

ROOSTER BRAND BRIEF

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MISSION

At Rooster, our mission is to create a intelligent, efficient and ethical AI solution to combat shoplifting in locally owned stores.

AUDIENCE

Owners of Locally Owned Small Businesses:
This includes independent retail store owners, boutique shop owners, and small grocery store proprietors.

Store Managers: Individuals responsible for the day-to-day operations of these small retail establishments.



Highest-Level Needs

Effective Theft Prevention: The primary need is a system that can prevent shoplifting effectively without requiring extensive manual oversight.

Affordability: Budget constraints are a significant consideration for small businesses, so the solution must be cost-effective.

Ease of Use and Maintenance: The system should be user-friendly, requiring minimal technical expertise for operation and maintenance.

Reliability and Accuracy: High accuracy in detecting genuine theft incidents while minimizing false alarms.

VALUES

COMMUNITY BUILDING

SAFETY

ETHICAL

TRUSTWORTHY

AGRESSIVE

PERSONALITY

Community Shield

Emphasizing the role in contributing to the overall safety and integrity of local communities.

Hero

To defend the small business owners and their community, Even through their challenges.

Local Business Ally

Positioning as a partner and advocate for the growth and success of local enterprises.

Tech-Savvy Guardian

Portraying the brand as a modern, intelligent protector of small businesses.

FUNCTIONAL BENEFITS

Theft Prevention: The primary functional job of Rooster is to prevent shoplifting through advanced AI algorithms that detect suspicious behavior.

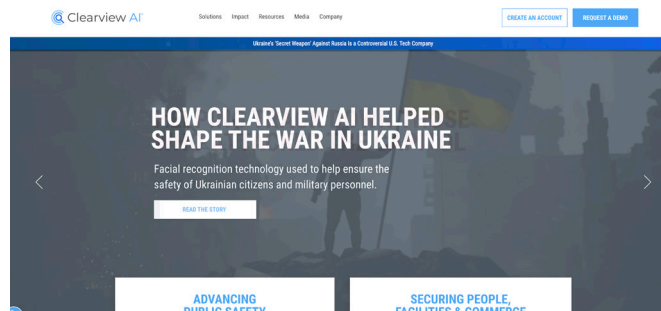
Real-time Monitoring and Alerts: Offering real-time surveillance and immediate alerts to store personnel when potential theft is detected.

Inventory Management: Assisting in tracking inventory levels, thereby reducing losses due to theft and misplacement.

Data Analytics: Providing retailers with data insights into shopper behavior, store traffic patterns, and high-risk areas within the store.

Integration with Existing Systems: Ensuring that the AI system can seamlessly integrate with current security systems and store infrastructure for a comprehensive security approach.

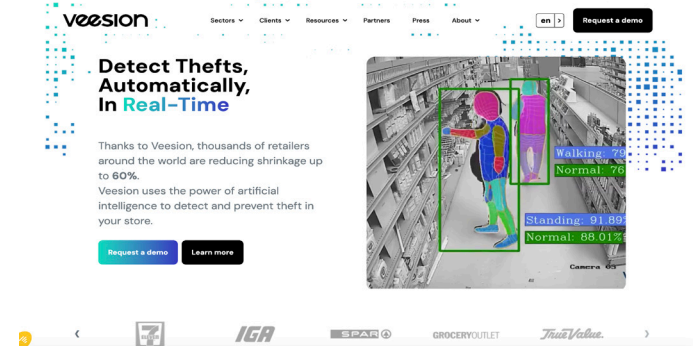
COMPETITIVE ANALYSIS



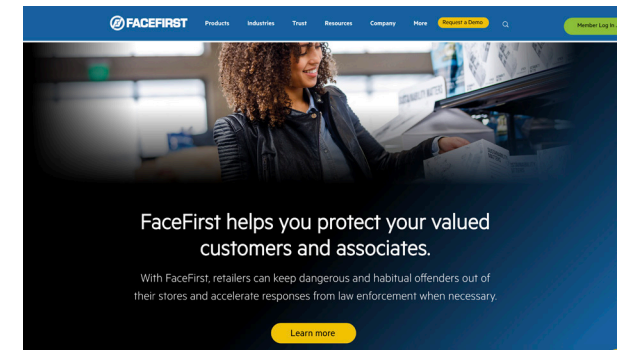
HELVETICA



OPEN SANS
HELVETICA



HELVETICA
roboto



HELVETICA
ARIAL



PRODUCTS

DATABASE

A database for any flagged persons with an alert system of their presence at said store. A database that can be shared with others, to keep the community protected.

SOFTWARE

Already have a security system? No problem, with Rooster there is no need to go buy all new cameras, the software will plug into your old cameras, making it easier for everyone.

TRUST

100% legal and ethical, your store won't get into legal trouble, we are also hopeful to even team up with police to combat this problem with our database.

POSITION SUMMARY

In the dynamic landscape of AI security and anti-shoplifting solutions, Rooster occupies a unique position that sets it apart from the competition. Our approach combines real-time monitoring, user-friendly interface, and a mass data network to deliver a comprehensive and innovative solution tailored for local small businesses.

Unlike traditional players like Checkpoint Systems and FaceFirst, which focus on just physical anti-theft systems or facial recognition for real-time threat identification, respectively, our brand emphasizes AI-driven behavior analysis, integration with existing retail systems, scalability, and large local network. This approach positions us uniquely in the market, catering to retailers who seek advanced loss prevention strategies, seamless integration with current technologies, data-driven insights for loss prevention and a technology that can prevent trespassing.

Moreover, Rooster stands out for its ease in intergration into existitng security systems , making it not just a security solution, but a tool for enhancing overall retail operations and customer experience.

As the retail industry continues to evolve with technology, Rooster is committed to staying at the forefront, offering solutions that are not only effective in preventing shoplifting and theft but also in enhancing the overall efficiency and profitability of our clients' businesses.

BIG IDEA

**“The shoplifting database for
small businesses”**

VISUAL BRANDING

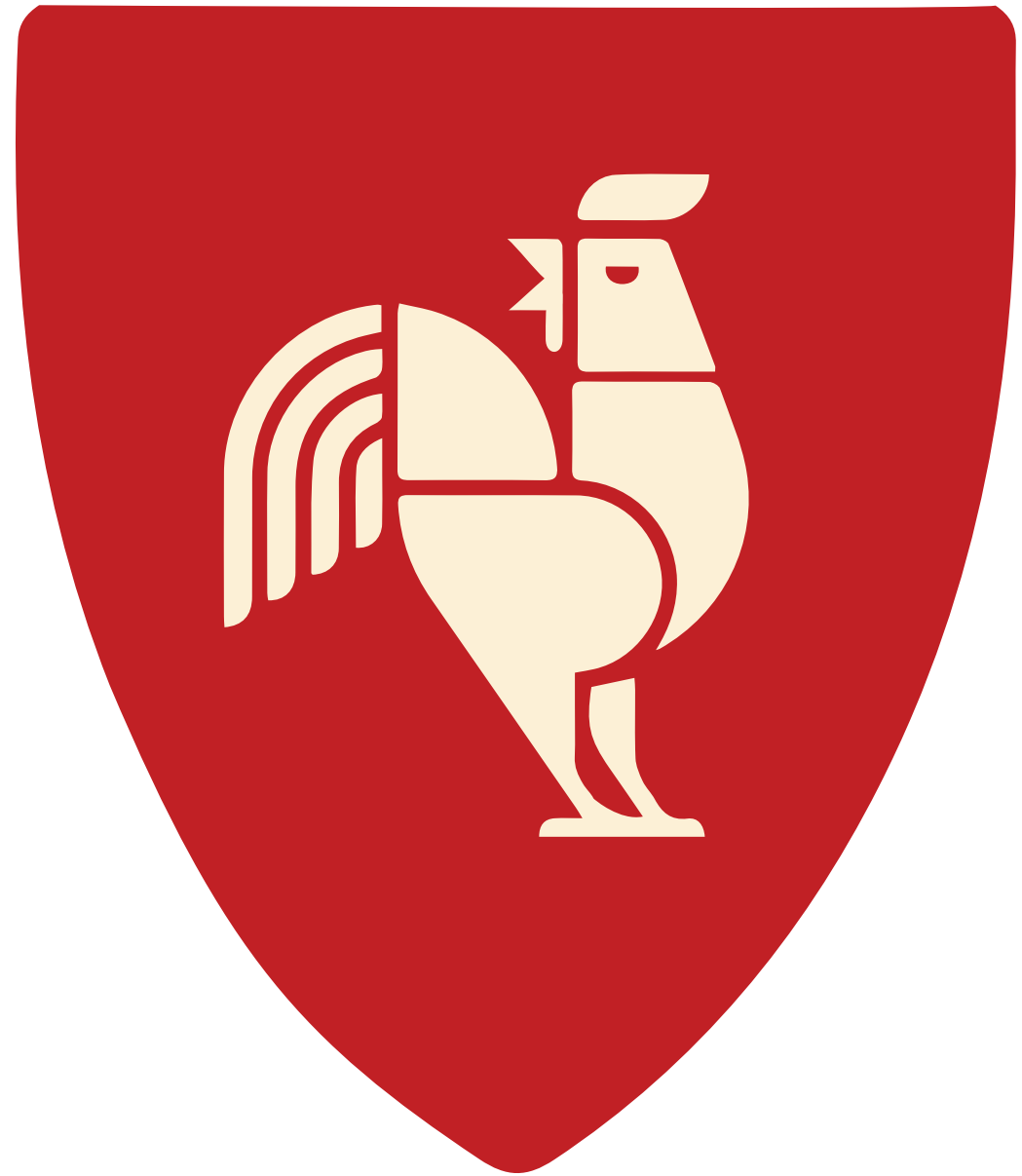
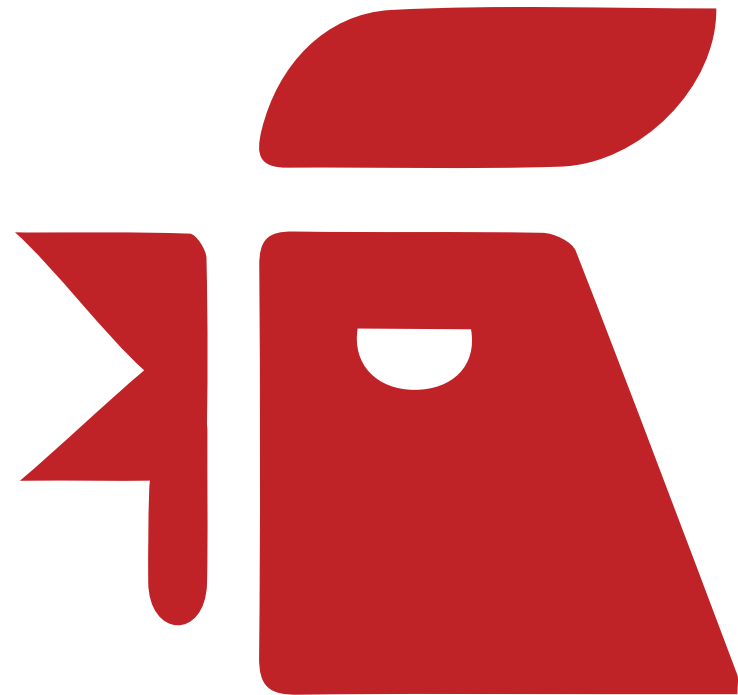
ROOSTER-AI SECURITY // JANE COATES

MAIN LOGO

ROOSTER

ROOSTER







TYPOGRAPHY

HEADLINES, 60PT

PUBLIC SANS BOLD - H1

CALL TO ACTION/HEADLINE 2, 24PT

PUBLIC SANS BOLD- H2

BODYCOPY, 18PT

PUBLIC SANS REGULAR - BODY-

CAPTIONS, 12PT

PUBLIC SANS REGULAR - CAPTIONS

COLORS

ROOSTER RED
R=210 G=35 B=45
#d12229



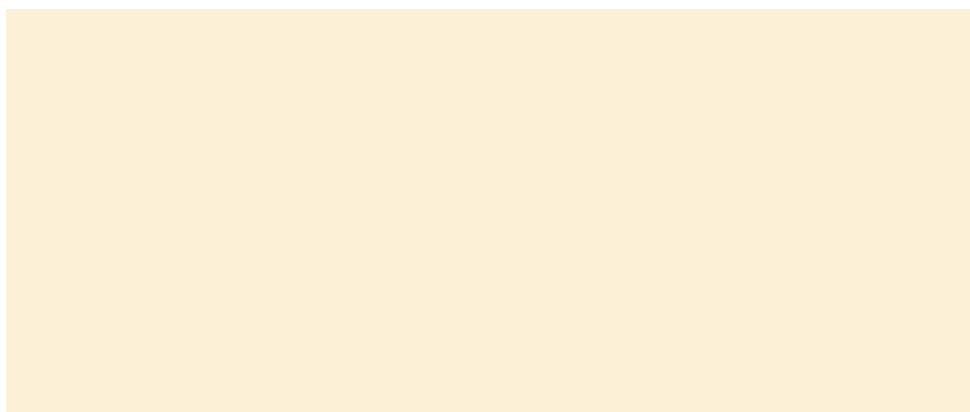
DEEP RED
R=119 G=17 B=19
#d12229



DARK BLUE
R=0 G=49 B=73
#003049



CREAM
R=252 G=240 B=214
#fbf0d5



BLUE
R=182 G=154 B=188
#659abb



BLACK



GREY



LIGHT GREY



LIGHT LIGHTEST

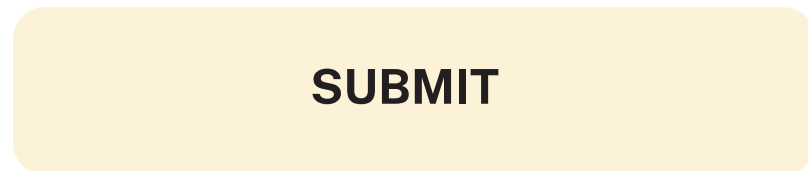
UI

TEXT BOX

Adaptability and Flexibility: In a rapidly evolving field like AI and cybersecurity, the ability to adapt to changing technologies and threat landscapes is crucial. This includes being flexible in solutions provided to clients.

Integrity and Honesty: Maintaining high ethical standards in all business practices, and being honest

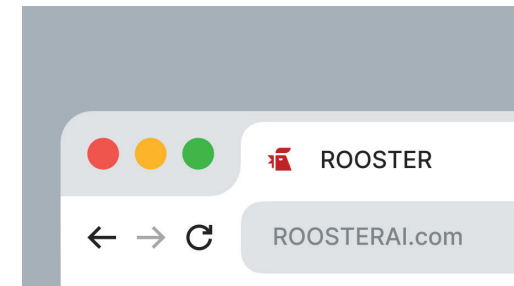
PRIMARY BUTTON



ERROR SYMBOL



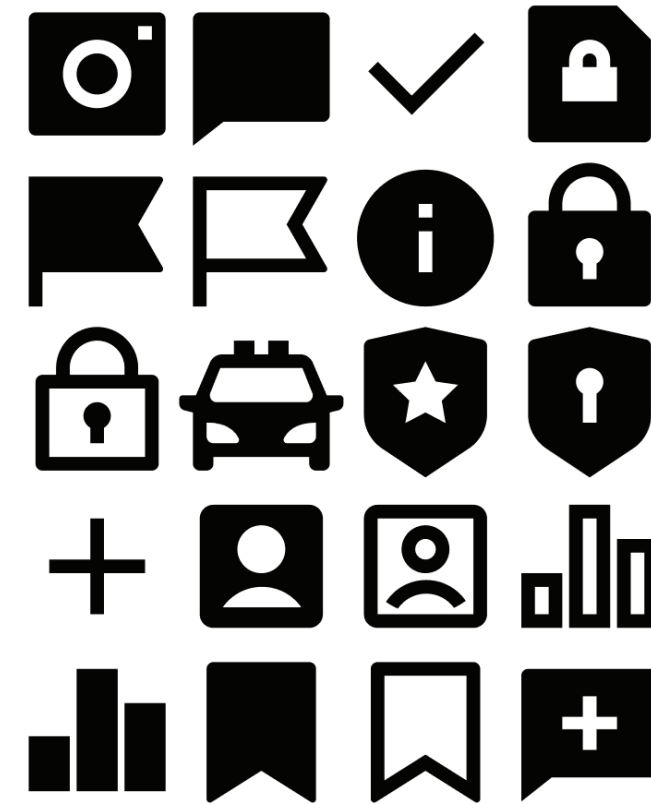
FAVICON



SECONDARY BUTTON



ICONS





AI FACE RECONGNITION IN USE HERE.
SHOPLIFTERS WILL BE PROSECTED

ROOSTER

ROOSTER.AI



**GET PROTECTION FOR YOUR STORE.
KNOW BEFORE THEY EVEN SHOPLIFT.**

USE

ROOSTER

ROOSTER

PROTECT YOUR COOP. AI ANTISHOPLIFTING.

PHOTOGRAPHY



END