



# TRAVISION's Next-Gen Smart Luggage Concept

# ABOUT BRAND

- Welcome to TRAVISION: Innovating the Future of Travel
- Our mission: To revolutionize travel with innovative smart luggage solutions
- Introducing our latest concept: Smart Luggage with Autonomous Navigation

# PRODUCT DESCRIPTION:

The product will be built with extra features of technology that differ from the usual luggage in the market nowadays. The GPS tracker used on the luggage for tracking purposes also can be used as the direction for the luggage to move automatically following the user's smartphone whereabouts. Plus, with the weight scale attached in the luggage, the users will easily be notified of the current luggage's weight and very useful if they are travelling by airplane as there is a weight limit. All of these acts can be done just a few clicks away using their smartphone as the application is connected by the Bluetooth function. Apart from this, a uniquely designed **luggage** with cuts inspired by **origami** folds. It has ample space to add more luggage, and other essentials.

Light and durable Capri expandable hard-shell carry-on trolley with front pocket, USB port and recessed wheels.

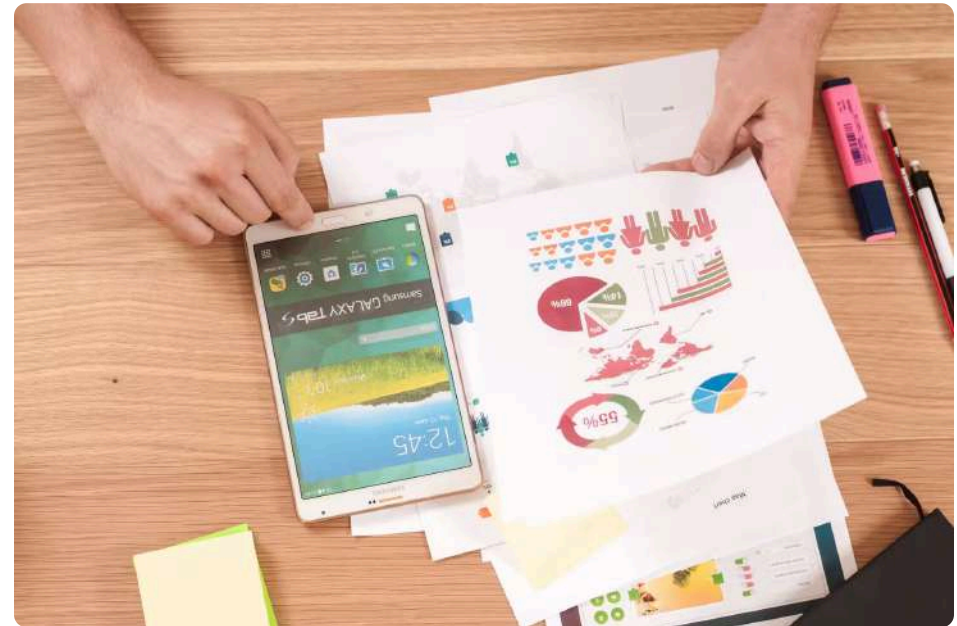
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# MARKET RESEARCH

- Current market trends
- Growing demand for smart luggage
- Increasing reliance on technology in travel
- Competitive landscape analysis



**How our product solves our customer's problem**



**Why it's a better solution than its competitors**



# Unique Selling Proposition (USP)



## *Building on Innovation: TRAVISION's Commitment to Travel Convenience*

### **Unparalleled convenience**

Luggage follows you  
automatically

### **Enhanced security**

Real-time GPS tracking

### **Seamless integration**

Connects with your smartphone

### **Biometric Locking System**

No need for keys or combinations

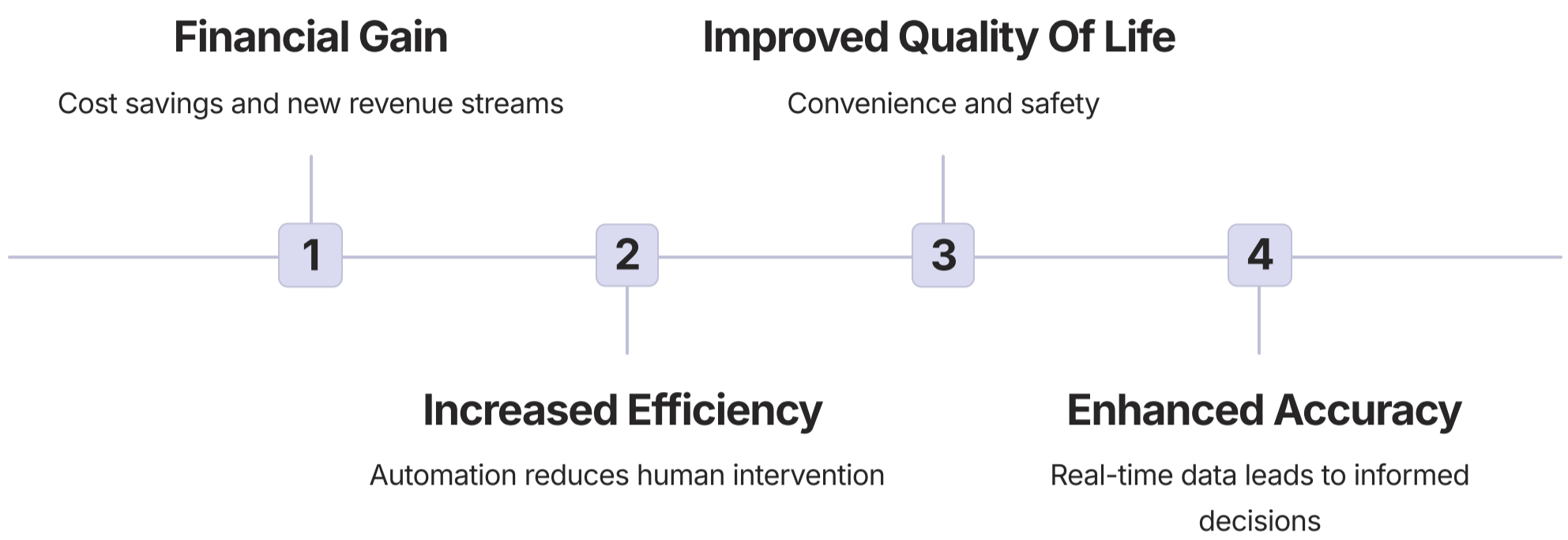
# Technology Behind the Concept

The Internet of Things (IoT): Transforming the World Through Connectivity

- Understanding IoT: A Network of Connected Things
- Definition: IoT connects everyday objects to the internet for data exchange
- Enabling remote access, automation, and real-world integration

## Components of IoT

- Sensors: Gather data from the physical world
- Electronics: Process and transmit data
- Network Connectivity: Enables data transfer
- Software: Manages and analyzes data
- Real-world integration: Enhances efficiency and accuracy



## PROCESS EXPLAINED:

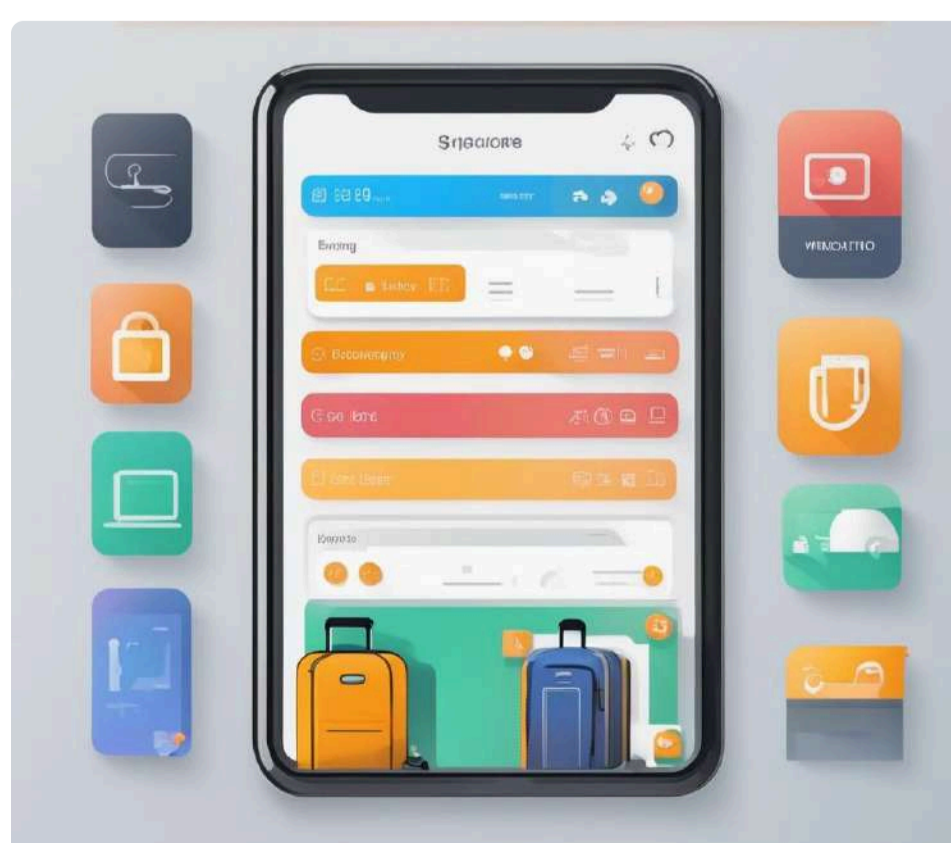
How It Works

- Step 1: Register your fingerprint via the app
- Step 2: Securely lock and unlock your luggage with a touch
- Step 3: Real-time notifications and access history
- Step 4: Emergency backup access options



Benefits For Travelers

- Uncompromising security: Your fingerprint is your key
- Convenience and peace of mind
- Real-time tracking and access control
- Streamlined travel experience





# ORIGIN OF THE CONCEPT

Brands everywhere are competing more than ever to develop new and unique products or services and gain a higher position in the market. Brands develop a high number of new products every year. Most of these products fail to secure competitive advantages and end up being just another high cost for the company. The aim of this invention is to designed a Trackable suitcase suitable for individuals who travel the one place to other frequently specially through airlines. By considering the needs, Travidon brings an innovative solution to make their journey more fun, memorable and hassle free.





## Demographic segmentation

Gender	Male & Female
Age	25-50 Years
Income	Upper middle class to higher income class
Occupation	Businessman, International Travelers

## Geographical segmentation

Locations	Delhi and its Outskirts (Delhi NCR)
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## Psychographic segmentation

Personality	Security conscious, Quality conscious
Values	Achievers, activist,
Lifestyle	Moderate or upscale

## Target Audience

- **Frequent Travelers:** Business professionals and jet-setters who travel regularly.
- **Tech Enthusiasts:** Travelers who appreciate and embrace the latest technological innovations.
- **Families:** Travelers looking for convenience and organization while traveling with children.
- **Adventure Seekers:** Outdoor enthusiasts who need durable and versatile luggage.

## Differentiation Positioning

The brand is able to create a distinctive place in the consumer's mind. How?

Position our smart luggage as the "Intelligent Travel Companion" that enhances travel experiences through AI assistance.

Emphasize convenience, technology, and organization to appeal to diverse segments.

Highlight the durability and versatility of the luggage for adventure seekers.

Here are some of the reasons-

- We sell a quality product with multifunctional benefits that act as a complete problem-solver.
- We will set the pricing as per the quality of the product that seems affordable to the consumers.
- Give a luxury look that enhances the status.



# MARKETING MIX

## PRODUCT

The Travision Luggage is created to cater to travellers' problems and increase the security of the users' belongings while they are on their way to their destination by applying some advanced technologies on the luggage.

## PLACE

### Selective Distribution Strategy-

Travision tries to place itself in a selected number of outlets in a city. Brand will sport at least 8-10 outlets in any major city. As per the understanding of our brand purchasing behavior, realise that the product is highly unlikely to be purchased at certain locations and thus actively place distribution channels in select areas.

## PRICE

**Cost-plus pricing-** Cost we make the product and increase that amount by a set percentage to determine the final price.

**Psychological Pricing-** Brand used this strategy specially to play on the psychology of consumers by slightly altered the price again from the amount we calculated from each product sold.

## PROMOTION

Use media that can create awareness and effectively communicate the technical and AI features of the smart suitcase.



# OBJECTIVE

1. Maximize Reach Across Multiple Channels.
2. Boost Brand Recall.
3. Foster Positive Brand Association for Loyalty and Sales.
4. Drive Lead Generation.
5. Enhance Brand Visibility and Recognition for Sales and Loyalty.

# CREATIVE BRIEF

## Creative Direction :

The creative campaign for TRAVISION's Innovative Smart Luggage should revolve around the theme of "Enjoy the hours of journey". It should convey a sense of advanced technology and innovation and highlight seamless integration with smartphones and other devices.

## Visuals:

Imagery should convey a sense of advanced technology and innovation.

Showcase the luggage concept in environments that align with the future, such as modern airports or smart homes.

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Highlight the product's high-quality materials, emphasizing their durability and sophistication.

Depict travelers interacting effortlessly with the smart luggage.

Highlight moments of convenience and delight, such as travelers effortlessly guiding their luggage with their smartphones.

## Messaging

Highlight the benefits of hands-free luggage movement and real-time tracking with phrases like "Travel Smarter, Travel Safer."

Stress the convenience of the technology with messaging like "Experience the Future of Luggage."

Communicate TRAVISION's commitment to innovation, user-centric design, and technological advancement.

Use phrases "Wherever You Go, Your Luggage Follows" to encapsulate the brand's vision.

## Tone and Voice

Tone- The tone should be **forward-thinking** and **innovative**, reflecting TRAVISION's commitment to cutting-edge technology.

Voice- Trust TRAVISION to keep your belongings safe and your travel worry-free. Our smart luggage is built with the highest standards of security and durability

## Channels

### Print Media:

- Utilize futuristic visuals and concise messaging in print advertisements.
- Include QR codes for easy access to more information via smartphones.

### Social Media:

- Share engaging videos and images that showcase the luggage's features.
- Use interactive posts to encourage user engagement and feedback.
- Highlight customer testimonials and success stories.

### Website:

- Create a user-friendly, modern website with clear product descriptions and benefits.
- Include animated visuals and infographics for a dynamic online experience.
- Maintain a blog section for in-depth articles on travel and technology.

### Promotional Videos:

- Produce high-quality videos demonstrating the luggage's features.
- Highlight real-world scenarios to showcase its practicality.

### In-Person Demonstrations:

- Organize events and exhibitions for hands-on demonstrations.
- Engage potential customers through interactive displays and product trials.

### Live Demos and Webinars:

- Host live webinars and demos specifically focused on showcasing the technical aspects.
- Allow attendees to interact with the AI packing assistant and see the smart tracking system in action.
- Encourage attendees to ask technical questions during these sessions.

# IMC PLAN

## During Pre-Launch

### Advertising-

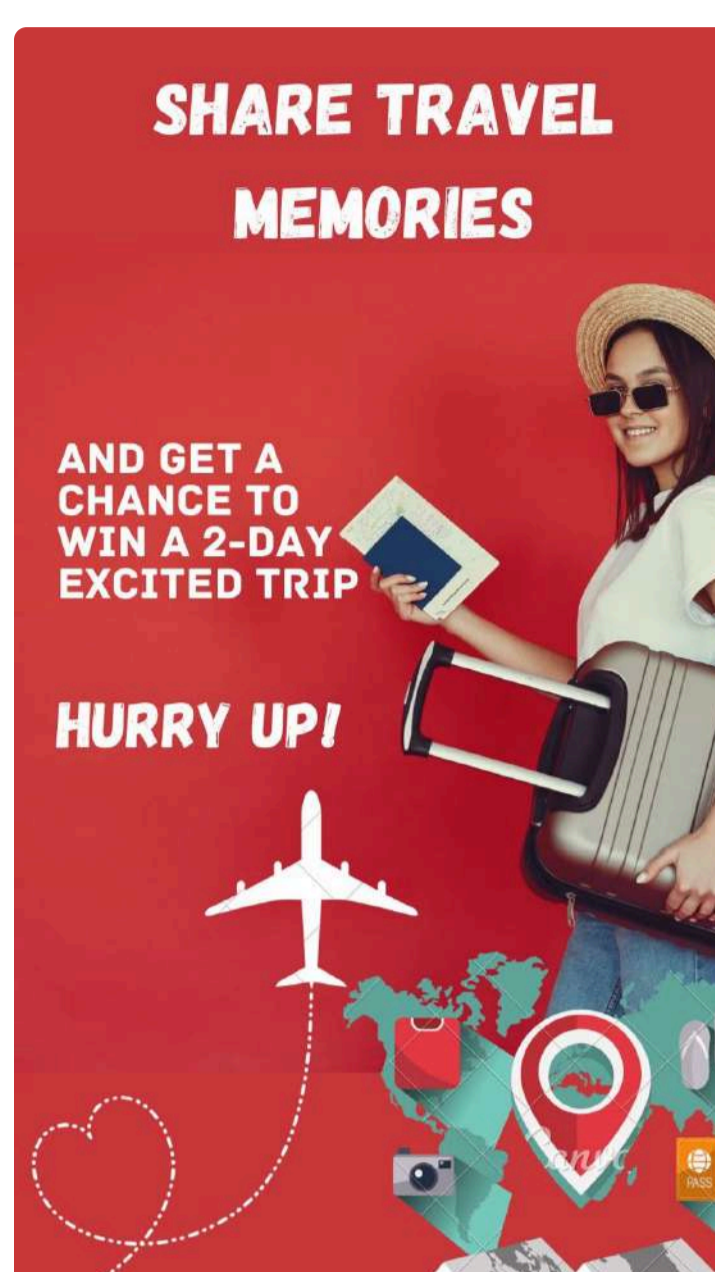
Online advertising. How?

Create a lead generation landing page where people can pre-register or sign up for email list and generate traffic to this through

SEM- helps to grow sales in an increasingly competitive marketplace.

- Search engine optimization (On-page SEO, Off-page SEO, SEO technical SEO)
- Paid ads- Google, Youtube, facebook and Instagram

Social network advertising (2-week) Type of digital campaign on facebook, and instagram- Run a pre-launch activity on social platforms where people have to share their lovely travel memories in 30 secs. The best one will be rewarded with a 2-day trip where we asked them to use our Luggage bag and share the experience. #Makenextjourneymemorable



Pre-launch teasers to create a buzz before a month of launch on official social accounts (1-month)

Print Advertising

Newspaper Ad.

Direct Marketing

Email Campaign- To spread the brand awareness

## During Launch

### Advertising TV & Social Media

1. Launching TVCs on social channels such as youtube, instagram, and tv using celebrity face featuring the Deepika padukone that spreads the brand message.
2. Amazon Live- A smart way for interested customers to learn about products and interact with creators. It is a one of the effective mediums to show off a product, demo how it works, and give people a sneak peek of what's to come.

### Sales Promotion-

1. Collaborate with makemytrip or other well known travel services and offer 15% discount on the bookings using coupon codes.
2. Organising a launch event by inviting travel influencers

Direct Marketing Email Marketing 1. Promotional Emails- 2. Product awareness emails- 3. Offers Emails Inserts leaflets in magazines for brand awareness

### Referral Program (Month 2):

- Launch a referral program encouraging existing sign-ups to refer friends and family.
- Offer incentives such as exclusive discounts or early access to pre-orders for successful referrals.

## During Post launched

### Advertising

Online Advertising using social media (Facebook, Instagram & Youtube)

1. During post launch, the brand live a campaign that focuses on how security plays a significant role while travelling solo,, use hashtag #FearfreeTrip (6-months addressing 12 different issues)

### Direct Marketing

1. Inserts leaflets in magazines for brand awareness

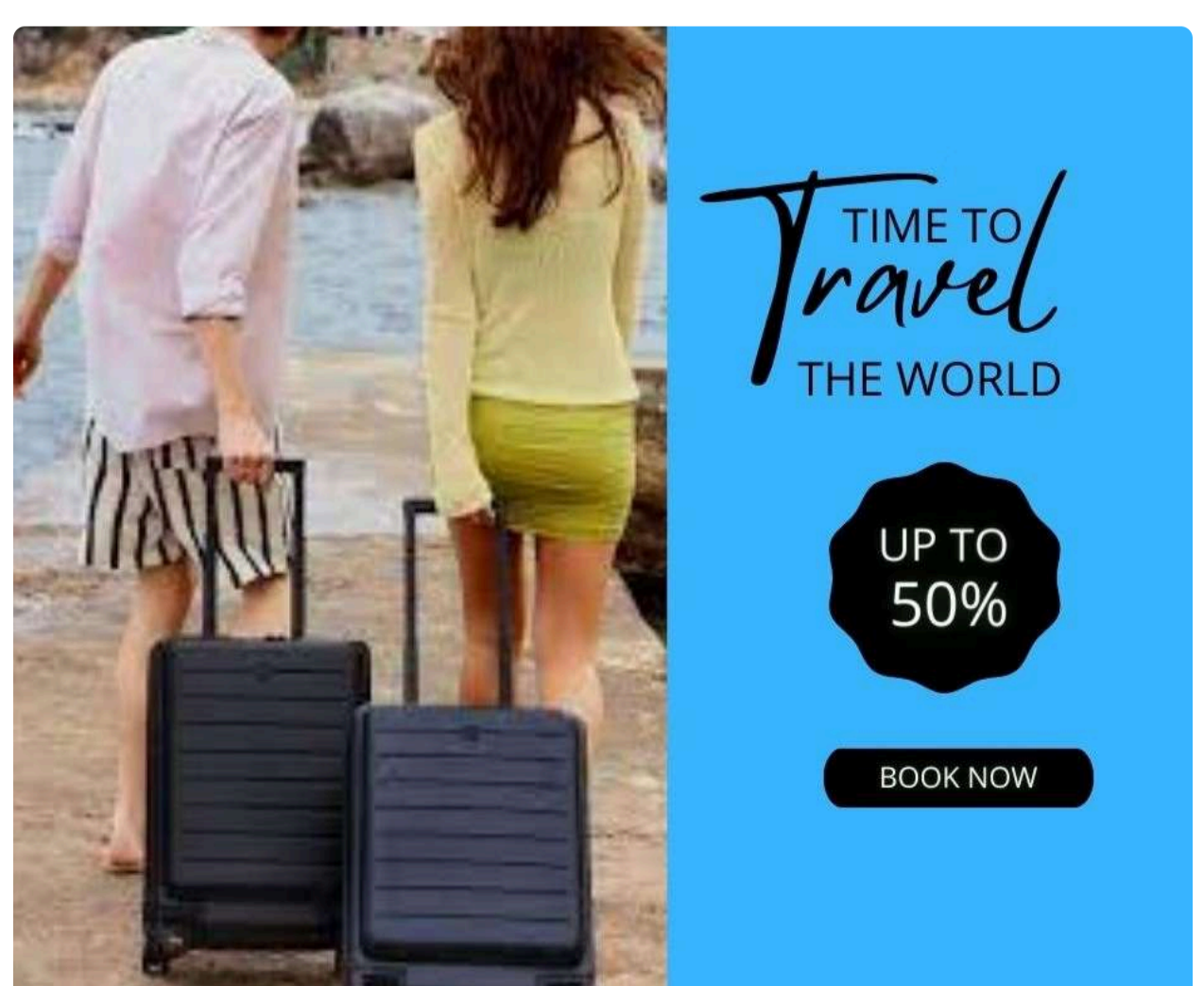
Catalogue marketing for product awareness

Email Notifications- Promotional Emails

Push Notifications

### Online Ads-

- Google & facebook ads campaign-



- PPC- For brand awareness...

### Sales promotion-

- During Vacation seasons or festive seasons- Run offers • Provide certain % discount on Credit or debit cards

1. Influencer marketing(SMM)- featuring Female solo travellers such as Brinda sharma, Nidhi, Himani. Women especially because they need more space to carry accessories and are looking for more security. (Optional)

# ***Implementation:***

## **1. Development and Design Phase (2 months):**

- Assemble cross-functional teams for product development and design.
- Collaborate closely with engineers and designers to bring the concept to life.
- Frequent progress meetings to ensure alignment with creative direction.

## **2. Prototyping and Testing (4 months):**

- Develop prototypes of the smart luggage concept.
- Conduct rigorous testing for functionality, security, and user experience.
- Iterate and refine the design based on user feedback.

## **3. Marketing and Launch Strategy (2 months):**

- Develop a comprehensive marketing plan encompassing various channels.
- Create advertising materials, including print ads, social media content, and promotional videos.
- Establish partnerships with influencers and travel-related platforms for endorsement.

# ***Control:***

## **1. Project Management Tools:**

- Utilize project management software for tracking progress and timelines.
- Set up regular check-ins and milestones to monitor development stages.

## **2. Quality Assurance:**

- Implement strict quality control measures during the prototyping phase.
- Conduct thorough testing to ensure the product aligns with the creative direction.

## **3. Feedback Loops:**

- Establish feedback mechanisms to gather input from the development team, potential users, and focus groups.
- Use this feedback to make iterative improvements in design and functionality.

# ***Evaluation:***

## **1. Customer Feedback and Surveys:**

- Post-launch, collect feedback from customers through surveys and reviews.
- Analyze responses to gauge customer satisfaction and identify areas for improvement.

## **2. Sales Growth:**

- Monitor sales figures and compare them to pre-launch projections.
- Evaluate the effectiveness of marketing campaigns in driving sales.

## **3. Market Share Increase:**

- Analyze market share data to assess TRAVISION's position in the smart luggage industry.
- Track growth in market share over time as a key performance indicator.

## **4. Key Performance Indicators (KPIs):**

- Define KPIs such as website traffic, conversion rates, and social media engagement.
- Regularly track and analyze these KPIs to gauge the success of the creative direction.

## **5. Post-Launch Adjustments:**

- Based on evaluation results, make necessary adjustments to the creative direction, marketing strategies, or product features to enhance performance and customer satisfaction.