulin levels.

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

With company’s recent entry in the USA market it lacks in reach to its users and the trust of its users ,unlikely to its competitors which are pretty established in the market. Moreover the company provides the outfits for an age group of 2-18 years hence developing the trust between the users and the company is the main problem which company needs to be worried of.

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

Strengths:- The main advantage that the company can get on its entry in the market is the social cause behind its entry in the market which is to prevent the bullying and discrimination suffered by the children using such insulin pumps in their schools, colleges and neighbourhoods.

Weakness- With its late entry in the market in comparison to its competitors with limited resources, both in terms of investment and manpower, it's going to be a very tedious task for the company to set its feet in the market.

Opportunities- With the worrisome increase of paediatric diabetic patients with a rate of 5% for Type-2 diabetes and 2% for Type-1 diabetes, the market of insulin pumps is also growing exponentially at a CAGR of 9.5% and is expected to reach US \$8.5 Billion by 2027. Parents seek to find such devices which do not affect the physical and mental growth of their children due to the compromises in terms of mobility and carrying issues. The company with its unique idea can hit on the emotional aspect of this problem and gain loyal users in terms of the parents who do not want to compromise with their children's growth.

Threat- Though the disease has no cure and the user has to inject an adequate amount of insulin in the body after insulin in order to keep the blood sugar levels in control, but if a permanent cure is invented in the near future then it would be a great setback for the company as it would lose all its loyal and potential customers.

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Goal:

4. What is the goal of your communication campaign?

The main goal of the campaign is to establish one of the most important communication message of the company in the minds of people which is “Let kids do what kids do”, by proving that there are no barriers with the users of the company and these kids do everything that any other kid at their school or neighbourhood does .

Target audience:

5. Who is your target audience?

All children under the age group 2-18 irrespective of them suffering from diabetes or not.

Tone:

6. What emotions would you like to appeal?

We like to help them overcome their fear ,help them lead a carefree healthy and happy life and want to live up their faith in our service. We even thrive to explain their situation to others and make this world a better caring place to live.

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Focus:

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

Unlike the belts, these ensure safety, saving a lot of money and saving them from any unexpected accidental situations; greater mobility, so children don't feel left out or get discouraged and stay fit and healthy and decrease the rate of bullying faced by these kids which helps them have a greater mental health and well being.

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

"Let's kids do what kids do!" - The kids with diabetes shouldn't fall back just because they have to deal with something that they didn't have control over. We feel that they must spend their life happily just like their peers and enjoy every moment of their life without stressing and continue have a great mental health.

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

"By making the normal people run with the same insulin pumps in their pockets, we will urge them to normalize the outfits and stop bullying others, moreover the hand impression record also helps to setup the notion that each and every individual is same irrespective of the health issues they face"