



MOSQUITONIX CASE HISTORY
2003-2006 Marketing & Public Relations

Developed & Executed by
SWEENEY

SITUATION

MosquitoNix® was conceived in 2002. The mission of the company's co-founders was to find a mosquito control solution that would not involve smelly mosquito repellent lotions, dangerous chemicals, propane attracting/trapping devices or annoying electric "bug zappers".

The solution? The MosquitoNix Outdoor Insect Mist System.

OBJECTIVES

Sweeney was hired to help the co-founders introduce the world to a *new* company (MosquitoNix) and new technology (outdoor insect mist system) created to combat a new threat (West Niles Virus) as well as an age-old problem (outdoor pests).

The agency's immediate challenges were to develop a brand identity – positioning, logo, tagline and key messages – and then promote it.

STRATEGIES

1. Sweeney conducted **secondary research** to learn more about the issues of outdoor pests in general and West Niles Virus in particular.
2. Sweeney **analyzed and evaluated competitor categories** (repellent sprays and lotions, bug zappers, propane trapping devices).
3. Focused on **positioning** MosquitoNix as the industry's first and only safe solution to control outdoor insects, Sweeney developed and tested a:
 - business descriptor
 - new logo
 - new tagline
 - new messages – all.
4. Sweeney **launched and supported the new brand**:
 - Created, developed and produced a comprehensive portfolio of marketing materials, including:
 - stationery
 - literature
 - web site
 - advertisements
 - billboards and door hangers
 - yard, vehicle and building signage
 - Created and handled ongoing promotions – publicity and media relations, direct marketing, advertising, special events

RESULTS

By 2006, less than four years after launching the new brand, MosquitoNix had become a national franchise brand, boasting more than 20 franchise operations in seven states. Additionally, MosquitoNix became recognized as the most effective automated control system on the market.

SAMPLES

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CEO



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Thank You MosquitoNix!

If You Want It Done Right, Choose MosquitoNix — A Serious Solution to a Serious Problem

MosquitoNix is dedicated to helping you eliminate the nuisance and danger of outdoor insects — mosquitoes, flies, spiders, roaches, gnats and fleas.

Our *Outdoor Insect Mist System* is a technologically advanced insect control system that's safe, effective and 100% guaranteed. And it is easy to install around your home, pool, hot tub, patio, deck, shed, garden, recreation and play area, and dog runs and pens.

An Advanced System
The MosquitoNix system consists of durable nylon tubing and precision stainless steel nozzles installed along the eaves of your posts, and even along tree trunks and branches. The system consists of a large reservoir, a control unit and garage, shed or another designated outdoor area. It mists natural Pyrethrum insecticide 3 - 4 times a day before dawn and after dusk.

the MosquitoNix System is the job done installation fully automated and includes a remote control pesticide — *chrysanthemum extract* — kills and repels insects

EXAMPLE OF A MOSQUITONIX SYSTEM IN A RESIDENTIAL BACKYARD



of business is the elimination of outdoor biting insects. It's not a sideline or a thing we do.

ational service staff is trained and certified to:

- recommend a fully customized solution
- install your MosquitoNix system

Pyrethrum — A Natural Botanical Insecticide
The MosquitoNix system mists Pyrethrum, a natural botanical insecticide that provides fast knockdown and rapid killing action. Pyrethrum is one of the most effective controls of outdoor insects around the home, and is widely used in horticulture and by organic crop farmers.

contact Us
call MosquitoNix today for a FREE evaluation and estimate.
972-934-2000 (phone), 866-934-2002 (toll-free)
visit www.MosquitoNix.com and
email us at info@mosquitonix.com
for more information.



~ Top 11 Backyard Fantasies ~

#1

No More Mosquitos. Period.

And thanks to MosquitoNix™, there will be no more swatting, ducking, scratching, running, itching, hiding, lathering, zapping, fogging, or bombing.

**Mosquitos HATE us.
People LOVE us.**









972-934-2000

No More Mosquitos. Period.

www.mosquitonix.com