

CORRECT \*MISSPELLINGS

CLIENT: WITE-OUT

CATHERINE LIN

## IS WITE-OUT STILL RELEVANT?

OUR WORLD AND OUR LIVES ARE DIGITAL TODAY.  
WHEN WAS THE LAST TIME ANYONE PICKED UP A PEN  
AND PAPER TO WRITE? THE CHALLENGE WAS TO MAKE  
WITE-OUT, A PRODUCT THAT IS ONLY USED OFFLINE,  
RELEVANT EVEN IN OUR DIGITAL WORLD.

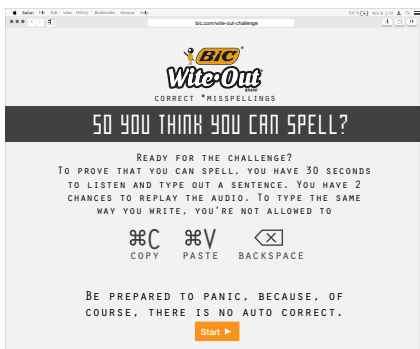
AFTER DOING SOME RESEARCH, WE FOUND A BIG PROBLEM  
RELATED TO WRITING IN GENERAL: SPELLING ERRORS.  
WE FOUND THAT 50% OF AMERICANS CAN'T SPELL,  
ONLINE OR OFFLINE. THIS WAS AN OPPORTUNITY FOR  
WITE-OUT TO BE RELEVANT IN OUR LIVES AGAIN.

WE REPOSITIONED WITE-OUT FROM A OLD-SCHOOLED  
PRODUCT TO A BRAND THAT HELPS PEOPLE CORRECT ALL  
KINDS SPELLING MISTAKES.

THIS REPORT WILL LOOK AT PLATFORM, MANUFACTURE,  
AND LABOR COST OF THIS CAMPAIGN.

PRACTICAL SOLUTION:  
SO YOU THINK YOU CAN SPELL?

TO LAUNCH THE CAMPAIGN, WITE-OUT WILL SET UP A SOCIAL CHALLENGE ONLINE TO MAKE PEOPLE REALIZE HOW MUCH SPELLING MISTAKES PEOPLE MAKE WHEN TYPING. WE CHALLENGED OUR AUDIENCE TO TYPE THE SAME WAY WE WRITE: NO COPY, PASTE, BACKSPACE, AND AUTOCORRECT. FROM THIS CHALLENGE, OUR USERS WILL START TO SEE THE IMPORTANCE OF CORRECT SPELLINGS AND START TO HAVE A AWARENESS FOR THE WITE-OUT BRAND AGAIN.



PLATFORM COST

ONLINE PLATFORM— \$0

LABOR COST

12 WEEK WORK TIME

3 DEVELOPERS

\$100/HR X 480 HR

\$144,000

2 DESIGNERS

\$75/HR X 480 HR

\$72,000

\*TOTAL: \$216,000

PRACTICAL SOLUTION:  
MAGAZINE SPREADS

IN PREPARATION OF OUR GUERILLA EXECUTION, WITE-OUT WILL LAUNCH A SERIES OF PRINT ADS OF REAL-LIFE MISSPELLINGS. THIS WILL POSITION WITE-OUT AS A BRAND THAT GIVES PEOPLE A SECOND CHANCE TO CORRECT SPELLING MISTAKES. WE ALSO INCLUDED A SOCIAL COMPONENT TO ENCOURAGE USERS TO #MISSPELLINGS TO CROWD SOURCE MATERIALS FOR THE GUERILLA COMPONENT OF THIS CAMPAIGN.



PLATFORM COST

MAGAZINE PLATFORM  
NATIONAL MULT AD  
\$10,000

LABOR COST

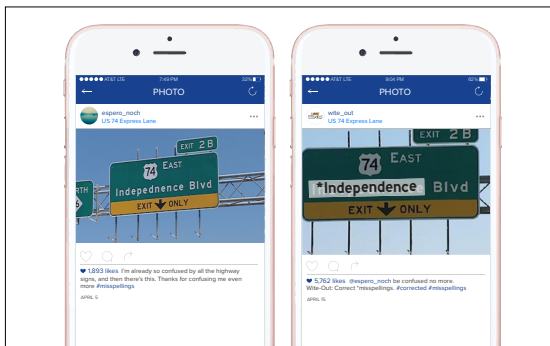
5 PHOTOGRAPHERS  
\$50/HR X 40 HR  
\$10,000

1 DESIGNER  
\$75/HR X 40 HR  
\$3,000

\*TOTAL: \$23,000

## PRACTICAL SOLUTION: #MISSPELLINGS

AN EXTENSION FROM OUR PRINT ADS,  
WE WILL USE THE CROWD SOURCED  
MATERIALS TO START CORRECTING  
MISSPELLINGS IN THE REAL WORLD.  
WHEN USERS #MISSPELLINGS, WITE-OUT  
WILL GO OUT AND ACTUALLY CORRECT  
THE SPELLING ERROR.



### PLATFORM COST

INSTAGRAM- \$0

### MANUFACTURE COST

100 CUSTOM STICKERS  
WEATHER-PROOF  
~\$1,000

### LABOR COST

3 SOCIAL MONITORS  
\$50/HR X 800 HR  
\$120,000

1 DESIGNER  
\$75/HR X 50 HR  
\$3,750

1 PHOTOGRAPHER  
\$50/HR X 600 HR  
\$30,000  
TRAVEL: \$20,000

\*TOTAL: \$174,750

PRACTICAL SOLUTION:  
STARBUCKS PARTNERSHIP

TO BRING THIS CAMPAIGN CLOSER TO PEOPLE'S EVERYDAY LIVES, WITE-OUT IS PARTNERING UP WITH STARBUCKS. EVERYONE HAD THE EXPERIENCE IN GETTING THEIR NAME SPELLED WRONG ON THEIR STARBUCKS CUP, TO CHANGE THIS, WITE-OUT IS PROVIDING STICKERS FOR CUSTOMERS TO CORRECT THEIR MISPELLED NAME.



PLATFORM COST

STARBUCKS- ~\$500,000

MANUFACTURE COST

5 MILLION STICKERS  
PRINT & CUT  
~\$36,700

LABOR COST

1 DESIGNER  
\$75/HR X 40 HR  
\$3,000

\*TOTAL: \$539,700

## PRACTICAL SOLUTION: WITE-OUT APP

FINALLY, WE WANT TO ADDRESS THE ESSENTIAL PROBLEM IN PEOPLE'S DAILY LIVES. WITHOUT THE AID OF A COMPUTER (OR GOOGLE), PEOPLE CAN'T SEE THEIR OWN SPELLING MISTAKES. WITE-OUT WILL PROVIDE AN APP THAT WILL ANALYZE HANDWRITINGS AND SHOW THE SPELLING ERRORS ON SCREEN. THIS WILL PROVE THAT WITE-OUT IS A BRAND THAT UNDERSTANDS ALL ASPECTS OF WRITING AND IS RELEVANT IN THE DIGITAL WORLD.



## PLATFORM COST

APPLE STORE- \$99/YR  
GOOGLE PLAY- \$25

## LABOR COST

12 WEEK WORK TIME

5 DEVELOPERS  
\$100/HR X 480 HR  
\$240,000

2 DESIGNERS  
\$75/HR X 480 HR  
\$72,000

\*TOTAL: \$216,000

## INDEX

[HTTP://ABCNEWS.GO.COM/LIFESTYLE/STARBUCKS-MATCH-HOOKING-COUPLES-CONNECT-COFFEE/STORY?ID=28575784](http://abcnews.go.com/Lifestyle/Starbucks-match-hooking-couples-connect-coffee/story?id=28575784)

[HTTP://WWW.STARBUCKS.COM/ABOUT-US/COMPANY-INFORMATION/STARBUCKS-COMPANY-PROFILE](http://www.starbucks.com/about-us/company-information/starbucks-company-profile)

[HTTPS://WWW.REFERENCE.COM/FOOD/MANY-CUPS-COFFEE-STARBUCKS-SELL-DAY-30165505F1CED767#](https://www.reference.com/food/many-cups-coffee-starbucks-sell-day-30165505f1ced767#)

[HTTPS://WWW.ONLINELABELS.COM/OL125.HTM?SR=1060130458](https://www.onlinelabels.com/ol125.htm?sr=1060130458)

[HTTP://WWW.TECHREPUBLIC.COM/BLOG/SOFTWARE-ENGINEER/APP-STORE-FEES-PERCENTAGES-AND-PAYOUTS-WHAT-DEVELOPERS-NEED-TO-KNOW/](http://www.techrepublic.com/blog/software-engineer/app-store-fees-percentages-and-payouts-what-developers-need-to-know/)

[HTTPS://WWW.ENTREPRENEUR.COM/ARTICLE/83094](https://www.entrepreneur.com/article/83094)

[HTTP://STICKEROBOT.COM/PRODUCTS/RECTANGLE-STICKERS](http://stickerobot.com/products/rectangle-stickers)