

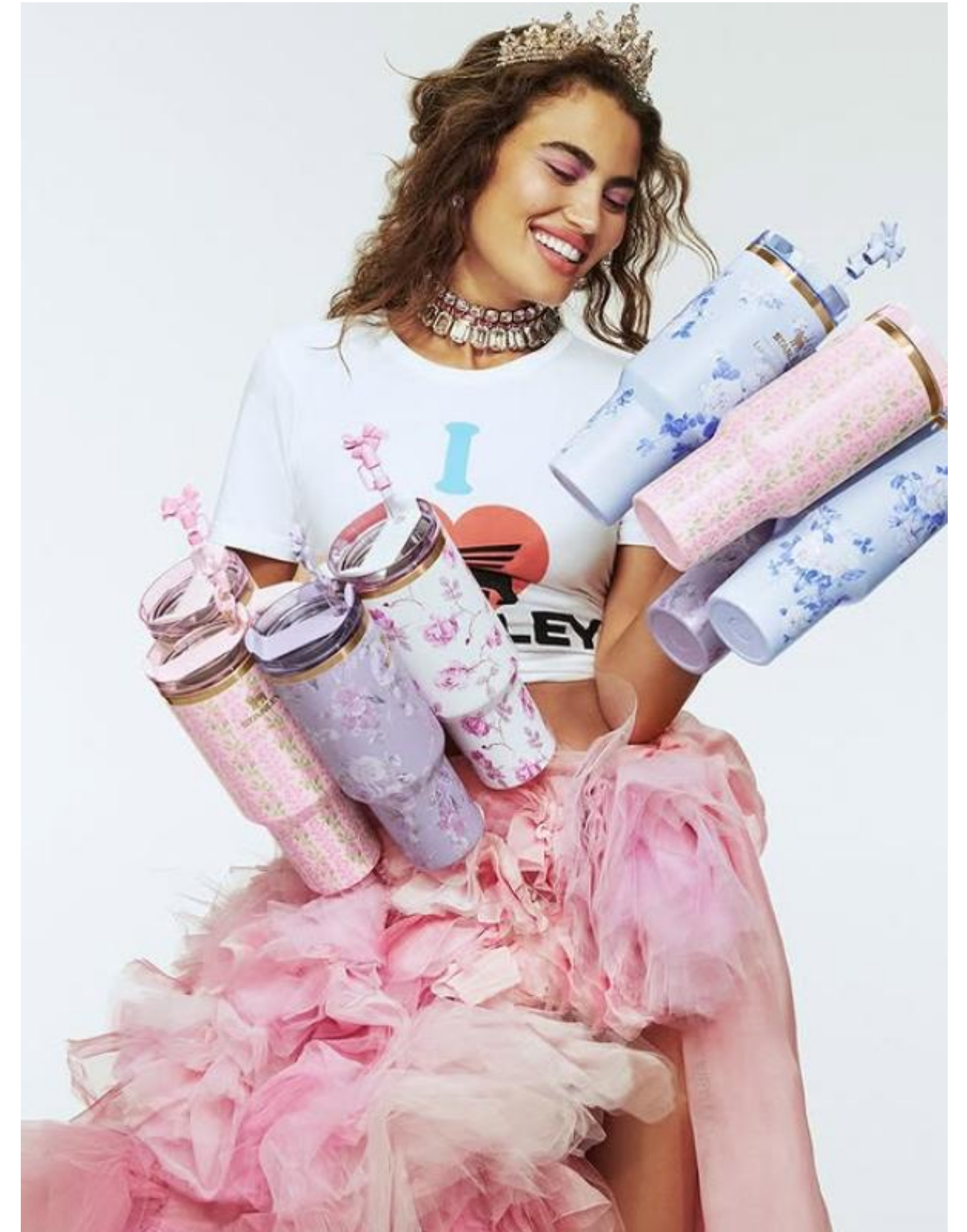
Stanley

Group 8



Agenda

- **Introduction**
- **Data Collection**
- **Executive Summary**
- **Stanley's Market Positioning**
- **Positioning map & our analysis**
- **SWOT Analysis**
- **Recommendations**
- **Limitation**



Stanley



Quencher



Classic Series

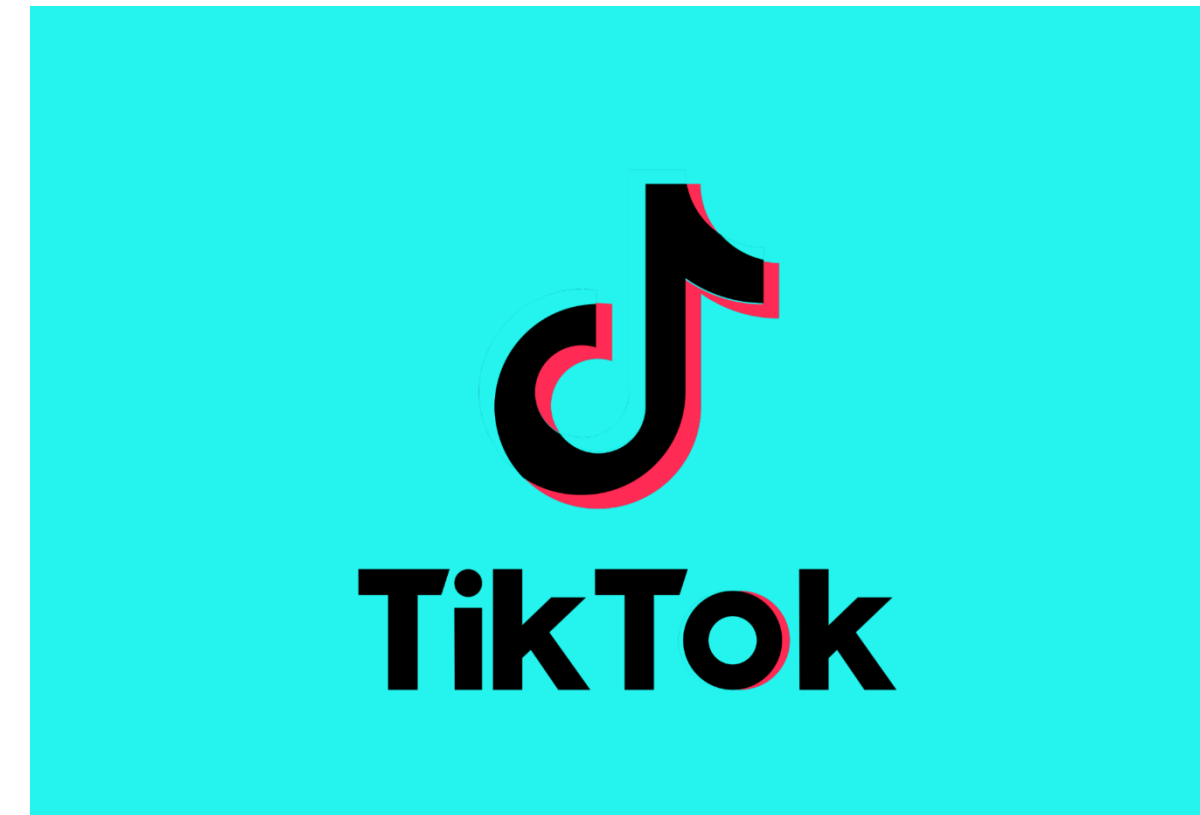


ICEFLOW

Social Media

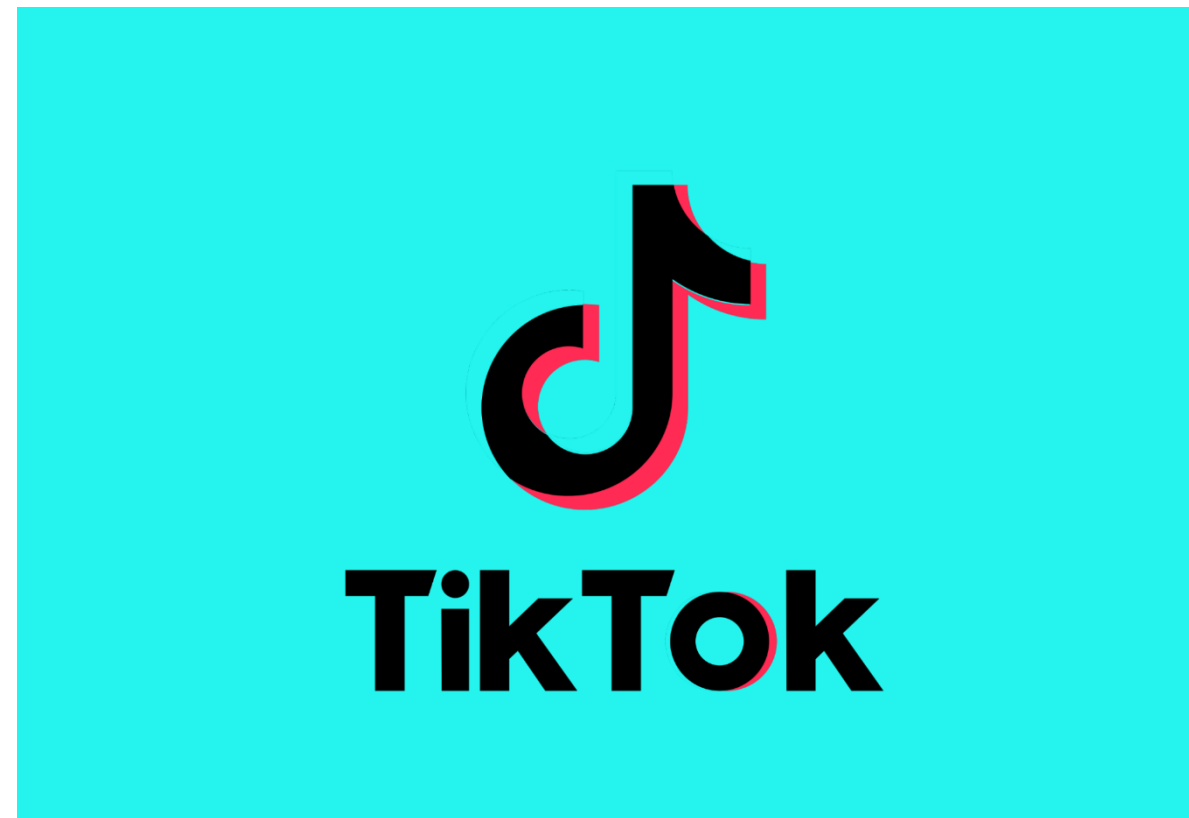


1.51M



1.4M

#stanley cups
12.7K posts

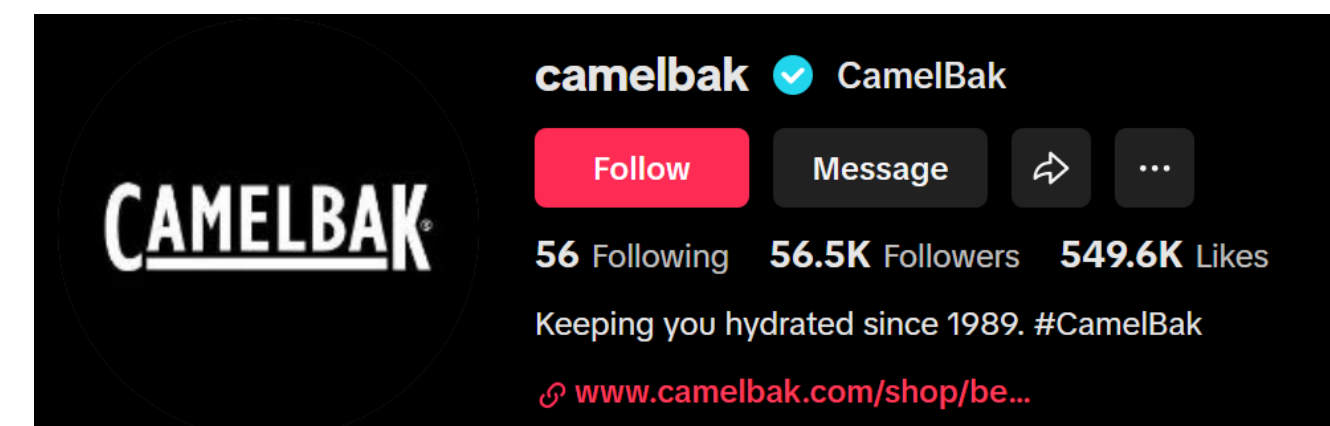
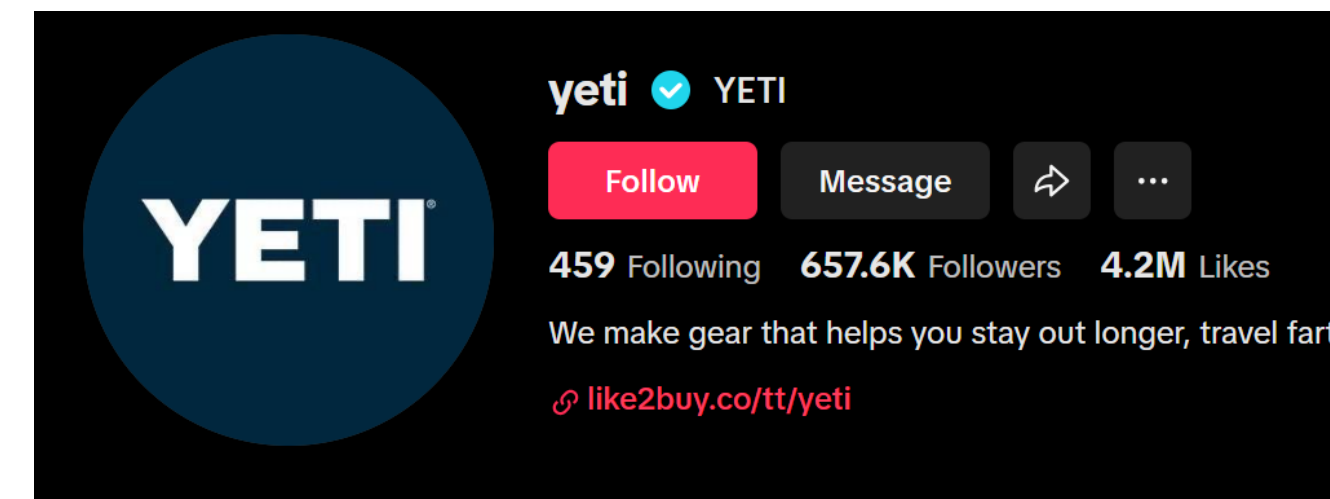
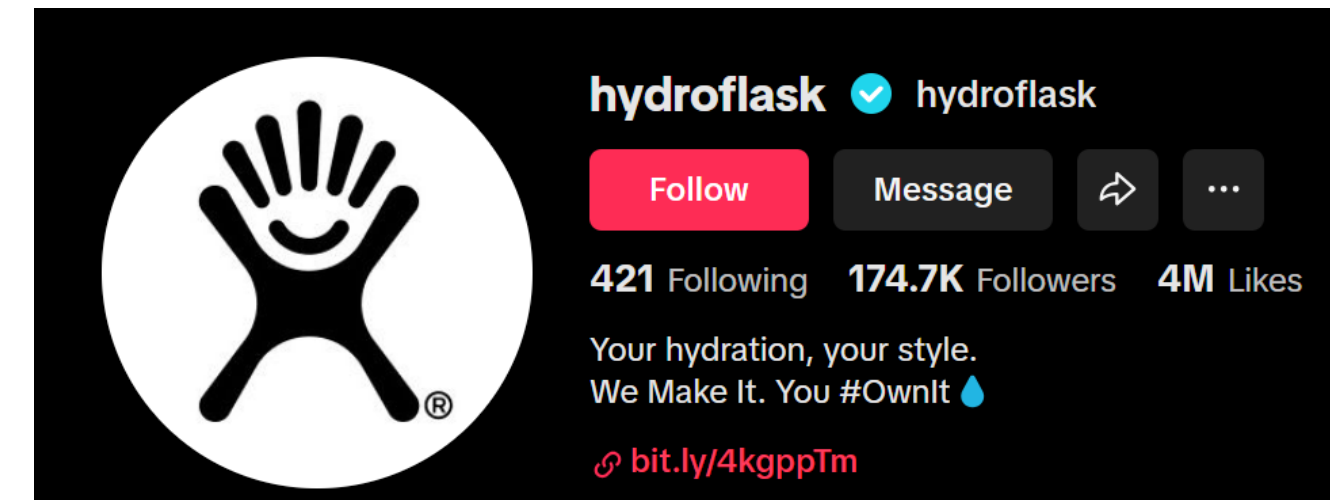
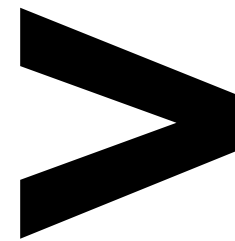


1.4M

#stanleycups

12.7K posts

<https://www.youtube.com/watch?v=3RUREy-EAmQ>



Sales channels

online

- **Official website**
- **Amazon**



offline

- **Target**
- **Walmart**



Data Collection

*It's challenging to obtain both perceptual and preference data.
In the end, we decided to collect the data ourselves.*

Considering that we are more likely to find college students to participate in the survey, we chose water bottles as our product category, with Stanley as the focal brand.

Attributes include **Price, Quality, Durability, Insulation, Comfort, Style, and Brand Image.**



Data Collection



Executive Summary

Why Stanley Stands Out:

- A trusted brand with **100+ years of heritage** in high-quality hydration and outdoor gear.
- Known for its **premium, durable, and reliable** drinkware, earning strong customer loyalty.

What Customers Think:

- Stanley is the **top choice** in brand perception and preference (3.80 rating).
- People love the **quality, design, and durability**, making it a go-to brand.
- However, when it comes to **insulation performance**, customers don't see a big difference from other brands.

The Competitive Landscape:

- Hydro Flask has a strong presence in customer segments who prefer insulation as a feature, offering a challenge.
- Stanley leads overall but has room to grow in specific market areas.

Opportunities Ahead:

- Keep building on what makes Stanley special—**trust, durability, and legacy**.
- Find ways to **stand out even more** in insulation and expand into new customer segments.



Stanley's Market Positioning



Stanley's Market Positioning

- Stanley is a **heritage brand** known for **premium, durable, and high-quality hydration and outdoor gear solutions**.

Brand Positioning:

Premium, durable, and high-quality hydration solutions.





Targeting(Quencher):

Z- generation, Women

- **Key Strengths:**
 - Superior **durability** and **insulation performance**.
 - Strong **brand loyalty and recognition**.
 - Perceived as a **premium and reliable** choice.

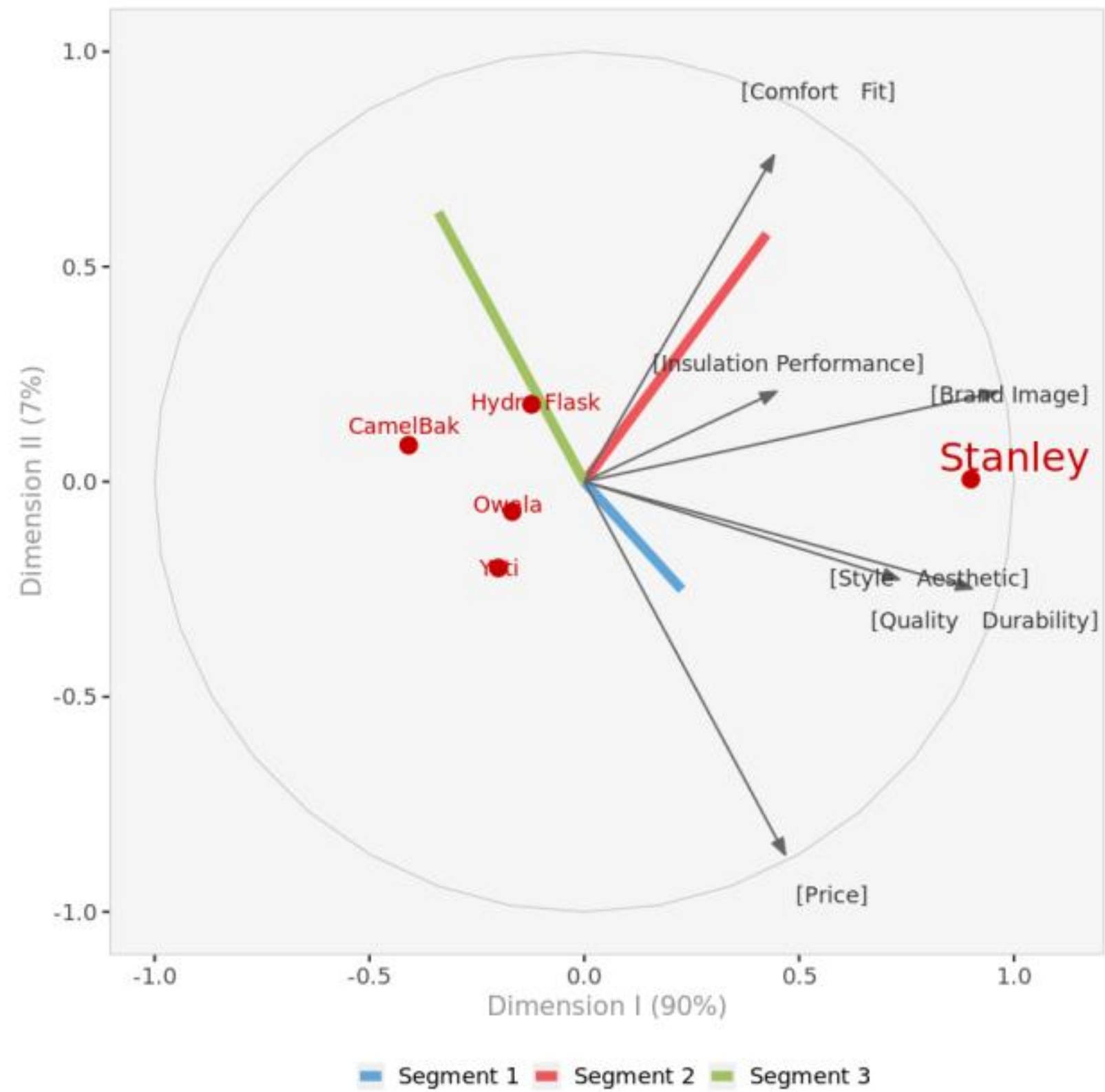


Competitor Positioning

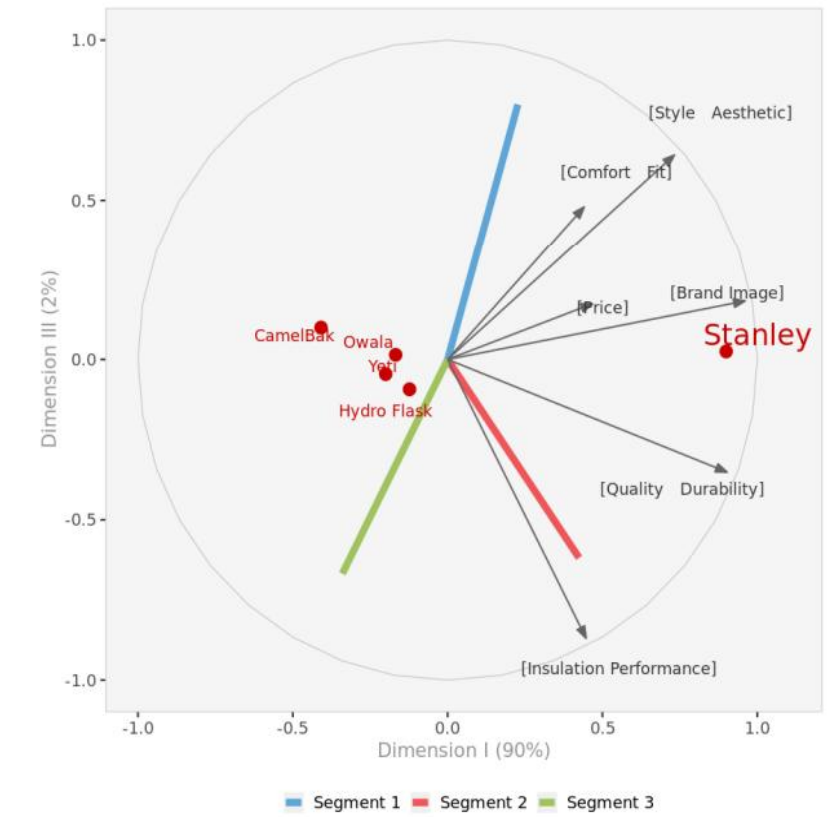
Competitor	Market Positioning	Key Differentiation
 Hydro Flask	Positioned as a sustainable and stylish hydration brand targeting eco-conscious consumers	Sustainability & insulation
 CAMELBAK®	A budget-friendly, widely available hydration brand for casual users & outdoor sports	Affordability & accessibility
 owala	A trendy, youth-focused brand appealing to Gen Z & social media users	Unique designs & social media presence
 YETI	Positioned as ultra-premium & heavy-duty hydration for extreme outdoor conditions	High-end pricing & extreme insulation



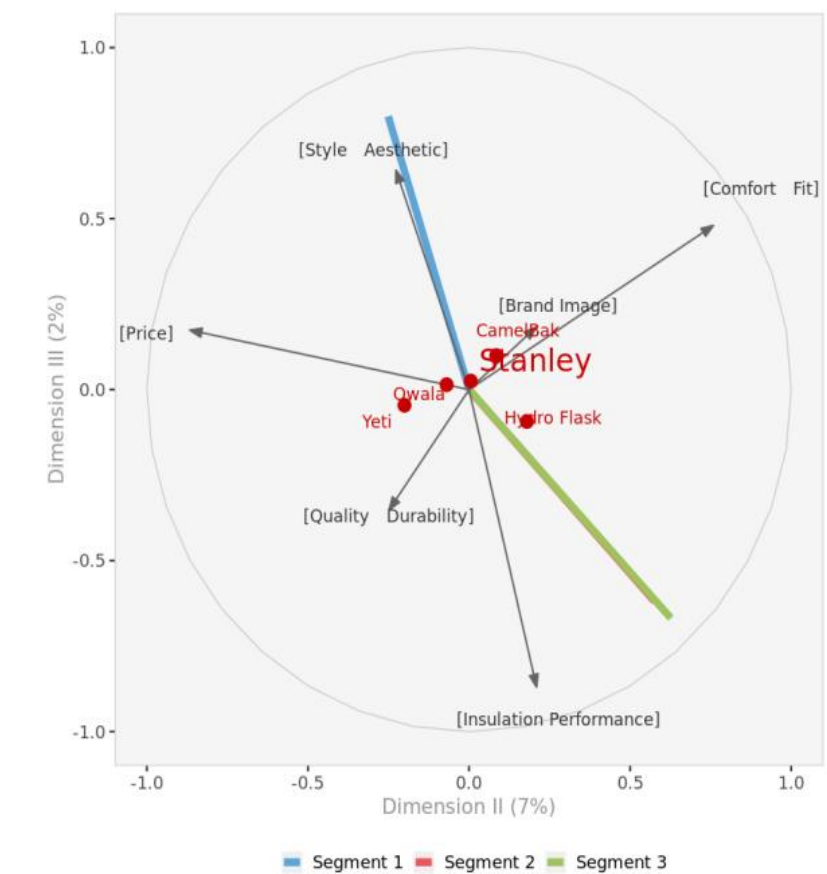
Positioning map



Segment perceptual Map I-II. Complete perceptual map with objects, attributes and average segment preferences on the first and second dimensions.



Segment perceptual Map I-III. Complete perceptual map with objects, attributes and average segment preferences on the first and third dimensions.



Segment perceptual Map II-III. Complete perceptual map with objects, attributes and average segment preferences on the second and third dimensions.

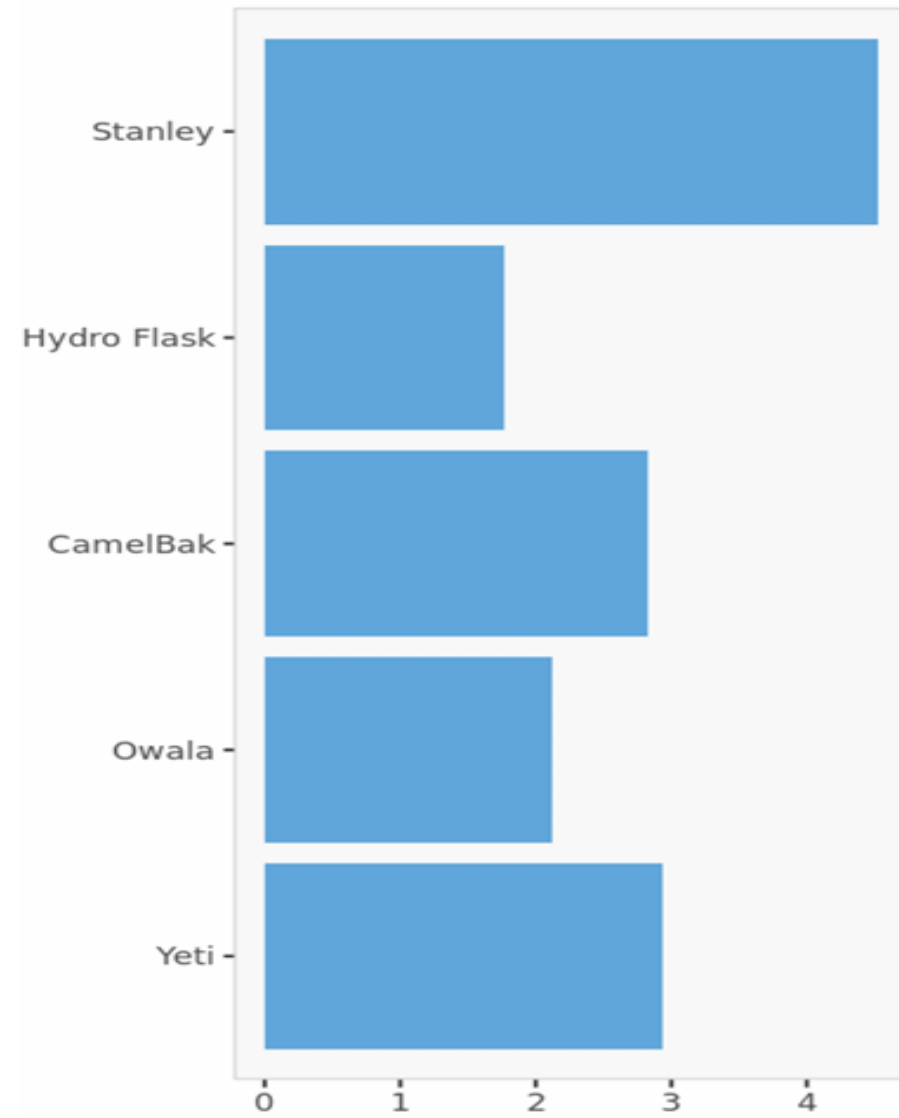
KEY FINDINGS

This indicates that Stanley's positioning is more aligned with high quality, brand value, and functionality rather than price competition.

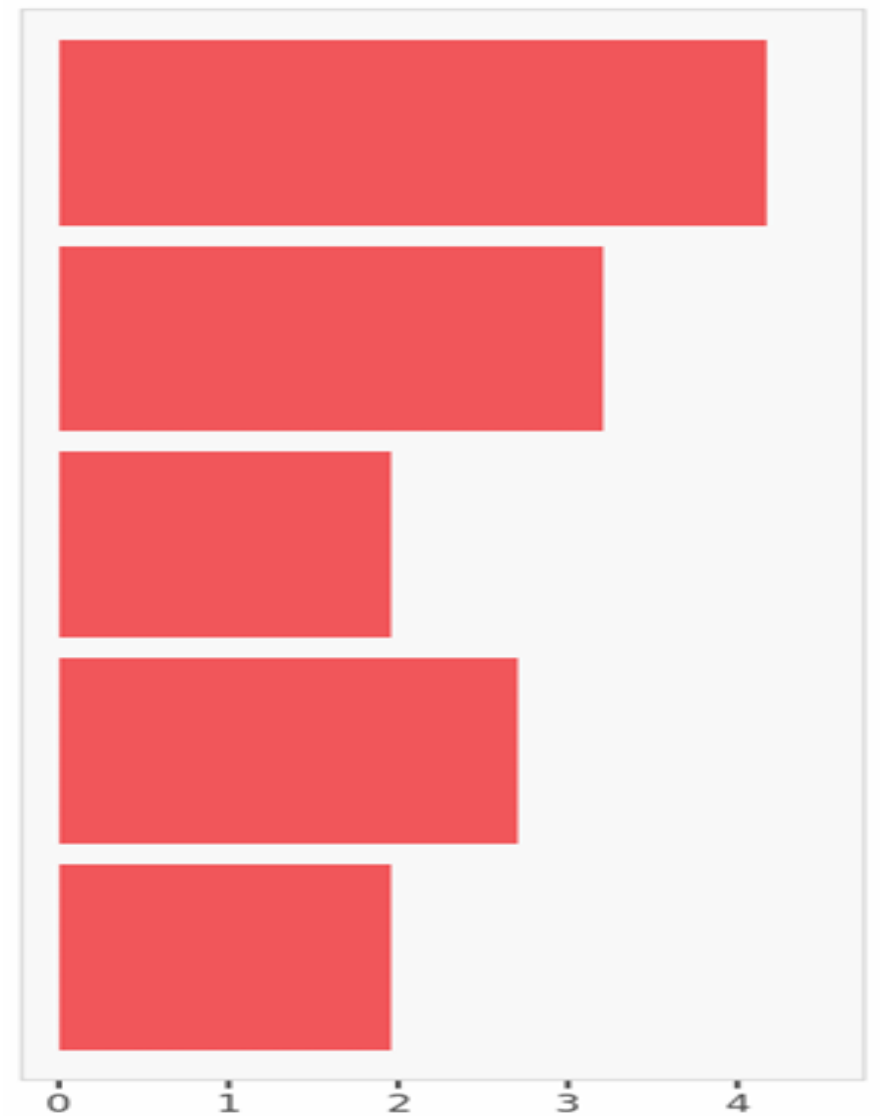
- Stanley leads **in brand image, quality, and aesthetics.**
- Stanley has the highest consumer preference (3.80), but Hydro Flask dominates Segments 2 & 3.
- **Insulation Performance is not a strong differentiator** for Stanley.
- Consumers generally do **not** associate Stanley with affordability or **budget-friendly pricing.**



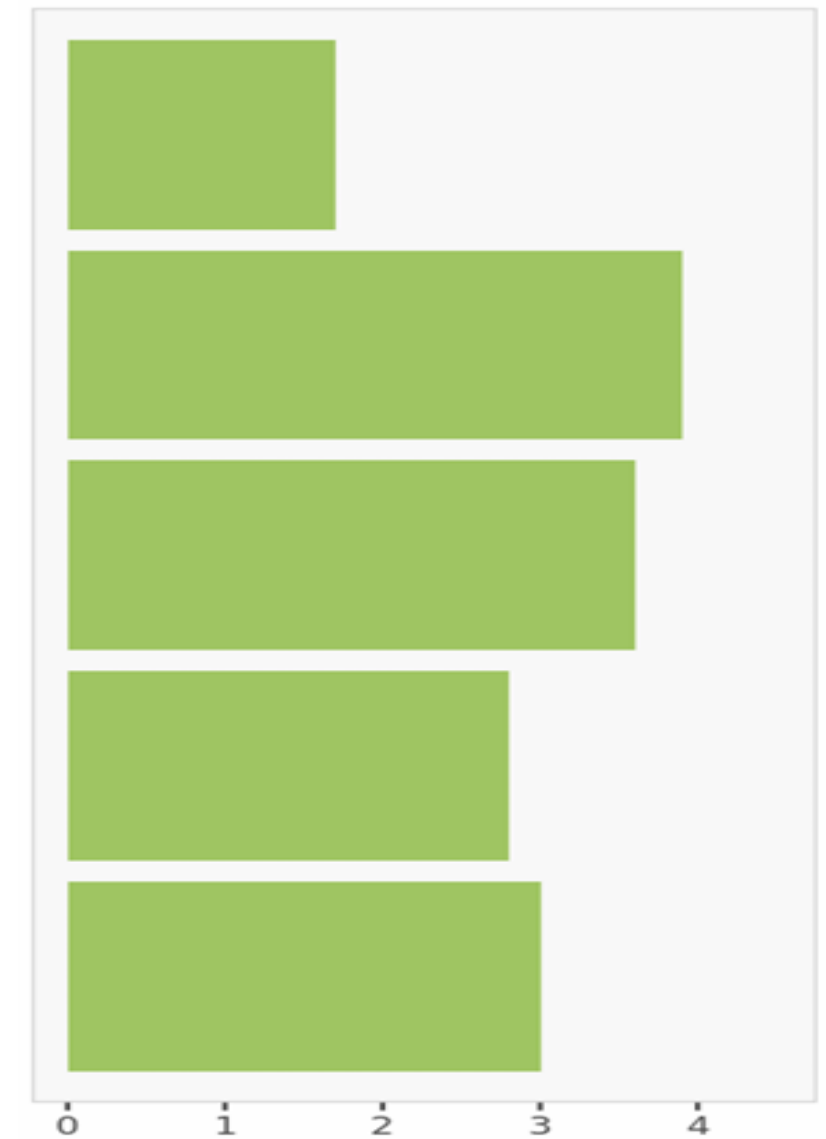
**Segment 1
prefers stylish designs**



**Segment 2
prioritizes insulation**



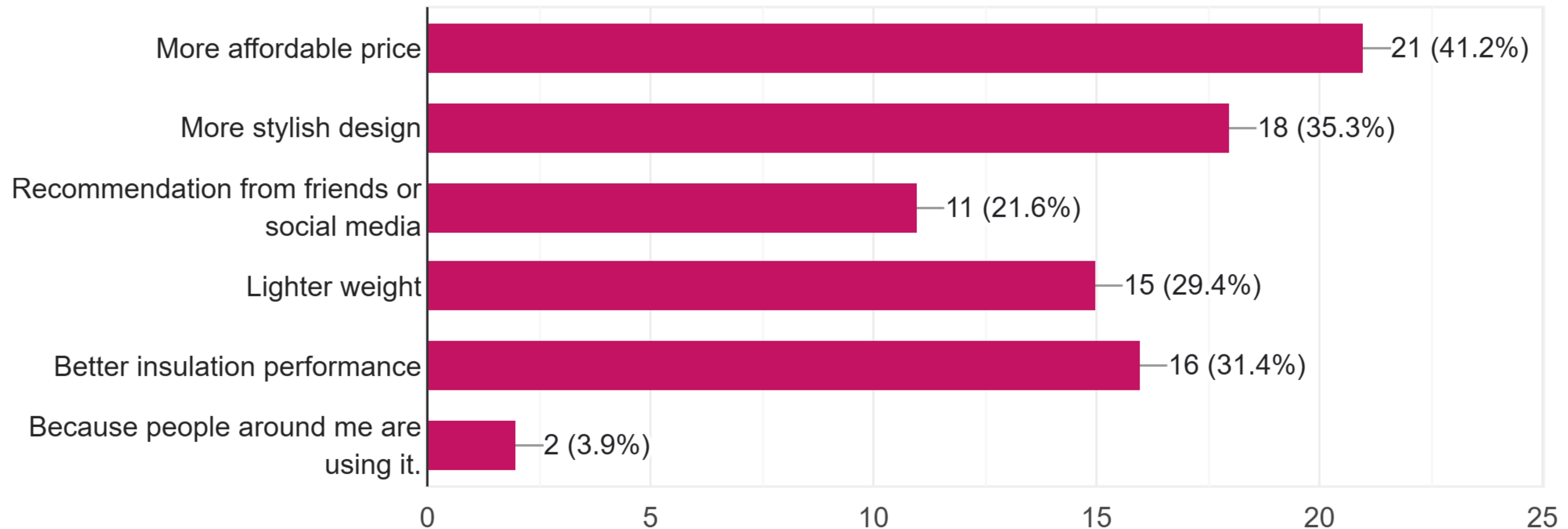
**Segment 3
price-sensitive**



Stanley is more competitive in segment 1 and 2

What would make you switch from your current preferred brand to Stanley?

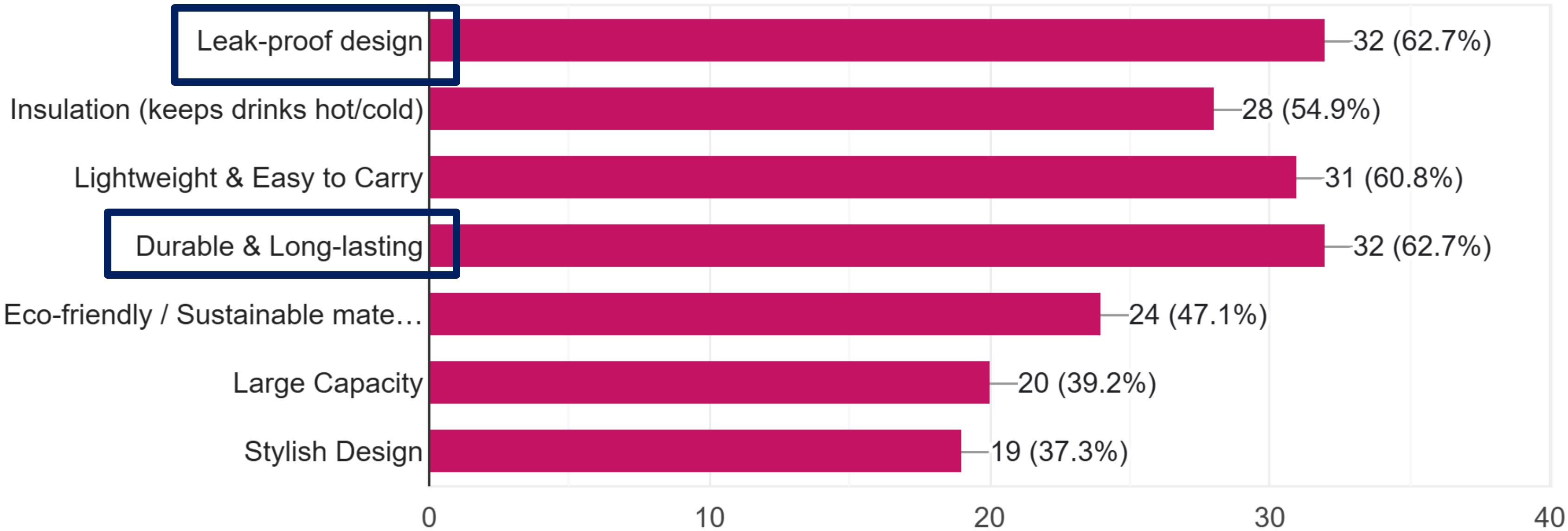
51 responses



Based on our findings, price is the primary reason that discourages consumers from purchasing.

Which features are most important to you in a water bottle?

51 responses



Customers also place significant value on functionality.



SWOT Analysis

Strength

Strong Brand Image – Stanley is highly associated with a premium and reputable brand, which attracts brand-conscious consumers.

Loyal Customer Base – Its strong market presence and reputation ensure continued demand, even at higher price points.

Weakness

Not Strongly Associated with Insulation Performance

High Price Perception – Consumers do not associate Stanley with affordability, which could limit its reach to budget-conscious buyers.

Opportunities

Expand Insulation & Durability Messaging – To compete with Hydro Flask, Stanley can reinforce its insulation capabilities through targeted marketing.

Encourage consumers to share their Stanley usage experiences to strengthen and maintain the brand image.

Threats

Competition from Functional Brands – Hydro Flask and other competitors may continue to dominate the insulation performance segment.

Shifts in Consumer Preferences – If trends shift away from premium-priced water bottles, Stanley's high-end positioning could be a disadvantage.



Recommendations

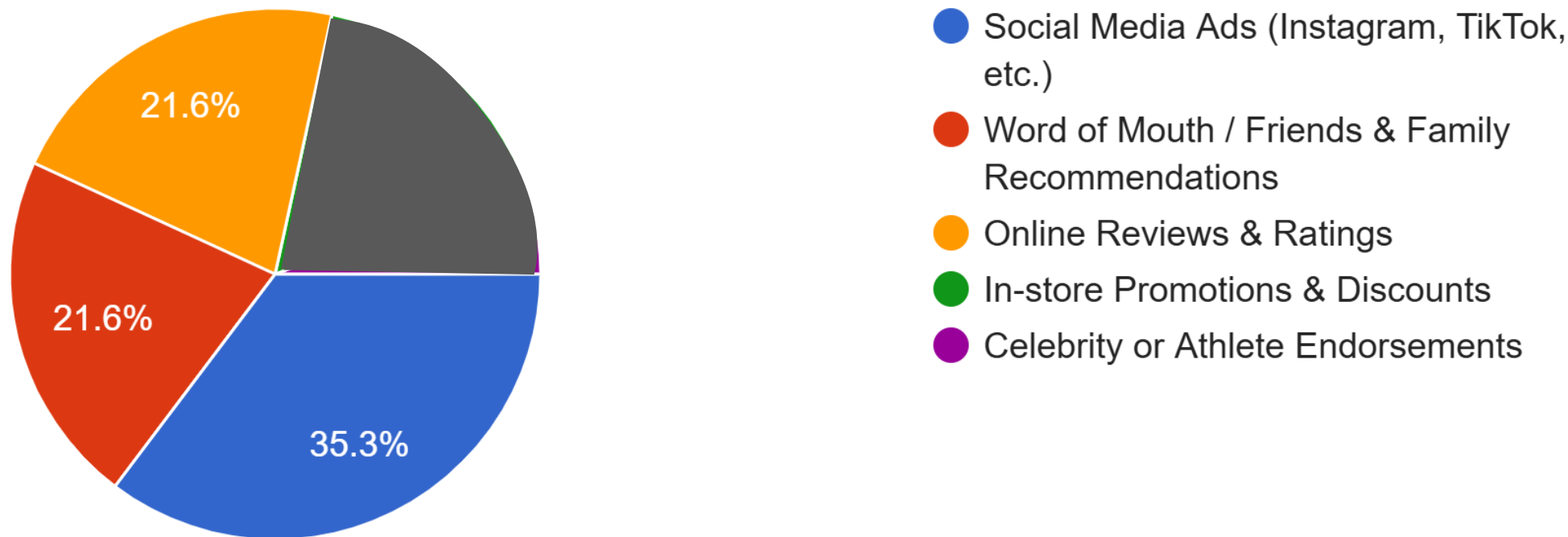
Stanley is positioned as a **premium brand** in the market, where consumers prioritize brand identity and product features over price. Therefore, Stanley's marketing strategy should focus on emphasizing its brand value, design, and performance.

Targeting Segmentation 1:

Emphasize Fashion Elements: Highlight **stylish designs** and **trendy aesthetics** to appeal to this segment.

Which type of marketing influences your water bottle purchase the most?

51 responses



Social Media Marketing



Launch New Product

- Enhance **Insulation Performance**
- Launch **Limited-Edition Designs**
- **Collaborate with Popular Brands**

1



Set Up Instagram Check-in Spots

2



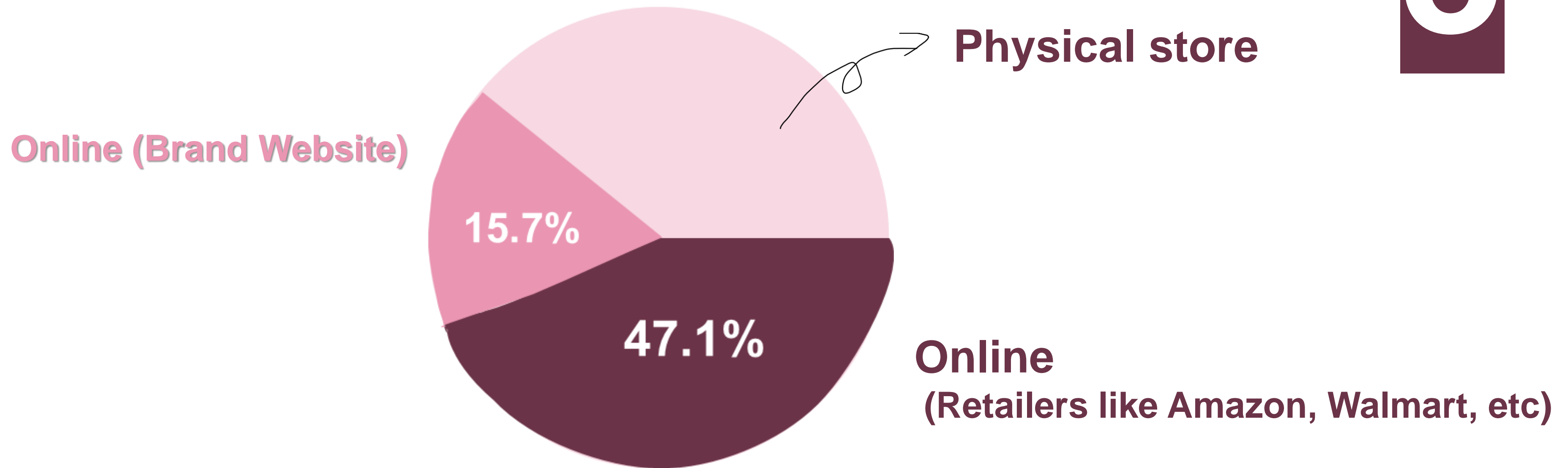
Creating Viral Content :

Launch Replicable Short Video Challenges

no-spill challenge.

Where do you primarily shop for water bottles?

3



Many consumers prefer to shop online. We suggest that Stanley should enhance live-stream marketing by collaborating with streamers to increase purchase conversion rates.

TikTok Shop



Limitations

Limitations of Our Analysis

1. **Mostly College Students** – Our survey focused on students, so results might not reflect what older or different customers think.
2. **What People Say vs. What They Do** – Just because someone says they like a product doesn't always mean they will buy it.
3. **Trends Change** – This data is a snapshot of today, but people's preferences could shift over time.
4. **Small-Scale Data** – We collected the data ourselves, so it's not as large or detailed as professional industry reports.



Thank you

