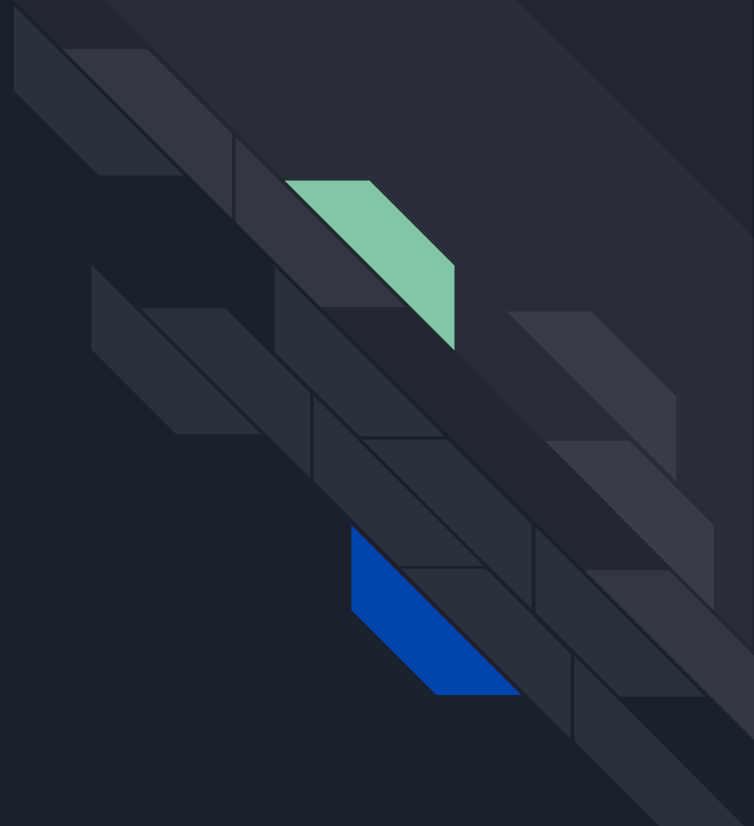


Audeara

Haley Judge, Tina Ma, Michael Morrey, Maddison Foscett, and
Hui Jong Li



About Audeara





The Problem

- Looking to focus on gaining a larger market share by attracting millennials 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



BOSE®



SONY®

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





SWOT Analysis - Audeara

Strengths

- Designed by Doctors & engineers
- Tailored sound
- First in the market
- Innovative & highly sophisticated product

Weakness

- Lack of brand awareness and trust
- 15 minute test
- High price
- Product range narrow compared to competitors

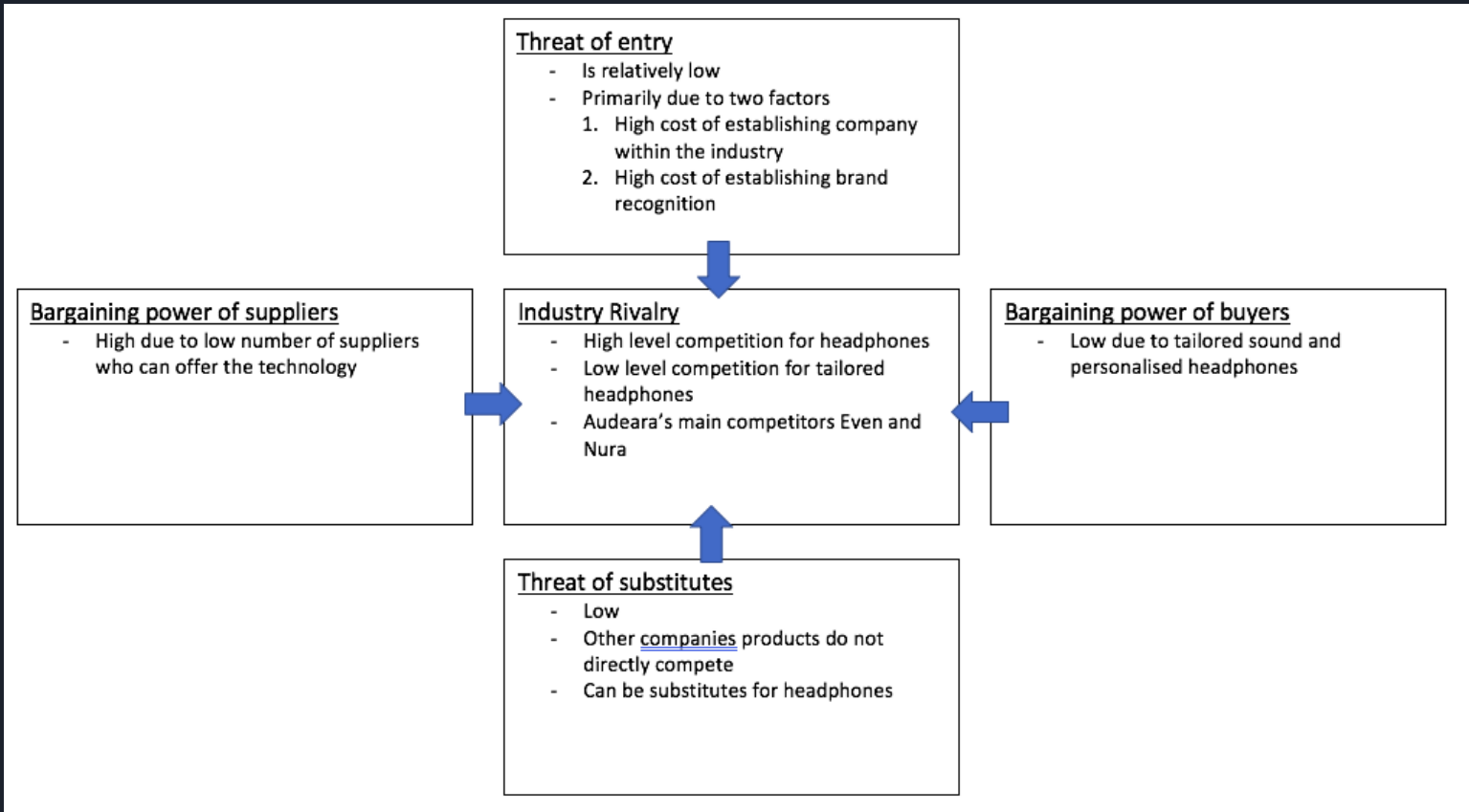
Opportunity

- Lack of competitors
- Hearing impaired patients
- Design of product
- After pay
- Promotions

Threats

- Large competitors ie, Sony and Beats
- Rising manufacturing costs

Porters Five Force Model

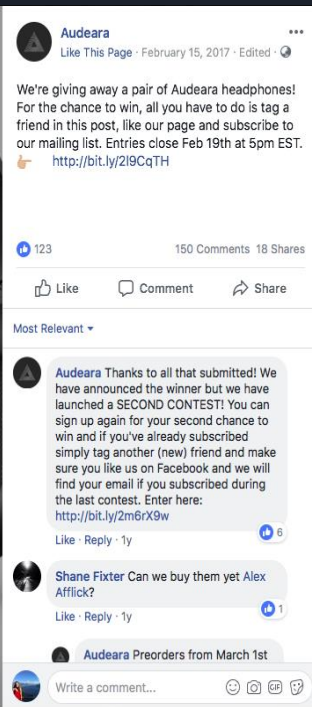


Marketing Materials



A — 01

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