



Tile is an American consumer electronics company which produces tracking devices that users attach to their belongings such as keys and backpacks. A companion mobile app for Android and iOS allows users to track the devices and locate lost items through Bluetooth 4.0, or view where they were last seen.

Why are we advertising?

We are advertising to bring awareness to the relatively new technology that is the Tile Bluetooth keyfinder.

Who are we talking to?

We are talking to Americans aged 18-45 with an income of \$60k and above.

What do they currently think?

They currently think that life is already stressful as is and that misplacing important belongings overcomplicates their daily life.

What would we like them to think?

We would like them to think that the Tile Bluetooth keyfinder is a necessity they didn't know they needed.

What is the single most persuasive idea we can convey?

The Tile Bluetooth keyfinder makes life easier.

Why should they believe it?

The Tile Bluetooth keyfinder relieves some stress from your hectic daily life so that you can put your effort towards productivity.

Are there any creative guidelines?

- Emphasize simplicity and reducing stress
- Limit tech talk or jargon/clutter
- Appeal through interest of the consumers

You can find nearby

Find your things

With Tile, you have a backup plan when you're heading out and your keys are nowhere to be found. Just tap "Find" in the Tile app and the Tile on your keys will ring. Watch the Proximity Meter's green rings fill in as you get closer to them.



Find Your Phone

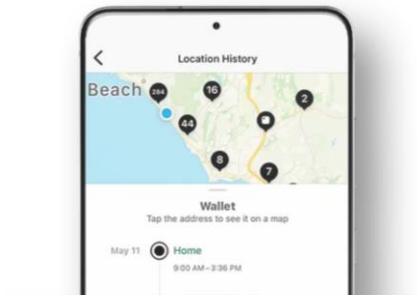
Lose your phone? Use any Tile, like the ones on your keys or wallet, to make your phone ring. Just double press the Tile logo button (on Sticker, button is on the side). It works even if your phone is on silent.



Smart Home Finding

Use your voice to find things around the house. Just ask Amazon Alexa or Google Assistant to find your remote, keys or anything else with a Tile on it. It's easy to set up and hands-free finding is even faster.

...and you can find far away.



Most Recent Location




If you lose something when you're out and about, Tile can help you locate it. View its most recent location on a map. It'll show you the last time it was with you or the last time your Tile app was able to locate it.

Tile Network

You can also tap "Notify When Found" so the Tile Network -- every phone running the Tile app and our Network Extenders -- can help locate your lost item. Each device on our network is able to help locate Tile trackers and send location updates to your Tile app. Anonymously, of course.



COMPETITORS

		
Apple - AirTag -	Chipolo - Smart...	Samsung Electronics -...
\$29.00	\$25.00	\$29.99
Apple	Official Chip...	Amazon.com
Free gift		Free shipping

SWOT

Strengths

- Great brand reputation
- Exceptional customer service
- Longest range for Bluetooth keyfinder
- Loudest alarm

Weaknesses

- Some features require paid subscription to unlock
- Advancement of other Bluetooth keyfinders

Opportunities

- Fairly new technology
- Large target audience
- Open a physical store

Threats

- Even newer technology
- Cheaper Bluetooth keyfinders

Target Audience Demographics

- Americans
- 18-45 years old
- Males and females
- College degree education or higher
- Income of \$60k or higher

Target Audience Psychographics

- Working class
- Live an active lifestyle/always “on-the-go”
- Tech savvy
- Values products that make life easier