

# CHECKIT

AI DESIGN

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MADISON MARTIN AND SAVANNA PATUREAU



# WHAT IF I TOLD YOU



PUTTING YOUR DISHES IN THE SINK  
DOESN'T CLEAN THEM?

Me: \*accidentally drops ice in the kitchen\*

Me to me: kick it under the fridge

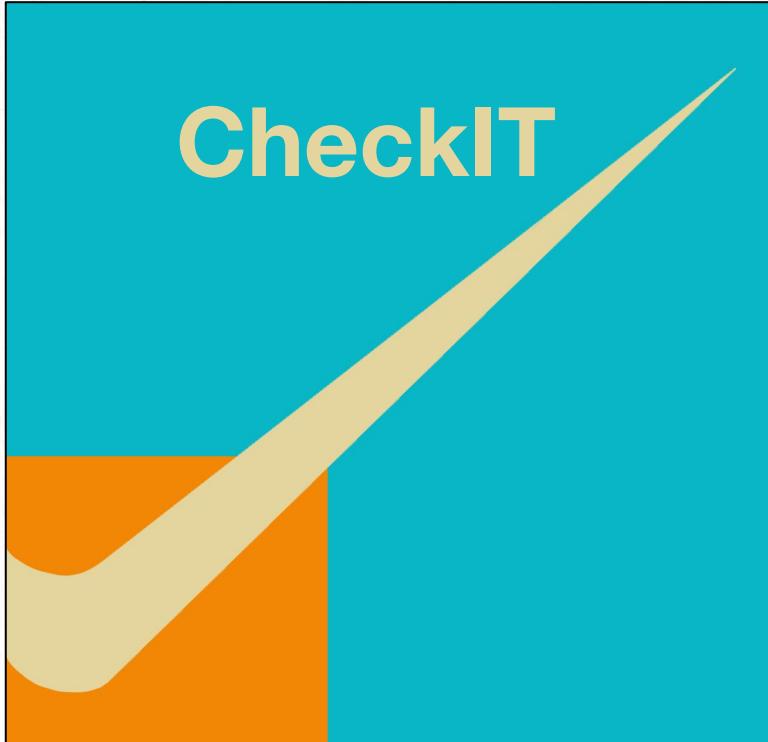




**BIG IDEA**

CHECKIT BEFORE YOU WRECK IT

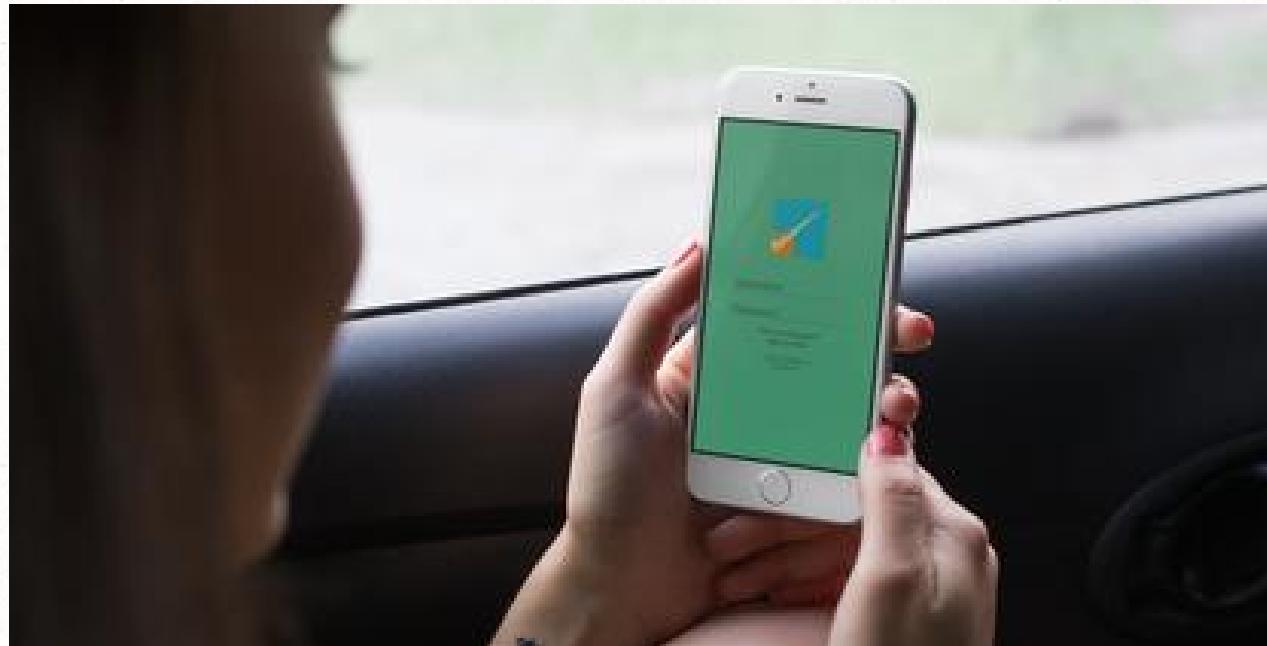
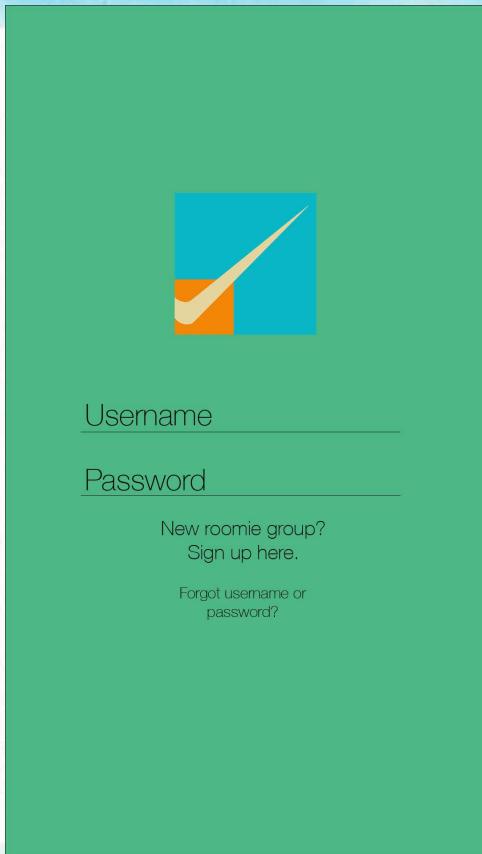
CheckIT





MOBILE  
EXPERIENCE

# APP PICTURES





## Main Menu

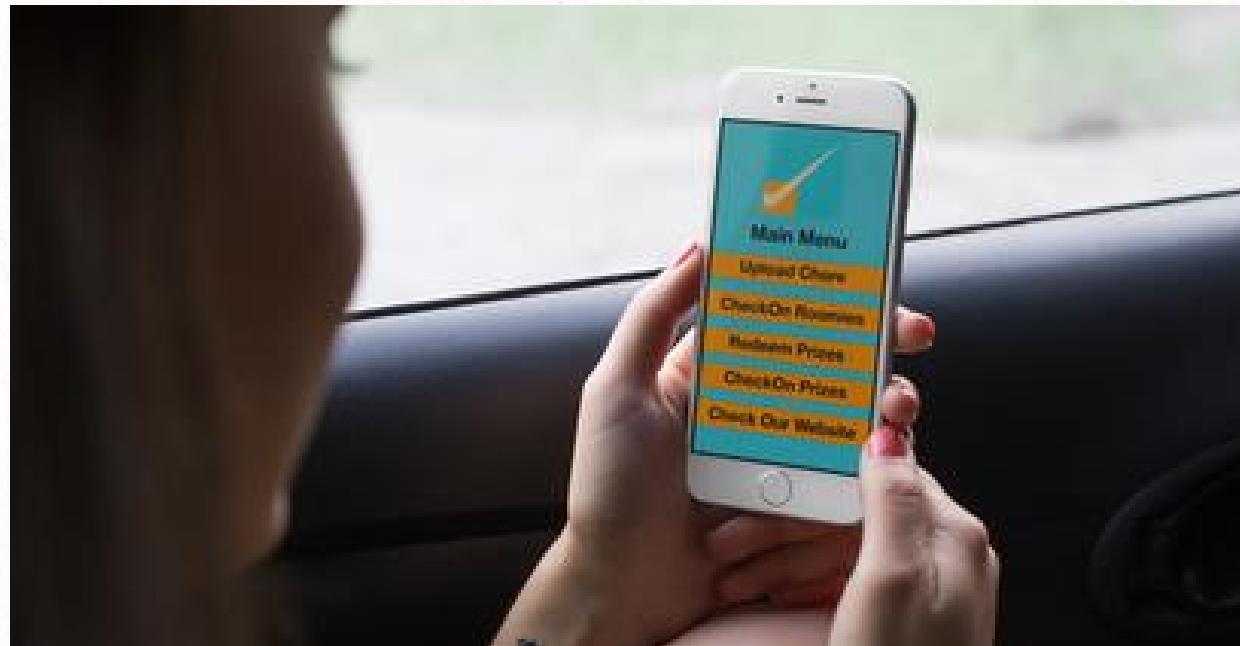
Upload Chore

CheckOn Roomies

Redeem Prizes

CheckOn Prizes

Check Our Website



Points

**40**



Use 10 points to redeem a  
\$3.00 off coupon on  
Clorox Wipes



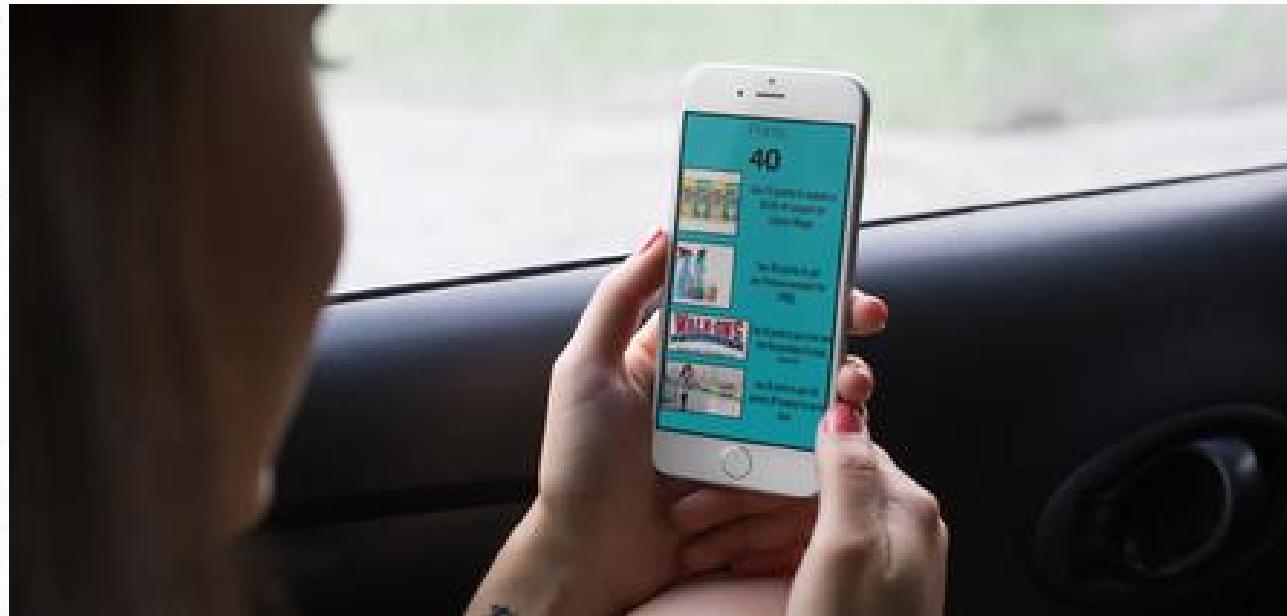
Use 20 points to get  
any Febreze product for  
**FREE**



Use 30 points to get a free beer  
with the purchase of a meal.  
Must be 21.



Use 30 points to get a 30  
percent off coupon to use in  
store.



Caroline just submitted  
a chore for approval:

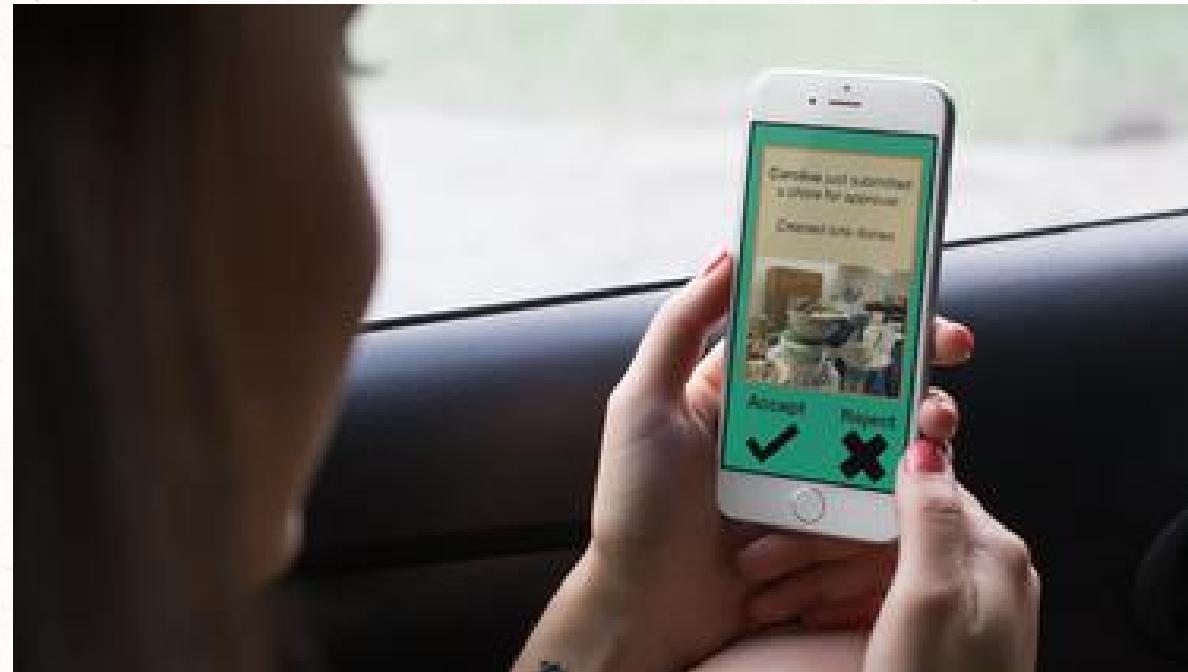
*Cleaned sink dishes*

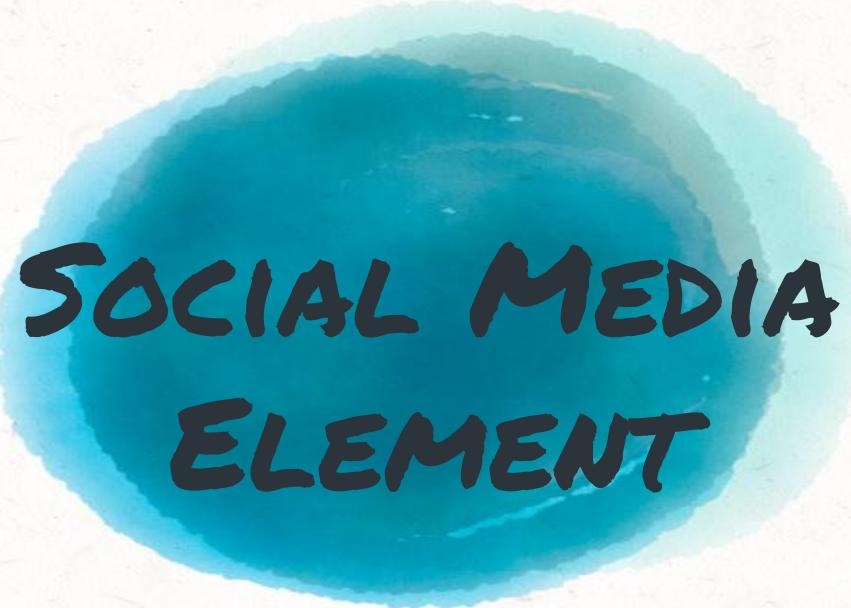


Accept

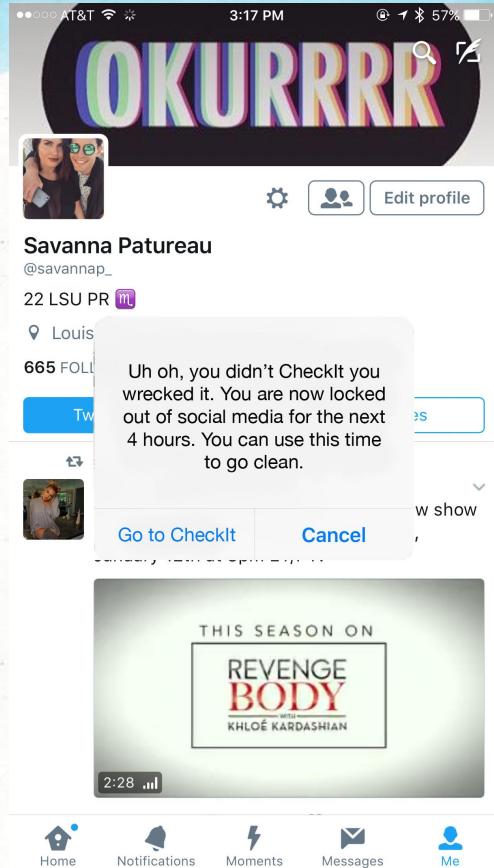


Reject



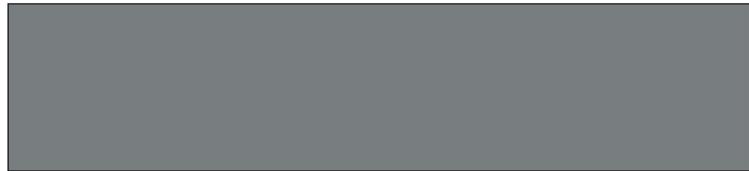


**SOCIAL MEDIA  
ELEMENT**





**DIGITAL  
SPOT**



<screen starts off black, no animation>



<small spot on screen begins clearing>

<a girl is revealed to be cleaning off screen slowly with a rag>



<screen is cleared further to the middle>

<eventually the screen is cleared and girl looks proud>



<looking proud, girl breaks out phone and takes a picture>

<camera flash, CheckIt logo appears>

<copy appears "she checked it, have you?">



<screen starts off black, no animation>



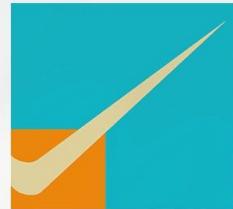
<small spot on screen begins clearing>

<a girl is revealed to be cleaning off screen slowly with a rag>



<screen is cleared further to the middle>

<eventually the screen is cleared and girl looks proud>



SPONSOR

<looking proud, girl breaks out phone and takes a picture>

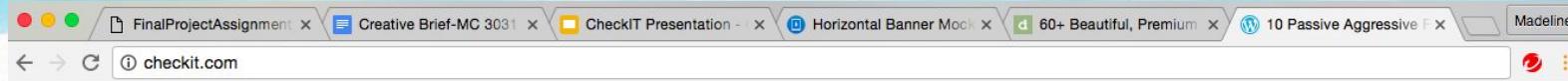
<camera flash, CheckIt logo appears>

<copy appears “she checked it, have you?”



INBOUND  
MARKETING

# INBOUND MARKETING (BLOG POST)

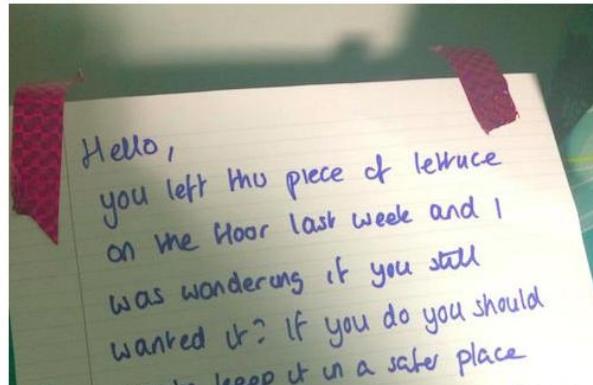


## 10 Passive Aggressive Roommate Notes

Posted by MERMADZ on NOVEMBER 17, 2016

If you've ever had to live with a roommate, you probably know that things can get a bit messy. Literally and metaphorically speaking. The upkeep of chores is often the cause of many arguments and, for our non-confrontational friends, passive aggressive sticky-notes. Here are some of our favorites:

1. When you've given someone an entire week to pick up their lettuce.



# INBOUND MARKETING (BLOG POST)

1. When you've given someone an entire week to pick up their lettuce.



# INBOUND MARKETING (EMAIL)



## CheckIT Daily

### 10 TIPS to Keep your Apartment Shiny and New

Sponsored by: Febreze Air Effects



Did you have a party last night that got out of hand?

Solo cups everywhere? Sticky floors?

Use these tips to clean your place and get it back to pre-party mode.

[CheckIT Out](#)

### Quiz of the Week

Are you the messy  
roommate?

[TakeIT Now](#)

#### DO YOU LIKE COLLEGE FOOTBALL?

Get 3 friends to download the  
CheckIT app and you will be  
entered in a raffle to receive FREE  
season tickets for your college!

OFFER ENDS 12/17/16

Done with your chores for the week?

[CLICK HERE](#) to check out the awesome rewards available this week!



# INBOUND MARKETING (INFOGRAPHIC)

## TIPS FOR RESOLVING ROOMMATE CONFLICT

SPONSORED BY CHECKIT



### STOP AND BREATHE

Taking time to breathe gives you perspective. It helps you calm down and effectively assess the situation. It also keeps all parties from saying something they don't mean.



### RESPOND, DON'T REACT

It's easy to react emotionally in the moment. Use that time you took to assess the situation to come up with a helpful response. Remember, you still have to live with this person.



### TAKE RESPONSIBILITY

It takes two to tango. Recognizing the part you have in the conflict helps to show empathy toward the other person. It also shows you are willing to work with the other party to come up with a solution that benefits the both of you.



### BE OPEN AND FLEXIBLE

There is a time to speak, and then there is a time to listen. Really pay attention to what the other person has to say. There may be a reason for your roommate's action that you were not aware of.

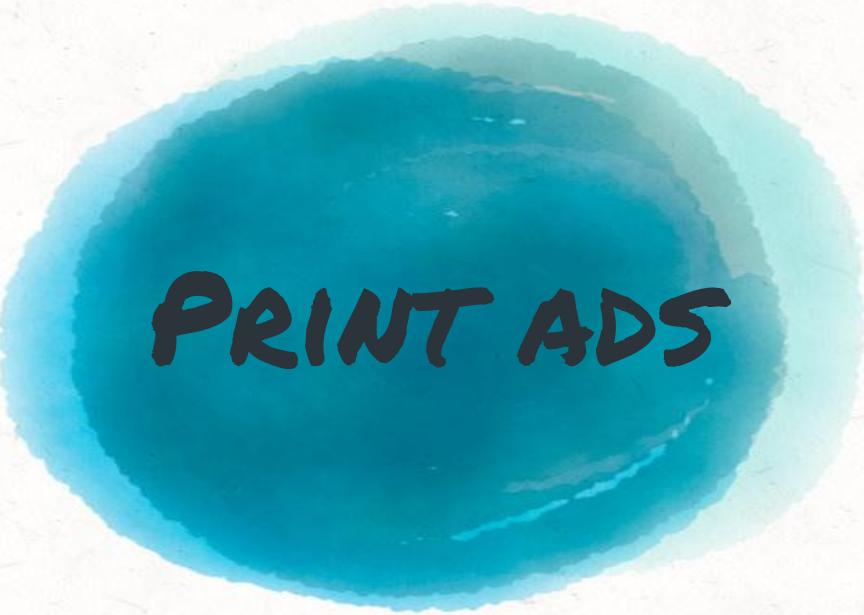


### DOWNLOAD CHECKIT

Say goodbye to dirty common areas and passive aggressive notes. CheckIT helps everyone keep track of chores. Meet goals to earn coupons, but make sure you finish your chores or you'll get locked out of social media!

SOURCE:

[http://www.huffingtonpost.com/joyce-marter/\\_conscious-relationships\\_b\\_4504510.html](http://www.huffingtonpost.com/joyce-marter/_conscious-relationships_b_4504510.html)

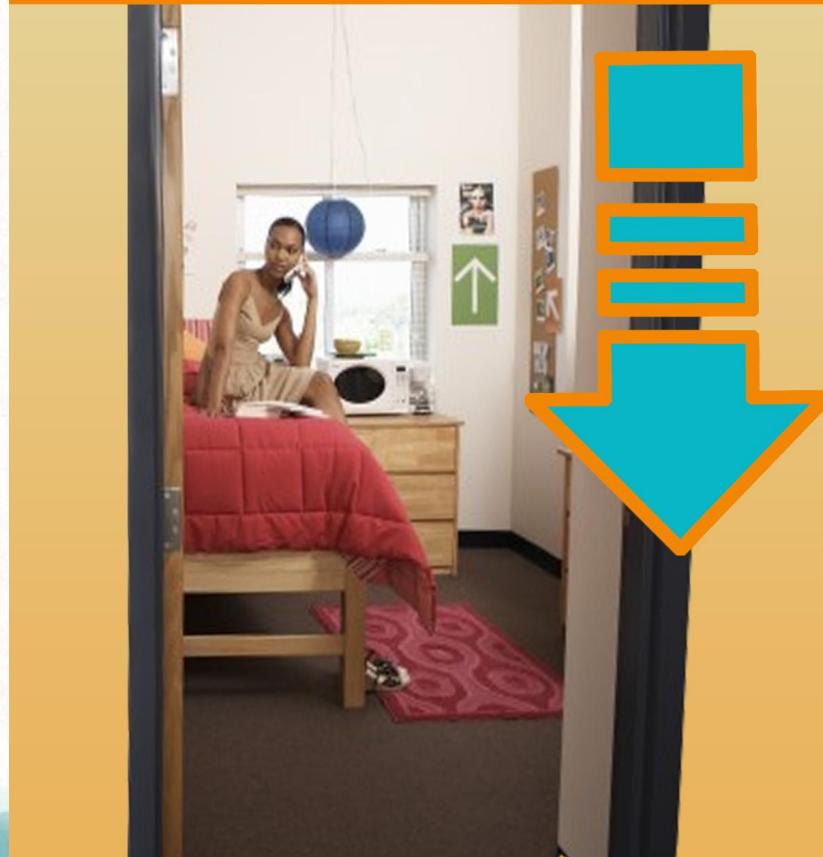


PRINT ADS

# CHECK IT BEFORE



# YOU WRECK IT!





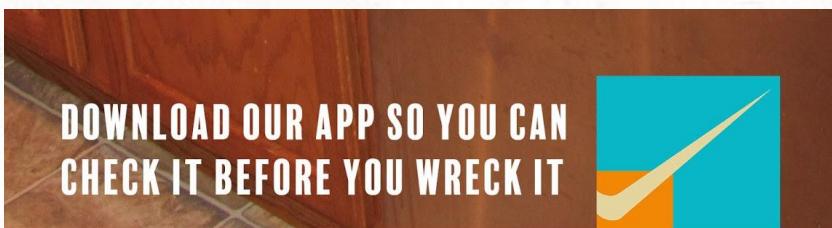
PRINT AD

# SPOT THE DIFFERENCE BETWEEN THESE TWO ROOMS

ONE HOUSE CHECKED IT    THE OTHER WRECKED IT



# PRINT AD





OUTDOOR  
ADS

DOES YOUR ROOMMATE  
ACT LIKE A CHILD?



DON'T BE THAT ROOMMATE  
**#CHECKIT BEFORE YOU WRECKIT**



DOES YOUR ROOMMATE  
ACT LIKE A CHILD?



CHECKIT



PLACEIT.NET

16' X 48'

DON'T BE THAT ROOMMATE

#CHECKIT BEFORE YOU WRECKIT



SPOT THE DIFFERENCE BETWEEN THESE TWO ROOMS  
USE CHECKIT TO MAKE SURE CHORES  
GET DONE AROUND YOUR HOUSE

BEFORE



AFTER





GUERRILLA  
MARKETING







“

*Remember to CheckIT before you wreck it!*