

A vigorous five-mile walk will do more good for an unhappy but otherwise healthy adult than all the medicine and psychology in the world.

-Paul Dudley White

Arcadia Inc.
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Conceptual Product Design
Designed by Kar Kay Ho

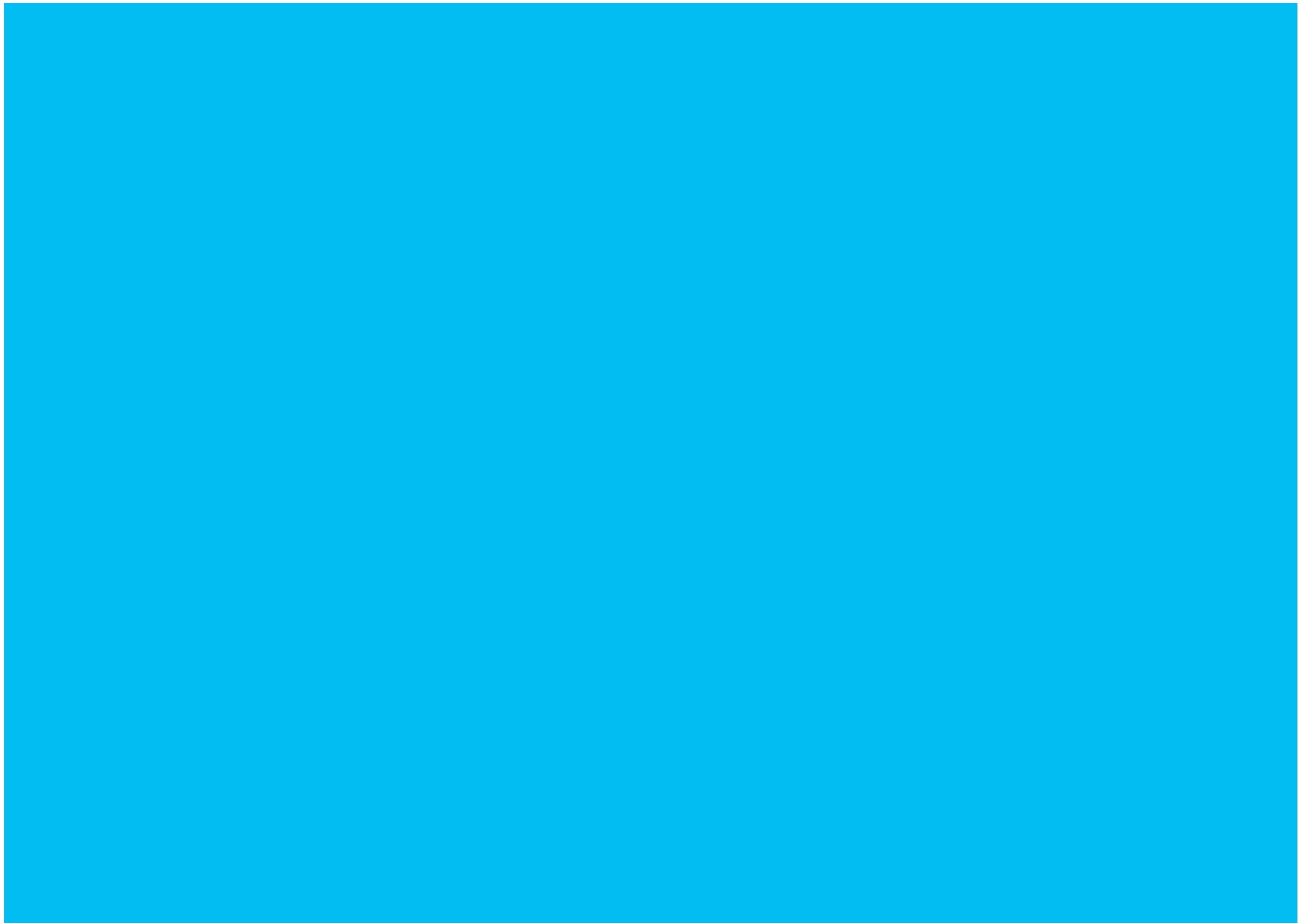


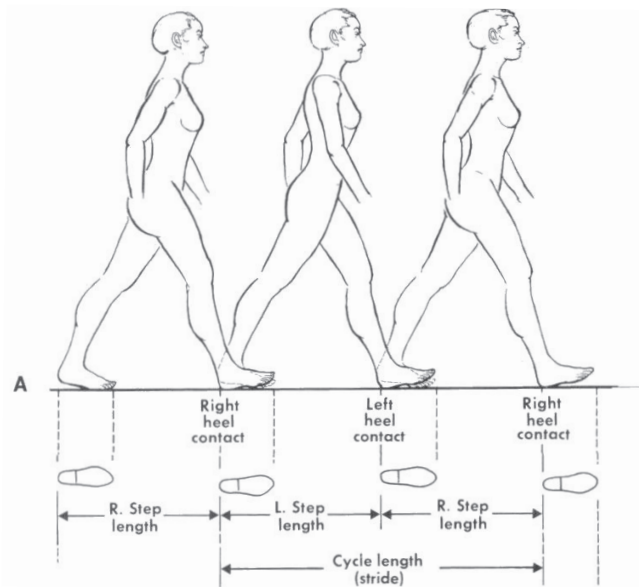
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Project Overview

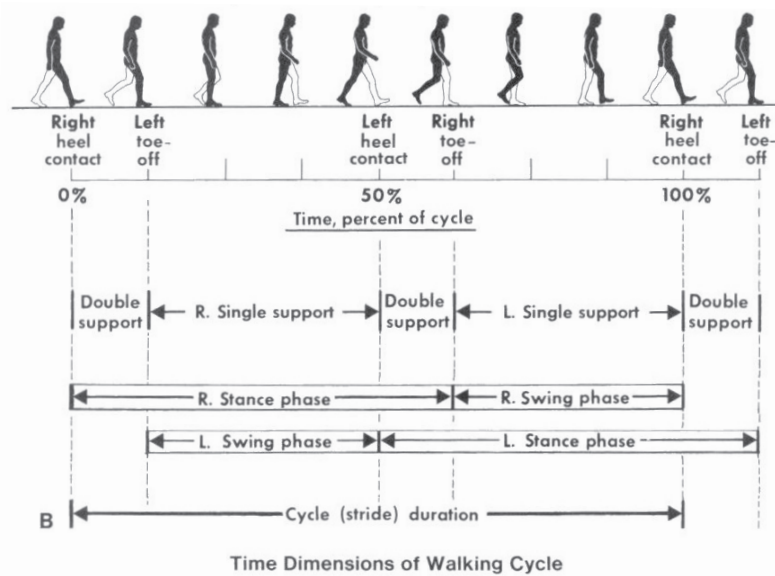
*After a day's walk everything
has twice its usual value.*

-George Macauley Trevelyan



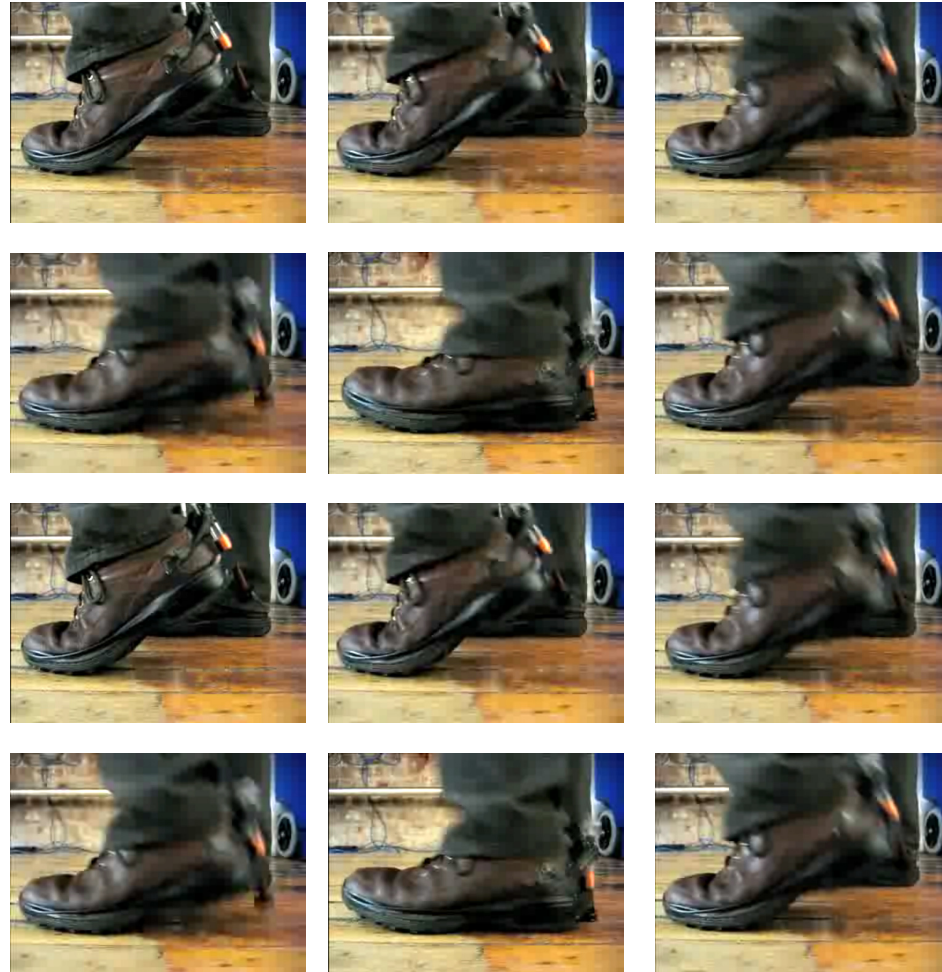
1.1. Mission Statement

Arcadia is a heel attachment to shoes and sneakers that generate and store electrical energy for usage on the go, or in the household. **Arcadia** comes packaged with an indoor placemat for the household in which the user will place their shoes, with **Arcadia** attached, onto the mat to transfer the stored energy. Arcadia utilizes energy generated by the human body for electronic hardware. It generates safe and reusable energy for everyone.



1.2. Historical Overview

Kintetic watches were the first products to feature batteryless and regenerating energy created from the user's movements. SEIKO was the first company to commercially advertise kinetic watches in 1988. Because the technology was so new, and expensive, kinetic watches didn't make a big splash in the consumer market. Shake Flashlights introduced in the late 90's utilize Faraday's law of inductance with copperwire and a magnet. The user only needs to shake the flashlight for a couple of seconds and it generates enough electrical energy to light the flash light for over a minute. The flash light is cheaper and more affordable. Over the years, there have been many little experiments attempting to make shoes, or attachments to footwear, that generate energy (video stills to the right: Kinetic Shoe Project, NYU). However, none have been marketed.





Anatomy of a kinetic watch



Seiko kinetic watch



Shake Flashlight

1.3. Current Industry

SEIKO and the Shake Flashlight are current industry standards for “affordable” regenerative energy products. Their technology can be applied to footwear, or other battery operated products that can be worn or handheld.



Puma



Adidas



Reebok



Asics

1.4. Marketplace

Today's trends in green reusable energy is due to the result of an unstable economy and an energy crisis. Many products are trying to reduce waste without losing reliability and quality. Arcadia will be the first of its kind in the market place. It will be advertised in conjunction with major shoe and sneaker brands, such as Nike, Reebok, Adidas, etc. It will be affordable, durable, and discreet once worn. It will be available in an adult version for shoe sizes five and up, and for children sizes one and up. For future ventures, partnerships with existing shoe companies will help further Arcadia's popularity and acceptance.



Nike



1.5. Target Audience

Arcadia's target audience would be for environmentally conscious young adults, and adults who want to save money for themselves or their family. **Arcadia** is made of durable rubber from recycled tires combined with shock-energy generating technology. **Arcadia** will sell with the price range of \$150-\$200, which appeals to a wide range of consumers, especially those who don't want to break their piggy bank.

Branding

*Me thinks that the moment my
legs begin to move, my thoughts
begin to flow.*

-Henry David Thoreau



2.1. Brand Overview

Arcadia is a brand that promotes the conservation of electrical energy through human potential. With products like **Arcadia HEELS**, we hope to harness the power of human movement to generate usable, safe, and clean energy for all to use. Our branding promotes togetherness and advancement.



Shock Blue Mark & black type



Shock Blue mark & type

2.2. Logo

Arcadia's logo mark is a representation of renewable energy and unity. The circle signifies the continuity of renewable energy. The central bolt reflects the product of **Arcadia HEELS**, as well as show a forward momentum to a brighter, cleaner future.

2.2. Colors



Shock Blue



Black



Electric Green



Energy Orange



Humanity Red

News Gothic BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:()?!.,

News Gothic BT Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:()?!.,*

News Gothic BT Roman

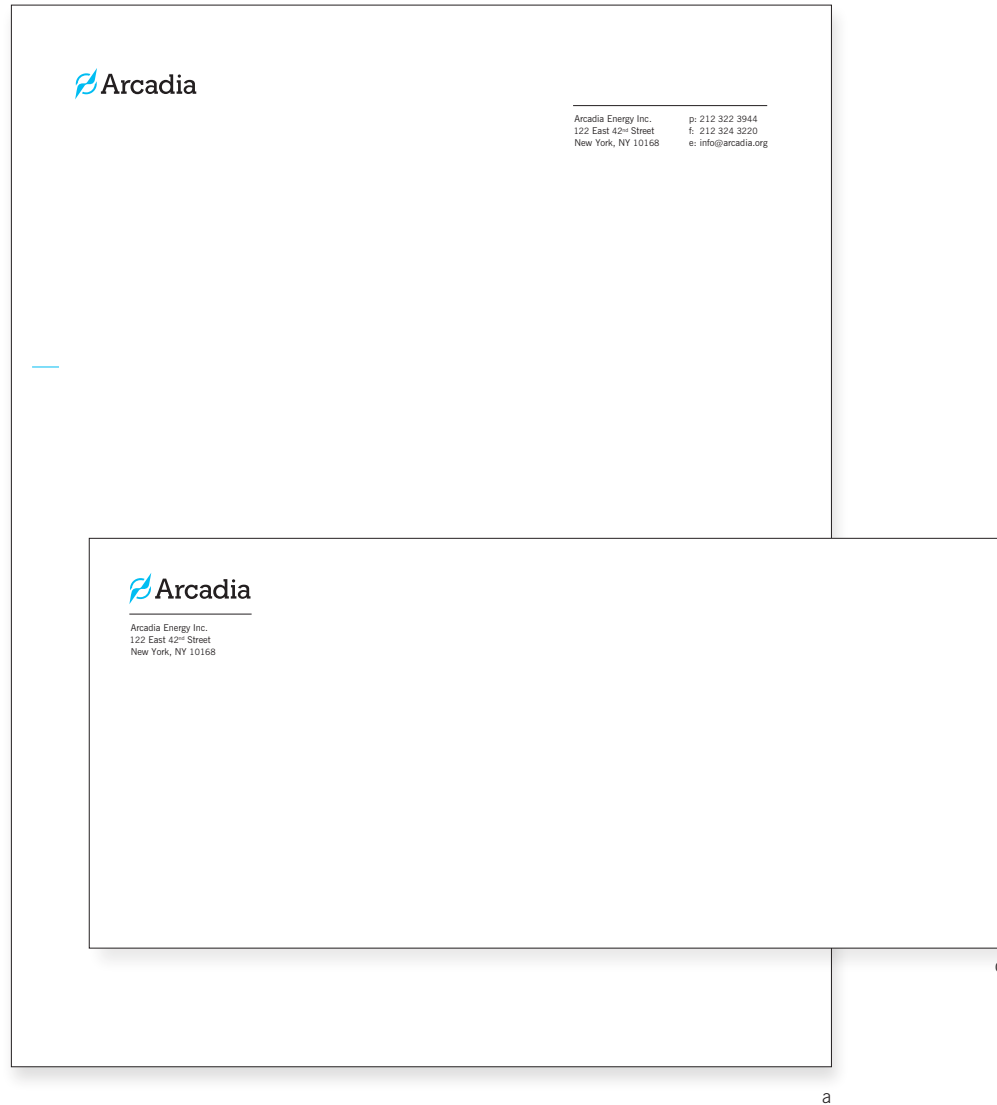
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:()?!.,

News Gothic BT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;:()?!.,**

2.3. Typography

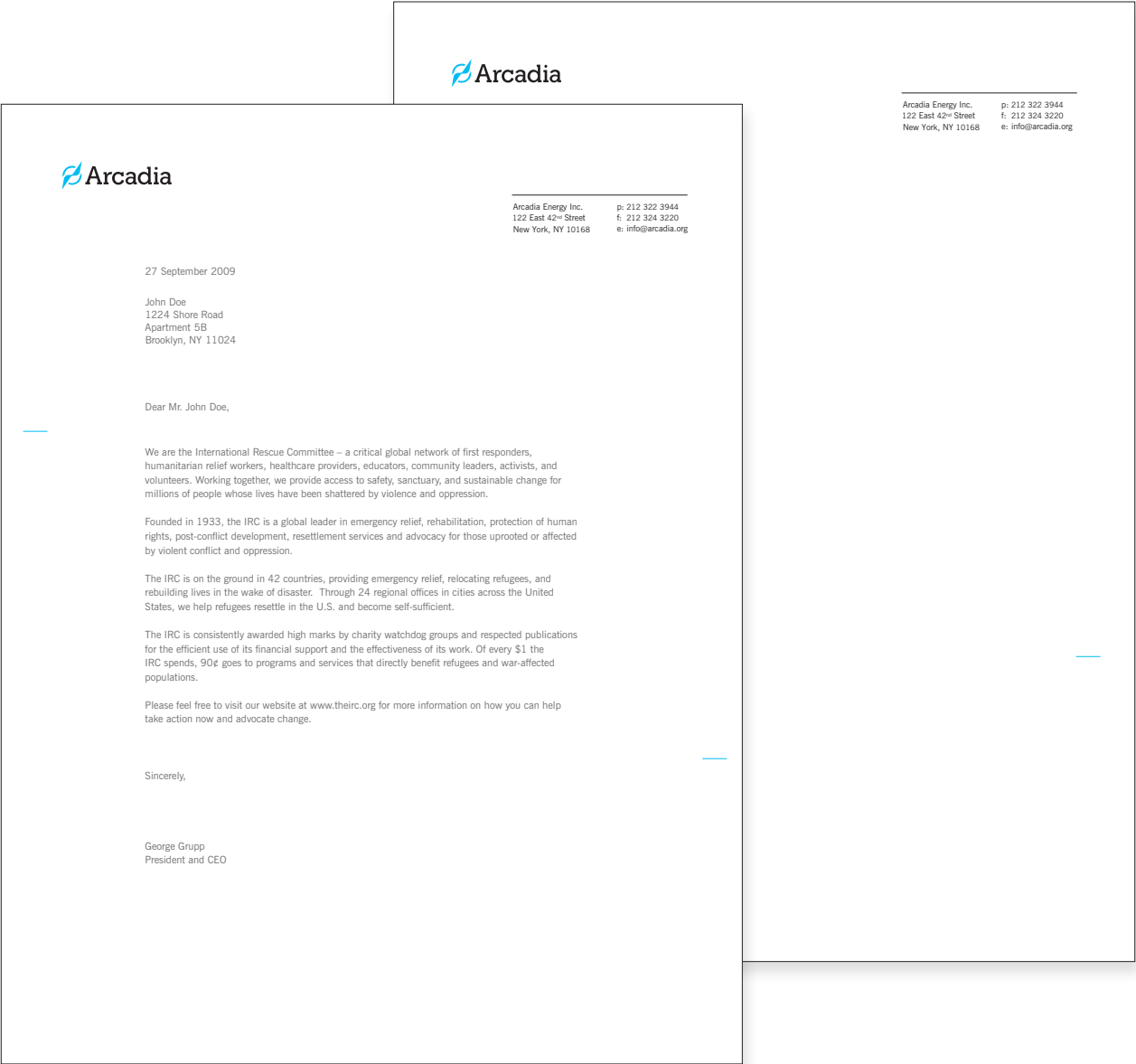
For use on all collateral pieces and advertising material such as letterheads, businesscards, envelopes, posters, billboards, and print ads.



2.4. Collateral

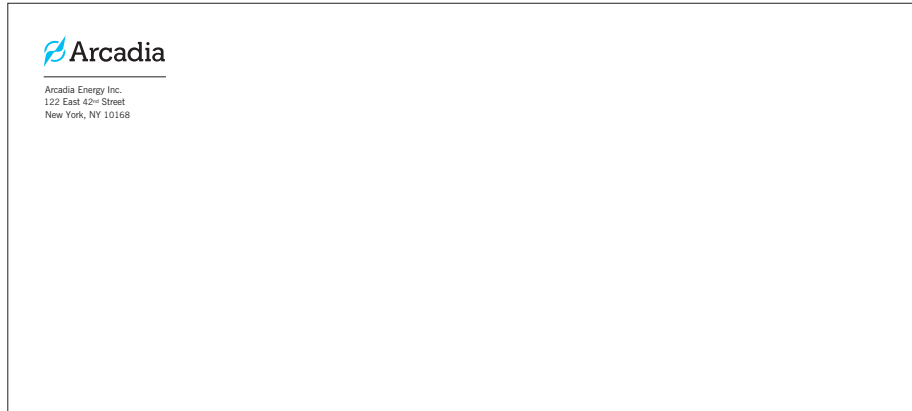
Letterheads, business cards, and envelopes are the main collateral pieces of **Arcadia**.

- a Letterhead
- b Business Cards
- c Envelope



Letterhead

Letterheads will be printed with two fold marks that indicate where the letter should be folded.



Envelope
(A10 size)



Front



Front

Business Card

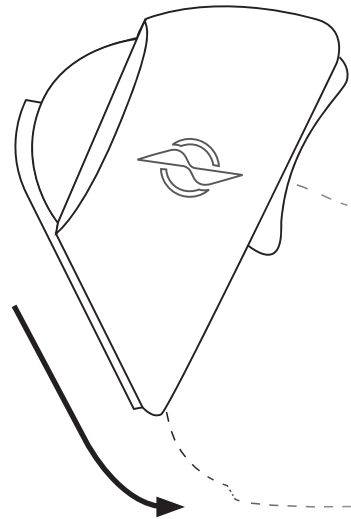
Personalized business cards will be double sided, with the logomark on the front of the card, and contact information on the back.

Product: Arcadia HEELS

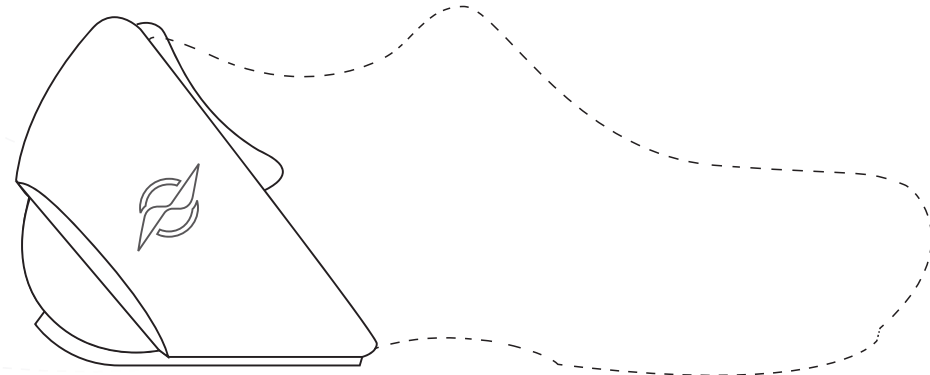
Make your feet your friend.

-J.M. Barrie

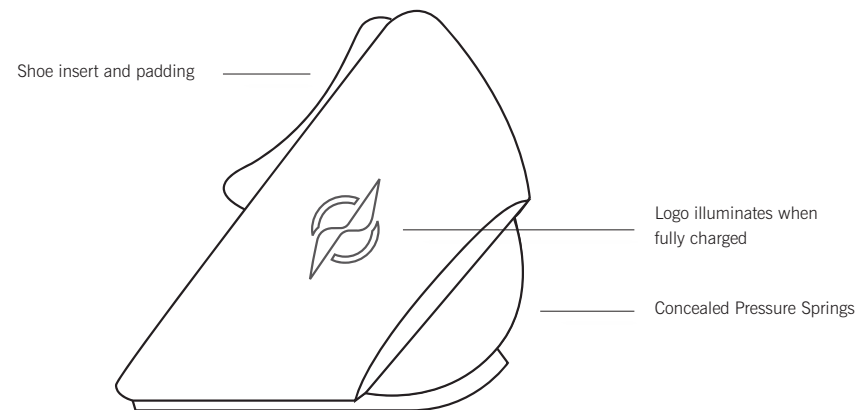
Step 1



Step 2



Shoe or Sneaker



3.1. Product Overview

Arcadia HEELS is a shoe attachment that generates energy upon impact of the user's step. The HEELS is packaged in pairs, one for each shoe or sneaker. Upon impact, the spring platform within the HEELS will push magnets through a ring of copper coils, in which the magnetic charge will generate electrical energy that will be stored in mini transistors positioned throughout the HEELS. By placing the HEELS on the Transfer Mat (sold with or separately) the electrical energy stored will be transferred into the Mat, which in turn will act as an electrical outlet for small household appliances.



Angled Back View



Side View



Charcoal



Humanity Red



Navy



Electric Green

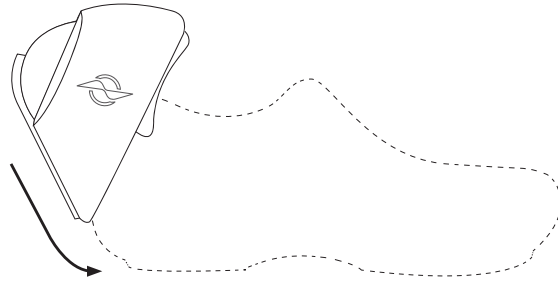


Energy Orange

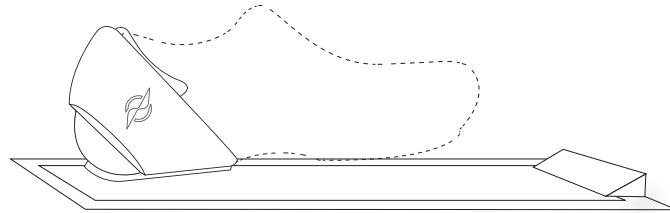
Color Variations

Arcadia HEELS will come in 6 different colors: White, Charcoal, Navy, Energy Orange, Electric Green, and Humanity Red.

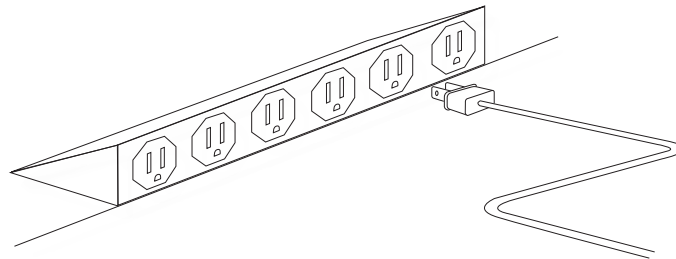
Step 1



Step 2



Step 3



3.2. Instructions

Step 1:

To attach **Arcadia HEELS** to your shoe or sneaker, slip the heel, tilting forward, on to the back of the shoe, then push down and forward. Make sure it fits snugly with the back and bottom of your shoe. Now go for a run!

Step 2:

To transfer energy from **Arcadia HEELS**, simply leave the HEELS attached to the shoes and set them on the Energy Pad (included in the Complete Package). The pad does all the work! A green light will flash when all the energy is transferred to the Pad.

Step 3:

Household appliances can remain plugged into the Energy Pad as long as the energy bar is above 50%.

Arcadia HEELS and Energy Pad are washable and water resistant.

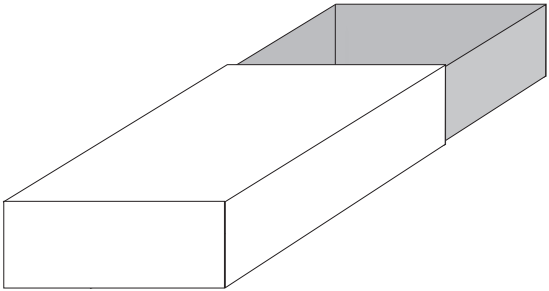


3.3. Packaging

Arcadia HEELS Packaging will be separated into 4 different packages. The first, and introductory package would be the Complete Package, which includes the HEELS, a Transfer Mat and instructional DVD. The second only has the HEELS and the DVD. The last package will be the Transfer Mat replacement, that includes an entire Transfer Mat and instructional DVD. All packages will have the 6 color variations and 3 different sizes; Small, Medium, and Large.

Complete Package

The Complete Package includes Arcadia HEELS, an instructional DVD, and the Transfer Mat. This is an introductory package.

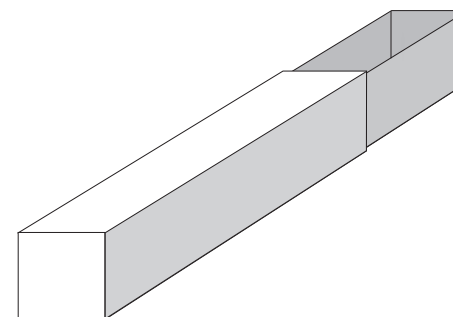


Package Construction



Transfer Mat Package

The Transfer Mat package will include only the Transfer Mat and an instructional booklet.



Package Construction

Advertising & Marketing

No city should be too large for a man to walk out of in a morning.

-Cyril Connolly



4.1. Advertising Series

The following ads will be displayed on billboards, through out transit systems, and subways for maximum effect. There will also be a print series which will run through athletic and health publications. The positioning of these ads are to target people who take mass transit and are required to walk to work. It also promotes the use of mass transit and human power to travel.

Two perfect slices

Grandma's toaster

Some extra protein

Grandma's dinner plate

Coffee maker from the 90's

Power your breakfast appliances after you bring in the morning newspaper.

Arcadia
Energy with every step.

Arcadia HEELS generate energy while you walk, run, or jog. Transfer the energy to your household appliances.
Find out more at www.arcadia.org

Billboard/Subway Ad

A billboard advertisement for Arcadia HEELS. The background is a sunset over a beach with silhouettes of people walking. In the foreground, a white digital alarm clock is shown with a power cord extending from it. The clock's display shows '6:00' and a small bell icon. The cord ends in a standard two-prong electrical plug. The overall theme is generating energy through walking.

**Power your alarm
clock everyday just
by walking.**

 **Arcadia**
Energy with every step.

 Arcadia HEELS generate energy while you walk, run, or jog. Transfer the energy to your household appliances.
Find out more at www.arcadia.org

Billboard/Subway Ad

22 watt bulbs

1 2 ——— The end of the block

3 4 5 ——— The local park

Up that impossible hill ——— 6 7 8

9 10 ——— Up the front steps

11 light bulbs if you jump your fence. ——— 11

Power 10 light bulbs after your morning jog.

Arcadia
Energy with every step.

Arcadia HEELS generate energy while you walk, run, or jog. Transfer the energy to your household appliances.
Find out more at www.arcadia.org

Billboard/Subway Ad

The advertisement features a silhouette of a person walking against a sunset background. A digital alarm clock is shown with a power cord connected to it. The clock displays '6:00' and has a small bell icon. White concentric circles emanate from the person's feet, suggesting energy being transferred.

Power your alarm clock everyday just by walking.

Arcadia
Energy with every step.

Arcadia HEELS generate energy while you walk, run, or jog. Transfer the energy to your household appliances.
Find out more at www.arcadia.org

The advertisement features a silhouette of a person walking against a sunset background. Various breakfast items are shown: two slices of toast labeled 'Two perfect slices', a toaster labeled 'Grandma's toaster', some wavy lines labeled 'Some extra protein', a fried egg, and a plate labeled 'Grandma's dinner ware'. White concentric circles emanate from the person's feet, suggesting energy being transferred.

Power your breakfast appliances after you bring in the morning newspaper.

Arcadia
Energy with every step.

Arcadia HEELS generate energy while you walk, run, or jog. Transfer the energy to your household appliances.
Find out more at www.arcadia.org

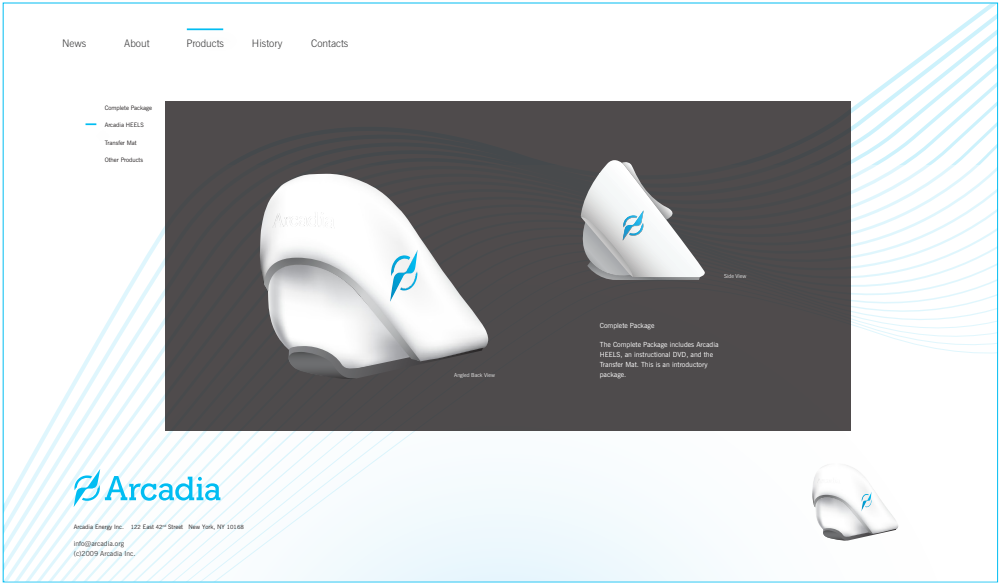
Print Ad Series



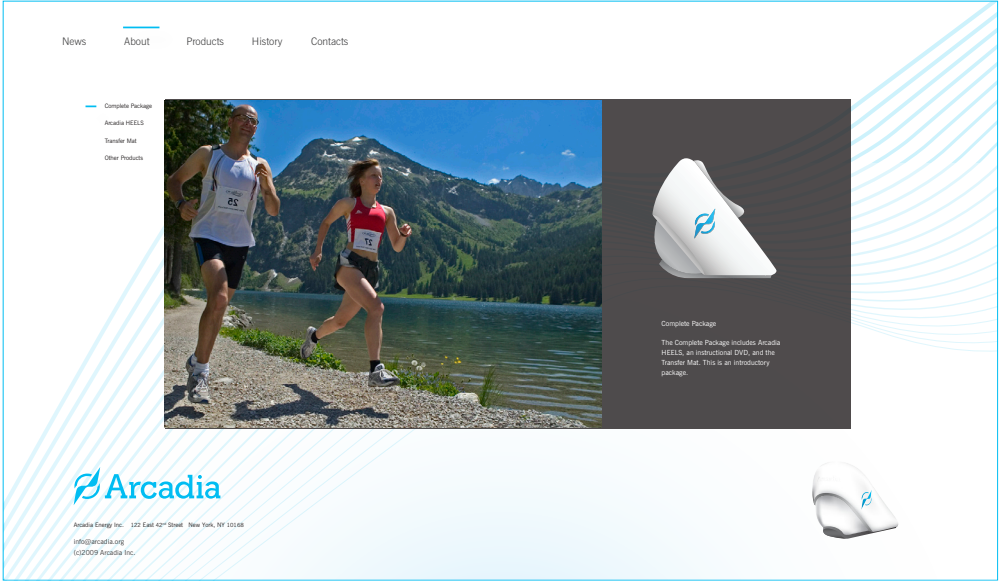
Home Page

3.3. Website

ArcadiaHEELS.org is the official Flash website for Arcadia. It will be an outreach tool for international customers, providing more information about the products and its origins from concept to production.



Product Page



About Page



Solar Powered Stopwatch



Recycled Aluminum
Water Bottle



Recycled Cotton T-Shirt

3.4. Promotional Material

These Promotional materials will be distributed at trade shows, events, and in store giveaways. Each item is designed to promote conservation of energy and reusable materials.

