

Risky Biscuits- Abby Hebert, Charlie Haskell, Mesha McDonald and Zuleima Melendez

Brand/Client

Conair- ExtremeSteam Professional Handheld Garment Steamer

Why are we advertising?

- To create awareness in a unique market.
- To convince our market that they need ExtremeSteam in their daily lives.
- To persuade our market to invest in the care of their clothing and household with ExtremeSteam

Who else is getting our money?

- Steamfast, Shark, and all other brand name steamers

Who are we talking to?

- M25-35
- HHI- \$60,000- \$90,000
- Urban Businessmen

What do we know about them?

Glen Havoch, 27, is a single, businessman. He wakes up every morning at 6:00 am to get ready for his job as a junior level executive in the finance department at Sony in New York city. He lives in a shoebox apartment that he shares with his cat Titan. He loves the city but is anxious for a promotion so that he can move to a new place closer to work. His least favorite part of the day is his excruciating commute but once he walks into his building he becomes focused on doing the best work that he can. Although his parents want him to find a suitable match and settle down, his main focus is climbing the corporate ladder. He goes on the occasional date but often spends week nights working from home on his laptop. He gives his family a call whenever he gets the chance and lets his mom talk his ear off about how proud she is of him and about all of the new recipes she's been trying lately. He has a few beers with his work buddies every now and the but he makes sure not to drink too much because, while he likes to have a good time, he wants to keep it rather professional. While he's on a lower budget right now he can see himself getting a big raise in the near future so he wants to make sure he looks his best at all times.

What do they currently think?

"Steamers are useful but they are bulky and are tedious to use."

"I'd like to bring my steamer with me on business trips but it's too big to put in my suitcase."

"I like to keep my clothes neat and straight so that I look professional at my job"

What would we like them to think?

"ExtremeSteam is the perfect size for my suitcase and briefcase so that I can keep my clothes wrinkle free for my business trips and meetings."

"I can use ExtremeSteam for much more than just de-wrinkling my clothes"

Why should they believe it?

- Its steam is 5x faster, 30% hotter, and at 100 degrees celsius it will un-wrinkle all of her business wear for a crisp, clean, professional look.
- Because of its high heat it can be used to disinfect, iron and kill pests such as bed bugs and dust mites in furniture, drapes, mattresses and other household fabrics.
- It is small enough to pack in your purse or your suitcase for an emergency wrinkle release

What is the single most persuasive idea we can convey?

Conair- ExtremeSteam Professional Handheld Garment Steamer is the Swiss army steamer.

Are there any creative guidelines?

Three Full-page, four-color magazine ad