

NEBULA DIGITAL

FABIAN HUERTAS
APRIL 2, 2018

CREATIVE BRIEF FOR INTELLECY INC.

PREPARED FOR
EMILIO VARGAS II



CLIENT INFO

Intelley Inc. offers smart home products by creating BluView - The Smart Water Meter with Water Leak Protection. BluView protects homeowners from devastating water damage by detecting water leaks and stops leaks by using a motorized water valve, identifying the problem before further mold or flood damage occurs. Intelley provides efficient, quality, easy to use cutting edge-technology to add ease to their customers' lives.



PROBLEM/ OPPORTUNITY

Increase brand awareness, crystalize and communicate an effective unique value proposition to the key target audience.



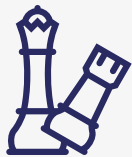
KEY OBJECTIVES

Highlight Intelley's USP to key target audience platform. Increase traffic and generate leads and sales through company's website.



TARGET AUDIENCE

Homeowners living in Southern California that are categorized as "High-Tech Society" (tech-savvy, educated and more likely to integrate new tech) and "Technovators" (travel for work and pleasure and are among the most technologically enabled) age 28-55.



COMPETITIVE POSITIONING

Intelley will differentiate their brand from other industry competitors (Flo, Fluid, Buoy, other contact sensors) by providing efficient, easy-to-use, quality, innovative technology, but by also educating their target audience with the importance and benefits of leak detection and prevention, with the added value of home water conservation. Intelley will create a unified message using both rationality and emotional appeal as being the brand leader in consciousness, efficiency, and security, resulting in saving time and money, protecting the homeowner's investment.



KEY PROMISE

Innovation at work.



**COMMUNICATION
STRATEGY**

The best marketing platforms to reach our key target consumers are using online advertising and user-generated content/word of mouth. These advertisements would include;

- Performing on-page SEO, targeting long-tail keywords (specific phrases relating to the industry)
- Listed on online directories
- Social media marketing with branded hashtags
- Developing landing pages, with a downloadable "how to" free guide,
- Paid search advertising
- Micro-influencer blogging or YouTube about BluView
- Engaging with online groups and websites that are relevant to the industry

By utilizing these advertising tactics would help to increase brand impressions and awareness and therefore create brand equity and USP, increasing opportunity for monetary value.