

The Marketing Millennials

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Kierra James

Meet Kierra James an
optimistic, witty,
determined 21-year-old
female with a big heart.

Juilliard

DANCE
DRAMA
MUSIC



Product

Re*light*able

Case

Features:

- Solar Power
- Attached Earphones

Uniqueness:

1. Phones
2. Colors
3. Charge in Half Time
4. No Extra Weight





Big Idea- Reliable

To reach high school and college students in a fun, safe and stylish way.



“Consumer Electronics Trade Shows.” *Consumer Electronics Trade Shows, Consumer Electronics Exhibition, Electronic Exhibition in Mumbai, Delhi, India,* www.tradeindia.com/TradeShows/Consumer-Electronics/.



Target Market

High School & College
Students

Ages 17 to 25



Competitors



Price - \$40.00



Price - \$150.00



Price- \$40.00

Roethig,
Benjamin J.
“Snow Lizard
SLXtreme 5
Review.” *Geek
Beat*, 31 Mar.
2014,
[www.geekbeat.t
v/review-snow-
lizard-slxxtreme-
5-for-iphone-5/](http://www.geekbeat.tv/review-snow-lizard-slxxtreme-5-for-iphone-5/)

iHeadCase – A Unique iPhone Case With Built-in Headphone Storage (Kickstarter).” *MacTrast*, 1 Feb. 2012,
www.mactrast.com/2012/02/iheadcase-a-unique-iphone-case-with-built-in-headphone-storage-kickstarter/.

“Battery Charging Case for iPhone 6/6S.” *ChargeTech*,
[https://charge.tech/apple-iphone-6-battery
case/](https://charge.tech/apple-iphone-6-battery-case/)



Price & Place

Price \$85.00

Place- In store, Non-store, Online

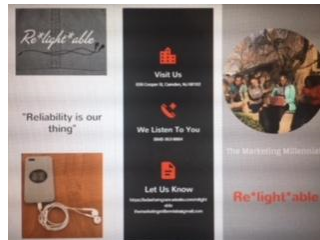


Promotion Mix

Advertising



Public Relations





Mock Ups

Company Website:

<https://ladashaingram.wixsite.com/relightable>

Company Social Media:

Instagram: @themarketingmillennials

Twitter: @TheMarketingMil

Facebook: @Themarketingmillennials123

Commercial: <https://splice.gopro.com/v?id=7zzpz>





Questions?