

PAVLOK



Group 7

Galina Eydel, Connor Wessman, Kerry Gudjonis, Kimberly Mueller, Owen McCarthy, Paulina Skrzekowska

Target Consumer

- Share a similar trait: trying to reach a goal
 - Gaining a good habit, or getting rid of a bad habit
- For those breaking bad habits:
 - Habitual tendencies have link to addictive personalities
 - Low self-control in fighting addictions
- Common consumers include:
 - Smokers, snackers, over-sleepers, procrastinators, nail-biters, teeth-grinders
 - Concerned friend/family of someone with habit
- Up-to-date with modern technology
 - Adults, ages 18-35



Archetype

The Ruler

- Brand caters to those who seek stability and control
- When wearing Pavlok, the consumer becomes the ruler of him or herself
- Consumers are trying to take control of an element of their lives



Cultural Trends

- The rise in popularity of wearable technology like Apple watches and arm-band ipod nanos have opened the door for similar products, like Pavlok, to enter the market with less initial resistance
- Vegan, gluten free, or paleo diets have risen to popularity under the popularity of consumers' concern with their own health
- Life on the go/multi-tasking



Brand Problem

- **Brand Focus**

- Pavlok promotes their product as a blanket solution for a wide range of behavior
 - i.e. Smoking, binge eating, pulling hair, dieting, nail biting
- Pavlok has difficulty advertising the exact features and benefits of the product
- Consumers are not sure if the product would relate to their needs

- **New Product Unfamiliarity**

- Individuals have a hard time trusting a product that is said to shock them
- Wary of the unknown

Brand Attributes

Intrinsic

- Adjustable electric shock vibration and sound alarm functions
- Five varieties of color schemes embossed with the brand logo
- 2-5 day battery life equipped with low energy and sleep modes

Extrinsic

- Price set at \$149
- Pavlok uses testimonials on their own website as their main form of marketing currently
- The product's current slogan is "change your habits, change your life"

Values

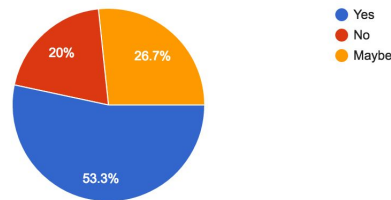
- Inspire inner strength and control over one's own life

Primary Research - Survey

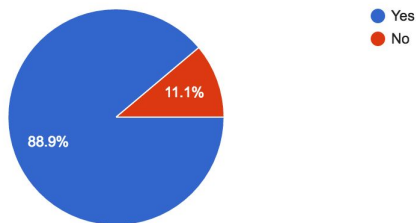
- 45 participants, age range 18-35
- Asking questions to gain insights on habits

Would you be interested in a wearable device that helps to gain or get rid of habits?

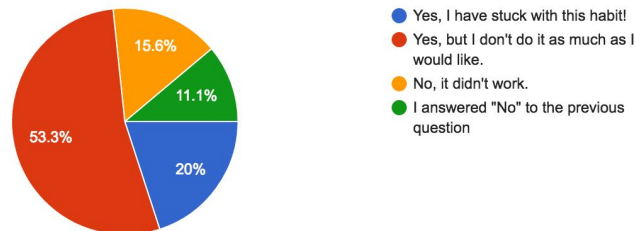
(45 responses)



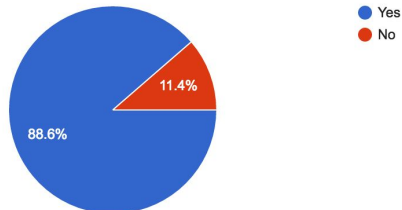
Have you ever tried to gain a good habit? (45 responses)



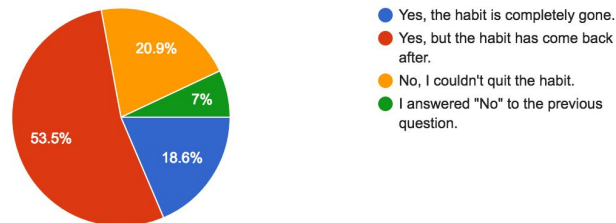
Was this method successful? (45 responses)



Have you ever tried ridding yourself of a bad habit? (44 responses)



Did this end your habit? (43 responses)



Primary Research - Interview

- Interview Results

- Respondents thought wearable tech was more of a trend than a fad, stating that they thought “it was here to stay”
- Respondents thought the functionality and ability of smart devices were some of the most important attributes for a product within this category

Big Idea...

POWER  R

Big Idea

We plan on taking Pavlok's brand problem and turning it into their solution.

Pavlok's previous advertising campaigns lacked simplicity. By implementing the idea of **Pavlok = Power**, the brand becomes more relatable, understandable, and **exciting**.

Campaign Idea

New Slogan:

“Be Your Own Superhero”

This social media campaign would focus around showing how this product makes you **superhuman**.

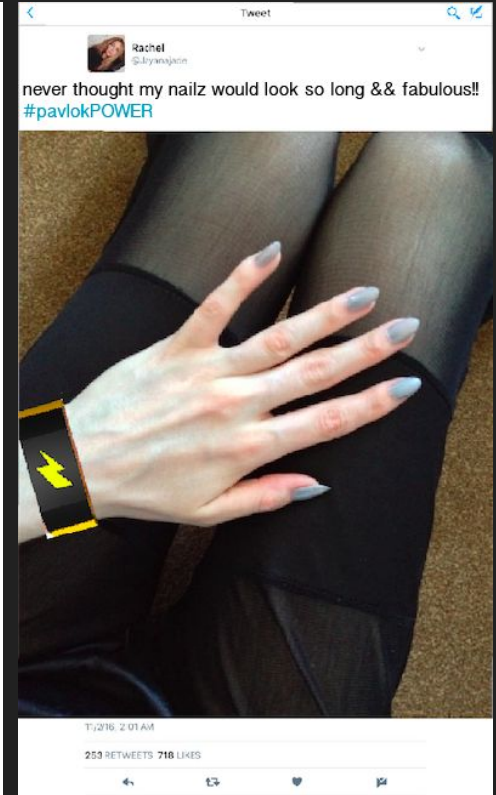
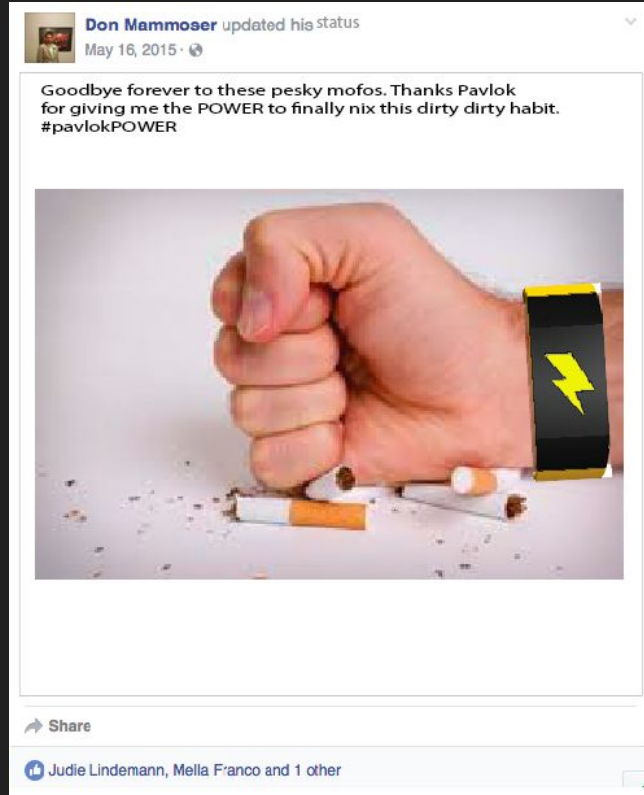
Pavlok gives you the **power** to defeat your inner villains.

Possible Executions

Booth on the Quad



Social Media Campaign



THANK YOU

QUESTIONS?