

BRAND STUDY OF NOISE



About the Logo of NOISE :-

- The Noise logo is a celebration of the Brand's progress and innovative approach.
- It is a great symbol of a powerful company with a bright future and values of its heritage.
- The Icon and the Name tells about Smart Wearables & Hearables.
- The Modern Abstract Representation of the letter.

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About the Mission of NOISE :-

- The Company aspires to deliver the best and the most cost-effective products & solutions empowered by superior technologies.
- The Company, is committed to give their best and Achieve the Highest Standards in Performance, Quality, Systems, Care and Relationships. And then we want to beat these High Standards and go further because anything that can be done can be done better.”
- The Company is committed in ensuring value for money products by developing high-quality, environment-friendly and efficient solutions that fulfil the diverse needs of customers.

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About the Vision of NOISE :-

- The Company aspires to deliver the best and the most cost-effective products & solutions empowered by superior technologies.
- Noise is Renewing its focus on Smart Wearables & Hearables. (Wireless Headphones with Advanced Features)
- We aim to be the biggest player in the Indian Market, a Household name with young, high tech Indian consumers and a brand Indians are proud of.

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About the USP of Noise :-

(Unique Selling Points) for Noise:

- **Stylish and Trendy Products:** Noise offers fashionable and trendy products that appeal to young and style-conscious consumers.
- **Affordable Prices:** Noise provides high-quality products at affordable prices, making them accessible to a wider audience.
- **Wide Range of Products:** Noise offers a diverse range of products, including earbuds, headphones, speakers, and more.
- **Advanced Technology:** Noise incorporates advanced technology into its products, such as wireless connectivity, long battery life, and crystal-clear sound.
- **Durable and Long-Lasting:** Noise products are built to last, with durable materials and robust construction.

COMPETITOR ANALYSIS OF NOISE



About the other Competitors with Noise :-

Noise faces competition from both domestic and international brands in the wearable technology and consumer electronics sectors. Notable competitors include:

- 1. boAt**
- 2. Fire Bolt**
- 3. Portronics**
- 4. Mivi**
- 5. Pebble**
- 6. Xiaomi**

BUYERS PERSONA

Buyers persona :-

- A buyer persona also called a user persona, marketing persona, or audience persona is a fictional profile of your ideal customer based on market and audience research.
- In other words, it's an imaginary person that embodies the most important characteristics found within your broad audience.
- Just like a real living and breathing customer, a buyer persona should have a demographic and psychographic profile, behavior trends, values, desires, pin points, and affiliations.

BUYERS PERSONA

Buyers persona :-

Demographics:-

- Age: 18-35 years old
- Gender: Male and Female
- Income: Middle to upper-middle class
- Occupation: Students, Working Professionals, Entrepreneurs
- Education: College-educated or higher

Psychographics:-

- Values: Style, Quality, Durability, Affordability
- Interests: Music, Gaming, Fitness, Travel, Social Media
- Personality: Tech-savvy, Fashion-conscious, Active, Social
- Goals: Stay connected, Enjoy music, Stay fit, Look stylish
- Challenges: Finding affordable yet quality products, Staying up-to-date with latest technology

BUYERS PERSONA

Target Audience :-

Noise sells smartwatches, earbuds, and accessories that appeal to different types of people. Here's a simple breakdown of their ideal customers:

1. The Young Professional (22-30 years old) : Works in IT, marketing, or corporate jobs.

Lives in big cities like Delhi, Mumbai, and Bangalore. Loves smart gadgets that help with work and daily life. Shops online and follows tech influencers before buying. Wants stylish, affordable, and feature-packed wearables.

2. The Fitness Enthusiast (25-35 years old) : Passionate about health and workouts. Uses smartwatches to track steps, workouts, and sleep. Needs long battery life and accurate health features. Buys fitness gadgets after checking reviews on Instagram & YouTube.

3. The College Student (18-24 years old) : Limited budget but wants trendy gadgets. Uses earbuds for music, gaming, and online classes. Buys during sales and loves discounts & cashback offers. Follows social media trends and YouTube unboxings.