

Strategic Message Planner: In the Zone

Client and Product

In the Zone is a video gaming system created by Baseball Inc. to help children and young teens practice the fundamentals of baseball at home in a fun and easy way.

Baseball Inc. was founded in 2009 by Derek Jeter, who believes practices makes perfect. Jeter created this company to provide a game to help younger generations develop the necessary fundamentals of baseball in a way that would be both fun and benefitting for them.

In the Zone comes with one game, a bat, ball and glove that serve as wireless sensing controllers, and two wireless foot straps to monitor the player's footwork. Each controller has a built-in sound device where Jeter will tell the players what they need to improve after they complete a task.

In the Zone also comes with a batting bag to store all of the equipment after each use. This packaged deal sells for \$250.

Product testing has shown significant progress in batting, pitching and fielding within three months of playing In the Zone regularly.

Target Audience

The target audience for this ad is males age 5 to 12 who are interested in baseball. They typically have already played baseball and are looking for extra practice in the areas they are lacking in.

The average age of the target audience is 8. They are old enough to know that baseball is a sport they enjoy and are willing to go the extra mile in improving their game.

The target audience understands that In the Zone will not improve their skills instantly. They're educated enough to know that it takes time to achieve excellence and practicing only when it is required of them makes it impossible for them to go the extra mile.

Product Benefits

In the Zone is a great way to improve baseball technique in a way that is entertaining for its users, meaning they can have fun while bettering themselves.

Current Brand Image

In the Zone is new to the market and has little brand image. If anything, it is perceived as just another video game.

Desired Brand Image

In the Zone teaches children and young teens many different baseball techniques that will be useful to them throughout their baseball career.

Direct Competitors and Brand Images

Direct competitors are sport games that use wireless motion sensing controllers:

- Xbox Kinect: The target audience has a positive image of this leading brand. However, members of the target audience wish that the sporting games offered more educational features rather than entertainment.
- Nintendo Wii: The target audience views this system, which involves a remote control to be used as its wireless motion sensor, to be becoming less popular. Users want their gaming experience to feel more realistic and that is hard to do with a remote control in hand.

Indirect Competitors and Brand Images

Indirect competitors include do-it-yourself practicing. Members of the target market doubt their ability to practice baseball on their own, especially in the off-season.

Advertising Goal

To convince members of the target audience that In the Zone is a fun and easy way to develop the skills they've been longing to have.

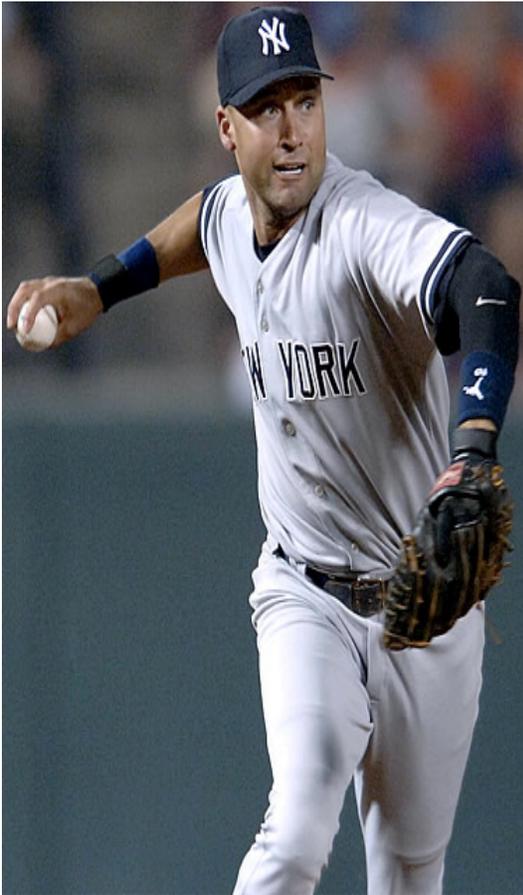
Strategic Message

In the Zone makes it easy to improve your baseball skills year round in your home.

Supporting Benefits

Feature	Benefit
Voice coaching by Derek Jeter	Improve athletes
Wireless sensors and foot strap	Allows errors to be noticed
Batting bag	Easy to store items
Guaranteed results	Baseball skills

GET IN THE ZONE



Make practicing fun with In the Zone, a new gaming system created by Derek Jeter to improve the technique of future baseball players. No more waiting until the spring to pull out those bats and balls. With this new gaming system, you can play baseball anytime you want. In the Zone will teach you the correct technique to use on any part of the field. In just three short months, you will see progress in your game. Guaranteed.

In the Zone comes with one game, a bat, ball and glove that serve as wireless sensing controllers, two wireless foot straps to monitor footwork, and a batting bag to store equipment after each use. Don't wait until next baseball season to dust off your bats and balls. Step up to the plate and get In the Zone today.





Title: Get In the Zone

Client/Sponsor: In the Zone/Baseball Inc.

Length: 30 seconds

Air Dates: November 15 – May 15

Announcer:

Want to improve your baseball game during the off-season but you have nowhere to go? In the Zone is a fun and educational gaming system that allows you to practice baseball at home anytime you want.

Announcer:

In the Zone was created by Derek Jeter to help children and young teens develop correct baseball technique. It comes with one game, a bat, ball and glove, and two wireless foot straps. A batting bag is also included for you to store your equipment after each use. Each In the Zone controller has a built-in sound device where Derek Jeter will coach you to baseball perfection.

Derek Jeter:

Children and young teens are the future of baseball. With In the Zone, it will be possible for me to coach the future players in a way that is fun for them.

Announcer:

In the Zone can be found at Wal-Mart, GameStop, Academy Sports and Outdoors for just \$250. Step up to the plate and get In the Zone today.

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