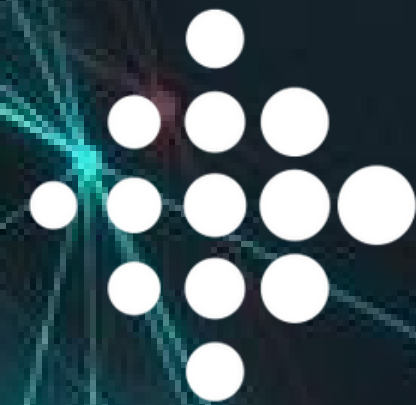


COLLABORATION



fitbit®

SMART WATCH

Why collaboration?



CONCEPT

collaboration between **Adidas and Fitbit** creating a smartwatch that improves not just **health care** but also the **commute** of people **in San Francisco and Bay Area**.

WHY

Nowadays, people need to carry many cards: credit and debit cards, work and gym IDs, and grocery membership cards. Plus, many people in bay area use **clipper card** to commute every day for Muni and Bart. Taking cards out of bags every time is a hassle. We are going to make people's lives **less stressful** and **improve their lives**.

WHAT

With **apps** included in the **smartwatch** and paired with your smartphone, it will track your steps which switch into points for the next customer's purchase at discount at FITBIT or ADIDAS.

BRAND MISSION AND VALUES

Our mission is to improve people's personal activities, enhancing health and their experience with commute.

UNIQUE SELLING POINT (USP)

A unique experience to the customer saving time, reducing anxiety, optimizing its day.

BRAND CONCEPT STATEMENT (DNA)

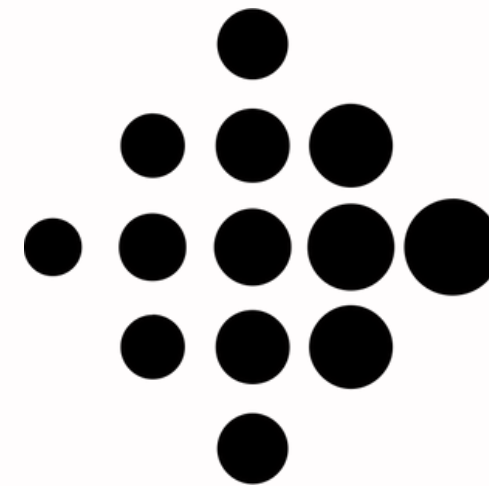
We value our customer and want to help them improve their lives. **Innovation, practicality, productivity and health** are the key points for this new product that rely on a clean and sustainable environment bringing the best of each brand to us .



BRAND IDENTITY



PACKAGING



LOGO

PRODUCT OVERVIEW



FRONT OF THE WATCH

(Based on Fitbit Versa 2)



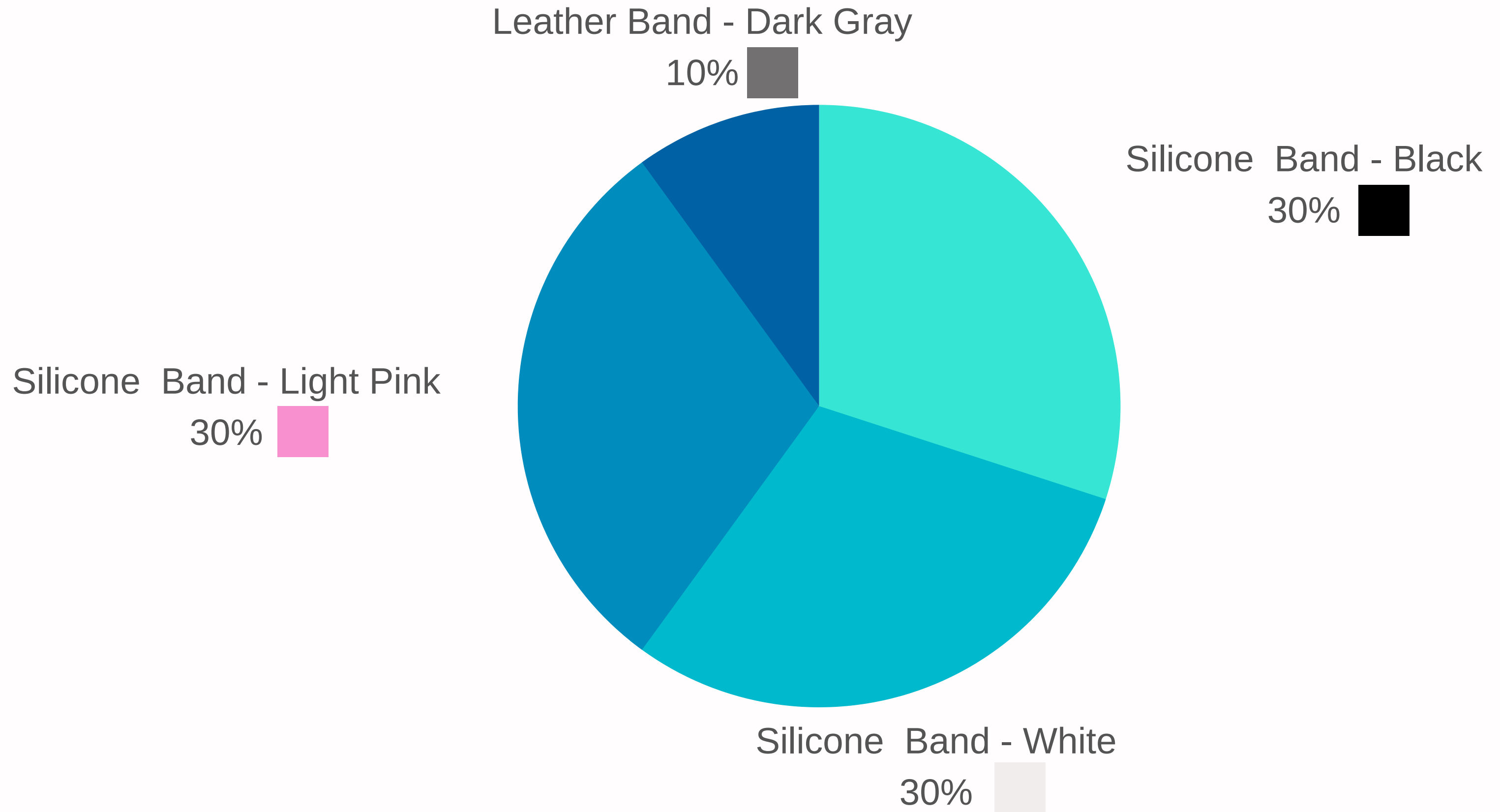
LEATHER BAND



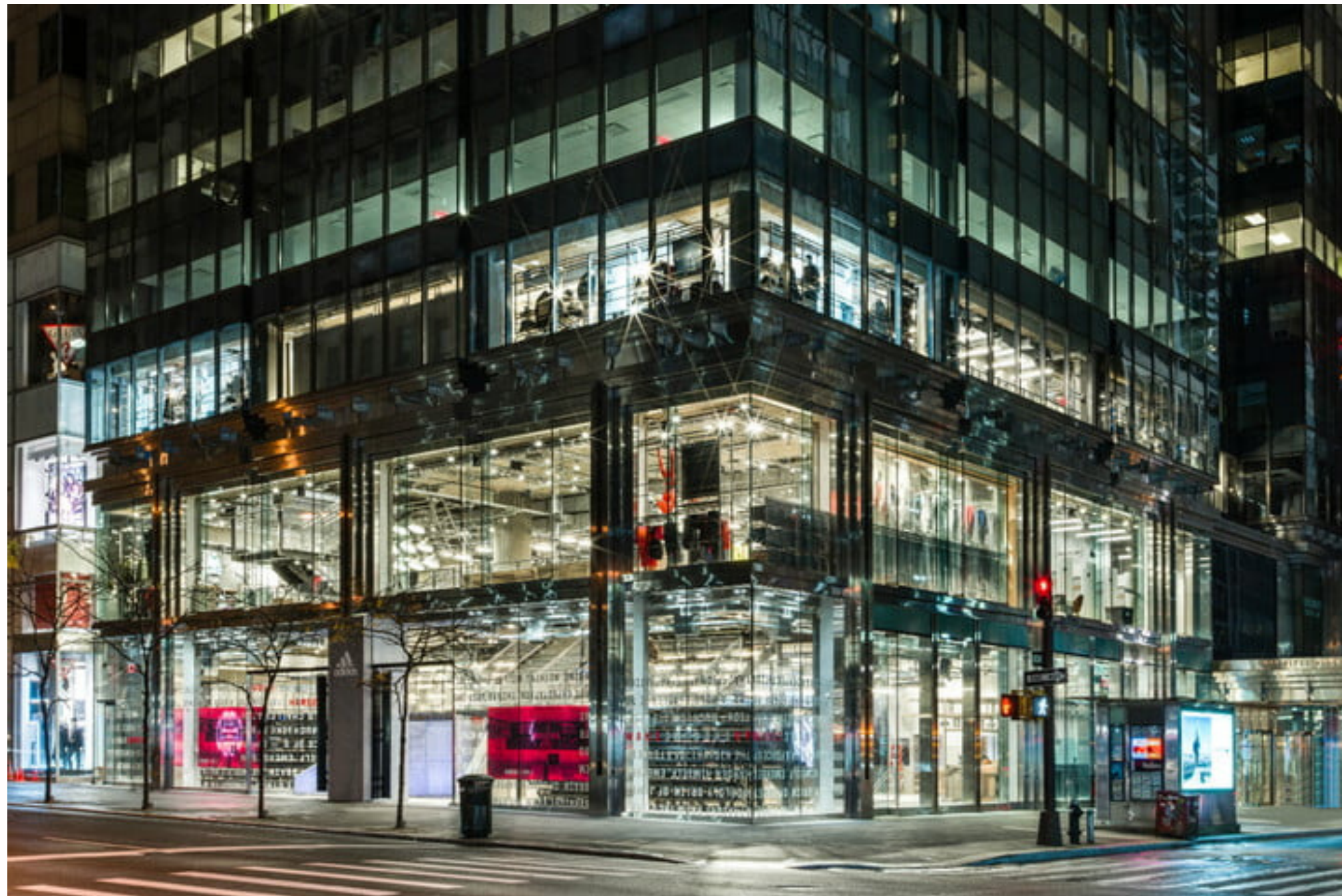
SILICONE BANDS

White / Light Rose / Black

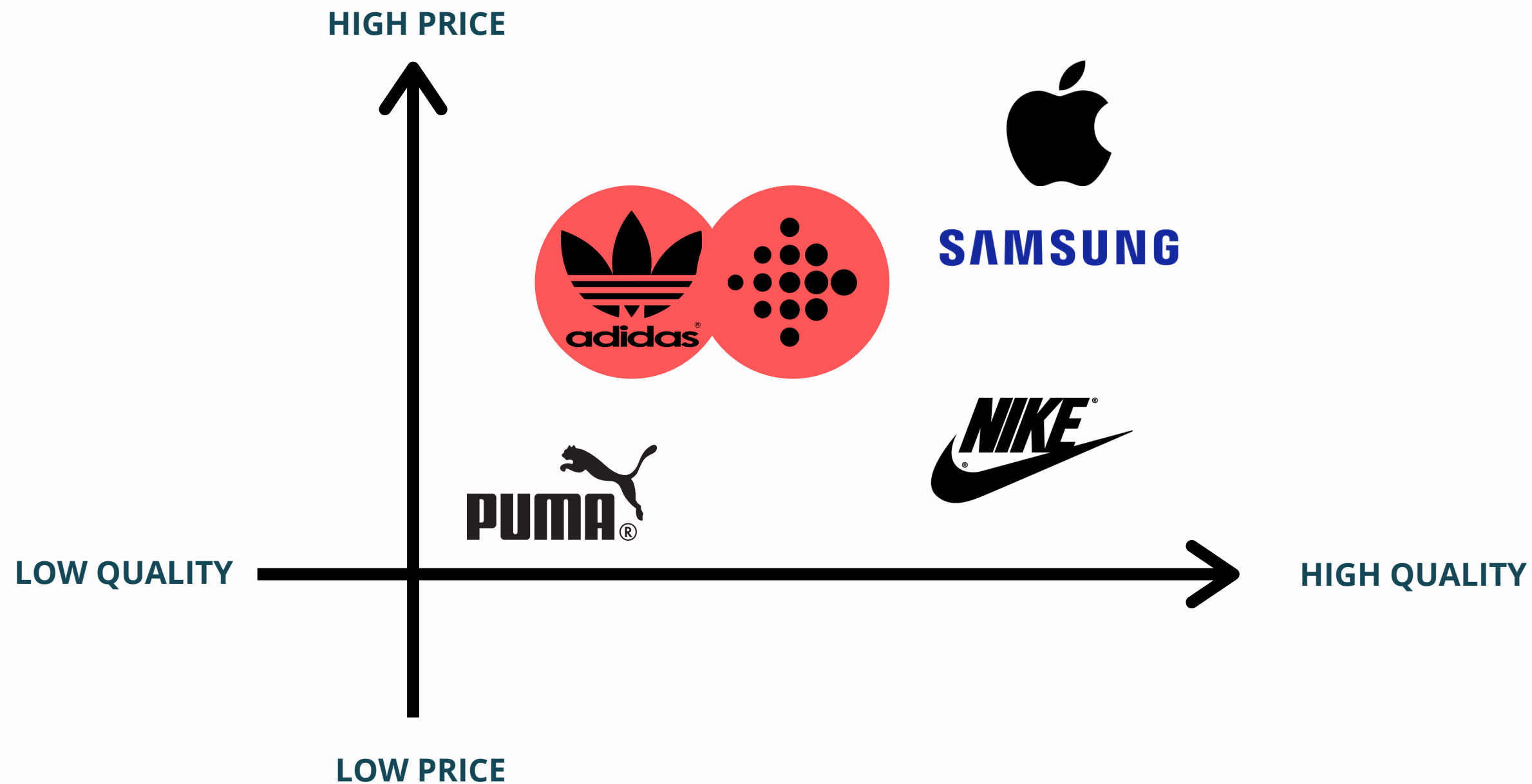
MERCHANDISE MIX



STORE CONCEPT | MOOD | ENVIRONMENT



BRAND POSITIONING



COMPETITIVE ADVANTAGES

- Powerful brands known by brand image and quality in the market
- Launching a brand new idea with the commute installed on the smartwatch

TARGET CUSTOMER PROFILE

PRIMARY CUSTOMER:

LAPTOPS AND
LATTES - ESRI.COM

DEMOGRAPHIC

- Male & Female
- **24 to 42** years old
- College Educated
- Occupation: involved with tech, legal, financial companies
- Median Household Income: \$112,200



GEOGRAPHIC

- High-rent **cities** like New York; San Francisco; Chicago; and Washington, DC
- Uses **public transportation** to go to work



PSYCHOGRAPHIC & BEHAVIORAL

- **Laptops and Lattes**
- These are **health-conscious** consumers
- who exercise regularly
- pay attention to the nutritional value of the food
- Environmentally conscientious but also image-conscious



DEMOGRAPHIC

- Male & Female
- **42 years old and above**
- Owns a family
- Occupation: High position in companies or retired
- Median Household Income: \$173,200



GEOGRAPHIC

- All around United States
- Own a house
- vacation houses in other states
- Use public transportation or own cars



PSYCHOGRAPHIC & BEHAVIORAL

- Wealthiest consumers.
- Track their day in a way
- Improve quality of life
- Buys a few products with value
- Consider the Internet, radio, and newspapers as key media sources.



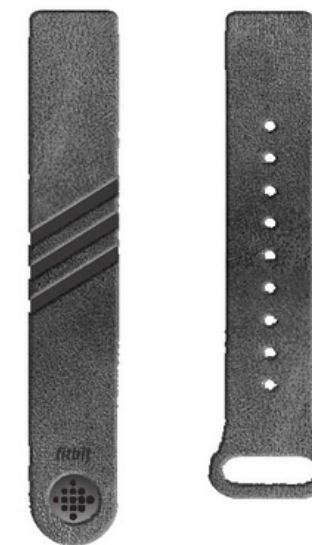
SECONDARY CUSTOMER:

TOP TIER - ESRI.COM

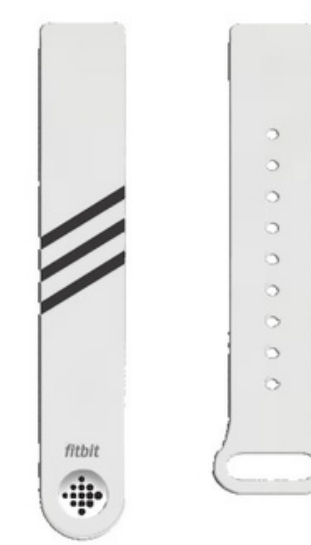
PRICING STRATEGY

Our price strategy is based on **status quo** and **competition-based pricing**. Currently we have big and known brands on the market selling the same product and they have being in the market for a while. To be known in the market and not just be under the big brands, we will try to compete with a price point a little under but close to our competitors.

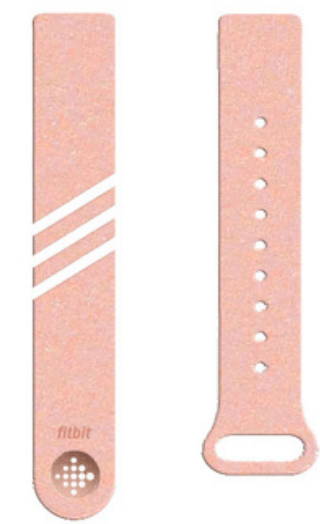
After get space in the market, we can improve software, offer more options of colors and materials for the bands and put a higher price on the product.



WATCH &
LEATHER BAND
\$399.00



WATCH &
SILICONE BAND
\$250.00



SILICONE BAND
\$39.00

DISTRIBUTION PLAN

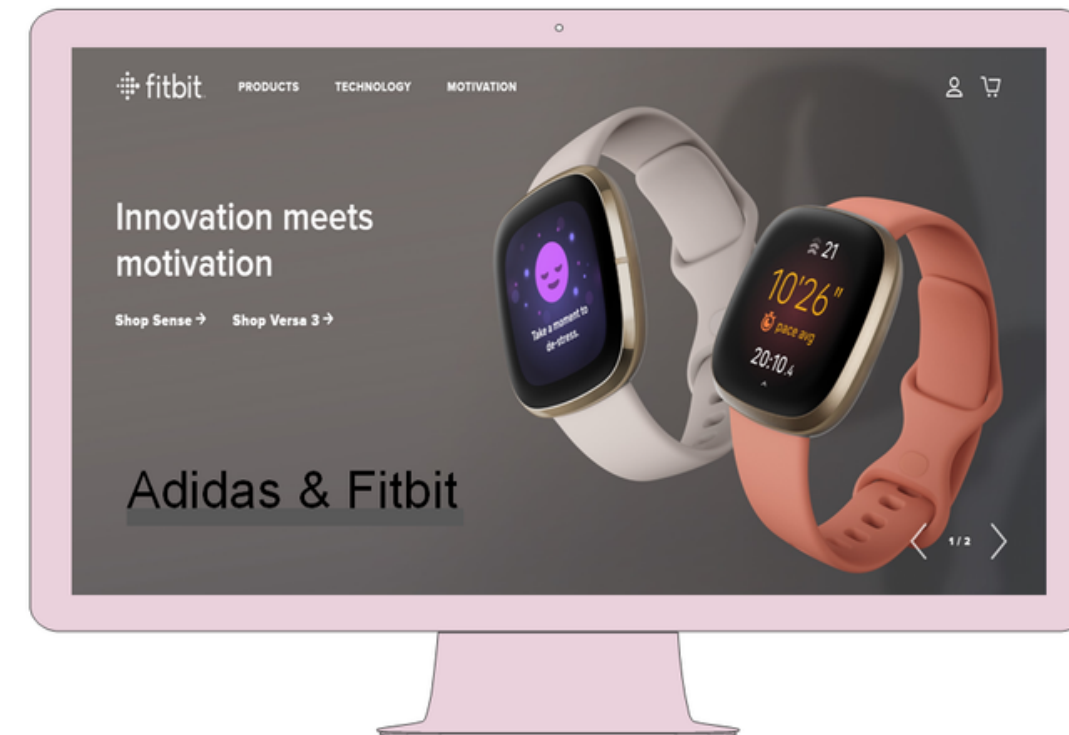
Adidas store

Distribution Channel

Online



Adidas Stores in San Francisco



S- commerce
M- commerce
Online Retailer

The product is going to be available at the Adidas store in San Francisco.
The smartwatch is going to be sold and promoted through e-commerce, m-commerce and both brands' social media.

PROMOTION STRATEGY & PLAN



OBJECTIVES

- Be known at the market
- Be ahead of the competitors
- Increase profit through the smartwatch sales

1. ADVERTISEMENT

Goal

Let current and future customer know about the new product.

Description

Pay for print advertise - magazines and outdoors.

Target Audience

Trending to reach as many people as possible.

Timeline

Monthly.



2. SOCIAL MEDIA MARKETING

Goal

Interact with the customer and let them know more about the product.

Description

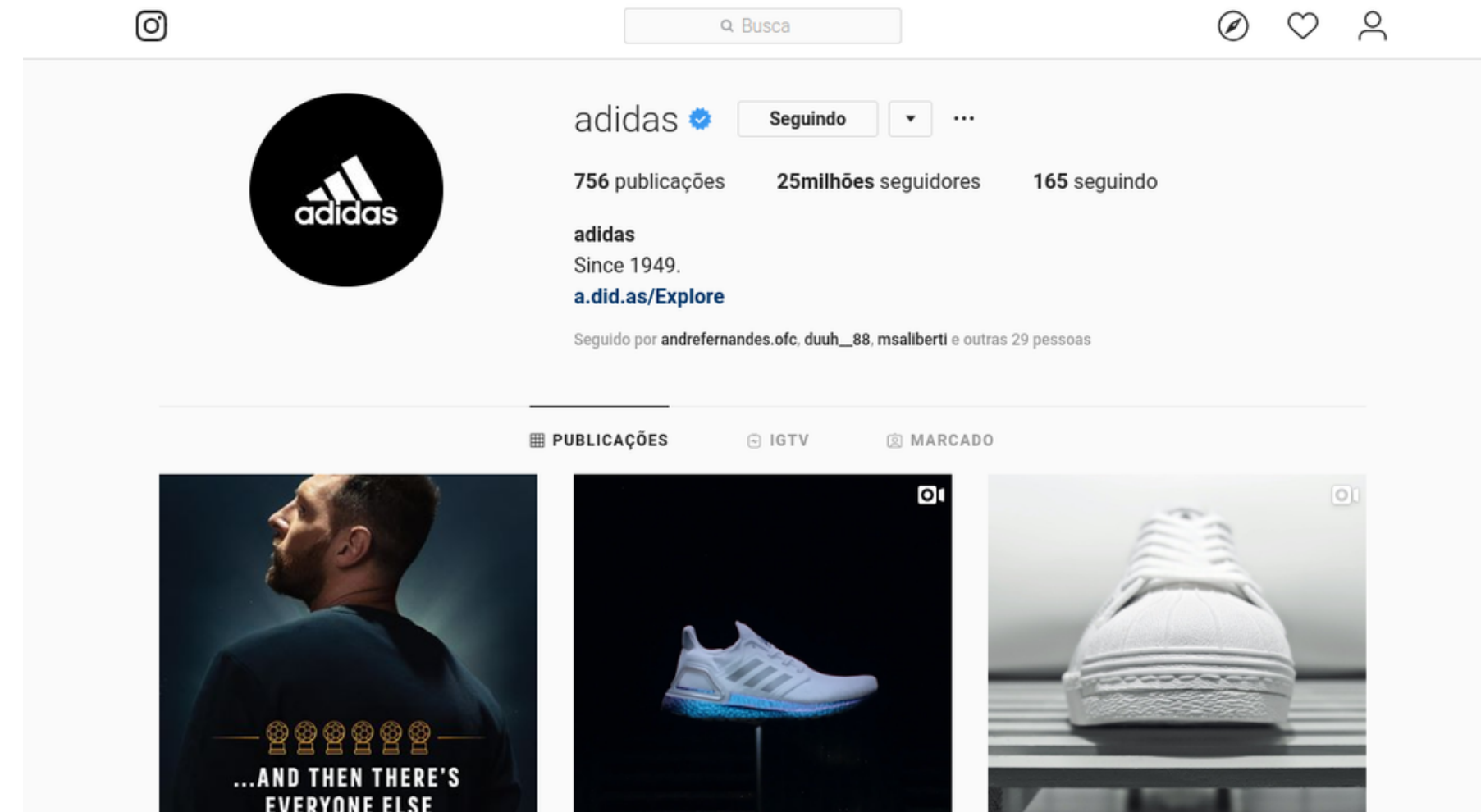
Thought Instagram interact with people, let them know about the updates, encourage them to use the smartwatch and link it with the Adidas Apps. Create hashtags and let the customer be seen inside the brand's Instagram account.

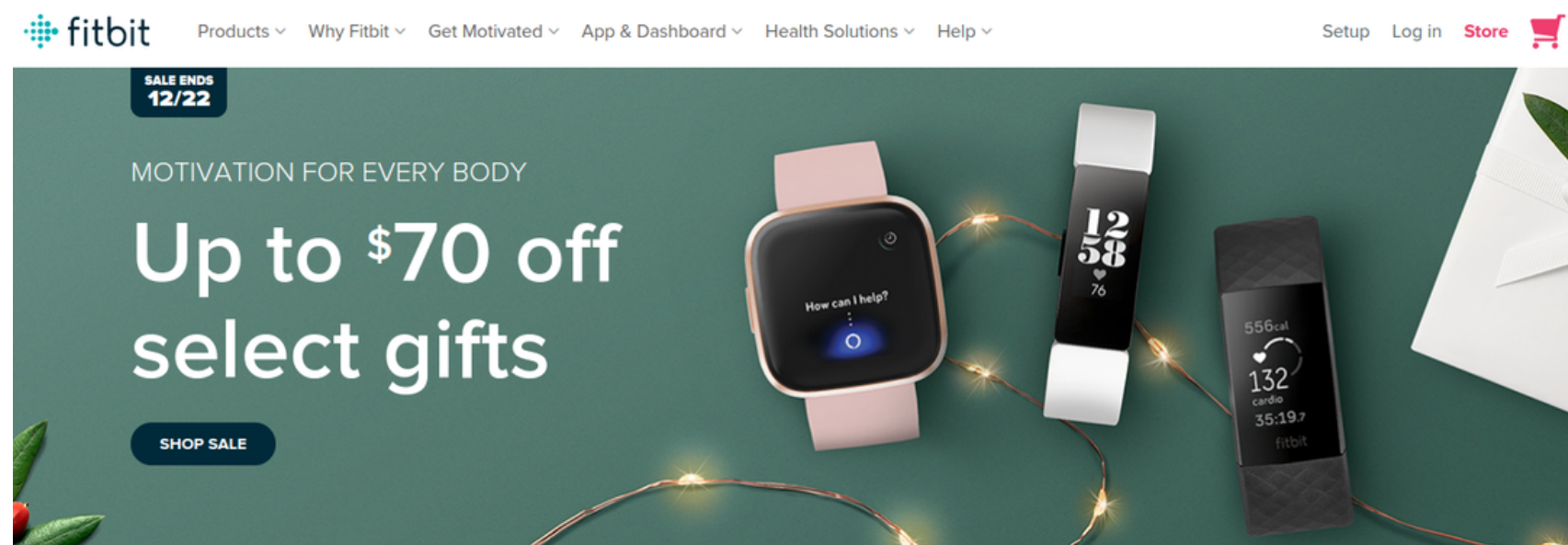
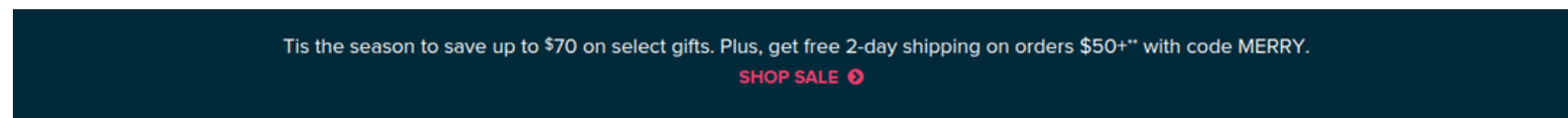
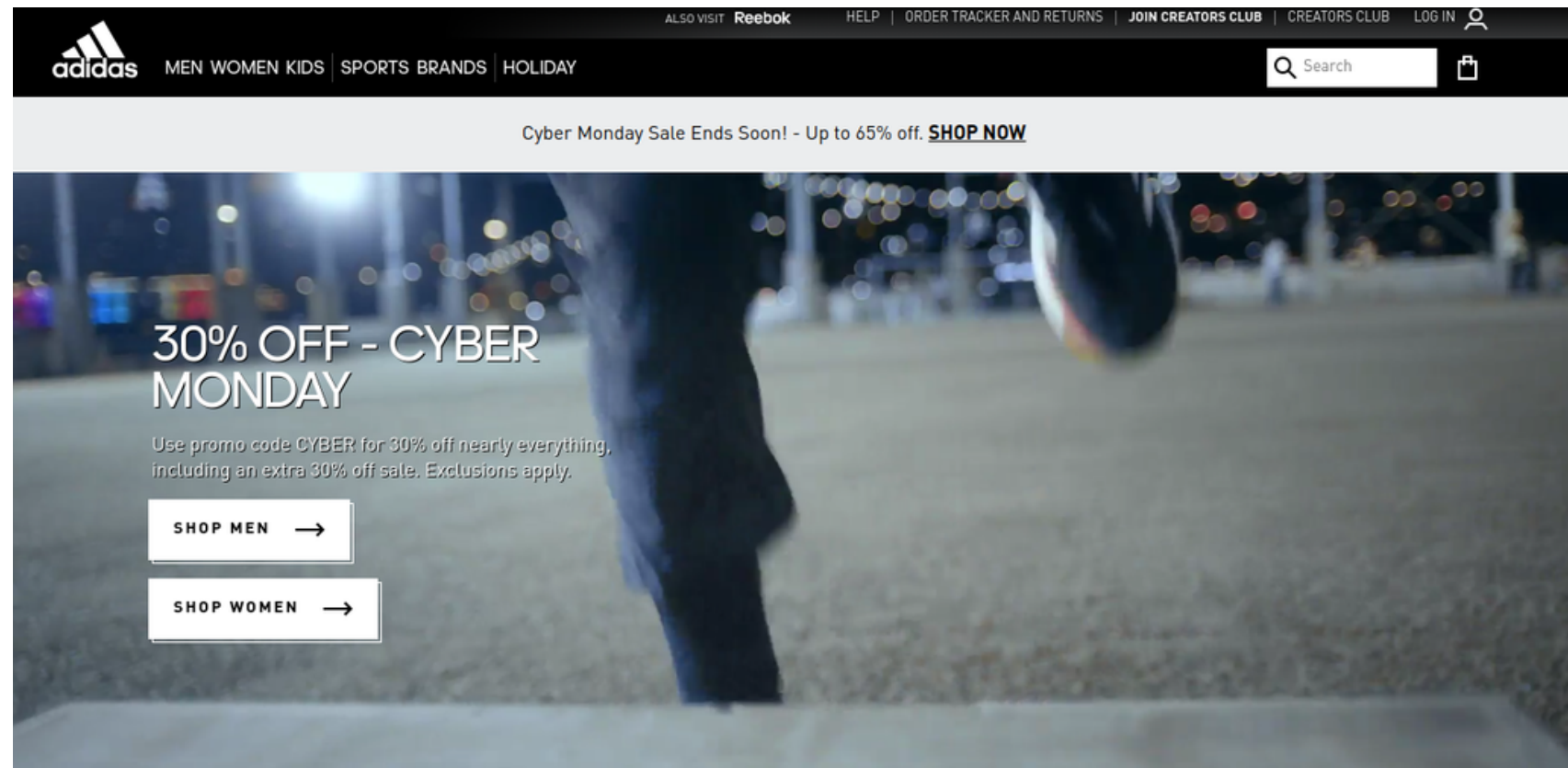
Target Audience

Primary Customer.

Timeline

Weekly.





3. DIGITAL MARKETING

GOAL

The advertisement will let the current and future customer know about the new product.

Description

Thought the brands websites create some adds and promotions. Send e-mails to current and possible customers, use an ad inside online magazines, trend websites, google and other social medias - Facebook and YouTube.

Target Audience

Trending to reach as many people as possible.

Timeline

Every other week.



4. SPECIAL EVENT

Goal

Launch the new product.

Description

Every year, at the Adidas store, Adidas is going to have an launching event for the smartwatch: Presenting the new versions, bands and telling the customer what is new and improve on it.

Target Audience

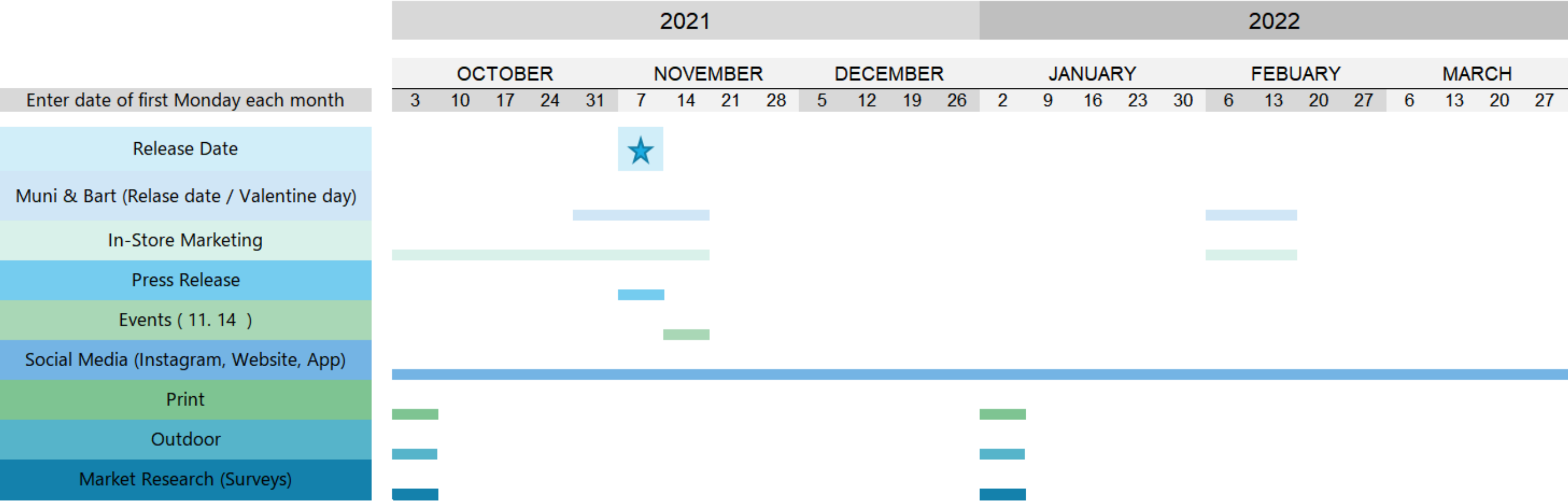
Primary and Secondary Customer.

Timeline

Once a year.

MARKETING TIMELINE

ANNUAL MARKETING CALENDAR



GOALS

PROJECTION FOR 3 YEARS

	2021	2022	2023
<u>Foot Traffic (per week)</u>	1500	1700	2200
<u>Social Media Engagement</u>	13M	55M	65M
<u>Number of Customer Reviews</u>	Adidas : 150 Fitbit : 100	Adidas : 700 Fitbit : 400	Adidas : 900 Fitbit : 700
<u>Number of Consultations at the Booth (per week)</u>	400	500	700

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