



**AiR INNOVATIONS**

**ADV 615**

**Advertising Tomorrow**

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# INTRODUCTION

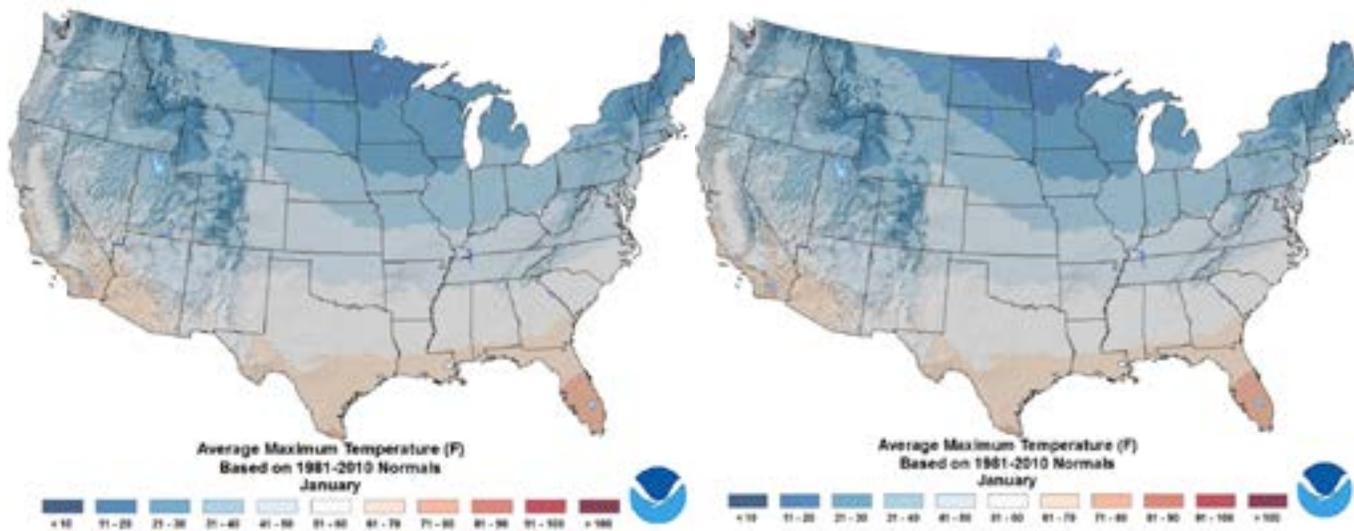
There are very few geographies in the United States where the heat or air conditioning is not being used throughout the year. Americans like to have full control of their temperature and their comfort at all times. Every individual has their own idea of what a comfortable temperature is. Being too hot or too cold can make us tense, stressed, and ultimately uncomfortable. Being uncomfortable takes away our focus and energy. Such an issue can be detrimental to the completion of mission-critical workers' jobs. MyZone prevents this problem by allowing every individual to set their own temperature which keeps users comfortable and focused.

# RESEARCH

## HEATING AND COOLING IN THE US

In the United States “Americans like it cool.” According to Statista (2019), America’s love of air conditioning surpassed anywhere else in the world. The U.S is the leading consumer of air conditioning devices. There is a growing demand for air-conditioning worldwide. Even countries in the Middle East — a region known for high temperatures — use a fraction of the amount of air conditioning as the United States. According to Statista (2016), there are an estimated 1.6 billion air conditioning units in the world. These are mainly concentrated in the United States, China, and Japan/South Korea with respectively 374, 569, and 207 million units. Such a demand is very beneficial for air conditioner manufacturers.

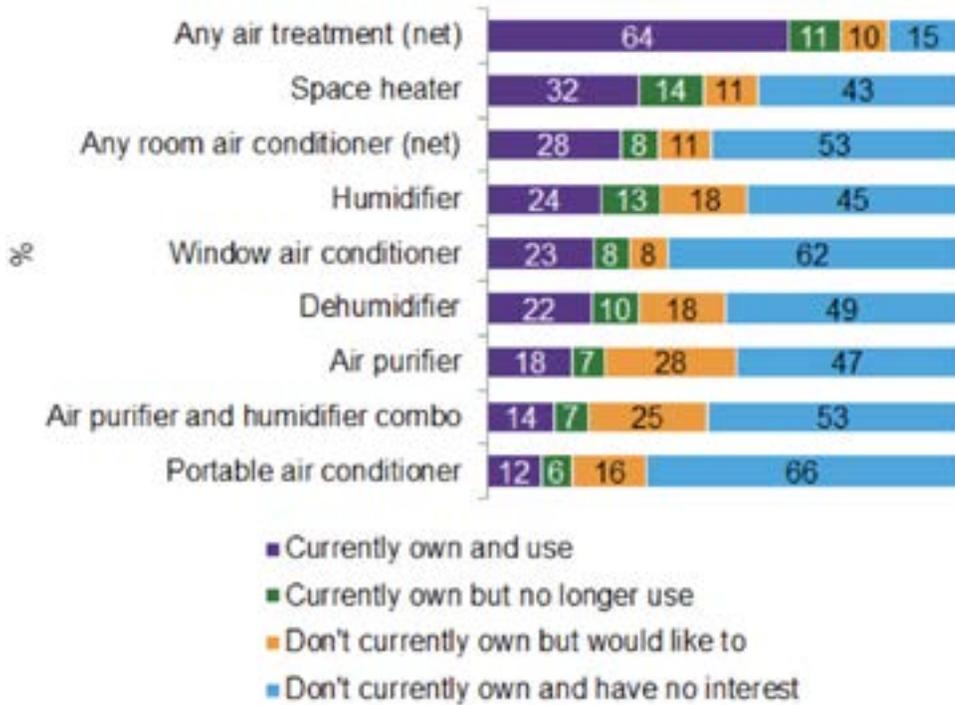
Several places in the United States maintain warm temperatures all year, while other areas experience very cold and brutal winters. Such geographies are heavy users of space heaters. According to Mintel (2018), ownership of space heaters has remained stable from 2007 to 2017. Typically space heater sales fluctuate depending on temperature changes. There was a decline in sales during the warmer-than-average temperature that took place between 2012-2015. Brands must capitalize on higher demand for air treatments as temperatures rise.



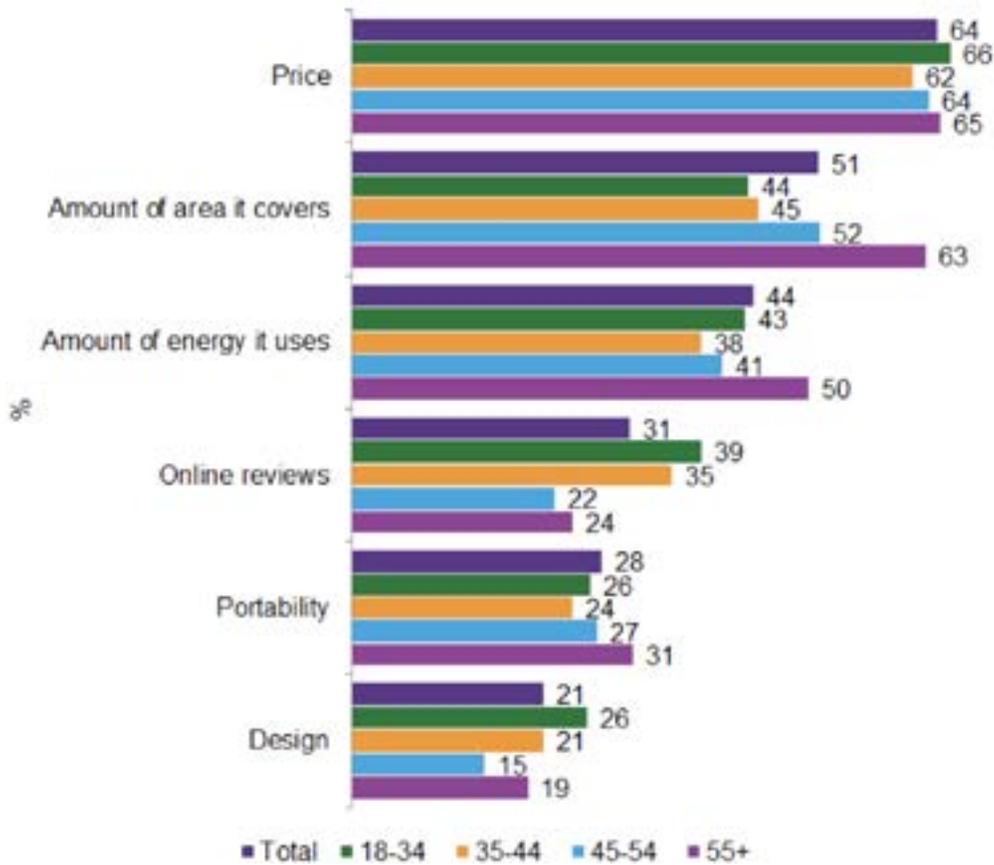
[Graphic 1] Average maximum and minimum temperature by location, based on 1981-2010 Normals January. Sourced from National Centers for Environmental Information.

Space heaters were the most popular air treatment device as of 2018. Mintel (2018) shows that up to 28 percent of people who do not own a heating device are interested in converting. This creates potential growth for air treatment brands.

Mintel (2018) has also demonstrated that price is the dominant factor affecting air treatment device purchases. Functional components override aesthetics. These include the amount of environment covered, energy usage, and set up. Only 21 percent of consumers refer to aesthetics and design as a purchase influencer.



[Graphic 2] Product usage and ownership, November 2017. Source from Mintel's Air Treatment, January 2018.



[Graphic 3] Select purchase influencers, by age, November 2017. Source from Mintel's Air Treatment, January 2018

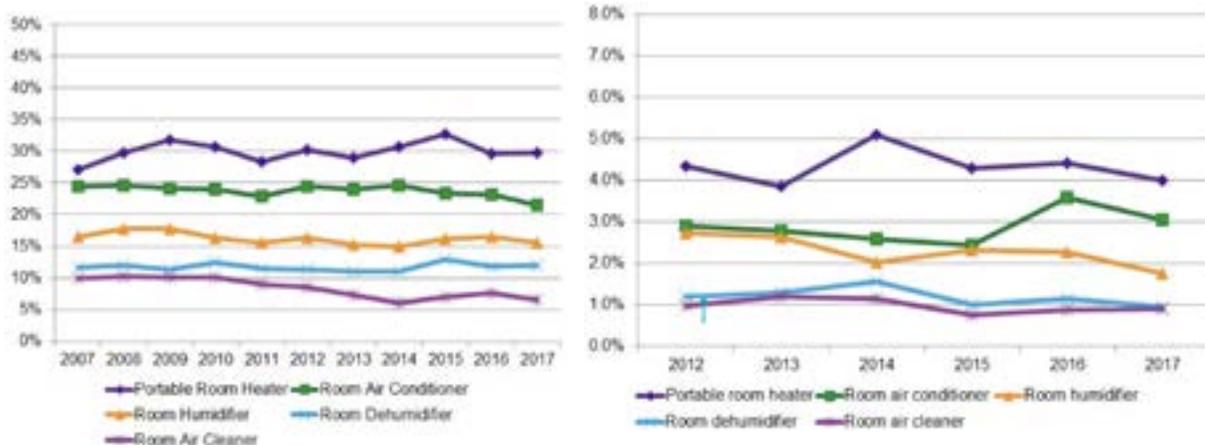
## ENERGY CONSUMPTION IN THE US

An excessive amount of heating and cooling can also lead to an excessive amount of energy usage. According to the Global Energy Statistical Yearbook (2019), the United States is the second-largest energy consumption country in the world. Energy consumption in the United States has reached the highest record of more than 101 quadrillions British thermal units (quads) in the last two years. This surpassed the previously reported record in 2007 by 0.3 percent.



[Graphic 4] The United States ranks second in the world's largest energy consumption breakdown by country in 2018. Source from Global Energy Statistical Yearbook 2019 according to Enerdata.

According to Mintel, 22 percent of those who use air treatment devices believe that using a space heater is an efficient way to reduce heating bills by keeping the rest of the environment cool. However, research from Mintel (2018) demonstrates that heavy reliance on space heaters can lead to inefficient use of energy. There is also an increase in safety concerns regarding the use of a space heater for a more extended period of time; 79 percent of heating fire deaths were due to leaving space heaters unattended. This issue calls for the application of goodwill ad campaigns.



[Graphic 5&6] Percentage of US households who own air treatment devices, by segment, 2007-17, and percentage of US households who purchased air treatment devices within the last 12 months, by segment, 2012-17. Source from Mintel's Air Treatment, January 2018

Despite current market trends, Mintel (2018) has revealed that 67 percent of the world's population will be living in cities due to rising demand in employment, educational opportunities, and housing options. However, there is a rising trend in consumers' need for cities to become more self-sufficient and green. This accentuates the significance of incorporating energy efficiency among air treatment devices. Brands within cities are also increasingly installing urban farms and solar powers to guarantee a small environmental footprint. Products such as dehumidifiers with higher penetration in rural areas may create unwanted repercussions in an increasingly urban society. Such trends suggest that smart feature space heaters and other air treatment devices that save energy are likely to increase consumer conversion.

### **WHY PERSONAL CLIMATE CONTROL IS IMPORTANT**

Many workplaces have building-wide HVAC systems that are controlled by thermostats. There may be many thermostats that allow users to adjust the temperature in each individual room, location, or section depending on the location. There may be one central thermostat that controls the temperature for a larger space.

The problem with shared temperatures is not everyone is comfortable at the same degree.. If a room is set at 68 degrees, some people may be comfortable while others may be too cold or warm. Twenty percent of office employees have argued with coworkers about temperature setting according to a CareerBuilder survey (2015). For example, individuals who feel cold may get distracted by trying to increase warmth and lose focus. More than 70% in the same study said a too-hot environment makes them less productive.

For mission-critical workers the ability to maintain focus is crucial. Mission-critical is a category defined by people who spend the vast majority of their job at work stations that require continual and complete attention. These consist of 9/11 dispatchers, air traffic controllers, and correctional officers. They are required to monitor multiple screens at once and track an entire course of a mission. While they may not be the people on the frontlines, they make sure the job happens. Any mistake these workers make could become detrimental for everyone else.

## HOW DO WE KEEP EVERYONE COMFORTABLE

It is estimated that each day in the United States, there are more than 500,000 911 calls, 44,000 flights, and over 2 million people in prison that are being monitored. These call for endless 24-hour jobs. They require their employees to work shifts as long as 12 hours at a time. An employee may not be comfortable with the temperature that a previous employee has set. Whether the chair may cause their back to ache or the room is too cold or warm, these workers have to maintain the ultimate focus. They have to be as comfortable as possible.

MyZone is a desk console management system that can solve this problem. Desk management console systems otherwise known as micro-environments allow users to have complete control over the temperature of their workspace. This means that if mission-critical worker John worked from 11 a.m. to 11 p.m. at 65 degrees, Steve can operate at 73 degrees when his shift begins. Mary sitting next to Steve can work at 76 degrees. Every person has complete control over the temperature they desire.

MyZone includes four heat exchangers that carry liquid through the device. This liquid either freezes at 64 degrees or heats to alter the temperature of the air that flows through it. The liquid inside MyZone has a higher freezing point that allows the product to be more suitable than the average space heater or air conditioning unit. A typical space heater uses 15000Watt (W) of energy. MyZone uses 100W for cooling and 165W for heating. MyZone provides the same heating and cooling functions for fractions of what a standard space heater uses.

The decreased energy consumption of MyZone can have significant impacts on energy usage in the United States. The US currently uses more energy for cooling in office buildings than any other country in the world. In 2016 the United States used 616 TERAWatt hour (TWh) for cooling. Second to the US was China at 450TWh and the European Union at 125TWh.

MyZone provides personal climate control to individual workers. It allows companies to reduce the usage of the building's HVAC system. Building owners would be able to keep the building at a set temperature and let individuals control the temperature of their workspace. This would result in less energy consumption overall. Techno-economic analysis indicates that MyZone would save enough energy in a standard office building to justify an installation cost of 5 percent interest ranging from \$200 per unit in Miami and \$1,450 per unit in New York City. MyZone units have a lifespan of 10-20 years based on office size and city. The decreased energy consumption of MyZone can have significant impacts on energy usage in the United States. The country currently uses more energy for cooling in office buildings than any other country in the world. In 2016 the United States used 616 TERAWatt hour (TWh) for cooling. Second to the US was China at 450TWh and the European Union at 125TWh.

The HVAC industry is a massive market with little chance of slowing down. The primary issue for the market is the vast amount of energy use and cost that come with the products. MyZone allows people to not only have complete control of their temperature but does it without using much energy and generating high costs. Targeting mission-critical workers is a huge opportunity for MyZone due to the effect that personal temperature control has on these employees. By creating awareness of how MyZone can impact job performance and comfort to this audience, they can become a market leader in micro-environment systems and a necessity for the entire job category.

# TARGET PERSONA



**Name:** Steve Thomson

**Age:** 42

**Position:** Air Traffic Control Center Commander

Steve says: *"I absolutely love what I do. I just wish my employees will stop complaining about the room temperature in the winter!"*

## DESCRIPTION:

Steve is a 42-year-old air traffic control center commander. He's an active father of two. He is always up-to-date on industry news on the internet and his mobile phone. On his way to work, he listens to music that energizes his brain for work.

One of Steve's employees is constantly complaining about the temperature of the room in the winter. The majority of his colleagues like to set the temperature at 72 degrees, and he stays cold. Sometimes, he asks Steve if he can bring his own space heater to work. Therefore, Steve is looking for a device that solve's everyone's temperature complaints.

## PRODUCT-CONTENT NEEDS

- Information on new space-heater devices.
- Photos that highlight the benefits of a new space-heater.
- Guidance, education, and reassurance that the brand can be trusted.

## ATTRIBUTES

- Upper-middle class.
- Smartphone and laptop user
- Influenced by online review and uses of print.
- Music listener.
- Spends time reading social media and industry news.

## GOALS

- Make all of his employees feel comfortable.
- Remain up-to-date and constantly educated about industry news.

## CHALLENGES

- Hates employees' constant nagging.
- Has difficulty finding a suitable air treatment device employees' desks.
- Often finds that his employees struggle due to feeling uncomfortable.



# CREATIVE BRIEF

<b>BRAND</b>	Air Innovations' MyZone
<b>BRAND PROBLEM</b>	When people think of first responders, pilots, or soldiers, they think about the people on the ground in action. However, mission-critical workers are the ones that make their jobs happen. They are required to sit in the same place for long periods. Not being comfortable can be a considerable hindrance to their job performance. We need to create awareness about what MyZone is and how it allows them not only to perform well but be comfortable while doing it.
<b>BRAND POSITIONING</b>	For mission-critical workers, MyZone is a micro-environment system that allows them to use their full attention on the job without the distraction of discomfort.
<b>COMMUNICATIONS OBJECTIVE</b>	To communicate that MyZone is designed to allow every individual to have control over their personal comfort.
<b>TARGET AUDIENCE</b>	Mission-critical workers
<b>PROPOSITION</b>	MyZone keeps mission critical workers at 100% on 100% of the time.
<b>SUPPORT</b>	Mission-critical workers are 9/11 dispatchers, air traffic controllers, and correctional officers who monitor screens, among many others. These professions require people to be seated in the same place for an extended period. Since their attention must remain focused on the task at hand, their comfort is of the utmost importance to avoid any distractions. Many of these jobs are 24-hour jobs. There will be difficulty customizing stations to each preference as people switch in and out between shifts.
<b>TONALITY</b>	Informative but understanding. We want to show that MyZone understands the efforts mission-critical workers put forth every day while telling them how it can make their jobs better.
<b>MOMENTS OF RECEPTIVITY</b>	Industry events and conferences, daily commutes, web searches regarding innovation in the field.

# MEDIA PLAN

Several mediums will be effective at reaching this audience. The first is digital. Facebook allows us to micro-target individuals based on interests and likes. Since “mission-critical” applies to several different jobs, we can create different audiences for each specific role. For 911 operators, we can focus on people who work in the role, have an interest in first responders, and go to related industry events. We can do the same for air traffic controllers and correction officers but adjust each audience accordingly.

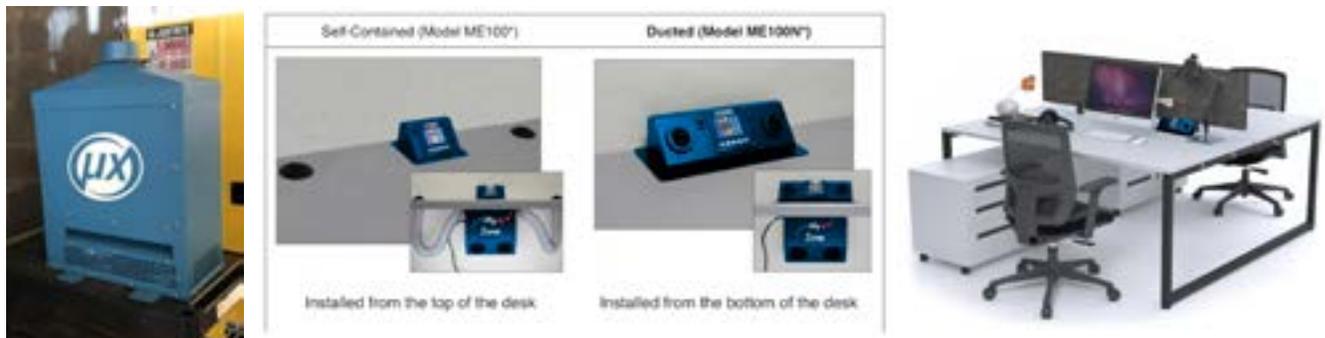
Many of these individuals will be commuting to and from their places of work. This is a time for them to start preparing themselves for the long shift ahead of them. Many people listen to music during their commute. Using Spotify will help us reach them at this exact moment.

Another moment when this audience is most receptive is industry events. When consumers attend these events, they are looking for new ways to improve their workspace and the performance of their employees. A booth at a conference provides a way to educate professionals on the product, and an experiential event will allow them to experience it for themselves.

## RE-ENGINEERING REPORT

MyZone is meant to be placed under or at a desk in order to provide ultimate comfort to mission-critical workers. However, the current design is very large and would not allow for a lot of legroom or personal space. In order to provide the best comfort possible MyZone needs to become smaller and the controls more accessible.

Air Innovations has designed other personal desk console management systems that are smaller but provide similar functions. We propose MyZone takes a similar design as these to ensure mission critical workers have as much space as possible and easy control over the device.



[Graphic 6&7] MyZone before and after re-engineering. Sources from Syracuse University Engineering and Air Innovations.com, 2020.

# EXECUTIONS

## DIGITAL

Facebook & Spotify:



Print & Industry/conference events:



The experiential event will be a hands-on experience where four employees use a desk with a MyZone while working on mission-critical tasks. This will allow them to experience the benefits of MyZone while the desks are close to each other.



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