

HERD APP

By: Erin White, Kennedy Hines, Arlin Morocho, & Evie
Tan



INTRODUCTION

HERD is a social safety app designed for women to look out for each other when out alone or in a uncomfortable situation. Whether your walking home, waiting for a ride or feeling uneasy, HERD connects you with women nearby who can meet up with you. HERD users can either send, accept or deny requests to meet up.

USP

- Customizable safety settings.
- Real-time location sharing.
- Personal profiles.
- Verify profiles with licenses.
- You can leave or read a review of a place that might be unsafe.



TARGET AUDIENCE

AGE RANGE: Women ages 17–28 years old

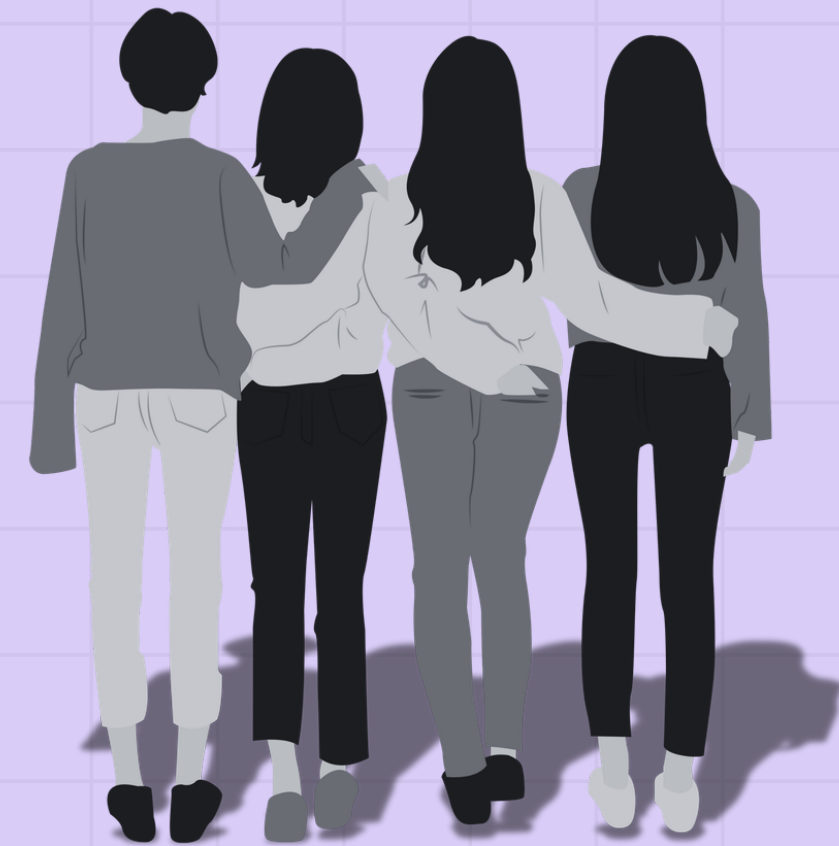
GENDER: Female

INCOME LEVEL: Low to Middle income

INTERESTS/HOBBIES: Independent girls who like going out alone. Specifically bars, restaurants and clubs.

CONSUMER • Someone tech-savvy

BEHAVIORS: • Values safety
• Values other people's recommendations



MEDIA SELECTIONS

TV, Billboards, Social media ads, and Influencer Collaborations would be best.



Subway ads are a great way to hit high traffic areas with women who are on the go or even on their way to a night out.



TV or streaming service ads are also an effective way to reach our target audience. Utilizing streaming services will reach the younger demographic we are targeting.

MEDIA SELECTIONS



Social Media ads are one of the best ways to reach our target audience, the age range of our audience are predominately on social media.



Influencer collaborations will attract a wider audience. Seeing a influencer they follow or hopefully trust will therefore build audience trust with our audiences

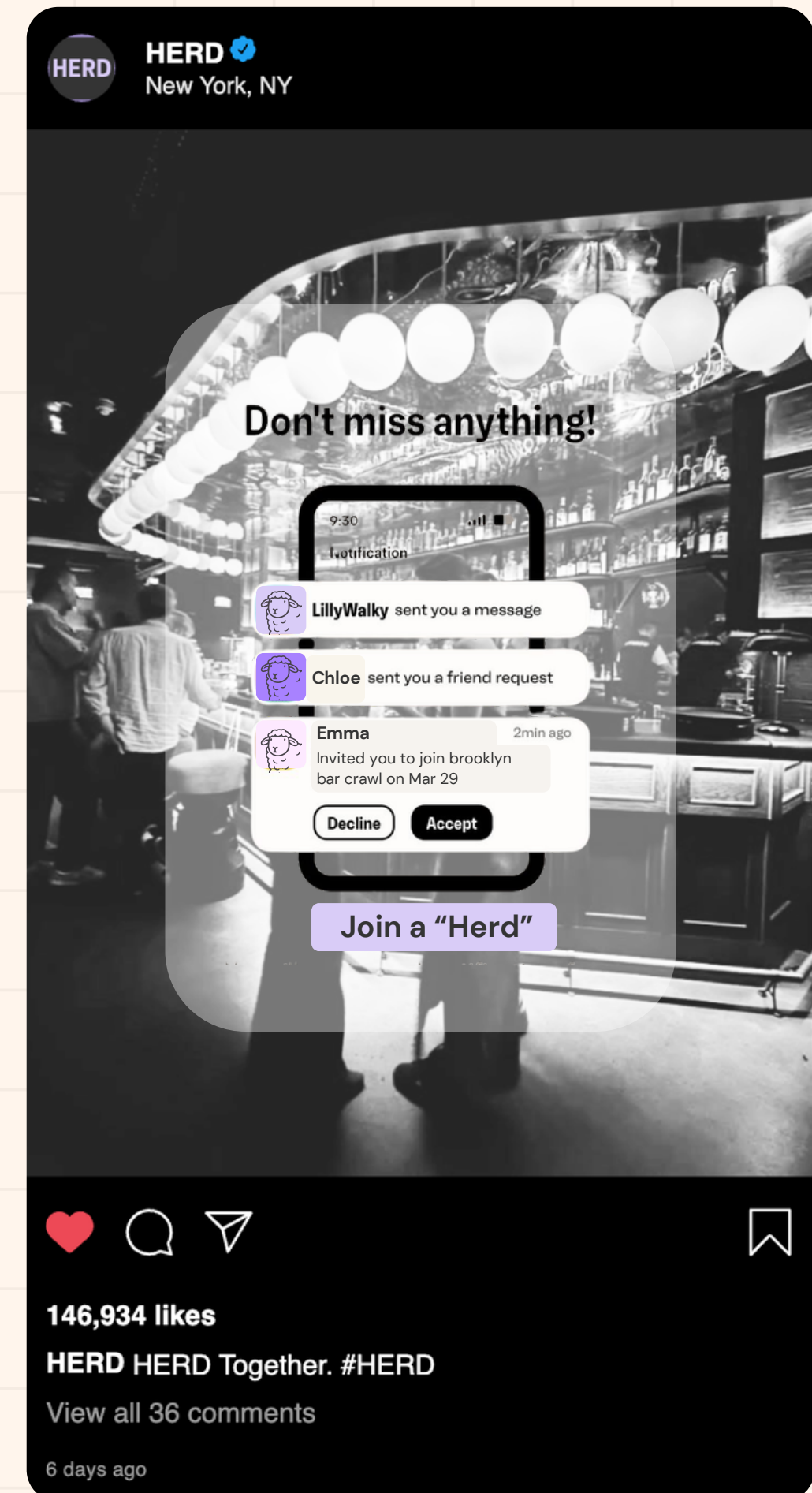
AD SCHEDULING & PLACEMENT



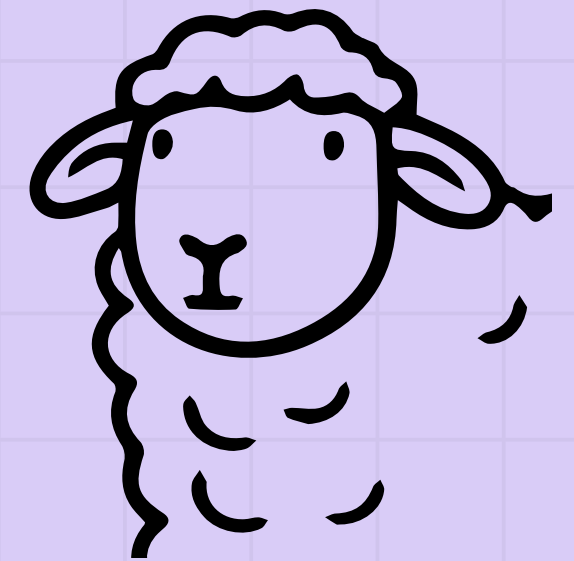
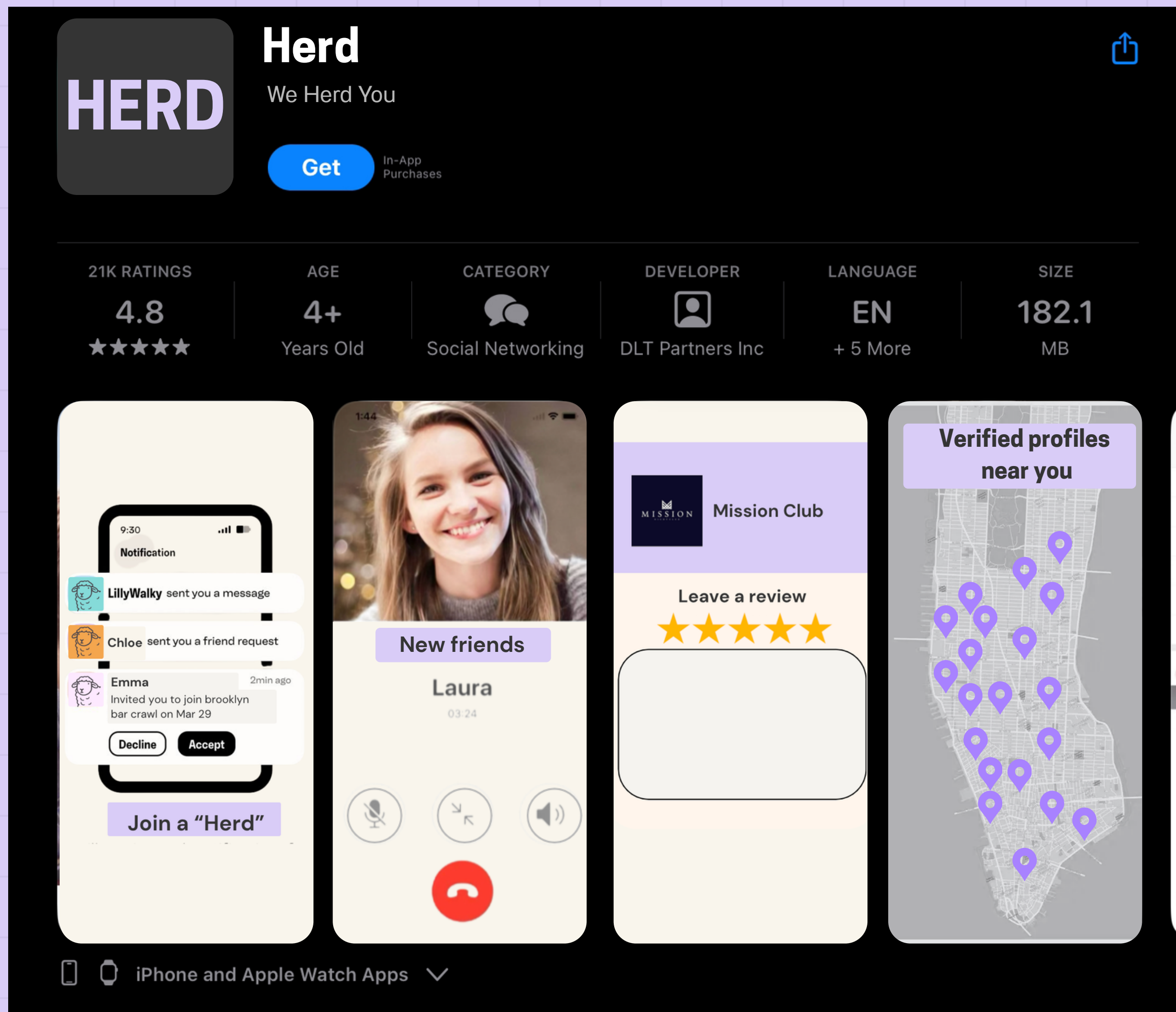
- The best time of day, week, and season to show the ad.
 - Day: evening (6pm–10pm) and late night (10pm–2am)
 - Week: weekends (friday–sunday)
 - Season: back-to-school college students and every other season
- The best physical locations or digital spaces where the ad will be placed
 - Social Media feeds
 - High-traffic billboards on busy streets, sidewalks, and subways
- Peak engagement times for digital platforms
 - Late night (10pm–2am) best for younger, niche audiences
- Prime-time slots for TV/radio
 - Evening (6pm–10pm) just getting off of work and relaxing back home or getting ready to go out
- Strategic outdoor locations for billboards
 - Near bars, college campus's, subway stations, restraunts, parks

REPETITION

- The ad will run 4–5 times per week to increase brand awareness.
- Social media like TikTok, Instagram, X, and Facebook will be our key reinforcers for repetition. These apps allow us to balance our repetition with different content to avoid fatiguing viewers.



ON THE
APP STORE



PRINT MOCKUPS



VISUAL STORYBOARD

More than 50% of women in the United States are afraid of walking alone at night

HERD is here to help

Scene #: 1	Text overlay flashes on screen, sounds of the city plays in the background
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Scene #: 2	Girl walks alone at night looking visibly anxious
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Scene #3	Girl looks down to open the HERD app
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Scene #: 4	She finds HERD profiles nearby and selects a verified group to join
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Scene #: 5	She is seen happily walking into a bar to meet up with the girls
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Download the app

Scene #: 6	Notes: end scene flashes to tagline (on slide 10) and QR code
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VIDEO AD

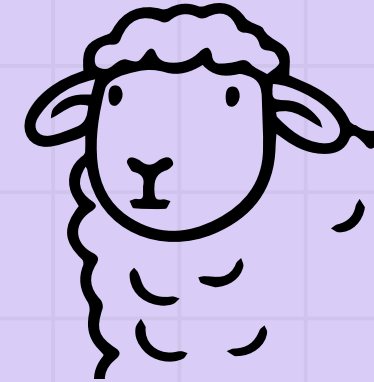


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**HERD IS HERE
TO HELP**

BE SAFE.

BE **HERD.**



- Most women feel uncomfortable going out alone at night.
- Existing safety measures are often inadequate.
- Sometimes, all someone needs is a group of girls to feel safe and have fun.

Why it would be successful

- HERD provides a seamless way to find companionship and security.
- Offers real-time safety support through verified groups
- Easily accessible for all

HERD

THANK YOU!

