Product Selection

Use these descriptions to select the product or service you will use for your IMC Plan.
Elder Care

- Provides non-medical in-home care, primarily to the elderly. This might include:
  - Reading
  - Shopping
  - Household chores
  - “Field trips” (movies, restaurants, plays)
  - Help paying bills and other home management chores
  - Arranging for and supervising repairs and maintenance
  - Companionship
Student Trek

- This is a shuttle service based at major universities that provide safe transportation for students to and from weekend “hotspots” and local shopping
- Provides parents peace of mind
- Operates Thursday – Sunday
- Insured and monitored
- Passes are sold by the semester
Kid Keeper

- Like Invisible Leash, this has two components
  - A device the parent wears
  - A small bracelet the child wears
- If the child gets too far from the parent an alarm sounds on the parent unit
- Has a GPS unit and unique ID transmit code
- Comes in cute colors and animal designs
Terrific Teas

- TT sells exotic and herbal teas from around the world emphasizing the healing and health benefits.
- Strictly online
- Obsessive about quality
- Has a New Age type of culture
- The site features a database that allows customers to select a tea for given ailments (arthritis, for example)
Horribly Halloween

• Web based Halloween party planner including recipes (Eyeball stew and Devilish Deli?), games and online invitations among many other features
• Free to users – generates income from ads and pass-throughs
• Has links to companion sites for other holidays
ReadyKit

- ReadyKit is a self-contained, fully equipped water tight box containing a week’s emergency supplies for a family of four
- Dried food, first aid, batteries, flashlights, space blankets and so forth
- Uses ultra light weight supplies and is sealed to last up to five years in storage
Teen Driver

- This device is installed in the family car to monitor teenage drivers. It records distance, speed and how long the car is stopped at any given location.
- Texts alerts to parents based on pre-defined criteria
Invisible Leash

• This is a device with two components:
  • The people unit is about the size of a phone and controls the collar unit
  • The collar unit has a small device that delivers a low voltage shock to the dog (works much like the Invisible Fence)
  • If the dog strays beyond a defined distance from the owner unit the shock is applied
Fantasy Camp

- This is a camp for teenage aspiring writers and movie makers.
- Campers spend two weeks learning the art of science fiction and fantasy writing and film making.