

# TRACE

by



**Discrete personal protection by the original manufacturer of self-defense products.**

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# Introduction

**TRACE** is a smartphone application affiliated with **MACE Security International, Inc.**, that provides immediate action for it's user by utilizing GPS location and quick response with local authorities when the user is in potential danger without the suspect knowing.

The application is **also** complemented with a smartphone case that has discrete and easily accessible pepper spray.





*Our **mission** is **empowering** your world through **safety and security**, and we mean it. We deliver the **best** in safety and security products and services. Through innovative products, support programs and personal customer service, we are the #1 globally recognized consumer brand in security.*

***-MACE Security International, Inc.***



Our **vision** is to provide immediate and innovative action for our users while minimizing risk and the costs, such as time, when our user is in danger.

Our application and phone case duo will provide the most appropriate defense and immediate action for our users, allowing local authorities and their emergency contacts to receive the fastest contact of information that will put our users' safety a first priority.

# Human Trafficking

A Global Problem

## Why TRACE?

Significant Issues today involve:

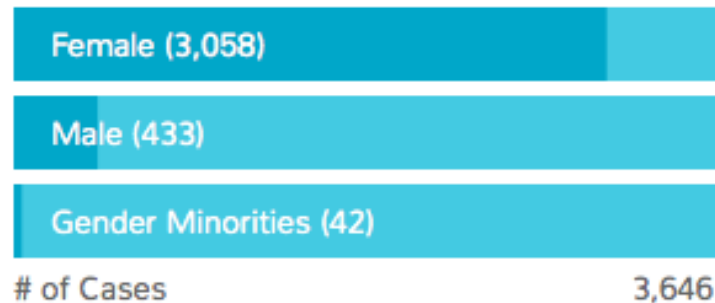
- ❖ Human Trafficking
- ❖ Sexual Violence on College Campuses



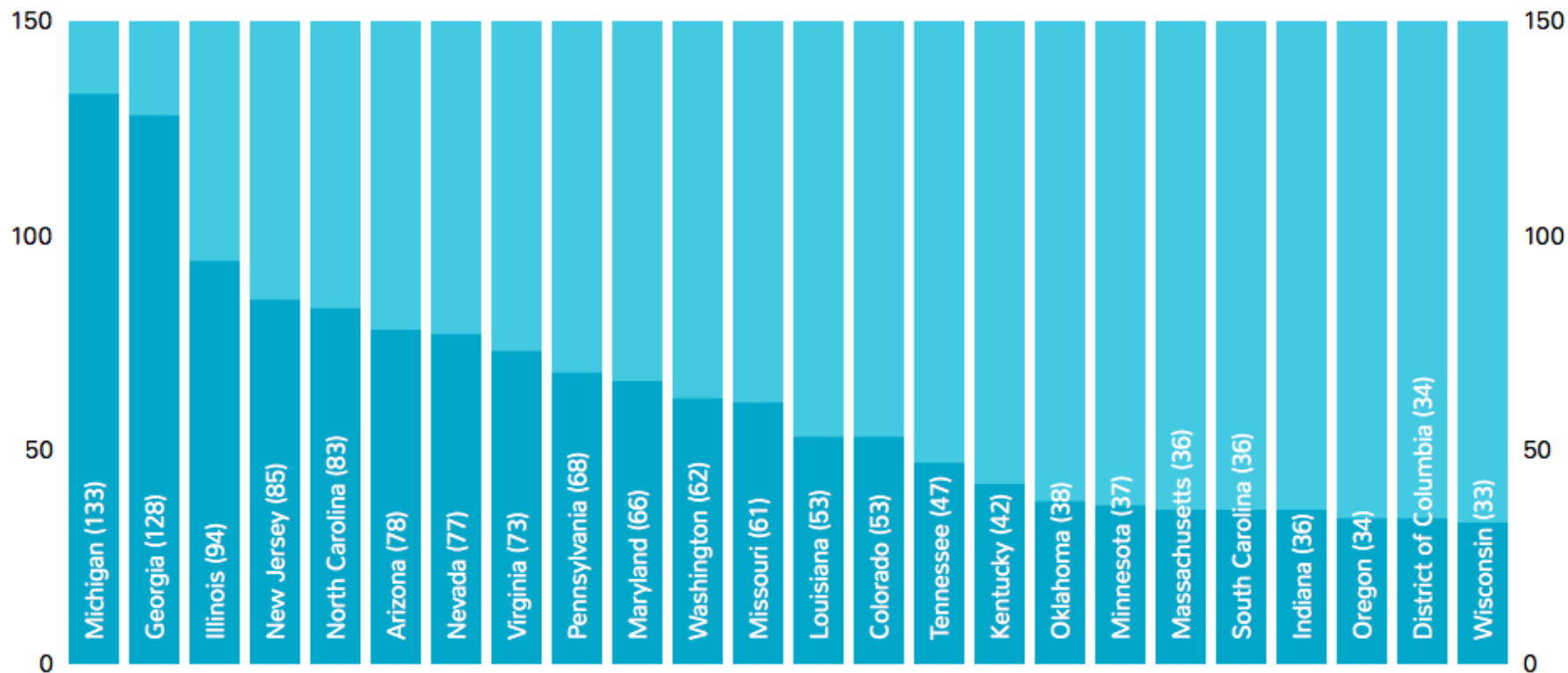
# Sexual Violence on College Campuses

- ❖ 91% of the victims of rape and sexual assault are female
- ❖ 1 in 5 women are sexually assaulted while in college
- ❖ 63.3% of men at one university who self-reported acts qualifying as rape or attempted rape admitted to committing repeat rapes
- ❖ For college women seniors:
  - 26% said they experienced nonconsensual sexual contact of any kind carried out by force or while incapacitated experienced it at some point during their four years in college

# Human Trafficking in the United States



## HUMAN TRAFFICKING CASES REPORTED BY STATE





# Situational Analysis

## Strengths

- ❖ Strong Brand Image & Loyalty
- ❖ Easily Accessible Personal Safety System
- ❖ Innovative Product with Unfulfilled Consumer Need

## Weaknesses

- ❖ Appealing to the Target Market
- ❖ Other safety alternatives

## Opportunities

- ❖ Add-on Purchases
- ❖ Growing and Consistent Market
- ❖ Appeal to Male and Female Market
- ❖ Increased Civilian Demand in US for less lethal products
- ❖ Humanitarian groups & Gov. policies discouraging possession/use of lethal weapons by civilians
- ❖ Rapidly Increasing investment in R&D of less lethal and self-defense weapons for civilians in North America

## Threats

- ❖ Misuse of Product
- ❖ Low Response Rate from Officials/ Official cooperation
- ❖ Easily Imitated Product

## Competition

- ❖ Sabre
- ❖ Taser
- ❖ Streetwise
- ❖ Stun Master
- ❖ Generic pepper spray

# Financial Position

Trace App: \$3.99

Trace Phone Case w/discrete Mace  
brand pepper spray: \$15.99

Refillable pepper spray canister: \$5.99

	Total Enrollment 2016	Admitted Freshman 2016
Harvard	6700	2037
University of Michigan	43651	6071
Yale	5453	1972
<b>Total</b>	55804	10080
<b>Total Minus Freshman</b>	45724	
<b>Sales Volume</b>	10%	30%
	<b>4572</b>	<b>3024</b>
<b>Trace App Only (\$3.99/ea)</b>	\$ 18,243.88	\$ 12,065.76
<b>Total Sales</b>		\$ 30,309.64
<b>Cost (\$.05/ea)</b>	\$ 228.62	\$ 151.20
<b>Total Profit</b>		<b>\$ 29,929.82</b>
<b>Trace Phone Cover plus App (\$15.99)</b>	\$ 73,112.68	\$ 48,353.76
<b>Total Sales</b>		\$ 121,466.44
<b>Cost (\$.30/ea)</b>	\$ 1,371.72	\$ 907.20
<b>Total Profit</b>		<b>\$ 119,187.52</b>

# Target Market

**Demographics:** College Females, aged 18-27

**Psychographics:** Experimental, extraverted-school spirited, conscientious women that embrace social interaction and are also tech savvy and hold interest in pop culture and outgoing activities.

**Geodemographics:** For brand awareness initiation, elite national campuses such as University of Michigan, Harvard, and Yale, since research showed their cases to be more aggressive. Once successful, we'll expand to all national campuses.

**Lifestyle:** Busy and on-the-go college lifestyle that involves a lot of social activity

**Purchase History:** Other pepper spray or safety products, smart phone and social interactive game applications, and phone cases and accessories.



# Trace Brand Positioning

Mace Security International, Inc., is positioned as the #1 globally recognized consumer brand in security.

It stands for empowering your world with safety and security.

Specifically, TRACE also stands for immediate protection for those on the go by utilizing technological innovation.

The brand creates an image of immediate and consistent protection under all circumstances. The image conveyed is prestigious and trendy as it assimilates to today's lifestyles and technological advances.

**Key Consumer Benefit:** Providing discrete & consistently available help through tracking application and easily accessible pepper spray phone case.

# Perceptual Map



# Product Fundamentals

**Purpose:** With the latest GPS technique, TRACE utilizes GPS location capability to automatically track users location.

## Features:

- ❖ Supports constant tracking even with lock-screen on & with loss of network connection
- ❖ Comes in all languages for emergency contacts & local authorities
- ❖ Allows user to create a profile of basic identity that can be forwarded during emergency (i.e. Name, Age, Height, Weight, Location, Skin/Hair/Eye Color, and list of Emergency Contacts)
- ❖ Allows daily photo upload of user for easy clothing and physical description

# Product Fundamentals Contd.

**Pricing:** \$3.99 for 1 year app subscription; \$15.99 for case and year subscription

**Distribution:** Online and through retailers such as our MACE Security International brand, Amazon, School Campuses and local Grocery Stores.

**Packaging Consideration:** Purchase of the TRACE application will include a user code number for them to enter when application is downloaded so that they can create personal profile. Complementary phone case includes a simple design made of hard, standard plastic that is easily accessible, yet also provided with a locked insert to prevent accidental pepper spray leakage.

# Marketing Communications

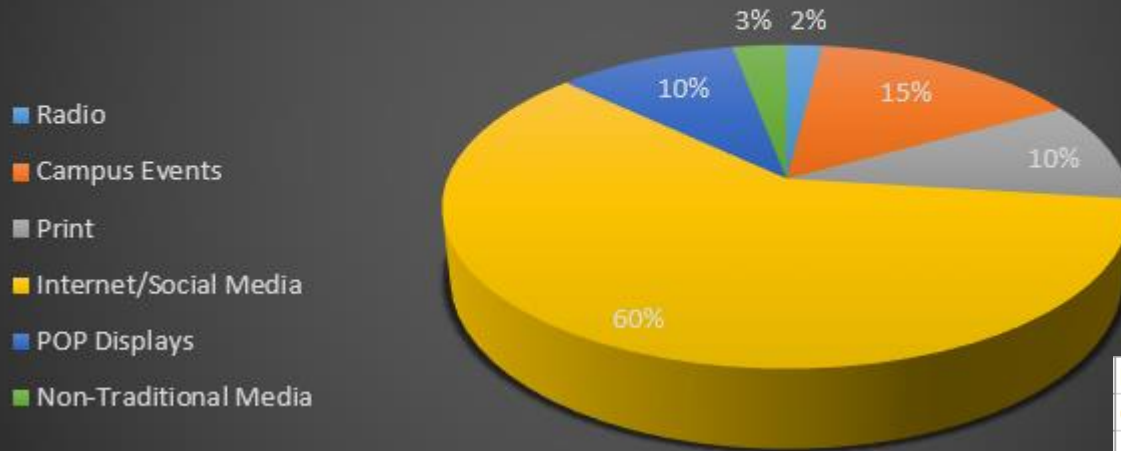
Our **optimal** communication strategy is to **build** brand & product awareness

- ❖ **Increase level of exposure by 30% on social media in the next 6 months through our media mix and hashtag IMC campaign**
  - Current traffic on Mace social media is minimal
- ❖ **Brand Recall**
  - Mace was the originator of self defense spray
  - Similar to Kleenex, Mace could almost be considered an eponym
- ❖ This will be through our new & differentiated product line



# Communication Elements

Rectangular Trace  
**Communication Elements by Percentage**



<b>Radio</b>	2%	\$	2,000
<b>Campus Events</b>	15%	\$	15,000
<b>Print</b>	10%	\$	10,000
<b>Internet/Social Media</b>	60%	\$	60,000
<b>POP Displays</b>	10%	\$	10,000
<b>Non-Traditional Media</b>	3%	\$	3,000
<b>Marketing Budget</b>	100%	\$	100,000

# Communication Message

- ❖ **Reliable Safety & Security**
- ❖ **24 hour GPS locator**
- ❖ **Immediate contact with emergency contact list & local authorities**
- ❖ **Concealable pepper spray inside phone case**
- ❖ **Refillable dispenser**
- ❖ **Automatic software updates**

# Media Strategy

**Media Mix:** Print, Radio, Internet & Social Media, POP Displays, Campus Events, and other Non-Traditional Media.

**Timing:** Pulsing schedule with intense advertising and promotion during campus tours for new students (April-August) and during campus welcome week (August-September).

**Budget Allocations:** \$100,000 for Marketing to Initial Market

Initial Market: Harvard, Yale, and the University of Michigan

- Upon successful launch in initial market, Marketing Budget will increase to \$2 million for a national launch.

# Media Strategy Contd.



## Print:

- ❖ Colored brochure with TRACE application information & phone case features
  - New Orientation Packet
  - Campus Crisis Center

## Radio:

- ❖ 30 second spot scare tactic of a realistic college crisis with the solution

# Non-Traditional Media

## Internet & Social Media:

- ❖ College Campus Twitter, FB, Instagram
- ❖ MACE'S Official Twitter, Instagram
- ❖ Campus Snapchat filter with TRACE affiliation

## POP Displays:

- ❖ College Campus Stores



# Internet & Social Media



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@UMich 

Follow along with us on @Snapchat as we showcase the impact students are making on #TRACEWMACE 📷: uofmichigan



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University of Michigan >



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♡ edcstuffind, clegram, lindatytko, kattalyne

macebrand Join us today at @uofmichigan for an exclusive demonstration of our TRACE With MACE: "Discrete, Immediate Action, Because YOUR SAFETY comes FIRST" product. #TRACE2BESAFE #TRACEWMACE

APRIL '22

# Non-Traditional Media Contd.

## Events:

- ❖ Welcome Week & Campus Homecoming
- ❖ On campus demonstration of application and phone case

## Other:

- ❖ Drink coasters at local and trendy bars surrounding college campuses.



# Drink Coaster

