

Creative Brief

SHOCK O'CLOCK ASSISTS DEAF STUDENTS

Key Insight

Imagine not feeling like you can depend on an alarm clock to wake you up. Students of the deaf community struggle with this feeling every morning when having to be up at a specific time. SHOCK O' CLOCK is a reliable new coming product that this community can benefit from. The deaf community can trust this alarm clock bracelet to vibrate at the beginning of each day, to wake them up from their sleep.

Brand's Competitors

SONIC BOOM ALERT: Founder, Adam Kollin, designed this product for his deaf grandmother. In hopes to make her daily life easier, the SONIC BOOM ALERT came to life. With its vibrating alarm clock that gets placed under a mattress pad, the vibrations cause the bed to shake, waking up the person using it. This brand has products sold in over 21 countries reaching many who are in need of a mechanism to wake them up without the use of sound.

WAKE UP LIGHT SUNRISE CLOCK: The main objective of the WAKE UP LIGHT SUNRISE CLOCK is to wake up the person using it without the use of sound. While it is not specifically targeted toward the deaf community, this audience definitely benefits from this product. It mimics a morning sunrise with its gradual brightening techniques. Founded in 1973, this product is continually growing its audience to heavy sleepers and even young children.

Advertising Objective

SHOCK O'CLOCK's goal is to take away some of the struggles that students within the deaf community go through on a regular basis. Something as simple as setting an alarm on a phone or clock to wake up is not something this community can rely on. With our product, sounds, and noise are not a factor. SHOCK O'CLOCK has a variety of different vibrations you can choose from as a wake-up alarm. Our product will give our intended audience an easier time with the daily task of having to wake up early for school.

Audience

The deaf community, specifically students who need to be awoken in the mornings, is the intended audience for the SHOCK O'CLOCK. Students within this community that have to wake up early for school will benefit from our product. Our alarm clock bracelet has strong enough vibrations that one can be awoken at a specific time you set it to. This community will struggle less every morning with the SHOCK O'CLOCK.

Audience's Current Thinking

Students within the deaf community are not able to find an alarm clock that meets their need to wake up early. This community struggles to find an efficient and reliable way to wake themselves up on time for school and other activities that are associated. The SHOCK O'CLOCK fixes all of those problems to wake up individuals with a vibration device that is attached to one's arm. Now this student community has the ability to wake up early in the morning.



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SHOCK O'CLOCK MEETS DEAF COMMUNITY

Consumer Benefit

We live in a society that is not necessarily equipped for those who are impaired. Students apart of deaf community are looking to be seen and understood. They are in need of a necessary product that many of us take for granted. Not only will the SHOCK O'CLOCK bracelet provide this community with a reliable device that they can trust, but they can have the ability to personalize this product with various colors, sizes, initial engravings, and even different vibration combinations. Waking up on time for appointments or school days are things that deaf students may worry about because they do not have a proper alarm system. The fact that SHOCK O'CLOCK caters to these needs of the deaf community is what makes this product unique and stands out against other products. SHOCK O'CLOCK cares for this community and wants to ensure that this product can serve as a reliable source similar to the aspects of a trustworthy friend.

Brand's Message

The SHOCK O'CLOCK is a reliable product that fixes the issue, the deaf community not having the usability of a regular alarm clock. Our device sees and recognizes the struggle that this community has, so our goal is to fulfill their needs. The SHOCK O'CLOCK is a simple and easy to use alarm clock watch, to help with the demand of this problem the deaf community faces every day.

Advertising Tactics

SHOCK O'CLOCK will catch everyone's attention with its unique advertising strategies. By using an out-of-home advertising technique, there will be pop-up kiosks in public areas where people can test out bracelets and feel the different vibrations. There will be a bracelet on display that cannot be removed. Here, anyone who walks by can simply put their wrist inside and test out what this product feels like. This will give not only give students from the deaf community the ability to understand this product, but also open it up to other audiences who simply have trouble waking up in the morning. There will also be commercials displayed on television that show the process of how this product works. SHOCK O'CLOCK wants to build its brand awareness and advertise this product in many different mediums by using ads in magazines. These will be more so in health care magazines that would be in the waiting rooms of doctor's offices for children. Lastly, this product will be available online and in public stores such as Target, Walmart, Best Buy, etc. With the use of these advertising tactics, it will ensure SHOCK O'CLOCK will reach its desired audience in an effective way.

