



## bugbeacon

### Vision

bugbeacon is the new standard in context aware proximity marketing technology that empowers consumers by giving them knowledge about what's happening around them

### Mission

bugbeacon's aim is to become the leading providing of contextually aware, proximity based marketing technology. Nothing else can come close!

### Goals and Objectives

To create a high quality explainer video that allows our audience to fully grasp the unique features and functionalities of the bugbeacon and entice them to adopt our technology and download the associated app

### Target Audience

- Primary consumer target comprises:
  - tech savvy professionals
  - mid to high income
  - male and female
  - business owners
- Audience also includes businesses:
  - retail industry
  - airports and tourism
  - hospitals
  - museums

### Tone and Image

- Tone must be: fun, engaging,
- Image should be: clear, high-quality, quirky, fun, crisp
- Colors should be: bright, harmonious, featuring purple (brand colors)

### Features, benefits and values

The bugbeacon features and benefits include:

- digital promotional tool
- navigation tool
- loyalty program tool
- brand awareness tool

The bugbeacon is a proximity-marketing tool that allows brands and outlets to reach their audience right in the palm of their hand using a smartphone app

### Process and expectations

We would like to see samples of illustrations, storyboard and options for VO before going into animation.

We will be expecting to have several iterations before reaching the desired result.

Deadline: Feb 21 2014