

Affordable Home Automation



# wink

Background & Opportunity.....pg. 5

About Wink.....pg. 6

The Competition.....pg. 7

Size of the Prize.....pg. 8

The Use of Technology.....pg. 9

Marketing Plan Overview.....pg. 10-11

Marketing Plan | Mission Statement.....pg. 12

Marketing Plan | SWOT.....pg. 13

Marketing Plan   STP.....	pg. 14
Marketing Plan   Marketing Mix.....	pg. 15-20
Marketing Plan   Promotional Calendar.....	pg. 21
Website, Logo, Message to Sales Team.....	pg. 22-24
About Big Brothers Big Sisters of America.....	pg. 25-27
Partnership.....	pg. 28-29
Marketing Campaign   Objective.....	pg. 30
Marketing Campaign   Principles to Follow.....	pg. 31

Marketing Campaign | Overview.....pg. 32

Marketing Campaign | Strategy.....pg. 33

Marketing Campaign | Social, PR, Television.....pg. 34-35

Marketing Campaign | Blueprint.....pg. 36-37

Social Media Strategy.....pg. 38-43

References.....pg. 44-46

### Background

Home Automation has been around since 1975<sup>1</sup>. The problem is that traditionally it has been expensive, non-reliable, and each “system” has its own protocol or “language” it runs off of.

### Opportunity

With technology advancing, and multiple, new automation products being released to the market, there is an opportunity for a platform to bring all the products, and protocol together, and bringing this platform to the public at an affordable cost.



- Quirky was founded in 2009 by Ben Kaufman and is the parent company of Wink<sup>2</sup>
- By 2013, Quirky had received around \$200MM in various series funding<sup>2</sup>

- Seeing the Smart Home market grow, Quirky decided to create Wink, a partnership between Quirky and GE that was essentially an app that controlled smart home devices<sup>3</sup>
- Unfortunately, Quirky ran out of funds and in 2015 filed for Chapter 11 bankruptcy, leaving Wink for sale<sup>2</sup>



- In late 2015, Wink was bought by a company named Flex<sup>2</sup>
- Nothing has been done since the purchase in regards to launching new products, developing new services and forging new partnerships

**Now is the time to compete again in the Home Automation Industry!**

## Smart Home Platforms



For a full comparison, go to:  
<http://www.securitygem.com/home-automation-compatibility/><sup>4</sup>

						
Climate Control	✓	✓	✓	✗	✓	✓
Energy Monitoring	✓	✓	✓	✓	✓	✓
Smart Blinds	✓	Yes but difficult.	✓	✓	✓	✓
On/Off Wall Switch	✓	✓	✓	✓	✓	✓
Dimming Wall Switch	✓	✓	✓	✓	✓	✓
LED Bulbs	✓	✓	✓	✓	✓	✓
On/Off Plug-in Module	✓	✓	✓	✓	✓	✓
IP Cameras	✓	✓	✓	✓	✓	✓



Smart Hubs & Kits



Smart Thermostats



Home Theater

Smart Home Market  
worth **\$58.68 Billion**  
by 2020!<sup>5</sup>



Home Alarms & Sensors



Smart Lighting



Appliance & Outlet Control



Smart Door Locks



Security Cameras



## Over Structured, Over Worked

Wouldn't it be nice to have technology work for you, and not against you?

With so many decisions made, so many errands to run, tasks to complete, work to do, it's no wonder people feel overwhelmed. Add the constant stimulation of social media, email, and having your phone by you every second of the day, and you have a meltdown ready to happen.

What if technology could take away all those tedious tasks you have to do (and remember once it's too late)? Turn on/off the lights, change make coffee, start your car and heat it, or remotely check to see if you locked your doors from across the world are just a few things a Smart Home can do which will alleviate some of the small stresses in life.



Go To Market Strategy For...



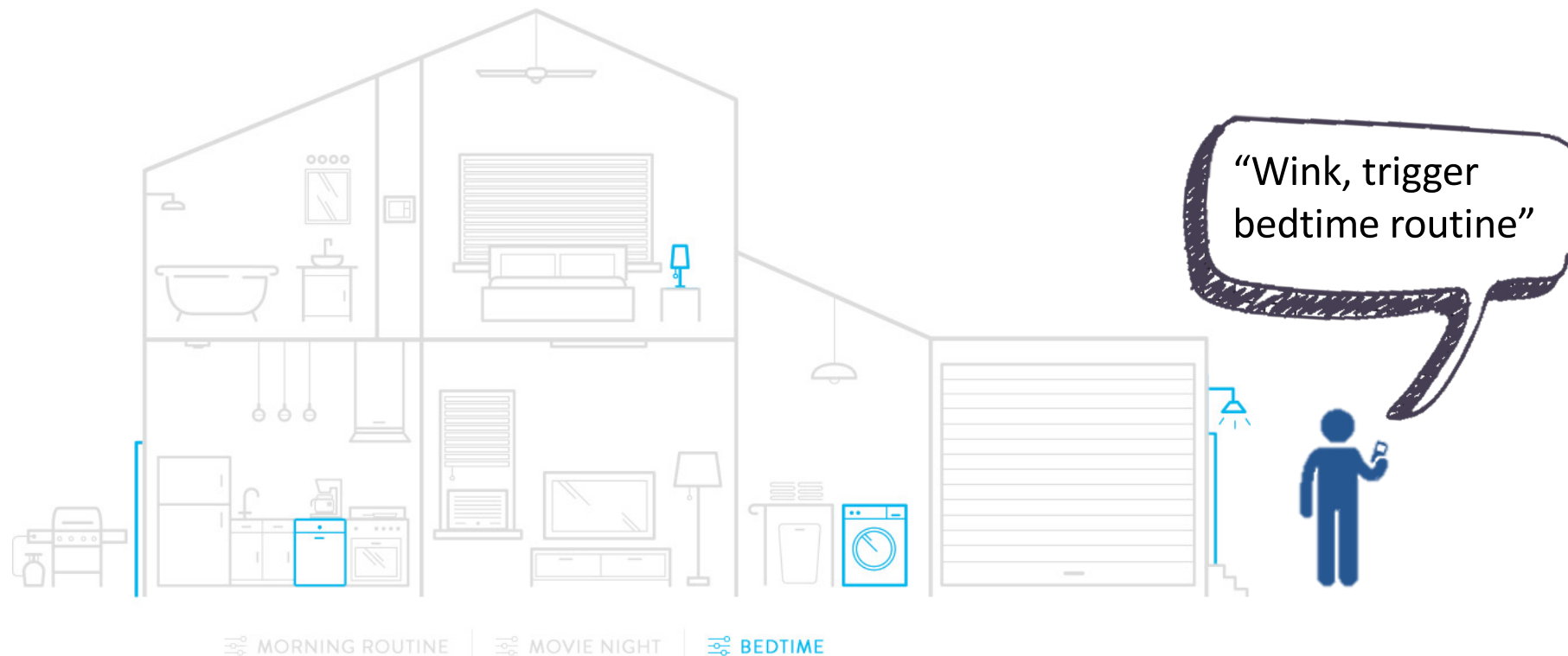
# wink

In order to move forward Wink needs a plan. The next few slides highlight the plan in place to bring success to Wink via our marketing efforts.

While we know that the ultimate success relies on sales, we believe that if sales executes this plan successfully, Wink will outpace the projected category growth highlighted in slide 14.

### Mission Statement

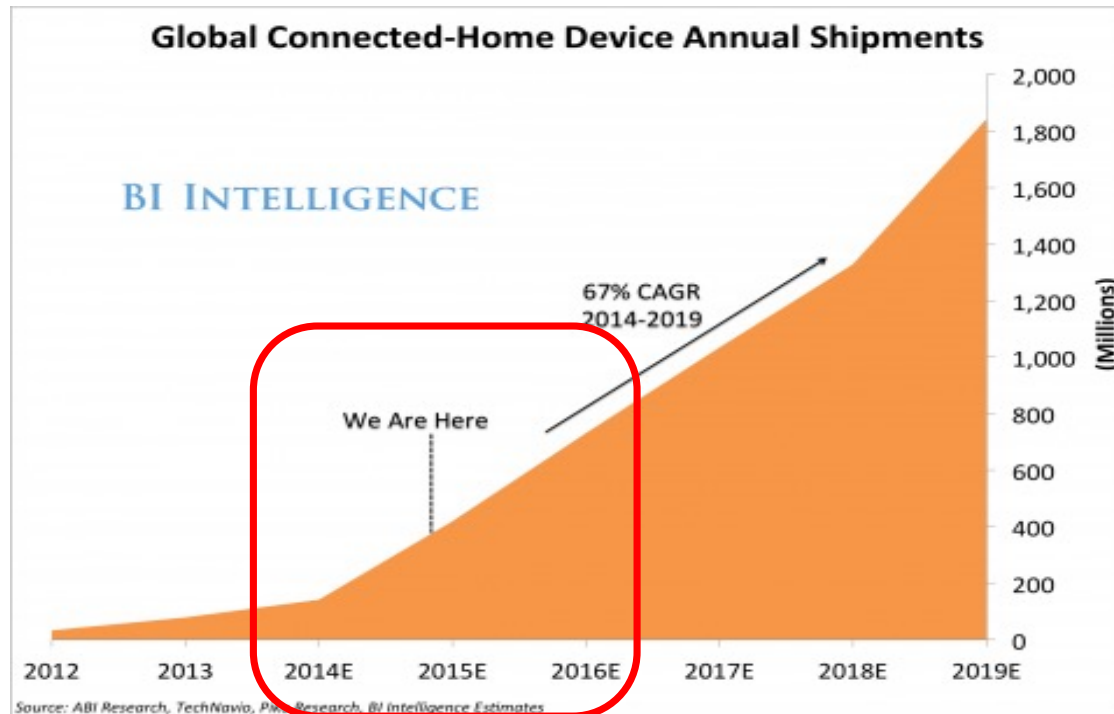
We at Wink aspire to be the leader in home automation solutions that affords the average person the opportunity to turn their own home into an efficient, simple, economically friendly, fully integrated smart home. Simply put, we desire to be a simpler way to a smarter home.



## Internal

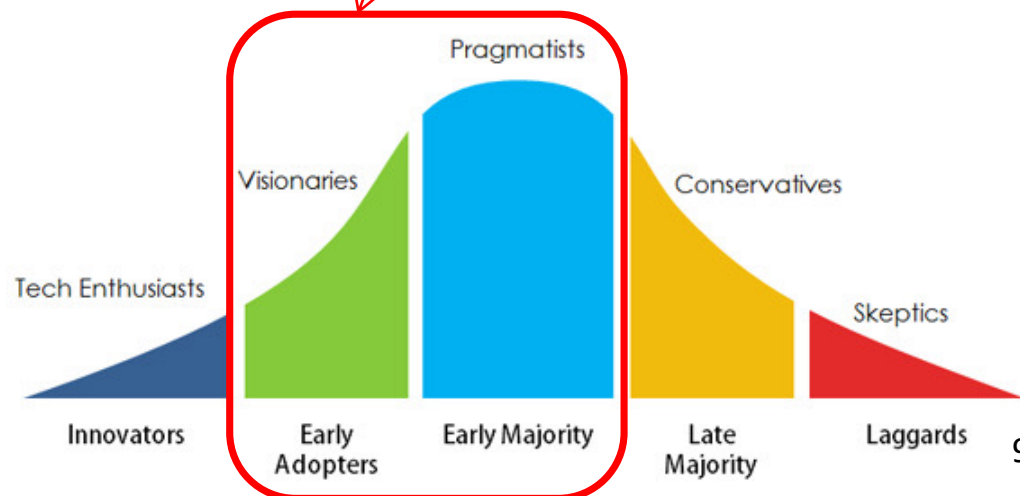
<b>Strengths</b> <ul style="list-style-type: none"><li>• Strong partnerships with brands that resonate with consumers</li><li>• Proprietary HUB that speaks multiple technology languages</li><li>• Global scale via Flex<sup>6</sup></li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Image is tied to former owner (Quirky) which filed bankruptcy</li><li>• Overreliance on licensing and not Wink/Flex owned products</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Emerging tech countries</li><li>• 67% projected CAGR 2014-2019<sup>7</sup></li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Other players backed by larger companies with larger budgets (ie: SmartThings = Samsung, Nest = Google)</li><li>• Not enough capital for expansion opportunities</li></ul>

## External



8

Product Adoption Curve



9

## Segmentation, Targeting, and Positioning

The Home Automation category is becoming more and more accepted every day. So much so that you see entire sections devoted to it in Home Improvement stores such as Home Depot & Lowes.

Based on both graphs to the left, you will see that we are currently in the Early Adapter segment, but projected to move into the Early Majority segment by 2019.

This leaves us to target Early Majority as our sweet spot, but also having a strong interest in acknowledging the Early Adaptors wants/needs.

More specifically, within the Early Adaptors/Majority, we are targeting technology driven, millennial shoppers who are seeking to improve their quality of life through the use of home-automation.

We will position ourselves as a company that keeps things simple in regards to technology/integration, yet still appeals to the Early Adaptors who are also our biggest influencers

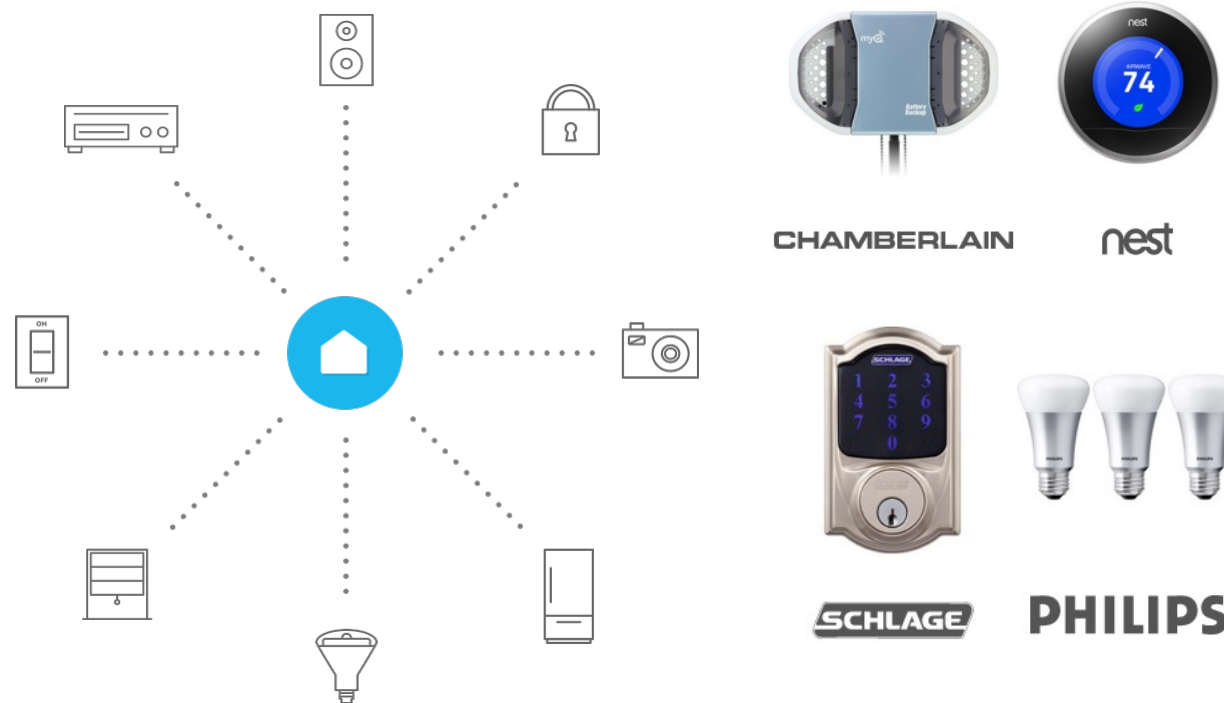
### Wink Owned Products



Wink currently owns two products (Hub and Relay) that are the main drivers of connecting 3<sup>rd</sup> party “smart devices” to one another.

These products help integrate the many different “languages” that the 3<sup>rd</sup> party Smart Products speak.

### 3<sup>rd</sup> Party Licensed Products



In addition to its proprietary products, Wink has partnerships with many different name brands that all integrate with Wink’s Hub & Relay



### We Believe in Security



Wink takes its users' privacy and data security very seriously, and we regularly examine our practices to ensure that they exceed industry standards. Wink adopts security measures that include certificate pinning, encryption, two-factor authentication for all system administrators, and regular security audits. We also encourage our customers to secure their wireless networks and adopt strong passwords.

Wink is constantly working with the top security researchers around the world and our partners to improve the security of our devices and the devices we connect with. Making our products more secure is not a one-time event. It's a process that we are committed to continually improving.<sup>10</sup>



### Wink Primary Pricing Model

Part of Wink’s mission statement revolves around affording the average person the opportunity to create a smart home.

There are essentially two business models when it comes to home automation platforms.

1. Low entry cost with a monthly fee
2. High entry cost with NO monthly fee

We believe that there is a middle ground. Fair pricing up front on Wink related items to drive scale with the Early Majority (growing our brand equity) while also making money on our licensed products and/or partnerships (ie: “Works with Wink”). There will be no monthly fees.

### Pricing Relative to Market



- Offers a HUB for \$99
- No monthly fees



- Offers a HUB & 2 lights for \$100
- No monthly fees



- Offers a HUB for \$59.99
- Basic Level is \$9.99/mo



- Offers a HUB for \$99
- No monthly fees



- Offers a HUB for \$49
- Offers Relay for \$199
- No monthly fees



## Wink Secondary Pricing Model

Users want more control over their devices. This includes, **local control**, the ability to **customize** various Wink devices, ensured **security**, and finally **discounts** on Wink and 3<sup>rd</sup> party products.

For \$9.99/mo or \$100/yr, Wink will provide a Premium Opportunity. This is price comparative to Iris which offers much less for the same price.

**Local Control** – Lights can be used without internet connection

**Customization** – Users will have access to Wink’s internal software

**Security** – Wink will monitor each users ecosystem for threats

**Discounts** – Special sales for Premium users from 3<sup>rd</sup> Parties (or Wink)

### Channel Look



Brick & Mortar

“Wink Owned” products will be sold through traditional brick and mortar stores. These products will leverage the name brands associated with Wink which are already carried in these stores (ie: 3<sup>rd</sup> Party Licensed Products)

Store Opportunities will include:

- Home Improvement Stores
- Target
- Radio Shack
- Best Buy



E-Commerce

“Wink Owned” products will also be sold through the e-commerce channel. This is the sweet spot for our target market as they are always looking for the best deal and reading reviews about technology

E-commerce Opportunities will include:

- Amazon
- Wink.com
- Licensed partner websites
- Technology focused e-commerce sites
- Home Automation e-commerce sites

### Marketing Promotional Mix\*



#### Paid Social

Paid OLM/OLV on Facebook. This would be aimed against our target market and would drive traffic to our website.

Reach would be limited as the target is limited to home-automation, Early Majority users, so Frequency is key here.

**Budget: \$800k**



#### Paid Blogs

There will also be paid support behind various key blogging websites that have been shown to cater towards our target market.

These sites may include: cnet.com, homecontrols.com, and techcrunch.com

**Budget: \$400k**


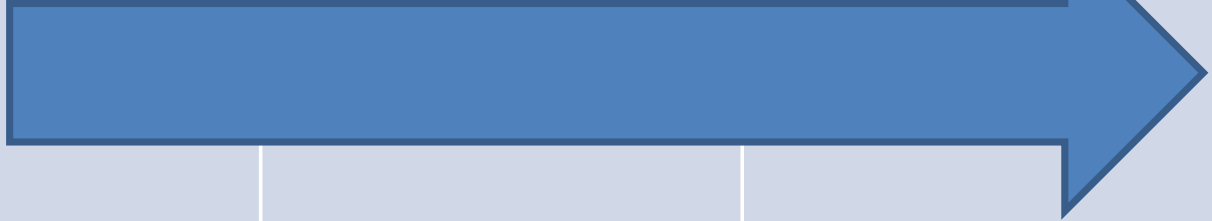

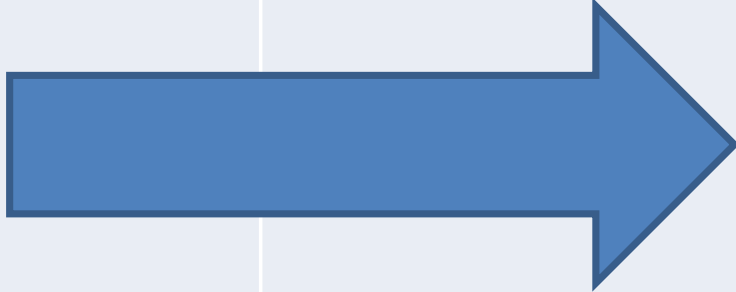

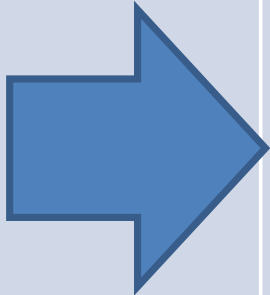
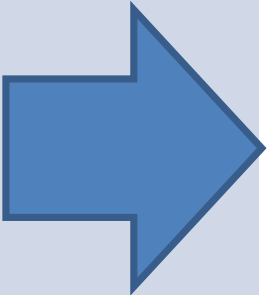


#### In-Store

In addition to our online marketing, Wink needs to have stopping power within the store. This is especially true when it first (re)launches.

We will target key stores and put up various in-store shelf displays.

**Budget: \$300k**

	Q1	Q2	Q3	Q4
				
				
				

wink relaunches in May! 

**Paid Social:** Paid social will run from May through December

**Paid Blogs:** Paid blogs will run from May through September

**In-Store POP:** Point of Purchase material will run during our initial launch in May and then around the Holiday's

Having a strong website is **MANDATORY** when targeting Millennials and running the promotional strategy outlined on the previous slides. Since we are directing traffic to the website, it will play a pivotal part in our marketing strategy.

“Millennials will not hesitate to pass judgment on websites that are lacking in the visuals department—a second-rate design job is an immediate turn off.”<sup>11</sup>

With that said, our current website is sufficient for launch. It is responsive (gives the end user the same experience whether it is used on mobile, tablet, or desktop) and simple. The website also showcases our products and highlights our partnerships in a way that is succinct but makes you want more.

The pictures are handpicked to show a sleek, powerful visual that entices the tech savvy.

There are also links to purchase the products via Amazon.



**The OBJECTIVE is to inform and drive purchase**



## Logo identifiers:

- **Blue:** Symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.
  - This is essential when the Smart Home market is fairly new – people need a company to trust and become loyal to.<sup>12</sup>
- **White:** White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.<sup>13</sup>
- **Simplicity:** Signals the fact that Wink is genuine and not trying to hide anything

2016 will be a year of substantial growth. We have been through some ups and downs within the company, but we are positioned to grow exponentially this year and through 2020 based on market trends and our strategic partnerships.

This year brings a robust marketing plan which includes social media, blogger influence, and in-store marketing that no other Smart Home company is doing reaching a substantial amount of our target market.

This is important when selling in our product to the different channels. We have a story. We have a mission. We have an identity. We believe we are uniquely placed in the market in that we have our own products and very strong partnerships.

We believe in you to sell this in and make 2016 our year. Thank you for all you do and we look forward to hearing your success stories.

Sincerely,

*Eric Hines*

CMO, Wink





Wink connects technology in your house, Big Brothers Big Sisters connects children to mentors. Both make the world a better place.

### Organization Story



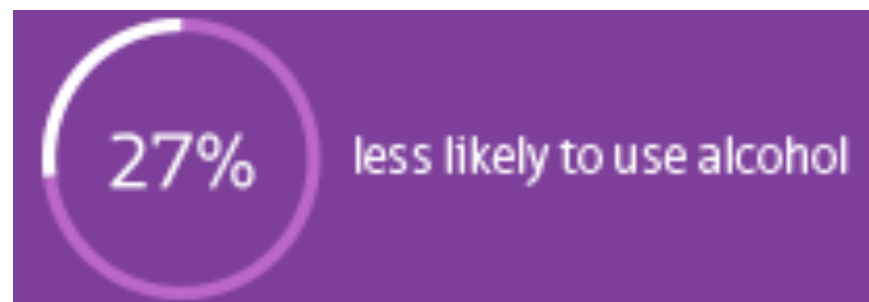
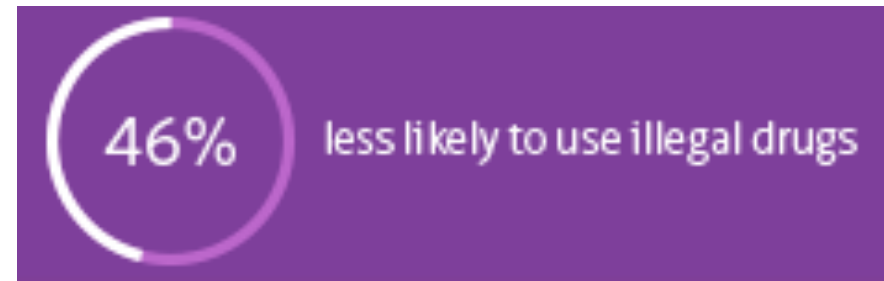
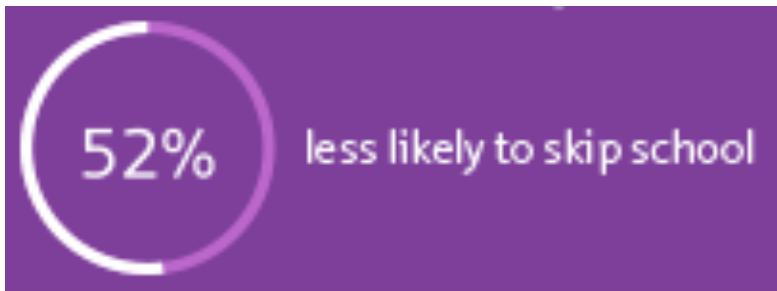
For over a century, Big Brothers Big Sisters has been helping change kids' perspectives and giving them the opportunity to reach their potential. And we have over a century of volunteers, donors, and advocates just like you to thank.

### Mission Statement



Each time Big Brothers Big Sisters pairs a child with a role model, we start something incredible: a one-to-one relationship built on trust and friendship that can blossom into a future of unlimited potential. And thanks to the first-ever nationwide impact study of a mentoring organization, we have the facts to prove it.

When Children (Littles) are “connected” with Mentors (Bigs) the following statistics are true:



Wink has always believed in the power of connection. That is very basis the company was founded on. There were so many devices out there that could not talk to each other. They were lost in the midst of the smart home technology boom. We believed that there needed to be something that brought them all together and spoke a unifying language.

We've come from very humble beginnings and have had a lot of people pour their hearts and pocketbooks into our company and now we feel it's time to pay it forward. That is why we'd like to introduce our partnership with Big Brothers Big Sisters of America.

Big Brothers Big Sisters of America also connects people. The analogy above about, "devices not able to talk to each other" holds true with this organization as well. Children may not always be able to talk about what they are going through and BBBS is able to provide that "Hub" to help.

Wink is very excited to work with BBBS and together, we can all make the world a better place and the following slides will go into the marketing campaign we will be launching in Q2 of 2016.

*Eric D. Hines, CMO, Wink*

### Project “Connection”

#### **Overview:**

Millennials have hundreds, if not thousands of friends on social media. There’s no doubt they know how to “connect”. But can they tell you the first time they’ve talked to all their friends? Probably not.

#### **How This Will Work (High Level):**

People will choose a friend that they grew up (found in the “Hometown” tab) with, and record a video about the first time they met (connected) with them along with a funny memory they have of them. They will then challenge that friend to do the same thing. If that friend does not decide to go through with the challenge in 48hrs, they should donate to BBBS.

#### **Why This Will Work:**

“People want to do something for the world. They want to contribute, but they want it to be easy,” said Christine Outram, VP, invention director at DeutschLA. “It’s slacktivism: having something that makes you feel good but isn’t too hard to accomplish.”<sup>16</sup>

This is such a true statement. Rather than openly asking for donations to BBBS, we’d like to take the ALS approach in trying to make our campaign successful. This campaign will be successful because it is human nature to want to be noticed. We are so caught up in ourselves, that we rarely think about others. This forces people to think about others and also brings some nostalgia into play.

The objective of this campaign is to first and foremost raise awareness for Big Brothers Big Sisters of America. From a monetary standpoint, our goal together is to raise \$100MM.

While we'd all love for Wink to get the attention for helping out, we believe this campaign should remain focused on BBBS and with that said, we will take the humble approach.

For those wondering, why not brand this as a Wink/BBBS initiative? That is a fantastic question. In order for this to take off the way we want it to, we need to take the corporate feel out of this campaign.

Given our target market (Early Adopters & Early Majority) consists primarily of Millennials, the above stance is especially important. According to the Corporate Perception Indicator Survey, 49% of Millennials believe that corporations are only undertaking philanthropic efforts for tax benefits<sup>17</sup>.

While we know this is farthest from the truth, we do not want to take any chances. Keeping this a BBBS campaign to drive awareness is most important. If BBBS chooses to let people know we are helping them, that's their decision. Ours is to remain humble.

*Next: how does this all work?*

## Three Principles to Follow (based of ALS Success)

1. Make it **Big**
  - People cannot pay attention to everything and therefore try their best to tune out the, “noise”
  - Having an idea that is big enough to overcome the, “noise” is essential to succeeding in today’s day and age
  - This campaign will not only be a big idea, it will endorsed by celebrities, it was funny, and there was PR everywhere
2. Make it **Selfless**
  - Watching someone do something selflessly not only grabs your attention, it can often grab your heart and pull you to do the same
  - Watching your friends has an even greater tug and in this case, even motivate you to participate
3. Keep it **Simple**
  - People want simple and simple spreads quickly due to the fact that the average person can do it

### Step 1

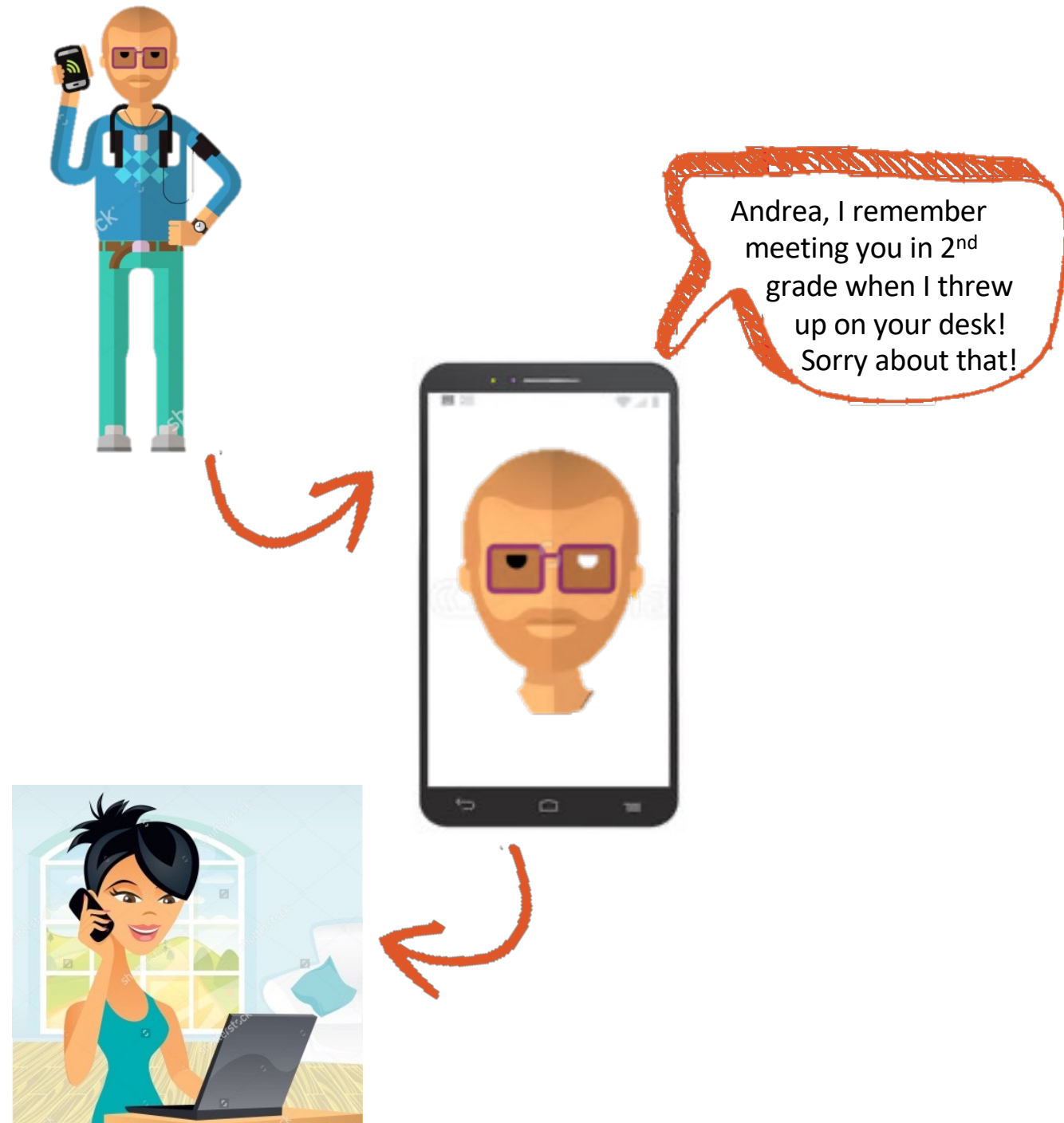
- Sam has 1,521 friends on Facebook
- Sam really knows about 50 of them really well
- Sam decides to take the “Connection Challenge” (aka #ProjectConnection)

### Step 2

- Sam then scrolls through his friends list to his “Hometown” tab and selects someone he has not talked to in a while (ex: Andrea)
- Sam then uploads a video of himself to Facebook/Twitter, etc talking to his friend Amy about how they first met
- Sam then challenges Andrea to select someone from her hometown or donate to BBBS

### Step 3

- Andrea then chooses to participate
- Of course Andrea does choose to participate
- The cycle repeats until it goes viral






Social Media

PR/Celebrity  
Endorsements

Television  
(News, Late Night  
Talk Shows)



The strategy is simple. Take what was successful from the ALS Ice Bucket Challenge and replicate it. Some may say this is impossible, but if you follow the principles from why the ALS Ice Bucket Challenge was successful, this will succeed.

1. Start with having BBBS blast out an internal memo to employees telling them of this campaign with a go-live date of May 30<sup>th</sup>, 2016 (Memorial Day)
2. Engage Eli Manning and Jamie Foxx to follow up a day after it goes live to kindle the fire
3. Have Eli & Jamie reach out to their fellow celebrities to let them know of the cause in hopes of them reacting
4. Engage TV to widen the reach of the campaign
5. Remember that this is BBBS's event and most importantly, have fun!

### Social Channels



- This campaign will utilize Facebook and Twitter as they are the two of the largest social media channels (#1 & #4 respectively)<sup>18</sup>
- There will be a unifying hashtag associated with this: #ProjectConnection

### Public Relations



- We will recruit Eli Manning and Jaime Foxx due to Eli's love of Smart House technology<sup>19</sup> and Jaime because he is the spokesperson for BBBS<sup>20</sup>.
- These two will be the spark that ignites the flame

## Television (News)



- Once the campaign starts to pick up, we will start to engage local and national television stations
- The goal with this is to turn it into a national story which may garner the attention of Late Night Talk shows

## Late Night TV Shows



- Jamie will work to engage the late night hosts to do a video of themselves participating in the #ProjectConnect challenge
- This is a good fit as they can make the video humorous

Date	Task
April 16	Gain alignment around the campaign idea
April 23	Engage/Brief Eli Manning & Jamie Foxx
May 09	Send out internal memo (both Wink HQ & BBBS HQ)
May 16	Sizzle video released where Jamie talks about the importance of connecting
May 23	Connect Party to have video's ready for May 30 <sup>th</sup> Launch
May 30	Thousands of employees/volunteers across both organizations blast out their videos via social media with the hashtag #ProjectConnection
May 31	Jamie Foxx & Eli Manning blast out their videos along with any celebrities they've recruited along with a statement around the campaign (released by Jamie)

Now, let's get **CONNECTED!**





# Social Media Strategy

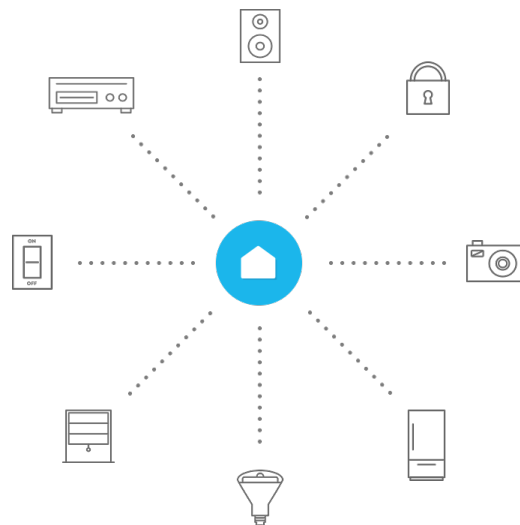


## Strategy Overview

The overall strategy for Wink is to relaunch the brand. Having survived its parent company's bankruptcy and being bought out by another company, now is the time to let people know that the brand is here to stay. Since the old parent company did not invest heavily behind social media, it's important to keep the focus on two pillars:

1

### Wink Connects the Smart Home



2

### Wink is Partnered With Large Brands



### Social Calendar

	Q1	Q2	Q3	Q4
Facebook		→		
Twitter		→		

Both Facebook and Twitter will launch in May (pre-Memorial Day) before the partnership with Big Brother's Big Sisters of America. Due to budget constraints, we will only be putting paid support behind Facebook. Twitter will be organic.

We plan to alternate Facebook posts that talk about each pillar (ie: Connection & Partnerships)





### Pillar 1 | Connection

The communication priorities of these Facebook posts that call out, “Pillar 1” are:

1. Call to Action (ie: talk about the connections in the Smart Home Wink allows)
2. Branding (logo)
3. Visual

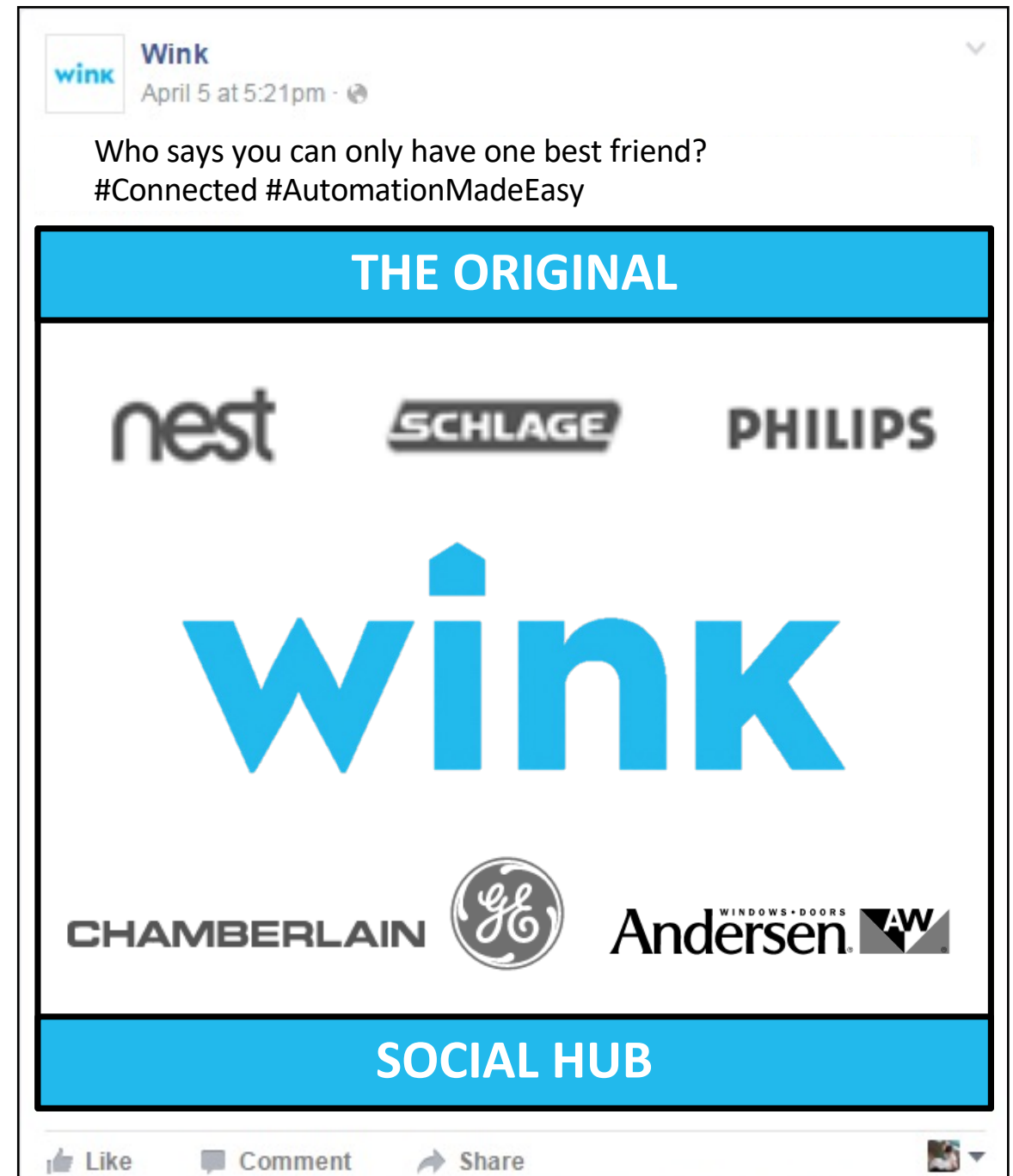
The tone of these should be witty, yet be able to speak to Millennials.

## Pillar 2 | Partnerships

The communication priorities of these Facebook posts that call out, “Pillar 2” are:

1. Partnership CTA
2. Branding (Wink)
3. Visual

The tone of these should be witty, yet be able to speak to Millennials.



### Note on Twitter Activation

Since Twitter will only be organic posts (ie: non-paid), our campaign will simply recycle what is being used on Facebook since our budget will be put towards our paid advertising on Facebook.



- 1 (2016, March 12). Retrieved from: [https://en.wikipedia.org/wiki/Home\\_automation](https://en.wikipedia.org/wiki/Home_automation)
- 2 (2016, March 12). Retrieved from: <https://en.wikipedia.org/wiki/Quirky>
- 3 (2016, March 12). Retrieved from: [https://en.wikipedia.org/wiki/Wink\\_\(platform\)](https://en.wikipedia.org/wiki/Wink_(platform))
- 4 (2016, March 12). Retrieved from: <http://www.securitygem.com/home-automation-compatibility/>
- 5 (2016, March 12). Retrieved from: <http://www.marketsandmarkets.com/PressReleases/global-smart-homes-market.asp>

- 6 (2015, November 11). *Flex to Bring the Intelligence of Things 'Home' with Wink Acquisition*. Retrieved from: <http://news.flextronics.com/newsroom/press-releases/press-release-details/2015/Flex-to-Bring-the-Intelligence-of-Things-Home-with-Wink-Acquisition/default.aspx>
- 7 Danova, Tony (2015, May 24). *THE CONNECTED-HOME REPORT: Forecasts and growth trends for one of the top 'Internet of Things' markets*. Retrieved from: <http://www.businessinsider.com/connected-home-forecasts-and-growth-report-2015-4>
- 8 Danova, Tony (2015, May 24). *THE CONNECTED-HOME REPORT: Forecasts and growth trends for one of the top 'Internet of Things' markets*. Retrieved from: <http://www.businessinsider.com/connected-home-forecasts-and-growth-report-2015-4>
- 9 (2016, March 22). Retrieved from: <http://cdn.free-power-point-templates.com/articles/wp-content/uploads/2013/07/new-product-diffusion-model-diagram-ppt.jpg>
- 10 (2016, April 18). Retrieved from: <http://www.wink.com/help/faq/>
- 11 McCloskey, Caroline (2016, March 10). *The Millennials Are Coming. 5 Ways to Attract Millennials to Your Content Marketing*. Retrieved from: <http://www.gabrielmarketing.com/2016/03/5-ways-to-attract-millennials-with-content-marketing/>
- 12-13 (2016, March 23). Retrieved from: <http://www.color-wheel-pro.com/color-meaning.html>

14-15

(2016, April 08). Retrieved from Big Brothers Big Sisters of America's website:  
<http://www.bbbs.org/site/c.9iLI3NGKhK6F/b.5962335/k.BE16/Home.htm>

16

Braiker, Brian (August, 2014). *The 'Ice Bucket Challenge': A case study in viral marketing gold*. Retrieved from: <http://digiday.com/brands/ice-bucket-challenge-case-study-viral-marketing-success/>

17

Lam, Bourree (2014, September). *Quantifying Americans' Distrust of Corporations*. Retrieved from: <http://www.theatlantic.com/business/archive/2014/09/quantifying-americans-distrust-of-corporations/380713/>

18

(2016, April 08). Retrieved from: <http://www.statista.com/statistics/265773/market-share-of-the-most-popular-social-media-websites-in-the-us/>

19

LeBlanc, Tom (2015, August). *Eli Manning Has the Coolest Automated Condo*. Retrieved from: <http://www.electronichouse.com/daily/smart-home/inside-eli-mannings-automated-condo/>

20

(2016, April 08). Retrieved from Big Brothers Big Sisters of America's website:  
<http://www.bbbs.org/site/apps/nlnet/content3.aspx?c=9iLI3NGKhK6F&b=6470175&ct=12511739>