



fall 2023

case study

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PURDUE UNIVERSITY NORTHWEST
College of Business



the problem



**Over 700 Children Are Abducted
EVERY DAY in the U.S.***

* National Center for Missing and Exploited Children

safety in a pin

What if that number went to ZERO?

In the U.S., the average child receives their first mobile phone as they head into fifth grade, which leaves a large population of children vulnerable as they play outside and go to school. So how does a parent keep track of their child before that time?

Meet **Sole Search**, a real-time GPS tracking device (in concept phase only) that is weaved into a child's shoe through a shoelace eyelet that can be tracked by parents through the **Sole Search** secure mobile application.



Pins integrate character clip-ons making it appear less like a tracking device and the integrated shoelace eyelets make it harder to get off by an abductor.



Parents can find their child at any time using the mobile application.



As the child's shoe size grows, the pin can be transferred easily to the next shoe.



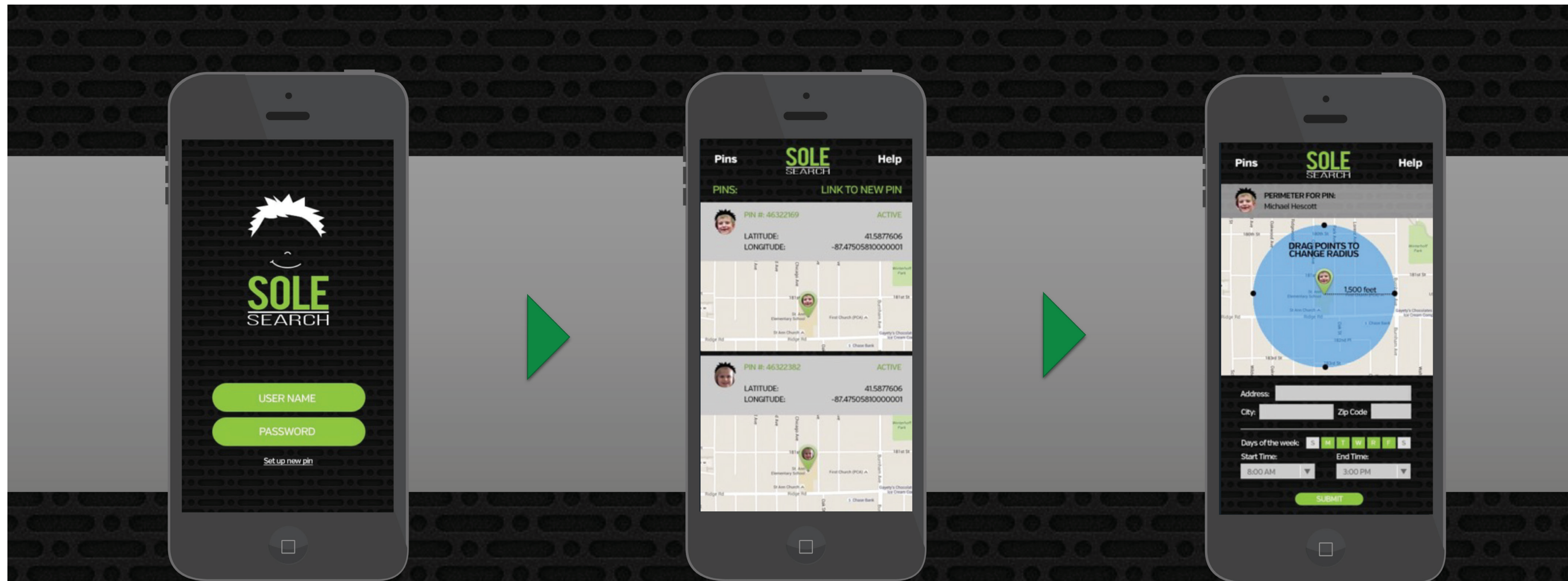
customizable

Sole Search integrates their favorite sports teams and characters into the top of the pin to seamlessly camouflage the true purpose

of the device from potential abductors. You might recognize a similar product called Jibbitz™ for Crocs.



phone tracking app

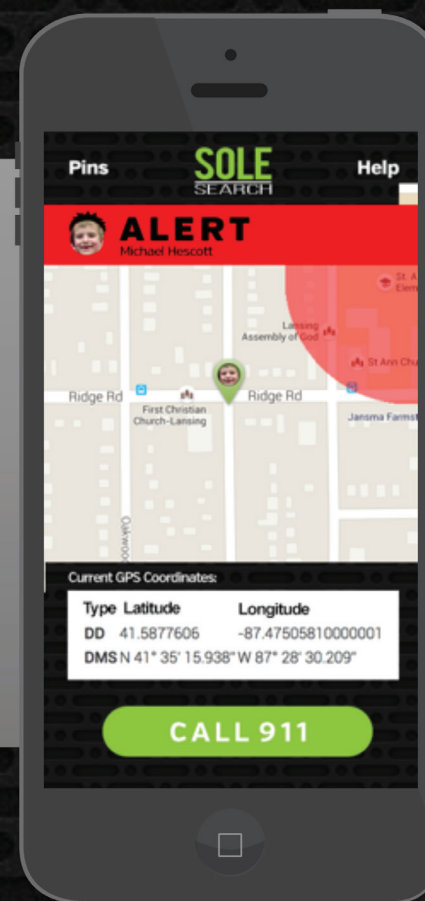
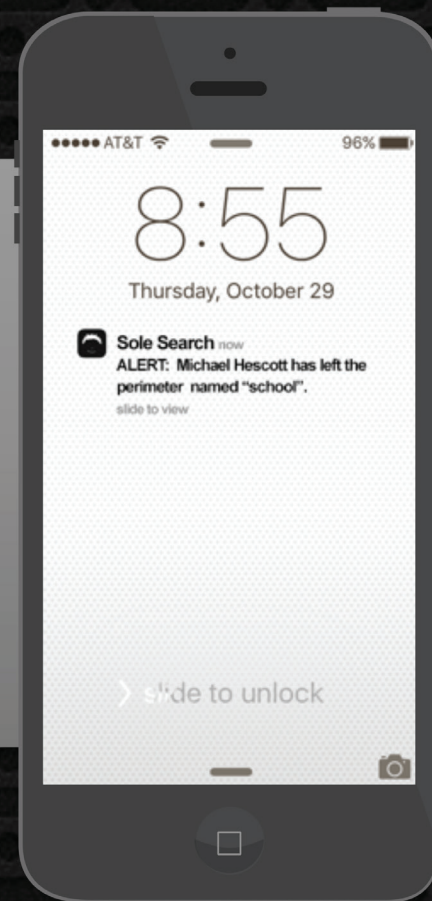


To protect children, users of the app are **required to have a user name and password.**

The app allows parents to **track multiple pins from one location.**

Set up **geo-fences around schools** for peace of mind while at work.

phone tracking app



If a pin exits a geo-fence, **the app notifies the parent instantly.**

Parents can **track the exact location** of their child instantly

The app provides a quick **"call 911"** feature to get help.

target market

Primary Audience

Meet Nicole, a married 34 year-old mom of Isabella, an active, tech savvy seven year-old. Nicole moved to Austin when she got married, and Isabella was born a few years later. While the family has settled in nicely to their new city, Nicole realizes times are different from when she grew up. Between the occasional amber alert on her phone to the social warnings that permeate her social feeds, she realizes she needs to keep a closer eye on her child than her parents did.

Nicole believes her daughter is too young for phone, but she's open to some form of technology to ensure her safety. She's looked into backpack tags and watches, but she worries Isabella will forget to take them with her which defeats the purpose. She needs something that Isabella doesn't need to remember every time she walks out the door.



54% of all U.S. children are found in ten states: California, Texas, Illinois, Michigan, Ohio, Pennsylvania, New York, Florida, Georgia, and North Carolina.



There are roughly 50 million children 0-11 in the U.S. who do not have a mobile phone.



the challenge

Starting from Scratch

Since this is the first time the DMC has provided a “concept only” client without a formal website and social accounts, it is up to you to recommend where **Sole Search** begins. Should they buy the web domain **solesearch.com**? Is there a better name for the company? You have complete freedom to recommend **ANYTHING**, but there are a few must haves:



Provide recommendations for a new website along with the domain name, content, and anything to assist with Sole Search’s marketing efforts.



Identify the social media platforms and handles that the company should use to attract new customers upon launch. Also include paid placement ideas to drive sales.



Challenge: Use A.I. in some capacity to set your campaign apart from the others. Maybe it is your research. Maybe it is how you build your ads. Maybe it is how Sole Search will use it. Regardless, to win you must include an A.I. component.



competition details

Structure

Presentations that make the finals think strategically and cut their own path to stand out among the entries from across the world. Hint: Be different and provide action items. Everyone does the basic website and social recommendations. Be creative and stand out!

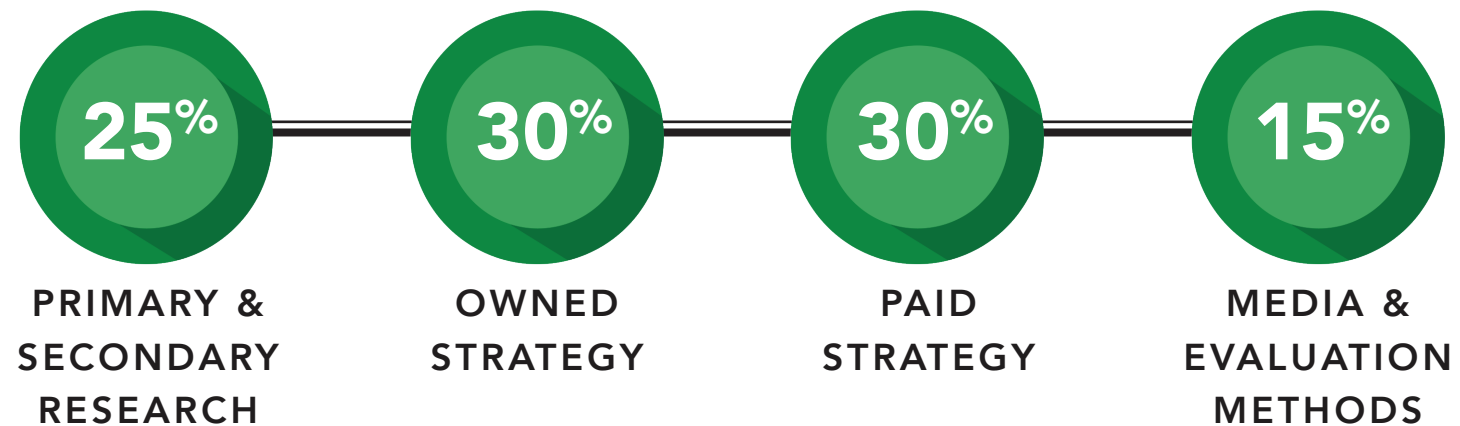
Round 1 – All campaigns must be recorded in an “unlisted” 8-minute or less YouTube video and submitted via the entry form on the DMC’s website.

Finals – Judges will be waiting to virtually meet the four undergraduate and two graduate finalists in December. These live Zoom presentations will happen in coordination with the virtual Fall 23 Digital Marketing Competition & Summit held in the Zoom Events platform.

Dates & Rules

Visit DigitalMarketingCompetition.com and click “rules” in the navigation.

Judging Criteria



Campaign Timeline / 12-Months



Campaign Budget

\$500,000