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**Client: Vivint Total Home Package**

## **Creative Brief**

### **1. Key Insight**

Women ages 45 to 54 search for brands that offer advanced security systems for their homes by pursuing smart devices equipped with technology supporting a fast-paced lifestyle, since they are rarely home during the day (MRI 2017, Household appliances & durables).

### **2. Advertising Problem**

Vivint Total Home Package is an alarm system that disconnects with women ages 45 to 54 since the company has poor customer service, issues with the product are left unresolved, slowing down the lives of these fast-paced individuals (Best Home Security Companys, 2018).

### **3. Advertising Objective**

Convince women ages 45 to 54 to purchase the Total Home Package from Vivint, since its wireless access controls support a fast-paced lifestyle allowing individuals access to their home while on-the-go (Vivint, 2018).

### **4. Target Audience**

Research revealed that African American women are likely to be the consumers of home security systems (MRI 2017, Household appliances & durables). Women between the ages of 45 to 54 are 27 percent more likely to purchase a device designed to protect a home from burglars (MRI 2017, Household appliances & durables). According to an MRI report (2017), these individuals graduated from college and pursued higher education and their salary ranges anywhere from \$75,000 to \$150,000 or more.

Regarding occupation, the target audience typically works in the sales industry or professional field. These individuals place a lot of value on work ethic and wealth, and because of this they are fully committed to their jobs (VALS, 2018). Although they spend a lot of time at work, these women consider family equally important since they have a "me first, my family first" attitude towards life (VALS, 2018). Hectic describes the lives of these female consumers since they juggle balancing a full work schedule and family time. In their free time, these individuals spend time purchasing items that allow them to keep up with technology since they strive to set the status quo (VALS, 2018). The target audience values technology, however, they are not tech savvy, these women tend to learn about products through word-of-mouth communication or commercials seen on TV (Claritas PRIZM, 2018).

Research from Mintel revealed that most respondents seek interest in smart home devices with features that monitor lights, thermostats and security cameras, leading to lower bill payments and an increase in home safety (2017). Parents or older individuals with a higher income show an increased interest in smart home devices since they value energy efficiency and remote monitoring from smartphones and computers (Mintel 2017, Billy Hulkower). Additionally, nearly 33 percent of people admitted they would choose to buy a premium product with long-term savings over one that is less expensive and not energy-efficient (Mintel 2017, Billy Hulkower; VALS, 2018). Although these individuals are wealthy, the older generation views energy-efficient, money-saving technology as a priority (Mintel 2017, Billy Hulkower). Regarding the Vivint Total Home Package, the mothers will be willing to pay the steep cost of \$40 a month or more, if the device has energy saving benefits (BHSC; Mintel 2017, Billy Hulkower). Parents expressed a need

for a reliable home security system, as they lead busy lives and want to have a look inside their house from the workplace. A smart home system allows the female consumers to monitor their kids and any unwanted visitors using a device with remote access (Mintel 2017, Billy Hulkower; MRI 2017, Household appliances & durables).

The female consumers are likely to have a few children under the age of 11 and are married (Claritas PRIZM, 2018; Mintel 2017, Billy Hulkower). Safety is a primary concern for the target audience since they have young children that need to be cared for and monitored. Since mothers tend to worry, it is likely they mentioned the benefits to buying smart home devices to their significant others, which explains why women are 12 percent more likely to purchase the product (MRI 2017, Household appliances & durables). The device allows the target audience to arm and disarm the device for their when arriving home from school or extracurricular activities (cite). Additionally, the security camera would allow a mother to check up on her children from work, as she worries about issues that could arise while home alone. The access control features of the system allow her to lock cabinets and drawers that her children may get into but are prohibited from opening. The mother would take pride in managing her children's behavior from her desk, as she is concerned about their safety while at work (VALS, 2018). Remote access to her house from her workplace allows her to put her family first and work hard, which she highly values (VALS, 2018).

When not fully-scheduled the family enjoys flying American Airlines to places like Aspen, Colorado, where they can ski and snowboard, their favorite family activity (Claritas PRIZM, 2018). Additionally, the family takes pride in eating out together occasionally and may visit pricey restaurants like The Cheesecake Factory (Claritas

PRIZM, 2018). In her free time, the mother may visit The Container Store to pick up items for her children's rooms (Claritas PRIZM, 2018; VALS, 2018). Additionally, the mother drives a BMW SUV since it allows to show off her wealth and materialistic tendencies while providing more space for her large family size (Claritas PRIZM, 2018; Green Buzz). The target audience is likely to hear about the Vivint Total Home Package through commercials on TV, as the audience is not tech savvy. Additionally, the female consumer may have heard about the system from other mothers at school with similar concerns about home safety. Since the mother has a "never be old" mentality, she told her children to create social media accounts for her to use (Green Buzz, 2010). However, she is a part of the Baby Boomer generation and lacks proper knowledge on how to search the sites for customer reviews and information about products (Green Buzz, 2010). Although the consumers have social media, they are more to hear about the product through word-of-mouth communication (VALS, 2018).

#### Character Persona

Robin Smith is a 50-year-old from Carmel, Indiana, who has been married for 25 years to her husband, Jerry who is 55 years old (MRI 2017, Household appliances & durables). The couple has three children all under the age of 18 years old. The oldest child Liam is 16 years old, the middle child, Gabby, is 11 years old and the youngest child is a 6-year-old named Sophia (Claritas PRIZM, 2018). Robin works as a sales representative for Coca-Cola, and Jerry is a dentist at Special Smiles Dentistry (MRI 2017, Household appliances & durables). Together the couple generates an income of around \$150,000 annually (MRI 2017, Household appliances & durables). Both Robin and Jerry lead incredibly hectic lives since their jobs are demanding. Robin is a typical

mother, as she worries about her children's safety constantly. Since Liam is old enough to stay at home alone after school, she worries about what he and his siblings are up to when she is not there. She expresses her concern with Jerry, and they agree to consider purchasing a smart home security system for their house since another parent at school raved about the system (Claritas PRIZM, 2018). Robin shows interest in the smart home system as it has features that a traditional alarm system does and more by offering heating and cooling, access control and video surveillance as features. She asks mothers about the system while at a PTO meeting because she wanted other opinions about the product before buying. The mother of 3 expressed to her peers how she highly values family and wishes she could be home more to care for her children (VALS, 2018). Family means everything to Robin, so it is hard for her to concentrate at work when she is worried about the safety of her children.

In her free time, Robin likes to make travel plans for her family as they like to fly at least three times a year. The family has frequent flyer miles with American Airlines as it is their method of travel (Claritas PRIZM, 2018). Every Christmas, the family vacations in Vail, Colorado, to go skiing and snowboarding (Claritas PRIZM, 2018). Since the family frequents the city, they recently bought a house so that they can continue their annual Christmas tradition. When she is not traveling, Robin is shopping. She likes to shop at Nordstrom and The Container Store for trendy items for herself and her children (Claritas PRIZM, 2018). Additionally, she trades in her car frequently as she values materialistic items, but she currently drives a 2017 BMW X3 SUV (Claritas PRIZM, 2018; VALS, 2018). However, she wants to trade it in soon to get the most recent model. Robin believes that it is essential to remain youthful, so she had Gabby

make her a Facebook and Instagram (Green Buzz, 2010). She does not know how to work either of the social media sites, but she prefers to use Facebook (VALS, 2018). She asked her friends on Facebook their opinion about smart home devices and got some feedback, however, she learned more about the product from her PTO friends and commercials she saw while watching the evening news (Claritas PRIZM, 2018).

## **5. Competition**

### Direct Competitors

- ADT
  - Consumers are incredibly familiar with the ADT brand. However, the company is striving to set itself apart from other home security systems (Ayako, 2015). The brand wants to show its consumers that its services act as an "umbrella" offering multiple services in one (Ayako, 2015). To reinforce its credibility, ADT debuted a campaign featuring a boy who is terrified of ghosts. The commercial features a boy who is terrified of ghosts, and his mother is shown calling ADT asking the company to lie by saying the security system had a ghost monitoring feature (Beltrone, 2016). The customer service representative reassured the boy that the police would be notified if a ghost were to wander into his home (Beltrone, 2016). The use of this campaign resonated with its audience and positioned the ADT company against its competition since it related to families with young children.
- Xfinity

- Consumers currently view Xfinity as a cable company despite the other services it offers. In an attempt to change consumer opinion, the brand has chosen to position itself against the competition by using non-traditional ways to connect with its audience (Stanley, 2017). Xfinity wants its consumers to interact with its brand in a variety of ways. The company surprised fans of the film Fast and Furious by recreating a scene from the movie (Stanley, 2017). The fans reactions were recorded, and the footage was turned into a mini-movie, Xfinity's prank elicited a humorous response that connected the audience to the brand in a distinct way. The video was shared on Twitter, YouTube, and Facebook, and it received positive feedback (cite Stanley, 2017).
- AT&T Digital Life
  - According to AdWeek (2016), millennial consumers have grown to love the AT&T brand and the services it has to offer. The company is constantly looking for new ways to connect with its audience, and recently it has chosen to use a series of YouTube videos to do so (Main, 2016). The videos are a travel series that feature popular vloggers and influencers, and the videos were posted on their channels (Main, 2016). AT&T wanted its consumers to interact with its brand on a more personal level instead of engaging with the brand directly (Main, 2016). Although the brand resonates with its target audience, many are unaware of the home security system services the brand offers (Gross, 2012). The home security service is relatively new, yet the company has not marketed this aspect of the

brand. AT&T has established a connection with millennials that use its phone services. However, the company lacks marketing tactics to promote its other features like home security (Gross, 2012).

#### Indirect Competitors

- myBuick mobile phone app
- mydlink Baby Camera monitor app
- Cam2Pet Dog Monitor & Pet Camera app

### **6. Key Consumer Benefit**

Vivint Total Home Security Package is equipped with an access control feature that allows users to wirelessly see and control aspects of their homes, supporting individuals that lead busy lifestyles.

### **7. Support**

- Vivint offers a completely wireless home security solution that allows consumers to save money with its completely professional security setup that includes 24/7 live monitoring (Williams, 2015).
- Vivint has an award winning SkyControl panel that enables users to manage their home security from a smartphone via a mobile app designed to mimic the panel and its features, perfect for consumers on-the-go (Williams, 2015).
- Vivint not only protects the home, it also has the ability to provide heating and cooling services (Vivint, 2018).
- Vivint offers a doorbell camera feature, that allows parents to monitor who approaches the front door while their children are home alone (PCMag, 2017).



- Vivint enables consumers to save money in the long-run by providing multiple services in one device, unlike most traditional security systems that offer one service (PCMag, 2017).

## **8. Tone**

For the campaign, the tone should be playful and unique to communicate to the target audience the importance of a smart security system for families to remain connected and safe. The campaign can utilize playfulness by featuring a large family laughing and spending time together. The use of humor or the occurrence of a dramatic event can connect the audience to the product in a unique way. Xfinity used this idea to its advantage by using bold and exciting advertising tactics to attract its user's attention (Stanley, 2017). Vivint could play off this concept in a way that connects female consumers ages 45 to 54 to the smart home system, using a bold message or idea. Xfinity's campaign successfully connected with the audience because of its unique approach to share mini-movies online for users to view (Stanley, 2017). This campaign resonated with its consumers because of its unique idea to use a tactic that differed from its competitors. Vivint could benefit from approaches used in the Xfinity campaign by thinking outside of the box and finding a novel way to connect with its target audience. However, it is essential that the campaign remains playful and fun since it is meant to resonate with concerned mothers seeking to protect their families. The use of a unique and playful campaign will effectively connect women ages 45 to 54 to the smart home security system.

## **9. Mandatories & Limitations**

Must include the Vivint logo. Must include the Vivint slogan. Cannot say alarm system. Must say smart home system or service. Must mention the various features the system offers. Must provide consumers with contact information. Must use trademarking in advertisement. Must include a headline. Must feature the product in some way. Must utilize the tone the company chose to convey. Cannot ensure the safety of individuals who have the system. Cannot promise that the system will prevent household crime.

#### **10. Creative Strategy Statement**

Convince women ages 45 to 54 that the Vivint Total Home Security Package offers a way for users to keep an eye on their children from the workplace because of its wireless access control capabilities.

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