

# Wearable Technology

## ACME WIDGET CO

### *Business Plan*





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# I. SCENARIO

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Your team is beginning a new project for an advertising campaign to launch a client's new wearable technology line that will track a person's fitness level and also monitor, collect, and report daily health metrics. The new wearable technology line is expected to have broad demographic impact. The team includes internal employees in your company and also the clients who have hired your advertising firm. To begin, you and your team are charged with structuring an effective advertising plan that will include: 1) setting clear objectives for raising brand awareness of the new product line, 2) identifying the target audience(s) for the new product line and specific demographic profiles, 3) developing a clear unified message that will be the focus of the advertising campaign, and 4) identifying potential media channels to broadcast advertisements for the new product line targeted at specific demographics. What are the inherent communication challenges of this scenario? What tools might your team use to determine key target audiences and obtain demographic profiles? What media channels will you and your team consider to best reach and influence the target audience(s)?

## 2. BUSINESS COMMUNICATION PROBLEMS/CHALLENGES

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- **Internal**
  - **Goals:** Given the fact that the team is made up of employees in the company and clients hired by the firm, there may be different or conflicting goals among the team. The clients hired by the firm may have a vision for the campaign that is different from the employees' ideas. Without open communication and setting clear collaboration goals regarding the primary goal of the campaign, the campaign may become delayed or may be unsuccessful
- **External**
  - **Privacy:** Consumers may worry about whether their sensitive personal information collected by the wearable technology is stored securely. There may be fears that the collected data could be shared with third parties, such as advertisers or insurance companies, without consent.

### 3. BEST PRACTICES FOR ADDRESSING BUSINESS COMMUNICATION PROBLEMS/CHALLENGES

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- **Internal**
  - Goals: To avoid misalignment or disagreements regarding goals, the team can appoint a team leader to keep the campaign on track. The team can also set the end goal at the beginning of the project so everyone can remain on the same page.
- **External**
  - Privacy: To alleviate privacy concerns, the team can clearly explain how data collected from the device is used. The team should also advertise using platforms with strong privacy protections, instead of platforms involved in frequent data leaks. To make sure consumers fully understand privacy policies, the team can make videos to answer questions and ease concerns.

## 4. COMMUNICATION PROCESS

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- **Sender**

- **Internal:** Due to the team consisting of employees and clients hired by the firm, each sender may communicate ideas based on their expertise or personal preferences, which could lead to conflicting priorities. If the goal is to promote a healthy lifestyle that can be achievable with the wearable technology, but one sender prioritizes its flexibility, it may lead to confusion among confusion and cause tension within the team. Open communication and clear collaboration are required to avoid these challenges.
- **External:** Consumers may be concerned about their sensitive personal information being collected and sold to third parties. If the team ignores consumers' concerns, consumers may deem the company distrustful and refuse to use any of their products, including the wearable technology.

- **Encoding**

- **Internal:** Team members may assume they each have the same level of knowledge about the product, which may lead to confusion if a member has limited knowledge. It would be beneficial if a team leader made sure everyone understood the product completely before moving on to the next step in the campaign.
- **External:** Team members may assume that their consumers are knowledgeable about the technical aspects of the product and may not advertise it clearly enough. It would be beneficial to advertise and explain the product using simple, but engaging language that all consumers can understand.

- **Message**

- **Internal:** Team members should ensure that their message is clear when brainstorming within the team to avoid confusion. They also need to make sure they keep the message simple, not to overwhelm anyone with too much information.
- **External:** Team members should make sure they are not spreading misinformation and use ethical business practices when advertising to consumers. For example, it would be unethical if the team compares their product to the Apple Watch, but highlights that unlike Apple, they won't sell their information to Canadian Pirates. This would be misinformation because it has not been proven that Apple sells consumer information to Canadian pirates.

- **Channels**

- **Internal:** Team members may neglect to utilize communication tools such as Outlook, Zoom, and Microsoft Teams, and may miss important information and updates. The team may also have an issue if they use too many communication channels and information gets lost, which could cause delays.
- **External:** Team members may want to be mindful of their budget when campaigning on different platforms. If they blow their budget with Facebook ad promotions, then they will be limiting their consumer reach and missing out on potential consumers on TikTok, YouTube, and Twitter etc. They need to be able to balance the budget across multiple platforms to maximize their consumer reach.

- **Receiver**

- **Internal:** Team members may assume each of them is on the same page regarding the campaign, which can cause dysfunction and confusion within the team. To avoid this, team members should check in frequently and create checkpoints to ensure productivity.
- **External:** Consumers are constantly seeing ads, whether it's on their social media or on television. Team members will need to ensure that the wearable technology advertisement is attention-grabbing and stands out while also providing information about the product.
  
- **Decoding**
  - **Internal:** A member may not interpret information in the same way as another team member. Using clear, concise language can help avoid this issue.
  - **External:** If the advertising campaign uses certain phrases to promote wearable technology, those phrases may offend or scare consumers. For example, if the ad uses the phrase “We’ll track your every move” is used, consumers may become fearful of having their data tracked.
  
- **Feedback**
  - **Internal:** If team members do not provide honest feedback regarding how they feel about the advertisement, it could result in delays or releasing an advertisement campaign that they are not proud of. To avoid this, open communication needs to be established.
  - **External:** If consumers do not provide feedback regarding the product, developers cannot improve the product. The company should offer incentives to motivate consumers to leave feedback.

- **Noise**

- **Internal:** Having multiple members of the team constantly send individual updates can cause confusion, and messages can get lost. To avoid this, the team should appoint a designated leader to provide updates.
- **External:** Ads from other wearable technology competitors can make it harder for the campaign to stand out, so the team will have to ensure that their ad is engaging and has a unique selling point, such as advanced privacy features, cheaper price, etc.

## 5. INTERNAL/EXTERNAL STRUGGLES

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- **Internal**
  - **Feedback:** Team members may hesitate to provide honest feedback out of fear of conflict or may provide feedback when it's too late in the process to change the advertisement. To help with this, members can provide their feedback anonymously or tell a trusted team member. Setting firm deadlines can help members know when to provide feedback.
- **External**
  - **Testing:** If the team is unsure how to promote the wearable technology or if they have two different approaches, they can meet with different focus groups to determine which advertisement garners the most positive feedback.

## REFERENCES

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