



Instagram Story

Introducing the pain relief patch of your dreams.



Relieving pain has never been easier.



Instagram Post

Reduce pain and improve your performance **today.**



Kailo provides the best relief to those athletes suffering from severe pain. With correct placement, the pain patch will almost instantly start working. Stop letting pain effect your performance and shop with us now.

More Info Visit gokailo.com

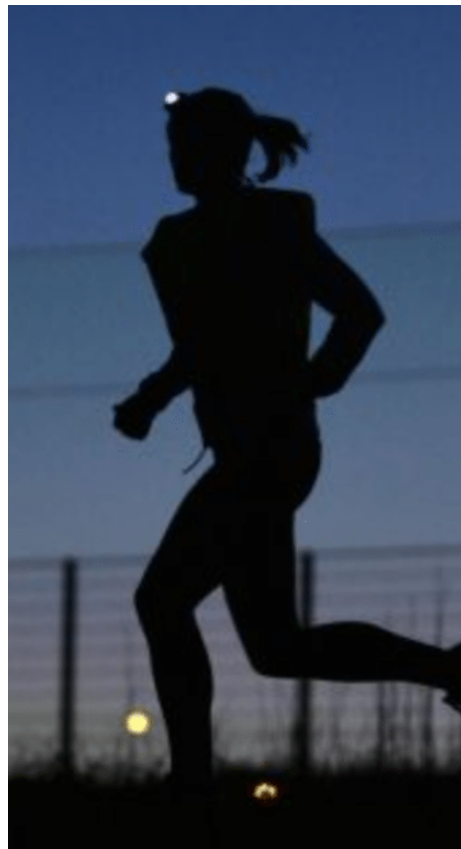


Facebook Posts

TAKE A LOOK AT KAILO.

IS PAIN GETTING IN THE WAY OF PLAYING YOUR SPORT?

Kailo is a simple pain relief patch that is applied directly on the irritated spot. The adhesive can be reused several times for a painless road to recovery.



PAIN RELIEF AT ANY TIME OF DAY

Don't let pain interfere with the sport you love.

For more info visit
gokailo.com

Reduce pain
and improve
your performance
today.



To purchase or get more information, visit gokailo.com



PAIN RELIEF
AT ANY TIME
OF DAY.



To shop pain relief patches, visit gokailo.com



NAME: Abbey Van Wyngarden
CLIENT: Kailo
LENGTH: 30 seconds

VIDEO

AUDIO

(INTRO VIDEO IS OF THE OUTDOOR SCENERY AND TRAIL.) SFX: BIRDS CHIRPING, TREES BLOWING IN WIND

WS OF THE RUNNER THEN ZOOM INTO THE YOUNG WOMAN STRETCHING

MUSIC: MEDIUM INTENSE MUSIC
SFX: TREES RUSTLING, WIND BLOWING

BEFORE SHE STARTS RUNNING, SHE BENDS DOWN TO GRAB CALF DUE TO PAIN

MUSIC: SOFT RHYTHMIC MUSIC
SFX: CALM BREATHING WITH GROANS OF PAIN

CUT TO AFTER HER RUN WHEN A KAILO WORKER COMES UP TO HER

MAN ONE: I think I have something that could help with your constant pain from running.

CLOSE UP OF KAILO PAIN PATCH AND WHAT IT LOOKS LIKE

MUSIC: ENCOURAGING MUSIC
SFX: TREES STILL RUSTLING, SOFT VOICES PASSING BY
VO: Professional woman

PAN TO RUNNER WHO IS EXCITED TO TRY THE PRODUCT TO HELP WITH HER ONGOING PAIN

MUSIC: UPLIFTING MUSIC

(VIDEO SWITCHES TO ONE YEAR LATER FOR THE RUNNER AFTER BEING INTRODUCED TO KAILO.)

PAN TO THE RUNNER TALKING TO A GROUP OF OTHER YOUNG ATHLETES ABOUT KAILO

MUSIC: HAPPY MUSIC
SFX: ATHLETES WHISPERING AND IN AWH OF PRODUCT

(VIDEO CUTS TO KAILO PAIN PATCH AND WHAT IT LOOKS LIKE)

VO: Professional woman saying "Reduce pain and improve your performance today with Kailo."

NAME: Abbey Van Wyngarden
CLIENT: Kailo
LENGTH: 30 Seconds



SFX: BIRDS CHIRPING, TREES BLOWING IN WIND



MUSIC: MEDIUM INTENSE MUSIC
SFX: TREES RUSTLING, WIND BLOWING



MUSIC: SOFT RHYTHMIC MUSIC
SFX: CALM BREATHING WITH GROANS OF PAIN



MAN ONE: I think I have something that could help with your constant pain from running.



MUSIC: ENCOURAGING MUSIC
SFX: TREES STILL RUSTLING, SOFT VOICES PASSING BY
VO: Professional woman



MUSIC: UPLIFTING MUSIC



MUSIC: HAPPY MUSIC
SFX: ATHLETES WHISPERING AND IN AWH OF PRODUCT



VO: Professional woman saying "Reduce pain and improve your performance today with Kailo."

CLIENT: Kailo
DATE: 12/09/2021
TITLE: Get Pain Relief With Kailo
WRITER: Abbey Van Wyngarden

SFX: (ATHLETES BREATHING HARD AND LOUD FOOTSTEPS.)

PERSON 1: I can't believe my leg is still hurting this bad after four months.

PERSON 2: Has the pain been consistent in that one area?

PERSON 1: Yes and I swear I've tried everything to fix it!

SFX: (PEOPLE CHEERING IN THE BACKGROUND AS THE GAME CONTINUES.)

PERSON 2: I think I have the perfect thing to help fix your pain. It's called Kailo and is a patch that sends relief right to the bothered area!

SFX: (PEOPLE CHEER LOUDER AND SCREAM AS AN EQUALIZING GOAL WAS SCORED WITH FIVE MINUTES LEFT TO PLAY.)

PERSON 1: Do you have one that I can put on now? I need help my team win!

PERSON 2: Here you go. Just give it a minute to start working and you should feel instant relief.

PERSON 1: Thanks. I guess I'll know if it works by the time the game is over.

SFX; (ONE MINUTE LATER AND THE CROWD ERUPTES AS THE WINNING GOAL IS SCORED AND THE GAME COMES TO AN END.)

PERSON 2: See, I told you it worked. How is your leg feeling?

PERSON 1: I can't even feel the pain anymore. The Kailo patch really does work!

RADIO GUY: Kailo. Reduce pain and improve your performance today.

Creative Brief • Greenlee Advertising

Client / client contact information:

- Kailo
- email: support@gokailo.com
- website: gokailo.com

Brief prepared by (name, contact information, date)

- Abbey Van Wyngarden
- phone: (515) 661-1969
- 12/09/2021

Project name and brief description: Kailo Campaign

1) What is it? Product / Service / Company Features.

- Describe the company, product, or service.
 - Kailo designed a pain relief patch that helps effectively take away ongoing pain
 - The patch can be used for several years
 - The adhesive, if taken care of, can be used for up to seven days
- What does it look like, smell like, feel like?
 - Rectangular patch
 - Light brown, tan, clear and dark grey in color
 - Quite thin and bendy to form to your skin
 - Patch itself has funky line designs on the outside that appeal to the eye
- What is the size, weight, color design?
 - Light brown, tan, clear and dark grey in color
 - Around 5 inches in size
- What does the buyer see or experience?
 - See a product that can help reduce pain
 - For younger athletes, it can improve their performance
 - Improve their technique in a matter of minutes
 - Improved range of motion
- What is the address, the URL, and contact information?
 - Kailo Headquarters: 8184 S Highland Dr, Suite D1, Sandy, UT 84093
 - <https://gokailo.com/>
 - Email: support@gokailo.com
- Who makes or delivers the product or service?
 - USPS or First-Class Package Services delivers

2) Who buys it? Target Audience.

- Who are they?

- 13–25-year-olds
- Athletes/very active people
- Where are they?
 - anywhere
- How would you describe a typical member of the audience?
 - Someone who is athletic
 - Younger
 - Put a lot of strain/overuse their body and muscles
- How do they behave in relation to the purchase?
 - Range of motion improves
 - Recovery process quickens
 - Able to fully function and participate as normal
- What really matters to them - any strong beliefs?
 - Sports
 - Being active
 - Love for the game
- Where can we interact with them?
 - Online
 - At their sporting event
 - Where they work out
 - gym
- What are the three best ways to meet them or communicate with them?
 - Where they work out/train
 - Instagram
 - Facebook
- What media do they consume?
 - Facebook
 - Instagram
 - Twitter
 - YouTube

3) Why should people buy? Product / Service / Company Benefits.

- Answer the question, “What’s in it this for me, as the buyer?”
 - As the buyer, you would be able to successfully take your ongoing pain away and stop letting the pain get in the way of your performance or training.
- What are the rational or practical reasons for people to buy or try?
 - Help with pain relief
 - Improve their range of motion
 - Quicken their recovery process
- What are the emotional or whimsical reasons to buy or try?
 - Improve mental health
 - Feel less stressed about the pain
 - Be happy playing their sport/training again

- What are the overall top three reasons to buy?
 - Instantly improve pain
 - Get young adults/athletes excited to work out and play their sport 100% again
 - Quickens the recovery process overall

4) What are the reasons people don't buy? Purchase Inhibitors.

- What reservations, worries or concerns do prospects have?
 - Might think it is expensive
 - Might not successfully stick to their skin type
 - Might not be fully effective for their pain
- Does the audience have issues with price? Performance? Value for money?
 - Some might have an issue with price, but for the most part people are satisfied with the product.
 - Adhesive pack costs \$14.99, Kailo Kit costs \$83.30, Kailo Buddy Pack costs \$136.50, Kailo Family pack costs \$328.30
- Could it be that prospects don't know the company?
 - Possibly, but this is a well-known company for those in the target range
- How can any inhibiting issues be overcome?
 - Understanding that although the prices may seem a lot, the adhesive can stick for up to a week and the actual patch can last several years.

5) Is there anything else important to this project?

- Is there anything else that's important to the client or to the target audience?
 - There's a wide range of bundles you can choose from when purchasing
 - 95% positive user rating
 - You have a 90-day money back guarantee if the product doesn't work for you
 - FDA registered
- Anything else about the product or service?
 - Product is non-invasive
 - Sends a warm, tingling sensation when it starts working
- Anything else about the market, trends, or the future?
 - This market is rapidly increasing
 - Can work for a few different age groups/gaps depending on their needs, which is critical to succeeding
- Anything else we need for the creative team, for creative development?
 - Continue expanding on social media platforms, especially when trying to reach the younger adult demographic
 - Also suggest trying more collaborations with young athletes or people who work out a lot that have a platform to attract more customers
- Any insights into the audience, the company, or the competition?

- Like I mentioned earlier, this product can be viable for those around 13-25, as well as those 60+ who deal with chronic pain.

6) Research: Is there any relevant research?

- Kailo is designed to interact with the body's electrical system by containing a patented array of nanocapacitors designed to work as a bio antenna, helping the body in clear communication to turn down the intensity of your pain.
- Kailo is currently in clinical trial (made in the USA)
- Kailo was named the top best pain relief patch in 2021 as it is 100% drug-free and has zero side effects
- <https://www.biospace.com/article/pain-relief-technologies-and-clarity-science-release-interim-clinical-trial-results-for-the-kailo-pain-patch-results-show-a-significant-decrease-in-pain-severity-pain-interference-and-decrease-in-concurrent-medication-usage-including-opioids/>
- <https://scivisionpub.com/pdfs/using-nanotechnology-to-improve-pain-and-function-with-a-novel-drugfree-topical-painrelief-patch-an-interim-analysis-1476.pdf>

7) What is the strategy? What are we trying to accomplish?

- Inform

- We are looking to inform young adults who may be athletes or workout consistently to show them there is a solution to their pain

- Create an Image/Personality

- Remind or Create action. Any promotions?

- Impulse/immediate buy

8) Are there specific tactics required?

- Specific tactics I would input would be to include correlation of colors throughout campaigns (dark grey, white, different shades of brown)
- Strategically show worries customers are skeptical on about the product and overwhelm them with the positive and benefits of the product
- Target more of the younger audience (ages 13-25) to gain more attraction

9) Approvals:

Abbey Van Wyngarden

12/09/2021

10) Comments:

- The 3 key messages with these campaigns are showing that no matter what time of day, pain shouldn't be an issue, Kailo is easy to use and get, and that Kailo will help athletes get back to their normal painless performance.
- The banner campaign will be shown on different workout or sports-targeted websites such as Sports Illustrated, ESPN, Sports Center, US Youth Soccer

Goals:

- The goals of these different ad campaigns are to engage the specified target audience through different social media platforms to show that there is a product that can help with the wear and tear on their bodies at such a young age.
- The target audience of this campaign is 13-25-year-olds because when athletes hit the age of 13, they should begin implementing stretches into their warm-ups because they are at a higher risk for injury.
- Another goal is to show that pain can affect younger adult athletes just as much as pain affects people of an older age.
- There are repeated phrases used throughout the various ads on different social media sites that will be attractive to younger adults, especially if we are able to reach them through Instagram and Twitter.

Creative:

- **Brand Essence:**
 - Brand is both masculine and feminine as it looks to reach to both men and women.
 - Consumers would summarize Kailo as effective, easy to use, long-lasting and helpful for everyone.
 - The emotions we look to evoke would be relief, happiness, positive and strong.
- **Brand Colors:**
 - Kailo's brand colors consist of dark grey, white, tan and different shades of brown.
 - Throughout each of the ads, you will be able to see different incorporations of the brand colors so they all flow.
- **Brand Typefaces:**
 - The different typefaces used are a mix between modern and traditional.
 - I used a couple different fonts to closely match the fonts on the website for the product and used them consistently throughout the ads.
- **Brand Images:**
 - The brand images used to more vibrant unless using pictures of the product itself.
 - It's a nice contrast between the neutral colors used throughout the backgrounds of the different ads.
 - All the images used are sports/athlete related to grab the specific audience.
- **Brand Layout:**
 - The same logo is used consistently throughout each ad.
 - Placement of the logos are slightly different because the flow of the text positioned them in different places to grab the consumer's attention.
- **Brand Language:**
 - Correct grammar is on display throughout the ads.
 - Phrases and slogans used are under seven words to not overwhelm the readers.
- **Brand Narrative:**
 - The narrative to Kailo is that we are here to be a helpful hand in your road to recovery and a painless lifestyle while playing the sport or activity you love.

- We are here to promote that young adults can have significant, ongoing pain just as much as older people may have.