

### Project 3 –Communication

1.

The Mark	offers	product lines	Social media	prix
Addidas	Treat yourself with up to 40% off on a selection of shoes and Adidas clothing iconic	bottle Adidas by Stella McCartney Steel Bottle 0.75 l	Facebook, Twitter, Instagram etc with videos, images and text as content. Link to website <a href="https://www.adidas.fr/gourdes">https://www.adidas.fr/gourdes</a>	€43 €30
Qwetch	The brand offers customisation of its products to the customers themselves.	Teapots anemones Bottles Anemones	Facebook, Twitter, Instagram etc with videos, images and text as content. Link to website <a href="https://www.qwetch.com/corporate/">https://www.qwetch.com/corporate/</a>	€35 €31 €26
Gobilab	Delivery is free of charge from 39€ onwards	Indoor Streets original	Facebook, Twitter, Instagram etc with videos, images and text as content. Link to website <a href="https://www.gobilab.com/">https://www.gobilab.com/</a>	€23 €20

2. Hydra-max will be targeted in the market:

Core target: budding sportsmen and women who frequent sports clubs, lovers of sports in

In General. both in winter and summer.

Primary target: all those who travel during the day for work, commerce, to school or even to go shopping.

Secondary target: environmentalists who prefer to use thermoses instead of bottles, thus preserving nature.

3. Let's determine a brand prism and a slogan:

The Hydra max brand slogan:

Whether it's hot or cold, your liquid is preserved!

4. Hydra max's positioning:

We focused on the price and popularity of the goods. In comparison with the various different competitors on the market. We focus this positioning as our job, is to sell the product on the market and therefore to look for a marketing strategy to get known and if possible to and if possible for a start model the price to increase sales and attract the most customers.

5.