



Marketing Plan Project

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Executive Summary

This report focuses on a product that minimizes eye strains when staring at smartphones excessively. With the increase in demand for smartphones, negative side effects have been found in relation to eye discomfort. OtterBox Company has developed a unique product called OtterVision, which will benefit smartphone users in many ways. This product will help protect consumers' eyes from the harsh brightness reflecting from their smartphones. The main target market for OtterVision is consumers from the United States and Canada. OtterVision's target market consists of middle to high-income individuals. OtterVision is also targeting educated people with a healthy lifestyle.

The current trends in the smartphone market involve purchasing a screen protector, along with a phone case. Companies such as, Gunnar Glasses and Nusheild have released similar products and features, making them OtterVision's main competitors. OtterVision has produced a unique product to help differentiate them in the consumer market. The mission of OtterVision is to enhance the visual ability of smartphone consumers' and reduce eye strains. This product has a reasonable price of \$20 for an OtterVision screen protector and an additional \$40 for a phone case. If each item is purchased separately the total cost will be higher.

OtterVision's marketing team will develop marketing strategies to help promote and distribute the product. These strategies involve the use of social media and advertisements through Youtube and Google. Potential consumers will be aware of the product's benefits through word of mouth from existing customers. The company will also utilize business to business marketing by distributing OtterVision products through cell phone providers such as, AT&T, Apple, and Best Buy. Another option for purchasing an OtterVision product will be available to customers directly through their website.

In order for OtterVision to break even in the first year, the company must sell 9,913 units. After the first year, OtterVision will become more popular and consumers will be aware of the products benefits which will increase sales yearly. The company's sales forecast will triple in the second year totaling 258,000 units. In the third year, the sales unit will increase to 410,000 units. A big portion of expenses will be due to advertising which include educational electronic conventions. Consumers will be knowledgeable of OtterVision's product benefits and the importance of eye vision

Market Analysis

Situation Analysis

According to the survey, 42% of smartphone consumers spend on average two to four hours, 23% spends four to six hours, and 14% spend more than six hours daily on their smartphones daily (Filter for Smartphones Survey, 2014.). Smartphone consumers spend a good amount of time on their smartphones daily. Staring at a phone for too long can cause eye discomfort, headaches, itchy eyes, dry or watering eyes, burning sensations, changes in color perception, blurred vision, and difficulty focusing (Garbutt, n.d.). This report focuses on finding a solution to dismiss this problem. OtterVision collaboration with OtterBox would like to offer smartphone users a screen protector, OtterVision, that will not only protect their phones from scratches, dust, or debris but it will also protect your eyes from the harsh brightness.

Gunnar is the most notable product in the marketplace compared to OtterVision. Gunnar glasses protect consumer's vision from digital eye strains, this new technology is the only one in the market that protect eyes and improve comfort and focus (Gunnar, n.d.). Window Armor just recently launched their new glass screen protectors in January 2014. These screen protectors sold out within two days of being released through the Amazon marketplace. There are four layers composed into this glass screen protector. Its purpose is to protect the phone from scrapes and scratches (Popular iPhone, 2014).

Market Summary

OtterBox is making a product that is different from other screen protectors that currently exist in the market. OtterVision is a unique product that will benefit smartphone users in many ways. OtterBox has developed a screen protector that will help consumers protect their smartphones from scratches, dust, and glares. In addition, it will help protect their eyes from the harsh brightness reflecting from their smartphones. OtterVision offers a screen protector that can be included with a case. It will protect smartphones from scratches, cracks, water damage, and complete phone damage, while also letting the smartphone user continue to use their phone while protecting their eyesight.

NuShield is on the market for screen protectors. Their cost ranges from \$12.35 to \$14.99 plus tax when ordering, and an additional \$1.99 for klear screen wipes (Order Now, n.d.).

Gunnar glasses Price are very expensive; their cost ranges from \$70 to \$150 (Gunnar Prices, n.d.). OtterBox cases range from \$50 to over \$100 (OtterBox, n.d.). OtterBox are supplying smartphone consumers with an OtterBox phone case and a screen protector when they make their purchase. Consumers will be saving money buying this product rather than buying two items separately from any other company. Not only are we concerned with the condition of the consumers' smartphones, but OtterVision helps users in the long run with their eyesight. OtterVision's target market is the United States and in Canada because Otterbox has the #1 selling rates on cases and distribution for smartphones in this region (OtterBox, n.d.).

Geographics

OtterVision will bring out a geographic segmentation to the consumer market. OtterBox is known as "the #1 selling cases for smartphones in the U.S. and Canada" (OtterBox, n.d.) Majority of the consumers have been segmented in the United States or in Canada to buy products from this company. OtterBox is located in Fort Collins, Colorado which was ranked #1 for one of the greatest cities in 2006 and #2 in Money Magazines' "Best Places to Live" list in 2008 (OtterBox, n.d.). The population size in Fort Collins, Colorado is 137,177 and has an average growth rate of 3% each year (About Fort Collins, n.d.). Fort Collins is the best place for OtterBox to be established at and brings many different segments of demands for its products.

Demographics

The OtterVision screen protectors and cases will bring in a demographic segmentation to the consumer market. The prices of these products will range as low as \$20 to \$100 (OtterBox, n.d.). This will segment the market for people that have incomes from under \$20,000 to over \$250,000 (Segmentation Variables, n.d.). OtterBox has a respected reputation, and people are willing to spend high amounts of money to buy their products. The prices of these items are reasonable and are easy to obtain over the internet.

The two markets that can also be attracted to these products are education and occupation. Education stands out because it is segmented to adults receiving degrees in college or in the business environment. According to a student survey answered by 42 people, 56.10% of them were between the ages of 21 to 29. These results explain that people in these ranges are more interested in the new product entering the market (Filter for Smartphones Survey, n.d.). Occupation applies within people that work for high income jobs because these people will reduce the strains in their eyes from looking at emails, websites, and their work. Both of these segments have interested buyers for these products to use in schools, jobs, or even personal use.

Psychographic Factors

Otterbox will establish psychographic factors for the consumer market. This market will be segmented into three different characteristics and they are: social class, lifestyle, and personality. These concepts will be major functions to determine what types of consumers will buy these products. OtterVision will attract people that range from lower to upper class because the product's prices are low and others are high. Lifestyle plays a role to this market because people want to have products that make them look unique or special compared to other people that have similar products. Buying an OtterVision product will achieve that goal for the consumer and will attract more clients because they are trying to better their lives by ordering these new items on the market. A personality trait also applies to OtterVision because the consumer wants to buy products that they can relate too. These products bring out new style and a bold personality about the consumer and these traits are essential for OtterBox's success (Kotler & Armstrong, 2014.)

Behavioral Factors

OtterBox will bring out a behavioral factor to the market. Otterbox has built great relationships with its customers who led to benefits, loyalty, and positive attitudes about their products (Kotler & Armstrong, 2014). The consumers who use OtterBox products range from light to heavy. This range is for consumers who buy or use these products on an everyday basis to ones that use is rarely. The more loyal consumers OtterBox have the higher readiness to buy these products because they know that OtterBox is a reliable brand to buy from. These types of consumers are a small part of the segmented market, but they are getting larger due to the consumers awareness about these products, advertisement from OtterBox, and more positive reviews about the consumer and the company that are involved with OtterBox's success (OtterBox, n.d.).

Market Needs

The problem detected in the marketplace is that the more time people spend looking at the screen of their smartphone for all the different activities; it can become harmful for their eyesight. The blue light and the glare that comes from the digital screens are causing dry eyes and even headaches. After analyzing the data collected through survey monkey, 22% of people occasionally feel strain in their eyes from using their smart phones and another 12% feel strain in their eyes often, as shown in Figure 1. Also, almost 80% of the people surveyed stated that they would be interested in a screen protector that reduces discomfort on their eyes as shown in figure

2 (Filter for Smartphone survey, 2014.). OtterVision whether it is through the Otterbox case or the screen protector itself, contains a filter that reduces the blue light that comes from digital screens. As a result, it will alleviate and furthermore protect the eyes. Through the OtterVision, OtterBox will provide their customers with the tranquility and comfort of using their smartphones by reducing the harm done to their eyes.

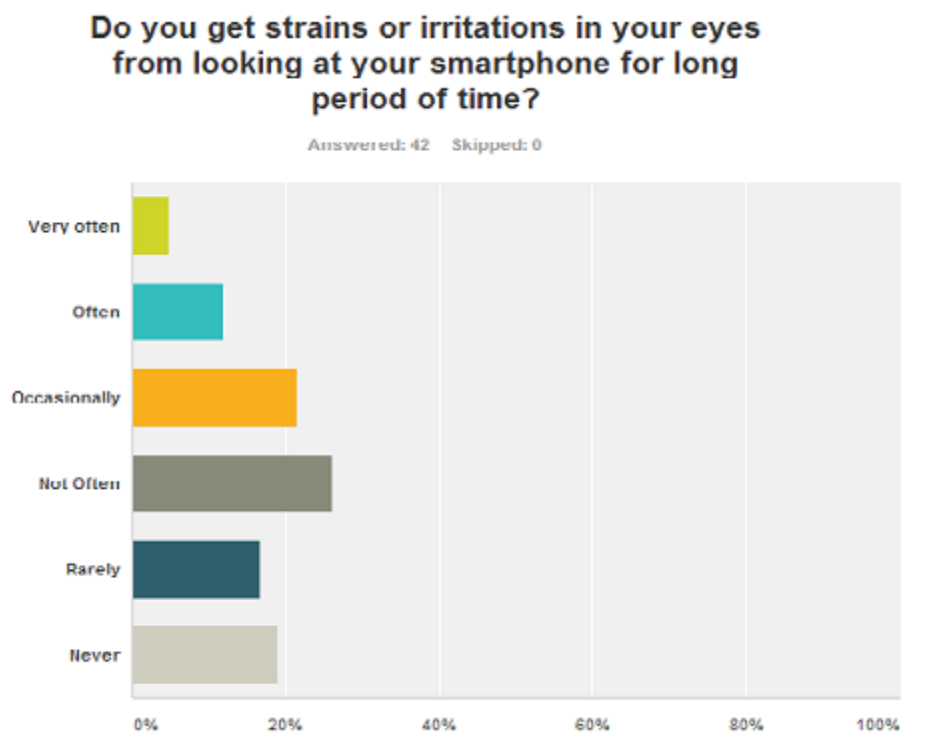


Figure 1: Filter for Smartphones Survey

If you had a smartphone, would you be interested in a screen protector that reduces discomfort on your eyes?

Answered: 42 Skipped: 0

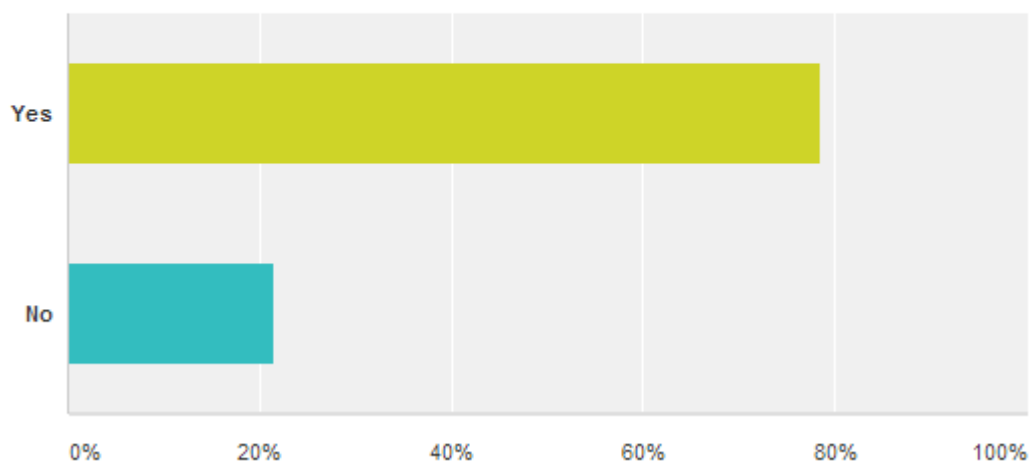


Figure 2: Filter for Smartphone Survey

(Filter for smartphones survey, 2014).

Market Trends

There is no question that, in this technology driven generation, smartphones and smartphone accessories are trending. What better way to be “cool” than to accessorize and protect a consumer’s smartphone? “The popularity and growth of smartphone devices have also increased the demand for mobile accessories” (Lynn J., 2013). This directly affects Otterbox because they provide cases with ultimate protection to the consumers’ digital devices. Consumers don’t have to worry about their screens being scratched, cracked, or having their devices damaged by water. “Designs for cases and variations of cases are a trend among consumers” (Lynn J., 2013). As a highly innovative company, Otterbox has adapted to the variation of smartphone case trends with all their different products.

Market Growth

According to Global Industry Analysis, “The global market for Mobile Phone Accessories is projected to reach US\$84.6 billion by the year 2018, primarily driven by robust growth in smartphone sales across the globe” (Robust Growth, n.d.). A U.S study shows that

“Vendors will ship a total of 137.5 million smartphones into the United States in 2013, up 14.5% from the 120.1 million units shipped in 2012. Smartphones will account for 76.8% of all mobile phone shipments in 2013, up from 68.7% in 2012” (U.S. Smartphone 2013 Forecast, n.d.).

Otterbox plans to grow within its market by globalizing the company. In the past few years the company has opened offices in Cork, Ireland and Wanchai, Hong Kong to gain international recognition for the brand (Hall, 2013). The company also holds 23% of market share among case makers. Otterbox was recognized for experiencing a 179% market growth from 2007 to 2010 and again from 2010 to 2012 but this time a market growth of 238% (Schill, 2013). Otterbox is forecasted to swell up to \$15.6 billion by 2017 (Lynn S., 2013). If the company keeps growing this way, our product, OtterVision, will benefit greatly from this when customers buy the cases that have our protective filter attached to the case.

SWOT Analysis



SWOT Analysis

Strengths

Producing and selling a screen protector with a filter will reduce the strains and irritations in eyes of smartphone users. This sustainable benefit will be the greatest strength for the product

and for OtterBox, the manufacturing company. OtterVision's main purpose is to promote the consumer's vision and reduce the risk of eye disorder. This product is not available in the market yet, but OtterBox will have a sustainable competitive advantage over its competitors by producing OtterVision. It will be the first company in its domain that will target the well-being of their consumers. OtterBox is one of the leading manufacturers of iPhone and iPad cases. They produce "23 percent of market share among case makers." (Cleveland, 2013) OtterBox is number one in selling cases for smartphones in U.S. and Canada (otter Box, n.d.). The private company achieved tremendous growth from the development of technology.

OtterBox provide consumers with a blend of protections and styles with their products. According to their website, their cases are "dedicated to all the klutzy, spontaneous, chaotic, graceless individuals who have broken a device or valuable due to their active lifestyle" (Our Story, n.d.). OtterBox offers quality, heavy duty, and durable cases; they "positioned themselves as the case to have if you want something that can take a beating" (Surveying the competitive Landscape, n.d.). This will create customer loyalty toward their cases. OtterBox produces different series in their cases, all of them protect against dropping and scratches, and some of them are against dust and water. Most of these series come with a screen protector, and by producing OtterVision to reduce the strains on the users' eyes, OtterBox will increase the level of customer loyalty and will gain new customers that care about their well-being.

Weaknesses

Although OtterBox is a leading protective case maker for devices, it has weaknesses. One of its weaknesses is the expensive price of their cases. OtterBox cases range from \$20 to \$100 depends on the series. Some people cannot afford to pay that amount of money for a case. This leads to opportunities for other competitors to sell their products. Another weakness would be the weight of these cases for example the Armor series weight is 3.91oz (iPhone 5 Armor Series, n.d.). Some customers may prefer to buy a lighter and slimmer case for their smartphone. LifeProof cases provide competitive cases in relation to OtterBox in quality. These cases are lighter and slimmer than the iPhone 5 cases which are weighted at 1.05oz (Technical Specification, n.d.). LifeProof was a risk for OtterBox before OtterBox acquired them (Sande, 2013). The final possible weakness is the lack of colors and designs in their cases. Other competitors, such as CaseMate, offer different colors and different art designs in their cases.

Opportunities

“By the end of this year, 6% of the global population will own a tablet, and 22% will own a smartphone.” (Heggestuen, 2013) With This increase of expensive and fragile technologies in the market, consumers tend to buy more protection for their technologies, and this will lead to higher demand for heavy duty and durable cases. OtterBox does not only offer protection for smartphones, but with the higher growth of the tablet and iPad markets, they started producing cases for iPad and other tablets. The iPad market was a trend that emerges in today’s education system, according to study reports “more and more schools are jumping on the digital bandwagon and adopting iPads for daily use in the classroom” (Bonnington, 2012). With this emerging trend, OtterBox has a promising future growth selling cases for schools and educational institutions that adopt iPad technology as a learning strategy with their students.

Threats

The potential threat that OtterVision might face is the growing competition from other companies. OtterBox competitors were able to make advances in the market, “one such company, Mophie, has released a case that includes a battery pack.”(Lynn, 2013) OtterBox is under pressure of other competitors with new ideas and products and as OtterBox's CEO, Brian Thomas, stated the “best way of overcoming any competition is to innovate.” (Lynn, 2013) So, OtterBox has to come up with new ideas to keep their position in the marketplace strong. “Otter Box will face challenges as the market shifts from standard protective devices known in the industry as dumb accessories to smart cases that also make use of software and application.”(Lynn, 2013) OtterVision will be the OtterBox innovation, but it will face a lot of challenges from competitors.

Another threat that comes to light lately is the latest iPhone 5C design that comes with a case. “OtterBox is by far the dominant force in iPhone cases,” (Reisinger, 2013) but Apple started to steal this dominance by producing the iPhone 5C with a case. This is a worrisome trend by Apple that will decrease the future growth for OtterBox from selling cases to iPhone users. It also reveals the future risks that OtterBox will face if Apple decided to target their smartphone customers and produce Apple cases, or Apple may integrate a similar product as OtterVision in their new iPhone.

Competition

OtterBox operates in a highly competitive market with new competitors entering the market frequently. A mobile device case is a way to personalize a consumer’s phone for your unique

needs, which creates many different competitors. For example, the company Gumdrop saw the success of the OtterBox Defender series and created their own version of it (Carnoy, 2012). Another example of a direct competitor is Case Logic. While OtterBox offers cases known for their durability, Case Logic offers cases with a sleek design. With the success of OtterBox, the company is able to buy out their competitors, such as LifeProof, who threaten their control of the market (Carnoy, 2013).

The biggest competitors could be cell phone producing companies. With the release of the iPhone 5c Apple has begun to manufacture their own cases in many different colors (iPhone 5c cases, 2014). If cell phone companies begin to make their own cases and include them with their phone they could acquire a large part of the market share from OtterBox. “NuShield AG films offer improved scratch resistance, lower haze and improved Newton ring protection over other products. The antiglare coating will minimize surface glare and reduce the appearance of reflected images in an office/industrial environment. NuShield AG will also enhance viewing angle and minimize the appearance of fingerprints” (NuShield AG–Antiglare film technology, n.d.). This is only one similar product being made to prevent eye strain with a filter. The product is the video gaming glasses made by companies such as Gunnar. The Gunnar glasses are meant for indoor use only and target a different market than the ones we are targeting.

Product Offering

OtterVision is a new and innovative screen protector, designed to help reduce the eyestrain that occurs when consumers use our cellphones for extended periods of time. This screen protector would feature a tinted filter that would reduce the brightness of the screen, thus making the screen less strenuous on the consumers’ eyes. Similar technology is used in glasses made for competitive video game players. E-sports athletes often find themselves staring at the computer screen for more than eight hours a day and use special tinted glasses to reduce the eye strain (How They Work, 2014). Initially the product would be sold in two ways. First it would be sold as a standalone screen protector. This would be aimed at the individuals who do not want to buy an OtterBox case, but would benefit from OtterVision. The second way it would be sold is as a special version of the OtterBox Defender Series. This Defender Series model would come with OtterVision installed rather than the normal screen protector. We would offer a lifetime warranty on the product. The product would be made up of the same materials as the other OtterBox screen protects, but it would be tinted to reduce the amount of light that hits the consumer’s eyes.

Keys to Success

In order for OtterBox to succeed in launching the new product OtterVision, there are a few strategies that the company must deploy. First the company must release the product before mobile device companies integrate a feature on the device that reduces eye strain. Once this feature is integrated into new phones, the product will no longer sell. Next the company must market OtterVision as a problem solver for computer eye syndrome. According to the survey, 78% of the people surveyed would be interested in a screen protector that reduces eye discomfort. Next, OtterBox should attempt to patent as much of the technology as possible in order to prevent companies from creating similar products. Lastly, if the product is found to be successful as a standalone product and in the defender series they should implement OtterVision into all of the different styles of cases.

Critical Issues

There are factors that will hinder the success of OtterVision. One threatening factor is the competition in the market. Competitors might be able to launch the same product with cheaper prices. Also, smartphone companies might decide to integrate that vision feature in their smartphones which will cause OtterVision to be dropped from the market. Another critical issue is the lack of education that the target market has about the negative effects of using smartphones on consumers' eyes. Essentially, the company wants to relieve eye strains through the OtterVision product, but if consumers are not aware about the health issues involved in using smartphones, then consumers will not purchase the product.

Marketing Strategy

Value Proposition

OtterVision is a healthy choice for technology users. This product will help consumers reduce eye strain that occurs when using their cellphone. With a reasonable price, OtterVision's target market will receive the protection that they deserve in order protect their eyes. By purchasing this product, consumers will receive a lifetime warranty.

Mission

OtterVision's mission is to enhance the visual ability of smartphone users which protects and allows comfort ability for consumers when using their smartphones daily.

Marketing Objectives

According to the survey, 80% of the surveyors stated that they received strains or irritations in their eyes from looking at their smartphones for long periods of time. Also, 80% of the people that participated in this survey stated that they spend two to six hours a day on their smartphones. In addition, 78% of the surveyors were interested in purchasing a screen protector that reduces discomfort in their eyes (Student Survey, 2014). Based on the results of the survey, OtterVision will be successful and gain a good perception by their target market. The short and long term benefits of this product will help increase the popularity and value of OtterVision. The goal is to increase customer satisfaction of OtterVision, so that families and friends can share their happiness, experience, and comfort by using this product. In this marketing plan, OtterVision's success will depend on customer satisfaction, word of mouth, and marketing communication which includes social media, personal selling and advertising.

Financial Objectives

The Objective of the company is to breakeven by the end of the first year. The goal is to sell 86,000 units in first year. If OtterBox sells a ratio of 3 cases to 1 screen protector at 86,000 units, then OtterVision would generate \$4,407,500 revenue in its first year.

Target Market

The target markets that will suit the OtterVision product are consumers from the United States and Canada. This area is considered to be one of the largest markets for Otterbox because it has an economic buying power that will ensure a potential future growth and profit (Kotler, 2014). When OtterVision achieves success in this region, OtterBox could expand this product to other countries with an economic buying power (Kotler, 2014). OtterVision will target middle to upper class families who would be able to afford this product and who care about a healthy lifestyle. These groups consist of white collar workers, business professionals, teachers, managers, doctors, lawyers, and university students. These groups of educated people spend time on their smartphones and earn a higher income. This type of lifestyle makes these consumers able to purchase OtterVision and invest their money to enhance their visual ability.

Lifestyle plays an important role in this target market. When consumers purchase OtterVision, it will make consumers unique and special. With this product, consumers will enjoy using their smartphones without any discomfort or health-related concerns. OtterVision's consumers will achieve their goal of having a product that reduces discomfort on their eyes which lead a benefit of attracting more consumers to purchase OtterVision. These consumers are

improving their lives by selecting wise product for their lifestyle. These consumers will be targeted by a word of mouth strategy. When customers are satisfied with OtterVision, they will recommend the product to other consumers which will increase the market growth of OtterVision.

Positioning

OtterBox made OtterVision to position itself as a company that helps people who want to reduce eye strains when looking at their phones. This product shows consumers that OtterBox is willing to make new products to change its business culture. OtterVision is a product that is different from any other screen protector on the market. This gives an advantage to OtterBox because no other competitor is making or positioning their products in this area.

Strategies

OtterBox illustrates a marketing mix to show how effective OtterVision will be to its target market. OtterBox has different prices of OtterVision that can attract lower and higher class consumers. This corporation has a competitive advantage in distributing its products in North America; which will bring positive forms of demand for OtterVision. This corporation will promote or advertise its product as the new ideal screen protector for the future. It will be shown as a product that is different from all screen protectors in the market, and is helping reduce eye strains on consumers. These three concepts illustrate strategies where OtterBox will have competitive advantages against its rivals in the market. These advantages will attract consumers to buy products from OtterBox and lead to further innovation practices for this corporation.

Marketing Mix

Pricing

Screen protectors that have already been invented and distributed throughout the country are going for \$19.95-29.95 (OtterBox, n.d.). OtterVision will have a set price at \$20. This price is made at this rate because it is the median between the past screen protectors. This price range will attract lower and middle class consumers because the cost of this item not expensive. OtterVision has provided a deal for consumers which includes a phone case for an additional \$40. With this phone case, this will make the total \$60 for both items. The \$40 increase of this product will attract higher class consumers because they are buying an item that is more expensive and adds more luxury to its title.

Distribution

The distribution channel that will target consumers and bring in significant forms of profit is the internet and retailers that have partnerships with OtterBox. The retailers are cell phone providers such as AT&T, Apple, and Best Buy stores. OtterBox has its own website “otterbox.com” which has many categories in which consumers can find or buy the products that they want to have. Retailers can sell OtterVision at their stores which will make it convenient for consumers to buy these products. These channels make it easier for consumers to find the specific product that they want and OtterVision will be targeting this category. Distributing OtterVision through these channels will make it easier for OtterBox to sell its OtterVision and consumers will be able to find this product. These channels will make OtterVision’s target market unique and different from other markets.

Marketing Communication

The communication mix for OtterVision is comprised of promotion of reducing eye strains. This communication strategy attracts consumers who want to reduce eye strains from looking at their phones for long periods of time. The communication mix for OtterVision has key areas where it can promote about this product and bring in a competitive advantage against the rivals of OtterBox. These key areas are in product, place, price, and promotion (Kotler, 2014). The pricing of this item places a role into this mix because the price range of this product attracts middle to high class consumers. The place to find OtterVision is on OtterBox’s website “otterbox.com”. This search for OtterVision does not bring in any forms of time constraint for consumers and this will bring in large forms of demand for this product.

Marketing Research

The main source of primary research done by OtterVision’s team was through an online survey. Through this online survey, the team was able to find out if people recognized the problem. This survey was evaluated based on age demographics and the interest of potential consumers. This information gave OtterVision’s product validity and helped with the target market.

Secondary research came from Otterbox’s official website and scholarly articles. This information helped the team pick the target demographic and set prices. The team was also able to determine the number of sales expected.

Additional research must be done after launching the product due to the unique benefits of the product. OtterVision is solving a health issue that is tied to excessive usage of

smartphones. OtterVision's objective is to receive customer feedback on the product after their purchase and this can be done through social media and advertising. OtterVision's team will consistently check Twitter and Facebook updates and comments from other forms of social media such as, Instagram. After the product has been launched, OtterVision will be able to see which geographical areas are producing the most profit. This will allow the company to clearly see its target market.

Financials

Break-even Analysis

OtterVision will be able to break even after selling 9,913 units. These sales will break even in the first quarter when distributing OtterVision to consumers. The price per unit in calculating the break-even point is the average sale price of both products of OtterVision.

Break-Even Analysis

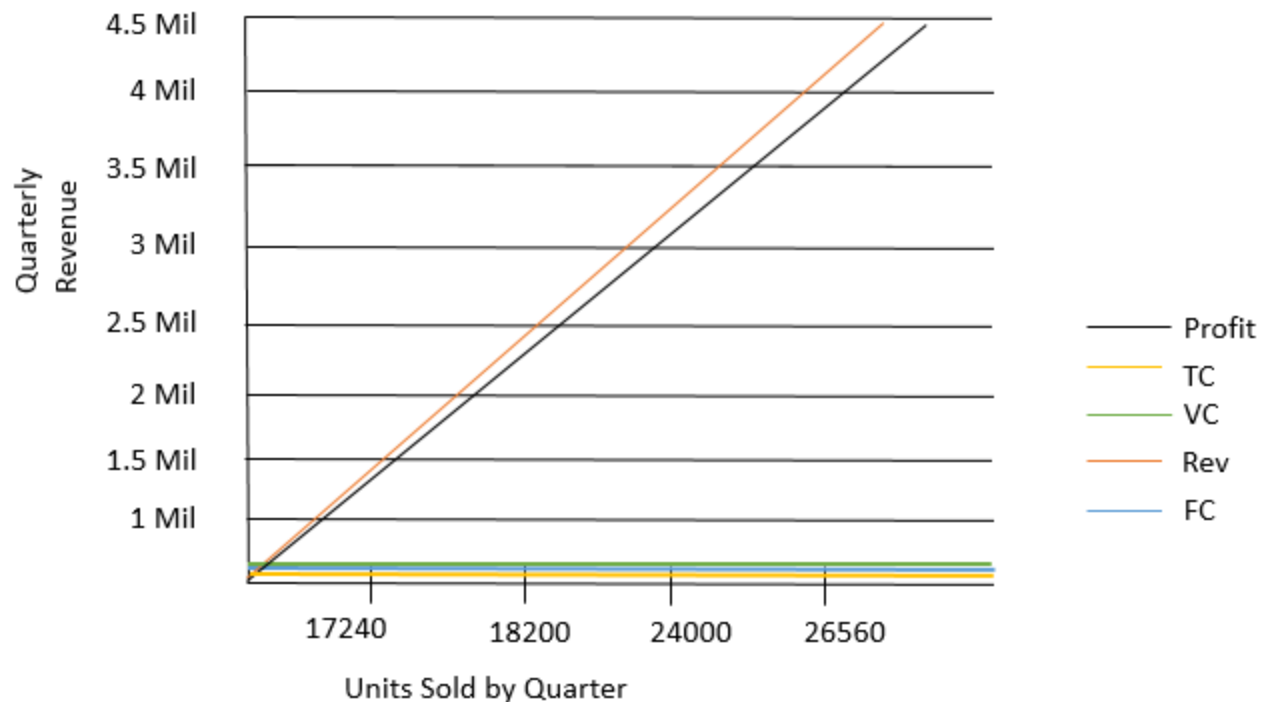


Table1: Break-Even Analysis

Sales Forecast

OtterBox is a private company, which means the sales forecast are based on the numbers of smartphones that have been sold in 2013 in the United States. Apple sold 45% out of 121 million smartphones, while Samsung sold 26% out of 121 million smartphones in 2013 (Hughes, 2014). With a total of 85,910,000 million smartphones sold in 2013, OtterVision's goal is to sell 0.1% of that number which is 86,000 units in the first year for \$20 per unit. The forecast for the following two years will increase due to the product awareness and the customer satisfaction. The second year will be 258,000 and the 3rd year will be 410,000 units.

Year 1					
	Quarter 1	Quarter2	Quarter3	Quarter 4	Total
Sales/unit	17,240	18,200	24,000	26,560	86,000
Revenue	\$ 883,000.00	\$ 932,750.00	\$ 1,230,000.00	\$ 1,361,750.00	\$ 4,407,500.00
			Otter Vision	Screen Protector	\$ 25.00
	Year 2		Otter Vision	Defender Series	\$60.00
Sales/unit	258,000				
Revenue	\$ 17,500,000.00				
	Year 3				
Sales/unit	410,000			*We plan to sell 75% cases	
Revenue	\$ 25,000,000.00				

Table2: Sales Forecast

Expense Forecast

	Fixed Costs	Variable Costs
Marketing Expenses	Employee Salaries (300,000)	Travel (360,000)
	Advertisement Production (24,000)	Advertising (60,000)
	Other Misc. (72,000)	
Total	\$396,000	\$420,000

Table3: Expense Forecast

Controls

The following variables will be used to monitor the progress of the new product:

- Twitter
- Instagram
- Youtube

These different forms of social media will show OtterBox how their screen protectors are doing in sales. OtterBox will receive feedback from consumers in social media, which will allow the company to analyze how successful their product is.

Implementation

The implementation of OtterVision's marketing plan will begin by strategically building OtterVision's page on OtterBox's official website. The OtterVision page will be clear and easy to navigate, but also extremely attractive. On the website, customers will be able to find the different prices and models. Customers will experience the benefits associated with OtterVision's screen protector after purchasing the product. The purpose of the screen protector is to preserve the user's eyesight in order to reduce uncomfortable feelings caused by staring into a smartphone for long periods of time. After sales begin to increase, the company will receive feedback along with videos from satisfied customers who love the product. These videos will be put on the site for all potential buyers to see. To introduce our product we will attend electronic conventions to gain popularity and introduce health concerns related to excessive smartphone usage. In order for the company to be recognized, they will further advertise online according to the user's browser history. For example, a person who has a search history of "strained eye

vision,” “headaches,” or simply “iPhone screen protectors/cases” will see OtterVision’s advertisements when checking their email.

Marketing Organization

OtterVision’s marketing organization has a marketing department with three different branches. These branches consist of a sales, advertising, and research development team. These branches have two employees within each team. The sales team is responsible for the company’s objectives which establish and adjust prices. This team also keeps track of the supply and demand of the product. The advertising team’s is responsible for developing advertisements which include OtterVision’s website, Youtube ads, google ads, and conventions. This team will create and design visual images, word, and position the advertisements to attract the company’s target market. The research and development team will search and collect external data to develop the product and uncover solutions to satisfy the different consumer needs.

Contingency Planning

There are two main issues with OtterVision’s products. The first issue is gaining competitive advantage over other companies while selling similar products. The second issue is the lack of knowledge and education consumers have concerning problems with the excessive usage of smartphones. Unfortunately, there will be competition in the market for smartphone accessories. For example, Apple started manufacturing their iPhone 5C with built in cases. If cell phone companies begin to make their own cases and include them with their phone, they could acquire a large part of the market share from OtterBox. Also, these cellphone companies may integrate features in smartphones that are similar to OtterVision screen protector. OtterVision differentiates itself from the other brands by acknowledging concerns related to consumer health. This type of awareness will bring a competitive advantage. To avoid critical issues, the company’s contingency plan is to get a patent on the product. The patent will be established when the product is approved to be distributed throughout the market. Getting a patent for OtterVision will prevent other companies from copying this product and its features.

OtterVision’s product is one of a kind. Although there are many screen protectors, OtterVision protects consumers’ eyesight from eye strains. The real problem is that consumers are not aware of the negative effects correlated with using smartphones for long periods of time. In order to educate the target market about these effects, OtterVision will hold conventions introducing its product and inform the audience about the advantages and benefits of purchasing

the product. There will also be informational click on ads available through google. Those with a search history relevant to eye problems will be presented with OtterVision ads that educate them about the product. This will help OtterVision not only reach a broad audience but the target audience as well.

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