



# ALCOHOOT

# BRAND PLAN

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# Overview



- As an entrant in the Activity Tracker/Quantified Self-Improvement Market, Alcoholoot is a breathalyzer that attaches to your smartphone. The device fits comfortably in a pocket or purse and its accuracy is comparable to police-grade devices; plus, a companion app ensures you're empowered to make safer choices based on your blood alcohol content (BAC)
- The Breathalyzer category is growing in sales and number of entrants
  - According to Wintergreen Research, sales of breathalyzers hit \$284.6 million in 2011, and they forecast that number will climb to \$3.2 billion by 2018 as prices fall and accuracy improves.
- Alcoholoot is a revolutionary product and service. It can change perceptions about entertaining, and the role of alcohol in enjoying oneself
- The category is drawing increased scrutiny from consumers, interested parties in the Beer, Wine and Spirits industries and Law Enforcement
- A comprehensive, and strategic Product and Marketing plan will be a key component in attracting additional capital to grow the business



# Communications Audit: Summary



- Very little measured media spending in category
- Competitors seem to rely heavily on:
  - Website
  - Social Media
  - Public Relations (Tech-centered)
  - Trade and Consumer Events
- So far, relatively little consumer interaction with brand articles, posts, etc.
- Breathometer and BACtrack share very similar consumer positioning

# Communications Audit: Process



## Branding



## Paid Media Review

1. Nielsen review of Paid Media for Breathalyzer Category 2012-YTD 2014
2. Covers display, TV, Radio, and OOH advertising

## Owned Media Review

1. Brand Websites
2. Brand Blogs
3. Mobile Apps for each brand
4. Social Media—8 channels
  - Facebook
  - Vimeo
  - Instagram
  - Iconosquare
  - YouTube
  - Reddit
  - Pinterest
  - Twitter
5. Google review

## Earned Media Review

1. PR Media Pick-ups
2. Social Shares
3. Blog mentions

## Reputation

### Management Review

1. Google results using top brand keywords → review websites
2. Comments following PR Media Pick-ups, where available



# What do you want Alcohoot to be?



## Understand Your Vision

From Corporate and Marketing Summary Overview:

Our mission is to introduce smartphone breathalyzers to popular culture as a responsible tool that everyone consuming alcohol should use while encouraging smart decision making when consuming alcohol

- Alcohoot is an easy, accurate tool to help users track their body's reaction to alcohol and become a smarter drinker.
- Alcohoot inspires individuals to make safe, responsible decisions whenever and wherever they are enjoying a drink.
- Alcohoot users discover their personal limits, giving them the confidence to make educated decisions.

Role of design?

From FB page:

Alcohoot - The World's First Smartphone Breathalyzer. Order now at [www.alcohoot.com](http://www.alcohoot.com)

Company Overview

Take control of your night, and turn every drinking experience into a positive one. Accurately tracking your BAC on-the go, Alcohoot will ensure you the #perfectnightout

General Information

**Alcohoot.com is the home of the world's first smartphone breathalyzer, Alcohoot**

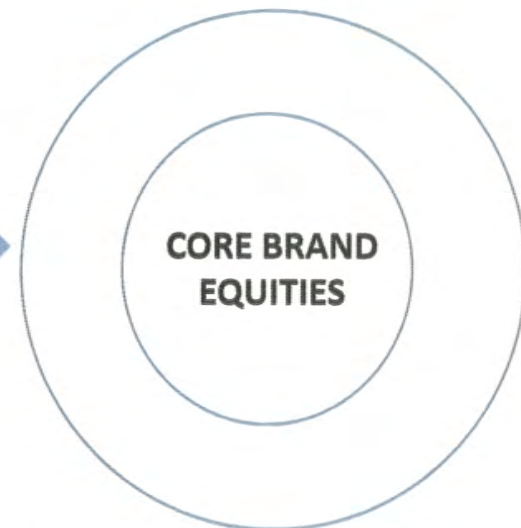
# What do you want Alcohoot to be?



Understand Your  
Vision

- Interview with Jonathan Ofir, Max Koeppel and Chris Ayala
- Alcohoot as a stylish instrument of Social Responsibility

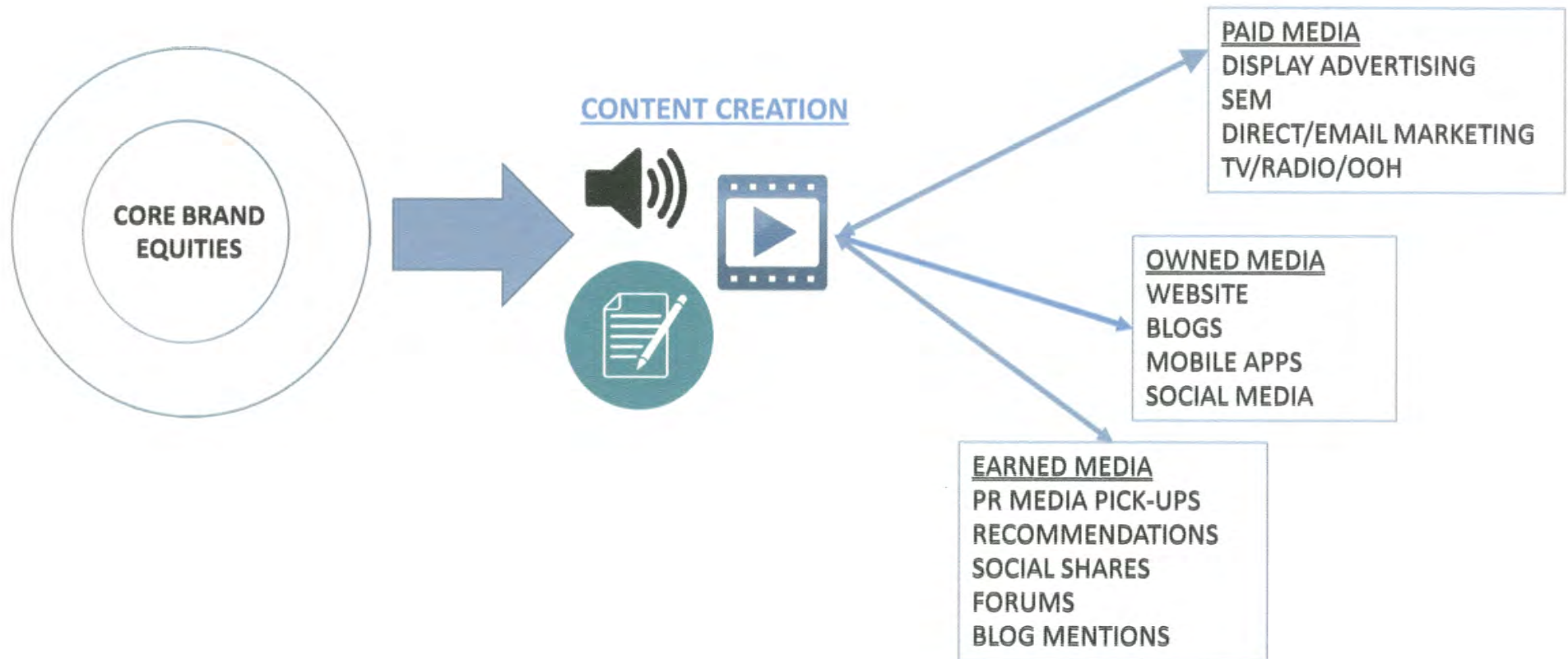
# GOAL #1: ALCOHOOT BRAND PLAN



- Interview Senior Executives
- What do you want your target consumer to say about your product?
- Alcoholoot and key competitors
- Breathometer and BACtrack
- On-line and off-line (if available)

**WORDS THAT SUMMARIZE WHAT YOUR TARGET CONSUMER SHOULD TAKE AWAY FROM ANY CONTACT WITH YOUR PRODUCT OR YOUR PRODUCT COMMUNICATIONS**

# ALCOHOOT BRAND PLAN: CONSISTENCY WHEREVER THE BRAND IS SEEN





## GOAL #2: RESOURCE DISCUSSION



- WHAT WILL IT TAKE TO MAKE A PLAN HAPPEN: PEOPLE AND RESOURCES?
- DO YOU NEED A MARKETING MANAGER?

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