

Background

Taylor Trail is a recent graduate of the Pennsylvania State University Altoona College, with a degree in communications. She recently was working with KAT Agency on an advertising plan but then has now teamed up with Greg Ditzler and Kayla Montgomery, and created TKG Agency and the product The Barrage Bracelet. Our agency is based out of Philadelphia PA and that is the home of our Barrage Bracelet. We plan on growing our market and base to cities across the East Coast.

We have a passion for wanting to help raise awareness for young teens and adults who have been sexually and physically assaulted so we came up with a device to help prevent future physical and sexual assault assaults. Here are some statistics we found when researching, “It is estimated that for every 1,000 women attending a college or university, there are 35 incidents of rape each academic year”(www.NSVRC.org). “Every 21 hours there is a rape on an American college campus, and college women are most vulnerable to rape during the first few weeks of their freshman and sophomore years”(www.clevelandrapecrisis.org). Only “about 3% of American adult men — or 1 in 33 — have experienced an attempted or completed rape in their lifetime”, “Sexual assault is one of the most underreported crimes, with 60% still being left unreported” (www.clevelandrapecrisis.org). With the Barrage Bracelet we hope to reduce the assaults by about half.

The Product

TKG Agency has developed a PR plan for the Barrage Bracelet. A bracelet that is a fashionable bracelet made for women but men are also able to purchase it. It will be available in a variety of different styles and sizes so that it appeals to a wide range of people. Through it looks like a regular bracelet, this particular bracelet is actually a disguised electroshock weapon that can be activated at a moment's notice. It's also extremely easy to use. When the bracelet wearer feels they are about to walk into a dangerous situation (alone at night, in the city, in a dark stairwell etc.), they must simply turn off the bracelet safety switch. Then, if a dangerous encounter arises, with a simple push of a button, the bracelet omits electroshock waves to ward off an attacker of any kind. The bracelet is designed for a year round use and is small enough to be convenient for everyday wear. Not only does the bracelet emit electro shock waves, but after the button is pushed, it sends a call to the local police station. A GPS is also installed in the bracelet so that the police department can locate the person wearing the bracelet immediately in an emergency.

The Situation

TKG Agency is developing a public relations campaign for the Barrage Bracelet. The goal is to implement ways to get the product out there to the public so that teens and adults know about the bracelet and would be inclined to purchase it. Since this is a new product there is low consumer awareness. We are trying to persuade our investors, the TASER Company, to invest in our product. Our organization is conducting a specific one-time project to launch a new product

of service. TKG Agency wants to help reduce the amount of assaults on campuses as well as in the community, and we want parents and teens to feel safe.

Research

First, we surveyed 50 random high school students, 25 seniors and 25 juniors, and asked them what are their concerns were about attending college and how safe they would feel. By evaluating students who were just about to go off to college we hoped to learn what their concerns were and to apply what the bracelet can do for them to alleviate their concerns and emphasis those in our campaign so we can draw a more diverse audience. We also had a qualitative focus group done where we have young adult ages 18-22 and we gave them a hypothetical situation and asked them if they think the Barrage Bracelet would be useful in helping them get away. As a secondary audience we wanted the parents perspective and so did a another focus group of the parents of the teens from our first focus group, we explained what the bracelet is and how it works and then we surveyed the parents on who would be inclined to purchase this for their daughter or son. From a young man's perspective we also got a random selection of emails and sent out a survey to see how they felt about the bracelet, and if they would purchase it for themselves, their girlfriend, or sister.

Objectives

Informational

- To reduce the crimes against college students by 50% and
- To create overall awareness by increasing sales of the Barrage Bracelet

Motivational

- Personalization of the product- different bracelets you can make online so the person enjoys wearing them, fashion statement but disguised as a weapon

Audience

Although we are aiming towards college students we do not want to limit ourselves to just young woman. Ethnicity does not matter, although the household income we are aiming towards is \$50,000-\$100,000.

Primary Audience: Young women and teens ages 18-22 years old

Secondary Audience: Parents/ or Guardians of the college students, young men ages 18-23, and well-established universities such as Penn State Altoona.

Strategy

Our overall strategy is to promote the Barrage Bracelet and to increase the market share. By having exclusive deals with Dicks Sporting Goods, Target, Sears, Nordstrom, Macy's, and Modells our strategy is to have the bracelet available to a wide audience and make it as easy accessible to purchase as possible. By having deals with department stores we are hoping people would be more inclined to purchase since these stores are well known. Since we are pitching to college students we want to be involved with well-established Universities, we are partnering with C&K Agency for a 2-year lease to have a promotional debut at Penn State Altoona's freshman orientation. By having an orientation on PSU Altoona campus this directly this hits directly to our targeted audience, this also gives us a foot in the door to be able to directly speak

with our primary targeted audience. This also will give us a chance to interact with the parents, and college men to reach our secondary audience and people from different ethnicities and regions. We hope by partnering and with department stores and universities that our brand name will become well known.

Tactics

TKG Advertising is aware that young college students primarily use social media and so by having our Bracelet set up on these sites we hope to draw in a large audience. We will also have standard advertising in print medias for our secondary audience. We plan to use our hash tag #SafteyInAClick so students can connect and also the use Instagram to post photos of them supporting and wearing the bracelet in the different styles it comes in. We also want to promote our website to that people can go on learn about the bracelet, video tutorials, and be able to design your own personal bracelet to purchase, free shipping is included with a purchase of \$30 dollars or more. With our bracelets being sold in department stores we want to have them be at a low cost so that they are tangible, our prices range from \$25-65\$ depending on how you design your bracelet.

Advertising

- Radio, Television, Billboard, Newspaper, and Magazine Ads

Social Media

- Facebook Twitter, Instagram, and Pinterest
- www.barragebracelet.com

Events

- Promotional symposiums at colleges and universities throughout the academic calendar as well as at local department stores where booths will be set up for informational uses of the bracelet, also in local high schools around the Philadelphia area that have people come in and do informational seminars
 - Hire educational speakers to work these events
- Self defense classes offered at the college of Penn State Altoona, as well as in Dicks Sporting goods, and Sears in rooms set up
- Lady Gaga posting a video conference to speak on behalf of the Bracelet that will be posted on all social media platforms

We believe that our campaign should have a spokes person that has gone through the same trauma we are trying to prevent. We have chosen Lady Gaga because when she was 19 years old when she was a victim of sexual assault. We believe she can speak to our primary audience. She wrote a song about her tainted life experience so for a short time with the purchase of a Barrage Bracelet teens also get a free download of Lady Gaga *Swine* song off iTunes or Google play.

Strategy 2

Although TKG Agency believes that the Barrage Bracelet can be useful to anyone, we also believe that women should know how to defend themselves so we are offering educational seminars held on campus.

Tactics

- Hire a self defense instructors to come to PSU Altoona campus to teach basic self defense tactics to the female student body, and eventually the college men and staff
- Situational Awareness Programs- that teach students how to handle uncomfortable, unsafe situations and how not to get themselves in a situation like that

Future Strategies and Tactics

TKG Agency is confident that our Barrage Bracelet will become popular and useful, so we have developed a five-year strategic plan.

- Audience:
 - Primary: Men in college and police enforcement
 - Secondary: expand the demographic to ages 25-50
- Tactics- Facts figures and what the bracelet has done and what it can do for law enforcement and the older demographic. The spokesperson will be changed to a well-known person in law enforcement to be more adapted to our audiences and how they should receive the message.

Calendar/ Timetable

Seminar
August 02, 2015
Nordstrom, King of Prussia
Mall, King of Prussia PA
2pm
Register NOW

Seminar
August 21, 2015
Sears, Oxford Valley Mall,
Langhorne PA
10am
Register NOW

Seminar
May 23, 2016
Woodrow Wilson High School
Camden, NJ
1pm
Register NOW

Seminar
May 09,2016
Hope CS High School
Philadelphia, PA
1:30pm
Register NOW

Budget

TKG's initiative budget includes the following expenses...

Advertising	\$\$	Ads	\$\$
Self Defense Instructor	\$21.50/ hr Times 3 hour sessions at 50 sessions	Radio	\$11,500.00
Spokesperson: Lady Gaga	\$50,000	Newspaper	\$9,576.00

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Giveaways:		Billboard	\$7,000
Travel Mugs	250 @ \$4.39	Television	\$30,000 for 90 sec.
Pens w/ light	300 @ \$.97	Brochures	1,000 for total \$311.99
Backpacks	250 @ \$1.70		
Total:	\$52,888.50	Total:	\$428,453.99

Grand Total: \$481,342.49

TKG Agency Salary:

Taylor: 15%.... \$15,000

Kayla: 10%...\$10,000

Greg: 10%...\$10,000

Evaluation

To measure the yearly success of the Barrage Bracelet TKG Agency has collected data from various department stores to see the number of bracelets sold. We also checked to see how many followers we had on Twitter, Facebook, Instagram, and Pinterest. We checked to see how many products and bracelets were sold on our online store as well as Penn State Altoona's freshmen orientation day. TKG Agency also had web-based surveys sent out to people whose information we collected when holding informational seminars and self defense classes throughout the year. The pulmonary sales numbers exceeded our expectations and so did the web-based surveys that were sent out. The feedback we had received from the surveys was that

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people were using our bracelets and buying them for others, they liked the design of them, and would be inclined to purchase them for their friends and family. We hope that the Taser Company will invest and that the PR Campaign takes off within the next year.