

UNLEASH E-COLLAR



MARKETING PROJECT WITH AD JUNGLE

GROUP 3 – LYNDSEY, DENI, WILL

DESCRIPTION

Pet Technologies has a new product ready to launch: a GPS-trackable dog collar paired with a smartphone app.

We are proposing to partner with local boutique Ad Jungle to create a marketing strategy and plan for our target audience.

Marketing campaign to launch sales of the e-collar and monthly smartphone app subscription service.



EXPECTED BENEFITS OF PROJECT

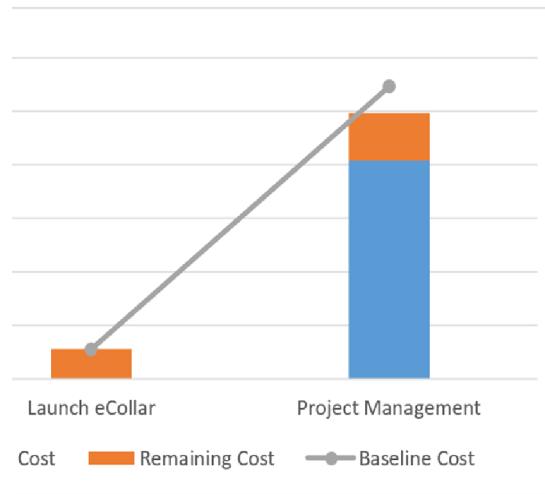
- A trackable e-collar is the first of its kind and helps set Pet Technologies apart from the traditional pet accessory brand by adding innovative and desirable technology.
- Millennials are changing the way pet ownership looks. Domestic animals are seen as part of the family and as such, pet parents want to have the same opportunities to find their animals as they can through their smartphone with humans. The e-collar will help Pet Technologies satisfy the Millennial, which make up the largest part of total pet owners.
- This product streamlines the need to buy a pet collar and tracker separately and then combine them. It provides an all-in-one solution that is desirable for on the go pet parents.
- The product allows Pet Technologies to add a new branch to their revenue portfolio in the monthly membership fees.
- Reach New Markets:
 - Police Dogs/Service Dogs
 - Outdoor Enthusiasts: Hunters, Hikers, and Mountain Bikers.

REPORTING PERIOD

- 4/19/21 - 6/13/21

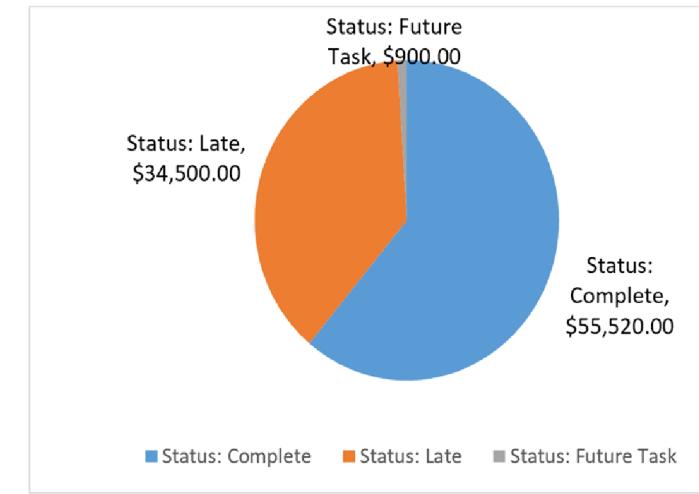
COST OVERVIEW

level tasks.



COST DISTRIBUTION

How costs are spread out amongst tasks based on their status.

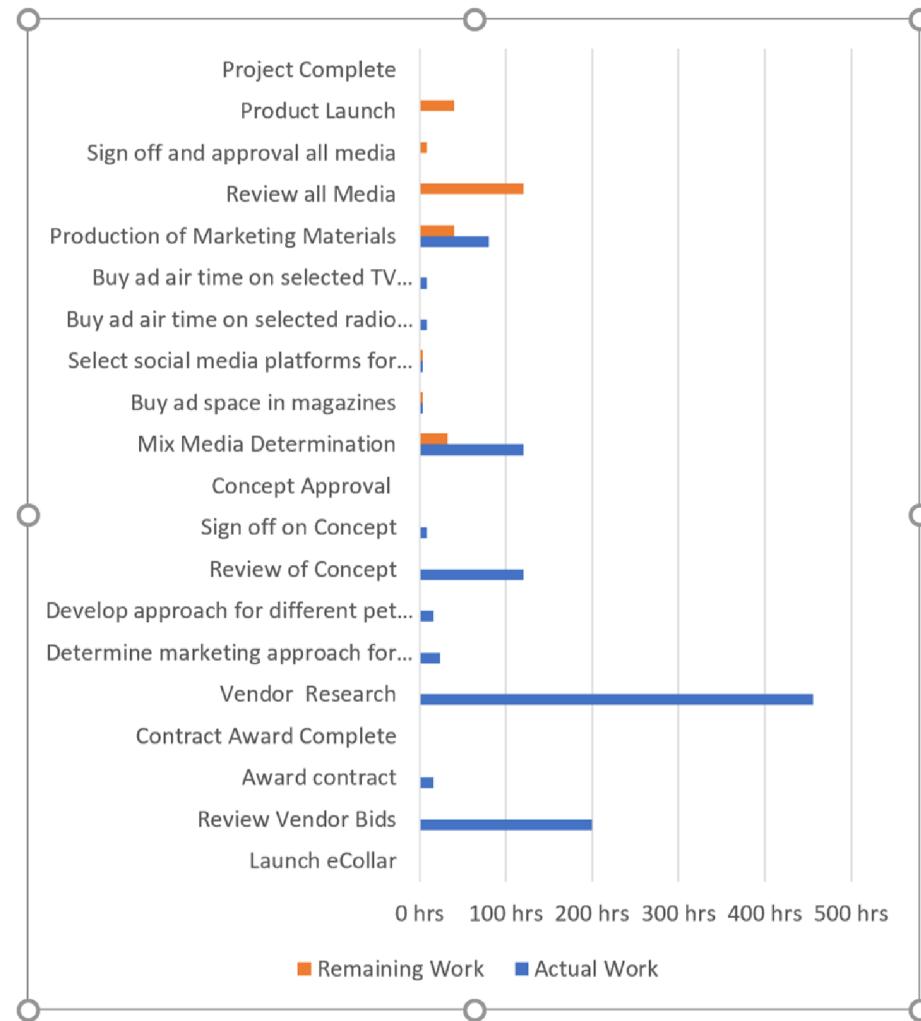


level tasks.

Fixed Cost	Actual Cost	Remaining Cost	Cost	Baseline Cost	Cost Variance
\$0.00	\$0.00	\$10,900.00	\$10,900.00	\$10,900.00	\$0.00
\$0.00	\$81,637.38	\$17,582.63	\$99,220.00	\$109,300.00	(\$10,080.00)

PROJECT SUMMARY

- Project Started 4/19/21
- 81% of work is completed
- Work to be completed: 3rd party vendor is completing the marketing materials
- Next steps: Review and sign off by Pet Technologies of marketing material
- Launch Product



SCHEDULE AND BUDGET SUMMARY

- Select Marketing Vendor
 - Monday 4/19/21 to Friday 4/30/21
 - Total Cost: \$10,900 , Actual Cost: \$10,900, Remaining Cost: \$0
- Vendor Project Work
 - Tuesday 5/4/21 to Friday 5/21/21
 - Total Cost: \$30,840 , Actual Cost: \$30,840, Remaining Cost: \$0
- Vendor Concept Development
 - Thursday 5/20/21 to Tuesday 5/25/21
 - Total Cost: \$2,240 , Actual Cost: \$2,240, Remaining Cost: \$0
- Review and Approval of Concept
 - Wednesday 5/26/21 to Friday 5/28/21
 - Total Cost: \$ 6,660, Actual Cost: \$6,660, Remaining Cost: \$0
- Marketing Collateral
 - Tuesday 6/1/21 to Monday 6/14/21
 - Total Cost: \$9,160, Actual Cost: \$7,080, Remaining Cost: \$2,080
- Ad Space and Air Time
 - Monday 6/7/21 to Tuesday 6/15/21
 - Total Cost: \$12,760 , Actual Cost: \$8,640, Remaining Cost: \$4,120
- Review and Approval of Marketing Collateral
 - Wednesday 6/16/21 to Tuesday 6/22/21
 - Total Cost: \$7,460 , Actual Cost: \$0, Remaining Cost: \$7,460



ACCOMPLISHMENTS

1. Selected Marketing Vendor
2. Vendor Completed Project Work
3. Vendor Developed Concepts
4. Concepts were Reviewed and Approved
5. Marketing Collateral is Being Developed*
6. Ad Space and Air Time*
7. Review and Approval of Marketing Collateral*

ANTICIPATED RISKS – E-COLLAR

1. Product will not be attractive to target audience.
2. Ad Jungle marketing will exceed the estimated budget and time.
3. Outsourced creative collateral will not be delivered in time.
4. Ad Jungle has a small staff and if they lose a critical employee, it could delay the project.
5. The cost to market the product will make the monthly fee too high to be attractive to consumers.
6. Will not be able to compete with price point.
7. The demand for the product will be greater than ability to manufacture.

ISSUES AND RESOLUTIONS

- Issue #1 – Not desirable by target audience.
 - Through customer feedback calls we realized we needed to be inclusive of cats as well as dogs
 - Resolved this issue by quickly pivoting marketing collateral and extending project timeline to allow for packaging changes
- Ad Jungle lost an employee during marketing collateral design
 - Our marketing lead at Ad Jungle quickly adapted and shifted another team member onto our project
- Demand for product will be greater than ability to manufacture
 - Because we conducted such in depth market analysis, we realized we had severely under-planned for the amount of product needed
 - When extending our timeline to include cats, we were also able to add in additional time for manufacturing

LESSONS LEARNED

PET TECHNOLOGIES INC.

- Find vendors who share similar values and create a strong, trusting relationship with them
- Conduct an abundance of market analysis and customer feedback calls before making major decisions on project timeline, product specifics, and amount
- Understand limitations of reach and plan for future updates, releases, and improvements rather than derailing the project multiple times

