

Ring: Protecting You and Your Home

Advertising Goal:

The advertising goal is to inform consumers nationwide about the benefits of Ring Doorbells and to increase sales by 5 percent for the company.

Client: Key Facts :

- The American public first saw Ring on the star television show Shark Tank. Even though they were rejected on this star show, it skyrocketed their publicity.
- Ring received 5.5 million in investments from companies in November of 2013. Ring was able to start making more of their doorbells than they were able to do previously. In February 2018 Amazon bought the company Ring for one billion dollars.
- One reason Ring caught the eyes of the public is because they are the first cameras to have Wifi cloud connect with motion detection.
- The name of the company was created from the “ring” of security they create around their customers home, and then in time their community.

Product: Key Features:

- What is the Product?
 - The Ring Doorbell is a new and improved safety feature that can protect a home.
 - This product uses wifi to video, everything in the camera view, anytime there is movement.
 - The Doorbell is a state of the art security system that can be used whether an individual is at home or away.
 - This product has infrared night vision, two-way talking capability, and instant alerts to add an extra level of protection to homes across the United States.
- What is the purpose of the product?
 - The purpose of the product is for customers to be able to protect their home and watch over it while being away.
 - A secondary purpose is to see when packages arrive at your door, and check on if your kids get home from school safely.
- What is the product made of?
 - The outer casing of the Ring Doorbell is a titanium alloy with hardened plastic covering the camera as a protective lens which is all weather resistant.
 - The camera inside is a 1280p by 720p high definition video with compact dimensions of 1.85 in. x 3.83 in. x 0.78 in.
 - The camera is controlled by a central motherboard that is custom built with input and output plugins such as motion detection, night vision, swivel and sway features and is easily replaceable.
- Who and what made and distributed the product?
 - The product was created by Jamie Siminoff.
 - However, this product was bought by Amazon and is now being mass produced and sold nationwide.

Target Audience: Demographics and Psychographics:

One of the targeted audience for the advertisement of this product are women with ages ranging from 18-45 years old. This is because most women are taught growing up to 'stay safe' and 'stay alert' whenever they are out and about. This product can help women who live on their own because it helps provide an extra level of safety. This is the main audience targeted by this advertisement because they will be more likely to spend money on extra security to remain safe since these women live alone.

Another target audience for Ring Doorbells are individuals who have roommates. This product targets these individuals because it can help add safety to their home or apartment. Typically with roommates there is at least one time a day that everyone is out and about leaving no one at home. Ring allows eyes on the property whenever no one has the ability to ensure the home is safe.

The last targeted audience for this product are individuals with families. This product can ensure that children are safe at home while also ensuring that they are not sneaking out. Ring allows parents the peace of mind that their home is safe from intruders and that their family is protected. The other positive to using this product is by being able to keep an eye on their children if they are outside without parental supervision.

The psychographics of the customers are people who are living a busy life. These are people who enjoy being at work and traveling while still being able to ensure their property is safe. Those customers who stay busy do not have time to go home to check on their home, belongings or family members. Instead, these customers can keep up-to-date on everything happening at their home by looking at the live feed from their smartphone.

Product Benefits:

- The first benefit is that just having a ring doorbell can show a clear inference to a burglar that will discourages them to attempt breaking in.
- The ring doorbell has auto-arming motion-activated features that will keep homeowners up-to-date with their home.
- This product also works with Alexa to show you the front door, turn off and on the cameras and have Alexa warn you when someone is approaching your house.
- Looking after your children is a huge part of Ring, and you can make it easy for cheap with a Ring Doorbell (Top 15).

Direct Competitors and Brand Image:

- Nest- The Nest Hello is priced higher than the Ring Doorbell (depending on models). The Nest Hello costs \$229 while the Ring Video Doorbell (the most basic version) is just \$99.

- SkyBell- Skybell only provides 1080p video quality while Ring provides 1280p by 720p so Ring has a much higher quality.
- August Doorbell- One of the drawbacks for the August Doorbell is that it does not have the most modern and sleek appearance, and that design is a big drawback for some people. Also the August Doorbell only has 140-degrees of view while the Ring has 160-degrees of view (Ring Doorbell).

Indirect Competitors and Brand Image:

An indirect competitor of Ring Doorbells would be ordinary security camera companies. These security camera companies use large DVR boxes and require heavy wiring throughout the house. They also do not support Wifi enabling, or motion tracking. These security cameras are also costly, with the security system and installation costing \$1,335, or between \$656 and \$2,013. While with Ring, you can get 4 cameras for just \$400 creating a ring around your home with a larger and more simplistic setup with nearly no wiring. The Ring Doorbell can be run on battery power if needed.

Product Brand Image:

Ring doorbell has three product values. The first of these values is convenience. Ring allows for convenience for its customers because by simply looking at their cell phone they are able to ensure that their home is safe and protected. It is also convenient for customers because it allows them to talk to individuals on their front porch. The second value is monitoring. Monitoring is a core value for Ring because it allows for its customers to monitor their homes when they are there or if they are away from home. The last value presented by Ring is security. This is seen because that is the entire point of the doorbell, to be able to constantly view your house at any time. These three values help make Ring the protector of homes that it is.

Strategic Message: The Promise

Ring Doorbell will help protect your home and will give you a peace of mind along with helping to reduce crime in communities which will create a safer environment.

Supporting Evidence: The Proof

On October 16, 2019, Mackenzie Booe, a junior at Texas Tech University, majoring in Public Relations, arrived home to see two police officers talking to her neighbor. She walked over to see what the conversation was about. Her neighbor's tires had been slashed and they needed help discovering who the culprit was. Mackenzie pulled up her Ring app and showed the footage to the police officer and her neighbor. This video from her Ring app helped them find the person who committed this vandalism crime. This is a first-hand experience of how Ring helps create safer communities and protect people from crime.