



SimpliSafe™

Live.Safely.™

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Overall Product Category

the home security industry

The home security product category is one that is researched by perspective buyers. People want to know every detail about their home security system in order to make sure that the system that they select will suit their array of needs and can be depended on.

Consumers take into consideration a number of factors when deciding on whether a home security system is right for them and which brand they should put their trust in. Though most people see the value of home security systems, there are several dominant factors that tend to give pause to would-be consumers. Price and convenience tend to be a common factors, as well as general overall safety which is the most important consideration to home security system buyers.

The major competitors in this category are most notably ADT and LifeShield. Other companies such as GE and AT&T are also “breaking in” to the business.

People who are more likely to buy home security systems are those that have their roots in the ground and have the money to spend on it.



competitive brand analysis

SWOT

ADT's main strength is that it is established with over 130 years in the field as well as ranking with high awareness among consumers in the home security category. It is the most popular home security brand, ranked number one with over 6 million customers. This ranking can be beneficial to the marketed brand by claiming dominance as the "best" or "most popular."

ADT's weaknesses mainly involve inconveniences to the consumer, including a limited range of customization for their security, the expense of purchasing installation packages and expensive monthly fees. Consumers are also tied down contractually. All of these factors combined can intimidate customers that are on the fence or unsure about the idea of home security, obviously leading to less business.

As far as opportunities go, ADT has the chance to create smaller "do-it-yourself" packages without the burdening contract to increase their consumer market. ADT can also make themselves appear more personal to the consumer to consumer to cut the towering alarm system image from consumer's minds. They also have the opportunity to focus on large businesses and buildings that smaller alarm system companies can't cover.

Threats to ADT include the "do-it-yourself" alarm systems that are becoming more and more popular which are diminishing their consumer market. Diminishing crime rates and the annoyance people feel towards false alarms also threaten the market.

Target Market

ADT maintains a target of middle class, upper middle class and upper class homeowners between the ages of 25-34, with a special focus on the later age years more with established families and businesses in permanent homes or infrastructures.

ADT Brand Analysis

competitive brand analysis

Target Market cont..

According to data from the U.S. Census, about half of householders aged 25-34 have children under 6 at home, and those in this age bracket are also likely to be comfortable with the internet and technology. As such, parents of young children make an ideal target for products that can monitor children when they are in other rooms or the backyard, or when away from home. The 35-54 age groups closely follow the 25-34 age groups, but 30% of this market has a teenager that they likely trust at home. 30% of the target market is concerned about the security of their home. It is estimated that 15% of homes have security systems, while the percentage is much greater at commercial locations. Some industry reports put the commercial penetration rate at over 50%.

Product Positioning

ADT is positioned as a large, trusted, sometimes intimidating big company security system. There is a disparity in alarm system positioning between owners and non-owners. 87.6 percent of consumers who do not own an alarm system still believe alarms are very or moderately effective in regarding against burglaries--yet these consumers do not own burglar alarms. Nearly 100 percent of customers who purchase their systems from alarm companies believe alarms are effective.

Advertising Objects Pursued

ADT is offering incentives like a \$100 VISA reward for purchasing ADT security. ADT explored an ad campaign in which they snuck flat boxes under apartment doors that sprang to life and puffed up upon entry and read "breaking into your house is easier than you think." ADT doesn't seem to be working towards any new media or advertising objectives.



ADT Brand Analysis

competitive brand analysis

Dominate Advertising Appeals

Like the case of the boxes under apartment doors campaign, ADT often uses the scare factor to appeal to consumers.

Customer Benefits

1. Trustworthy / Professional
2. Established
3. All-encompassing
4. Secure

Support for Advertising Claims

Customer reviews, Magazine reviews (featured in NYT, Good Housekeeping, etc.) and ranking - ADT is ranked as #1, most popular.

Slogan

Always There

Call for Action

Choose the most trustworthy security system to protect everything that can be protected and prevent the preventable.

Product Personality

Protector, alpha dog, intimidating

ADT Brand Analysis

competitive brand analysis

Spokesperson

ADT uses regular people and customer testimonials without a single overall spokesperson.

Music

ADT uses different music from lighthearted, inspirational classic piano keys for testimonials evoking a hopeful and happy tone to scary and intimidating suspenseful instrumental music for break in scenes.

Disclaimer Issues

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Advertising vs. Promotion

Because the alarm system business is such a referral based business, there is definitely a concentrate on promotions. Many discounts of free installation or free equipment are promoted; along with money back incentives, referral programs, and much more.

Milestones

ADT is the #1 Home Security Provider in the nation.



LifeShield Brand Analysis

competitive brand analysis

SWOT

LifeShield is a do-it-yourself alarm system which makes it an easier alternative to large installation packages that come with other alarm systems such as ADT. LifeShield also has a significantly lower cost of ownership and free, customizable monitoring options. Thanks to its “no questions asked” 30 –day money back guarantee, it allows customers to try out the product without any commitment. It is also the first national professional grade and professionally monitored wireless security system that uses an easy to set-up “plug and protect” process, providing superior home protection and the best value in total home security. It has a sophisticated encrypted wireless technology that allows for easy set-up and is completely wireless, and offers features never before associated with national home security systems such as the ability to monitor the interior of the home with sensors on closet doors, cabinets, medicine chests, jewelry drawers and wall safes, and customize alerting options to receive an alert every time someone comes in or goes out or opens a protected cabinet inside the home. LifeView powered by LifeShield allows users to stay connected to their home security system through a laptop computer or mobile phone device, no matter where they are in the world.

As far as weaknesses go, LifeShield lacks as much brand awareness as larger companies like ADT. LifeShield is also unable to protect large homes or large buildings and they require the customer to install the product without the help of a trained professional.

LifeShield has several opportunities to grow their business, including the possibility of expanding their brand to include flood protection and creating a larger package for larger homes.

Threats facing LifeShield again include the fact that crime rates have been decreasing in many areas. Additionally, many people view alarm systems as more outdated. LifeShield may also be labeled as less trusted than larger brands in the market.

LifeShield Brand Analysis

competitive brand analysis

Target Market

LifeShield, like ADT, maintains a target market of middle class, upper middle class and upper class with homeowners between the ages of 25-34. The difference is that LifeShield focuses on both home owners and apartment owners with their mobile and wireless system.

Product Positioning

LifeShield is positioned as the more user-friendly, on the consumers' side security system that is less intimidating than ADT.

Advertising Objects Pursued

LifeShield has recently joined forces with the National Fire Protection Agency (NFPA), which through their association of the nationwide agency, can gain awareness and promote their fire protection monitoring. LifeShield recently hired interactive expert Evan Kramer to drive online marketing efforts to lead specialized app development and grow search and social media activity. LifeShield recently started a referral campaign for schools and non profits by donating \$150 for any consumer referral that purchases LifeShield. They also offer a short promotion in early June for free on equipment and \$6 a week monitoring.

Dominate Advertising Appeals

LifeShield appeals to consumers as the friendly, helpful neighbor or friend that wants your house to be safe and wants to make it easy on you the consumer.



LifeShield Brand Analysis

competitive brand analysis

Customer Benefits

1. Cheap
2. Easy to Use
3. Portable
4. Customizable

Support for Advertising Claims

LifeShield has been established as the first nationwide do-it-yourself home security, all of which is featured on their websites, statistics, simple searches, and through word of mouth.

Slogan

You really can afford peace of mind.

Call for Action

Do-it-yourself for more bang for your buck with the best protection for the best price.

Product Personality

Friendly, available, warm, big-brotherly

Spokesperson

Dan Marino, Hall of Fame ex-quarterback for the Miami Dolphins

Lifeshield Brand Analysis

competitive brand analysis

Music

LifeShield also uses the suspenseful and intimidating instrumental music for commercials. The only usage of music is commercials.

Advertising vs. Promotion

Because the alarm system business is such a referral based business, there is definitely a concentrate on promotions. Many discounts of free installation or free equipment are promoted; along with money back incentives, referral programs, and much more.

Milestones

LifeShield is rated "Best Value and Home Protection"



SimpliSafe Brand Analysis

competitive brand analysis

SWOT

SimpliSafe is a beautiful blend of protection and practicality. It allows easy, DIY installation as well as being contract free! Monitoring can be canceled or reactivated with ease whenever the customer wants. At \$14.99 per month, it is incredibly affordable and doesn't come with hidden costs or installation fees. It has strong customer reviews and ranks very highly in customer satisfaction. It has a plethora of useful and unique features, including cellular monitoring- meaning there is no phone line to cut. There are smart alerts, which allow customers can receive instant emails or SMS texts notifying them when events occur in their home. SimpliSafe is also customizable, allowing consumers to add as many or as few components and sensors as they like. The system is run on lithium batteries that last up to 5 years, offering protection even during power outages. SimpliSafe is also portable and can be taken during a move and reinstalled without any trouble. It is also pet friendly and has a layered defense as well as a 60 day full refund return.

One weakness that SimpliSafe is currently facing is low brand awareness – although their product is top notch, there is little to no advertising and the brand is simply not known. That leads to a second weakness, which is the competition they face when trying to break into a market with well-known and trusted brands. SimpliSafe is also currently limited to smaller homes and apartments and areas with cellular availability.

Luckily, there are several opportunities that lay ahead. Since the recession, people are looking for more affordable means of home security. They also may be able to position themselves on a new spot on the perception map – taking an approach with less scare tactics and more humor and reasoning. This will make them appear more friendly and approachable.

The selling points of SimpliSafe can actually be a threat if not approached the right way. People may not be able to trust an alarm system that is so inexpensive and they install themselves. Additionally, their target market is less willing to admit they need home security.

SimpliSafe Brand Analysis

competitive brand analysis

Target Market

Our target is females ages 25-35 renters. The target market is typically low or middle income, recent college grads or starting new families. These people are starting out and need something affordable. They may have “latch-key” kids as they are working parents. They are active parents who value family as well as career that are beginning to reach the age in which they see the need for home security.

Product Positioning

Consumers are not familiar with the brand. SimpliSafe needs to raise awareness about the brand as well as push users to recognize and act on the need for home security. That being said, Simplisafe, is a more protective big brother than powerhouse of security as is ADT.

Advertising Objects Pursued

There is little to no advertising at the current moment. SimpliSafe's platform is comprised almost entirely of PR. They have excellent reviews on their website and their Facebook page. While this inspires confidence in anyone who is doing serious research on home security systems, it is less helpful if the average person is shopping for home security. These people will most likely stick to brands they have heard of - meaning SimpliSafe needs to raise brand awareness.

Dominate Advertising Appeals

SimpliSafe uses PR, social media and word of mouth almost exclusively. With no creative campaign to speak of, they are left to rely on good customer reviews and research.



SimpliSafe Brand Analysis

competitive brand analysis

Customer Benefits

1. Cheap
2. Easy to Install
3. Without contract
4. Portable

Support for Advertising Claims

They have received glowing reviews which they have on their website and facebook page and include recommendations by The New York Times, Fortune magazines, Good Housekeeping, NBC, Fox News and more.

Slogan

Live. Safely.

Call for Action

Get a simpler, still effective security system for a lower cost and no contract.

Product Personality

Self-sufficient, realistic, down to earth.

Creative

Without any current creative, SimpliSafe lacks a spokesperson, music, and any other type of information with regards to a campaign.

SimpliSafe Brand Analysis

competitive brand analysis

Disclaimer Issues

"If you have a huge home: If your home is larger than 20,000 square feet (about the size of a football field)—or if it has more than 50 windows on the first floor—you would probably benefit from a system that can handle a huge number of sensors. Our advice would be to go to one of the traditional contract security companies—and keep in mind the things we've warned you about [.....] If you run a large commercial property—such as a shopping mall—you would probably benefit from a system that has CCTV or security guards, in which case you should probably go to one of the traditional contract security companies—and keep in mind the things we've warned you about."

Advertising vs. Promotion

Advertising for the brand is minimal and simplistic as reliance on word of mouth and consumer and professional reviews account for most of SimpliSafe's brand presence.

Milestones

Rave reviews and word of mouth are largely responsible for the success of the brand along with its simplicity and transparency in comparison to its deceitful and expensive competitors. Largely popular with apartment dwellers, with whom it was originally created with in mind. Due to its small size and diminutive amount of technology, SimpliSafe cannot at the moment cover larger homes and operations



Target Market Profile

Our new **primary target** will be:

- Ages 25-34
- Female
- Renters (the number of people who actually purchasing homes is dropping, especially in this age range. People in this age bracket tend to be more mobile and apartments fit their lifestyles.
- Low-income, recent college grads, new families - people starting out that need something affordable.
- Younger, working families with "latch-key"
- Parents who value family as well as career
- People who are aware of other products but have not made the decision to use these brands - they like the idea but are concerned about price, long-term contract and hesitant to commit to a home security system.

Our **secondary target** will include:

- Women, ages 35 - 44
- Men, ages 25 - 44

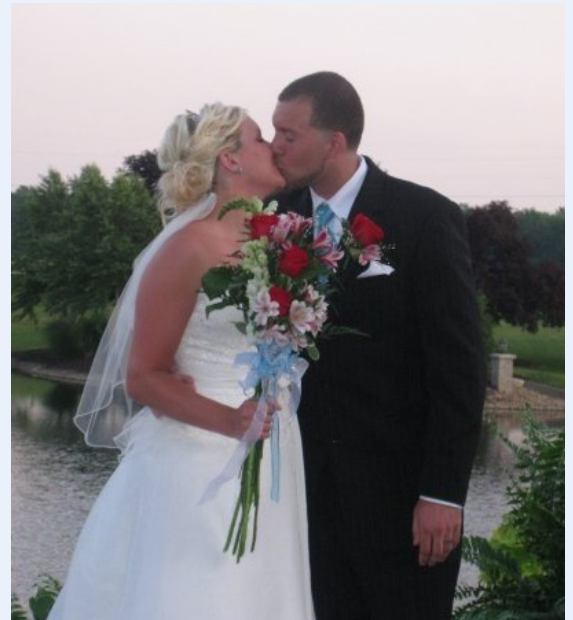
Creative Strategy

SimpliSafe Creative Strategy

Target Market Profile People

Brittany Stockman (26) & Tony Stockman (30)

Brittany and Tony represent our primary target. They are happily married with three boys ages 7, 5 and 3. Tony (the man of the house) is a professional basketball player and now a college coach who travels a lot and they have to move a lot. They have rented 4 different houses in the last 4 years and they are ready to up and move again at any time. Brittany is a stay at home mom, but while Tony is away, she is nervous and would like extra protection in their home. They can't really afford the expensive security systems and with their constant moving, it doesn't make sense to have one permanently installed. They live in a suburban area but she is still worried about her boys.



Nathan Duff



Nathan represents a sector of our secondary target market. He is recently graduated from UCSB with a masters in Chemical Engineering. Although he rents a house in suburban neighborhood and he is open to job opportunities and would like to preserve his mobility. Although earning a decent salary for his age group he is frugal with his money and is not openly interested in purchasing an expensive alarm system. That being said, he is a technology geek - if there is some new toy on the market he wants to be the first one to try it. He keeps all of these expensive electronics in his house and although rarely considers the possibility of a break in, recognizes what a loss that would represent.



Creative Strategy

SimpliSafe Creative Strategy

Where are we now?

Where are we in the mind of the target market? They don't know us. We need to raise awareness about the brand as well as push users to recognize and act on the need for home security.

Key Insight

Our key consumer insight is that although consumers are aware of the benefits of home-security systems, they are hesitant to buy these alarm systems due to a variety of factors including price and commitment.

New Position

Where would we like to be in the mind of the consumers is to be seen as the most obvious choice for home security because we are cheap, portable and easy to install as well as trustworthy and reliable.

The BIG IDEA

The big idea is that installing a home security system is not daunting or expensive but rather very simple, easy and practical. There's no reason NOT to use SimpliSafe.

Consumer Benefits

The most important consumer benefits to emphasize are as follows:

1. Easy to Install
2. Price
3. Portability
4. Customer Care

Creative Strategy

SimpliSafe Creative Strategy

Supporting Evidence

- * Break ins and robbery are not the only things that can threaten what you hold dearest - fire and water damage are also huge issues and SimpliSafe can help
- * Videos on website
- * Customer reviews - consumer & professional
- * Personal statements, focusing on what was saved / lost
- * Comparison to other companies

Slogan

Our new slogan is: *Live Simply. Live Safely. SimpliSafe.*

With our new slogan we were hoping it keep it simple and memorable, incorporating the brand.

Our sub-tagline is: *Extreme Security ... without all the extremes.*

This emphasizes the simplicity and easy-going nature of SimpliSafe.

Tone of Voice

Humorous, down to earth, sincere

Spokesperson

We aren't going with a particular spokesperson, but some of the ads will have repeating fictional characters.

Music

The music will change depending on the ad, but it will range from casual and semi-soothing, to face-paced, upbeat and humorous.



Creative Strategy

SimpliSafe Creative Strategy

Disclaimers

We would need to make sure that customers are aware that this product is not currently for big homes or big businesses.

Call for Action

Forget about the silly reasons that you think are preventing you from buying a home security system! They aren't true with SimpliSafe! Purchase a home security system from SimpliSafe today!

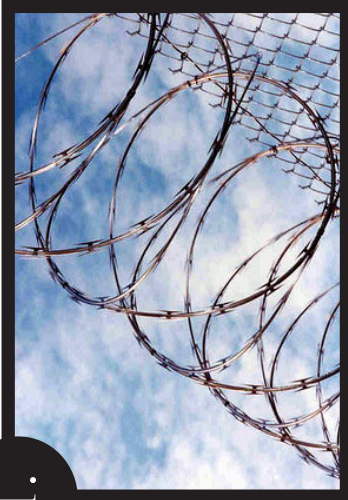
Justification

We think that this campaign will be successful because it positions SimpliSafe in a way unlike its competitors. Instead of using scare-tactics, dramatic music, crying women, terrified children and the like, it's using humor and it appeals to reasoning. It's saying yes, you need home security, but it's not as hard as it might seem. You can have home security without any hassle. All of the bells and whistles and overwhelming calls to action by other companies are all talk - SimpliSafe can actually help you. They are positioning themselves as the common person. Using SimpliSafe rather than a larger and more impersonal company like ADT is like having a friend to help you rather than calling a hotline - it's more personal and for the everyday person.



Storyboard 2

1.

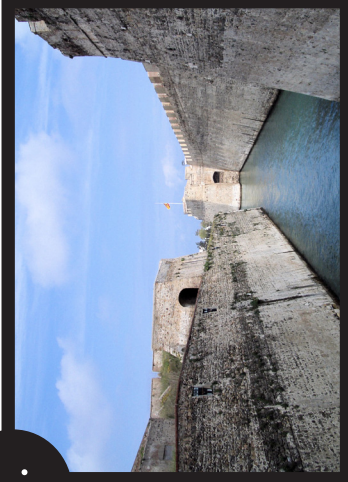


How far are you willing to go
to protect your house?

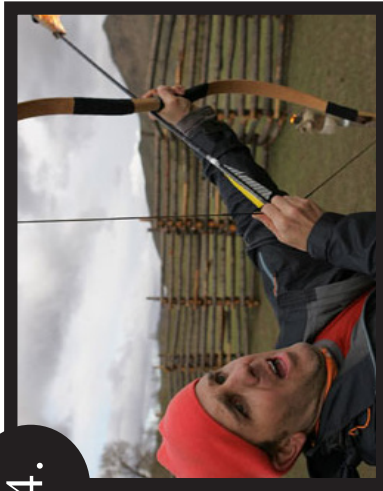
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3.



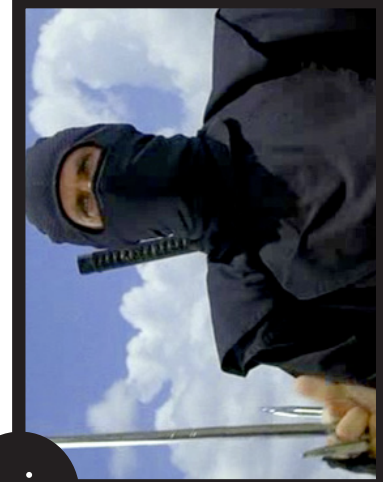
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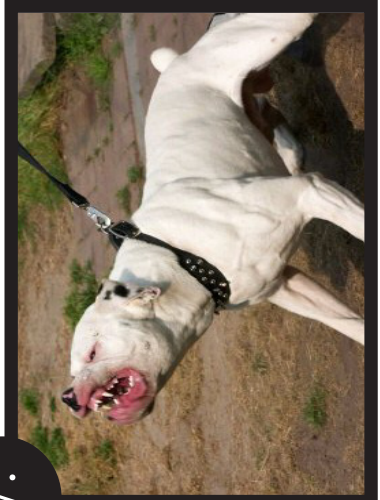
5.



6.



7.



8.



9.



music slows & becomes more serious

Extreme protection, without the extremes.
Live Simply. Live Safely. SimpliSafe.

Extreme security



Your house doesn't need a suit of armor in order to protect your things and your family. Leave the moats, alligator ponds, barbed wire and steel doors for prisons and fairy tale castles. You can have all the bells and whistles, without the actual bells and whistles. The only deterrent the bad guys need....



...without the extremes.



....Is a SimpliSafe yard sign. Easy to install, no contracts, lower monitoring fees, wireless, portable, effective. Your life is complicated as it is. Keep your home safe, simply. Go to www.simplisafe.com to read about our benefits and find out how you can start a free 60-day trial with SimpliSafe today!

LIVE SIMPLY. LIVE SAFELY.  **SimpliSafe™**

Extreme security without the extremes



You don't need to lock all of your doors and swallow the keys in order to keep your home safe! All it takes is one little blue sticker - protected by SimpliSafe. With SimpliSafe you'll never have to wonder about home security again - not only is it cheap, portable and easy to install, but we offer a 60 day completely free trial. Believe us when we say we make your security simple. You've never been safer.

Visit www.SimpliSafe.com today to learn more!

LIVE SIMPLY. LIVE SAFELY.  **SimpliSafe™**



Extreme security without the extremes



You can put the rolls of barbed wire down Rambo. With SimpliSafe you can stop building a fortress around your house and just enjoy that lawn. All you'll need is our blue yard sign to let the world know you're protected - by SimpliSafe. With SimpliSafe you'll never have to wonder about home security again - not only is it cheap, portable and easy to install, but we offer a 60 day completely free trial. Believe us when we say we make your security simple. You've never been safer.

Visit www.SimpliSafe.com today to learn more!

LIVE SIMPLY. LIVE SAFELY.  **SimpliSafe™**

Radio Ad

(Sounds of barking dogs)

SimpliSafe Neighbor- Hey Dave.....what are you doing?

Dave- Well, our house was broken into for the THIRD time this week so the Mrs. and I decided to purchase 15 Pitbull dogs to parameter our yard.... (continued barking and ferocious sounds)....but they're a little much to handle! (Dave's yelps as dogs continue barking)

Simplisafe Neighbor- You might want to consider Simplisafe Home Security... I haven't had a break-in since it was installed. Unlike 15 Pitbulls, SimpliSafe is an innovative wireless system that can move with us without hassle. And with no contracts, no hidden costs, and no commitments.... You might be better off....

(Sounds of biting and tearing)

Ouch...that one looked like it hurt. See you later Dave!

Voice over-

You don't need all the extreme measures for extreme protection; Simplisafe provides affordable protection without all the bells and whistles. Try us completely risk free with our 60-Day Complete Satisfaction Money Back Guarantee and your Three-Year Product Warranty. Visit Simplisafe.com for more details.

Live Simply. Live Safely. SimpliSafe.

