

eero 

let's connect

11.20.15

Hi, we're
moco.

It's great to
connect (as
you know).

We're particularly
excited because
we think we have
a lot in common.

A desire to enjoy the good things
in life (especially things that we
snap, stream, share and surf).

A passion for turning technology
into touchpoints.

A knack for connecting with
people without losing sight of
business goals.

And a double-scoop of excited
about the possibilities of eero.

Because it
simply works.

moco is about

ingenious invention
and client
collaboration

developing big ideas
that deeply connect
with consumers

understanding what
the consumer gets
and loves about
technology — and
building on it

understanding what
the consumer doesn't
get and hates about
technology — and
solving for it



from what we've
learned, eero is about

a simple solution,
elegantly styled so you
don't have to hide it

easy access that
includes complete
security

one-touch easy, so you
can set it and forget it



to the average person, wifi is:

ethereal

when it's not

that ugly thing in
the closet

magical

when it's not

buffering

a conduit to joy

when it's not

a baffling piece
of technology

but people
put up with the
downsides of wifi

because it's now
as essential a part
of our lives as any
other appliance in
our home



wifi lets us instantly skip to the good stuff in life:
the show we want to catch, the name of that one
band, that newspaper article we meant to read all
day, that game that is part of your evening ritual

your story is
bigger than wifi

eero's not just
about wifi

it's about
home





where we share and catch up with family and friends
where catching up on work feels a little less like work
where we feed our brain, or give it an entertaining break
where we want to be able to do what we want, when we want, where we want
because isn't that what home is all about?



humans choose what is most important to them, and find the path of least resistance to it

at home, that means finding ways to enjoy truly being at home



we have gotten used to
one-touch solutions that let
us enjoy every minute of
our down time

like easier
vacuuming



A close-up photograph of a Keurig 2.0 coffee maker. The machine is dark grey with a silver-colored top section. A clear plastic water reservoir is visible on the left side. The top panel features a small digital display and a circular button with the 'KEURIG 2.0' logo. The machine is placed on a light-colored wooden surface. In the background, a stainless steel thermal carafe with a black handle is visible, slightly out of focus. The text 'instant caffeination' is overlaid in white, lowercase letters across the center of the image.

instant
caffeination



creature comforts



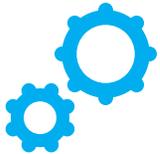
and eero fits
right in that
one-touch mix



eero's so simple,
it's set up in a minute



so smart, we never have
to think of it again



so well designed, it does more
than we ever hoped for

our job now is:

helping consumers understand that
simplicity and intelligence in a blink



because people—even the most non-technical people out there—
can wrap their head around an app that does it for them

how easy it is to set up, to use, to share

and that it only takes a tap or two to achieve any given step



and how eero makes
a home completely
wall-to-wall happy

and that's where moco
comes in

right now, your
biggest ally:
the competition

they're making it
easy for you

because they're
not making
it easy for
consumers

Here's one way messaging can explain it to customers:

ain't it
good
to be
home?

Where you change into those comfy pants—and into yourself. Where you put on the big game for friends. Or catch that show you always wanted to watch with someone special.

Where you post, chat, click, send, surf, create, read, listen, watch, discover, laugh and love.

Home isn't just where you hang your hat. It's where you hang out. And having [wifi that simply works](#) is a big part of that. That's why we at eero make it easy.

As in, wifi that starts out one-touch easy and stays that way.

Yes, in every corner of your home. Yes, without buffering or reboots. Yes, for real.

Because we're honored to be invited in. So our priority is to make sure your home is [wall-to-wall happy](#).

so, what's next?

building for success at retail

we invite you to review moco's preliminary thinking on translating the eero brand into a compelling retail experience

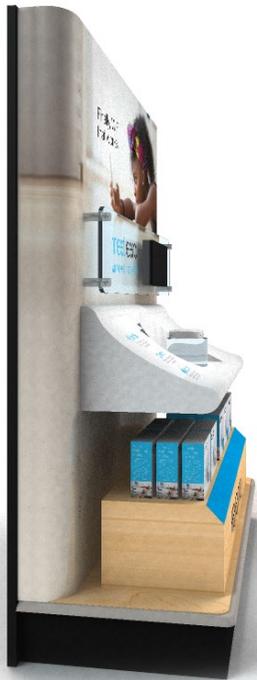
obviously, this was done as a quick sample of our work, and without the benefit of a creative brief, or an eero brand document

retail experience
design & execution

Concept 1



Concept 1



Side view



Backlit graphic

video loop





PREMIUM ROUTERS

RECOMMENDED FOR 8+ WI-FI DEVICES

Link X6
Tri-Band WiFi Router

NETGEAR

WIFI for More Devices

LINKSYS
MAX-STREAM

LINKSYS

WIFI for More Devices

Nighthawk
AC1900 Smart WiFi Router

NETGEAR

GAMING | STREAMING
100% Faster for Mobile Devices

\$299** \$219** \$199**

AC1200 DB
Wi-Fi Dual-Band AC+ Gigabit Router

belkin

WIFI for More Devices

LINKSYS
WRT1200AC

LINKSYS

WIFI for More Devices

Nighthawk
AC1900 Smart WiFi Router

NETGEAR

GAMING | STREAMING
100% Faster for Mobile Devices

\$95** \$149**

AC750 DB
Wi-Fi Dual-Band AC+ Router

belkin

WIFI for More Devices

ASUS
802.11ac Wireless-AC1900

ASUS

WIFI for More Devices

NETGEAR
R6250 Smart WiFi Router

NETGEAR

WIFI for More Devices

\$79** \$199** \$129**

Finally, WiFi that works.



meet eero wall-to-wall happy WiFi™



No more dead zones.
No more buffering.
No more slow speeds. And it's easier to set up than ever before. They work in every room. And they work in every room.



simple

smart

secure

eero Wi-Fi system eero Wi-Fi system eero Wi-Fi system eero Wi-Fi system eero Wi-Fi system

\$199** \$199**

eero

Concept 2



Concept 2



Side view



Backlit graphic





PREMIUM ROUTERS

RECOMMENDED FOR 8+ WI-FI DEVICES



\$299.99

\$219.99

\$199.99



\$95.99

\$149.99



\$79.99

\$199.99

\$129.99

wall-to-wall happy WiFiSM

meet eero finally, WiFi that works



simple
Set up and manage your entire network from your phone. And if there ever is a problem, eero fixes it.

secure
eero helps you to prevent a hacker from ever getting to your data. eero keeps your network safe.

smart
Never meet your router again. Your system regularly runs checkups so you'll always know exactly what's going on.



\$199.99

Concept 3



Lazy susan allows unit to spin



Packaging Design



Packaging Design



THANK YOU