

# KIDS in → Motion

Kids in Motion draws the first line of fashionable, easy lift outerwear pieces for children in wheelchairs for their everyday

needs! Kids in Motion outerwear are used as a transfer device to lift children out of their wheelchairs more easily. Comfortable fabrics conceal the technical lift design that makes this product unique. With the discrete details, Kids in Motion will have your child looking great and feeling great, while making the lives of the family easier when transporting your child.

**MISSION** To allow all children to express their own unique, personal style while also providing ease of movement and transfer

**VISION** Everyday assistance with ease!

## MARKETING STRATEGY

An inspirational video of our most loyal consumers and their own personal stories. This marketing tool will be published online, available through our website, through organization's websites, and posted on blog forums/ social media platforms to connect to our specific target market.

## SAMPLE ADVERTISEMENT



## PRODUCT DESIGN for VEST



Fabrics lined with technical lift design- straps that can be pulled from fashion pockets and adjusted to tighten the vest internally and make it easy to lift the child out of a wheelchair

The inner concealed technical lift design consists of fastening similar to that of a life vest which ensures a safer transfer

Hidden back straps come out to attach to a headrest in the car to help the child sit up straight

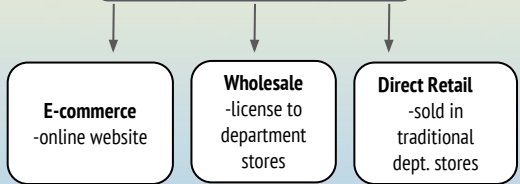
## VISUAL DISPLAY IN STORE

- Shelves and roller racks at a level for a child in a wheelchair to easily access
- Mannequins in display wheelchairs
- Signs about how to use the merchandise

## HANGTAG



## DISTRIBUTION CHANNELS



## MARKETING BUDGET & TIMELINE

The timeline for this promotion is for one calendar year.

- Website: 30% - \$15,000
- Video: 30% - \$15,000
- Traditional Ads/Promotions: 20% - \$20,000
- Blog: 10% - \$5,000
- Social Media Platforms: 10% - \$5,000
- Total Budget: \$50,000 per year**

## COMPOSITION

- Vest Polyester
- Zip-up jacket Polyester
- Rain coat Nylon, Mesh Knit

## COLORS & PRINTS



## DEMOGRAPHICS:

- Age: Children ages 2-10
- Gender: Male and Female
- Salary: Varies.
- Occupation: No set occupation.
- Education: Varies.

## PSYCHOGRAPHICS:

- Passionate about expressing personal style
- Functionality and ease of daily activity for caregivers and children is a priority
- Living comfortably is a priority

## BEHAVIORISTS:

- Customer looks for style and functionality
- Quality and value for their dollar is important
- Interested in experimenting with new brands for their target market

## ITEM:

- Vest
- Zip-Up Jacket
- Rain Coat

## RETAIL PRICE:

- \$105
- \$155
- \$135

\*Available in 5 sizes (XL, L, M, S, XS), dependent on weight and various colors/prints.

## SWOT Analysis: Kids in Motion vs. Lift Vest and EZ ON

STRENGTHS		WEAKNESSES	
<ul style="list-style-type: none"> <li>- Easier for caregiver to lift child</li> <li>- Functional and safe without compromising fashion</li> <li>- Comfortable, compared to competition</li> </ul>		<ul style="list-style-type: none"> <li>-High price point</li> <li>-Need to build brand loyalty</li> <li>-Need to educate consumer on how to use</li> </ul>	
OPPORTUNITIES		THREATS	
<ul style="list-style-type: none"> <li>- No merchandise like this on the market</li> <li>- Less expensive than competition</li> <li>- Consumers looking for new product</li> </ul>		<ul style="list-style-type: none"> <li>-Lift Vest and EZ as competition</li> <li>-Prior brand loyalty to Lift Vest and Ez on</li> </ul>	