

# Ensure your Children's safety with The Apple Tag

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Foundations of Marketing and Sales

The Apple Tag is a location device that can track valuables, pets, and **now your children**. The location can be shared with family and friends, ensuring the safety and security of your valuables and family members.



# Features of our product

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- ❖ Size: 1.26 inches
- ❖ Splash, Water, and Dust Resistance
- ❖ Maximum depth of 1 meter up to 30 minutes
- ❖ Connectivity with Bluetooth for proximity finding
- ❖ Weight: 0.4 oz
- ❖ Accessibility
- ❖ Apple System Compatibility
- ❖ Sensor
- ❖ Battery
- ❖ Built-in speaker.



# Advantages of Our Product

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The AirTag is small, compact, and able to travel. It can locate your selected interest and ping its location using Bluetooth technology with nearby Apple products. Apple stated, “If a user misplaces their item and it is within Bluetooth range, they can use the “Find My” app to play a sound from the AirTag to help locate it.” AirTags do not have a defined range because of how they connect to the “Find My” network. You can locate an AirTag that's thousands of miles away or even internationally, providing it is within Bluetooth range of an iPhone. With Apple products being one of the most common handheld devices in the world, it increases the chance of finding your child and is a deterrent from human trafficking and kidnapping.



# Benefits of Our Product

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The benefit of using this product is having the peace of mind of locating anything you desire, whether it is your children, pets, or valuables. The tag is also small enough to hide in shoes, necklaces, and bags. This product has the potential to save not only valuable items but lives as well. With the durability of the Airtag, you do not have to worry about your child or pet damaging the product, and the AirTag is designed to keep going for more than a year and the battery can easily be replaced.



# Buyer Demographics and Behavioral Analysis

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- ❖ Age: 27-50
- ❖ Active Parental Figures
- ❖ Education: High School Graduates and/or College Graduate
- ❖ Location: US buyers
- ❖ Profession: Corporate Office Workers - traditional 9-5

Our customers would be loyal to mostly Target or Amazon. The most significant holiday is Christmas, but due to the reason of shopping, it is likely the beginning of the school year. This launch is targeted towards very active parents who want to ensure their children's safety. Due to the most human trafficking incidents happening in the southern regions of the United States, we would like to market this in these regions heavily.



# The objective of our marketing strategy and KPI tracking.

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To establish Apple Tags as the premier solution for ensuring children's safety through reliability, sentimental User Generated Content influential marketing, and user-friendly tracking technology. We will rapidly increase our market shares and sales within the first year of our campaign launch by effectively communicating the product's features, emphasizing its ease of use, and compatibility with Apple phones. To closely observe our campaign launch, we will observe social media engagement. We will measure engagement metrics on social media platforms (likes, shares, comments) related to our Apple AirTag content. Correlate social media engagement with website visits and conversions.

Channels	Activity	Resources
<i>Social Media Platforms:</i>	Leverage social media platforms like Facebook, Instagram, and TikTok to reach parents and caregivers. Create engaging content that showcases real-life scenarios of how AirTag can enhance child safety. Using collaborative hashtag like “#iknowwheremykidsare” or “#findmykids	<ul style="list-style-type: none"> <li>• Collaborative Hashtags</li> <li>• Active advertising on all social media platforms</li> <li>• Real life video scenarios and demonstrations</li> <li>• How to educational Videos</li> </ul>
<i>Influencer Marketing:</i>	Partner with parenting influencers who have a significant following among your target audience. These influencers can share their experiences with the Apple AirTag and demonstrate its benefits for child safety. Create informative and engaging videos demonstrating how the Apple AirTag works in different child safety scenarios. Collaborate with parenting YouTubers for reviews and demonstrations.	<ul style="list-style-type: none"> <li>• Collaborative Video Content for all social media platforms</li> <li>• Building Sentimental content and online community</li> <li>• Multiple UGC Influencers</li> <li>• Create ambassador campaign with few celebrities (Example: Queen Naija and Cardi B)</li> </ul>
<i>Retail Partnerships:</i>	Collaborate with retailers that specialize in children's products. Ensure that the Apple AirTag is prominently featured in stores and online platforms catering to parents and families. (mainly Amazon and Target)	<ul style="list-style-type: none"> <li>• Collaborate with Target creating an ad campaign featuring the apple tag on children in multiple ways (on book bags, bracelets, necklace, and shoelaces) included in promotional back to school sales.</li> </ul>