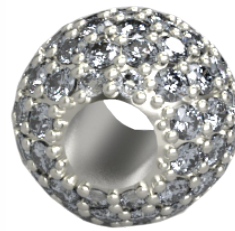
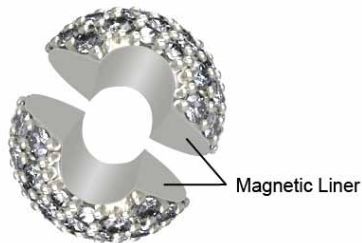
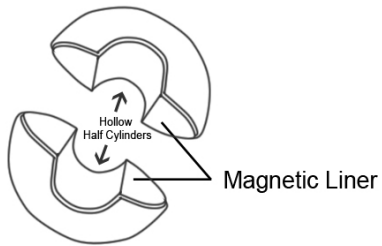


cclliixx

magnetic beads



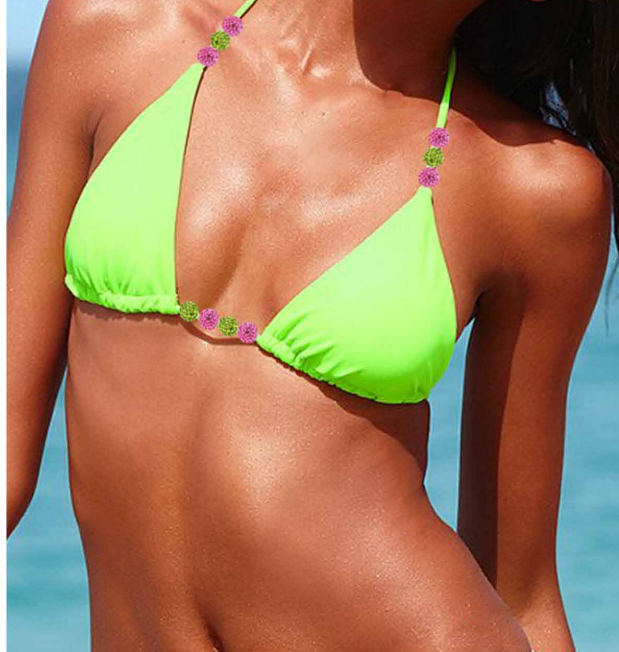
These patent-pending magnetic beads will be marketed to “TWEENS” under the brand name “CCLLIIXX.” In English, this is the sound that they make when you “snap” them together to attach them to bracelets, necklaces and the straps on clothing. This name is snappy, memorable and it sounds like what it is...We also own the domain name: CCLLIIXX.com

Our target market is “TWEENS,” and we are using the marketing strategy that propelled Silly Bandz into one of the biggest “fads” in history! (a copy of this strategy is included in the last page of this presentation)

The Design & Marketing Plan for CCLLIIXX is featured, below and it includes 11 headings. Please review this plan at your convenience and let me know how you would like to proceed.

Thank you,

Karlynn Keyes



1. APPEAL

There is simply nothing like CCLLIIXX in the marketplace today! The unique two-piece construction of these magnetic beads allows TWEENS to accessorize and personalize their clothing in unique, exciting, new ways. CCLLIIXX Magnetic Beads can go where no beads have gone before. These “low tech” beads are also fun and interactive and they can be collected and traded as well as mixed and matched.

2. AUDIENCE

CCLLIIXX Magnetic Beads will be marketed to “TWEENS,” ages 7 to 15. This group is fashion and trend conscious and they have disposable income. They are also very interested in what’s new and hot and they gravitate to products that allow them to “personalize” their jewelry and “customize” their wardrobes. This group values being “unique and one-of-a-kind.”

3. FOCUS GROUPS

We have hosted several groups of TWEENS (ages 7 to 15) in our studio to interact with CCLLIIXX Magnetic Beads and the response has been overwhelming! These Beads need NO explanation and TWEENS immediately begin to experiment with ways to wear CCLLIIXX. They laugh and play with the Magnetic Beads and then they get serious about all of the ways they can accessorize and personalize everything with CCLLIIXX.

4. PRODUCT APPEAL

CCLLIIXX Magnetic Beads are “low tech,” interactive beads that are a fun, easy way to decorate and personalize the accessories of TWEENS including backpacks, bracelets, necklaces and entire wardrobes! These magnetic beads are easy to understand and need no explanation. Starting with simple geometric shapes and compelling colors, CCLLIIXX Magnetic Beads features designs that appeal to all TWEENS.

5. COMPANION PRODUCT

Faux-suede wrap-bracelets will be sold alongside CCLLIIXX Magnetic Beads. These bracelets are a fun, fresh, new way to wear wrap bracelets and they feature designs that will appeal to TWEENS. Initials, Quotes, Colors, Zodiac Symbols, Animals, Flags and an endless number of designs can be printed on these fabulous faux-suede bracelets. Additional bracelet and necklace styles will be added at future dates to ensure that TWEENS will always have new items to collect and wear.



6. UNIQUE CHARACTERISTICS

CCLLIIXX Magnetic Beads feature beautiful patent-pending designs. Eight samples in various shapes have already been crafted. Additionally, the Magnetic Beads will be “coated” to ensure that they can be attached to swimwear and worn in the water (our research indicates that coating the Magnets should be an easy process). The CCLLIIXX name is unique and the domain name has been purchased.

7. COLLECTING & TRADING

CCLLIIXX Magnetic Beads will be collected and traded. Beads will be released in a timely fashion and “specialty beads” will be released each year, adding to their collectibility. TWEENS can also split the Magnetic Beads in two, creating new color combinations that are rare and collectible! This strategy will make this an “evergreen brand,” similar to Pandora and Silly Bandz and it will extend the life and collectibility of the brand.

8. AFFORDABILITY & PACKAGING

The target retail sales price for a single CCLLIIXX Magnetic Bead would be \$4 to \$5 each or two for under \$10. The packaging needs to be clean, simple and cost effective: a sealed poly bag featuring the logo and the name of the bead. In this economy, TWEENS want what's new, interactive, multi-purpose and well crafted. These beads will be affordable and provide a perception of value for TWEENS with spending power!

9. RETAILERS & SALES

CCLLIIXX Magnetic Beads will be featured in a few strategic retail stores across America for the initial launch. This will allow us to debut CCLLIIXX in a strategic way, engaging TWEENS at retail to generate buzz and desirability. At the same time, we will focus on Social Media, the Official Online Store and Facebook sales as well as the CCLLIIXX Amazon Store. This sales approach blends the best of classic retailing with cutting edge Social Media Selling.

10. PROMOTION

Social Media will be at the heart of the CCLLIIXX brand. Facebook, Twitter, Pinterest, Instagram and Blogs will be filled with CCLLIIXX images and testimonials from TWEENS who have discovered these magical magnetic beads. The CCLLIIXX website will feature “How To’s” all designed by TWEENS themselves, along with an interactive online store.

11. POTENTIAL

CCLLIIXX Magnetic Beads have the potential to upend the Jewelry & Accessories Industries the way Silly Bandz and Pandora Beads have over the past decade (or more). If positioned and priced correctly, CCLLIIXX Magnetic Beads also have the opportunity to become an “evergreen brand,” with unlimited potential to become an international blockbuster and continuing best-seller...forever!







Silly Bandz marketing success

Silly Bandz is a great example of how marketing of a fad item works.

Silly Bandz are silicone rubber bands in the form of animals (e.g., tree frogs, dolphins, geckos), objects, letters, Barbie, and Justin Bieber. They can be worn as bracelets, and revert to their original shape once taken off. They are mainly aimed at Tweens, who collect and trade them. But boys and girls as young as 5 have start wearing (and trading) them.

Robert Croak is the rubber band man who came up with the idea after seeing a similar product designed for Japanese offices. His business has grown 10 times in the past six months. Croak is currently shipping millions of Silly Bandz weekly.



What contributes to the marketing success of the Silly Bandz fad?

Appeal

The shapes and colors appeal to the target market. The bands are coveted by both boys and girls (the picture shows a 5-year old boy showing his collection), and several ages groups (from 5 up to 15). The appeal is global, which explains its quick adoption in non-US markets. The bands also give their owners a certain status and bargaining power among their peers.

Product strategy

Silly Bandz cleverly discontinues less popular shapes, while introducing new ones (e.g., Justin Bieber, Hello Kitty, and iCarly).

Collecting and trading

Collectability always extends the lifespan of a fad. The longer the bands are collected, shared, and traded, the longer its product lifecycle (and income stream) will be.

Affordability and packaging

In a US retail store, Silly Bandz sell between \$3 for a pack of 12 to \$5 for a pack of 24 items. The product is affordable for the target group that has the spending power. As Croak puts it: "Let's face it. In a tough economy, any parent can afford to spend \$5 to get their kid something they really want." The packaging is a small, no-nonsense, transparent plastic bag; "what you see is what you get".

Promotion

Croak uses social media for marketing buzz, including a blog. The Silly Bandz Facebook page has over 700,000 fans. Its Twitter feed has more than more than 15,000 followers. As Michael Lewis, CEO of Forever Collectibles points out: "it's 100% viral. When one kid finds it at a store, in two seconds the kid or his mother is on the phone texting that they've found them."

Additional Products

In addition to Silly Bandz, there are also Silly Ringz, Silly Necklace, SillyBandz Caribinerz, and Silly Buttons.

But Silly Bandz is facing two major threats:

Some schools have banned the silicon bands since they could pose a distraction (e.g., kids trading in class) or pose a physical danger (e.g., used as rubber bands to snap others).

Although Silly Bandz is trademarked, it was only a matter of time, until other brands would appear.

Silly Bandz has its share of imitations/competitors, e.g., Zanybandz and Crazy Bands.

But for now, Silly Bandz are still selling like crazy. Silly Bandz also seem to enter the adult market - as a flirtation tool. Singles at bars and clubs are slipping the object of their desire a Silly Band to show that they are interested in a stranger that they just met there. This could open a whole new market segment for Silly Bandz.