

GEOCHRON



Communication Challenge

Increase brand awareness of the Geochron to international businesses
Align brand's personality and value with business consumer identities

Audience Insights

Businesses are looking to purchase art pieces that reflect their brand personality
Art and decor can positively influence organizational community and inspire working individuals

Personality/Tone

Dynamic, regal, elegant, high quality, timeless

Audience

Primary- Business consumers of international corporations; uses for aesthetic display and operational functionality

Secondary- Business consumers; gifts for clients

Sweet Spot

Geochron's unique design and rich heritage reflect an image of what business consumers and their businesses want to convey to others

Support

The analog and mechanical aspect makes Geochron unique to all other timepieces

The aesthetic styling of components like the map, frame, and lighting give the Geochron a sleek design and presentation.

Tradition is valued with Geochron, as it has been constructed the same way since its origin in 1963

Precision in its ability to accurately tell more than just time; sunset/sunrise, solstices, light patterns

Obstacles

High price perception

Idea that the Geochron is simply a clock

Lacking strong brand recognition and customization

Success markers

General awareness of the product determined by brand recall and the percentage of the target market that would consider Geochron in their evoked sets, increased sales as a secondary metric. Within 12 months of campaign gain:

- 10% brand awareness increase
- Shift in consumer attitude towards Geochron
- Increased inclusion of Geochron in consumers' evoked sets

Media

Print

Digital

Guerrilla

Mandatories

Logo, address, phone, and website

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