

STRATEGIES IN VIVO BRAND:



Innovative Technology: Vivo has focused on integrating cutting-edge technology into their smartphones, such as advanced camera features, high-quality displays, and fast charging capabilities, to differentiate themselves from competitors.

Strong Marketing Campaigns: Vivo has invested heavily in marketing and advertising, including sponsorship deals with sports teams and events, to increase brand visibility and appeal to a younger demographic.

Wide Product Range: Vivo offers a wide range of smartphones targeting different market segments, from budget-friendly options to premium flagship devices, to cater to the diverse needs and preferences of consumers.

Global Expansion: Vivo has pursued aggressive expansion into international markets, including Southeast Asia, India, and Europe, to diversify its customer base and reduce reliance on the domestic market.

Partnerships and Collaborations: Vivo has formed partnerships with other companies, such as Qualcomm and Zeiss, to leverage their expertise and enhance the features and performance of their smartphones.

Focus on Design: Vivo places emphasis on design aesthetics, with sleek and stylish smartphone designs that appeal to fashion-conscious consumers.

Overall, Vivo's combination of innovative technology, marketing prowess, product diversification, and global expansion has contributed to its success in the competitive smartphone industry.

