



Exmobaby Detailed Marketing Strategy

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Market Potential Evaluation



Exmobaby Clothing and Apparel – Marketing Overview

Exmovere Holdings has developed proprietary technology that can be licensed for production of bio-sensor enhanced baby products, clothing and apparel. The company has an opportunity to either license the technology or engage in manufacture and distribution. In either case, the products will include manufactured “smart garments” that are comfortable and non-invasive. Baby garments – pajamas, sleepers, and other apparel – will contain fully integrated, cutting edge sensor technology. Biosensor technology will monitor the vital signs and movements of baby at critical times for baby’s health, as well as throughout the day. In addition, the fully integrated capabilities built in to the clothing and apparel will provide wireless communication and evaluation of information for the parents.

The company is considering two options:

- Marketing a turnkey conductive sensor tube or band that is sewed into garments made by other companies, or
- Engaging in manufacture, distribution, and marketing of seamless garments that include the technology

Licensing the technology to third party companies that will then arrange manufacturing of the baby garments has both pros and cons. Similarly, for Exmovere Holdings to actively manufacture, distribute, and market final products to major retailers also has pros and cons. This report presents a detailed evaluation of the two scenarios, describes the pros and cons of each, and provides a basis for developing a profitable future direction.

The Setting

Each year, there are approximately 4.1 million births in the US alone and worldwide there are more than 140 million babies born each year. In the US, over half are first time births – approximately 2 million per year. First time parents are particularly apprehensive about their new experiences and responsibilities with newborns. Concern for the child’s safety and worry about the child’s condition are naturally a top-priority for parents of newborns. Exmobaby’s new technology-based baby products are designed to specifically address these early concerns and provide maximum reassurance for the new parents.

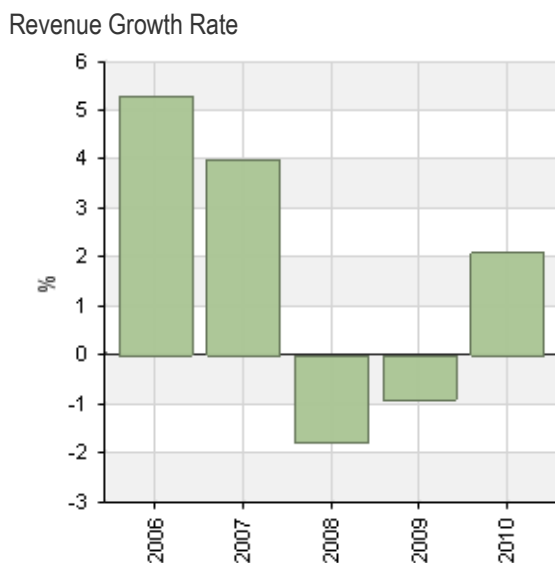
Traditional baby monitors have made a mark with their presence in the minds of mothers with new born babies and toddlers. But, they still require parent interaction and “monitoring”. The increased incidence of pre-mature births (about 13%) has heightened these parents’ concerns for their child’s safety. For first-time parents and parents of premature babies in particular, but for all parents of newborns Exmobaby will provide a unique experience for the parents. Bio-sensor devices will be integrated into the child’s garments and a wireless transmission box will be set up in the home. As the child’s condition or movement changes, text messages (through SMS cell technology) or email alerts (through wireless internet connection) will be sent to parents. The new technology and its application to baby clothing and apparel will provide a true peace of mind experience for parents.

Exmobaby will be a worldwide, pioneering effort to manufacture and market fabric-based baby clothing and apparel that monitors and communicates baby’s state at all times.

Exmobaby Clothing and Apparel – next generation, technology driven innovation that provides parents with true peace of mind.

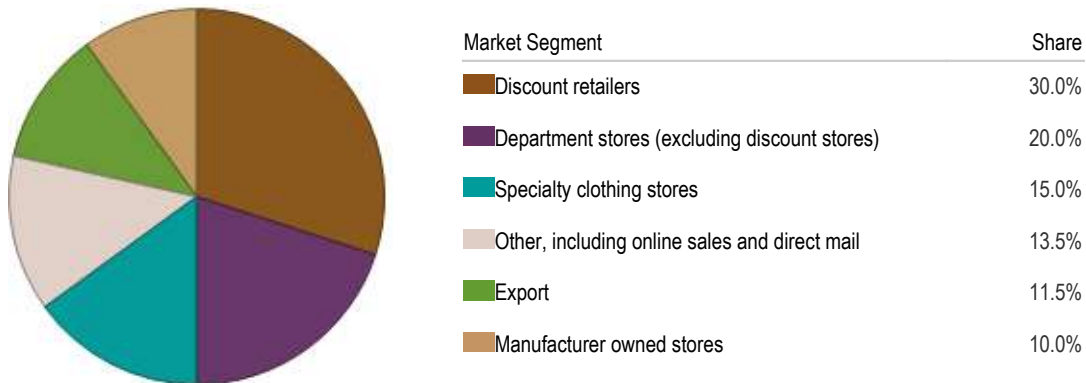
Marketplace Summary

Latest projections suggest that the U.S. infant apparel market in 2010 will be worth \$75 Billion (USD) at retail, after adjusting for inflation. Worldwide, the infant and children’s apparel market is expected to reach over \$147 Billion (USD) this year. Globally, there are a few key retailers in more developed countries like the US, the UK, and Western Europe that have a measurable portion of total industry sales. Growth in the industry is expected to recover in 2010, after reported declines in the latest recession years.



Most of the world business in the infant and children’s apparel category, though, is handled through small clothing stores, family-owned retailers, or sole proprietorships. Specifically, in the Asia-Pacific region (except for Australia and New Zealand where Woolworth’s controls a large portion of the market), infant and children’s clothing and apparel business tends to be fragmented and not highly concentrated. This applies to all parts of the value chain – manufacture, distribution/wholesale, and retail.

MAJOR MARKET SEGMENTS

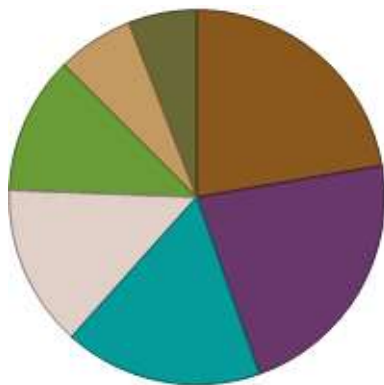


Current estimates show that approximately 47% of total establishments were non-employer firms (primarily sole proprietorships, family-owned stores or partnerships). In addition, about 87% of firms in the industry worldwide employ less than 20 people. The market for infant and children’s apparel and clothing is still highly fragmented.

One of the key implications of this market structure for Exmovere Holdings is the tie to distribution requirements. In considering options for Exmobaby technology and how best to go to market, if the company participates in the manufacturing of apparel, there will need to be additional resources dedicated to distribution. Connections between manufacturing, wholesale and retail, while established to a large degree throughout the world, need additional attention. No single or concentrated verticals exist that Exmovere could efficiently tap into.

For example, within the U.S. market, a significant portion of the total has been made up of imports, primarily from China, compared to manufacture and distribution in the U.S. Prices in this market have not risen rapidly. After the expiration of import quotas in 2005 when the WTO Agreement specific to Apparel expired, imports have taken up a larger proportion of the market. And, imports are expected to continue grow, taking up a larger share of the market.

MAJOR MARKET SEGMENTS



Market Segment	Share
Wholesale to specialty retail outlet	22.3%
Wholesale or direct to discount retailer	22.3%
Exports	17.0%
Wholesale or direct to major retail chain stores	14.0%
Wholesale to department store	11.9%
Other, including Internet and direct marketing sales	6.6%
Manufacturer-owned retail outlets	5.9%

Most retail stores can be characterized as stocking clothing that has been sourced from international locations. As such, retail stores run their business operations on the basis of the cost of goods they buy, the cost of holding inventory, and the costs and overhead tied to store operations. Most participants in the industry differentiate themselves on the basis of price. Some retailers, such as The Children's Place, now offer everyday value prices. Other retailers, such as Gymboree's Janie and Jack stores, offer finely crafted clothing for newborns, with details such as hand embroidery. Their prices reflect this quality and detail work.

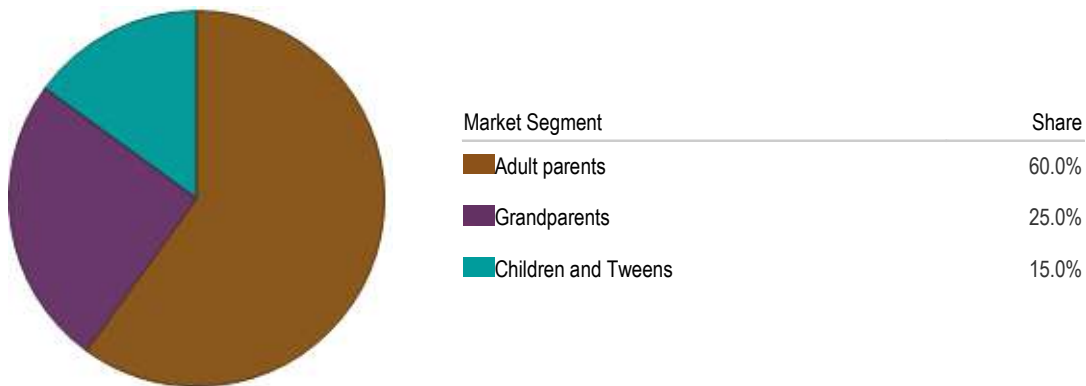
Retailing well recognized brands is important in this industry, where strong brand names help define consumer preferences and drive retail floor space allocation. Many industry participants sell their products exclusively in their own retail outlets, (e.g. The Children's Place). Other retailers sell through their own retail outlets as well as through department stores (e.g. OshKosh and Carter's). Opening stores located within shopping malls or on suburban main streets enables retailers to be close to their customers.

Quality, fashion and brand strength can all affect demand for and consumer acceptance of the industry's products. Product quality can vary considerably between firms and within price brackets. A greater reliance on imports has increased the variations in quality as more infant clothing companies rely on China and other less-developed countries. Changes in fashion trends also affect demand for this industry's products from retailers and wholesalers. Fashion swings and trends can result in unprofitable production runs by manufacturers if demand for certain clothing styles change quickly. Brand strength is another key variable as purchasers tend to rely on and remain loyal to only a few brands in each household.

Exmovere Holdings needs to effectively assess the resources needed to build a quality, fashionable brand in the infant clothing and apparel industry. Resources would be needed to design clothing, source manufacturing, manage distribution, and drive product marketing.

Purchasing power in the market is concentrated among parents and grandparents. They account for about 85% of spending in this category. The main reason to account for other children and tweens in evaluating the market for infant clothing and apparel is their impact on household decisions. Many households have more than one child and the older children have more responsibilities than in the past. They are often given money to spend, asked to help with household purchases, and have more freedom to help make household decisions. While not expected to be a primary or key target for any of Exmovere’s initiatives in infant and children’s apparel, it’s worth noting their potential impact on what gets purchased.

MAJOR MARKET SEGMENTS



In order to drive new business and effectively pull customers away from current products and brands, the Exmobaby innovations will need to be emphasized and clearly stated to parents, grandparents, and caregivers. They can be influenced by effective marketing in order to buy what baby needs.

All parts of the market suffered from the recent global economic downturn. The impact has been felt throughout the supply chain – from manufacture to distribution and wholesale, to retail. Specialty segments of the market, like fashion-oriented apparel for infants and children have been most affected. What parents and caregivers decide are “essentials” – e.g. diapers, underwear, and nightwear – has seen less impact of the downturn and is expected to see sales continue to remain relatively stable. And, many households have focused more on price, moving to lower-priced items in discount and mass retailers during the economic recession.

Discount stores (including big box retailers and discount department stores such as Target and Walmart) have increased their share of the infant and children's apparel market, along with most other parts of the apparel business in the U.S. Recent results show that this segment represents approximately 36.0% of industry revenue, up from around 31.0% five years ago. These stores provide consumers a wide selection of brand name products and many discount stores have sales as high as the more high-profile, higher-end retailers. Discount stores are offering consumers more brand name products than ever before. They are bringing in the brands, but they're not moving up the retail price.

As these companies have grown they have naturally drawn the interest of wholesalers, who are viewing them as potentially more lucrative partners. As a result, additional brand-name merchandise is now finding its way into these stores. Fashion houses are expanding their reach to purchasers and households by moving a limited part of their offering to these types of stores.

Department stores (excluding discount department stores) are expected to account for no more than 10-12% of industry revenue for the foreseeable future. In terms of revenue, they have represented a declining segment over the past five years. Changes in consumer attitudes and buying habits were the principle factors affecting the apparel industry during this time.

Specialty stores account for an estimated 26% of industry revenue. Some of the larger operators in the industry have created verticals by being involved in various activities such as design, marketing and retail. Some wholesalers have retail stores of their own, selling directly to the consumer. For example, Polo Ralph Lauren had 64 Ralph Lauren retail stores in the US as at March 2009, as well as 136 factory retail stores.

Other market segments include households, other wholesalers, governments, and the Internet. Over the past five years, the Internet has accounted for an increasing share of the market. As the popularity of e-commerce has increased over the past five years, wholesaler and retailers are increasingly focusing on their online capabilities. According to the US Census Bureau, retailer's e-commerce rose by 18.4% in 2007 (accounting for 3.2% of total retail sales, up from 2.8% the previous year). Manufacturers and merchant wholesalers relied more on e-commerce compared to other sectors during the year.

As economies recover and household income rises, purchases of infant clothing and apparel can be expected to move back toward the fashion side of the industry. It may be difficult to move some households away from their recent use of and involvement with discount purchases. A strong brand, top-quality products and communication of value will be needed to support introduction of new Exmobaby products and apparel. Even if a primary outlet chosen is discount stores, such as Wal-Mart or outlet stores, new products and brands will have to compete with fashion brands that have recently entered that space.

Primary determinants of demand in the industry include:

- The level of real household disposable income, with increases in consumer buying power leading to greater demand for infant clothing
- Birth rates, which can impact on future demand
- Prices and any related promotional discounts
- Fashion swings and trends
 - This can be a major caution, if sudden shifts result in unprofitable production runs
- Brand strength of established products, which can limit the impact of new products on the market
- Reputation of clothing brands their quality
- Perceived differences in foreign made and US made clothing
- Technological competence of manufactured products

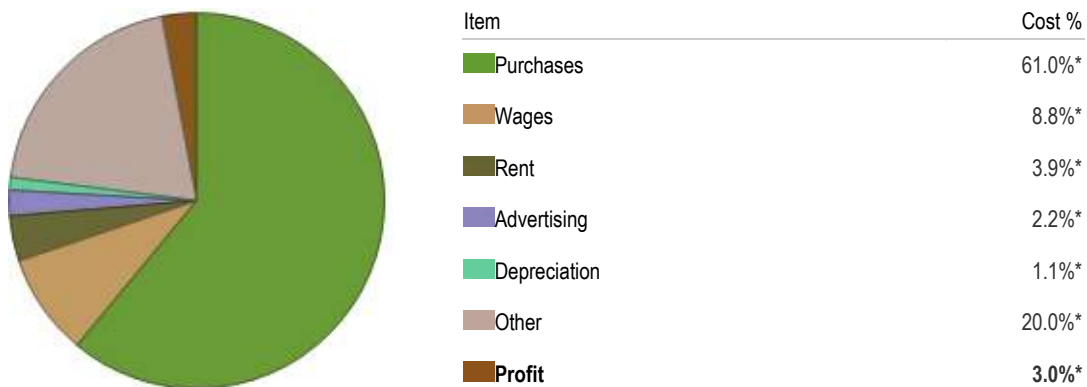
While there are factors that Exmovere cannot control – such as the condition of the economy or birth rates – there are several key factors in the industry which suggest that the company has a strong basis for an entry strategy. Technological innovation is likely to be a key driver of significant appeal of and demand for the product.

There are no known "safety" or "care" brands in the infant clothing and apparel market. Using the Exmobaby technology to create a brand that can be tied to baby's safety will be a key dimension of a go to market strategy.

On the supply side, typical operations in the infant clothing and apparel markets heavily rely on outsourcing of manufacturing and development. For a typical operation in this industry, purchases or cost-of-goods sold accounts for over 60% of total budgets. Wages and other overhead expense is typically a small portion, somewhere between 10-15% of the total.

COST STRUCTURE

Year: 2009



The industry can be characterized as stable. Innovation and change within the industry have for the most part been limited to technological changes on the supply side. Barcode scanners, automated warehouse and inventory equipment, and electronic surveillance have driven most of the change in the industry in the last 5 years. Even recently, the use of RFID chips to increase the potential for supply and distribution efficiencies and higher security demonstrate the emphasis of the business on managing costs.

Infant clothing and apparel sales have not in the past been heavily influenced by demand-driven innovation. The industry can be characterized as labor-intensive, highly fragmented, and fashion or necessity driven.

These factors serve to demonstrate that key success criteria will be:

- Having a clear market position
A clear market position projects a clear and consistent company image.
- Ability to control stock on hand
Adequate stock control is in place to reduce inventory costs and increase stock turns.
- Superior financial management and debt management
Financial management controls are in place to control cash flow and reduce debt.
- Establishment of brand names
Recognized brand names have the ability to induce purchase.
- Attractive product presentation
Store layout and product display must induce product purchase and reinforce company image.
- Experienced work force
The quality of staff needs to be high to ensure quality customer service.

Recent Case Study – Innovation in Apparel

[**Insect Shield Repellent Technology Achieves Significant Growth in both Apparel & Gear Categories for spring 2009**](#)

From a recent press release:

Insect Shield Repellent Technology Achieves Significant Growth in both Apparel & Gear Categories for spring 2009

REI, Cocoon and Eagles Nest Outfitters to Launch New Insect Shield Gear

Outdoor Research, Original Buff, RailRiders, Outback Trading, Roonwear, and Cocoon to Launch new Insect Shield Apparel.

SEATTLE, WA -- Buzz Off Insect Shield, LLC, was granted U.S. Environmental Protection Agency (EPA) registration of its insect-repellent apparel **in 2003**--the first-ever EPA-registered insect-repellent clothing. Since then, Insect Shield Repellent Apparel has become a significant component of the outdoor industry, sold through leading brands such as L. L. Bean, Orvis, ExOfficio, Tilley and Ariat.

A number of additional brands have signed on to incorporate Insect Shield technology into their **2009** apparel/accessory assortments such as Outdoor Research, Original Buff, RailRiders, Roonwear, Outback Trading and Cocoon. For spring 2009, the technology is also expanding to include a variety of new Insect Shield Repellent Gear product categories, such as insect-repellent shelters, hammocks and travel accessories.

In the Spring of 2009 REI will offer two Insect Shield tents, the REI Bug Hut Pro 1- and 2-person models to protect campers from annoying and potentially dangerous insects. Eagles Nest Outfitters is unveiling Insect Shield Single and Double Nest repellent hammocks. Cocoon, known for their sleep gear and accessories for travelers, is launching an extensive Insect Shield collection, including travel covers and an assortment of protective travel accessories.

The odorless insect protection provided by Insect Shield Repellent Gear lasts through six months of constant exposure to weathering (sun/rain) and is proven to repel mosquitoes, ticks, flies, and fleas. The active ingredient is permethrin, a human-made version of a natural insect repellent found in certain chrysanthemum plants, such as the African daisy. Permethrin has been successfully used in the United States since 1977, with an excellent safety record. Insect Shield's EPA registration does not restrict use of the products. Any Insect Shield item can be worn/used by infants, children of all ages, and women who are pregnant or nursing. Using Insect Shield products reduces the need for topical repellents.

"Buzz Off Insect Shield's growth into gear product arenas, such as camping and travel accessories, is consistent with the overall goal of expanding our innovative technology into diverse new markets in order to offer more widespread protection against insects," says Rick Hemmerling, Buzz Off Insect Shield VP of business development. "We are honored to be working with such innovative brands to bring Insect Shield gear products to market."

One of the characteristics of the apparel market generally and the infant and children's apparel market specifically has been a slow growth, stable product environment. Very little innovation or forward thinking technology has been applied to the end-user side of the business. As mentioned earlier, most of the technology-based innovation in particular has been aimed at the supply side of the house.

The InsectShield example, though, illustrates the potential upside of dramatic and compelling innovations.

Clear market position: In the outdoor apparel market there is a clear need for insect and bug repellent. And, there are no limits on gender, age, geography or other natural barriers to entry. One ongoing consideration, though, is the potential harmful impact of any chemicals or additives used to produce the repellent. Part of the issue with topical has always been the ingredients. The EPA regulates manufacture and distribution of insect repellents. Therefore, it was critical for InsectShield to first gain EPA approval and to be able to ensure potential customers of the safety of any apparel worn with InsectShield technology.

Establishment of Brand Name: InsectShield chose to license the technology to well-known brands such as L.L. Bean, probably one of the best-known outdoor apparel brands. The other brands are less well known in the general population, but are all familiar to outdoor enthusiasts.

Outcomes: With dollars and effort invested in the development of the technology, InsectShield chose to license their inventions to well-known brands in the outdoor apparel market. According to latest estimates, the results include approximately 10% market share, worth about \$800 million (USD). Before-tax margins are estimates only, but appear to be in the 5-8% range.

To effectively make a decision between licensing (like the InsectShield example) and building a business (including manufacture, distribution, and retail strategies), the following analysis presents a side-by-side comparison of the steps involved. Each option includes a brief description and consideration of the work and effort needed for each part of the process. Estimates are also provided for the associated costs and most likely revenue outcomes for each.

Administrative

Exmobaby separate business:

- Set up separate corporate structure and accounting/finance infrastructure
- Locate and engage the right people to be part of the business
- Develop business and marketing plans to cover potential engagement in manufacture, distribution and retail
- General and product liability insurance and any related government regulation clearance
- UCC registration (barcode)

TOTAL POTENTIAL COSTS: 10%

Licensing:

- Planning for optimum use of existing corporate structure or establishing new
- Legal support and documentation
- Tracking and monitoring expenses and income

TOTAL POTENTIAL COSTS: 5%

Product Development

Exmobaby separate business:

- Develop:
 - Product design and engineering
 - Presentation prototypes
 - Working prototypes
 - Sourcing design support ongoing
 - Research and source manufacturing
- Manufacture product
- Customs and shipping

TOTAL POTENTIAL COSTS: 50%

Licensing:

- Develop:
 - Planning and partner with licensee
 - Ensure character of brand
 - Limited involvement

TOTAL POTENTIAL COSTS: 5%

Marketing

Exmobaby separate business:

- Packaging design
- Advertising
- Public relations
- Sales brochures
- Website creation and maintenance
- Product pricing
- Modify packaging and product presentation

TOTAL POTENTIAL COSTS: 20%

Licensing:

- Develop sell sheet
- Work with licensee

TOTAL POTENTIAL COSTS: 5%

Sales

Exmobaby separate business:

- Sales planning
- Sell to end customers or build distributor network
- Sales calls to retailers as needed
- Recruit and support sales representatives

TOTAL POTENTIAL COSTS: 30%

Licensing:

- Research and identify potential partners
- Legal agreements and support
- Regular contact and monitoring of results

TOTAL POTENTIAL COSTS: 5-10%

Fulfillment

Exmobaby separate business:

- Planning and decisions on manufacture, distribution and retail
- Inventory management
- Shipping

Licensing:

n/a

Financial Risk

Exmobaby separate business:

- High cost
- Heavy time engagement
- Finding the right experts

Licensing your invention:

- Low cost
- Reliance on partner(s)
- Requires more oversight

Financial Gain

Exmobaby separate business:

- 5-8% margins on sales of (est.) \$5 Billion after 3 years

(Assumes 10% market share achievable in 3rd year; basis narrowly defined \$50 Billion infant apparel market)

Licensing:

- Initial fees plus agreed payouts over time
- 2 percent to 8 percent on sales

Time Horizon

Going into business:

- Two to five years to reach profitable market

Licensing:

- Two to six months to realize first sales

Summary: Starting a new business to manufacture, distribute and retail Exmobaby infant and children’s apparel will be more time consuming and riskier than using a licensing model with the right partners. A best estimate of the financial contributions suggests that a new Exmobaby business could generate substantial profits -- \$ 400-450 million (USD) per year – *after* a 3-5 year development period.

Keys to making this strategy work are good planning and comprehensive efforts to find the right connections in the industry for design, manufacture, distribution and retail.

Licensing the technology would significantly improve the financial impact in the short run. Initial license fees would be profitable in the first few years as licensees build out the design, manufacture and distribution. Care should be taken to ensure the right brands, right products and customer perceptions are managed to ensure long-term viability of the brand and use of the technology.

New Product Introduction Plan

Product Development Strategy

Strategy 1	Strategy 2	Strategy 3
<p>Plan Exmobaby product line based on Top 20 Products in baby market today</p>	<p>Create new brand and product offering marketing and communications support</p>	<p>Plan corporate and public relations strategies to maximize reach</p>
<p>Principle: Top 20% of products will generate 80% or more of revenue</p> <p>Product lineup defined by:</p> <ol style="list-style-type: none"> 1. Testimonials and interviews from customers. 2. Research from secondary source retail sales data (Nielsen/IRI) 3. Canvas current distributors to identify most powerful offering and any gaps that exist 4. Source alternative product manufacturing capabilities – domestic and international 5. Plan resources and production to ensure availability prior to marketing launch 6. Have samples available for buyer and headquarters sales calls 	<ol style="list-style-type: none"> 1. Use existing creative and copy from today's baby market advertising to identify gaps 2. Build communications details and copy to introduce Exmobaby benefits 3. Develop marketing plan with budget and advertising support for year 1 launch 4. Plan timetable for new product introductions 5. Test alternative creative and copy executions 6. Gather customer testimonials and feedback from test marketing 7. Build testing and feedback loops to capture best performing marketing tools and resources 8. Prepare for year 2 	<ol style="list-style-type: none"> 1. Cross-promote with complementary products, baby-related associations, child safety organizations, and family-based organizations 2. Plan and execute public relations campaign during year 1 launch 3. Promote corporate social responsibility campaigns tied to hospitals, caregivers and related infant-care groups 4. Optimize online buzz and viral campaigns to gain maximum exposure to worldwide audiences 5. Enlist support from nationally known personalities and facilities (e.g. St. Jude's, Shriner's Hospitals, Patch Adams, etc.) 6. Present corporate and business awards for best infant care support, year 1 launch
<p>Top brands to target include:</p> <ul style="list-style-type: none"> • Gerber Childrenswear (owned by SunCapital) • Carter's • Osh Kosh B'Gosh • Disney • First Moments • HALO • Safety 1st <p>Other/fashion brands to consider:</p> <ul style="list-style-type: none"> • Fisher-Price • Eddie Bauer • Nike • SONOMA life+style 	<p>Major themes:</p> <ul style="list-style-type: none"> • Cute and comfy • Ease of use (mom too) • Soft to the touch • Safety rated • Comfort • Flexibility (nonbinding) • Stretchy fabric <p>Copy points to consider:</p> <ul style="list-style-type: none"> • When baby sleeps... • Mom's aware... • Techno fashion... • Always watching... 	<p>Corporate responsibility:</p> <ul style="list-style-type: none"> • Key theme in today's markets... • Addressing infant and healthcare needs... • Support for those who need it... • Baby is #1... • Let's get rid of SIDS...

Base Case: Marketing Plan

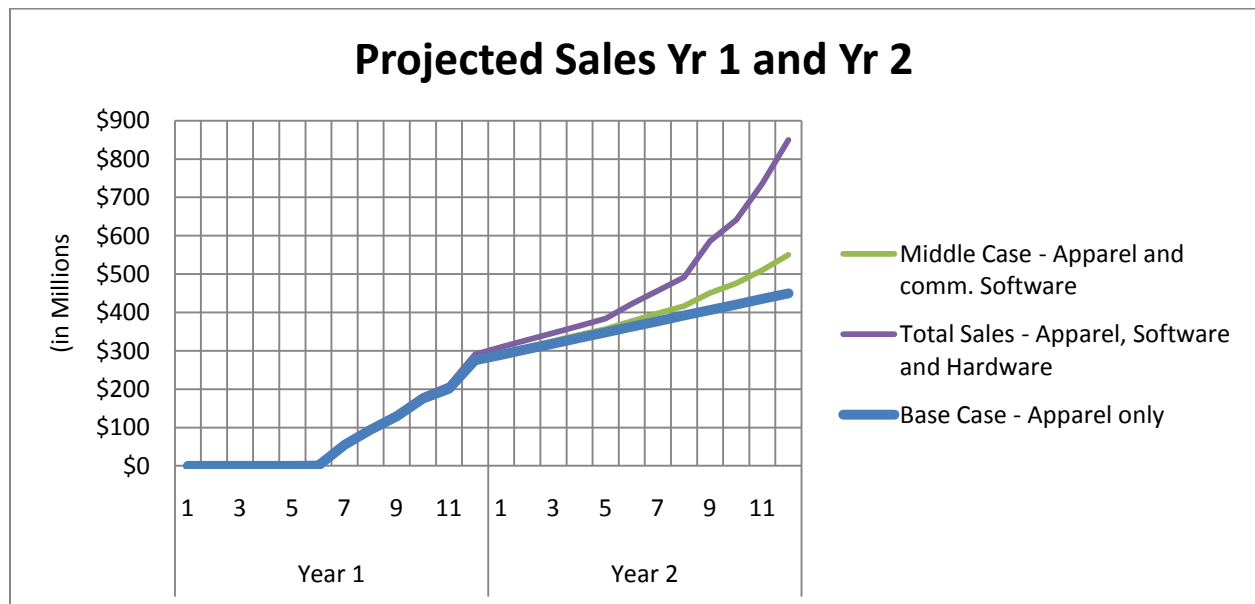
Product and marketing launch assume licensing of Exmobaby technology. Related brand and communication development will be in combination with Exmovere Holdings, Inc.

MODEL PRODUCT LAUNCH SEQUENCE

ID	DESCRIPTION	DURATION	START	FINISH	Hypothetical First Year Timing
1	Product Launch Projections - Year 1 - 2	24 months			
2	Product Creation	4 months			
3	Design & Development	3.0	Month 1	Month 3	Jan
4	Product and Market Research	2.0	Month 1	Month 2	.
5	User Requirements Specification	2.0	Month 2	Month 4	.
6	Functional and Design Specification	4.0	Month 1	Month 4	April
7	Development	5 months			
8	Alpha (Product is Complete per Spec)	3.0	Month 4	Month 7	April
9	Field Test (Beta)	2.0	Month 4	Month 5	.
10	Product Certification (ie. Veritest)	1.0	Month 6	Month 6	.
11	Release Candidate	1.0	Month 7	Month 7	.
12	Release to Manufacturing	1.0	Month 8	Month 8	August
13	Product Documentation	Parallel with development			
14	Product Manual	1.0	Months 7 - 8		July
15	"Interactive Assistants"	2.0			.
16	Online Help	1.0			.
17	Product Tutorial	1.0			.
18	Electronic Manual	1.0			.
19	Migration/Implementation Planner	1.0			.
20	Resource Kit	1.0			August
21	Manufacturing	6 months			
22	Packaging and Labels	2.0	Month 9	Month 10	September
23	Material sourcing and testing	1.0	Month 11	Month 11	.
24	Final product samples	1.0	Month 12	Month 12	.
25	Pre-orders	1.0	Month 13	Month 13	.
26	Shipment and distribution planning	1.0	Month 14	Month 14	.
27	First Customer Ship (FCS)	0.0	Month 15	Month 16	March (yr 2)
28	Planning for ongoing manufacturing and distribution	8 months			
29	Coordinated production schedules	3.0	Month 17	Month 20	April (yr 2)
30	Buyer presentations and trade shows	3.0	Month 19	Month 22	.
31	Production scheduling and quality controls	2.0	Month 23	Month 24	December (yr 2)

NEW PRODUCT MARKETING PLAN

ID	DESCRIPTION	DURATION	START	FINISH	Hypothetical First Year Timing
1	Product Launch Projections - Year 1 - 2	24 months			
2	Marketing creative development	4 months			
3	Design & Development	3.0	Month 1	Month 3	Jan
4	Product and Market Research	2.0	Month 1	Month 2	.
5	Copy points and creative executions	2.0	Month 2	Month 4	.
6	Testing and finalize design	4.0	Month 1	Month 4	April
7	Execution planning	5 months			
8	Online	3.0	Month 4	Month 7	April
9	Print	2.0	Month 4	Month 5	.
10	Television	1.0	Month 6	Month 6	.
11	Other Media	1.0	Month 7	Month 7	.
12	Budgets and Timing Planning	1.0	Month 8	Month 8	August
13	Product Samples and Photo Shoots	Parallel with execution planning			
14	Sample available	1.0			July
15	Connectivity and demonstrations	2.0			.
16	Baby actor recruiting	1.0			.
17	Photo and creative shoots	1.0			.
18	Final editing and creative production	1.0			.
19	Online capabilities build out	1.0			.
20	Blending online and offline executions	1.0			August
21	Product Introductions and Launch	6 months			
22	Distribution and product availability	2.0	Month 9	Month 10	September
23	Tracking and testing executions	1.0	Month 11	Month 11	.
24	Fine tuning and revisions of campaigns	1.0	Month 12	Month 12	.
25	Retail demos and customer testimonials	1.0	Month 13	Month 13	.
26	Planning for ongoing marketing and retail	8 months			
27	Coordinated media buys	3.0	Month 14	Month 17	April (yr 2)
28	Online web maintenance	3.0	Month 18	Month 21	.
29	Execution planning	2.0	Month 22	Month 24	December (yr 2)



Potential Storyboards and Creative:

V1. Setup: Mom is on the cell phone; talking to her mother

“It’s been a long night, baby’s not sleeping well. He finally went down for a while, been a couple hours now. Just doing a few chores while I can ... (big yawn) but really getting sleepy.”

Alarm goes off on computer in kitchen, call goes to Mom’s cell, she sees call waiting and hears the alarm, tells Grandma has to check on baby...

Wakes baby, everyone is safe.

V2. Setup: Dad is walking baby in stroller with other family children at park

Older kids start having argument, Dad takes stroller over and talks to older kids...

Alarm goes off on Dad’s pager ... Dad and older kids check on baby...

Mom got call too, checks in with Dad... everyone’s okay.

Creative brief:

Both Mom and Dad can be taking care of infants; grandparents are there too

Everyday situations are potentially most dangerous; parents and other caregivers assume they know baby’s true state

Exmobaby offers real peace of mind – no more second guessing

Important to have hardware (computer, phone, pagers, walkie talkie, etc.) turned on and fully charged

Multiple alarms and calls ensure everyone knows when baby needs help

Easier to ensure correct actions are taken *fast*

Crisis never happens, everyone’s fine