

Ring Always Home Cam

A New Kind of Camera. That Flies.



Rekha Dunn and Makenna Nystedt

12.13.2024

MKTG 500

Professor Jesper Nielsen

We did not collaborate with anyone not listed on the cover page on this take-home project.

Makenna Nystedt

Rekha Dunn

EXECUTIVE SUMMARY

This marketing plan outlines the strategy for launching the Ring Always Home Cam, a groundbreaking, autonomous home security camera drone. Designed for innovative, unparalleled flexibility in features, the Always Home Cam autonomously patrols spaces designated by the user within the application beforehand. The plan will focus on understanding our competitive market, target market, and pricing strategy and selecting the best distribution and promotional channels. Leveraging Ring's strong market presence to target technologically savvy homeowners, the strategy focuses on those prioritizing safety, innovation, and ease of use. Phasing the product's rollout ensures each demographic builds demand and is met with exclusivity, whether loyal customers or later-adopting first-time buyers. A comprehensive approach is provided to increase adoption, customer loyalty, and lifetime value within the competitive smart home surveillance market. This comprehensive marketing strategy integrates digital campaigns and experiential demos to increase visibility and excitement amongst our target market. The Always Home Cam differentiates itself from competitors by its autonomous flying capabilities and enhanced motion detection, making it a step ahead of similar products. The autonomous surveillance device meets and addresses consumer pain points, aligning with Ring's robust smart home security ecosystem. By increasing customer lifetime value with protection subscriptions, which Ring has already integrated with previous models, integration between existing devices can be frictionless and ensure long-term satisfaction and security.

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	2
TABLE OF CONTENTS.....	3
COMPANY AND PRODUCT INTRODUCTION.....	4
MARKETING STRATEGY.....	4
Company Analysis.....	4
Collaborator Analysis.....	5
Competitive Analysis.....	5
Context Analysis.....	6
ASPIRATION DECISION.....	6
Segmentation.....	6
Targeting.....	6
Positioning.....	7
Value Proposition.....	7
MARKETING GOALS AND OBJECTIVES.....	7
SMART Goals.....	7
Specific.....	7
Measurable.....	8
Achievable.....	8
Relevant.....	8
Time-Bound.....	8
MARKETING MIX.....	9
Product.....	9
Price.....	9
Customer Lifetime Value.....	9
Promotion.....	10
Place.....	10
APPENDIX.....	12
Exhibit A : Launch Timeline.....	12
Exhibit B: Ring Product Line Prices.....	13
Exhibit C : Estimated Revenue Breakdown for Ring Always Home Camera.....	14
Exhibit D: Summary of Estimated Revenue (Over 5 Years).....	14
Exhibit E.1: Instagram Post.....	15
Exhibit E.2: Email Notification.....	15
Exhibit E.3: TikTok.....	16
REFERENCES.....	17

COMPANY AND PRODUCT INTRODUCTION

Ring was founded in 2012 by Jamie Siminoff and has become known for revolutionizing home surveillance with its smart doorbells and home security camera systems. Initially, Ring launched with the Video Doorbell, and over the years, Ring expanded its product lines to include fully integrated indoor and outdoor camera systems, smart lighting, and alarm systems (Amazon, 2023).

The Ring Always Home Cam is an autonomous indoor security camera system designed to give Ring users a complete view of their home when they are away. Unlike traditional fixed cameras, the Always Home Cam can fly when triggered by motion, offering real-time footage and coverage of different living areas. With integrated app features like motion detection and live video streaming, the Always Home Cam is committed to creating customizable, flexible security solutions for homeowners.

MARKETING STRATEGY

Company Analysis

Ring's core mission is to make neighborhoods and homes safer by creating easy-to-use and reliable security systems inside and outside your home. In 2018, Ring was acquired by Amazon, enabling access to the Ring camera product lines to a large customer base and integrating its products with Alexa, Amazon's voice assistant (Ferria, 2022).



Figure 1: Company SWOT Analysis

Collaborator Analysis

Following Ring's acquisition by Amazon, the company gained significant distribution and customer acquisition leverage. As part of the Amazon ecosystem, Ring has benefited from synergy with Amazon's smart devices, including Alexa, Amazon's voice assistant. This partnership has allowed Ring's products to integrate with Amazon's other smart home devices, providing homeowners with a more cohesive home experience. Aside from its partnership with Amazon, Ring has strong retail partnerships with retailers such as Best Buy, Home Depot, Target, and many more, making Ring products available to a broad customer base and increasing its visibility and access to new customers (Ring, 2024).

An opportunity to enhance Ring's collaboration is by securing an official partnership with a top-market insurance company such as Allstate or State Farm. Many insurance companies will offer discounts to policyholders who use home security products and alarm systems (State Farm, 2023). By incentivizing consumers to adopt Ring smart home devices, these partnerships encourage the use of Ring technology and enhance customer loyalty. A second opportunity to enhance Ring's partnerships, specifically with the Always Home Camera, is to build relationships with high-end drone companies like DJI. DJI is a leader in drone technology, which presents a natural opportunity for Ring to emphasize the Always Home Cam's advanced flight technology and expand Ring's product reach, targeting other drone enthusiasts.

Customer Analysis

Ring's current customer base consists of a variety of users such as tech-savvy homeowners, families, and security-conscious customers who seek convenience, privacy, and security. These customers value products that integrate easily with their other smart home devices, such as Amazon Alexa and appreciate the flexibility of DIY installation. Customers also prioritize privacy and data control, with features like deactivating cameras, which can appeal to those concerned about surveillance.

Ring customers typically conduct extensive online research, often relying on customer reviews and comparisons before purchasing. When considering different home security products, customers will typically search for information on product features, pricing, installation ease, reviews, privacy policies, and compatibility with other devices. To do this, customers would likely use Google or retailer websites to compare products. Product features such as video quality, battery life, and ease of installation influence consumer decisions (Nabakew, 2024). In terms of expectations, customers demand high-quality, reliable products that perform consistently and require minimal maintenance and responsive customer support when needed.

Competitive Analysis

Ring's product portfolio stands out in the smart home market, competing against high-end competitors like Google Nest, Arlo, and SimpliSafe. While these competitors have provided the market and consumers with their take on innovative smart home solutions, their product lines are primarily static cameras. The Always Home Cam's autonomous flying feature alone gives it a significant advantage by providing comprehensive interior coverage without needing multiple stationary cameras. Indirect competitors include traditional security companies like ADT, which provide more comprehensive home security solutions but are less integrated into the smart home ecosystem. These indirect competitors offer a different level of mobility and coverage than the Always Home Cam.

Context Analysis

The home security industry is experiencing rapid growth, fueled by the expansion of the smart home market. The smart home security market is estimated to reach 62 billion U.S. dollars by 2029 (Sherif, 2024). This aligns with increased interest in security solutions following concerns about break-ins, package theft, and other threats. Porch pirates stole a minimum of 58 million packages in 2024 (Adkins, 2024). This rise of concern about break-ins and stolen property has driven a desire for consumer protection and the appeal of real-time home monitoring. The Always Home Cam addresses these pain points by providing solutions that autonomously patrol homes with the benefit of integrated security systems.

With the introduction of the Always Home Cam, privacy and security regulations will become increasingly important. Ring must adhere to privacy laws such as the General Data Protection Regulation (GDPR) because the camera has the potential to record private moments in homes. Under GDPR, Ring must ensure full transparency in its data practices, offering customers the ability to control how their data is used, including providing access and deletion of stored footage.

ASPIRATION DECISION

Segmentation

Ring's product lines draw in a variety of consumers. Many segments utilize Ring as their smart home security system, from families to single individuals to frequent travelers. 38% of Ring owners are millennials and most likely live in a medium-sized town or a large city. Across the different segments, customers value safety, convenience, and technological innovation. There are three key segments to target with the Always Home Camera, as seen in the figure below.

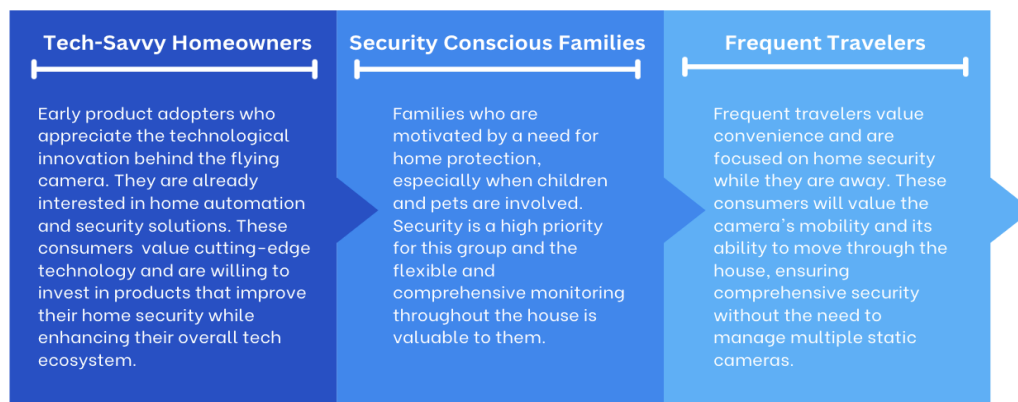


Figure 2: Cluster Analysis

Targeting

Ring's primary target market for the Always Home Cam is tech-savvy homeowners. This segment is made of innovative tech product adopters where a flying camera is not just a novelty but an essential addition to their smart home ecosystem. This targeted group is willing to invest in premium solutions and is drawn to the idea of staying ahead of trends; Tech-savvy homeowners prioritize technological products that promise to elevate their home while offering practical, high-tech solutions.

Positioning

Ring is positioned as a brand of innovative, easy-to-use smart home video security that seamlessly integrates with connected ecosystems to provide homeowners with advanced, accessible, and reliable protection. Ring differentiates itself from competitors by offering a unique blend of innovation, flexibility, and integration. Unlike traditional home security systems, the Always Home Cam provides a dynamic, autonomous surveillance system that allows it to fly around the home for complete coverage.

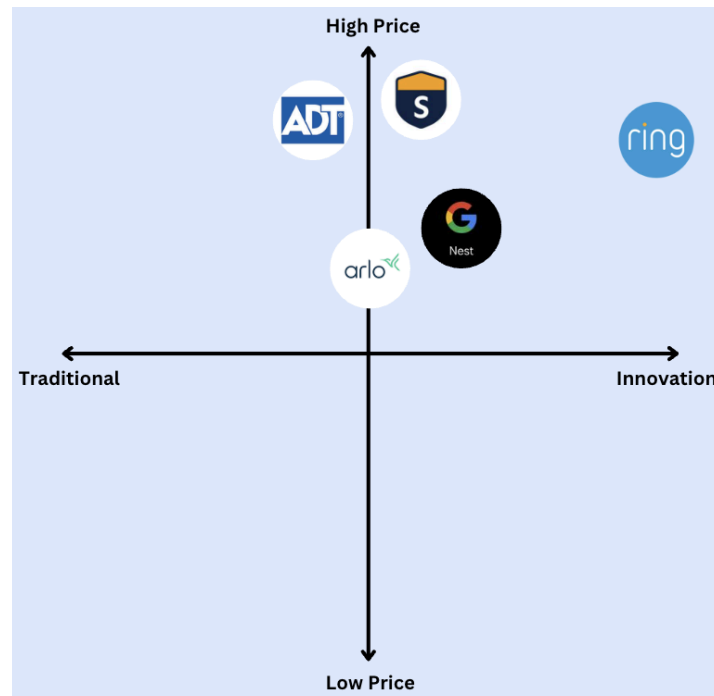


Figure 3: Perceptual Map

Value Proposition

The Ring Always Home Cam is the product of choice and the future of home security for tech-savvy homeowners. It combines the power of an autonomous drone with the convenience of a single device for complete interior coverage. Paired with Ring's trusted ecosystem, it ensures your home is secure, inside and out, whenever needed.

MARKETING GOALS AND OBJECTIVES

SMART Goals

Specific

Launching the *Ring Always Home Cam* as a premium smart home device with exclusive and expansive surveillance features, focusing specifically on pre-existing Ring device owners in the early adoption phase. Framing the product as a one-of-a-kind innovation targets technologically advanced homeowners, specifically males, as they are Ring's most prominent consumer demographic, who prioritize safety, convenience, and integration into their current smart home networks.

Measurable

The soft launch discount will be available to previous Ring owners, whose smart homes are outfitted with Ring devices. This can be tracked through Amazon, and the specific invite-only link can be made available to those with a previous device and security subscription. This will also aid in measuring demand for a product, with conversations created from exclusive purchasing for the first three months and researching the product through both Ring and Amazon product pages.

Achievable

The market demand for new, innovative home security products is vast, specifically with a reputable and known brand like Ring. The “smart-house” consumer is technologically savvy, loyal, and ready for product upgrades. Specifically targeting pre-existing Ring customers during the soft launch is a low-risk option that focuses on a demographic already familiar with the company's quality and ecosystem.

Partnering with Amazon, Best Buy, and other retailers frequented by the target demographic will expand distribution and demand through already reliable customer acquisition channels. Having the product in large retail stores boosts visibility, which can lead to adoption rates by consumers who find the company and store credible.

Relevant

Ring has always been technologically innovative in the smart home security market, with a mission to make homes safer and easily accessible for any consumer. The Always Home Cam fits into this notion, improving on Ring's high-tech designs while advancing autonomous private surveillance devices that integrate into preexisting smart ecosystems.

The smart home security market is robust, though the Always Home Cam is a first-of-its-kind from a credible company. It effortlessly differentiates itself from competitors like Google Nest. It is positioned to meet the demand of wary customers concerned about theft or simply forgetting to turn the stove off. The product covers both sides of the home security demand spectrum, providing safety and security to any family or consumer. The limited visibility of home cameras is a pain point for many consumers who have pets or children and want hassle-free integration.

Time-Bound

The Always Home Cam would be soft-launched to existing customers with 5+ years of usage and/or subscription who will provide insightful feedback. During this time, Ring can monitor feedback, fine-tune the offerings and experience, and address technical issues before fully launching.

The official launch will be directly accessible through Amazon due to its global reach in e-commerce and prior partnerships. Influencer partnerships will hold large weight, as the target market is technologically savvy and social media users. This will also keep the innovative, exclusive branding of the product, as it will not be available in stores. Following the initial launch, the main retailer rollout will be available in Best Buy, Home Depot, and Target, ensuring visibility and accessibility to all consumers as demand rises.

MARKETING MIX

Product

The Always Home Camera is an autonomous, flying drone that enables dynamic surveillance for comprehensive home coverage. The Always Home Cam can be activated on demand by its user, and it will travel alongside its preset path or can be triggered when motion is detected. With 1080p HD video, it provides clear footage for all types of security needs and is fully battery-powered to ensure easy and flexible installation for users. The Always Home Cam has a sleek and futuristic docked charging port, and when not in use, the dock will block the camera, allowing peace of mind for consumers concerned with privacy. The Always Home Camera is the first home security device in the industry, making it an exclusive product within Ring's product portfolio.

Price

The pricing strategy for the Ring Always Home Cam will be rolled out in a two-pronged attack designed to leverage both exclusivity and premium value to drive demand. This two-pronged approach is an early adopter discount and a premium post-launch price.

To incentivize the first wave of tech-savvy homeowners, the Always Home Cam's launch price will be \$249.99, \$50.00 below the standard market value of \$299.99. This price will be offered exclusively to loyal Ring customers who have been active users for 5+ years and continue upgrading their Ring products. This pricing strategy aims to reward loyal Ring users' commitment to the brand and promote a sense of exclusivity, urgency, and excitement around the launch.

The official launch will be the standard price of \$299.99. This price reflects the drone camera's cutting-edge technology and autonomous features. Setting the Always Home Cam at a premium price reinforces the product's position as a high-value, advanced solution for tech-savvy homeowners.

To ensure this strategy is effective, transparent communication regarding price decisions must be carefully curated. Ring should frame the discounted early-bird access price as a reward for loyal customers rather than instigate feelings that the product is not worth the full price. Secondly, the price increase to \$299.99 needs to be communicated as part of the product's natural lifecycle, emphasizing the value of the advanced technology and the limited-time nature of the discount. Although the cost of creating the Always Home Camera is higher than the intended price point, we expect to make the most revenue from our users' protection subscription plans. ***See Exhibits C and D for estimated revenue.***

Customer Lifetime Value

To maximize customer lifetime value, Ring can maintain the user experience through value-added services and community engagement. Value-added services include protection subscription plans which are built into tiers to accommodate various customer needs. High consumer engagement through the neighborhood feature allows Ring to maintain a sense of community with its users. Secondly, aligning the Always Home Cam to integrate with other video devices in the home through the mobile app will maintain users' sense of easy-to-use video monitoring. Housing all data and information into one app with access to all devices allows customers to quickly select which camera footage they require.

Promotion

From pre- to post-launch, we plan to leverage various marketing channels to reach our targeted audience. We plan to utilize a digital and in-person presence to build awareness and hype around the Always Home Cam.

Our first promotional channel is email campaigns to current Ring users. Email campaigns will be leveraged in phased strategies to generate excitement and intrigue consumers. The first phase in email campaigns is teaser emails, where communication about the product will be intentionally vague to spark curiosity without revealing too many details about the Always Home Cam. As Ring approaches the soft launch, the email messaging will shift to create a sense of exclusivity (Exhibit E.2). These emails will be sent to loyal Ring consumers of 5+ years and invite them to sign up for early access or receive additional product details. Ring will want to highlight the product's innovation and limited early-access availability. Post-soft launch, emails will be sent to the entire Ring family, inviting them to learn more about the Always Home Cam.

The second promotional channel will be social media, leveraging Instagram and TikTok to target our identified tech-savvy customers (Exhibit E.2, E.3). Like email campaigns, social media will post cryptic teasers that hint at the revolutionary product to spark curiosity and encourage followers to stay tuned for the big reveal. It will then shift to slowly releasing product features and benefits. Visual content will showcase the camera's unique flying capabilities and integration with the Ring ecosystem, and engaging videos, tutorials, and product demonstrations will also be posted to allow consumers to understand the features and benefits of the Always Home Cam. Following our soft launch with exclusive, early-bird users, we will utilize their testimonials and experiences with the device.

Our third promotional channel is pop-up events in influential tech cities across the United States, such as San Francisco, Denver, and Seattle. These pop-ups will occur at local innovation hubs and shopping malls so consumers can see the Always Home Cam in real life. Attendees will be able to experience firsthand the camera's unique flying capabilities and cutting-edge technology.

Lastly, with the official Always Home cam launch in June, a press release will be sent to top tech publications to generate widespread buzz and media coverage. The release will highlight Ring's groundbreaking innovation and emphasize its unique flying capabilities and integration with the Ring ecosystem. Additionally, the release will include quotes from Ring executives and industry experts to add credibility and authority to the launch.

Place

Ring needs to leverage its existing distribution channels and expand partnerships with high-end tech companies to successfully launch and promote this futuristic product. To streamline and control the purchasing experience, the Always Home Camera will be sold globally through direct-to-consumer channels, including online and in-person sales through Ring's current distribution network.

The Always Home Cam will be available exclusively on the Ring website during the soft launch in March. This is to reinforce the exclusive, early-access purchase for loyal Ring consumers and create a sense of urgency for consumers to purchase the product. Furthermore, soft-launching exclusively through the Ring website would allow more control over the initial inventory and manage demand to monitor future production scaling.

In the official launch in June, The Always Home Cam will be available online on both the Ring and Amazon websites. This will allow Ring to control the launch, gather consumer insights, and further build momentum before a global roll-out in their retail partnerships. By launching exclusively on the Ring and Amazon websites, Ring can continue to highlight key features of the Always Home Cam and guide consumers through the benefits of the product. This will also allow a customer view and support period to gain insights on potential product bugs or user interfaces that may need to be addressed before a full-scale retail launch. After the official launch in August, Ring will roll out its full-scale retail distribution to its other partners like Target, Best Buy, and Home Depot, to name a few.

CONCLUSION

The Ring Always Home Cam is a pivotal innovation in the smart home security market, tying together cutting-edge technology with ease of use for all users. By meeting the demands of home surveillance, device integration, and drone innovation, the Always Home Cam solidifies Ring's position as a market leader. This marketing plan leverages Ring's pristine reputation and strategic partnerships with Amazon and its e-commerce channels to maximize reach and penetration across the globe. Phasing the product and price rollout will ensure loyal customers feel the exclusivity of the product, be rewarded for their retention, and allow the broader market to purchase when demand heightens. The promotional channels will maximize reach to the target market and utilize influencer partnerships to build credibility when purchasing another device. The Always Home Cam meets the demands for innovative home security options and will capture significant market share, fostering engagement and brand loyalty.

APPENDIX

Exhibit A : Launch Timeline

2025 LAUNCH PLAN

JANUARY	Build Awareness and Trust Social Media and Email Campaigns to tease the product without revealing too much about features or launch date.
FEBRUARY	Early Engagement and Anticipation Building Engage audience via Email and Social media with exclusive content ahead of soft exclusive launch. Create landing page for product on website.
MARCH	Soft Exclusive Launch Product roll-out to loyal customers of 5+ years to drive early adoption. Personalized email invites with a unique link to purchase. Limited time price of \$249.99 until the end of the month.
APRIL	Pop-Up Events and Social Media Push Promote product and features at tech events and conferences. Countdown to official launch on social media and highlight early adopters stories and testimonials.
MAY	Continue Building Hype for Official Launch Launch social media challenge for users to share home security stories and why they want the Always Home Cam. Continue pop up events in major cities across the U.S.
JUNE	Official Launch Full Product Launch at \$299.99 featured on Ring website and Amazon. Send out press release to tech media outlets. Email launch announcement to current Ring customers.
JULY	Post-Launch Marketing User-Generated content such as unboxing videos, home installation tutorials, testimonials. Email promotions to those who have shown interest but haven't purchased yet.
AUGUST	Ongoing Engagement Targeted promotions to tech enthusiasts and homeowners. Refine marketing materials by analyzing feedback and adjust campaigns as needed.

Exhibit B: Ring Product Line Prices

Product	One-Time Cost	Ring Basic Subscription	Ring Standard Subscription	Ring Premium Subscription
Ring Video Doorbell	\$99 to \$249 (depending on model)	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Video Doorbell Pro	\$169 to \$249 (depending on model)	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Video Doorbell Elite	\$349 (wired version)	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Stick Up Cam	\$99 to \$249 (depending on model)	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Floodlight Cam	\$199 to \$249	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Spotlight Cam	\$119 to \$249	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Alarm Security Kit	\$199 to \$329 (depending on bundle)	\$4.99/month or \$49.99/year	\$9.99/month or \$99.99/year	\$19.99/month or \$199.99/year
Ring Alarm Panic Button	\$19.99	Free (optional add-on to Ring Alarm System)	Free (optional add-on to Ring Alarm System)	Free (optional add-on to Ring Alarm System)
Ring Always Home Camera	\$299.99	N/A	N/A	\$19.99/month or \$199.99/year

Exhibit C: Estimated Revenue Breakdown for Ring Always Home Camera

	Assumptions	Calculation	Amount
Total U.S. Population	U.S. Population Estimate	335 million people	335,000,000
Ring Camera Owners	1/3 of Americans own a Ring Camera (Statista 2024)	1/3 x 335 Million	111,666,667
Potential Always Home Camera Buys	20% of Ring camera owners buy the Always Home Cam	20% x 111.67 million	22,333,333
One-Time Purchase Revenue	\$299.99	22.33 million x \$299.99	\$6.68 billion
Annual Subscription Revenue	\$199.99	22.33 million x \$199.99	\$4.47 billion/year
Total Revenue from Subscriptions (Over 5 years)	Assumes 100% retention of subscribers	\$4.47 billion x 5 years	\$22.35 billion
Total Revenue (Over 5 years)	Sum of one-time purchase and subscription revenue	\$6.68 billion + \$22.35 billion	\$29.03 billion

Exhibit D: Summary of Estimated Revenue (Over 5 Years)

Revenue Stream	Amount
One-Time Purchase Revenue	\$6.68 billion
5-Year Subscription Revenue	\$22.35 billion
Total Revenue (One-Time + Subscription)	\$29.03 billion

Exhibit E.1: Instagram Post

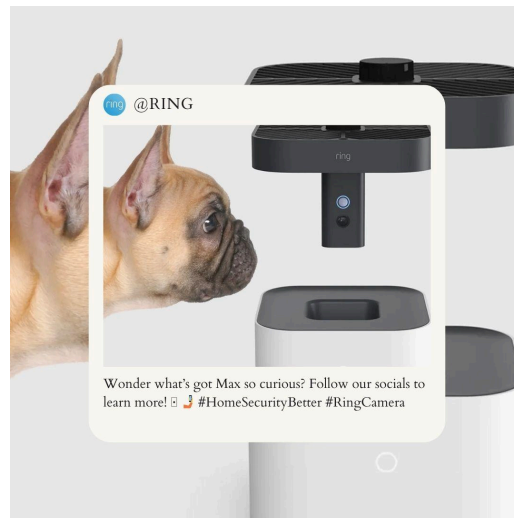


Exhibit E.2: Email Notification

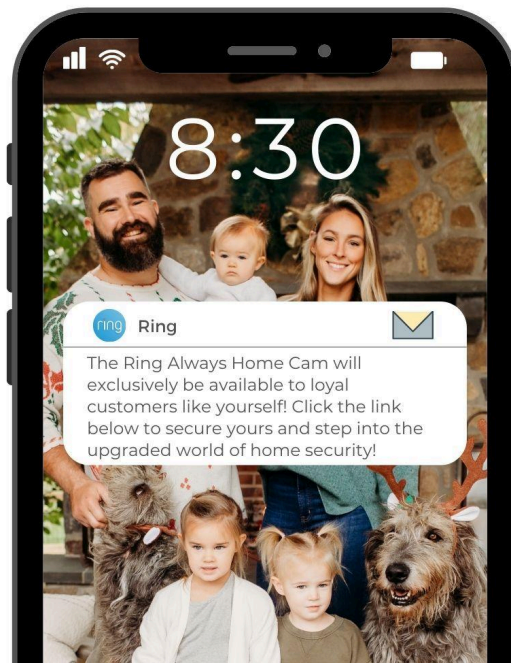


Exhibit E.3: TikTok



REFERENCES

- Adkins, M. (2024, November 12). *2024 Package Theft Annual Report and statistics*. Security.org.
<https://www.security.org/package-theft/annual-report/>
- Arlo. (2024). *Home security system*. Arlo Home Security System with All-in-One Sensors | 3 or 5-Piece.
<https://www.arlo.com/en-us/security-system/arlo-security-system.html>
- Ferria, K. (2022, August 31). *The history of the Ring Logo*. Hatchwise.
<https://www.hatchwise.com/resources/the-history-of-the-ring-logo>
- GDPR. (2024). *General Data Protection Regulation (GDPR) compliance guidelines*. GDPR.eu.
<https://gdpr.eu/>
- Google Nest. (2024). *Nest Cam (outdoor or indoor, battery)*. Google Store.
https://store.google.com/product/nest_cam_battery?hl=en-US&pli=1
- Nabakwe, N. (2024, November 15). *Ring Home Security System Review (2024)*. Cyber News.
<https://cybernews.com/best-home-security-systems/ring-review/>
- Narcotta, J. (2019, October 21). *Strategy analytics: Global smart home camera market to top \$7.9 billion in 2019*. Business Wire.
<https://www.businesswire.com/news/home/20191021005513/en/Strategy-Analytics-Global-Smart-Home-Camera-Market-to-Top-7.9-Billion-in-2019>
- Ring. (2024). *Authorized ring retail partner*.
<https://ring.com/authorized-ring-retail-partners?srsIid=AfmBOoqlWdSOtuDZFxXhEQctpNmWmsZdl4MEFX0mXPYMGmHFTFJ903VI>
- Sherif, A. (2024, December 3). *Smart home security market size worldwide 2024-2029*. Statista.
<https://www.statista.com/statistics/1056057/worldwide-smart-home-security-market-value/>
- SimpliSafe. (2024). *The beacon - 10 piece wireless security system: SimpliSafe*. Home Security System.
<https://simplisafe.com/home-security-system-beacon>
- Staff, A. (2023, May 2). *A brief history of the ring video doorbell and its evolution over the last 10 years*. About Amazon.
<https://www.aboutamazon.com/news/devices/a-brief-history-of-the-ring-video-doorbell-and-its-evolution-over-the-last-10-years>
- State Farm. (2023, August 13). *Home security and Burglar Alarm Systems*.
<https://www.statefarm.com/simple-insights/residence/home-alarm-system-options>
- Statista. (2023, October 19). *Ring brand profile in the U.S.*
<https://www.statista.com/insights/consumer/brand-profiles/3/18/ring/united-states/#contentBox3>