

she's birdie

Personal Safety Alarm



Agenda

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Issue**

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**Product/Brand
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**Creative
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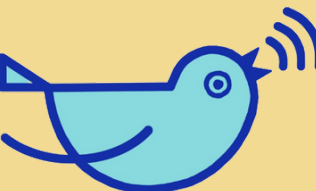
**TV Commercial
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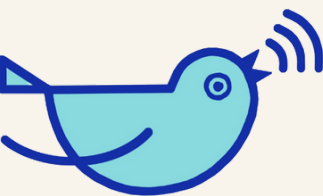
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**Podcast
Treatment**



Women's Safety

Public safety for women has always been an issue. Many women can agree that the feeling of safety is hard to achieve. Women have to watch their surroundings while preparing themselves for the absolute worst at any possible moment. The adrenaline that rushes through your veins, the anxiety consuming your thoughts, and the fear taking over your heart are all part of being in survival mode. Which can be exhausting and create severe anxiety and trauma responses. The lack of sense of security is a daily impact on many women's lives today in the U.S. and all around the world.



Women's Safety

Location of Crimes Against Women

- **29% were traveling to and from work or school, or traveling to shop or run errands**
- 12% were working
- 7% were attending school
- 5% were doing an unknown or other activity

ONE IN FIVE

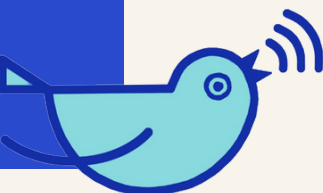
One in five women in the U.S. will have someone attempt to rape them at some point in their lives.

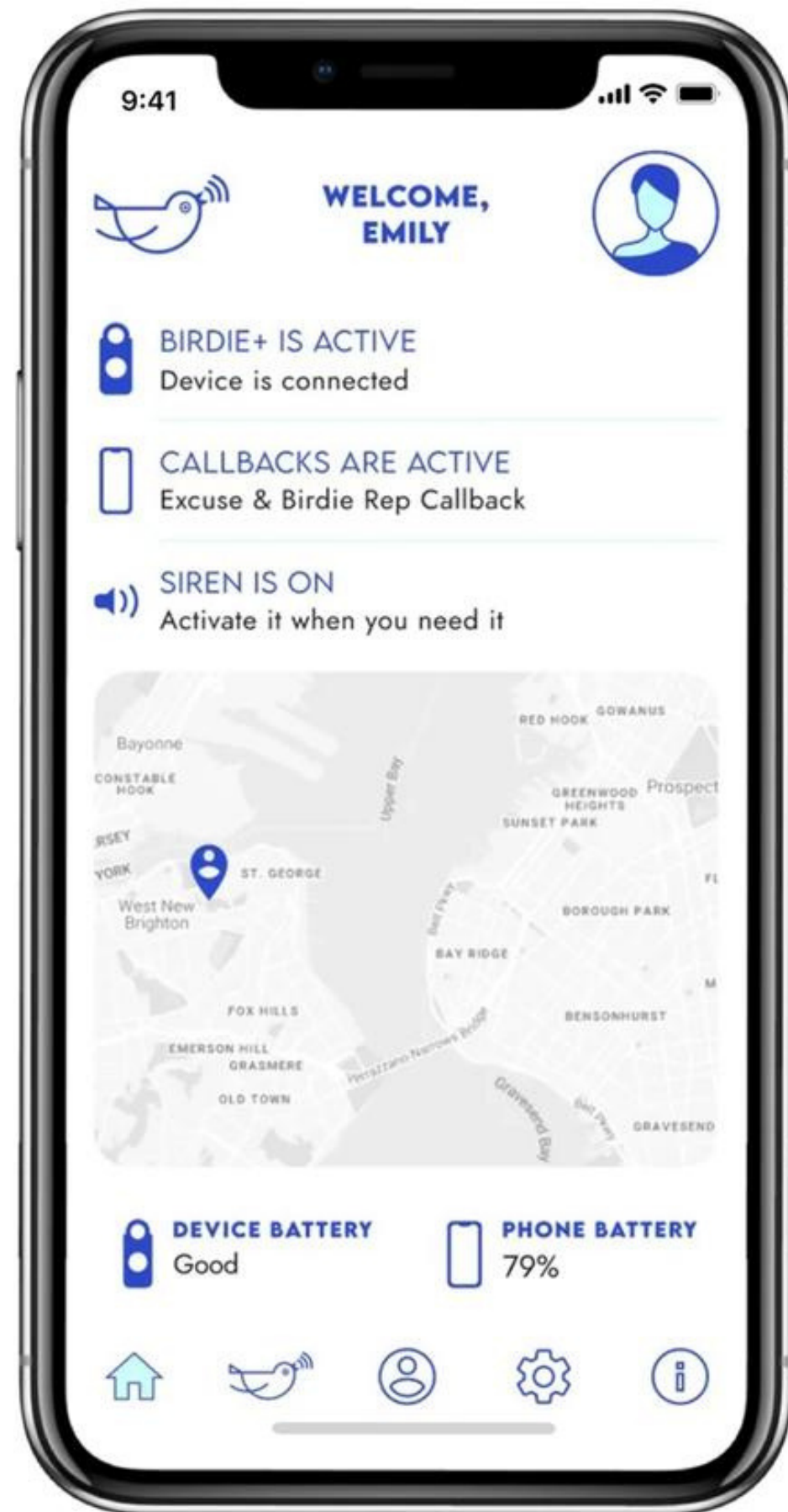
20 PERCENT

College is a vulnerable time - 20% of undergraduate women are victims of sexual violence since beginning college.

43.6 PERCENT

43.6% of women experience some form of sexual violence in their lifetime.

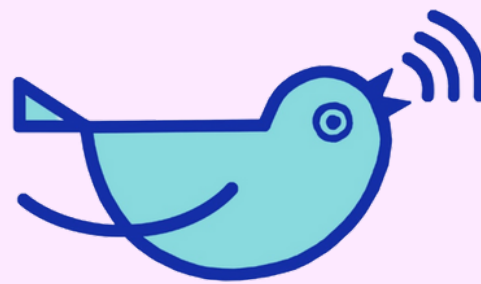




She's Birdie

Birdie Personal Safety Alarm

"Our mission is large and we value all hands on deck; so we've partnered with organizations that joyously work to create a world where women are safe. They're creating legislative reform, educating students on Title IX rights, supporting survivors and families and providing critical opportunities to empower girls and women." -She's Birdie



Creative Strategy

Marketing Objective

Communication Objective

Target Market

Benefits

Tone

Support



Marketing Objective

Bringing awareness to violence against women while encouraging the audience to act on this issue regardless of age/gender.



Communication Objective

- Highlight the importance of safety for women in today's world.
- Offer a safe space for all while encouraging a community.
- Make consumers well aware of the company's efforts to donate to women's safety organizations.

Target Market

Women

Ages 17-50

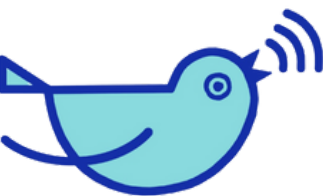
Gen-Z and Millennials

All incomes

College Students

9-5 Workers

MADE FOR WOMEN,
BY WOMEN



Benefits

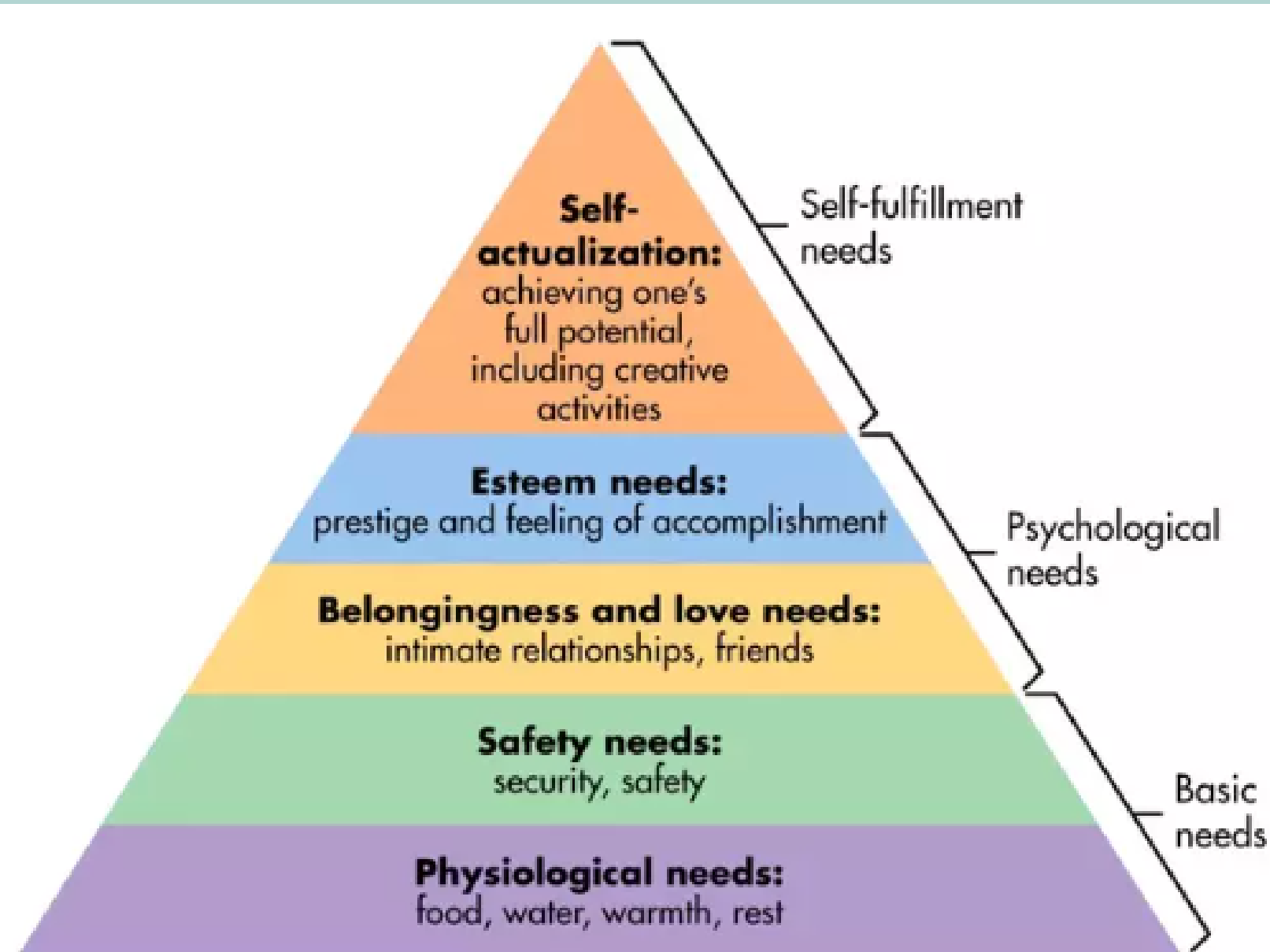
Providing a sense of security

The feeling of safety

An ease of anxiety

Reliability

The goal is for the product to deliver the need of security for women while they are in public spaces, traveling alone, or simply going on about their daily routines.



Supportive

Empowering

Tone

Encouraging

Informative

Friendly



Support

- Testimonials from women who have used the product.
- Reviews from those who have purchased the product.

Morgan M. ✓

9/8/2022



It's loud! I bought one for my sister and one for myself. I hope I never have to use it, but having it on my does make me feel better!

Item type:
Coral / Single

Heather L. ✓

9/24/2022



I bought this for my daughter. Makes me feel better knowing she has this hanging off her bag. I hope she never needs to use it!!

Item type:
Aqua / Single

Bryanne L. ✓

11/4/2022



It came in a timely manner and it's actually really cute. I haven't needed to use it yet (thank goodness) but it actually is really loud and makes me feel safer when i'm walking home alone at night.

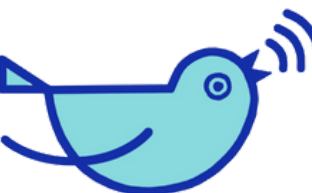
Item type:
Pink Flame / Single

I was getting out of my car and someone weirdly approached my driveway and stood there. I didn't feel safe so I activated Birdie and the someone the man sped walked away and I never saw him again.

– SYNTHIA A.

My daughter uses this on the way to her bus stop. Last month a couple drove up while she was walking and asked if she needed a ride to school. She pulled it, set off the alarm and ran. The couple took off. Neighbors heard the alarm and came to her aid.

– JAFFANIE L.

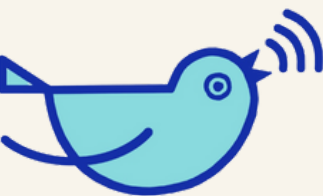


Youtube Video Storyboard

Audio

ANNCR: "What do you wish for?"

Visual



Youtube Video Storyboard

Audio

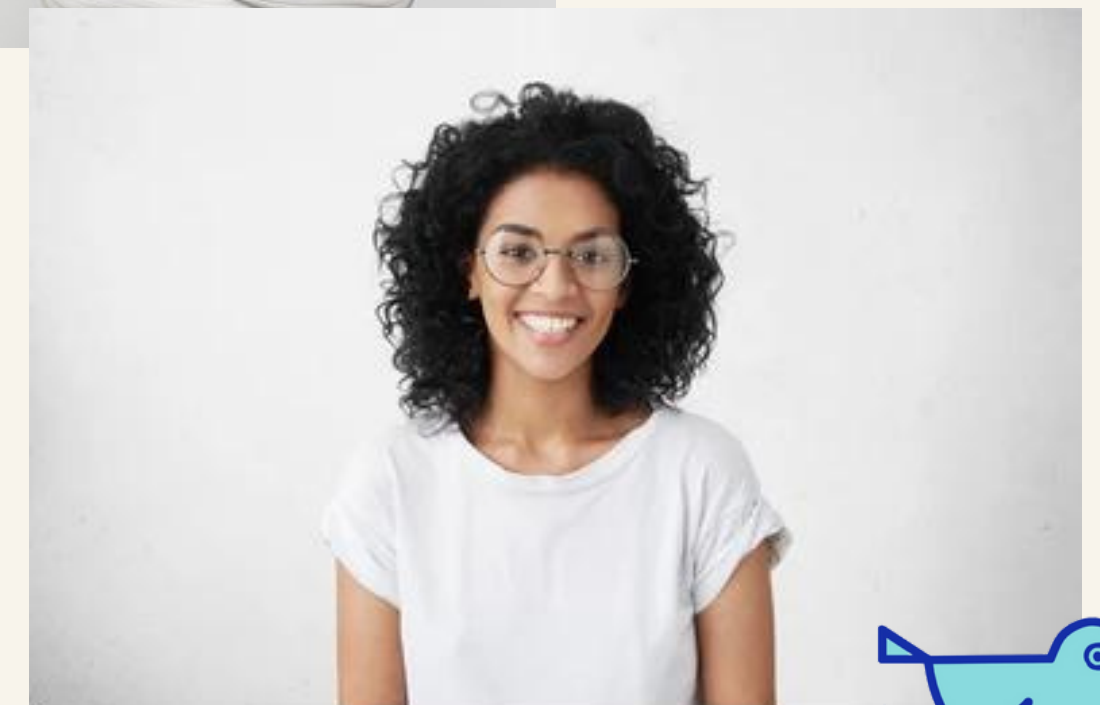
Woman 1: I wish for a calmer life.

Woman 2: A place where we don't have to worry as much

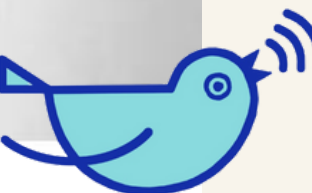
Woman 3: For peace of mind.

Woman 4: For security.

Visual



shutterstock.com • 640005220



Youtube Video Storyboard

Audio

Woman 5: We wish for a better world for our daughters

Woman 6: For our sisters

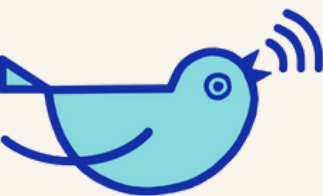
Woman 7: For our mothers

Woman 8: For our friends

All: A better world for us.

ANNCR: 1 in 3 women is assaulted in her lifetime. Visit www.shesbirdie.com to find out how you can help women across the country.

Visual

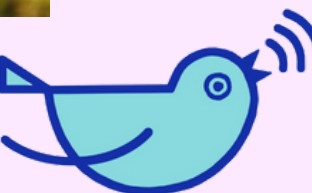


TV Commercial Storyboard

Audio

Dad: My name is Chris. I'm a father of 3 lovely girls.

Visual

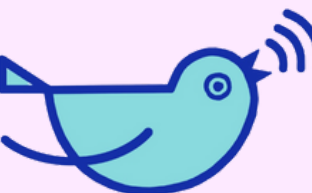


TV Commercial Storyboard

Audio

Dad: My girls are my world. I often think about their safety as they get older and start navigating the world on their own.

Visual

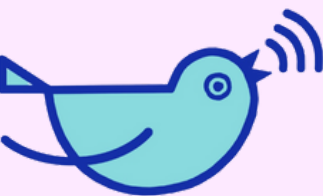


TV Commercial Storyboard

Audio

Dad: My oldest daughter's name is Isa. She's 20 years old and has been living on her own for a year now.

Visual

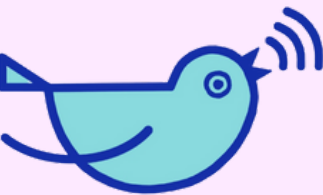


TV Commercial Storyboard

Audio

Dad: Then there's Gia. She is 17 years old and will be entering her senior year of highschool soon.

Visual

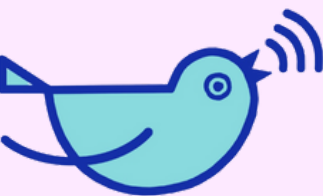


TV Commercial Storyboard

Audio

Dad: And my youngest is Liz.
She's 15 years old and is soon
to be a freshman in highschool.

Visual

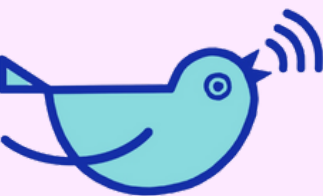
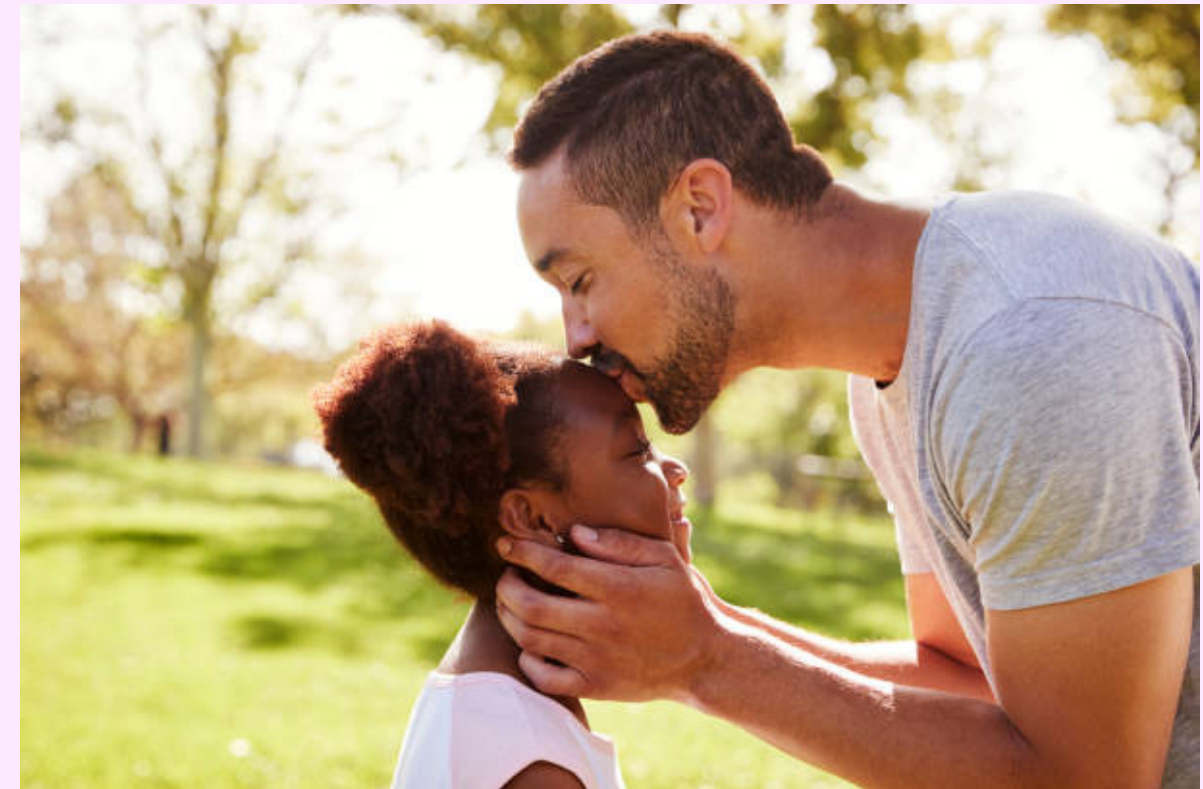


TV Commercial Storyboard

Audio

Dad: As a father, I just wish I could be there for every one of them at every moment, but that's just not possible.

Visual

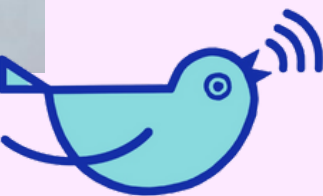
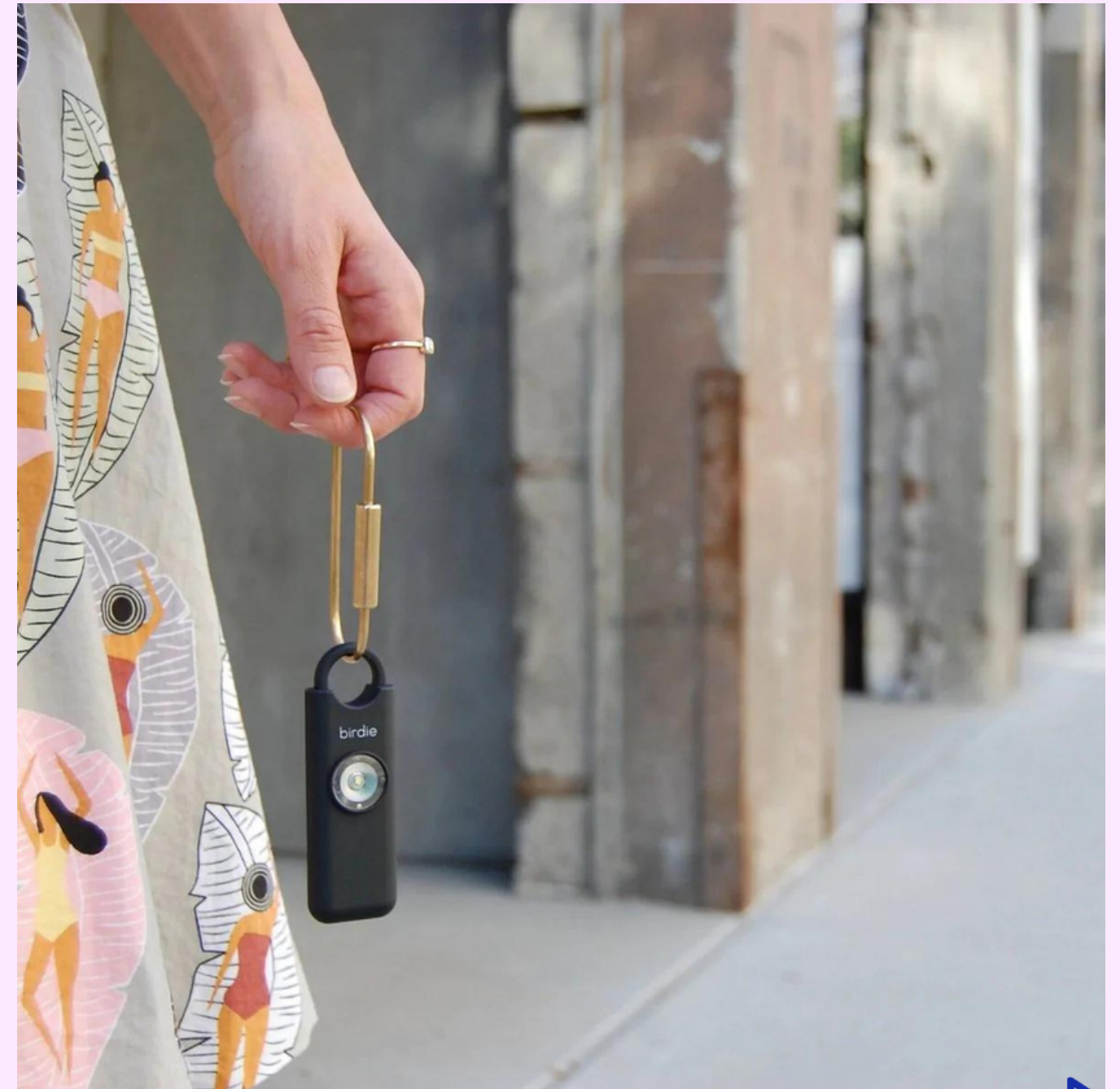


TV Commercial Storyboard

Audio

Dad: I've taught my daughters how to protect themselves, but they also own a personal safety alarm.

Visual

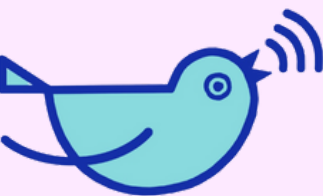


TV Commercial Storyboard

Audio

Dad: Because although I believe they've learned great self-defense, I'd rather it never get to that point.

Visual



TV Commercial Storyboard

Audio

ANNCR: Giving every girl and their family a sense of security and peace of mind- She's Birdie's personal safety alarm, a product we hope you never have to use.

Visual



Radio Story Script

Ana: "GRANDPA!" *excited scream*

Grandfather: "How's my favorite girl?"

Ana: "I'm doing great! Your favorite girl just got her license!"

Grandfather: "So I've heard. Come here, I got something for you."

Ana: "What's this?"

Grandfather: "It's a personal safety alarm. Just pull this if you feel that you are ever in danger."

Ana: "Oh.. grand--"

Grandfather: "You're going to be out a lot more now, just trust me and promise me you'll use this if you ever don't feel safe."

Ana: "Of course. Thank you, grandpa."

Grandfather: "Anything to make sure my favorite girl is safe."

ANNCR: You can't stop them from growing up, but you can help them feel safe along the way. ShesBirdie's personal safety alarm is available for purchase online only. Visit www.shesbirdie.com to purchase your loved ones a sense of security. 5 % of proceeds will go to women's safety organizations.

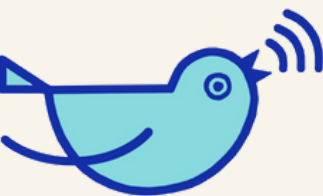


Podcast Treatment

SHOW TITLE: "LOVELY LADIES"

LENGTH: 30 MINUTES

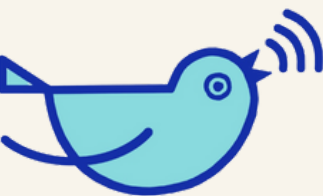
FORMAT: GUEST INTERVIEW



Podcast Treatment

Synopsis

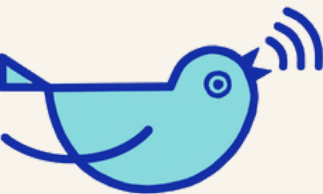
"Lovely Ladies" is a podcast that offers a safe space for women to express themselves. Every week will be inspired by different topics/discussions pertaining to women. With every topic, there will be a "lovely lady" presented as the special guest. Whether it is a simple venting session or a tough discussion, "Lovely Ladies" is meant to help women feel heard and understood.



Podcast Treatment

Episode #1:

The founders of She'sBirdie will stop by to be the lovely ladies of this episode. Any and Ali Ferber will bravely share their stories that inspired the idea of the personal safety alarm. They will touch base on the organizations they have partnered with through their business to help women around the U.S. The host will ask them common questions the audience may have about the product, donations, or the company towards the end.





Thank you!



Works Cited:

<https://www.shesbirdie.com/pages/frame-2>

<https://www.rainn.org/statistics/scope-problem>

<https://www.unwomen.org/en/what-we-do/ending-violence-against-women/facts-and-figures>