

Marketing new ideas paper essay sample

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Marketing Ideas

Marketing or advertising products can be a little complicated. The prospective market should be able to sense the marketer or advertiser's confidence, knowledge about the product he is trying to advertise. It is usually in this part where most people fail. They focus too much on their interpersonal and communication skills without realizing that detailed knowledge about their products is the real key to a successful marketing campaign. In this paper, three different products will be introduced. The objective is to present a discussion, identify the target market, benefits, and other necessary details of each product.

Pool Safety Net

Whenever a family decides to travel for an outing, older members of the family almost always argue about their travel destination. The topic of the argument usually revolves around whether they should go to a place with a swimming pool so that the kids may enjoy the whole trip or a place without one because of safety reasons. Now, parents would not have to worry about their kids' safety anymore. They can sit back, relax, and enjoy the entire trip, thanks to the Pool Safety Net.

The Pool Safety Net, according to the name itself, was primarily built for safety. A net is placed at the floor of the swimming pool, no matter how deep it may be. The net has a built-in sensor that can detect any incident of drowning. In case a child accidentally sinks down to the swimming pool floor, the sensor will be able to detect it and a special alert notification will immediately be sent to 911. The device can also be adjusted in a way that

when the sensor is triggered, the special alert notification would be sent to the household, resort, or hotel authorities, for a more immediate response.

Increased child safety is the primary benefit of this device. By having this device installed, parents will no longer have to worry whether their child is still safely swimming on the pool or are already drowning because the device will surely be triggered in case something bad happens. The target market would be families with an outdoor or indoor swimming pool and owners of resorts, hotels, casinos, and basically of any establishment that features an indoor or outdoor swimming pool.

Sensor Stick

There have been a very limited number of technological devices made for Persons with Disabilities' (PWD) welfare and comfort. It has been said that the most disabling disability is blindness. People who are blind cannot see what's in front or beside them. They cannot freely and safely walk on the streets. Most blinded men cannot actually live independently. However, thanks to the Sensor Stick, they already can.

The Sensor Stick functions like a sonar which can be best represented by creatures like bats and whales. These creatures have no sense of vision but they can still be freer than anyone in this planet. The device functions by emitting sound waves into the patient's surroundings. The emitted sound waves cause vibrations and then those vibrations bounce back to the stick. The Stick, upon detecting the vibrations, then sends either a tactile or an auditory feedback to the user which should tell him if the area is clear or is full of obstacles.

The Sensor Stick's benefit is its ability to enable the blind to practically see. It takes away the need of the PWDs to hire a caregiver or to always be with someone who can guide and take care of them. The device is primarily intended for people with an eye problem or those who are suffering from permanent loss of vision.

Guardian Bracelet

A seizure is defined as a series of rapid, violent, and involuntary contractions of different muscles of the body. It can be very destructive because it can completely knock an individual suffering from a seizure off, causing further injuries. Furthermore, a seizure is can be considered as a medical emergency because some seizure types have been proven to cause permanent brain damages. This is why individuals with a chronic seizure disorder or what is medically-termed as epilepsy are advised to always be with a guardian.

However, there will surely be times wherein they will not be able to be with their guardian. This is where they can use the Guardian Bracelet.

There will be a bracelet that should only be worn by the individual diagnosed with epilepsy or any chronic seizure disorder while the guardian bracelet or bracelets should be worn by one or more people. In the bracelet is a specialized sensor that can identify whether the user is already having seizures or not, and a GPS that can tell the real-time location of the user and the guardians. The device is capable of differentiating gross and fine motor movements from the movements associated with seizures. In case of a seizure, the sensor will be triggered and an alarm notification containing the current location of the user will be received by his guardian/s.

The target market for this product would be those who were diagnosed with epilepsy or any other chronic seizure disorders. There are a lot of epilepsy patients out there and they get attacked by seizures every once in a while. Once they have this bracelet, they would not have to worry anymore because their guardian/s will surely be able to know exactly where they are and respond accordingly.