

Creative Brief — ElliQ Adoption Campaign

BACKGROUND / BUSINESS CHALLENGE How might we accelerate adoption of ElliQ, the AI tabletop companion, among older adults before competitors like Meela, Dialzara or Lovot grab the spotlight in a market forecast to quadruple by 2032? Success in year 1 unlocks the path to a broader product family and a \$2.5 B revenue target within three years.

TARGET AUDIENCE & KEY INSIGHT *Primary* Independent adults 70–90 living alone or with a partner, tech-curious but selective. *Secondary* Their adult children and professional caregivers who influence purchases. - Loneliness and “not wanting to bother the kids” dominate forum talk. - ElliQ pilots show a 95 % drop in reported loneliness, making “company on demand” the most powerful benefit. - Privacy worries stop many at the checkout—any hint of data collection breaks trust. *Key insight:* A companion that feels like a considerate neighbour—never a surveillance device—earns an older adult’s yes.

PROPOSITION / THE BIG IDEA “ElliQ. The neighbour on your table.” Position ElliQ as a warm, ever-present helper that lightens the day and keeps people connected—without prying.

DESIRED OUTCOME / OBJECTIVES - Double monthly unit sales to older-adult households by 31 December 2025. - Achieve 35 % unaided awareness with adult-child caregivers in priority markets. - Post-purchase survey: 80 % cite “companionship” as the deciding benefit.

STONE OF VOICE Reassuring, respectful, quietly optimistic. Speak in plain language; avoid tech jargon and any mention of data capture.

MANDATORIES & CONSTRAINTS - Budget: \$200 K all-in. - Launch live nationwide 3 September 2025. - Must avoid references to data tracking, storage, or analytics. - Use ElliQ’s existing colour palette and logo lock-up.

WORK-BACK SCHEDULE (high-level WBS)

Phase	Key actions	Dates
Kick-off & brief lock	Finalise brief, assign teams	23 Jun – 27 Jun
Insight deep-dive	Additional audience/social listening, creative territories	30 Jun – 11 Jul
Concept development	Select & test single creative route	14 Jul – 25 Jul
Production	Video, display, direct-mail kits, landing pages	28 Jul – 22 Aug
Media prep & QA	Trafficking, closed-beta with 100 units	25 Aug – 29 Aug
National launch	3 Sep	
Optimisation & reporting	Weekly creative/media tweaks	8 Sep – 31 Oct

INITIAL THOUGHTS / MEDIA STARTERS

1. Story-driven short film—60-second spot of a widow re-discovering daily “small talk” with ElliQ, seeded on Facebook and YouTube.
2. Caregiver carousel ads—target adult children 40-60 with social proof stats (“95 % felt less lonely”).
3. Senior-center road-show—hands-on demos at community lunches; partner with local aging-in-place NGOs.
4. Print inserts—large-type advertorial in *AARP* magazine editions for top five states with high single-senior density.
5. Referral booster—existing users send a physical postcard to a friend; both receive a free accessories pack.