

Shoes That Help You Dance

The

Night Away

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Letter of Transmittal

**TO:** Professor Dyce  
**FROM:** Ersilda Vata and Shaanzay Chaudhry  
**DATE:** December 13, 2019  
**SUBJECT:** Shoes That Help You Dance the Night Away

Dear Professor,

Ms. Vata and I have come up with a product, as seen through our title that helps consumers dance the night away. The product itself is a pair of shoes custom designed at the heels of the shoes to have a compartment in which a tiny USB is to be inserted. The USB of course will be part of the package with the shoes. Our consumers will simply download the type of dance moves they wish to acquire onto the drive and insert it into the designated area beneath the shoes and be guided smoothly to their desired dance routines. We have specifically chosen to focus on Bollywood choreographies along with Indian classical dance, kathak. In addition to this, we have chosen Bollywood icon Madhuri Dixit to represent our product.

Significance of Product

It is for individuals who may want to be part of a show or event but they have stage fright. Also, it can be used for a night out with the guys or girls including date nights. All the individual has to do is make the first move in order for the shoes to recognize which movements follow through afterwards. The shoes will then glide the consumer smoothly through the whole routine as downloaded onto the USB. This helps people that love to dance but end up freezing in front of a crowd or mix up the dance steps due to anxiety perform freely and effortlessly. It does not help the person become a dancer just by wearing the shoes, one must obtain basic knowledge of the routine for the shoes to work their magic.

Thank you for considering our proposal,  
We look forward to hearing from you,  
Ms Chaudhry and Ms Vata.

## Introduction

As mentioned in our letter of transmittal, we have chosen Bollywood actress, producer, and television personality Madhuri Dixit to help promote our product to the public. She was born on May 15, 1967. Although she is currently 54 years old, according to an article on Wikiquote.org, she is still considered the “Queen of Indian Cinema.” Mrs.Dixit is a legendary Indian film actress acclaimed as one of the best actresses in Bollywood. She made her debut in the Bollywood film industry with the movie Abodh in 1984. She is an iconic figure known to a multitude of individuals all around the globe. Not only is she a famous and highly praised actress, she is also an accomplished dancer.

## Early Life

Madhuri Dixit was conceived on 15 May 1967 into a Marathi Kokanastha Brahmin family in Bombay (present-day Mumbai) to Shankar and Snehlata Dixit. She has two older sisters and an older brother. She ignited an enthusiasm for dance at only three years old. After which she proceeded to prepare in Kathak for a long time; later on turning into an expertly prepared Kathak dancer. According to the 2019 wikipedia article, Mrs.Dixit has stated:

I received a scholarship as a Kathak dancer when I was nine. I even remember that it was due to a dance performance that the first time my name had appeared in the paper. I was seven or eight years old at that time and had performed at the Guru Purnima festival. And there was a journalist who was there and he had written this article saying that 'this little girl stole the show' – something like that. I was over the moon. So dance gave me a sense of achievement. Of worth.

Interestingly enough, Madhuri Dixit had aspired to become a microbiologist. Yet always held an interest in acting. Which is highlighted with her participation in the drama club for her extracurricular activities while she attended Divine Child High School in Andheri. She even

attended college to study the subject yet six months after she dropped her studies in order to pursue a full time career in movies.

### Acting Career

Dixit made her film debut in 1984 with Rajshri Productions *Abodh*, inverse Bengali entertainer, Tapas Paul. Upon release, the film flopped drastically. However, Dixit's performance earned her certain positive reviews from critics. Aakash Barvalia of *Gomolo* stated, "Madhuri exceeds expectations in her job as a youthful lady of the hour who clears herself well as the innocent town young lady and doesn't understand what marriage really entails." (wikipedia.org, 2019) Her sole release of 1985 - *Awara Baap* — flopped at the box office. During this time, a monochrome photo of hers, shot by Gautam Rajadhyaksha was highlighted on the front of the then mainstream magazine *Debonair*. She showed up as the glamor girl of *Filmfare* in April 1986. In 1988, Dixit at last accomplished acknowledgment when she played Mohini, a devastated and hopeless woman who is compelled to dance for profit for her dad in N. Chandra's activity sentiment *Tezaab* opposite Anil Kapoor. The motion picture was the most noteworthy netting film of the year and she got her first *Filmfare* Best Entertainer Grant designation. This denoted a huge defining moment in her career. It demonstrated to be Dixit's first business achievement. She received the greatest fame for partaking in producer Sanjay Leela Bhansali's 2002 romantic drama co-starring Shah Rukh Khan and Aishwarya Rai. Sita Menon of *Rediff.com* wrote: "The most understated role and perhaps the one that is most lingering, in terms of virtuosity, is that played by Madhuri Dixit. As Chandramukhi, she is simply stunning, lending passion, fire and gentleness with such consummate ease that watching her perform is sheer delight." (Menon, 2002) Dixit played the role of a courtesan who falls in love with the lead also where she got to flaunt her extravagant dance moves. According to wikipedia, this movie was featured in their listing for 10 best films of the millennium, was entered for the Academy Award for Best Foreign Language Film and received a nomination for BAFTA Award for Best Film Not in the English language. Dixit was awarded with best supporting actress by *Filmfare*.

Which is an award that honours artistic and technical excellence in the Hindi-language film industry of India. It is considered one of India's most prestigious awards.

### Role of Dance in Dixit's Life

As mentioned earlier, the bollywood icon has been interested in dancing from a very young age. According to the 2014 article on wikiquote she stated, "For me dancing is not just moving your arms and legs but basically it's a very spiritual experience. It's part of me and a second nature to me. You can say it is in my blood." (Madhuri Dixit, Wikiquote.org) In addition to which, R. Venkatraman in *Verve: The Spirit of Today's Woman*. Indian and Eastern Engineer Limited. 2002. P.74 stated:

Madhuri is an excellent dancer. She is in the same league with actresses like Waheeda Rehman and Meena Kumari as far as dancing is concerned. She dances with a lot of grace. I think she is the best dancer in Indian cinema after Waheeda Rehman. She reminds me of her. It has been more than 15 years but her dedication towards dance is the same. She grabs quickly and is a genius dancer. Her expressions are just perfect.

### Social Work

Not only is Mrs. Dixit a renowned actress but she is also praised for her astounding dancing skills seen both through her movies along with stage and award shows. She has also been promoting children's education and safety for women. "In 2009, Dixit performed for NDTV Toyota Greenathon—India's first-ever nationwide campaign for saving the environment and creating awareness about environmental issues" (wikipedia, 2019) She has also spent evenings with children in orphanages. In 2014 she joined UNICEF to prevent child labor and trafficking. Furthermore, she participated in 'Set Beautiful Free'— an event by One Foundation to provide home, education, food and healthcare to the daughters of trafficking victims." (wikipedia, 2019) Even though she is such a big star she still gives back to the community due to which she has a huge fan following which makes her the perfect candidate to promote our shoes. Madhuri Dixit is a name thousands are familiar with and many look up to as she has made such a lasting impact on the film industry through her acting and dance career along with her astounding reputation due to her participation in social work.

‘Dance is cheaper than therapy’

Our product is a new product to the marketplace. We are first going to start with online sales and then based on the sales we are going to decide whether we are going to open an actual store or not.

Since Amazon is the multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital streaming and artificial intelligence we are thinking to promote and have our product available to purchase at Amazon. It is one of the big four technology companies along with Google, Apple and Facebook. This does not mean that our promotional focus is based solely on Amazon. Due to the fact that social media is dominating the majority of the marketplace and helps new businesses build their brand image and grow up by getting promoted. Another reason we have chosen social media is because even the celebrities are a really big factor of influence in consumers purchasing process. Our celebrity, Madhuri Dixit is going to post the product, the ways people can obtain the shoes along with an advertisement video of her sharing the experience with the product and recommending it to her fans and so forth. We are trying to reach the target market of between 16-35 years old. We believe utilizing social media platforms is going to be the most effective way of reaching our audiences.

Millennials are the target group most likely to be more partying and dancing in different events, that's why we chose two of the 6 facets model of effect as emotion and persuasion. Emotions are going to be the part where different people sitting aside at a party are going to get happy with the shoes and enjoy the rhythm in the dance floor and the persuasion effect is going to be with the celebrity actually sharing her experience and pushing them to purchase the product.

Methods of Promotion

1- Posting our product onto Google

We are going to post about our product to ‘your google my business’. By creating a google post na choosing the ‘promotion’ option.

## 2- Offering customers an exclusive preview

We are trying to build relations with our customers and trying to get our loyal customers .

By offering an exclusive preview through a private pre-launch party, an online preview and exclusive offers to loyal customers or in our case to build and get our first loyal group of customers.

## 3- Social media contest

Contests , giveaways, and sweepstakes are very popular tools among top quality marketers. Social media is going to help us because social media contests are a fun and easy way of connecting with customers and bringing in more fans for our new product.

## 4- Facebook ads

With 1.44 billion monthly active users, we believe that Facebook is a window to a huge market. Facebook is particularly useful in concisely targeting your audience, as Facebook's impressive data collection allows business to target by gender, age, location, interest and more

## 5- Celebrity collaboration

Our celebrity icon Madhuri Dixit is already a famous figure both in India and around the world. Having a familiar face for our product is going to help support our profit margin with the support of her advertising. On locations such as her social media by posting our launching , sharing her own experience with the product and persuading or recommending her followers and fans to purchase the product. In some cases more than others, simply seeing her involved with our product will create an immediate response from her loyal fans. They will rush to our online platform to purchase the shoes that can help them achieve her flawless and graceful dance routines.

## Technologies Role in Our Product

Since we are launching a new and innovative product , all of our marketing strategies are connected with technology. We believe that technology is going to be the key to our success. We are going to drag and drop our way to polished web pages, blog posts, landing pages, and email templates. Editing our content and modifying our designs and we will be ready for visitors from

any device because our templates are responsive out of the box. We are going to create a content strategy that adapts to the way modern search works. While easily publishing blog content without the hassle of formatting. We will make sure to get real-time SEO suggestions, and post on social media at optimal times to reach the right influencers and followers.

### Sales Forecasting

We are going to design a call to action for our web visitors and customers , and personalize messaging based on location and traffic source. This is going to help us with our record of where our customers are , when they need the product and based on their comments how can we get better and offer them what they need and want. Ms.Chaudhry and I will connect with HubSpot CRM or Salesforce to automatically record and organize every interaction customers have with our brand. Then we can use this data to confidently report on how each marketing campaign and asset contributes to sales. In hopes of the expansion of our company we are looking forward to collaborating with different and successful brands of shoes and clothing brands.

### Customization Options

Another thing that we will include in our sales design is the option to customize and personalize your own dancing shoes. We believe that this is a really good way that is going to help us with the sales in two ways. One of which is that the customer is going to be able to customize their shoes based on their own tastes and desires while increasing the number of our sales. Due to the fact that each customer may order more than one pair , to match it with his or her outfits and wardrobes. In addition to the original pair that consumers will wish to attain as they will be the ones Madhuri Dixit is wearing in the promotional ads. Which their fellow peers will most likely end up buying as well. Also, in order to ensure that this strategy works we have planned to add customization options at a later date than the original release of our dancing shoes.



## Public Relations/Publicity

PR is the Persuasion Business. You are trying to convince an audience, inside our building or town, and outside our usual sphere of influence, to promote our idea, purchase our product, support our position, or recognize us and our product. Some of the main goals of public relations are to create, maintain, and protect the organization's reputation, enhance its prestige, and present a favorable image. Studies have shown that consumers often base their purchase decisions on a company's reputation, so public relations can have a definite impact on sales and revenue. Public relations can be an effective part of a company's overall marketing strategy. In the case of a for-profit company, public relations and marketing should be coordinated to be sure they are working to achieve the same objectives. Public relations and marketing work together closely when it comes to promoting a new or existing product or service. Public relations plays an important role in new product introductions by creating awareness, differentiating the product from other similar products, and even changing consumer behavior. Public relations can help introduce new products through staging a variety of special events and handling sensitive situations.

## Goals

As a new product that we are launching, we are trying to connect to the pulse of our industry and help our brand find its voice through strategic messaging, targeted engagement, creative multimedia campaigns, optimized advertisements and spokesperson training. We will optimize PR techniques and take full advantage over our stakeholders opinions by relating our product to an influential opinion leader such as Madhuri Dixit. Before doing so we will rely heavily on internal marketing due to the fact that we are an upcoming business which has not built a proper reputation as of yet. Thus ensuring that all our employees are well informed, trained and thrilled about the product is equally as vital to our products survival as the product itself. We will also rely heavily on all the social work Mrs. Dixit has partaken in in order to build goodwill for our company and we will donate a pair of shoes to dance institutions in underdeveloped, less privileged societies. Dancing is not for any one race, gender or socioeconomic background.

## Global Advertising Campaign

As we know, global marketing is the act of focusing a product on the needs of potential buyers in other countries. Typically, a global marketing strategy requires a business to do new market research, identify countries where the business's product might be successful, and then localize the brand to reflect the needs of those communities. Since one of our most important promotion methods is our celebrity, we believe so much in the impact that she is going to have a have with her influence toward people that love , support and trust or follow her and her career.

### Celebrity Influence

Madhuri Dixit is from India and most likely her influence is going to be more efficale toward the target market of that demographic ethnicity. This is not necessarily limited because as we know our celebrity's fame is spans worldwide and us being able to sell our product first on Amazon and creating our own website with worldwide shipping is going to help us build relations with customers worldwide. As we mentioned earlier, Amazon is one of the biggest technological industries that is known and used worldwide and our customers all around the globe are going to be able to easily get to purchase and enjoy every party with our product. This is a way that is going to help us to achieve our goal and help us grow and expand more as a company, develop more into the marketplace and maybe add more products to our company.

### Future Consumers

The reason behind our belief is that this way of marketing is going to bring us customers. It is going to help us know who needs our product and in what form should we deliver it to them. One of the strategies we are going to use is to translate across multiple languages to adjust their menus to appeal to the cravings of a diverse group of people. Everybody dances to different music, we do not necessarily dance to the lyrics of songs but we dance to the beat. So come out, grab your shoes and show your support while enjoying the beautiful feeling of letting your body flow with the rhythm .

# Shoes That Help You Dance The Night Away!!

Always wanted to dance like Madhuri Dixit? Regardless of gender, Now's your chance! Thanks to the fresh incoming entrepreneurs Ersilda Vata and Shaanzay Chaudhry, we now have great new innovative shoes. Great for a date night, a night out, an upcoming show,



wedding or event. You can kiss stage fright goodbye for good with the simple purchase of these shoes which also gives back to underprivileged societies!

- ❑ All you need to do is simply download the dance routine you wish to perform onto the USB chip provided with purchase then insert it into the compartments underneath the soles of the shoes. Perform the first step and the shoes will recognize and smoothly glide you through the whole routine.

- ❑ Every time a pair of shoes are purchased, an identical shoe under varying sizes, depending on which size is in highest demand

in the dance institution will be given away to less fortunate areas such as in India and Pakistan, for starters. So the whole world can dance the night away!

- ❑ Add your personal touch with customization offered online within a few months!

**Join the movement to help the whole world dance the night away**

Dancing is Cheaper than Therapy

Help Make the World a Happier and Healthier Place!

Hurry and Grab Your Pair TODAY

On Amazon.com

Translations for this AD offered online along with Worldwide Shipping

