

Strategic Message Planner: Tile Tracker

Audrey Martin, Kevin Metzler, Evan Latham, Jake Kennedy

Advertising Goal:

To help better advertise a very unique and practical product and help consumers to stop losing their valuable items.

Client Key Facts:

1. Tile is based out of Silicon Valley in San Mateo, California
2. Tile has sold over 10 million tiles to help people find their lost items
3. Interface Net Worth of Tile is around \$1.2 billion
4. Tile Company was created in December 2012
5. Tile is most popular in Canada rather than the U.S.A.
6. The number of times tiles have been rung has surpassed 92 million
7. Keys, Wallets, Bags and cars are the top 4 most tiled products
8. The furthest distance a tile has been lost and found by the community is 11,911 miles. From Berlin to Sydney
9. Tile had a 90% find rate last year (2018)
10. A tile is reported lost every 12 minutes
- 797,000 11. 797 thousand members of the tile community have updated another members lost tile's location
12. The most tiles owned by one person is 447 tiles
13. The most times a single person has asked the community for help is 937 times

Product: Key Features

What is the Product?

1. Tile is a device that keeps track of anything it is attached too
2. It links to an app on a smartphone via Bluetooth
3. Tile has 4 different styles of products to help find any and all lost items
4. Tiles range from \$25-\$100 depending on style and quantity

What is the Purpose of this Product?

1. The purpose of buying and owning a tile is to save precious time looking for items and to prevent losing them at all
2. If an item is lost and cannot be found but a tile is attached, the map function will report the tile's last known location
3. If an item is lost but its location is known, the tile can be rung if within a 100-200 yard radius of the tile.

4. If no items have been lost, but the smartphone itself has been lost, tile can be used to ring a smartphone even if the phone is on silent.
5. If a tile is ever truly lost, a community feature can be activated and tile users from around the world can help track it down

What is the Product Made of?

1. Tile is made from durable plastic and for the Tile Pro, it is rimmed with Stainless Steel
2. Tile uses 1-year rechargeable batteries for its Pro and Mate models
3. Tile uses 3-year built-in batteries for its Slim and Sticker models
4. The Pro and Mate are water-resistant while the Slim and Sticker are waterproof

Who and What Made and Distributed the Product?

1. Nick Evans and Reveal Labs founded and produced the Tile products
2. Tile is backed by Bessemer Venture Partners, GGV Capital, and Khosla Ventures.

Target Audience: Demographics and Psychographics

The Tile's target audience is young adults all the way to elderly citizens. Anyone with a forgetful memory or forgetful habits. They are typically families who are busy maintaining school and work, as well as people who have busy schedules filled with work, children, bills, and deadlines to meet.

The target audience of Tile is really a family. A family with a teenage daughter who always loses something in her purse or leaves something behind in a friend's car. The Tile is good for the young son who wears a lanyard that is easily snagged on bushes, rails or walls. The father of the family who is always having to attend work meetings is always coming and going from home to the car, to the office, then back again to home once his long and exhausting day. The Tile is best for the mother of the family, acting as the brain of the entire family. The mother has to keep up with all her belongings between feeding the rest of the family before their day begins, going to work, taking and picking up the kids from school or extra-curricular activities. When the kids have plans the parents can just sit back, relax and have a nice evening between the two knowing that their children are safe and that they can see where they are, whenever they want too.

good!

Members of this target audience tend to have busy lives and don't have time to keep tabs on everything they own. It's so easy to end a long day and leave your phone or wallet in the car. They are too busy sometimes to even realize that they have left their

keys in the car, leaving the vehicle susceptible to being stolen. With the Tile device, these problems can all be solved.

Product Benefits

1. Easy to use
2. Keeps track of all your valuables
3. Multiple Versions of the product
4. Extremely portable (small)
5. Reasonably Priced
6. Saves you the time of looking for your valuable items
7. 3-year battery life (with replaceable battery)
8. Great Gift Idea

Direct Competitors and Brand Images:

Tile's biggest direct competitors are Chipolo TrackR Bravo. Like Tile, Chipolo is a Bluetooth tracker. Like Tile, they have a couple of variations. One is a coin, the Chipolo classic that can clip onto keychains and is available in six vibrant colors. Their other main product is a Chipolo card, stored in your wallet, or sleeves of valuables. The TrackR comes in a single form, their Pixel. The Pixel is a small circular device, the size of a quarter and can be bought in singles, three and five packs and comes in three different color choices.

Indirect Competitors and Brand Images:

Tile's single biggest indirect competition is Apple's Find My iPhone. This is a useful app that allows Apple users to be able to track their iPhones, iPads, or laptops. The major downfall is that you have to log into another IOS device, to track down what you're looking for. This can be a hassle if you're on the go or in a time crunch.

Product Brand Image:

Current Brand Image: The target audience believes that the product needs to keep evolving in order to sustain an identity.

Desired Brand Image: The desired product brand image is that it stands ground on their values and make the product stand out from the rest of the pack.

Strategic Message: The Promise

With Tile, you will save time looking for your items and you'll never lose your things.

Supporting Evidence: The Proof

Facts and benefits to reinforce your message

- Over 20 million Tiles sold worldwide
- 80% U.S. retail market share
- World's largest lost - and- found community spanning over 230 countries and territories
- Locating more than 3 million unique items every day
- The Tile Platform allows companies to integrate Tile services into their own products
- 20+ industry partners including Bose, Comcast, and others