First name: Regina

Last name: Burgmayr

Email: regina.burgmayr@tawny.ai

Phone number: +49 89 189 081 402

Company name: TAWNY GmbH

Job title: Marketing, Project & Customer Success Manager

City: Munich

Your company

TAWNY is a pioneer in the field of modern, AI-powered emotion detection technology. Our vision is to democratize Emotion AI, just like SurveyMonkey democratized market research. We make Emotion Analytics accessible for everyone in an easy, scalable, and affordable way.

Company's values and mission

Our vision is to make products and services not only smart (IoT) but also empathic. We believe that emotion analytics will be a part of daily life, interacting with humans through multiple touchpoints. Emotion AI can be integrated into a wide range of use cases ranging from testing marketing content, to measuring sleepiness while driving to employee health management in a new work context.

Problem statement

*We have recently launched our **TAWNY Live Emotions**, a new product that brings social connectedness back to virtual meetings and **events**. The technology is up and running in a beta version.*
*We also developed this **Live Emotions for sports settings**, applying it in live stream settings or for public online viewing.*

Project description

*We need help to come up with a successful **TAWNY LIVE Sports Campaign**, along with ideas for concepts and marketing material to go with it. We need content (for LinkedIn, Instagram, Facebook, Twitter, the website and blog) along with a portfolio of slogans and texts that we can post to grab the audience's (B2B/ B2C) attention.*

Target Audience for this project

*We want to target "online public viewing groups" besides, we mainly want to get event participants excited and have them on board for using **TAWNY Live Emotions** in their group settings. The goal is to create a large free user base and then address B2B sports clients with business offerings/ideas to bring (back) the human factor to their live stream events as well as give them a new form of liking/rating/feedbacking during live stream sessions.*

Project outcome

We want the students use our "Live Emotions" while online public viewing the matches of the German National football team during the "football EM 2021" starting at June, 11. We seek for about 50 to 100 participants and a corresponding online communication (blog articles, social media) for each match.

*Furthermore, we would like the students to create a concept and marketing plan for us on how to further proceed with the Live Emotions in the **sport events sector**. This means e.g.*

- *How and where (what kind of events, settings, audiences etc.) to integrate the Live Emotions*
- *Slogans for various target groups (organizers vs. participants)*
- *Ideas for how to communicate the technological expertise (Emotion AI) without sounding too technical and too scary (data privacy etc.) - having the human touch in mind*
- *Giving ideas how Live Emotion Outputs could look like to be attractive in a way for marketing*

--> The plan should include a strategy and detailed business concept of the commercialisation of the Live Emotions in several online settings (live streaming/ Facebook live etc.)

Things to take into consideration/supporting information

We already did two (non-sports) projects with students from the Hyper Island student group in March-April 2021 (SWE) – we can give insights there.

The output for us can be a PowerPoint presentation (preferred) or a written paper.