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| Project Name: | E-Collar Launch Campaign |  | PJM 5900 Group 3 |
| Project Sponsor: | Pet Technologies Inc. |  |  |

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| Background | * Pet Technologies Inc. has developed a revolutionary pet collar named e-collar. * Designed for dogs and allows pet owners to identify the location of their dogs using smartphones. * Pet owners must download a free app and pay a small monthly fee (yet to be determined) to connect the e-collar to a cellular network. * 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 to pet parents. * Pet Technologies Inc. has reached out to Ad Jungle, a boutique advertising agency, that has done previous work with Pet Technologies Inc. and has requested a cost estimate of producing an advertising campaign for the e-collar. |
| Benefits to Sponsor Organization | * A trackable e-collar is the first of its kind and helps set Pet Technologies Inc. apart from the traditional pet accessory brand by adding innovative and desirable technology. * This could improve the brand image, result in cross promotion of other Pet Technology Inc. products and services, increase company revenue, and acquire new customers. * Millennials are changing the way pet ownership looks. Domestic animals are 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 Inc. satisfy the millennial, which make up the largest part of total pet owners. * Gaining the interest of millennials will allow Pet Technologies Inc. to acquire new customers as well as cross promote their other products and services. * The product allows Pet Technologies Inc. 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. |
| Stakeholders | * The Pet: Dog * The Customer: Pet Owner * Pet Technologies Inc. Product Developers * Ad Jungle Marketing Team * Pet Technologies Senior Leadership |
| Objectives | * Be first to market with innovative GPS tracking collar. * Sell 1,000 e-collars in first month of sales. * Have 1,000 smartphone accounts signed up for reoccurring subscription sales in first month of sales. * Maintain app subscription service billing of 85% year-over-year for 3 years. * Increase market share by expanding to 1 specialty market at a minimum within 12 months of launch. |
| Life Cycle Phases | 1. Initiation  * Pet Technologies Inc. briefs Ad Jungle on the project and campaign goals and requests a proposal. * Ad Jungle prepares proposal outlining next steps, ballpark costs, and timing. * If Pet Technology Inc. accepts the proposal the project is initiated.  1. Planning and Scope  * Ad Jungle will begin to define the target audience through research and utilization of data-backed studies that will determine factors such as age, gender, income, location, interests, etc. of those interested in the e-collar.   - Develops strategy to increase product awareness and reach these core audiences and prospective consumers   * Once parties are aligned on strategic approach, Ad Jungle will begin working on concept development.   - Ad Jungle’s creative team will work on concepts for the advertising campaign that will define the campaign’s tone.   * This phase will require several iterations between Ad Jungle and Pet Technologies Inc. * Several concepts will be presented by Ad Jungle from which Pet Technologies Inc. will select.  1. Execution  * Once Pet Technologies Inc. signs off on the concept, development of the creative collateral begins.   - This stage includes the development of brochures, print ads, scripts for TV commercials, etc.   * After the creative collateral is developed, Ad Jungle will work to determine the mix of media. * Production of the advertising materials is outsourced to production firms and Ad Jungle assigns an account manager to oversee the work.  1. Monitor and Control  * After the advertising materials are produced, Pet Technologies Inc. will launch and deliver the ad campaign items.  1. Project Close  * Analysts at Pet Technologies will evaluate e-collar sales after one month and Ad Jungle will provide report on advertising success and fulfilling campaign objectives. |
| Major Deliverables | * Define target audience * Development of creative concepts * Development of creative collateral * Determine mix of media * Production of advertising materials * Launch and delivery of ad campaign content * Evaluation of e-collar sales after one month |
| Summary Budget | Ad Jungle budget based on average historical data:   * Defining target audience:   + *80 hours \* $170 per hour = $13,600* * Concept Development   + *80 hours \* $125 per hour = $10,000* * Creative Collateral Development   + *120 hours \* $275 per hour = $32,400* * Determining Mix of Media   + *8 hours \* $150 per hour = $1,200* * Production   + *80 hours \* $200 per hour = $16,000*   Total Ad Jungle Budget Estimate: **$73,200** |
| Summary Schedule | Ad Jungle schedule estimate based on average historical data:   * Define Target Audience: *2 weeks* * Concept Development: *2 weeks* * Creative Collateral Development: *3 weeks* * Determine Mix of Media: *1 day* * Production: *2 weeks*   Total average time estimate for Ad Jungle pre-launch: 9 weeks and 1 day (64 days total days; 46 business days)   * Launch and Delivery of advertising campaign items: *1 month and then ongoing* |
| Risk | 1. Consumers will not want the product. 2. Ad Jungle marketing will exceed the estimated budget. 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. Competitors with a similar product and price point that we cannot compete with. 7. The advertising campaign may be more expensive than expected as this is a revolutionary product. |
| Opportunities | * The advertising campaign may be less time consuming and expensive because of collaborating on past projects, which allows us to ramp up our launch schedule. * This revolutionary product attracts a large consumer base, thus, allowing Pet Technologies Inc. to expand niche consumer markets, i.e. police dogs, service dogs, hunting dogs, etc. |
| Acceptance Criteria | * Completed within project time frame. * Completed within budget. * Ad collateral is within agreed upon concept. * Recommended price point is competitive. * Target audience has minimally 1 new specialty market within 12 months. |