

# AUDEARA

HALEY

TINA MA

MIKEY

MADDISON

JOHN

# A U D E A R A



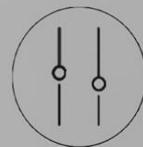
Headphone with a built-in hearing test.

Designed by Doctors to enhance your  
Music Experience



**Measure**

Your hearing  
health.



**Tailor**

Sound perfectly  
for you



**Experience**

Full-fidelity Music  
tailor just for you

## Perfect Sounds, always

Active Noise Cancelling  
35+ hours battery life  
Wireless Music & Calls  
Wired Capability  
Audeara App  
Comfort for all day use



# OUTLINE

- AUDEARA'S BACKGROUND
- AUDEARA'S PROBLEM
- IDENTIFYING CURRENT TARGET AUDIENCE AND SITUATION
- COMPETITIVE POSITION
- STRATEGY FORMULATION
- RECOMMENDED STRATEGIES
- PROJECT PLAN AND TIMELINE



# THE PROBLEM

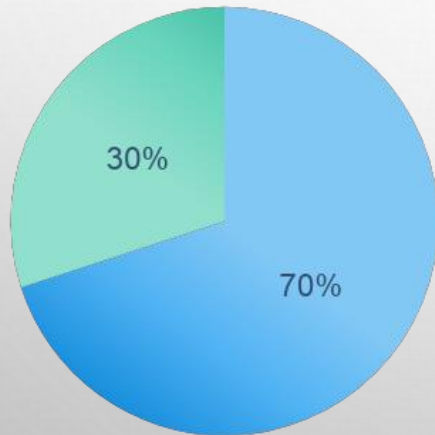
- *LOOKING TO FOCUS ON GAINING A LARGER MARKET SHARE BY ATTRACTING MILLENNIAL MORE SPECIFICALLY, UNIVERSITY STUDENTS*
- *VERY COMPETITIVE INDUSTRY: COMPETITORS INCLUDING BOSE, SONY, AND BEATS*
- *AUDEARA'S SOURCE OF COMPETITIVE ADVANTAGE IS THEIR MEDICAL PERSPECTIVE, BUT MILLENNIALS MAY SIMPLY NOT CARE*
- *NEED TO INFLUENCE MILLENNIALS TO BUY INTO THE BRAND'S MESSAGE AND IDEA*

The Bose logo is displayed in white on a black background. It features the word "BOSE" in a bold, italicized, sans-serif typeface, with a registered trademark symbol (®) at the end.The Sony logo is shown in white on a black background. It consists of the word "SONY" in a bold, sans-serif font, with a registered trademark symbol (®) at the end.

# The Targeted Audiences

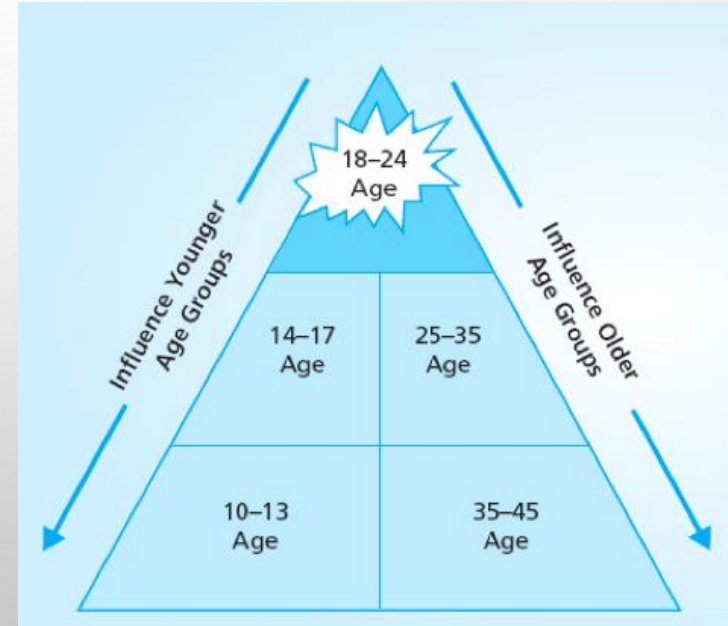
## Audeara Current Users

Aged from 25 - 35 yrs

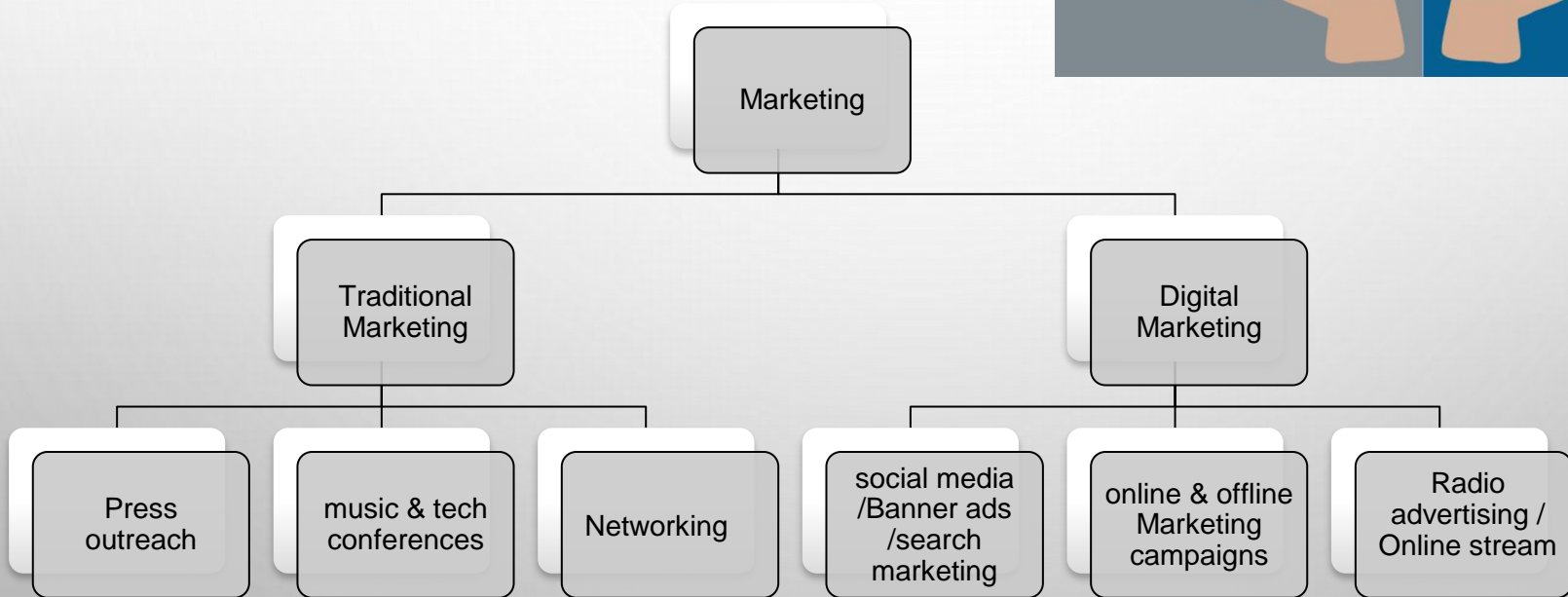
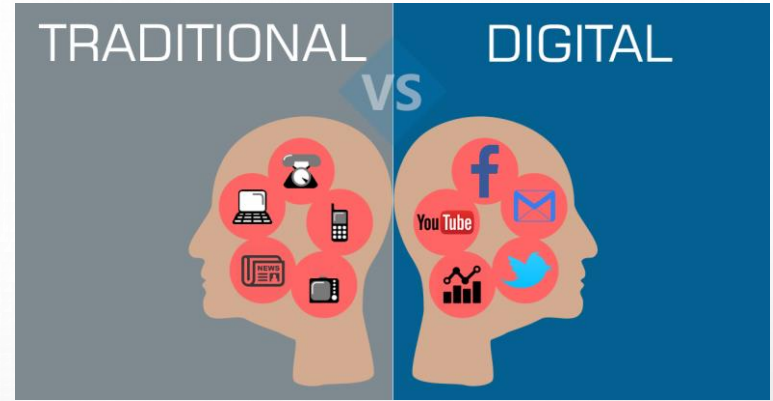


■ Males ■ Females

## Intended Target Users



# CURRENT STRATEGIES



# Current Situations

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## Contact us

Use the information below to find out how you

If you want to know if you are eligible for the NDIS, contact [the NDIS](#) before contacting us. This will indicate if you get help from the NDIS and outline the next steps.

### Phone

Phone us on 1800 800 110.



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## Australia's trusted hearing professionals

Australian owned, independent of manufacturers and supported by Ear, Nose and Throat Specialists.



Find a clinic



Book online appointment



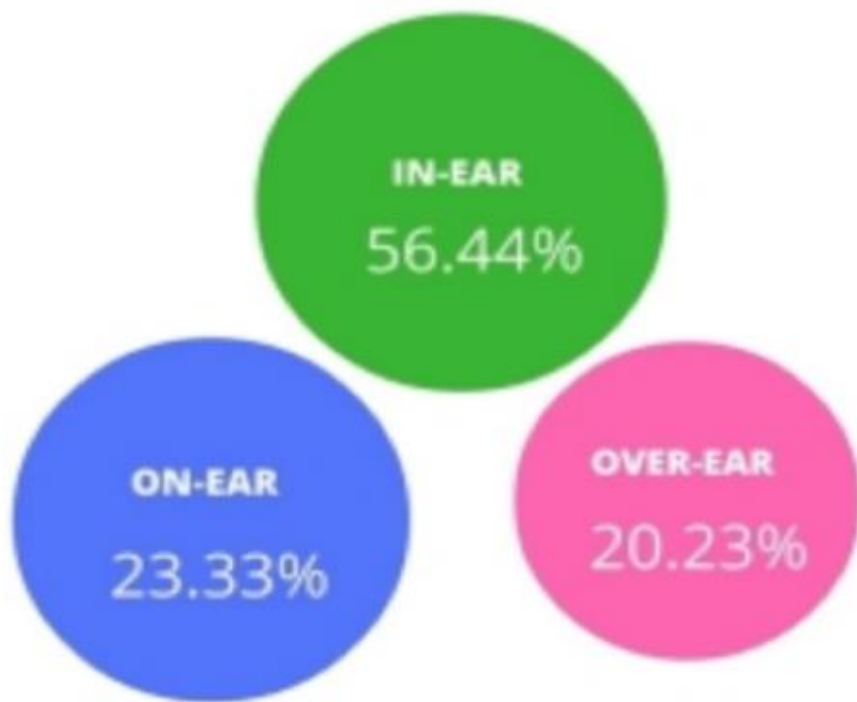
Free call support







## 2016 MARKET SHARE





# AUSTRALIAN COMPETITORS

NURA:



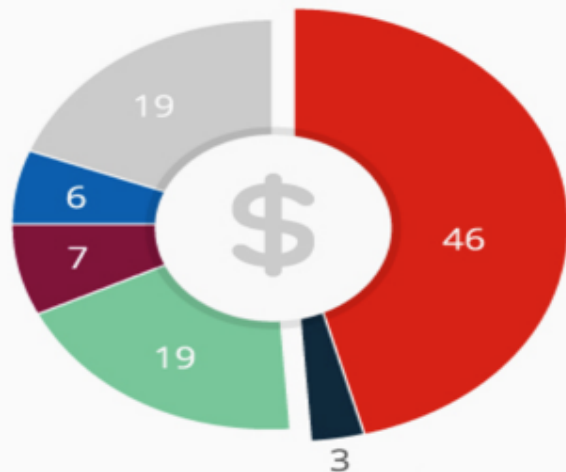
**||N||**  
**NUHEARA**  
**IQbuds™**



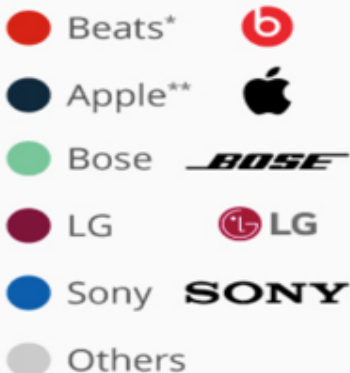
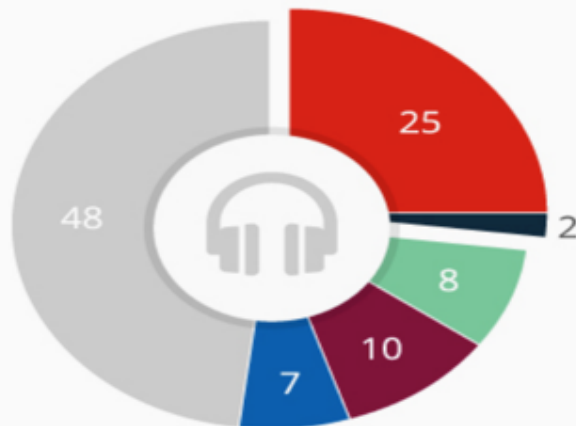
# The U.S. Wireless Headphone Market

Wireless headphone market share in the United States in December 2016

% of dollar sales



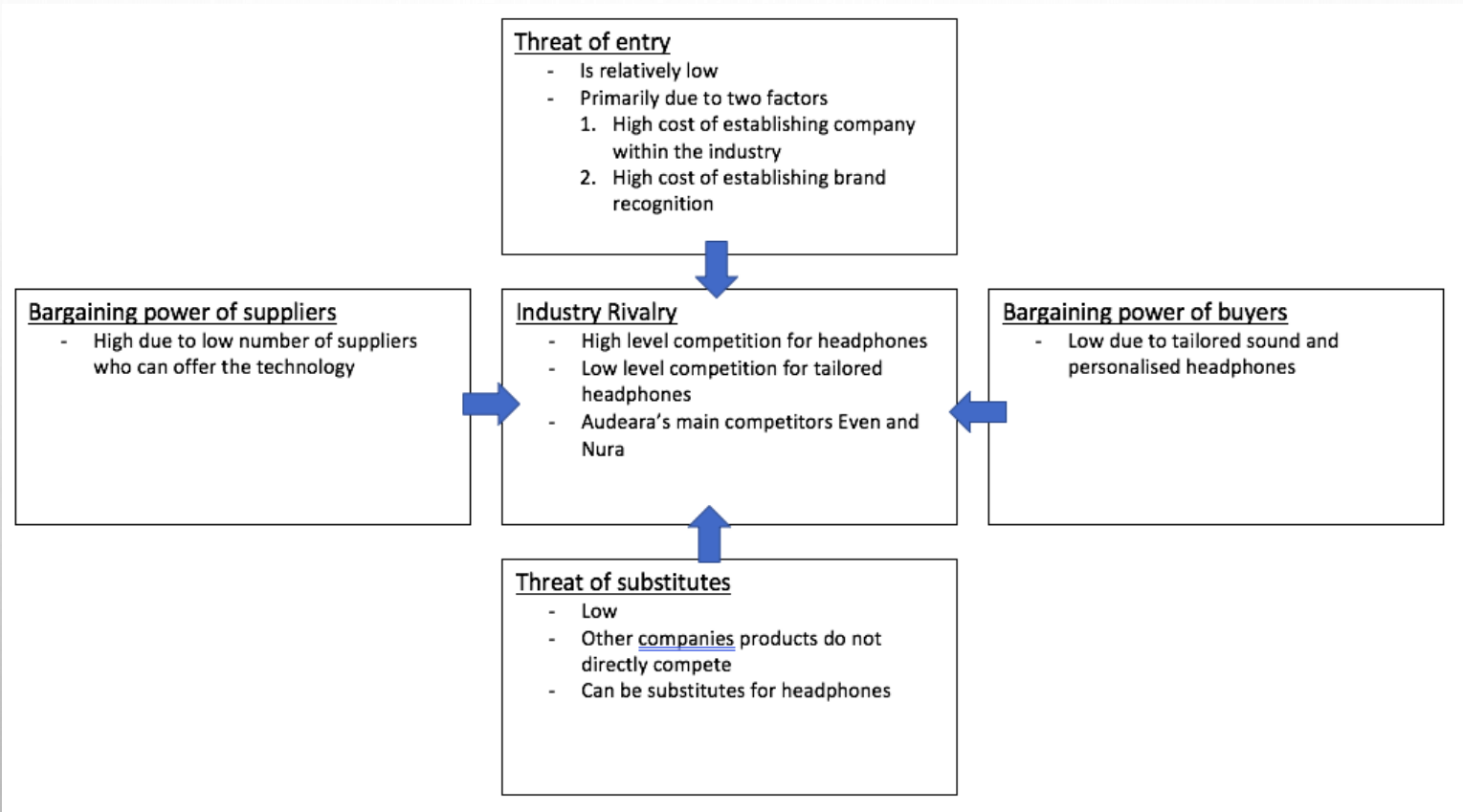
% of unit sales



In December, Apple pocketed **49 cents of every dollar** spent on wireless headphones in the United States.

Brand	Model	Threshold Hearing Test	Track Hearing Health	App		ANC	Tailored Sound	Battery Life	RRP (AUD)
				Customisable / Controllable	Record user data			B/T + ANC	\$
Audeara	A-01	✓	✓	✓	✓	✓	✓	20	499
Nura	Nura	x	x	✓	✓	✓	✓	20	429
Nuheara	IQBuds	x	x	✓	x	✓	x	4	399
SONY	WH-1000MX2	x	x	✓	x	✓	x	30	499
BOSE	QC35	x	x	✓	x	✓	x	20	499
BEATS	Studio Wireless	x	x	x	x	✓	x	12	479
SENNHEISER	Momentum 2.0	x	x	✓	x	✓	x	22	799
Audio Technica	ATH-DSR9BT	x	x	x	x	x	x	20	899

# PORTERS FIVE FORCE MODEL



# SWOT ANALYSIS - AUDEARA

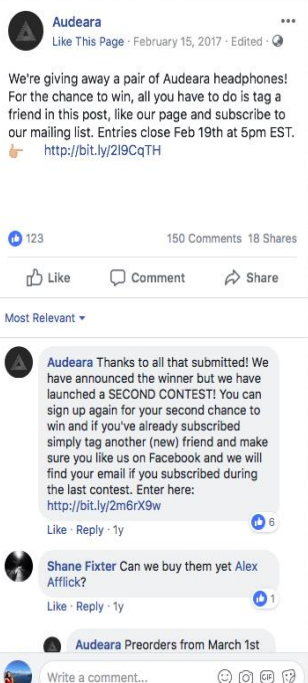
<p>Strengths</p> <ul style="list-style-type: none"><li>- Designed by Doctors &amp; engineers</li><li>- Tailored sound</li><li>- First in the market</li><li>- Innovative &amp; highly sophisticated product</li></ul>	<p>Weakness</p> <ul style="list-style-type: none"><li>- Lack of brand awareness and trust</li><li>- 15 minute test</li><li>- High price</li><li>- Product range narrow compared to competitors</li></ul>
<p>Opportunity</p> <ul style="list-style-type: none"><li>- Lack of competitors</li><li>- Hearing impaired patients</li><li>- Design of product</li><li>- After pay</li><li>- Promotions</li></ul>	<p>Threats</p> <ul style="list-style-type: none"><li>- Large competitors ie, Sony and Beats</li><li>- Rising manufacturing costs</li></ul>

# MARKETING MATERIALS



— 01

## SUBSCRIBE TO WIN



HOME SHOP BLOG SUPPORT CONTACT



## TEST YOUR HEARING. TAILOR YOUR SOUND.

SHOP NOW

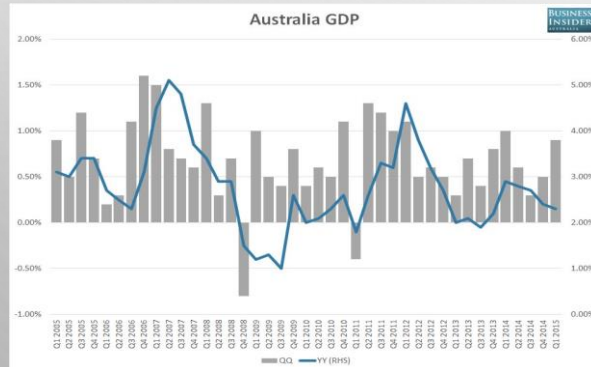
# THE SOLUTION: OUR IDEAS

- THREE PURCHASE MOTIVES:
- PRICE:
  - WE RECOMMEND A 10% STUDENT DISCOUNT THROUGH MY UNIDAYS AS WELL AS THE USE OF AFTERPAY
- ASSURANCE OF BENEFITS:
  - SETTING UP A TESTING BOOTH FOR PASSERSBY TO TAKE THE HEARING TEST AND NOTICE THE DIFFERENCE
  - TAKING THIS TO MUSIC FESTIVALS (E.G. SPLENDOUR IN THE GRASS AND BIGSOUND) AND UNIVERSITY OPEN DAYS
- APPEARANCE:
  - CURRENTLY QUITE GENERIC
  - POSSIBILITY TO OFFER NUMEROUS COLOURS AND TEXTURES





- CHANGE IN ECONOMIC GROWTH
- NEWS AND ARTICLES ABOUT OUR COMPANY
- OTHER COMPANY'S EXAMPLE OF PROBLEM SOLVING
- CUSTOMER RESPONSES AND FEEDBACK POINT AFTER USE OUR PRODUCT





## Audeara full-fidelity headphones: cans your doctor would approve of

*Sure, your headphones might sound good now, but what happens when you throw in a little medical-grade audio tech to match them to your ears? We test the Audeara headphones to find out.*

1st June 2018

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Alexander Alexandrou  
Editor -  
sciencefocus.com

**What are they?** The Audeara headphones are a new pair of cans swinging their way over to us from Australia, the land that gave us such aural treats as AC/DC, Kylie and Men At Work, after smashing their \$10k Kickstarter target in only 16 hours.

**Impressive, so what makes them special?** Rather than just pumping out high-quality audio (a noble and worthy cause most [headphones](#) have been content to do over the years) the Audeara does things a little differently – they measure the health of your inner ear and adapt the sound coming out to match your specific audio profile.

**Sounds like magic.** It's really not, in fact it has been designed with the help of doctors and uses the same technique to test your ear health as if you went to see an audiologist.



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# PLAN AND TIMELINE

- FIND THE MARKETING OBJECTIVE
- ANALYZE MARKET AND COLLECT INFORMATION WHAT WE NEED
- ESTABLISH STRATEGY
- REVIEWING ESTABLISHED STRATEGY
- IMPLEMENT THE PROBLEM SOLUTION

