

# GRAZER

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## Mission Statement

The mission of the GRAZER Company is to promote public health and maintain clean environments by disposing of dog waste.

## Slogan

Keep Clean Be Happy

## GRAND STRATEGY:

Reduce dog waste via a new disposal innovation.

## STRATEGY:

A robot that seeks out and consumes dog waste and is then fueled by the methane gas that is extracted.

TATICS FOR CITY GOVERNMENT  
DOMESTIC

## TATICS FOR CITY GOVERNMENT

1. Public service announcement
2. lobbyist
3. trial basis

## TATICS FOR DOMESTIC

- 1. Awareness campaign**
- 2. Advertising**
- 3. Rentals**

# TATICS FOR CITY DOMESTIC

## **1. Awareness campaign**

\_Newspaper ADS \_TV commercial \_Website design

\_Direct Mail \_flyer and Sponsorships

## **2. Advertising**

\_Print AD \_TV Commercial \_Web Banner \_Billboards

## **3. Rentals**

Convenience

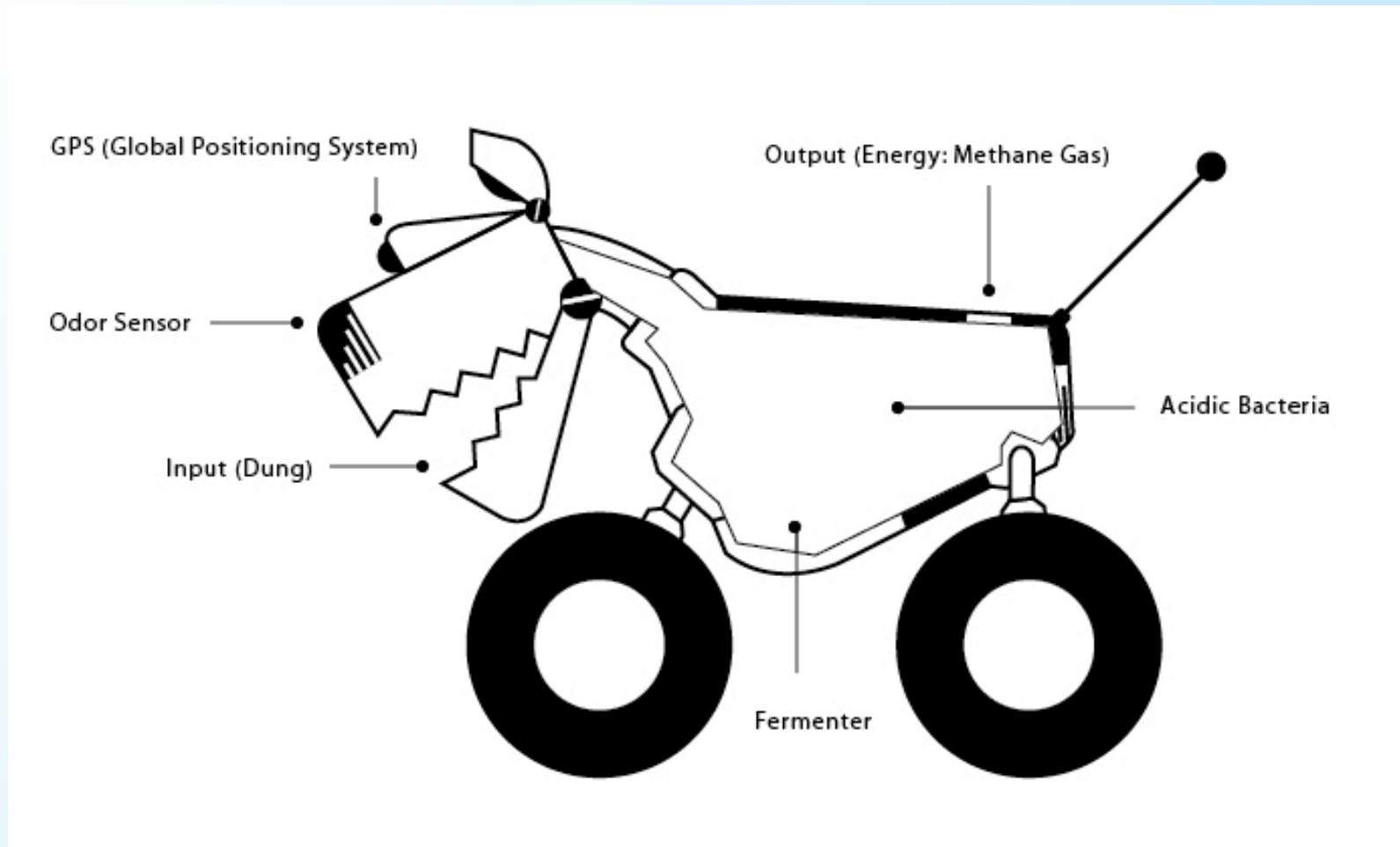
for people who do not have the necessity for everyday use.

## Functions

- How does a GRAZER work?
  - The GRAZER has an odor detector that finds dog waste in any location. An internal GPS system ensures the GRAZER will stay within predetermined boundaries.
  - GPS system keeps the Grazer in assigned areas.
  - “Eats” dog waste. Waste is collected in tank inside of the GRAZER
  - Methane gas is generated through working with Bacteria on poop in Fermenter
  - Methane gas directly charges the battery used to provide energy for essential robot functions: GPS, odor sensor and power.

# Functions

- How does a GRAZER function?



## Awareness Campaign

- Clean dog waste campaign

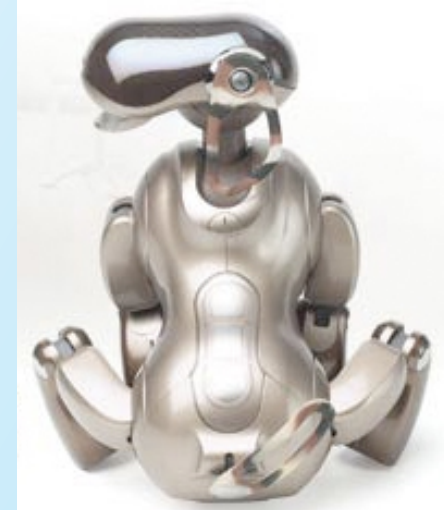
Why is animal waste a source of pollution?

- A significant source of bacterial contamination in urban watersheds
- A factor in eutrophication of lakes
- promotes weed and algae growth
- limits light penetration and the growth of aquatic vegetation
- reduces oxygen levels in the water affects fish and other aquatic organisms



## GRAZER//PRODUCT

**1. fun and friendly 2. hard working 3. loyalty 4. Valuable**



## LOGO



## COLOR PALETTE



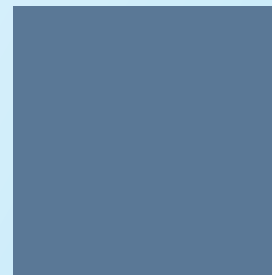
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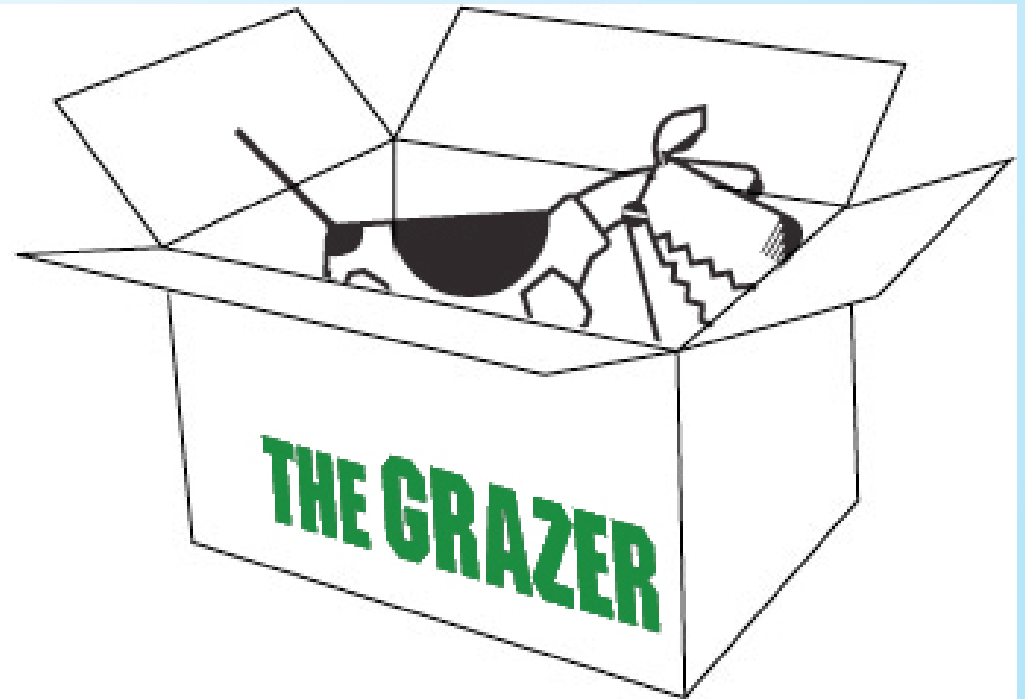


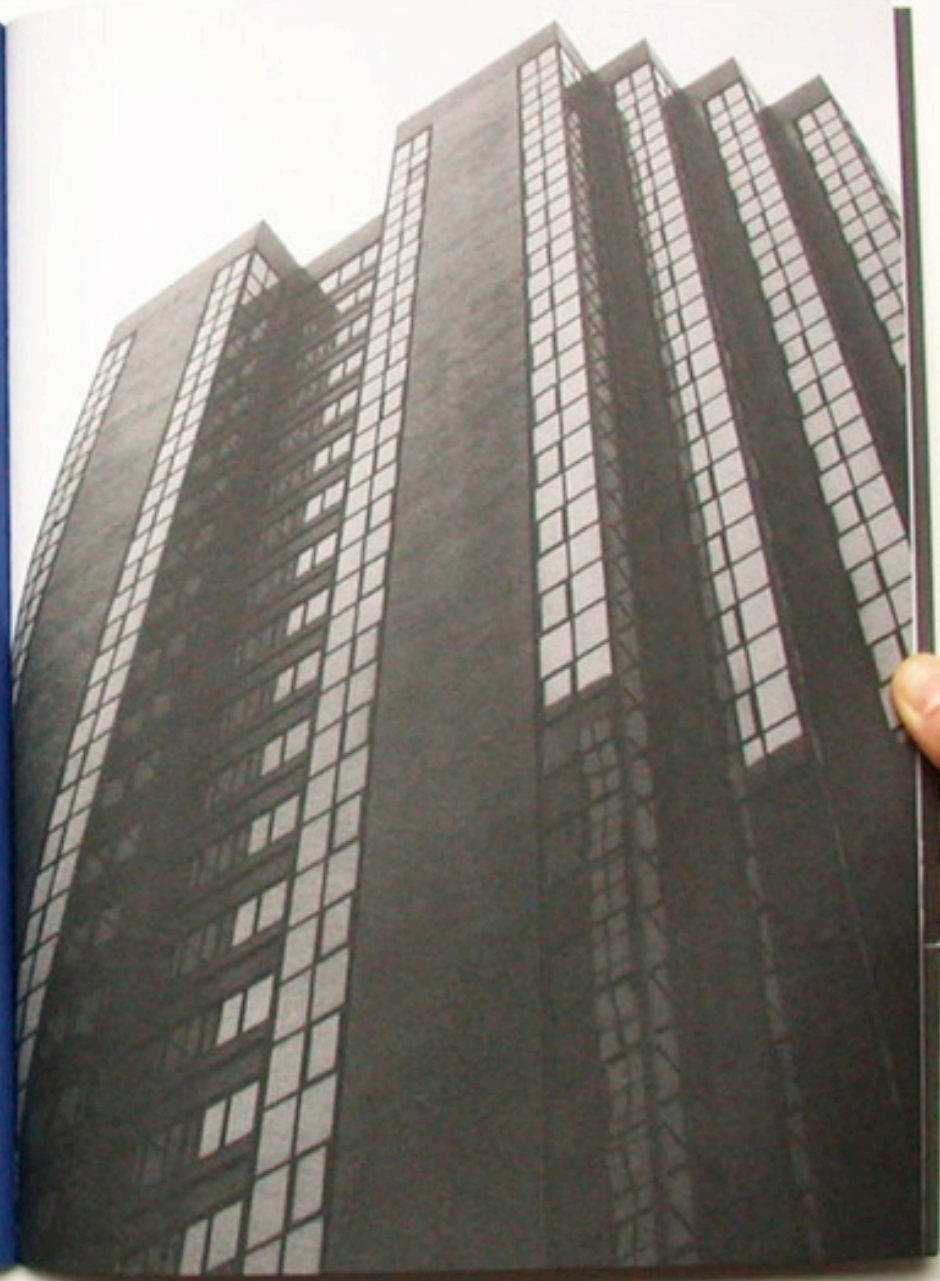
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## PACKAGE DESIGN





# WEBSITE DESIGN

Keep Clean be Happy: the Grazer

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**Keep Clean be Happy**

**Mission statement**  
The mission of GRAZER Company is to promote public health and maintain clean environments by disposing of dog poop through a robot that performs by generating methane gas itself.

## TV COMMERCIAL

Robot dogs march and swear about cleaning duty.

