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NATURE OF PRODUCT

- Organize (Makeup and Jewelry)
- Embrace personality
- Decorate the room

PACKAGING

- Clear
- Lightweight
- Durable (Can hold the heavy box)



TRADE NAME

- Our product's trade name is *Royalty* .
- We named it royalty because we want girls not only think they are a princess, but also to feel they own something that belongs to the royalty world

TRADEMARK

- Our trademark is a princess crown.
- We want it as the principal symbol because we want little girls to identify them self as princesses who always wears a crown.

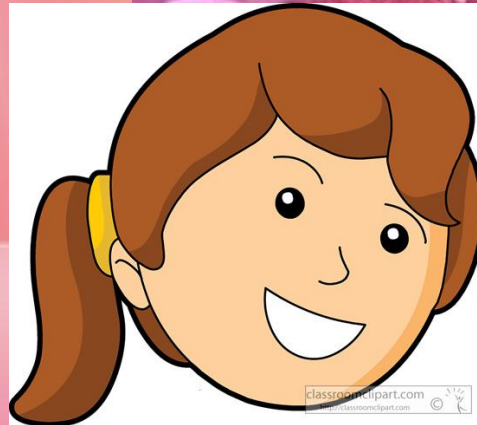


SLOGAN

“Be the princess you want to be”

AD CAMPAIGN'S GOAL

- Our goal is to introduce a new apparel product in the market for girls with has a unique and girly touch.
- To change a young girl's experience when organizing their jewelry and makeup.
- Our advertisements demonstrate how the Royalty Box is not only important to keep a girl's room organized, but also enjoy it while doing it.



SWOT ANALYSIS

Strengths

- Send a good message
- Hand-crafted
- Perfect colors for girls



Weaknesses

- We only target girls instead of boys
- The Royalty box is somewhat heavy



Opportunities

- We have the opportunity to make jewelry organizer boxes that are unique and something young girls haven't seen before.



Threats

- There's a lot of different jewelry boxes in the market



TARGET MARKET

- The target market in urban areas such as New York, New Jersey, Chicago, Miami and Washington, are girls of ages from 7-12 years old.



- The target market in rural areas such as Connecticut, Virginia, and Michigan, are girls of ages from 7-15 years old.



THE MESSAGE FOR THE TARGET MARKET

- To let young girls know that they don't have to be related to royalty to feel like a princess
- To Emphasize the feelings of a princess
- Allow girls to accept who they are as a person
- Build self confidence



WHEN THE PRODUCT WILL BE ADVERTISED

Winter

- We want to advertise our product in the winter especially in **November** and **December** when all moms goes shopping for Christmas.



Summer

- We also wants our product to be advertised in the summer specially in **June** and **July** when the shopping rates increases because of the warm temperatures.



WHERE ARE WE FOCUSING?

- We want our message and ads nationally, but we want to focus and increase the number of production more in big cities and states such as:
- New York
- Los Angeles
- Chicago
- San Francisco
- Miami



APPEALS TO BE EMPHASIZED

- Emphasize the feeling of self confidence in young girls.
- Girls will feel like a princess.



MEDIA BUDGETING

Television	Amount of Times Total	Prices
Cartoon Network	9	\$8,983.20
Disney	12	\$2,848.08
Total	21	\$11,831.28

Radio and Internet	Amount of Times Total	Prices
Radio Disney	8	\$11,240
Facebook	11	\$19,440
Total	19	\$30,680

Catalogs And Magazines	Amount of Times Total	Prices
Toy R Us	13	\$75,000
Girls Life	12	\$9,575
Discovery Girls Magazine	11	\$10,037.50
Total	36	\$94,612.50

Advertisers	Amount of Times Total	Prices
Television	21	\$11,831.28
Catalogs and Magazines	36	\$94,612.50
Radio and Internet	19	\$30,680
Total	76	\$137,123.78

WHERE WE ARE GOING TO ADVERTISE

- Television
- Magazines
- Catalogues
- Internet/Social Media



MEDIA CHOICE: TELEVISION

- Disney channel
- Cartoon Network



DISNEY CHANNEL

- Disney Channel is an American basic cable and satellite television network that serves as the flagship property of owner Disney Channels Worldwide.
- Most of its original programming is aimed at female children ages 6–11.
- It is available to approximately 96.2 million pay television households.



CARTOON NETWORK

- Cartoon Network is an American basic cable and satellite television channel that is owned by the Turner Broadcasting System division of Time Warner.
- The channel airs primarily animated programming, ranging from action to animated comedy.
- It is primarily aimed at children and teenagers between the ages of 7–16.
- Cartoon Network is available to approximately 96.4 million pay television households.



MEDIA CHOICE: MAGAZINES

- Girls' Life Magazine
- Discovery Girls Magazine



GIRLS' LIFE MAGAZINE

- Girl's Life is an engaging magazine for young women covering the topics that are important to adolescent girls ages 10 and up. It offers sound advice for dealing with pre-teen issues and also contains fun and entertaining content.
- It includes beauty trends, fitness tips and dating advice.



DISCOVERY GIRLS MAGAZINE

- Discovery Girls is a children's magazine for girls ages 8 and up that provides advice, encouragement and inspiration to help them navigate the preteen years.



MEDIA CHOICE: CATALOG

- Toys R Us catalog



- Toys R Us catalog is a perfect catalog for those parents that are looking for toys or any other product for kids.

MEDIA CHOICE: INTERNET/SOCIAL MEDIA

- Facebook
- Disney.com



Disney Online

FACEBOOK

- Facebook is a great social media for advertising our Royalty box because billions of people connects to Facebook everyday.
- It is a cheap/no cost media to advertise.
- It reaches parents who love to surprise their girls with new things.



DISNEY ONLINE

- Disney.com is the official website for all Disney products.
- Parents will be able to shop not only the Royalty box, but also any other product from Disney.



6 Times	November	December	June	July	Total
Disney Channel	3 Times Breakfast \$1,095.57	6 Times Early peak \$6,572.70	1 Time Daytime \$438.31	2 Times Daytime \$876.62	\$8,983.20
Disney Radio	2 Times \$2,810.00	3 Times \$4,215.00	1 Time \$1,405.00	2 Times \$2,810.00	\$11,240
Toys R Us catalog	3 Times Full Page \$9,000	6 Times Full Page \$54,000	1 Time Full Page \$3,000	3 Times Full Page \$9,000	\$75,000
Discovery Girls Magazine	2 Times Full Page \$1,637.50	6 Times Full Page 4,912.50	2 Times ½Page 1,637.50	1 Time ½ Page Horizontal \$1,850	\$10,037.50
Girls Life	3 Times Full Page \$3,275	6 Times Full Page \$3,100	1 Time ½ Page \$2,015	2 Times ½ Page \$1,185	\$9,575
Facebook	2 Times 0.24 Per Ad x18,000 \$4,320	4 Times 0.24 Per Ad x 30,000 \$6,000	2 Times 0.24 Per Ad x 16,000 \$3,840	3 Times 0.24 Per Ad x 22,000 \$5,280	\$19,440
Cartoon Network	2 Times Breakfast \$730.28	4 Times Daytime \$1,168.44	1 Time Breakfast \$365.14	2 Times Day Time \$584.22	\$2,848.08

CREATIVE STRATEGY AND ADVERTISING COPY

Creative Strategy

- To reach out to young Girls and help build confidence
- Let girl's imagination run free
- Be able to let girls to portray themselves in a positive way

Advertising Copy

- The copywriting in our tv ad, when we discuss the products features, at the bottom we will add the copyright
- Another form of copyright we will use is radio, which at the ending will give a description

A Royalty



“Be the princess you want to be”

STORY BOARD



Girls are having a sleepover and are commenting about the new release of the Royalty Box.



One of the girls says how cool the Royalty Box is to put jewelry. The other girl said that she really wants one.



The girl says that she already have the Royalty Box because her mom bought it.



The girls got surprised.



The girl says to be the princess they want to be.



The girls takes all their jewelry from the Royalty Box .



Girls ask where are her necklaces and bracelets.



The little girl comes into the room with the jewelry and says that she is a princess too.



“Be the princess you want to be”

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