

iks Logo Needed



Objective: Create a female character Logo that will engage a female targeted audience on a **mobile phone, online** or at a **kiosk** in a retail store. IKS needs help to define: askAnika.com™ brand.

Target Audience/Market:

Females that are 25-55 years of age, specifically mothers that are quality and price conscience.

Target Market Characteristics:

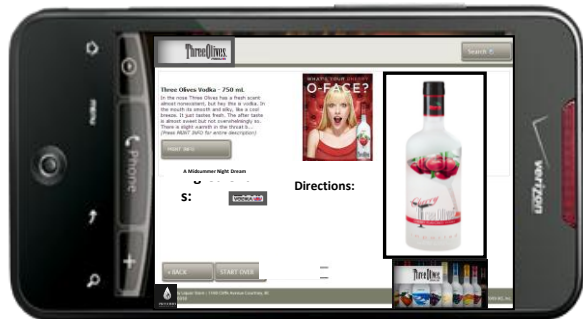
- Female, specifically Mothers
- Active (mentally & physically)
- Shops at retailers like Target®, Costco®, The Gap™, Old Navy®
- Drives a: Honda Pilot, Chevy Tahoe, Dodge Caravan, Jeep Commander
- Likes to cook meals three (3) to five (5) a week
- Uses Mobile phones proficiently (text, call, internet searching, calendar)
- Enjoys entertaining guests and family on occasions.
- Online shopper and uses some social networking (Facebook, Twitter...)
- ***A gracious ,knowledgeable & practical source of food and drink information***

What is askAnika™?

The askAnika interactive marketing system is the world's first and most comprehensive customer service digital platforms designed specifically for the food and beverage industry.



Touch Screen Kiosks



Mobile Applications

The askAnika™ system combines an interactive touchscreen with digital advertising to educate, entertain, and empower consumers at the point of decision.

From Radio, to TV to Print, no other media has the ability to present Brand messaging with 100% accuracy to a fully motivated and purchase-ready target market!

The “askAnika”™ Audience

<i>Age</i>	<i>21-54</i>
<i>Female / Male</i>	<i>73% / 27%</i>
<i>Median Household Income</i>	<i>\$77,500</i>
<i>Own / Rent</i>	<i>70%/ 30%</i>
<i>Median Home Value</i>	<i>\$239,000</i>
<i>Attended College</i>	<i>68%</i>
<i>Vehicles per Household</i>	<i>2.2</i>



- **74%** of ALL consumer decisions are made **inside** retail locations.
- **66%** of those surveyed indicated that self-service technology created a more favorable perception of the **retailer's brand**
- **86%** of North American shoppers prefer to do business with companies that offer **self-service technology**.
- **82%** of customers who use kiosks make repeat visits to that same location.
- **31%** of those who use kiosks make that location their primary shopping destination.

EXAMPLE of Software Features

**FREE TO OUR
VALUED CUSTOMERS**



RED APPLE'S TOP WINES

PAIR FOOD WITH WINE

PLAN A PARTY

PAIR FOOD WITH BEER

FREE FOOD RECIPES

FIND YOUR FAVORITE WINE