

BUSINESS IDEA

For over a century the sports, entertainment and myriads of other industries have sought to develop marketing and branding campaigns through the use of collateral's. The number of venues utilized to accomplish this are in the hundreds of thousands ranging from conventional devices such as baseball caps, t-shirts and pendants to less practical but equally effective items like foam hands and antenna balls.

The common denominator for successful efficacy of branding products is the host in which the apparatus is featured. The human body and automobiles make effective venues in which to display collateral's (clothing, bumper stickers and wraps) but BrodCo has devised a novel and previously untapped source that has remained either forgotten or deemed too challenging to utilize.

Glasses. Whether they are sunglasses or prescription glasses, the number of users nationwide and worldwide are in the millions. Sunglasses are standard fare for outdoor events and BrodCo concepts has developed a product that seamlessly and safely attaches to glasses of every kind and does so in a fashion that features a branding mechanism.

Comprehensive research has shown that no other product like this exists on the market today.

PRODUCT SALES, AND INVENTORY TEXT

The VizClip is a unique concept branding/marketing device engineered to attach to a wide variety of eye glass frames. It does so in a seamless fashion that facilitates marketing and/or branding opportunities while allowing for maximum visibility. The product design does not interfere with sight lines or eye glass weight distribution. VizClip fits over the existing temple arms of most glasses and is designed in a manner that protects the frames and enables easy attach and detach processes. It can be used by children or adults and will be utilized primarily by the wearers of sunglasses.

VizClip utilizes one piece poly fiber plastic construction with the branding medallion affixed to the clip. The clip employs a dual attachment and stabilizing feature utilizing pressure points built into the device.

MARKETING TEXT

BrodCo has identified several target markets for it's VizClip product.

Professional Sports Entertainment - Currently the sports entertainment industry which includes organizations such as the NFL, NBA, MLB, NHL, NASCAR, collegiate level sports and a vast selection of other entities may present one of BrodCo's best opportunities for market penetration. There currently exists hundreds of marketing and branding tools such as caps, pendants, foam hands, beverage holders, shirts money clips and any one of hundreds of additional collateral materials.

Entertainment Industry - Every movie, theme park, concert venue and cartoon franchise includes branding tools built into their business plans. Disney Parks worldwide are constantly branding products within their organizations to promote themselves. VizClip not only allows for unique branding but accesses a venue that keeps its brand in constant and plain sight.

Unique Events - Government events, holiday celebrations, corporate gatherings, nonprofit events and any other productions that include significant numbers of participants are also targets for VizClips.

One of the unique characteristics of the VizClip and the accompanying medallion is the quality and construction of the product. BrodCo envisions the clip and medallion to appeal to adults and children who want to not only support their entertainment and social interests but are enthusiastic about collecting quality and perhaps even limited edition collaterals.