

Excerpts from

mr.steam[®]

Brand Expansion 2008

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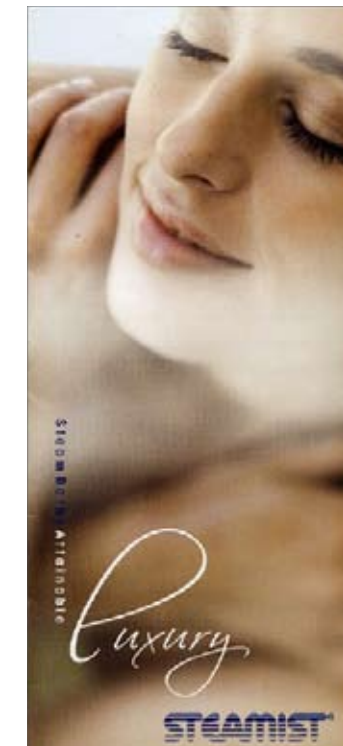
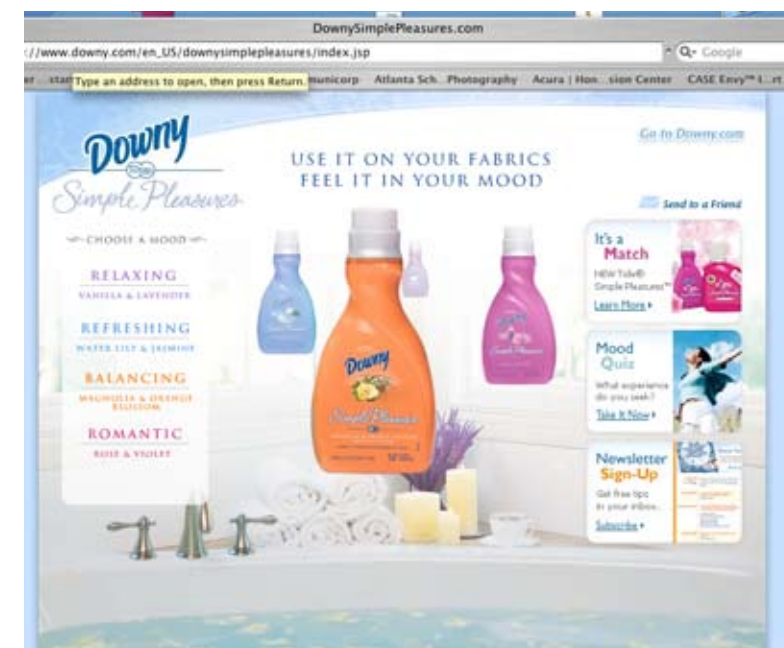
TRIP GIVEAWAY TO CANYON RANCH

ONLINE TRADE ADVERTISING

MARKETING RESEARCH

PLANNING & RESEARCH FOR 2008

In order to stay current on the pulse of the market, extensive consumer and competitive research was performed for utilization in the upcoming 2007 – 2008 Marketing and Communications program. This research included reviewing multiple micro-sites, photography, competitive landscapes and demographic statistics, assisting in the formulation of a reflective 2007 – 2008 Marketing and Communications program.



STEAMTHERAPY & MINDSHARE ACQUISITION

In order to maintain a leadership position in the steam category, Mr.Steam must work toward the concept of “steamtherapy” from both ends of the aspirational mission pyramid.

The logic is simple: every bathroom should include a shower... every shower should include a steam system... every steam system should be Mr.Steam.

In 2008, we will continue to communicate that steam is no longer a luxury for the elite, but is a necessity for every household. As we influence the showrooms, architects and plumbing professionals about the importance of steam in the bath, we begin to move up the pyramid.



THE MANY FACETS OF YOU

Steamtherapy offers distinct benefits that relate to the complex aspects of every individual.

Whether interested in staying fit, maintaining a healthy appearance, reducing or managing stress levels, achieving a holistic lifestyle or designing a healthy home, Mr.Steam can offer consumers the guidance and knowledge to accomplish any of these goals .

Expert contributors will provide Mr.Steam with compelling editorial content and credibility within each respective field.

Now let's explore the many facets of you...

the active you



the beautiful you



the holistic you



the overworked you



the balance of you



WHAT STEAMTHERAPY LOOKS LIKE

K&A's vision for Mr.Steam's 2008 photography is a departure from the existing assets. The Client is looking for higher contrast, sharper focus, higher style, and above all, a successful portrayal of Mr.Steam users interacting with the product in as many ways as possible.

CREATIVITY • COMPOSITION • LIGHTING • ANGLES • DRAMA • HIGH STYLE

In preparation for the New York photo shoot scheduled for mid- September 2007, K&A has analyzed the portfolios of several photographers that can effectively execute this vision. K&A has also selected appropriate models to shoot, compiled a preliminary shot list and created several storyboards to assist in the communication and execution of this vision.



PROPOSED SHOT LIST

NYC SEPTEMBER SHOOT (3 days)

Upon approval, a second shot list will be generated for outdoor/lifestyle photography that will be shot in Atlanta.

Day
1

PRODUCT WITH AND WITHOUT TALENT

Steamshower from all angles - with and without talent - still and video

Talent going into steam shower - tight & wide

Talent sitting in steam shower - tight & wide

Talent sitting in shower w/chromatherapy colors hitting face - tight

Talent sitting on bench, with other talent in shower - bench in foreground - wide

Talent sitting on bench, with other talent in shower - bench in background - wide

Talent sitting on bench - tight & wide

Both talent sitting on bench - tight & wide

Talent standing in front of steam shower - wide

Talent taking/using accessories on side/shelf of steam shower - wide

Talent handing other talent aromatherapy oil, in front of steam shower - tight & wide

Day
2

ACCESSORIES

Talent using/taking towels off of warmer - multi shots - tight & wide

Hand shot holding, lavender, eucalyptus, evergreen, mint, etc

Product/Accessories and Component Shots (Chromasteam, AromaSteam)

In-shower speakers • in-shower seats, etc.

Day
3

“THE MANY FACETS OF YOU” simple propping

Talent shot on white seamless background

Talent as the active you

Talent as the beautiful you

Talent as the holistic you

Talent as the overworked you

Talent as the balance of you

COMMUNICATING STEAMTHERAPY

Since the majority of our audience first performs their research on products they are interested in online, this year we will move Mr.Steam away from traditional print advertising and towards a forceful online presence.

K&A recommends an integrated marketing approach including print insertions to keep Mr.Steam's name top of mind and prompt them to seek out Mr.Steam's online presence for further information.



COMMUNICATING STEAMTHERAPY

K&A recommends placing banner ads on several Web sites, which have been selected based on the following criteria:

- The Web site's content is related to Mr.Steam products
- The audience demographic overlaps with Mr.Steam's target
- High click-through rates
- Web site has a history of success with similar but not competitive advertisers

The message on the banner will vary depending on the different site it is being displayed on in order to ensure that the ad is targeted to the Web sites specific audience.

Mr.Steam's online representation creates a starting point for consumers to interact with Mr.Steam via the micro-site.

STEAMTHERAPY MICRO-SITE

A pivotal element of K&A's marketing plan is to expand Mr.Steam's online branding presence, particularly with the uninitiated consumer, through the Steamtherapy Micro-site. This URL reaffirms Mr.Steam's company promise of being an authority on the subject of health and wellness. Primarily, it serves as the first major point of contact with the Mr.Steam brand and is designed to not provide a message, but also a user-friendly experience.

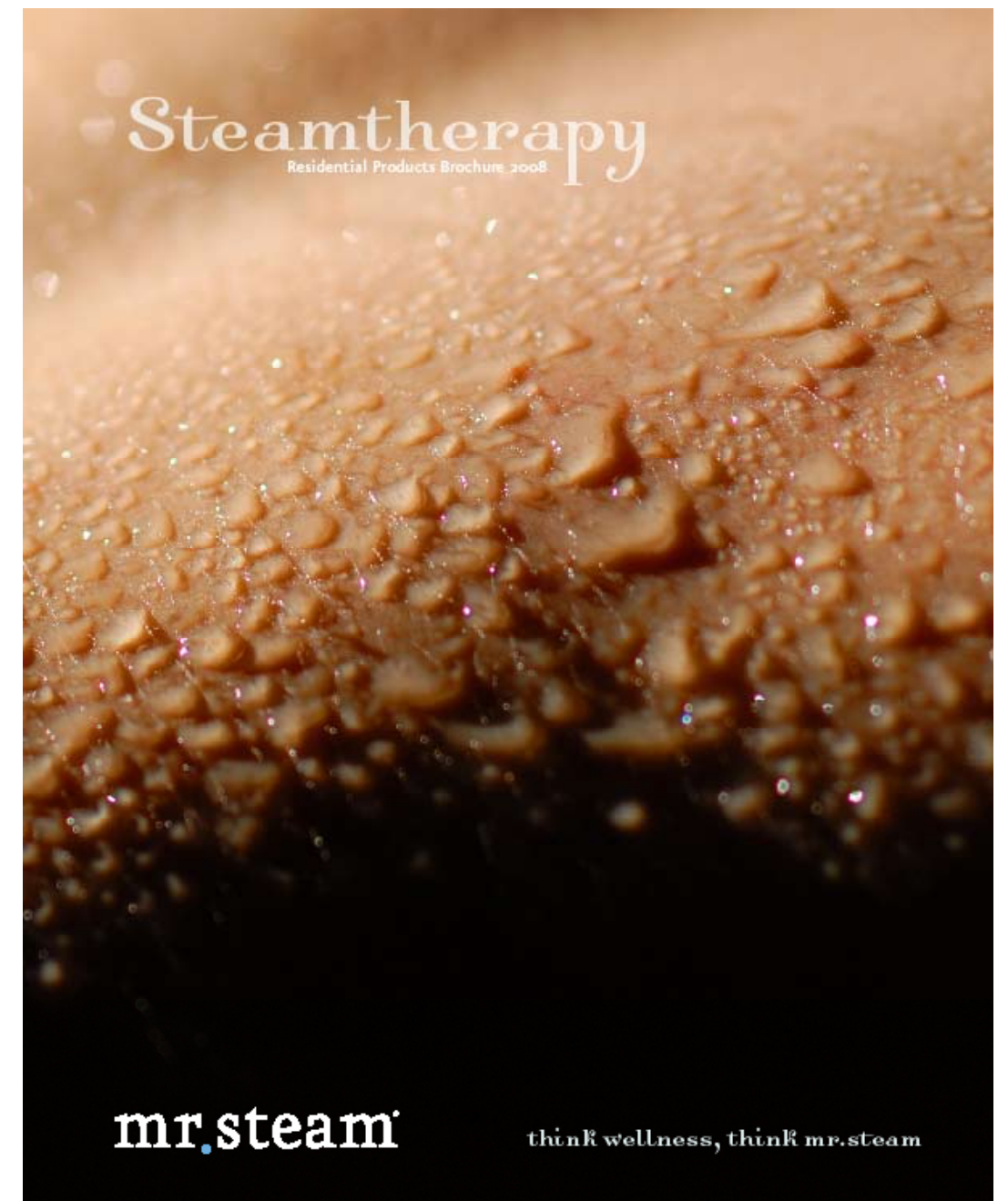
The Micro-site will contain rotating editorial content with a consistent and persuasive subtext outlining the benefits of Mr.Steam Steamtherapy. The site will also allow us to track the success of our banner ad placements and their audience-specific messages. Users will be able to sign up for more information, which will help us build a contact database of interested parties. The more we learn, the more targeted our future media plans can become. This will push us toward a greater ROI.

STEAMTHERAPY BROCHURE

The 32-page Steamtherapy brochure represents the union of previous separate eight-page brochures on the steambath and towel warmer products. This combination is completed seamlessly with the addition of lifestyle photography and editorial content that continues to brand Mr.Steam under the umbrella “Think Wellness. Think Mr.Steam.”

The new photography remains a catalyst in this progression toward branding Mr.Steam as a way of life. It provides the opportunity to showcase the product and provide consumers with helpful tips and information about integrating Mr.Steam into a healthy lifestyle. Mr.Steam will move beyond selling a great product to selling a complete package with expert advice from improving flexibility to designing a beautiful bathroom.

This will help make the brochure more than just a catalog for the product; it becomes a vehicle through which the consumer gets to know the Mr.Steam brand.



PUBLIC RELATIONS

The 2007 – 2008 Public Relations Program will continue to position Mr.Steam as a leader in the luxury bathroom industry with a special focus on the health and wellness benefits of steam therapy.

OVERALL PUBLIC RELATIONS STRATEGY

- Execute a strategic media relations campaign to secure high-value trade and consumer media coverage for Mr.Steam's residential products with a special emphasis on the health and wellness aspect of steambathing
- Utilize a combination of communication and promotional opportunities, including trade shows, product placements, media tours, PR Newswires, and trend mailings to elevate brand awareness and new product introductions
- Increase brand and product awareness with strategic product placements, i.e. show homes, television programs, print and online media outlets, etc.
- Introduce all new products as they become available
- Draft and execute media outreach programs for the Hospitality Design Show, Las Vegas (May 15 – 17, 2008)
- Focus on Mr.Steam's key markets and aggressively target "high starts" new home building markets and "increasing permits" remodeling cities

