

## Canine Contact Technologies

Canine Contact Technologies (CCT) is a start-up technology company located in Vancouver, Canada. Jane Townsend and Roger French are the founders. Both are successful in their current careers, but bored. Having both reached 30 years of age they feel they need new challenges to keep life interesting. Jane is a marketing manager and Roger an information technology professional. Long time friends, they sat down over coffee one day and found that they both wanted to be more independent, start an exciting business, and make lots of money.

Their inspiration for CCT was on a sunny Sunday when they were walking together at the ocean front, brainstorming business ideas. The stretch of ocean they were walking on was a wide and grassed park, stretching along the curved shoreline. As they walked through one portion of the park, they passed through a “dog off-leash” area where a group of dog owners were chatting together on the path, blocking the way for others. Oblivious to their blocking of the path, this group was eagerly and happy connecting with each other and their dogs.

As Jane and Roger veered off the path to get around the group, Jane heard one woman clearly and animatedly say:

“Oh! I couldn't leave Billy alone all day! I take him to the pet sitters and sometimes I take him to work with me. I LOVE him SO MUCHHHH!!”.

The woman then bent down, wrapped her arms around her dog and made loving noises to it. The other people in the group responded to this with such statements as “I feel the same!”, and “ I wish I could take my dog to work with me” while making agreeing noises and gestures.

Jane and Roger returned the path and kept walking. 10 paces further on, Jane suddenly stopped, gasped, and froze. Roger, alarmed, asked her what was wrong. Jane turned to him and said:

“I know what our business is going to be!”



## The Concept

Jane and Roger spent the rest of the day excitedly fleshing out Jane's epiphany. When Roger had heard the idea right there on the path, he was instantly in agreement.

By the end of the day, they could clearly articulate the business concept:

“Empowering dog owners to stay in continual contact with their beloved dogs”.

From this, Canine Contact Technologies was born.

The concept is simple: A tiny battery powered video camera and cell phone combination device is attached to a dog's collar. Activated remotely through the cell phone network, the video camera gives a “dogs point of view” live video stream through the cell phone network to the Internet, where a dog's owner could connect to it. To make this happen, a dog's owner logs into the CCT web site, turns the camera on through a special interface, and then can see and hear everything the dog's video camera is seeing. As the cell phone is close to the dog's ears, the dog owner can even talk to the dog at any time.

The system can run about 5 hours of video per battery charge and all day for the cell phone. Jane and Roger figured this would meet all users needs. However, they were surprised by an early test result from one female tester, who complained that the battery kept running out by the afternoon every day. When Jane and Roger investigated further, they heard this:

“As soon as I get to work I turn on my computer and log into the CCT web site and turn on the camera. I want to know at all times what Charlie is doing. It makes me feel relieved knowing that he is safe where he is. I have trouble watching, sometimes, because I am not there with him. In the afternoon, he sleeps and I can hear him breathing peacefully. I almost cry when I hear him. I love him so much! “

This story more firmly validated for Jane and Roger the value their product and service would deliver to the customer.



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**Questions:**

1. Using Philip Kotler's Product Levels model, determine the key expected products, augments, and potential (or "emotional") products the equipment and product will deliver to customers. Be sure to do the following:
  - Fully detail each customer expectation, useful augments, and potential ("emotional") products.
  - Be very, very careful to keep all your personal values, beliefs, likes/dislikes and feelings about this product and service from your analysis. This may be hard to do, but is essential to doing effective marketing work. Remember: Most products and services have nothing to do with you or students in general! Can you put yourself into the mind frame of a potential user, even if they are different than you?
2. Identify at least 4 distinct logical customer segments for the CCT product and service.
3. Choose at least 2 target markets what would be best for CCT to go after and describe these target markets fully. Be sure that you use much richer variables in addition to basic ones such as "male/female", "age", etc. Psychographic, geographic, lifestyle, or other richly descriptive segmentation variables are required. Explain these target markets in detail and support your reasons for choosing them to be CCT company's focus of their marketing efforts.

4. Create a name for the product. The company name is “Canine Contact Technologies”, but the product itself must have a name that matches the potential product emotions it delivers.

5. Create a subtitle or quotation that strongly delivers emotional product. For example, Nike has “Just Do It” as theirs.

6. Mock up a full page ad concept.

- The ad must be hand-drawn or created using a paint/drawing computer program.
- The ad must include photos and/or hand drawn illustrations.
- The ad must include at least 5 short pieces of information that clearly gives the reader the key information they need to make a purchase decision. For example, one standard logical piece of information would be price. Another might be a web site address (URL) to learn more and/or to purchase the product.
- The goal of the mock up is not to create a piece of art. It is solely to frame what the product is, in the context of the ad viewer/reader, so that they are immediately connected to the emotions being triggered by the product.

7. Write up a one paragraph explanation of your mock up which clearly states exactly why the ad will trigger a dog owner to purchase the product.

### **Advanced Questions:**

7. On a deeper psychological level, what do dogs mean to the target market owners? What, then, does this product really mean to potential customers?

8. What channels might this product logically be sold through? Be clear that his question is asking about physical channels it might be sold through, not media choices. And be sure that these channels are perfect for the target markets you chose earlier.

9. What media choices might be appropriate ways to advertise this product? What other promotion methods might be appropriate? Be sure that these media choices are specifically for the target markets you chose earlier.

10. Ethics: Is it ethical to make and sell this system to a dog owner at a high price? Is this taking advantage of their emotional vulnerabilities towards dogs?