B3 - Press Release
TP-06: Life on Rails

Group Members
Sumeet Padavala
Brian Ha
Sabina Yang

Article Link: https://life-on-rails.netlify.app/blog/intro
Table of Contents

Table of Contents.................................................................................................................. 2
Communication Strategy....................................................................................................... 3
  Target Audience.................................................................................................................. 3
  Content............................................................................................................................... 3
  Media.................................................................................................................................. 4
  Scope.................................................................................................................................. 4
  Organization....................................................................................................................... 4
Press Release......................................................................................................................... 5
Communication Strategy

Communication Objective

We are launching our new app. Currently, the app has a core set of beta users, but is not well known to the general audience. We want to inform the media and potential users about its availability, the problems it solves, and key features. After this, we would like to have a high level of awareness in the general public, leading to leads and conversions to paid plans.

Target Audience

We're targeting journalists and publications. We're also targeting the people who read those publications and might be interested in our product; we expect this audience to be mostly productivity-oriented professionals.

Journalists are busy people, and are always overwhelmed with press releases. Our release needs to be attention-grabbing enough to stand out.

Content

We'll start with a nice catchy headline. Then, we'll give some background on habit formation and why it's important. Then, we'll talk about how traditional habit trackers are insufficient and bad, mainly that they are too simplistic and don't provide detailed tracking or high-level context. We'll then talk about how the features of our habit tracker solve these problems. We'll wrap up with a link to the app and information about pricing and the premium plan. Finally, we'll add a few lines on the company, members, and mission.

Media

We will communicate through written copy on our blog. We expect this copy to be picked up and used as the basis for news articles across various publications.
Scope and Performance

We believe we can reach a vast majority of our initial core audience through this campaign; productivity-focused users are always looking for new ways to increase their productivity.

We will define our success in three key metrics:

1. How many productivity-relevant publications pick up our press release?
2. Of the subset of the population that cares deeply about productivity, what percentage of them have heard of our app? (awareness)
3. How many new people use the app? (MAU)

Cost: effectively nothing.

Organization

We intend to present ourselves as a relatively informal and forward-facing tech company.
As such, it is essential that we avoid excessively formal and dry language.
We need to focus on features for the core productivity crowd, but we also need emotional appeals for the general audience.
Finally, a habit tracker that actually works.

Irvine, CA, Jun 1, 2023 - Hybrid Studios just announced the launch of their innovative new habit tracker, designed to give users more context and the power to track their progress in whatever manner suits them.

Any behavior or action you engage in regularly counts as a habit — from having coffee as soon as you get to the office to brushing your teeth just before going to bed. By all accounts and measures, habits are the cornerstone of success; good habits make success effortless.

Habit trackers are a vital tool in building habits. However, they often fall short of their goal. Traditional habit trackers present a simplistic, almost naive, view of how habit formation works. They often use extremely simple metrics to track progress. They also don't provide much context about how and why each habit matters - without this, it's quite hard to maintain the motivation to stick to an action long enough for it to become a habit.

Building upon decades of experience as well as the latest findings from neuroscience and productivity research, Hybrid Studios is developing a new habit tracker called Life on Rails.

Habits often reinforce each other; good habits create other good habits. This is why breaking one good habit can sometimes lead to everything falling apart. By linking habits to specific goals, you gain insight into the impact that breaking a habit may have on the things they value. Hybrid Studios's innovative scoring system calculates and aggregates scores across interconnected items, making it effortless to identify
underperforming areas and understand the underlying reasons. Furthermore, the scoring system is highly customizable, allowing individuals to tailor it to their unique preferences and needs. Through this, you can quickly diagnose failures and identify the most optimal next steps.

Tracking a habit is often a fairly complex and subjective thing. Life on Rails offers a highly configurable metric system that allows you to track progress in whatever way works for you.

The app offers timeline and review features which provide a high-level summary of your last few quarters and actionable advice on how to move forwards. It also offers a template system to get started quickly.

Ready to get your life on track? The initial beta of the product is currently available here.

An upcoming premium plan will remove all limits on the number of items and includes several powerful features, including:

1. More powerful filtering, search, and aggregation tools.
2. A fully customizable dashboard; track everything important to you, all in one page.
3. Integrations with third-party tools; use third-party data to automatically track and complete habits.
4. AI Coach: the coach will help you work through your goals, suggest new ones, and help you tweak your item graph to better fit your life.

Hybrid Studios is a small Irvine-based tech company, founded one year ago by Sumeet Padavala, Brian Ha, and Sabina Yang with the mission of unleashing the power in everyone, one habit at a time.