

# beats by dr. dre

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### Research

- ► CATEGORY:
  - ► Audio Equipment
- ▶ PRODUCT CATEGORY:
  - ▶ Personal Audio Headphones



## Competitors



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·· MONSTER

SONY make.believe



### S.W.O.T.

#### **STRENGTHS**

- Celebrity endorsements
- Established name of Dr. Dre
- Worldwide distribution

#### **WEAKNESSES**

- Price
  - \$100-600
  - Higher than low-end average
  - Same as most direct competitors

#### **OPPORTUNITIES**

- New product development
- Product placement
- Colors
- Custom headphones

#### **THREATS**

- Technology moving fast, competitors will be cheaper
- Celebrity Endorsements
- Counterfeits

### Brief

#### ▶ TARGET

- ▶ Young adult men & women ages 18-35, who listen to music
- Brand preferential
- ► Prefer custom options
- ► Listen to music on the go
- Prefer quality

- Fashion-conscious
- ► Form comes before function
- ► Always up-to-date

- ► SINGLE-MINDED RESPONSE:
  - ▶ Beats are headphones that say something about who you are and what's important to you.

# Concepts













### Profile

NAME: Bobby

AGE: 23

HOBBIES: Gym, music

**CAR:** Volkswagen GTI

FAVORITE TV SHOW: Breaking Bad

LIKES IN A PRODUCT: Excellent

products, seamless form &

function

WEEKEND GIG: DJ BK



# Campaign

3 PRINT ADS

TV STORYBOARD

BANNER CONCEPT

SOCIAL MEDIA TREATMENT



"Walk to Your Own Beat"



"Make Some Noise"



# TV Storyboard









1

2

3

4



MOST HEADPHONES CANT BE HEARD BY OTHERS





5

6

7

Q





Events - Video:





Music - Video: Benny Benassi Chronicles One Day in New York



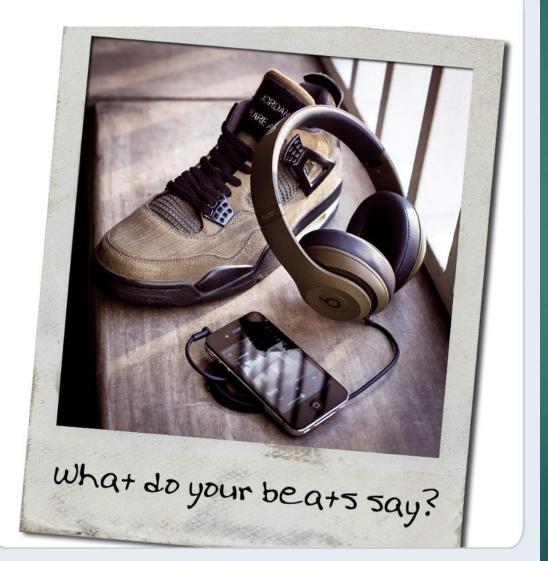




Banner Concept



Enter to win the Beats x UNDFTD INC prize package by showing us a picture of what your headphones say about you! Instagram or Facebook your photos with the tag #whatdoyourbeatssay



### Social Media Treatment

Facebook & Instagram integration



