



beats<sup>TM</sup> by dr. dre<sup>TM</sup>

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# Research

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



# Competitors



***BOSE***

**SMS** AUDIO

.. **MONSTER**

**SONY**  
make.believe

**S**  
**SOUL**

# 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



A woman with a colorful headwrap, blue sunglasses, and large blue headphones around her neck is walking through a busy, brightly lit market at night. She is wearing a denim crop top and light blue jeans. The background is filled with other people and market stalls, creating a sense of movement and energy.

walk to your own beat.

**BEATS SAY  
SOMETHING.**

Let your headphones speak.  
Purchase Beats at an authorized retailer.

 **beats.** by dr. dre.

“Walk to Your Own Beat”

make some noise.  
**BEATS SAY SOMETHING.**

Let your soundproof  
headphones be heard.

Own the best.  
Visit an authorized retailer.



beats. by dr.dre.



“Make Some Noise”

unleash the power.  
**BEATS SAY SOMETHING.**



beats. by dr. dre

With great power, comes a great experience.  
Purchase Beats at an authorized retailer.

“Unleash the Power”



# TV Storyboard



1



2



3



4



5



6



7



8



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CONTESTS/GIVEAWAYS



**BREAKING NEWS**

113

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

Events - Video:



### Flosstradamus to Stream Live DC Performance Ahead of Single Release

Events - Music - News 9 Dec, 2013 0 0

Chicago DJ/producer duo Flosstradamus will stream their performance at Washington, D.C.'s 9:30

[Read More](#)



Web Page for Banner





Banner Concept



Beats by Dre

December 8

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**



what do your beats say?

# Social Media Treatment

Facebook & Instagram integration

