



Next-Gen ADT

| GENERATION ADT

Meet Gen ADT



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The Ask

How can ADT drive relevancy and connection with the Gen Z audience?

WHAT YOU'LL SEE TODAY

Reground of Strategy

Creative Way In

Year of Deliverables
(Media, Activations, and
Partnerships)

Strategy & Creative Brief

WHO IS GENERATION Z?

Diverse

Community-Oriented

Value-Conscious

Evolving

Inclusive

Constantly Moving

Tech-Forward

Experiences New Things

THE COMPETITION: WHO ARE WE UP AGAINST?

ring

SimpliSafe

Affordable

DIY & self-monitoring

Renter friendly

Contract-free

Proactive

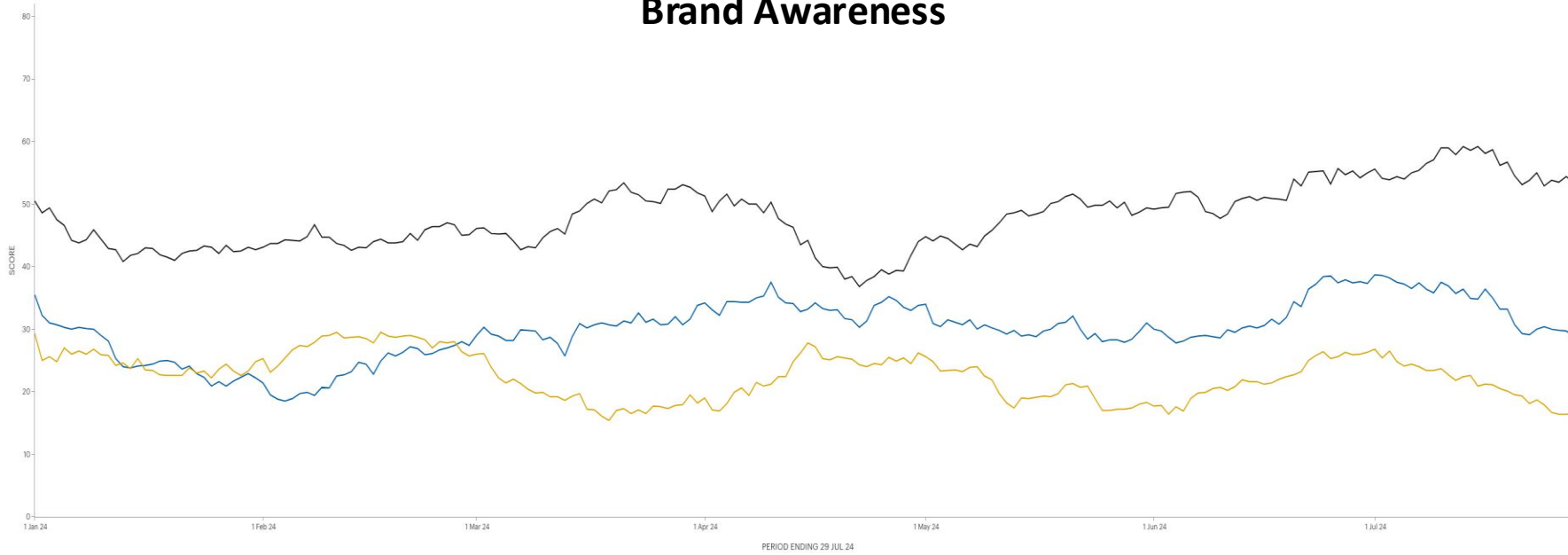
Smart home integration

Brand Awareness

50.5%

35.5%

29.3%



54.1%

28.6%

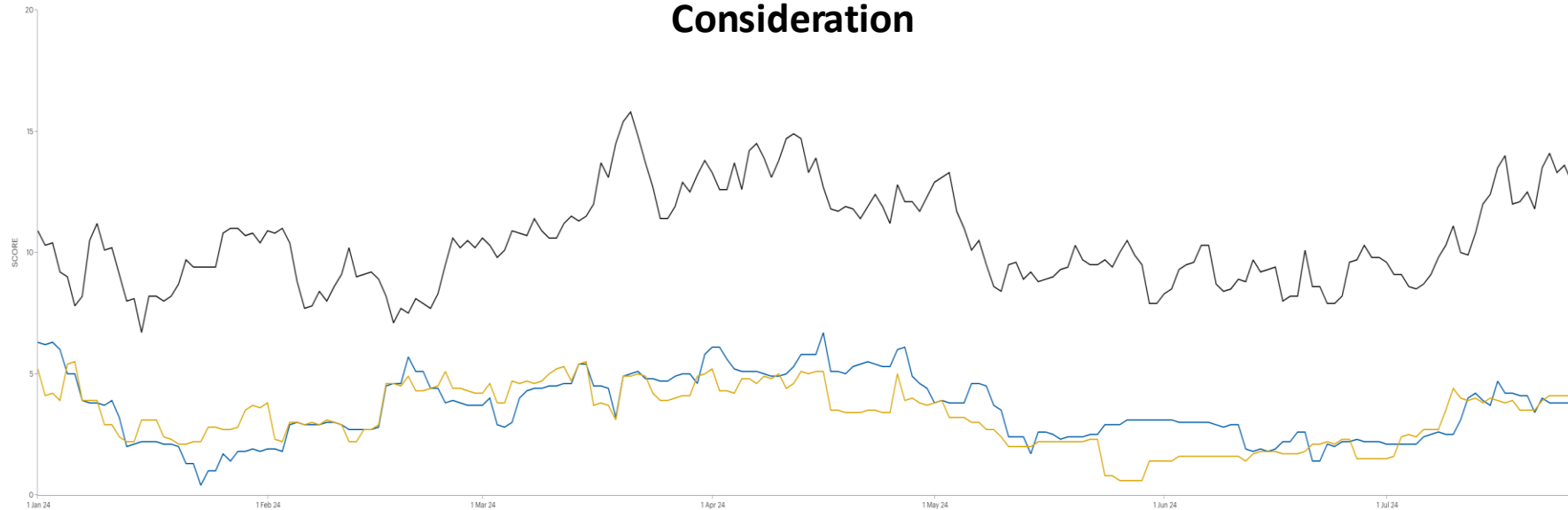
16.5%

Consideration

10.9%

6.3%

5.2%



13.8%

4.2%

3.2%

KEY TAKEAWAYS: Jan 1, 2024 – July 29, 2024

ADT brand awareness and consideration have dropped.

ADT has highest media spend, yet they are struggling to appeal to Gen Z.

SimpliSafe has lowest media spend, but highest impressions.

Ring's media spend lies in between, but they have the least impressions.

Brand	Spend	Impressions
ADT	\$12,270,000	1,145,208,100
Ring	\$11,393,400	852,202,700
SimpliSafe	\$9,294,400	1,775,417,300

Brand Challenge

For generations, ADT has been seen as a trusted security partner, however the brand is struggling to bring that trust and partnership to Gen Z.

Audience Mindset

Gen Z is in a stage of turmoil. As they enter new stages in life and encounter changes around them, they look towards flexibility and shy away from serious, long-term commitments and big purchases.

The Disconnect

With a lifestyle that's continuously changing, Gen Z sees ADT as a serious commitment with long contracts, permanent and over-priced devices, and minimum flexibility that feels unnecessary given their needs.

The Brand

ADT can be a consistent, trusted security partner for Gen Z, allowing them to feel secure and in control amidst their everchanging, hectic lives. Their flexible, less expensive offerings fit seamlessly into the needs of Gen Z without requiring a long-term commitment.

THE CONNECTION

Your reliable **safety partner** that **flexes** with you throughout all of life's changes.

STRATEGIC QUESTION

How might we show that ADT is a flexible, reliable safety partner for Gen Z as they continue to enter new life stages and encounter change?

Our Territory

STRATEGIC WAY IN

Though Gen Z may think of ADT as an outdated brand geared towards their parents, there are many characteristics about the brand that **align with their needs and values**. To drive connection and make ADT a valuable **safety partner** to Gen Z, we will build a campaign that proves ADT is a **reliable, trustworthy, and flexible** brand that everyone can count on to help them feel safe - no matter where you are, what your budget may be, or how often your needs may change.



Awareness

Increase awareness of ADT and our unique and valuable offerings

Onboarding

Become an ADT customer and experience all we have to offer

Hooked & Loyal

Enjoy all the perks and benefits of being a loyal ADT customer

MEET SUSAN.

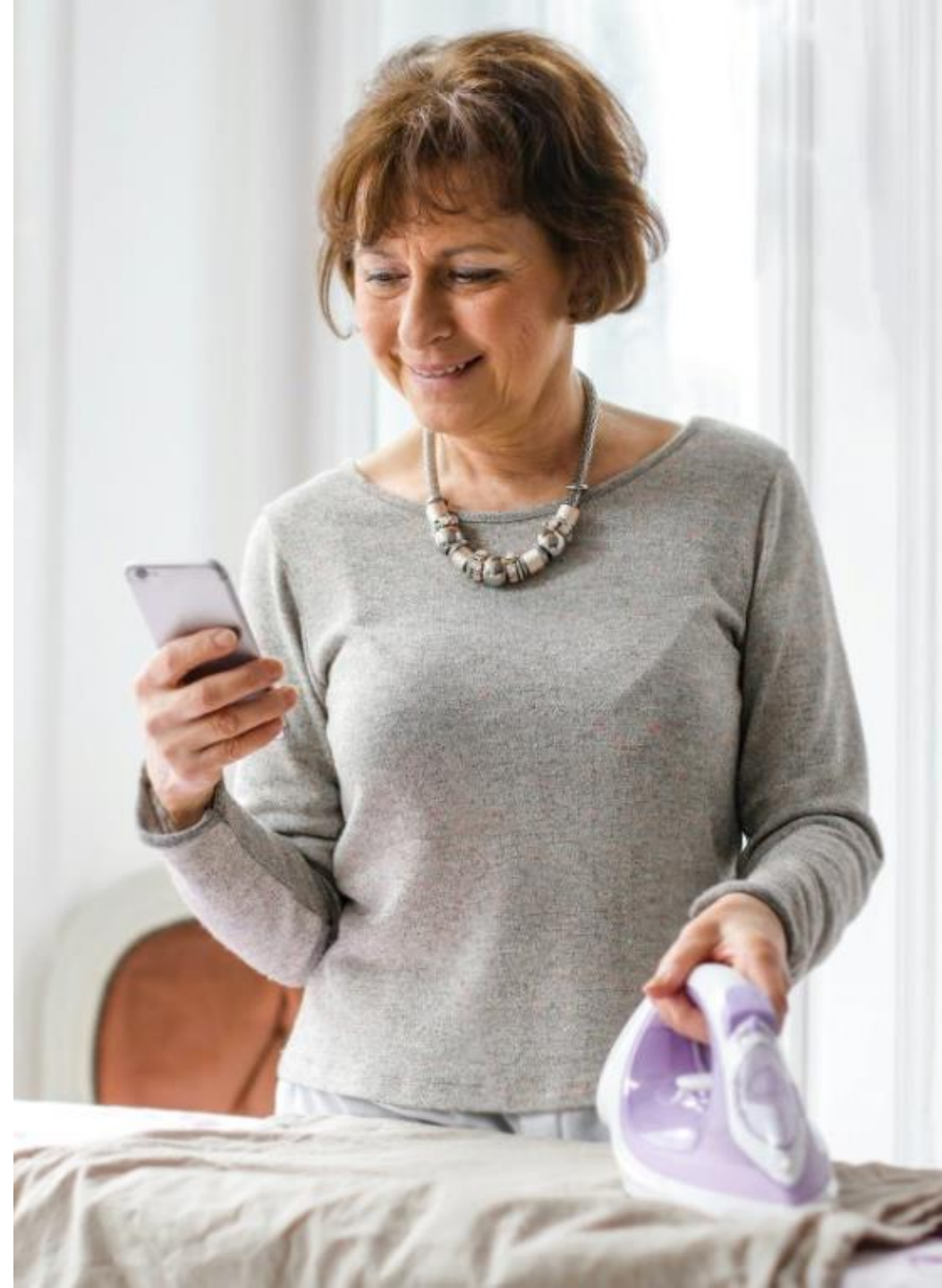
Susan is what some would call an overbearing mother.

She's *constantly* checking in with her children and tracking their locations.

She's overprotective in every. way. imaginable.

Some of Susan's hobbies include:

Life360, workout classes, calling her kids, cleaning, organic food, Facebook, PTA meetings, and hanging out with her best friend Karen



ADT.

Not Your Helicopter Parent.

ADT is here to stand by your side as a safety partner, rather than an overbearing parent.

This way, we can show Gen Z that with ADT, you can have:

Your space. Your freedom. Our backup.

ADT is here for you wherever and whenever.
(But like, in a chill way.)

This idea will come to life in 2 ways:

1. Mass media marketing campaign
2. Showing up in consumers life through meaningful partnerships and activations



Not Your Helicopter Parent

Awareness

0:30

Scene opens with a mid-twenties man, Daniel, about to turn on the stove to cook.

Mom: Hey-

Pan to Mom sitting on top of fridge, with a megaphone

Mom: Don't touch that stove!

Daniel scoffs and throws hands in the air.

Daniel squatting down to pick up an ADT box. Cut to Mom hanging upside down

Mom: You know, your father threw his back out like that.

Daniel jumps, startled by his mom.

Daniel: That's it... let's go! Get down.

Mom slowly retracts back up

Cut to setting down and opening the ADT box. Cut to overhead shot of product in box. Cut to product on side table.

VO: With easy to set-up ADT SMART Home Security, 24/7 Monitoring and Live Remote Assistance, we'll always have your back. We just won't be on it...

SUPER: ADT. Not your helicopter parent.



Your space. Your freedom. Our backup.



LMK When You Get Home Safe.
ADT and Hinge

Experience Safer Dating

ADT



Safety in Numbers.
ADT and Nike Run Club

Join the Community

ADT



Looking for your home away from home?
ADT and Airbnb

Begin Your Adventure

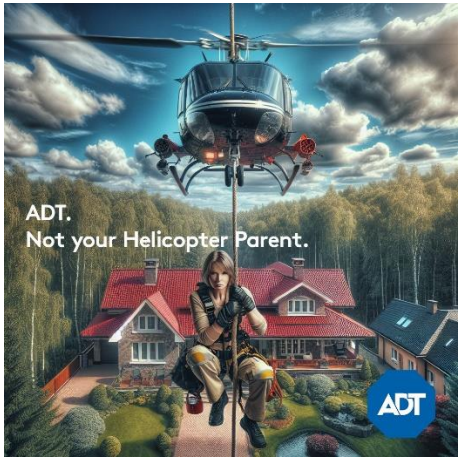
ADT

Awareness



ADT.
Not your Helicopter Parent.

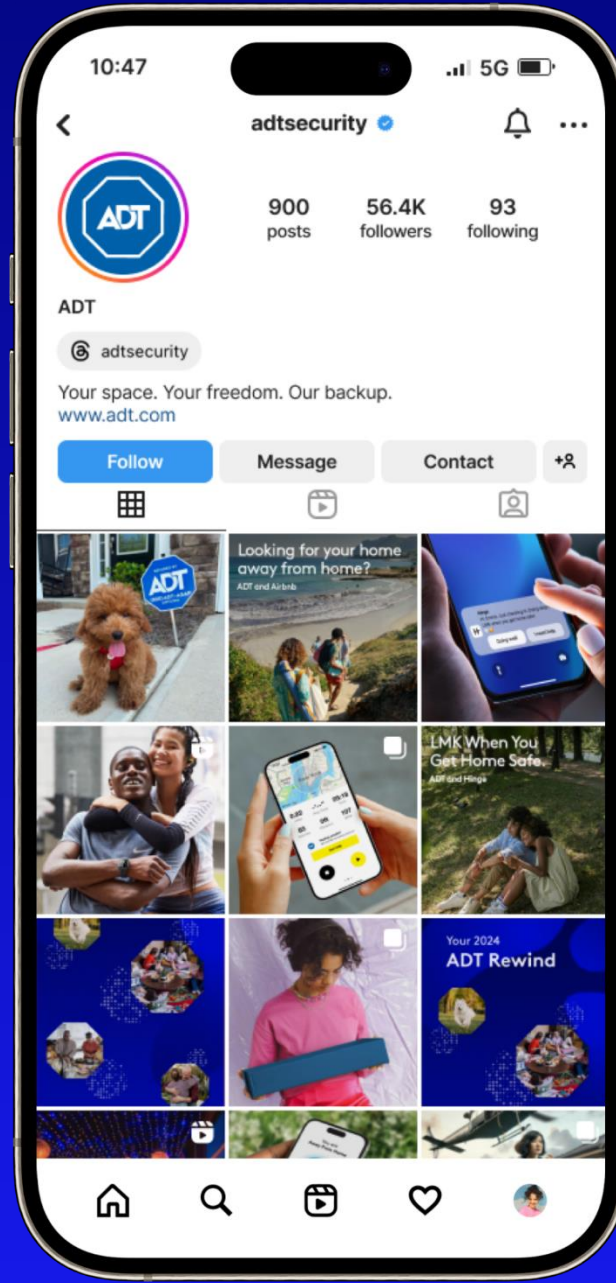
ADT



ADT.
Not your Helicopter Parent.

ADT

Awareness



MEET EMMA.



AGE	22
EDUCATION	BA in Media and Communications
OCCUPATION	Student
LOCATION	Chicago, IL

“ My phone is my lifeline while living in the city, and sharing my location with friends is my buddy system.

Bio

Emma is about to graduate college and plans to move to New York City. In her free time, Emma balances volunteering, socializing, and staying current with trends in order to satisfy her chronic FOMO. She surrounds herself with people who appreciate life's humor and positivity.

Needs

- To feel safe and secure without feeling like she's under constant surveillance
- Flexible payment plans and affordable, tech-forward investments
- Renter friendly products
- Peace of mind for her personal safety and belongings

Wants

- Authentic recommendations to keep up to date with trends
- Brands that aligns with her values
- Privacy and security when it comes to her everyday life
- Flexibility and control in life

What Emma doesn't often express to her friends is that she's terrified of change and is nervous about the uncertainty of the future, especially as she begins a new chapter post-grad.

Let's follow her journey through the ADT campaign.

Not Your Parents' Bar

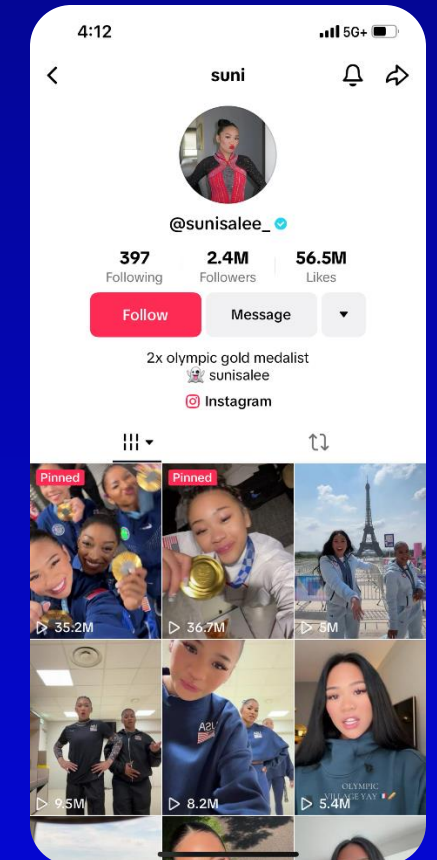
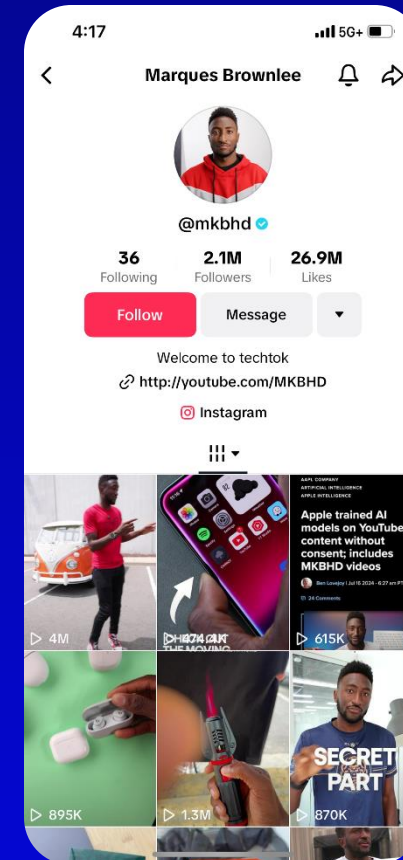
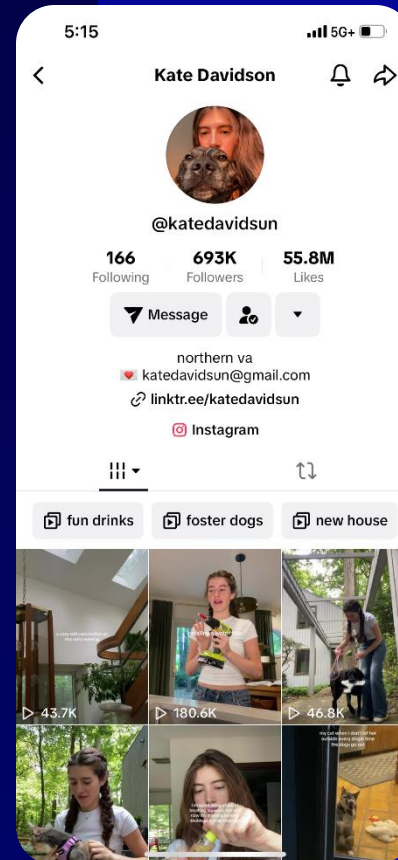
Awareness

To launch their new campaign, ADT presents *Not Your Parents' Bar*, a youthful, trendy event that promotes responsible drinking and a safe, inclusive environment.



ADT and Creators

Awareness

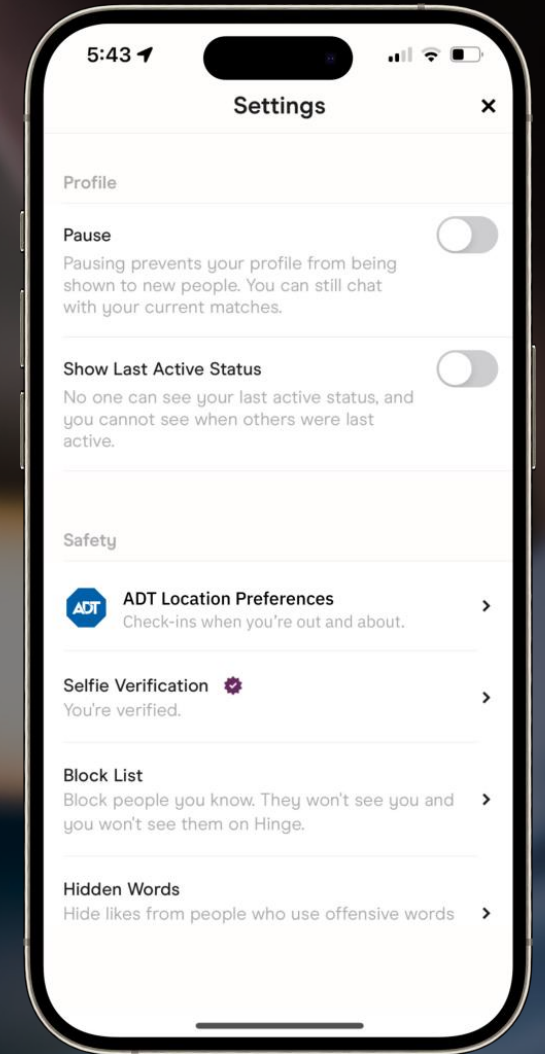
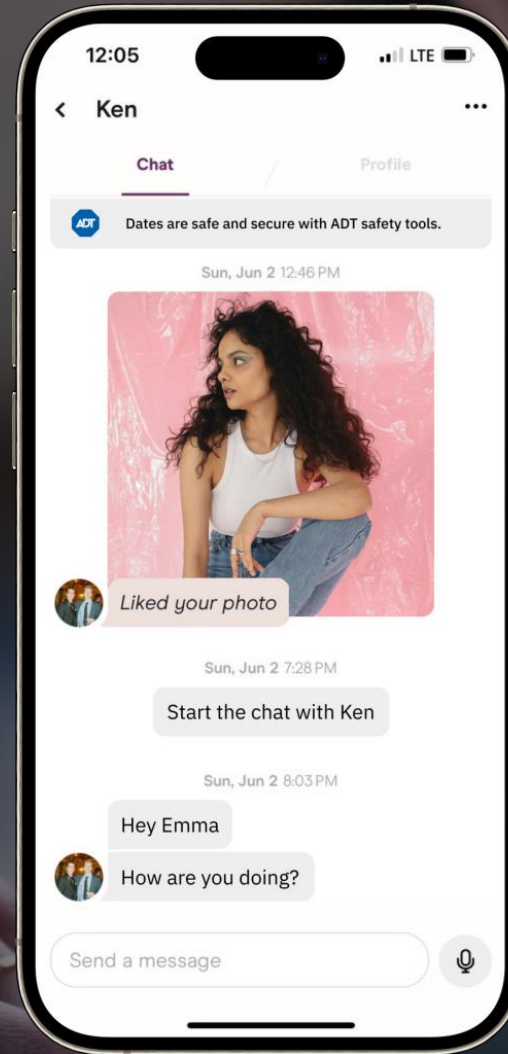


ADT will partner with Gen Z influencers and celebrities to authentically demonstrate how ADT can show up for you in every way that counts.

ADT and Hinge Partnership

LMK When You Get Home Safe.

Awareness



This partnership empowers Gen Z to date safely, offering location sharing and discreet emergency alerts for a secure and enjoyable experience.

ADT Care Packages

Onboarding



Because we care.

(Ramen not included)

Enhancing personal safety and wellbeing for a tech-savvy generation with practical tools.

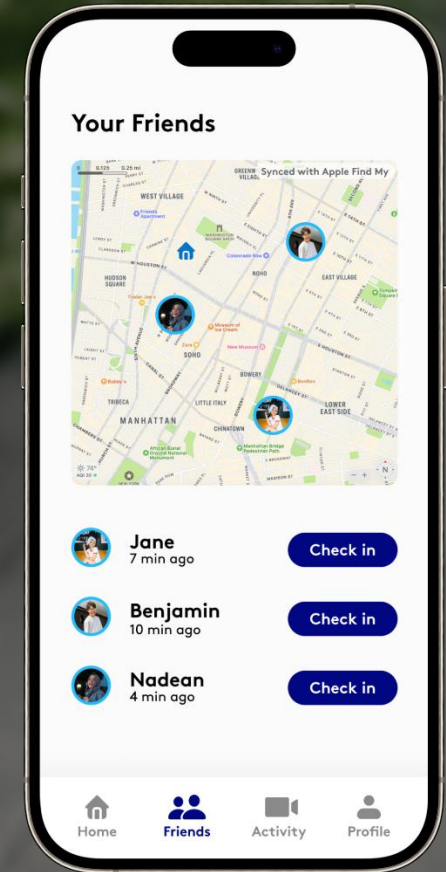
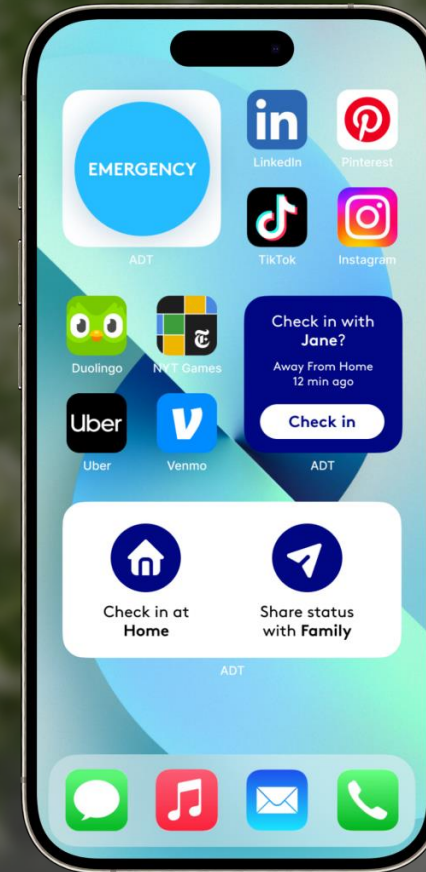
In Care Package: Emergency portable charger, safety kit, personal wellness items, etc.

ADT App Updates

Onboarding



An emergency button to notify authorities of your location and that you need help immediately



- + Share and see locations of those close to you
- + A live feed of your home security cameras
- + Security updates based on your location

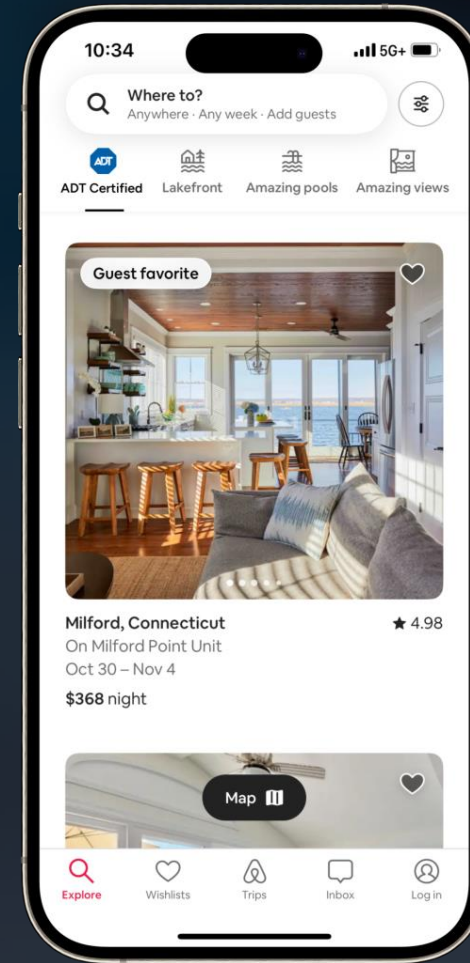
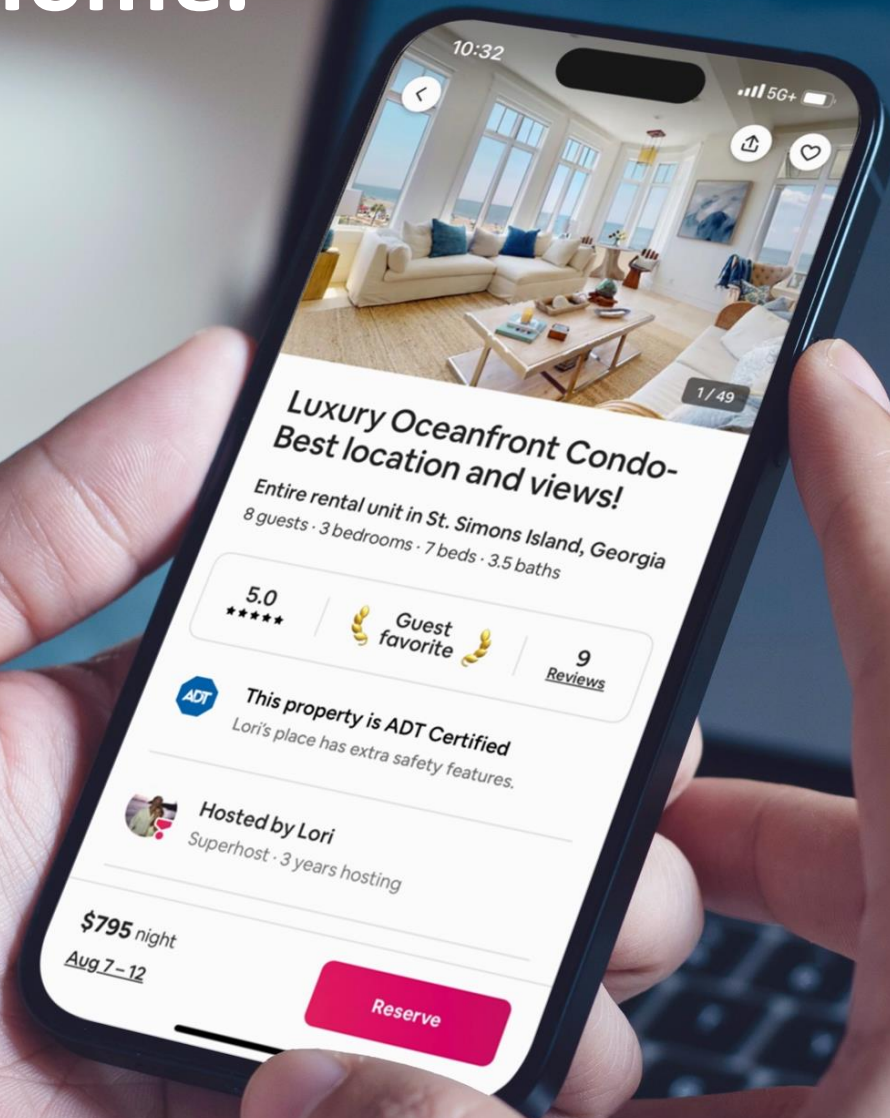
ADT will create one main app with all their key functions to serve as a one-stop-shop for safety needs no matter where you are.

All easily accessible, in one place.

ADT and Airbnb Partnership

Your Home Away From Home.

Awareness



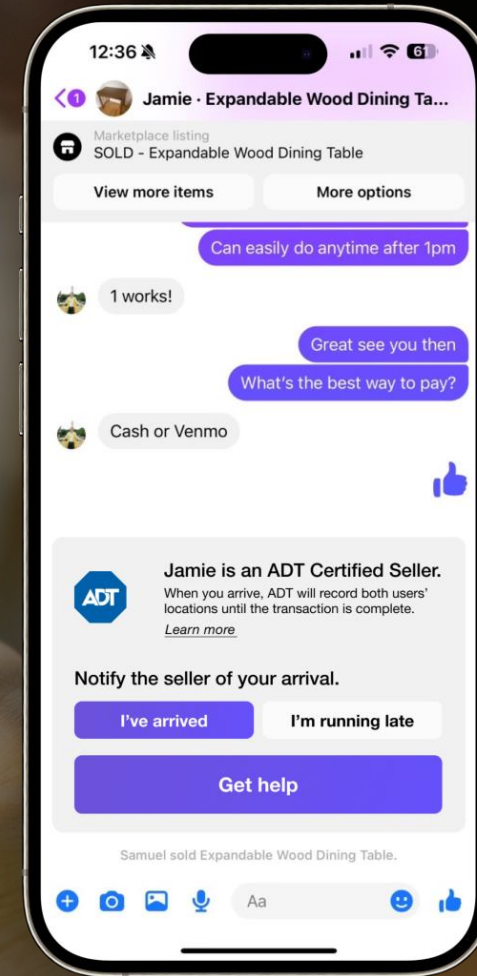
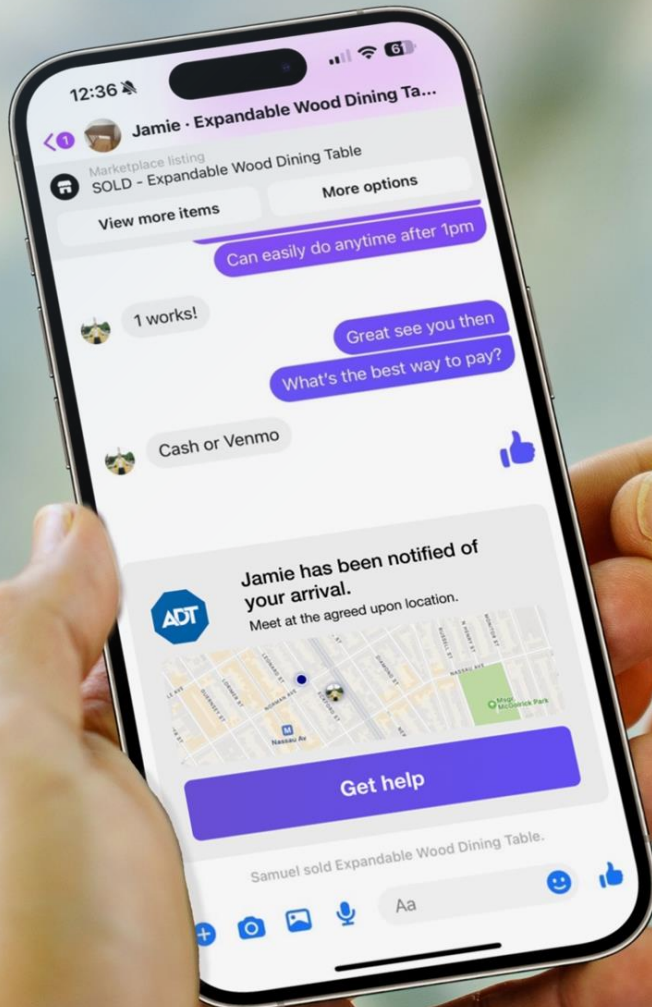
An additional layer of security for Airbnb guests.

Hosts will have the opportunity to be ADT Certified, assuring renters that their temporary home uses ADT security and meets high security standards.

ADT and Facebook Marketplace Partnership

LMK When You Get Home Safe.

Awareness



This partnership provides safety features for users meeting in person to buy or sell items, while also promoting a sustainable and cost-effective solution to furnishing a new place.

ADT and Nike Run Club Partnership

Safety in Numbers.

Hooked & Loyal

Nike Run Club believes in “strength in numbers.” At ADT, we believe in “safety in numbers.”

The partnership will incorporate an ADT safety feature in the Nike Run Club app.

ADT will show out at events hosted by Nike Run Club across 40+ cities worldwide to promote safety, health, community and well-being in everyday life.



Secure Our Community

Onboarding

ADT will work with low-income communities to donate and install security systems for residents and local businesses.

Additionally, we will provide free courses to promote online safety, self-defense and financial literacy.

Everyone deserves the chance to secure themselves, their belongings, and most importantly, their futures.



ADT Flex

Onboarding

ADT Flex is a service catered to college students and young adults on a tight budget.

Those who qualify can earn ADT points through referrals, community engagement, a buyback program, and by reporting safety issues, which can be redeemed for rewards and discounts.

When moving or renting, ADT will provide security system relocation at no extra cost.



ADT Advantage

Hooked & Loyal

Partnering with event spaces, sports teams, venues, festivals, and more, ADT Advantage offers exclusive perks such as VIP security lines, allowing ADT customers to bypass the crowds.

ADT Safe Spaces - these are tranquil zones where customers can decompress or relax amidst the hustle.

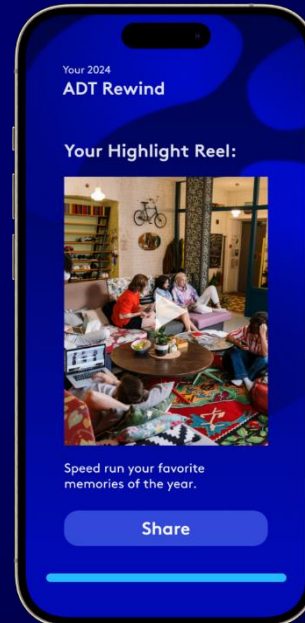
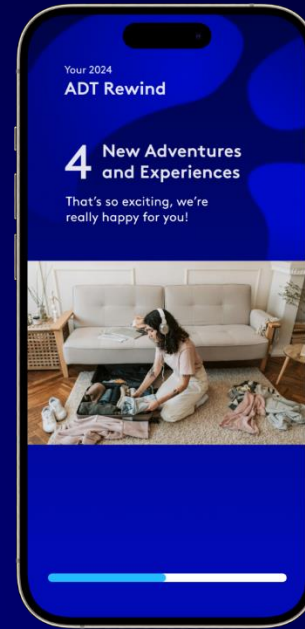
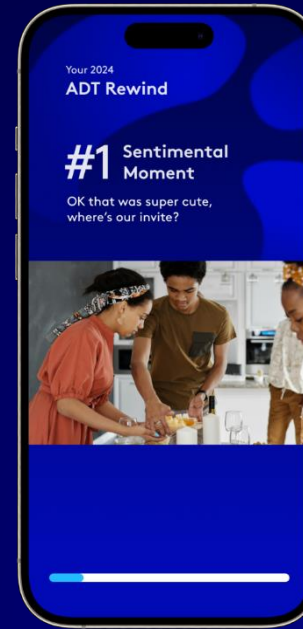
Secure Lockers - where loyal customers can leave their belongings and not worry about them while they're having fun.



ADT Rewind

Hooked & Loyal

At the end of each year, this feature compiles a collection of moments captured by your ADT security system. It's a heartwarming way to look back on the year, reminding you of life's precious moments amidst the routine of everyday life.



Launch

6 months

1 year



Not Your Parents' Bar

ADT App Updates

ADT and Hinge

Ad Campaign and Socials

ADT Flex

Secure Our Community

ADT Advantage

ADT Care Packages

ADT and Airbnb

ADT and Facebook Marketplace

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Thank you!
Questions?