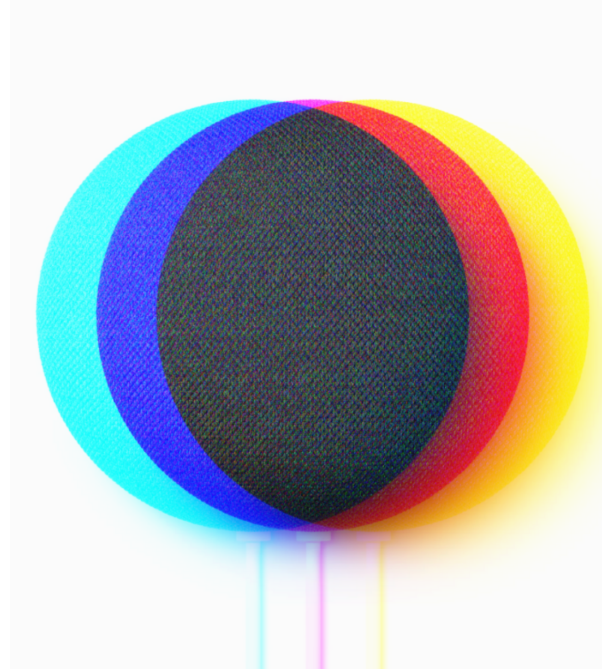


RYLEE KAHAN



NEST MINI

SEPTEMBER 2020



BRAND HISTORY

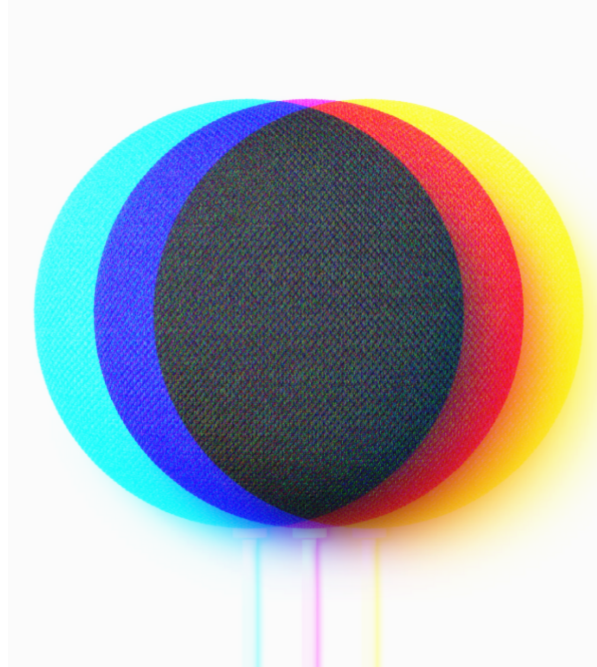
The Nest was originally owned by Nest Labs, which was co-founded by previous Apple engineers. The first product launched by Nest Labs was the Nest Learning Thermostat in 2011 and was followed by the Nest Protect (which detects smoke and carbon monoxide) in 2013. Google spent \$3.2B to buy the company in 2014. From 2015 to 2018, while owned by Google, Nest operated independently. In 2019 Google announced that Google Home products would be marketed under the brand Google Nest. In 2020 Google invested over \$4M in ADT Inc. with the hopes of integrated Google Nest with ADT's home security. Google's Nest Mini is a smart home speaker that offers Google Assistant, speaker connectivity, and all the expected smart home qualities. The Nest Mini is unique in its Google Assistant capabilities specifically if you have other google devices. While competitors also have AI Assistants, the Nest Mini offers day-to-day administrative connectivity between devices and platforms that other competitors lack.

APPLICATIONS AND PARTNERS

The Google Nest Mini partners with these apps to provide services through Google Assistant:
Starbucks, Uber, Google Maps, YouTube, Spotify, Google Play Store, Pandora, iHeartRadio, Google Home, Xbox, Dominos, Tasty, Disney, NBA, Major News Networks (CNN, NBC, CBS, NPR, etc), and shopping outlets.

TARGET CONSUMER

The company's target consumer is older and not very familiarized with new technology. This person has a family that they'd like to keep in touch with virtually during quarantine, as these consumers are very high risk and aren't able to be in physical contact with their family. This person is looking for something with a good price point that doesn't sacrifice any major features. These target individuals likely have heard of the Nest Mini from younger members of their family, but they're nervous about spending the money and not being able to use the product.



WORDS TO DESCRIBE THE 'NEW' NEST MINI

Accessible

The brand is part of a saturated tech market, but should position itself as an accessible alternative to competitor's products.

Qualified

The brand should reinforce the idea that while they're newer to the market, it's because they've spent more time researching and building the product.

Mighty

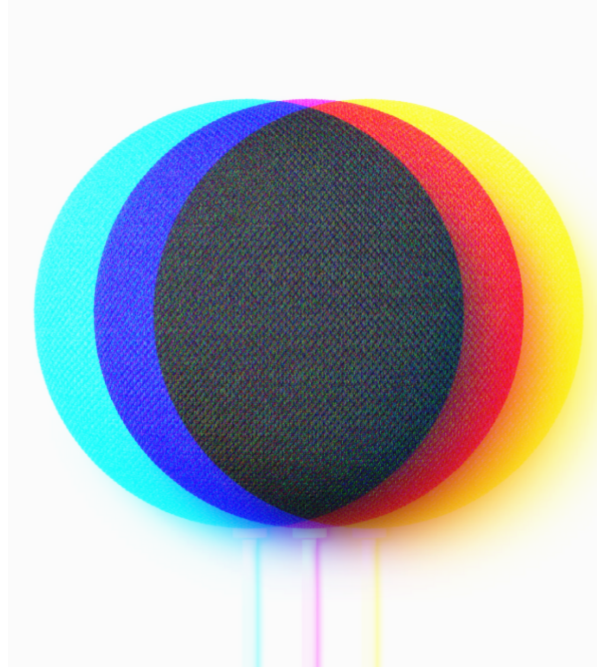
The brand will create ads with a focus on higher bass and mightier sound, something highly important for an older target audience.

Sustainable

The brand already makes the product with recycled materials, however a bigger emphasis will be put on sustainability with a trade-in for a new product program.

Inclusive

The brand will openly welcome customers to call their customer service if they're having an issue with a product. This will make it much less intimidating to buy this product for consumers who maybe don't have much tech experience.



MEDIA STRATEGY

Traditional

TV ads on local broadcast channels that feature their robust and inclusive customer service line

Radio ads focused on qualifications and reliability during local sporting events, as much of the target audience utilizes radio for sports events

Non-Traditional

Billboards for advertising accessibility in highly trafficked areas to promote word of mouth or to spark a gift-giving idea

Create a team (similar to “Geek Squad”) to assist with customer service needs

Social

Mobile ads that focus on family memories to also prioritize gift-giving of the product to target audience

“

***NEST MINI.
STILL MINI.
EVEN MORE
MIGHTY.***

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