

# THE SMART PROTECTOR (AKA SHELBY)





“

I want to see who's approaching the door and decide for myself if there's a reason to call the police”



### Life-Stage:

- Tends to skew younger
- **It's the time of firsts!:** (Just married, first home, first baby...)
- **She shares the 'millennial-mindset':** Likes brands that match her lifestyle and she might be into brands that support a cause she cares about.



### Category:

- She wants to feel connected with her home, to check who's coming, keep an eye on pets, or deter any possible burglar.
- She is wary of recurring monthly premiums and contracts. It's beyond just price, **she doesn't want to feel fooled by a company into a service she doesn't feel is needed.**
- She doesn't consider Professional monitoring for her, and would rather do it herself (self-monitoring).



### Brand

- She will likely become the future consumer of the brand.
- Knows ADT stands for quality, but needs to be re-introduced to the brand on a more personal level now that she is on her own.



### Barrier:

- Doesn't know about the technology or Home automation that ADT offers.
- Doesn't think she needs Professional Monitoring.



### Safety Means:

- **Connection + Control:** To be aware of everything happening around the home and make her own decisions regarding what actions to take.



### What we need to do:

- Shift her category/brand perception, overcome barriers and misconceptions!
- Reach her in the upper and mid funnel and attract her by demonstrating she can have the control, connectivity and technology she looks with ADT Pulse, PLUS the added security herself/ her family needs (24/7 Emergency Response). Focus on **Perimeter Protection** products (video doorbell, outdoor camera, lights, locks) and ADT Go.
- How: Broadcast TV, Streaming Audio, Podcasts, FEP, Native, Influencers





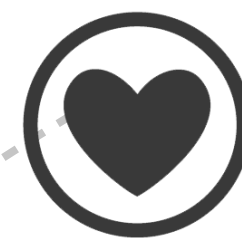
# THE ANXIOUS BELIEVER (AKA GENE)





“

I want “To know my family is protected by professionals”



### Life-Stage:

- **The Traditional ADT consumer.**
- **He's more established and wise:** Tends to skew older. Owns a home, has older parents and kids.
- **Is aware of his vulnerability:** Has a strong sense of responsibility to take care of and protect his family and possessions.



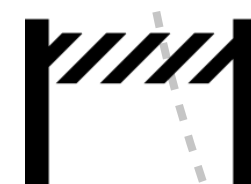
### Category:

- He values concierge service, wants to leave security to trusted experts.
- He sees professionally-monitored systems as a strong deterrent for potential burglaries (sign in the lawn) and protection against fire and carbon.
- Because he often has specific crime-related concerns, he is more likely to respond to FUD (fear, uncertainty, doubt) more actively than others.



### Brand

- He already knows ADT for being the best in the category.
- Deals resonate well with Gene as they make him feel smart.
- Sometimes he suffers brand paralysis, feels there are too many options with similar offerings.



### Barrier:

- There is a sense of apathy. Although he knows it's important, he keeps procrastinating a call to enroll.



### Safety Means:

- **Professional protection.** Is already a believer in **Professional Monitoring.** Doesn't want to worry about security –wants to put that responsibility in the hands of experts.



### What we need to do:

- Create urgency to overcome apathy.
- Reach him in the lower funnel, reinforce ADT superiority and create a strong call to action (enrollment is fast and easy). Promote BA and Pulse.
- How: DRTV/Cable, Terrestrial Radio, OLV, Direct Mail, and Newsletter

