

INTEGRATED MARKETING PITCH FOR

ANXIT

Anxit ko saath rakho, Apno ke paas rahe

Advitsor



About Us

Advitsor

We specialize in strategic counselling and in providing our clients with creative 360 degree communication solutions.





PRODUCT

Anxit: Anxiety relieving wrist band



Personalised hologram
of your companion in
real time



1.72 Lacs



Large-scale
pharmacies,
authorised gadget
stores and clinics



Band

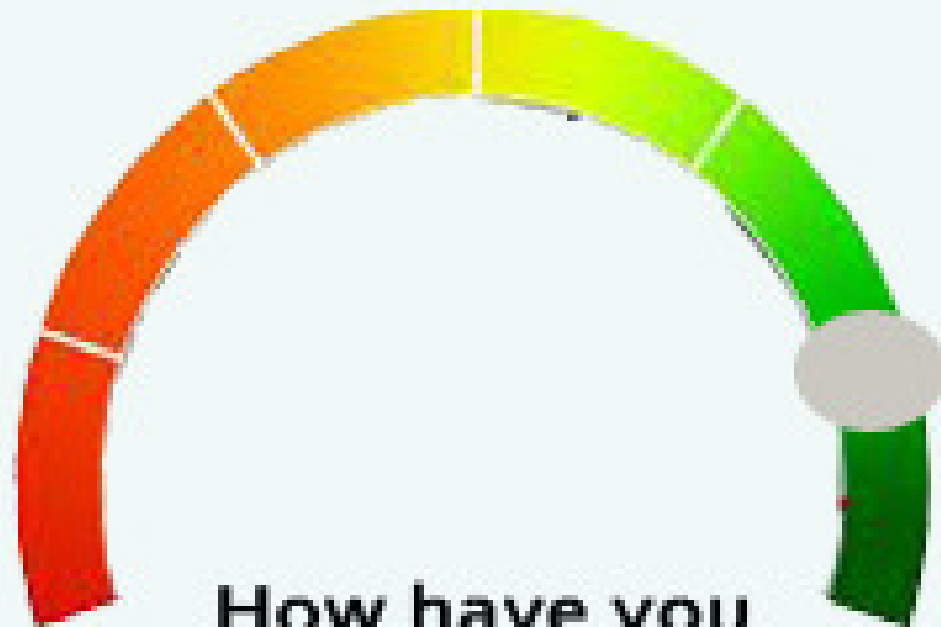
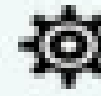
1. Elastomer wrist band
2. Holographic projector
3. LED display
4. BP and pulse monitor

App

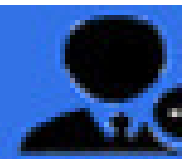
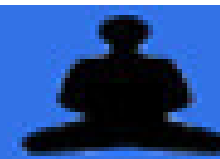
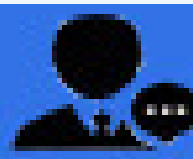
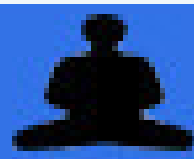
1. Voice-assisted app on
2. Past records in cloud
3. Automatic speed dial feature



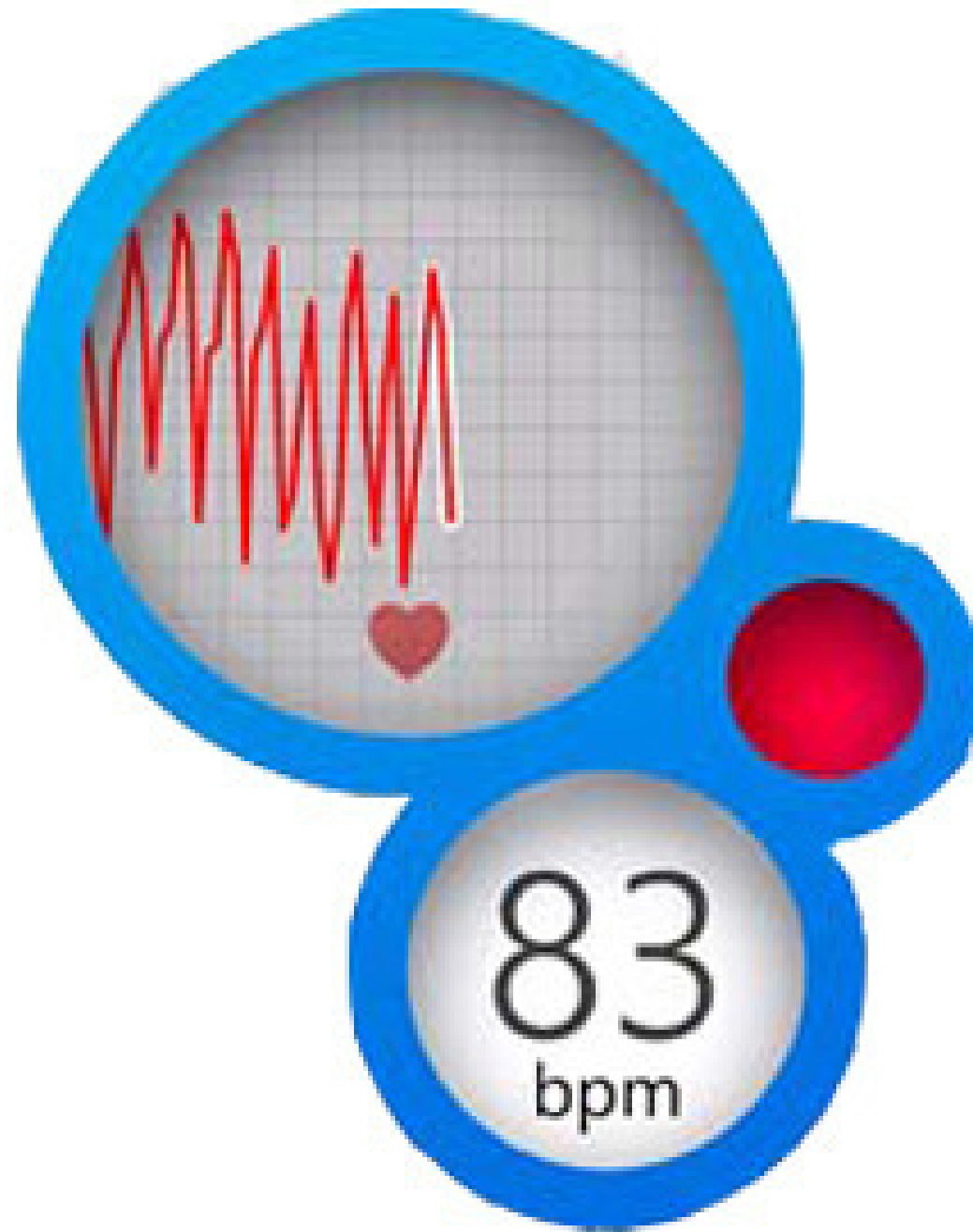
28, NOVEMBER, 2018



How have you been today?



HEART RATE



BREATHE

TIME REMAINING
3 : 50

PAUSE

DONE





[Home](#) [About](#) [Blog](#) [App](#) [Testimonials](#) [Contact](#)

Explore the app



Pulse rate monitor

Automatically detects your anxiety level.



Breathing techniques

Alternative techniques to soothe you down.



Emergency speed dial

Automatic speed dial if and when you need medical attention

[*Click here*](#)



Why Anxit?

“I'm a testimonial. Click to edit me and add text that says something nice about you and your services.”

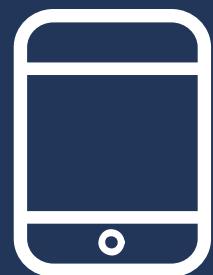


Elizabeth Ward





Symmetric Competition



Pressure point bracelet
VR therapy
Apps and websites
Medication



Asymmetric Competition



Psychologists
Psychiatrists
Meditation, yoga and
rehabilitation centres





Advantages over competition

Hologram

Real-time relief

Touch and feel factor

No side effects

Holistic in nature

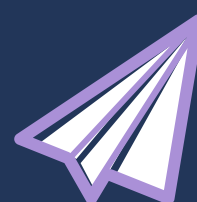
Benefits to consumer

Automatic anxiety-level detector

Touch and feel the hologram

Quicker and Personalised

Easy to Access



For those suffering from minor anxiety issues, Anxit is a wrist band with an in-built projector that provides a holograph of your companion or loved one to calm you down.

VALUE PROPOSITION



**One Word
Equity**

Comforting



**Single Minded
Proposition**

Single,
personalised
solution for your
anxiety



Reason To Buy

Automatically
detects anxiety and
calms you down
with the comfort of
our loved ones.



**Personality
Construct**

Like a mother



**Personality of
the brand**

Soothing and
Supportive





Consumer profile





TARGET AUDIENCE

Demographics:

- 21 to 40 years
- Annual household income – 40L and above
- Bangalore, Mumbai, Kolkata, Chennai, Kochi, Pune, Delhi
- People in abusive or distressed relationships
- Prone to stress and panic attacks

Psychographics:

- Difficulty concentrating
- Constantly worried
- Lack of self-confidence/self-esteem
- Avoid social situations
- Seek constant emotional support



Consumer insights



Buying behaviour



Media habits

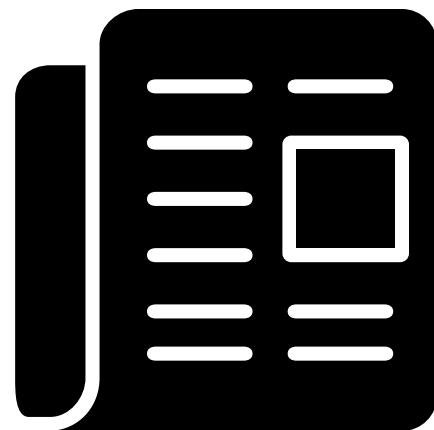


Media Strategy

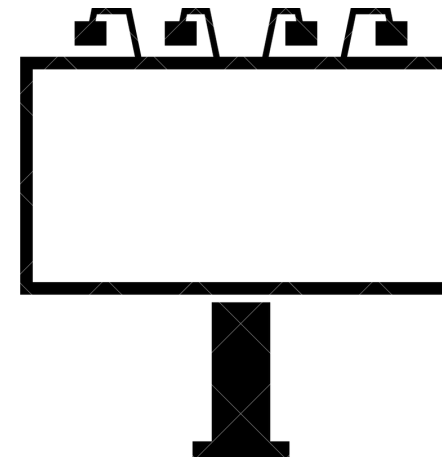
Create awareness by harnessing social media as our TG would spend a lot of their time on phones and laptops.



ONLINE MEDIA STRATEGY



Metro Life
Indulge
Psychology
Today



Airports
Metro stations

TRADITIONAL MEDIA STRATEGY

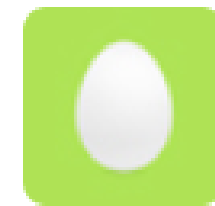


Pre-Launch Activities





Launch Event



Ashish Chanchlani

@ashishchanchlani



 Follow

Anxiety is not something that can be shrugged off; [#itsabigdeal](#). Was excited to be at the launch of [Anxit](#) anxiety relieving wrist band



Reply



Retweet



Favorite



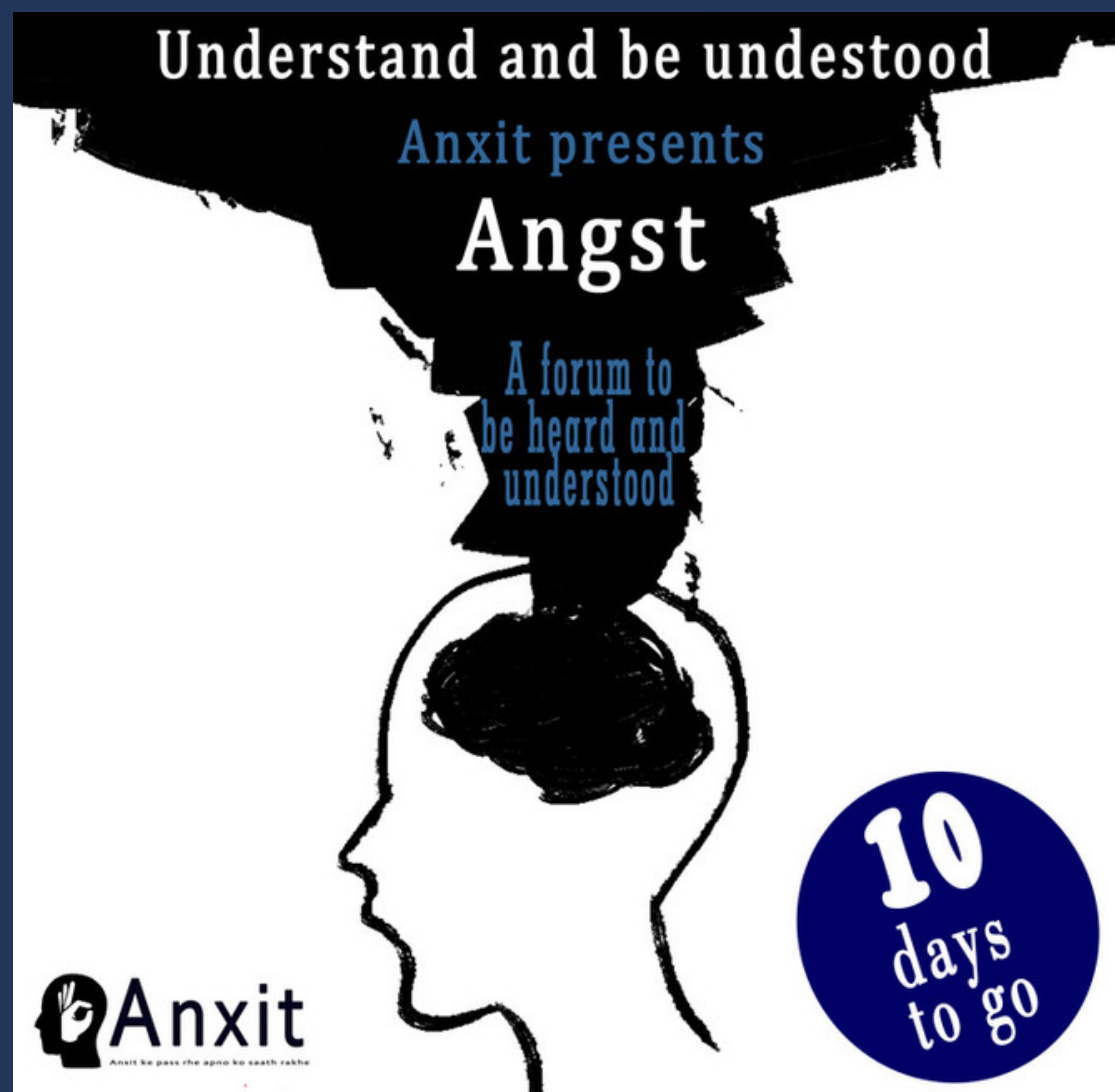
More

12:06 PM - 27 Feb19 · Embed this Tweet

Influencer tweets -
[#Itsabigdeal](#)



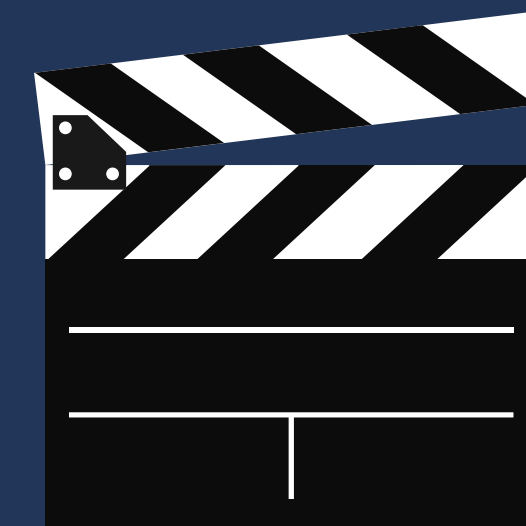
Launch Activities



Angst meet



Street Plays
Demonstration



TVC/Print cont.
(suspense)



Launch Activities





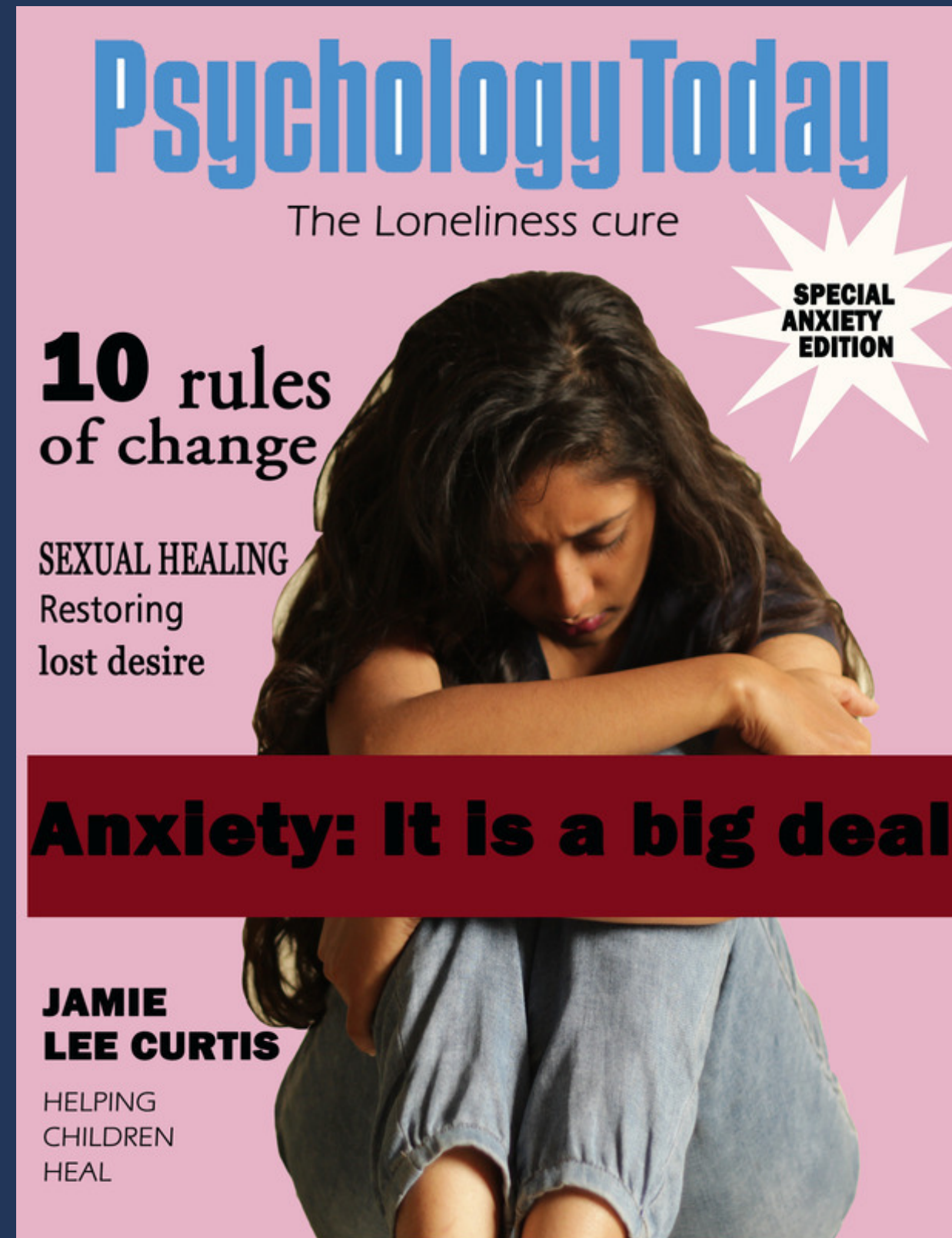
Post-Launch Activities

TVC





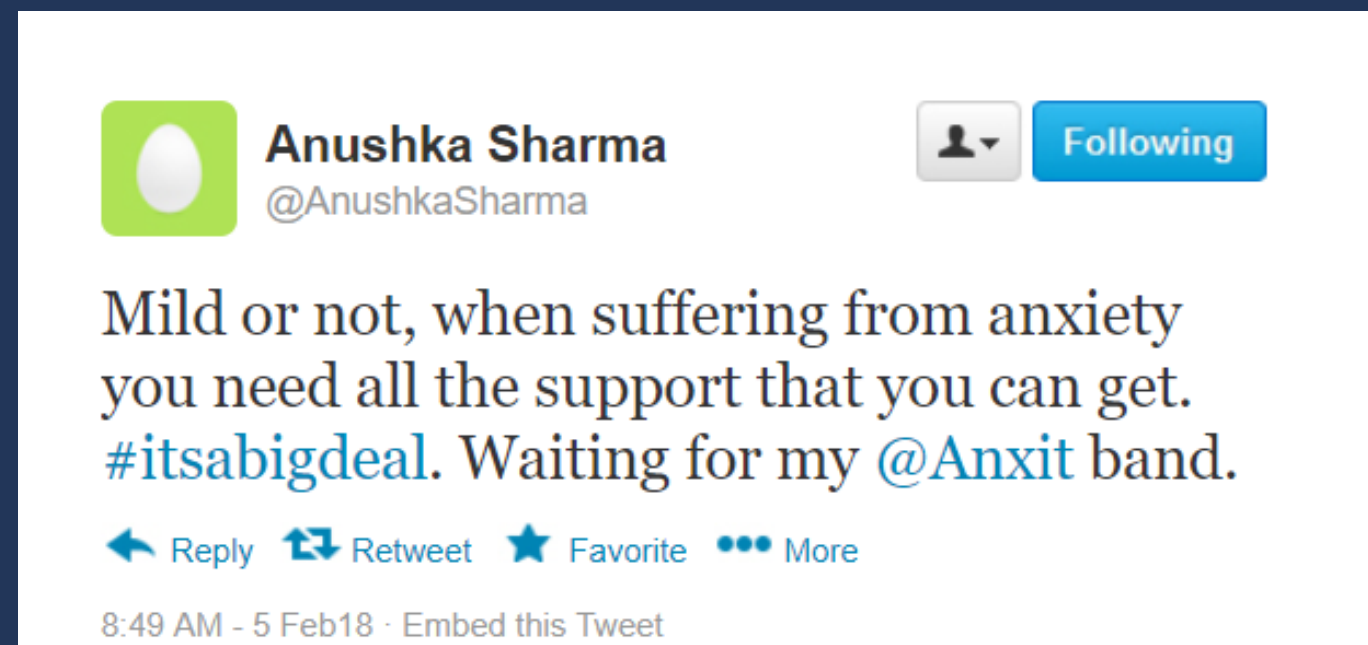
Post-Launch Activities



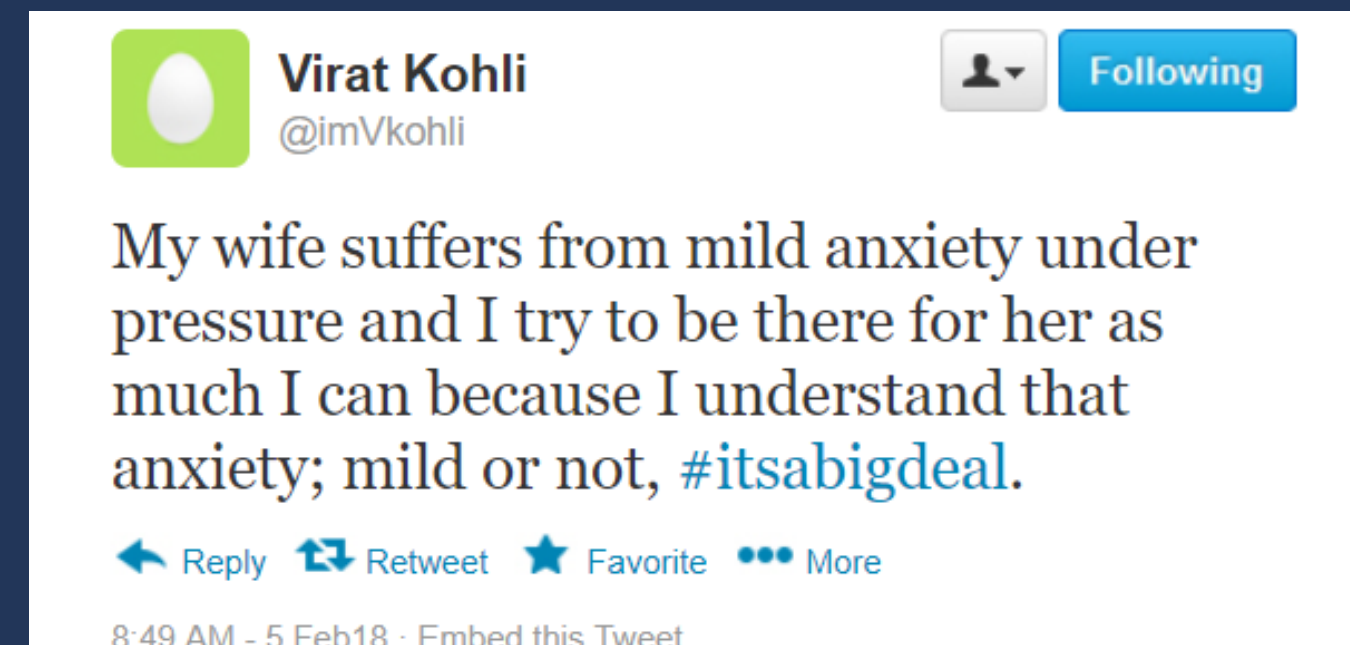
Contributory articles in
newspapers and magazine



Post-Launch Activities



Anushka Sharma
#Itsabigdeal



Virat Kohli tweets -
#Itsabigdeal

Take a look at what
anxiety could do to
you

Click Here

Screen 1

Collaboratin with oldify app

Screen 2

Loading...



Studies show that a person under
constant anxiety would age twice as
fast as they would other wise

Screen 3





I think I have too much on my plate

Will I get this done?

I don't think this is good enough.

He will leave me for sure

I am good for nothing

Please make it
Stop

When will this
get Over?

I should do
everyone a
favour and
end this



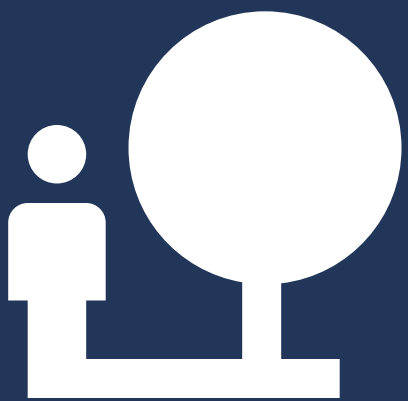
Don't wait until your anxiety gets the better of you

Get Help!



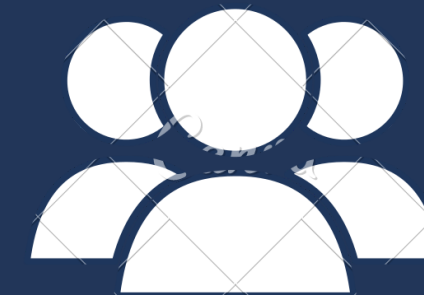
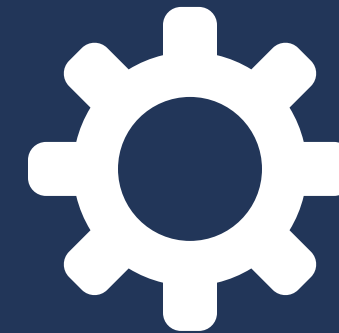


Airport Interactive



Media Plan

Months	Jan	Feb	Mar	Apr	May	Jun
Interactive media	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX
Print ads	XX	XXXX	XXXX	XXX	XXX	XXX
TVC		XXXX	XXXX	XXX	XX	XX
Demonstrations		XXXX	XXX	XXX	XXX	XX
PR activities		XXXX	XXXX	XXXX	XXXX	XXXX





Promo tools

Budget allocation	30	10	7	10	43
Media	Advertising	Direct marketing	Public Relations	Personal selling	Intersctive media
	Television	Medical expo	Press release	Counsellors	Social media
	Out of home	Demonstrations	Features	Therapists	Blogs
	Newspaper		Attention grabbers		Pop-ups
	Magazines		Stunts		Influencers



Online

